

75c

American Builder

IN THIS CONVENTION ISSUE...

1957 PRODUCT SHOW

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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

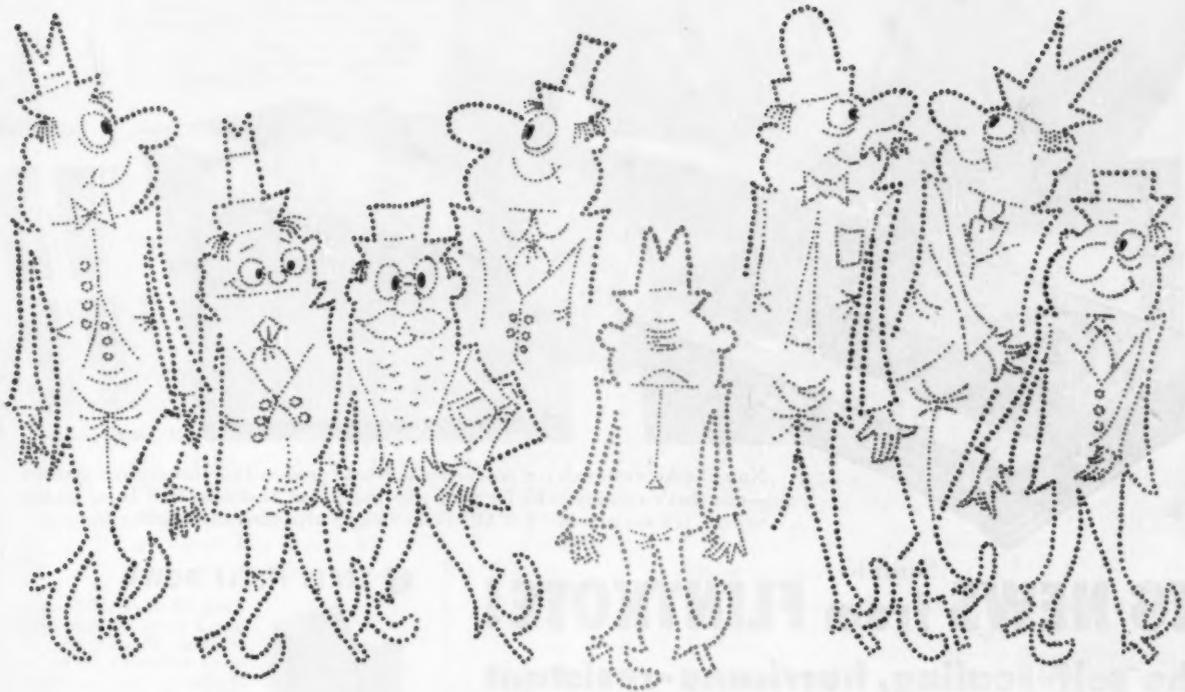
* U.S. & Foreign Patents Pending.

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"

KWIKSET SALES AND SERVICE COMPANY • ANAHEIM, CALIFORNIA



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 2,810,209—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.

Targets 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.

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.

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 salesmen 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.

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President and Business Manager. The editors are not responsible for unsolicited manuscripts. All manuscripts should be accompanied by a stamped, self-addressed envelope.



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!



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!

GET ON OUR "NEW-IDEA MAILING LIST"!

General Electric Co., Dept. AB-1-7
P.O. Box 5911, Cleveland 1, Ohio

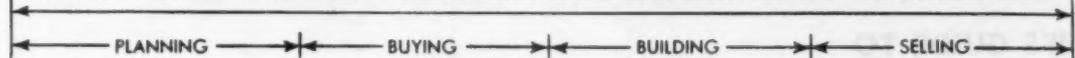
Please send me your new 1957 Pattern Folder, and add my name to your "New-Idea Mailing List."

NAME _____ TITLE _____
FIRM _____
CITY _____ ZONE _____ STATE _____

Textolite[®]
LAMINATED SURFACING
GENERAL  ELECTRIC

AMERICAN BUILDER

“NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER”



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

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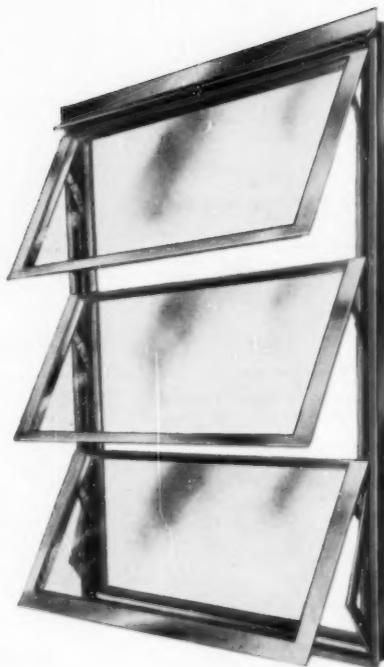
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TRU-SEAL[®]



VAMPCO[®]



a **QUALITY PRODUCT** with
a **FAMOUS TRADEMARK**
has been added to **VALLEY**
METAL PRODUCTS CO.'S
line of . . .

*Aluminum
windows!*

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

VALLEY METAL PRODUCTS CO.

PLAINWELL, MICHIGAN

Subsidiary of Mueller Brass Company, Port Huron, Michigan

Impact

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.

—Don Short, Home Research Foundation, Inc., Grand Rapids, Mich.

"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 Piotter, Oak Park, Ill.

*"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.)

TOUGH! SINGLE THIN SHEET OF LAMINATED FOIL LIFTS 6 MEN!

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 pre-fabricated 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.

Facts on heat flow and how to retard it are contained in the new 48-page booklet "Heat Flow by Radiation in Buildings, Simplified Physics," an illustrated, authoritative manual by Alexander Schwartz, noted lecturer and writer. Use coupon for a free copy, and samples.

THERMAL VALUES, INFRA TYPE 4S

Up-Heat C.105 = 3½" insulation*
Wall-Heat C.068 = 4½" insulation*
Down-Heat C.042 = 7½" insulation*

*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.

New Aluminum Insulation
Uses Sheets of Amazing Strength—
Can Take Abuse



 Infra Insulation Inc., 525 Bway., N.Y.C., Dept. B-1
 () Send booklet "Radiation etc."
 () Samples of Infra 4SLL.
 NAME _____
 FIRM _____
 ADDRESS _____
 |

The Building Outlook

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 Limestone 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.



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in elegance...



in all
popular
modern
finishes

Unequaled in value

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.



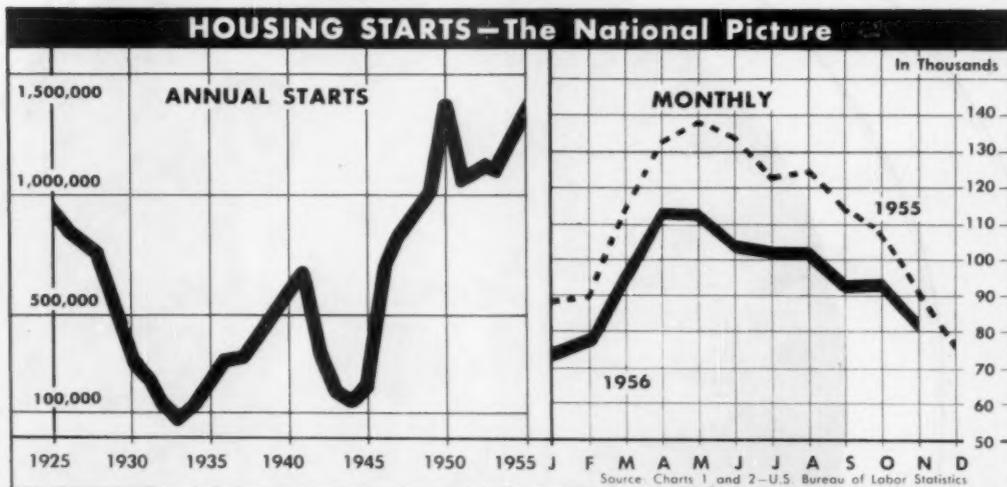
See NATIONAL LOCKset and other National Lock quality hardware for the builder . . . NAHB Show, Space 765-766, Coliseum

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

Pulse of Building

WHAT'S HAPPENED
WHAT'S AHEAD

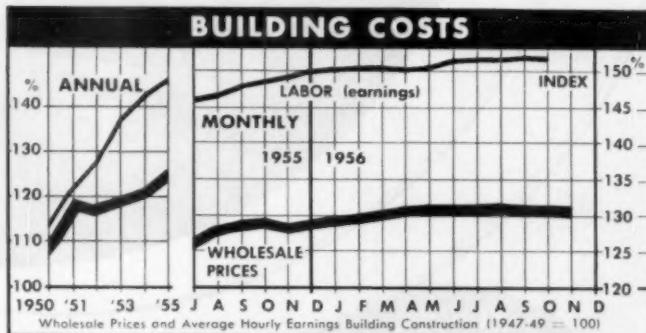


Interpretation

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 ▶

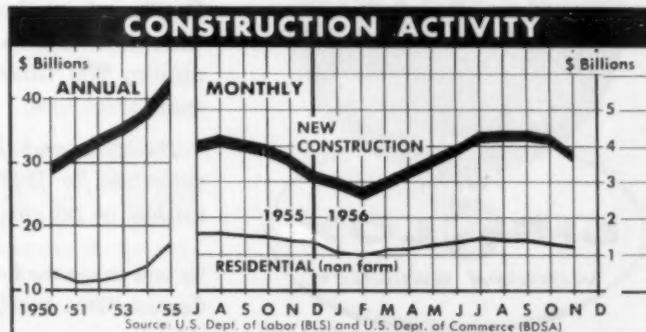
FRACTIONAL DECLINE in material prices was caused by continued downward trend of lumber costs; most other commodities held firm or rose. October set a new high in earnings.

15 LEADING HOME BUILDING AREAS

Dwelling units built in Metropolitan areas during the first eight months of 1956. (BLS)

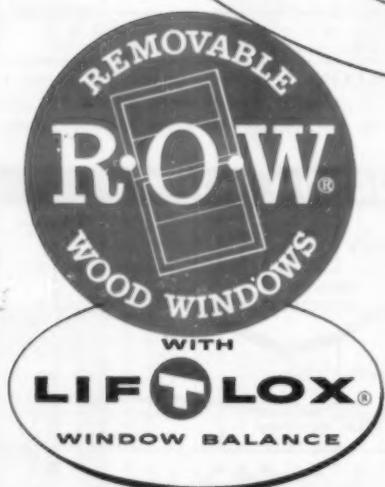
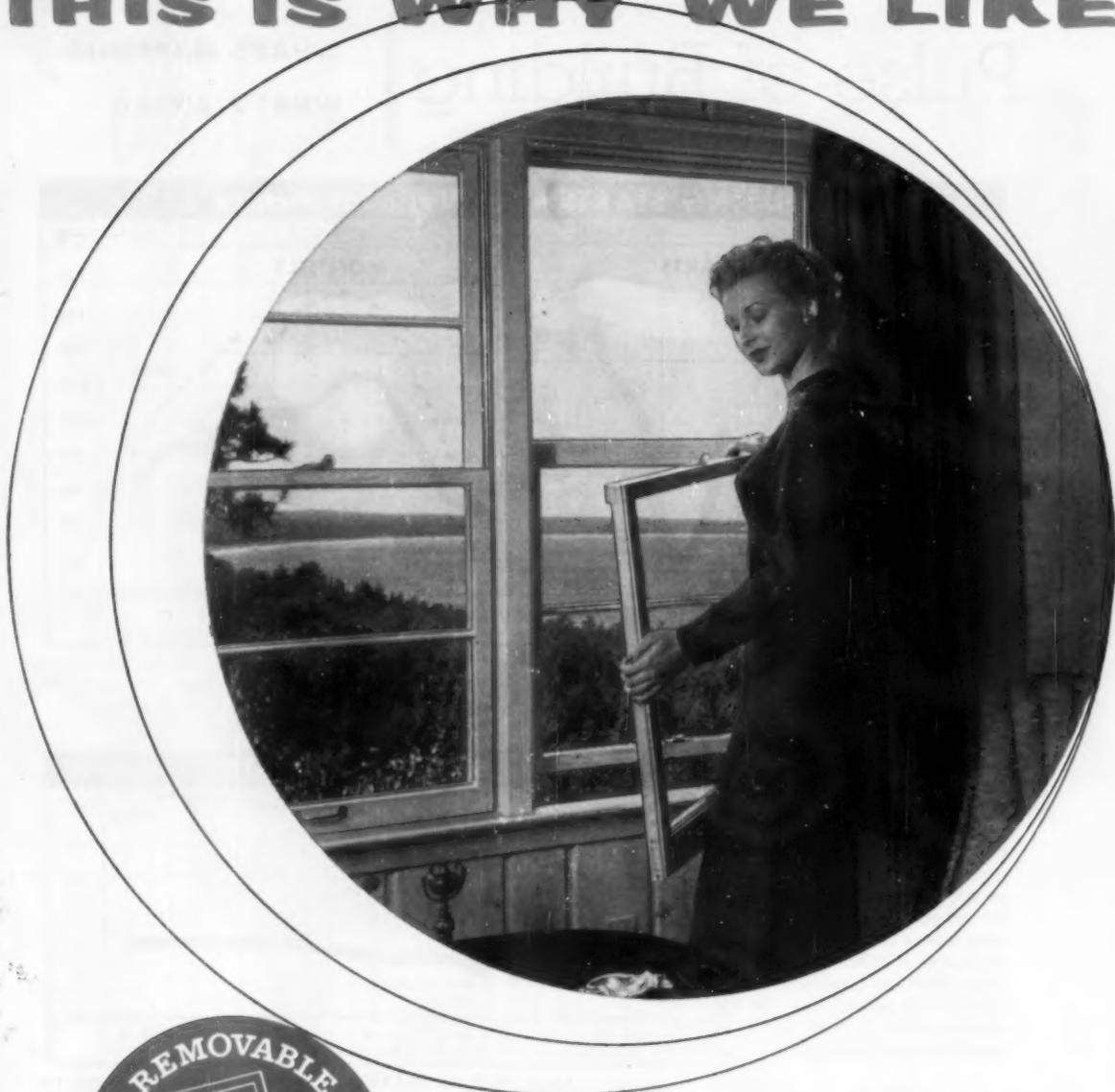
	Units Built	% Change Jan.-Aug. 1955-56
Los Angeles	65,599	-15
New York	53,133	-24
Chicago	37,160	-16
Detroit	23,689	-19
San Francisco	16,381	-30
Washington	12,203	-29
Miami	11,543	-3
Cleveland	9,271	-19
San Diego	8,474	+9
Baltimore	8,287	-26
Atlanta	7,069	-19
Boston	7,038	-15
Buffalo	6,937	-15
Denver	6,642	-32
Milwaukee	6,084	+5

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.

THIS IS WHY WE LIKE



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.

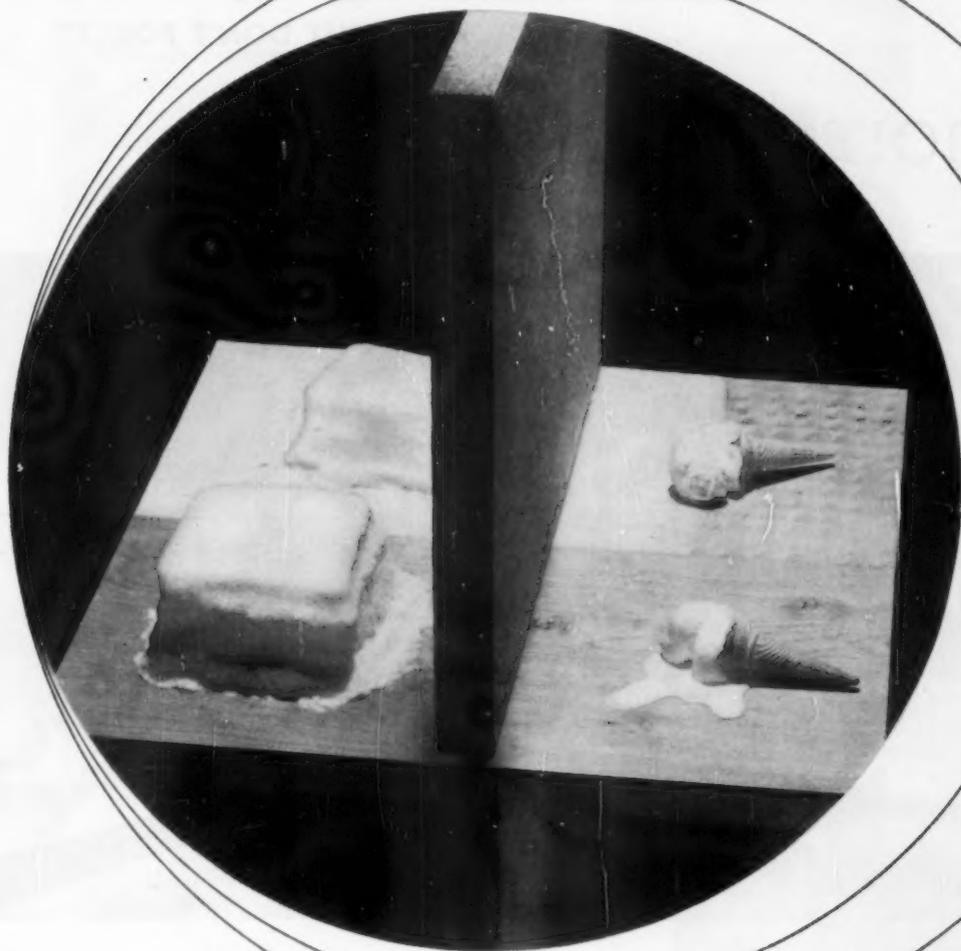
Builders and Buyers know, too, that there's no substitute for R·O·W Lift-Out Windows. They can be washed or painted in half the time—inside the home.

Be sure to see the full line of R·O·W Windows in Booth #79, Conrad Hilton Hotel, and Booth #562, Sherman Hotel.

R·O·W and LIF-T-LOX are the registered trade-marks of R.O.W. Sales Company.

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

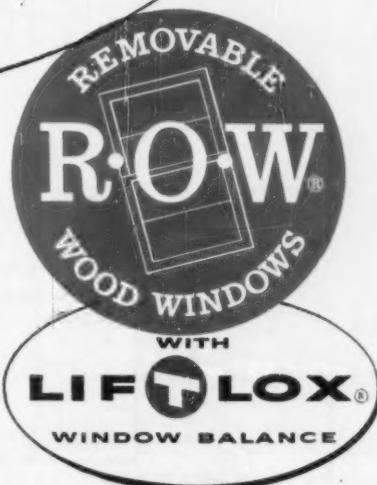
WOOD WINDOWS



EXPERIMENT 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.



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

JANUARY 1957

15

Tomorrow's House



The X-100: a preview in steel

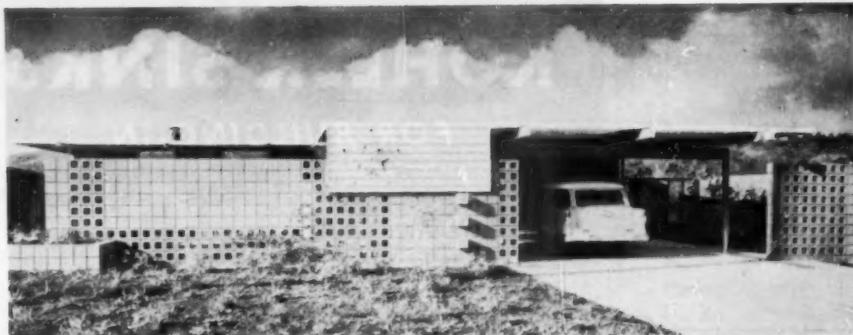


The use of steel in home building is still in the experimental stage; but this house shows that there's little question that a steel-framed house can be both practical and beautiful.

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.

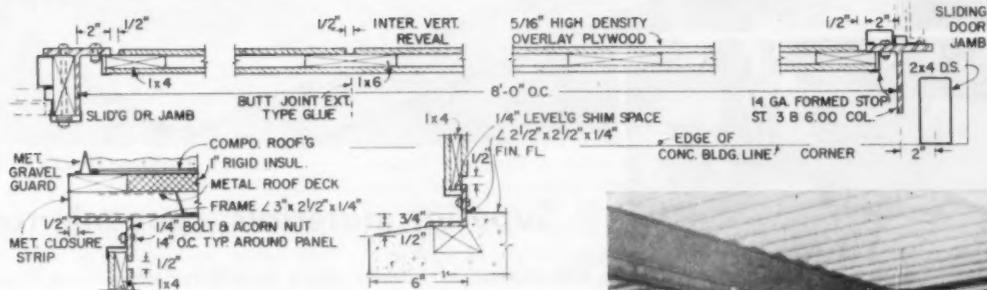
Of immediate interest are the plywood exterior wall panels, made of high-density overlaid fir plywood. The grain shows slightly through the



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 1 1/2" 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.

KOHLER SINKS

FOR BUILDING-IN



Clearfield, 60" x 21"



Delafield, 32" x 21", 42" x 21"

Superior materials, convenience

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.

**New Ideas
at the
Builders'
Show**



See these and other Kohler fixtures and fittings in attractive modern settings at the Kohler exhibit, N.A.H.B. Exposition, January 20-24, Conrad Hilton Hotel, Chicago.

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AMERICAN BUILDER

GOING TO PRESS

"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 in-roads 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)

—WHY PRE-ASSEMBLY PAYS OFF—

APPRECIABLE SAVINGS in overhead and supervision—George S. Goodyear, Charlotte, N. C.

PRODUCTION PRESSURE due to before-construction sales may require off-site assembly—J. Harold Genrich, Buffalo, N. Y.

CAREFUL ANALYSIS reflects faster construction, lower job overhead and better job cost control—Ralph Smykal, Wheaton, Ill.

MORE ECONOMICAL and efficient—Seaborn P. Collins, Las Cruces, N. M.

PACKAGE DELIVERY eliminates waste of material and labor—V. J. DeMeo, Miami Shores, Fla.

BETTER CONTROL over costs of labor and materials, increased efficiency, speeded-up operation, improved timing, cut in interest charges, quicker turnover of capital.—Albert Balch, Seattle, Wash.

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,

DICKERMAN'S COLUMN . . .

How '57 building can exceed

by John M. Dickerman, Executive Director, National Assn.

The basic soundness of the housing market is not doubted by anyone. Confirming the general market soundness and continued buyer interest, an NAHB survey reveals that nearly two-fifths of the reporting builders had no inventory of completed and unsold homes. Of homes reported on hand, nearly one-half had been completed less than 30 days and 70 per cent had been completed 60 days or less. In short, the current mortgage market crisis hits home-building production at a time when there is no real inventory of new housing and during a period of a continued strong and steady demand.



Dickerman

Some significant steps already have been taken in a belated attempt to stem a heavy drop in housing starts this year. Responsible officials in government have become aware of the serious economic repercussions from a fall-off in housing production. HHFA Administrator Cole spoke out bluntly, saying that now is the time "to go to bat" for housing and indicating his "intention . . . and my responsibility to be the lead-off man in the batting order."

Certainly those in the industry believe wholeheartedly that the time has more than arrived to take strong action if the industry is to be maintained at a healthy level of production. In fact, we have been saying this for some months. We have urged, moreover, that production be assured in all price brackets.

Conferences between administration and NAHB officials began long before the drop in housing starts became marked. Some successes have been achieved in seeking ways and means to ease the critical credit squeeze. But, much more remains to be done.

For example, the Federal National Mortgage Association has taken steps to preserve its available funds for only newly made Government-backed mortgages. By this action it is avoiding the possibility of a dumping of older mortgages. At its current rate, FNMA is providing a haven for nearly one out of every three FHA-VA new home mortgages. Its very existence is an important factor in preventing further distress in the market.

Quick action needed

It seems clear the Congress will have to act promptly, however, to improve the FNMA situation. Its authority to issue debentures should be enlarged and, if necessary, greater reliance should be placed on assistance from the Treasury. There is also the strong possibility of a program of special assistance to aid the purchase of mortgages on lower-cost homes—those which suffer most in the current market. Such an FNMA program would also remove pressure from its basic secondary mortgage market operation. This would be in line with action already taken by FHA which removed its extra two per cent down payment requirement on all insured mortgages up to \$9,000.

Increasing the FHA interest rate to five per cent undoubtedly im-

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



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.



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.



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.



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.



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.

What's Yours?

Do you have other problems, other solutions? AB would like to hear about them.

Question:

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



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.



Charles W. George, Milwaukee, Wis.: Mortgage money. Locally we can try to get private money, limit building to our financial resources and continue to bring problem to congressional representative.



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.

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 4½ 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 un-

questionable 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 2½ 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 sees 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)

Type of construction	1956	1957	Per cent of change
TOTAL NEW CONSTRUCTION	44,125	46,400	+ 5
PRIVATE CONSTRUCTION	30,700	31,400	+ 2
Residential building (nonfarm)	15,200	14,700	- 3
New dwelling units	13,325	12,800	- 4
Additions and alterations	1,385	1,500	+ 8
Nonhousekeeping	445	500	+12
Nonresidential building (nonfarm)	8,800	9,275	+ 5
Industrial	3,060	3,200	+ 5
Commercial	3,300	3,300	0
Office buildings and warehouses	1,365	1,500	+10
Stores, restaurants, and garages	1,935	1,800	- 7
Other nonresidential building	2,440	2,775	+14
Religious	775	875	+13
Educational	535	550	+ 3
Hospital and institutional	325	400	+23
Social and recreational	270	300	+11
Miscellaneous	535	650	+21
Form construction	1,500	1,550	+ 3
Public utility	5,080	5,750	+13
Railroad	435	450	+ 3
Telephone and telegraph	970	1,075	+11
Other public utility	3,675	4,225	+15

Type of construction	1956	1957	Per cent of change
Local transit	25	25	0
Pipelines	350	375	+ 7
Electric light and power	1,900	2,100	+11
Gas	1,400	1,725	+23
All other private	120	125	+ 4
PUBLIC CONSTRUCTION	13,425	15,000	+12
Residential building	275	450	+64
Nonresidential building	4,050	4,500	+11
Industrial	425	425	0
Educational	2,560	2,850	+11
Hospital and institutional	305	375	+23
Other nonresidential building	760	850	+12
Military facilities	1,420	1,525	+ 7
Highway	5,100	5,500	+ 8
Sewage disposal	710	875	+23
Water supply	580	675	+16
Public service enterprises	450	475	+ 6
Conservation and development	660	800	+21
All other public	180	200	+11

*Joint estimates of the Department of Labor and the Department of Commerce.

Pictures in the News

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. Wacław Zencykowski; Wladyslaw Podwapinski. ▶



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. Haverstick 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 & Finance 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 recommend 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

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

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.



Northup



Bossert



Borgschulte



Slote



Roth



Finitzo



Carter

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 Hackettstown; 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. Herdlein, 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. Goldhirsch of New York City, vice president for Queens-Brooklyn; Frank A. Clauson, 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. Ingino 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.

How to make money by swapping

by Leland G. Lee, Jr.,



TALK TURKEY

Give your prospects all the facts. He'll know where he stands; you'll save time later on.

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.



Lee

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 fig-

ure, taking into consideration repairs, sales expenses and the loan brokerage market. Or, the sales price of your new home 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



WHAT'S IT WORTH?

Eagerness to trade can lead to over-valuation of the old house. Check your market, reconditioning costs, etc.

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 absorb his unreasonable value. Contact him within fifteen to thirty days, so he will have had a chance to check with other builders and realtors. He may be embarrassed to come back to you, even though you have the best deal because he has expounded his feelings of over-valuation too loud and long.

4. Selling the traded home:

In addition to our own sales people, we use realtors and a multiple listing service. We sell the greater percentage

of our used houses or trade them again. If you sell them yourself, remember that different methods are employed in the selling of used houses than your new homes. You must learn these methods from realtors and others and by experience. In selling the trade-ins yourself there will be many times you can use to advantage the five per cent commission you would have to pay a realtor. You don't realize a profit on your new house until the old one is sold, so don't count on that profit when you take the old house in trade.

There are many advantages in the trade-in plan to you as a builder. It is a wonderful merchandising tool. It 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)



THE DOTTED LINE

Nail down your sale as soon as you can. Both you and your prospect will be happier knowing the deal is closed.



FOR SALE OR TRADE

Get the old home on the market. Maybe you'll sell it outright; maybe you'll trade again.

"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®

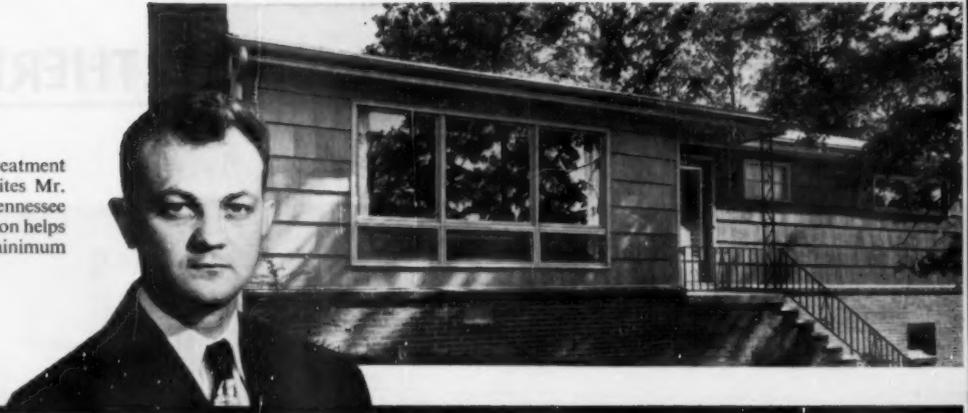
More home buyers and planners know Andersen WINDOWALLS by name than any other window on the market! These prospective customers prefer Andersen Wood Window Units by a margin of 7 to 1. This nationwide acceptance of Andersen quality and window beauty can be a sales stimulator for you . . . can help you 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.

THEIR HOUSE

"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 call-backs 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

TRADEMARK OF ANDERSEN CORPORATION



ANDERSEN CORPORATION • BAYPORT, MINNESOTA



CONTEMPORARY MODEL'S front elevation has sweeping appearance of one-story house. Low-hanging roof,

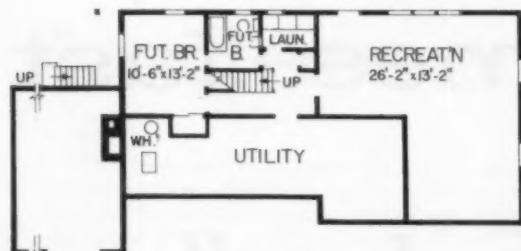
wide overhangs, and combination of clear cedar siding, plywood panels, and brick dramatize the exterior. . . .

How to plan houses for

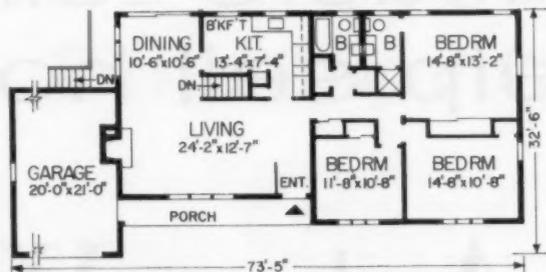


TRADITIONAL RANCH is another design in the \$9-million development. To provide a large number of wooded

plots the builders are maintaining a nursery and will transplant trees to each site to conform to the community.

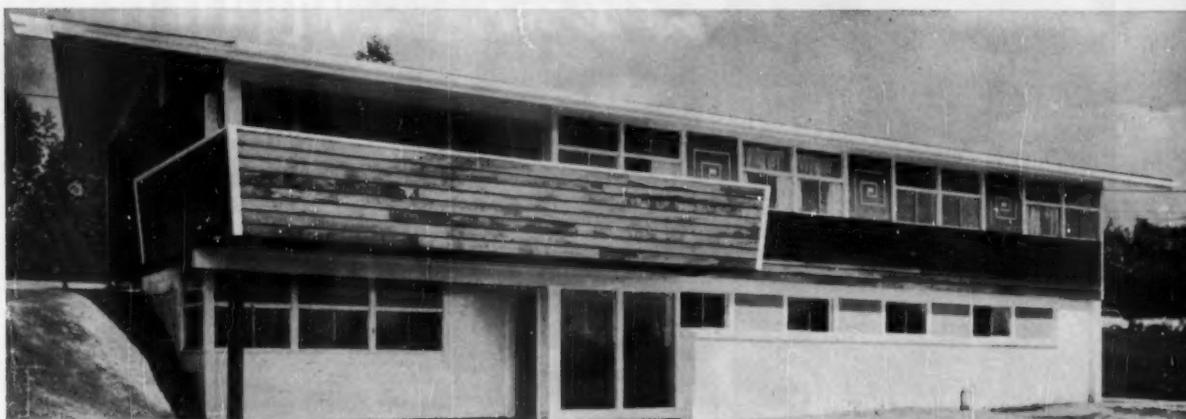


GRADE LEVEL includes a 26-foot game room, space for future bedroom. Oscar A. de Bodgan was the architect.



MAIN FLOOR has 24-foot living room adjoining dining room, breakfast nook, and kitchen. Base price: \$28,490.

of the MONTH for January



... Rear elevation of Contemporary shows how sloping plot allows for two-story effect, permits a full-floor grade-

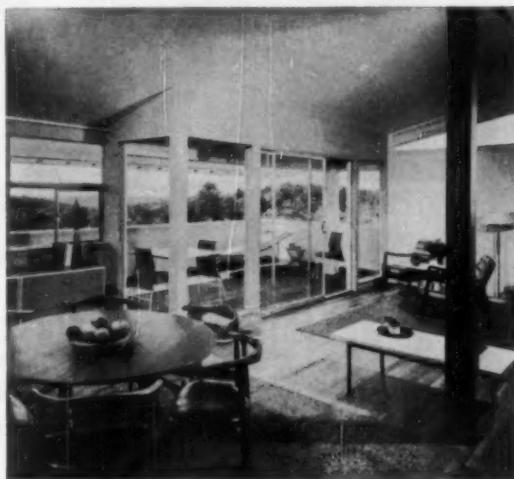
level layout. Cantilevered, covered raised deck opens off living room, providing covered porch.

a hillside

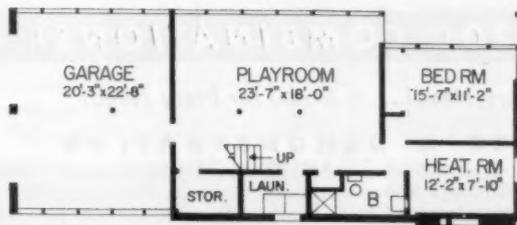
Contemporary design is not yet commonplace in Westchester County (N.Y.). But builders William Shroder and Richard Scheuer felt the terrain they had there was so natural, they decided to gamble.

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.)

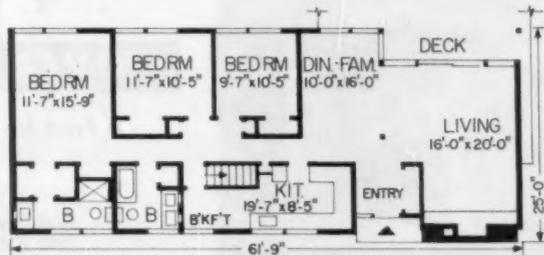
In the unusual site plan, each house will be set back at least 60 feet and similar models kept away from each other.



LIVING, FAMILY ROOMS have splayed ceiling based on pitch of roof, exposed column for room divider. Glass window wall opens on roofed deck. Base price: \$30,990.



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!

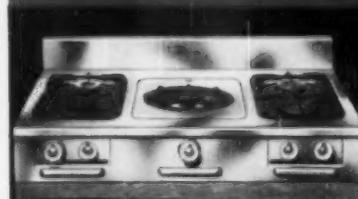


EXCLUSIVE!

5 Burner Griddle Drop Ins



4 Burner Drop Ins



5 Burner Griddle Stack-Ons



4 Burner Stack-Ons



EXCLUSIVE!

Rotisserie with Meat Thermometer on Spit



\$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

MERCHANDISED FOR BUILDERS

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!



1957

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

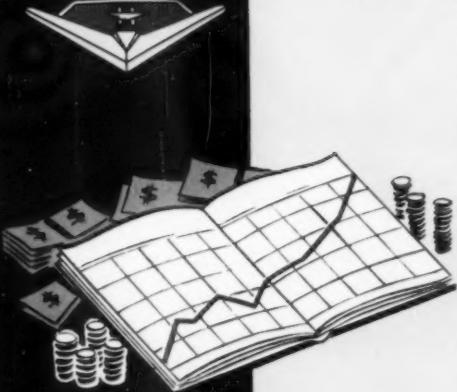
superior product

- 
- *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.

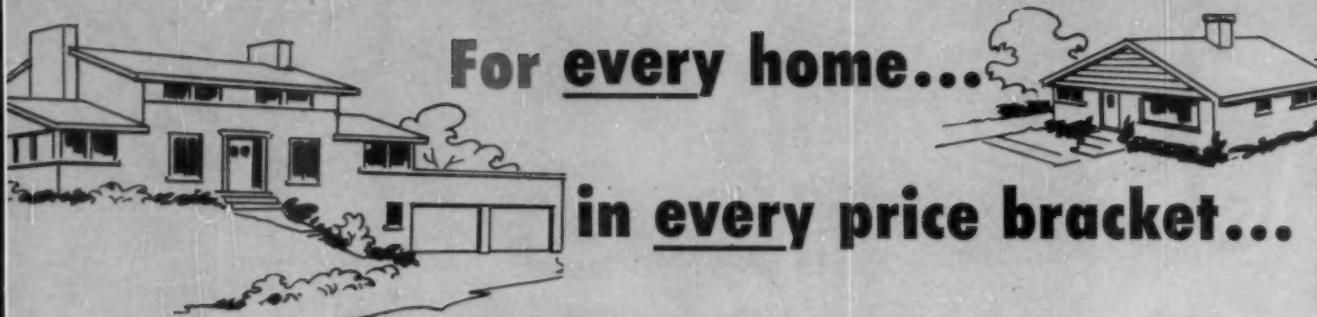
superior merchandising

- 
- *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*—Hotpoint 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 Copper-tone, and gleaming Stainless Finish.

of Built-ins"

COLORTONES



NEW
1957 Hotpoint
Refrigerators and
Freezers . . .

Built-in Beauty
At the same cost of
many free-standing models!

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 unequalled sales appeal into your homes at the cost of many free-standing models!



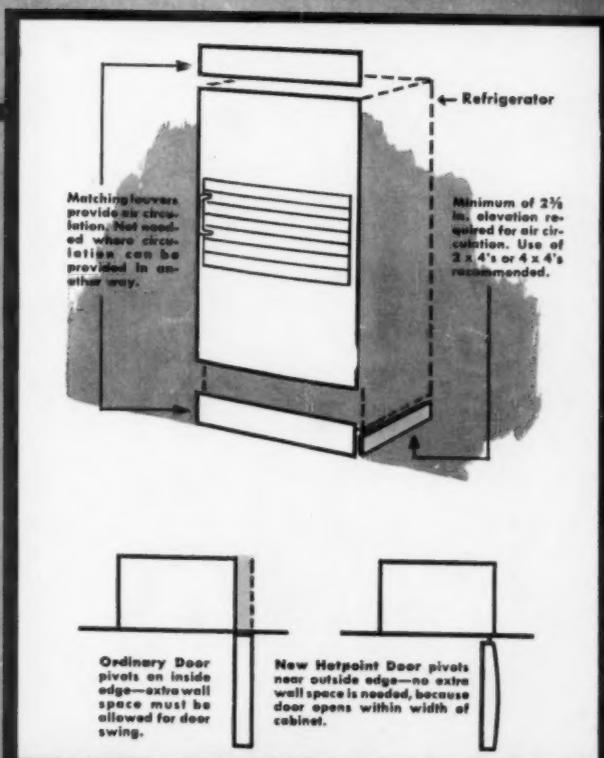
Only Hotpoint offers all these outstanding advantages...

- 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



COMPACT • CONVENIENT • Hotpoint Customline

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 hook-ups. 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!

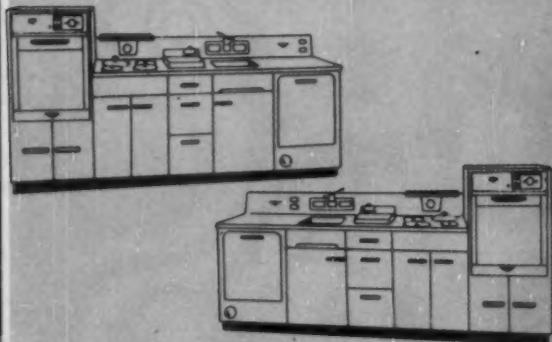
Capitalize on the most modern advances in the appliance industry—be the first builder in your community to offer Hotpoint Modular Kitchens—they'll be the talk of the town!

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.
- Disposall® 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.

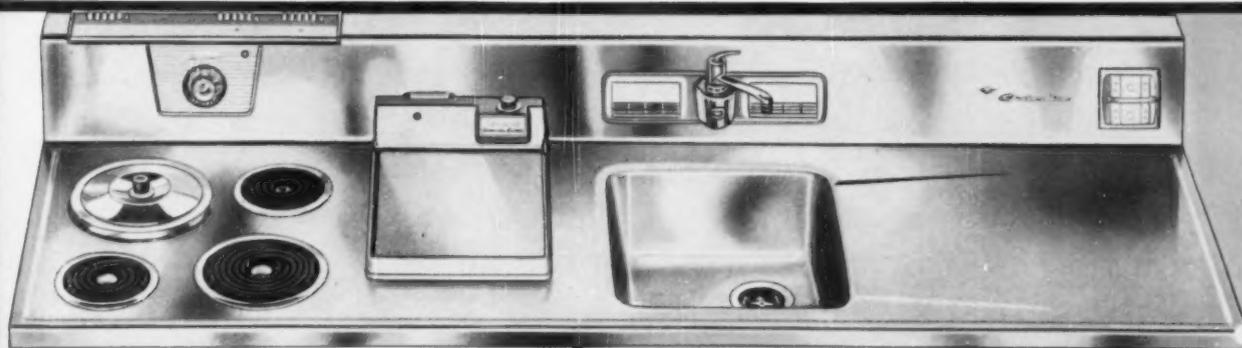
- At left—9 ft. model with high oven.
- At upper right—7 ft. model with under-counter oven.
- At lower right—7 ft. model with separate wall oven.



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.

COLORTONES

DISTINCTIVELY DIFFERENT modular kitchens



**ONE-PIECE STAINLESS STEEL
TOP AND SINK
AVAILABLE SEPARATELY**

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!**

the Great
Hotpoint
DISHWASHER

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 COLORTONES

Woodland
Brown

Sunburst
Yellow

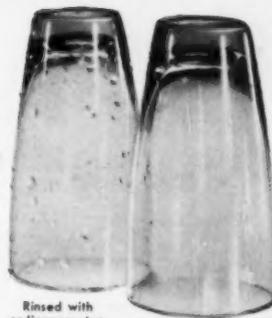
Meadow
Green

Coral
Pink

Seafoam
Blue

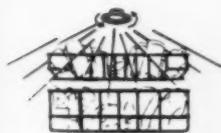


**offer Hotpoint
spot-less washing . . .
spot-less rinsing . . .
spot-less drying . . .**



Rinsed with ordinary water.

Rinsed the Spot-Less way.



• **Automatic pre-rinsing**—New, more powerful action loosens food particles and flushes them down the drain—*before* washing action starts. No need for hand rinsing!



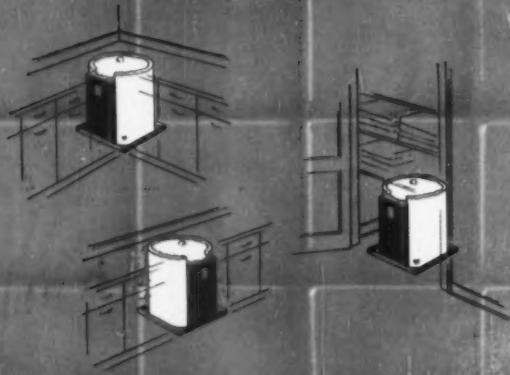
• **Spot-Less washing**—Two separate 5-minute washes—with *fresh* detergent automatically released for each wash—remove every trace of food soil and dulling film.



• **Spot-Less rinsing**—Super wetting agent—"Rinse-Dry"—is automatically injected into the second of two thorough rinses. "Rinse-Dry" breaks surface tension of water and prevents drops from forming to dry as spots.

• **Spot-Less drying**—The automatic result of Spot-Less washing and Spot-Less rinsing, followed by sanitary drying in electrically heated, pure air.

Hotpoint Spot-Less Action makes dishes sparkle, glasses gleam, silver glisten, pots and pans shine!



Now!
**Hotpoint BUILT-IN
 WATER HEATERS—**

*The Only Kind Of A Water Heater That Can Be
 Installed Anywhere In Any Home*

people know your homes are *Quality* homes when



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).

Heavily insulated . . . with Calrod® Magic Circle Heat . . . Automatic Thermostat . . . Cold Water Baffle . . . Heavy-gauge Steel Tank . . . Listed by Underwriters' Laboratories, Inc. . . . Full Hotpoint Warranty!

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 ½ 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!*

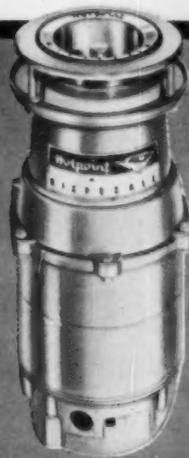
This beautiful, chrome-plated, combination cover and sink-stopper tells home-buyers two things—

- 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—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 Disposall!



Low-cost continuous-feed Model MW11 with attractive chrome-plated drain cover.



Custom Model MW12 with custom Switch-Top that turns Disposall on and off and doubles as a sink stopper.

new homes sell easier
and faster with the

Pre-Sold appeal of

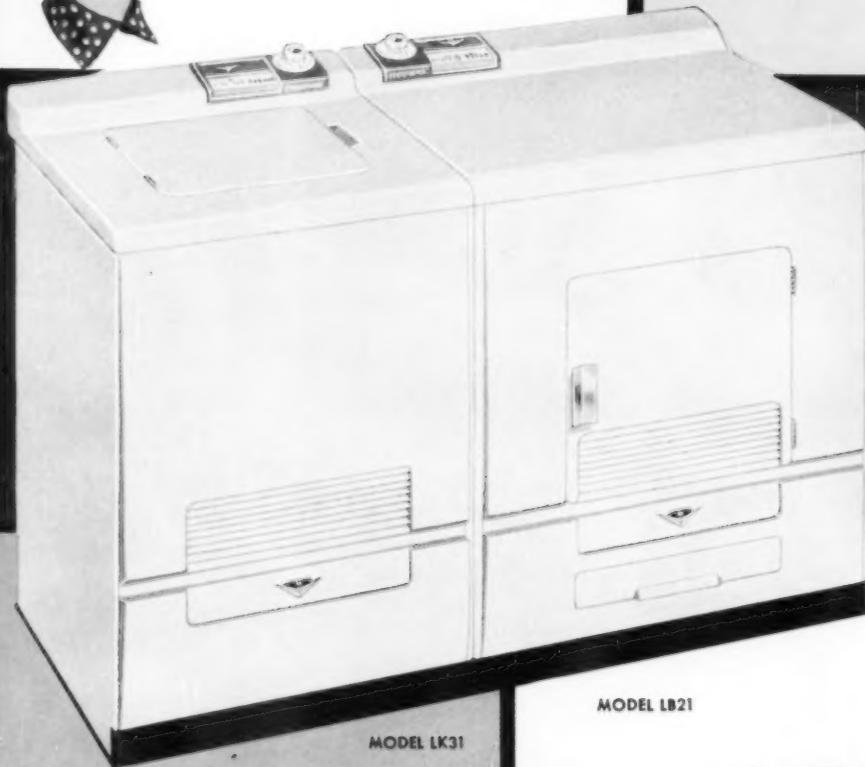
Hotpoint

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!



MODEL LK31

MODEL LB21

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.



**It Cooks In Minutes Instead of Hours...
Seconds Instead of Minutes!**

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.



**creating the excitement
that leads to sales...**

Hotpoint electronic cooking center!



The versatile Hotpoint Electronic Cooking Center is also designed as a free-standing appliance. Deluxe wood-finished cabinets are available in a choice of light birch or dark mahogany.



**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.
229 South 21st Street
Birmingham, Alabama
Graybar Electric Co., Inc.
701 N. Joachim Street
P. O. Box 1123
Mobile 6, Alabama
- ★ **ARIZONA**
Hotpoint Appliance Sales Co.
1102 N. 22nd Avenue
Phoenix, Arizona
- ★ **ARKANSAS**
Hotpoint Appliance Sales Co.
603 E. Markham Street
P. O. Box 1298
Little Rock, Arkansas
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1234 "C" Street
Fresno, California
Hotpoint Appliance Sales Co.
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Los Angeles 54, California
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1911 Union Street
Oakland 7, California
Graybar Electric Co.
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429 Hamer Street
Orlando, Florida
Hotpoint Appliance Sales Co.
P. O. Box 2545
Parcel Post Station
Tallahassee, Florida
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P. O. Box 1287
Tampa 1, Florida
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Hotpoint Appliance Sales Co.
710 Murphy Avenue S.W.
Atlanta 1, Georgia
Hotpoint Appliance Sales Co.
144 1/2 15th Street
P. O. Box 3334
Augusta, Georgia
Hotpoint Appliance Sales Co.
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P. O. Box 984
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811 21st Street
Rockford, Illinois
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Hotpoint Appliance Sales Co.
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Fort Wayne, Indiana
Hotpoint Appliance Sales Co.
1250 Stadium Drive
Indianapolis 2, Indiana
Hotpoint Appliance Sales Co.
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641 Ohio Street—Room 37
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Hotpoint Appliance Sales Co.
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Cincinnati, Ohio
Graybar Electric Co., Inc.
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Cleveland 3, Ohio
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146 N. Third Street
Columbus 15, Ohio
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601 E. Third Street
Dayton, Ohio
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Bluefield, West Virginia
Wheeling Kitchen & Equipment Co.
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Honolulu Electrical Products Co., Ltd.
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look to Hotpoint for the finest... first!

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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 week-end. 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."



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."



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 pct 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."



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."

"We like steel windows in Washington"

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

BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS



McCALL'S USE-TESTED TAG TO HELP YOU SELL



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.



McCall's

*The magazine of Togetherness
reaching more than
4,750,000 families!*

America's Leading Builders



Quality



WEATHER STRIPS



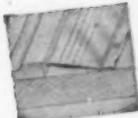
TWIN-CUSHION
full jamb weatherstrip.

Air-WAY
Weatherstrip
For Doors
and Windows.



Numetal

Weatherstrip
Sets for Doors and Windows



On-GARD
Coil
Weather-
strip



Metal Casement
Weather-
strip
Bulk or
Package
Sets



Nu-GARD Automatic
Door Bottoms



Numetal
Drip Caps



Numetal
Door Bottom
Strips



Nu-ART
Extruded Aluminum
Threshold with Vinyl Insert



CALKING AND GLAZING COMPOUNDS



Nu-CALK
Speed Loads
For Calking
Guns



Nu-CALK
Calking
Compound
Knife or
Gun Grade



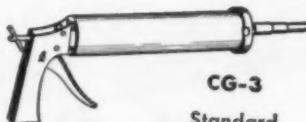
Nu-CALK
Hand
Squeeze
Tube



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

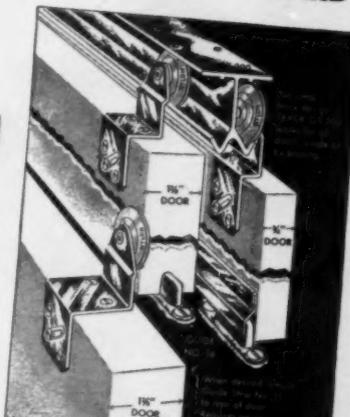


Nu-ART

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



SLIDING DOOR HARDWARE



Noiseless floor type SLIDING DOOR HARDWARE

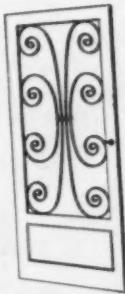
Overhead type for 3/4", 1", 1 1/4", 1 3/4" doors single or by-passing.



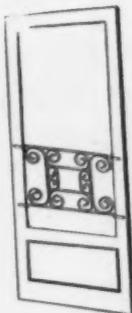
SCREEN DOOR GRILLES



FITS-ALL No. 5 Adjustable Screen Door Grille



FITS-ALL No. 9 Adjustable Screen Door Grille



M-D No. 15 PUSH GRILLE for aluminum or wood combination doors.



Nu-ART Grille Ornaments



Nu-ART Cast Initials

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.



NUMBERS AND LETTERS



Nu-ART Numbers and Letters 3 3/4", 2 1/4", 1 1/4" Stainless Steel, Brass, Bronze, Alblack



Nu-LUME Numbers and Letters 3 3/4", 2 1/4", 1 1/4"



MISCELLANEOUS BUILDING ITEMS

M-D Adjustable Shelf Supports

M-D Twist-on Sink Frames

Nu-Way Shelf Brackets

M-D Extruded Push Bars

M-D Foundation Vent Grilles

M-D Levels and Squar-Evels

M-D Extruded Closet Rods

Extruded Building Specialties

To help you sell the house you
30% MORE STRENGTH-
... when all concrete is



build, REMEMBER: - COSTS LESS THAN 10% reinforced with WIRE FABRIC!

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



UNITED STATES STEEL



FREE! Ad metal Handout Brochures
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...

ARCATA 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...



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 (30 engine horsepower) leveling around new housing development. Owner: F. D. Sperry Co., Burlingame, California.

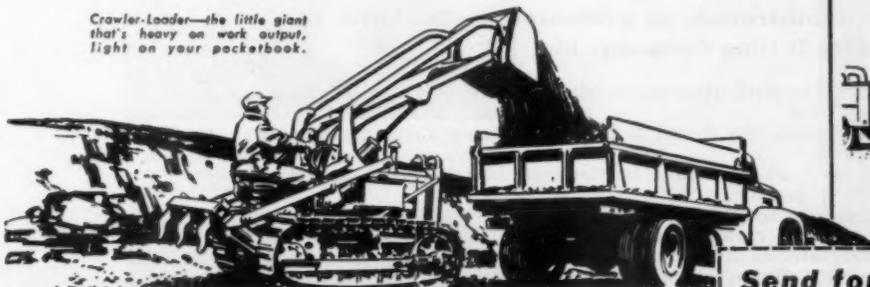
Excavating . . . building . . . landscaping . . . whatever the job, you can depend on John Deere power to get it done when it should be done, and at rock-bottom costs.

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.



No. 47 Mower on "420" Utility



Hydraulic Fork Lift on "420" Utility



No. 61 Dozer and Scari-Scraper



"420" Crawler with Dozer on Trailer



JOHN DEERE
Industrial
Tractors and Equipment

Backed by nearly 40 years of tractor manufacture for dependable service and quality.

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 _____

VISQUEEN film surpasses rigid FHA test requirements

T.M.

ESTABLISHED 1880



ONE HUNTER
STREET, HOBOKEN, N.J.
TELEPHONE
HOBOKEN 3-3100



NEW YORK
BOSTON
PHILADELPHIA
HOBOKEN
MEMPHIS
PROVIDENCE
DALLAS
CHICAGO
LOS ANGELES
DENVER
CANADA
WILMINGTON, DEL.
SAN ANGELO, TEXAS

UNITED STATES TESTING COMPANY

INCORPORATED

GENERAL OFFICES 1415 PARK AVENUE
HOBOKEN, N.J.

April 27, 1956

The Visking Corporation
P. O. Box 1410
Terre Haute, Indiana

Gentlemen:

Re: Test No. E-13155 dated April 27, 1956 on
Visqueen (polyethylene) .004" and .006"
Film by Federal Housing Administration
Test Procedure

The attached report completes all of the tests required
by the Federal Housing Administration Bulletin dated
September 1, 1955, entitled: "Test Procedure for Vapor
Barrier Material under Concrete Slab and for Ground Cover
in Crawl Spaces."

Visqueen met all of the requirements of the above mentioned
test procedure by a considerable margin, as indicated in the
combined report.

If you desire further information, our laboratories will be
happy to serve you.

Very truly yours,

UNITED STATES TESTING COMPANY, INC.

R. F. Gerow
R. F. Gerow

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.*

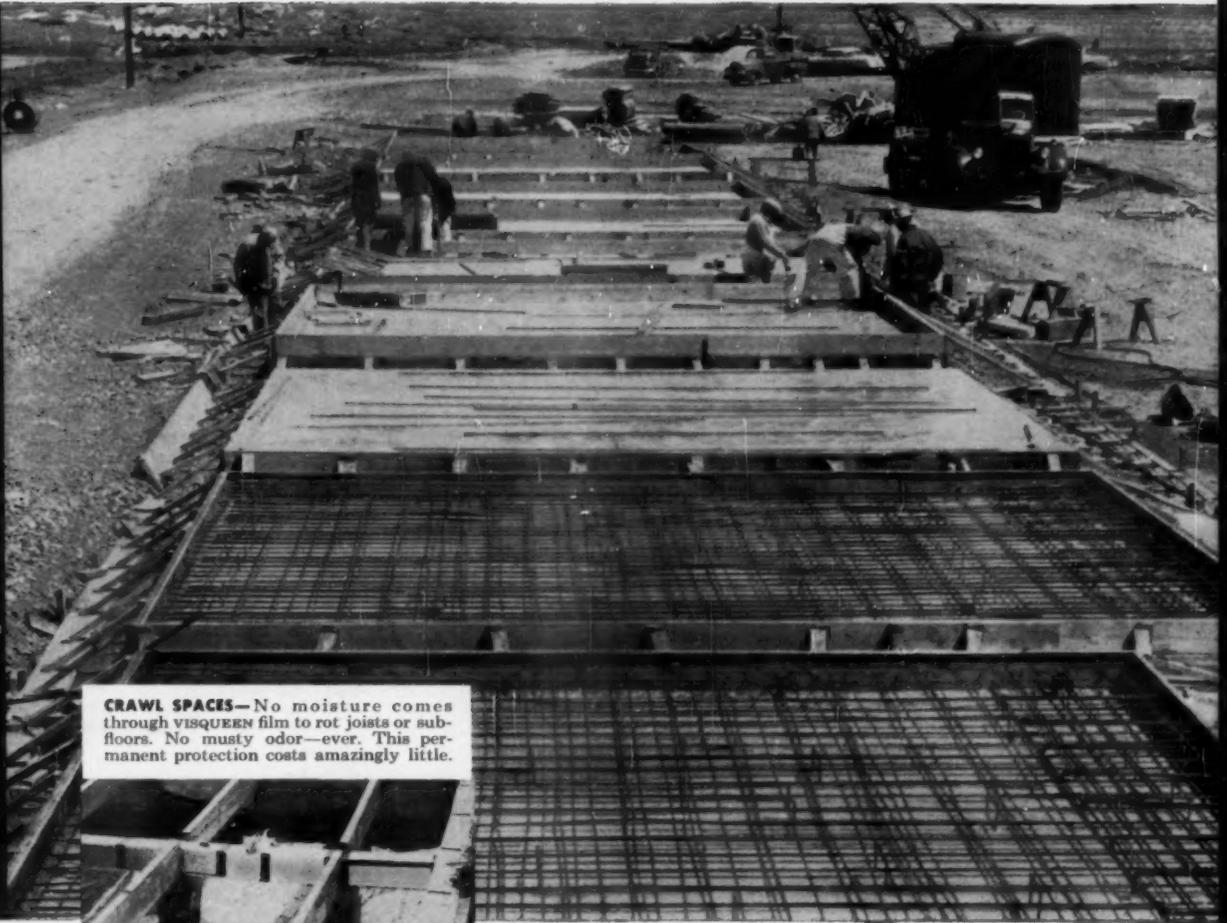
Save up to 50% on your vapor barrier costs because VISQUEEN film is so inexpensive to install.

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.

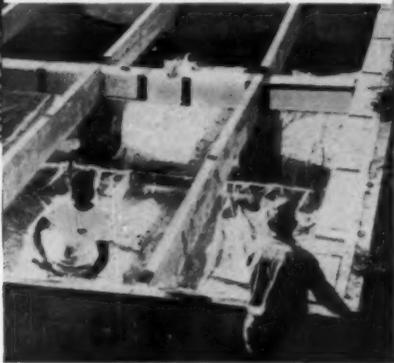
Only VISQUEEN film offers a width for every job. Check this list! 3', 4', 6', 8', 10½', 12', 14', 16½', 20', 24', 26', 28', 32'.

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 sub-floors. 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

CELOTEX SPARKS

REG. U.S. PAT. OFF.



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 the Cooperation of The National Retail Lumber Dealers Association,
 Prominent Architects and Builders

See Plans Now At Your Celotex Dealer's

At long last, women across the nation have had their say about home design. And you'll see these beautiful, modern, woman-inspired homes all over the land, since women know that these designs are available.

They came to Washington from every part of the country, these women representing you. They met at a Women's Congress on Housing, invited by Housing Administrator Albert M. Culler. They brought ideas based on their knowledge of their own family activities, their habits and generation, but the basic, long-recognized requirements in homes known to every woman who lives in and manages a home.

They spoke for you—the women of America—and your families. Their voices were heard. Now Celotex, long-time leader in building materials progress, is proud to take this step in bringing you the actual results of their ideas and constructive, practical ideas with Dealers, Architects and

Builders, the privilege of announcing these beautiful, "woman-asked" homes.

Send for 1957 Book Now!

The homes illustrated in but one of several you will want to see and study. All are pictured and described in this exciting new Celotex "1957 Book of Homes." One more thrilling than the next! Don't miss seeing it, if you are planning to build an ideal home now, or in the future.

And see your Celotex Dealer!

He is the man who will show you complete plans of these 1957 homes. Work hand-in-hand with you and your budget. Show you how, with famous Celotex Building Products, to square the most out of your building dollar. To cut costs as you add years to the life of your home. Let him work with your Builder to make one of these beautiful homes yours that very year.

Insist on genuine

CELOTEX BUILDING PRODUCTS

100 CELOTEX CORPORATION • 135 S. LA SALLE ST. • CHICAGO 4, ILLINOIS

See your
 Celotex Dealer Now
 for World-Famous
 Celotex
 Building Materials



BESTER BUILDING MATERIALS
 • Simple clear and strong
 • A roof for family activities
 • Base concrete with convenient half-bath
 • Rooms that offer "open"
 • Separate or semi-separate dining space
 • Eating space in kitchen or family area
 • Safe-in-cost of windows
 • Medium-weighted roofs preferred by most
 • Complete insulation—air "seal" for year-round comfort, for heating and air-conditioning economy.



CHEAPER BUILTING MATERIALS
 • Best
 • Best
 • Best



BESTER BUILDING MATERIALS
 • Best
 • Best
 • Best



CHEAPER BUILTING MATERIALS
 • Best
 • Best
 • Best



CELOTEX
 Building Products

Remember want their practical features!

- Most families need three bedrooms
- A room for family activities
- Base concrete with convenient half-bath
- Rooms that offer "open"
- Separate or semi-separate dining space
- Eating space in kitchen or family area
- Safe-in-cost of windows
- Medium-weighted roofs preferred by most
- Complete insulation—air "seal" for year-round comfort, for heating and air-conditioning economy.

Send Coupon for New "1957 Book of Homes!"
 This exciting beautiful 1957 Book gives designs and floor plans for 18 charming homes of moderate cost plus data for estimating cost of construction at your locality. You can obtain from your Celotex Dealer through National Plan Service, working drawings and permit you select from this book of material cost. Mail coupon with 25c in coin.

THE CELOTEX CORPORATION, Dept. L-117
 100 South La Salle Street, Chicago 4, Illinois
 Please send me the new "1957" Celotex Book of Homes" giving designs for 18 charming homes of moderate cost including floor plan 12 plans and a price list 25c in coin.

Name _____
 Address _____
 City _____ State _____

NEW INTEREST IN HOME BUILDING

with New Big-Space Advertising in

LIFE and **POST**
The Saturday Evening

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 1/2 century has created national preference for the brand name Celotex.

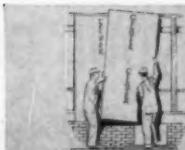
Your Celotex Building Products Dealer has complete details on availability of plans for these Women's Congress Homes. Ask him for the facts . . . as well as information on the Celotex Building Products. And tie in with this great new promotion by letting prospects know you build the kind of homes they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

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

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

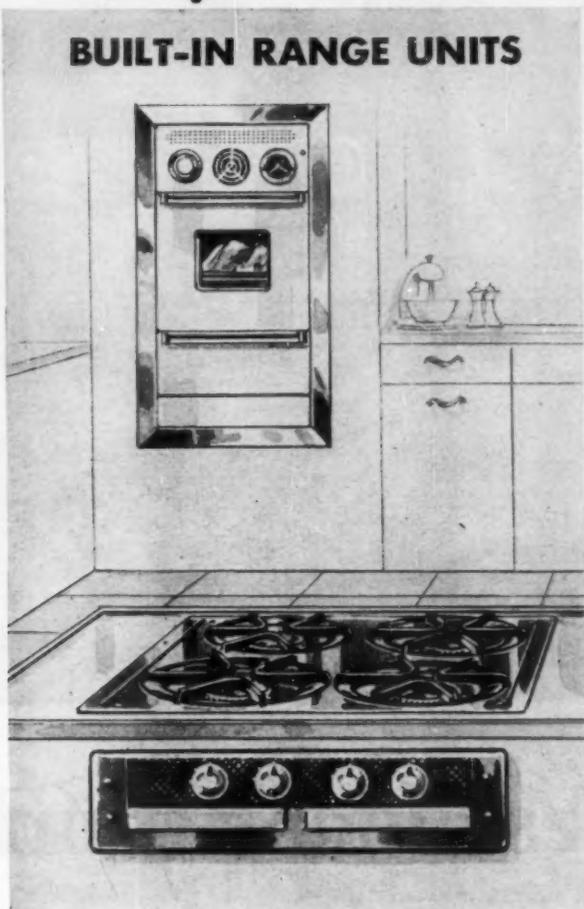


model house. Trusted brand names are proof of high quality...create confidence...help close the sale. The sign out front "featuring Orangeburg Root-Proof Pipe advertised in Life" shows that this model house is modern underground as well as above ground. Orangeburg's national advertising is pre-selling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

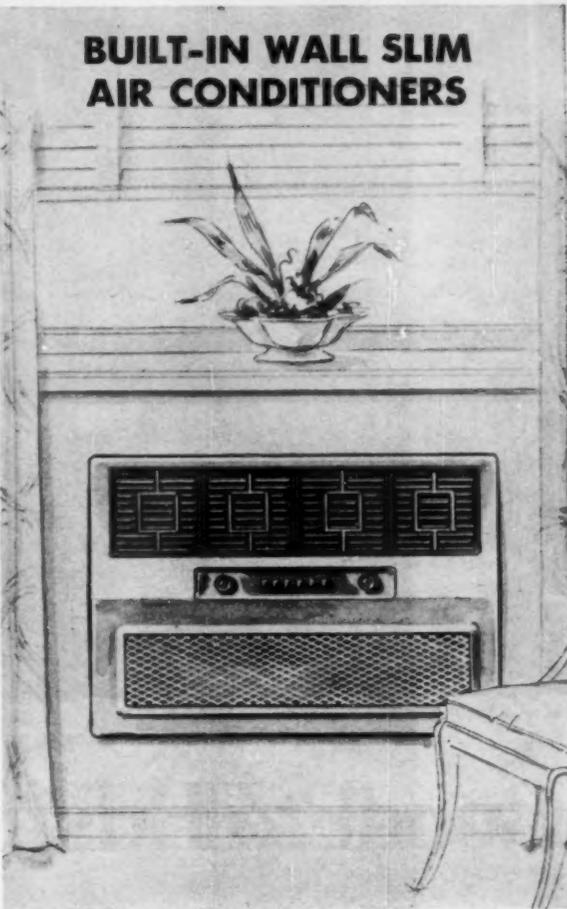
ORANGEBURG MANUFACTURING CO., INC. • ORANGEBURG, N. Y. • WEST COAST PLANT, NEWARK, CALIF.

