Prefab is finding its place.
Give your new homes BOTH... at a low cost!

Your new homes can look as modern as tomorrow with the glamorous NEW “CRISP LOOK” of these smart NuTone Door Chimes. 21 styles to harmonize with any home.

And your new Homes can have the elegance of NuTone’s NEW “CHORD TONES”... a rich, vibrant blend of harmonious chords. The first new chime sound in twenty years ... created exclusively by NuTone to help sell your homes.

FREE COLOR CATALOG ... Write NuTone, Inc., Dept. AB-2, Cincinnati 27, Ohio

NU TONE

Food Center - Door Chimes - Exhaust Fans

Ceiling Heaters - Range Hoods
Lockwood Oak Flooring installs so smoothly, fits so snugly that builders can pocket plenty of savings in labor costs!

The most beautiful oak flooring of all is also the easiest installed! Cloud's Lockwood Oak Flooring helps sell homes on sight... but equally important, it helps you make more profit on each job!

You see, Cloud Oak Flooring has been engineered. It has features that speed laying and cut costs... saves expensive labor time!

And don't forget the kiln-drying and precision-milling. They're important. You get them at their finest in Cloud's Lockwood Oak Flooring.

See your local dealer
Sterling T-Frame
goes up fast,
prevents warping

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

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

Engineered exclusively
by the leader in sliding door hardware
—no other pocket unit like it!

Send for our new 24-page catalog
and detailed information or
see our catalog in Sweet's Files.

John Sterling Corporation
FORMERLY STERLING HARDWARE MFG. CO. • CHICAGO 18, ILLINOIS
A bright future

It's a wise home builder who supports any move for industrial expansion in his area. More industry creates a demand for more new homes. A good example can be found in Lexington, Ky., where in the space of six months, six big firms announced plans to build new plants. Result: a prediction by Harry J. Huether, president of the Lexington Chamber of Commerce and of the General Telephone Co., that within five or six years the city's population will increase as much at 45,000. Based on that prediction, the city will need about 2,000 to 3,000 new homes per year—double or triple the current annual output.

Old folks at home

Builders planning "retirement" housing or homes for elderly persons would do well to heed these comments from a recent Retirement Housing Conference held in Cleveland: Isolated countryside developments are for the birds, not for older persons. Older folks don't want to live in a 100 per cent retired community. You can build all the buildings in the world, but if you don't have a program for elderly people, your project will be a flop.

Shopping made easy

A good way to reduce shopping-center maintenance problems has been introduced by Berger-Schaffer Projects at the Inter-County Shopping Center in South Farmingdale, L. I. A completely furnished four-room apartment was built amid the center for a full-time resident superintendent. Another time-saving innovation is a large garage which will house a sweeper and snowplow to assure immediate snow removal from the parking lot. While mothers are shopping, the lady of the house will care for the children in special indoor and outdoor play areas.

Say it sweet

If you're worried that prospective home buyers will be frightened off by the big figures being used in connection with the FHA interest rate increase, here's good advice from Max Ostner, president, Memphis Mortgage Bankers Assn. Instead of quoting the total difference in payments, it would be better to point out that the extra monthly outlay is less than the price of a carton of cigarettes.

A silver lining

One bright spot has developed from the current slowdown in home building. It's a freer supply of lumber, millwork and all other materials that go into the construction of houses. According to Robert E. Blank, president, National Building Materials Co., N. J., active builders can now get the materials they want when they want them, thereby speeding up production. This, in turn, results in a dollar gain as well as improved relationship with the customer buying the house.

Watch those details

Here's some top-notch advice on how to avoid penalties in lost time and money. Pay particular attention to such things as zoning requirements, surveys showing boundaries and corners of property, land elevations, utilities, etc. Delays running from a couple of weeks to a couple of months can result if these details are not taken care of before construction gets under way.
You get the quality of masonry at 20-40% savings with Van-Packer all-fuel Chimney

There's only one chimney that offers you the quality and performance advantages of time-tested, buyer-accepted masonry construction at a cost savings of up to 40% per unit . . . the Van-Packer Factory-Built Masonry Chimney.

Massive appearance of brick is provided above the roof by the attractive brick-design panel housing. Asbestos-cement housing won't rust or streak roof. Safety and permanence of conventional masonry is assured by the acidproof 5/8" fire clay tile liner, 3" vermiculate-concrete insulating wall and asbestos-cement outer jacket.

Important dollar savings are passed along to you from Van-Packer’s mass-production to quality standards. Ceiling suspended Van-Packer Chimney saves space, too, enough for an extra closet.

Immediate delivery to your job site from your local heating or building material jobber or dealer. See “Chimneys—Prefabricated” in Yellow Pages, or write Van-Packer Company for Bulletin RS-1-12.
READER’S GUIDE

February

The Opportunity Page 3
Reader’s Guide 5
Reader’s Guide to Advertising 7
Impact 9
The Building Outlook 11
Pulse of Building 13
Tomorrow’s House 16

News
Dickerman’s Column 24
Meet the Builder 25
Northup’s Column 26
News of your region 27
News feature: What will Congress do for you in 1957? 19

Merchandising
The houses the women wanted 108
Lu-Re-Co split is 90% plywood 99

Buying Guide
Insulation and acoustical materials 157
Other new products 160

Features
The big story: Prefab is finding its place 71
Every builder can use what prefab has to offer 72
The “standard package” 74
Modifying the standard package 78

New models; up-to-date design 80
Prefab catalogs for the asking 84
Luxury prefabs 86
Prefab and custom design 88
Prefab and lumber dealers’ future 90
Millwork dealer creates component parts 96

Houses and Plans
Tomorrow’s House 16
Regional house 30
Prefab houses 80
Lu-Re-Co split 99
The houses the women wanted 108
Blueprint house for February 116

Land Planning
When land gets scarce: hang your houses on hillsides 214

Departments
Catalogs 84
Better Detail Plate: How to build a window wall 124
The Payoff Departments 127
Supermarket for builders: New Products 156
Buying Guide: Insulation, acoustical materials 157
New products 157
How to do it better 222
Book reviews 234
Ask the Experts: Readers’ queries 230
Conventions; coming events 238
Manufacturers news 240
Keeping up with the law 242
Tech guide: How to build a hip roof truss system 244
The Month Ahead 260

READER’S GUIDE TO ADVERTISING ON PAGE 7

10-Second Order Form

AMERICAN BUILDER
Circulation Dept., Emmett St., Bristol, Conn.

Please enter my subscription □ 1 year $3.50*;
□ 3 years $7.00*. Bill Me.

*U.S., its possessions and Canada only.

Name
Address
City, Zone, State
Company
Type of Construction

FEBRUARY 1957
Good workmanship is one of the most important factors in preventing leaky brick walls.

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

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

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

Brixment mortar has great plasticity, high water-retaining capacity and bonding quality, great resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.

BRIXMENT
A
- Admiral Homes Inc. 249
- Admiral Homes Corp. 253
- Allegany Homes Corp. 253
- Atlantic Coach Corp. 249
- Aluminum Company of America 257
- American Brass Company, The 141
- American Builders 219, 236-238, 256, 257
- American Homes, Inc. 142
- American Kitchen Division, AVCO Manufacturing Corporation 221
- American Machine & Foundry Company, The 32
- Arrow Cabinet Company 207
- Arrow Controls 132
- Arrow Home and Equipment Corporation 35
- Arrow Window Division 106-107
- Arrowhead 202
- Arrowhead Fastener Co., Inc. 207
- A

B
- Badger Machine Co. 193
- Bar-Brook Mfg. Co., Inc 213
- Bell & Gossett Company 188, 189
- Ben Venue Mfg. Co. 241
- Bennett-Ireland Inc. 283
- Better Company 61
- Besler Disappearing Stairway Co 211
- Best Homes Co., W. C. 135
- Bethlehem Steel Company 211
- Bice Co., The 169
- Black, Inc. 106
- Black & Decker Mfg. Co., The 237
- Black & Decker Mfg. Co., The 41-45
- Brooks Steel Lathe Co., The 144
- Brown Co., The 399
- Brown Brothers Co., E. L. 46, 47

C
- Cabot Inc., Samuel 209
- Calder Manufacturing Co. 240
- Carpet Institute, Inc. 60
- Celotex Corporation, The 166, 167
- Celotex Mfg. Co., The 241
- Chevrolet Division of General Motors 237
- Closeen Advertising 234
- Clipper Manufacturing Co. 152, 153
- Clinton Cabinet Company 35
- Coleman Company, Inc., The 142
- Construction Cost Institute 136
- Crane Co. 213
- Cresson Division, Ransome Block Company 132
- Crossley Lumber Company 144
- D
- *Day & Night Mfg. Co. 21-22
- Decker Machine Co. 223
- Delta Power Tool Division, Rockwell Manufacturing Company 164, 165
- Deming Corporation, The 170
- Deming Controls Corporation 170
- Detroit Assembly Division, Dexter Industries, Inc. 159
- Detroit Division, Henry H. K. Porter Company, Inc. 247
- Drexel Division of Chrysler 214
- Drexel Divisions 218
- Dur-Val Division, Ransome Block Company 207

E
- Economy Forms Corp. 206
- Evers Mfg. Co., Theodore 253
- Elastisol Corporation of America 247
- Electromode Division, Commercial 247
- Emerson Electric Mfg. Co., The 228

F
- Farley & Loetscher Manufacturing Company 37
- Ferroline Manufacturing Company, Inc. 204
- Floy Manufacturing Company, Michael 284
- Foley Mfg. Co. 248
- Ford, Inc., Theo R. 168
- Ford Motor Co. 174, 175
- Ford Motors 253
- Forest Furniture Company 207
- Frigidaire Division, General Motors Corporation 150, 151
- F

G
- General Brands Corporation 153
- General Electric Co. 193

H
- Goldblatt Tool Company 241
- Gold Seal Division, Copeland-Norton 217
- Grand Steel Company 241
- Hannaford-Wyman 241
- Harris Manufacturing Co. 205
- Henry Manufacturing Company, The 248
- Houdson, Homes, Inc. 182
- Homelite, a division of Textile, Inc. 194, 195
- Hope's Windows, Inc. 247
- Hotpoint Co. 28, 29
- I
- Indiana Limestone Institute 186
- Insulation, Inc. 19
- Inland Homes Corporation 128
- Insulite Division, Minnesota and Ontario Paper Company 62, 63
- International Oil Burner Co. 207
- J
- Jones & Laughlin Steel Corporation 66, 67
- K
- Kaiser Aluminum & Chemical 124, 136
- Kaustine Furniture & Tank Corp. 126
- Kashage & Mattison Company 234
- Kees Mfg. Co., F. D. 205
- Kentile 49
- Keystone Steel & Wire Company 50, 51
- Kitchen Maid Corp., The 199
- Kohler Co. 111

L
- Lehigh Building Products Division, Air-Conditioned Insulation, Inc. 67
- Lenox Industries, Inc. 178, 179
- Louisville Cement Company 6
- Lockin Role Co., The 192
- Mackinaw-Duncan Co. 38, 39
- Manufactured Homes, Inc. 214
- Marsh Wall Products, Inc. 214
- Mason Company, W. H. 218
- Mathis Steel Company, The 207
- Mid-Western Industries, Inc. 219
- Midwest Home Products, Inc. 32
- Minnesota and Ontario Paper Company, Inc. 125
- Mississippi Glass Company 162
- Modular Homes Inc. 171
- Monsanto Chemical Company 56
- Mosley Electronics, Inc. 181
- Mueller Brass Co. 119, 517
- Mueller Climatrol 225
- Mullen Corporation, Inc. 204
- Mullen Machinery Company, Inc. 255
- Myers & Bros., Inc. 192

N
- National Gypsum Company 150, 229
- National Homes Corporation 150
- National Lock Company 163
- National Manufacturing Company, Cover 4
- National Oak Flooring Manufacturers' Association 34, 35
- Nordahl Manufacturing Company, The 248
- Nu-Tone, Inc. 282

O
- Oman & Sons Co., D. W. 282
- Pacific Telephone 227
- Perma Products Company 136
- Phenix Corporation, The 236
- Pittsburgh Plate Glass Company 148, 149
- Pinto Manufacturing Co. 282
- Porter-Cable Machine Co. 291
- Porter Company, Inc., H. K. 182
- Henry Dismont Division 247
- Precision Parts Corporation 248
- Premacircle, Inc. 284

R
- Ready Hung Door Corp. 109

S
- Reader's Guide to Advertising 221
- Schlegel Manufacturing Company 253
- Schulz Homes, Inc. 111, 113
- Sheeting Crafts, Inc. 156
- Sherman Products, Inc. 66
- Skill Corporation 202
- Southern Screw Company 206
- Southwestern Mfg. Corp., The 250
- Southway, Inc. 16, 26
- Swift Homes, Inc. 251
- Symons & Mfg. Co., The 194
- Syron Company 216

T
- Taber Bushnell Co. 253
- Tamblyn System 253
- Teckman, Inc. 244
- Thrush & Company, H. A. 153

U
- United States Gypsum 8
- United Steel Products Co. 253
- Universal Homes, Inc. 216
- Universal Pulleys Company 251

V
- Van-Packers Corporation 4
- Vento Steel Products Co., Inc. 253

W
- Wagner Iron Works 161
- Wagner Manufacturing Company, The 241
- Wallpaper Council 239
- Walser Company, Inc. 156
- West Coast Lumbermen's Association 197
- West Line Association 197
- Western Electrical Corporation 114, 115
- Wisconsin Forest Products Association 39
- Winco Ventilator Company 212
- Whirlpool Division, General Electric Co. 250
- Wood-Mosaic Corporation 250
- wrought Mfg. Co., a Div. of Mastic Tile Corporation of America 70

Z
- Zeegers, Incorporated 132, 133

©1957 American Builder
Another first from U.S.G.!

RED TOP* INSULATING WOOL WITH "RIP-STRIP" OPENING

Quicker to open, quicker to use... saves you time and work!

No more hit-or-miss tearing or cutting into insulating wool bags! No more of your valuable time wasted! With the new "Rip-Strip" opener on RED TOP Wool containers, you just pull back a tab—and you're in business! Blankets are always in perfect shape, never cut or torn. After opening, the new "Rip-Strip" bags hold the blankets in handy upright position... ready for use.

"Rip-Strip" is another first from United States Gypsum... another example of how U.S.G. helps make your job easier, more productive and efficient. See RED TOP Insulating Wool with the new "Rip-Strip" opening at your building materials dealer.

United States Gypsum
the greatest name in building
Further Clarification

Sirs: On p. 106, November, this statement appears: "Prefabrication and component construction are usually thought of in connection with the smaller builder... The big builder usually can do the job more cheaply with conventional on-site construction." Most members of our industry would dispute this conclusion, and to support their position would point to Fairless Hills, Pa., Gentilly Woods at New Orleans, Meadowdale at Carpentersville, Ill., and the Grant-Holliday subdivision near Dayton, Ohio, as examples of large scale prefabricated house operation... The "compromise" you state that Carl Freeman, "has worked out" is with himself and his organization and not with the industrial and marketing processes which make up the prefabricated house industry today. Your forecast on p. 79 predicts the swing to "newer construction methods" and "greater use of component parts." We feel that Carl's efforts prove that prefabrication's benefits accrue to all builders regardless of size.


Mr. Walker's final sentence sums up our big point in the lead article beginning on p. 71. Our only difference lies in the definition of prefab. We broaden the term to include not only the factory package but also other forms of "industrial and marketing processes," of which precutting has been the dominant expression in large-scale homebuilding.

Incidentally, Douglas Homes' own refinements in Sanford truss treatment are worthy of notice. They use a free-traveling press which squeezes each metal brace into the members in turn, while the truss remains stationary.

—Ray Bloomberg, Director of Information, Western Red Cedar Lumber Association, Seattle.

Maybe we can arrange a swap for your cover (and where do we get the plans for the model on it?)

Personal to Joe Mason

We certainly owe you and American Builder a debt of gratitude for the (NRLDA) Convention Dailies. They were splendid. Everyone enjoyed them and looked forward to receiving them each day, and I am hoping we will be able to make this a permanent feature of our Exposition.

—Cotton (H. R. Northup, Executive V. P., National Retail Lumber Dealers Association, Washington, D.C.,

We also take this as thanks to Ed Gavin, one of whose last official acts was to firm up AB's arrangements to put out for our friends, the lumber dealers, a convention daily similar to our NAHB enterprise.

Cheesecake Competition

Sirs: A photograph of your "Value House" which we carried in our winter issue received almost as much attention as a mermaid we had on the cover. A number of persons have asked us where they can get the plans... Mechanix Illustrated also asked for photographs of the house for use in the magazine. We appreciate both the mention you made of Western Red Cedar in your article and your allowing us to use the photograph.

—Ray Bloomberg, Director of Information, Western Red Cedar Lumber Association, Seattle.

Maybe we can arrange a swap for your cover (and where do we get the plans for the model on it?)

Mutual Admiration

Sirs: Please accept my sincere thanks for the fine way you handled my trade-in article for American Builder. Looking forward to seeing you in Chicago.

—Leland G. Lee, Jr., Dallas.

Paying recognition to leadership is a pleasurable part of our job.

Sirs: The article "What's new in trading houses" is exceptionally well done and should be a big boost toward educating builders and brokers across the country on the possibilities of trading. Also a strong trend is developing among the public, an awareness of the advantages. More and more leads of this nature are coming in to us.


We'd like to get reports from our readers on how trade-ins are developing, especially on how they lick the bugs in the machinery.

Well—we've completed the den!

(Cartoon by Virgil Partch—
Courtesy Pomona Tile Manufacturing Co.)
How to Reduce CONDENSATION!

Prevent Damage to Wood, Plaster, Paint, etc.

As air becomes colder, it can hold less vapor in suspension. The degree of saturation increases until a dew-point is reached and condensation occurs.

Heat flows from warm to cold by conduction. A material in contact with air colder than itself on one side, warmer than itself on the other side, will continuously extract heat from the warmer air by conduction and lose it to the colder air. As the contacting warmer air becomes cooler, the amount of vapor it can hold in suspension without condensing becomes smaller.

The denser and bulkier the material, the more heat it can extract before attaining room temperature, if it ever does. The scientific construction of multiple layers of aluminum and air spaces minimizes condensation formation on or within this type of insulation.

THE REASON CONDENSATION IS MINIMIZED

Since the first layer of aluminum adjacent to the warm, inner air of a building weighs only about 6 oz. per sq. ft., it does not need to extract much heat from that air to attain and remain at room temperature. The emissivity of the aluminum surface is only 3%, so little heat is lost by radiation. This helps the aluminum to remain at about room temperature and not extract much heat from that warmer air.

The other sheets of aluminum and fiber retard heat flow by inner as well as outer convection, and conduction is slight through the preponderant low density air spaces. So the aluminum's other surface faces a space colder than the aluminum itself. Because warmth flows to cold in conduction, the aluminum will give off a slight amount of heat to the colder space, slightly increasing the vapor retaining capacity of that space. The successive reflective spaces and layers of aluminum behave similarly. Since each aluminum surface is slightly warmer than the air it faces on its cold side, no heat is extracted from the colder air; the reverse is true.

CONTINUOUS VAPOR BARRIER

When scientific, joist-to-joist multiple aluminum is used, fortuitous vapor and water (like rain) which intrude into exterior building spaces will, as vapor pressure develops therein, gradually flow out as vapor, through exterior walls and roofs because vapor flows from areas of greater to less density. The vapor, unable to back up through the long, continuous, almost impervious aluminum, will flow out, because exterior walls and roofs have substantial permeability in comparison with aluminum, far greater than the required 5 to 1 ratio. Infiltration under its flat stapled flanges is slight.

The U. S. Bureau of Standards has prepared a helpful and informative booklet, "Moisture Condensation in Building Walls," which deserves your attention. Use the coupon to get a free copy from us.

THERMAL VALUES, INFRA TYPE 4S

Up-Heat  C.105 = 3" non-metallic insulation*
Wall-Heat  C.068 = 4½" non-metallic insulation*
Down-Heat  C.042 = 7½" non-metallic insulation*
*Based on limiting values of Fed. Spec. HH-I-521c

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

Type 6 also available

Can be purchased everywhere through your preferred local dealer.

Infra Insulation Inc., 525 Broadway, N.Y.C. Dept. B-2
Please send National Bureau of Standards Booklet BM563.

NAME
FIRM
ADDRESS
The Building Outlook

SMALL TALK

PUSHBUTTON LIVING

By 1980 we'll be pushing buttons every time we turn around. That's the prediction of John Bentia, president, Alliance Manufacturing Co., who envisions, among other things, houses that will close their own windows when it rains and entrances that will automatically open when the correct password is given.

BRICK ON THE RISE

Will brick take over as the number one building material for single-family houses? It may well do so if the brick and tile industry continue at the current rate. Thirty-eight per cent of the one-family homes built today are of brick. This represents a 15 per cent increase over last year's figures.

YOUTH WANTS IT EASY

Homemakers will soon be the only thing not built into the kitchen. According to a survey by the East Ohio Gas Co., the under-50 age group has a definite preference for built-in appliances and they are the ones most likely to buy new homes. Of persons under 30, preference for built-ins was 41.5 per cent; between 30 and 40, 45.8 per cent; and between 40 and 50, 47.1 per cent.

HIGHER LAND COSTS?

Land costs, especially near cities, will probably continue to rise. One good reason is indicated by a recent NAREB survey which shows the "part-time" farm continues to lure city dwellers. Another factor involved is the purchase by industrialists of accessible land for plant use. In some areas three parties—individuals, industrialists and home builders—are engaged in brisk competition for available and suitable land.

SOUTHERN EDITION

Despite tight money, home builders will be kept busy in areas with a high influx of new population. In southern Florida, for example, Julius Gaines, president, Gaines Construction Co., forecasts that the poor mortgage market won't hold up construction. Builders will just make a little less profit.

Will Congress open the door to a brighter year for the home-building industry? What legislation is likely to be passed? And what issues will Congress "skirt"? You'll find the answer to these questions in AB's legislation feature, "What Congress Will Do For You in 1957" appearing on page 19.

Keener competition, with builders of new homes vying vigorously with sellers of existing houses, will characterize the 1957 real-estate market. That's the word from the U. S. Savings and Loan League which notes that the country is currently experiencing a relatively low rate of new family formation. Along the same lines, Clarence M. Turley, immediate past president of NAREB, expects a strong consumer demand to continue for homes built since 1940.

A new class of home buyer is emerging from the tightened mortgage credit picture. Today's purchasers have substantial down payments; a larger percentage are second buyers looking for better homes; and they are more cautious and deliberate because they are under no pressure to buy as were the thousands of tenant-buyers during the housing shortage.

A $100 billion construction industry? This fabulous figure is not a "pipe dream," but an actual possibility in the not too distant future. How we'll reach this goal in a little over a decade is highlighted in a down-to-earth look at home building's future in American Builder's March issue.
Delivery from stock... as close at hand as your phone

LUPTON Aluminum Sliding Doors...Metal Windows

2 tested ways to turn "lookers" into buyers

Lupton windows in stock types and sizes are carried in stock at the factory and in convenient warehouses. For on-the-spot service from the Lupton Sales Representative nearest you, look in the Yellow Pages under Windows & Sash—Metal.

LUPTON
METAL WINDOWS
Pulse of Building

WHAT'S HAPPENED
WHAT'S AHEAD

HOUSING STARTS—The National Picture

ANNUAL STARTS

MONTHLY

In Thousands

Housing starts brought the 1956 preliminary total (private and public) to 1,120,200—16% below 1955. Private units totaled 1,096,800.

Interpretation

The most significant feature of the year-end housing picture was the firmness of starts, which held at an annual rate of over 1,000,000 despite the dearth of mortgage money. The year ended as the fifth highest in housing activity, including both private and public units, exceeded by 1950, 1952, 1954 and 1955. Excluding housing from the total, constant dollar value of construction rose 4% in 1956.

15 LEADING HOME BUILDING AREAS

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

<table>
<thead>
<tr>
<th>Units Built</th>
<th>% Change Jan.-Sept. 1955-56</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>70,751</td>
</tr>
<tr>
<td>New York</td>
<td>59,480</td>
</tr>
<tr>
<td>Chicago</td>
<td>41,042</td>
</tr>
<tr>
<td>Detroit</td>
<td>25,919</td>
</tr>
<tr>
<td>San Francisco</td>
<td>17,838</td>
</tr>
<tr>
<td>Washington</td>
<td>12,863</td>
</tr>
<tr>
<td>Miami</td>
<td>12,905</td>
</tr>
<tr>
<td>Cleveland</td>
<td>10,062</td>
</tr>
<tr>
<td>San Diego</td>
<td>9,455</td>
</tr>
<tr>
<td>Baltimore</td>
<td>8,883</td>
</tr>
<tr>
<td>Boston</td>
<td>7,753</td>
</tr>
<tr>
<td>Atlanta</td>
<td>7,736</td>
</tr>
<tr>
<td>Buffalo</td>
<td>7,630</td>
</tr>
<tr>
<td>Denver</td>
<td>7,345</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>6,594</td>
</tr>
</tbody>
</table>

A RECORD $44 4/10 BILLION was spent for new construction in 1956, beating the former 1955 high by 3%. A 10% drop in housing was offset by large increases in other types of work.

SEASONALLY FALLING to 64,000, December's housing starts brought the 1956 preliminary total (private and public) to 1,120,200—16% below 1955. Private units totaled 1,096,800.

ANOTHER DECLINE to 130.5 dropped the material price index to its lowest level since March. November's hourly earnings of 157.6 was 6% above the November, 1955, figure.
TEST DEMONSTRATES INSULATION VALUE OF WOOD!

Wood panel (front) and aluminum panel of equal dimensions. Heat source: Photoflood Lamp, 15 minute exposure. One-inch insulation shields eggs on both panels from direct rays of "outside" heat.

RESULT: Egg on the aluminum panel cooked because aluminum transmits heat rapidly. Egg on wood panel was not visibly affected by the "outside" heat.

These tests demonstrate how wood windows keep heat in during winter and out during summer because wood is nature's natural insulator!
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.

Wood is a superior insulating material and its natural beauty blends with residential surroundings. Even before modern chemical treating, wood windows usually outlasted the homes in which they were installed.

R-O-W and LIF-T-LOX are the registered trade-marks of R.O.W Sales Company.
Tomorrow's House

It's steel and plywood that make this forward-looking design possible.

Lucky is the architect whose clients are willing to go all the way with him. Architect William R. Jenkins has used this freedom to create for Mr. and Mrs. Morris Brier of Houston the fabulous house shown here.

The main part of the structure is framed in steel, with the members left exposed. Solid masonry walls serve as filler panels for the exterior, and plywood is the principal interior wall material. Heating is by a slab hot-air system. Flooring in terrazzo where exposed, carpeting otherwise.

Most interesting feature is the roof of arched plywood, extending from the parking area in front of the house to the house, then it extends from the back out to a rear bathing area.
THE FLOOR PLAN shows a utility core, separate living areas for the parents and the three children.

TOP VIEW shows how the arched roof seems to continue all the way through the house from front to back.

here, it apparently pierces the house, then re-emerges in back to form a covered patio and recreation area.
Precision-scheduled by builders M. J. Macks (left) and J. S. Cardin of Baltimore, 7,500 sq. ft. of Alfol Insulation arrives at job site. Deliveries dovetail with job-progress.

"Clean, compact...Alfol Insulation helps keep 468 homes on schedule!"

When you erect 468 homes at a time, schedule control is a must. "That," report project builders Morton J. Macks and Jerome S. Cardin of Baltimore, "is one of the big reasons we prefer Alfol Aluminum Foil Insulation."

"Handles easier, installs faster"

"Having used it on two previous developments," writes Mr. Macks, "we've found that Alfol handles easier, installs faster. We count on it to help keep us on schedule!"

As Mr. Macks knows, the Alfol blanket handles easier because it is virtually bulk-free. It consists of multiple aluminum foil sheets that space themselves automatically on application...combine reflectivity and "dead air" to produce the utmost in year 'round efficiency.

Whether you install your own insulation or buy it contractor applied, whether you build one home or a thousand, the compact Alfol design means savings for you.

Free data book. Why not investigate Alfol now. Write today for your copy of the comprehensive new 24-page Alfol Data Book. Learn how Alfol can give you less on-site "overhead," more and better value for your insulation dollar.

REFLECTAL CORPORATION
A subsidiary of Borg-Warner Corp.
310 South Michigan Ave., Dept. C-2, Chicago 4, Ill.
What will Congress do for you in 1957?

Pressure is on to get enough money to "save the building industry." Assuming Congress wants to, how will it do so?

- Just how far will Congress go in overhauling the FHA-VA home-loan programs?
- Will it vote for more direct lending?
- Will it raise the interest rate on VA-backed mortgages?
- How will it treat the goose that lays those beautiful golden eggs: Fanny Mae?

These were the vital questions plaguing builders as the 85th Congress convened last month. Most of these questions involve legislation to channel more money into home-mortgage financing. Some observers, however, feel housing has enough help from the government already. They question, among other things, whether there really is a demand for over a million starts in 1957.

In rebuttal, says the Chairman of the Senate Subcommittee on Housing (John Sparkman), "Properly placed, properly priced, 1.5 million houses would not be too much in 1957 and 1958."

They hold the keys to housing legislation. To report their views, AB editors went to Washington just before Congress convened, interviewed them at length. Their opinions—and ours—follow in a special report on the next page.

The Great Debate has begun. Listen in.
Your future depends on

Q Just how far will Congress go in overhauling the FHA and VA home loan programs? Will it make any attempt to save the GI mortgage? Or will it broaden the FHA program to benefit veterans and nonveterans alike?

A Will Congress really let the GI housing program die in July 1958? Several key congressmen would like to let it die. Idea is to broaden the FHA program to include provisions for veterans and nonveterans alike.

Leading force supporting this view is Olin E. Teague (D., Tex.), head of the powerful House Veterans Affairs Committee. “Last session,” he told AB editors, “we added one year to the World War II home-loan program with the understanding that the additional year would give Congress more time to work out a general housing program.”