Welbilt-In

BUILT-IN RANGE UNITS



BUILT-IN WALL SLIM AIR CONDITIONERS



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, Klear-View 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

Manufacturers of Welbilt Gas and Electric Ranges and Air Conditioners, Detroit Jewel Ranges, AB Aristocrat Ranges and Garland Cooking Equipment • Executive Offices and Eastern Mfg. Div., Maspeth, L. I., N. Y. • Midwest Mfg. Div., Detroit, Michigan



Photo of "Pink Cloud" Kitchen. Kitchen Cabinets by Bilt-Well

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**



© General Motors Corporation,
Frigidaire Division



Close-up from "Nantucket" Kitchen. Kitchen Cabinets by Mutschler Bros.

**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.

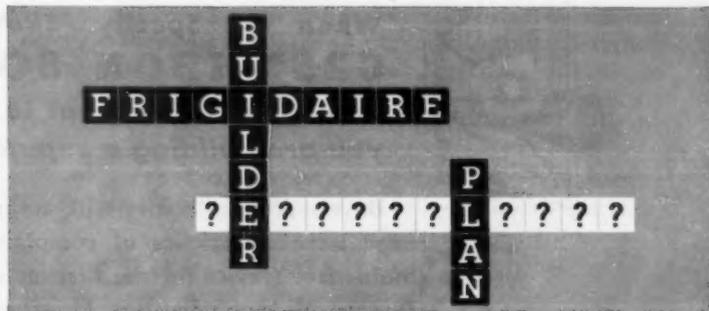
Frigidaire at N.A.H.B. Show

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!



REFRIGERATORS • ELECTRIC RANGES • BUILT-IN COOKING TOPS
• WALL OVENS • FOLD BACK SURFACE UNITS • DISHWASHERS •
FOOD FREEZERS • ELECTRIC WATER HEATERS • ELECTRIC DRYERS
• FULL-HOME AIR CONDITIONERS • AUTOMATIC WASHERS •
GAS & OIL FURNACES • ROOM AIR CONDITIONERS • DISPOSERS

IN '57 GO

FRIGIDAIRE

DIVISION OF GENERAL MOTORS CORPORATION

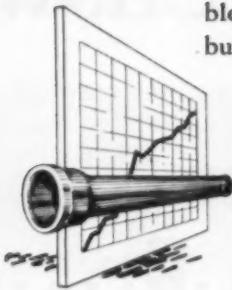
DAYTON 1, OHIO



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.*

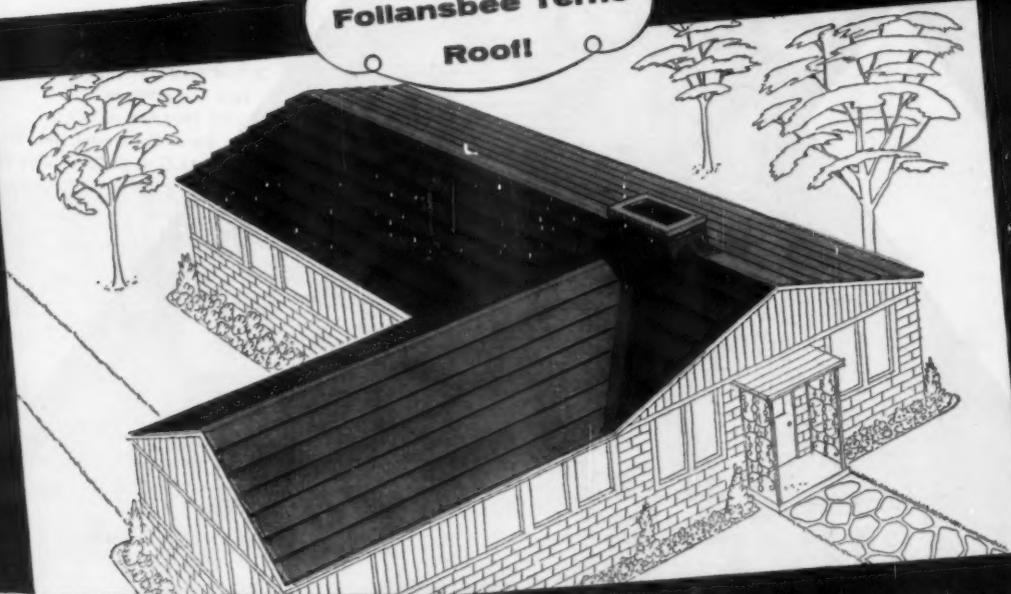
WOODWARD
IRON COMPANY

WOODWARD, ALABAMA



Quality They Can See...

A Follansbee Terne Roof



The NEW Bermuda Roof of Follansbee Terne

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.



FOLLANSBEE

STEEL CORPORATION

FOLLANSBEE, WEST VIRGINIA

Terne Roofing • Cold Rolled Strip • Polished Blue Sheets and Coils
Sales Offices in Principal Cities



Colgate-Palmolive Building, N.Y.C.
 30 Park Avenue, N.Y.C.
 New York Coliseum
 711 Third Avenue, N.Y.C.
 Banco Continental, Lima, Peru
 I.L.G.W.U. Cooperative Village, N.Y.C.

In Homes
 as in The World's
 Greatest New Buildings it's

RICHMOND



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.

The
 Fastest
 Growing
 Name in
 Plumbing
 Fixtures

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, Meluchen, N. J.

AT THE NAHB SHOW—CHICAGO COLISEUM—SEE THE RICHMOND CARNIVAL OF COLOR—EXHIBIT 736—737—738.

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

DELFAIR[®]



FOR ALL YOUR

OAK FLOORING

Oakstrip

PREFINISHED OR UNFINISHED

Oakblok

PREFINISHED OR UNFINISHED

Oakplank

PREFINISHED OR UNFINISHED



**D. L. FAIR
LUMBER COMPANY
LOUISVILLE, MISSISSIPPI**

*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 SALESMEN SELL

To help you and your salesmen make the most of the many advantages of Temlok Roof Deck, Armstrong has prepared the various promo-

tional 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.

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January 20-24, 1957
Booth #577 and #578

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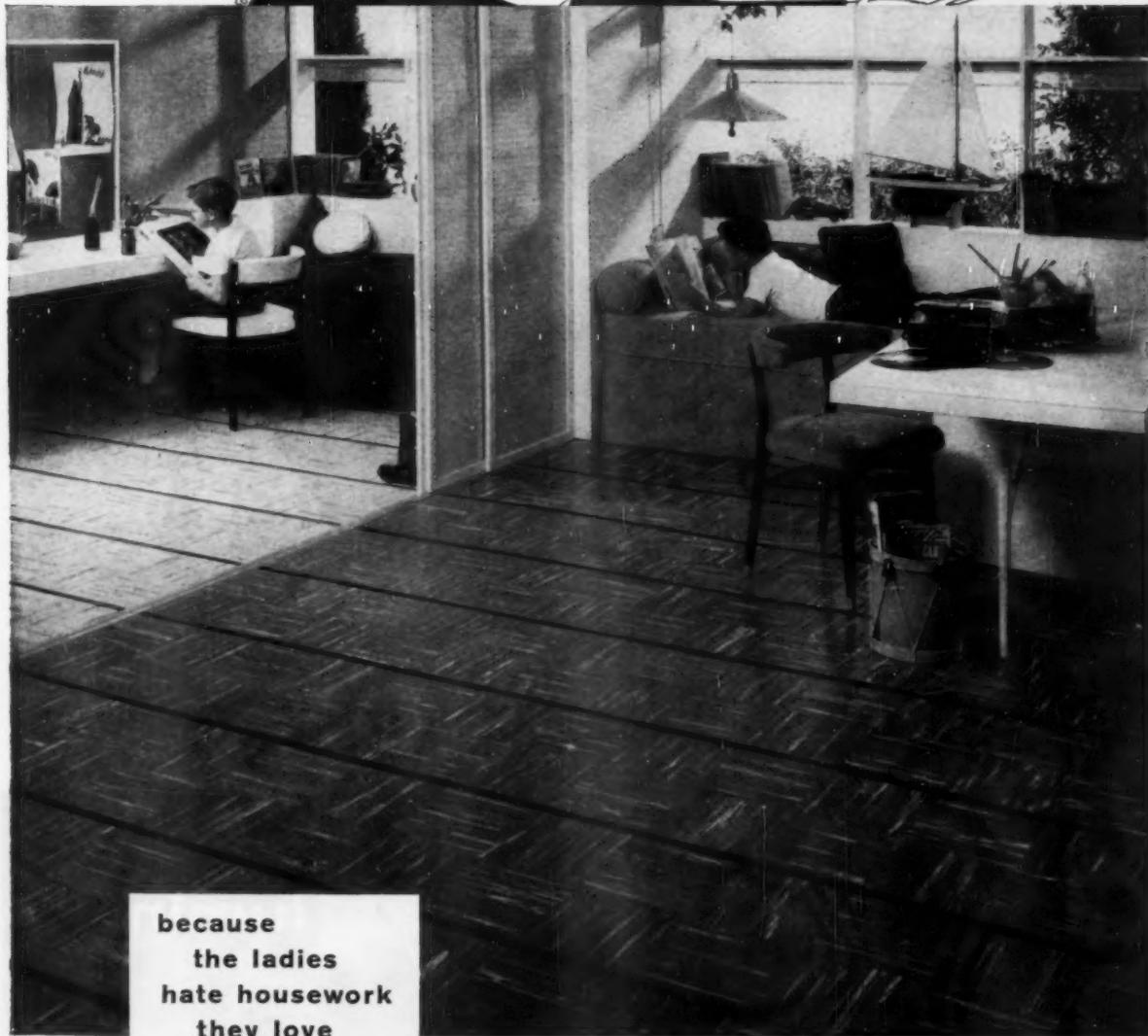
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Here's the curtain-raiser for Chicago in January

**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.





1957 CONVENTION



"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



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

- 1 Baths and plumbing p. 78
- 2 Doors, windows and hardware p. 96
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450 products ahead. Use reply card, p. 82 ▶

The trend

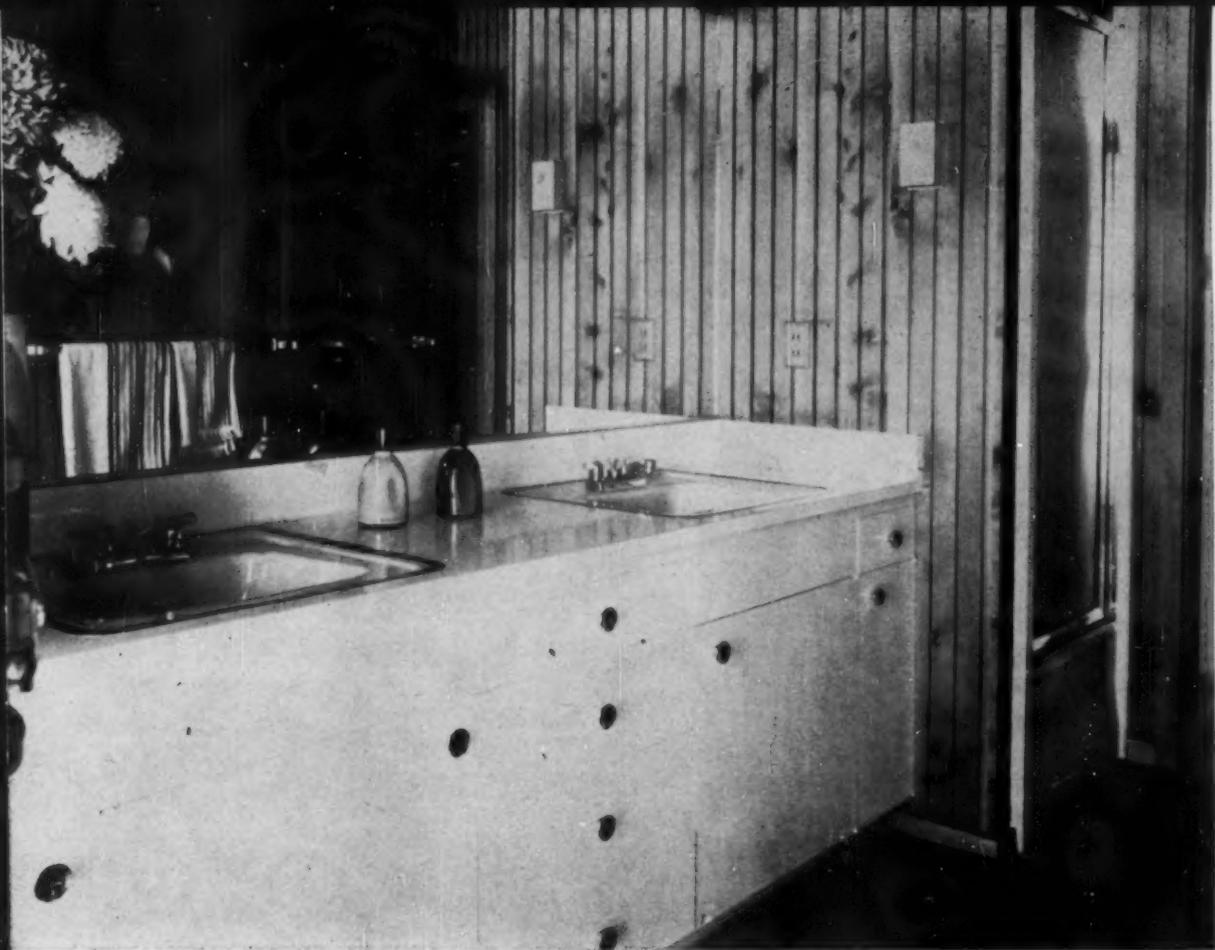


Specially styled for building-in

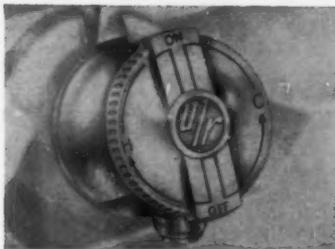
Vitreous china lavatory, "Cynthia" by Eljer is styled with a U-shaped rim for mounting in a counter, or with two side rims for mounting flush with back against the wall. Also has concealed front overflow. Seven colors.

▶ *Eljer Div., Murray Corp., Dept. AB, 3 Gateway Center, Pittsburgh, Pa. Booth Nos. 94-96—Hilton.*

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



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 vanity 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.

► *New Castle Products Inc., Dept. AB, New Castle, Ind. Booth Nos. 76, 77—Hilton.*

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



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.

▶ Crane Company, 836 South Michigan Ave., Chicago 5, Ill. Booth Nos. 48-53 inclusive—Hilton.

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

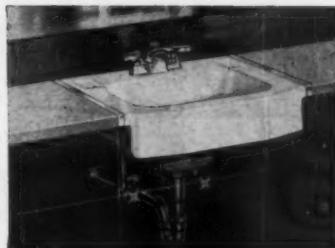


Protects new bathtubs

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

▶ Protectub, Inc., Attn. A. Yormack, Dept. AB, 71 Ludlow St., New York, N. Y. Booth 239—Hilton.

Circle No. 1010 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 1/2" 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.

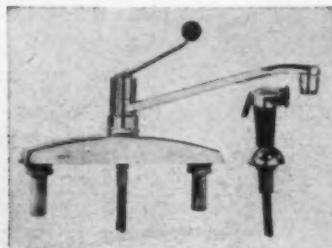


Sliding door cabinet

"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.

▶ Mirro-Chrome Co., Dept. AB, 250 West 57th St., New York 19, New York. Booth No. 930—Coliseum.

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.



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.

▶ Glass Shower Door Co. Inc., Dept. AB, 105 W. Wacker Dr., Chicago 1, Ill. Booth No. 385—Hilton.

Circle No. 1014 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.

▶ Philip Carey Mfg. Co., Dept. AB, Lockland, Cincinnati 15, Ohio. Booth Nos. 27-29—Hilton.

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

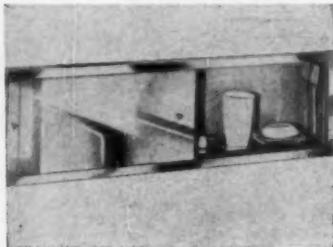


Eliminates costly framing

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.

▶ Fiat Metal Mfg. Co., Dept. AB, 9301 Belmont Ave., Franklin Park, Ill. Booth No. 458—Sherman.

Circle No. 1012 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.

▶ Hall-Mack Co., Dept. AB, 1380 West Washington, Los Angeles 7, Calif. Booth No. 718—Hilton.

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 . . .



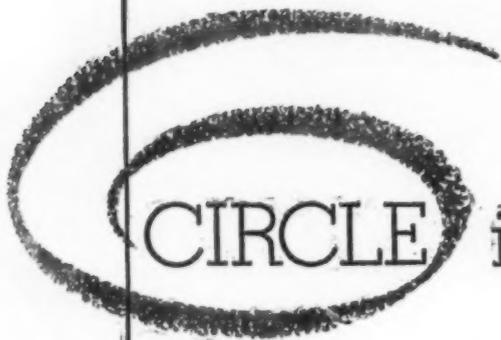
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1004	1062	1120	1178	1236	1294	1352	1378	1404	1430	1438
1005	1063	1121	1179	1237	1295	1353	1379	1405	1431	1439
1006	1064	1122	1180	1238	1296	1354	1380	1406	1432	1440
1007	1065	1123	1181	1239	1297	1355	1381	1407	1433	1441
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PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

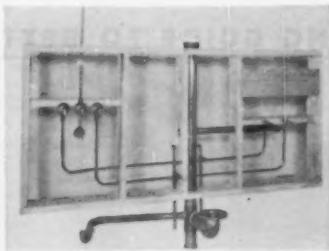


Lower priced fountain

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.

▶ *Elkay Mfg. Co., Dept. AB, 1874 S. 54th Ave., Chicago 50, Ill. Booth Nos. 734-735—Coliseum.*

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.

▶ *Apsco of Indiana, Inc., Attn. T. C. Shank, Dept. AB, Baer Field, Fort Wayne, Ind. Booth 741—Coliseum.*

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.

▶ *Chicago Pottery Co., Dept. AB, 1920 Clybourn Ave., Chicago 14, Ill. Booth No. 941—Coliseum.*

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.

▶ *Wasco Products, Inc., Dept. AB, Bay State Road, Cambridge 38, Mass. Booth No. 368—Hilton.*

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

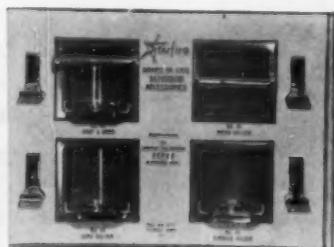


Shower doors in color

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 918—Coliseum.*

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

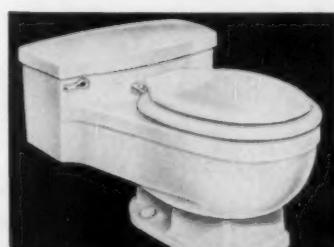


Chrome-trimmed accessories

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.

▶ *Pepco, Starfire Division, Bettinger Corp., Dept. AB, Rehoboth, Mass. Booth Nos. 459-460—Sherman.*

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.

▶ *Briggs Manufacturing Co., Dept. AB, 300 Buhl Building, Detroit 26, Mich. Booth Nos. 101-104—Hilton.*

Circle No. 1024 on reply card, p. 82.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

▶ *Harnischfeger Homes Inc., Dept. AB, Port Washington, Wis. Booth Nos. 183, 200—Hilton.*

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

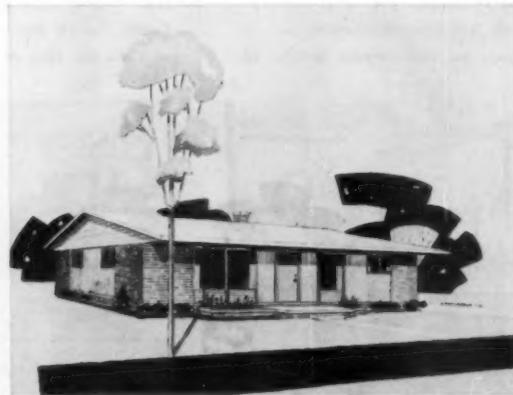


Specially designed for working man

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.

▶ *National Homes Corporation, Dept. AB, Lafayette, Indiana. Booth Nos. 62-63—Hilton.*

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.

▶ *Modern Homes Corp., Dept. AB, 14507 West Warren Ave., Dearborn, Mich. Booth Nos. 213-214—Hilton.*

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.

► Scholz Homes Inc., Dept. AB, 2001 N. Westwood, Toledo, Ohio. Booth Nos. 330-331—Hilton.

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 Inc. 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.

► Manufactured Homes Inc., Dept. AB, 330 S. Kalamazoo Ave., Marshall, Mich. Booth No. 917—Coliseum.

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.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

▶ *U. S. Steel Homes, Inc., Dept. AB, Charlestown Rd., New Albany, Indiana. Booth No. 15—Hilton.*

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. Is both expertly engineered and precision manufactured. Package: \$4,573.

▶ *Thuro Bilt Homes, Attn. Chris Huette Jr., Dept. AB, Fairbury, Illinois—Booth No. 350—Hilton.*

Circle No. 1036 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.

▶ *Allen Homes, Allen Industries Inc., Attn. Ralph Eaton, Dept. AB, Baer Field, Fort Wayne, Indiana.*

Circle No. 1039 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, 2 baths, a huge activities room off the kitchen. There's a 15 x 22 ft. living room with beamed ceiling and balcony.

▶ *Pease Homes Div., Dept. AB, 900 Forest Ave., Hamilton, Ohio. Booth No. 241—Hilton.*

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. Mainly 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.

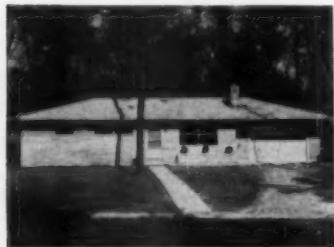


Contemporary ranch house

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.

▶ *Douglas Homes Company, Dept. AB, 1830 North Grand Avenue East, Springfield, Illinois.*

Circle No. 1040 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.

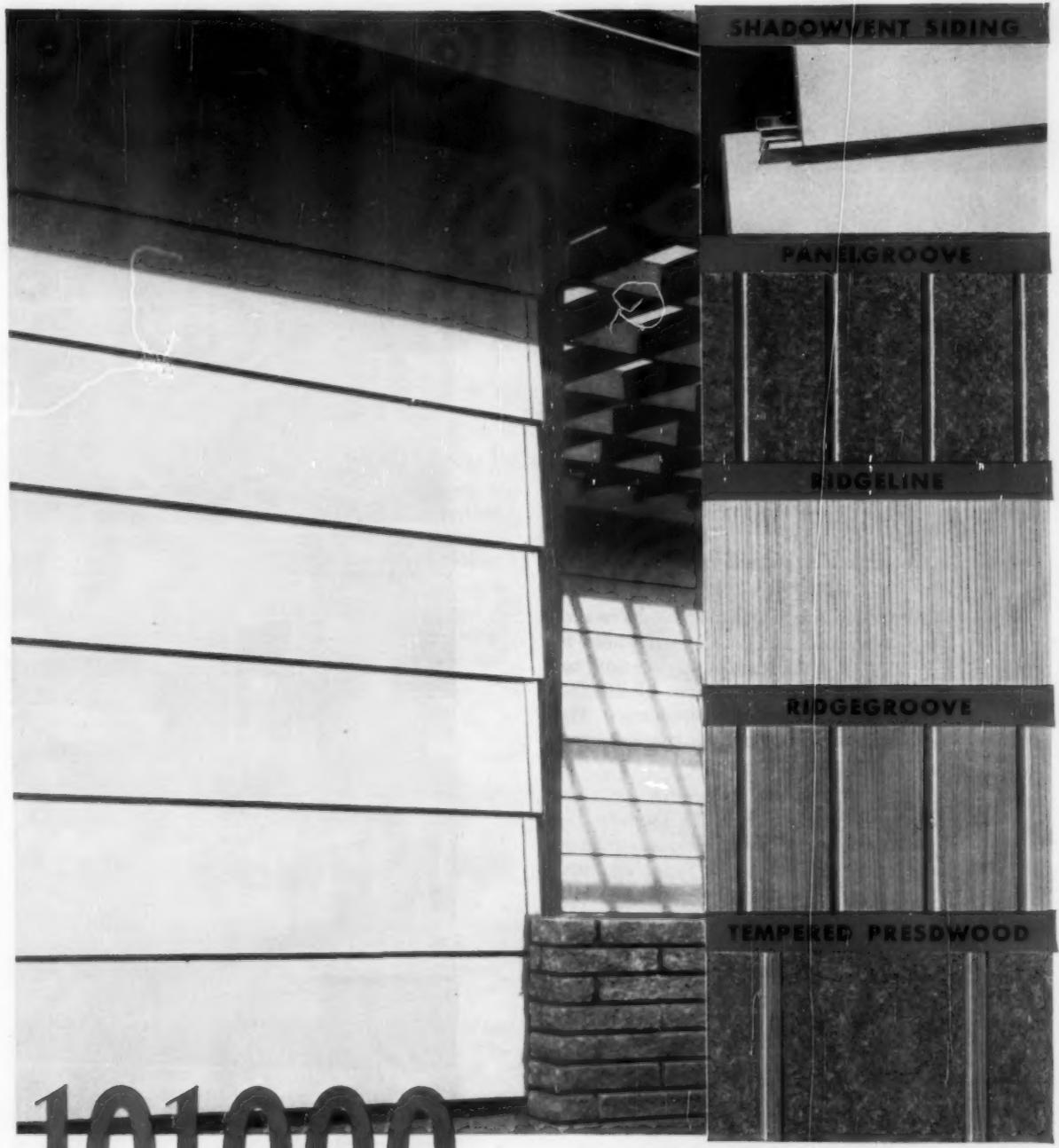


All glass gable end

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.

▶ *Admiral Homes Inc., Attn. Frank Baldus, Dept. AB, 300 Mt. Lebanon Boulevard, Pittsburgh, Pennsylvania.*

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 →

MASONITE'S New Exterior Products

*Why
101,000 home owners
can't be wrong*

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!



Masonite Shadowvent® Siding



Masonite Lap Siding



Masonite Panelgroove



Masonite Ridgegroove



Masonite Ridgeline



Masonite Tempered Presdwood®

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 $\frac{3}{8}$ " 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, $\frac{5}{16}$ " thick and up to 16' long. Edges are shipped to provide more weather resistance and conceal joints.



Shipped edges themselves form one groove and create an unbroken, continuous design.

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.



Takes stain and paint equally well!

More ideas for exterior designs...turn the page

The most perfect lap siding ever offered...

*More reasons why
101,000 home owners
can't be wrong*



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.

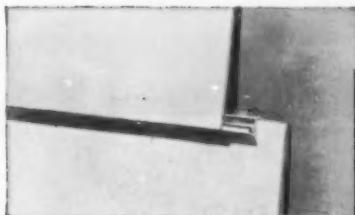
Joints are no problem. New metal fas-

tener 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 Primecote®, a factory-applied neutral gray first coat. Just one or two finish coats leave an enduring, attractive finish.

Masonite Shadowvent Siding is pre-primed, 12" wide and in long, uniform lengths. Outside metal corners are available.



Precision-cut grooves in bottom edge of each piece of siding fit onto mounting strip...form weatherlock joint.



Mounting strip nailed over sheathing eliminates countersinking, puttying and paint bleed through.



Joint fasteners link butt ends securely together...are concealed by next mounting strip.

MASONITE SHADOWVENT SIDING

How about cost?...see for yourself!

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

- | | |
|-----------------------------|----------------------------|
| 1. Price of material | 3. Application time |
| 2. Amount of waste | 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...				
	Bevel Siding		Shadowvent	
	6"	8"	10"	12"
1. Material Cost Per M. Ft.				
2. Footage Required Per M. Sq. Ft. Coverage	X 1460*	X 1410†	X 1330†	X 1100
3. Material Cost Per M. Ft. Coverage				
4. Carpenter Labor Per Hour				
5. Hours Per M. Sq. Ft.—CoverageⓈ	X 32	X 27	X 23	X 18
6. Labor Cost Per M. Ft.—Coverage				
7. Priming Cost Per M. Ft.—Coverage				Primed
SUMMARY				
I. Total Material Cost Line 3 above				
II. Total Labor Cost Line 6 above				
III. Total Priming Cost Line 7 above				Primed
IV. Total Applied Cost Lines I, II and III				

* 1" lap plus waste
 † 1 1/4" lap 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 bondersized and primed metal, slip easily into place without nails. Weatherproof!



Painting is easier, smoother, quicker. Smooth, grainless surface means extra years between repainting jobs.

New design interest...3 ways!

MASONITE RIDGELINE

• PANELS • SHINGLES • LAP SIDING



For panel and batten effects, these large panels of Ridgeline go up fast, cut down joints, lay flat and even for a lifetime.



For an economical, yet truly distinctive, installation, apply Ridgeline shingles. These shingles are available in 12", 16" or 24" widths, 4' long.



Give textured interest to lap siding. Use Ridgeline siding with or without Shadowline strips. In 12" or 16" widths, up to 12' long.

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, $\frac{1}{4}$ " 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.

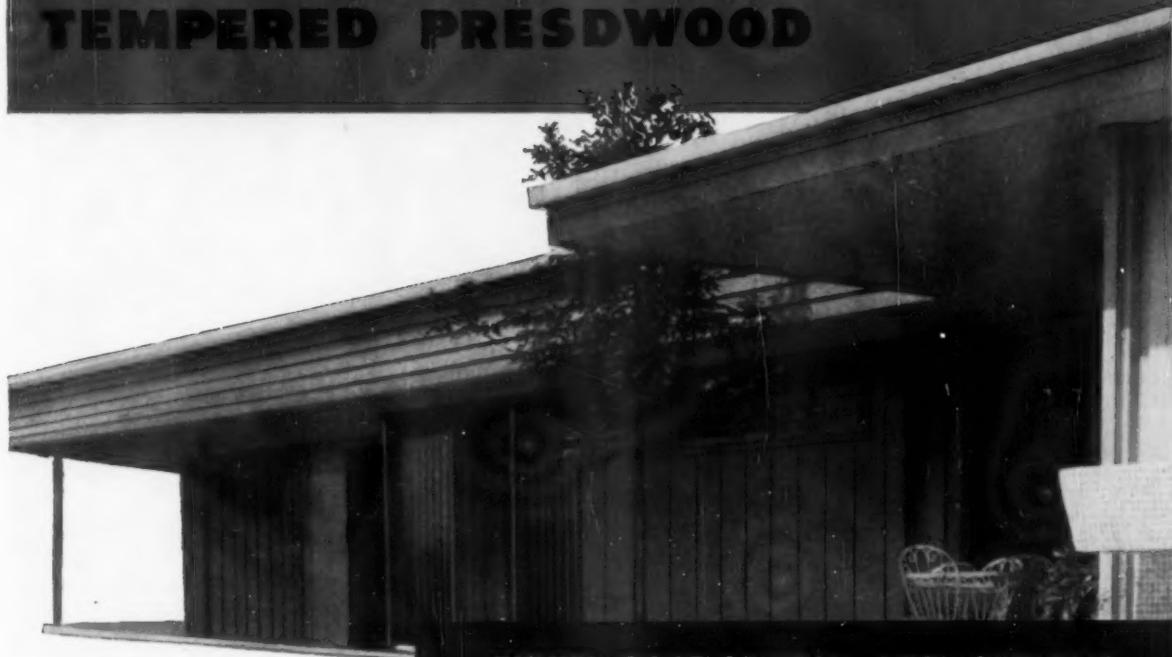
Your lumber dealer can tell you more about this economical material with the luxury appeal.

No special tools needed.

*Still more reasons why
101,000 home owners
can't be wrong*



Individuality like this isn't expensive with
**MASONITE PRIMECOTE
 TEMPERED PRESWOOD**



OTHER COST-SAVING APPLICATIONS

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 Preswood 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 Preswood.



Primecote Panelwood® for soffits means clean, smooth surfaces at lowest cost. Ideal for protected exterior uses.



Primecote Panelwood adds savings for porch, garage or breezeway ceilings. Factory applied base coat finishes faster.



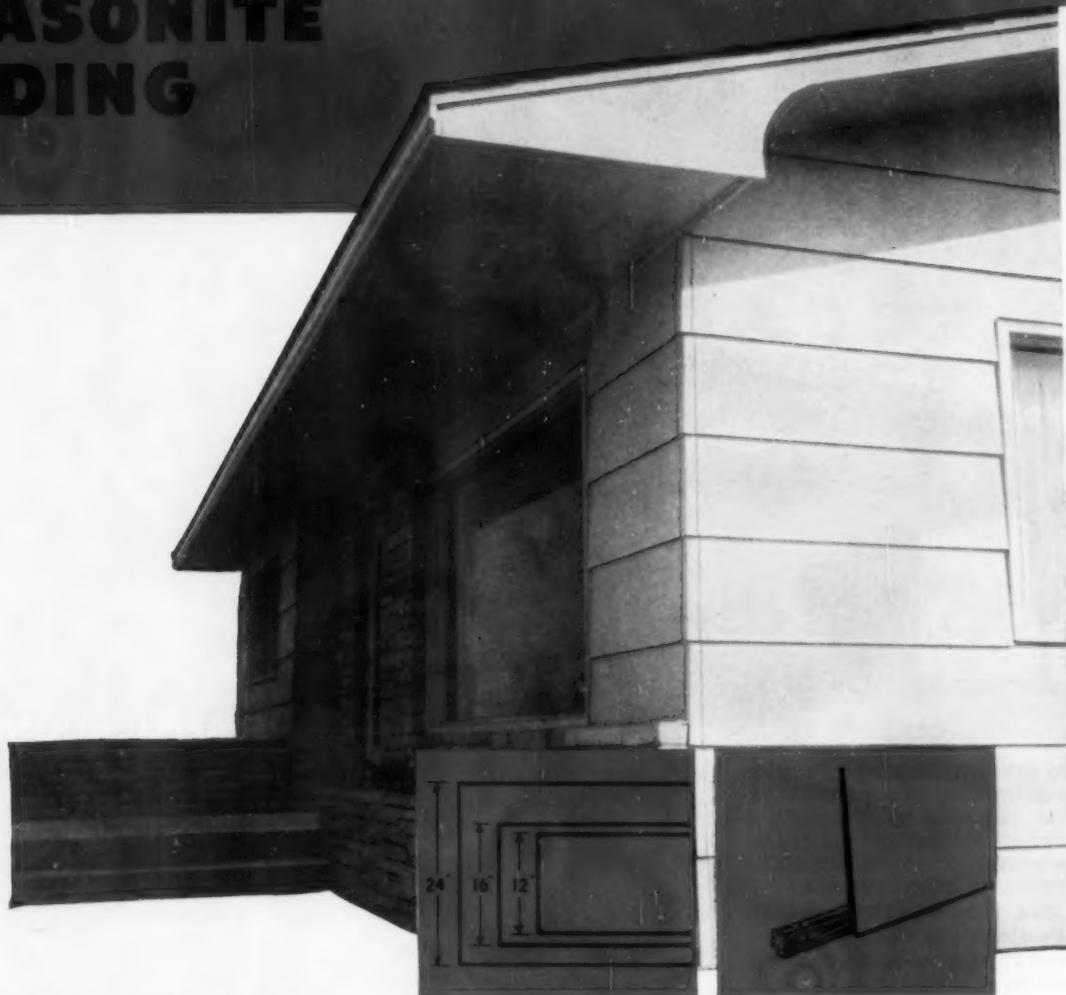
Panelgroove adds interest to usually uninteresting ceilings or soffits where those "extra touches" are desired.



Tempered Preswood fences in panel or woven designs out-weather the weather, need less care, stay new-looking longer.

For Greatest Economy, Use

MASONITE SIDING



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 $\frac{1}{4}$ " and $\frac{5}{16}$ ". 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.

© Masonite Corporation—Manufacturers of quality panel products.

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 $\frac{1}{2}$ " 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 Preadwood

Name

Firm

Address

City State

Zone County

"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 33 1/3%
- 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.

MODERN GLASS
Best at a Glance

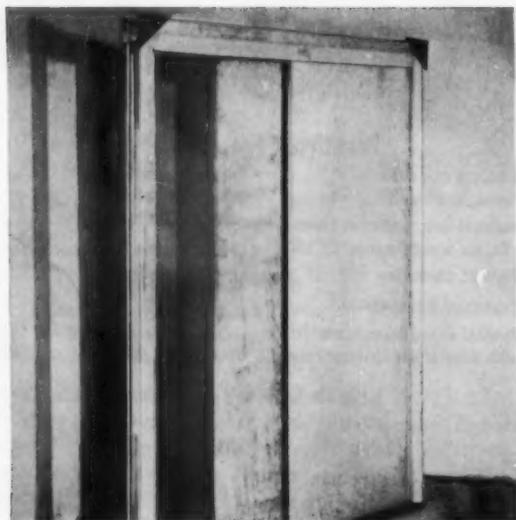
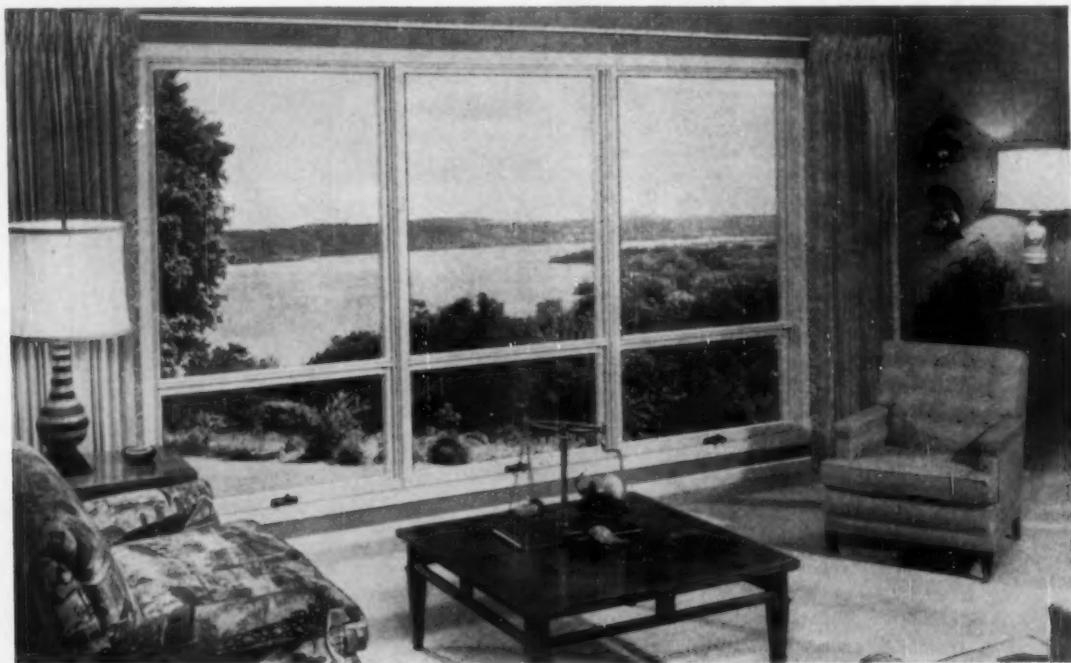


American

WINDOW *Glass* COMPANY
 PITTSBURGH, PA.

PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.
 JEANNETTE, PA. • OKMULGEE, OKLA.

WSW 6340 A



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.

▶ *Ready Hung Door Corp., Dept. AB, Anderson Bldg., Fort Worth 2, Tex. Booth Nos. 533-534—Sherman.*

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

DOORS, WINDOWS, HARDWARE:

Product forecast:



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.

▶ *R.O.W. Sales Co., Dept. AB, 1365 Academy St., Ferndale, Mich. Booth Nos. 79—Hilton; 562—Sherman.*

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 6'2" high, combines three units.

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

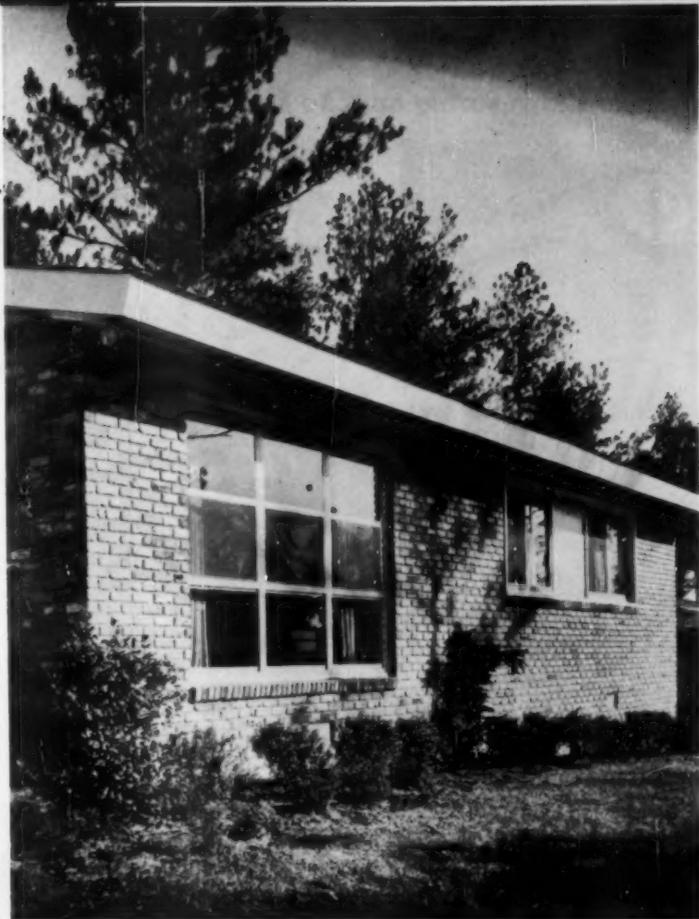
Circle No. 1044 on the reply card, page 82.

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.

▶ *Shower Door Co. of America, Dept. AB, 1301 Chattahoochee, Atlanta, Ga. Booth Nos. 456-457—Sherman.*

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 wood-grain finishes. Closures come complete with hardware.

▶ *New Castle Products Inc., Dept. AB, New Castle, Ind. Booth Nos. 76-77—Hilton.*

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



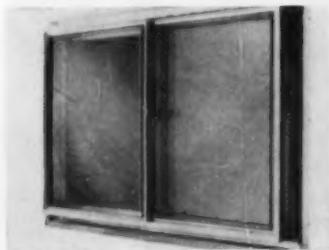
Designed for all climates

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.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

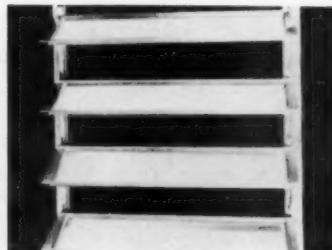


Modernize old locksets

Modernization Kit, for conversion of old-style mortise locksets to modern locksets, has two trim plates 7¼" x 3"; strike plate 1" x 5"; latch plate 1" x 6". The kit, with locksets, sells from \$6.75 to \$11.

▶ *Kwikset Locks, Inc., Dept. AB, 516 E. Santa Ana St., Anaheim, Cal. Booth Nos. 463-466—Sherman.*

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

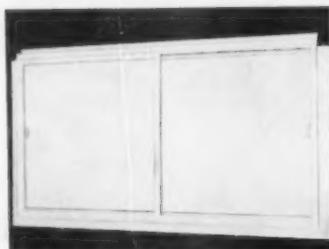


Power-flex operation used

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. 1055 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.

▶ *Kewanee Manufacturing Co., Dept. AB, 1642 Burlington Ave., Kewanee, Ill. Booth No. 310—Hilton.*

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.

▶ *Hough Manufacturing Corp., Dept. AB, 1029 S. Jackson St., Janesville, Wis. Booth Nos. 228-229—Hilton.*

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

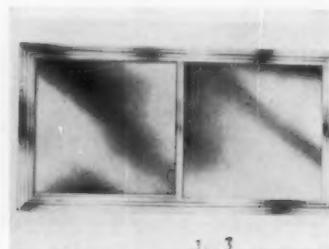


Easy to assemble, install

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.

▶ *Curtis Companies, Inc., Dept. AB, 114 Twelfth Ave., S., Clinton, Iowa. Booth Nos. 581-583—Sherman.*

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

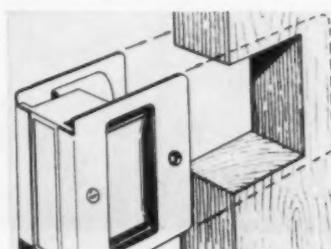


Prime sliding windows

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.

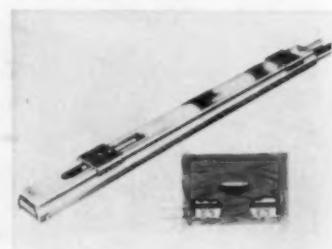


Saves installation time

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.

▶ *Challenger Lock Co. Inc., Dept. AB, 4865 Exposition Blvd., Los Angeles, Cal. Booth No. 877—Coliseum.*

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.

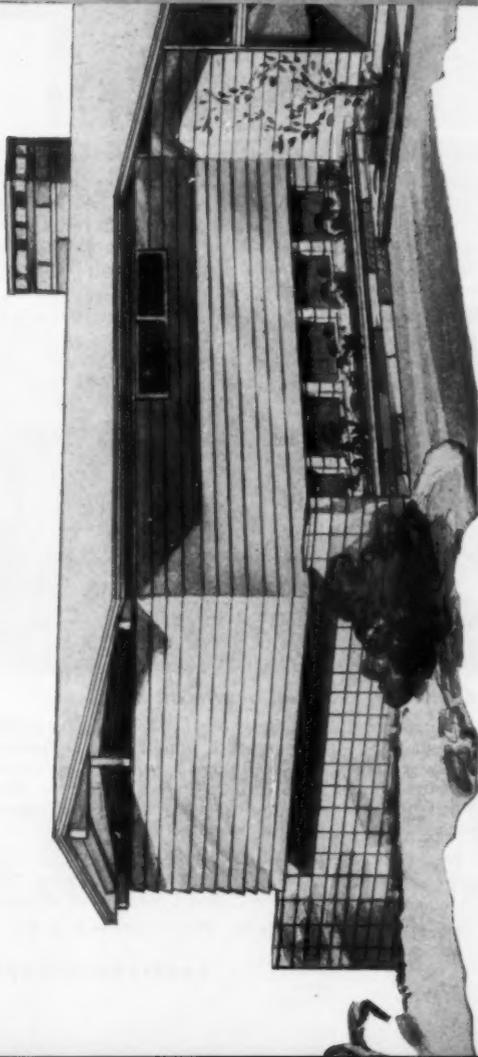
▶ *Knape & Vogt Mfg. Co., Dept. AB, Grand Rapids, Mich. Booth No. 516—Sherman.*

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 2 3/4" 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 1 1/2" cross-hole.



CONTEMPORARY COPPER



BY

DEXTER

NO LOCK INSTALLS FASTER THAN A DEXTER

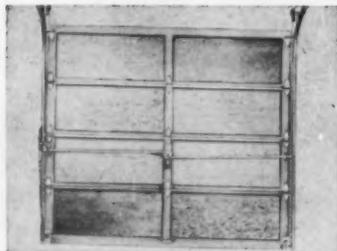
New fruitwood-finished mounted displays available

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

Foldet doors, made of Masland Duran vinyl plastic, come in ten decorator colors. A 2'8" door compresses to approximately 2½" stack. Steel suspension frames, steel track, 7-gauge steel ribs and nylon glides.

▶ *Gates Mfg. Co., Inc., Dept. AB, 415 W. Eleventh St., Indianapolis, Ind. Booth No. 381—Hilton.*

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

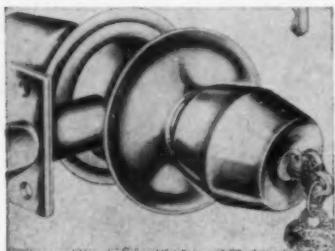


New horizontal slider

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.

▶ *Winter Seal Corp., Dept. AB, 14575 Meyers Rd., Detroit 27, Mich. Booth No. 491—Sherman.*

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

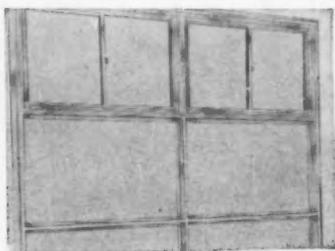


New lockset design

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.

▶ *P. & F. Corbin Div., American Hardware, Dept. AB, New Britain, Conn. Booth Nos. 519, 520—Sherman.*

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 ¾" or 1½" doors simply by switching the position of the sliding hangers.

▶ *Acme Appliance Mfg. Co., Dept. AB, 35 So. Raymond Ave., Pasadena, Cal. Booth No. 462—Sherman.*

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.

▶ *Fenestra Inc., Dept. AB, 2250 E. Grand Boulevard, Detroit, Mich. Booth Nos. 72-73—Hilton.*

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

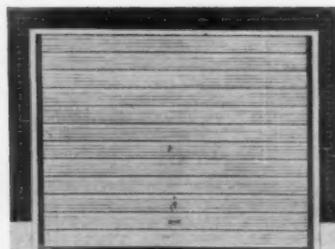


Precision steel flush doors

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.

▶ *Virginia Metal Products, Inc., Dept. AB, Orange, Va. Booth No. 929—Coliseum.*

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



General^{***} Bronze

5-STAR LEADER of the aluminum window field

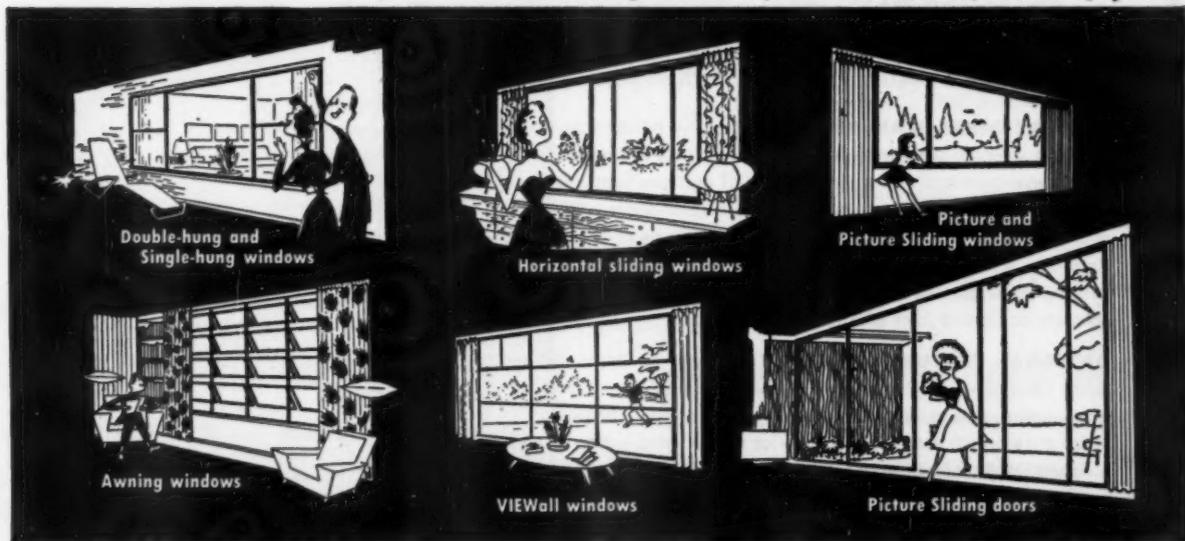
— for maturity (48 years of leadership in producing quality windows)
 ... for judgment and ingenuity (first to introduce aluminum sliding windows, VIEWall windows, Fin Trim and other new window products)... and for dependable service to builders
 (with responsible dealers and warehouse stocks in every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



ALWINTITE

aluminum

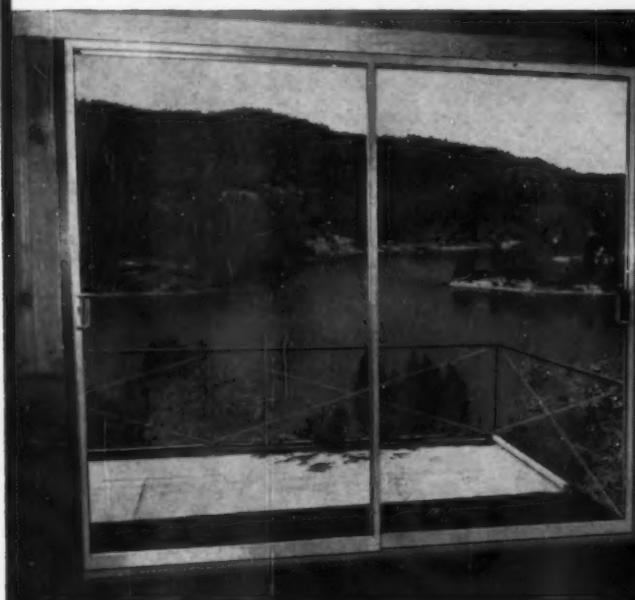
WINDOWS and DOORS

by **GENERAL BRONZE CORPORATION**

ALWINTITE DIVISION • GARDEN CITY, N. Y.

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**

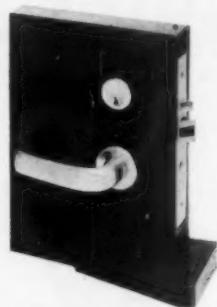
TRIMVIEW

Matching Aluminum Building Products

metal products

COVINA, CALIFORNIA

1957 PRODUCT SHOW

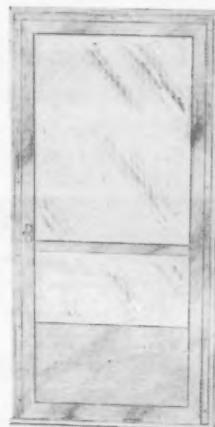


New door handles

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.

▶ *The Yale & Towne Mfg. Co., Dept. AB, 11 S. Broadway, White Plains, N. Y. Booth Nos. 150-151—Hilton.*

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-resisting surface; corner reinforcement gussets make it sturdy.

▶ *Continental Screen Co., Dept. AB, 310 S. Michigan Ave., Chicago 4, Ill. Booth Nos. 575-576—Sherman.*

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.

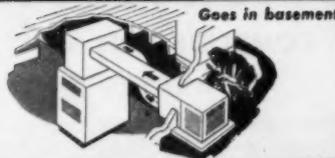
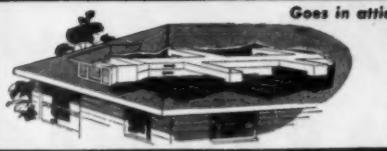
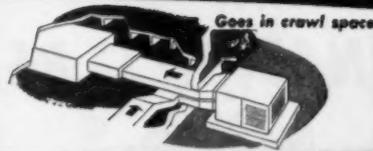
▶ *Beneda Textron Inc., Dept. AB, 39 James St., Girard, Ohio. Booth No. 964—Coliseum.*

Circle No. 1069 on reply card, p. 82.

AMERICAN BUILDER

Vornado

Residential Air Conditioner
...most practical, low cost,
easily installed unit
on the market today.



Installs Anyplace

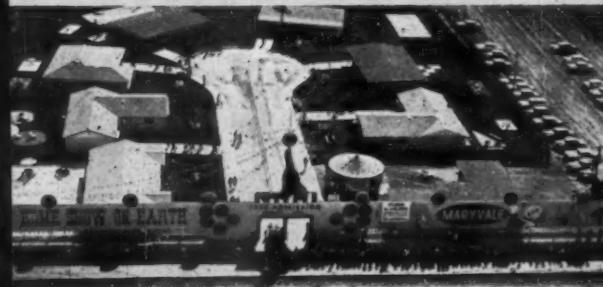
Can be connected with
the heating system or
installed separately
with prefabricated
Vornaduct.

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 re-sale 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.

Product of
The O. A. SUTTON CORPORATION, INC., Wichita, Kansas
World's leading full line manufacturer of comfort cooling appliances

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.
- * **Factory Warranty.** Assures satisfactory service. Over 7 million satisfied Vornado users.
- * **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.

AB

send

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

this

Name _____

coupon

Firm _____

today

Position _____

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City _____ State _____

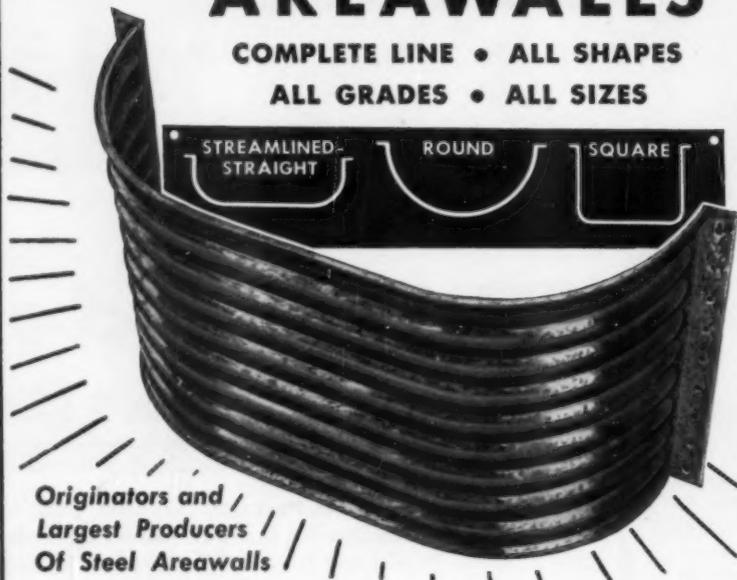
COAST-TO-COAST

the **NATION'S BEST**

Lux-Right[®]

AREAWALLS

COMPLETE LINE • ALL SHAPES
ALL GRADES • ALL SIZES



Originators and /
Largest Producers /
Of Steel Areawalls

We fabricate the most complete line of ready-made, easy-to-install, galvanized, one-piece steel window well walls. Any size, any height, any shape, any grade. In this complete line, there's a top-quality areawall to fit your needs.

Three Standard Shapes: (See diagram above) Streamlined-Straight (illustrated above), also Round for regular installations, and Square for accessway and casement installations. Special sizes too including "mammoth specials" for split-level construction.

Imperial Lux-Right is Brilliant, Light-reflecting, Strong —The National Leader. It is given a heavy zinc coating by hand-dip galvanizing *after* fabrication. Our Economy Lux-Right is for medium-priced homes and housing developments. It is tight-coat galvanized. And we make the Thrif-T areawalls too, for low-priced housing projects.

We prepay freight on 12 units or more.
Dealers Everywhere, or write us.

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SAINT PAUL CORRUGATING CO.

Expert Fabricators of Sheet Metal Products for 72 Years

SOUTH END WABASHA BRIDGE • SAINT PAUL 1, MINN.

FREE Folder

Gives All Details

SIZES
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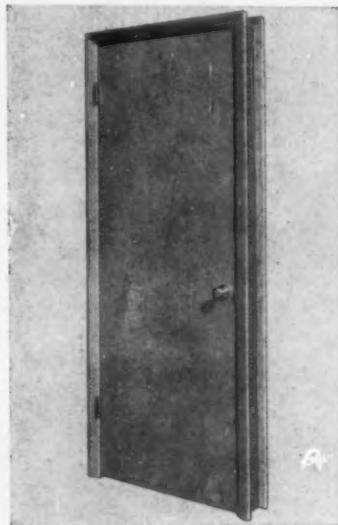
1957 PRODUCT SHOW

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.

▶ Nudor Manufacturing Corp., Dept. AB, 7326 Fulton Ave., North Hollywood, Cal. Booth No. 358—Hilton.

Circle No. 1070 on reply card, 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.

▶ Morgan-Wightman Co., Dept. AB, 1541 Salzman Ave., St. Louis 20, Mo. Booth Nos. 549-550—Sherman.

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.

▶ Leigh Building Products Div., Air Control, Dept. AB, Coopersville, Mich. Booth Nos. 196-197—Hilton.

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

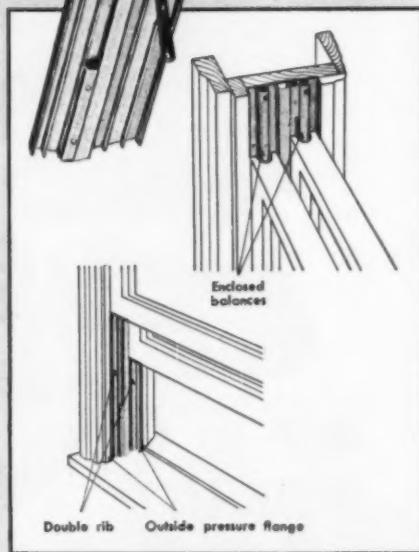
SPIRAFLEX

THE 1-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 $\frac{3}{8}$ x $\frac{3}{8}$ spiral balance groove.

Spiraflex units are made in sizes to fit any window up to 6'6" in height (1 $\frac{3}{8}$ " sash, $\frac{1}{2}$ " or $\frac{3}{8}$ " 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

★ SPIREX

★ HELIX

★ CLOCK-SPRING TAPE BALANCES

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.

▶ *Altex-Engineering Corp., Dept. AB, 125 Industrial Rd., Summerville, S.C. Booth Nos. 410-411—Sherman.*

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

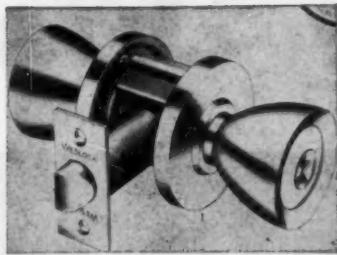


Automatic safety device

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.

▶ *The Calder Manufacturing Co., Dept. AB, 630 N. Prince St., Lancaster, Pa. Booth No. 974—Coliseum.*

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

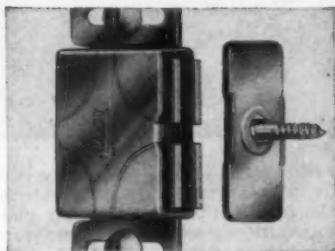


Deluxe locksets

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.

▶ *Western Lock Mfg. Co., Dept. AB, 211 North Madison Ave., Los Angeles, Cal. Booth No. 433—Sherman.*

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

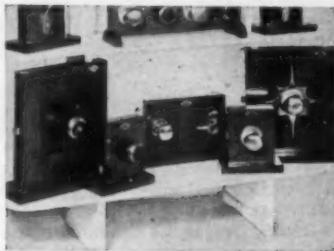


Magnetic door catch

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.

▶ *Ajax Hardware Sales Co., Dept. AB, 4355 Valley Blvd., Los Angeles 32, Cal. Booth No. 372—Hilton.*

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 eraydo 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 No. 380—Hilton; 525—Sherman.*

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

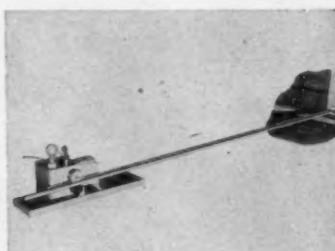


Safety extension handles

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.

▶ *The Bilco Company, Dept. AB, 37 Water St., West Haven, Connecticut. Booth No. 522—Sherman.*

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

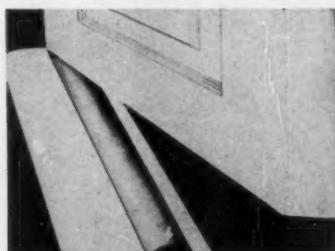


Radio door lift

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.

▶ *Alliance Manufacturing Co. Inc., Dept. AB, Alliance, Ohio. Booth No. 952—Coliseum.*

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.

"Just like finding



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**



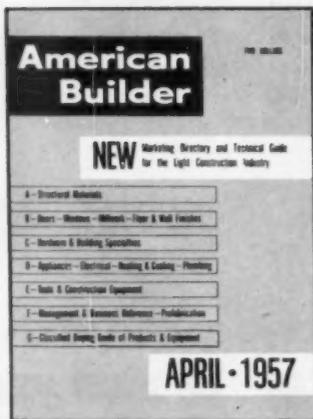
INSULITE, Made of hardy Northern wood

Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

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You Can Build Better
and Buy Better
If You Start Planning
Right Here!



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 up 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.

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American Builder Marketing Directory & Technical Guide

1957 PRODUCT SHOW



Prefab wardrobe header

Kenna-pak, a one-piece header with hardware for wardrobes using $\frac{3}{4}$ " and $1\frac{3}{4}$ " sliding doors, has an adjustable steel header plate with wood nailing strips, adjustable aluminum track and interchangeable hangers.

► Kennatrack 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.

► Holcomb & Hoke Inc., Dept. AB, 1545 Van Buren, Indianapolis, Ind. Booth Nos. 157-158—Hilton.

Circle No. 1083 on reply card, p. 82.



Pella casement windows

Pella casement windows have full $1\frac{3}{4}$ " Western pine sash with steel frame around the four sides of window; complete with weatherstripping, hinges and hardware. Easy to clean, RolSCREENS permanently installed.

► RolSCREEN Company, Attn. A. L. Reisser, Dept. AB, 103 Main St., Pella, Iowa. Booth No. 19—Hilton.

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

New safety catch

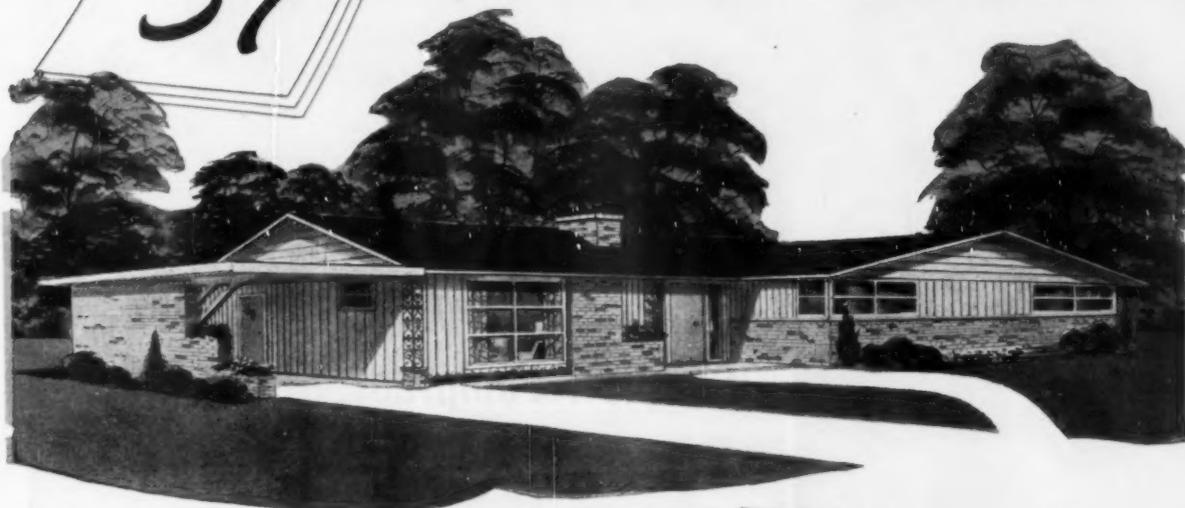
An outstanding feature of Frantz 400 series garage doors is their newly-designed safety catch. It holds the door securely in full open position. Prevents rebound guarantees clear opening with minimum of headroom.