Thus, when Teague opens hearings (about the first week in February), his committee will probe the question of “just how many houses we really need. We’ll draft our recommendations accordingly,” he said.

Actually, Teague already has a bill prepared. It’s the same, basically, as the one he introduced unsuccessfully at the last session of Congress. It includes a provision for lowering down payments by both vets and non-vets. This time, to get better reception, Teague hopes to get the bill introduced by a member of a committee more concerned with housing; Albert Rains (D. Ala.), for example, chairman of the Subcommittee on Housing of the House Banking and Currency Committee.

One loud, dissenting voice is that of John Sparkman, chairman of the Senate Banking Committee’s Subcommittee on

Q Will Congress vote for more direct lending? If so, what sources will it tap?

The Administration opposes such loans, but faces a stiff fight by a growing number of committeemen.

A At present, only 40 per cent of the nation’s veterans can qualify for direct loans. These are largely ex-GI’s who live in rural areas where mortgage money is unavailable.

The direct-loan program is scheduled to end in July 1958 and there’s a hot fight on to expand and extend it.

The Administration is against direct lending, according to Under Secretary of the Treasury W. Randolph Burgess. It hurts the budget, he says, “delays tax reductions, and has all the disadvantages of extending governmental paternalism into the lives of our people.” Right now the VA has only $92-million for such loans; it wouldn’t take long to use it up if direct lending were expanded as favored by some congressmen.

Albert M. Cole, Housing & Home Finance Administrator, also feels direct lending is not good for the country. The economy, he says, ought to rely on savings for its mortgage money. The President opposed the idea in his budget message.

In this he is supported by Sparkman, who also is working on ideas to develop new sources of mortgage money.

Answers Teague: “If action on our part is necessary to stimulate a flow of mortgage financing, we should give priority consideration to the groups of veterans who have had little opportunity to obtain a loan during the past ten years.”

VA Benefits Director Ralph H. Stone has testified that the agency believes a step-up in the direct-loan program would attract more private capital for VA-backed loans. Reason: private lenders are anxious to keep government lending to a mini-
answers to these questions

Housing and Rains's fellow Democrat from Alabama, protested Sparkman:

"From the beginning we advised veterans not to rush. As a result we've had a more orderly program. I would prefer to continue this smoothly working operation as it is rather than incorporate it into the FHA program. What's more, I'd definitely favor extending the WWII VA program—even to January 1965, when the Korean veterans' program ends."

Replies Teague: "It's not the veterans who write us. We hear from builders and other businessmen. But builders are missing an opportunity to push a new, improved bill through that would benefit not only veterans and non-vets alike but the building industry as well."

NAHB and other industry groups did support the Teague bill in testimony before the House Banking Committee last year. Joseph B. McGrath, NAHB's legislative director says the bill is certain to be given "full consideration by the banking committees and, in the opinion of many, stands an excellent chance of being approved by the Congress before the final expiration of the WWII GI program." If passed, it would lower all FHA minimum-required down-payments and increase the FHA maximum-insured mortgage amount.

Press Time Note: President Eisenhower recommended in his budget message that such liberalization of FHA be considered.

American Builder says:

This country needs $1 1/2 million homes a year now and can support and pay for them. Congress should review the entire housing picture and adopt a positive program to encourage such construction. Let's apply the low down payment, long-term features of the VA program to a revised FHA now. This would assure good houses for veterans and non-veterans alike, for the elderly, and for persons of low income as well.

mum, are often willing to make more money available at lower interest rates if it is necessary to do so.

Teague claims the current VA home-loan program is shot with inequities. He doesn't go along with the reasoning (supported by former NAHB President Joseph Haverstick) that veterans will have to either pay more interest or do without a GI mortgage, insists that "vets aren't going to get the money anyway."

To back up this view his committee last month was scheduled to publish results of survey showing ex-GIs haven't been getting money and those who have not yet asked for loans can't get them. Advance figures, based on VA records showed only 25.2 per cent of WWII vets have used VA home loans. Delaware, with 47.5 per cent had the highest state percentage. Maryland (40 per cent) was next. North Dakota and Mississippi were lowest, 10.2 and 10.5 per cent respectively. (Compilation above took five months. For a complete state-by-state breakdown see page 249.)

Teague's remedy: More direct loans.

Where's the money to come from? Teague suggests using about $1-billion of the GI insurance program excess. (Rains actually introduced such a measure last month. This immediately stirred opposition from other lawmakers with different ideas for using this fund.)

Additional possible sources include corporate pension funds and still other sources to be developed.

American Builder says:

Direct lending is not the answer. In the long run, this extension of government paternalism would kill off more building than it would create. Mortgage money to finance both VA and FHA building will become available when interest rates are allowed to rise to a sound economic level competitive with returns from other types of investment.
WHAT WILL CONGRESS DO? continued

Q Will Congress raise the interest rate on VA-backed mortgages now that the FHA rate has been hiked to 5 per cent? GI-mortgage money has been drying up, but some congressmen insist an increase would only add to inflation.

A This is one of the burning questions. The decision on this issue will have an important and direct bearing on the outcome of other pending housing legislation.

For a while immediately following the boost in the FHA rate from 4.5 to 5 per cent in December, a VA increase seemed to be a shoo-in, since it was widely assumed vital to keep FHA and VA rates on a par to prevent collapse of either. Now, however, there's large room for doubt, in view of growing sentiment by a number of congressmen.

HHFA Administrator Albert M. Cole, who raised the FHA rate in a surprise move (from point of view of timing), still thinks Congress will raise the VA rate. He feels the present 4.5 per cent VA rate is "not competitive" but told AB editors "it's really a flip of the coin." Asked why he decided to act before year's end, Cole said he would have preferred to wait till Congress acted, but that it was necessary to make FHA mortgages attractive to banks and insurance companies then making their commitments for '57.

Sparkman thinks differently. "I respect the Federal Reserve Board's efforts to control the boom," he told AB editors, "but its reactions are too slow. As a result, the Fed's tight-money policy has a disproportionate effect on housing." He pointed out that when interest rates went up in 1953 money got tighter, not easier. "I would not have changed the FHA rate," he said.

What harm was done? Sparkman: "It accentuated the discount practice and reduced the market by pricing out people who just qualified under the old rate."

(Subcommittee staff director Jack Carter explained that, despite some claims, the FHA rate hike had not reduced discounts on new FHA home loans. And on VA loans, he said, they had increased.)

But now that FHA rate is up, Sparkman tends to favor rais-

Q How will Congress treat the goose that lays those beautiful golden eggs: Fanny Mae? She's going broke unless new supplies of funds are found.

A Fanny Mae's still one of the best friends builders have ever had. The Administration—and congressmen on both sides of the floor—know it and are determined to do right by the old girl. Lately she's been living it up, however, spending her dowry at the rate of some $35- $45-million a week. At that rate, come March she'll be broke—unless she finds a new sugar daddy.

The Administration is fully expected to submit a bill to pump needed funds into her. How much? Cole said he would propose enough for the agency to operate at $75-million a month. "It's most important," said the HHFA chief, "that FNMA be adequately equipped to help meet the financial problems facing the home building industry today."

How?

Right now, FNMA's mortgage purchases are limited to ten times its capital stock ($93-million by the Treasury and $13-million by private investors), or about $1-billion. Idea is to let the Treasury buy a big block of FNMA preferred stock. This would increase her capital and her buying power.

In addition, according to NAHBman McGrath, there is a strong likelihood that Fanny Mae's Special Assistance Program, which relies directly upon Treasury-supplied funds,
ing the VA rate to 5 per cent too.

Rains was against the FHA rate increase, now opposes a VA boost. In fact, he'd like a major reorganization of both FHA and VA so as to provide more federal control over mortgage credit.

"Frankly," says Rains, "I would hate to predict whether or not the Congress will vote to increase the GI loan interest rate to 5 per cent."

Rep. Ed Edmonson (D., Okla.), member of the HVAC, fears a "frightening spiral" of inflation if VA interest rates are continuously boosted. Said he: "It would take a lot of persuasion to convince me a higher interest rate is right."

(Politically, of course, Democratic congressmen don't mind letting the Administration catch the barbs for introducing any raise in interest rates.)

Specifically, the Teague bill would revise the down payment requirements on FHA loans to about two per cent for loans of $10,000 or less. Down payments would rise to about 15 per cent on a $25,000 loan. A $16,000 loan, for example, would require about 7 per cent down.

"These changes," claims Teague, "would make the program of much greater practical value to all prospective home owners, both veteran and non-veteran, and would, to a large degree, eliminate the necessity of changing the interest rate on VA-guaranteed loans."

T. Bert King, former director of the VA's home-loan program and now Washington counsel for the U.S. Savings and Loan League, predicts that if the VA rate is raised to 5 per cent discounting will disappear in some areas.

The VA itself also is officially opposed to an increase. But President Eisenhower in his budget message definitely recommended legislation to permit an increase in the VA rates.

The FHA had recommended previously increasing the down payment on FHA loans of $10,000 or less to about 5 per cent. On $25,000 loans, the FHA increase would raise the down payment to about 15 per cent. A $16,000 loan, for example, would require about 9 per cent down.

The FHA also has recommended revising the floor rate on FHA home loans from 3 per cent to 4 per cent. The FHA has explained that this rate revision would enable more homeowners to qualify for FHA home loans.

American Builder says:

Certainly the VA rate can and must be raised. We urge Congress to adopt the principle of a "flexible controlled" rate with the actual amount set by a 5-man board including heads of VA, FHA, Federal Reserve, Treasury, and Home Loan Bank. Such a board would make its decisions on the basis of housing need, money supply and the whole economic picture. Congress could define the upper limits at a point not more than 2½ per cent above the current on long term government bonds.

American Builder says:

Congress should act promptly to supply FNMA with additional funds to meet the pressing financial needs of the building industry. FNMA should be permitted to buy mortgages up to a maximum limit of $20,000. Liberalizing of FNMA should be first in the order of housing business.

American Builder says:

NAHB's liberalizing recommendations last year were adopted by Congress, forthcoming amendments will probably not affect the stock requirement.

Another proposal under study is the formation of a central mortgage bank. Such a bank would lend money to builders, lenders, and others who put up government-backed mortgages as security, as contrasted with FNMA, which actually buys and sells mortgages. The bank might raise money by selling debentures to the public with special issues designed to attract pension and trust-fund investors.
What builders want from Washington

If there's any one subject that practically all builders agree on, it's this: A definite housing policy is a must and it's up to Congress to pass some much-needed legislation to ease the problems confronting the industry.

Topping builders' lists of the most necessary legislation is some action to make money easier to come by. But there are many other areas in which builders feel the government should act in order to maintain home building at a healthy rate. Among these are a reduction in the number of public housing units, a revision of rules governing military housing and action on housing for the elderly.

One of the most comprehensive legislative programs to be proposed was presented by R. G. (Dick) Hughes at a recent meeting of the HBA of Dallas County. This 9-point program covers some of the industry's thorniest questions and seemed to sum up the feelings of most builders throughout the country.

- Remove all present credit controls specifically applied to housing. This refers to the two per cent down-payment and the fact that the Administration could change the down-payment from five per cent of the first $9,000 to five per cent of the first $10,000.
- A plan is needed to equalize tax advantages and eliminate tax discriminations. Perhaps the tax income could be spread as it is with authors; or, builders could fight for capital gains on real estate developments which would provide advantages similar to those provided stock brokers.
- Interest rates could be made competitive with existing rates on long-term government and other investments.
- J. Stanley Baughman, FNMA's top man, has estimated he can finance the purchase of $1,200,000,000 in loans under the present

**Dickerman's Column**

Congress holds the key to your future

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

The home building industry, a subject of Congressional interest and activity since the early 1930s, is following the operations of the present Congress with more than the customary amount of attention. In a very real sense, the actions of this Congress will determine how many and what type of homes will be built this year and next. It will determine whether many of you will remain in the home building business. For this reason you should pay particularly close attention to legislative action this year—and, where necessary, make your opinions heard.

Here are the three major areas of prime importance to you. The first, of course, is housing itself. The second is monetary policy; and the third is labor relations. More specifically, the latter refers to proposed amendments to the Taft-Hartley Act.

The first two areas are so closely related as to be virtually synonymous. Every home builder knows his business survival depends primarily on the availability of mortgage money. And, in this period of "tight" money—which shows no sign of easing—he is in a particularly vulnerable position.

Accordingly, any Congressional activity in the broad field of monetary operations and policies would be felt by the home builder in a very direct fashion, whether he builds under FHA-VA or conventional financing. This is apart from any specific housing or monetary legislation such as measures concerning the Federal National Mortgage Assn.

As I write this, the indications are that there will be considerable said about monetary policy during this Congressional session. But, it is improbable there will be any major changes this year in Federal Reserve or other basic systems.

There is, however, likely to be a large number of measures introduced which, if approved, would affect credit, taxes, federal spending and the availability of money. In fact, this year will undoubtedly see a larger number of bills on this subject introduced than in recent years. But, proposals are a far cry from passage; a distinction should be drawn, therefore, between well-sponsored, well-backed proposals and those thrown in for political effect.

Unquestionably, the home building industry needs an expanded mortgage money supply. Faced with a situation where the available supply of long-term savings is apparently inadequate to take care of all demands, new sources for mortgage funds must be developed.

The first and immediate course of action open to Congress is to equalize the VA rate with FHA's. By the time these lines are read, it is hoped that Congress will have seen fit to act on this. The next action necessary in this period of mortgage emergency is to authorize FNMA to support the mortgage market until such time as a more normal and adequate money supply can be made available.

This is a period of intense competition for every available long-term dollar and of rising interest rates. Borrowers of fixed-rate FHA-VA loans will continue to be at a sharp disadvantage. They will be competing with borrowers who are not similarly encumbered. A long-advocated NAHB proposal for the establishment of a true Central Mortgage Banking facility, either through an expanded FNMA or a new entity, is now more than ever clearly a major long-term solution to the fluctuations in the mortgage market. Never in recent years have we had such a clear-cut need for such a facility as in the current mortgage emergency.

Beyond this, intensive efforts must be expanded by all concerned to penetrate the pension and welfare funds now expanding at the
FNMA set-up. This is not broad enough to tide us through periods such as we are going through today. We must, therefore, seek and secure from the Congress an expanded debenture issuing authority. The objectives, power and authority of FNMA should be broadened so that it will have the funds and power to keep our mortgages competitive. This power should include the right to work with the FHA commissioner, the head of HHFA, a representative of the Treasury and a representative of FRB to make (Continued on page 250)

rate of $4 billion per year. Although traditionally uninterested in mortgages as investments, trustees of these funds are beginning to investigate and to invest in FHA-VA loans. NAHB has been and will continue to exert every effort in this direction.

Congressional action on longer-term housing legislation is unlikely to be concluded before mid-year. Builders should carefully watch all communications on legislative proposals during this period. Analyze them; apply them carefully in the light of your own building problems; and then communicate your views to your Senators and Representatives. You owe this action to your customers and to yourselves.

Another potential trouble spot for the industry lies in possible amendments to change the secondary boycott provisions of the Taft-Hartley Act. There would be a direct and unfortunate effect on the home building industry should the act's sanctions against unfair and crippling secondary boycotts be watered down or removed. Home builders in non-union as well as union areas should keep a vigilant eye on any proposals dealing with secondary boycotts.

In the meantime, we will keep you informed of the latest developments on Capitol Hill which so vitally affect your business.

Question:
In order of importance, what legislation would you like to see Congress pass to help the home-building industry?

Any Questions?
Let AB know what you'd like to have discussed; we'll try to cover it.

FEBRUARY 1957
GOING TO PRESS

NRLDA exposition: 4 profitable days

NEW PRESIDENT of NRLDA, Paul R. Ely (r.) briefs Joseph B. Mason, AB's editorial director, on late developments at the association's annual exposition. Over 6,000 persons attended during the 4-day session.

LUMBER DEALERS . . .

Promotion highlights dealer selling power


Building products manufacturers reached a new high in aggressive sales promotion at NRLDA's recent exposition in Chicago. The result was a multi-ring show that delighted the more than 6,000 lumber-yard owners and employees who jammed the huge International Amphitheatre.

Dealers were particularly impressed with the high quality of the manufacturers' exhibits and with the many new and improved products they saw on display in the more than 200 exhibit spaces. There was more action, more color, more variety and more real selling help than ever before.

But the manufacturer participation was not restricted to the products exhibits. Another outstanding feature, arranged for the first time, was the Profit-Maker Store, a 35x90-foot retail store complete in every detail as an example of the best in modern retail building-product merchandising.

The products on display in the 69 store spaces were, of course, provided by the manufacturers. The store was crowded each day with dealers analyzing the types of displays, the individual products shown in the displays and the store layout and arrangement.

The manufacturers also provided many of the house parts which were utilized in the highly successful components clinics. Dealers learned how to save money and time by providing shop-assembled components to the job site.

Again at the materials-handling clinic, which drew the largest crowds of all, and in the indoor warehouse, manufacturers provided products and equipment to show dealers how to improve the efficiency and lower the cost of their handling and storage operations.

Another way in which manufacturers got their products before dealers in a striking manner was in the three Women's Congress Houses which NRLDA built at nearby Munster, Ind. (see p. 108). These illustrated the 59 space-planning principles that today's housewives say they want in their new homes. The generosity and enthusiasm of the manufacturers led to making these houses somewhat more pretentious than had been intended in certain respects. But, the result was a demonstration that impressed all who saw it.

On top of all this, many products not seen at earlier expositions were on display and so were products of manufacturers who had not previously participated. This fact demonstrates that the selling power of the retail lumber dealer is fast becoming recognized in many new circles.
AERIAL VIEW of Parade of Homes area in St. Petersburg. When 'parade' is over the site will become a 200-home section of North East Park Shores. Model homes will exemplify the latest trends in Fla. living.

Here's how a home show will sell a development

A giant housing extravaganza featuring the latest trends in building techniques and design will be underway the week of Feb. 16 in St. Petersburg, Fla.

This is the third annual Parade of Homes and Better Living Exposition sponsored by the Builders and Contractors Assn. of Greater St. Petersburg. Eighteen model homes will be presented by builder-members of the association, and will depict the newest for Florida living.

After the 'parade' is over the area will become part of the North East Park Shores development. The section will have approximately 200 homes according to Bob Crisp, subdivider of this year's site and president of the association.

A crowd of 100,000 is expected, and if past performance holds true many homes will be sold directly from the models.

Prices will range from $15,000 to $30,000 and some of the homes will feature swimming pools. There will be nine waterfront models and 11 inland homes.

Because of the 'parade' location, 250 feet of seawall had to be run a day so the area would be ready by showtime.

In addition to the 'parade,' 36,000 square feet of exhibits will be housed under canvas on the area immediately adjoining the homes. E. W. Rowe is show director.

In another part of Florida, a completely residential city within a city is rising. Luxury and budget homes are being offered in Rolling Green Ridge, a development of some 2,000 acres in the heart of the state's Gold Coast.

Located in Boynton Beach, the subdivision will have some 8,000 building sites, according to N. R. Field, president of Field Family, Inc., the company developing the area.

When fully completed in approximately five years, the total investment for all homes, shopping center and facilities is expected to be over $150 million.

A number of builders are involved in the construction—each with numerous designs. Sites range in size from 60x100 ft. and up, and are priced from $2,000 to $3,600 depending on location and size. Homes are priced as low as $8,000 and range as high as $40,000, with the average costing about $15,000.

All homes are designed to take advantage of Florida's warm climate and utilize outdoor living, according to Field. There are approximately ten models prospective buyers can see.

1957 OFFICERS of Metropolitan Washington's HBA are (l. to r.) Frank Calcara, president; James W. Pearson, executive vice president; W. Evans Buchanan, first vice president, and Bernard Steinberg, second vice president.
The Hotpoint Line is the Builder's Line of Appliances—offering you perfect combinations for homes in every price bracket!
There's a good reason why it can take a plumber only about an hour to connect a Hotpoint Dishwasher in a new home—or an electrician 20 minutes to install a Hotpoint Built-In Oven.

The reason is a logical one. Hotpoint engineers know that the most serious problem facing builders today is the cost of labor—so their primary concern is to design every appliance—every nut and bolt, every wiring and plumbing connection—to cut installation time to a minimum.

For instance, they've succeeded in engineering Hotpoint Dishwashers whose plumbing connections are all made from the front—Hotpoint Built-In Refrigerators that require no special supports—Hotpoint Disposals® whose housings turn a full 360° so that lining up pipes and drains is a matter of a few minutes.

Whenever we can save you 30 minutes or 60 minutes of installation time, we are reducing your appliance costs by cutting labor costs. That means greater profits for you—per appliance—and per home.

The trouble-free installation of Hotpoint appliances is one of the many reasons why “The Hotpoint Line is the Builder’s Line of Appliances.”

Hotpoint (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois
This house looks traditional . . .
. . . lives modern

You hear a lot about blending the old and the new, but you don't see much of it that isn't a hodge-podge: "The Williamsburg," built by Shades Valley Construction Co. of Birmingham, Ala., is a notable exception.

Here's a seemingly traditional house—right down to the reclaimed old brick front, bay window, center hall, formal living and dining room arrangement—that still allows room for the newest idea in contemporary living: open planning in a kitchen-breakfast-room family-room area, with this part of the house integrated with a patio.

The house, with 1,604 square feet of heated space, sells for $24,500 (excluding land). It was one of the most popular models in Birmingham's first Parade of Homes. Products used include: Barrett roofing, Armstrong sheathing, Fiberglas insulation; Janitrol heating and air-conditioning; Kohler plumbing; General Electric kitchen appliances.
BIG FEATURE of family room is the indoor barbecue made of reclaimed old brick. Beyond is a breakfast area and kitchen, with a pass-thru. All cabinet counter tops and back splash are ceramic tile.

FEBRUARY 1957

31-5
Cuts 7-10 times faster than power hand saws!

A - Portable DeWalt* pays for itself on one job

A - DeWalt'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 - DeWalt carries inside for finishing work, special built-ins — minimizes scrap. D - Converts mill-run lumber to perfect moldings, for added savings.

DeWalt saves on practically every cutting job inside or outside. Arm raises, lowers, swings 360°. Powerful DeWalt-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 DeWalt pays for itself on the very first job — in faster, more accurate work, reduced tool maintenance, greater operator efficiency — in dollar savings by the hundreds!

Job-size GW-I illus. — 1 ½ hp motor, 10" saw blade cuts 3" deep, rips 26" wide...$395. Smaller MB-F, with 3/4 hp motor, 9" blade, cuts 2 1/2" deep, rips 24" wide... just $239.

As little as 7OC a day in monthly payments after 10% down puts a GW-I on your job. Use DeWalt's Easi-Budget Payment Plan.

See your supplier or send for FREE BOOKLET.

Another AMF Product

DeWalt Inc., Dept. AB-702, 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
"Concealed telephone wiring helps us sell homes"

—says Mr. Henry J. Knott, President, Home Builders Association of Maryland

“We believe that concealed telephone wiring is a strong sales feature,” says Mr. Knott, “and its importance is growing every day as home buyers learn to ask for it.

“Concealed telephone wiring itself is a salable item that pleases customers. But it is more than that. Because it helps preserve the interior beauty of a house, it makes the house as a whole more salable. In the Home Builders Association of Maryland, we recommend concealed telephone wiring to all our members.”

The progressive Home Builders Association of Maryland has a growing membership of 490 members. Last year in Baltimore City, and in Baltimore and Anne Arundel Counties, they built more than 14,000 homes. Trend-minded builders in the Association, and many others across the country, are convinced of the increasing value of concealed telephone wiring as a quality 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, 8f/Be. For commercial installations, Sweet’s Architectural File, 32a/Be.
Almost everybody wants oak floors

Home buyers’ favorite floor is more popular today than ever before

Over 11% more Oak Flooring is being used today per house built than in 1952. This percentage has increased consistently in recent years. In 1956, consumption averaged 944 board feet per housing start.

There’s no better proof of the continuing popularity of Oak Flooring than this steady rise in use. It’s your assurance of immediate buyer-approval of Oak Floors in homes you build for the market.

No other building material has such overwhelming public acceptance. No other building material can satisfy so easily and economically the demand for quality in today’s new homes in all price ranges.

You know you’re RIGHT when you specify Oak Floors

National Oak Flooring Manufacturers’ Association
814 Sterick Building, Memphis 3, Tenn.

Hedrich-Blessing Photo
Winston Elting, A.I.A., Architect
Even in today's tight money market, National Homes Acceptance Corporation has interim and permanent financing available in many areas.

You will want an adequate supply of mortgage money because your sales will be better with National homes... they sell faster than any other homes on the market. This is because they have the greater beauty, livability and value people want... professionally designed to provide far more space at far less cost. They are priced to qualify more buyers!

These are only a few of the advantages National homes offer builder-dealers. There are many others.

National Homes Corporation provides far more help to its builder-dealers. Liberal local cooperative advertising, plus company-paid magazine and newspaper advertising, pre-sells potential customers on these brand-name homes that are built with brand-name materials.

National homes are the most completely prefabricated homes on the market, thus can be erected with far less site labor... some models in only 4 1/2 working days.

All this means that as a National Homes Builder-Dealer you can sell more houses in less time... enjoy a faster turnover of capital and greatly increase your profit.

For complete information on how you can profit with the nation's most successful home building operation write to George A. Cowee, Jr., Vice President for Sales, National Homes Corporation, Lafayette, Indiana. Plants in Lafayette, Indiana, Horseheads, New York, and Tyler, Texas.
IT COSTS NO MORE
to Install the Finest

Since 1875 the QUALITYBILT name has been synonymous with sales-stimulating "extras"... such as featured in these dramatic Birch Kitchen Units. Created from the matchless beauty of fine wood with incomparable craftsmanship, these smart Kitchens are precision-machined for fast, easy assembly... feature 1-1/16" thick warp-resistant doors, sleek, modern hardware, and a host of other distinctive features!

QUALITYBILT Wood Casements... the ultimate in streamlined, slenderized beauty, add charm and durability to any home with their slim, modern mullions, toxic-treated wood parts! Select from a wide range of sizes and types. Write today for our fact-filled catalogs and name of your nearest QUALITYBILT distributor!
America's Leading Builders

M-D
MACKLANBURG-DUNCAN CO.

Quality

WEATHER STRIPS

Numetal
Weatherstrip Sets for Doors and Windows

On-GARD Coil Weatherstrip

Metal Casement Weatherstrip Bulk or Package Sets

Ni-GARD Automatic Door Bottoms

Ni-ART Extruded Aluminum Threshold with Vinyl Insert

CALKING AND GLAZING COMPOUNDS

Ni-Calk Speed Loads For Calking Guns

Ni-Calk Calking Compound Knife or Gun Grade

Ni-Calk Hand Squeeze Tube

Nu-Phalt Plastic Asphalt Cement

CG-4 Speed Loader Calking Gun

CG-3 Standard Professional Calking Gun

Nu-Glaze Glazing Compound

MACKLANBURG-DUNCAN CO.
OKLAHOMA CITY 1, OKLAHOMA
Leaders in the building specialty field for over 36 years
Moulding and Trim
Available in Alacrome, Stainless Steel and Brass.

SCREEN DOOR GRILLES

SCREEN DOOR GRILLES

NUMBERS AND LETTERS

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.
for modern Storage Space...more of it...and economically too!

GLIDE-ALL Sliding Doors

Perfectly "at home" in any kind of house...an extensive custom ranch...or modest low-cost units, GLIDE-ALL Doors provide the extra storage space that home buyers demand. Here are their advantages:

APPEARANCE OF QUALITY — As modern wall panels they become part of the room, may be decorated in any way desired.

ECONOMY IN FINAL COST — Floor-to-ceiling installation saves construction time and materials. Through Woodall Engineering and Manufacture you are assured of the lowest "package door" unit cost.

INSTALL QUICKLY — ADJUST EASILY — They're installed in three simple time-saving steps, unusual adjustment features designed by Woodall fit them to the openings with little time and effort.

Big house, little house, you'll find GLIDE-ALL Doors the better choice for Modern Storage Space...More of it...At Lower Cost. See Sweets Catalog Files or write the Woodall Plant nearest you for complete details.

GLIDE-ALL Doors are available in principal cities throughout the United States and Canada. For information write Plant nearest you.

GLIDE-ALL DOORS ARE A PRODUCT OF

WOODALL INDUSTRIES INC.

DETOIT 34, MICHIGAN
NEW Black & Decker SAWS
DESIGNED WITH YOU IN MIND!

NEW FEATURES FOUND ONLY IN BLACK & DECKER'S COMPLETE SAW LINE!

BUILDER'S BEST BUY
NEW POWER with YOU in mind!

Board for board—job for job—
Black & Decker Saws out-cut ’em all!

On-the-job tests prove new Black & Decker Saws outcut, outperform, outlast the other builder saws—with power to spare! On the next few pages, you’ll see for yourself new Black & Decker features never before offered on any line of builder’s saws!

**HEART OF THE SAW**—This powerful B&D-built motor is specially designed for tough sawing operations to guarantee dependable, smooth performance.

**COOLER RUNNING**—Custom engineered B&D fan keeps motor, handle and housing cool during continuous operation. B&D Saws make better use of available power (without danger of burn-out) because they have cool running motors.

**NINE TYPES OF B&D BLADES MAKE FASTER CUTS IN EVERY MATERIAL!**

**ABRASIVE DISCS** for cutting and slotting in ceramics, slate, marble, tile, transite, and thin gage metals.

**METAL-CUTTING blades** zip through soft non-ferrous metals including lead.

**COMBINATION BLADES** for general sawing. B&D Krodite Blades stay sharp longer, always give smoother cuts, because of special tooth design. For specific applications crosscut, planer, flooring, carbide-tipped and friction blades make up the complete line of B&D blades.
NEW VISIBILITY with YOU in mind!

Black & Decker Saws help you follow the line with a PICTURE WINDOW view of blade.

LOOK AT THAT BIG WINDOW
New B&D picture window design makes the line-of-cut and the cutting edge of the blade visible at all times. Ideal for angle cuts . . . perfect for ripping. You see the difference in accuracy and lumber savings, immediately.

DOUBLE GUIDE EDGES
As an additional feature, these double guide edges keep you lined up at two points—the blade-cutting edge and the shoe edge on both #73 and #83 saws.

SAWDUST IS BLOWN CLEAR
Seein' is Believin' . . . the air flow in this new line of B&D Saws is so powerful that it keeps the line of cut clean and blows the sawdust clear of the job, clear of your eyes!
NEW HANDLING EASE with **YOU** in mind!

**Black & Decker** Saws give you better control in the wood!

What really counts in a new saw is its performance in the wood! The way it handles, responds to your touch. And that's where Black & Decker leadership takes over. With streamlined lightness and balance, easy depth and bevel adjustments, added safety features, plus plenty of long-lasting, rugged power. Black & Decker Saws are best because they're made better... they're best because they're easy to control in the wood.

**STREAMLINED LIGHTNESS** - Light aluminum housing, compact motor, lighter, sturdier shoe...add up to less operator fatigue, continuous sawing ease.

**KING-SIZE ADJUSTMENTS** - One big wing nut takes care of your angle adjustments. Also sure, positive control of depth of cut.

**EXTRA SAFETY** - B&D Saws are designed with your safety in mind. The new, improved telescoping blade guard, open end handle, instant release trigger switch with guard, grounding wire in cable. Every proven safety device is on your B&D Saw!

Here are the control features that pay off!

As you rip down a board you'll be amazed how this new Black & Decker Saw won't walk away from the line-of-cut... won't nose-in or drag. You'll find the handle much closer to the blade than other makes... that's to prevent the saw from **walking** and to keep you closer to the job. Another new feature is the **open-end** handle. This makes it easy to control... even with heavy gloves on! And it fits your grip like it grew there. You find these new control features on Black & Decker Heavy-Duty Saws only!
Black & Decker® Saws are POWER-BUILT TO LAST!

Complete builders' saw line

Each Black & Decker-built saw motor is designed to do toughest sawing jobs and each is constructed expertly, to outlast all others. You'll find the rest of your B&D Saw just as perfectly built. Sturdy housing and shoe. Accurate depth and bevel adjustments. For complete Saw Catalog, write to: THE BLACK & DECKER MFG. CO., Dept. H-102, Towson 4, Maryland.

SMOOTH POWER TRAIN— STURDY HOUSING AND SHOE
Heat-treated, helical gears give you smoother, quieter operation. And they're all made in our plant to rigid quality standards.

STURDY HOUSING AND SHOE—Light, sturdy aluminum housing can take it! Handle can be dismantled for quick servicing. Shoe is now tougher than ever before—keeps saw steady.

CONVENIENT SERVICE—There's a B&D Service Branch near you.
Factory-trained personnel repair your B&D tools fast, economically, accurately.

OTHER FAMOUS BUILDER TOOLS... KEEP YOUR JOB MOVING FAST!

B&D No. 88 SANDER
Specially designed for continuous sanding operation. Orbital action assures smooth job...with, across or against grain. Only $74.50

B&D HEAVY-DUTY JIG SAW
Cuts through 2 x 4's. For straight, curved, sharp radius or irregular cuts. Adjustable shoe for 45° bevel cuts—one either side. Only $135.00

Look in the Yellow Pages under "TOOLS-ELECTRIC" for nearest Dealer
How much is it costing you to have floors sanded and finished on the job?
FACTOR Y METHODS PRODUCE A FINE FINISH AT LOW COST
First, the flooring is sanded to satin smoothness on 3-drum sanders. Next, the Bruce wood filler and penetrating finish are buffed into the pores to bring out the full beauty of the wood. Infra-red lights then bake and toughen the finish for extra durability. The Bruce PREfinish is completed with a hot application of solid wax polished to a handsome sheen.

Bruce PREfinished Hardwood Floors

Now in use in over 400,000 homes

SAVE UP TO $100 PER HOUSE AND 3 OR 4 DAYS' TIME WITH BRUCE PREFINISHED FLOORING
You save in many ways when you use Bruce Prefinished Flooring . . . completely sanded, finished and waxed at the factory. There’s no costly, time-consuming sanding and finishing on the job. No delays due to bad weather slowing up drying of finishes. No interference with other interior work! You get faster completions and faster sales . . . give buyers the best finished floor possible.

MAIL COUPON
E. L. BRUCE CO.
1436 Thomas St., Memphis 1, Tenn.
Send complete data on Bruce PREfinished Floors to:
Name
Address
Again PREWAY is the built-in that pays back best for a showplace development.

A PREWAY built-in oven and range is one of the easiest and least expensive ways of putting something extra special into popular priced homes. It gives a look of luxury to the kitchen — becomes a sales-clinching feature that adds little to the overall building cost. In fact, the final cost of a PREWAY oven and range is considerably less than others, because PREWAY units — gas or electric — are easiest of all to install.

American Homes Corporation of Sacramento, California know this to be true — proved it profitable 200 times in their Elkhorn Village development . . . a showplace project that has attracted national attention for its versatility in design and basic housing value.

You owe it to yourself to investigate PREWAY, to know all of the facts that combine to make PREWAY the leader that it is today — No. 1 in the country in gas built-in sales and No. 3 in electric. Call or write today for full information.

PREWAY Inc. 8257 Second Street, North Wisconsin Rapids, Wisconsin

Since 1917 One source, one responsibility for gas and electric built-in ranges, range hoods, built-in refrigerator-freezer, oil and gas heaters, wall and floor furnaces, electric heaters.
An announcement of interest to architects, builders and specifiers

KENTILE, INC., to re-name all of its floor tile products

To conform with established architectural practice in specification writing, and for quicker and simpler identification, the names of all Kentile, Inc., floor tiles will now carry the Kentile name plus the material description as follows:

<table>
<thead>
<tr>
<th>FORMER NAME</th>
<th>NEW NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>KenTile</td>
<td>KENTILE asphalt tile</td>
</tr>
<tr>
<td>KenRubber</td>
<td>KENTILE rubber tile</td>
</tr>
<tr>
<td>KenCork</td>
<td>KENTILE cork tile</td>
</tr>
<tr>
<td>KenFlex</td>
<td>KENTILE vinyl asbestos tile</td>
</tr>
<tr>
<td>KenRoyal</td>
<td>KENTILE solid vinyl tile</td>
</tr>
<tr>
<td>KenFlor</td>
<td>KENTILE cushion-back vinyl tile</td>
</tr>
</tbody>
</table>

Effective in March, all Kentile, Inc., national advertising will feature these new names.

We at Kentile hope that this simplification will prove to be of assistance to you in selecting the proper flooring in your future specifications.

KENTILE, INC., Brooklyn 15, N. Y. 350 Fifth Avenue, N. Y. 1, N. Y. 3 Penn Center Plaza, Philadelphia 2, Pa. 1211 NBC Building, Cleveland 14, Ohio 900 Peachtree Street, N. E., Atlanta 9, Georgia 1016 Central Street, Kansas City 5, Missouri 4532 So. Kolin Avenue, Chicago 32, Illinois 4501 Santa Fe Avenue, Los Angeles 58, Cal.
Facts You Should Know About Masonry Reinforcement
By Edwin L. Saxer: Professor and Chairman, Civil Engineering Department, University of Toledo

For some time, there has been a growing tendency to rely on steel reinforcing in mortar joints to improve the capacity of masonry walls to resist the stresses which develop.

The usage of joint reinforcement has often proven unsuccessful in the past. The chief reason for this has been the failure to use reinforcement in more than every third or fourth joint—a practice which provides little or no benefit to the intermediate joints.

A contributing factor in many cases has been the inability of some forms of reinforcing to develop adequate bond strength.

As a result of research at the University of Toledo, and at other laboratories, the principles of effective joint reinforcement are now well understood. All indications point to the fact that reinforcement should be used in every joint, or at least in every other joint, to insure reasonable effectiveness.

Our research on the effectiveness of Key-Wall leads us to the following conclusions: (1) The design of Key-Wall results in a highly efficient distribution of steel. (2) The use of Key-Wall can reduce significantly the cracks resulting from shrinkage of the masonry; and (3) Key-Wall is effective in improving the lateral strength characteristics of masonry walls.
why it pays to use

Key-Wall

the new type of masonry reinforcement that
gives greater value at lower cost

The effectiveness of Key-Wall has been clearly demonstrated by tests at the Research Foundation, University of Toledo.

It's being specified and used by leading architects and builders today. It will offer you advantages on any jobs you build.

Key-Wall is made for the following wall thicknesses: 4", 6", 8", 10" and 12".

- Reduces shrinkage cracks
- Adds effective lateral strength
- It's galvanized to prevent rusting ... assures maximum bond
- Lap joints give continuous reinforcement
- Does not interfere with bedding of units
- Improves mortar joint because multi-directional reinforcement holds mortar in place; gives better bond
- Masons welcome it, because it's easy to handle; easy to cut and fit; doesn't interfere with joint thickness
- You save on material cost, as well as labor cost

FREE—SAMPLE AND TEST REPORT
KEYSTONE STEEL & WIRE COMPANY
PEORIA 7, ILL.

Please send me free sample and copy of Key-Wall masonry report made by the Research Foundation, University of Toledo.

Name__________________________________________

Firm__________________________________________

Street__________________________________________

City_________________________Zone____State____
PROBLEM:
How to sell twenty houses a year
(or a hundred and twenty)

Data: Both Harold Flax (at left) of London, Ohio, and Harry Lechtner (at right), Erie, Pennsylvania, are builders of Midwest Prefabricated Houses.
Both are developing their own projects and handling their own sales. And both rely on Midwest Houses to help them do it.
But there the similarity ends.
Flax, for example, has geared his building program to a consistent 20 homes a year; Lechtner is building 60 houses this year. Flax is building in a community of 5,000 people; Lechtner in a city of 130,000. Flax normally sells before he builds; Lechtner builds first, sells after.

Solution: A sales and promotional program specifically tailored to the different objectives, different markets and different problems of each Midwest Houses builder.
Personnel from Midwest made personal trips to both projects, appraising the promotional characteristics involved. Midwest prepared comprehensive individualized plans for each of the two builders. No charge. Midwest shared in the expenses of carrying out those promotional plans.

Result: Both builders busy. Future prospects rosy.

Moral: (1) Your building project is unique. (2) Its success lies in building the right house—and promoting it in the right way. (3) Midwest offers you both the houses and the promotional help to assure the profitability of your project. (4) Maybe it's time you took another look at Midwest Houses.

Promotion's important, but . . . you'll want to hear more about Midwest Houses before you decide to become a Midwest Builder. You'll want a look at the smart Midwest Prefabricated House line. You'll want additional data on the Midwest Dealer Program—specifics on the site selection, plot planning, field supervision and financing help Midwest offers. We'll be tickled to tell you. Write us on your letterhead—TODAY.
Proved in Thousands of Homes

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

Add-On Application

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

Separate System Application

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

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

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


FHA-VA. Meets all FHA and VA requirements.

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

The O. A. Sutton Corporation, Inc.
1812 West Second Street, Wichita, Kansas.
I want complete information on your new versatile low-cost Vornado Central Air Conditioners. It is understood there is no obligation.

Name
Firm
Position
Address
City State
Need construction money?
GET THE CONSTRUCTION BEATS THEM ALL—TEAM UP

HERE'S HOW IT WORKS:
This example is based on a P&H Home with a selling price of $13,400; down payment of $700; mortgage loan of $12,700.

FIRST DRAW GIVES YOU UP TO 60% of total payout (or $7,950 including down payment). Covers up to 90% of costs for excavation, footings, basement, floor framing, P&H house package, transportation charges, labor—plus cost of raw land, completed improvements, and profit.

NO OTHER MANUFACTURER OFFERS YOU A MORE LIBERAL FINANCE PLAN . . .

- P&H plan pays out up to 90% of work done in the first, second and third draw stages.
- No waiting for inspections. Payouts are made as you need them.
- You can keep down payment—use it as working capital!
- Harnischfeger handles processing of papers for you. Saves you time and work.
- It all adds up to faster capital turnover, more profits, and greater return on your investment. Helps ease your tight money situation.

Harnischfeger helps you with permanent mortgage money, too! All financing handled through the complete facilities of Harnischfeger Homes Acceptance Corporation. Ask your P&H field representative for information.

New inclusive P&H Financing Plan is available to all qualified P&H dealer-builders!
FINANCING PLAN THAT WITH HARNISCHFEGER!

SECOND DRAW BRINGS YOU UP TO 70% of total payout. $1,300 payout covers rough wiring, heating, plumbing. House is closed in.

THIRD DRAW BRINGS YOU UP TO 90% of total payout. $2,850 payout is yours when house is completed and ready for third inspection.

FINAL DRAW BRINGS YOU TO 100% total payouts. $1,300 payout is yours when you've passed third inspection, are ready for VA guarantee or FHA insurance. Title free and clear.

...PLUS THE BIG-TRACT BENEFITS YOU NEED TO SELL MORE HOMES!

- P&H Family Plan home designs set faster sales pace.
- P&H precision-engineering and manufacturing—plus finest materials—assure you of a top-quality home.
- P&H field-tested merchandising aids give you the hard-hitting promotion you need to attract more prospects.
- P&H sales closing techniques help you to greater profits.

- P&H decorating services offer you professional color styling plus furniture package designed to give your model home added sales appeal.

Team up with Harnischfeger and enjoy these benefits now. Take the headaches out of home-building ... put the profits in! Call, wire or write Dept. AB-572 today.

HARNISCHFEGER HOMES, Inc.
Port Washington, Wisconsin • Phone 611
Need construction money?
GET THE CONSTRUCTION BEATS THEM ALL—TEAM UP

HERE'S HOW IT WORKS:
This example is based on a P&H Home with a selling price of $13,400; down payment of $700; mortgage loan of $12,700.

FIRST DRAW GIVES YOU UP TO 60% of total payout (or $7,950 including down payment). Covers up to 90% of costs for excavation, footings, basement, floor framing, P&H house package, transportation charges, labor—plus cost of raw land, completed improvements, and profit.

NO OTHER MANUFACTURER OFFERS YOU A MORE LIBERAL FINANCE PLAN . . .

- P&H plan pays out up to 90% of work done in the first, second and third draw stages.
- No waiting for inspections. Payouts are made as you need them.
- You can keep down payment—use it as working capital!
- Harnischfeger handles processing of papers for you. Saves you time and work.
- It all adds up to faster capital turnover, more profits, and greater return on your investment. Helps ease your tight money situation.

Harnischfeger helps you with permanent mortgage money, too! All financing handled through the complete facilities of Harnischfeger Homes Acceptance Corporation. Ask your P&H field representative for information.

New inclusive P&H Financing Plan is available to all qualified P&H dealer-builders!
FINANCING PLAN THAT WITH HARNISCHFEGER!

SECOND DRAW BRINGS YOU UP TO 70% of total payout. $1,300 payout covers rough wiring, heating, plumbing. House is closed in.

THIRD DRAW BRINGS YOU UP TO 90% of total payout. $2,850 payout is yours when house is completed and ready for third inspection.

FINAL DRAW BRINGS YOU TO 100% of total payout. $1,300 payout is yours when you've passed third inspection, are ready for VA guarantee or FHA insurance. Title free and clear.

...PLUS THE BIG-TRACT BENEFITS YOU NEED TO SELL MORE HOMES!

- P&H Family Plan home designs set faster sales pace.
- P&H precision-engineering and manufacturing—plus finest materials—assure you of a top-quality home.
- P&H field-tested merchandising aids give you the hard-hitting promotion you need to attract more prospects.
- P&H sales closing techniques help you to greater profits.

- P&H decorating services offer you professional color styling plus furniture package designed to give your model home added sales appeal.

Team up with Harnischfeger and enjoy these benefits now. Take the headaches out of home-building ... put the profits in! Call, wire or write Dept. AB-572 today.

HARNISCHFEGER HOMES, Inc.
Port Washington, Wisconsin • Phone 611
Melamine surfaced school desks and counters have proved they “pay their way” in lower maintenance costs. That’s why melamine laminates are more and more being used for window sills, doors, push and kick plates, toilet partitions and wall paneling in public buildings as well as homes.

Sold in a wide variety of colors and patterns under different trade names, these laminates require an absolute minimum of maintenance. They never need painting or finishing. The smooth tough surface washes clean with a damp cloth—no need for scrubbing, waxing, or buffing.

Melamine laminates provide good resistance to scratches, dents, chipping, cracking, burns or stains. They withstand heat up to 275°F— are unharmed by alcohol, most acids or alkalis.

Monsanto supplies melamine resins for laminates sold under these names: Consoweld, Corlex, Decarlite, Farlite, Fiberesin, Lamin-Art, Micarta, Nevamar, Pionite, Railite, Resilite, Richelain, Textolite, Wilson Art. If you would like additional information about any of these, we will be glad to refer your inquiries to the manufacturer.

A New Report, “Pipelines to the Future,” containing an evaluation of different types of plastic pipe is available at $1.00 each. This study was compiled by Monsanto’s Structural Plastics Engineering Group. You are invited to write them on any question pertaining to the use of plastics in construction.

Monsanto Chemical Co., Room 1307, Springfield 2, Mass.
Most desired "custom" feature now within reach of everyone

Heating and Air-Conditioning Equipment Costs Average 25% Less

...with adequate aluminum-clad insulation

A properly engineered house with adequate insulation surfaced with ALCOA® Aluminum can be heated with a smaller furnace—can be cooled with a smaller air conditioner—can be operated for life with lower monthly utility bills. ALCOA studies reveal that the use of adequate aluminum-clad insulation cuts the cost of this equipment at least 25%.

This means, of course, that aluminum-clad insulation pays for itself—then continues to save money. Now, every new-home buyer can afford that most-desired "custom" feature—central air conditioning.

For proof, attend the ALCOA Insulation Show when it appears in your area. Live entertainment that dramatizes the findings of recent ALCOA-sponsored research, the show will visit thirty cities, beginning in March.

ALCOA does not make insulation of any kind. It makes ALCOA Aluminum Foil, which many manufacturers use to produce several types of insulation. Use the coupon to get your copy of ALCOA's new book about insulation.

FEBRUARY 1957
NEW! sliding door pocket frame set for all doors, 2'0” to 3'0” wide!

#2825 is adjustable...
fits all door sizes
- 2'0” to 3'0” wide
- 6'6” or 6'8” high
- 3/4” to 1 1/4” thick
- weighing up to 80 lbs.

Now for the first time builders can order sliding door pocket frames with no chance for error! For Stanley's #2825 is adjustable. It fits all standard door sizes. It's the one pocket frame set that's right for every job!

#2825 has been designed with the builder in mind. Compare these features:

- All steel, telescoping, warp-proof header and track.
- Extra rigid steel split jambs.
- Maximum pre-assembly, insuring fast installation.
- Sturdy door hangers with quiet nylon wheels — permit up to 1/4” vertical adjustment.
- Nylon floor guides, adjustable for varying door thicknesses.
- Header and split jambs designed to take any type of dry or wet wall construction.

STANLEY does it again!

Companion set to STANLEY #2800 HARDWARE for 3/4” and 1 1/8” by-passing doors

For up to 3/4” vertical adjustments, simply loosen machine screw — you don't have to touch the screws on the door!

NOTE: Stanley also makes the most complete line of trim available, in all standard finishes.
ONE -man installations made easy!

1. Install header Unique bracket design permits accurate positioning of header without the need for sling or other assistance.

2. Install uprights After header is up, it's a simple matter to secure split jamb and split stud to header brackets.

3. Install door Final door adjustments can be made after it is hung and trim is in place.

#2825 is the most revolutionary development for sliding doors since Stanley introduced its now-famous #2800 hardware for both 3/4" and 1 3/8" by-passing doors.

A builder on the job can quickly adjust the #2825 — lengthwise . . . adjust the uprights — vertically . . . adjust the floor guide — lat-

erally. And even after the trim is in place, it is still possible to readjust the hanger.

You just can't find another frame so easy to install or adjust. And the prices are low! Ask your dealer for details. If he doesn't already have #2825, tell him about the set that will slash his inventory from 4 to 10 sizes to one!

Specify STANLEY Hardware for All Sliding Doors

Stanley sliding door hardware is not only a time and money-saver — it's a sound investment as well! Home buyers, realtors and appraisers recognize the inherent quality of Stanley merchandise. Put this recognition to your advantage in selling your homes.

Ask your dealer about Stanley's complete line of sliding door hardware, including the 2825 pocket frame. Clip the coupon and send it to us today!
Successful Ohio builder moves homes 70% faster with carpet in the price

Listen to E. J. Plott, 1955 National Award Winner for Home Sales Promotion:

“Our sales experience proved that 80% of our buyers preferred wall-to-wall carpet. I’m very happy to say we carpet the living room and master bedroom in 100% of our new homes and have been doing so for three years.”

Working with local Canton, Ohio retailers, Mr. Plott is able to offer his customers the widest possible selection of colors and patterns, expert knowledge and help on selection—no inventory necessary, no installation problems, no extra labor costs. And he moves his homes “at least 70% faster.”

That’s because women prefer carpet 13 to 1. But when they’re buying a new house, their cash and credit are tied up. They feel they can’t afford carpet. So Mr. Plott, and hundreds of other top builders across the country, include carpet in the package price and the sale is made.

Why don’t you try this tested method of moving homes faster?

Discuss this with your local carpet retailer. He can offer two extremely valuable services: 1. A broad selection of merchandise, with the showroom facilities and knowledge to service your buyers. 2. Skilled carpet layers to install wall-to-wall carpet.

Your local lending organizations will be able to work out with you and your carpet retailer, the most satisfactory financing plans for you.

Find out how you can use carpet as an effective selling tool. See your local carpet retailer today, or write the Carpet Institute, 350 Fifth Avenue, New York, 1, N. Y.

Home means more with carpet on the floor • more comfort • quiet • safety • beauty • easier care

Offer carpets designed and made for the American way of life by these American manufacturers:

Artloom • Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes Karastan • Lees • Magee • Masland • Mohawk • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

CARPET INSTITUTE, INC., 350 Fifth Avenue, New York 1, N. Y.
Almost anyone can afford the beauty of Vibrapac block! For both exteriors and interiors, this versatile building material offers practically unlimited possibilities ... at limited cost.

New and beautiful effects can be created for a variety of applications in recreation rooms, living rooms, bedrooms, kitchens, corridors, entrances, partitions, fireplaces, planters, etc. Vibrapac Block are produced by a process that insures dependable uniformity and a wide range of interesting colors, textures and patterns. Available in modular sizes that simplify construction. Vibrapac block advantages bring savings in time and labor to every job. To the structure itself they assure a stability that means less depreciation and higher valuation for the home owner. A Vibrapac block wall is permanently beautiful ... permanently economical. Architect, builder and home-owner alike can profit from using this versatile building material.

Why not investigate the advantages of building with Vibrapac block. We will gladly send you literature showing patterns for exposed concrete masonry walls. No obligation. Merely send us your name and address on your own letterhead.

BESSER Company
Box 183, Alpena, Michigan, U.S.A.
FIRST IN CONCRETE BLOCK MACHINES!
First Step in Dietrich's speedy system is completion of finished shingled sidewall sections lying flat. With strong, rigid Bildrite Sheathing applied to frame, carpenters can safely kneel, walk and work anywhere on surface. Insulite Shingle-Backer and cedar shakes are quickly applied, and wall section is ready to go into place.

Second Step is raising of sidewall into position. Two men can frame and finish an entire wall section in one day. Seven men are used to raise and place it. Photo at right shows typical finished home, with Jack Dietrich in foreground. Sizes of Highland homes range from 810 to 1,646 sq. ft.; prices from $13,950 to $17,900.
After testing 7 sidewall materials, Jack Dietrich uses
Insulite products exclusively, for 680-home project

On its own subdivision at Highland, Indiana (near Hammond), Homestead Construction Corp. has found striking proof that Insulite structural boards have strength and workability unmatched by any other comparable materials.

"We tried seven different brands of insulation board when we started here," says Jack Dietrich, president of Homestead and a director of NAHB. "With our tilt-up system, we require the strongest possible sheathing; board that cuts fast and clean with power saws; and greatest nail-holding strength. On these counts, we ruled out the other six brands and now work with Bildrite Sheathing and Insulite Shingle-Backer exclusively. There's nothing else that can match them, for quality construction."

With 594 homes now built and sold in the Highland project, Mr. Dietrich's statements are backed by sound and solid evidence. Want more information on Bildrite or Shingle-Backer? Write Insulite—Minneapolis 2, Minnesota.
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.

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.

©1956 Sherman Products, Inc.
NEW Full-Vu FOLDING DOORS

By Leigh

THIS EXTRA TOUCH of practical glamour spells "buy it" to potential home owners. Closets appear twice as large, and many times more accessible, as these ingenious steel doors glide silently aside at a touch, folding neatly together to reveal all the storage space. Look at all the competitive advantages Full-Vu Folding Doors can offer your homes . . . at lower cost than that of any wood door.

LEIGH BUILDING PRODUCTS DIVISION
AIRCUTROL PRODUCTS, INC.
1657 Lee Street
Coopersville, Michigan

FREE — Write for colorful, tell-all literature on Full-Vu Folding Doors, today.
7:30 A.M. Nine pockets on four foot centers were provided in each of the 40 foot outside walls to support ends of the nine 24' eight inch JUNIOR BEAMS weighing 1,400 pounds.

8:00 A.M. Workmen are shown placing the JUNIOR BEAMS in the notched recesses in the eight inch blocks. A concrete block wall through the center of the house foundation provides intermediate support for the JUNIOR BEAMS.

Contractor saves using Junior Beams

This labor saving resulted when JUNIOR BEAMS with 2-4-1 plywood floors were used in place of conventional wood joists by Steinkamp & Company, Inc., Batesville, Indiana, a Lu-Re-Co builder.

The framework of this $9,500 one-story 24' x 40' brick veneer house was recently erected in eight hours. Floor construction with steel JUNIOR BEAMS as joists was completed in 19 man-hours as compared to 75 man-hours for conventional wood joist construction.

Material costs were comparable. The 2-4-1 Douglas fir plywood panels serve as subfloor and underlayment for any desired floor covering.

You also can accomplish similar savings with JUNIOR BEAMS, an exclusive development of Jones & Laughlin. They can be used in either crawl space or basement construction.

JUNIOR BEAMS are low in first cost; light in weight for fast, easy steel erection with minimum manpower. Overall building heights can be reduced by proper framing of JUNIOR BEAMS into supporting members.

Call your nearest Jones & Laughlin representative for complete details or write to the Jones & Laughlin Steel Corporation, Dept. 493, 3 Gateway Center, Pittsburgh 30, Pennsylvania.

Jones & Laughlin Steel Corporation
9:00 A.M. Rigid bridging is attached to JUNIOR BEAMS in a continuous row in the center of the 12 foot spans. The 2" x 4"s, laid flat, are securely fastened on four foot centers transverse to the joists.

9:15 A.M. In turn, 2" x 4"s are laid along the length of the JUNIOR BEAMS between the transverse 2" x 4"s, providing a four foot grid. A 2" x 6" wood plate is attached to walls to support floor and wall panels.

56 man-hours as floor joists

10:15 A.M.
The 4' x 8' Douglas fir 1½" plywood panels are nailed in place.

10:45 A.M.
Erection of the prefabricated side wall panels is under way.

1:30 P.M.
Roof trusses are being fastened in place according to schedule.

3:45 P.M.
Frame of house is completed with laying of roofing paper.
FIRST IMPRESSIONS ARE LASTING... that's why many volume builders today are using original Schlage entranceway designs... combining modest cost and house-to-house versatility with striking eye appeal. Characteristic of Schlage's practical, progressive designs, two new open-back escutcheons — the Manhattan and Continental — introduce a welcome "color-accent" to help individualize homes... create an even wider design selection for every taste and budget. But whatever the style, function or finish you select for your homes, you can always count on Schlage quality.

**MANHATTAN design**
open-back escutcheon, 8" x 4 5/8". Background is wallpaper cut to size and applied to door. Shown with Tulip design lock.

**CONTINENTAL design**
open-back escutcheon, 11" x 8". Colored background is paint applied to door. Shown with Saturn design lock.

**COMPACT TOOL KIT CUTS LABOR COSTS**
For new construction or remodeling jobs, Schlage's tailor-made kit lets your carpenters handle Schlage wood-door installations quickly and easily — contains all the tools necessary for handy and accurate lock installation!

**Send for New "Lock Fashions" Brochure #621-Y-2**
For attractive suggestions in doorway decoration and colorfully illustrated applications of Schlage residential lock and escutcheon designs, write today for this handsome 4-color, 12-page brochure.

**SCHLAGE LOCK COMPANY**
SAN FRANCISCO • NEW YORK • VANCOUVER, B.C.
Address all correspondence to San Francisco
EVERYONE POINTS
WITH PRIDE TO WEISER LOCKS

Ever notice how people like to boast a little and point with pride to something that is just a little better? Well, that's the way it is with Weiser Locks. Dealers like them because of the customer satisfaction which continues after every sale. Builders like them because they know that besides being easy to install, Weiser Locks are going to deliver years of guaranteed trouble-free performance. And homeowners like them because of their beauty and rich appearance which add dollars to the value of their home.

Yes, everyone points with pride to Weiser Locks.

WEISER LOCKS
WEISER COMPANY • SOUTH GATE, CALIFORNIA
When there's work to be done, and mother's "done in", children can grate on nerves. But you can come to the rescue—by installing WRIGHT flooring. Completely comfortable underfoot... wonderfully sound-soothing, WRIGHT flooring helps reduce 4 o'clock "drag" in any home. And WRIGHT's striking colors and rich-looking patterns have instant appeal for homemakers. WRIGHT is the perfect choice in flooring for every home. Consider it for your next project.