► Frantz Mfg. Co., Dept. AB, 310 W. 3rd St., Sterling, Ill. Booth Nos. 966-968—Coliseum.

Circle No. 1085 on reply card, p. 82.

in
'57

You'll sell More Homes
and make More profit...



with **PERMABILIT**®

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

The new PERMABILIT 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, 48' 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.

Manufactured
HOMES
MARSHALL, MICH. Inc.



ALL NEW DESIGN!

Simple... Foolproof... Low Cost

1500 WATT HOMELITE GENERATOR

Model 35A115
Homelite Generator
1500 Watts, 115 Volt
60 Cycle AC



WEIGHS ONLY 90 LBS

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:

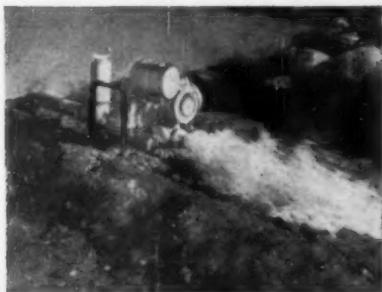
SAVE EVEN MORE! New Homelite idle control unit, available as optional accessory, runs engine at idle speed when no current is drawn . . . automatically brings engine to full speed when load is applied.

Ask your Homelite representative to show you how this easily-installed accessory reduces engine wear . . . increases service life . . . cuts fuel consumption.

HOMELITE A DIVISION OF TEXTRON, INC.
501 RIVERDALE AVE., PORT CHESTER, N. Y.
Manufacturers of Carryable PUMPS • GENERATORS • BLOWERS • CHAIN SAWS

AMERICAN BUILDER

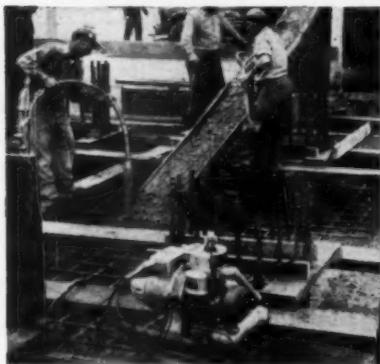
Full Line of Carryable Construction Equipment Now Offered by Homelite



Carryable Diaphragm Pump . . . This self-priming, 120 pound diaphragm pump will handle water in the thickest sand, muck, 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

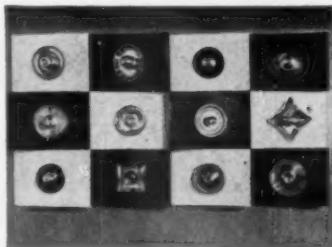


Sturdy folding door

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, 31-85 Whitestone Parkway, Flushing, N. Y. Booth Nos. 301-302—Hilton.*

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

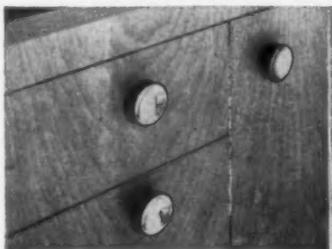


Distinctive doorware

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.

► *Russell & Erwin Div., Dept. AB, 102 Washington St., New Britain, Conn. Booth Nos. 476-477—Sherman.*

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



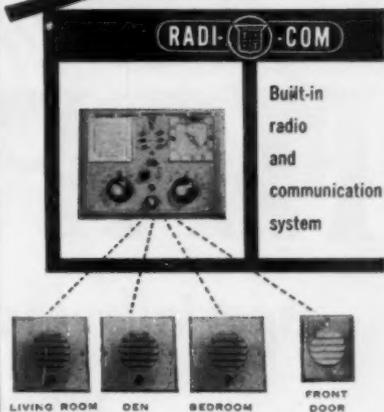
Two-color cabinets

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.

► *Washington Steel Products, Inc., Dept. AB, 1940 E. 11th St., Tacoma 2, Wash. Booth No. 419—Sherman.*

Circle No. 1088 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



Model 38-bf

NEW DESIGN

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

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.

10 DAY FREE TRIAL

So sure are we of your reception to this magnificent new instrument that we offer it FREE for 10 days trial. No strings. No cost attached.

Why not get the full facts on this startling new instrument. Write for FREE Bulletin F-71.



Special HARBORITE

***specialy-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.

HARBOR
PLYWOOD CORPORATION

Aberdeen,
Washington

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!



© 1957, HARBOR PLYWOOD CORPORATION

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

MAIL THIS COUPON TODAY!

HARBOR PLYWOOD CORPORATION

Aberdeen, Washington 1AB

I want to know all about: (check one or both)

Special HARBORITE HARBORITE Super-Grade

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZONE _____

Los Angeles • San Francisco • Seattle • Tampa • *other major cities*

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

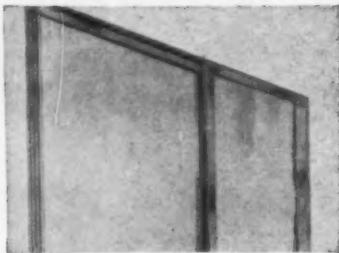


Sliding glass doors

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.

▶ *Daryl Products Corp., Dept. AB, 7240 Northeast 4th Ave., Miami, Fla. Booth No. 969—Coliseum.*

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

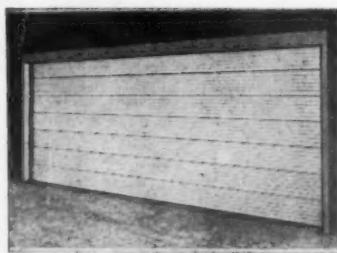


Improved sliding glass door

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.

▶ *Sun Valley, Inc., Dept. AB, 8354 San Fernando Rd., Sun Valley, Cal. Booth Nos. 470-471—Sherman.*

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

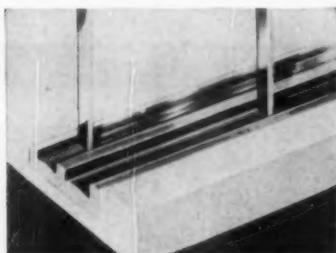


Steel Roly-Door

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.

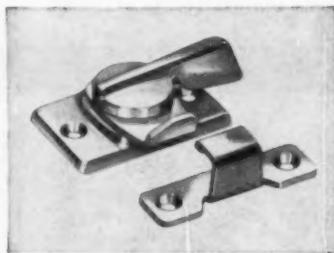


Hardware specialty

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.

▶ *Engineered Products Co., Dept. AB, 129 Smith St., Flint, Mich. Booth No. 409—Sherman.*

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.

▶ *National Lock Co., Dept. AB, 1902 Seventh St., Rockford, Ill. Booth Nos. 765, 766—Coliseum.*

Circle No. 1093 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.

▶ *The Frank B. Miller Mfg. Co., Inc., Dept. AB, 3216 Valhalla Dr., Burbank, Cal. Booth No. 892—Coliseum.*

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

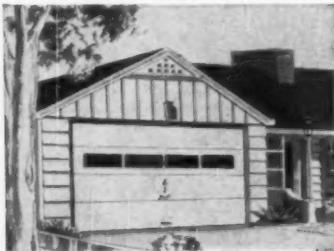


Practical screening

Outstanding advantage of Chicopee Fibreglas 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.

▶ *McKee Door Company, Dept. AB, 85 Hanks Ave., Aurora, Ill. Booth Nos. 206, 207—Hilton.*

Circle No. 1094 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.

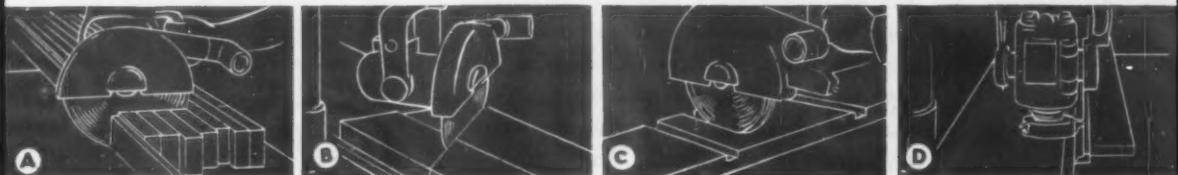
▶ *Overhead Door Corp., Dept. AB, P. O. Box 188, Hartford City, Ind. Booth No. 14—Hilton.*

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.—1½ hp motor, 10" saw blade cuts 3" deep, rips 26" wide... \$395. Smaller MB-F, with ¾ hp motor, 9" blade, cuts 2½" 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**.

De Walt Inc., Dept. AB-57-1, Lancaster, Pa., Subsidiary of AMERICAN MACHINE & FOUNDRY COMPANY

Please send **FREE** Booklet on Job-Tested Methods for Cutting Cutting Costs. I enclose 25c for valuable Common Rafter Meter.

Name _____
 Company _____
 Address _____
 City _____ Zone _____ State _____





Shakertown®

FIRST NAME IN CEDAR SHAKES

**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.

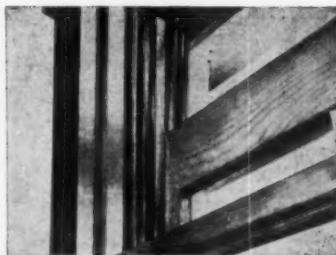
The Famous Factory-Stained Glumac Unit. Saves up to 70% in installation time.
U. S. Patent 2,232,786.
Other U. S. and Foreign Patents Pending.

Shakertown®

FIRST NAME IN CEDAR SHAKES

THE PERMA PRODUCTS COMPANY
20310 Kinsman Road • Cleveland 22, Ohio

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.

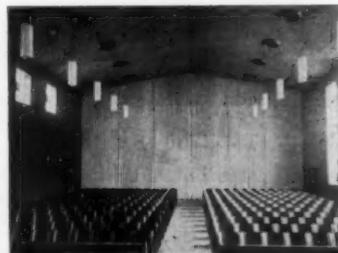


Folding closet door

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.

► Steel Door Corp., Dept. AB, 2400 East Lincoln Rd., Birmingham, Mich. Booth Nos. 131-132—Hilton.

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.

► Straits Products, Inc., Dept. AB, 2700 Franklin St., Detroit 7, Mich. Booth No. 815—Coliseum.

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

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

FURNACE & WINTER
AIR CONDITIONER

TOPS IN QUALITY

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

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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 card, 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 card, p. 82.

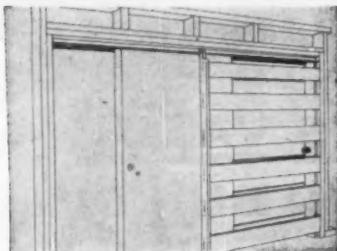


"Duck-in" garage doors

A new lightweight garage door that "ducks" into garages and eliminates most low headroom problems is being offered by the Stanley Works. A special hinge flattens the arc of door as it rolls up.

▶ *The Stanley Works, Dept. AB, 195 Lake St., New Britain, Conn. Booth Nos. 440-443—Sherman.*

Circle No. 1107 on reply card, 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.

▶ *John Sterling Corp., Dept. AB, 2345 West Nelson St., Chicago 18, Ill. Booth Nos. 226-227—Hilton.*

Circle No. 1102 on reply card, p. 82.

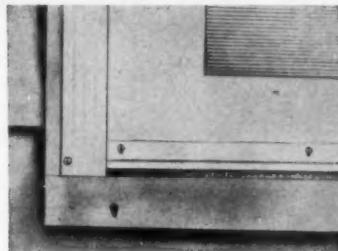


Stylmark glass hardware

This manufacturer will be showing its hardware line at the convention for the first time this year. Offered is a line of specially designed hardware applications for interior rolling glass doors.

▶ *Designware Industries, Inc., Dept. AB, 3127 50th Ave. N., Minneapolis 22, Minn. Booth No. 889—Coliseum.*

Circle No. 1105 on reply card, p. 82.



Pile weatherstripping

Dealers and builders who handle aluminum combination doors may now add this wool pile weatherstripping to them prior to installation. It is a good added selling feature, can reduce customer call-backs.

▶ *Schlegel Manufacturing Co., Dept. AB, Skyline Building, Rochester 7, N.Y. Booth No. 311—Hilton.*

Circle No. 1108 on reply card, p. 82.

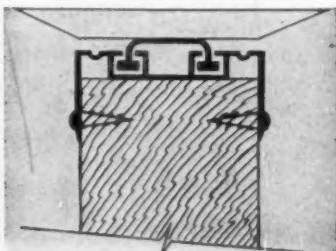


Aluminum sliding glass doors

A range of from 6 feet to 32 feet in length is available from the line of aluminum sliding glass doors put out by this company. Nylon sheaves and stainless steel bearings permit maximum sliding efficiency.

▶ *Slide View Door and Window Co., Dept. AB, P.O. Box 409, El Monte, Cal. Booth No. 211—Hilton.*

Circle No. 1103 on reply card, p. 82.

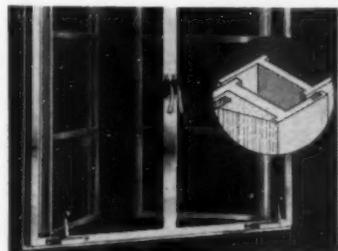


Weatherstrip for doors

An effective and economical combination weatherstrip and kickplate for the bottom of doors is announced by this company. It is made of aluminum, and has a vinyl strip which closes off the door opening.

▶ *Sager Weatherstrip & Calking, Dept. AB, 6726 S. Ashland Ave., Chicago 36, Ill. Booth No. 803—Coliseum.*

Circle No. 1106 on reply card, p. 82.



Weatherstripped casement

Ware Laboratories have a new casement—completely weatherstripped. The window has wide, two-point metal-to-metal contact of the old style it replaces. Premium vinyl gives triple protection from air and water.

▶ *Ware Laboratories, Inc., Dept. AB, 3700 N.W. 25th St., Miami, Fla. Booth No. 38—Hilton.*

Circle No. 1109 on reply card, p. 82.



Sherman Equipment "On-the-Job" While Other Machines Stand Idle

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.

*Manufactured for Sherman Products, Inc., by Johnson Hydraulic Equipment Company, Minneapolis, Minnesota

†Designed, Engineered and Manufactured jointly by Sherman Products, Inc., Royal Oak, Michigan. Wain-Roy Corporation, Hubbardston, Mass.

©1956 Sherman Products, Inc.



SHERMAN MAJOR DIGGER-LOADER COMBINATION performs a great many different jobs for the city of Dearborn, 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



PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

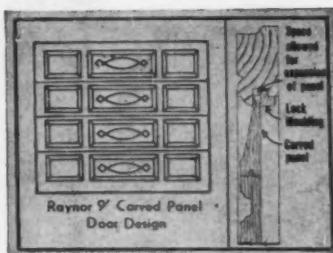


Cabinet hardware

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.

▶ Raynor Manufacturing Co., Dept. AB, East River Rd., Dixon, Ill. Booth No. 428—Sherman.

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. Weather-strip factory-applied.

▶ Rock Island Millwork Co., Dept. AB, 2525 Fourth Ave., Rock Island, Ill. Booth Nos. 565-566—Sherman.

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 counter-balanced 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.

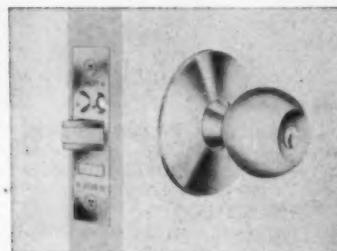


For many combinations

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.

▶ Rockwell of Randolph, Inc., Dept. AB, Randolph, Wisconsin. Booth Nos. 526-527—Sherman.

Circle No. 1117 on reply card, p. 82.

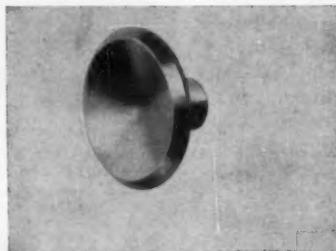


IntegraLock in 3 metals

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.

▶ Sargent & Company, Dept. AB, 45 Water St., New Haven 9, Conn. Booth Nos. 704-705—Coliseum.

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.

▶ Ernest Pierson Co., Dept. AB, 4100 Broadway, Eureka, Cal. Booth No. 922—Coliseum.

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 *Circu-Flow* 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!

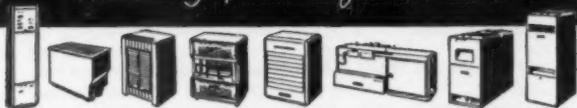


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TEMCO, inc.

NASHVILLE 9, TENNESSEE

"Gas Heating Specialists for the Nation"



"THE COMPLETE LINE OF GAS HEATING EQUIPMENT"

ROOM HEATERS • FLOOR FURNACES • WALL HEATERS • UNIT HEATERS
 WARM AIR FURNACES AND AIR CONDITIONING

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 _____

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

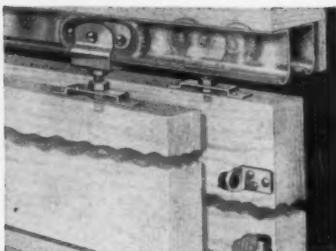


Polished plate glass door

The new "West Door" is 1/2" 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 1 3/8" 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.

▶ *National Manufacturing Company, Attn. F. B. Kennedy, Dept. AB, Sterling, Illinois.*

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 (1/10" thick and 7/8" wide) and hard twist seine cord, adds much floor space.

▶ *Warren Shade Company, Incorporated, Dept. AB, 2905 E. Hennepin Ave., Minneapolis, Minnesota.*

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 no need to open the window screen.

▶ *Brown-Graves Company, Attn. Robert Bennington, Dept. AB, 191 E. Miller Ave., Akron 1, Ohio.*

Circle No. 1123 on reply card, p. 82.

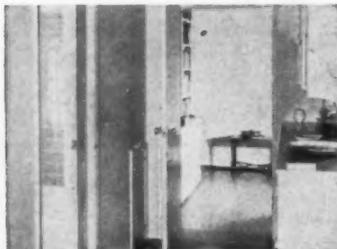


Window lifts out

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.

▶ *Carr, Adams & Collier Co., Mfg. Div., 11th & Jackson Sts., Dubuque, Iowa. Booth Nos. 558-561—Sherman.*

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.

▶ *American Screen Products Company, Attn. Richard Winters, Dept. AB, 807 N.W. 20th St., Miami, Fla.*

Circle No. 1124 on reply card, p. 82.



New improvements

Some of the new features in Malt-A-Matic double hung window include a heavier metal weatherstripping for increased strength and a new spring box which provides more accurate control and adjustment of sash tension.

▶ *Malta Manufacturing Co., Dept. AB, 35 Elliott Street, Athens, Ohio, Booth Nos. 569-570—Sherman.*

Circle No. 1127 on reply card, p. 82.

AN UNBEATABLE COMBINATION FOR

Profit!



MODEL 650
6800 RPM
BLADE SPEED

6 1/2"

* High Speed
HEAVY-DUTY **SAW**

The Only POWER SAW Needed To Build A Home

FULL
1 1/2 HP
MOTOR



For a real thrill in performance and handling ease, check the 6 1/2" MILWAUKEE Model 650 before you buy your next saw. It's the ONE saw that makes every cut necessary to build a house . . . even to the compound miter cuts. It's the kind of *light-weight . . . big capacity* saw you have long wanted . . . a saw that makes more cuts, faster, more accurately and with less effort . . . A saw that's fully versatile . . . that will handle all special purpose blades and abrasive cutting wheels and that can stand the gaff of all-day heavy duty use.

. . . with So Many Outstanding Features

. . . including **EXCLUSIVE Free-Wheeling Clutch Drive**

* Grease sealed ball and roller bearings throughout * Helical cut heat-treated gears and drives for greater power efficiency, quieter running * Built-in quick setting depth and miter and rip adjustment, fully lockable * Telescopic and automatic retractable blade guard * Instant release safety trigger switch * Light weight, only 12 1/4 pounds * Perfectly balanced.

* For bigger capacity High Speed saw ask to see the Model 700 with 7" blade or the Model 825 with 8 1/4" blade.

Still Only
\$66⁵⁰

(with handy Steel Carrying Case — \$74.50)

MODEL
... and the Famous 414 SAWZALL
Compact Electric Powered HACKSAW

A rugged dependable heavy-duty saw that fits 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 . . . can also be operated from portable electric generating equipment.
- POWERFUL . . . 3/4" cutting stroke . . . 2250 strokes per minute.
- BALL and ROLLER BEARINGS . . . lifetime lubricated.
- WEIGHS only 6 3/4 lbs. . . . Just 14 1/2" 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 **\$89⁵⁰***



* The perfect tool in remodeling work — Breezes right through plaster, wood and nails.

For Demonstration ... SEE YOUR DEALER ... Or Write Today To ...

MILWAUKEE ELECTRIC TOOL CORP.
5356 W. State St. Milwaukee 8, Wis.

*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.

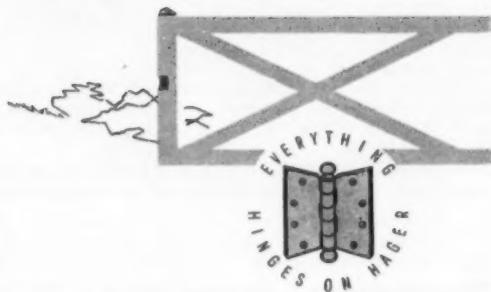
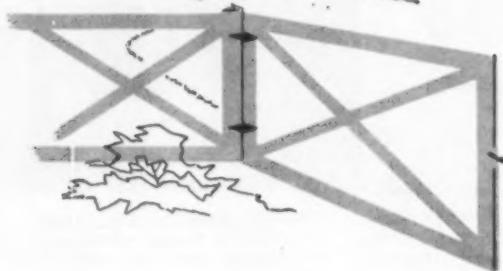
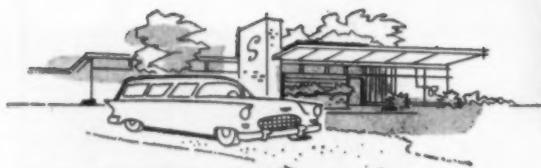
Stock the Hager Suburban line. It's ruggedly
made of wrought steel to give long wear . . . weatherproofed
finished to take all kinds of weather.

Ask your jobber to show you the complete "Suburban" Line



No. 1973 Hager Suburban
Screw Hook and Strap Hinge.

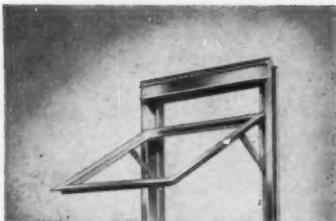
No. 1934 Hager Suburban
Gate Latch.



The doorways and gateways of
the world swing on Hager Hinges

C. HAGER & SONS HINGE MANUFACTURING COMPANY • ST. LOUIS 4, MISSOURI

1957 PRODUCT SHOW



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.

► *Feather-Lite Manufacturing Co., Dept. AB, 12900 Capital Ave., Oak Park, Mich. Booth No. 927—Coliseum.*

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.



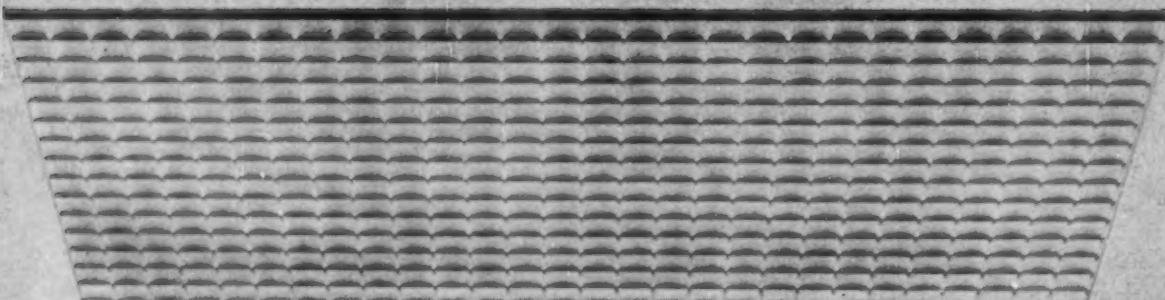
America's most complete line of kitchen stove hoods, featuring the famous Rangaire Model UC-2 available in White and Copper-tone Baked Enamel, Solid Copper and Stainless Steel.



The Rangaire Radio-Intercom Model WR-550 with Rang-I-Matic Selector Control, consists of Master Station, four Room Speaker-Mikes, Door Speaker-Mike.

For Detailed Literature — Write . . .

ROBERTS MANUFACTURING CO.
Cleburne, Texas



illuminating!



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...

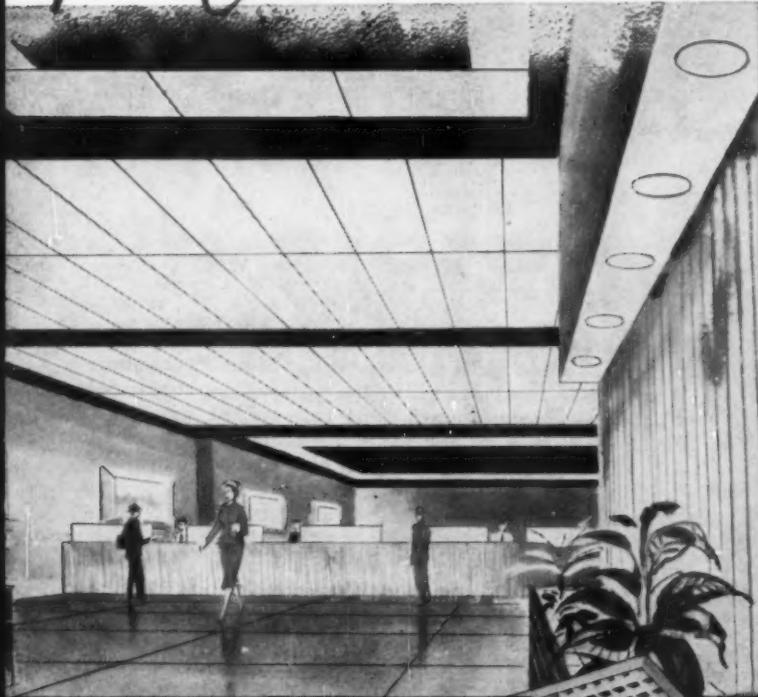
dirt or dust won't cling to de-staticized surfaces. Styrene plastic construction resists scratching or chipping, is light in weight with high structural strength and dimensional stability. Design possibilities are many for these louvers—as individual fixtures, luminous ceilings, and in modular patterns.

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.

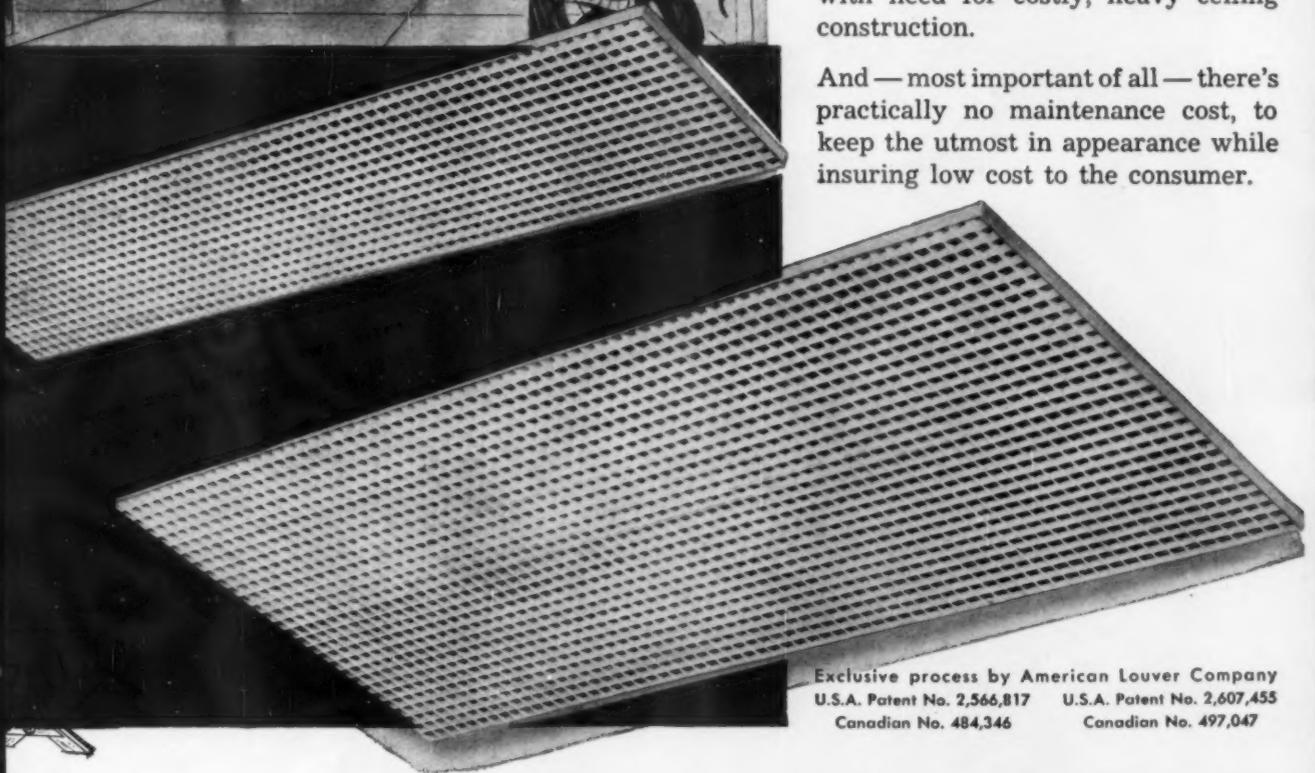
They're easy to work with — can be easily *sawed* to fit anywhere, even around pillars and obstructions.

They're scientifically designed to provide the maximum amount of light, at minimum brightness, without trapping light. Cells are perfect cubes of $\frac{5}{8}$ "; light cut-off is $45^\circ \times 45^\circ$.

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

4240 NORTH SAYRE • CHICAGO 34, ILLINOIS

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.

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For illustrated descriptive literature write for bulletin C1096, Room 1143, 315 Fourth Avenue, New York 10, N.Y.

Big Things

**in store for Builders
in '57 by**

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

..... *BILT-WELL Kitchen Cabinets*

FRIGIDAIRE KITCHEN
BOOTHS 166-167
CONRAD HILTON HOTEL
.....
AMERICAN GAS ASSN. KITCHEN
BOOTHS 796-797, COLISEUM

*Build Well
with*



The All New

BILT-WELL

- ...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 $1\frac{1}{16}$ " 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.

See the new **BILT-WELL Super 7 Window** at the

Super 7 (REMOVABLE) Window



1

PRESS TO ONE SIDE

Just press the window to either side of the frame from its automatically centered position.



2

TAKE OUT

Swing the free side into the room and take the window from the frame. Balance supports weight of sash during removal.



3

LOCK CABLES

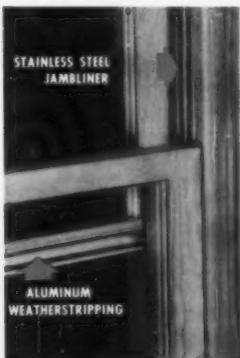
Sash balance cables should be locked in place by moving the locking levers in the balances into locked positions.



4

READY TO CLEAN

A slight lift of the window releases cables from sash so glass can be cleaned on both sides with minimum effort.



STAINLESS STEEL JAMBLINER

ALUMINUM WEATHERSTRIPPING

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.



FLAT OVERHEAD BALANCE

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.

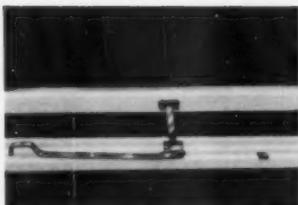
STORM AND SCREEN UNITS

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.

BILT-WELL

POPULAR AWNING WINDOWS

Now Available with New hinged operating bar and New industry-accepted Sizes.



New hinged bar operator is now standard on BILT-WELL Awning Windows. Also available with popular lever operator or rotary operator.



Adding to their flexibility, BILT-WELL Awning Windows now available in three larger sizes: 30" height x 36" width, 30" height x 39" width, 30" height x 44" width.

See all these New and Improved Products by...
BILT-WELL

BOOTHS 558-59-60-61, SHERMAN HOTEL,
DURING THE BUILDERS' SHOW IN CHICAGO.



CARR, ADAMS & COLLIER COMPANY

(Established) 1866 Dubuque, Iowa

The BILT-WELL Line—**WINDOW UNITS**, Double-hung, Awning, Casements, Basement, Storm and Screen. **CABINETS**, Kitchen, Multiple-use, Wardrobes, Storage, Vanity-Lavatory and Vinyl Counter-tops. **DOORS**, Exterior, Interior, Screens and Combination.

BILT-WELL

STORAGE COMPONENTS

Provide Minimum Labor Costs and Maximum Consumer Acceptance.



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.



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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.

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Wallpaper Council, 509 Madison Ave., New York 22, N.Y.

Please send me your free booklet, "Wallpaper Sells Homes," containing actual case histories of residential builders who use wallpaper to sell their homes.

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When in Washington, D. C., be sure to visit the Wallpaper Council Exhibit at the National Housing Center

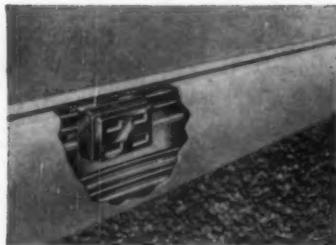
WALLPAPER COUNCIL 509 Madison Ave., New York 22, N. Y.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

► Wiremold Co., Dept. AB, Hartford, Conn. Booth No. 406—Sherman Hotel.

Circle No. 1132 on reply card, p. 82.

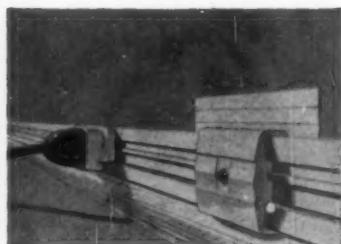


Step-saving intercom

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.

► Talk-A-Radio Sales Corp., Dept. AB, 5641 Dyer St., Dallas 6, Tex. Booth No. 807—Coliseum.

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.

► Bulldog Electric Products Co., Dept. AB, 7610 Jos Campau, Detroit 32, Mich. Booth No. 865—Coliseum.

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.

▶ *Westinghouse Electric Corp., Dept. AB, 3 Gateway Center, Pittsburgh 30, Pa. Booth Nos. 88-93—Hilton.*

Circle No. 1135 on reply card, p. 82.

Sales appeal in lighting ▶

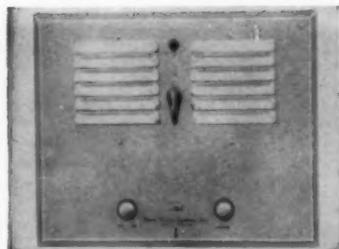
Number of fixtures including two "spot light" types and side mirror lights suggested by Moe Light to add to convenience, sales-appeal of bath. Complete line of new '57 fixtures.

▶ *Moe Light Div., Thomas Industries Inc., Dept. AB, 410 S. Third St., Louisville 2, Ky. Booth No. 445—Sherman.*

Circle No. 1136 on reply card, p. 82.



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.

▶ *Home Music Systems Inc., Dept. AB, 646 Madison Ave., Memphis 1, Tenn. Booth No. 238—Hilton.*

Circle No. 1137 on reply card, p. 82.

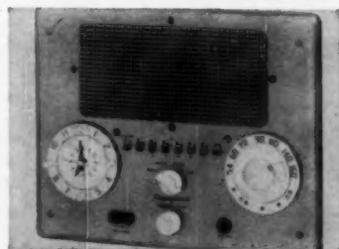


Timer is built-in

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.

▶ *International Register Co., Dept. AB, 2620 Washington Blvd., Chicago, Ill. Booth No. 953—Coliseum.*

Circle No. 1138 on reply card, p. 82.



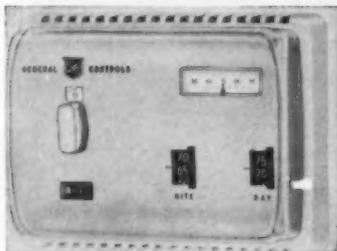
Intercom has timer too

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.

▶ *Roberts Manufacturing Co., Dept. AB, 426 E. Shaffer, Cleburne, Tex. Booth Nos. 813-814—Coliseum.*

Circle No. 1139 on reply card, p. 82.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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 day-time comfort.

▶ *General Controls Company, Dept. AB, 801 Allen Ave., Glendale, California. Booth No. 878—Coliseum.*

Circle No. 1140 on reply card, p. 82.

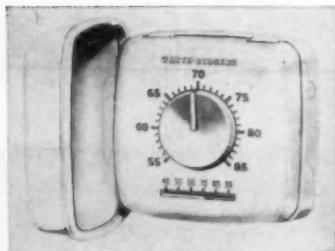


Power-groove fluorescent

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.

▶ *General Electric Company, Dept. AB, Nela Park, Cleveland 12, Ohio. Booth No. 109—Hilton.*

Circle No. 1143 on reply card, p. 82.

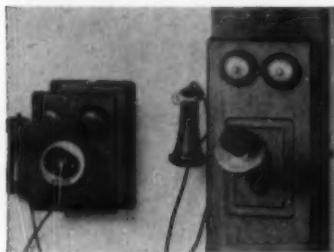


High-styled thermostat

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.

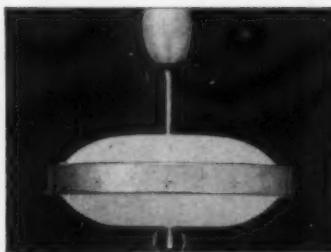


Antique telephone units

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.

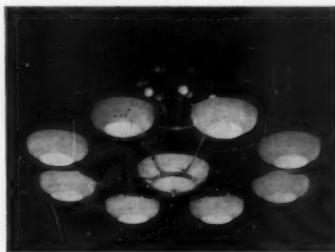


Bubble light fixture

New "Vinalier" bubble light is made of plastic shade with concentric ring design. It is joined with perforated polished brass finish band 17 1/4" in diameter. Comes equipped with bottom turn switch. About \$47.85.

▶ *Imperial Lighting Products Co., Dept. AB, Loyallhanna, Latrobe, Pa. Booth No. 379—Hilton.*

Circle No. 1144 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.



Merchandising—electrically

Ideas for promoting the hidden assets of a home will be presented at the Live Better Electrically exhibit. The display will have merchandising aids developed for home builders and serve as an information center.

▶ *Live Better Electrically, GE, Dept. AB, 1 River Rd., Schenectady, N.Y. Booth Nos. 860-861—Coliseum.*

Circle No. 1142 on reply card, p. 82.

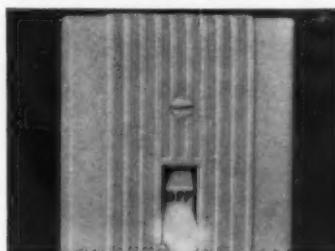


Automatic phone answerer

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.

▶ *American Telephone & Telegraph Co., Dept. AB, 195 Broadway, New York 7, N.Y. Booth No. 12—Hilton.*

Circle No. 1145 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.

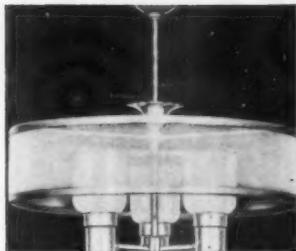


Light control switch

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.

▶ *The Superior Electric Company, Attn. R. F. Greene, Dept. AB, 3046 Demers Ave., Bristol, Connecticut.*

Circle No. 1149 on reply card, p. 82.

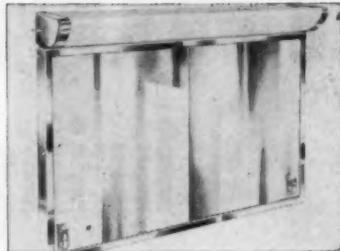


Pull-down fixture

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.

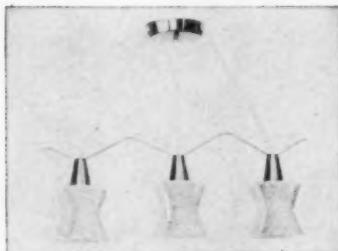


Overhead light fixtures

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.).

▶ *The F. H. Lawson Company, Attn. L. F. Wilmhoff, Dept. AB, Evans and Whately St., Cincinnati 4, Ohio.*

Circle No. 1155 on reply card, p. 82.

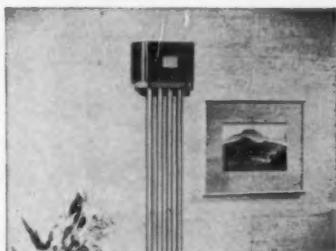


Lighting fixture

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.

▶ *The Edwards Company Inc., Attn. Helen J. Shaughnessy, Dept. AB, Norwalk, Connecticut.*

Circle No. 1153 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.

▶ *Globe Lighting Products Inc., Dept. AB, 16 East 40th Street, New York 16, New York.*

Circle No. 1156 on reply card, p. 82.

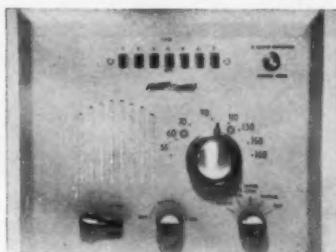


Interchangeable light switch

A new line of 20-amp., 120-277 volt, interchangeable Quietie 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 5PRI-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.

▶ *Flush Wall Radio Company, Dept. AB, 1012 Cleveland Street, Clearwater, Florida.*

Circle No. 1154 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.

▶ *Leviton Manufacturing Company, Inc., Dept. AB, 236 Greenpoint Ave., Brooklyn 22, New York.*

Circle No. 1157 on reply card, p. 82.

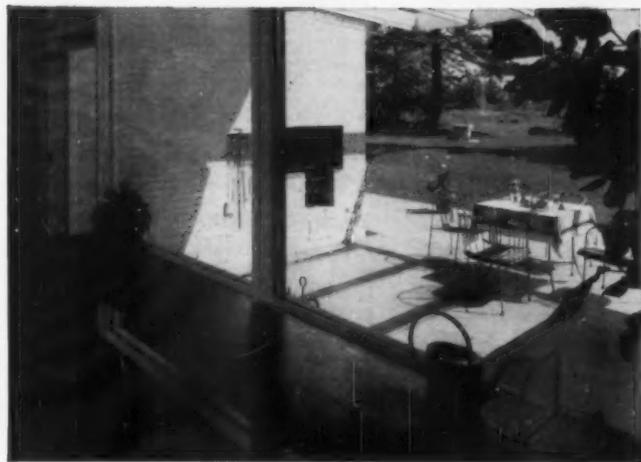
Electri-Living town, U.S.A.

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.

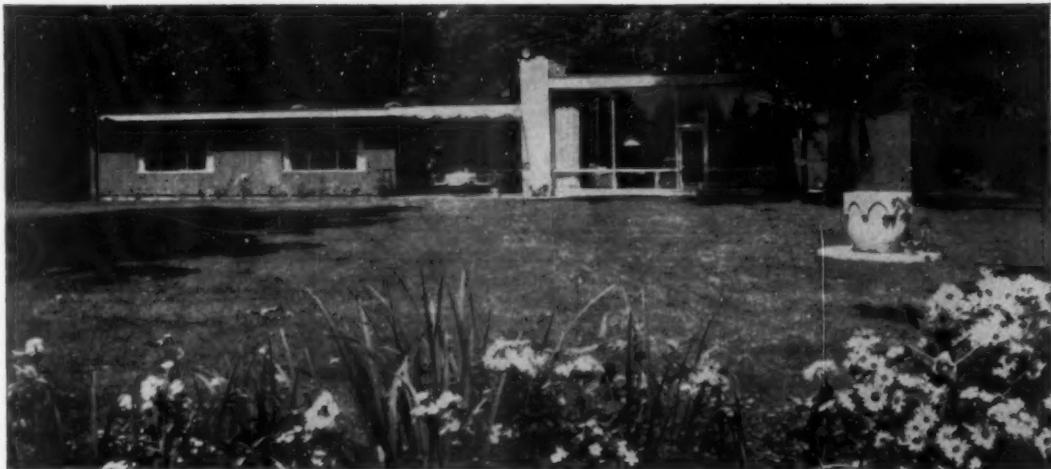
"TWINDOW"...the world's brings many advantages



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.

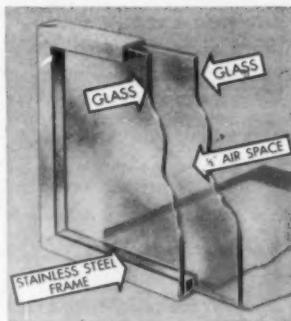
THIS PATIO VIEW shows the clear vision possible with "the world's finest insulating glass"—Twindow. More and more people are demanding the advantages possible with Twindow. And they are impressed with the fact that Twindow costs no more than single-pane windows plus storm sash.

finest insulating glass... to this beautiful home

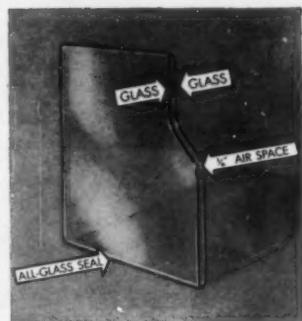


TWINDOW, as demonstrated here, adds to the beauty of the home's design. It opens the rooms to the fullest enjoyment of the outside view—whether it's an exceptionally delightful one, as here, or a modest garden scene. Moreover, Twindow minimizes cold air downdrafts. It muffles outside noises.

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 $\frac{3}{8}$ " 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

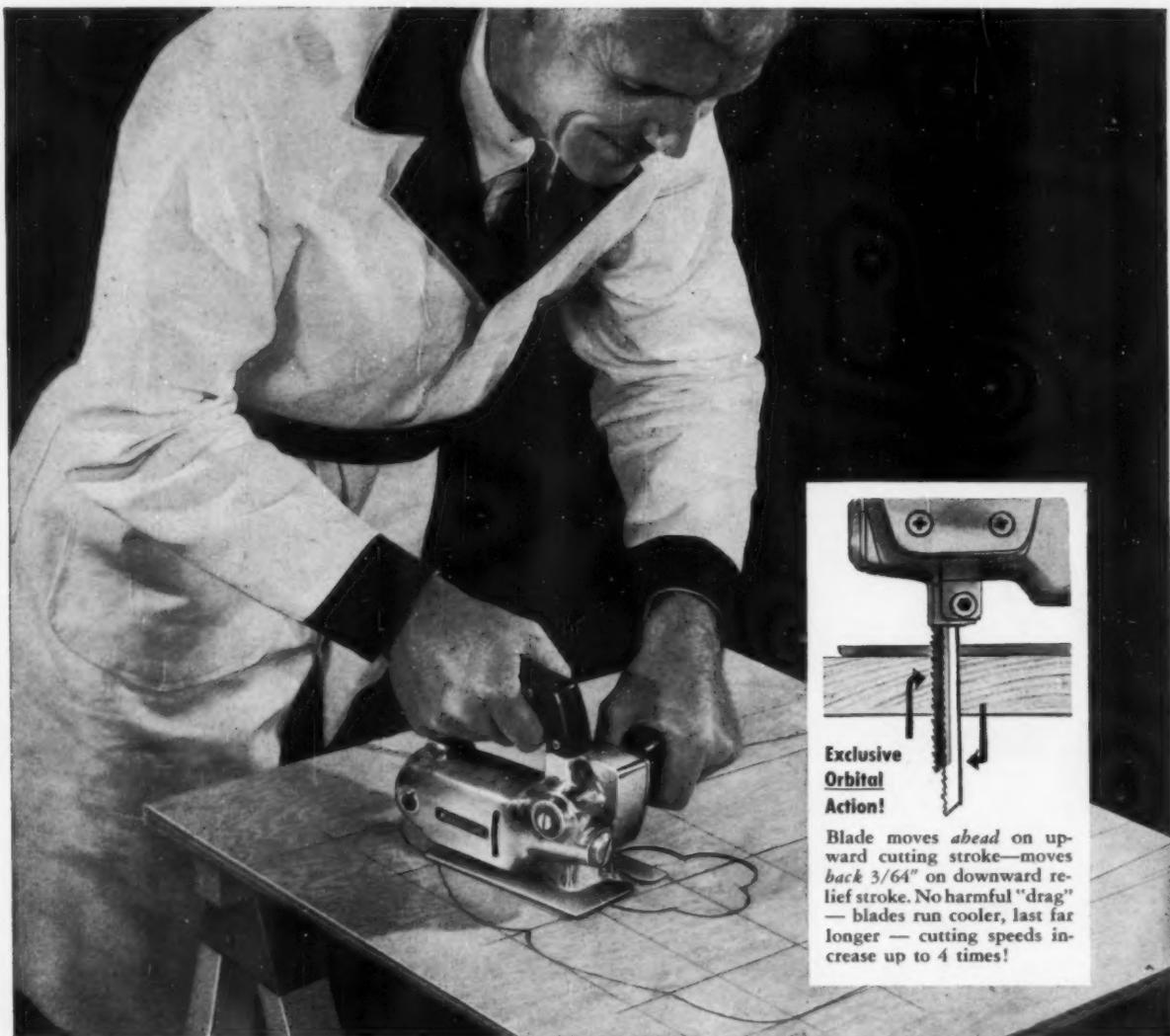
Pittsburgh Glass



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PITTSBURGH PLATE GLASS COMPANY

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bayonet saw!**

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Quality Electric Tools

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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— $\frac{3}{4}$ ” in aluminum, $\frac{1}{4}$ ” 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.

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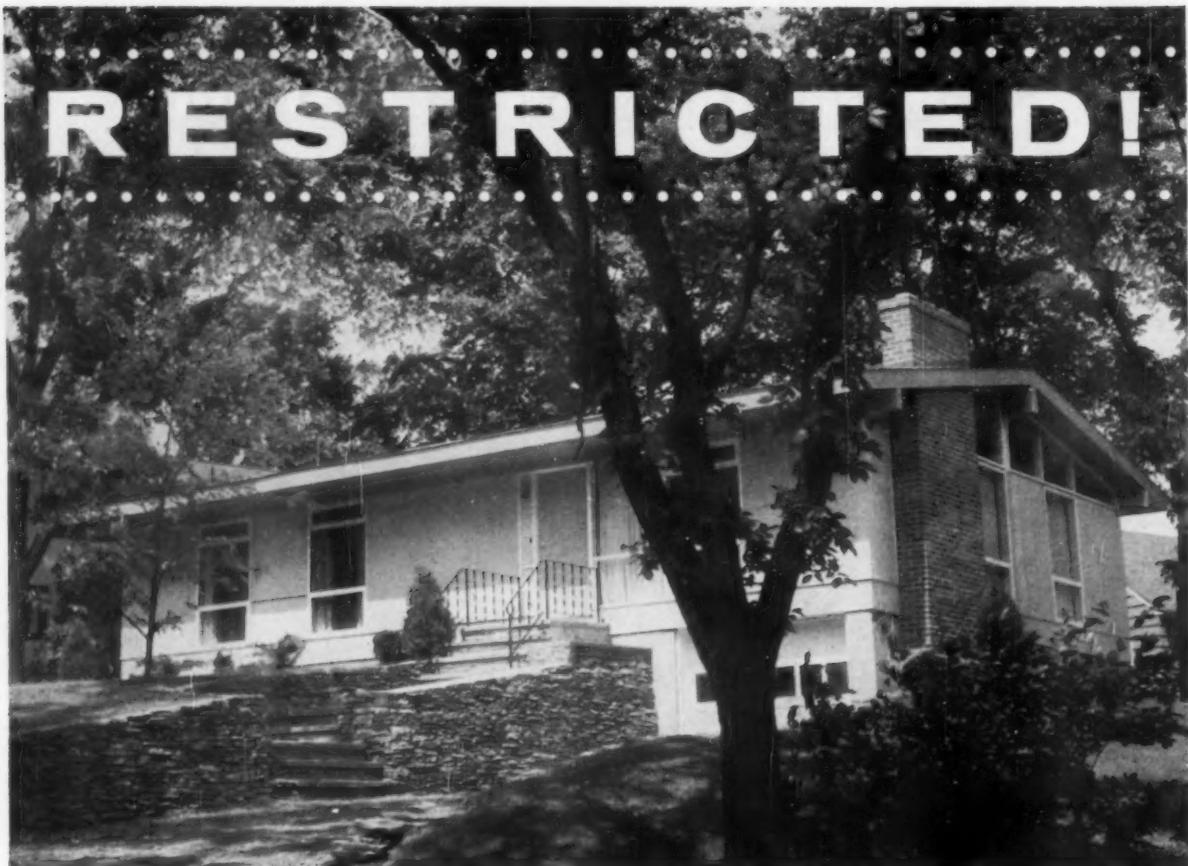
d'COR Sliding Glass Door QUALITY Sliding Glass Door HI-LO Sliding Glass Door Horizontal Sliding Window

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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.

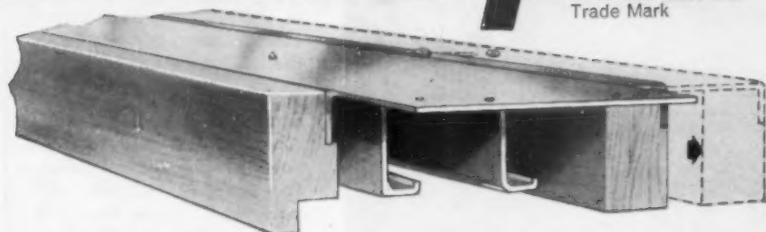
Write for complete information and prices on the Richmond Homes Contemporary Line! Use your imagination for greater pride and profit.

Builders of Contemporary and Project Homes.

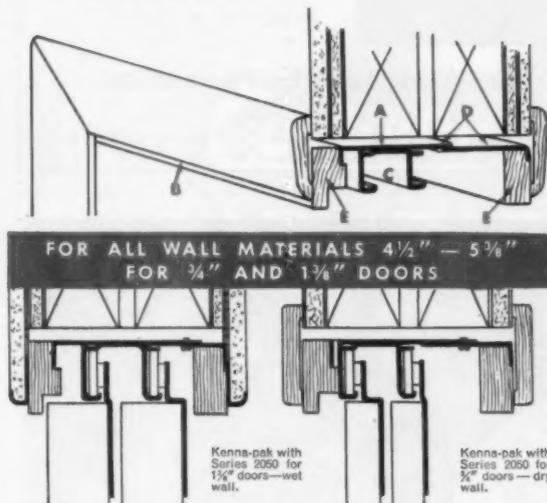
Richmond Homes *inc.*
RICHMOND, INDIANA

NEW WARDROBE HEADER To Be Demonstrated At N.A.H.B. Show

Series 1900 *Kenna-pak* Trade Mark



Patent Pending



One piece header and hardware for wardrobes using 3/4" and 1 3/8" sliding doors

- A** Steel header takes minimum headroom—eliminates fascia and cutting of doors—standardizes all door opening heights.
- B** Allows normal 3/16" reveal.
- C** Scottie 2050 hardware factory installed for 1 3/8" doors. Adjustable for 3/4".
- D** Adjustable to wall thickness: 4 1/2" — 5 3/4".
- E** Front and rear nailing strips take any standard trim of your choice.

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 3/8" 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

Buy 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 for answer to the fascia problem. The trim of your choice is nailed directly to Kenna-pak wood nailers. Leaves a normal 3/8" 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.



Kenna-pak steel header takes minimum headroom. Eliminates fascia and cutting of doors—standardizes all door opening heights.



Adjustable Kenna-pak is nailed flush with side jambs.



One man raises Kenna-pak and jambs into place.



With Scottie Series 2050 hardware set to doors a neat installation is completed.

- SERIES 1900 for standard jambs.
- SERIES 1950 for adjustable jambs.

Kennatrack

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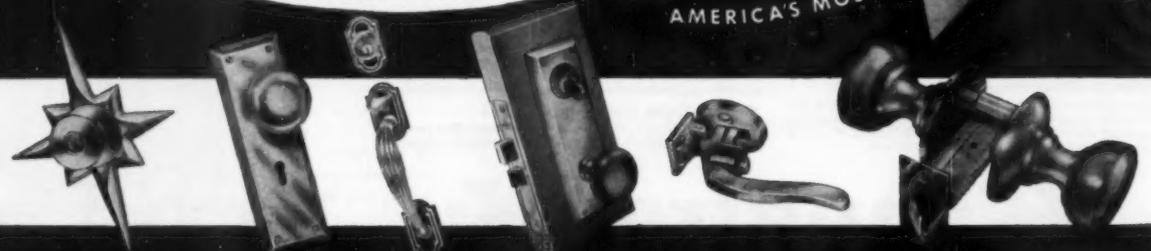
The only cylindrical lockset of its kind that installs as one unit!

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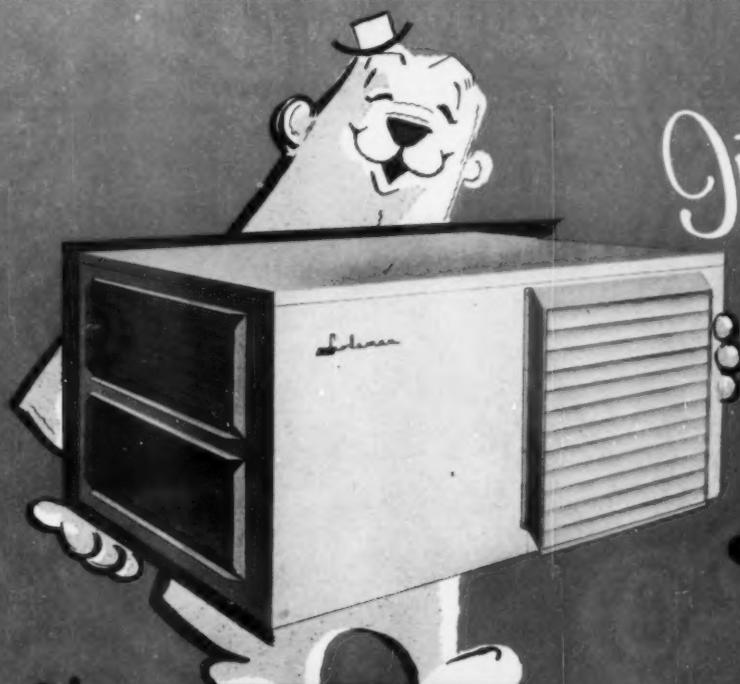
PAT. NO. 2,307,110 (OTHER PAT. PEND.)



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POLAR-PAK

Cools whole house from any spot in it! From outdoors, too!

Here is central cooling that gives extra sales value to your homes out of all proportion to the low cost.

Exclusive! ONLY Polar-Pak has the blower capacity 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 season" 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.



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Tell me more about Polar-Pak—and
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PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

► *Tile Council of America, Dept. AB, 10 East 40th St., New York City 16, New York. Booth No. 439—Sherman Hotel.*

Circle No. 1159 on the reply card, page 82.



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.

► *Pabco Div., Fibreboard Paper Corp., Dept. AB, 475 Brannan St., San Francisco, Cal. Booth No. 328—Hilton.*

Circle No. 1160 on the reply card, page 82.

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.

► *Wasco Products, Inc., Dept. AB, Bay State Rd., Cambridge, Mass. Booth No. 368—Hilton.*

Circle No. 1161 on the reply card, page 82.



New tile pattern has colorful effect

"Holiday" is a terrazzo-type dotted pattern in long-wearing asphalt tile. In 9 x 9" tiles, 1/8" thick, it can be installed on, above or below grade, over wood, concrete. Finished effect is neat and colorful.

▶ *Tile-Tex Div., Flintkote Company, Dept. AB, 1232 McKinley Avenue, Chicago Heights, Illinois. Booth No. 817—Coliseum.*

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.

▶ *Southern Pine Assn., Dept. AB, P.O. 1170, New Orleans 4, La. Booth Nos. 543-544—Sherman.*

Circle No. 1163 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.

▶ *Johns-Manville Sales Corp., Dept. AB, 22 E. 40th St., New York 16, N.Y. Booth Nos. 84-85—Hilton.*

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.

▶ *Tropicraft of San Francisco, Dept. AB, 14 Sherwood Pl., San Francisco 3, Cal. Booth No. 925—Coliseum.*

Circle No. 1165 on the reply card, page 82.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

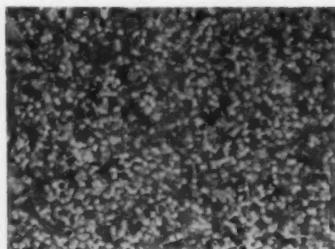


Plastic panels for baths

One compact package now brings the panels and all mouldings 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.

▶ *Consoweld Corp., Dept. AB, 700 Hooker St., Wisconsin Rapids, Wis. Booth No. 487—Sherman.*

Circle No. 1166 on reply card, p. 82.

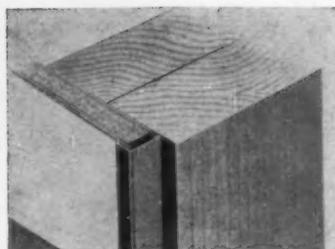


"Cushioned" vinyl plastic

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.

▶ *Armstrong Cork Co., Dept. AB, Lancaster, Penn. Booth Nos. 40-42—Hilton.*

Circle No. 1169 on reply card, p. 82.



Steel edge guards

All-steel edge guards give protective edge at door jamb or window. Advantages include: improved kurling for greater adhesion; tapered edge providing more uniform thickness of spackle spaced farther from edge.

▶ *Drywall Trim, Inc., Dept. AB, 2408 N. Farwell Ave., Milwaukee, Wis. Booth No. 336—Hilton.*

Circle No. 1172 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.

▶ *D. L. Fair Lumber Co., Dept. AB, Box 309, Louisville, Miss. Booth No. 335—Hilton.*

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.

▶ *Wood-Mosaic Corp., Dept. AB, 5000 Crittenden Dr., Louisville, Ky. Booth Nos. 474-475—Sherman.*

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.

▶ *Congoleum-Nairn, Inc., Dept. AB, 195 Belgrove Dr., Kearny, N. J. Booth Nos. 420-421—Sherman.*

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 1/4" thick panel with a surface that will not chip, crack, peel or discolor, will not warp or buckle, is easily cleaned.

▶ *Woodall Industries, Inc., Dept. AB, 3500 Oakton St., Skokie, Ill. Booth Nos. 186-187—Hilton.*

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 1/8" seven-ply panel is smooth and rigid, goes down on floor framing fast.

▶ *Douglas Fir Plywood Assn., Dept. AB, 1119 A St., Tacoma 2, Wash. Booth No. 37—Hilton.*

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.

▶ *Formica Corp., Dept. AB, 4614 Spring Grove Ave., Cincinnati 32, Ohio. Booth Nos. 162-163—Hilton.*

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 subflooring.

▶ *National Oak Flooring Assoc., Dept. AB, 814 Sterick Bldg., Memphis, Tenn. Booth Nos. 545-546—Sherman.*

Circle No. 1175 on reply card, p. 82.

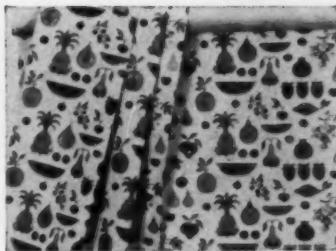


Durable wall tile

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. 1178 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.



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 1/4" thickness in sheets 48x96", 16x96" and 32x64".

▶ *Roddis Plywood Corp., Dept. AB, Marshfield, Wisconsin. Booth Nos. 175-176—Hilton.*

Circle No. 1176 on reply card, p. 82.



Giant-size wallboard

The 3/8" 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. 1179 on reply card, p. 82.

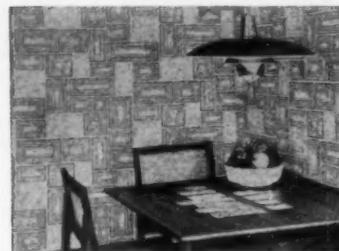


Prefinished wall panels

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 1/4" thick hardwood needs no painting.

▶ *Georgia-Pacific Corp., Dept. AB, 600 N. Capitol Way, Olympia, Wash. Booth Nos. 217-219—Hilton.*

Circle No. 1182 on reply card, p. 82.

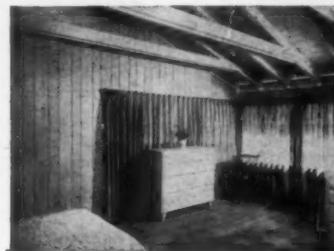


Fabric wall covering

Moderneque, 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. 1177 on reply card, p. 82.

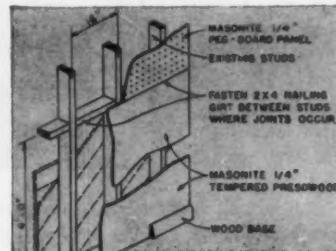


Englemann Spruce

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.

▶ *Western Pine Assoc., Dept. AB, 510 Yeon Bldg., Portland 4, Ore. Booth Nos. 541-542—Sherman.*

Circle No. 1180 on reply card, p. 82.



To improve garage interiors

Garage interior can be improved by covering studs with heavy-duty Masonite 1/2" tempered presdwood wainscoting and 1/2" "peg-board" panels that will support heavy lawn tools, ladders or shelves.