WRIGHT MANUFACTURING COMPANY • A Div. of Mastic Tile Corporation of America
Houston, Tex. • Joliet, Ill. • Long Beach, Calif. • Newburgh, N. Y.
Prefab is finding its place

**IN THE COMMUNITY**

Factory-built houses go on individual lots as well as into developments, and are accepted by the neighbors on their merits. The Yetter model on the cover finds a welcome place next to conventional house in Savannah.

**IN CONSTRUCTION**

Factory brand-names, especially with the PHMI label, now mean consistent quality and reasonable price assured by plant efficiency and open competition. But the economies of prefabrication *in the broader sense* are available to *all* builders through precutting in their own shed or in the lumber yard (see p. 90); through catalogue components (p. 96); and custom prefabrication (p. 88). *All* builders can increase their freedom from weather and skilled-labor tieups, as well as their day-to-day savings on waste materials and labor time on on-site construction.

**IN FINANCE**

Although we still hear of local money men who, for reasons of their own, won't lend for prefabs, the broad picture is reversing: now large lending organizations like the dependable quality of factory-builts, especially since code restrictions have been generally overcome. And at least nine prefab manufacturers have their own acceptance programs.

**IN CUSTOM AND LUXURY BUILDING**

Here's a paradox: the old notion of prefab was the tract cookie-cutter. But it is becoming clear that the prefab panel is the best basis for the custom job. There's no limit to luxury or individuality, but a sharp reduction in waste of one-shot planning, cutting and building (p. 87).

Prefab's place is all over the building map: in factory and on trailer, in custom developments, in component plants and lumber yards.
ARRIVING IN THREE 8'x40' sections, each on low-slung tow carriage, Scholz Belle-Aire $7,500 line (plus lot and $500 site assembly) has operating plumbing, heating and electrical, paint and carpeting.

The big point for 1957: use what “prefab”

Prefab manufacturers quite properly point to the automobile as the ideal of efficient production and reduced cost. Picture 1 (above) shows that ideal being carried over into housing: the nearly-complete factory product loaded for delivery.

But American Builder sees prefabrication as a broader movement than the packaged house, just as a house is technically and spiritually a more complicated thing than a car. House builders will certainly need to use some factory method to improve quality and keep costs down; this spread shows some current techniques. Besides the well-known advantages of a builder-dealership with a brand-line, either standard (1) or custom (2), there are the independent buying of components (3) and the use of lumber yards to pre-cut members (4).

The future of the package-shipped house is assured. As Conrad “Pat” Harness, new Executive...
any builder can
has to offer today

v.p. of PHMI wrote for this issue, “This team of manufacturer and local franchised builder-dealer works together on land acquisition, construction financing, community facilities, take-out financing, VA and FHA problems.” And member firms can respond alertly to new opportunities, like Knox and National with the Capehart military housing program, and Page & Hill, with 1,000 units to virgin territory of the Minnesota taconite mines.

But the benefits of industrial planning, large buying and efficient use of machines and labor are not limited to factory packages. “Many PHMI members also produce and sell components to builders,” Harness also wrote; and the lumber dealer is selling Lu-Re-Co components, and some even deal in factory packages. Whatever will be, one thing is sure: the builder who tries to get along without some form of prefab has a dim future.

These builders like the prefab package

LUMBER DEALERS are adapting operations to impact of prefabrication as Lu-Re-Co dealers and panel makers, and as pre-cutters of all lumber for on-site assembly (O’Neill Lumber Co., L.A., see p. 90).
These builders like what "the"

**Boston: “a complete model home in a week”**

John Dunnan, head of Town & Country Homes, Boston, was aware that "prefab" needed hard promotion in New England when he became a U.S. Steel Homes dealer in 1953. At first he built 2-bedroom jobs on bare 75' lots, at $9,900, but now he does prefab proud with landscaping, angling, and varied set-backs for his 4-bedroom, 2-bath Coronados, $15,500.

He bounced out of a tough spot last spring when he found himself committed by national and local advertising to open May 6, but without a model because of zoning difficulties. He bought a new plot April 25, got shipment April 30, had a completely furnished landscaped home to show to large crowds on schedule.

**Syracuse: N.Y.C. firm goes mobile**

Successful in the New York City area with conventional houses, Bayberry's Dr. Howard Berman (l) and Jack Prisam decided to study prefab possibilities before "going mobile." They chose Scholz for their first "out-of-town" operation, a 1,200 home community in Syracuse. Flexibility met local demands well, and Bayberry plans future work in Rochester, Washington, D.C., and Philadelphia, "with prefab when feasible." Dr. Berman says the smaller builder will soon find prefab the only answer to increasing problems; but he is still weighing prefabs for big builders. He will continue with both conventional and prefab to let buying public and basic economics decide.
Cleveland: "less working capital"

Prefabs go up faster and require less working capital—the perfect combination for a fast-moving sales organization," says R. A. Gall, Cleveland realtor-builder, whose 62 salesmen turn over a half-million in new and old homes per week. A conventional on-site builder till late 1955, Gall checked the prefab picture for design, material, construction and consumer acceptance, in order to accelerate turnover. He chose the 3-bedroom package by local Expan Homes, Inc., with truss-roof construction, for his 85-home Brunswick development, priced at $12,900-$15,350 on half-acre lots, slab or basement. He will continue with Expan for under $20,000, and conventional $25-30,000.

Gall predicts: "In ten years all housing will probably move to prefab to parallel the automotive industry for mass production, low cost and commercial design."

St. Louis: consistent quality and costs

Twenty-five years ago a St. Louis real estate firm tried building houses and soured fast because it could not hit firm costs and quality. In 1954 Ancel Skaggs, president of Archshoefer-Skaggs, tried again. He bought a Wilson Package home on display at the Bildor Home Show, erected it, sold it fast. Last year the firm sold a 29-home subdivision within city limits, choosing the Wilson model 1703, a six-room ranch with full basement and carport, at $14,500 with air conditioning. With factory production geared to the rate of sales so not much capital is tied up while awaiting buyers, Skaggs has found the incentive to stay in building—if he can find the land. Individual lots may be the answer.
Greenfield, Ind.: a convert in a weekend

After help from General Homes in financing, erecting, furnishing, promoting and selling her first prefab plan, Mrs. Jeanette Wales Sheehan got final proof she was on the right track when she got orders last Dec. 1 and 2 for all 23 houses planned. Mrs. Sheehan, a native of Greenfield (pop. 8,750), had been building conventional, $13-18,000, for ten years.

Last October she attended a dealer meeting, heard President W. B. F. Hall promise to deliver lender's commitments for VA 2 per cent down 30-year loans for local work, purchased land, got delivery of a Highlander Nov. 15, got the pre-finished, pre-wired (65 outlets), pre-plumbed house set up by crane in four hours, sold out at $13,075.

BATH AND A HALF, three bedroom 1,002 sq. ft. Highlander was offered in four exterior styles in Mrs. Sheehan's subdivision. General Homes shipped in Facsimile Furniture, specially designed for model-house display. All purchasers were Greenfield residents.

Indianapolis: “conventional throughout”

At $300 under CRV, Albert Gerth and C. J. Hammant sold and completed 25 Inland 960 sq. ft. packages in nine months, with only a continuous 3-line newspaper ad. The price was $11,950. Gerth said the firm liked the packages because they are conventional throughout, with a wide variation in exterior elevations and realistic and livable floor plans. Finished carpentry costs were extremely low, and costly re-inspections were eliminated by the factory assembly of quality materials.

Cement work, plumbing, wiring, drywall and heating were done on set contract costs by sub-contractors. The partners also liked the assistance they got from the local Inland Homes representative in financing the project, and they also benefited from his experience with VA contact and paper work. Inland has passed along factory cost reductions to dealers.
Minneapolis: "business-like approach"

Time is a builder's most valuable item," says Thomas S. Maple (1). "When we started building there were so many variables it was impossible to pin down our outlays... With prefab's business-like approach, our planning is simple and there are no time delays.

Maple and sons William (1) and Tom Jr. presold 36 Page & Hill units last year in 85-house Acorn Ridge plan, part of rapidly growing Twin Cities suburbia. They start the 69 Minnetonka Countryside plan soon.

WOODED TRACT of well-contoured rolling land, convenient to Twin Cities, is being developed by Maple organization with 85 Page & Hill units. Shown is 40'x24' model, with two fireplaces and built-in garage, sold for $13,500 with land.

Brownsburg, Ind.: "styling and popular appeal"

Now completing their third big development of Place homes since 1953, brothers Don (top) and Jim Gray like the quality styling of the products, the engineering leadership they get from the manufacturer and from the newly formed Place Dealer Council (Jim is a charter member), which advises factory and member firms on mutual problems in finance, merchandising, and construction. The Grays don't forget the importance of location; their Prairie Village is 20 minutes from Indianapolis.

COMPACT, FRESH-LOOKING model is in section of 56 Place homes now being completed in the Gray brothers' Prairie Village development near Indianapolis. Tested features are stone facing, integrated garage, central location of entry.
These builders like what they demand and get 25% down for tailored houses

Baltimore: "I demand and get 25% down for tailored houses."

AS CLOSE AS HE'LL GO to a factory package, G. Waugh Dunning adapts this American Houses split level to rolling land in 102-unit middle-income Coventry site.

ADD 12' AND CHANGE PLAN to side-entrance double garage. Dunning buys standard models, rearranges panels, windows and rooms freely with truss construction.

Here's how Fairhill, Florida Builders and Techbuilt models get

YOUNG MAN WITH IDEAS in George Nickey, Fairhill dealer in Memphis. Diagonal paneling and brick floor at entrance lead to a houseful of custom touches.

SCREENED-IN PATIO-POOL, formerly a luxury, was made a standard model by Florida Builders Inc., St. Petersburg, with 3-bedroom house and lot at $15,400.
can do to the "standard package"

and plots"—Dunning

DUNNING SAYS:
"I added a cantilevered back porch on speculation, with 2x8's set in 6' tied to every other joist, and used hillsides and corners to vary garages. Technical men are my major customers."

"the treatment"

SIMPLICITY of design leaves much freedom for imagination in detail, says Carroll Cavanaugh, Techbuilder of Norwalk, Conn. Living room of Grey house uses rough textures in brick, cork pattern floor and open woodwork.
Although the percentage of prefabs that were VA-guaranteed stayed last year at 55 per cent (while total prefab sales dropped 25 per cent to 70,000), a notable trend was the industry's turn to larger models to help capture the middle-income conventional mortgage market. The higher ticket is the key to 1957, even though National (below) and Scholz (p. 72) are out with $7,500 packages, and there are several low-income developments like W. G. Best's 350-house project in Rockford, Ill.—$9,700, $65 payments.

Another trend is to increased flexibility, in both builder and dealer. (A Precision Homes dealer, the Whitestown Realty Corp., Indiana, put up over half a dozen models with many variations in one project.) Some prefabbers sold more parts, less package. (Yetter sells "that part of the house that the builder has the toughest time controlling.")

Also growing: use of prefab techniques for churches, schools, dormitories, motels.

**DELRAV**, most highly prefabricated model by National, goes up fast, has 926 sq. ft.

**OLYMPIC 102**, by Farwest, has hooded overhang, 1,031 sq. ft. without garage.

**DORMITORY** by U. S. Steel for Kenyon College at Gambier, Ohio, has four suites.
you can buy and build in 1957

CLOVER by Harnischfeger is L-plan with basement, 1½ or 2 baths, varied siding.

FLEETWOOD by Universal has vestibule opening on kitchen, garage, living room.

PLAN No. 10, L-shape ranch by Pease has 1,874 sq. ft. excluding garage, basement.

RIVIERA by Yetter stresses space, baths and outdoor facilities in carport-patio.

FEBRUARY 1957

More up-to-date designs for 1957
Standard packages for 1957 continued

**STANDARD SPLIT** by Presidential has handy but secluded kitchen.

**MERCERWOOD** by Virginia Lee has 1,800 sq. ft., was produced from custom drawing.

**MONTERREY** by Modular has two integrated patios, much glass, two-way fireplace.

**TRI-LEVEL** by Douglas is designed for level land, features color styling.
SPLIT by Hodgson sets off dining area from living room, adds basement.

MODEL S28B by Admiral has 3-in-12 pitch, 1,260 sq. ft., five floor plans.

GLENHAVEN is Wilson's first Contemporary, completely air-conditioned $14-15,000.

DRIFTWOOD by Loctwall, with four bedrooms, $12,950 plus lot.

FEBRUARY 1957

More models, more details: in catalog listing
Two main elements, living and sleeping areas, are shown in scale model in one of many possible relations.

**PREFAB'S PLACE: IN UP-TO-DATE DESIGN**

How Modern Homes makes layouts flexible...

This "match-the-areas" system called Modern Flex was worked out by Minoru Yamasaki to allow various combinations of living and bedroom sections. Three living-dining-kitchen plans are 624, 728 and 784 sq. ft., and can be fitted to similar sized bedroom templates (next page). The first program provides full basements for living units. Roof pitch is 3/12. Price is $16,000 and up.

**PREFAB CATALOGS ... Yours for the asking**

Detailed prefab information from 46 firms. Use the reply card on page 156.

**CALIFORNIA**

Seven Homes for '57 illustrated and described in a 16-page color catalog. Workmon-Rhodes produces the pre-engineered frame and accessories of these modern-design ranch-style homes. Most are in the 900-to-1,100 sq. foot size classification. The pre-cut package offered on each home design includes all frame components, plus accessories listed in the catalog. From Workmon-Rhodes, Dept. AB, 4263 N. Cedar Ave., Fresno, Calif.

Circle No. 2001 on reply card, p. 156

**FLORIDA**

The Patio Pool Home is one of the many models illustrated in Portfolio of Florida Homes. This two bedroom house featuring a completely screened patio with a swimming pool is priced at $12,950. Information on other two bedroom models as well as floor plans and exterior photos included. From Florida Builders, Inc., Dept. AB, 700 43rd St. South, St. Petersburg, Fla.

Circle No. 2003 on reply card, p. 156

**CONNETICUT**

"Homes" by Fabricators, Inc. is the title of a ten-page brochure showing exteriors and floor plans for eight houses, both slab and base-construction. Prices for these three- and four-bedroom models range from $13,000 to $20,000. Complete information on the basic package plus optional features. From Fabricators, Inc., Div. of P. William Nathan Enterprises, Inc., Dept. AB, 132 Water St., So. Norwalk, Conn.

Circle No. 2002 on reply card, p. 156

**ILLINOIS**

Best Homes offers information on its 1957 line. Five basic plan ideas are given and to each basic plan can be added alternates for extension of either or both bedrooms, the living room or the garage. These plans are for either basement or slab construction. Such features as variation in roof lines add to the flexibility of design. More information from W. G. Best Homes Co., Dept. AB, Effingham, Ill.

Circle No. 2005 on reply card, p. 156

**GEORGIA**

Indoor-Outdoor Transition to patio or terrace is planned into the latest model by Yetter Homes, Inc. Descriptive literature on this "Edisto" series is now available. These larger homes offer an excellent value in a four bedroom, two bath house which can assure both comfort and hospitality. Photos and floor plans included in information. From Yetter Homes, Inc., Dept. AB, P. O. Box 505, Savannah, Ga.

Circle No. 2004 on reply card, p. 156
by arranging "area modules" to suit buyer

catalog by Douglas Homes. Rounding out a line of homes in every price range are two new models for 1957, the Tri-level house for level land, and the Royal, a ranch house deluxe. Information is given on specifications for both. Also includes exterior pictures and floor plans. Douglas Homes Co., Dept. AB, 1830 Grand Ave., Springfield, Ill.

Tri-level three-bedroom home, just introduced is featured in literature from Thuro Bilt Homes. This model has a 1,510 sq. ft. living room plus a spacious family room. Brochures available on their complete line of two-, three- and four-bedroom homes including interior and exterior pictures and floor plans. Thuro Bilt Homes, Dept. AB, Fairbury, Ill.

INDIANA
Three Big Factors of prefabs: quality, variety, and dependability are discussed in literature available from New Century Homes. Material selects 30 floor plans from over 200 available plans for two-, three- and four-bedroom homes. Also illustrates several outstanding exterior designs in traditional and contemporary styling. From New Century Homes, Inc., Dept. AB, Box 825, Lafayette, Ind.

Gracious Living is the keynote of the Scotsman model by General Homes. An eight-page colorful brochure describes this spacious three-bedroom home. Material includes the 901 sq. ft. floor plan which features a unique center hall that provides convenient flow of traffic to all rooms, and contains both interior and exterior pictures. General Homes, Dept. AB, Fort Wayne, Ind.

Today's Homes and those for the future are described and illustrated in National Home's 1957 literature. One of their latest models is a $7,500 home which can be built from foundation to finish in four and a half days. Includes 50 basic models with specifications and plans. Price range from $6,000 to $40,000. National Homes Corp., Dept. AB, Lafayette, Ind.

Sweeping Array of models presented in a full color eight-page brochure from Place Homes, Inc. Interiors shown feature classic luxury, and exteriors give individualized color styling. Floor plans given include two, three or four bedrooms; single baths, bath and a half or two full baths designed for every taste and every budget. Place Homes, Inc., Dept. AB, 1212 S. Walnut St., South Bend 21, Ind.

Precision Homes has literature available on professionally planned homes for 1957. Models come with three or four bedrooms, conventional or contemporary design, all featuring one and a half baths and perimeter heating. Seven different floor plans are available with over 50 different elevations. Also adaptable exteriors. Precision Homes, Div. of Acme Building Materials, Inc., Dept. AB, 5235 Winthrop Ave., Indianapolis, Ind.

Catalogs continue on page 192
MONTICELLO is the patrician of Scholz' new Colonial series—a bold flight to spreadeagle the field by the sales leader in contemporary design. It is a 1½ story, ranch plan with colonial details. Price $35-$50,000.

**Prefab's Place: In the Luxury Line**

Here's how big and beautiful

Prefabbers prove they deserve to be leaders by taking chances and ignoring old theories. Remember when prefab meant either a fixed package or a rigid multiple of a 3' or 4' module? Now sheer experience shows there's no limit to where prefab can go.

Here are three ways the big outfits go out-size. Above is several truckloads worth of a new "standard package." Theory by Don Scholz: if you make it beautiful enough, they'll buy it as is. Above right is Jim Price's new 5,200 sq. ft. home in Lafayette, Ind. Theory by architect Charles Goodman: meet living requirements of a specific family by building on a chassis of standardized mass-produced parts, with exterior and interior wall and ceiling and roof panels structurally the same as in all Nationals. Lower right is a blow-up of American Houses' President model. Theory: start with what you have, visualize and concretize what you need (also see pp. 78-79).

A theory for the future: is on-site waste any more excusable in a custom job, where there's more house and therefore more waste? As prefab factory systems get refined to meet custom orders, prefab will take one-shots in stride, save thousands instead of hundreds per house.

FULL SIZE, fully finished basement adds three bedrooms to the five in upper stories of standard President.
PREFAB SHOWPLACE is National Homes president James Price's new residence. Clear-finished cypress and lime-coated oversize brick cover standard exterior panels. Plan is a T, with parents', children's and family area.

you can build with packaged parts

REAR ELEVATION of American Houses' President by builder Bill James, head of new HBA of Coastal South Carolina, for Jack Wellman, Johnsonville wool executive, James handles complete building-finance job.
KEEP A DISPLAY HOUSE open 365 days a year, says A. J. Erickson. Here in 1956 furnished model he points out to sales manager W. H. Morse the porch and barbecue he will feature in his 1957 Modular display house.

PREFAB'S PLACE: IN CUSTOM DESIGN

Here’s how you can have

Since the customer joins in the planning, no two homes are alike in A. J. Erickson's Shady Lane development of Modular Homes in Downers Grove, Ill. Twenty-four contemporaries have been pre-sold and completed in the 55-lot $22,500-45,000 project on an old nursery.

Owners can change exteriors, window and door arrangements up to five days before delivery. The extreme flexibility of the Modular post-and-beam panel system makes such custom design possible, says Erickson, who has built hundreds of homes in 25 years of activity in northern Illinois.

The Customers helped design these houses

OPEN PLANNING, glass wall and slant ceilings are contemporary elements in dining room in home bought by C. L. Folden, product designer for Sears Roebuck, because he could design it for his own requirements.

FLUSH BIRCH KITCHEN with GE colored built-ins is focal point of 3-bedroom redwood home purchased by Harold H. Helman, architect. The desk bar seats seven for informal dining.
"custom packages" made to order

Land planning is an important first contribution by the manufacturer to custom appearance. Two layouts are often made on a piece of land, G. W. Mefferd, Modular vice president, reports. Engineers try to minimize grading and other development costs; architects working independently, are concerned with contours and appearance. Final layout emerges from a comparison. “Cutting up a piece of land is like cutting a diamond,” says Mefferd. “There is one best way to do it, and it is worth searching for. And like a diamond, once it is cut it is cut.”

The Builder designed this house

PLAN of display house also shows layout of kitchen at left. Note open living area, compact placing of two sets of bath plumbing, laundry and utility piping, available to kitchen and rear entrance.

CURRENT DISPLAY HOUSE has attached two-car garage to give appearance of modern ranch, one of Erickson's techniques of varying elevations to provide individuality of design. Masonry is retained as luxury feature.

“Semi-custom” precutting in the lumber yard
PRECUT PIECES are stored in the yard. Packages are made up on the dolly, steel strapped together, and loaded for delivery. There are three such “assembly lines”; house is delivered in three successive packages.

PREFAB’S PLACE: PRECUTTING

How a lumber dealer "custom"

For the moderate volume builder, pre-cut packages should offer the maximum in economy.

Starting with this idea, Dave Wight, owner of the O’Neill Lumber Co. of San Carlos, Cal., has built up a booming “prefab” operation in conjunction with his lumber business. He cuts all framing lumber, sequence loads it, and delivers it to the site in three stages at the precise moment it’s needed.

Wight’s operation is best termed a “semi-custom” one. He will pre-cut any plan, but the builder must buy at least ten of the packages. Less than that, Wight says, makes for inefficiency in the precutting operation itself, and in the actual building, since a crew must build at least one house before the package is perfectly made up, and before they are thoroughly familiar with it.

But wouldn’t the builder be better off setting up his own precutting operation? No, says Wight, and his builder-customers agree. The lumber dealer is constantly buying lumber, is thus in a position to take advantage of market fluctuations. He has more capital available to grab bargains, and the space to store big quantities of lumber. He can use lower grades of lumber by judicious cutting. He can save and use short lengths that the builder would throw out. He can afford to buy expensive and highly efficient machinery, and he can keep first-class millworkers busy full time.

All of these items add up to a direct saving of something like $150 a house over the builder who does his own precutting, and there are secondary economies just as important. For the same number of starts, the builder is operating with a much smaller payroll. He does not have capital tied up in equipment that he can’t keep running eight hours a day. And perhaps most important, his costs are more firmly stabilized beforehand, easier to control during building.

This is not the system best suited for one-of-a-kind custom building; standard panels will do that job better and cheaper. But where ten or more units are involved, Wight believes, precut packages have the advantage. A good site crew can assemble the house as fast as a factory crew, and transportation and handling costs are lower for the lumber bundles than for the bulkier panels.
FORK LIFT loads a package on truck. Packages are made up ahead of time, so builder gets deliveries at just the right time. Bundles can be dumped off, while panels would require careful, hence costly, handling.

keeps up with the package" idea for builders

FRAMING THE HOUSE becomes a quick, efficient job with precut pieces. Where site work is faster, like the trimming of the sub flooring, it is not done at the lumber yard, instead is left to the building crew.

SPLIT-RING TRUSS is assembled at the site. All members are precut, so that the building crew does no measuring or cutting, can’t make mistakes. A simple jig is all that’s necessary for accurate assembly.

THIS FINISHED HOUSE was built from an O’Neill package by Brown and Kauffmann of Palo Alto. They estimate precutting costs them $50 extra per house, but saves them many times that in speed and efficiency.

Other lumbermen like “prefab” too
LU-RE-CO WALL PANEL is built in demonstration. The 2x4 frame has already been assembled on the jig table, and the blanket-type insulation is going on. Jig is simply pieces of angle iron bolted to a plywood table.

PREFAB'S PLACE: COMPONENTS

Retail lumber to see

The preceding two pages showed how one lumber dealer is getting on the “prefab” bandwagon. The question: is he unique, or are other retail lumber dealers perking up their ears too?

The answer was given at December's NRLDA convention in Chicago, and it was “prefab” all the way. Almost the biggest drawing card in the show was a “components clinic,” where dealers were shown components that ranged from Lu-Re-Co panels to modular kitchen appliances.

One theme was stressed by every contributor to the clinic: building is moving more and more off the site into the shop, and if you don't get with it now, you may wake up out of business some morning.

Will the lumber dealer go along? The Lumber Research Council's Ray Harrell thinks so. “In ten years,” he said, “almost all lumbermen will be in the components business.”

Another intriguing prospect: dealers are becoming increasingly interested in handling standard prefab packages; panels from the factory, items like sheetrock and plywood from the lumberyard.

PROFESSOR JAMES T. LENDRUM, head of the University of Illinois Small Homes Council, tells the NRLDA Components Clinic the techniques and advantages of the Lu-Re-Co components building system.
SHEATHING BOARD is stapled on over the insulation. Also used in the demonstration were air-powered, high-speed stapling guns. Any type of sheathing can be used; in this case it is a fiber-board insulating type.

FINISHED PANEL is lifted out of the jig. One important feature of the Lu-Re-Co system is the four-foot panel, easily handled by two men. A double 2x6 will serve as the top plate, eliminate the usual lintels over openings.

dealers are beginning "prefab" in their future

NEW LU-RE-CO FLOOR PANEL SYSTEM is shown. Joists are 2x4's which interlock with each other and are supported by girders on four-foot centers. The clinic drew crowds like this every day of the convention.
Here are component parts

LU-RE-CO WINDOW PANEL is built as a demonstration, and has the window installed. Sheathing overlap is to cover the double 2x6 plate that runs around the house.

WINDOWS BUILT TO FIT modular wall panels are being made by an increasing number of manufacturers. Note that heavy plate eliminates need for window headers.

...and here are some they'll

WALL SECTIONS especially adapted to closets are made of hardboard. They are held together with splines, which in turn support the various storage attachments shown.

PREFABBED PLUMBING WALL would be a big building economy. Principal problem is how to get it accepted by local building inspectors, and by plumbing unions.
some lumber dealers offer today...

INTERIOR WALL PANELS designed by Lu-Re-Co are set up. The drywall is pre-installed on one side of the panels which are four feet high, doubled up to reach ceiling.

A PRE-HUNG DOOR is set up in the partition. It is merely pushed into place, shimmed, nailed tight, and then the pre-built trim is snapped into place, as shown here.

be selling tomorrow

MODULAR-SIZED KITCHEN APPLIANCES which also form part of a wall, as shown here, can be called components. Frame holds wall refrigerator, washer fits below.

EVEN FLOORING IS FACTORY HANDLED as far as possible. This new type fits flush with no beveled edges; other types are finished, need only be nailed in place.

FEBRUARY 1957

This dealer turned manufacturer
A fast triple play—millwork dealer to prefabber to parts manufacturer—has landed this West Palm Beach, Fla., firm smack in the middle of a booming components business.

Flury and Crouch has been selling millwork since 1922. In the years following the war they smelled gold in the prefab business, went into a regular complete package operation in addition to selling lumber. Then, about five years ago, they decided that standardized components were a better bet, particularly in Florida where most houses are built with masonry walls, so they switched again.

The best known items they manufacture are regular and hip roof trusses, and pre-hung doors. The trusses are built with the H-Brace metal gusset manufactured by H-Brace, Inc., and sold nationally to other manufacturers of components and prefab houses. And in addition, under their own name, Flury and Crouch manufacture for local builders a complete line of free-standing wardrobes and closets, ranging in width from two to six feet, ready to set in place and paint. These are built so that the finished wall can be finished drywall or plaster. And finally, to complete the package, precut studs are available for the other partitions.

**INTERIOR PARTITION COMPONENTS** are shown in place. Studs for the wall at left are precut, assembled on site. Wardrobes range in size from two feet to six feet, in price from $35 to $70, including doors and hardware. Ceiling height of house must be standardized for the partitions, which are non-load bearing with the truss roof.
in making component parts

are built by the Ross Construction Company, who have put up 2,400 in the past six years, used Flury and Crouch's components for the last four, found them money-saving.

TYPICAL PARTITION ARRANGEMENT is this bathroom-bedroom wall. Rear of the big wardrobe has furring strips on 16-inch centers so that drywall can be nailed to it.

FLOOR LAYOUT similar to the setup at left shows how the closet units are arranged. The little closets could be turned to open out in two other directions if needed.

Prefab finds its place: the summing up
Prefab is finding its place: a summary

What "prefab" means to builders in '57

**IT MEANS A BETTER WAY OF BUILDING.** Prefab houses used to be considered freaks, acceptable for only the cheapest markets. Today builders, buyers, bankers and bureaucrats are recognizing that prefabrication is nothing more or less than industrial progress catching up with the home-building industry. Prefabricators have modified their styles and systems to the demands of buyers, builders and officials; while at the same time conventional builders are borrowing the "parts, not pieces," idea from the prefabbers. The result is a complete range of "prefab" techniques, at least one of which should find a place in every builder’s operation.

**STANDARD PACKAGE DEALERSHIPS** give a builder the greatest flexibility and the closest cost control. He can build as many or as few units as he pleases, in one area or on separate plots. If he wants to vary design, he simply orders a different package, and since a big percentage of the work is done at the factory, on-site cost, the big variable, is at a minimum.

**CUSTOM PREFABBING** can be achieved in many ways. The builder can modify the standard package, either by adding or switching panels, moving windows and doors, or changing exterior finishes. An increasing number of manufacturers and shops will take a builder’s plan and panelize it for him, thus making possible any number of design variations. Some prefabbers have actually stopped stocking parts, instead fabricate only to order.

**PRECutTING** involves the least amount of off-site work, but for the bigger builder who can set up special crews to assemble the pre-cut members, it’s probably the most efficient pre-building method. It is a custom system in that any plan can be precut. But it isn’t well suited to one-of-a-kind building.