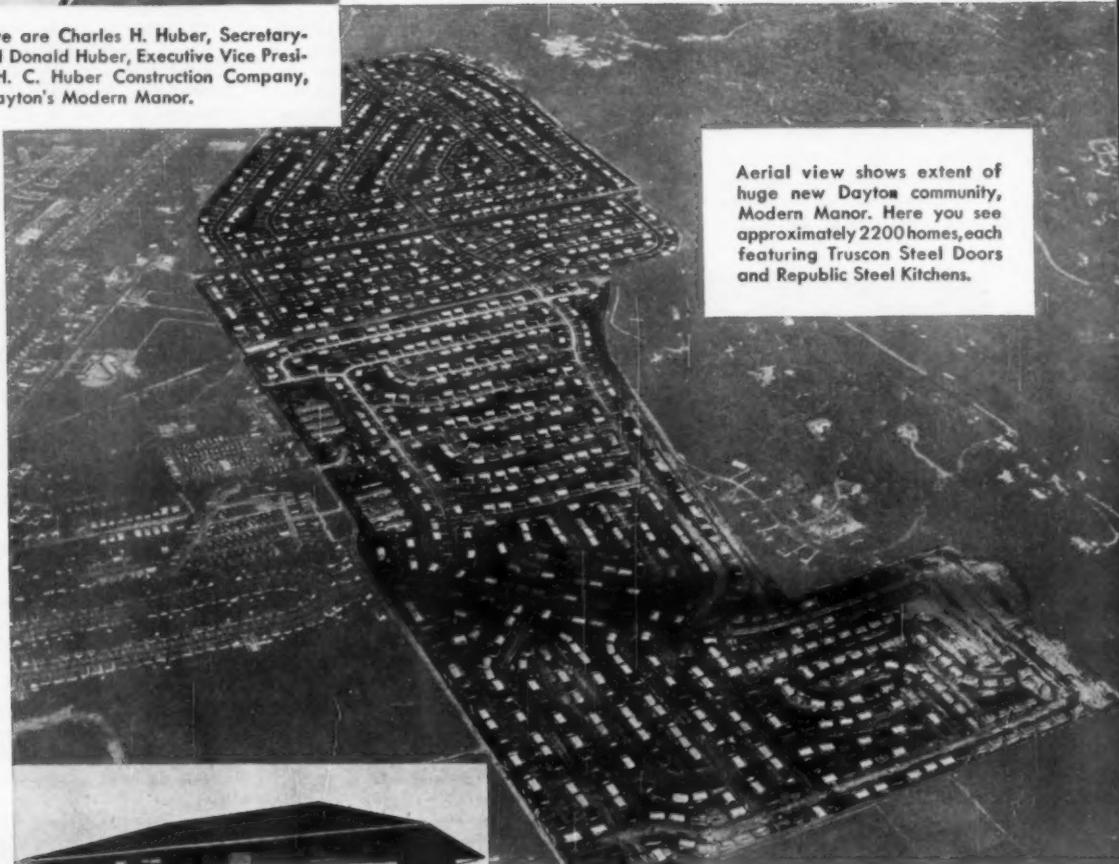
▶ *Masonite Corp., Dept. AB, 111 W. Washington St., Chicago 2, Ill. Booth Nos. 30-31—Hilton.*

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.

DAYTON BUILDER ... ALL EQUIPPED AND REPUBLIC



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.

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.

STEEL

and Steel Products

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 _____

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

▶ *Chemical and Metallurgical Div., General Electric, Dept. AB, Pittsfield, Mass. Booth Nos. 110-111—Hilton.*

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.

▶ *Higgins Industries, Inc., Dept. AB, P. O. Box 8169, New Orleans, La. Booth Nos. 483-484—Sherman.*

Circle No. 1187 on reply card, p. 82.

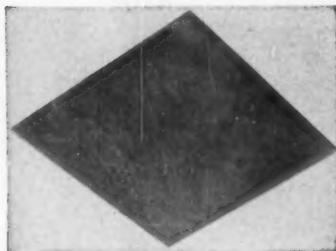


Vinyl wall covering

"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 Decro-Wall Corporation, Dept. AB, 901 Nepperhan Ave., Yonkers, New York.*

Circle No. 1190 on reply card, p. 82.

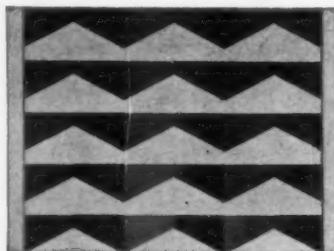


Custom-paneled look

Tilemaster Corp., is introducing a new 8½" flat V edge panel tile. By using the flat V edge it now will be possible to grout the 8½" panel tile to give walls a custom-paneled appearance.

▶ *Tilemaster Corp., Dept. AB, 4400 North Harlem Ave., Chicago 31, Ill. Booth Nos. 173-174—Hilton.*

Circle No. 1185 on reply card, p. 82.

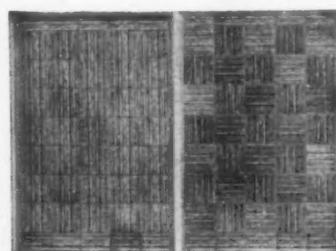


Diagonal-cut tile

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: \$.67½ per sq. ft.

▶ *Dodge Cork Co., Inc., Attn. J. Hollinger, Dept. AB, Lancaster, Pennsylvania.*

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.

▶ *National Tile & Manufacturing Company, Attn. Russell L. Bryan, Dept. AB, Anderson, Indiana.*

Circle No. 1191 on reply card, p. 82.

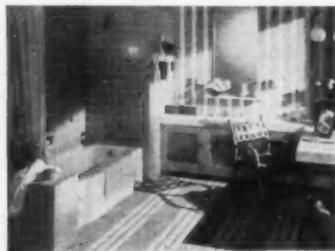


Rectangular tile

Rectangular shape of 12x16" Magna-Tile panels offers faster installation. Weighing about six pounds, the ¾" tiles in 16 colors are suitable for any type wall installation, extremely durable in freezing temperatures.

▶ *Stylon Corp., Dept. AB, Box 341, Milford, Mass. Booth Nos. 760-761—Coliseum.*

Circle No. 1186 on reply card, p. 82.

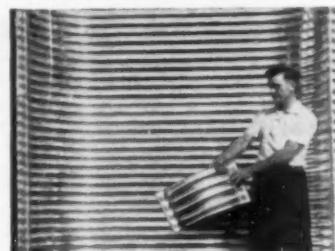


Styling with tile

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.

▶ *American-Olean Tile Company, Attn. Elsie M. Lease, Dept. AB, 1000 Cannon Ave., Lansdale, Pennsylvania.*

Circle No. 1189 on reply card, p. 82.



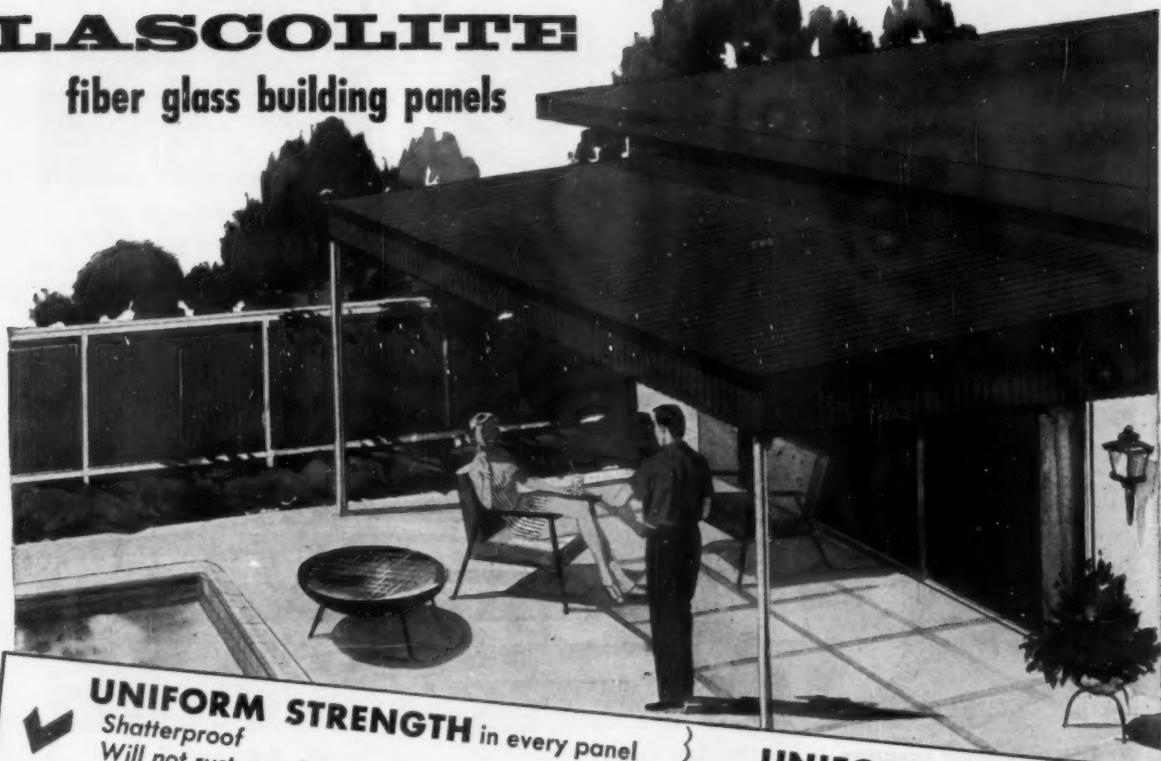
Mammoth areawall

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 Wabasha Bridge, Saint Paul, Minnesota.*

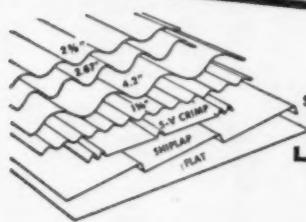
Circle No. 1192 on reply card, p. 82.

Approved
LASCOLITE
 fiber glass building panels

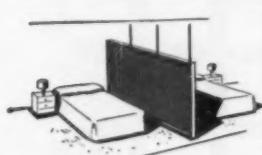


UNIFORM STRENGTH in every panel
 Shatterproof
 Will not rust, crack, rot, sag or warp

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.

LYNCH ASBESTOS CO. (Manufacturers Since 1947)
 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 _____

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

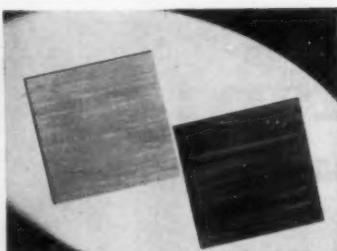


Wood wafer paneling

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.

▶ *Kentile, Inc., Attn. A. S. Baldwin, Dept. AB, 58 Second Ave., Brooklyn, New York.*

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.

▶ *Azrock Products Div., Uvalde Rock Asphalt Co., Dept. AB, San Antonio, Tex.*

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.

▶ *Sandura Co., Inc., Dept. AB, 17th and Sansom Sts., Philadelphia, Pennsylvania.*

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 9/16 x 19 x 19".

▶ *Harris Mfg. Co., Attn. Allen Harris Jr., Dept. AB, 434 East Walnut St., Johnson City, Tennessee.*

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 1/8" 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.

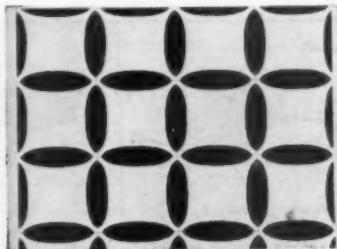


Decorative stone

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".

▶ *American Biltrite Rubber Co., Attn. R. D. Maurer, Dept. AB, Trenton, New Jersey.*

Circle No. 1201 on reply card, p. 82.

now, adding Cooling

to Williamson Heating
is as easy as installing
a telephone!

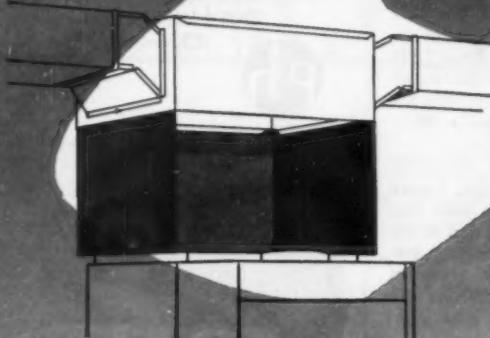
Yes, you can now delay that important "Year-round Air Conditioning" decision until your home is completed and your buyer decides whether he wants cooling added to his heating equipment immediately or not. Simply install a WILLIAMSON Warm Air Furnace with a cooling coil enclosure—the latter at practically 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

High Boy with
Cooling Coil Enclosure



VISIT OUR BOOTHS 769, 770, 771
NAHB SHOW, CHICAGO COLISEUM—Jan. 20-24



"A" Type
Plenum Coil



Outdoor Waterless
Refrigeration Condensing Unit
(for all Wethermatic units)

THE WILLIAMSON COMPANY
3930-1-1 Madison Road, Cincinnati 9, Ohio

Send me further information on WILLIAMSON'S
Plan for adding Summer Cooling.

Builder
Name _____

Address _____

City _____ Zone _____ State _____

Now 174 MILLION Unique SASH BALANCES

help OPEN
and CLOSE
double-hung
windows the
world over!

ASK
for the
Twist
with changing
Pitch
that automatically
maintains
POSITIVE BALANCE
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position

Inexpensive and quick to
install by carpenter on the
job or by the Millwork Dealer
or Jobber in window units at
shop.



Sold by all leading
Building Supply Dealers

Factories also in
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and ENGLAND

Write today for catalog

UNIQUE BALANCE CO.
25 Bruckner Blvd., N. Y. 54, N. Y.

1957 PRODUCT SHOW



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.

► **Sloane-Delaware Floor Products,**
Dept. AB, 295 Fifth Ave., New York
16, New York.

Circle No. 1202 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 1 3/4 lbs., is shipped flat, assembled at job site.

► **United States Gypsum Co., Dept.**
AB, 300 W. Adams St., Chicago 6,
Ill. Booth No. 128—Hilton.

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.

► **Pioneer Plastics Corp., Dept. AB,**
28 Goodhue St., Salem, Massachu-
setts. Booth Nos. 903-904—Coliseum.

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, Ak-
ron, Ohio.

Circle No. 1205 on reply card, p. 82.

THE NEW... "Pan O'Ramic 505"



see
yourself

as others
see you!

The Sensational New
Bathroom Appliance
WITH THE PATENTED

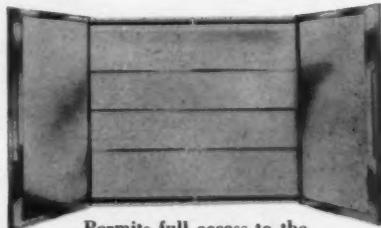
"AUTO-SLIDE" MIRRORED

VANITY DOORS

Here is an accessory the builder can point to with pride—the most sensational development in 30 years of bathroom cabinet history. Each mirrored door slides out independently to provide perfect angle reflection. Both doors open to provide vanity reflection for front and rear as illustrated.

Each mirror is framed in chromed steel. The cabinet is finished in the new Chaelon Cool Mint color that reflects and matches all bathroom decor, and color combinations. The "Pan O'Ramic 505" as illustrated—fluorescent lighted—or the "Pan O'Ramic 500"—unlighted. See your Building Material Supplier or: Write, wire or phone for complete information.

PREMIER-HALL MFG. CO.
3955 W. Fullerton Ave.,
Chicago 7, Ill.

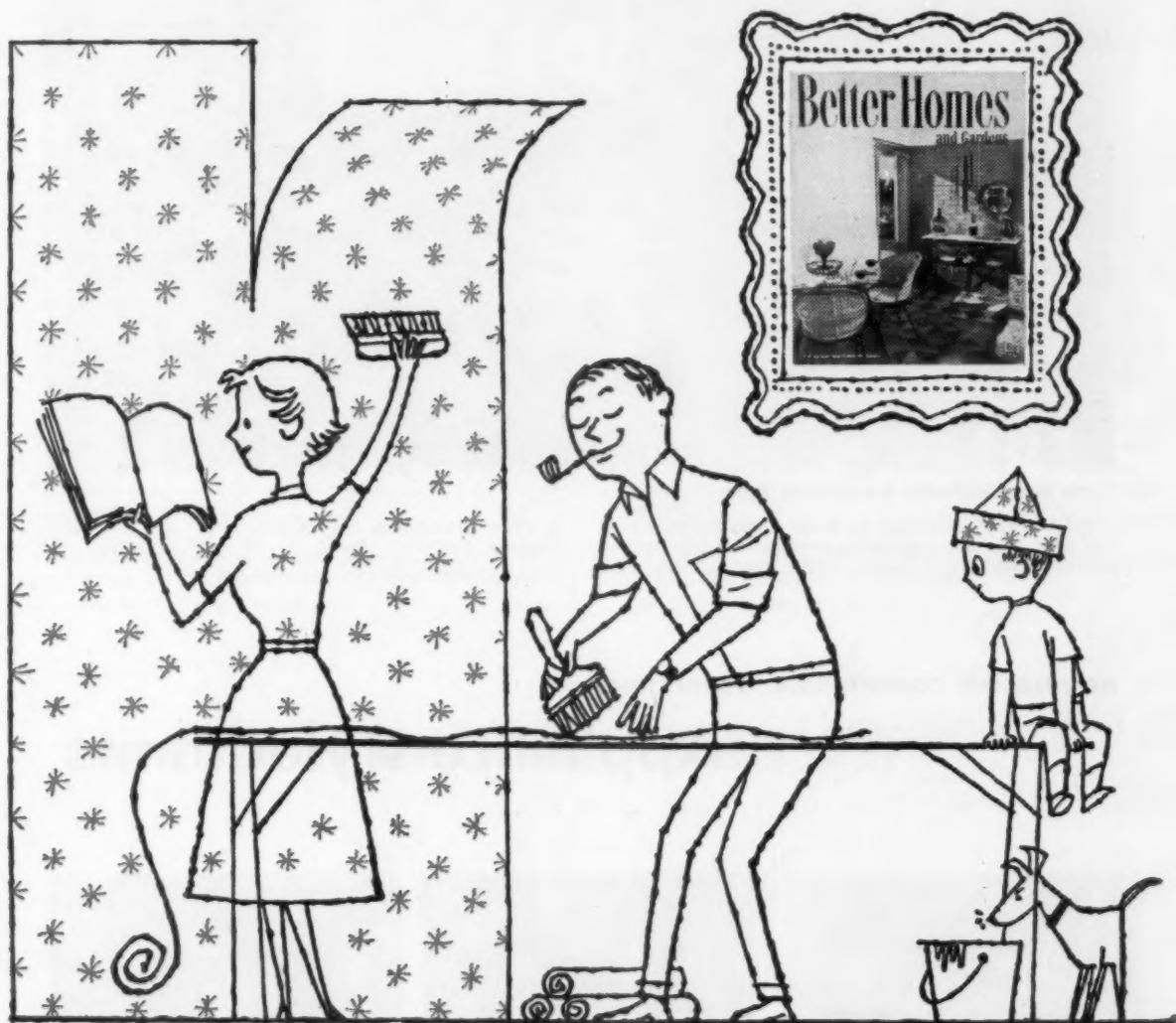


Permits full access to the
entire cabinet with a
"Panoramic" view of the
interior.

month after month...

15½ million* men and women "live by the book"
...and the book is Better Homes and Gardens

4,250,000 COPIES EACH MONTH



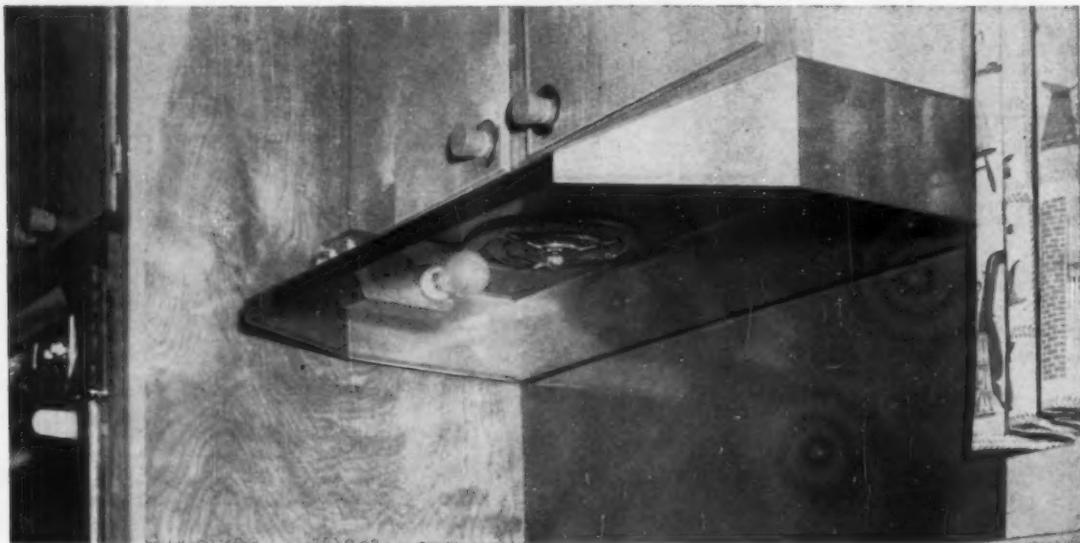
After reading an average issue of BH&G, 6,950,000 readers reported taking over 27 million actions—clipping, buying, doing! 15,500,000 men and women read an average issue of BH&G. One third of the 123,800,000 people 10 years of age and older in the U.S. read one or more of every 12 issues. That's 44,150,000 people who read Better Homes & Gardens—and over 40% of them are men! Meredith Publishing Company, Des Moines 3, Iowa.

during the year...

$\frac{1}{3}$ of America
reads Better Homes & Gardens!

*A 12 Months' Study of BH&G Readers, Alfred Politz Research, Inc., 1956

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

► Pryne-Rittenhouse Sales Corp., Dept. AB, Box 698, Pomona, California, Booth No. 57—Hilton Hotel.

Circle No. 1206 on the reply card, page 82.

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.

► Welbilt Corp., Dept. AB, 59-18 Flushing Ave., Maspeth, L.I., N.Y. Booth No. 156—Hilton.

Circle No. 1207 on reply card, page 82.

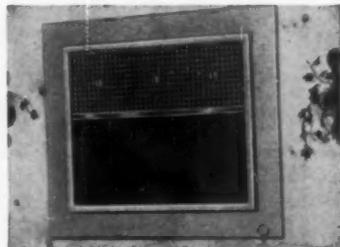


Diffuser has own damper

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.

► Connor Engineering Corp., Dept. AB, Shelter Rock Lane, Danbury, Conn. Booth No. 723—Coliseum.

Circle No. 1208 on reply card, page 82.

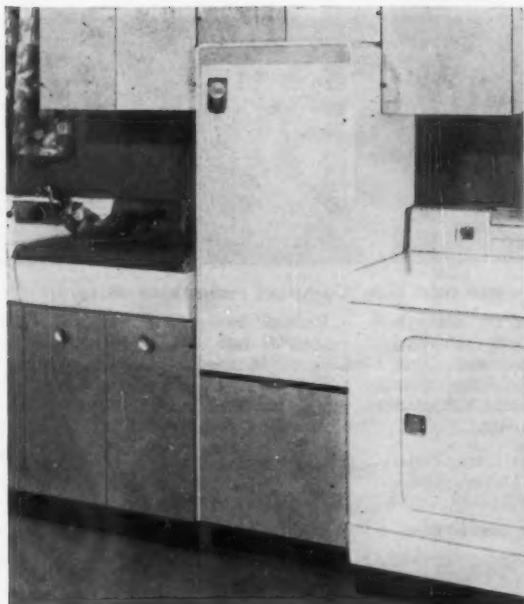


Styled to decorate

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.

► General Electric Co., Appliance Park, Louisville, Ky. Booth Nos. 338-340; 353-357—Hilton.

Circle No. 1209 on reply card, page 82.

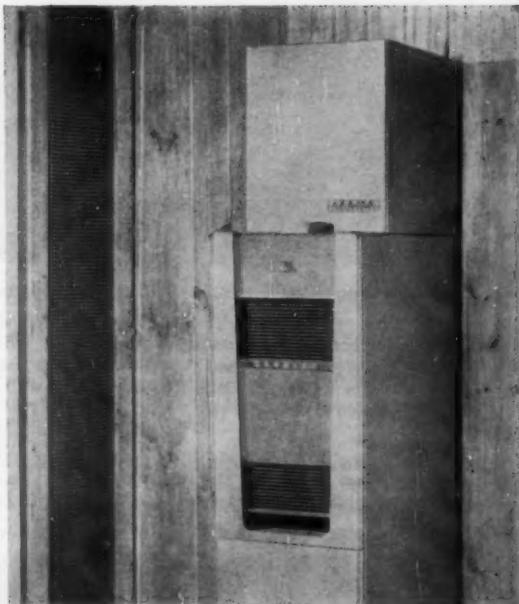


Water heater takes on new look

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.

▶ *Rheem Manufacturing Co., Dept. AB, 7600 S. Kedzie, Chicago 29, Ill. Booth Nos. 756-758—Coliseum.*

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. Plenun 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

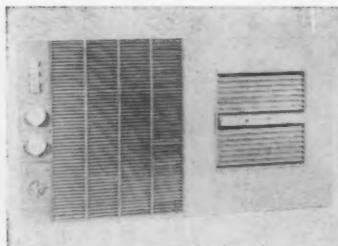


Unit vents two ways

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.

▶ *O. A. Sutton Corp., Dept. AB, 1812 W. Second St., Wichita, Kan. Booth No. 426—Sherman.*

Circle No. 1213 on reply card, page 82.



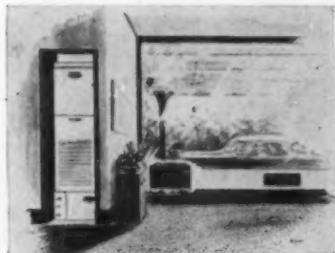
Exhaust blower in hood

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.

▶ *Vent-A-Hood Co., Dept. AB, 1907 Plantation Rd., Dallas 19, Tex. Booth No. 971—Coliseum.*

Circle No. 1214 on reply card, page 82.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

► *Bryant Div., Carrier Corp., Dept. AB, 2020 Montcalm St., Indianapolis, Ind. Booth No. 26-28—Hilton.*

Circle No. 1215 on reply card, p. 82.



Spacesaver year-round a/c

All furnace models of Airtemp 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.

► *Airtemp Div., Chrysler Corp., Dept. AB, 1600 Webster St., Dayton, Ohio. Booth Nos. 16-17—Hilton.*

Circle No. 1218 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 installations. Imperial models feature an electronic filter.

► *RCA Whirlpool, Whirlpool-Seeger Corp., Dept. AB, St. Joseph, Mo. Booth Nos. 849-852—Coliseum.*

Circle No. 1221 on reply card, p. 82.

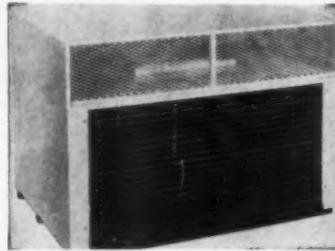


Re-designed fan line

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.

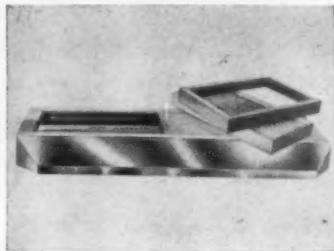


New "high side" idea

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.

► *Lennox Industries Inc., Dept. AB, 200 S. Twelfth Ave., Marshalltown, Iowa. Booth No. 448—Sherman.*

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.

► *Mono Hood Inc., Dept. AB, 701 May Street, Geneva, Illinois. Booth No. 923—Coliseum.*

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.

► *Barber-Colman Company, Dept. AB, Park Plant, Rockford, Illinois. Booth Nos. 181-182—Hilton.*

Circle No. 1217 on reply card, p. 82.

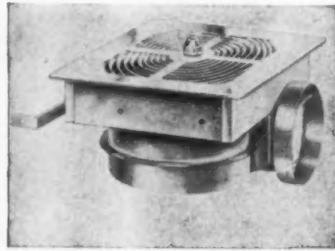


External gas vent opening

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.

► *Metalbestos Div., William Wallace Co., Dept. AB, Box 137, Belmont, Cal. Booth Nos. 222-223—Hilton.*

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.

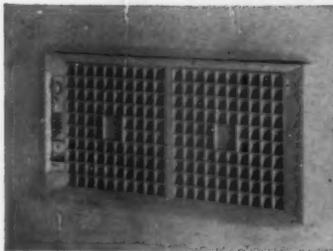


Year-round conditioner

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.

▶ *Holly Manufacturing Co., Dept. AB, 875 S. Arroyo Pkwy., Pasadena, Cal. Booth No. 209—Hilton.*

Circle No. 1224 on reply card, p. 82.

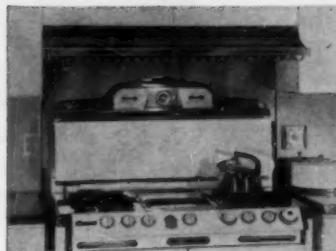


Zone heating-cooling units

Built into an outside wall, high above floor level, In-the-Wall cooling unit has its own thermostat. Independently operated SelecTemp heating system in wall just above baseboard completes year-round system.

▶ *Iron Fireman Mfg. Co., Dept. AB, 3170 West 106 St., Cleveland, Ohio. Booth No. 557—Sherman.*

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.

▶ *Trade-Wind Motorfans, Inc., Dept. AB, 7755 Paramount Blvd., Rivera, Cal. Booth No. 449—Sherman.*

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 Heil 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.

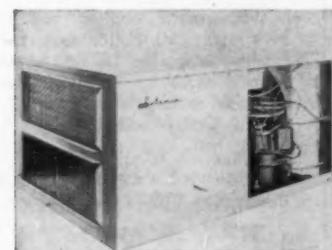


Electric bathroom heater

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.

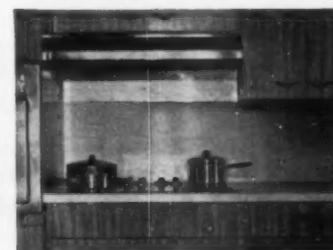


Self-contained waterless a/c

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.

▶ *Coleman Co., Inc., Dept. AB, 250 N. St. Francis, Wichita 1, Kan. Booth Nos. 43-47—Hilton.*

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.

 <p>Supply of Booklets . . . Order your supply of booklets today. Display them conspicuously for maximum customer reception.</p>	 <p>Displays . . . Colorful and concise—these attention-getting counter cards are available to every dealer.</p>	 <p>Co-ordinated Displays — Build a point-of-purchase display that attracts all eyes — combine your booklets, counter cards, and display packages of Super Cedar — then ring up the sales. Contact your local supplier.</p>
<p>GEO. C. BROWN AND COMPANY INC.</p>  <p>Super Cedar CLOSET LINING GREENSBORO, N. C.</p>		

50-50 PUSHOVER

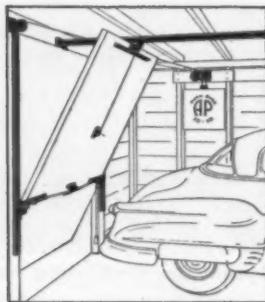
ALLITH

GARAGE DOOR HARDWARE

- USE YOUR OWN OR ANY STANDARD DOOR
- NO MAINTENANCE COSTS
- SIMPLIFIED INSTALLATION
- ADAPTABLE FOR ANY TYPE GARAGE

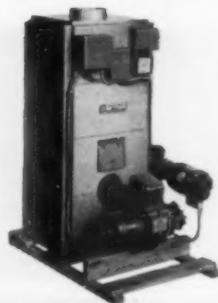
ALLITH hardware works with equal efficiency on either custom or mill-made doors. All working parts simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Write for details.



MANUFACTURED BY
ALLITH
PROUTY, INC.
DANVILLE,
ILLINOIS

1957 PRODUCT SHOW



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 gallon tankless heater and Delco Model H-200 oil burner.

▶ *Delco Appliance Div., General Motors, Dept. AB., P.O. Box 230, Rochester, N.Y. Booth Nos. 171-172—Hilton.*

Circle No. 1233 on reply card, p. 82.



Cooling for any furnace

Wethermatic cooling coil enclosures make all Williamson furnaces readily adaptable to future cooling. Empty enclosure is inserted in distribution system when furnace is installed. Coil is added later.

▶ *Williamson Co., Dept. AB, 3500 Madison Rd., Cincinnati 9, Ohio. Booth Nos. 769-771—Coliseum.*

Circle No. 1234 on reply card, p. 82.

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.*

Circle No. 1235 on reply card, p. 82.



Mr. Gerholz (left) at the site of his Westgate Park community in Flint, Michigan. With him is Edward Rozsypal of Michigan Bell Telephone Company.

"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

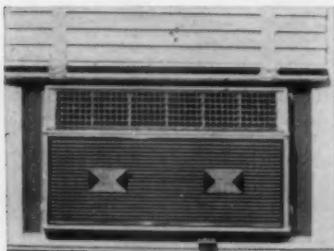
(1950). In his 35 years as a builder he has built over 4200 homes. His Westgate Park community of homes in Flint, Michigan, has twice received the NAHB's Award of Merit, in 1954 and again in 1955. Like many other trend-minded builders across the nation, Mr. Gerholz knows the value of concealed telephone 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, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Working together to bring people together
BELL TELEPHONE SYSTEM



PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

▶ *Philco Corporation, Dept. AB, Tioga 8 "C" Sts., Philadelphia, Penn. Booth Nos. 185-186; 198-199—Hilton.*

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.

▶ *Mueller Climatrol, Dept. AB, 2005 West Oklahoma Ave., Milwaukee 1, Wis. Booth Nos. 113-115—Hilton.*

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.

▶ *Trion, Inc., Dept. AB, 1000 Island Ave., McKees Rocks, Pennsylvania. Booth No. 212—Hilton.*

Circle No. 1242 on reply card, p. 82.

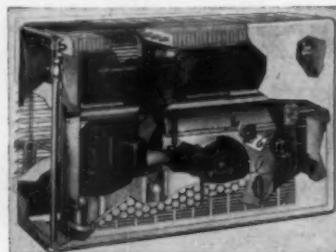


Electrostatic filter

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.

▶ *"Dustronic," Radex Corp., Dept. AB, 2076 Elston Ave., Chicago 14, Ill. Booth No. 416—Sherman.*

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.

▶ *Warren Webster & Company, Dept. AB, 17th & Federal Sts., Camden 5, N.J. Booth No. 71—Hilton.*

Circle No. 1240 on reply card, p. 82.

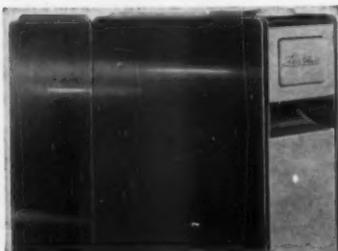


Pre-wired range hood fan

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.

▶ *Nutone, Inc., Dept. AB, Madison and Red Bank Roads, Cincinnati 27, Ohio. Booth No. 323—Hilton.*

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.

▶ *C. A. Olsen Manufacturing Co., Dept. AB, Elyria, Ohio. Booth Nos. 800-801—Coliseum.*

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.

▶ *The Lau Blower Co., Dept. AB, 2001 Home Ave., Dayton 7, Ohio. Booth No. 777—Coliseum.*

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.



STEELCRAFT

THE STEELCRAFT MANUFACTURING COMPANY

ROSSMOYNE, OHIO

See this Steel
Exterior Door at
NAHB
Booths
55 & 56
Conrad-Hilton
Hotel

THE MOST COMPLETE LINE OF STANDARD STEEL DOORS • STEEL BUILDING PRODUCTS • STANDARD STEEL BUILDINGS • ALL-STEEL GARAGES

sweep forward
with **CHRYSLER**

**FURNACES
THAT COOL
SELL HOMES
FASTER!**

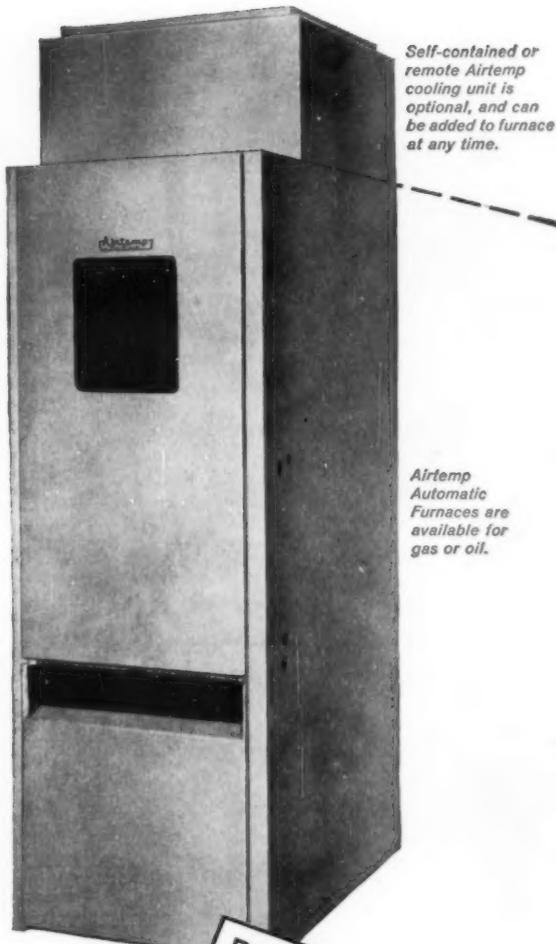
An Airtemp installation does *double duty!* Ductwork and forced-air unit serve for both winter heating and summer cooling.

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.



*Specializing in Air Conditioning for
EVERY Home and Business Need*



Self-contained or remote Airtemp cooling unit is optional, and can be added to furnace at any time.

Airtemp Automatic Furnaces are available for gas or oil.

Don't miss the
AIRTEMP exhibit at
Home Builders' Show
... spaces 16 and 17
Conrad Hilton

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!

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 card, page 82.



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.

► *Youngstown Kitchens Div., Dept. AB, 101 University St., Warren, Ohio. Booth Nos. 118-122—Hilton.*

Circle No. 1252 on the reply card, page 82.

KITCHENS, APPLIANCES:

Straight lines streamline



New lines simplify installation

"Masterpiece" built-in electric refrigerator-freezer designed for easy "slide-in" installation, organized storage, accessibility, simplified cleaning. About \$790.

► *Norris-Thermador Corp., Dept. AB, 5215 S. Boyle Ave., Los Angeles, Cal. Booth No. 444—Sherman.*

Circle No. 1253 on the reply card, 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.

► *General Electric, Dept. AB, Appliance Park, Louisville, Ky. Booth Nos. 338-340; 355-357—Hilton.*

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 free-standing or built-in. Work peninsula raised on legs.

► *Frigidaire Div., Dept. AB, 300 Taylor St., Dayton, Ohio. Booth Nos. 164-170; 189-194—Hilton.*

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.

► *Kitchen Maid Corp., Dept. AB, Andrews, Ind. Booth Nos. 753; 780-781—Coliseum.*

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.

► *American Gas Association, Dept. AB, 420 Lexington Ave., New York 17, N.Y. Booth No. 823—Coliseum.*

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.

► *Farley & Loetscher Mfg. Co., Dept. AB, 7th and White Sts., Dubuque, Iowa. Booth Nos. 579-580—Sherman.*

Circle No. 1258 on reply card, p. 82.

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.

▶ *Yorktowne Kitchens, Dept. AB, Dallastown, Pa. Booth Nos. 345-346—Hilton; 745-746—Coliseum.*

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.

▶ *Carrollton Manufacturing Co., Dept. AB, Carrollton, Ohio. Booth Nos. 375-376—Hilton.*

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.

▶ *Morgan Company, Dept. AB, 520 Oregon St., Oshkosh, Wisconsin. Booth Nos. 529-532—Sherman.*

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.

▶ *Brammer Manufacturing Co., Dept. AB, 1441 Rockingham Rd., Davenport, Iowa. Booth No. 744—Coliseum.*

Circle No. 1260 on reply card, p. 82.

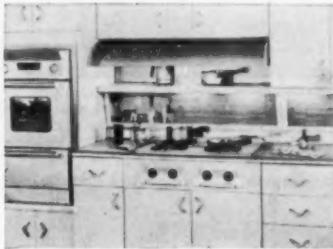


Wall-hung kitchen nook

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.

▶ *The Dormalux Co., Dept. AB, 50 Mechanic Street, Buffalo 2, New York. Booth No. 363—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.

▶ *Caloric Appliance Corp., Dept. AB, 12 S. 12th St., Philadelphia, Pa. Booth Nos. 783-784—Coliseum.*

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.

▶ *Mutschler Brothers Co., Dept. AB, Nappanee, Ind. Booth Nos. 798-799; 822-823—Coliseum.*

Circle No. 1261 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.

▶ *Florence Stove Co., Dept. AB, Merchandise Mart, Chicago, Ill. Booth Nos. 793-794—Coliseum.*

Circle No. 1264 on reply card, p. 82.

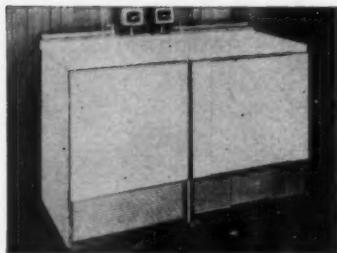


Built-in kitchens

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. 1267 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.

► *Norge Div., Borg-Warner, Dept. AB, 310 S. Michigan, Chicago Ill. Booths 712-717; 728-733—Coliseum.*

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.

► *Geneva Modern Kitchens Div., Dept. AB, Geneva, Ill. Booth Nos. 794-795; 826827—Coliseum.*

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.

► *Geo. D. Roper Corp., Dept. AB, Rockford, Illinois. Booth Nos. 751-752—Coliseum.*

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.

► *Kelvinator Div., American Motors Dept. AB, 14250 Plymouth Rd., Detroit 32, Mich. Booth No. 1—Hilton.*

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.

► *Oakland Foundry Co., Dept. AB, East "A" St., Belleville, Illinois. Booth No. 932—Coliseum.*

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.

► *Stiglitz Corp., Dept. AB, 2007 Portland Ave., Louisville, Ky. Booth Nos. 377-378—Hilton.*

Circle No. 1276 on reply card, p. 82.

TO CUT COSTS

WITHOUT CUTTING QUALITY
MANY BUILDERS INSTALL

Columbia

TUBULAR ALUMINUM
FRAME SCREENS

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.

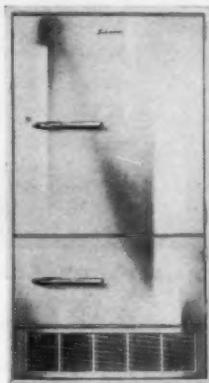
THIRD: Last, but most important, Columbia FRAME SCREENS are made by The Columbia Mills, Inc. With over 60 years experience in the manufacture of home window products, Columbia has a rocklike reputation for integrity of product, integrity in sales. Columbia stands behind its products . . . from warehouse to installation.

Columbia FRAME SCREENS are manufactured at the following conveniently located assembly points: Richmond, Va. • Atlanta, Ga. St. Louis, Mo. • Los Angeles, Cal. • Minnetonka, 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.

1957 PRODUCT SHOW



New refrigerator-freezer

A built-in combination refrigerator freezer in complete packaged unit now available. Among exclusive features are: compartmentized 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 card, 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.

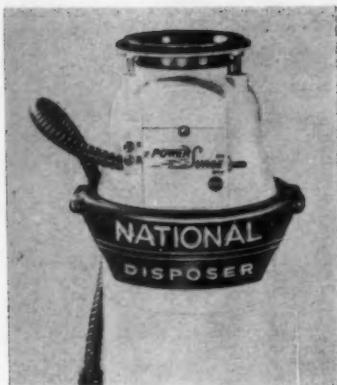
Circle No. 1278 on reply card, p. 82.

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 card, p. 82.

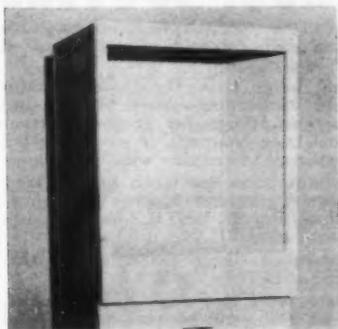


Sink-type waste disposers

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.

▶ National Disposer Div., Dept. AB, 45 Exchange St., Akron, Ohio. Booth Nos. 553-554—Sherman.

Circle No. 1280 on reply card, p. 82.



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.

Circle No. 1281 on reply card, p. 82.

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.

▶ Amana Refrigeration, Inc., Dept. AB, Amana, Iowa. Booth Nos. 907-908—Coliseum.

Circle No. 1282 on reply card, p. 82.

TO
CUT COSTS
MERCHANDISE A BRAND NAME
MANY BUILDERS INSTALL

Columbia-matic
ALUMINUM
TENSION SCREENS

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. • Minnetonka, 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 . . .

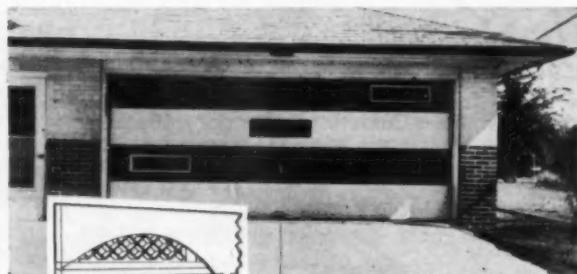
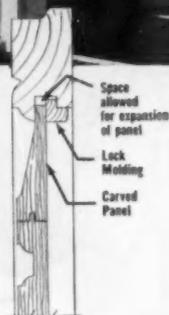
2



One of Raynor's many carved panel designs

1 FLOATING 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.



Flush door design for trim, modern lines

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



You're invited to visit the Raynor display at the N.A.H.B. convention
BOOTH 428
Sherman Hotel
See these two exclusive features on display.

BUILDERS OF A COMPLETE LINE OF WOOD SECTIONAL OVERHEAD DOORS



in Proper Home Ventilation

Lo Man Co SERIES 700

ROOF LOUVERS

a
new
construction
tested
design
with
these
features

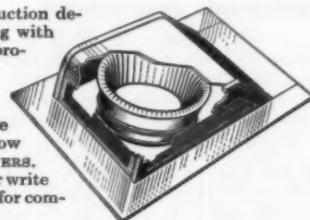
Made of attractive rustproof, heavy gauge aluminum with tab-fold seams for added strength and rigidity.

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 these new, attractive, durable, low cost *Lo Man Co* ROOF LOUVERS. Ask your jobber or dealer, or write Louver Manufacturing Co. for complete information.

SPECIFICATIONS

Model No.	Overall Size Including Flanges	Sq. Inches Free Area
730	12 1/4" x 17 3/4" x 4"	30
750	15 3/4" x 21 3/4" x 5"	50
770	17 1/4" x 23 3/4" x 6"	70

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, 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 _____

GENERAL ELECTRIC

the most dynamic **Promotion Idea**

featuring

GENERAL ELECTRIC'S BUILT-IN



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-

turing General Electric Home Heating and Air Conditioning with the fabulous BUILT-IN SERVANTS. Ask for the full story of this great promotion idea at the NAHB show—or see your General Electric Distributor for details. General Electric Home Heating and Cooling Department, Tyler, Texas.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

ANNOUNCES

ever in Whole-House Air Conditioning

SERVANTS



AT THE
NAHB
SHOW IN
CHICAGO
BE SURE
TO SEE



THE FABULOUS BUILT-IN SERVANTS



MagicMaid



HouseMan



WeatherMaid

**BIG POWERFUL LOCAL
ADVERTISING...** featuring
the Built-in Servants

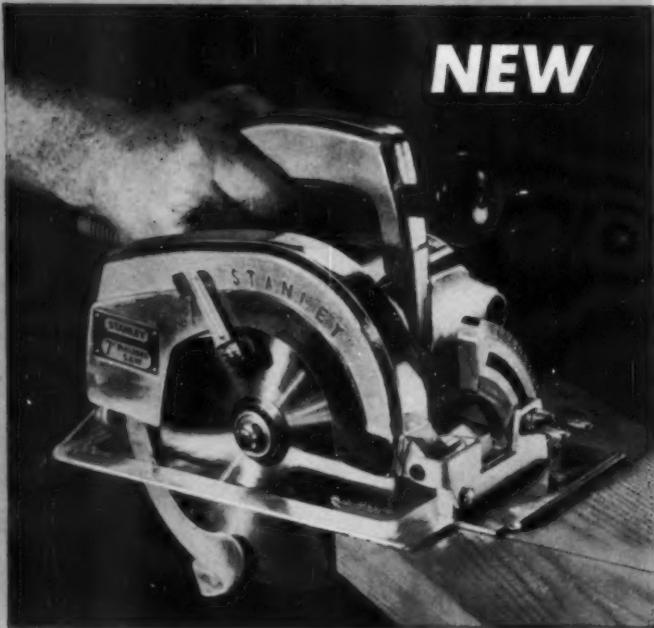
will go to work for you right where
your houses are to be sold. And
you'll have the benefit of publicity
tie-ins and novel displays in the
sellingest promotion program ever
offered to the building field.

Visit General Electric Booths 97-98-99

January 20, 21, 22, 23, 24 CONRAD HILTON HOTEL

STANLEY Electric Tools

NEW



4 heavy duty builders saws 6" to 8" . . . \$59⁹⁵ to \$79⁹⁵

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 2¾" at 90°, 1¾" at 45°	only \$64.95
7" H70 cuts 2¾" at 90°, 1¾" at 45°	only \$69.95
8" H85 cuts 2¾" at 90°, 2¼" 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. 54, write Stanley Electric Tools, 101 Myrtle Street, New Britain, Connecticut.

STANLEY

1957 PRODUCT SHOW



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 ¾" stock and ½" 5-ply plywood.

► Precisionware, Inc., Dept. AB, 93 Court St., Brooklyn, New York. Booth No. 234—Hilton.

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.

► Wood-Metal Industries, Inc., Dept. AB, Kreamer, Snyder County, Pa. Booth Nos. 785-786—Coliseum.

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.



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.

► Westinghouse Electric Corp., Dept. AB, 246 E. 4th St., Mansfield, Ohio. Booth Nos. 88-93—Hilton.

Circle No. 1286 on reply card, p. 82.



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.

► Wessels Co., Dept. AB, 1625 East Euclid, Detroit 11, Mich. Booth No. 407—Sherman.

Circle No. 1287 on reply card, p. 82.



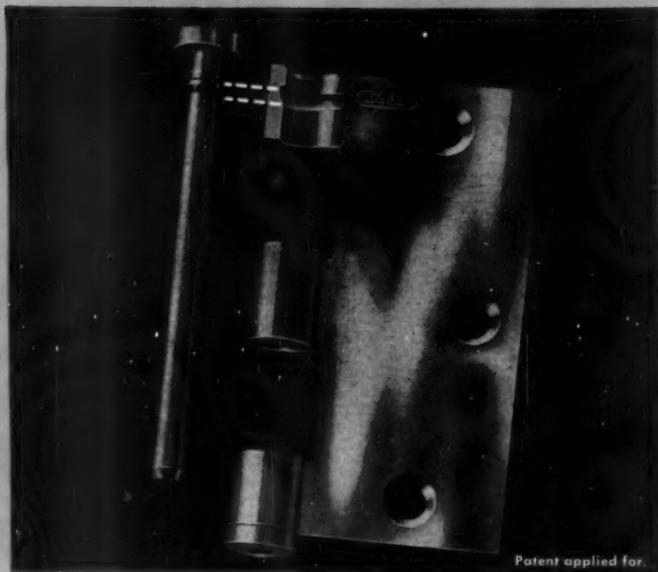
Birch kitchen cabinets

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.

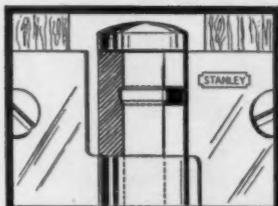
► Del-Mar Cabinet Co., Inc., Dept. AB, 2865 Gordon Rd., Atlanta, Ga. Booth No. 961—Coliseum.

Circle No. 1288 on reply card, p. 82.

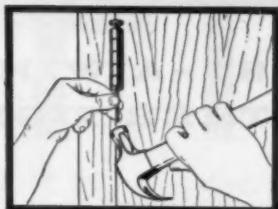
STANLEY Hardware



The new hinge pin guaranteed not to rise!



Tap in the hinge pin. Shoulder on pin seats firmly in groove on hinge leaf.



Pin cannot rise. For removal, it must be tapped out.

This new hinge pin is made for all Stanley's 241 hinges, both round and square cornered — at no addition in prices. Another "first" on the Standard of the World.

Remember . . .  Three Hinges to a Door

Ask your dealer for full details. Or write Stanley Hardware, Division of The Stanley Works, 101 Lake St., New Britain, Conn.

STANLEY



**AT LAST—A WINDOW UNIT THAT IS TRULY
WEATHER-TIGHT—YET EASILY REMOVED**

CURTIS *Style-trend*

TRADE MARK

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 crafts-

manship—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-stripped 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 Mitertite 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.

AB-1-57

Curtis Companies Service Bureau
200 Curtis Building
Clinton, Iowa



Please send me complete information on the new Curtis STYLE-TREND double-hung window units and other Curtis window styles.

Name.....

Address.....

City..... State.....

In choosing plumbing fixtures...

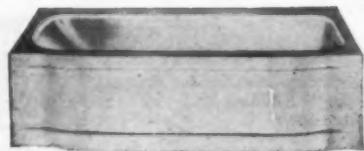
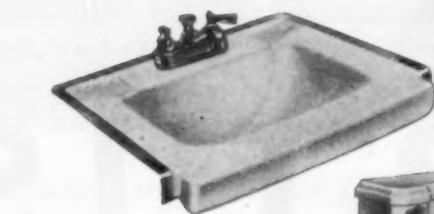
LET ELJER'S

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.



DIVISION OF THE **MURRAY** CORPORATION OF AMERICA



*** ELJER - the only name you need to know in plumbing fixtures**

ITEM: ALUMINUM

that raises and stores like a

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.



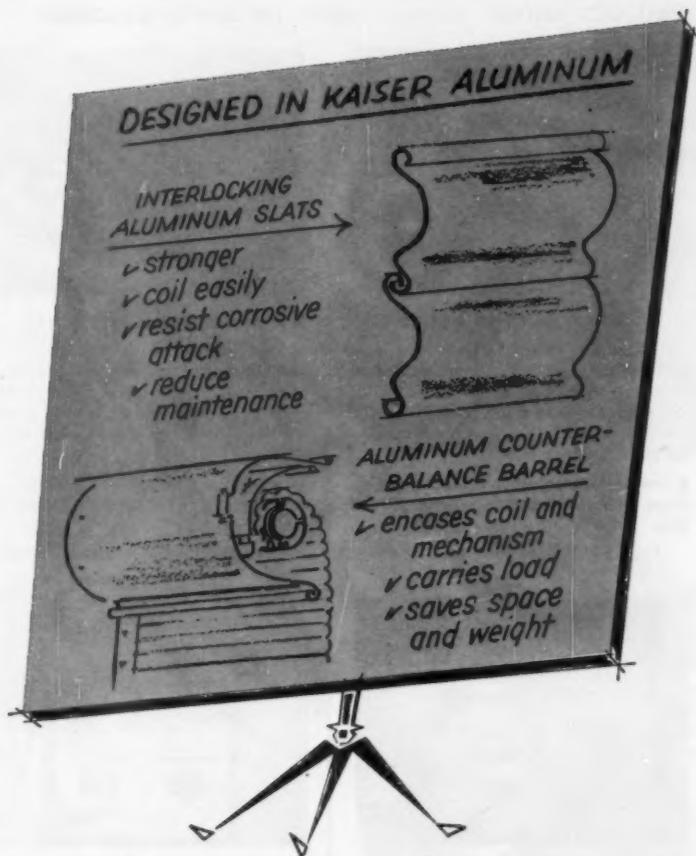
DOOR

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.



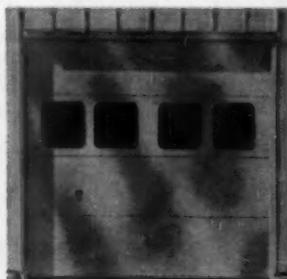
THESE DOORS ARE TYPICAL OF MANY NOW BEING PRODUCED AND OFFERED BY MANUFACTURERS USING KAISER ALUMINUM



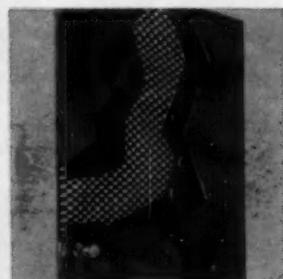
Sliding Doors of aluminum tubes and aluminum sheets roll sideways into compact pockets to allow maximum unrestricted indoor-outdoor space use.



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.

KAISER ALUMINUM ARCHITECTS' SERVICE

919 N. Michigan Avenue
Chicago, Illinois

Please send names of suppliers of aluminum doors.
I understand there is no obligation for this information.
 Please have your Architectural Representative call.

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY & STATE _____

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

▶ **Samuel Stamping & Enameling Co., Dept. AB, Chattanooga, Tenn. Booth Nos. 707-708—Coliseum.**

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.

▶ **Tennessee Stove Works, Dept. AB, Chattanooga, Tennessee. Booth No. 905—Coliseum.**

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. 900—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-nob doors.

▶ **Nevamar Carefree Kitchens, Dept. AB, Odenton, Md. Booth Nos. 789-790, 831-832—Coliseum.**

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, 8536 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.

▶ **H. J. Scheirich Co., Dept. AB, Louisville, Ky. Booth Nos. 739-740—Coliseum.**

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.

▶ **Carr, Adams & Collier Co., Dept. AB, 11th & Jackson Sts., Dubuque, Iowa. Booth Nos. 558-561—Sherman.**

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, 3300 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.

▶ **St. Charles Manufacturing Co., Dept. AB, St. Charles, Ill. Booth Nos. 754-755; 778-779—Coliseum.**

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 ducting, 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**
Finders Plant, **SOMERVILLE, NEW JERSEY**

BALTIMORE • CHAMBLEE, GA. • CHARLOTTE, N. C. • CHICAGO • CINCINNATI
MILWAUKEE • NEEDHAM, MASS. • NEW YORK • PHILADELPHIA

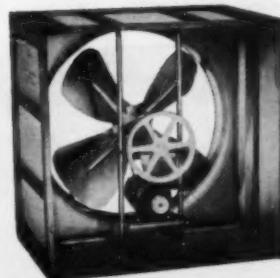


Type PA "Pancake"
package attic ventilator

Type PUD for mounting
with shaft vertical



Type EA for mounting
with shaft horizontal



DIEHL MANUFACTURING COMPANY

Electrical Division of
THE SINGER MANUFACTURING COMPANY
Finders Plant, **SOMERVILLE, NEW JERSEY**

I'd like the DIEHL Attic Ventilator Bulletin AB 3530

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

1-57

MORE POWER

for bigger bites!



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!

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!

SEE YOUR

IH 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.

Rams a half-yard loader bucket full on every pass, thanks to the greater traction provided by International 350 Utility balanced power-weight ratio.



PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

▶ *Chambers Ranges, Inc., Dept. AB, 2464 North Meridian St., Indianapolis Ind. Booth Nos. 472-473—Sherman.*

Circle No. 1298 on reply card, 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.

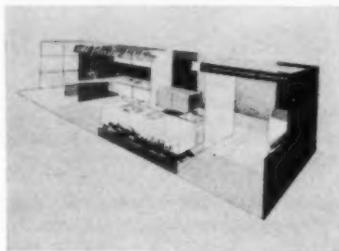


Sanitary laundry tubs

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.

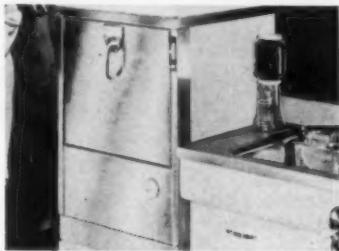


Tomorrow's kitchen

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 card, 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.

▶ *The Hobart Manufacturing Company, Kitchen-Aid Home Dishwasher Div., Dept. AB, Troy, Ohio.*

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.

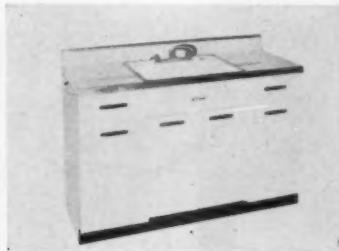


Deluxe electric range

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.



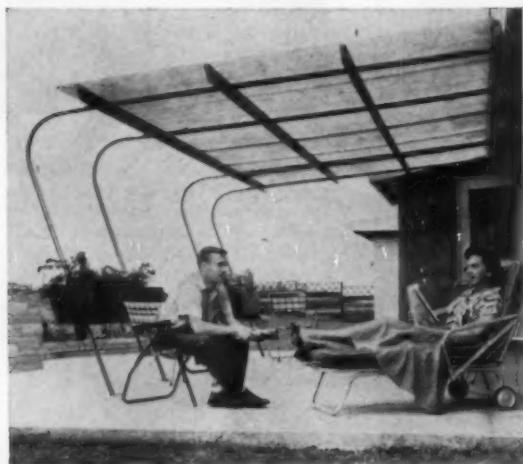
"Balanced-design" kitchens

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.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

▶ *Alsynite Company of America, Dept. AB, 4654 De Soto St., San Diego 9, Cal. Booth No. 506—Sherman.*

Circle No. 1307 on reply card, p. 82.



Pre-fab fireplace is wood-burning

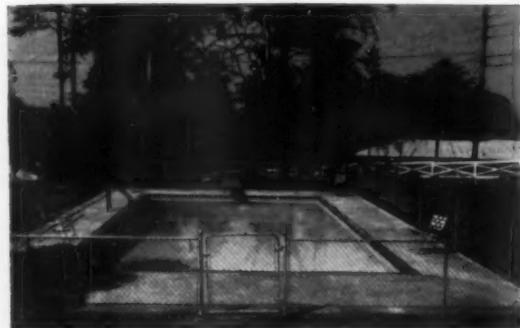
Full size, wood-burning fireplace complete with its own chimney can be installed in 4 to 6 hours without masonry work. Unit bolts to studding, against or recessed into wall.

▶ *Vega Industries, Inc. Uni-Bilt Div., Dept. AB, 734 Brighton, Syracuse, N.Y. Booth Nos. 510-511—Sherman.*

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.

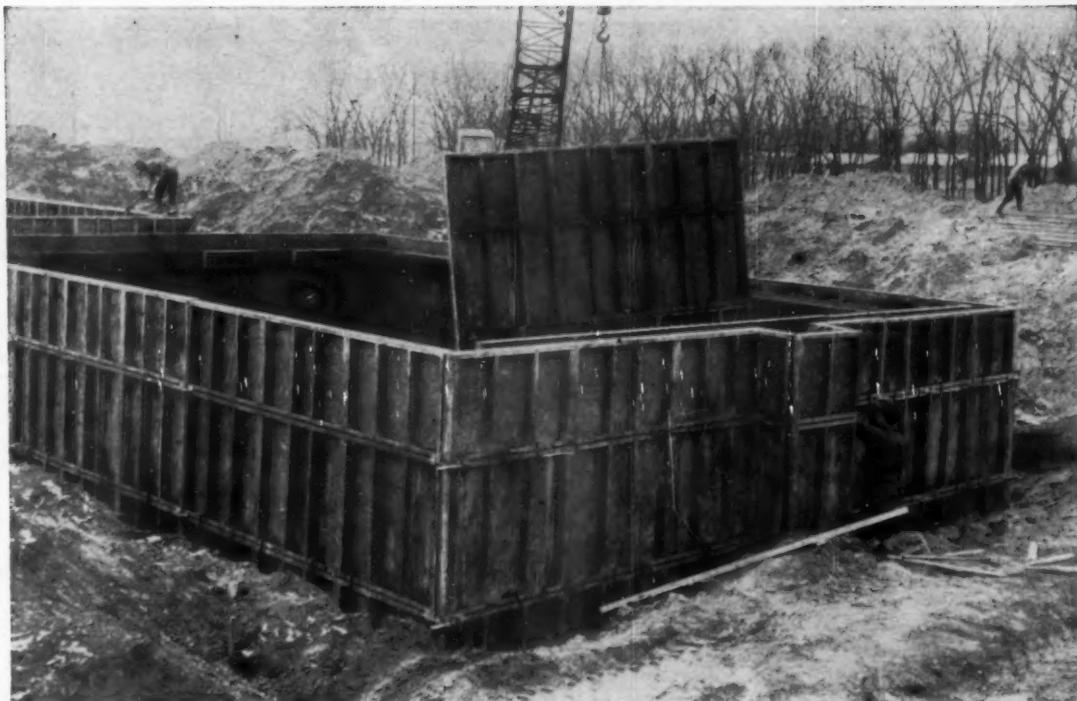


Primes and fills simultaneously

Primafil 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.

► Rocform Corporation, Dept. AB, 15160 West Eight Mile Road, Detroit 35, Michigan. Booth No. 454—Sherman Hotel.

Circle No. 1311 on reply card, p. 82.

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.

► Van-Packer Corporation, Dept. AB, Bettendorf, Iowa. Booth Nos. 124-125—Hilton.

Circle No. 1312 on reply card, p. 82.

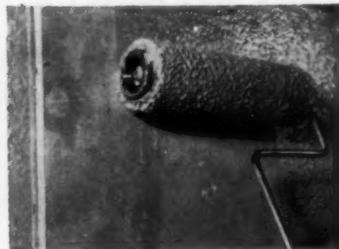


Wrought-iron carports

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.

► Logan Company, Dept. AB, 200 Cabel St., Louisville 6, Kentucky. Booth No. 373—Hilton.

Circle No. 1313 on reply card, p. 82.



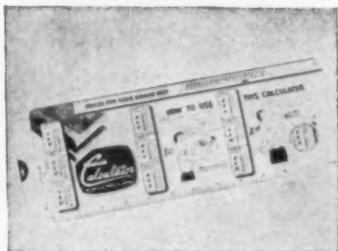
Ripple texture finish

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.

► Arco Company, Dept. AB, 7301 Bessemer Ave., Cleveland 27, Ohio. Booth No. 759—Coliseum.

Circle No. 1314 on reply card, p. 82.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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.

▶ *Weyerhaeuser Sales Co., Dept. AB, 1st National Bank Building, St. Paul, Minn. Booth Nos. 563-564—Sherman.*

Circle No. 1315 on reply card, p. 82.

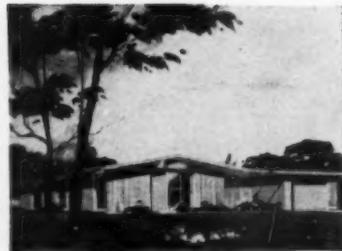


Stainless steel panels

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.

▶ *United States Steel Corp., Dept. AB, 525 William Penn Pl., Pittsburgh, Pa. Booth Nos. 308-309—Hilton.*

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.

▶ *Qvale & Associates Inc., Dept. AB, 2525 W. Seventh St., Los Angeles 57, Cal. Booth No. 324—Hilton.*

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, 550 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.

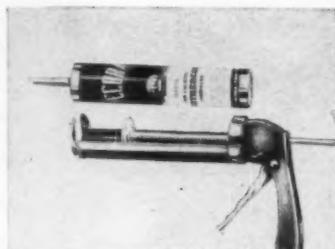


Wood, masonry preservatives

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.

▶ *Protection Products Mfg. Co., Dept. AB, 2305 Superior Ave., Kalamazoo, Mich. Booth No. 528—Sherman.*

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.

▶ *Pecora Paint Co., Inc., Dept. AB, 3501 N. Fourth St., Philadelphia 40, Pa. Booth No. 352—Hilton.*

Circle No. 1320 on reply card, p. 82.

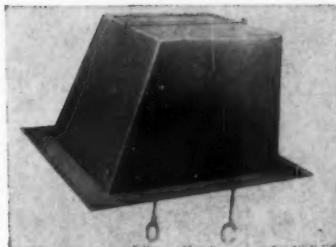


Adhesive for ceramic tile

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.