**COMPONENT PARTS** represent the heaviest impact of the prefabrication idea on the building industry. Almost any piece of the house, if it is built to standard modular dimensions, can be called a component—wall panels, trusses, windows, and increasingly such things as complete packaged kitchens, storage walls, and heating-cooling packages. More and more, the builder simply orders parts from a catalog and puts them together.
Chicago builder Harry J. Quinn cashes in on a national plywood promotion with his novel 4-way split level

Except for the frame and brick veneer areas, approximately 90 per cent of the house shown above is plywood—used inside and out. Precut and panelized Lu-Re-Co sections on a modular scale of four feet—that easily assemble on the job—were used to build the house. This method of building helps to realize about a 30 per cent saving in construction time and labor costs over conventionally built structures of comparable size and distinction, says Harry J. Quinn, architect-builder of suburban Chicago.

Quinn is now building a 500-home development in South Holland, Ill. He was commissioned to design the house above for U. S. Plywood Corp. and he built it in his new development right next to his project model houses. He not only drew crowds to see "The Weldwood House," but got the lookers to buy his model houses as well.
Here's how the 4-way split plan works and Quinn has achieved an unusually workable split level—split 4 ways on 4 levels of living. Recreation, utility rooms are on a basement level below the living areas. Bedrooms—4 of them—are on two levels—2 bedrooms and bath on one level, 2 bedrooms and another bath on the other level. All bedrooms are easily reached just a few steps from the living-room level. Result? A cost of $34,000.

Quinn builds cheaper 4-way splits like this in South Holland and finds them popular with buyers for under $20,000. When U. S. Plywood asked him to build a super-duper Weldwood home, he adapted his popular split to Lu-Re-Co and plywood, add extras like a vestibule, brick terrace, 2-car garage, glass walls. What will Quinn do with his $34,000 worth of house promotion? He's gotten plenty of publicity already. The house has helped to draw crowds. He plans to give it away at a raffle to create more excitement in his project—all proceeds go to Quinn's local church.
QUINN DESIGNED exterior walls using the Lu-Re-Co system developed by Small Homes Council, designed his panels with horizontal studs to apply Weldwood easier.

BRICK FORMS an attractive addition to the Duraply exterior-grade plywood used on the outside surface of house for board-batten effect. Duraply is Crezon plastic coated.

creates a livable interior

LIVING ROOM is paneled with Weldwood prefinished Cherry in V-plank style. Open-beamed ceiling is of Weldwood Rustic Surfwood as finished ceiling, roof deck.

ARCHITECT-BUILDER QUINN designed the cabinets in the kitchen to resemble fine furniture, used walnut plywood, Micarta Unitop and Westinghouse appliances.

DINING AREA is opposite side of kitchen “L” is divided from living room a stone divider made of concrete slump block that resembles natural stone.
“People around Atlanta know we build fine luxury homes,” says Mr. W.C. Knight, whose firm constructs 5 to 10 houses each year. “They know we guarantee top quality materials and fine workmanship all the way through. Our men are proud when they finish a job with Gold Bond Lath-and-Plaster...and that pride also pays off in customer satisfaction. Whether we’re building to the plans of the client or building for future sale, we’ve found it pays to specify Gold Bond Lath-and-Plaster construction.”

"Gold Bond LATH-and-PLASTER helps us meet today’s demand for Quality Homes"

“People shop around when they’re buying development homes today,” reports Mr. W.W. Bleakley, builder of some 250 to 300 homes per year in the Detroit area. “That’s why we must have quality construction to make our selling job easier. The feeling of security and the beauty that Gold Bond Lath-and-Plaster gives our homes is a real sales point. Our prospects like our sturdy fireproof walls and ceilings...a sure sign we build a house that will last.”

Permanence, luxury, safety—these three sales points were never more important than they are today. Build them into your homes. Specify Gold Bond Lath-and-Plaster. National Gypsum Company, Dept. AB-27, Buffalo 2, N.Y.
New
Andersen
Beauty-Line
window

a new idea
in
window beauty
from
Andersen
Corporation

see for yourself...
factory packaging protects new Beauty-Line Window. Makes handling safe and easy in warehouse and at building site.

welded insulating glass is optional feature. Other options include removable double glazing, aluminum frame screens.

new Andersen Beauty-Line combines beauty, quality, and versatility.

In split level homes versatile new Beauty-Line Windows blend perfectly to enhance architectural design no matter what exterior you have in mind.

In popular one story style new Beauty-Line Windows add charm and appeal to exterior appearance, whether home is traditional or contemporary.
three choices of operating hardware for new window

1. Standard lock pulls sash tightly shut to assure fully weathertight seal.
2. Bar-Lock offers tight closure in underscreen operation at low cost.

Beauty-Line window
quality and low cost!

new Beauty-Line window offered in four heights, two widths

Here's the window to bring new beauty, new sales appeal to built-for-sale homes! It's called the Andersen Beauty-Line Window. It has a fixed upper sash over an awning style lower ventilating sash... both combined in a single unit.

Feature of Andersen's patented design is an exceptionally narrow meeting rail between the upper fixed sash and the lower ventilating sash.

Economies effected in the design, and through the use of a fixed upper sash, mean Andersen brings you a low over-all cost per-square-foot of glass area with the new Beauty-Line Window.

Versatility of the new Beauty-Line Window makes it ideal for solving almost any window problem. It's available in seven sizes with four heights and two widths (see size table). All sizes can be easily joined together to form Mullions and triples. The Beauty-Line can also be used in conjunction with other Andersen WINDOWALLS.

The new Beauty-Line Window comes completely assembled and packaged from the factory. You can get full information from your lumber and millwork dealer. Or write direct to Andersen Corporation.
new
Andersen
Beauty-Line
window

a new idea
in
window beauty
from
Andersen
Corporation

see for yourself
Ideal for living rooms. Big 5'10" high Beauty-Line Windows can be easily joined together to form glamour Windowalls... proven selling features in today's homes.

Ideal for kitchens. Short 3'3" height of new Beauty-Line makes perfect kitchen window for use over sink or counter.

Ideal for dining rooms. Medium 4'7" height of new Beauty-Line Window is useful in dining rooms... and all through the house.
At last—somebody’s built the house women wanted

You will be seeing and hearing a great deal about these three popular houses in 1957. Crowds flocked to see them at the National Retail Lumber Dealers’ convention in Chicago, and hundreds are being sponsored by dealers who will also sell plans prepared by National Plan Service. All three incorporate basic ideas recommended by the HHFA’s Woman’s Congress on Housing. To date they are the best expression of “what women want.”

**CENTER-HALL SPLIT** features big family room on lower level, sliding glass doors to terrace.

**FLOOR AREA** of 1,992 sq. ft. makes this a bigger-than average house with spacious rooms, big closets, 3 baths.

**SMALLEST MODEL** has clever snack bar dividing kitchen and family room. Note “decontamination room.”

**WITH ONLY** 1,418 sq. ft. of space this smallest model manages to include 17-14 living room plus family room.

**INDOOR-OUTDOOR LIVING** is encouraged by the kitchen-family room with sliding doors to dining terrace.

**IT’S 63 FEET LONG** with carport; contains 1,623 sq. ft. Note laundry and “clean up” area near kitchen.
The makers of Ready Hung Doors proudly present an EXCITING, NEW ADDITION to the Ready Hung door Family—a FULLY PASSING UNIT fully assembled, ready to install in 20 minutes!

New Member of the Family

LOADED WITH NEW AND PRACTICAL FEATURES

- TWO-POINT BOLT SUSPENSION* of the track insures continuous TROUBLE FREE operation
- eliminates bent tracks due to sagging headers
- eliminates loosening of track suspension screws
- eliminates 90% of job adjustment of door hangers
- Header-jamb is designed to eliminate need for blocking to the rough header.
- Can be installed in 20 minutes just like the hinged Ready Hung Door.
- Has the narrowest fascia that the width of trim used will permit.
- Header-trim is at the same height from floor as for hinged Ready Hung Doors.
- Split-jamb is adjustable for walls from 43/8" to 51/2" thick—makes installation easy.
- Patented packaging insures delivery with joints square and tight.
- Saves TIME—LABOR—MONEY—WASTE—WORRY—SKILL
- DOES A BETTER JOB

Unbelievably TROUBLE FREE

READY HUNG DOORS MADE BY THESE LEADING WHOLESALERS

BEACH, N. T.
Barnes Millwork Corp.
SUNNYVALE, CALIF.
Barnes Building Supply, Inc.
BIRMINGHAM, ALA.
Bates Lumber Co., Inc.
BOSTON, MASS.
B. & W. Millwork, Inc.
BOSTON, MASS.
E. & E. Millwork, Inc.
BUFFALO, N. Y.
D. A. H. Millwork, Inc.
CHICAGO, ILL.
D. C. S. Millwork Co.
CINCINNATI, OHIO
D. C. S. Millwork Co.
CLEVELAND, OHIO
D. C. S. Millwork Co.
DAYTON, OHIO
D. C. S. Millwork Co.
DENVER, COLORADO
D. C. S. Millwork Co.
FRESNO, CALIF.
D. C. S. Millwork Co.
GARDEN CITY, KANSAS
D. C. S. Millwork Co.
GRAND RAPIDS, MICH.
D. C. S. Millwork Co.
HARRISBURG, PA.
D. C. S. Millwork Co.
HUNTINGTON, W. VA.
D. C. S. Millwork Co.
INDIANAPOLIS, INDIANA
D. C. S. Millwork Co.
KANSAS CITY, MISSOURI
D. C. S. Millwork Co.
MADISON, WIS.
D. C. S. Millwork Co.
MANSFIELD, OHIO
D. C. S. Millwork Co.
MESA, ARIZONA
D. C. S. Millwork Co.
MINNEAPOLIS, MINNESOTA
D. C. S. Millwork Co.
NEW YORK, N. Y.
D. C. S. Millwork Co.
OAKLAND, CALIF.
D. C. S. Millwork Co.
PITTSBURGH, PENNA.
D. C. S. Millwork Co.
ROCHESTER, N. Y.
D. C. S. Millwork Co.
SAN ANTONIO, TEXAS
D. C. S. Millwork Co.
SEATTLE, WASH.
D. C. S. Millwork Co.
ST. LOUIS, MO.
D. C. S. Millwork Co.
ST. PETERSBURG, FLA.
D. C. S. Millwork Co.
TUCSON, ARIZ.
D. C. S. Millwork Co.
TORONTO, CANADA
D. C. S. Millwork Co.
WICHITA, KANSAS
D. C. S. Millwork Co.
WICHITA FALLS, TEXAS
D. C. S. Millwork Co.
WINSTON-SALEM, N. C.
D. C. S. Millwork Co.
WOODBURY, N. J.
D. C. S. Millwork Co.
YORK, PA.
D. C. S. Millwork Co.

CALL YOUR LUMBER DEALER

* Patent Pending
More Heating Comfort

with DETROIT CONTROLS Weather Minder indoor ... outdoor Thermistor Control System

WHAT IT IS

The Detroit Controls Weather Minder is an indoor-outdoor heating control system incorporating thermally sensitive resistors called "thermistors". It is a new concept in temperature control, and offers features not available in other systems.

- Low cost—easy to sell.
- No complicated electronic circuits.
- Easy to install.
- Fully automatic.
- Positive, trouble-free comfort control.
- For any type heating system.

HOW IT WORKS

The Weather Minder System automatically raises indoor temperature as outdoor temperature drops, and conversely, lowers indoor temperature during mild weather. As the outside temperature varies, the outdoor unit alters the control point of the room thermostat, to provide just the right temperature for maximum comfort.

Get all the facts about the Weather Minder System—send today for Bulletin 267.

DETROIT CONTROLS CORPORATION
Division of American-Standard

5900 Trumbull Avenue
Detroit 8, Michigan

Canadian Representatives: RAILWAY AND ENGINEERING SPECIALTIES LTD., Montreal, Toronto, Winnipeg
for higher corrosion resistance, longer wear, better appearance

The test of time has proved that brass is the best material available for plumbing fittings. It takes and holds chromium plating better than any other material—resulting in a bright finish of jewel-like beauty. It is strong and resists corrosion, which assures extra years of trouble-free service.

In the manufacture of Kohler fittings, new brass of high copper content, purchased from reputable suppliers, is used. The high quality and purity are maintained through frequent, accurate chemical and physical tests.

When you point out these facts to your customers you tell them things they want to know—and sell them quality they want to own.
THE MOST REVOLUTIONARY HOUSE OF THE POST WAR ERA!

Now—Scholz Homes removes all cost uncertainty from the building operation with the introduction of the superbly designed 1000 sq. ft. Belle-Aire at a firm, fully erected price to the builder.

The Belle-Aire is the lower priced series of Scholz Homes new Colonial line and with all of the quality that the Scholz name implies. It comes completely decorated throughout, including wall-to-wall carpeting, oak paneling in the living room, electric, plumbing and heating in place ready to use included in its precedent shattering price of $7500 fully erected.

It is available in the wide range of exteriors shown that can only enhance any fine reputation for beautiful community development.

The Belle-Aire package includes complete construction and low down permanent financing as well as land development assistance to responsible builders. Call or Write:

Scholz Homes Inc.
2001 N. Westwood
Toledo 7, Ohio
Phone: FR-1601

Foot of Christiana St.
Wilmington, Del.
Phone: OL 6-5481
REVOLUTIONARY BECAUSE!!

1. Scholz Homes will erect in **One Day** (on the builder's foundation)
2. At a **Guaranteed Price** of **$7,500!!**

Scholz Homes
Belle-Aire
A woman always looks at the kitchen first...

She'll look twice at these

**WESTINGHOUSE BUILT-INS**

Now with these brand new Westinghouse Built-Ins you can offer the most modern kitchens in America!

They're true built-ins with the color and style your prospects are looking for. They say right away that you've paid careful attention to every detail throughout the house. And they're today's most-advanced built-ins... assuring your prospects their house will stay new for years.

**WATCH WESTINGHOUSE**
WHERE BIG THINGS ARE HAPPENING FOR YOU!

Westinghouse Built-Ins come in 5 Confection Colors—Sugar White, Lemon Yellow, Mint Aqua, Frosting Pink, Nougat Gray—all popular pastels that never go out of style. They pack your kitchen with maximum prospect appeal—to give you a real sales-closing story. And they're all available now!

See your Westinghouse Distributor or write: Contract Sales Dept., Westinghouse Electric Corp., Major Appliance Division, Mansfield, Ohio.

Big sales-making extra! New Westinghouse undercounter dishwasher installs easily with special Y-tail pipe that eliminates extra trap. "Custom" front panels come in 5 Confection Colors, Brushed Chrome, Antique Copper, prime-coated steel, matching wood front.

Women expect a disposer in a house that's really up-to-date. This Westinghouse Disposer installs easily, has special dishwasher drain line opening. And it ends forever the garbage nuisance—a real plus you can use to help clinch the sale!
What women want in a built-in refrigerator-freezer are all the convenience features the best free-standing refrigerator offers. And they’re all here in this 13 cu. ft. Westinghouse Horizontal Built-In. Special Meat, Butter and Egg Storage . . . a New Tilt-down Showcase Crisper . . . 120-lb. Zero-Degree Freezer—all at easy reach-in level.

The same deluxe features are in this Westinghouse Vertical Built-In. Less than a yard wide! New Stoop-Saver Design keeps foods used most often up top. 13 cu. ft.; 155-lb. zero-degree Freezer.

Complete Home Laundry in 25 Inches! That’s the Westinghouse Space-Mates. Separate Laundromat and Dryer install vertically—both do a full 8-lb. load. There’s no need to add an extra laundry room—Space-Mates will install anywhere there’s 25” . . .

Or you can build-in the same units side by side—under a counter or even in a wall at waist level. Installation’s simple with easy-to-hook-up plumbing and venting connections. Available in 5 Confection Colors. It’s the builder’s answer to a low-cost complete home laundry!

Most flexible built-in range line in the business. You can combine ovens and platforms anyway your prospect likes . . . it’s a personal touch that helps you sell. Shown: Giant 24” interior-width oven; separate 2-unit platforms with remote controls.

Another arrangement is 17” oven with 4-unit surface platform. Platform controls come flush-mounted . . . oven has clock and timer. Line offers choice of 5 Confection Colors, Antique Copper and Brushed Chrome. You can be sure . . . if it’s Westinghouse.
How to make a glass wall...

Why have a lot of glass areas if they don't look out upon a good view?" This was a question some of the members of the Women's Congress on Housing asked at their recent meeting in Washington last year. It wasn't that the women didn't want glass and lots of it. They just wanted it used only where it was practical—where there was a view to warrant its placement.

Rodney Lockwood's house, shown here, does make a glazed wall area practical. It's practical—and women buyers love it—because the glass wall opens on a private view—a semi-enclosed terrace. It's a view that the owner can control.

The house itself is a simple rectangle, easy to build, but the unique thing that builder Lockwood has done is to place the garage away from the house as a shield, then connect house and garage with a novel brick screen and covered walk to enclose the terrace area. This gives the glass-walled occupants a privacy with all the advantages of open planning. Priced at $23,950 exclusive of land, builder Lockwood finds this model one of his most popular in suburban Detroit. American Builder's model-home contest judges (see Dec. 1956 AB) liked this house so much they awarded it a Special Award of Merit.
... open on a private view
GLASS WALL OPENS ON A PRIVATE VIEW continued

Open planning not only is followed as a design principle for the glass-walled living-dining room, where private terrace and interior rooms work together, but this design feature is followed indoors as well. Sol Garber, architect for this Cranbrook Village suburb of Detroit, makes open planning work in the kitchen-dining area too.

The kitchen is a very practical "U" shape—so easy for the housewife to work in. The fourth side of the kitchen is open to the dining area, separated only by a cabinet with an oversized table surface to be used for simple meals or for household desk work. Lower than counter height, it purposely becomes a workable table surface. The two-way fireplace, shared with the living room, can be enjoyed as well in the kitchen because of the open feeling created between kitchen and dining areas. Because the fireplace wall is painted an off-white, the dining room gains more of a feeling of space, while the warm tones of the natural wood kitchen cabinets create a warmth in the kitchen that is also felt in the dining area because of the openness of the two areas.

Rodney Lockwood has built into this model many saleable features architecturally, and he also gives buyers a full basement and a 100x155' lot for a total price of $29,950. He also gives them these quality brand-name products: Bird asphalt roofing; U. S. Gypsum board sheathing; Metropolitan face brick; WO HO CO (W. O. Huckary & Co.) and Fenestra windows; Kwik-Set, Weslock and Tece hardware; Briggs Beautyware; Yorktowne cabinets; Formica counter tops; Armstrong linoleum; Owens-Corning Fiberglas; Berry garage doors; Wolverine or Everhot hot-water heater; Mosaic ceramic tile; Luxaire forced air heating system; Carey or Swanson ventilating fans; Waste King disposer; Modern-Maid built-in oven and range.

... here is how open planning makes this kitchen-family room work

DOUBLE FIREPLACE becomes a room divider between the living room and the dining room—gives each a separateness yet open feeling. This quality is also present in the open planning of kitchen-dining area.
FRONT ELEVATION of Lockwood house faces the street, but, as this sketch shows, the design of this facade is non-committal of the large open glass wall area hidden behind a quiet exterior that protects the privacy of the owners.

... and here's how this house turns its back on the street for privacy behind the brick screen

The Rodney Lockwood house has a very quiet front-street exterior. It seems to turn its back on all passersby, concentrates its open planning introspectively inside the house and in the glass wall and the hidden terrace. The brick screen does not betray the terrace and the glass wall beyond, but connects garage and house cleverly and still allows the terrace to breathe because of the perforated brick screen.

This house is only one of four models Rodney Lockwood now has on view. He plans to build some 1,200 houses eventually at his development in Cranbrook Village, several miles from downtown Detroit.

For takeoff and materials list, see p. 254

FRONT ENTRANCE and screen maintain the simplicity of the exterior that faces the street, hardly betray the large terrace behind. Screen of brick cuts view but allows circulation of air. Large glass wall is barely visible.
... how to build that glass wall
for February

TAKEN FROM FEBRUARY'S BLUEPRINT HOUSE

4" x 4" WOOD COLUMN

INSULATED GLASS

INSULATE IN VOID

STONE OR BRICK SILL

CAULKING

BEAR COLUMN ON CONCRETE WALL

WATERPROOFING

10" CONCRETE FOUNDATION WALL

3/8" PLYWOOD DRYWALL CEILING

1/2" x 7/8" STOP

3/4" x 4"

CRYSTAL GLASS

7/8" x 7/8" WOOD FILLER

WINDOW DETAIL - HEAD

Builder:
Rodney Lockwood & Co.
Detroit, Mich.

Architect:
Sol Garber
Detroit, Mich.

opening on a private view

FEBRUARY 1957
Increasing numbers of wise builders are daily turning to Kaustine Heating to protect their prestige and their profits ... a smart move that pays many valuable dividends.

**Consumer Acceptance** is assured, for these attractive, nationally advertised furnaces have a well deserved reputation for delivering quick, even heat with a minimum of fuel consumption.

**Recognized Quality** ... these builders know they can depend on Kaustine warranty-backed furnaces for efficient, trouble-free operation and long years of service.

**Lower Installation Costs** that protect profits are made possible by many exclusive Kaustine engineering features as well as complete factory assembly.

**Reduced Floor Space** requirements are accomplished by Kaustine compact designs which result in added living space and increased profit margin.

Add to the above the fact that you cannot buy better warm air heating at any price and you know why prestige and profit-wise builders choose Kaustine.

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

---

PROTECTS
PRESTIGE
and PROFITS

---

**TOPS IN QUALITY**

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

Departments

New Products and Catalogs .................................. 157 →
Builders' supermarket for new products and prefab literature. Reply card, page 156.

Land-Planning Section ....................................... 214 →
When land gets scarce, builder Price Sebrings hangs his house on a hillside.

How To Do It Better ............................................ 222 →
How to frame cornices with wide overhangs, how to set jambs for sliding closet doors. How to keep steps from warping.

Ask The Experts ................................................. 230 →
How to build a concrete-pole barn, how to construct a gym floor. Methods tested by other builders.

Books ..................................................................... 234 →
Late reviews of books of interest to builders.

Convention Calendar ........................................... 238 →
Check American Builder's list of association meetings for those you want to attend to learn what your fellow builders are doing.

Keeping Up With The Law ................................... 242 →
Court upholds right of city to subdivide 1½ miles from boundaries.

Technical Guide .................................................. 244 →
How to build a nail-glued truss for hip roofs.

The Month Ahead ............................................... 260 →
Things for builders to think about during the month of March.
Many of you builders thought the prefab industry was navigating with its head in the sand. You tried a package or two—and promptly dropped the idea for any of a dozen good reasons.

Some of us in the industry got the clue.

Inland's approach was to ask the men best qualified to give the right answers—builders—the men who were not only erecting the houses but also facing the buyers.

Based on what builders told us, Inland provides:

- A complete package—prefabricated to the practical limits.
- Practical design—not for prospects to drool over, but to buy.
- Financing—cooperation with builder to solve money problems.
- Greater quality of materials and construction—because of the cost-saving efficiency of factory building Inland provides more house for the money than any comparable site-built house.

If you are an ex-prefab builder—or have never tried a prefab—check with Inland now. For some down-to-earth answers to your down-to-earth problems, call us, write us or visit us.
Where's the best place
to look for
tomorrow's profits...
today?

Look at your planning! Today's planning determines tomorrow's
profits. Better planning means better building, better buying...bigger
profits. It's that simple. But planning's the beginning...and half the
battle. False starts are fatal.

Start here! That's why so many builders start planning with American Builder's April
Marketing Directory & Technical Guide. It's a builder's directory...classified like a tele-
phone book. It's full of planning, building, buying information...easy to use...a real
time and trouble saver.

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 Spe-
cialties...Appliances, Electrical, Heating and Cooling, Plumbing...Tools and Construction
Equipment...Management and Business Reference-Prefabrication. The seventh (a Clas-
sified Buying Guide of Products and Equipment) helps you buy better.

A reference file of free literature describes and classifies all the catalogs and tech-
nical material available from building supply and equipment manufacturers. Free copies
supplied through a convenient Reader Service postcard.

Plus...A List of Building Associations and Societies with the name, address and executive
officer of each...A Trade Name Index giving the name and address of each manufacturer.

Start planning for tomorrow's profits. Use AMERICAN BUILDER's April Marketing
Directory & Technical Guide. Keep it constantly handy. Your planning will be better...your
profits bigger.

American Builder
marketing directory & technical guide

FEBRUARY 1957
Use American LUSTRAGRAY*
sheet glass wherever glaring brightness is a problem!

This neutral gray tint sheet glass is economical, and has good merchandising features to make your homes more saleable. LUSTRAGRAY reduces glare approximately 50%, makes the use of window blinds and shades optional, and permits large glass areas on any building exposure to take advantage of the best view.

AMERICAN LUSTRAGRAY is now available through more than 500 glass jobbers. Check your classified telephone directory for listing.
If you sort of glow with pride when you know you're putting the very best materials into your homes, like full length 26 foot floor joists, #1 fir framing lumber, select oak flooring, full length ceiling joists and wall panels, ½” plynscord sub-flooring, then you'll be very interested in Crestwood!

If you want to deliver true quality homes at competitive prices, you'll be very interested in Crestwood.

If you insist upon supplying your prospects with a wide variety of sound architectural styles, including split level; and an infinite number of variations in treatment, you'll be very interested in Crestwood.

If you're the type of builder who insists upon "on the spot" deliveries fitted precisely to your schedule, you'll be very interested in Crestwood.

If you like the kind of rich, colorful advertising material that lends prestige to your selling efforts, and at the same time is designed to secure sound, interested prospects and plenty of them, you'll be very interested in Crestwood.

If you're located within 300 miles of Greenville, Pa. and want proof that Crestwood can completely fulfill the above qualifications . . . please write today!

CRESTWOOD HOMES
Box 311 D, Greenville, Pa.
Now builders can have all the quality features of Zegers Dura-seal Weatherstrip & Sash Balance PLUS an important new Snap-Clip feature! Here is the best in window equipment, providing complete weather protection and easy window operation... yet it can be put in or taken out at any time during home construction. With Snap-Clip, jamb weatherstrip is certain to be properly aligned in the frame every time. Snap-Clip also provides positive clearance for installing inside stops. It is important to note that sash and Dura-seal can be removed even after trim is in place if inside stops are installed with small screws. Snap-Clip is another Zegers "first"... another advancement that is of advantage to the home builder. See how Dura-seal with Snap-Clip can help you easily and quickly provide the best window at low cost. Let us tell you all about it... write today!

ZEGERS, INCORPORATED
8090 South Chicago Ave., Chicago 17, Ill.
Manufacturers of Dura-seal, Simflex, Tak-Out and Dura-glide equipment for wood windows

IT'S EASY TO PUT-IN OR TAKE-OUT BOTH SASH AND DURA-SEAL!
Snap-Clips*

are pre-installed top and bottom on both sides of the wood window frame. Window sash and Dura-seal Weatherstrip & Sash Balance are "snapped-in" in one simple operation for a sound and secure installation. Both sash and Dura-seal can be quickly and easily removed whenever you wish.

...Snap-Out/"Sash

DURA-SEAL WITH SNAP-CLIP,
A BIG HELP ON THE JOB:

* If glass is accidentally broken, sash can be removed and reglazed at a convenient location.
* For best protection of wood, sash and frames can be completely primed—even behind the jamb weatherstrip.
* Sash can be delivered at a later date after window frames are installed—snapped in sash whenever you wish during construction.
* Sash and Dura-seal can be removed until plastering is completed. Sash and weatherstrip are kept factory-clean.

* Long lumber, duct-work, cabinets, other bulky items can be passed through window opening with sash snapped out.
* Sash can be easily removed and protected from smudge if it is to be given a natural finish.
* If plaster, brick or building settlement bows the window frame, sash is quickly removed for re-fitting.
* It's easy to change windows from one style of sash to another even after sash are installed in the window frame without damage to sash or weatherstrip.

ZEGERS
Dura-seal COMBINATION METAL-WEATHERSTRIP & SASH BALANCE

* Pat. Applied For
FEVERARY 1957

Look For the Name on the Window Glass and on the Metal Weatherstrip
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.
HOMES HEATED with Thrush Radiant Hot Water Heat just naturally sell easier when you point out how the Thrush System maintains even temperature throughout the house regardless of the weather. Quiet, clean and completely automatic, this heating system is economical to operate because it uses less fuel, requires less maintenance... and it is built to last the lifetime of the home. The cost of a separate hot water heater is eliminated because the Thrush System automatically provides plenty of hot water for all household needs.

Investigate the new low cost Thrush System now. You’ll find it is within the reach of your small home clients as well as those planning a larger residence. They will be interested to know that Thrush Radiant Hot Water Heat increases resale value, too.

See our catalog in Sweet’s or write Department G-2 for more information
Pella WOOD FOLDING DOORS


FEBRUARY 1957
acknowledged leader in
design...quality...
salability in this great new age
of prefabrication...

Best Mid-American!

Best Dealers are now offering the complete, 3-bedroom Mid-American Clipper in metropolitan areas for a profitable $8400 (plus land) with government-approved financing.

Displayed and saluted at St. Louis' gala Mid-America Jubilee, the Best Mid-American Home incorporates everything today's home-buying families want.

Designs by Leonard R. Wegner

Financing available to qualified dealers through Best Finance Division

W. G. BEST HOMES COMPANY EFFINGHAM, ILLINOIS

THE BEST COMMUNITIES OF TOMORROW ARE BUILT WITH BEST TODAY!

138 AMERICAN BUILDER
ADD CHARACTER TO HOMES with PELLA Wood Casement Windows. The only ventilating wood casements strong enough to carry 24'' x 60'' glass. And the only windows with built-in Rolscreens...that roll up and down like window shades. PELLA casements can be furnished with PELLA’s own dual glazing panels or insulating glass.

Pella

WOOD CASEMENT WINDOWS

FEBRUARY 1957

ROLSCREEN COMPANY, Dept. I-16
Pella, Iowa

FIRM NAME
ADDRESS
CITY
ZONE
STATE
ATTENTION MR.
TEL. NO.
Now... most power of the low-priced 3

New DODGE PowerGiants

1957 line-up gives you up to 232 hp.

Dodge tops the low-priced field in V-8 power by a big margin—actually delivers as much as 31% more! This extra power in reserve saves engine strain... wear... excessive repairs. What's more, Dodge V-8's use regular gas, help keep your cost per ton-mile down!

Extra payload capacity. You can haul more—up to 73% more in the 300 model pick-up, for example.

Extra handling ease. Exclusive push-button automatic transmission*! Sharpest turning and easiest steering in the industry!

See the new Power Giant line-up now at your Dodge dealer's. You'll see features that prove it pays to get your Dodge dealer's deal before you decide on any truck.

*Available on all low-tonnage and Forward-Control models.

DODGE meets your hauling needs!

```
<table>
<thead>
<tr>
<th>G.V.W.</th>
<th>Max. G.W.</th>
<th>V-8 HP.</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,100</td>
<td>7,500</td>
<td>9,000</td>
</tr>
<tr>
<td>7,500</td>
<td>9,000</td>
<td>15,000</td>
</tr>
<tr>
<td>11,000</td>
<td>12,500</td>
<td>18,500</td>
</tr>
<tr>
<td>15,000</td>
<td>18,000</td>
<td>25,000</td>
</tr>
<tr>
<td>20,000</td>
<td>22,500</td>
<td>30,500</td>
</tr>
<tr>
<td>25,000</td>
<td>32,000</td>
<td>40,000</td>
</tr>
<tr>
<td>30,000</td>
<td>40,000</td>
<td>50,000</td>
</tr>
<tr>
<td>40,000</td>
<td>50,000</td>
<td>60,000</td>
</tr>
<tr>
<td>50,000</td>
<td>60,000</td>
<td>70,000</td>
</tr>
<tr>
<td>60,000</td>
<td>70,000</td>
<td>80,000</td>
</tr>
</tbody>
</table>
```

DODGE TRUCKS

WITH THE FORWARD LOOK

Pick-ups

Stakes

Tractors

AMERICAN BUILDER
Gain architectural freedom with infinite combinations of Pella multi-purpose windows. Fifteen fixed and vented window sizes are all compatibly proportioned. And note how well these windows harmonize with other wood. No extra cost for Pella's exclusive Glide-Lock underscreen operator. Self-storing storm sash and self-storing wood or metal frame screens.
"I can give buyers better homes faster with American Houses"

"The Amish are quick to recognize good workmanship and full value. They certainly prefer to work on my American Houses."

"I've seen them all and for top quality construction, with attention to every detail, you can't equal American Houses.

"Wherever extra material is needed for strength, American Houses uses it. If extra time and care are required for perfect fitting they take it. American Houses thinks of everything beforehand and incorporates it. The result is I get more quality houses up in less time, which both my men and buyers appreciate."

American Houses, Inc. is America's leading prefabricator for large housing developments. If you operate east of the Mississippi, write in on your letterhead for information.

Fill in below and mail for more details.

<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS</th>
<th>CITY</th>
<th>ZONE</th>
<th>STATE</th>
<th>PROJECT BUILDER?</th>
</tr>
</thead>
</table>

142 AMERICAN BUILDER
now... an exclusive builder design

new Master

Trim Boy

GAS FURNACES

Let COLOR sell for you wherever you install a furnace! The new blue Trim Boy furnaces add a modern touch to the smartest recreation room or kitchen... and are so compact they will fit in the smallest closet or alcove. Versatile! - Work with any conventional duct system or the exclusive Blend-Air perimeter distribution system.

Builder priced to save many dollars on every house... yet give all the quality features vital to dependable, low-cost operation. Keeps your buyers "sold."

Ready for air conditioning. Big "plus" sales feature. No alterations needed to "add on" cooling.

This coupon can save you money!
Mail it today.

The Coleman Company, Inc. Dept. AB-72, Wichita 1, Kansas

Please rush me complete information on your new Trim Boy Furnaces for builders.

Name

Firm Name

Address

City Zone State

FEBRUARY 1957
Thus fine wood, as gracious as an old Colonial residence, as sturdy as a Clipper ship—and never forget how much sound pine went into the building of both—fits the mood of today's living with the true elegance of its simplicity.

If you choose, clear varnish can preserve the exquisite straw blondness of Crossett Royal Pine Floors to blend with smart contemporary furnishings or set off the mellow richness of prized antiques.

If you prefer a darker floor, Crossett Royal Pine is amenable to the exact tone you like, and dull wax will bring out the wood's attractive figure and burnish its gleaming surface to grow more beautiful with the passing years. (Point out this freedom of choice to your feminine prospects and see their eyes gleam.)

All this and cost economy, too, are yours with Crossett Royal Pine Floors, thanks to Crossett's continuing scientific study of pine and how to utilize it to the best advantage of the wood—and your home sales.

Easy to get right from your local supplier, together with matching pine trim, finishing and moldings, certified to Crossett Standards by registered trade-mark and official SPIB grade-mark.

For data and specifications, address:

CROSSETT LUMBER COMPANY
A Division of The Crossett Company
CROSSETT, ARKANSAS

for the man who knows labor costs

A lather's wage without overhead is more than five cents per minute. If he puts up cut-price bead and takes extra time because it is twisted, crooked, or bumpy, with uneven wings, does the manufacturer pay for the time at $25.00 plus per day? NO! The owner does and you do. So when your lather uses straight, uniform, precision-made Bostwick bead, you know he is saving dollars for you. And... he's giving you a good job, too. Want a sample? It's sold through your favorite dealer.

Bostwick

THE BOSTWICK STEEL LATH CO.
103 HEATON AVE. - NILES, OHIO

AMERICAN BUILDER
Soon on **Anaconda** copper tubes

A color stripe will show you the type AND size

—and the name Anaconda will say Quality to home buyers

**The color code**

Type K, green—Type L, blue
—Type M, red—Type DWV,
yellow—Type TP, gray

Before long your Anaconda distributor will be receiving from the mills and warehouses of The American Brass Company color-coded copper tube (straight lengths). This will mean easier and quicker type identification in the distributors' stock rooms, in your shop and on the job.

The color markings run the length of the tube with "ANACONDA," the type letter and size repeated at frequent intervals. In full lengths or short pieces you can easily spot the tube you want.

The ink used in color striping is easily removed when ends are cleaned for soldering.

**Anaconda® Copper Tubes**

*For tops in quality and service*  
*Buy from an Anaconda Distributor*
An old favorite with modern innovations. Hope Homes "Georgetown" two-story: 4 bedrooms, extra lavatory, garage, full basement, finished recreation room. Featuring Truscon Steel Simplex Casements and Ranch Window.


53 feet long...low...and luxurious. Hope Homes "Coronado Ranch": 7 rooms, center hall, extra lavatory, recreation room, basement. Featuring Truscon Series 138 Double-Hung Steel Windows and big Truscon Ranch Window.

REPUBLIC

World's Widest Range of Standard Steels
Fleetwood Park

sells out fast to value-conscious families

Truscon Steel Windows Add Plus-Value

Hope Homes, Inc., developers of Fleetwood Park in Monmouth County, New Jersey, believe in offering value-conscious homemakers a lot of living for a dollar. Fleetwood Park's fantastic sales success proves how well they've done it. A complete 500-home sellout in 5 months!

 Builders, Saul Cantor and Paul Goldman, wanted to achieve custom planning in the modest-cost field. They did it by offering twelve different elevations of three designs. In so doing, they used three different types of Truscon Steel Windows—Series 138 Double-Hung, Casement, and Ranch.

They say, "These days a builder has to offer more real value. Truscon Steel Windows help us do just that. They're top quality, at installed costs we can live with. We easily paint Truscon Steel Windows to harmonize with exterior and interior colors. This helps us avoid look-alike monotony. Truscon service and deliveries are dependable. Our buyers like the windows, too. A nationally merchandized brand that people recognize makes selling a lot easier."

Quality...attractive installed-cost...paintability...proper design...Truscon service...consumer acceptance...are the big reasons why builders, Cantor and Goldman, choose Truscon Steel Windows. Good reasons for you, too! Send coupon for latest Truscon Window Catalog listing all types and sizes for immediate delivery from warehouse stocks.

MORE REPUBLIC "MARKS OF QUALITY" THAT HELP BUILDERS SELL HOMES

"REPUBLIC STEEL KITCHENS adopt themselves perfectly to the designs of our houses," says Mr. Donald Huber, Executive Vice-President of Huber Construction Company, Dayton, Ohio, builders of 1000 homes a year. "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."

Like to know more about value-packed Republic Steel Kitchens? Ask your distributor, or send coupon.

"TRUSCON STEEL SLIDING CLOSET DOORS are real sales-closers. They glide noiselessly on nylon rollers. Women buyers can't resist them! You save, too. Installation is fast, easy. No cutting, fitting, planning needed. The doors come complete with frame. Paint to match room decoration...just one coat. Truscon Sliding and Swing Doors in warehouse stocks. Send coupon for size information.

"ROOF DRAINAGE THAT NEVER NEEDS REPLACING is a powerful merchandising feature. You can have it by installing Republic Stainless Steel Roof Drainage Products and accessories. Stainless steel never needs replacing because it can't rust or corrode. It won't "bleed" or stain painted siding. Can be left unpainted for more savings. Ask your roofing contractor for estimates; send coupon for more value facts.

REPUBLIC STEEL CORPORATION
Dept. C-2992
3128 East 45th Street, Cleveland 27, Ohio
I'm interested in information on:

- [ ] Truscon Windows
- [ ] Truscon Steel Interior Doors
- [ ] Republic Steel Kitchens
- [ ] Truscon Steel Interior
- [ ] Roof Drainage Products

Name__________________________Title__________________________
Firm__________________________
Address__________________________
City__________________________Zone____State__________________________

FEBRUARY 1957
“Twindow Insulating and important to as is roof and wall
Glass is as necessary comfortable year-round living insulation,” says J. Mack Stewart, prominent Columbus, Ohio, builder

Twindow—the windowpane with insulation built in—is a feature of these extremely attractive homes. Mr. Stewart, the builder, states: “The heat loss per home without Twindow and wall and roof insulation is 82,000 B. T. U.s; with Twindow and wall and roof insulation, it is reduced to 61,000 B. T. U.s. This is proof that Twindow will more than pay for itself.”

With Twindow, the outside view is brought inside, but interior comfort is maintained—both winter and summer. Quoting Mr. Stewart again: “Actually, as we figure it, the cost of Twindow insulating units is no more than that of single pane windows plus storm sash.”

Twindow offers “storm sash” in permanent form. This fact is one reason why the homes built by Mr. Stewart make extensive use of these units. As Mr. Stewart remarks: “We install Twindow in every single opening in our homes. The only window without Twindow is the small peek hole in the front door.”

**Two types of TWINDOW®**

**METAL EDGE.** Ideal for large windows and where maximum insulation is needed most. Constructed of two panes of 1/4" clear-vision Plate Glass, with a 1/8" sealed air-space between. Exclusively stainless steel frame means no bare edges to chip or mar, as well as easier, quicker, and safer handling for the builder.

**GLASS EDGE.** Constructed of two panes of 3/16" Pennvernon®—the quality window glass—with a 3/16" air-space between. The high insulating value makes these units ideal for modern window wall construction. Available in popular sizes for a variety of window styles.

Build it better with Pittsburgh Glass

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Products

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED
You saw them

Now plan to show them in your homes

From the revolutionary styling of the GM Kitchen of Tomorrow comes the “Sheer Look” of today. These trend-setting Frigidaire kitchen and laundry products, both freestanding and built-in, have been designed to blend in or build in with standard wood or steel cabinets available anywhere. There are no curves...no gaps...every corner is square. They’re practical, flexible, designed for you. In addition, Frigidaire Full-Home Conditioning offers 103 different cooling combinations plus new heating units with the right capacity for every type home. Now, a really complete line of major home equipment for builders from Frigidaire. Call your nearest Frigidaire District headquarters office for “on the site” information and assistance.
at the show...

To help sell your homes...

Frigidaire offers you the Home-Sellingest Promotion ever, PERSONALIZED for you! It is a complete merchandising plan prepared for your specific homes by a trained Frigidaire Home Merchandising Specialist. Phone him today at your nearest Frigidaire District headquarters office.

IN '57 GO

FRIGIDAIRE

Division of General Motors Corporation, Dayton 1, Ohio
ANNOUNCES

The NEW SuperMatic Masonry Saw

with over 30 Outstanding Features
Only **SUPERMATIC** has
**STA-LEVEL CUTTING HEAD**
& **HI-LO CONTROL WHEEL**

The New CLIPPER SUPERMATIC is "MATIC" because the recessed Hi-Lo Control Wheel automatically makes all adjustments. "SUPER" because it's ruggedly built to do a powerful job. No need to turn off motor to SAFELY—QUICKLY raise or lower the STA-LEVEL Cutting Head. From 0" to 17", the Cutting Head stays level in any position. Just turn the recessed Hi-Lo Control Wheel...you're ready to cut. NO ADJUSTMENTS TO MAKE. No gears, no slides or unnecessary parts to wear out. The SUPERMATIC is 5 saws in 1. Cuts Wet...Cuts Dry...Convertible to a Track Saw...a Concrete Saw...or a Triple-Width Saw. The New CLIPPER SUPERMATIC is Simple, Rugged and Dependable!

**FREE TRIAL** on your Job! Before you buy any Masonry Saw, see what this All New Clipper SUPERMATIC will do for you. Write, Wire or Phone Collect your nearest Clipper Factory Trained Representative.

---

**MANUFACTURING COMPANY**
2800 WARWICK, KANSAS CITY 8, MO., VICTOR 2-3113

Genuine Clipper Products are Sold Direct from Factory Branches in Principal Cities. Consult Your Phone Book and Call for Immediate Same Day Shipment—Factories in England, France, Germany, Italy.

*FEBRUARY 1957*
ADD A "TOUCH OF GOLD" TO YOUR OPERATION

Get a faster turn-over on your building dollar in '57

The new Permabilt homes are a beautiful buy for your customers anyway you look at it. These homes are built of top quality materials...professionally designed with a modern flair...and completely packaged for fast, on-site erection.

Don't miss this profit opportunity! If you are an established builder who believes in a quality product, if you operate in Michigan, Illinois, Wisconsin, Ohio or Indiana, WRITE TODAY on your letterhead to Manufactured Homes, Inc., 332 So. Kalamazoo Ave., Marshall, Michigan.

An intensive advertising effort in leading magazines and newspapers pre-sells your customers on PERMABILT homes...helps reduce your sales' costs, too!
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 . . .

BUSINESS REPLY CARD
First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

4 cents Postage will be paid by

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

FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

| PREFAB CATALOGS | 2029 | 2030 | 2031 | 2032 | 2033 | 2034 | 2035 | 2036 | 2037 | 2038 | 2039 | 2040 | 2041 | 2042 | 2043 | 2044 | 2045 | 2046 | 2047 | 2048 | 2049 | 2050 | 2051 | 2052 | 2053 | 2054 | 2055 | 2056 | 2057 | 2058 | 2059 | 2060 | 2061 | 2062 | 2063 | 2064 | 2065 | 2066 | 2067 | 2068 | 2069 | 2070 | 2071 | 2072 | 2073 | 2074 | 2075 | 2076 | 2077 | 2078 | 2079 | 2080 | 2081 | 2082 | 2083 | 2084 | 2085 | 2086 | 2087 | 2088 | 2089 | 2090 | 2091 | 2092 | 2093 | 2094 | 2095 | 2096 | 2097 | 2098
| NEW PRODUCTS | 2047 | 2048 | 2049 | 2050 | 2051 | 2052 | 2053 | 2054 | 2055 | 2056 | 2057 | 2058 | 2059 | 2060 | 2061 | 2062 | 2063 | 2064 | 2065 | 2066 | 2067 | 2068 | 2069 | 2070 | 2071 | 2072 | 2073 | 2074 | 2075 | 2076 | 2077 | 2078 | 2079 | 2080 | 2081 | 2082 | 2083 | 2084 | 2085 | 2086 | 2087 | 2088 | 2089 | 2090 | 2091 | 2092 | 2093 | 2094 | 2095 | 2096 | 2097 | 2098

MAIL THIS CARD TODAY — WE PAY THE POSTAGE

PLEASE PRINT NAME

NAME

KIND OF BUSINESS

STREET

CITY

ZONE

STATE

FEBRUARY, 1957

I wish to enter a subscription to American Builder for one year ($3.50) □ 3 years ($7) □

□ New □ Renewal

Signature

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!
Insulation: your customers want it for better heating-cooling

Nobody has to "sell" insulation to a builder, architect or heating engineer, but the house buyer is another story. Or was. The days when builders kept insulation at a minimum for dollar-conscious buyers are just about over now.

Why the growing trend to "insulation-consciousness?" It has proved its worth in lower heating bills ... it has been the major factor in cost controlling for home air-conditioning (another mushrooming trend) ... and manufacturers in the field have produced a variety of new insulation products—all designed to do a better job, and to meet builder requirements of easy installation and non-prohibitive costs.

Big news too, in insulation, was Owens-Corning Fiberglas' national survey which showed that a house of 1,200 sq. ft., when properly insulated, could be both heated and cooled for a year at a total cost of only $130.45. Alcoa, Armstrong and other firms have done similar research. The result? A buyer who expects and will pay for more and better insulation as part of his heating and cooling package.

DOUBLE-DUTY INSULATION is growing in popularity. It sheathes roof, insulates, gives interior finish. Insulite Div., Minnesota & Ontario Paper Co., Dept. AB, 500 Investors Bldg., Minneapolis, Minn. (No. 2049, p. 156.)

They're expecting sound insulation, too.
Insulation: More Open Planning Means More Sound Control Needed

PERFORATED METAL CEILINGS suggested with this “Sanacoustic” tile. Backed with mineral wool. Johns-Manville, Dept. AB, 22 E 40th St., N.Y. 16, N.Y. (No. 2050, p. 156.)

MINERAL FIBER acoustical tile, Crestone, has striated surface pattern for ceiling design, interest. Armstrong Cork Co., Dept. AB, Lancaster, Pa. (Circle No. 2051, page 156.)

PERFORATED TILE has patterned acoustical holes spaced for sound absorption. Wood Conversion Co., Dept. AB, 1st National Bank Bldg., St. Paul, Minn. (No. 2052, p. 156.)

They want acoustical ceilings too

ACOUSTICAL PLASTER APPLICATION VERMICULITE is made easy by new machines which produce a variety of texture finishes. Used especially in commercial construction, this sound conditioner is rated high as a fire-protector as well as a speedy method of sound-proofing. From Zonolite Co., Dept. AB, 135 South La Salle St., Chicago 3, Ill. (No. 2053, p. 156.)

More on insulation, page 160
leaders from the leading combination door lock line

by DEXTER

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada, Ltd., Guelph, Ontario. In Mexico: Dexter Locks, Plato Elegante, S.A. de C.V., Mexico City. Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.

No. 1159, Tubular Lock. Solid brass or aluminum trim, with 2" diameter roses. New safety strike.

No. 1100, New Single Bore Lock, with solid brass or aluminum trim, 1 7/8" diameter roses.

No. 1102, Aluminum knob and lever, 1" x 3" stainless steel escutcheons with weather resistant brass or aluminum finish.

No. 2116, Tubular Key Lock, with solid brass or aluminum trim, 1 7/8" x 4 1/2" escutcheons.

All Dexter combination door locks are designed for use with:

No. 80 Dialmatic Door Closer with exclusive fingertip dial closing speed regulator. Built-in power assist for positive latching.

No. 45 Spring-Chain Door Stop — to prevent accidental over-opening of door.
Close-up of how
ARKANSAS PINE No. 1 DENSE DIMENSION
Protects Your Owner's Building Dollar

Right: Illustrates permanent sound quality and nail-holding power of our kiln-dried No. 1 Dense Dimension.
Left: Shows what happens too often after dimension shipped green from the saw has been built into place.

Produced from selected superior shortleaf timber, Arkansas Pine No. 1 Dense Dimension saves you from the risks, penalties and kick-backs that go with green lumber. That's because our No. 1 Dense is pre-shrunk in modern steam dry kilns, by which it is stabilized for keeps!

Graded under classification requirements of the Southern Pine Inspection Bureau, Arkansas Pine No. 1 Dense Dimension safeguards your structures with big mill manufacture, stipulated moisture content, maximum tensile strength and engineered stress values officially certified by the SPIB Grade-Mark branded on each piece.

Arkansas Pine No. 1 Dense Dimension is sold east of the Rockies by your lumber dealer.
Our FREE Builders' Handbook brings you correct specification data. Write now.

ARKANSAS SOFT PINE BUREAU
756 Boyle Building, Little Rock, Arkansas

American Builder New products

INSULATION

Foil-type insulation will reflect 95% of heat flow
Sisalation Foil-type insulation is described as reflecting about 95 per cent of radiant heat flow. This combined insulation and vapor barrier is made of pure aluminum foil sheets laminated to aluminum-coated kraft paper. Used primarily for application in sidewalls, floors and ceilings, it is heavily reinforced with a double layer of crossed fibers. American Sisalkraft Corp., Dept. AB, Attleboro, Mass.
Circle No. 2054 on reply card, p. 156.

Foamed plastic insulation is expandable
Moldable "Uni-Crest," an expandable and expanded polystyrene, is suited for use in perimeter insulation. When laminated with wood, steel, aluminum plastic or fibrous facings, it is durable, decorative wall surface. United Cork Companies, Department AB, Kearny, New Jersey.
Circle No. 2055 on reply card, p. 156.

Polyethylene film can be used and reused
Pure extruded polyethylene film called Ancover has been added to Angier's line of protective building materials. Ancover comes in two, four and six mil gauges in clear colorless or black opaque form. Unaffected by water, acids, alkalis or fungus, it has a perm rating of .10. Recommended for use as an underslab vapor seal, wind or dust shield, general protective cover or drop cloth, Ancover can be used and reused. If punctured after rough treatment, it can be easily patched with pressure sensitive tape. Available in rolls 36", 54", 84" and 10' x 100 lin. ft. From Angier Corp., Dept. AB, Framingham, Mass.
Circle No. 2056 on reply card, p. 156.
Dig it, Load it, Stack it ...  

with ONE tractor  

plus rugged Wagner equipment  

Now you can eliminate the expense of specialized materials handling equipment. Today a single tractor, plus rugged Wagner tractor equipment, can handle practically all of your materials just as quickly and easily, and at far less cost.

A Wagner Tractor Loader, for example, digs, loads and dumps bulk materials like coal, sand, gravel and dirt. In minutes the bucket can be replaced with a Wagner Fork Lift to stack bricks, lumber, crates and other materials to a 10-foot height. And these are just two of the most complete line of loader attachments in the field — all specifically designed and engineered to guarantee peak performance under the most punishing use.

Check with your nearby Wagner dealer and let him prove how Wagner tractor equipment can make one tractor the backbone of your materials handling jobs.

WAGNER IRON WORKS, 1905 South 1st St., Milwaukee 1, Wis. Dept. 10
Send me more information on Wagner Tractor Equipment for a (make) tractor.
NAME ____________________________
COMPANY ____________________________
ADDRESS ____________________________
CITY ____________________________ STATE ____________________________
Home buyers appreciate the first impression they receive from a doorway made distinctive with figured glass. Note how this simple use of Mississippi Broadlite adds a touch of luxury that sells on sight. Greet your prospects with glamor and gain sales. Use translucent, light diffusing glass by Mississippi to add eye appeal that pays off in greater buy appeal.

Glass does so much to any home to make it more attractive... floods interiors with flattering "borrowed light"... makes rooms seem larger, friendlier, more desirable.

Give your homes the extra sales appeal that only glass can add. Buyers want that "different look." See your nearby Mississippi Glass distributor and select from a wide range of patterns and surface finishes that can enhance your homes.

Write today for free catalog.
Address Department 34.

Mississippi Glass Company
88 Angelica St. • St. Louis 7, Missouri
New York • Chicago • Fullerton, California

INSULATION

Reflective insulation does four-way job

Richflex aluminum coated sheets are offered for keeping winter heat in, summer heat out, providing a moisture barrier and a cold air barrier. This reflective insulation comes in three types, according to the builder’s needs, all of which are available in rolls 36” and 48” wide. Easy to install, Richflex also keeps out wind and dirt and is non-electrolytic. Richkraft Co., Dept. AB, 510 Dearborn St., Chicago 10, III.

Circle No. 2057 on reply cord, p. 156.

Perlite acoustical plaster for ceiling carpeting

Effective noise control is suggested with the use of Perlite acoustical plaster which can be applied to both ceilings and upper walls. Plaster is also fire-retardant because of graded aggregate and non-combustible mineral binders. Air-filled cellular structure has a fine-textured monolithic surface and comes in a variety of modern decorator colors. Perlite Institute, Dept. AB, 45 W. 45th St., New York 36, N. Y.

Circle No. 2058 on reply cord, p. 156.
NATIONAL LOCK set... 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.

Specify it with confidence... Install it with pride

NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

FEBRUARY 1957
Beauty and practicality available in tile board

A distinctive addition to the interior finish product line is the Random Perforated Twintex Tile Board. Unique pattern, linen-like texture and light-reflective surface provide decorative interest for ceilings. It harmonizes with modern or traditional design. Celotex Corp., Dept. AB, 120 South LaSalle St., Chicago 3, Ill.

New reflective insulation opens like accordion

Multiple layers of reflective air spaces, parallel and rectangular, are feature of new patented thermal insulation. Four-spaced Infra costs 8¢ sq. ft., material with labor, between wood joists; 3-spaced is 7¢. Infra Insulation, Inc., Attn. Stanley Frey, Dept. AB, 525 Broadway, New York 12, N.Y.

TOOLS & EQUIPMENT

Coating keeps saws shiny, free from rust spots


DELTA 12'-14" RADIAL SAW
- 2 and 3 hp single-phase; 3 and 5 hp 3-phase
- 12" saw cuts 3½" deep; 14" saw cuts 4½" deep
- Rips to center of 60" panel
- Cross-cuts 1" stock to 18" wide

DELTA 9" RADIAL SAW
- True ¾ hp
- Cuts 2½" deep
- Rips to center of 48" panel
- Cross-cuts 1" stock to 15" wide

DELTA 16'-20" RADIAL SAW
- 3 hp single-phase; 5 hp single-phase
- 3-phase; 7½ hp 3-phase
- 16" saw cuts 5½" deep; 20" saw cuts 7½" deep
- Rips to center of 77" panel
- Cross-cuts 1" stock to 25" wide

DELTA 10" PORTABLE RADIAL SAW
- 1½ hp single-phase; 2 hp 3-phase
- Cuts 3" deep
- Rips to center of 50" panel
- Cross-cuts 1" stock to 16" wide

DELTA ... world's most complete power tool line
53 machines ... 246 models ... over 1300 accessories
DELTA radial saws
CUT COSTS

There are two sound reasons why Delta Radial Saws are cutting costs—in the shop and on the job—for builders throughout the country:

First, they give you more power—all you need for any job from light interior finishing work to heavy mass-production cutting.

Second, they're precision-built to the highest standards of quality—give you years of lasting accuracy under punishing everyday use.

AND ONLY DELTA GIVES YOU ALL THESE EXTRA ADVANTAGES:

EXCLUSIVE "TURRET ARM" ACTION—With Delta's double over arm construction, pivot point always stays over the center of the table for greater capacity, versatility, accuracy and safety.

FULLY GUARANTEED MOTORS—All motors guaranteed for one full year.

SAFE "UP-FRONT" CONTROLS—All controls within easy reach, away from the blade.

EDGE GRAIN FIR TABLES—Only the finest grade prime wood is used to give freedom from warpage or distortion.

SEE THE ENTIRE DELTA RADIAL SAW LINE—Get all the facts—compare—then make up your own mind! Your Delta Dealer is listed under "TOOLS" in the Yellow Pages of your phone book.

another product by
ROCKWELL

Delta Power Tool Division,
Rockwell Manufacturing Co.
6468 N. Lexington Ave., Pittsburgh 8, Pa.

Send coupon for complete catalog!
Nation's Builders Agree:

"Life-of-Building Guarantee on

Helps New Home Sales Come Faster, Easier, Oftener!"

Thousands of veteran builders like these, experienced men who know the value of dependable sales support, agree to a man: "The Life-of-Building Guarantee on Celotex Insulating Sheathing definitely helps us sell more homes faster!"

And no wonder: Here is a powerful sales inducement to show prospects. In itself, it is a document that adds outstanding buy-appeal to new homes by emphasizing and guaranteeing the advantages of using Celotex Insulating Sheathing. And it actually reflects the high quality standard of all other materials going into the homes, as well as of the over-all construction of these houses! Truly double-barreled sales help of proven effectiveness for builders!
Contact your Celotex representative

You, too, can profit by letting the Life-of-Building Guarantee help you sell the homes you build. Ask your Celotex Representative to show you a copy of the Guarantee. He'll show you a colorful folder covering both the Guarantee and the Sheathing. Copies are available to you for distribution to your prospects. Take advantage of the sales-stimulating power of the Life-of-Building Guarantee. Your Celotex Representative will be glad to cooperate with you!

Celotex National Advertising in
LIFE & THE SATURDAY EVENING POST
Sparks New Interest in Home Building!

For 1957, Celotex launches a big-space ad campaign that will mean new action on the new-home building front! These ads, based on the recommendations of the famous U.S. Women's Congress on Housing, feature houses with sales points you can use to sell the homes you build...and pre-sell your prospects on the quality and value of Celotex Products.

Tie in with these powerful, attractive full-page-plus-adjoining-column ads. Let your prospects know your homes are built with genuine Celotex Products...the brand name with nationwide preference created by over a third of a century of national advertising.
Ford HOMES ARE READY FOR DECORATING

24 hours after delivery!