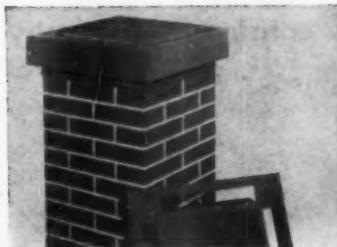


Smoke dome damper

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.

▶ *The Majestic Co. Inc., Dept. AB, Huntington, Indiana. Booth Nos. 431, 436-437—Sherman.*

Circle No. 1324 on reply card, p. 82.

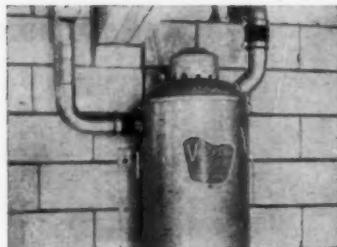


Pre-assembled metal chimney

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.

▶ *The General Products Corporation, Dept. AB, Fredericksburg, Va. Booth No. 521—Sherman.*

Circle No. 1327 on reply card, p. 82.

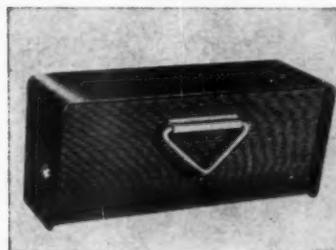


Built-in vacuum

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.

▶ *H-P Products Inc., Dept. AB, 510 W. Broad St., Louisville, Ohio. Booth Nos. 429-430—Sherman.*

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.

▶ *McKinney Mfg. Co., Dept. AB, 1715 Liverpool St., Pittsburgh 33, Pa. Booth No. 344—Hilton.*

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.

▶ *General Electric Co., Dept. AB, Mechanicville Rd., Waterford, N.Y. Booth Nos. 110-111—Hilton.*

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 22½" 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.

▶ *L. F. Garlinghouse Co., Inc., Dept. AB, 820 Quincy St., Topeka, Kansas. Booth No. 326—Hilton.*

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. 353-354—Hilton.*

Circle No. 1329 on reply card, p. 82.



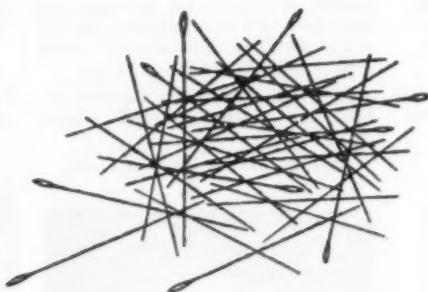
Prefabricated chimney

"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."

▶ *Condensation Engineering Corp., Dept. AB, 3511 W. Potomac Ave., Chicago 51, Ill. Booth 59—Hilton.*

Circle No. 1332 on reply card, p. 82.

To you who sell to the new construction industry



We find needles in a needle stack

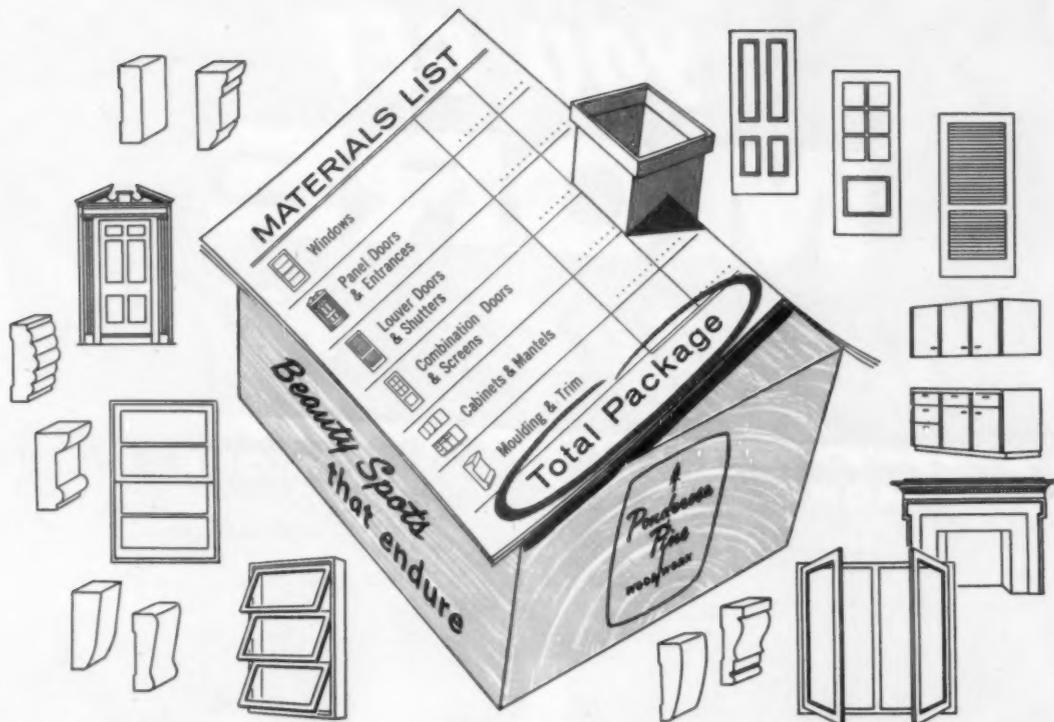
The old haystack routine was a snap — just probe around for the needle with a magnet. Trying to find the *needle* you want in a needle stack is something else . . . that is what you're doing when you try to determine which prospect is active in construction and which is not. If this guessing game is 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.

Just tell us the type of construction and the area that interests you. The Dodge Reports you receive

daily are easy to use individual project reports covering just your prospects. No wading through mounds of data. Dodge Reports tell you who's going to build what, where and when to step in to make your bid for the business; you'll know who to see, who to influence, who to sell. Needless to say, since Dodge Reports are compiled by experienced, trained Dodge reporters, you can rely upon their timeliness, their accuracy and completeness.

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In your next building . . . use the **Ponderosa Pine** **WOODWORK** Package

Make substantial savings in time and effort by using the Ponderosa Pine Package when you build. Windows, panel doors, combination doors, louver doors, cabinets, mantels, entrances, moulding and trim of versatile, workable Ponderosa Pine are being merchandised at your lumber dealers as the *Ponderosa Pine Woodwork Package*. These items on your bill of materials can be delivered exactly when you need them . . . no inventory, delivery or quality problems to worry about. So, see the lumber dealer in your area for the Ponderosa Pine Woodwork Package. He alone offers you all these advantages . . . he does the buying and stocks the inventory . . . he has the credit facilities . . . he gives you dependable service on any order large or small.

BEST BUILDER'S GUIDE TO WINDOW QUALITY



The American Wood Window Institute Seal on the windows you install is your customer's assurance that the windows are:

- Correct in design
- Properly constructed
- Made from carefully selected kiln dried lumber
- Preservative treated
- Properly balanced
- Efficiently weather-stripped

and that the windows conform to United States Commercial Standards.

Ask Your Lumber Dealer About the Ponderosa Pine Woodwork Package for Builders



Twenty Million Consumers Are Learning About Ponderosa Pine Woodwork
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

105 W. Monroe Street, Chicago, Illinois
An association of Western Pine producers and Woodwork manufacturers.

YOU GET MORE WITH TRADE-WIND

MORE Style

with TRADE-WIND VENTILATING HOODS



Patrician with AF-7 Ventilator
(300 CFM)

Stationary

Salem

- ✓ Highest style for every kitchen
- ✓ Best workmanship in copper or stainless steel
- ✓ Pre-wired for easiest installation
- ✓ 36" to 48" lengths

MORE Comfort

with TRADE-WIND KITCHEN VENTILATORS



Model 2201 (220 CFM)
with 2500 Side Filter



Model 1301
(300 CFM)

Model 2001
(300 CFM)

- ✓ Greatest comfort for the owner
- ✓ Optional "pull-out" filter
- ✓ Integral backdraft dampers
- ✓ Blower wheels for certified air delivery
- ✓ For use with any Trade-Wind Hood

... And you'll
see MORE of
TRADE-WIND at the
NAHB Show, Booth 449
Sherman Hotel

MORE Efficiency

with TRADE-WIND BATHROOM VENTILATORS



Model 1201 Light/Ventilator
(1700/100 CFM)



Model 1201 (100 CFM)

- ✓ Effective moisture and odor control
- ✓ Combination light and ventilator

MORE Heat

with TRADE-WIND ELECTRIC HEATERS



Standard



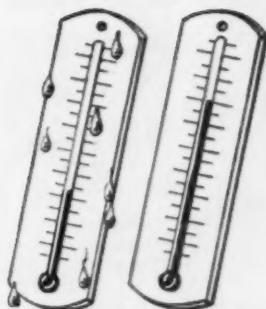
Full Length

- ✓ Most efficient
- ✓ Easiest to install
- ✓ Widest range of sizes, 1000, 1300 and 1500 watts

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BLVD., DEPT. AB, RIVERA, CALIF.

CONDENSATION - HEAT LOSS - HEAT INFILTRATION ...



Whatever the inside or outside temperature

Whatever the humidity



WILSON AIR-COR ROOF PANELS FIGHT WEATHER *with weather-air*

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 batt-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 fac-

tors 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 $1\frac{5}{32}$ " is available on the top side, and for fire protection Sote Asbestos Board can be supplied on the bottom. You specify nail holes pre-drilled 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—with-out obligation or cost—to Dept. A-20.

Coming—a new Wilson Air-cor material to reduce air-conditioning costs.



HOMASOTE COMPANY • TRENTON 3, NEW JERSEY



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.

▶ *The Thoro System, Standard Dry Wall Products, Inc., Dept. AB, New Eagle, Pa., Booth No. 152—Hilton.*

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, hearth to flue. It guides the masonry walls, eliminates faulty construction.

▶ *Superior Fireplace Co., Dept. AB, 1708 East 15th St., Los Angeles 21, Cal.*

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.

Hardener for gluing

Plaskon Hardener PS-7 is specifically designed for use where cure is accomplished by high frequency dielectric heating, but is also used for cold pressing and certain fast-cycle hot press operations. Reduces cure time.

▶ *Barrett Div., Allied Chemical & Dye Corp., Dept. AB, 1117 Pinacrost Rd., Greensboro, N.C. Booth No. 224—Hilton.*

Circle No. 1337 on reply card, p. 82.



Aluminum 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.*

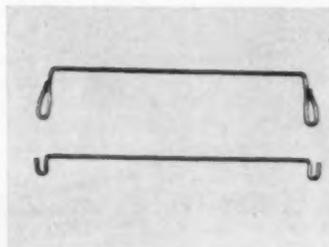
Circle No. 1342 on reply card, p. 82.

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.

▶ *Monsanto Chemical Company, Dept. AB, Springfield, Mass. Booth Nos. 772-773—Coliseum.*

Circle No. 1338 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.

▶ *Symons Clamp & Mfg. Co., Dept. AB, 4249 Diversey Ave., Chicago 39, Ill. Booth Nos. 232-233—Hilton.*

Circle No. 1335 on reply card, p. 82.

"Scrubable" paint

A full-year guarantee accompanies this heavy-duty paint. The product, "Plectone," consists of two or three different premixed colors. It's said to completely hide minor imperfections in taped wallboard joints, trim, etc.

▶ *Maas & Waldstein Co., Dept. AB, 2121 McCarter Highway, Newark 4, N.J.—Booth Nos. 452-453—Sherman.*

Circle No. 1339 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, 1/8" 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.

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.

▶ *Parents' Institute Inc., Dept. AB, 52 Vanderbilt Ave., New York 17, N.Y. Booth No. 108—Hilton.*

Circle No. 1340 on reply card, p. 82.



*The Ultimate in Quality and Functional Beauty
 . . . at the Lowest Cost*

***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.

Proof? Contact your plumbing and heating contractor: ask him for comparative "installed" costs, your real costs. Ask him today.



Write for FREE CATALOG
 Get the complete TRIMLINE story



*Originators of Fin-Tube and Baseboard
 Radiation in America*

The VULCAN Radiator Company

775 CAPITOL AVENUE, HARTFORD 6, CONN.

THE VULCAN RADIATOR CO.
 775 CAPITOL AVE.
 HARTFORD 6, CONN.

FREE DESIGN CATALOG — please send me at no obligation your TRIMLINE Catalog 54, giving Dimensional Data, I-B-R Ratings, Heating System Design and Piping Design Chart.

NAME

COMPANY

STREET

CITY ZONE STATE

After they've seen a heap o' living

will your homes be selling you?

*Be sure...with straight, true-edge plaster corners
protected by Milcor Super-Ex Corner Bead*

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.

Here's why:

1. Only Super-Ex combines the rigidity of a *solid wing* with the added plaster reinforcement of *expanded metal*.
2. It is easily plumbed, with little or no aligning even on irregular surfaces. Faster erection cuts costs, so the finished job costs less.
3. It provides greater depth of plaster adjacent to the bead. Corners get extra protection against shocks.

These important advantages apply to *all* your jobs — apartments, commercial buildings, etc.

Super-Ex is one of many Milcor products that give your jobs a touch of quality — a difference that shows for years to come. Write for Catalog 202.

MILCOR®

Super-Ex Corner Bead

*Use Milcor Super-Ex to
protect all outside corners.*

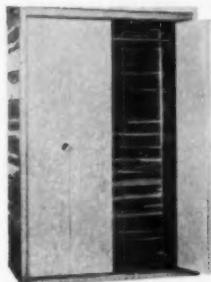


INLAND STEEL PRODUCTS COMPANY

DEPT. M, 4057 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN
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KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW YORK • ST. LOUIS

M-173A

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.



Multiple Revco application, two refrigerators and two freezers.



Refrigerators above, loading counter between. Freezer and storage below.



Two Revco refrigerators and two freezers in horizontal line.

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.
- Warranty** 5 year warranty on complete refrigeration system.
- Information** Complete architect's information file available FREE for the asking.

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.

REVCO

SPECIALISTS IN REFRIGERATION • DEERFIELD, MICH.

SEND TODAY

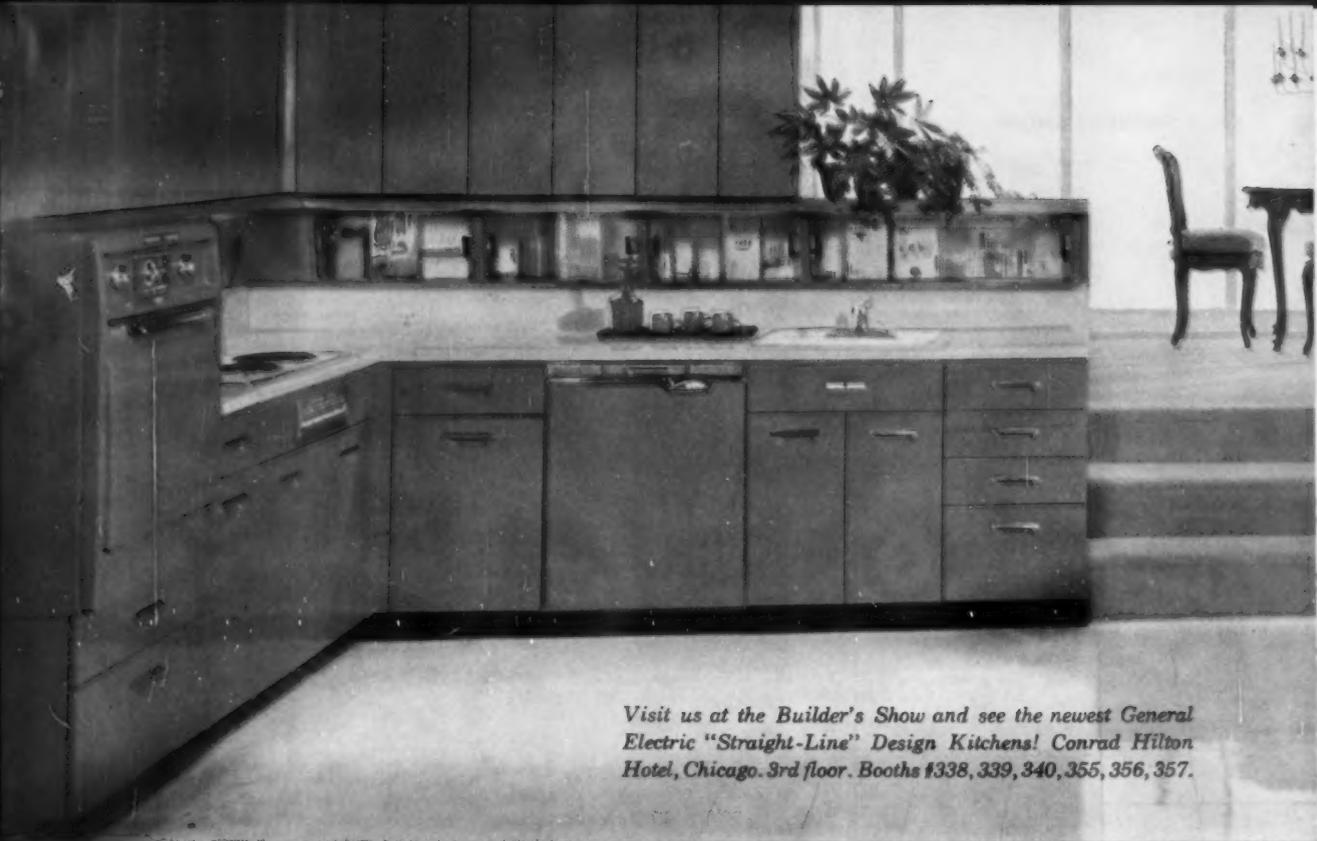


REVCO, INC., Deerfield, Mich., Dept. AB-17
Please send me my free architect's information file on Revco Built-Ins.

Name _____

Address _____

City _____ Zone _____ State _____



Visit us at the Builder's Show and see the newest General Electric "Straight-Line" Design Kitchens! Conrad Hilton Hotel, Chicago. 3rd floor. Booths 1338, 339, 340, 355, 356, 357.

New General Electric "Straight- built-in kitchens without

Your G-E distributor can give you so much help—from plans right through to sale!



Help in planning! General Electric's Custom Kitchen-Laundry Design Service will help you in designing kitchens, improving layouts.



Help in color styling! A General Electric Distributor builder specialist works with you on appliance deliveries, installation, even on color coordination.



Help in publicity! General Electric Model Home Program gives you advertising, publicity, merchandising help based on hundreds of success stories.



Help in selling! You get on-the-spot demonstrations of your General Electric Kitchens by experts—everything you need for sales action!

*Send
this
now!*

GENERAL ELECTRIC COMPANY, HOME BUREAU
Appliance Park, Louisville 1, Kentucky

Yes! Send me by return mail General Electric's free builder handbook containing complete information on the new General Electric "Straight-Line" Design Kitchens.

NAME.....
(PLEASE PRINT)

STREET ADDRESS.....

CITY.....STATE.....

PUB. NO. B24-0386 ABA



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.



New G-E "Straight-Line" Design.



Gone is the old jig-saw line.

GENERAL  **ELECTRIC**

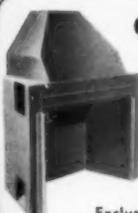
THE
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STORY




50 Years of
QUALITY PRODUCTS
for profitable
HOME BUILDING

BUILDING PRODUCTS DIVISION

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.



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.

UNDERGROUND RECEIVERS



Neat, buried container keeps refuse out of sight—only the lid shows above ground. Convenient foot-pedal operation.

Majestic BUILDING PRODUCTS

Metal cleanout doors, fireplace ash dumps and basket grates, coal chutes, window wells, foundation grates, and others.



HEATING and AIR CONDITIONING DIVISION

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.



THULMAN CHIMNEY



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.

There's a product here to help
YOU build a BETTER HOME



Write today for details

The **Majestic** Co., Inc.

433 ERIE STREET
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BUILDER
PREFERRED
FOR

top Quality, outstanding Beauty, right Price and Availability

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.

Featuring Imaginative Craftsmanship!

Imaginative Craftsmanship means attention to construction details such as thoroughly kiln-dried wood . . . life-

time natural Birch . . . no visible fastenings . . . doors that close firmly and *quietly*. It means eye appeal as well as scores of hidden, quality details you'll find only in beautiful Yorktowne Kitchens. And each Yorktowne cabinet is covered by a written 5-year GUARANTEE!

Most Important . . . Yorktowne Kitchens are ready when you need them. No waiting or tying up your skilled labor. Our national network of warehouses and delivery facilities assure positive delivery on the day you designate. For full details, mail the coupon NOW!

AT NAHB EXPOSITION, Jan. 20-24

See Our Twin Displays—Booths 745-746 at Chicago Coliseum; Booths 345-346 at Hilton Hotel.

Photo courtesy of Living for Young Homemakers



Get acquainted
with
Yorktowne Kitchens
by mailing this
coupon now!

Yorktowne
KITCHENS

A Quality Product of
COLONIAL PRODUCTS COMPANY
DALLASTOWN 1, PENNSYLVANIA

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Please send me new illustrated literature describing the full line of Yorktowne Kitchens.

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HOW TO BUILD *Gratitude* INTO A HOUSE...
Install NON-SWEATING DRI-TANK COMBINATION



Cutaway shows insulating air space surrounding inner tank

Your customers will be eternally grateful to you for putting a stop to tiresome mopping and preventing buckled, stained, or rotted flooring in bath and powder rooms.

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.

FINEST QUALITY Made with imported English clay. Hard, brilliant, acid-proof glaze will not chip, crack, stain, nor craze. Available in five beautiful pastel colors and white. Brass and copper fittings. All exposed metal is chrome plated.

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.

CHICAGO POTTERY COMPANY GUARANTEES all products for materials and workmanship.

PROMPT DELIVERY Located centrally in Chicago. Shipping is prompt and economical.

Be sure to stop at Booth #901 in the Coliseum, Chicago—January 20 through 24. National Association of Home Builders Show.

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CLOSETS



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PRESSED STEEL TUBS



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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. $\frac{1}{2}$ in. thickness gives 1-hour fire resistance. A complete line of finishing materials for wallboard also available.

BESTWALL GYPSUM LATH



For smooth, fast plastering, use Bestwall Gypsum Lath. In both plain and perforated. Strong. Fireproof. Specially designed lath paper for strength and better plaster bond. Bestwall Insulating Gypsum Lath with aluminum foil back provides insulation and an effective vapor barrier.

BESTWALL GYPSUM PLASTERS



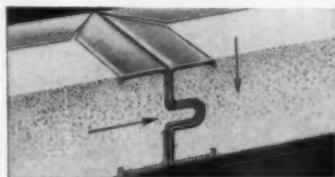
All Bestwall basecoat plasters, including fibered and unfibered and Lite Mix (mill-mixed with Perlite), are "plastisized" for smoother working and longer storage life. Fibered basecoat plasters contain strong textile glass fibers for greater strength and easier working. Also available: Bestwall finishing, 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 Gypsteel Plank—incombustible, precast, 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

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Custom appearance at a modest cost

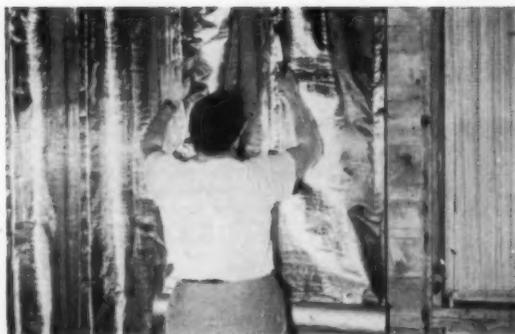
Beauty, durability and high insulation value offered by red cedar shingles and striated shakes. Lifetime roof saves fuel dollars in winter, makes home cooler in the summer, gives custom appearance.

► *Red Cedar Shingle Bureau, Department AB, 5510 White Building, Seattle 1, Washington. Booth No. 552—Sherman Hotel.*

Circle No. 1348 on reply card, p. 82.

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.

► *American Sisalkraft Corp., Dept. AB, 55 Starkey Ave., Attleboro, Mass. Booth No. 225—Hilton.*

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.



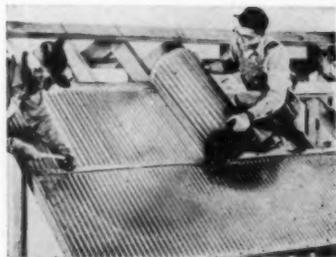
Decking saves time, cuts costs

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.

► *Insulite Div. of Minnesota & Ontario Paper Co., Dept. AB, 500 Investors Building, Minneapolis, Minnesota. Booth Nos. 116-117—Hilton.*

Circle No. 1351 on reply card, p. 82.

can cost you less



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.

► *Ceco Steel Products Corp., Dept. AB, 5601 W. 26th St., Chicago 50, Ill. Booth Nos. 105-107—Hilton.*

Circle No. 1352 on reply card, p. 82.

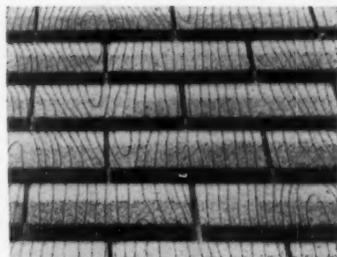


Colored house siding

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.

► *Ruberoid Co., Dept. AB, 500 Fifth Ave., New York 36, N.Y. Booth Nos. 719-720—Coliseum.*

Circle No. 1353 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.

► *Bestwall-Certain-Teed Sales Corp., Dept. AB, 120 E. Lancaster Ave., Ardmore, Pa. Booth No. 237—Hilton.*

Circle No. 1354 on reply card, p. 82.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



Cedar shakes take new form

Shakertown Glumac Units are selected cedar shakes bonded to asphalt-impregnated insulation board into a panel 46 3/4" long. The 22 units in a square cover same area normally requiring 400 separate shakes.

▶ *The Perma Products Co., Dept. AB, 20310 Kinsman Rd., Cleveland, Ohio. Booth Nos. 422-423—Sherman.*

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, 325 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-Wool 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.

▶ *Wood Conversion Co., Dept. AB, First National Bank Bldg., St. Paul 1, Minn. Booth Nos. 547-548—Sherman.*

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.

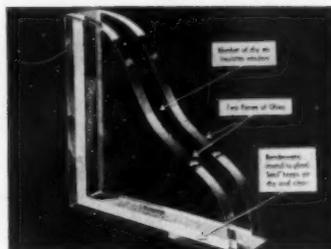


Lumber items exhibited

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.

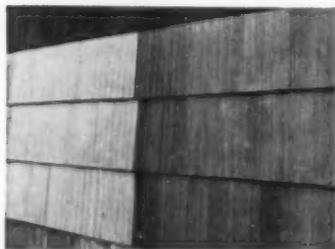


New spandrel glass

A new color-enameled 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.

▶ *Libbey-Owens-Ford Glass Co., Dept. AB, 608 Madison Ave., Toledo 3, Ohio. Booth Nos. 142-143—Hilton.*

Circle No. 1362 on reply card, p. 82.

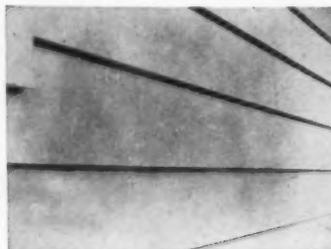


New siding panel product

This double-course, pre-stained cedar panel will cut labor costs by 50 per cent manufacturer says. Panels are 48"x18", are pre-stained and six western tones are available. Dead-air space between insulates.

▶ *Olympic Stained Products Co., Dept. AB, 1118 Leary Way, Seattle 7, Wash. Booth No. 848—Coliseum.*

Circle No. 1357 on reply card, p. 82.



Aluminum siding

Lyf-Alum offers siding made of .025 gauge 3003 aluminum, treated for permanent bonding, which will not crack, chip or blister. Finished with baked enamel and available in white and pastels in standard lengths.

▶ *Lyf-Alum Incorporated, Dept. AB, 164 Wisconsin Ave., Oconomowoc, Wis. Booth 711—Coliseum.*

Circle No. 1360 on reply card, p. 82.



For sidewalls, roofs

Novapanel and Novaclip are described as your answer to the sidewall and roof problem. Novapanel is 4'x16"—exposure to weather is 15". They are composed of No. 1 Nova-grade Shakes glued to the undercourse.

▶ *Homasote Company, Department AB, Trenton, New Jersey. Booth Nos. 23-24—Hilton.*

Circle No. 1363 on reply card, p. 82.

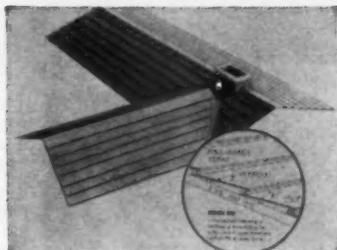


New B-H big six

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.

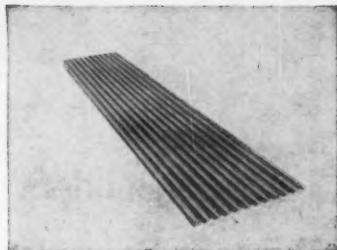


Bermuda-type roof

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.

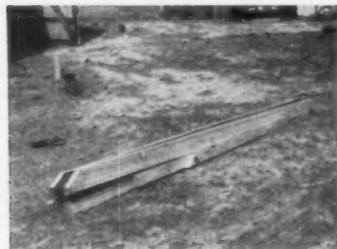


Steel base for slabs

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 1, 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.

▶ *Timber Engineering Co., Dept. AB, 1319 18th St., N. W., Washington, D. C. Booth Nos. 33-34—Hilton.*

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.



New vapor barrier

E. L. Bruce now offers polyethylene film packaged in rolls containing 750 sq. ft. and 36" wide. Called "Bruce Vapo-Check," the two-mil film gives long-lasting moisture protection for concrete slab subfloors.

▶ *E. L. Bruce Co., Dept. AB, 1648 Thomas St., Memphis, Tennessee. Booth Nos. 66-67—Hilton.*

Circle No. 1366 on reply card, p. 82.



Clip-held masonry facing

SCR re-nu-veneer, new clay masonry facing material, is applied to an existing wall by driving a nail into a metal clip. After 3/4" thick units are nailed on, mortar is spread in joints by special pressure gun.

▶ *Structural Clay Products Research Foundation, Department AB, Geneva, Illinois.*

Circle No. 1369 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.

▶ *Flintkote Company, Inc., Attn. Harold McAneny, Dept. AB, 30 Rockefeller Plaza, New York 20, N.Y.*

Circle No. 1372 on reply card, p. 82.

Leading Builders'
Success Formula:

"Give the Buyer What He Wants!"



Missouri builder Edward F. Fischer's contemporary-styled homes have three bedrooms, two baths. This bath is typical of those featured in Carrollton—Fischer & Frichtel's community-type development—which includes some 1200 homes, a community center, shopping center, churches and schools. Price range: \$15,000 to \$20,000.



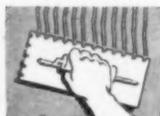
These two leading builders have a simple formula for success: "Give the buyer what he wants!"

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.



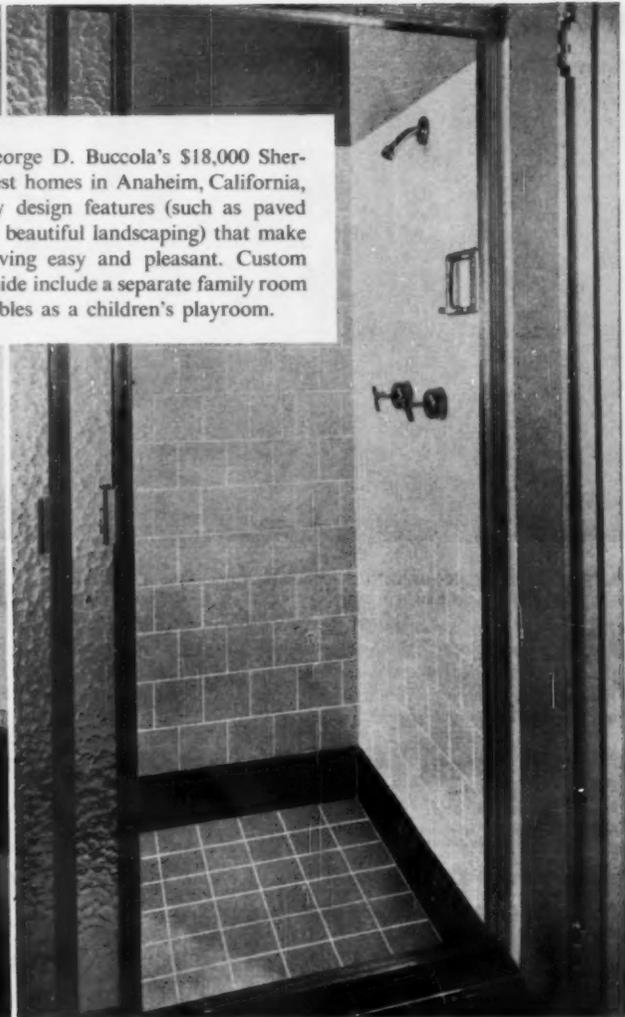
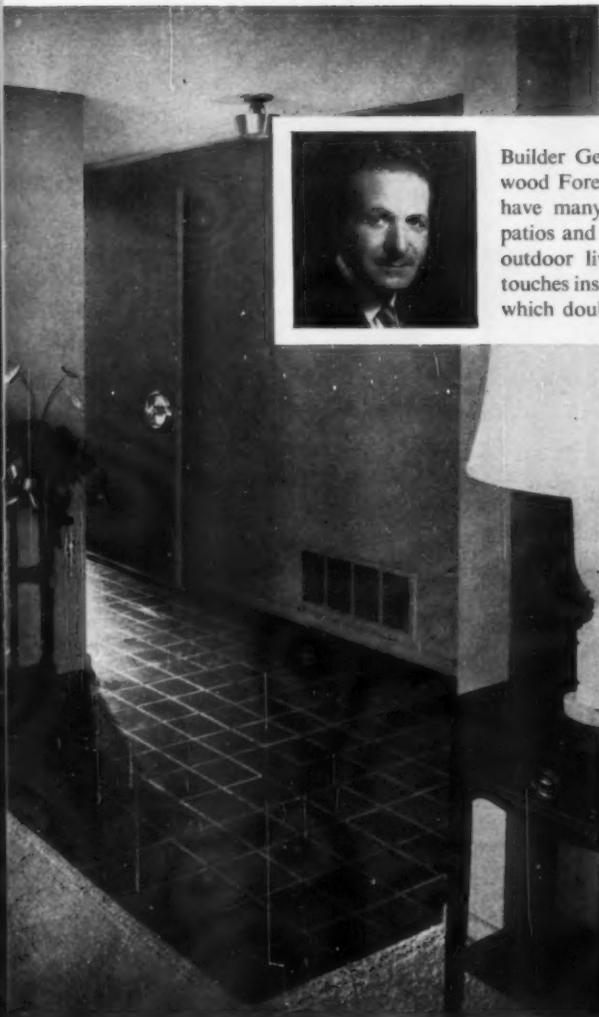
Job clean-up time is
held to minimum.



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.



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.

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.

The Modern Style is

TILE COUNCIL OF AMERICA, INC.

CERAMIC
tile

Room 3401, 10 East 40th St., N. Y. 16, N. Y. or Room 933, 727 W. 7th St., Los Angeles, Calif.

PARTICIPATING COMPANIES: American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Mfg. Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • Dover Ceramic Co. • General Tile Co. • Gladding, McBean & Co. • Jordan Tile Mfg. Co. • Mosaic Tile Co. • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Co. • Pomona Tile Mfg. Co. • Ridgeway Tile Co. • Robertson Mfg. Co. • Royal Tile Mfg. Co. • Sparta Ceramic Co. • Stylon Corp. • Stylon Southern Corp. • Summitville Tiles, Inc. • United States Ceramic Tile Co. • Winburn Tile Mfg. Co.

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 Forms Corporation.

Home Office is in Des Moines, Iowa. Other offices in St. Louis, Mo.; Kansas City, Mo.; Lincoln, Nebr.; Minneapolis, Minn.; Ft. Wayne, Ind.; Milwaukee, Wisc.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Metuchen, 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

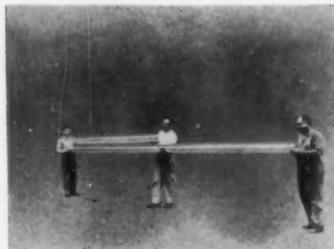
You'll save the price of a SIMPLEX the first year . . . Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather.

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.

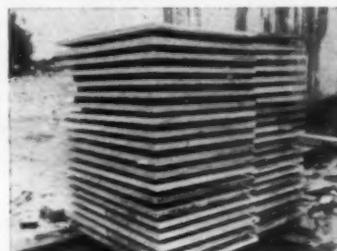
Circle No. 1373 on reply card, p. 82.

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.

► Reynolds Metals Co., Dept. AB, 2000 S. Ninth St., Louisville, Ky. Booth Nos. 215-216—Hilton.

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.

► United States Gypsum Co., Dept. AB, 300 W. Adams St., Chicago 6, Ill. Booth No. 128—Hilton.

Circle No. 1376 on reply card, p. 82.

QUALITY

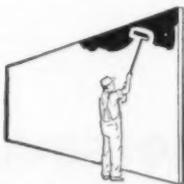
Certain-teed[®]



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 OCF Corp.*

Certain-teed

REG. U.S. PAT. OFF.



Products of Certain-teed Products Corporation
SOLD THROUGH

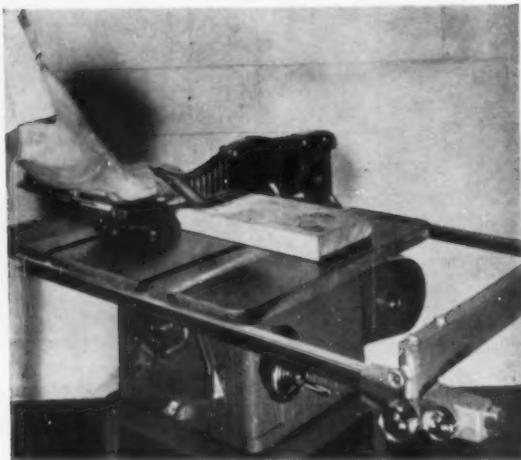
BESTWALL CERTAIN-TEED SALES CORPORATION

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

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



New saw for light construction

Delta's nine-inch tilting arbor circular saw offers increased cutting capacity for light construction work. Cuts to depth of 2-3/4"; new guarded safety switch. About \$99.50.

▶ Delta Power Tool Div., Rockwell Manufacturing Co., Dept. AB, 458 North Lexington Ave., Pittsburgh 8, Pa. Circle No. 1377 on reply card, p. 82.



TOOLS AND EQUIPMENT:

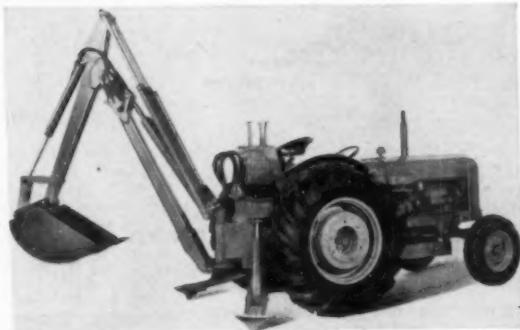
Best bet in '57: time saving,



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.

▶ 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.

▶ Sherman Products Inc., Dept. AB, 3200 W. 14 Mile Road, Royal Oak, Mich. Booth Nos. 835-837—Coliseum. 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 ½" to 1½" long. At left is PL-5 stapler at work.

▶ *Power-Line Sales Inc., Dept. AB, 17630 W. Seven Mile Rd., Detroit, Mich. Booth No. 944—Coliseum.*

Circle No. 1380 on reply card, p. 82.

Does work of 10 men ▶

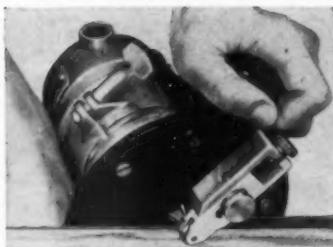
International's 300 Utility tractor, here equipped with Kirkhof fork lift, does work of 10 men supplying brick and mortar at building level. Gears are flopped to give 5 reverse speeds.

▶ *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

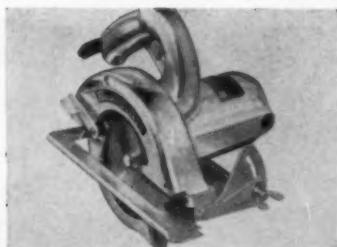


Trim kit for plastics

New laminated plastics trimming kit and guide for portable electric router simplifies flush and bevel trimming by eliminating tedious adjustment. Porter-Cable's Model No. 5023. Price: about \$15.50.

▶ *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.

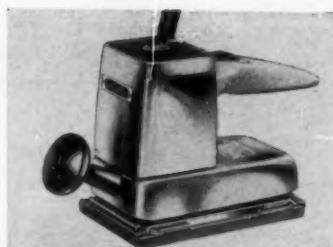


Saw does heavy duty

A 6½" 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.

▶ *Black & Decker Manufacturing Co., Dept. AB, Towson 4, Maryland. Booth No. 871—Coliseum.*

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.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

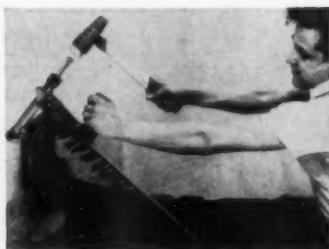


Jeep-A-Trench

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.

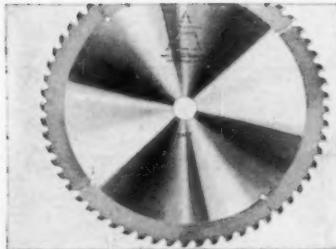


New floor-nailing machine

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.

▶ *Independent Nail & Packing Co., Dept. AB, 106 Hale St., Bridgewater, Mass. Booth No. 957—Coliseum.*

Circle No. 1388 on reply card, p. 82.

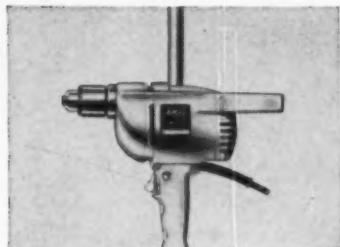


New blade tooth form

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.

▶ *North American Products Corp., Attn. Verneta Sepmeyer, Dept. AB, Box 210, Edwardsville, Ill.*

Circle No. 1391 on reply card, p. 82.

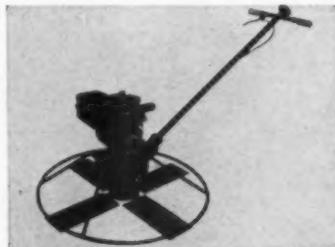


Portable electric drill

Skil Corporation's standard-duty ½-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.

▶ *Skil Corporation, Dept. AB, 5033 Elston Ave., Chicago 30, Ill. Booth No. 876—Coliseum.*

Circle No. 1386 on reply card, p. 82.

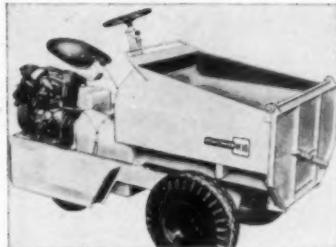


Troweling machine

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.

▶ *Champion Manufacturing Company, Dept. AB, 2028 Washington Ave., Saint Louis 3, Mo.*

Circle No. 1389 on reply card, p. 82.

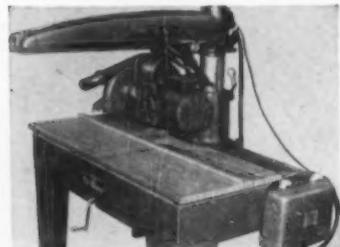


Materials handling truck

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.

▶ *DeWalt Inc., Dept. AB, 154 Fountain Ave., Lancaster, Pa. Booth Nos. 70—Hilton; 875—Coliseum.*

Circle No. 1387 on reply card, p. 82.

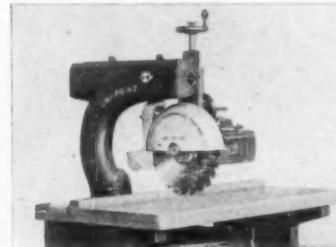


Hammer tacker speeds job

Shake undercoursing 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

- 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 finished stairway with a BILCO all steel basement door — the sure sign of a well planned home.



THE BILCO CO., DEPT. 109B 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 _____



→ *this trademark*

**...backed
DFPA**

© Douglas Fir Plywood Association, Tacoma 2, Washington



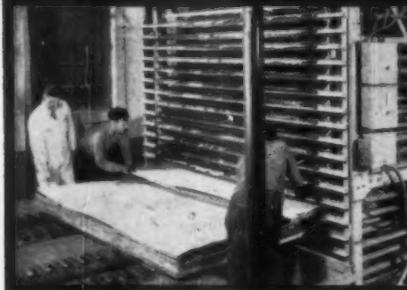
1 **AT THE LATHE**, veneer is checked for uniform thickness. This provides correct thickness of finished panel and permits optimum glue spread.



2 **AT THE DRIER**, veneer is checked for correct moisture content, which gives maximum dimensional stability and proper glue bond.



3 **AT VENEER GRADING BELT**, checks are made of both *inner* and *outer* plies for compliance with rigid industry and U.S. Commercial Standards.



6 **AT THE PRESS**, check for correct and uniform pressure and temperature; correct time under pressure to secure perfect glue bond.



7 **IN THE FINISHING DEPT.**, check carefully for grade and appearance. Check accuracy of dimensions and thickness. Apply grade-trademarks.



8 **IN THE DFPA LABORATORY**, independent glue-line testing of samples backs up mill inspectors. Plywood samples tested must meet rigid

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 dol-

lar 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.



EXT-DFPA

2:4:1

PLYFORM
CONCRETE FORM

industry standards in order to merit grademarking. U. S. Commercial Standard CS45-55 establishes *minimum* performance specifications. DFPA requirements are even *more* rigid.



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.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

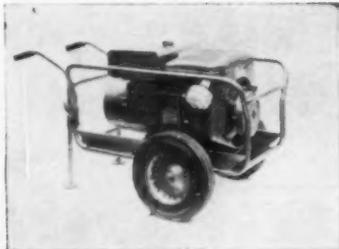


Non-anchor spindle shaper

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.

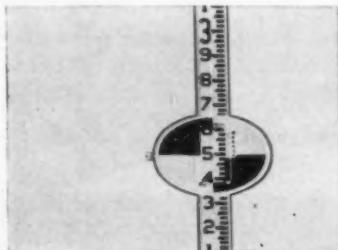


Electrical cable staple gun

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 $\frac{3}{16}$ " 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.



Separate hydraulic motors

Model 308 pipeline and utility ditcher is equipped with a hydraulically-operated conveyor drive, providing three discharge speeds in either direction. A "live" hydraulic wheel hoist gives operator digging control.

▶ *Gar Wood Industries, Incorporated, Attn. Murray F. Yaco, Department AB, Wayne, Michigan.*

Circle No. 1396 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.

See us at Booth 38
CONRAD HILTON HOTEL

COMPARE

this
weatherstripped
AWNING WINDOW

from

WARE



low in cost—yet it
meets the stringent A-A2
specifications of the
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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 jamba 5/16"
- Easy-to-clean ventilators have equal height and drop
- Attractive heavy-duty operator with tilt-in crank
- Solid aluminum 3/4" 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

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Econ-O-Ware
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Ware Awning

Projected

Casements

ALL WINDOWS CHEMICALLY CLEANED, ETCHED AND LACQUERED PER FHA REQUIREMENTS

GAS

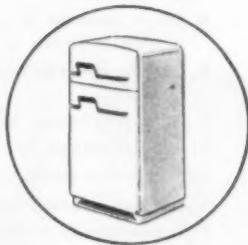
in the kitchen, the laundry, the utility room
helps sell the whole house!

*It's the
modern,
economical,
dependable
fuel for*

COOKING
Today's Gas ranges
are faster, cleaner,
completely automatic!



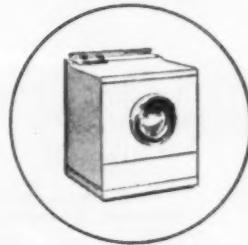
REFRIGERATION
Only a Gas
refrigerator makes ice
trays obsolete!



WATER-HEATING
Gas water heaters
heat more water,
work faster, too!



CLOTHES-DRYING
Gas dryers dry
clothes like a
summer breeze!

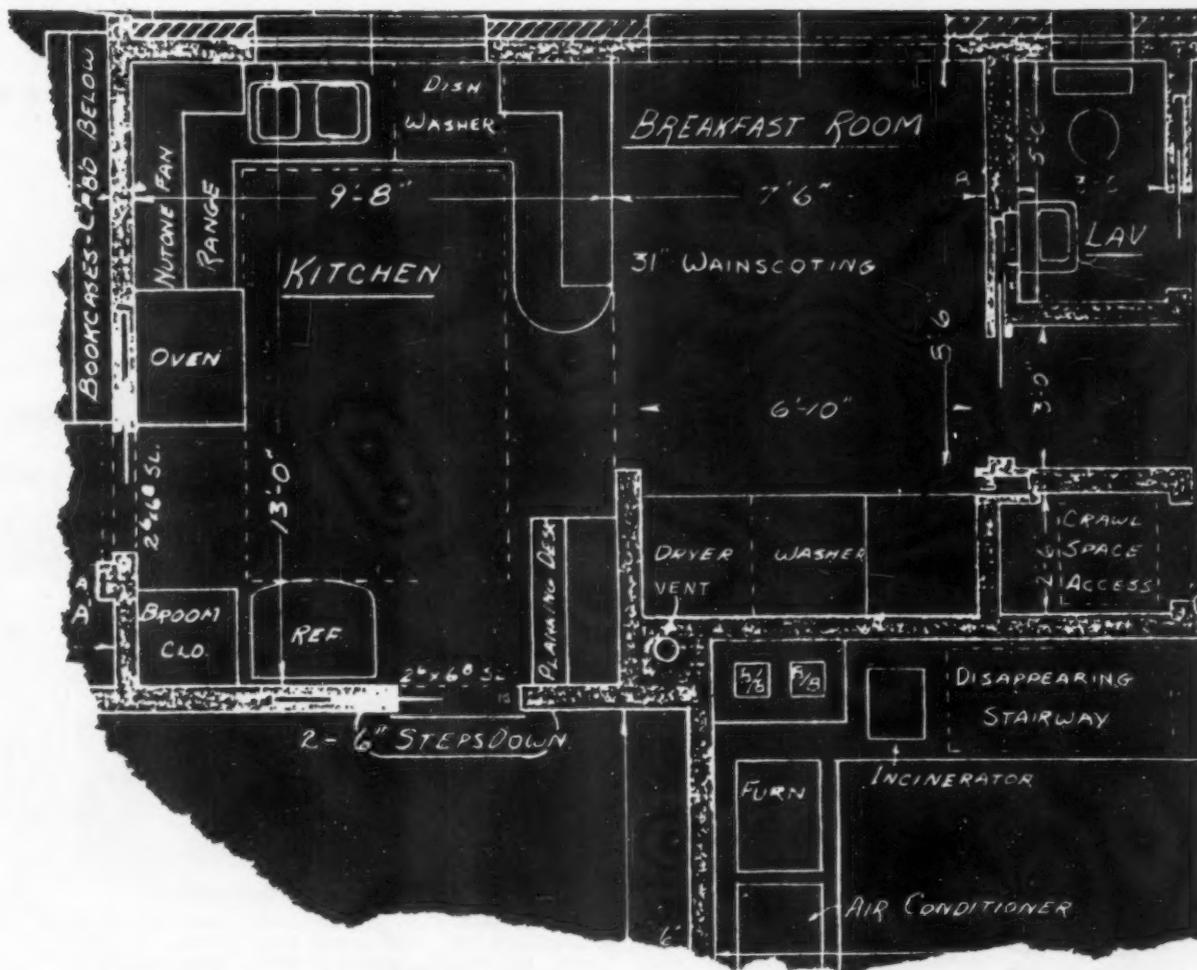


Only

GAS



AMERICAN GAS ASSOCIATION



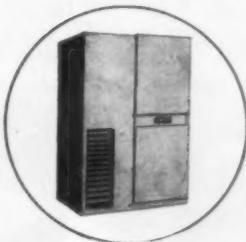
HOUSE-HEATING

Gas furnaces eliminate fuel deliveries! They're cleaner, too!



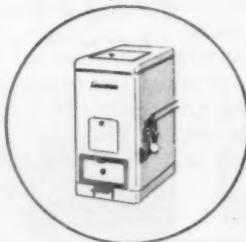
AIR-CONDITIONING

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

*Reg. A.C.A.

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

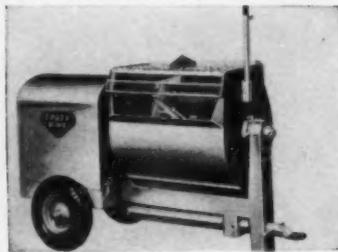


Fastening with "Mighty Mite"

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.

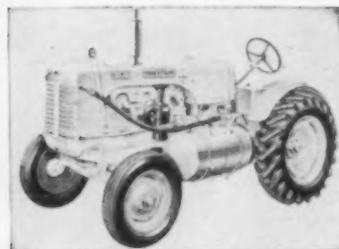


One-bag cement mixer

Transporting mixer, mixes, transports, and dumps hydraulically; no wheelbarrows needed, and no gears on mixer—friction off power take-off turns barrel, of full 1/8" plate. Three blades give cement a double swirl.

▶ *Universal Pulleys Company, Inc., Attn. R. M. Carey, Dept. AB, 330 North Mosley, Wichita, Kan.*

Circle No. 1409 on reply card, p. 82.

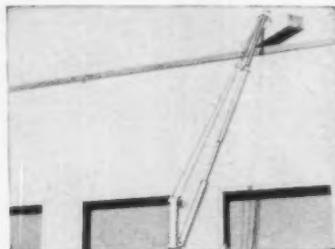


Self-propelled compressor

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 Malsom, 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.

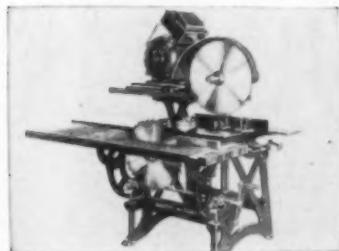


Integral tractor-shovel

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 rip saw, and jointer—all operated with only one power unit. "A complete woodworking plant in itself." Starts at \$290.

▶ *Master Woodworker Manufacturing Co., Dept. AB, East Fort at Brush, Detroit 26, Mich.*

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.



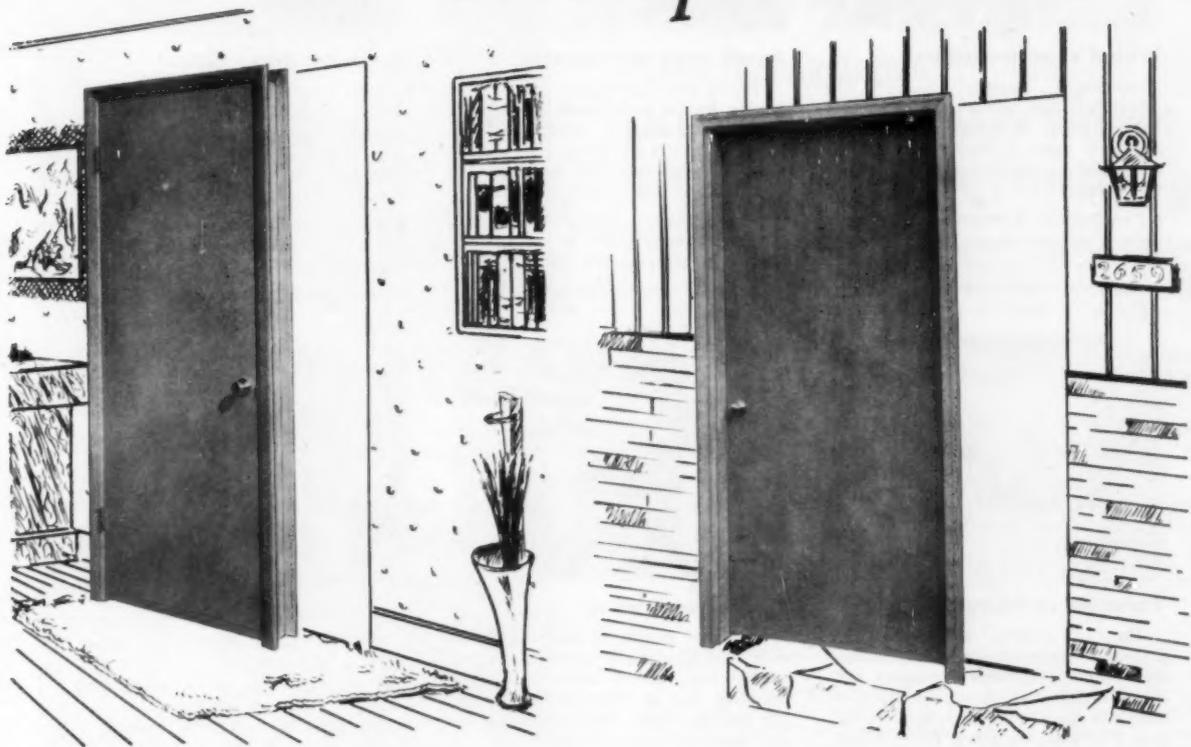
Shovel and crane combination

New machine with 3/4 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.

...fit Windsor E-Z Hung Doors into YOUR picture



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.

Out soon! A big NEW Morgan-Wightman catalog. The biggest ever . . . 156 pages with everything you need in building materials. To be sure of getting a copy, write today and reserve one in your name. (Sorry, no catalogs mailed to individuals. Write on your company letterhead or supply information as to your business.)

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SEND NOW FOR OUR LATEST CATALOG
No Cost—No Obligation

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1541 Salzman Ave., St. Louis 20, Mo.

Please rush me your new free catalog.

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PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING



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 1 1/4" in diameter. It is driven by a 1/2 HP universal motor at 12,000 RPM. It is especially designed for the building field. \$170

▶ *Stow Manufacturing Company, Attn. C. Hotchkiss 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 for stoning. 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 2 1/2" 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 wall board. Planking can be nailed to furring strips anchored to concrete.

▶ *Goodloe E. Moore, Incorporated, Attn. Earl E. Son, Department AB, Danville, Illinois.*

Circle No. 1419 on reply card, p. 82.

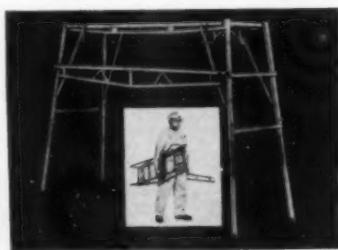


Stapling hammer

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 batt. About \$20.

▶ *Bostitch, Incorporated, Attn. Sherman L. Smith, Dept. AB, 952 Mechanic St., Westerly, R. I.*

Circle No. 1414 on reply card, p. 82.

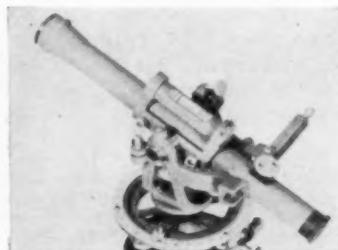


Portable scaffold bench

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.

▶ *David White Company, Attn. A. F. Waldenburg, Dept. AB, 315 W. Court St., Milwaukee 12, Wisconsin.*

Circle No. 1420 on reply card, p. 82.

Greatest freedom from shrinkage starts with Redwood itself—



Each unitized stack is made up of lumber in classifications according to green weight, and remains in the yard until moisture content reaches a specified range.



By the time lumber leaves the kiln, moisture has been pulled down to an average below equilibrium, and some surface moisture returned to stabilize equilibrium through each board.

—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

Classification	Average Green Weight	Approx. Air Drying Time
LIGHT	3 lbs./bd. ft.	9 to 12 months
MEDIUM	4½ lbs./bd. ft.	12 to 18 months
HEAVY	6 lbs./bd. ft.	18 to 24 months



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"

Specify the best in Redwood **PALCO**[®]
THE PACIFIC LUMBER COMPANY
 Since 1869 • Mills at Scotia, California

100 BUSH STREET
SAN FRANCISCO 4

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2185 HUNTINGTON DRIVE
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THE PACIFIC LUMBER COMPANY
 100 Bush St., San Francisco 4, Calif.—Dept. AB

Please send me without obligations:

- Reprint of Architectural File Bulletin outline specification data, PALCO Redwood patterns, sizes, grades, grains, etc.
 "From Out of the Redwoods"—colorful booklet showing how PALCO Redwood and Redwood Products are produced.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

Plumbing Fixtures • Heating Equipment • Electric Plants • Air-cooled Engines • Precision Controls

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 that 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.



3 1/2 S Concrete Mixer.
A fast, reliable small tilter for
foundation and masonry work.

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

1957 PRODUCT SHOW

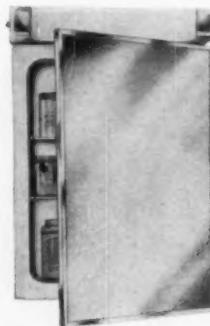


One piece vanity-cabinet

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, \$150.

► *Glissade, Inc., Dept. AB, 769
Chauncey St., Brooklyn 7, N. Y.
Booth Nos. 914-916—Coliseum.*

Circle No. 1421 on reply card, p. 82.



Adjustable shelf cabinet

New Glid-o-Mir cabinets feature adjustable tooth brush holder, easily removed mirrored doors. Diffused plastic shielded lighting fixture uses one 20 watt lamp. Cabinet completely wired with snap-in junction box.

► *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.

► *American Brass Company, Dept.
AB, 414 Meadow Street, Waterbury,
Conn. Booth Nos. 145-146—Hilton.*

Circle No. 1423 on reply card, p. 82.

4 NEW PRODUCTS

1

"PUSH-BUTTON" ELECTRIC STAIRWAY

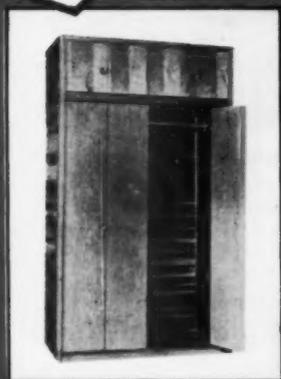
Fully automatic... Smooth operating, quiet. It's big, wide and beautiful. Eight inch treads. Precision engineered to last a lifetime and to give trouble-free operation. Complete new design. Many new uses!



SEE
4 NEW PRODUCTS

● PRECISION
Booths 503-504
HOTEL SHERMAN
NAHB SHOW

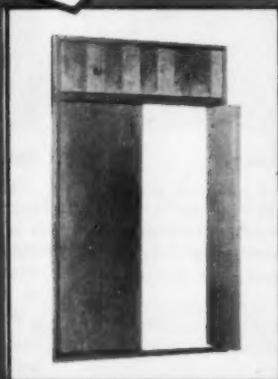
2



NEW!

Pre-fabricated Cedar Closet—For homes where quality counts. Made of 3/4" tongue and grooved Tennessee Aromatic Red Cedar. Reinforced with 1 1/2" 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

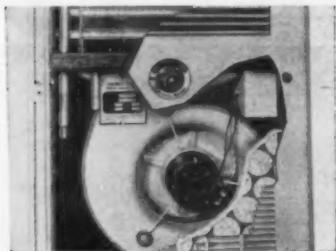
PRECISION PARTS CORPORATION

400 North First Street

Nashville 7, Tennessee

Manufacturers of America's most complete line of Stairways

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

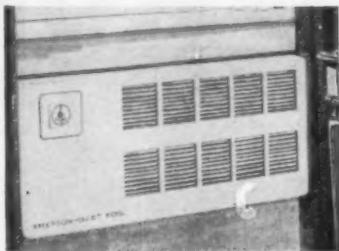


Individual room a/c control

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 1/2, 1/3 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.

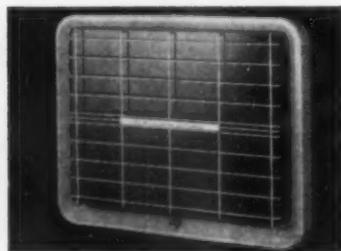


"Pancake" attic fan

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.

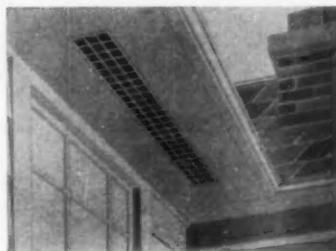


New boiler series

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.

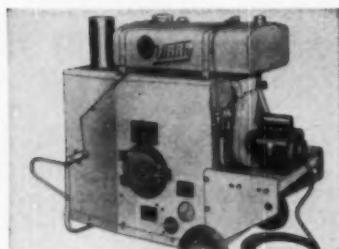


Soffit ventilator

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.

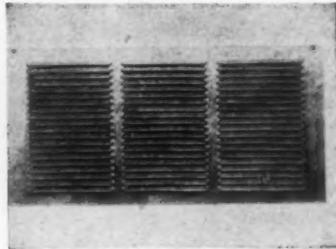


Flexible air conditioning

Compact installations and ease of change from heating to cooling are the important features of the "Home-aire" line of units. Switching just one valve changes the unit from heat to air cooling.

▶ *York-Shipley, Inc., Dept. AB, York, Pennsylvania.*

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 cave vent.

▶ *Louv-r-Pak, Inc., Dept. AB, 3629 East First St., Fort Worth, Texas.*

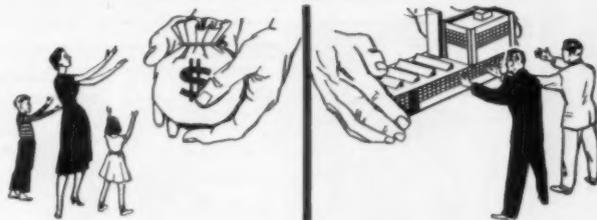
Circle No. 1432 on reply card, p. 82.

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 . . .

THE
SECRETARY OF
YOUR COMPANY



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 *Æt*na Life Business Insurance Plan is geared to cover all close corporation situations. Why not let your local *Æt*na Life representative give you the facts? Call him today.

Since 1853

ÆTNA LIFE INSURANCE COMPANY

Affiliates: The *Æt*na 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 With Him When He Dies?" It tells how business insurance can fit your individual situation. No obligation, of course.



ÆTNA LIFE INSURANCE COMPANY
Hartford 15, Conn.

Gentlemen:
Please send me a copy of your new booklet "Will This Man Take Your Business With Him When He Dies?"