THAT'S RIGHT—BECAUSE
- FORD LAYS THE FINISH FLOORING
- FORD APPLIES THE DRYWALL
- FORD DOES THE WIRING
- FORD APPLIES THE TRIM

Other models available in
MODERN CAPE COD
RANCH
SPLIT LEVEL

For full details, write on your own letterhead to Dept. AB

American Builder New products

WINDOWS AND DOORS

Screen-storm door latch set for easy installation

New "Contemporary" self-aligning, push-pull latch set is smartly styled in brass or satin aluminum finish. Allows fast installation because it is factory pre-assembled, is also self-adjusting for any standard door thickness. Features exclusive steel plunger for secure locking. J. Chesler & Sons, Inc., Dept. AB, Brooklyn 37, N.Y.

Circle No. 2065 on reply card, p. 156.

New push button for doors is made of plastic

"Signet" is the name given to a new quality push button for bells, buzzers and chimes. Molded from high grade plastic, push button is tarnish-proof, rust-proof and durable. Comes in 3/4" width, styled for almost any type door hardware.


Circle No. 2066 on reply card, p. 156.

Spiral-type sash balance completely preassembled

"SpiraFlex" is the first completely preassembled combination unit to offer a truly adequate method of sash balancing, by the use of spiral type balances instead of ordinary suspension springs. Caldwell Manufacturing Company, Dept. AB, 64 Commercial Street, Rochester 14, New York.

Circle No. 2067 on reply card, p. 156.
No Layout For This Way Out!

NEW

Bilco

STAIR STRINGERS

The finished stairway with a Bilco all steel basement door — the sure sign of a well planned home.

- Quick, easy installation
- Saves layout cost
- Heavy gauge formed steel
- Sturdy and permanent

Here's the answer to building your outside basement stairways quickly, economically. Bilco Stair Stringers go into place F-A-S-T to eliminate lay-out and forming time required for concrete steps. Stringers are cut out to receive standard 2” x 10” wood tread. Available in three sizes to fit masonry opening for each standard size Bilco Basement Door.

Be sure to see display at the NAHB convention.

Sold by Lumber & Building Supply Dealers.

THE BILCO CO., DEPT. 7108 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
HELPS SELL HOMES beyond the city water mains

The Deming "75" Convertible Jet Water System offers the builder a proved solution to the problem of water supply for homes built beyond reach of city water.

Quality Features at Competitive Price

JET PUMP is self-priming, positive, automatic. Easily convertible for either shallow or deep well service.

MOTOR (Capacitor type) has built-in, automatic overload protection. Now available in 1/5, 1/2, 3/4 and 1 H.P., as specified.

IMPELLER is accurately balanced and bored.

SHAFT is corrosion-resistant.

ALL-BRASS EJECTOR (No iron to rust).

CONTROL VALVE is easily adjustable for varied depths.

DOUBLE-POLE PRESSURE SWITCH starts and stops pump automatically.

TANK is full weight, galvanized steel for pressures up to 75 lbs. Available tank sizes: 12-gallon, 42-gallon, or larger, as specified.

Get ALL the facts on the Deming "75" Convertible Jet Water Systems. Write to:

THE DEMING CO., 563 BROADWAY, SALEM, OHIO

DEMING

"the Line that has Everything"

IN

PUMPS AND WATER SYSTEMS

American Builder New products

KITCHEN & APPLIANCES

Hot-food server can be built into cabinets

Toastmaster's new home appliance keeps entire meals hot and tasty for hours without loss of flavor or appearance. It's a two-drawer, stainless steel, electric warming unit that can be built right into kitchen cabinets. Toastmaster Products Division, McGraw Electric Co., Dept. AB, Elgin, Illinois.

Circle No. 2068 on reply card, p. 156.

One piece construction refrigerator-freezer

A refrigerator-freezer combination has been recently introduced that is uniquely built of one piece construction. It is provided with a supporting frame which assures proper height and spacing for ventilation. Features "shell type" condenser, and two control system which allows the refrigerator to be shut off while the freezer continues to operate. Total capacity 13 cubic ft. Antique copper and stainless steel finishes. Preway, Inc., Dept. AB, Wisconsin Rapids, Wisc.

Circle No. 2069 on reply card, p. 156.

Thrifti-cool pilot standard now on all Dixie ranges

Dixie gas ranges will all be equipped with a Thrifti-Cool needle pilot light at each burner, the company has announced. Pilot system provides instant lighting at burner, has small, needle-like protected flame which does not give off measurable heat in kitchen. Protective shield obviates any further attention, saves two-thirds of pilot gas consumption. Featured in Dixiemaster new "300" series with a 36-in. range as well as all other new Dixie ranges. Dixie Products Inc., S.B. Rymer Jr., Dept. AB, King Edward Ave., Cleveland, Tenn.

Circle No. 2070 on reply card, p. 156.

AMERICAN BUILDER
For paneling, woodwork and doors choose

**Idaho White Pine**

one of the dependable woods from the Western Pine mills

Works easily and accurately with hand or power tools. Ideal for exterior and interior trim, siding, fine cabinetwork. Takes and holds paints, enamels, other finishes. And it is carefully dried, insuring lower maintenance cost, accurate sizing, improved working qualities.


**The Western Pines**

- Idaho White Pine
- Ponderosa Pine
- Sugar Pine

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW
Buffalo, New York, architect, J. G. Perdy, used versatile Rocform Systems for forming the basement walls and foundation of this split level home. Picture shows a portion of the completed job with framing just beginning. Note absence of snap ties.

**CONTRACTOR:** United Walls, Inc.,
182 Westfield, Buffalo, New York

**WHY VERSATILE, COST-CUTTING ROCFORM SYSTEMS ARE BEST FOR EVERY CONCRETE FORMING JOB:**

- They produce up to 3 times more jobs per unit because they're better built, better engineered, better designed.
- They eliminate snap ties.
- They automatically align walls with patented device that assures uniform wall thickness.
- All hardware, including walers, tie rods, tie pins and clamps are fully guaranteed and are replaced without charge.
- They're the fastest and easiest of all concrete forming methods to set up.

**WRITE, WIRE OR CALL NOW! EASY PAYMENT PLAN—FREE ENGINEERING COUNSEL**

Get all the facts. We can positively show you how Rocform Systems can save you big money. Large contractor reference file available for your inspection.

**Rope caulk does many sealing jobs, is reusable**

D-P Rope Caulk is presented by its maker as a quick and easy sealer around screens, storm sash, doors, transoms and as a gasket for plumbing fixtures. Caulk can be used to weatherstrip or caulk an entire window in a few minutes. Properties include non-hardening, will not chip or crack, can be re-used several times. Resistance to bleeding, staining or discoloration also claimed. Packaged in protective-covered 18 foot and 90 foot rolls. Information from Dicks Pontius Co., Dept. AB, 5300 Huberville Ave., Dayton, Ohio.

Circle No. 2071 on reply card, p. 156.

**Liquid coating for masonry goes on damp surfaces**

Surfa-Sel masonry coating, a sealer that can be applied over even damp surfaces for the prevention of moisture seepage and dampness damage, is being featured by Rust-Oleum Corp. In liquid form, it has properties which result in great penetrating and wetting ability. When used on damp masonry surfaces, it displaces trapped moisture, adheres tightly to surface. Rust-Oleum Corp., Attn. Arnold Hoffmeyer, Dept. AB, 2799 Oakton St., Evanston, Ill.

Circle No. 2072 on reply card, p. 156.
KITCHEN MAID PRESENTS...
THIS YEAR'S FOR BUILDERS!

Triple H Kitchens
THE WIDEST RANGE OF KITCHEN STYLES, FEATURES AND PRICES EVER OFFERED

HERITAGE LINE
HOSPITALITY LINE
HOLIDAY LINE

Three great new lines meet builder needs on all levels!

Kitchen Maid now makes it possible for you to install quality wood kitchens in homes on all price levels! Not one, but three complete lines for every taste and every budget. Exclusive Shadow-Line styling in three natural finishes, Flo-Line styling in a choice of colors. It's the widest range of selectivity ever offered!

Consider, too, these added advantages. Kitchen Maid is the best known name in kitchens of wood...nationally advertised for over forty years. It's a name your prospects know and respect. Equally important, it enables you to fill the overwhelming preference for wood...the already proved preference of eight out of every ten women for wood cabinets...with the leading name-brand product in the industry!

Whether you're a custom builder, project builder or remodeling contractor, we urge you to WRITE, WIRE OR PHONE TODAY for full descriptive material.

HERITAGE LINE—Unquestionably the premier kitchen in the market! Shadow-Line styled, in a choice of Nutmeg, Spicebush, or Cinnamon natural finish.

HOSPITALITY LINE—A moderately-priced line of cabinets, finished in Kitchen Maid's superb new Cinnamon natural.


TERRIFIC NEW DEALER OPPORTUNITIES!
Regardless of whether you're now an established kitchen dealer, or are seriously considering adding a kitchen line, here is the strongest franchise in the field. Competitive pricing...a tremendous line...unexcelled quality...a top brand name...plus sustained field and factory selling cooperation, national advertising. Make it a point to write today!

The Kitchen Maid Corp., 1172 Snowden St., Andrews, Ind.
Gentlemen: Rush information about your new Triple-H Kitchens.
I am a [ ] Builder [ ] Architect [ ] Dealer
NAME
ADDRESS
CITY STATE
The boldly modern styling you see in new Ford trucks for '57 only hints at how deep-down modern they really are!

These deep-down modern Fords bring you important new advances in power, more durable frames, stronger axles and springs, and completely new stronger cabs with structural design improvements.

'57 Ford trucks are so modern ... so new you've just got to see what they can do. Get in touch with your Ford Dealer now!

**NEW cabs**—completely new—stronger, roomier, smarter! New wider full-wrap windshield. New inboard cab step, new Hi-Dri ventilation, new easy-to-read instrument panel!

**NEW hydraulic clutch**, standard in all models from pickups to tandems. Easier to operate—works like hydraulic brakes. Clutch and brake pedals are suspended type for extra driving ease!

**NEW Styleside pickup bodies**, standard at no extra cost. America's biggest pickup bodies! Built wider with all-steel rugged box-section corner reinforcements and recessed taillights. Side loading's far easier with full-width body.

**NEW riding comfort**! A completely new suspension, big roomy cabs with increased visibility, greatly improved riding and handling ease.

**NEW chassis and body strength**! New frames, up to 13% stronger. New sturdier axles! New higher capacity springs! New stronger, more durable cabs.

**NEW power advances**! New higher horsepower, new freer breathing, new higher compression, new Super-Filter air cleaner. New advancements from camshafts to carburetors. Modern Short Stroke design in every engine—V-8 or Six.
New F-350 stake has higher 8.3 to 1 compression ratio standard—V-8 or Six. Chassis improvements include new 3800-lb. capacity front axle.

New F-600 2-tonner has higher horsepower and more rugged chassis construction. More payload capacity than any other 2-tonner.

For '57 and the years ahead —

FORD TRUCKS COST LESS

...LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!

FEBRUARY 1957
California contractor estimates:

Time and labor costs cut 75% with the Remington Stud Driver

Out on the California coast, "Research House" has taken shape. It's an experimental house sponsored by Associated Architectural Publications and the latest tools have been used to build it—such as the Remington Stud Driver.

Contractor Bert Pickney says, "The Stud Driver cuts time and labor costs around 75% in anchoring beam supports, partition sills and furring to concrete. It took us only half a day to install the sills—a 2-day job with bolts. No pre-drilling is necessary, and sills are set tight! I certainly recommend the Stud Driver to any contractor!"

YOU CAN SPEED ALL STUD FASTENINGS—light, medium and heavy-duty—with the Remington Stud Driver. It sets both 3/4" and 5/8" diameter studs in steel or concrete—up to 6 studs a minute either size. The tool is cartridge-powered, portable, ready to work anywhere. Forty styles and lengths of Remington Studs to choose from. Get full details by mailing coupon.

Industrial Sales Division, Dept. AB-2
Remington Arms Company, Inc.
Bridgeport 2, Conn.

Please send me your free booklet which shows how I can speed the job and save with the Stud Driver.

Name __________ Position __________
Firm ____________________________
Address __________________________
City __________________ State ______

Steel studs for hollow wall come in five sizes

Chan-L-Form steel studs come in five sizes for non-bearing partitions, furring, or for doubled partitions to allow for ducts. Light weight, easily erected, present no problem in changing direction. Bostwick Steel Lath Company, Dept. AB, Niles, Ohio.

Circle No. 2073 on reply card, p. 156.

Use-tested tag program extended to building materials

McCall's Tag-Tested program is being expanded to include building materials, many types of home furnishings, and equipment. This expansion is the result of requests from numerous companies in other fields. The tag helps consumers select the right product for their needs, and explains individual product features. McCall's, Dept. AB, 230 Park Ave., New York 17, N.Y.

Circle No. 2074 on reply card, p. 156.

Advertising cartoons for contractors' use

Cartoons aimed at the home improvement market are available for contractors for use in advertising. In a series of 52, cartoons show humorous situations about remodeling, need for painting, roofing. David Lilly Cartoons, Department AB, Post Office Box 167, Long Beach 1, California.

Circle No. 2075 on reply card, p. 156.
Bathrooms are one of the most important rooms in any house. With Hall-Mack bathroom accessories you can design and build bathrooms of which you can be truly proud. Hall-Mack's beautifully chrome-plated accessories make any bathroom more attractive, more livable and enjoyable.

Shown here are but a few of the many beautiful and original Hall-Mack accessories that have earned the reputation as the world's finest. They all share Hall-Mack quality—and are all designed with the smart classic styling that blends with any bathroom style or budget. There are several complete lines of Hall-Mack accessories—in several price ranges. You're sure to always find a style and idea which best suits your taste and needs.

Always...specify and install...Hall-Mack, the world's finest bathroom accessories!
Everybody talks about women

Only Lennox gives

the woman's touch

Dramatic ads in national magazines for women, to promote the most important Woman's Touch of all—Lennox all-season air conditioning!

Women are sold on air conditioning. A survey of Ladies' Home Journal readers shows that 88% want it in their homes. These ads in Vogue, McCall's and Living for Young Homemakers sell women on Lennox all-season air conditioning.

plus...

the world's most complete line of all-season air conditioning equipment—by LENNOX

Better-engineered warm-air furnaces and ultra-quiet air conditioning units—127 models in all, one for every home. And this famous equipment is serviced by more than 5600 Lennox Comfort Craftsmen—right in your community!
... gives you some selling help based on one sales feature, but
give you a complete program
to sell women
... a hard-working, dollar-sound, four-part plan that helps builders
and realtors appeal to women in a new, exciting way!

Compeiling national ads with your name and address to sell women on seeing your Woman's Touch homes!

These convincing ads, in Woman's Day, read by over 4,000,000 homemakers, and Family Circle, read by over 3,600,000 homemakers—your best prospects—tell them why your homes are truly designed with women in mind.

Big, idea-packed sales promotion package to help you turn home-lookers into home-buyers!

A collection of selling aids beamed at the woman. Personalized tract brochures, newspaper-ad mats, tract signs, in-house display signs, radio commercials, publicity, promotion calendar...to help make this program work wonders for you.

A brochure of Woman's Touch home feature ideas to give your homes extra sales appeal!

A world of wonderful ideas, selected by the editors of leading magazines like Vogue, Woman's Home Companion, McCall's, Living for Young Homemakers, Better Homes & Gardens, Parents' and many others...all yours to use in your model homes.

AND...a national award competition for builders: awards for 10 top home feature idea awards! (See coupon.)

more families buy

LENNOX

world leader in all-season air conditioning for the home

© 1957 Lennox Industries Inc., heating and air conditioning, founded 1895; Marshalltown and Des Moines, Iowa; Syracuse, N.Y.; Columbus, Ohio; Ft. Worth, Texas; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto, Montreal, Calgary.

FOR INFORMATION—MAIL THIS COUPON TODAY!

LENNOX INDUSTRIES INC.
Merchandising Dept. AB-2
Marshalltown, Iowa

Please send me information about the Woman's Touch program, including details of the Woman's Touch model home promotion package, and your national competition for home-feature idea awards.

NAME __________________________________________________________________________
FIRM __________________________________________________________________________
ADDRESS _______________________________________________________________________
CITY ___________ ZONE ___________ STATE ___________

FEBRUARY 1957
4 NEW PRODUCTS

“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!


NEW! COMPLETELY ASSEMBLED CLOSET FRANT—Just set in place. Doors operate on strong aluminum track (top & bottom). Nylon pivot bearings and guides for quiet lifetime service.

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.

A DISAPPEARING STAIRWAY FOR EVERY NEED

- Precision Standard
- Precision Deluxe
- Precision Super Deluxe
- Precision Electric

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

NEW PRODUCTS

BATHS & PLUMBING

Built-in Kleenex dispenser handy for bathroom

Here's a handy sales plus for the bath. The chrome-finished Kleenex box is designed to slip into a 2" deep wall recess, nails easily to stud. Holds a standard 11 x 5 in. box of Kleenex tissue. Price $1.25. Kimberly-Clark Corp., Dept. AB, 919 N. Michigan Ave., Chicago 11, Ill.

Circle No. 2076 on reply card, p. 156.

Cellar drainer with double pole switch introduced

An all-new deluxe brass upright cellar drainer with exclusive double pole switch has been added to the Rapidayton line of the Tait Mfg. Co. Sturdily constructed, this heavy-duty switch has double poles which act as two switches operating independently side by side. It is designed to insure unusual dependability, automatic operation, and long life. In addition, this drainer has a corrosion-proof brass rod. $69.95. Tait Mfg. Co., Attn. R. E. Stewart, Dept. AB, 500 Webster St., Dayton, Ohio.

Circle No. 2077 on reply card, p. 156.
a MUST... in every modern HOME!

the MOSLEY Television Lead-in Wall Plate Socket!

Now—more than ever, MOSLEY AC/TV Wall Plate Sockets are a true necessity in today's modern home building! Complete mobility of TV set assures the buyer of versatile arrangement of furnishings in the new home. MOSLEY Wall Plate Sockets permit plug-in connection of TV set to antenna in several locations throughout the home. Any room can become a TV room...

Decor styling and low cost assure you sales appeal that will turn a prospect into a buyer!

Type AC-1PK.
List Price $1.87
Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In brown or ivory. Other types available.

Low Cost! Easily installed to meet electrical codes! Decor styling to harmonize with existing wall plate! TV engineered for efficient performance!

MOSLEY TV Wiring accessories are available coast-to-coast. Write for name of your nearest supplier.

Only BESSLER has the BIG MODELS to meet your specific needs!

AS LOW AS
$53.00 LIST

Generous Trade Discounts!
Write for Free Catalog and Wall Chart

FREE CATALOG AND WALL CHART

BESSLER DISAPPEARING STAIRWAY CO.
1900-A East Market St., Akron, Ohio

W. H. MAZE Company
PERU 3, ILLINOIS PHONE 298
FOR EXAMPLE: The Windsor

These fast-selling Hodgson Houses are being handled by Strathmore, Inc., Builder-Developers, So. Windsor, Conn.

ATTENTION

New England, New York and New Jersey Builders!

Write or phone us for interview with one of our trained builder-contact representatives. He will explain all phases of our operation and details of our

1957 HODGSON "Builder Assistance Program."

Hodgson Houses meet all FHA, VA requirements and local codes.

Hear us on N. E. Council Radio Serial "THE NEW ENGLAND ADVENTURE."

Prefabrication at its Finest Since 1892

Hodgson Houses, Inc.
Dover, Mass., Tel. Dover 8-0057
N. Y. Sales Office - 730 Fifth Avenue - Circle 7-1691

You save hours on every job

with ONAN portable ELECTRIC PLANTS

When you can't use motor-driven tools you lose profits fast. An Onan Electric Plant gives you plug-in electricity anywhere, 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.

WRITE FOR FOLDER SHOWING PORTABLE MODELS

D. W. ONAN & SONS INC.
2515 University Ave. S.E. Minneapolis 14, Minnesota

American Builder New products

TOOLS & EQUIPMENT

Fork truck has center control, electric power

A new electric-powered, stand-up, center control fork truck with a 10,000 lb. capacity is being marketed by Elwell-Parker. The RT-10 features front wheel drive, rear wheel steer, a travel speed of 4.5 mph without load, 4 mph with load. Contactor control, direction and acceleration in a single control lever. Price: $10,675. From Elwell-Parker Electric Co., Attn. Everett Sparks, Dept. AB, 4205 St. Clair Ave., Cleveland 3, Ohio.

Circle No. 2078 on reply card, p. 156.

Elevating tailgate adds use to small trucks

The "Jiffy-Lift" elevating tailgate for pick up and express truck bodies is an all steel, ramp-type elevating tailgate with a capacity of 600 lbs. Features simple lifting mechanism with ball bearings throughout permitting driver alone to load and unload heavy articles. Comes completely packaged, ready to install in about two hours. Adds ease and maneuverability to truck body with simple installation of one unit. Price: $229.50 if delivered east of Rockies. From Midwest Body & Mfg., Attn. C. E. Ashley, Dept. AB, Paris, Ill.

Circle No. 2079 on reply card, p. 156.
FINISH IT and SELL IT FAST

WITH
Shakertown
GLUMAC
UNITS

Tap home the last colored nail and sell the house! No touch-up staining to do... just nail the Glumacs in place and the job is done. Glumac units may be applied in any weather. Make more profits with lower labor costs... start using Glumacs today!

Famous Glumac units come in 12 beautiful factory-stained colors with matching colored nails. 46 3/4" long... they save up to 70% on installation time. Permanently bonded to all-weather asphalt impregnated insulation board.

Write for Your Builders "Bell Ringer" Program

THE PERMA PRODUCTS COMPANY
20310 Kinsman Road
Cleveland 22, Ohio

Please send me your "Bell Ringer" Program...

Name: ______________________________________
Address: ____________________________________
City: __________________________ State: ________

Please send me your "Bell Ringer" Program...

Address: ____________________________________
City: __________________________ State: ________
K&M "NU-GRAIN" ASBESTOS SIDING SHINGLES

Check SWEET'S LIGHT CONSTRUCTION FILE.
See your K&M distributor or write directly to us. Information also available on K&M Roofing Shingles.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA
Savings on labor and paint make pine plywood best cabinet material

Savings on painting and labor, and the extra satisfaction it gives make Weldwood Old Craftsman Pine Plywood the material for built-ins and cabinets. Weldwood Pine produces less edge-splintering, needs less sanding, and actually needs less paint to cover. It's strong, easy to work, stays flat!

Weldwood Old Craftsman Pine Plywood has another advantage: it's made with exclusive, mold-resistant L-1R glue. And Weldwood Pine even exceeds the Pine Plywood Commercial Standards. Whether you build your own cabinets, or have them made, insist on Weldwood Pine Plywood for extra quality at no extra finished cost.

In laboratory test, unexposed side of the Weldwood Fire Door was 650°F cooler than hollow metal fire door tested in same conditions.

Wood-faced Fire Door protects against flame and heat

Now you can have a fire door which combines the beauty of handsome hardwood surfaces and the protection against fire and destructive heat that's so necessary in homes, hospitals, schools, institutions and commercial buildings. For the wood-faced Weldwood Fire Door has a core of Weldrok—a lightweight mineral material that's incombustible.

Weldwood Fire Doors come with birch, mahogany, walnut or other hardwood faces; doors carry the UL label for class "B" and "C" openings. Furthermore, they're guaranteed against warping, twisting and manufacturing defects for the life of the installation. And that includes all labor costs of hanging and refinishing involved.

Weldwood Fire Doors are available in 15 sizes from 2’4” x 6’8” to 4’ x 7’; thickness: 1 3/8”. Vision panel openings available: 10” x 10”; 8” x 12”.

TOUGH OVERLAI D PLYWOOD SIDING SAV ES INSTALLATION TIME AND COST

New Duraply plywood has a special overlay that requires less paint to cover and resists paint blisters. Duraply also ends most serious checking. Duraply panels can be installed over studs with no sheathing, where local building codes permit. And Duraply lap-cut siding, in 12” and 16” widths, means less courses to close in a house. Lap-cut Duraply has furring strips pre-attached and back-up wedges are included in every carton. Duraply is completely weatherproof, easy to work. And it's one of the easiest ways to build a better house... and save money.
**Versatile Economical Popular**

A remarkably versatile material, adaptable to every building type, large or small. Proven by three generations to be economical, and recognized today as the most popular, most desirable of all building materials. Follow the lead of builders who know—use Indiana Limestone.

**MAIL COUPON TODAY**

- **LOVEVE, INDIANA**
- **AL? LIMESTONE**
- **Sri" INSTITUTE**
- **Dept. AB-27, Bedford, Indiana**

YES, send me the free colorful brochures now available:
- "INDIANA LIMESTONE — When You Build a Home"  
- "INDIANA LIMESTONE — When You Build a Church"

---

**New products**

**TOOLS & EQUIPMENT**

**Drive tool fastens to concrete, masonry, steel**

Hand fastening tool which can fasten to concrete or steel now marketed by Omark Industries. Tool concentrates force of hammer blow in head of special hardened steel drivepin held securely in tool. Omark Hammer Drive has plastic-covered tool body and driving ram. Plastic washer holds pin steady while pin is being driven into concrete or other material. Price: $23.95 for tool hammer plus metal kit box. From Omark Industries, Attn. Lynn H. Hall, Dept. AB, 5001 S. E. Johnson Creek Blvd., Portland 6, Ore.

Circle No. 2080 on reply card, p. 156.

**New machine sharpens circular saw blades**

A new saw sharpening machine for circular blades ranging from 1-inch up to and including 2-inch diameters is now available. The complete Treyco Model SP-160 Sharpener includes grinding stand with oil-less bronze bearings, two 6-inch grinding wheels, V-belt, adjustable mounting base, 1/2 HP motor and instruction manual. Can be used either on-the-job or in shop. Price: $64.95, complete with motor. Treyco Products, Attn. Albert F. Lotz, Sr., Dept. AB, 149 Longmeadow Rd., Buffalo 23, N.Y.

Circle No. 2081 on reply card, p. 156.

**Light duty hoist tower takes loads to 2,000 lbs.**

Designed to operate under loads up to 2,000 lb. for heights up to 50', the Bil-Jax material hoisting tower assembles with standard parts, with frames and braces in a variety of sizes to fit those already owned. Bil-Jax, Incorporated, Department AB, Post Office Box 38, Archbold, Ohio.

Circle No. 2082 on reply card, p. 156.

---

**LOOKING FOR**

**LOW COST FIBERGLAS PLASTIC PANELS with NO SACRIFICE IN QUALITY**

... then you want **SHEN-O-LITE**

— in quality

THE LEADER — in beauty

— in service

Flat and corrugated panels in various lengths and widths for sky-lighting, sidewall lighting, office partitions, patio roofs, breezeways, awnings, etc. Flat panels for glazing. A variety of pleasing colors.

Meets Government Specifications

Wire—Write—Phone

Shenango Crafts, Inc.
West Middlesex, Pa.
Phone LA 8-3659

---

**LEARN TO ESTIMATE**

You can estimate building construction costs quickly and accurately, and bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or too low?". Become a successful building contractor by devoting some spare time to the study of our estimating course.

**WHAT WE TEACH**

We teach you to read plans, list and figure the cost of materials, estimate the costs of labor, and the other things that you need to know to bid a construction work with confidence. The labor cost data that we supply is not vague and theoretical—it is specific, complete, and accurate —it gives you the actual cost of labor required to do work in your location at today's wage scales. We teach you to prepare estimates complete in every detail.

**OUR GUARANTEE**

Best of all you don't need to pay us one cent unless you decide that our course is what you need and want. We will send you plans, specifications, estimate sheets, cost data, and complete instructions for ten days study, so that you can see for yourself what this course can do for you. Mail the coupon today—we will do the rest.

**CONSTRUCTION COST INSTITUTE**

Dept. A257—Box 6788
University Station—Denver 10, Colorado

Send me your course on how to estimate building construction costs for ten days study. If I decide to keep it, I will send you $19.75 (payable in two monthly payments) as full payment. Otherwise I will return the course, and there is no further obligation.

Name:
Address:
City Zone State:
FREE LITERATURE
Write for free descriptive folders on Ro-Way Overhead Type Doors. Indicate whether interested in commercial, industrial or residential models.

If it's extra height you need in commercial doors—or extra width—there are Ro-Way models specially designed to fill the bill.

And high or wide, they're handsome. The clean lines of any Ro-Way overhead type door blend neatly into your modern building designs and combine smart appearance with utility.

Ro-Way doors are brutes for punishment, too. They're engineered to keep their perfect balance and snug fit even after years of heavy duty action. That's because they're made from carefully selected lumber and smooth, durable Masonite® Dorlux® panels... because mortise and tenon joints are both glued and steel doweled... because Taper-Tite tracks and Seal-A-Matic hinges are specially designed for easy opening and weather-tight closing... because they glide quietly on ball bearing rollers with Double-Thick Treads... because spring power is individually matched to the weight of each door... because the heavy-gauge hardware is both Parkerized and painted for maximum rust prevention.

Specify Ro-Way doors for your next commercial, industrial or residential building. They come in standard and special sizes to meet any design problem.
Motels make B & G Hydro-Flo HOT

WITT'S END
HOT WATER HEAT • TELEVISION
MOTEL
NO VACANCY

South View
Motel
Sorrry No VACANCY
1 GROOMS HOT WATER HEAT

MERLENE
Motel
RADIANT HEAT
COM RATES
NO VACANCY

SUBURBAN
Motel
HOT WATER HEAT
AAA T-V

ONLY WATER OFFERS ALL 5
- Comfort heating
- Summer cooling
- Hot faucet water
- Zone control
- Snow melting

Everything for heating and

B&G Flo-Control Valve
Permits use of single main—cuts piping cost.

B&G Monoflo Fitting
Helps keep indoor temperature uniform.