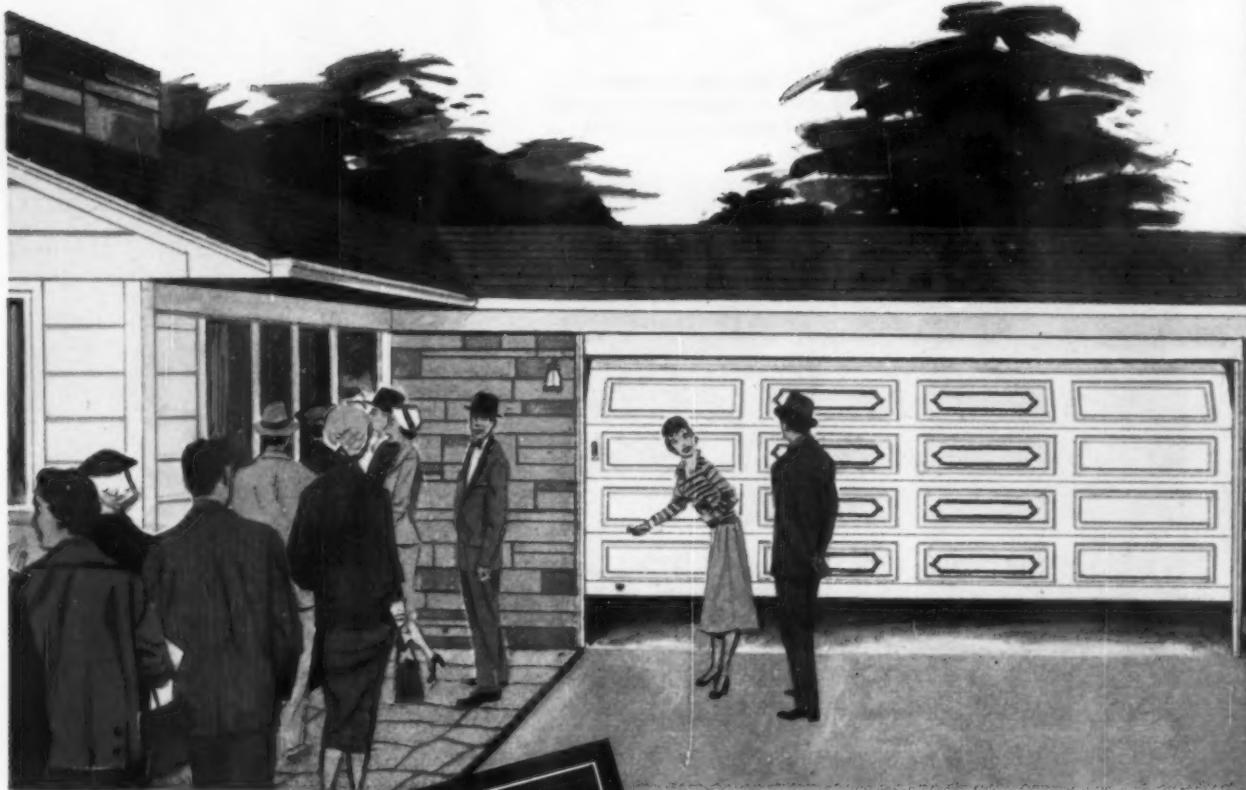
Name _____

Company _____

Address _____

MM 3-B

Feature the Garage Door that
sets the stage to **SELL**



COPY, 1957—D.C.C.

SEE THE "OVERHEAD DOOR"
EXHIBIT • BOOTH 14
AT THE
NAHB Convention
CONRAD HILTON HOTEL

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.

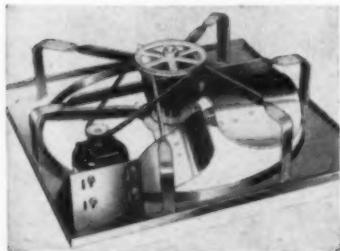
OVERHEAD DOOR CORPORATION Hartford City, Indiana

Manufacturing Divisions: Hillside, N. J. • Nashua, N. H. • Cortland, N. Y.
Lewistown, Pa. • Oklahoma City, Okla. • Dallas, Tex. • Portland, Ore.



than any other brand!

PRODUCT SHOW: BUYING GUIDE TO BETTER BUILDING

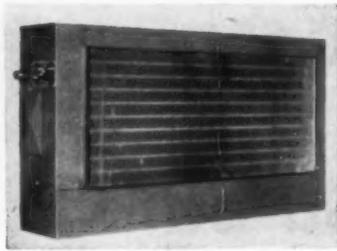


Attic exhaust fan

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.

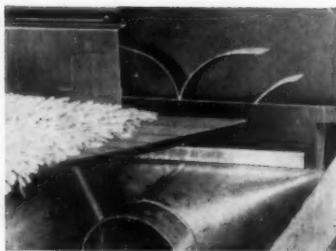


Flexi-Cool cooling units

This horizontal cooling coil unit is one of a new line by the manufacturer and permits a wide range of remote applications. Either water-cooled or air-cooled condensers may be used with this unit.

▶ *The Worthington Corp., Dept. AB, Harrison Avenue, Harrison, New Jersey.*

Circle No. 1436 on reply card, p. 82.

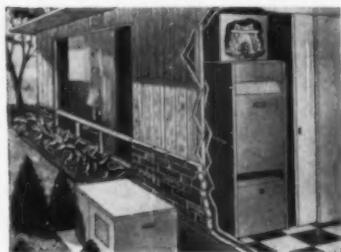


Perim-A-Base panels

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.

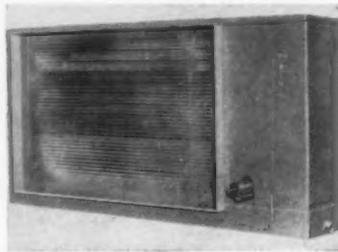


Furnace cooling units

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.

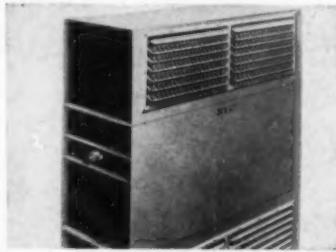


Residential evaporators

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.



Heating, ventilating unit

The "Torrivent" is a new, large capacity heating and ventilating unit. It includes an insulated and baffled discharge plenum, and an insulated enclosure for the motor mounting. Does double duty work.

▶ *The Trane Co., Dept. AB, La Crosse, Wisconsin.*

Circle No. 1440 on reply card, p. 82.

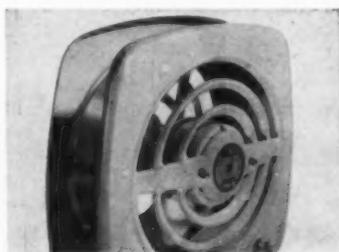


Packaged fan unit

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.

▶ *Bar-Brook Manufacturing Company, Inc., Dept. AB, 6135 Linwood Ave., Shreveport, Louisiana.*

Circle No. 1435 on reply card, p. 82.

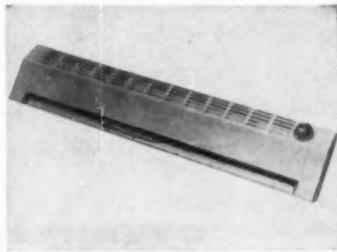


Through-the-wall fan

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 Broan Manufacturing Co., Department AB, Hartford, Wisconsin.*

Circle No. 1438 on reply card, p. 82.

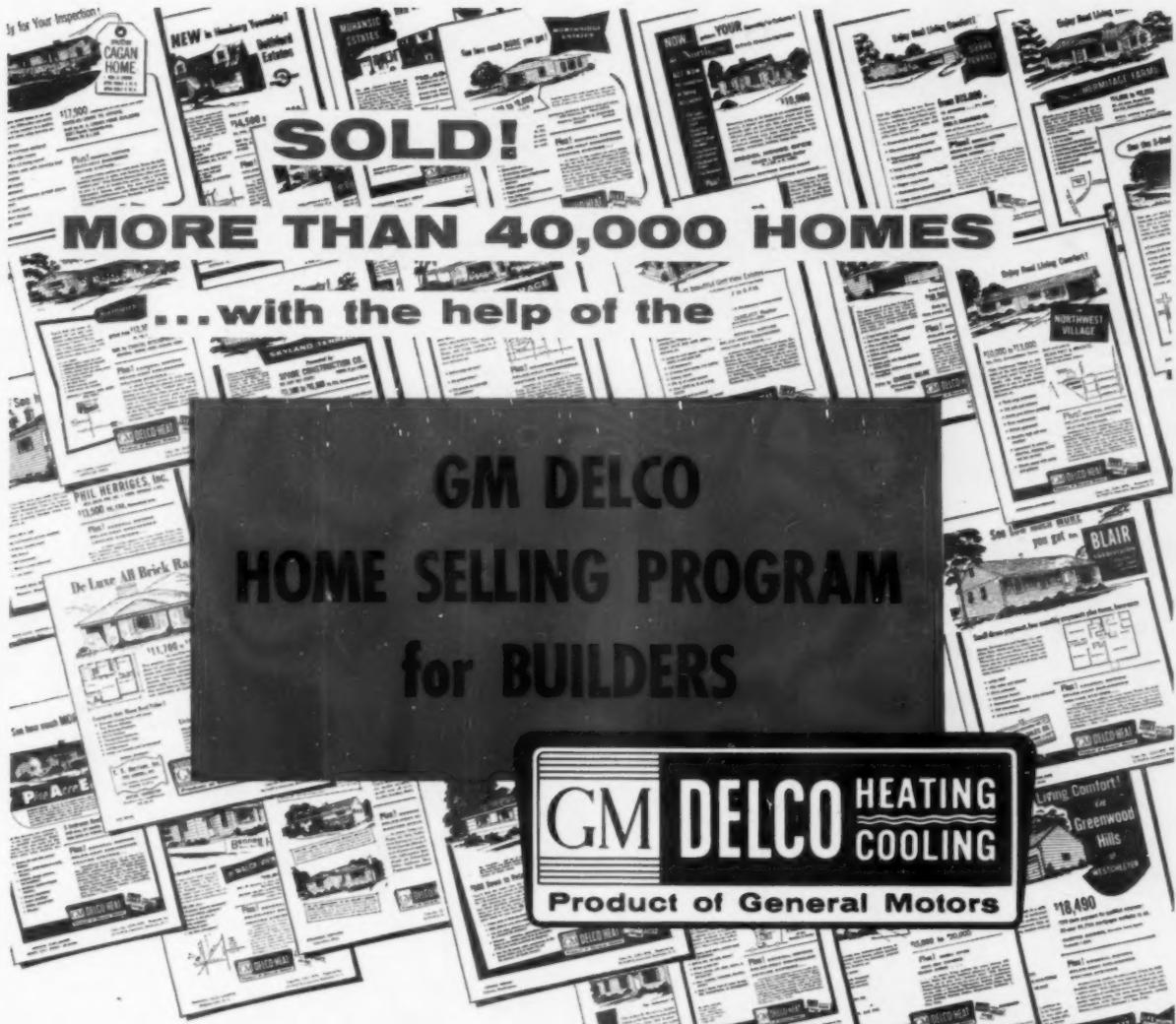


Electric baseboard heater

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.



SOLD!

MORE THAN 40,000 HOMES

...with the help of the

**GM DELCO
HOME SELLING PROGRAM
for BUILDERS**

**GM DELCO HEATING
COOLING**
Product of General Motors

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.

**DELCO CAN HELP YOU
SELL MORE HOMES FASTER
AT MORE PROFIT!
MAIL THIS COUPON TODAY!**

MORE and MORE Builders Specify DELCO!

HOME BUILDER DEPARTMENT AB
Delco Appliance Division
General Motors Corporation
Rochester 1, New York

Please have your local Delco-Heat factory sales representative give me complete information on the General Motors Delco-Heat Home Selling Program.

Approximate number of homes built per year

Name of Builder

Address

City State



WHAT THE WELL-DRESSED SALESMAN WEARS. Gerholz made changes from the original "Celebrity"

plan, developed this beauty. His prestige as a quality builder gets big boost being selected to build it in Flint.

How Gerholz makes a "Celebrity" his star salesman



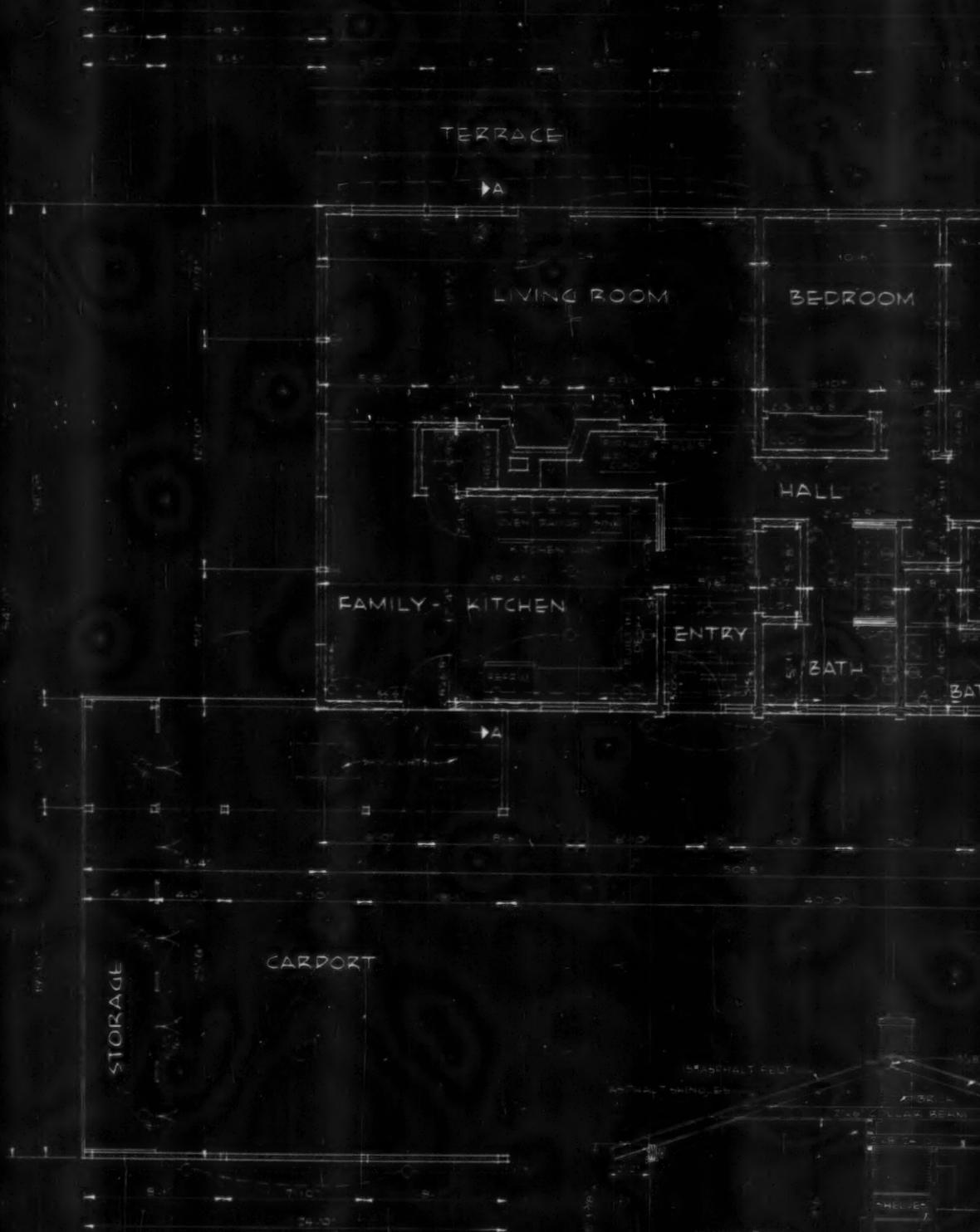
THERE'S MAGIC IN A NATIONAL PROMOTION:

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.

**AMERICAN BUILDER
BLUEPRINT HOUSE**

238



FLOOR PLAN

SCALE 1/8" = 1'-0"

SECTION A-A

SCALE 1/8" = 1'-0"



TYPICAL WALL SECTION

SCALE 3/4" = 1'-0"



N A-A



BATHROOM UNIT

SCALE 1/4" = 1'-0"



RIGHT SIDE ELEVATION

SCALE 1/8" = 1'-0"



LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"



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:

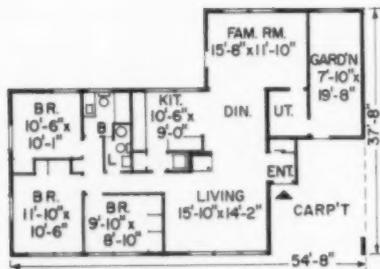
Products used: Ruberoid roofing; U.S. Gypsum sheathing; Palco Redwood siding; Carr, Adams & Collier windows; Owens-Corning Thermopane glass; Hasko doors; Schlage hardware; Romany Ceramic Tile; Robbins floors; Huntington attic stairs; Fiberglas insulation; Dow slab insulation; Lyons metal kitchen cabinets; 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.



COMPLETELY EQUIPPED KITCHEN, by Hotpoint, is part of the "House that Home Built" package, which is

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.

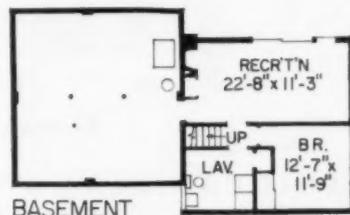
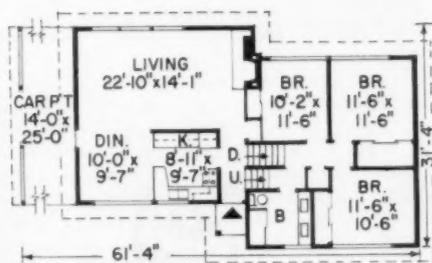


ONE OF THE CHANGES made by Gerholz from the original plan was to move the fireplace from the outside

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.

Beauty...



BACKED BY BRAWN

Only a Garage Offers:

**COMPLETE PROTECTION
EXTRA STORAGE SPACE
FINISHED APPEARANCE
AN EXTRA ROOM**



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.

there's a Ro-Way for every Doorway!

RESIDENTIAL • INDUSTRIAL • COMMERCIAL

Flush Doors • Raised Carved Panels • Applied Rosettes • Accent Molding

ROWE MANUFACTURING COMPANY

781 HOLTON STREET • GALESBURG, ILLINOIS



suburban built-in ranges save you money... and still help sell your homes faster!



Cabinets by Mengel... Vinyl Flooring by Robbins

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.

Competitively Priced! . . . Yet quality built. Dependable performance. America's finest built-in.
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

suburban

America's Finest Built-In Range

Samuel Stamping & Enameling Co., Dept. AB-17, Chattanooga, Tenn.

At no cost or obligation to me please rush complete information checked below:

Suburban Gas Built-Ins Suburban Electric Built-Ins

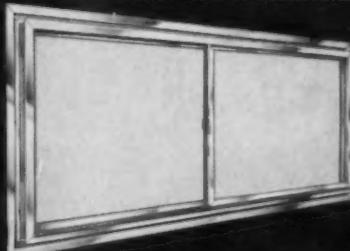
New Suburban Economy Model

Name _____

Address _____

City _____ State _____

CECO 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 siding 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 fins 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 50-B . . . Sash float on stainless steel weatherstripping, provide weather-tight fit. Invisible balances are built-in for smooth operation. Jamb 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 *Ceconomy 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

CECO STEEL PRODUCTS CORPORATION

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

See the Ceco display at the National Association of Home Builders Show, Booths 105-107, Conrad Hilton Hotel, Chicago, January 20-24, 1957.



Window-Walls



Casements



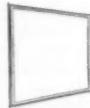
Sliding Windows



Basement Windows



Double-Hung Windows



Picture Windows



Hopper-Vent Windows



Awning Windows

In construction products Ceco Engineering makes the big difference . . . Windows, Screens and Doors / Metal Lath / Metal Roofing Products / Steel Joists / Concrete Reinforcing



SAMARA*—This paneling is V-Plank; 4' x 8' panels that give a random plank effect. Panels come finished and waxed to save you time and trouble. A 12' x 8' Samara V-Plank wall costs \$52 retail.



AMERICAN CHERRY—The paneling on this wall too is V-Plank*—also available in walnut, Samara, oak, Korina*, Nakora*, and mahogany. You can cover a 12' x 8' wall with Cherry V-Plank for \$80 retail.



PHILIPPINE MAHOGANY—The wall is Plankweld** which goes on with special metal clips. Other woods: birch, Korina, oak, walnut—all prefinished. Mahogany Plankweld for a 12' x 8' wall costs \$60 retail.



WALNUT—Here, 4-by-8-foot prefinished panels cover the wall. And you can choose from oak, Samara, Korina, mahogany or cherry. Surprisingly, this 12' x 8' walnut wall costs only \$82 retail.

SOLD!

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!

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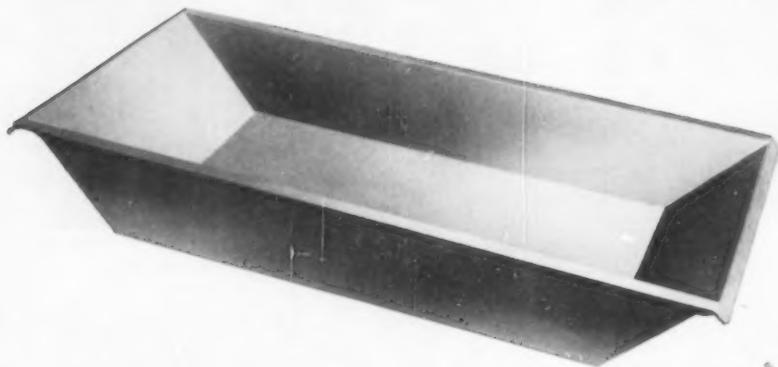
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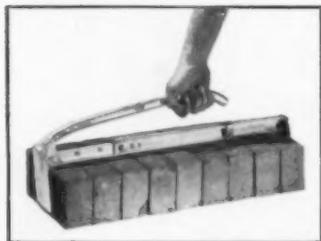
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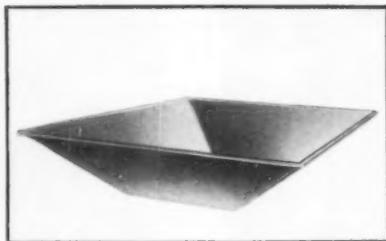


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9	28	70	10	79
6	24	53	9	52
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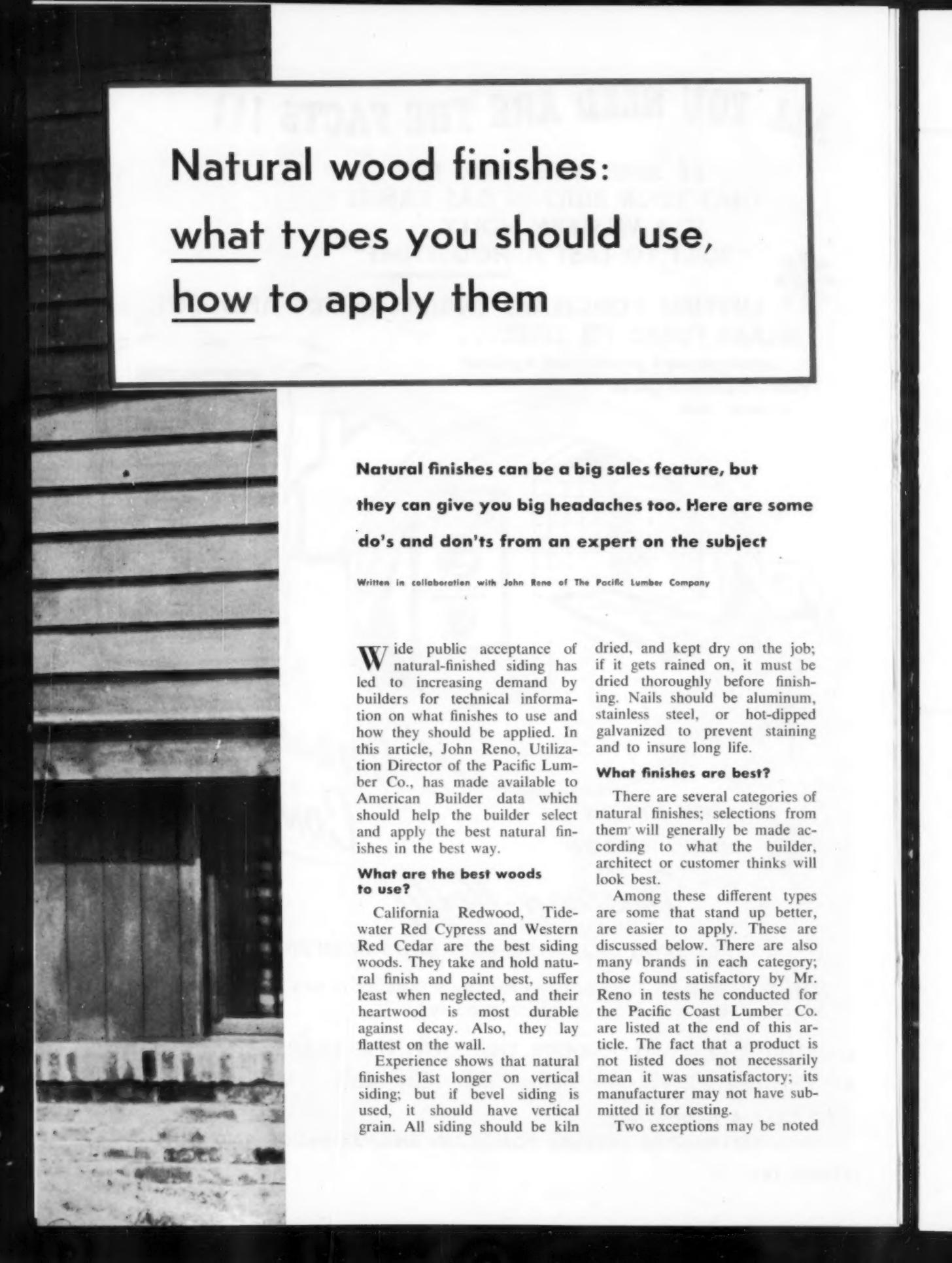
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TO LAST A HOUSETIME,

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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, Tidewater 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.

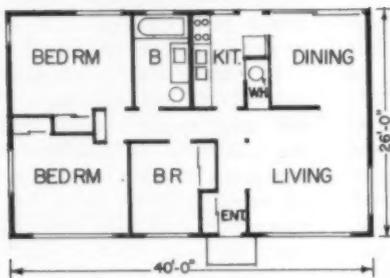
For tabular material, see page 308 ▶

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

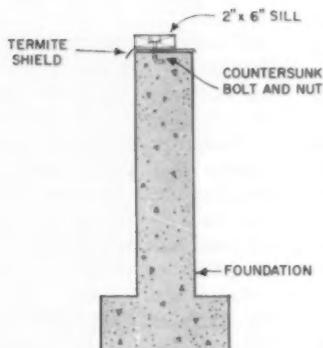


The house to be used as the example in estimating framing costs is shown at the left. It is a gable roofed, one floor home with three bedrooms and one bath. It is built on a crawl space or a basement—the framing cost will be the same in either case. If it were a slab model, the sill would be figured, 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.

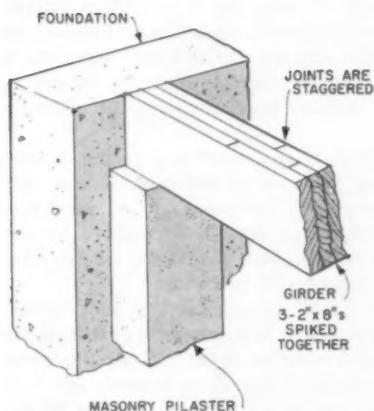
The length of the sill will be the same as the perimeter of the house—in this case, 132 lineal feet. To change to board foot measure, multiply the length times the width of the timber and divide by 12; thus 2 times 6 divided by 12 is 1, and 1 times 132 lineal feet is 132 board feet. **At \$140 a thousand, 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.**

framing costs

MARTIN STEMPEL, senior instructor
New York City Community College

The girder: it runs the length of the house



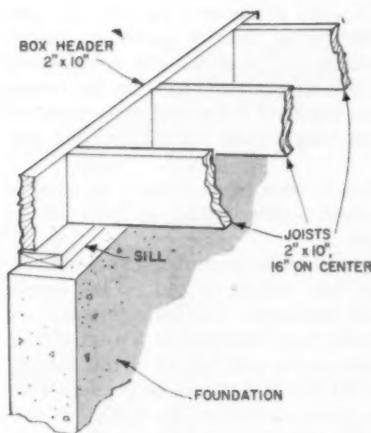
As a general rule, a girder, or girt, will run down the approximate center of the house on the long dimension. On narrow houses it is sometimes possible, with the use of extra heavy joists, to avoid the use of a girder, but in the house shown here, it would be necessary. And even on the narrow house, 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.

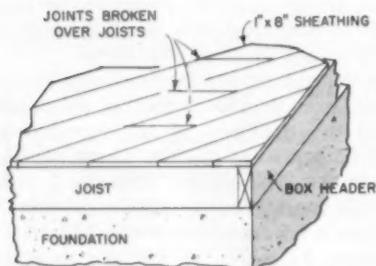
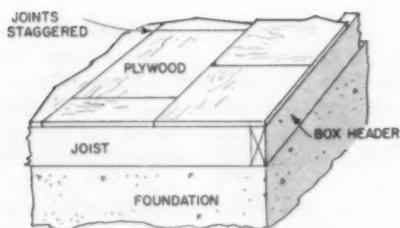
In the sample house, two 14-foot joists would be needed every 16 inches; they would lap about 2 feet. Thus each joist should be figured at 28 feet.

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.**

FRAMING COSTS: FROM THE FLOOR UP

Subflooring: plyscord or sheathing boards

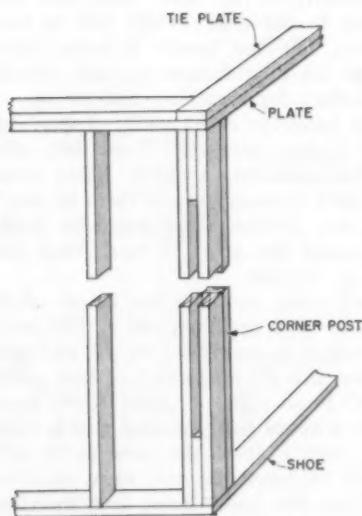


There are two materials used for subflooring: plyscord, a rough interior fir plywood, and sheathing board, either 1x6 or 1x8 yellow pine, laid diagonally. Wood flooring may be laid directly over either one of these, but if asphalt or plastic tile is to be used, some sort of smooth underlayment should 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

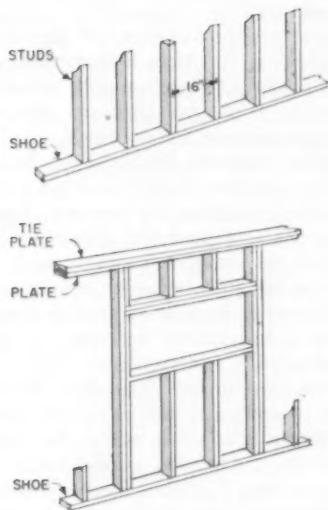


Top plates, tie plates and shoes, or soles, are generally built as shown in the illustration. In the case of exterior walls which are framed with 2x4's, the plates and the sole will also be 2x4's. The same will be true of interior partitions, unless the wall is of 2x3's, in which case the plates and 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.

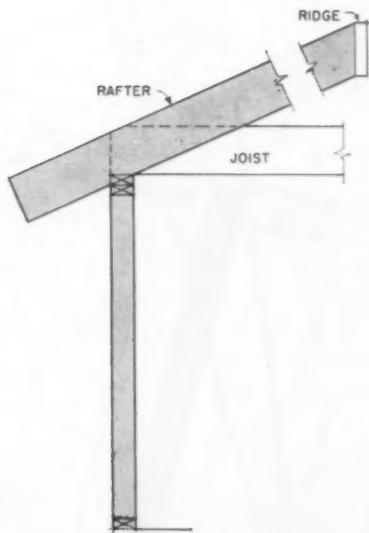
The short method consists merely of assigning one stud to every lineal foot of partition length. In the sample house, therefore, there would be 332 studs. By figuring one stud to a foot instead of to every 16 inches, there should be just enough extra material to take care of jacks, cripples, headers, 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.



THE ACCOUNTING SYSTEM used by Arters Brothers, Inc., of Lima, Pa., is designed around the use of a National "Class 31" typewriter-bookkeeping machine like this one.

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.

Figure 1.

A detailed view of a "VOUCHER REGISTER" form. The form is a ledger with multiple columns. The columns are labeled: "DATE", "AMOUNT", "VENDOR", "PROJECT", "DESCRIPTION", "DECKS", "FABRICATION", "INTERIOR TRIM", "TOTAL", and "PROOF". The "AMOUNT" column contains numerical values. The "DESCRIPTION" column contains text such as "11-15-35 11:00 AM 11:00 AM 11:00 AM". The "TOTAL" column contains a sum of values. The "PROOF" column contains a ".00" symbol. The form is part of a larger system, as indicated by the "VOUCHER REGISTER" label at the top right.

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)



Figure 2.

Figure 3.

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 plot, 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 re-designing.

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 remodeling 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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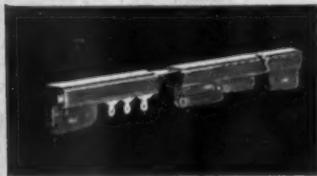
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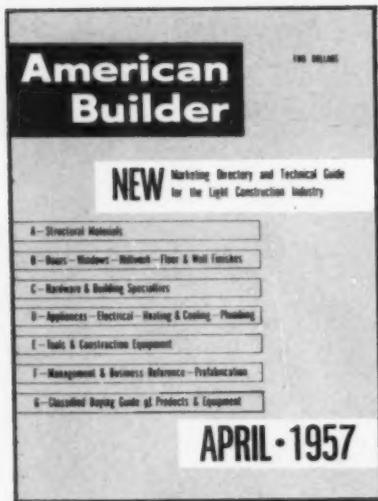
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WRITE FOR CATALOG



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.

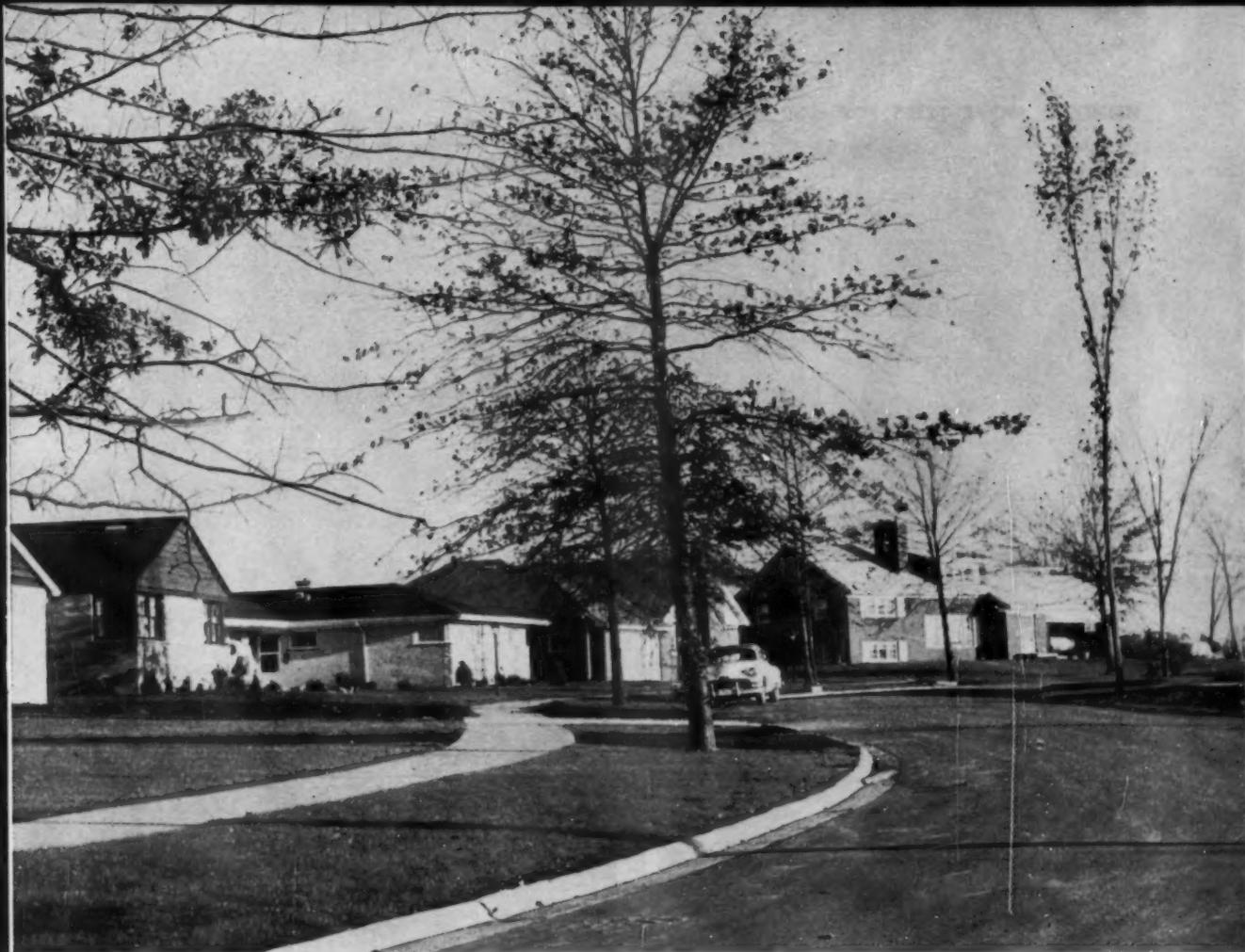
How to move trees for



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 ▶

HOW TO MOVE TREES FOR \$32 APIECE continued



IN THIS PROJECT trees are being planted in precise locations before the site work is started. Man in fore-

ground 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.

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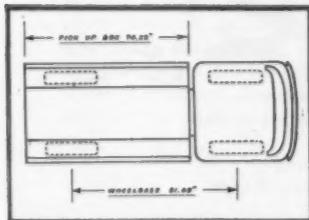
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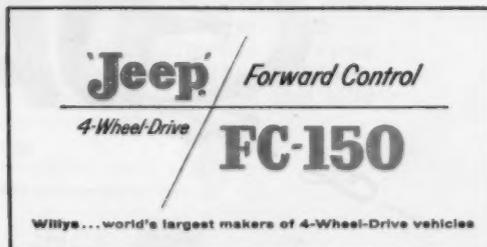
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TAX ASPECTS OF REAL ESTATE TRANSACTIONS. *Martin Atlas.* BNA, Inc. (Washington, D. C.) 1956. 200 pp, \$12.50.

The second edition of this book has a specially written supplement by Sylvanus G. Felix, chairman of National Association of Home Builder's tax studies committee.

Mr. Felix has a special checklist of the most useful tax saving ideas and the most concrete real estate opportunities.

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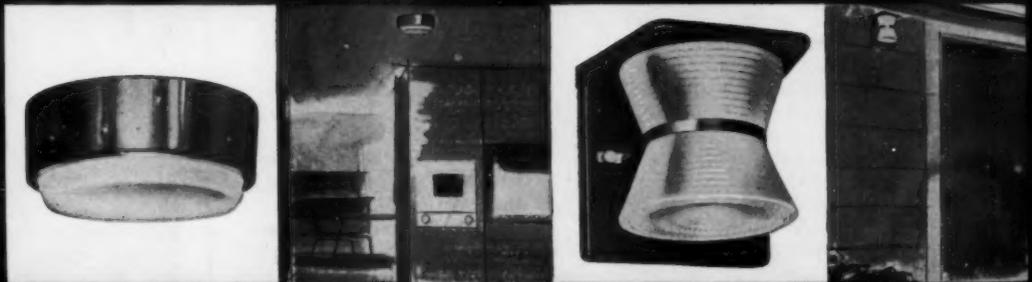
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Let the magic of Virden's smart new fixtures help sell your new homes. Use them to glamorize dining areas, to add cheer to kitchens, to brighten your hallways and entrances. Available in black, brass, copper and polished aluminum, you'll find a Virden 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.

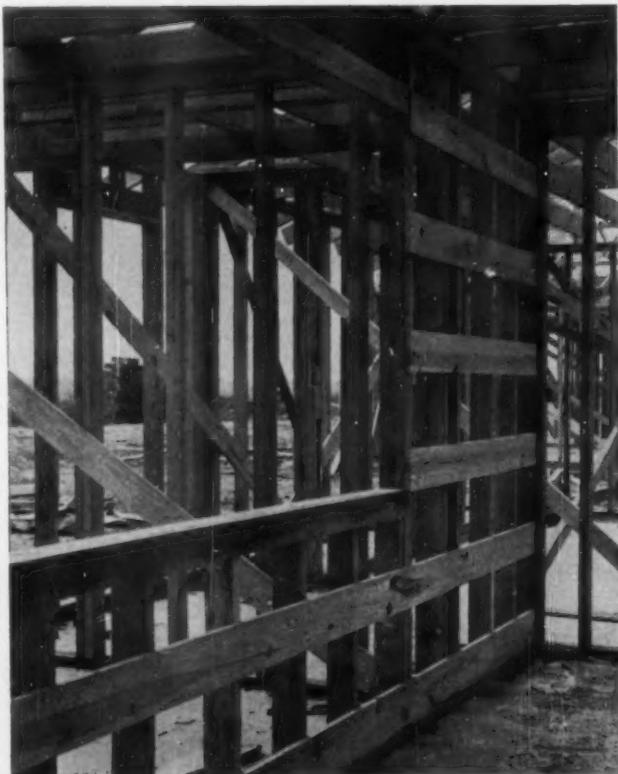
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residential fixtures!



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 to the flat black plate by a gleaming brass band.

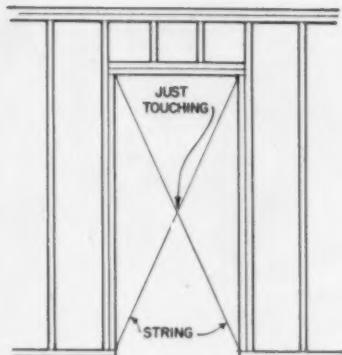


Quick way to install horizontal blocking

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 per cent 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.



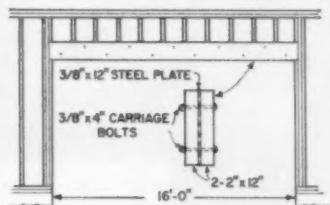
Accurate door jambs

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)

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IN CHICAGO

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Ranch Western
\$12,000 Range



Belle-Aire
\$11,000 to \$13,000 Range



California Contemporary
\$20,000 Range

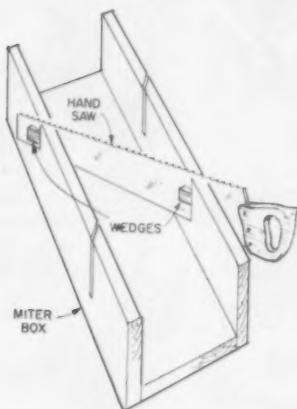
How to do it better . . .

(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.

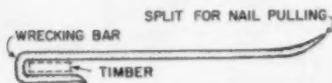
E. J. Michaud, Farmington, Conn.



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)



THE CEILING: FORESTONE

Model Home Show—1956
San Diego, Calif.

Architect:
Robert E. Boner

Acoustical Contractor
Coast Insulating Products,
Los Angeles

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FISSURED WOODFIBER
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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 pre-set bolts, ordinarily required to anchor the plate shown above.

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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.

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	Expansion bolt	<i>Shure-Set</i>
Labor cost, 100 holes	12.87	2.70
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(Not counting labor to connect power lines for electric drill. None needed for *Shure-Set*.)

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HAMMER-IN FASTENING TOOLS
PATENTS PENDING

BY THE MAKERS OF **Ramset**® PRODUCTS

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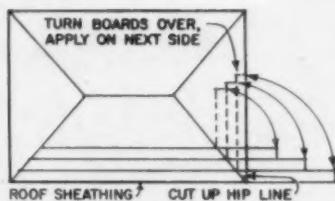
WINCHESTER-WESTERN DIVISION
OLIN MATHIESON CHEMICAL CORPORATION

12113-A BEREA ROAD

CLEVELAND 11, OHIO

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.

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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!"

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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!*

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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.

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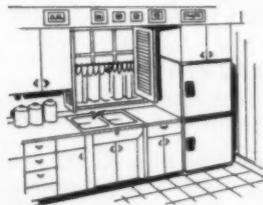
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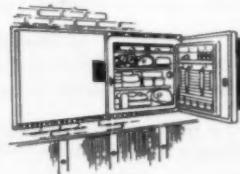
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(Equivalent to a conventional 9 cubic foot refrigerator.)

Dimensions; both units: 33" wide; 23½" deep; 34½" high.

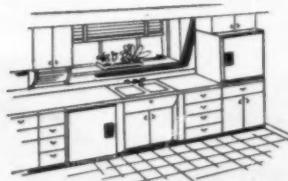
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SIDE BY SIDE



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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!

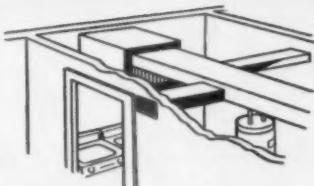
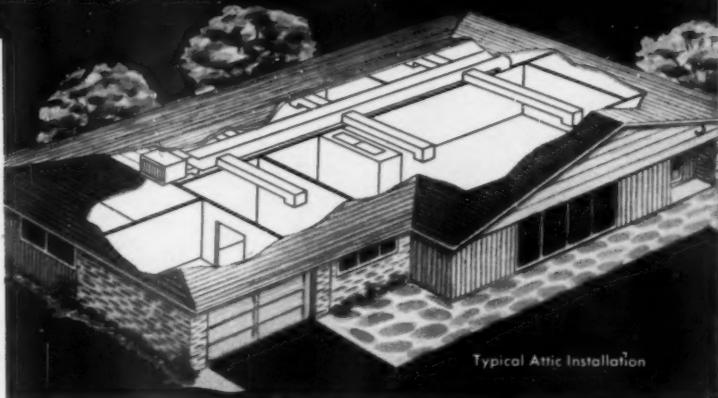
Only the Amana Central-System increases in efficiency and BTU output, yet drops in running cost, as temperature rises.

Completely Air-Cooled!

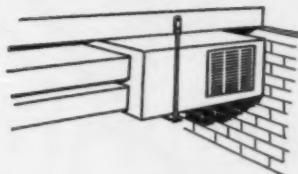
No water supply needed. Cuts out cooling towers, water permits, expensive maintenance.

Pre-Fab Ductwork!

Cut into existing ductwork, or use highly flexible pre-cut and packaged Fiberglas air duct.



Utility rooms (or large closets) often make ideal hide-away locations for the new Amana Central-System Air Conditioning.

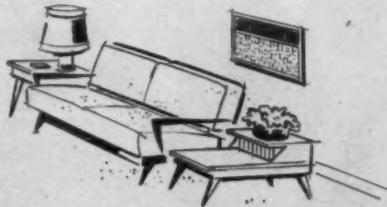


For basements, choose from many installations. Amana unit requires little floor space. Or suspends from ceiling!

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.

Styled with smart simplicity, it's the ideal unit for through-the-wall placement. Case can be pre-mounted and unit slipped in where convenient. Ask your distributor about special Builder Plan for "Slim-Lo" installations.



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during the
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AMANA REFRIGERATION, INC., AMANA IOWA



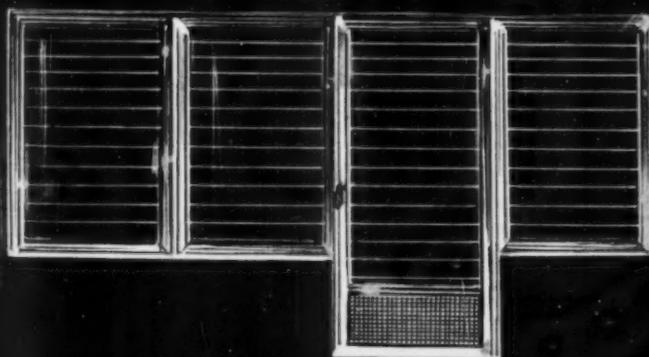
Amana Refrigeration, Inc., Amana 36, Iowa
Gentlemen: I am interested in knowing more about:

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

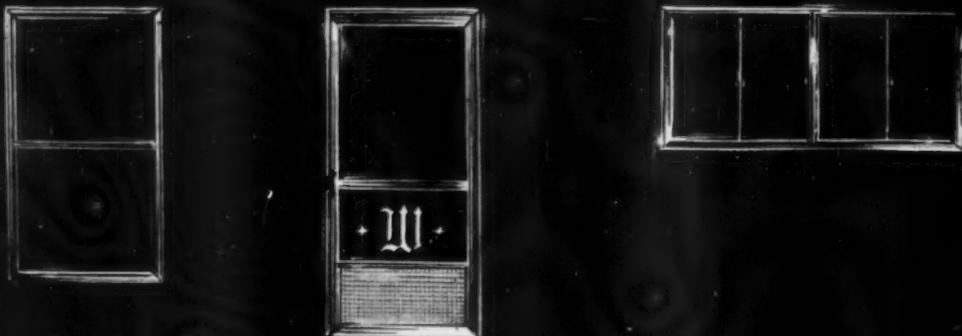
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Company _____
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Type of Business

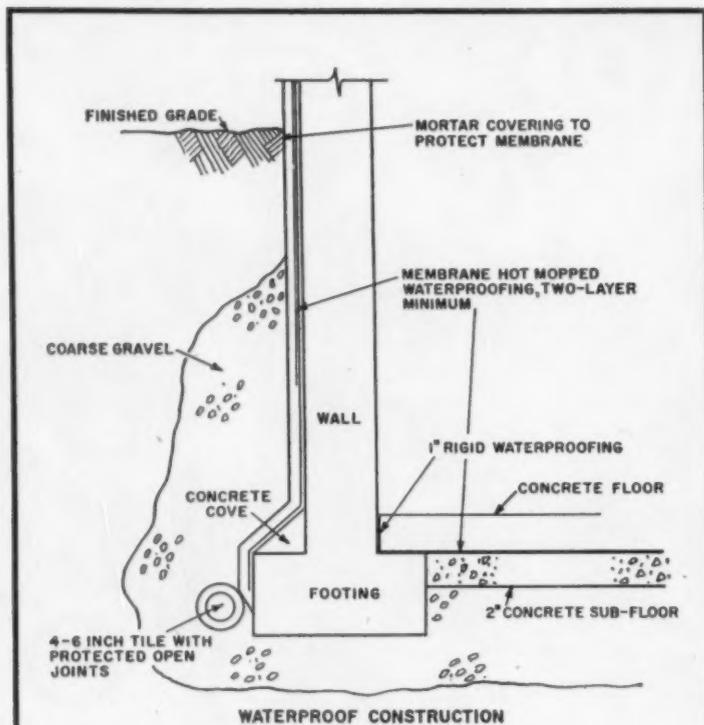
▶ Planning
Framing

▶ Roofing
Wiring

▶ Concrete Work
Air Conditioning

▶ Heating & Plumbing
Power Equipment

▶ Insulation
Interior Finish



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?

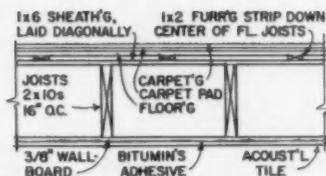
Robert Bucharan
Vincentown, N. J.

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 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.



CROSS SECTION THRU
SECOND FLOOR JOISTS

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 3/8" 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.

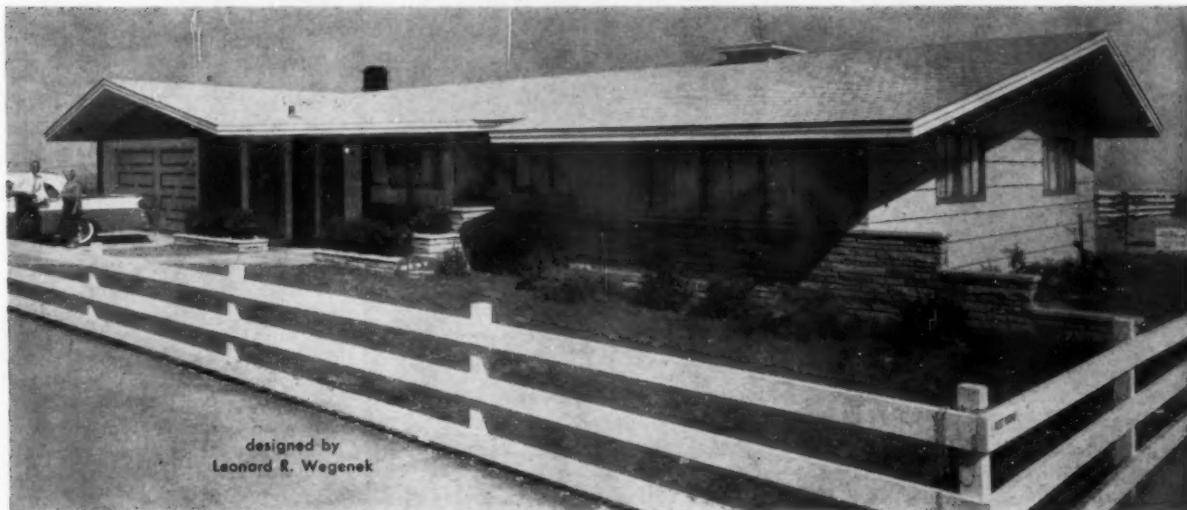
ANSWER: We would suggest that you use black oxide of manganese or mineral black. For the real dark shades take 11 lbs. of oxide for each bag of cement (oxide of man-

(Continued on page 292)



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acknowledged leader in
DESIGN...QUALITY...SALABILITY



designed by
Leonard R. Wegenek



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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?

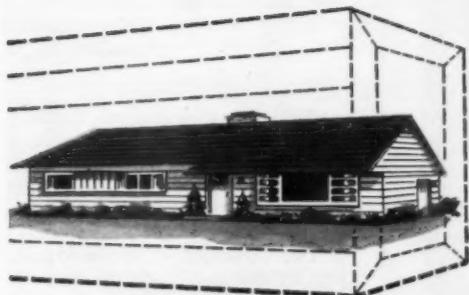
QUESTION: We would like to know about the use of an insulated roof-deck slab on a beamed roof. Will it give satisfactory insulation for this part of the country? We had planned to use a 3-inch deck.

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.

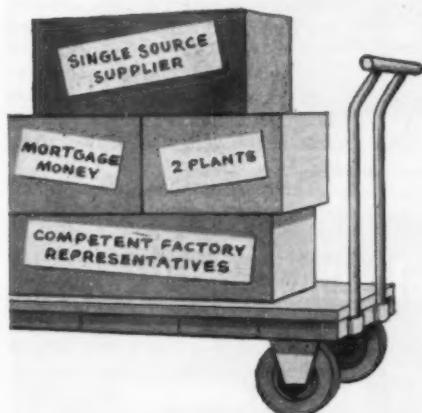
(Continued on page 294)

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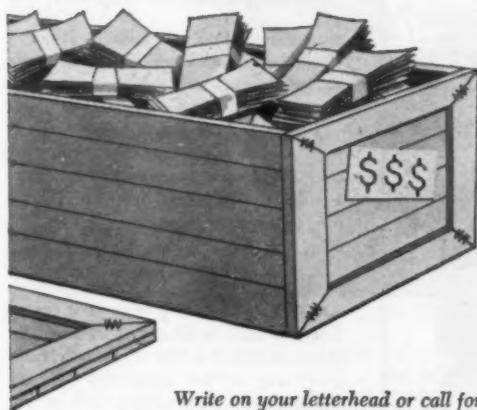
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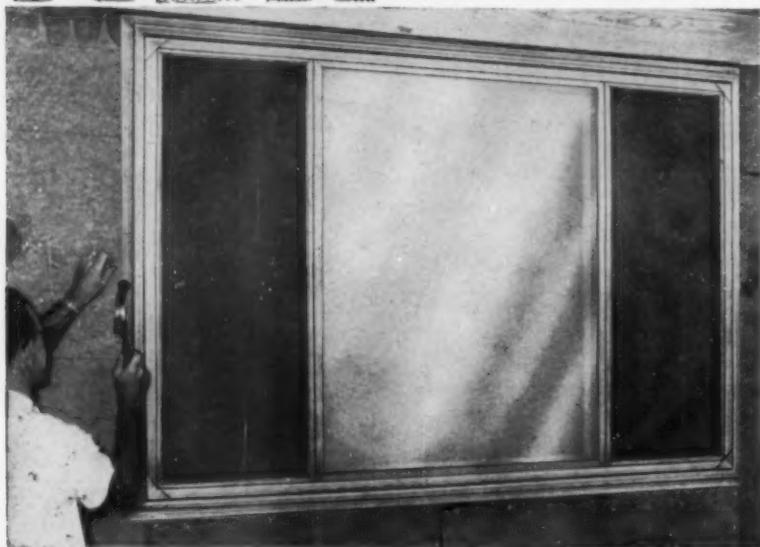
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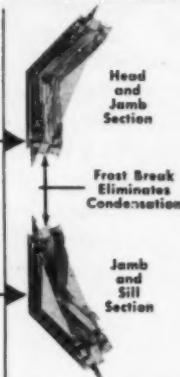
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* **WITH NAIL-ON TRIM FIN** for quick, simple installation. A $\frac{3}{8}$ " trim-fin and an $1\frac{1}{4}$ " nail-on-fin for frame construction. Also acts as a brick mold for masonry construction.

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WEATHER PROTECTING BUILDINGS AND HOMES IN THE UNITED STATES, CANADA, AND ALASKA

Ask the Experts . . .

(Continued from page 292)

Glass-like finish on concrete

QUESTION: Can a glass-like surface be put on concrete? The question has arisen as to whether or not concrete can be poured for a bathroom floor and so finished to an extent to bring out a glass-like finish with an unmarkable color to it.

Robert Feathers
Tamaqua, Pa.

ANSWER: Any degree of finishing can be obtained on concrete from rough to the very smoothest with the highest degree of smoothness dependent upon the skill of the finisher.

The technique of obtaining an unmarkable color is conventionally done by two methods. In two-course construction, mineral pigments are mixed with sand, cement and water and applied as a topping mixture over the first course. The usual method is to lay the concrete slab the full thickness and dust on the mineral pigments while the concrete is still wet, then trowel them in.

There are standard pre-cast concrete units available with glossy finishes that have been applied to them. In one case plastic is sprayed on the thickness of paint. In another method, the concrete unit is soaked in a pan of plastic and then cured in a kiln giving a hard colored finish to the concrete unit.

Underlayment for asphalt tile

QUESTION: Would $\frac{3}{8}$ -inch plyscord be sufficient thickness for asphalt tile underlayment over $\frac{3}{4}$ -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?

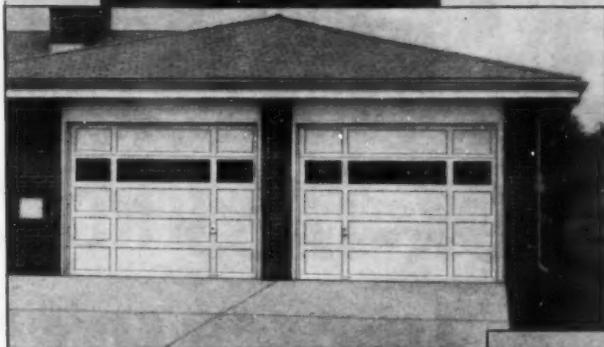
A Minnesota Builder

ANSWER: Regarding your first question, $\frac{3}{4}$ -inch is amply thick and the grade should be AD. However, you may use as an alternate $\frac{1}{4}$ -inch hardboard which would be less expensive. A better construction would be to eliminate the shiplap and underlayment and use Weldwood $\frac{5}{8}$ -inch underlayment plywood as your sub-floor.

Lu-Re-Co panels do not require diagonal corner bracing.

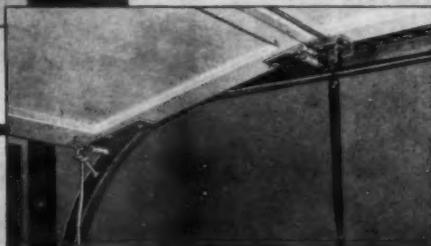
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**Incomparable
400 Series**



ABOVE—Two No. 450's. Other sizes and styles to fit all openings.

RIGHT—Detail of the patented Safety Catch that holds door securely in full open position.



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● The Frantz No. 400 Series has rapidly become a best seller everywhere—from coast to coast.

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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.*

*U.S. PATENT No. 2,708,478

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FROM HURRICANES,**



WARRANTY

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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!

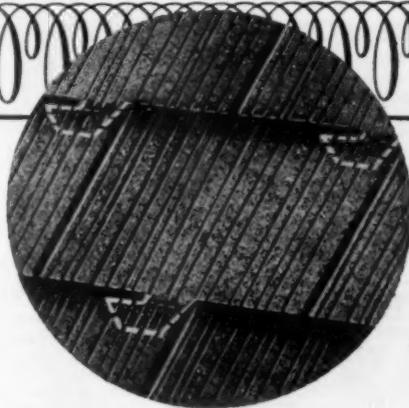
Remember too that Lok-Tabs are easier and more economical to apply: fewer shingles

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.

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HERE'S HOW THEY LOCK!

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Convention Calendar . . .

Jan. 12: Home Builders Assn. of Greater Lowell, 81 E. Merrimack St., Lowell, Mass. Annual charter banquet and installation of officers; Rex Grille, Kearney Square. Frederick B. Kay, Richard R. Campbell, co-chairmen.

Jan. 15: Home Builders Assn. of Des Moines, 527 7th St., Des Moines, Iowa. Installation of officers; Kirkwood Hotel, G. R. Rex, chairman.

Jan. 15: Tidewater Assn. of Home Builders, 2118 Granby St., Norfolk, Va. Installation of officers; Hague Club, 601 W. Olney Road. Bill Molster, Jr., 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.

Jan. 20-24: National Assn. of Home Builders, 1625 L St., N. W., Washington, D. C. Annual convention;

Chicago. Hotels Hilton, Sherman and the Coliseum.

Jan. 31: Atlantic Home Builders Assn., 1421 Atlantic Ave., Atlantic City, N. J. Installation banquet; Seaview Country Club, Absecon, N. J. Mary L. Ewing, 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. 11-16: Home Builders Assn. of Phila. & Suburbs., Robinson Bldg., 42 S. 15th St., Philadelphia 2, Pa. Home Show; Commercial Museum. Joseph Sheehan and Wm. E. Johnson, chairmen.

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. 14-19: Home Builders of Greater Boston, 7 Water St., Bos-

ton, Mass. New England home show; Mechanics Building. Henry Sherman, 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: Home Builders Assn. of Metropolitan Washington, 1757 K St., N. W., Washington 6, D. C. 11th annual home show; D. C. National Guard Armory. James W. Pearson, 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.

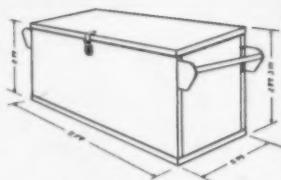
Feb. 16-24: Home Builders Assn. of Des Moines, 527 7th St., Des Moines, Iowa. Home & flower show; Veterans Memorial Auditorium. Frank Dubinsky, G. R. Rex, co-chairmen.

KARYALL COMPARTMENTS

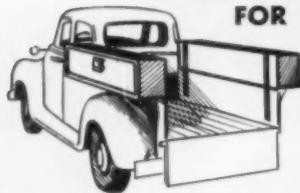
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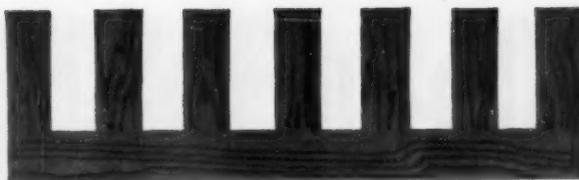
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ENGELMANN SPRUCE

LOGSPOLE PINE - LARCH

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 Doors 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.

Fleetlite →
AMERICA'S *Finest* WINDOW

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..... State.....
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

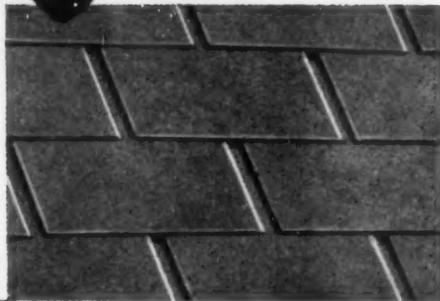


Double horizontal sliding windows...interior and exterior sash plus screening in a factory assembled frame. Durable construction...superior insulation...easy and economical installation. Complete range of sizes and types.



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.

NOW! FRY ROOF



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.

FING...



NATIONALLY ADVERTISED, MERCHANDISED TO MAKE YOUR SALES FASTER, EASIER ON TOP QUALITY, FULL-PROFIT ROOFING!

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!

LLOYD A. FRY ROOFING COMPANY

World's Largest Manufacturers of Asphalt Roofing
and Allied Products

—19 Roofing Plants Strategically Located Coast-to-Coast

GENERAL OFFICES: 5818 Archer Road, Summit (P.O. Argo), Illinois

MAIL THIS COUPON FAST—TODAY!

Lloyd A. Fry Roofing Company
5818 Archer Road, Summit (P.O. Argo), Illinois

Please tell me whether a FRY Bonded Roofing dealership (asphalt shingles and built-up roofing) is available in this territory. Send me complete facts.

Company Name _____

Local Address _____

City _____ Zone _____ State _____

By _____

(Name of individual)

(Are you a Contractor Dealer Distributor?) AB-1

Financing Available with National Homes

Sell Easier
Build Faster
Profit More

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.

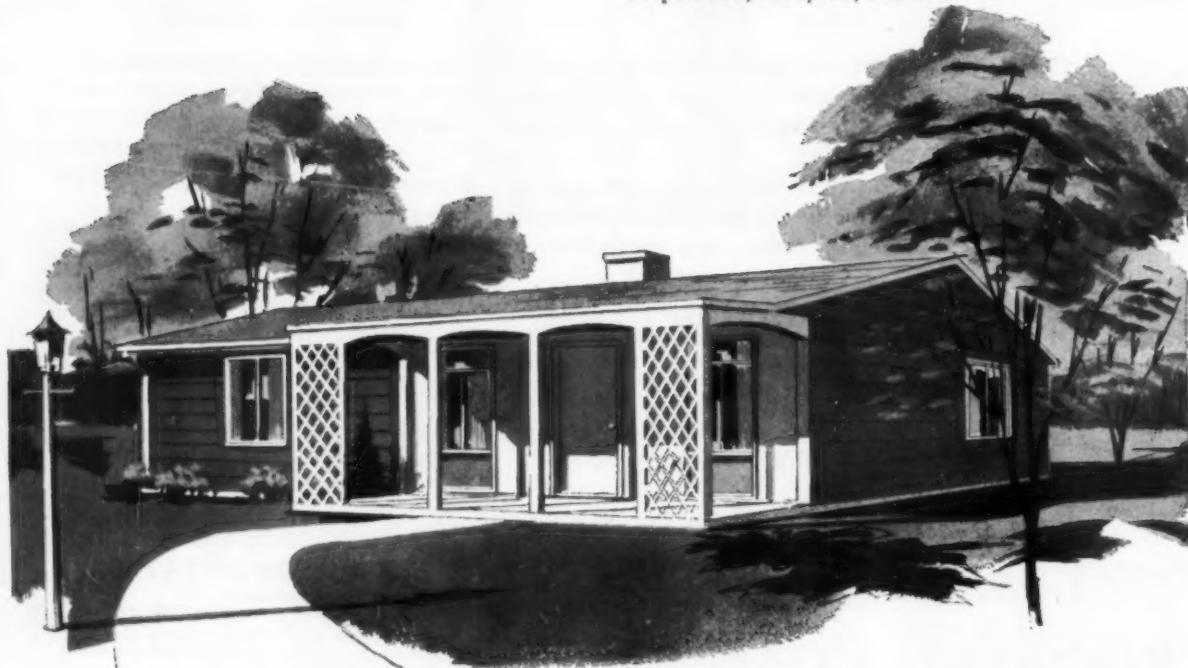
You will need a ready-supply of financing because National homes are easier to sell than any other homes on the market. They have the beauty, livability and value people want . . . and they're available in styles and sizes for every purse.

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.

ONE OUT OF EVERY 48 HOMES BEING BUILT IN AMERICA TODAY IS PRODUCED BY..





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.

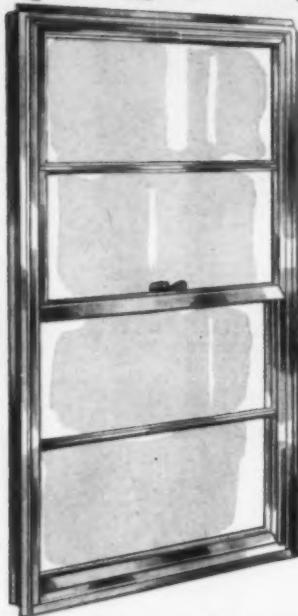
**Optional at extra cost.*

1957 CHEVROLET TASK-FORCE TRUCKS

PROVED ON THE ALCAN HIGHWAY . . . CHAMPS OF EVERY WEIGHT CLASS!

CHEVROLET

New!



ADVANCED
DESIGN
Alpride
400
DOUBLE HUNG
extruded aluminum
WINDOWS



will make
your homes
sell like
MAGIC!

Equipped with the greatest engineering development in the home building industry...

The Unique Spiral Balance

that can be adjusted without removal of sash.

SAVES COSTLY MAINTENANCE!

plus—

- Continuous, double contact, stainless steel weatherstripping, in its entire perimeter.
- Schlegel woven wool pile weatherstripping at interlocking meeting rail gives perfect weather tightness and insulation.
- No mullions necessary for joining windows in series.
- Positive locking device.
- Available in 27 stock sizes.

The homes you build will sell FASTER with ALPRIDE extruded aluminum, Double-Hung, Horizontal Sliding, and Picture Windows! Alpride Windows are ruggedly built and harmonize with modern, colonial, and conventional architecture. Design-tested and performance-proved under the most severe weather conditions. Over 1,000,000 windows manufactured and installed are proof of Alpride's quality and tremendous popularity with architects and builders. Available in all popular sizes and attractive arrangements. Perfect for homes in every price range.



New 16 story apartment building now under construction at 48 East 89th St., New York City. Completely air-conditioned and featuring advanced design ALPRIDE Aluminum Windows exclusively!

Windows: Alpride Aluminum Double Hung and Picture Windows
Builder: Tak Realty
Architects: Sylvan Bion Robert L. Bion

MAIL THE COUPON TODAY!



For the finest aluminum windows

There are none better!

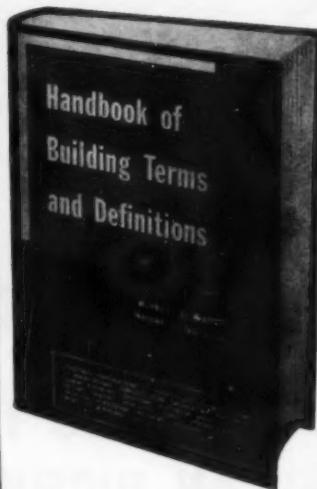
ALPRIDE division of
Weather Wizard Aluminum Mfg. Corp.
Fulton and Stewart Avenues
Garden City Park, L. I., N. Y.
Rush all the facts on Alpride Aluminum Windows

Name
Address
City Zone State

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 breams.

... this is a book you need!



By
Herbert R. Waugh
and
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, desk-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, zone, state

**BUILDER
OF OVER
12,000
FINE HOMES**



Edward Rose & Sons features 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.**

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.

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.



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.

TABLE 1

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.

Clear flat or dull—penetrating

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 refinished.
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.

Stain; dull to semi-dull

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 Rez
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.
Samuel Cabot, Inc., Boston 9, Mass.
General Finishes, Inc., Minneapolis 1, Minn.
Nelsonite Chemical Products Co., Grand Rapids 2, Mich.
John W. Masury & Sons, Baltimore 30, Md.
Protection Products Mfg. Co., Kalamazoo, Mich.
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

Woodlife—Protection Products Manufacturing Company, Kalamazoo, Mich.
Woodtox 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.
Nelsonite 35P5—Nelsonite Chemical Products Company, Grand Rapids 2, Mich.

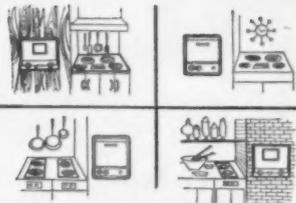
Want to stop prospects in their tracks?

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.



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.



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.

What's your building problem for '57?

(YOU'LL FIND THE ANSWER IN A WESTINGHOUSE BUILT-IN)

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.

See these sales-clinching built-ins on display at Westinghouse Exhibit—Spaces 88-93-NAHB Show . . . Conrad Hilton Hotel . . . Chicago . . . January 20-24.



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.

YOU CAN BE SURE...IF IT'S Westinghouse



708-4101A

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. . . .



Moore



Jenike

David C. Lindsey was named by Sequoia Manufacturing Co. to head up the national sales organization the company planned for its vacuum system subsidiary. . . . **Gustave Barshefsky**, wood industry research scientist, joined the staff of Celotex Corp. . . . Bell & Gossett Co. appointed **Phillip C. Kosch** to a newly created post, manager, development builder depart-

ment. . . . **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



Christenson



Mohun

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.

▲

**This is how COMPLETELY
a BESSLER DISAPPEARING STAIRWAY
disappears!**

The ORIGINAL disappearing stairway. Not a ladder or cheap substitute. 7 well-engineered models for every need. As low as \$53 list. Immediate delivery. FREE CATALOG and WALL CHART shows all models and details. Use coupon!

Bessler Disappearing Stairway Co.

1900-A East Market St., Akron 5, Ohio

Please send free Catalog, Wall Chart, Prices and Discounts.

Name Address

City Zone State

IN A JAM?

GET ARROW!

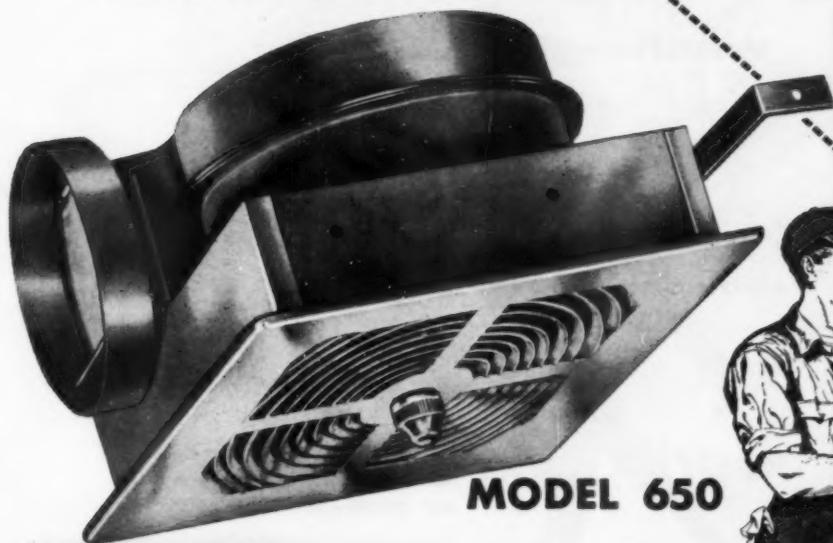
CAN'T JAM!

Test the jamproof Arrow. Staples never stick, never jam gun, even when struck against metal. Never any lost time on the job. T-50 Automatic Gun Tacker. HT-50 Automatic Hammer Nailer. Both nailers use T-50 staples. At leading lumber, hardware and building supply dealers. Write for catalog. **ARROW FASTENER CO., INC.**, One Junius St., Brooklyn, N. Y.

FASCO BATHROOM VENTILATOR

... Absolutely the Trimmiest!

NEW-DIFFERENT-BETTER

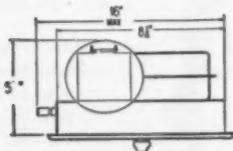


MODEL 650



TRIM

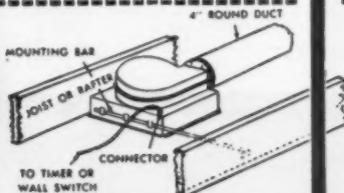
Construction—
Only 5" High



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.

TRIMS

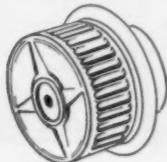
Installation
Costs



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.

TRIMS

All Other Models
with More CFM
per Dollar



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.

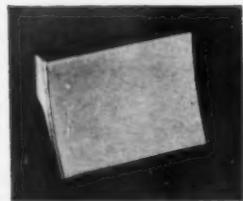
SEE IT —AT FASCO BOOTH 438,
NAHB SHOW, HOTEL SHERMAN, CHICAGO
or send coupon for complete specifications.

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 _____

FASCO Industries, Inc.

ROCHESTER 2, N. Y., U. S. A.



WASHINGTON® line

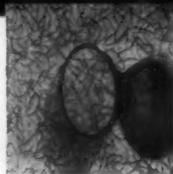
“Tempo” *
cabinet hardware



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 $\frac{3}{8}$ " 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 "WashingtonLine" of cabinet hardware, expanding decorative horizons to literally thousands of color combination possibilities.

*"Tempo" is a trademark of Washington Steel Products, Inc.

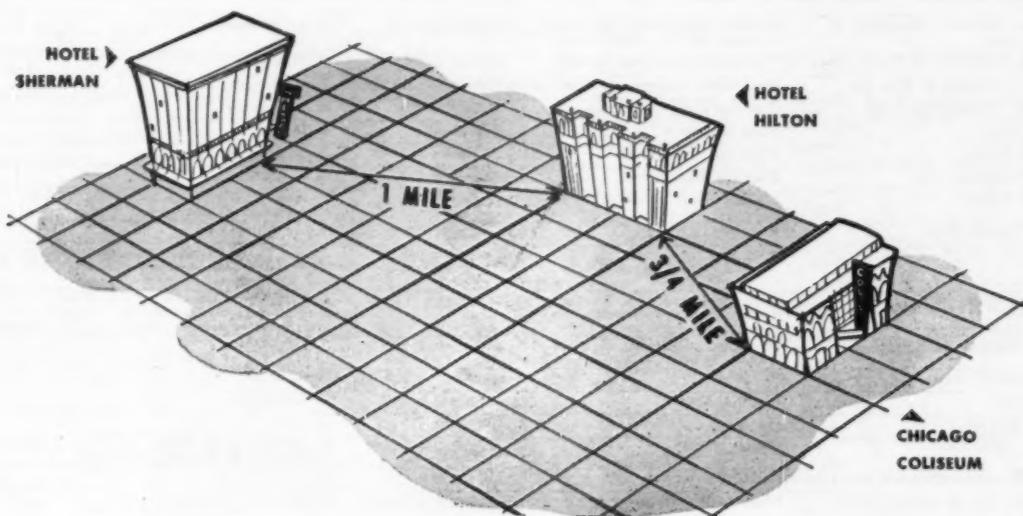
See "Tempo" at the NAHB Show in Chicago, January 20-24, 1957 at the Sherman Hotel—Booth No. 19.



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

EXHIBITOR	PRODUCT	LOCATION	EXHIBIT PERSONNEL
<input type="checkbox"/> Acme Appliance Mfg. Co.	Builders' hardware	Sherman 462	H. Heslep, Jr., H. Heslep III, N. Boxer, C. Ambrose, C. Edwards, G. Sharp, A. Hinnenthal
<input type="checkbox"/> Adams Mfg. Co.	Bathroom accessories	Hilton 361	L. Hirsch, S. Blankstein, L. Whitman, H. Myerson, R. Newman
<input type="checkbox"/> Admiral Corp.	Kitchen appliances	Coliseum 965	D. Fannelli
<input type="checkbox"/> Ador Sales Co.	Sliding glass doors	Hilton 362	L. Scott
<input type="checkbox"/> Aeronca Mfg. Corp.	Stainless Steel Sinks	Coliseum 939	R. Hermes
<input type="checkbox"/> Air Control Products, Inc. Leigh Div.	Hardware, bath accessories	Hilton 196 & 197	K. L. Babcock
<input type="checkbox"/> Airtemp Div. of Chrysler Corp.	Heating and air conditioning equipment	Hilton 16 & 17	F. J. Koehnen
<input type="checkbox"/> Ajax Hardware Sales Co.	Builders' hardware	Hilton 372	N. Louis, T. Louis, E. Bruell, S. Bruell, N. Schieber, W. Seale, O. Seale, J. Stovall, T. Tobias
<input type="checkbox"/> Akron Products Co.	Building materials, specialties	Hilton 188	C. R. Marshall
<input type="checkbox"/> Alliance Mfg. Co., Inc.	Garage door openers	Coliseum 962	R. Vandergift
<input type="checkbox"/> Allianceware, Inc.	Plumbing fixtures	Hilton 159 & 160	W. R. Collins
<input type="checkbox"/> Allmetal Weatherstrip Co.	Sash balance, weatherstripping	Sherman 408	P. Collin, A. Cook, R. Beight, W. Schwochow
<input type="checkbox"/> Alsynite Co. of America	Translucent plastic paneling	Sherman 506	E. M. Dowling, W. O'Morrow, G. Wertz, T. Wright
<input type="checkbox"/> Altex Engineering Co.	Aluminum windows	Sherman 410 & 411	J. Suddeth, R. Suddeth, W. Dansby, J. Alexander, T. Bleckley, H. Markle
<input type="checkbox"/> Amana Refrigeration, Inc.	Air conditioners, freezers, refrigerators	Coliseum 907 & 908	J. Guertin, E. Lyon, G. Brown
<input type="checkbox"/> American Bamboo Corp.	Building materials, specialties, doors	Sherman 500	J. Rosenfeld, L. Jacobs, A. F. Gannaway, G. Waring, J. Wilson
<input type="checkbox"/> American Brass Co.	Copper tubing, sheet copper, gutters, flashings	Hilton 145 & 146	W. Dowd, H. Voegeli, S. Cook, E. Pierce
<input type="checkbox"/> American Builder	Builders' magazine, Convention Daily and other books	Hilton 83	F. Clark, B. Sparks, W. Browder
<input type="checkbox"/> American Floor Surfacing Machine Co.	Floor sanders, maintenance machines, industrial vacuums, portable electric tools	Hilton 195	K. Cummings, R. Bristol, R. Amos, J. Lynn
<input type="checkbox"/> American Furnace Co.	Heating equipment	Coliseum 762, 763, 764	R. Archibald, R. Cromwell, H. Mitchell, R. Meigs, L. Gary
<input type="checkbox"/> American Gas Association*	Unified gas exhibit	Coliseum, 745-755, 778-788, 789-799, 822-832	K. Muldoon
<input type="checkbox"/> American Kitchen Div. of the AVCO Mfg. Co.*	Kitchen appliances	Hilton 2 & 3 Coliseum 787 & 788	K. Dupree, D. Matney, S. Smalling, W. Grumbine, J. Feigert, A. Cushing, M. Stevens, H. Ingram, C. Parson, J. Williams
<input type="checkbox"/> American Mica Radio Corp.	Electronic sound equipment	Hilton 317, 318	J. Cato, J. Clinton, B. Tatz, V. Thompson
<input type="checkbox"/> American Shower Door Co. Inc.	Shower enclosures	Hilton 359	R. P. Gildred, B. J. Barnett
<input type="checkbox"/> American Sisalkraft Corp.	Building materials, insulation, waterproofing materials	Hilton 225	H. Willard, B. Fitzgerald, J. Creagh, G. Gallivan, T. Olsen, M. Marks

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<input type="checkbox"/> American Standard Plumbing & Heating Div.	Kitchen equipment, plumbing, heating and air conditioning	Hilton 133-141	S. P. Kiselick
<input type="checkbox"/> American Telephone & Telegraph	Telephone answering systems	Hilton 12	H. Habley
<input type="checkbox"/> American Welding & Mfg. Co.	Steel doors, frames and closet units	Hilton 177 & 178	S. T. Hunter
<input type="checkbox"/> American Window Glass Co.	Window glass	Coliseum 926	R. K. Laurin
<input type="checkbox"/> Amrock Corp.	Door hardware	Hilton 64	J. Dewey
<input type="checkbox"/> Andersen Corp.	Andersen windowwalls	Sherman 571-574	H. C. Mattlin
<input type="checkbox"/> Anoroc Products, Inc.	Bath tub enclosures	Coliseum 918	G. J. Gang
<input type="checkbox"/> Apco of Indiana	Prefabricated plumbing panels	Coliseum 741	H. Shank, H. T. Shank, T. C. Shank, C. F. Farrington, J. Johnson
<input type="checkbox"/> Armac Window Corp.	Windows	Coliseum 919-920	R. D. O'Brien
<input type="checkbox"/> Arco Co.	Wall and house paint	Coliseum 759	A. F. Berliner, D. Kloss, W. Jenuleson, H. Burnell, N. Selawski, D. Rickert, C. W. Rickert, R. Kersten
<input type="checkbox"/> Armstrong Cork Co.	Acoustical materials, building materials, floor coverings, and insulation	Hilton 40, 41, 42	E. Gill, J. Sampson, F. Huffman, D. Day, H. Gritner, R. Rhoads, A. Blackard, C. Carney, R. Romoser, P. Zecher, D. Woodward
<input type="checkbox"/> Arnold Products Sales Corp.	Jalousies, windows and window frames, jalousie doors	Sherman 412-413	R. T. Ashbaugh
<input type="checkbox"/> Atlas Plywood Corp.	Paneling	Sherman 514 & 515	D. R. Wall
<input type="checkbox"/> Bakelite Co.	Plastics, resins	Coliseum 844-847	E. Matthews
<input type="checkbox"/> Baldwin-Hill Co.	Insulation, hardware	Coliseum 775	S. Byrne
<input type="checkbox"/> Barber-Colman Co.	Garage doors	Hilton 181 & 182	R. Nethercut, R. Miller, H. Day, C. Haub, R. Whitgrove, R. Dollase, J. Lobdell
<input type="checkbox"/> Barrett Div. Allied Chemical & Dye Corp.	Building materials	Hilton 224	J. E. Denz
<input type="checkbox"/> Beauti-Dor, Inc. & Glamour Glass Wall-Dor	Glass doors, windows	Coliseum 818-819	R. Silvers
<input type="checkbox"/> Beneda Div. of Textron, Inc.		Coliseum 964	D. Schaff, G. Murdock, Mr. St. John, G. Tubbesing, Mr. Harder, Mr. Lerner
<input type="checkbox"/> Berns Mfg. Corp.	Fans, heating, air conditioning	Hilton 360	G. Meyers, W. Rosen, R. Davis, A. Wilder, A. Grossman, F. Silbert
<input type="checkbox"/> Bestwall Certain-Teed Sales Corp.	Panels, paints, insulation	Hilton 237	C. Berzelius, M. Hoven, A. Meyer, C. Abbey, D. Burris, K. Bowland, P. Kaffenberger, H. Peet
<input type="checkbox"/> The Bilco Co.	Doors	Sherman 522	J. M. Lyons
<input type="checkbox"/> Black & Decker Mfg. Co.	Portable electric tools	Coliseum 871	M. L. Palmer
<input type="checkbox"/> Borg-Warner Corp.	Plumbing fixtures, appliances, air conditioning, insulation	Coliseum 712-717 728-733	N. Swinehart, W. Goldsmith, W. Walter, F. Coyle, W. Landmesser, R. Ballou
<input type="checkbox"/> Brammer Mfg. Co.	Kitchens	Coliseum 744	E. Hawkinson, J. Greer, J. Rodkin, K. Clingman, C. Raugh, J. Ruhl, H. Card, F. Falkenberg, J. Krause
<input type="checkbox"/> Briggs Mfg. Co.	Bathroom accessories, plumbing fixtures, kitchen equipment	Hilton 101-104	E. Brady, W. Morris, W. Muir, B. Emerson, F. Bryant, G. Rutherford, F. Cole, A. Franson, H. Williams, J. Connor, J. Peppier, D. McCarthy, R. Wing, Jr.
<input type="checkbox"/> E. L. Bruce Co.	Flooring, lumber	Hilton 66 & 67	W. Wood, H. Cresch, M. Conrad, H. Maxwell, J. Tedford, R. Magers, W. Beaver, J. Ferdon Jr., J. Shettlesworth, G. Wahl, R. Jones, Earl Biby, D. O'Connor
<input type="checkbox"/> Bryant Mfg. Co.	Gas heating equipment	Hilton 25 & 26	H. Horton, R. East, H. Ruliffson, M. Fortier, R. Hamilton, A. Frazier, W. Chappell
<input type="checkbox"/> Building Products	Product magazine	Coliseum 706	J. Zuber
<input type="checkbox"/> Bulldog Electric Products	Safety electric products	Coliseum 865	P. Stough
<input type="checkbox"/> Calder Mfg. Co.	Garage doors	Coliseum 974	S. Gourley
<input type="checkbox"/> Caloric Appliance Corp.*	Kitchen and laundry equipment	Coliseum 783 & 784	L. Klein, H. Tiley, H. Walker, P. Hunt, L. Ernest, D. Sutherin, M. Batchelder, J. Oltyan, R. Gardner, E. Lagasse
<input type="checkbox"/> Capitol Products Corp.	Aluminum doors, windows	Coliseum 955	W. Friedman
<input type="checkbox"/> Capper Publications, Inc.	Farm publications	Sherman 438	
<input type="checkbox"/> Philip Carey Mfg. Corp.	Shingles, bathroom accessories, insulation, siding	Hilton 27-29	E. Faulkner, F. Tillman, R. Quinn, G. Fasold, R. Turner, G. Fugett, P. O'Brien, J. Bartlett, W. Evans, M. Coffey
<input type="checkbox"/> Carr, Adams & Collier Co.*	Kitchen cabinets, closets, windows and doors	Sherman 558-561 Coliseum 796-797 Hilton 166-167	F. Bissell, W. Bloch, H. Muir, G. Severinghaus, A. Stoltz, J. Heuser, J. Cole, E. Markward, B. McDermott, D. Ray, B. Bartlett
<input type="checkbox"/> Henry M. Carr, Inc.	Kitchens in birch	Sherman 427	D. Stahr, R. Booth, D. Rutstein, J. Stewart, W. Keating, E. Thompson, D. Poole, H. Burns
<input type="checkbox"/> Carrier Corp.	Heating, air conditioning, refrigeration equipment	Sherman 401-403	F. Porter, J. Johnson, C. Sloane, H. Cook, R. Roberts, S. Leib, J. Wardle, P. Snyder, P. Burke, G. Robinson, G. Dinger, W. Smith, R. Hanzel, T. Preston, W. Lake
<input type="checkbox"/> Carrollton Mfg. Corp.	Kitchen cabinets, equipment	Hilton 375 & 376	E. C. Ziegenfus
<input type="checkbox"/> Ceco Steel Products Corp.	Windows and window frames, doors and door frames	Hilton 105-107	W. Zipp, J. Field, W. Martin, C. Rorrie, J. Ludvik, E. Bagnard, L. Wise, A. Blyth, D. Poor, H. Machamer, M. Scilingo
<input type="checkbox"/> Celotex Corp.	Acoustical materials, insulating sheathing	Hilton 4	J. Varlie, C. Enyart, E. Cripe, W. Ohlenroth, R. Morrow, E. Pettett, W. Spahr, R. Falstrom, W. Ward, E. Levin
<input type="checkbox"/> Challenger Lock, Inc.	Door locks, hardware	Coliseum 877	R. C. Cerf, Jr.
<input type="checkbox"/> Chambers Ranges, Inc.	Built-in ranges	Sherman 472 & 473	F. Flato, T. Fraser, A. Scheffer, C. Zemer, F. Hall, D. Brockett, M. Compton, A. Manhart, D. Middlemus, J. Marsalis, G. Gunter
<input type="checkbox"/> Chase Brass & Copper Co.	Copper tubing and supplies, roofing, screening	Hilton 35 & 36	E. J. Malvey
<input type="checkbox"/> Chicago Pottery Co.	Plumbing fixtures	Coliseum 941	R. Hausheer, R. L. Howard
<input type="checkbox"/> Chicopee Mills, Inc.	Fiberglass screening	Hilton 54	W. Volk, A. Van Roden, W. Weickert, J. Rohn, N. Erdman

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<input type="checkbox"/> Cole Products Corp.	Fans, heating, air conditioning equipment	Coliseum 710	J. Cole, M. Haschke
<input type="checkbox"/> Colman Co., Inc.	Heating, ventilating, and air conditioning equipment	Hilton 43-47	H. W. Norton
<input type="checkbox"/> Colonial Products Co.*	Kitchen cabinets	Hilton 345 & 346 Coliseum 745 & 746	C. Pechenik, D. Wepman, D. Hildebrand, R. Lavender, J. Palmer, J. Ness, R. Kebr, C. Seidenstricker
<input type="checkbox"/> Color Scheme Originals	Home decoration service	Coliseum 901	L. Childress
<input type="checkbox"/> Columbus Coated Fabrics Corp.	Wall coverings, fabric	Sherman 481 & 482	R. E. Mallory
<input type="checkbox"/> Combustion Engineering, Inc.	Heating, air conditioning equipment	Coliseum 867	P. Morgan, S. Wilson, R. Williams, K. McLaughlin, E. Puckett
<input type="checkbox"/> Conco Engineering Works	Heating, ventilating and air conditioning equipment	Hilton 18	H. C. Galleher, J. Burch, J. Wells, L. Page, R. Corbett, J. Howarth, P. Abele, E. Phillips, W. Momeny, O. Henry, A. Boone
<input type="checkbox"/> Condensation Engineering Corp.	Chimneys and flues	Hilton 59	W. L. Limbert
<input type="checkbox"/> Congoleum-Nairn, Inc.	Floor and wall coverings	Sherman 420 & 421	E. Bryant, F. Cook, J. Lorick, W. Lauber, H. Ludwig, L. Wimmer, J. Gladu, F. Mooney, N. Johnson
<input type="checkbox"/> Connor Engineering Corp.	Residential ceiling air diffusers	Coliseum 723	G. M. Bartlett
<input type="checkbox"/> Consolidated General Products, Inc.	Folding doors, fans, siding	Hilton 332-334	J. N. Coston
<input type="checkbox"/> Consoweld Corp.	Plastic laminate, wallboard	Sherman 487	F. McCarty, E. Smedberg, J. Hayes, K. MacCowan
<input type="checkbox"/> Continental Screen Co.	Millwork, doors and windows	Sherman 575 & 576	E. Donahue, E. Donahue, Jr., R. Fry, L. Patronsky, M. Rose, W. Rundquist, W. Steinbauer, A. Wildergren, M. Balcom
<input type="checkbox"/> Copeco Steel & Engineering Co.	Steel windows	Coliseum 913	E. L. Bosley
<input type="checkbox"/> Coppes, Inc.	Kitchen cabinets and equipment	Sherman 501 & 502	G. L. Kurtz
<input type="checkbox"/> F. & F. Corbin Div. of American Hardware	Locks and builders' hardware	Sherman 519-520	H. Kent, J. Carter, R. Jackson, J. Blied, H. Cortnumme, J. Kramer, F. Noyes, C. Bostrom
<input type="checkbox"/> Crane Co.	Heating and air conditioning equipment, plumbing fixtures	Hilton 48-53	J. J. Jentz
<input type="checkbox"/> Crawford Door Co.	Garage doors, doors, and building specialties	Coliseum 833 & 864	W. Messer
<input type="checkbox"/> Cribben & Sexton Co.*	Home appliances	Hilton 834	T. C. Guenther
<input type="checkbox"/> Crosley-Bendix Home Appliances Div. Avco Mfg. Co. Philco	Home appliances	Hilton 184 & 185, 198 & 199	J. L. Armstrong
<input type="checkbox"/> Culligan, Inc.		Coliseum 812	K. E. Edwards
<input type="checkbox"/> Curtis Companies, Inc.	Kitchen cabinets, millwork	Sherman 581-583	G. Curtis, C. Hunsicker, I. Ramsey, L. Lehman, H. Jaeger, V. Gross, G. Tonelli, E. Wolf, R. Mann, J. Cowman, C. Dombek, J. Pembroke, D. Wolgemuth, T. Schormeier, D. Remington
<input type="checkbox"/> Cutler Metal Products Co.	Plumbing products, sheet metal parts	Coliseum 972	H. Cutler, I. Shipkin, J. Seastrom, J. Hurford
<input type="checkbox"/> Daryl Products Corp.	Bath enclosures, sliding glass doors	Coliseum 969	Alexander Miller, Albert Miller
<input type="checkbox"/> Delco Appliances Div., General Motors Corp.	Heating and air conditioning equipment	Hilton 171 & 172	H. M. Caulkins
<input type="checkbox"/> Del-Mar Cabinet Co., Inc.	Kitchen cabinets	Coliseum 961	H. Kirschner, J. Niolon
<input type="checkbox"/> Delta Co.	Insulation	Coliseum 870	J. Abler, E. Finegan, J. Greene
<input type="checkbox"/> Designware Industries, Inc.	Glass hardware	Coliseum 889	R. J. Brink, P. Van Oss
<input type="checkbox"/> Detroit Controls Corp.	Controls for refrigeration, air conditioning & heating	Hilton 364 & 365	R. S. Paltz
<input type="checkbox"/> De Walt, Inc.	Power tools	Coliseum 875 Hilton 70	T. Jones, C. Snyder, R. Hummert, M. Boyer, F. Smith
<input type="checkbox"/> Dish-Quik Div., Modern Faucet Mfg. Co.	Appliances	Coliseum 885 & 886	E. H. Bucknell
<input type="checkbox"/> F. W. Dodge Corp.	Construction news and marketing specialists	Hilton 153 & 154	Daniel J. Howe, Jr.
<input type="checkbox"/> Dormalux Co.	Kitchen nooks	Hilton 363	C. Gugino, Jr., A. Reed, R. Seib
<input type="checkbox"/> Douglas Fir Plywood Asso.	Plywood and building panels	Hilton 37	M. L. Olds
<input type="checkbox"/> Dow Chemical Co.	Insulation, etc.		
<input type="checkbox"/> Dixie Products, Inc.*	Home appliances	Coliseum 829 & 830	H. L. Dethero
<input type="checkbox"/> Drywall Trim, Inc.	Wall and window trim	Hilton 336	C. Wollaeger, W. Wollaeger, C. Gern
<input type="checkbox"/> DURAFlex Co.	Door hardware	Coliseum 768	G. Cornell, R. Mees
<input type="checkbox"/> Eagle-Picher Co.	Storm enclosures	Hilton 380 Sherman 525	G. Christner, K. F. Hellman, A. Howard, N. Blair, S. Sargent, S. McGraw, T. Baehler, L. Milone, E. Gouedy
<input type="checkbox"/> Easy Washing Machine Div., Murray Corp. of America	Home appliances	Coliseum 854	P. Erickson, A. Lee, R. Weiss, H. Gerrity, F. Viola
<input type="checkbox"/> Edwards Co., Inc.	Building specialties, door chimes, fire alarms	Hilton 303	R. Kempton, R. Edwards, A. Thomas, G. Tuoti, J. Coon
<input type="checkbox"/> Theodore Efron Mfg. Co.	Glass bathtub enclosures and shower doors	Sherman 517 & 518	B. Berger, T. Efron, M. Seidmon, B. O'Malley, F. Weber, L. Archer, W. Yohn, M. Chisik
<input type="checkbox"/> Electromode Div., Commercial Controls Corp.	Bathroom accessories, appliances, electrical equipment, heating	Sherman 451	R. E. Pequinot
<input type="checkbox"/> Eljer Div., Murray Corp. of America	Plumbing fixtures, kitchen cabinets	Hilton 94-96	A. E. Thiesfeidt
<input type="checkbox"/> Elkay Mfg. Co.	Plumbing fixtures, stainless steel sinks	Coliseum 734 & 735	W. M. Voight
<input type="checkbox"/> Emerson Electric Mfg. Co.	Ventilating equipment	Coliseum 802	C. A. Swanlund
<input type="checkbox"/> Engineered Products Co.	Bathroom accessories, builders' hardware	Sherman 409	H. Scott, D. Davidson, R. Barnaby, R. Schulte, B. Schulte, G. Fisher, R. Eisen
<input type="checkbox"/> Engineering News-Record (McGraw-Hill Pub. Co.)	Engineering publication	Coliseum 895	D. Robertson, C. Mitchell, S. Tiebout, L. Hunt, W. Payne, D. Jenson, C. Neulen F. Merritt

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<input type="checkbox"/> Equipco, Inc.	Heating, swimming pool equipment	Coliseum 935	L. Nichols, K. Winkler, W. Eble, T. Boyle, G. Tandy
<input type="checkbox"/> Etling Window Co.	Windows, storm windows	Hilton 369 & 370	J. D. Laraway
<input type="checkbox"/> EZ-WAY Sales, Inc.	Stairways, doors and door frames	Sherman 535	W. Bjorklund
<input type="checkbox"/> D. L. Fair Lumber Co.	Flooring and floor covering	Hilton 335	D. L. Fair, Jr., P. Holmes, H. Fair
<input type="checkbox"/> Farley & Loetscher Mfg. Co.	Doors and door frames, kitchen cabinets	Sherman 579 & 580	L. Paisley, F. Wunder, A. Hammerand, R. Boffel, L. Blichmann, C. McCue, C. Wals, R. Loetscher, A. Loetscher, M. Bardill
<input type="checkbox"/> Farwest Homes by West Coast Mills	Pre-structured packaged homes	Hilton 383	E. Reiley
<input type="checkbox"/> Fasco Industries, Inc.	Ventilating equipment	Sherman 450	H. P. Toppin
<input type="checkbox"/> Feather-Lite Mfg. Co.	Doors	Coliseum 927	S. A. Miller
<input type="checkbox"/> Fedders-Quigan Corp.	Building supplies, heating	Coliseum 862 & 863	T. L. Arnold
<input type="checkbox"/> Fenestra, Inc.	Windows	Hilton 72 & 73	H. A. Kennedy
<input type="checkbox"/> Fiat Metal Mfg. Co.	Plumbing fixtures	Sherman 458	C. F. Laird
<input type="checkbox"/> Fleet of America, Inc.	Building specialties, windows and window frames	Sherman 461	T. Y. Smith
<input type="checkbox"/> Florence Stove Co. and Quaker Mfg. Co., Div. of Florence Stove*	Ranges	Coliseum 793 & 794	P. Costomiris, W. Lemanski, J. Edwards, A. Schubert, B. Johnson, D. Falzer, E. Donohue, W. H. Van Riper
<input type="checkbox"/> Florida Windows, Inc.	Windows	Sherman 415	E. Dynner
<input type="checkbox"/> Follansbee Steel Corp.	Pre-fab roofing	Coliseum 776	R. W. Bingham
<input type="checkbox"/> Formica Corp.	Building panels, building specialties, kitchen cabinets	Hilton 162 & 163	W. Reilly, F. Walter, E. More, T. Eagen, B. Allen, R. Flannery, M. Block, P. Forbeck, L. Dugan, R. Conlon
<input type="checkbox"/> Franklin Thrift Homes, Inc.	Pre-cut factory built homes	Coliseum 910	C. Temple, D. Hewitt, W. Keller, Mr. Burkhardt
<input type="checkbox"/> Frantz Mfg. Co.	Garage doors and hardware	Coliseum 966-968	F. Wyne, W. Black, T. Rosenow, C. Wolf
<input type="checkbox"/> Frigidaire Div. of General Motors Corp.	Home appliances, heating and air conditioning	Hilton 164-170, 189-194	W. Slemm, W. Smith, R. Weigel, R. Billett, W. Schreckengast
<input type="checkbox"/> Gates Mfg. Co., Inc.	Folding doors	Hilton 381	R. Gates, T. Flack, J. Kline
<input type="checkbox"/> Gates & Sons, Inc.	Concrete form ties and forming systems	Coliseum 774	G. Gates
<input type="checkbox"/> L. F. Garlinghouse Co., Inc.	Building plans service	Hilton 326	P. Graves
<input type="checkbox"/> General Bronze Corp., Alwinite Div.	Doors and door frames, windows and window frames	Hilton 304-307	D. Murphy, J. Hogan, R. MacDonald
<input type="checkbox"/> General Cabinet Corp.	Bathroom cabinets	Coliseum 984	J. Epstein, D. Epstein, L. Epstein, M. Lee, J. Stone, M. Schwartz, A. Friedmann
<input type="checkbox"/> General Controls Co.	Lighting, heating, cooling equipment	Coliseum 878	F. Weldon
<input type="checkbox"/> General Door Div. Pick Mfg. Co.	Garage doors and operators	Sherman 492	E. R. Turznik
<input type="checkbox"/> General Electric Co. Home Heating and Cooling Dept.	Heating, air conditioning equipment	Hilton 97-99	R. Miller, H. McMenimen, L. Hirschbach, L. Nutter, R. Olsen, W. Harris, R. Routh, A. Tower
Weathertron Dept. Large Lamp Dept.	Lighting equipment	Hilton 100 Hilton 109	A. Salvatoriello J. Jensen, R. Coakely, M. Peterson, W. Riddle, H. Green, A. Schmidt, T. Meckly
Laminated & Insulating Products Div. Wiring Device Dept. Appliance & TV Receiver Dept.	Insulation, plastic laminates Wiring and electrical equipment Home appliances	Hilton 110 & 111 Hilton 112 Hilton 338-340, 355-357	F. N. Kautzmann, Jr. D. O. Cady, R. Graham E. Springer
Live Better Electrically	Home electrical program	Coliseum 838 & 859	F. M. Olsen, Jr.
<input type="checkbox"/> General Plastics Corp.	Thermoplastic sheeting	Coliseum 921	R. Erlowine, C. Richter, M. Owen, S. Holbert
<input type="checkbox"/> General Products Corp.	Packaged chimneys	Sherman 521	H. McKaan
<input type="checkbox"/> Geneva Modern Kitchens*	Kitchen cabinets and equipment	Coliseum 794 & 795, 826 & 827	D. Barber, J. Marshall, J. Licher, B. Turner
<input type="checkbox"/> Georgia Pacific Corp.	Building materials, panels, specialties, plywood	Hilton 217-219	J. Buckley, F. Langfitt, S. White, C. Fratt, E. Kimball, R. Wilkins, R. Lee, C. Elliott, T. Ryan, G. Johnson
<input type="checkbox"/> Gerber Plumbing Fixtures Corp.	Plumbing fixtures	Sherman 469	W. Falstein, O. Gerber, M. Lewis, E. Gray
<input type="checkbox"/> Gerity-Michigan Corp.	Bathroom accessories, plumbing fixtures, hardware	Hilton 58	P. L. Day
<input type="checkbox"/> Gerwin Industries, Inc.	Heating equipment	Coliseum 809	L. C. Cotts
<input type="checkbox"/> Glass Shower Door Co., Inc.	Shower doors	Hilton 385	M. Grier
<input type="checkbox"/> Glissade, Inc.	Vanities and medicine chests	Coliseum 914-916	I. Liebman, A. Davis, R. Friedman, C. Deutsch, E. Kalle, B. Mintz
<input type="checkbox"/> Grand Rapids Hardware Co.	Builders' hardware	Sherman 498	L. A. Dorr
<input type="checkbox"/> Grant Pulley & Hardware Corp.	Building materials, doors, builders' hardware	Hilton 301 & 302	A. Gruskin, W. Gussack, K. Klopstock, D. DeSouza, W. Gibbon, J. Hildebrand
<input type="checkbox"/> Gray & Dudley Co.	Home appliances	Coliseum 811	L. C. Carroll, B. Bracy, J. Jennings
<input type="checkbox"/> H-P Products, Inc.	Built-in vacuum system	Sherman 429 & 430	H. Bishop, N. Hovey
<input type="checkbox"/> C. Hager & Sons Hinge Mfg. Co.	Builders' hardware	Hilton 161	C. Hager
<input type="checkbox"/> Hall-Mack Co.	Bathroom accessories and medicine cabinets	Coliseum 718	C. Baerman, J. Bohan, G. Dunne, J. Hatfield, J. Milliken, F. Murphy, F. Rodgers, W. Schnieders, A. Hansen
<input type="checkbox"/> Harnischfeger Homes, Inc.	Prefabricated homes	Hilton 183 & 200	F. Samerdyke, W. McAuliffe, R. Brent, E. Stupar, C. Landers, R. Hubbard, M. Smith, A. Treis
<input type="checkbox"/> Hell Co.	Heating and air conditioning equipment	Coliseum 767	K. F. Johnson
<input type="checkbox"/> Henry Furnace Co.	Heating equipment	Coliseum 820 & 821	J. Garber
<input type="checkbox"/> Herbert Metal Products Co., Inc.	Bathroom accessories, building materials and hardware	Hilton 366 & 367	H. Stern, A. Colman, P. Raso, B. Saltsberg, E. Kretzke
<input type="checkbox"/> Higgins Industries, Inc.	Flooring, wood paneling	Sherman 483 & 484	E. Crozat, G. Nightingale, J. Hamlin, T. Williams

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EXHIBITOR	PRODUCT	LOCATION	EXHIBIT PERSONNEL
<input type="checkbox"/> Holcomb & Hoke Mfg. Co., Inc.	Sliding and folding doors	Hilton 157 & 158	S. McCarthy, C. Potts, E. Wolf, Jr., M. Cavell, W. Laurent, J. McNulty, M. Goodman, C. Walton, L. Ferguson
<input type="checkbox"/> Holly Mfg. Co. and General Water Heater Corp.	Heating, ventilating and air conditioning equipment	Hilton 209-209	S. Johnson, R. Grossman, J. Cox, J. Droge, D. Kirtley, E. Kent, J. Van Curen
<input type="checkbox"/> Homasote Co.	Insulating, building boards	Hilton 23 & 24	A. Harvey
<input type="checkbox"/> Home Guide, Inc.	Publication	Sherman 465	W. Wood
<input type="checkbox"/> Home Music Systems, Inc.	Music-radio intercom	Hilton 238	S. Wooten, Jr., S. Wooten III, C. Pickard
<input type="checkbox"/> Hotpoint Co.	Home appliances	Hilton 68 & 69, 74 & 76	H. Kendle
<input type="checkbox"/> Hough Mfg. Co.	Sliding, folding doors	Hilton 228 & 229	C. Weber
<input type="checkbox"/> Hunter Div., Robbins & Myers, Inc.	Fans, heating and air conditioning equipment	Hilton 130	K. Spurrier, J. Beattie, J. Gantt, C. Emery
<input type="checkbox"/> Huntington Industries, Inc.	Stairways, fans, insulation, ornamental iron	Hilton 353 & 354	H. Van Dresser, L. Rector, R. Langford, C. Jones
<input type="checkbox"/> Hydrotherm, Inc.	Heating and air conditioning equipment	Hilton 341	W. Hosmer
<input type="checkbox"/> Imperial Lighting Products Co.	Lighting fixtures	Hilton 379	H. Gould, V. Joseph, J. Geraci, L. Wall
<input type="checkbox"/> Independent Nail & Packing Co.	Nailing machines, hardware	Coliseum 967	P. D. Stone
<input type="checkbox"/> In-Sink-Erator Mfg. Co.	Waste disposers	Coliseum 869	H. Wheaton
<input type="checkbox"/> Insulite Div. of Minnesota & Ontario Paper Co.	Acoustical materials, insulation, wallboard	Hilton 116 & 117	G. Hoppe
<input type="checkbox"/> International Harvester Co.	Earth-moving equipment	Coliseum 960	J. Hannon
<input type="checkbox"/> International Oil Burner Co.	Heating, air conditioning equipment	Sherman 497	L. Helman
<input type="checkbox"/> International Paper Co. Long Bell Div.	Oak flooring, wood products	Sherman 577 & 578	F. Foyal, A. Clearman, H. Rieckers, C. Munger, L. Gibson, S. Cummings, W. Thon, J. Morley, R. Jack
<input type="checkbox"/> International Register Co.	Timing equipment	Coliseum 953	J. Yonce, R. Bedford, W. Keally, J. Kongabel, H. Buchholz
<input type="checkbox"/> Iron Fireman Mfg. Co.	Heating equipment	Sherman 557	D. Wylie
<input type="checkbox"/> The I-X-L Furniture Co., Inc.	Kitchen cabinets and equipment	Hilton 312-316	A. Hamilton, L. Bench, N. Reedy, R. Brucker, O. Reese, D. Henry, E. Bruell, S. Bruell, M. Henry, R. Palmquist, C. Whitside, W. Robit, A. Lazarus, E. McClelland
<input type="checkbox"/> Johns-Manville Sales Corp.	Acoustical, roofing, siding, flooring materials	Hilton 84 & 85	J. McCarthy
<input type="checkbox"/> Just Mfg. Co.	Stainless steel sinks	Coliseum 933	C. Berkhout, O. Cermel, H. Hochstetter, R. Nemcek
<input type="checkbox"/> Kelvinator Div. American Motors Corp.	Home appliances	Hilton 1	J. Massimi
<input checked="" type="checkbox"/> Kennatrack Corp.	Sliding door frame	Hilton 86 & 87	W. Malone, R. Koporc, H. Bowman, R. Havlish, R. Lieberens, H. Renaud, E. Trierwiler, N. Metzler, B. Cargill
<input type="checkbox"/> Kewanee Mfg. Co.	Doors and door frames, windows and window frames	Hilton 310	S. Becker, C. Kelly, W. Klang, H. Otto, G. Kiser, R. Evans, J. Hayward
<input type="checkbox"/> Kimberly-Clark Corp.	Insulation, bath accessories	Coliseum 721, 722	R. Brabbee, C. Marty, E. Levandoski, G. Hewes, O. Oakison, T. Keller, S. Shelhammar, J. Canada, D. Coons
<input type="checkbox"/> Kitchen Aid Div., Hobart Mfg. Co.	Kitchen cabinets and equipment	Sherman 446 & 447	E. Lautebur, H. Bogaash, O. Metcalf, C. Evans, G. Dyna, J. Steele, R. Geiger, C. Allen
<input type="checkbox"/> Kitchen Maid Corp.*	Kitchen equipment	Coliseum 763, 780, & 781	J. O'Harrow, J. Barnhiel, E. Hallman, R. Cox, R. Fabian
<input type="checkbox"/> Knap & Vogt Mfg. Co.	Building specialties, hardware	Sherman 516	F. Vogt, H. Brink, H. Kroes, C. Bräber
<input type="checkbox"/> Kohler Co.	Plumbing and heating equipment	Hilton 80-82 Coliseum 709	A. Zibell, R. Angelbeck, H. Schrader, R. Brueckbauer, R. Allison, R. McCabe, F. Haaker
<input type="checkbox"/> Kordite Co. Div. of Textron, Inc.		Coliseum 937	C. Lewis
<input type="checkbox"/> Kota Products, Inc.	Windows, doors, жалюзи	Hilton 327	A. Spasaro
<input type="checkbox"/> Kwikset Sales and Service Co.	Builders' hardware	Sherman 463-466	A. Schoepe, R. Yerxa, J. St. John, M. Jones, Jr., A. Unetic, W. Thomas
<input type="checkbox"/> Lau Blower Co.	Home appliances, electrical, heating and air conditioning equipment	Coliseum 777	E. V. Sullivan
<input type="checkbox"/> Lead Industries Association	Lead industry information	Coliseum 911 & 912	R. Ziegfeld, D. Boreina, H. Yetman, E. Mullarkey
<input type="checkbox"/> Legion Stainless Sink Corp.	Kitchen equipment	Coliseum 975	G. Saegert
<input type="checkbox"/> Lennox Industries, Inc.	Heating equipment	Sherman 448	J. B. Merrill
<input type="checkbox"/> Leslie Welding Co., Inc.	Gable louvers	Sherman 505	C. H. Leslie
<input type="checkbox"/> Libbey-Owens-Ford Glass Co.	Thermopane windows	Hilton 142 & 143	A. Young, L. Schenck, V. Weaver, G. Schuchman, G. Orbesen, H. Ives, J. Mc Henry, C. Kaiser
<input type="checkbox"/> Living For Young Homemakers	Magazine	Sherman 499	R. Engelbrecht, G. Hoagland, R. Adams, G. Tsuruoka
<input type="checkbox"/> Lockwood Hardware Mfg. Co.	Builders' hardware	Sherman 488 & 489	A. Amann, S. Gilbert, J. Meyer, D. Gerber, J. Merriam, P. Root, A. Schrader, B. Berson, P. Smetana, W. Welch, J. O'Donnell, J. Vallez
<input type="checkbox"/> L. O. F. Glass Fibers Co.	Insulation	Coliseum 925	R. T. Bailiff
<input type="checkbox"/> Logan Co.	Ornamental iron	Hilton 373	C. Brown, P. Pomeroy, R. Noland, D. Cannon, R. Sutherland
<input type="checkbox"/> Ludman Corp.	Awning window	Hilton 129	B. Hunnicutt
<input type="checkbox"/> Lyf-Alum, Inc.	Aluminum clapboard siding	Coliseum 711	M. Rauon
<input type="checkbox"/> McKeen Door Co.	Doors for garages	Hilton 206 & 207	A. Scholz, G. Pierce, C. Salmons, F. Adams, C. Adams, R. Woodruff, R. Schrader, J. Luettick, Jr.
<input type="checkbox"/> McKinney Mfg. Co.	Builders' hardware	Hilton 344	R. Fritz, W. Roach, J. Gosteel, E. Caine, J. Hogan, H. Patton
<input type="checkbox"/> Maas & Waldstein Co.	Paints, varnishes, finishes	Sherman 452 & 453	B. F. Ames
<input type="checkbox"/> Majestic Co., Inc.	Chimneys & flues, fireplaces, heating and cooling equipment	Sherman 431, 437 & 346	D. Winegardner, L. Morton, R. Ruhlif, P. Jackson, Y. Balcom, R. Sheets, B. Kirchoff, H. Mickle, T. Kelley, C. Kirchoff, R. McNary

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EXHIBITOR	PRODUCT	LOCATION	EXHIBIT PERSONNEL
<input type="checkbox"/> Malta Mfg. Co.	Windows	Sherman 569 & 570	J. Boden, L. Gessner, J. Alden, D. Helton, R. Harris, C. Richards, J. Boyd, R. Life
<input type="checkbox"/> Manitowoc Equipment Works		Coliseum 943	J. Fath
<input type="checkbox"/> Manufactured Homes, Inc.	Prefabricated homes	Coliseum 917	V. McMahan, R. Wyndham, R. Wentzel, J. Cunningham, W. Burgess, M. Parkin, W. Blasgen
<input type="checkbox"/> Marsh Wall Products, Inc.	Wall panels	Hilton 32	J. L. Burris
<input type="checkbox"/> Masonite Corp.	Building materials and panels	Hilton 30 & 31	A. R. Reid
<input type="checkbox"/> Mengel Co.	Doors, kitchen cabinets, wardrobes and closets	Hilton 21 & 22	H. Breed
<input type="checkbox"/> Meredith Publishing Co. (Better Homes and Gardens)	Magazine	Hilton 126	R. Tierman, P. Goodenough, D. Coleman
<input type="checkbox"/> Mideontinent Adhesive Co.	Roltite adhesives	Hilton 371	J. Graul
<input type="checkbox"/> Frank B. Miller Mfg. Co.	Sliding glass doors	Coliseum 892	F. B. Miller
<input type="checkbox"/> Milwaukee Faucets, Inc.	Bathroom sink fixtures, pumps	Sherman 468	H. Leonard
<input type="checkbox"/> Minneapolis-Honeywell Regulator Co.	Electrical equipment and lighting, heating, air conditioning equipment	Sherman 507-509	K. Wilson, K. Schick, W. Baak, H. Chamberlain, A. Howard, C. Cochran, W. Dobie, H. Williams, R. Hayes, H. Coile, R. Harris, C. Strommeyer, D. Peterson, R. Cleveland
<input type="checkbox"/> Mirro-Chrome Co., Inc.	Bathroom cabinets, accessories	Coliseum 930	J. Loeb, N. DeLucia, L. Tinfo, E. Bruell, S. Bruell, A. Lazarus, E. McClelland, P. Dalebrook, A. Friedman
<input type="checkbox"/> Modernaire Corp.	Awning type windows	Coliseum 804	K. Cohen
<input type="checkbox"/> Modern Homes Corp.	Prefabricated homes	Hilton 213 & 214	R. Lytle, G. Lytle, R. Dabe, L. Molenda D. Ames, B. Cain
<input type="checkbox"/> Moe Light Div., Thomas Industries, Div.	Light fixtures	Sherman 445	L. Thomas, F. Keller, W. Tierney, O. Zumwalt, R. Burns, Jr., T. Fuller, F. Marriett, A. Eggers, J. Kanies, R. Vershure, R. Gand, E. Lea, G. Eckert, R. Heckman
<input type="checkbox"/> Moen Valve Co., Div. Standard Screw Co.	Bathroom accessories and plumbing fixtures	Sherman 551	B. Carr, W. Stetson, V. Kelling, R. Marcher, E. Brizz
<input type="checkbox"/> Mohawk Carpet Mills	Floor coverings	Coliseum 701	E. Dashell
<input type="checkbox"/> Mono Hood, Inc.	Ventilating hoods	Coliseum 923	A. Richardson
<input type="checkbox"/> Monsanto Chemical Co.		Coliseum 772 & 773	J. Sparkman
<input type="checkbox"/> Morgan Company	Millwork, Tee-Cor doors	Sherman 529-532	C. Petri, H. Kimberly
<input type="checkbox"/> Morgan-Wightman Supply Co.	Doors, hardware, bathroom equipment, ornamental iron	Sherman 549 & 550	G. Morgan, R. Wightman, J. Mitchell, Jr., G. Caughlen, M. Nolon, R. Burg, W. Severin, M. Morgan
<input type="checkbox"/> Morrison Steel Products, Inc.	Garage doors, heating, air conditioning equipment	Sherman 434 & 435	J. Hayes
<input type="checkbox"/> Mosaic Tile Co.	Ceramic tile	Sherman 432	W. Ross, S. Munn, M. Gall, K. Keck
<input type="checkbox"/> Mosley Electronics, Inc.	Television accessories, etc.	Sherman 405	G. Mobus
<input type="checkbox"/> Mueller Climatrol, Div., Worthington Corp.	Heating, ventilating and air conditioning, home appliances	Hilton 113-115	H. Mueller, H. Mueller, Jr., F. Nunlist, D. Davidson, W. Sutherland, O. Ress, G. Hase, E. Scheck, R. Schmidt
<input type="checkbox"/> Music & Sound, Inc.	Intercom system	Coliseum 742	H. Lemmon, J. Thompson, W. Wilson, D. Lemmon
<input type="checkbox"/> Mutschler Bros. Co.*	Kitchen cabinets	Coliseum 798 & 799, 822 & 823	R. C. Chapman
<input type="checkbox"/> National Disposer Div. of National Rubber Machinery Co.	Garbage disposals	Sherman 553 & 554	H. Frank, N. Abbott, C. Mason, E. Mundt, B. Griffiths, R. Meyer, J. Kanies
<input type="checkbox"/> National Electric Products Corp.	Electrical equipment	Hilton 144	W. Brewer, G. Hartner, E. Nelson, R. Miller, L. Haemker, R. Beatty
<input type="checkbox"/> National Gypsum Co.	Building materials, panels, acoustical materials, insulation, paints, enamels	Hilton 13	M. Cerutti, D. Stenberg, J. Nicely, C. Harless, W. Pulley, C. Gustavus
<input type="checkbox"/> National Homes Corp.	Prefabricated homes	Hilton 62 & 63	P. Thompson, J. Lindsay, J. Schillereff, R. Foell, R. Stephenson, D. McMurry, A. Lind, R. Crowden
<input type="checkbox"/> National Lock Co.	Builders' hardware	Coliseum 765 & 766	F. Palm, J. Hoke, L. Johnson, R. Kramer, H. Daly, M. Sommer, Jr., H. Johnson, D. Reid, C. Linder, R. Schult, R. Stone
<input type="checkbox"/> National Oak Flooring Mfgs. Assn.	Information on oak flooring	Sherman 545 & 546	H. Williams, W. DuBrucq, A. Brown, R. Brown, S. Harris
<input type="checkbox"/> National Pool Equipment Co.	Pool equipment	Coliseum 924	G. W. Rudd
<input type="checkbox"/> National Veneer & Lumber Co.	Lumber and finishes	Coliseum 951	T. Swain
<input type="checkbox"/> Nevamar Fabricating Co.*	Kitchen equipment	Coliseum 798 & 799, 822 & 823	R. Chapman
<input type="checkbox"/> New Castle Products, Inc.	Folding doors	Hilton 76 & 77	D. Danielson, W. Clements, R. Haugh, H. Young, R. Bettner, R. McConville, J. McIntyre, J. Kenison
<input type="checkbox"/> Nordahl Mfg. Co., Inc.	Sliding door frames, wardrobe and cabinet hardware	Hilton 230 & 231	A. Nordahl, O. Furnes
<input type="checkbox"/> Norris-Thermador Corp. Thermador Electrical Mfg. Co. A. J. Lindemann and Hoverson Co.	Home appliances ventilating equipment, electrical equipment	Sherman 444	F. Ballman, H. Kresge, K. Chapman, H. Halvorson
<input type="checkbox"/> Nudor Mfg. Corp.	Doors, windows, hardware	Hilton 358	M. Spence, J. Dunham, R. Gelert
<input type="checkbox"/> Nuside Metal Products, Inc.		Coliseum 940	G. Warren
<input type="checkbox"/> Nutone, Inc.	Door chimes, ventilating fans, electric ceiling heaters, appliances	Hilton 323	J. Corbett, L. Dreifus, B. Corbett, F. Marple, H. Floyd, P. Venezia, H. Kazan, E. McKay, C. Lutz, R. Pahl, R. Mellow
<input type="checkbox"/> Oakland Foundry Co.	Ranges, heaters	Coliseum 932	K. Ehret, D. Abrams, E. Soiberg
<input type="checkbox"/> O'Keefe & Merritt Co.*	Kitchen appliances	Coliseum 827 & 828	E. LaTourette
<input type="checkbox"/> C. A. Olsen Mfg. Co.	Air conditioning units, incinerators	Coliseum 800 & 801	J. Garber
<input type="checkbox"/> Olympic Stained Products Co.	Shakes, boards & battens	Coliseum 848	B. Odell

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EXHIBITOR	PRODUCT	LOCATION	EXHIBIT PERSONNEL
<input type="checkbox"/> Oregon Saw Chain Corp.	Builders' tools	Coliseum 872	G. Grimstad
<input type="checkbox"/> Overhead Door Corp.	Garage doors, garage door electric operators	Hilton 14	J. Lieber
<input type="checkbox"/> Owens-Corning Fiberglass Corp.	Building materials, and panels, insulation	Hilton 78	F. Allen
<input type="checkbox"/> Pabco Floor Covering Div., Paper Products Corp.	Floor coverings	Hilton 328	W. Riesing, S. Calkins, F. Didlock, W. Young, E. Gear, J. Hoover
<input type="checkbox"/> Panelfold Doors, Inc.	Folding doors	Hilton 203	H. Wesley
<input type="checkbox"/> Parents' Magazine	Magazine	Hilton 108	M. Livingston, M. Michels, E. Fryk, J. Bahn, E. Jesse
<input type="checkbox"/> Pease Woodwork Co.	Building materials, prefabricated homes	Hilton 241	D. Pease, J. Pease Jr., J. Rice, W. Stricker, R. Banker, G. Smith, R. Gableman, L. Purcell, J. Riffe
<input type="checkbox"/> Pecora Paint Co., Inc.	Paints, varnishes, enamels	Hilton 352	L. Bowen, Jr.
<input type="checkbox"/> Peerless Corp.	Gas heaters	Coliseum 880	O. Muts
<input type="checkbox"/> Penn-Akron Hardware Corp.	Builders' hardware	Coliseum 816	P. Robin
<input type="checkbox"/> Per-Fit Products	Windows and window frames	Hilton 347-349	M. Unversaw
<input type="checkbox"/> Perma Products Corp.	Building and roofing materials	Sherman 422 & 423	F. Barker, E. Allen, N. Lynn, W. Ambrose, F. Kleps
<input type="checkbox"/> Peterson Window Corp.	Horizontal sliding aluminum windows	Sherman 493	G. Peterson, R. Bass, J. Dowling, A. Grant, H. Nichols
<input type="checkbox"/> Ernest Pierson Co.	Windows	Coliseum 922	W. Pittman
<input type="checkbox"/> Pioneer Plastics Corp.	Plastic laminates	Coliseum 903 & 904	W. Tyrrie
<input type="checkbox"/> Place Homes, Inc.	Prefabricated homes	Hilton 240	V. Place, A. Place, J. Amt, J. Peacock, G. Hones, W. Yeoman, M. Mathews, E. Wood, R. Place
<input type="checkbox"/> Plyco Corp.		Sherman 555	W. Kohl, J. Kohl, W. Ladwig, C. Pfrang
<input type="checkbox"/> Pepco, Starfire Div. Porcelain Enamel Products Co.	Ceramic-on-steel wall tile	Sherman 459 & 460	P. Handley, F. Mears, W. May, Jr.
<input type="checkbox"/> Porter-Cable Machine Co.	Electric building tools	Coliseum 873	R. Tyo, R. Schellschmidt, L. Benham, A. Emmons, N. Rowe, M. Patulski, M. Nodar, C. Wheeler, J. Howe, R. Hill, J. Romanow, R. Callahan, W. Isgar, J. Graham, R. Berg
<input type="checkbox"/> Portland Cement Assn.	Cement information service	Coliseum 956	S. Westby
<input type="checkbox"/> Power-Line Sales, Inc.	Building tools	Coliseum 944	B. McIntyre, J. Hart, J. Galiske, F. Laidlaw, M. Powers
<input type="checkbox"/> Practical Builder Magazine	Building magazine	Hilton 123	J. Lange
<input type="checkbox"/> Pratt & Lambert, Inc.	Paint and varnish	Hilton 65	W. Schroeder, H. Struck, W. Tamm, F. Bauer, A. Koeber, J. Bowling
<input type="checkbox"/> Precision Homes Div. of Acme Building Materials, Inc.	Prefabricated homes	Hilton 209	C. Christenson, R. Fletcher, R. Sheffer, A. Campbell, H. Highstone, R. Holdren, E. Jones, J. Keevers, A. Osborne, J. Schoenehl, H. Swierenga
<input type="checkbox"/> Precision Parts Corp.	Folding stairways, closets	Sherman 503 & 504	P. Harmon, P. Harmon, Jr., N. Whitehouse, M. Mahoney
<input type="checkbox"/> Precisionware, Inc.	Kitchen equipment	Hilton 234	O. Zoেকে, B. Schraub, A. Schrog
<input type="checkbox"/> Preway, Inc.	Gas and electric built-in ranges and ovens, electric built-in refrigerator	Coliseum 893 & 894	J. Ellis, H. Anderson, C. Babcock, R. Becker, R. Sanderson, W. Quinn, H. Shea, C. Meissner, E. Van Lare, G. Schroeder, F. Sell
<input type="checkbox"/> Protection Products Mfg. Co.	Building materials, paints, water proofing	Sherman 528	H. Kennedy, W. Little, M. Martensen
<input type="checkbox"/> Protectub Inc.	Bathtub protector	Hilton 239	A. Yormack, I. Finkel
<input type="checkbox"/> Protex Mfg. Co.	Weatherstripping, thresholds	Sherman 431	J. West
<input type="checkbox"/> Pryne-Rittenhouse Sales Corp.	Door chimes, electrical, heating, ventilating, air conditioning equipment	Hilton 57	R. Maynard
<input type="checkbox"/> Pyramid Instrument Corp.	Remote control devices	Coliseum 909	M. Lorin
<input type="checkbox"/> Quincy Stove Mfg. Co.	Kitchen equipment, heaters, furnaces	Coliseum 806	H. Tow, H. Wilde, W. Long, C. Bahr, K. Fischer, D. Gilchrist, E. Frushour
<input type="checkbox"/> Qvale & Associates, Inc.	Sales aids	Hilton 324	R. Qvale, H. Ross, C. Grossman, H. Chanen
<input type="checkbox"/> Radex Corp.	Air filters	Sherman 416	R. Cook, N. Kaufman, G. Seil
<input type="checkbox"/> Ramset Fastening System, Div. Olin Mathieson Corp.	Fasteners, builders' tools	Coliseum 874	C. Tryon, D. Moller, R. Kopf, J. Schwaller, A. Masters
<input type="checkbox"/> Raynor Mfg. Co.	Sectional garage doors	Sherman 428	E. Goddard, R. Camery, D. Emmert, P. Gardner, W. Hellberg, K. Speck, C. Martin
<input type="checkbox"/> RCA Service Co., Inc.	Appliances, television	Sherman 467	J. Elliott, R. Byrne, J. Walters, W. Sanders, E. Norton
<input type="checkbox"/> RCA-Whirlpool-Seeger Corp.	Home appliances	Coliseum 791 & 792	D. Herman
<input type="checkbox"/> Ready Hung Door Corp.	Doors and door frames	Sherman 533 & 534	E. Guerrant
<input type="checkbox"/> Red Cedar Shingle Bureau	Building materials, roofing, siding	Sherman 552	V. Peterson, R. Myers, M. Ritchie, R. Ross
<input type="checkbox"/> Remington Arms Co., Inc.	Builders' tools	Coliseum 868	F. Rieves
<input type="checkbox"/> Republic Steel Kitchens	Kitchen appliances	Sherman 494-496	H. Steincamp, R. James, W. Scanlan, H. Martin, P. Butler, D. Voskuil, R. Crockett, V. McGillen
<input type="checkbox"/> Revco, Inc.	Home appliances, kitchen cabinets and equipment	Hilton 342 & 343	H. Beresford, J. Overmyer, R. Stutzman, J. Jenkins, W. Pierson, J. Fiocca, G. Wahl
<input type="checkbox"/> Reynolds Metals Co.	Building materials, garage doors, windows	Hilton 215 & 216	T. Dyer
<input type="checkbox"/> Rheem Mfg. Co.	Home appliances, heating and air conditioning equipment	Coliseum 756-758	L. Nordgren
<input type="checkbox"/> Richmond Plumbing Fixtures Div., Rheem Mfg. Co.	Bath room fixtures, heating equipment	Coliseum 736-738	J. Hall, G. Chandless, Jr., M. Holmen, Jr., L. Jenkins, F. Leonhardt, L. Machling, E. Riley, J. Torongo, C. Vernay
<input type="checkbox"/> Ridge Plastics Co.	Ridgeboard, ridgetile	Coliseum 808	D. Falkenberg
<input type="checkbox"/> Robbins Floor Products, Inc.	Tile, plastic, rubber asphalt, steel, ceramic	Coliseum 843	G. Taylor

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<input type="checkbox"/> Roberts Mfg. Co.	Kitchen stove hoods and exhaust units	Coliseum 813 & 814	J. Dodson, E. Herbert, M. Schmidt, J. Seel, J. Deapen
<input type="checkbox"/> Rocform Corp.	Concrete form ties and forming systems	Sherman 464	A. Arrighini, J. Augugliaro, F. Pauli, R. Steffy, G. Cole, R. James, F. Boland, G. Schier
<input type="checkbox"/> Rock Island Millwork Co.	Doors and windows	Sherman 565 & 566	H. Ketricks
<input type="checkbox"/> Rockwell of Randolph, Inc.	Sectional wood windows	Sherman 526 & 527	R. Hartz
<input type="checkbox"/> Roddis Plywood Corp.	Doors and door frames	Hilton 175 & 176	J. Allen, P. Burke, R. Clarke, J. Crocker, D. Gillespie, W. Moline
<input type="checkbox"/> Rolascreen Co.	Windows, wood folding doors	Hilton 19	F. Farver, B. Kilpatrick, J. Cruzen, N. Hedrick, R. Harrison, W. Peters, M. Klimstra
<input type="checkbox"/> George D. Roper Corp.*	Gas ranges	Coliseum 751 & 752	C. Edwards
<input type="checkbox"/> R-O-W Sales Co.	Windows	Hilton 79 Sherman 562	G. Love, J. Hertzberg, C. Pelizzari, R. Lineberger, R. Young, J. Kelly, D. Dolby, W. Dillion, J. Gallagher, J. Beirnes
<input type="checkbox"/> Ruberoid Co.	Asphalt shingles, asbestos, cement, siding	Coliseum 719 & 720	E. Railton, R. Sweeney, R. Stanger, L. Madson
<input type="checkbox"/> F. C. Russell Co.	Windows and window frames	Hilton 201 & 202	W. Tucker, G. Bradner, P. McCormick, G. Schrader, C. Raquet, D. Martin, J. Sorrell, P. Williams, D. Shifflette, D. Gannon, L. Mucci
<input type="checkbox"/> Russell & Erwin Div., American Hardware Corp.	Door hardware	Sherman 476 & 477	W. Ziegenhein, E. McCulloch, V. Verby, C. Ward, R. Kuhar, E. Deady
<input type="checkbox"/> Safety Bath Rail, Inc.	Bath accessories	Coliseum 891	J. Tumas
<input type="checkbox"/> Sager Weatherstrip & Calking Corp.	Weatherstripping, calking compounds	Coliseum 803	R. Oehmig, R. Buehl, F. Oehmig, W. Gaspard, T. Donohue, J. Renaud
<input type="checkbox"/> St. Charles Mfg. Co.*	Kitchen cabinets	Coliseum 754 & 755, 778 & 779	O. Beardsley, R. MacNeille, R. Ekman, H. Prince, J. Johnson
<input type="checkbox"/> St. Regis Paper Co.	Paneling, plastic laminates	Sherman 478-480	S. Boudreau
<input type="checkbox"/> Samuel Stamping & Enameling Co.	Home appliances	Coliseum 707 & 708	C. Hale
<input type="checkbox"/> Sargent and Co.	Builders' hardware	Coliseum 704 & 705	S. Wilder
<input type="checkbox"/> Scaife Co., Timken Silent Automatic Inc.	Air conditioning, heating	Coliseum 962 & 963	F. Jordan, K. Ralphs, W. Haynes, F. Huber, R. Bodenner
<input type="checkbox"/> H. J. Scheirich Co.	Kitchen cabinets, equipment	Coliseum 739 & 740	H. Scherirch
<input type="checkbox"/> Schlage Lock Co.	Builders' hardware	Hilton 127	L. DuFresne, B. Levinger, D. Smith, J. Hubka, D. Olson, J. Jaack, P. Walker, R. Kuehn, C. Luthy
<input type="checkbox"/> Schlegel Mfg. Co.	Weatherseal assemblies	Hilton 311	K. Schlegel
<input type="checkbox"/> Scholz Homes, Inc.	Prefabricated homes	Hilton 330 & 331	D. Chambers
<input type="checkbox"/> Seddon Co.	Building specialties, paints	Sherman 523 & 524	W. Seddon
<input type="checkbox"/> Selfridge Co.	Laundry trays, equipment	Coliseum 900	J. Selfridge, John R. Selfridge
<input type="checkbox"/> Servel, Inc.	Home appliances, air conditioning	Hilton 179 & 180	A. DeFino, R. Eskew, G. Galloway, R. Marbach, R. Brown, R. M. Brown
<input type="checkbox"/> Sherman Products, Inc.	Earth-moving equipment	Coliseum 835-837	W. Romain, W. Beckman, R. Humes, W. Henderson, D. Zuehlisdrff, C. Guenther, W. Wigle, J. Bergama
<input type="checkbox"/> Sherwin-Williams Co.	Color styling, paints	Sherman 512 & 513	J. Linden, E. Balogh, M. Oostman, R. Bussman, R. Consigny, T. Doherty, J. Gerhardt, J. Wolf
<input type="checkbox"/> Shower Door Co. of America	Bath, shower enclosures	Sherman 456 & 457	W. Richardson
<input type="checkbox"/> Silcrest Co.	Crestline millwork	Sherman 536-538	C. Weirauch, L. Riordan, K. Burno, C. J. Belanger, J. Peterson, R. Andresen
<input type="checkbox"/> Simsonite Corp. of America		Coliseum 931	A. Seeds, L. Hutchinson, J. Simons
<input type="checkbox"/> Skil Corp.	Power tools	Coliseum 876	J. Dickinson
<input type="checkbox"/> Slide-View Door & Window Co.	Doors and windows	Hilton 211	F. Moore
<input type="checkbox"/> A. O. Smith Corp.	Heating, ventilating, air conditioning, plumbing fixtures	Coliseum 724-727	J. Burleson, W. Halket, L. Martikonis, D. Coon, K. O'Gorman, L. Hoelter, J. Robinson, W. Manthei, J. Trimble, L. Bond, L. Huber, G. Fohey
<input type="checkbox"/> Sonoco Products Co.	Sonoairduct, Sonotube, Sonovoid	Hilton 235 & 236	E. Reid, J. Durkin, M. Scappini, M. Ingram, A. Davis, L. Hess, R. Hager, W. Matteson, J. Reagan, Jr.
<input type="checkbox"/> Southern Pine Assn.	Pine lumber information	Sherman 543 & 544	W. Bolton, W. O'Brien, J. Strickland
<input type="checkbox"/> Spi-Rol-Fin Corp.		Coliseum 936	P. Orr
<input type="checkbox"/> Spotnails, Inc.	Nailing machine, tools	Coliseum 881	C. Babcock, R. Hannah, W. Hauber, D. Conning, D. Moser, B. Friedlander, C. Hoffman, R. Kinney
<input type="checkbox"/> Standard Coated Products, Inc.	Wall coverings	Sherman 404	J. Kirby, L. Wallace, F. Bowen, J. Wilson, A. Wessling
<input type="checkbox"/> Standard Dry Wall Products, Inc.	Masonry paints, waterproofing materials	Hilton 152	P. Donnelly, S. Beggs, L. Thompson, L. Larsen, T. Hascall, J. Miller, W. Halleron, G. Wilson, J. Peterson
<input type="checkbox"/> Stanley Electric Tools Div. of the Stanley Works	Power tools	Coliseum 866	F. Fuller, H. Hawkins, E. Koenig, W. Lawton, P. Schubert
<input type="checkbox"/> Stanley Hardware, Div. of the Stanley Works	Garage doors, sliding or folding doors, builders' hardware	Sherman 441-443	R. Chamberlain, G. Merrill, C. Bauman, J. Crowley, R. Eichaker, C. Gischel, D. Gary, L. Knouse, K. Kysor, J. Moseley, E. Noyes, R. Smith, C. Squier, R. Wedge, G. Young
<input type="checkbox"/> Steeldraft Mfg. Co.	Metal windows, doors and door frames	Hilton 55 & 56	N. Lehman, D. Liebman, W. Leeser, B. Slozman, C. Levinson, R. Levinson
<input type="checkbox"/> Steel Door Corp.	Garage doors	Hilton 131 & 132	A. Horne
<input type="checkbox"/> John Sterling Corp.	Door hardware	Hilton 226 & 227	L. LaPole
<input type="checkbox"/> Stewart Industries, Inc.	Ventilating fans and range hoods	Sherman 490	R. Stewart, M. Wertenberger, F. Kollman, E. Filkins
<input type="checkbox"/> Stewart-Warner Corp.	Heating equipment	Hilton 39	W. Judd, H. Winkler, W. Blake, R. Devaney, N. Gill, C. Lang, P. Bohmann, G. Wolf
<input type="checkbox"/> Stiglitz Corp.	Home appliances	Hilton 377 & 378	E. Stiglitz
<input type="checkbox"/> Straits Products, Inc.	Accordion folding doors	Coliseum 815	D. Martin, M. McCandless, M. Justin

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<input type="checkbox"/> Style-Rite Homes Corp.	Prefabricated homes	Hilton 337	S. Albert, Jr., J. Grasso, W. Kuehnel, T. Probst, R. Thorsch
<input type="checkbox"/> Stylon Corp.	All types of tile	Coliseum 760 & 761	P. Herbert, L. Dabney
<input type="checkbox"/> Sub-Zero Freezer Co., Inc.	Refrigeration equipment	Coliseum 887 & 888	W. Bakke, L. Bakke, A. Rose, R. Kelly, R. Thompson, Q. Swiggum, L. Hope, D. Gunter, G. Ring
<input type="checkbox"/> Sun-Sash Co.	Jalousies	Hilton 319	S. Libero
<input type="checkbox"/> Sun Valley Industries, Inc.	Sliding windows and doors	Sherman 470 & 471	J. Krepplein, A. Lopatka, J. Shea, G. Cubage, H. Faust, F. Van Ness, R. Jewell
<input type="checkbox"/> O. A. Sutton Corp.	Vornado air circulators	Sherman 426	D. Gordon, A. Bross, C. Fisher, R. Garrison, C. Havens, F. Hughes, R. Farris, D. Cowell
<input type="checkbox"/> Swanson Mfg. Co.		Coliseum 942	F. Swanson, R. Swanson, W. Myers, C. Lindell, H. Palmer, F. Gulland
<input type="checkbox"/> Swedish Crucible Steel Co.	Bathroom accessories, plumbing fixtures	Hilton 219-221	O. Olson, W. Balfrey, N. Johnston, P. West, S. Lasley
<input type="checkbox"/> Symons Clamp & Mfg. Co.	Concrete form ties and forming systems	Hilton 232 & 233	H. Phillips, J. Hausmann, J. Norris, L. Patrick, V. Schimmel, C. Rudolph, E. Plane, J. Imonetti, R. Kozars, E. Squibbet, W. Klis
<input type="checkbox"/> Taber, Bushnell & Co., Inc.	Braces, building specialties	Coliseum 890	S. Taber, B. Taylor, R. Hutchinson, C. Rawwald, C. Ambrose
<input type="checkbox"/> Talk-A-Radio Sales Corp.	Intercom systems	Coliseum 807	R. Phillips, L. Laundergan, J. Dlubac, C. Hinds, K. Harder
<input type="checkbox"/> Tappan Stove Co.	Home appliances, kitchen cabinets and equipment	Sherman 424	K. Weller, E. Mason, H. Scales, J. Nevill, A. Harron, O. Johnson, R. Barnes, C. Wilson, D. Shelley, M. Wolf, R. Davis, G. Condos
<input type="checkbox"/> Techbu#t Inc.	Prefabricated homes	Hilton 382	P. Herrick
<input type="checkbox"/> Tennessee Stove Works	Stoves	Coliseum 905	R. Conley, Jr.
<input type="checkbox"/> Terns Steel Co.		Coliseum 743	J. Daiek
<input type="checkbox"/> Texboro Cabinet Co.	Cabinets	Coliseum 906	J. Westbury
<input type="checkbox"/> Thuro Bilt Homes	Prefabricated homes	Hilton 350	C. Huette, D. Koehl, E. Martin, W. Kamin
<input type="checkbox"/> Thyer Mfg. Co.	Prefabricated homes	Hilton 204-206	M. Gustafson, N. Wiebusch, S. Grant, C. Richey, J. Latt, E. Swanson, D. Rutan
<input type="checkbox"/> Tile Council of America, Inc.	Information on tile	Sherman 439	G. Whaley
<input type="checkbox"/> Tilemaster Corp.	Plastic wall tile	Hilton 173 & 174	V. Thompson, R. Jurczak, A. Fela, C. Haedtler, A. Weber, J. Russell
<input type="checkbox"/> Tile-Tex Div., Flintkote Co.	Floor, ceiling tile	Coliseum 817	J. Fox, P. Hayden, K. Wall, G. Theodour, S. Labahn
<input type="checkbox"/> Timber Engineering Co.	Timber connectors, framing anchors	Hilton 33 & 34	D. Norcross, R. Fletcher, J. Reidelbach, W. Racine, W. Weidemeyer, W. Gardner, J. Wetherhoff
<input type="checkbox"/> Toledo Desk & Fixture Corp.*	Kitchen, bath cabinets	Coliseum 747-750	C. Cartwright
<input type="checkbox"/> Touch-Plate Mfg. Corp.	Electrical equipment and lighting, low voltage switches	Hilton 155	K. Cronk
<input type="checkbox"/> Trade-Wind Motorfans, Inc.	Attic, kitchen and window fans	Sherman 449	Mr. and Mrs. W. Marker, Mr. & Mrs. W. Rieboldt, G. Sleight, G. Hill, J. Shaw, W. Moore, R. Davis, R. Bieske
<input type="checkbox"/> Trailmobile, Inc.	Truck trailers	Coliseum 882 & 886	K. Snyder
<input type="checkbox"/> Trimco Metal Products	Specialties, doors, frames	Hilton 329	D. Williams
<input type="checkbox"/> Trimview Metal Products	Sliding glass shower and screen doors, traverse windows	Hilton 325	P. Kelly
<input type="checkbox"/> Trion, Inc.	Home appliances, heating, ventilating, cooling	Hilton 212	E. Meyers, Jr., R. Sweitzer, H. Fry, J. Golden, E. Hengstler, C. Morlock
<input type="checkbox"/> Tropicraft of San Francisco	Wood folding walls	Coliseum 925	G. Cherry
<input type="checkbox"/> Truscon Steel Div., Republic Steel	Building materials, doors and windows	Hilton 5-7	P. Callahan
<input type="checkbox"/> Unique Balance Co.	Sash balance	Sherman 556	J. Perkins
<input type="checkbox"/> United States Ceramic Tile Co.	Ceramic tile	Sherman 414	H. Thomas
<input type="checkbox"/> United States Gypsum Co.	Building materials, paints, roofing, wallboard	Hilton 128	R. McClayton
<input type="checkbox"/> United States Motors Corp.	Garage door operator, electric tools	Coliseum 853	L. Meeker
<input type="checkbox"/> United States Plywood Corp.	Paneling	Hilton 147-149	B. deBillie, R. Lutz, R. Lowell, R. Brown, W. Kent, A. Teichmeier, A. Frost, A. Jarr, J. Woods, W. Krueger
<input type="checkbox"/> United States Steel Corp., American Steel & Wire Div.	Steel building materials	Hilton 308 & 309	J. Miller, F. Miller, J. Macaulay, J. Farrell
<input type="checkbox"/> United States Steel Corp. (Homes Div.)	Prefabricated homes	Hilton 15	R. Dorrell, R. Ritchie
<input type="checkbox"/> Universal-Rundle Corp.	Plumbing fixtures	Hilton 8-10	S. Backner, F. Fennell, W. Kariher, Q. Garman, J. Schmitt, F. Alexander, S. Scheller, W. Shaffer, F. Rippchen, C. Henry, E. Harber, K. Stabeck
<input type="checkbox"/> Upson Co.	Building materials and panels	Hilton 20	J. Upson, R. Morgan, R. Eastridge, L. Keeler, A. Calver, E. Ostheimer, H. Parry, A. Newman, W. Davis, W. Suttle, A. Snyder, R. Caswell
<input type="checkbox"/> Utility Appliance Corp.	Heating, air conditioning, gas kitchen	Hilton 374	J. Hall
<input type="checkbox"/> Valley Metal Products		Sherman 425	G. Bateman
<input type="checkbox"/> Vanity Fair Laminates, Inc.	Vanity lavatories	Coliseum 896-899, & 902	A. Petriliak
<input type="checkbox"/> Van-Packer Corp.	Chimneys and flues	Hilton 124 & 125	L. Brown
<input type="checkbox"/> Vega Industries, Inc., Uni-bilt Div.	Unit-bilt fireplace and chimney	Sherman 510 & 511	R. Swaney, F. Green
<input type="checkbox"/> Vent-A-Hood Co.	Cooking ventilation equipment	Coliseum 971	M. Woodall
<input type="checkbox"/> Ventilating Products Corp.	Automatic ventilating range hoods	Sherman 485 & 486	F. Gierspeck, F. Goode
<input type="checkbox"/> Vikon Tile Corp.	Wall and ceiling tile	Hilton 320-322	W. Gruver
<input type="checkbox"/> John C. Virden Co.	Lighting fixtures	Hilton 351	J. Jasin, M. Jasin, P. Smythe, B. Hosey

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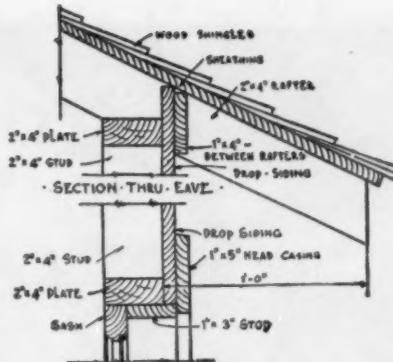
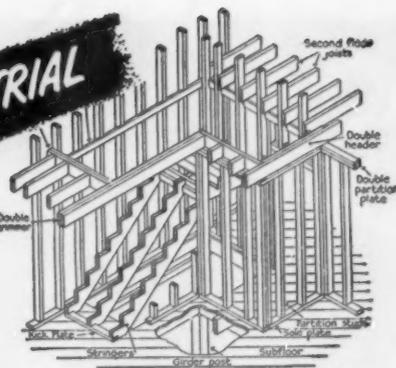
EXHIBITOR	PRODUCT	LOCATION	EXHIBIT PERSONNEL
<input type="checkbox"/> Virginia Metal Products, Inc.	Metal doors and frames	Coliseum 929	W. Scott, N. Gianakos, W. Rose, D. Stearns, J. Hicks
<input type="checkbox"/> Visking Corp., Plastics Div.	Moisture vapor barrier, waterproofing	Coliseum 879	W. Heinemann
<input type="checkbox"/> Waco Mfg. Co.		Coliseum 938	R. Brown
<input type="checkbox"/> Ware Laboratories, Inc.	Aluminum windows	Hilton 38	G. Munro
<input type="checkbox"/> Wasco Products, Inc.	Skylights, plastic panels	Hilton 368	R. Pillsbury, K. Harrison, S. Vivat, M. Kirkpatrick
<input type="checkbox"/> Washington Steel Products, Inc.	Door hardware	Sherman 419	D. Johnson, B. Eisenrod, S. Murphy, L. O'Donnell, E. Lofgren, G. Swanson, D. Ellis, J. Nelson
<input type="checkbox"/> Waste King Corp.	Garbage disposals	Hilton 60 & 61	H. Fatt
<input type="checkbox"/> Warren Webster & Co.	Heating, ventilating, air conditioning	Hilton 71	N. MacNichol, T. Brennan, J. Foyatt, J. Woodson
<input type="checkbox"/> Weather Wizard Aluminum Mfg. Co.	Weatherstripping	Coliseum 973	J. Berlner, J. Kamlet, M. Levine
<input type="checkbox"/> Weiser Co.	Door hardware	Coliseum 970	J. Twitchell
<input type="checkbox"/> Welbilt Corp.	Welbilt-In gas and electric ranges, Welbilt-In air conditioners	Hilton 156	M. Morris, M. Colin, H. Landis
<input type="checkbox"/> Wessels Co.	Kitchen cabinets, laundry and plumbing fixtures	Sherman 407	A. Christian, Sr., C. Lippy, A. Christian, Jr., W. Heather
<input type="checkbox"/> West Coast Lumbermen's Asso.	Floors and floor covering, siding, wood paneling	Sherman 539 & 540	R. Mahaffay, A. Zander, H. Bethell
<input type="checkbox"/> Western-Holly Appliance Co.*	Ranges	Coliseum 824 & 825	H. Honer
<input type="checkbox"/> Western Lock Mfg. Co.	Builders' hardware	Sherman 433	D. Bloom, R. Van Tilburgh, M. Bellas, C. Blane, G. Wilkosz, R. Kready, G. Rushton, R. Castner, J. Smart, H. Meltzer, D. Levine, M. Leiser
<input type="checkbox"/> Western Pine Assn.	Millwork and building materials	Sherman 541-542	J. Sherar, F. Freeman, C. Boardman, C. Rasmussen
<input type="checkbox"/> Western Red Cedar Lumber Assn.	Beveled cedar siding	Sherman 567 & 568	A. Ellsworth
<input type="checkbox"/> Westinghouse Electric Corp.	Home appliances, fans, heating, ventilating, and air conditioning, laundry equipment	Hilton 88-93	D. Feiser, R. Gilbert, J. Anderson, G. Heilinger, R. Stone, H. Hofeditz, C. Ward, A. Wixon, A. French, C. Hipsley, R. Durrin, Jr., C. Blaine, J. Malone, R. Wheeler, J. Sherck
<input type="checkbox"/> Weyerhaeuser Sales Co.	Lumber	Sherman 563 & 564	W. Peterson, J. Ryan, W. Owen, A. Daley, E. Gillis, W. Witherspoon, O. Lavoy, M. Pratt
<input type="checkbox"/> Whirlpool-Seeger Corp.	Washer-dryers, refrigerator, ranges	Coliseum 849-852	R. Criddle, Jr.
<input type="checkbox"/> White-Rodgers Co.	Electrical equipment	Coliseum 954	R. Sherer, E. Robinson, G. Powell, W. Hawkins, V. Hertz, W. Galloway, J. Morgan, W. Dague, A. Hudson
<input type="checkbox"/> Williamson Co.	Heating and cooling equipment	Coliseum 769-771	G. Leytze, P. Jensen, G. Trotta, C. Pfirmann
<input type="checkbox"/> Williams Div., Eureka Williams Corp.	Heating	Coliseum 884	J. Gleason
<input type="checkbox"/> William Wallace Co., Metalbestos Div.	R. V. and W. V. Metalbestos Products	Hilton 222 & 223	F. Kohles, C. Blome, E. Fields, C. Perry, A. Putt, H. Donnelly
<input type="checkbox"/> Willys Motors, Inc.	Trucks and equipment	Coliseum 810	S. Ford
<input type="checkbox"/> Wince Ventilator Co., Inc.	Ventilators and windows for use with glass block	Coliseum 805	W. Kubatzky, T. Kubatzky, R. Stuart
<input type="checkbox"/> Windsor Door Co., Inc.	Garage doors	Coliseum 958	P. Gross, F. DeMascio, P. Cardone
<input type="checkbox"/> Winter Seal Corp.	Windows	Sherman 491	H. Berman
<input type="checkbox"/> Wiremold Co.	Electrical equipment and lighting	Sherman 406	R. Murphy, A. Massey, P. Heimann, W. Kilray, E. Wootton
<input type="checkbox"/> Wood Conversion Co.	Acoustical materials, insulation and wallboard	Sherman 547 & 548	J. Fogarty, J. Fischer, D. Anderson, G. Erickson, K. Lindley, M. Nicholson, V. Redeker, E. Wyckoff, S. Chase
<input type="checkbox"/> Wood-Metal Industries, Inc.*	Kitchen cabinets	Coliseum 785	B. Fahringer
<input type="checkbox"/> Wood-Mosaic Corp., Parkay, Inc. Div.	Flooring and wall paneling	Sherman 474 & 475	J. Detrick, R. Holmes, J. Egan, M. Mittler, H. Cobbett, A. Winter, H. Badham, J. Meekin, P. Miner
<input type="checkbox"/> Woodall Industries, Inc.	Lamidall random width tongue and groove planking, Lamidall panels, Glide-All sliding doors	Hilton 186 & 187	W. Gielow, R. Saberson, J. Stangel, P. Michaud
<input type="checkbox"/> Yale & Towne Mfg. Co.	Builders' hardware	Hilton 150 & 151	L. Pantas, J. Young, C. Miller, W. McGreevy, M. Ormand, K. Lanyon, H. Talgo, J. White, C. Lyng, P. Lagana
<input type="checkbox"/> Yeomans Brothers Co.		Coliseum 702	J. Porter
<input type="checkbox"/> Young Door Co.	Doors	Sherman 417 & 418	R. Young, W. Boos, W. Bancroft
<input type="checkbox"/> Youngstown Kitchens, Div. of American Standard	Home appliances, kitchen cabinets and equipment	Hilton 118-122	D. Packard
<input type="checkbox"/> Zegers, Inc.	Weatherstripping	Hilton 11	T. Koebel

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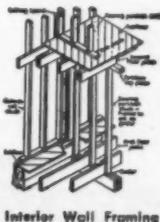
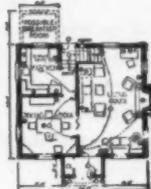


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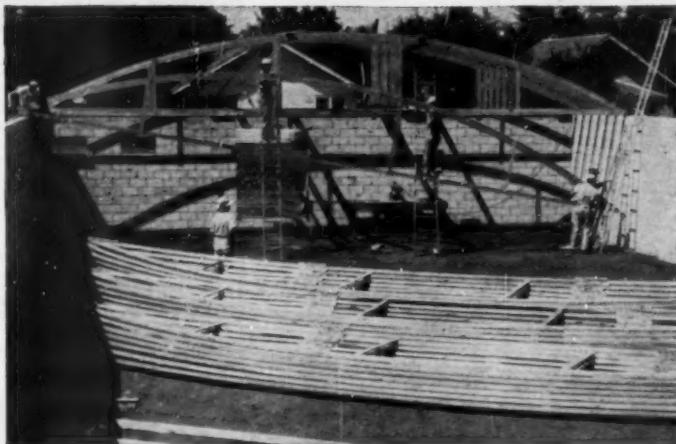
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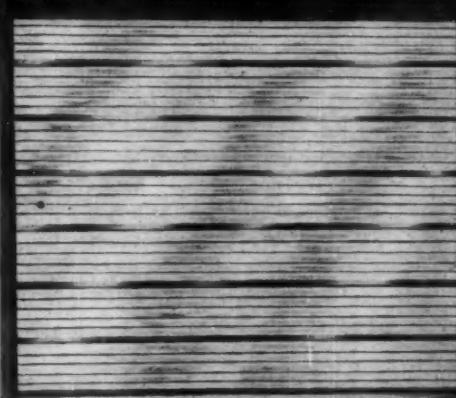
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JANUARY 1957



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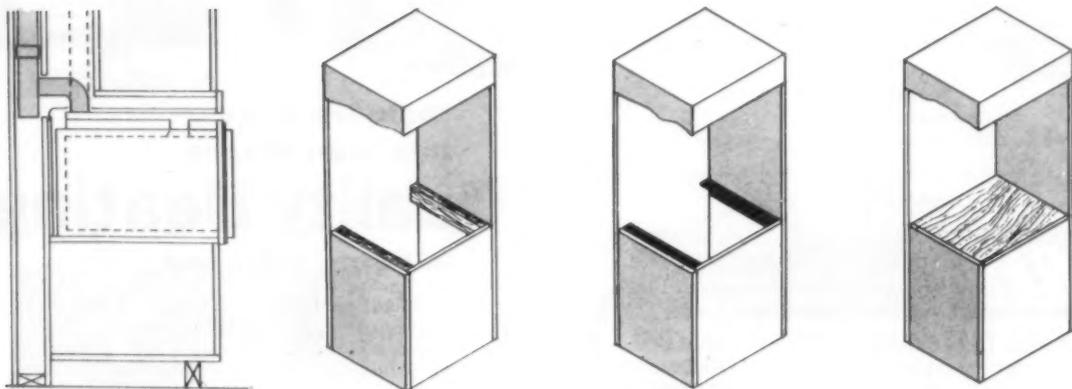
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NIAGARA Series 50 Line



NIAGARA Series 70 Line



What you should know about

Built-in ranges and ovens have made an important contribution to scientific kitchen planning. These units, available in gas or electric, are so versatile that the number of possible combinations and arrangements is limited only by the kitchen designer's imagination.

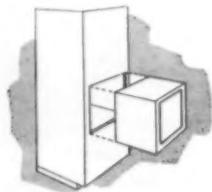
They provide you with an important sales feature for your homes. They allow you to offer your buyers the convenience of the completely furnished kitchen as well as a package which can be financed as part of the house.

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.

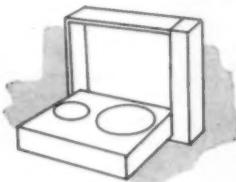
Kitchen-cabinet manufacturers, too, have cooperated with appliance manufacturers. They have cabinets that allow you to use any of the types of built-ins available. You need only to specify the type of built-in range or oven you plan to use and he will find a cabinet available for that particular model.

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.

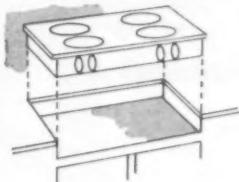
While the first built-in range and oven units were finished in stainless steel, color and other metallic finishes are now available. In addition to stainless and brushed-chrome plated steel, many manufacturers now offer built-ins in antique copper and many color tints in porcelain enamel to harmonize



FULL RECESSED OVEN is made to be completely enclosed in cabinets or wall.

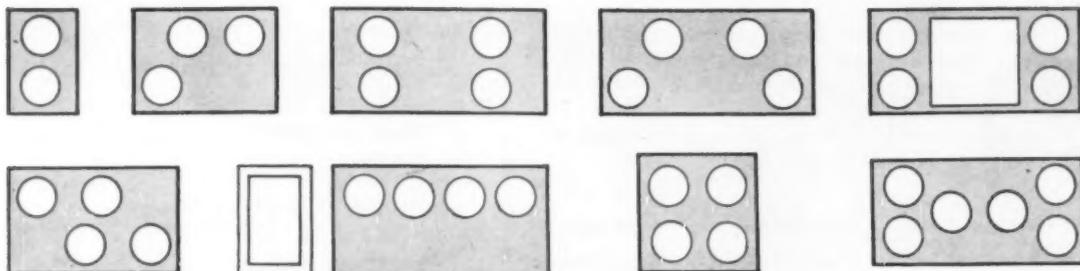


FOLD-BACK UNITS are by Frigidaire. Available also in double (4) units.



STACK-ON TYPE can be insert type or can be with finished top, back-splash.

month for January



◀ **GAS OVENS** have a built-in vent ducted to front of unit. Alternate openings are provided for outside venting where local codes demand. Bottom supports may be with a solid bottom, 2x4 runners or of metal angle irons.

TYPICAL BURNER arrangements in cooking tops of built-in ranges. While there are slight variations between manufacturers, most follow one or more of these designs. Circles indicate burners, rectangles the griddle locations.

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

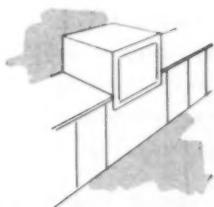
rough opening.

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.

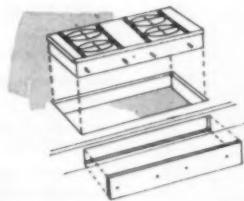
How high should counter tops be?

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

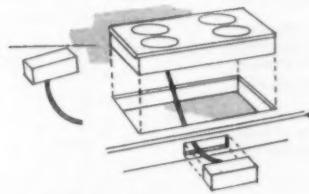
(Continued on page 328)



THIS STACK-ON OVEN has sides and top finished so it can be exposed.



GAS MODELS have separate controls as part of unit, must be in front.



SEPARATE CONTROL type in electric ranges has conduit extension.

Built-in range and oven manufacturers

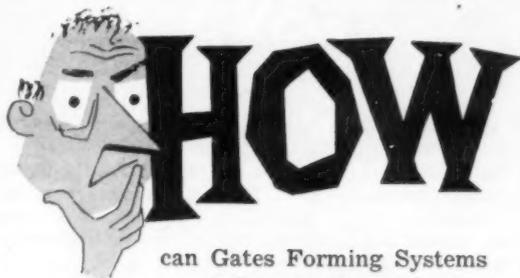
The following chart shows the major manufacturers of built-in ranges and ovens giving the basic types as well as showing the models available for gas or electric service.

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

Manufacturer	RANGE UNITS			OVEN UNITS					
	Gas			Elec.		Gas		Elec.	
	A	B	C	A	B	A	B	A	B
Admiral Corp. 3800 W. Cortland Chicago 47, Ill.									x
American Kitchens Div. Avco Mfg. Corp. Cannonsville, Ind.	x					x	x	x	x
Brown Stove Works, Inc. Cleveland, Tenn.	x			x	x			x	
Caloric Appliance Corp. Topton, Pa.	x					x			
Chambers Ranges, Inc. 2464 N. Meridian St. Indianapolis 8, Ind.	x	x				x	x	x	x
Cribben & Saxton Co. 700 N. Sacramento Blvd. Chicago, Ill.	x					x			
Dixie Products, Inc. Cleveland, Tenn.	x					x			
Florence Stove Co. 1154 Merchandise Mart Chicago 54, Ill.	x					x			
Frigidaire Div., Gen. Motors 300 Taylor St. Dayton, Ohio								x	
Gaffers & Sattler 141 S. El Camino Dr. Beverly Hills, Cal.	x					x			
General Electric Co. Appliance Park Louisville 1, Ky.								x	
Gibson Refrigerator Co. Div. of Hupp Corp. Greenville, Mich.						x	x		x
Globe American Corp. Kokomo, Ind.	x					x	x	x	x
Hardwick Stove Co. Cleveland, Tenn.	x					x			
Hotpoint Co. 5600 W. Taylor St. Chicago 44, Ill.								x	x
Kelvinator Div. American Motors Corp. 14250 Plymouth Rd. Detroit 32, Mich.								x	
Lindeman & Hoverson Co. 401 W. Cleveland Ave. Milwaukee 15, Wisc.								x	
Magic Chef, Inc. St. Louis, Mo.	x							x	
Monarch Range Co. Beaver Dam, Wisc.								x	

Manufacturer	RANGE UNITS			OVEN UNITS					
	Gas			Elec.		Gas		Elec.	
	A	B	C	A	B	A	B	A	B
Mt. Vernon Furnace & Mfg. Co. Mt. Vernon, Ill.		x				x		x	x
National Stove 163 Avenue A Bayonne, N. J.		x				x		x	
Norge Sales Corp. Merchandise Mart Plaza Chicago 54, Ill.						x			x
Philco Corp. Philadelphia, Pa.						x	x		x
Pioneer Range Co. 3131 San Fernando Rd. Los Angeles, Cal.		x						x	
Prestline Div. George T. Stevens & Assoc. 612 N. Michigan Ave. Chicago 11, Ill.		x				x	x	x	x
Preway, Inc. Wisconsin Rapids, Wis.		x	x			x	x	x	x
Roper Corp., Geo. D. Rockford, Ill.		x						x	
Rutenber Electric Co. Marion, Ind.						x			x
Samuel Stamping & Enameling Co. Chattanooga, Tenn.		x	x			x	x	x	x
Stiglitz Corp. 2007 Portland Ave. Louisville 3, Ky.		x	x			x	x	x	x
The Stove Works, Inc. Middletown, Pa.		x						x	
Tappon Stove Co. 250 Wayne St. Mansfield, Ohio		x	x			x	x	x	x
Tennessee Stove Works Chattanooga, Tenn.		x				x	x	x	x
Thermador Electrical Mfg. Co. 5119 District Blvd. Los Angeles 22, Cal.						x	x		x
Welbilt Corp. Maspeth 78, N. Y.		x				x		x	x
Western-Holly Appliance Corp. Culver City, Cal.		x						x	
Westinghouse Electric Corp. Mansfield, Ohio						x	x		x
Whirlpool-Seeger Corp. St. Joseph, Mich.		x				x		x	x
Youngstown Kitchens Div. American Standard Corp. Warren, Ohio		x				x		x	x



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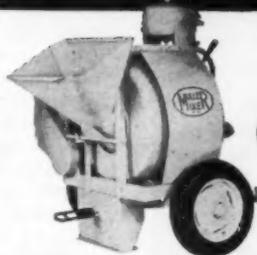
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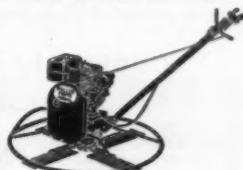
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TECHNICAL GUIDE continued

you the option of establishing a counter height which can be custom-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 distance, 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-resisting plastic laminates are recommended for this purpose. Hardwoods, such as maple, ash, or birch, can be used successfully provided they are protected with spar varnish, lacquer, or a penetrating floor sealer. Tests have shown that wood tops protected in this manner will resist the heat from a utensil 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 warming cabinet, too, is available from some manufacturers as an added feature.

Automatic controls, special accessories and other features are offered 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 incombustible material. Wood, plaster or masonry can be used for the enclosure 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 shimming. The facing of the recessed units provides an overhang for the covering of the edges of the rough opening.

What are the electrical requirements?

All electric cooking top assemblies and ovens are wired for three-wire single-phase, 60 cycle, A.C., 115/230 to 120/240 volt circuits. Some have junction boxes incorporated into the unit while others leave this for the electrical contractor 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 localities, these units may be connected in parallel. Because of the varied requirements of local codes, all electrical connections must conform 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.

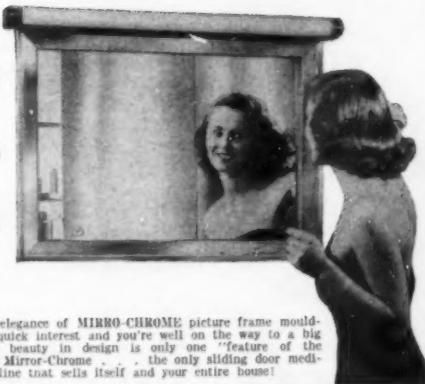
What about gas connections?

It is recommended that 1/2-inch or larger aluminum tubing be used for natural, manufactured or mixed gases, while 3/8-inch copper or aluminum tubing will suffice for L. P. gases. A 3/4-inch galvanized or black iron pipe can be used for all gases. Most gas units are threaded for 3/4-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 manifold of the unit. This valve should also be readily accessible.

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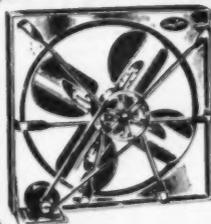
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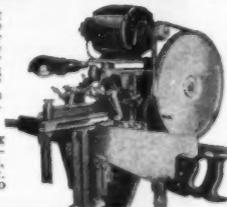
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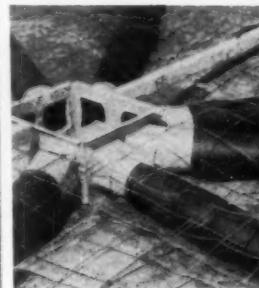
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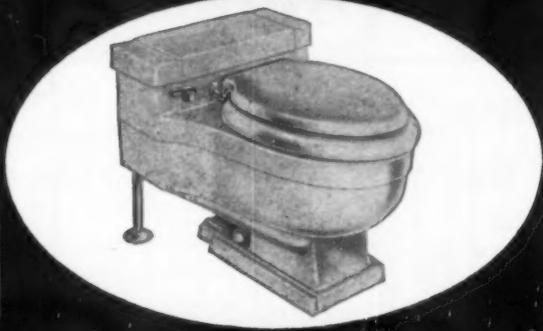
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Today it takes all three to sell new homes. Hydroguard, the tub and shower control used in trend-setting model homes throughout the country, has all three! Hydroguard features easy single dial adjustment with *thermostatic* control that holds temperature 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.



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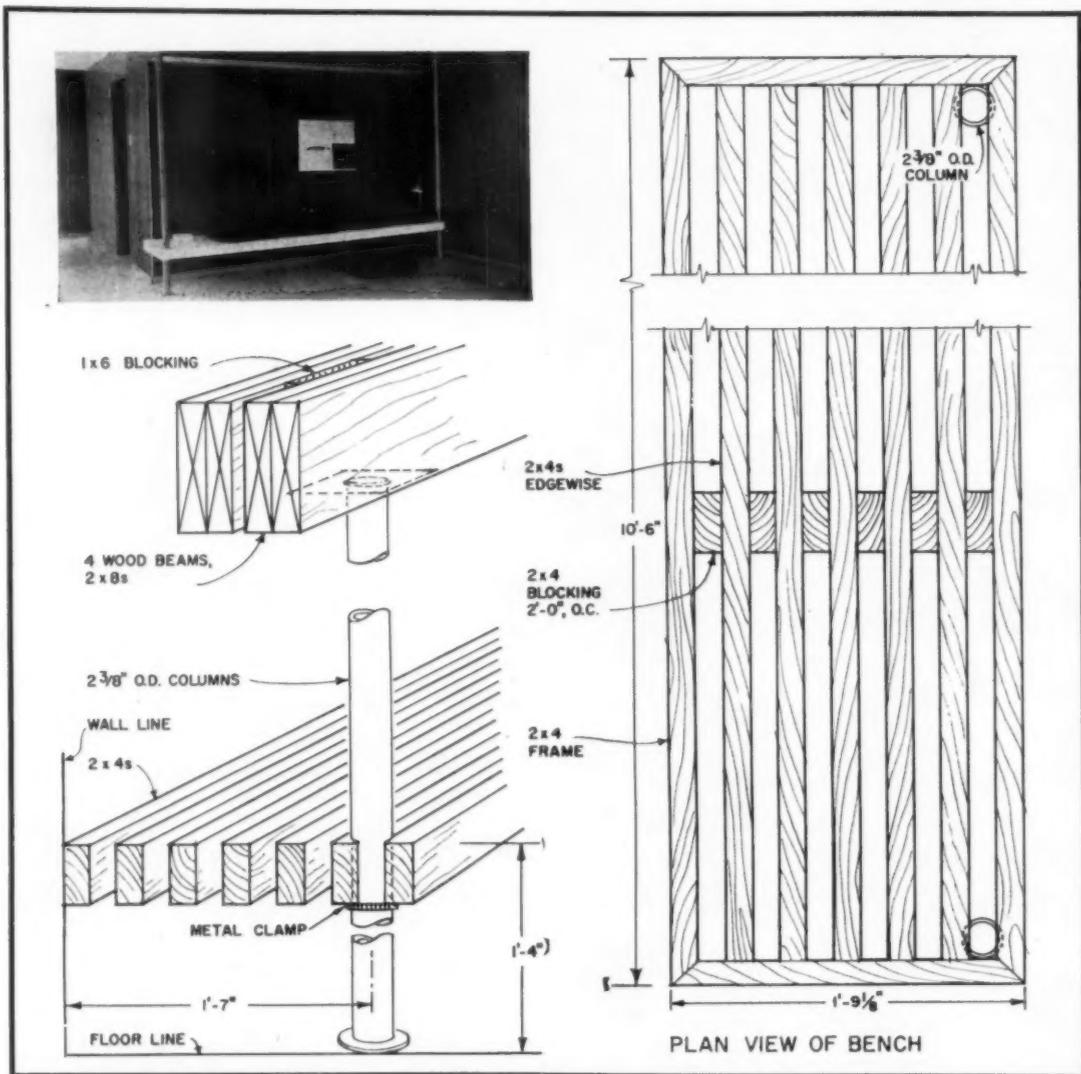
Your prospects have seen Hydroguard in all 23 Electri-Living Homes, in the 1956 House of Ideas, and in Research House — 1956. It is advertised in *Time*, *Living for Young Homemakers*, *House & Garden*, and *House Beautiful*. Powers also supplies point-of-sale promotion material.



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®

A BETTER CONSTRUCTION DETAIL TO HELP YOU ON THE JOB



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 2 3/8" 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 1/4 inch between panels.

**Designed by
Valdez & Williams, Architects
San Antonio, Tex.**

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Guaranteed by
Good Housekeeping
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To hold ANYTHING
Securely in Hollow Walls,
Floors and Ceilings

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- STAINLESS STEEL HARDWARE
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STORM KING Corporation
Miamisburg, Ohio

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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 electricity *anyplace, anytime* . . . no waiting 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 105AK-1P delivers 1500 watts . . . weighs only 125 pounds.

Onan portable units are completely Onan-built with Onan engines direct-connected to Onan all-climate generators. They are compact, sturdy . . . and they run longer with minimum servicing.

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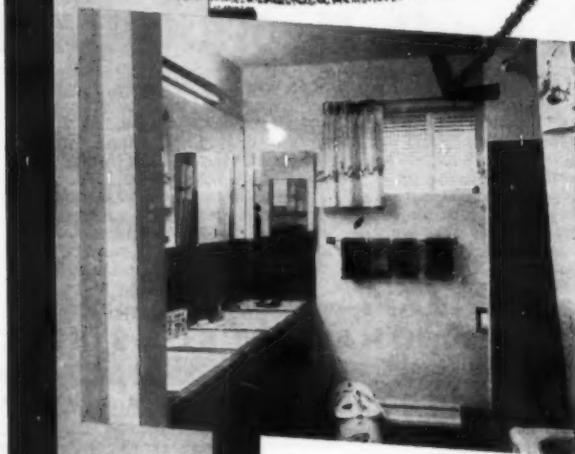
You save time and effort with AMERICAN BUILDER's 1956 Technical and Marketing Guide. Here in the covers of one reference book are the often-sought answers on . . . *structural methods—doors, windows, flooring and wall coverings—hardware & building specialties—plumbing, heating, ventilating & electrical appliances—tools & construction equipment* . . . plus an authoritative up-to-the-minute *management and buying handbook*.

It's conveniently arranged, with handy divisions of both technical and buying information . . . includes a complete *classification of building associations, building products, equipment and brand names* . . . plus a *Reader Service* to help you get more data about new product items. It's been in your hands since April . . . it's good all year-round. Make the most of it to make your job easier.



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Any home you build with dry-wall construction will look more beautiful and will give more years of service with BEADEX Inside and Outside Corners. Straightens crooked walls, uses less time and materials and you end up with a satisfied home owner.

BEADEX corner beads offer you *exclusive advantages* over other types of bead. . . BEADEX is applied directly to the wall surface, expanding and contracting in direct ratio to the wall material. No unprotected metal to rust.

NO CRACKS • NO BULGES

Corners retain their beauty, permanently, no unsightly cracks exposed to mar your craftsmanship and ultimately your sale. The baseboard will fit snugly without looking like a pair of skis.



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BLUEPRINT HOUSE ESTIMATING GUIDE

(Continued from p. 247)

House Area (Living) Cubic	Frame	Ranch
		1290 sq. ft.
		10,320 cu. ft.

CONCRETE WORK

Location	Actual	Actual — 3 per cent
Foundation Footing	137 cu. ft.	
Pier Footings (7)	13 cu. ft.	
Screed Coat 2" 1290 sq. ft.	214 cu. ft.	
Garage Slab 4" 244 sq. ft.	81 cu. ft.	
Terrace Slab 4" 252 sq. ft.	84 cu. ft.	
Porch Slab 4" 40 sq. ft.	14 cu. ft.	
Concrete Piers	14 cu. ft.	
	557 cu. ft.	584 cu. ft.
		or 22 cu. yds.

CONCRETE BLOCKS & MASONRY

Location	Description	Amount
Foundation Wall	8" concrete block	approx. 790 pieces
Brick Veneer	4" brick	130 sq. ft.
Brick Planter	8" brick	30 sq. ft.

DRYWALL

Location	Amount
Ceilings	approx. 1500 sq. ft.
Walls	approx. 3440 sq. ft.

TILE WORK

Location	Description	Amount
Walls	Ceramic	212 sq. ft.
Floors	Ceramic	85 sq. ft.

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Sill	2 x 6	—	160	160
Girder (2)	2 x 12	—	84	168
Girder (2)	2 x 10	—	25	42
Floor Beams Lift	2 x 8	18/14	252	336
Floor Beams Lift at Cantilever	2 x 8	13/16	208	278
Floor Beams Middle	2 x 8	31/14	434	579
Floor Beams Rear Right	2 x 8	11/10	110	147
Floor Beams Right	2 x 8	8/6	48	64
Box Header	2 x 8	—	160	213
Bridging	1 x 3	—	464	116
Bath Ceiling Joists	2 x 6	5/18	90	90
Ceiling Joists Bedroom	2 x 6	12/14	168	168
Ceiling Joists Bedroom	2 x 6	12/14	168	168
Ceiling Joists Bedroom	2 x 6	12/12	144	144
Ceiling Joists Den	2 x 6	7/12	84	84
Living Room Girder	(2) 2 x 12	2/24	84	96
Bathroom Studs	(3) 2 x 6	17/8	136	136
Bathroom Plates	2 x 6	—	54	54
Studs	2 x 4	125/10	1250	834
Plates	(3) 2 x 4	—	990	660
Studs	2 x 4	290/8	2320	1547
Ridge Board	2 x 8	—	44	59
Rafters Lift	2 x 6	32/22	704	704
Rafters Right	2 x 6	32/20	640	640
Rafters Garage	2 x 6	16/16	256	256
Window Headers	(2) 2 x 8	8/8	64	84
Garage Header	(2) 2 x 10	2/10	20	36

SHEATHING, FLOORING, SIDING, INSULATION, ETC.

Location	Description	Actual	Actual — 10%
Sub Floor	1 x 4 S4S	1290 sq. ft.	1419 sq. ft.
Finish Floor	Oak	920 sq. ft.	1012 sq. ft.
Side Wall Sheathing	1 x 6 T & G	2000 sq. ft.	2200 sq. ft.
Siding	Wood shingles	1025 sq. ft.	1128 sq. ft.
Roof Sheathing	1 x 6 T & G	1840 sq. ft.	2024 sq. ft.
Roofing	210 asphalt	1840 sq. ft.	2024 sq. ft.
Kitchen	W. P. Ply.	160 sq. ft.	176 sq. ft.
Kitchen	Linaloum	160 sq. ft.	176 sq. ft.
Insulation Walls	2" Batts	1300 sq. ft.	1430 sq. ft.
Insulation Ceilings	2" Batts	1500 sq. ft.	1650 sq. ft.
Siding	Textured 1-11 Plywood	1020 sq. ft.	1122 sq. ft.

Note: The waste factor would vary with the type of material used and by the method of installation.

MILLWORK

Ext. Trim Location	Description	Amount
Fascia	1 x 8	270 Lin. Ft.
Flange	1 x 6	152 Lin. Ft.
Flower Box	Wood 9'0" long	1 Piece
Vents	Wood	12 Pieces
Int. Trim Location	Description	Amount
Base	1 x 4	430 Lin. Ft.
Cl. Pole	1 1/2" Diam.	22 Lin. Ft.

Pole Sockets	Pair Wood	5 Pair
Cleats	1 x 3	35 Lin. ft.
Hook Strip	1 x 6	42 Lin. ft.
Shelving	1 x 12	74 Lin. ft.

DOOR SCHEDULE

Ext. Doors Size	Description	Amount
3'0" x 6'8" x 1 1/4"	Flush S.C.	1
2'8" x 6'8" x 1 1/4"	3 lite one panel	1
2'6" x 6'8" x 1 1/4"	3 lite one panel	1
2'0" x 6'8" x 1 1/4"	Flush S.C.	4
8'0" x 6'6" x 1 1/4"	Overhead 8 panel	1
2'0" x 2'0"	Access door	1
Int. Doors		
2'6" x 6'8" x 1 1/4"	Flush H.C.	6
2'0" x 6'8" x 1 1/4"	" "	7
1'6" x 6'8" x 1 1/4"	" "	2
Folding Door		
8'0" x 8'0"	—	1 unit
Sliding Door		
4'0" x 6'8"	Glass	2
		Total 27

Note: All doors are to be ordered from door schedule to include doors, door frames, trim, casings, stops, saddles, etc.

WINDOW SCHEDULE

Size	Description	Amount
6'0" x 3'0"	Sliding	1
2 (3'6" x 4'0")	Gang of 2 fix. & Sl.	1
3'0" x 3'0"	Sliding	6
2 (3'0" x 3'0")	Gang of 2 sliding	1
4'0" x 2'0"	Sliding	1
4'0" x 3'0"	Sliding	1
		Total 11
Aprons 1 x 6 60 Lin. ft.		
Stools 1 x 8 60 Lin. ft.		

Note: All windows ordered from window schedule in gangs as specified to include sash, frames, trim, stops, casings, etc.

Material breakdown prepared by Joseph Steinberg, head, and Martin Stempel, senior instructor, Construction Technology Dept., New York City Community College.

MOVING?

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AMERICAN BUILDER

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NEATER CORNERS FOR DOORS AND WINDOWS

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JambeX *

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.

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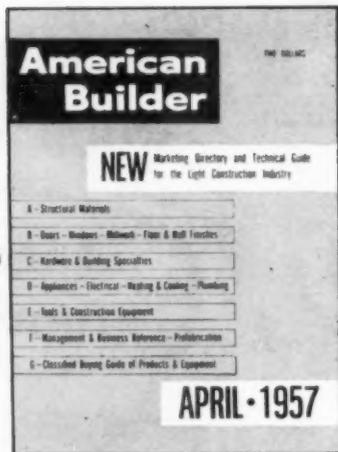
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Flooded with extras. And that's not all...A Reference File of Free Literature showing the catalogs and technical material available from building supply and equipment manufacturers...A List of Building Associations and Societies with name, address 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)

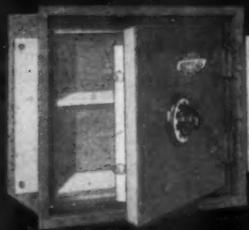
- Two-bedroom houses are becoming a drug on the market.
- The builder can be more eager to trade than his prospects and often over-values the trade-in house.
- Houses over ten years old may require too many hidden repairs. These take too much of the builder's time and money. He should limit himself to 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 or he is not 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.



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- Recesses into wall between 16" joists
- Can be installed in minutes
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- Certified furnace-tested to 1700° F. for 1 hour
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- Fits flush behind picture
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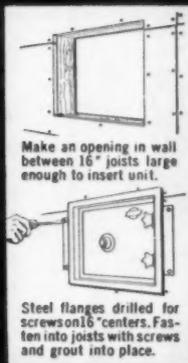
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OUTLET HOLES
in dry wall...**

Everytime with the
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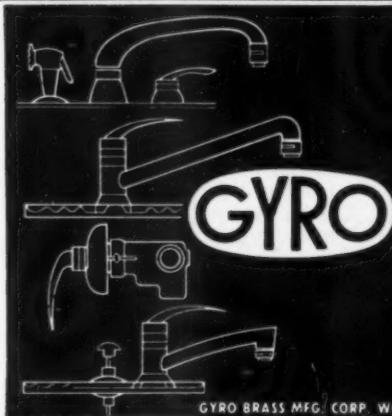
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The Quic-kutter guarantees you flawless die-cut outlet holes in gypsum wallboard every time—without damage to the internal structure or the paper facing of the wallboard. It eliminates patching completely—saves you time and trouble! Available in 2" x 3", 2" x 4", and 4" round

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LOWEST MARKET PRICE

Now builders achieve a bathroom luxury-look with High-Quality, low-priced tub enclosures and stall shower doors by Anoroc.

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BUILT-IN FREEZER-REFRIGERATOR
EQUIPMENT—**EASY INSTALLATION**
—TO FIT EVERY KITCHEN SPACE

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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.

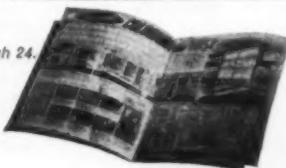
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Model	Capacity	Height	Width	Depth	Roughing In Dimensions	Condensing Unit-Refrig.	Condensing Unit-Freezer
"B BIR (Refrigerator)	8.5 Cu. Ft.	36"	36"	23½"	34" x 34"	1/8 H.P.	
"B BIF (Freezer)	7.2 Cu. Ft.	36"	36"	23½"	34" x 34"		1/5 H.P.
124 BIRF { Refrigerator and Freezer }	10.8 Cu. Ft. Refrig.	73"	36"	23½"	34" x 72½"	1/8 H.P.	1/5 H.P.
	3.5 Cu. Ft. Freezer						
15 BIR (Refrigerator)	15.8 Cu. Ft.	73"	36"	23½"	34" x 72½"	1/5 H.P.	
15 BIF (Freezer)	14 Cu. Ft.	73"	36"	23½"	34" x 72½"		1/4 H.P.
18 BIRF { Refrigerator and Freezer }	9 Cu. Ft. Refrig.	84"	36"	23½"	34" x 83½"	1/8 H.P.	1/8 H.P.
	8.6 Cu. Ft. Freezer						
30 BIRF { Refrigerator and Freezer }	15.8 Cu. Ft. Refrig.	73"	72"	23½"	48" x 72½"	1/5 H.P.	1/4 H.P.
	14 Cu. Ft. Freezer						

* Can be used as "stack-ons" or can be built into special cabinets

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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

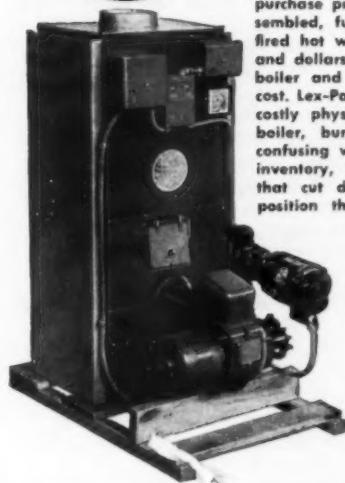
Nominating Committee
(Open meeting)
General session
Dramatization: "I'm Going to
Chicago"
Summary of Convention: Leonard
L. Frank, convention chairman
Keynote Address: President Joseph
B. Haverstick
Large screen television broadcast
of Presidential Inauguration
ceremonies from Washington,
D. C.
Women's Auxiliary Board of
Directors

(Continued on page 344)



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pryne easiest-to-clean hood* with New Copperized finish

*The easiest to clean hood ever designed—because it tilts! Now in new, exclusive tarnish-proof Copperized finish—destined to be first in sales! Functionally designed for installation in new or old cabinetry. Simply installed—reducing time and labor costs. Backed with a full five year factory guarantee. Available in two basic models: #500 with space-saving self-contained light and fan; #400 requiring only 4" of space for fan and light housing.



DECORATIVE ACCESSORIES

A new Pryne plus to add that custom-styled touch: Removable, snap-in, all-brass curved edging—and matching decorative rivets for that handwrought effect.

BEAUTY on a BUDGET

Bel-Aire
by
pryne



An eye-catching, easy to install kitchen hood in two low-cost models to fit even the most modest building budget. Available in beautiful Copper-tone or other kitchen appliance matching colors. Also features self-contained, easily accessible light and push button switches* . . . powerful Pryne Axial Flo-Fan . . . and five year factory guarantee.

* 3-speed control also available

pryne

rhymes with FINE

Pryne & Co., Inc.

P.O. Box 698, Pomona, California

AB-1

Please send complete information, installation sheets, and descriptive catalog on—

Copperized Hood & Decorative Accessories

Bel Aire Hoods

Name

Company

Address

City

Zone

State

It's a natural



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.



New! CHROMA-SHAKE SIDING

NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS

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
Women's Auxiliary Workshop

Discussion groups

1. Developments in using air conditioning
2. What you should know about plastics in home building
3. Opportunities in remodeling—and how to do it
4. Know your legislation
5. Shop talk on conventional financing

"One-to-Twenty" Builder Program

Afternoon

General session

Public relations program
Program: National Housing Center

Merchandising for Tomorrow

Address: "You Can Sell—If you Know How" A. J. Garipey

(Continued on page 345)

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

Prefabs . . .
 featured
 in the
February
American
Builder

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

Evening

Annual banquet

● Thursday, January 24

Morning

"How to do it" circus
 Urban Land Institute
 Local association workshop on local FHA-VA committee procedures

★ It's a complete package system. Comes ready to plug in. Serves either deep or shallow well.

★ Automatically regulates flow of water to injector and pressure tank without customary manual control valve. Maximum capacity assured regardless of varying water level or tank pressure.

★ Pressure tank won't water log. Each unit equipped with automatic jet charger.

★ 1/3 or 1/2 h.p. motor. Choice of 10, 18 or 24 gallon tank.

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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.

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"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.

SYMONS FORM HARDWARE • Simple • Inexpensive • Labor Saving



Connecting Bolt



2-Way Form Tie



Tightening Wedge



Rail Plate



Water Plate

OTHER SYMONS FORMS—Wood-Ply • Wood with Steel Cross Members • Mag-Ply • Steel-Ply • All-Mag

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Address _____

City _____ Zone _____ State _____



Charles E. Davy, owner of South Suburban Construction, Inc., Calumet, Illinois.

ACCOUNTING

(Continued from page 261)

bility that a bookkeeper will make errors and not detect them.

Another disadvantage of the pegboard was that the necessity of adding separately the various columns in the distribution made the system vulnerable to many errors that were the result of carelessness. Errors in mental addition made it a tough job to reconcile the work-in-process ledger with the voucher register at the end of each month. All of these faults have been remedied with the machine system.

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

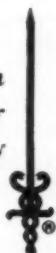


IF YOU ARE OVER 45 and your wife keeps insisting that you should have two chest x-rays every year... don't blame her. *Thank her!* Semi-annual chest x-rays are the best "insurance" you can have against death from lung cancer.

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.

American
Cancer
Society



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.

CLASSIFIED ADVERTISING

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—\$7.50 minimum for 40 words or less. 15c for each additional word.

Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2½ inches wide. 2 inches maximum. Signature cuts and trade names allowed.

MANUFACTURERS REPRESENTATIVE WANTED

10 Year old Michigan Company, manufacturing patented folding wardrobe doors in both steel and wood bonded seeking established representation calling on jobbers in following states: New York, Ill., Ohio, N.J., Pa., Va., Md., Mass., Wis., Minn. Write direct Stylecraft, Inc., Roseville, Mich.

BUSINESS SERVICES

DOUBLE YOUR INCOME from your newspaper advertising by using our Low Cost cartoons on Home Improvements and Building. We have series of 52 cartoons for Retail Dealers, Contractors, Roofers, Plumbers, Painters, Real Estate, Etc. Mats in One or Two column sizes to fit advertising from three inches up. We are Advertising Cartoon Specialists, with over 500 clients, and know what produces results. You get exclusive city franchise with Money Back Guarantee. For FREE proofs and details write DAVID LILLY CARTOONS, Box 167, Long Beach 1, Calif.

FOR SALE

Retail Lumber & Building Supply business in Southeastern Michigan. Enclosed sheds along NYC Railroad. Modernized showroom with four room apartment above. Ideal location for contractor or prefabricator. Terms. Write Box 262 American Builder, 30 Church St., New York 7, N.Y.

Vitroliner Leads Again!



FOR ALL FUELS!

VITROLINER offers Architects, Project Builders and Building Contractors MORE FLEXIBILITY, CHOICE, SELECTION, QUALITY and MORE SPECIAL FEATURES than any "prefab" on today's market.

VITROLINER offers MORE TYPES of Chimneys—Type "E" and "L", for ceiling or basement installation. It offers MORE FLUE SIZES for the one CORRECT size, the heating plant requires. There is also MORE permanent basic engineering—and MORE QUALITY MATERIAL, time-tested, tried and proven successful, for over fifteen years.

The Chimney is MORE COMPLETE—Tailor-made to fit the individual job—no cutting or fitting—packaged and shipped direct from the factory. The "KD" Knocked-Down complete Housing Package is MORE quickly shipped from nearby Vitroliner Distributors and Dealers.

VITROLINER IS PREFERRED BECAUSE OF THESE SPECIAL FEATURES

- LOWEST INSTALLATION TIME.
- SAVES FLOOR SPACE IN UTILITY ROOM.
- LIGHTWEIGHT—10-15 LBS. PER FT.
- TAILOR-MADE FLUE HOUSING AND ROOF FLASHING.
- CHOICE OF FLUE DIAMETERS—6", 7", 8", 10" AND 12".
- PROVIDES ATTIC VENTILATION.

LISTED BY UNDERWRITERS LABORATORIES FOR ALL FUELS. APPROVED BY BUILDING AUTHORITIES. EXCEEDS F.H.A. AND V.A. MINIMUM CONSTRUCTION REQUIREMENTS.

Write for Circular today
See Booth #59 Chicago Bldg. Show.

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The Superior Chimney

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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 though 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.

NEW FORMICA® WALL FACTS . . .

Laminated Plastic

Every Builder Should KNOW



See our N.A.H.B. Booth
No. 162-3 in Conrad Hilton
for another brand new idea
in Formica applications.

Free! Send today for new booklet
with full information and
instructions or ask your
Formica fabricator. Ask for
Formica Vertical Surface folder
Form-670 when you write.

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 

4611-7 Spring Grove Avenue, Cincinnati 32, Ohio

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.

This mark certifies genuine
RUB OFF WITH LOTS OF BAR SOAP ON A DAMP CLOTH

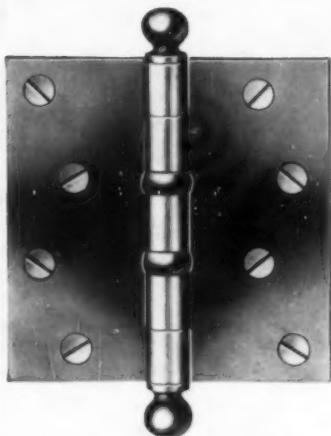


Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.

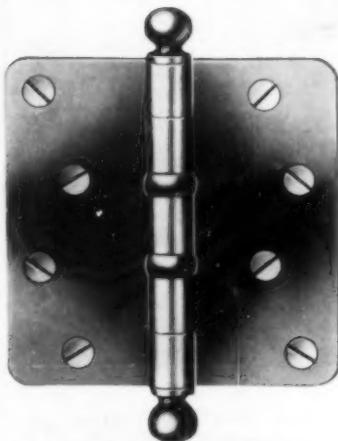
National

BALL-BEARING DOOR BUTTS

assure a smooth, silent door swing!



No. BB500 Ball Tip Butt

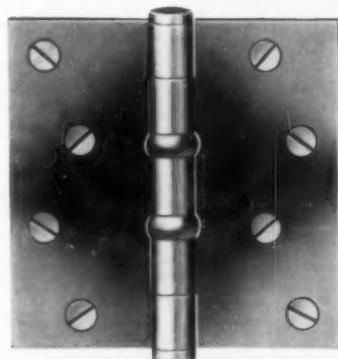


No. BB500RC Ball Tip Butt

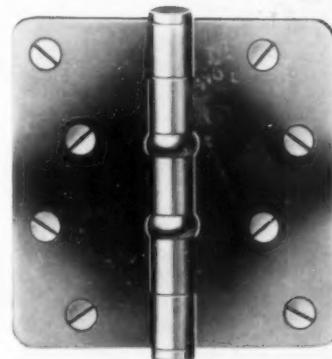
A wide assortment of styles and finishes are available in these fine ball-bearing butts. Either round or square corner butts are in this line and the Button Tip or Ball Tip style can be furnished in 3½, 4 and 4½ inch sizes; they can also be supplied in the template style.

**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.



No. BB502 Button Tip Butt



No. BB502RC Button Tip Butt



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.

National

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