B&G Relief Valve
Protects boiler against excessive pressure.
WATER HEATING the key to full occupancy

Mr. Builder, these signs should give you something to think about! Motel owners everywhere make a strong point of "Radiant Hot Water Heat" as the final luxury touch to today's fine motor court accommodations.

The same features which make forced hot water heating alluring to travelers can be applied as a distinguishing mark of genuine quality to your homes!

B&G Hydro-Flo Forced Hot Water Heating offers all the superior comfort advantages of radiant heat. Sunny warmth so smoothly controlled that every change in the weather is met with a corresponding change in the heat supply. No over heating—no under heating—no drafts—no fuel waste! And a year 'round supply of hot faucet water—always plenty for automatic washing appliances.

Now add these plus values, which can be included when building or at any time thereafter...zoning for different temperatures in different parts of the house...snow melting...and summer cooling in a manner which makes no compromise with the best in heating.

Builders of homes in every price bracket are capitalizing on the distinction offered by the B&G Hydro-Flo System. Your local B&G Representative will be glad to give you full information.

cooling with water

B&G Package Water Chiller for summer cooling systems.

B&G Booster Pump is the key unit in a B&G Hydro-Flo System. Quiet, dependable, long-lived...over 2,000,000 have been installed to date.

BELL & GOSSETT COMPANY
Dept. ER-11, Morton Grove, Illinois

Canadian License: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto, Canada

FEBRUARY 1957
**ROTO-GLO**
MERCHANDISING HELPED US
SELL 100 HOMES IN 60 DAYS

The Suburbanite 
Lincoln, Nebraska
Architect: Unthank & Unthank

Strauss Bros. of Lincoln, Nebraska aimed for quick sales. And Roto-Glo quiet switches helped them roll up a record!

Strauss specified Roto-Glo, not only because it's a top-quality switch, but because the largest national advertising and merchandising campaign in wiring device history pre-sold their home-buying public on Roto-Glo. And for only a few cents more per switch, Roto-Glo gives a touch of luxury in every room. Whisper quiet, glow-in-the-dark knobs, Roto-Glo is designed for quick, economical installations.

Here are some of the P&S merchandising aids Strauss Bros. used to cash in on Roto-Glo popularity. Eye-catching mobiles, display cards, and switch tags... all were used to tie in Strauss Bros. homes and P&S advertising.

To learn how you can cash in on Roto-Glo advertising... for your FREE supply of merchandising aids, see your wholesaler or write us direct to Dept. AB-7.

PASS & SEYMOUR, INC.
SYRACUSE 9, NEW YORK

MAKE THE COMPLETE JOB COMPLETELY P&S

**SAFETY & SOUND**

Heating system used to pipe music through house

Alsto has announced a central entertainment system that feeds sound from records, T.V. or radio into a warm air heating system. "Registered Music" is installed by running wire from sound location to a specially developed electronic speaker attached to plenum chamber or dome of warm air heating system or air conditioning ducts. Heat-resistant speaker broadcasts true-fidelity sound into heating system and out through warm air registers throughout house. System, including speaker, steel mounting case and transmitter wiring lists at $37.50. Alsto Co., Attn. M. Gardner, Dept. AB, 4007 Detroit Ave., Cleveland 13, Ohio.

Circle No. 2083 on reply card, p. 156.

New model doorchimes double as dinner chimes

Rittenhouse Company's "Precedent" model is an eight-note electric door chime. Has solid, brushed brass chime tubes, suspended from hand-burnished walnut block. Comes with decorative xylophone-type mallet permitting chimes to be used for dinner call or other household purposes. Available complete with timer and transformer or without. Rittenhouse Co., Attn. J. P. McCarthy, Dept. AB, Honeoye Falls, N.Y.

Circle No. 2084 on reply card, p. 156.

Range hood has blower, light and intercom

A range hood with blower, light and vent pipe plus a five room-to-room front door music and intercom system is built into one compact unit. In copper, aluminum and white, 36 to 42" wide. Price: $99.50 to builders. C & H Supply Co., Dept. AB, 1620 Manufacturing Street, Dallas, Texas.

Circle No. 2085 on reply card, p. 156.
more and more builders are saying:

Wrought Steel Butts Cat. #2240

"Let's use GRIFFIN® in Our Houses"

Here's the "dependable line of hinges to use in all light construction work"... that's the trade's way of saying, "We like to buy and use Griffin products."

A full line of wrought steel butts and all shelf hardware. Send for new catalog sheet on our #540 Builder's Special.

GRIFFIN®
"since 1899"
MANUFACTURING CO. ERIE, PA.

TRY ONE ON YOUR NEXT MODEL HOME

NEW PACKAGED CUPOLA KIT
Large size Cupola, (30" high, roof 23" sq., base 19" sq.) complete ready to assemble. Couldn't be scratch built for less than $75 - yet your cost is less than 1/4 of this figure. Can be used for ornamentation or as a roof ventilator.

WEATHERVANES to go with Cupola. Mfrs., Reps., Desirable territories open. Write.

Wrought Iron Weathercans to go with Cupola.

WILLIAMSBURG BLACKSMITHS
BOX 203 WILLIAMSBURG, MASS.

"Building line squeeze a breeze for my Berger convertible"

"We constructed this one-family house on a particularly narrow lot and zoning regulations left no margin for error on the side yards. But my new Berger Convertible hit it 'on the button' - just as it has on all our jobs. We use our Berger to stake out the foundation, check the footing level, set up grade lines, check grade levels for septic tank systems and many other jobs. I find the Berger particularly easy to set up. It's a fact that our accuracy in measuring and our savings on labor have long since paid for its cost."

That's because the Berger Convertible is built for builders. The new, ultra-sharp 22 power 10 1/2" erecting internal focusing telescope gives you a crisp, clear image over long sights as well as at distances as close as three feet. Rugged brass and bronze construction - dust protected leveling, clamp and tangent screws - it takes the bumps in the field and stays on the job without time lost for repair.

Why the new Berger Convertible with
3-ft. short focus is the best buy...

TELESCOPE:
Short focus 3 feet; bronze; erect image; power 22 diameters; diameter of objective 35 mm.

OPTICS:
Coated - brilliant, clear image

FOOT PLATE:
Forged brass; trivet integral

Yoke Frame:
Cast bronze

Horizontal Circle:
Forged brass, with double vernier reading to five minutes

Vertical Arc:
With double vernier reading to five minutes

Leveling Base:
Four screws; nickel silver leveling screws with cold and heat-resistant heads

Spindle:
Forged steel

Shifting Piece:
Forged brass; to shift instrument without resetting tripod

Positive Locking Mechanism:
Converts instrument from transit to level with ease and speed and stays in adjustment at all positions

Plate Level:
In addition to telescope vial; for easier, better leveling control

Case:
Mahogany transit case

Tripod:
Straight grained, kiln dried white ash

Instruction manual for layout and instrument use.
Instrument, complete with mahogany transit case, tripod, plum bob, sun shade... $219*. Write for literature on the Berger Convertible, our 12" Dumpy Level, Service Transit-Level and Duplex Level. And ask about our Engineers' Transits and Levels.


FEBRUARY 1957
“Red End” X-46 FOLDING WOOD RULES
OFFER ALL THESE ADVANTAGES

- BRIGHT RED SEALED ENDS... YOUR GUARANTEE OF QUALITY
- EXTENSION SLIDE FOR INSIDE MEASUREMENTS
- EXTRA-STRONG, EXTRA-THICK HARDWOOD SECTIONS
- PATENTED LOCK JOINTS TO ELIMINATE END PLAY
- LONG WEARING PLASTIC FINISH

A rugged rule for hard day-after-day use. Graduated 6-inch brass slide permits accurate inside measurements. Precision built slide runs in T-slot with stop at each end. Extra-thick straight grained hardwood sections are more rigid. Patented triple-locking spring joints eliminate “end play” and maintain accuracy. Graduated brass end caps are set flush. Solid brass strike plates prevent wear on markings. Bold markings are embedded in the wood. Clear plastic protective coating. With or without folding end hook.

BUY LUFKIN TAPES * RULES PRECISION TOOLS from your hardware, lumber or tool dealer

THE LUFKIN RULE COMPANY
SAGINAW, MICH.
NEW YORK CITY
BARRIE, ONTARIO

One installation will convince YOU

Specify a Broan range hood for one of your next homes. Note how the reversible, removable top plate with rectangular and circular knock-outs is ready made for steel or wood cabinets. No extra cutting or fitting is involved. Then choose from three ventilating systems available — all made by Broan — the blower or fan that best meets the requirements of the job. Next examine the rich beauty and fine craftsmanship of these versatile hoods and see for yourself the full flood lighting, and the five push-button controls that are eye high and at arm’s reach.

This one experience will convince you that your kitchen will be better, your costs lower, your customers more satisfied. Try it and see. Write for the name of the Broan distributor nearest you and for a fully illustrated specification bulletin.

Broan MANUFACTURING CO., INC.
Specialists in Quality Ventilating Equipment for 25 Years near Milwaukee

Fiberglas cover protects residential meters

Protection for gas meters is offered by Meter Dome. The A-2 model shown here is of one-piece, neutral tan fiberglas with a perma-sealed reading window plus insect-proof, non-fog, screened ventholes. Dome, which can be easily painted to match background will hold up to 425 cu. ft. meters. Model A-2 slips on or off easily with flanges slotted at each corner for screws. Price: $17.50 net, fob Hebron, Ohio. Information from Buckeye Supply Co., Attn. Smith P. Astorg, Dept. AB, P.O. Box 1231, Zanesville, Ohio.

Circle No. 2086 on reply card, p. 156

Decorative railings lend beauty and elegance

Trey aluminum railings, a new product for residential and commercial use, now bring decorative railings into the price range of all. Maintenance free, the railings feature a fastening device which eliminates the need for welded joints, thus making assembly and installation simple. All can be assembled with a few tools in a matter of minutes. Trey porch railings created by engineers for beauty as well as for practicality, feature many light and airy designs and styles. Custom initial and scroll designs also available. Trey Products, Inc., Attn. Mr. Charles Lazin, Dept. AB, 21711 Republic Ave., Oak Park 37, Michigan.

Circle No. 2098 on reply card, p. 156
NEW
AIR-JET "B" VENT

A Superior Gas Chimney!

EXTRA STURDY New design and special construction assure extra strength and rigidity.

NOW .

The new "B" VENT makes Air-Jet the most complete packaged chimney line.

Vent pipes available in diameters of from 3" to 12". Both oil and gas models Air-Jet chimneys available with decorative top housings.

SAVE WAREHOUSE SPACE

New "B" Vent Gas Chimney Plus All-Fuel Chimney Now Offer You

A COMPLETE LINE OF PACKAGED CHIMNEYS FROM ONE SOURCE!

YOUR CHOICE OF 8 SMART TOP HOUSINGS

Write:
GENERAL PRODUCTS CO., INC.
FREDERICKSBURG, VIRGINIA

Mount the quarter-yard hydraulically operated HOPTO on any one and a half ton or larger truck! Give a good, non-skilled worker a couple of hours to familiarize himself with the four simple hydraulic controls. Then turn HOPTO loose on your toughest job. You'll be profitably amazed at the amount of work done by this fast-cycling, 200° swing unit! Hydraulic outriggers quickly stabilize HOPTO with a firm operating base. Heavy-duty HOPTO bites into blacktop, roots and other pick and shovel obstructions keeps schedules rolling!

DOES THE WORK OF 16 MEN ON 101 JOBS!

HOPTO digs 11' deep, loads in highest truck. Special dipper stick extension tilts bucket thru 180° digs straight-sided, square-cornered holes! Here's the hired man that never gets tired or fired! HOPTO is the low-cost, heavy-duty unit you can mount on a truck already "written off" and have a mobile shovel, crane at lowest equipment investment!

A wide variety of backhoes and shovel buckets adapts HOPTO to your exact requirements!

CHOICE OF MODELS

HOPTO is available in two additional models for truck mounting. Units for wheel or track-type tractor mounting as well as complete wheel and track-mounted units, a power take-off and a self-powered trailer model. Available with 24 G.P.M. or 36 G.P.M. hydraulic system.

Write for complete information and name of nearest dealer

BADGER MACHINE CO.
WINONA, MINNESOTA • DEPT. 23
ALL NEW DESIGN!
Simple...Foolproof...Low Cost
1500 WATT HOMELITE GENERATOR

As easy to move as an electric hand saw!

1. New Money-Saving features...No DC brushes; just two easy-to-get-at collector ring brushes...No commutator or DC windings...No intermediate couplings; armature keys directly to shaft. Fewer parts to wear out — longer trouble-free generator service.

2. Constant Voltage...less than 4% change from no load to full 1500 watt capacity...assures long service life for your electric tools...guarantees top performance at all times.

3. Overload Capacity...1500 watt continuous duty with generous overload capacity prevents tool stalling under heavy loads...insures uninterrupted service even when starting loads exceed operating loads.

4. Compact and Lightweight...one man can easily carry this 90 lb. generator wherever you need electricity to power time-saving electric tools. No need for long, hazardous power-consuming cables.

Whatever tools you want to operate — electric saws, drills, floodlights, grinders, belt sanders, hammers, — the new Homelite 35A115 generator can save you money. For a free demonstration or additional information, call your nearest Homelite representative, or write:

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

Ask your Homelite representative to show you how this easily-installed accessory reduces engine wear...increases service life...cuts fuel consumption.
Full Line of Carryable Construction Equipment Now Offered by Homelite

Carryable Diaphragm Pump ... This self-priming, 120 pound diaphragm pump will handle water in the thickest sand, muck, or mud. Capacity: 5,000 g.p.h. Size: 3". Complete line of centrifugal pumps are also available in sizes from 1 1/2" to 3".

American Builder New products

Rubber control joint for masonry walls

Greatest advancement in structural supports in the past 50 years

One size does the job on 6", 8", 10" and 12" joists

Sun control with canvas draperies of any size

Shade is economically provided with draperies of versatile canvas. Can be designed in any shape or size, and are available in many colors. Feature low initial cost and upkeep. Mildew, water and fire-resistant treated. Canvas Awnings Institute and Nat'l Cotton Council, Dept. AB, P.O. Box 9905, Memphis 12, Tenn.

Chain Saws For Every Job ... Now you can choose from a full line of lightweight, powerful Homelite chain saws. From 1/2 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.

FEBRUARY 1957
Orange Label SISALKRAFT means Low Cost Protection

More and more builders are finding tough Orange Label Sisalkraft the ideal protective material for construction "in process." It's economical in first cost! It can be used over again! It takes abuse — stands up! Try it on your next job! Available in rolls 3' to 8', "blankets" in any size! Most every lumber and building material dealer stocks quality Sisalkraft products.

American SISALKRAFT Corporation
Chicago 6 - New York 17 - San Francisco 5

Other products in the SISALKRAFT LINE
Orange Label Sisalkraft — Waterproof, reinforced building paper
Sisalkraft Moistop — Permanent vapor barrier
Sisalkraft Vaporstop — Rot resistant vapor barrier
Copper Armored Sisalkraft — Electro sheet copper for concealed flashing and waterproofing
Sisalation — Reflective insulation and vapor barrier
Sisalite — Pure polyethylene film
Sisal-Glaze — New plastic glass replacement
WHAT YOU SHOULD KNOW about WHITE POCKET LUMBER

1. White pocket—or white speck, as it is sometimes called—is caused by a fungus which dies when the tree is sawn into lumber.

2. White pocket has never been known to grow or spread in lumber.

3. White pocket is no more harmful than any other characteristic permitted in a particular grade of lumber.

4. White pocket is found primarily in old-growth timber. Most pieces containing it are high-line pieces.

NEW FULL-COLOR BOOKLET!

The latest information on white pocket lumber is now available in an 8-page booklet. Facts and reports by the United States Forest Products Laboratory furnish a background for full color photographs illustrating recommended uses for this lumber. Mail coupon below for your free copy.
Assembly-Line Pouring with Symons Wide Panel Forms...

F&S Construction Company, Phoenix, Arizona, is converting 615 acres of farm land, northwest of Chicago, into one of Chicago's largest private suburban housing projects. 1,350 homes in the $15,500 to $17,900 price range are planned.

Symons Wide Panel Forms were used on the 265 homes already erected. Seven sets were used over 35 times in the assembly-line pouring. Also, approximately 6,000 square feet of Symons Forms in 2' x 6' and 2' x 8' sizes with fillers, were used to construct the sewage system for the development.

Our engineering staff is experienced with all types of forming and will furnish complete form layout and job cost sheets on your form work—at no charge or obligation. Our salesmen give advice on form erection, pouring and stripping methods.


Rudy Gasten is resident manager for F&S and George E Steele is general superintendent.

Catalogs and Additional Information on FORMS Sent on Request
to increase the sales appeal of the homes you are building... have your plumbing contractor install Streamline copper tube and fittings for drainage plumbing.

Have you noticed how so many home-buyers are today looking at all the details in any home they consider? That's why an all-copper drainage system—particularly one of Mueller Brass Co. Streamline tube and fittings—adds to the salability of a house. Prospective home-buyers all seem to know that a copper system is practically clogproof, and that since it is rustproof, as well, it's a lifetime drainage system which is leakproof and trouble-free. In addition, they like the look of copper and it can clinch a sale for you.

It costs a little more, but the extra cost of a drainage system of Streamline tube and solder-type fittings is negligible when you compute its practical advantages*. It also reflects the care which you have spent on the entire construction. Jobs go faster, so have your plumbing contractor install Streamline tube and fittings for both drainage and supply... you'll be money ahead.

There are easy-to-install Streamline pipe and fittings for all plumbing requirements. Send today for Kit Number 15. It provides real help in planning an all-copper drainage system for your next job.

MUELLER BRASS CO.
PORT HURON 10, MICHIGAN

See our catalog in Sweet's Architectural File

FEBRUARY 1957
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.

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

American Builder
Marketing Directory & Technical Guide

Catalogs...

Still more about prefabs
...This section on prefab catalogs starts "up front" on page 84.
To get the information you want, use the reply card, page 156.

Variations Possible with five basic models are shown in literature available from United States Steel Homes, Inc. Houses are designed for two or three bedrooms and over 100 exterior appearances. Material shows both exteriors and interiors in color and also gives flexible floor plans. United States Steel Homes, Inc., Dept. AB, New Albany, Ind.

Circle No. 2013 on reply card, p. 156

LOUISIANA

Crawford Presents an extensive 27-page catalog covering homes ranging in size from 650 to 4,000 sq. ft. and priced from $7,000 to $50,000. Eleven models are given with exterior photos and floor plans, as well as four pages of interior photos, information on construction, servicing and financing. All basic plans are reversible and available with many exterior variations. Crawford Corp., Dept. AB, Baton Rouge, La.

Circle No. 2014 on reply card, p. 156

MARYLAND

Distinctive Homes are presented in a 30-page catalog by R. H. Best, Inc. Best Custom built homes are designed in conventional, Cape Cod, rambler, split level and contemporary styles. Rooms range from 4 to 14. Plans are reversible and variable as to placement of partitions. Homes built from individual plan or design. Also available is brochure with prices and details. R. H. Best, Inc., Dept. AB, 1545 Rockville Pike, Rockville, Md.

Circle No. 2015 on reply card, p. 156
Sensational Spring offer saves you $14.00

Famous Porter-Cable Model 136
3" BELT SANDER
Regularly 69.50
PLUS Bench Stand with miter gauge—Regularly 8.95
Total value 78.45
BOTH FOR ONLY $64.45

Limited time offer!
Get two quality Porter-Cable tools for a special low price of one! Buy Porter-Cable's popular 3" Belt Sander at a special low price of $64.45 and get a FREE Bench Stand with miter gauge, worth $8.95! You save $14.00 on both tools!
You'll want both of these quality Porter-Cable tools for doing all kinds of sanding jobs easier... faster... more professionally than ever! Don't pass up this terrific double value! See the yellow pages of the telephone book for name of your nearest Porter-Cable dealer—or use coupon for complete information. (Offer expires March 31, 1957.)

Porter-Cable Quality Electric Tools

saws • belt sanders • finishing sanders • drills • routers • planes

In Canada: write Porter-Cable, Ltd., Box 5019, Ont., Canadian prices slightly higher.
Grant Folding Doors

make home values grow!

and no wonder! No folding door on the market can duplicate the many fine selling features of the Grant Folding Door!

- a real door that folds
- solid, ½” thick hardboard core
- finely textured vinyl fabric, laminated to core
- sound resistant and light-proof
- nylon carriers, aluminum track
- minimum stacking space
- “built-in” friction catch
- a variety of colors in a wide range of sizes
- designed by nationally famous Paul McCobb

Grant assists you with its greatest array of sales aids and most extensive program of consumer advertising ever! Write for your copy of the Grant Folding Door Reference Manual.

Outstanding single source for sliding hardware!

Grant
PULLEY AND HARDWARE CORPORATION
31-63 Whitestone Parkway, Flushing 54, N. Y.
944 Long Beach Avenue, Los Angeles 21, Calif.
Yes, builders and masons agree that Bennett Fireplace Products solve their fireplace construction and cost problems.

And, best of all, once the job is done the owner is happy about its performance and easy operation. The finished fireplace costs less. Smoke-free construction is guaranteed. The exterior of the fireplace is more beautiful. Extra heat is there when needed... and there are no cold floor drafts.

WRITE FOR THESE BENNETT CATALOGS
Ask for Form VC-133 for information on Benefire. The rest of the big Bennett line is covered in Catalog VC-100.
Write to Bennett-Ireland Inc., Dept. C, Norwich, N.Y.

See your LOCAL BENNETT SUPPLIER for full details and low prices on the new Benefire, Beneform, and the complete line of dampers, ash dumps, grilles, grates, lintels, etc.
Catalogs...

Smart Living is illustrated in a full color brochure by Precision Built Homes, Inc. Shows the elevation and the floor plans of 13 different homes for 1957. Two-, three- and four-bedroom models of advanced design and quality construction, yet geared for economy. Brochure shows choice of many exterior finish materials. Precision Built Homes, Inc., Dept. AB, Baltimore 8, Md.

Circle No. 2016 on reply card, p. 156

MASSACHUSETTS

New for 1957 are the homes depicted in Hodgson Houses' 20-page catalog. Illustrates contemporary, ranch and traditional as well as the popular split level designs. Includes floor plans showing spacious room sizes and arrangements to meet individual living requirements. Also given is a specification sheet. Hodgson Houses, Inc., Dept. AB, Abner, Mass.

Circle No. 2017 on reply card, p. 156

Modern Trend ranch house is described in a brochure from Pre-Bilt Construction, Inc. This two-bedroom model is designed for convenient room layout. Exterior, floor plan, and specifications given. Material also available on other models, cottages, and garages. From Pre-Bilt Construction Inc., Dept. AB, Box 344 State Road, Rt. 6, North Dartmouth, Mass.

Circle No. 2018 on reply card, p. 156

Homes with Built-In expansion are described in literature from Techbuilt, Inc. A unique characteristic of these models is their flexibility. Interior space can be subdivided to suit the individual. Material includes interior and exterior photos as well as floor plans with numerous variations. From Techbuilt, Inc., Dept. AB, 1692 Massachusetts Ave., Lexington 72, Mass.

Circle No. 2019 on reply card, p. 156

MICHIGAN

Modern Homes offers descriptive material on their complete line of "modern living" homes. Colorful folder depicts spacious interiors of two-, three- and four-bedroom models. Also lists such features as power-operated windows, extra half-baths and built-ins. Gives floor plans and the story of modern meth-
Deigert and Yerkes and Associates, architects of House and Garden's 1956 House of Ideas at Bethesda, Maryland, go on to say, "The BondWood floor looks very handsome and attracted a great deal of favorable comment. The color of the walnut is especially attractive and with the narrow strip of light maple dividing it into squares, BondWood produces a very rich effect with a pleasing modular pattern. The many comments we have had have all been enthusiastic."

BondWood's unique construction gives it an unexcelled flexibility of design. Straight or varied patterns can be achieved from the wide choice of woods available—Oak, Maple, Beech or Walnut. BondWood's varying pattern of horizontal and vertical slats makes for unexcelled stability—BondWood is easily laid in mastic over concrete or wood subfloor—with a deep, deep beauty of 5/16 inches wearing surface.

Builders and architects everywhere are discovering the sales provoking qualities of BondWood. Why not write today for a color brochure, giving full details and specifications on BondWood and the entire Harris line. See our advertisement in Sweet's.
Catalogs...

Luxury Living and budget buying are combined features of the Fleetwood model by Universal Homes, Inc., one of the popular homes described in a 33-page catalog. Literature includes numerous other models, gives floor plans and specifications as well as photos of the exteriors. Among advantages cited are distinctive styling, and high quality materials. Universal Homes, Inc., Dept. AB, 271 First St., Milan, Mich.

Circle No. 2021 on reply card, p. 156

NEW JERSEY

"Indoor-Outdoor Living" is featured in all models by Consolidated Contemporaries. In a ten-page brochure, exterior photos and floor plans are given for six different houses. Designed with three and four bedrooms in contemporary and split level styling to please the individual taste. Consolidated Contemporaries, Inc., Dept. AB, Suffern, N. Y.

Circle No. 2026 on reply card, p. 156

Quality Homes, precisioned engineered, are presented in literature from Federal Homes Corp. Advance design technique characterizes "The Stratford" a dramatic split level. Material presents seven other models. Gives material specifications, method of assembly and prices. Federal Homes Corp., Dept. AB, 21 West St., N. Y. 6, N. Y.

Circle No. 2027 on reply card, p. 156

OHIO

Modern Living is graciously depicted in Inland Homes' brochure. Outstanding value in their line is a 1,200 sq. ft. model with three ample bedrooms, large living room and spacious kitchen area. Material includes pictures and descriptions of both three- and four-bedroom homes with or without basements. Available from Inland Homes Corp., Dept. AB, P. O. Box 915, Piqua, Ohio.

Circle No. 2028 on reply card, p. 156

Brick Front Prefab home is highlighted in literature available from Dunbar Industries, Inc. This model is an example of the contemporary living design in all Dunbar homes. Features natural birch kitchen,
Dur-O-wal preserves beauty, adds structural soundness and prevents cracking.

Trussed Design
Butt Weld • Deformed Rods

**DUR-O-WAL**

Phone, wire or write Dept. 2F today for complete dealer information . . . you have a market for Dur-O-wal in your town. Act now.


install it in minutes...

a real built-in plus for your new home

Make an opening in wall between 16 Studs large enough to insert unit.

Steel flanges drilled for screws on 16 centers. Fasten into studs with screws.

**HERCULES WALL VAULT**

- Recesses into wall between 16 Studs
- Can be installed in minutes
- Heavy gauge steel—Thermo-Cel insulation
- Certified furnace-tested to 700° F. for 1 hour
- Three-tumbler combination lock

**LIST PRICE $4 625**

Special quantities discounts to builders Write for catalog

**STEEL SAFE COMPANY**

DEPT. AB, TOLEDO 6, OHIO


ARROW FASTENER CO., INC., One Junius St., Brooklyn, N. Y.

**IN A JAM?**

**GET ARROW!**

**CAN'T JAM!**

for the Builder whose Costs are Spiraling!

the beautiful new **International** oil burning **BUILT-IN FURNACE**

At a cost so low! The only built-in furnace that beautifies and sells homes by delivering its warmth to floors in every room by means of a powerful blower. (Patents now pending.)

Agents and distributors wanted

**Prices, details are yours! Write or phone today!**

**International OIL BURNER CO.**

3800 Park Avenue  •  Saint Louis 10, Missouri
Here is new beauty for all woods

**Catalogs**

**Cabot's Northern Lights Wood Stains**

Cabot's brilliant, iridescent Northern Lights offer exciting decorative possibilities for any type of wood paneling, especially etched plywood and knotty pine. Leading builders are using these unique wood stains because they

- produce different effects and varying degrees of brilliancy when viewed from different angles
- subdue or accent grain depending on the procedure used
- create a purity of tone and brilliancy of reflection obtainable in no other way

Choose from 8 unique, iridescent colors for interiors of any period.

---

**THE SUBURBIA**, a modified contemporary ranch style home with three bedrooms and a two-car attached garage is highlighted in literature available from Expan Homes, Inc. Material includes their complete line each with six different elevations. Right and left hand plans also available. Expan Homes, Inc., Dept. AB, 15411 Chatfield Ave., Cleveland, Ohio.

Circle No. 2030 on reply card, p. 156

**SPACE SAVER** and Contemporary homes presented in a full-color catalog by International Homes, Inc. This catalog illustrates the entire line of low- and medium-priced homes offered by International. Included also are construction and erection photos plus floor plans for the two-, three- and four-bedroom models. International Homes, Inc., Dept. AB, 3896 Mahoning Ave., Youngstown, Ohio.

Circle No. 2031 on reply card, p. 156

**BETTER LIVING FOR MORE families** is the purpose behind the design of Metropolitan Homes. Their latest portfolio includes a complete line, and offers builders a wide choice of elevations, and floor plans as well as exteriors, optional equipment and colors. Includes specifications and prices. From Metropolitan Homes, Inc., Dept. AB, 721 West Columbia St., Springfield, Ohio.

Circle No. 2032 on reply card, p. 156

**GEARED TO FAMILY living** is the L-shaped Midwest Elwood. Floor plan features easy movement with sleeping area and living area will defined. Brochures are available on this model as well as the complete line of two-, three- and four-bedroom homes. Exteriors and floor plans given for each model. Midwest Houses, Inc., Dept. AB, P.O. Box 334, Mansfield, Ohio.

Circle No. 2033 on reply card, p. 156

**NEW BEAUTY FOR ALL WOODS with Cabot's brilliant Northern Lights**

WGOD STAINS

Cabot's brilliant, iridescent Northern Lights offer exciting decorative possibilities for any type of wood paneling, especially etched plywood and knotty pine. Leading builders are using these unique wood stains because they

- produce different effects and varying degrees of brilliancy when viewed from different angles
- subdue or accent grain depending on the procedure used
- create a purity of tone and brilliancy of reflection obtainable in no other way

Choose from 8 unique, iridescent colors for interiors of any period.

---

**PEASE HOMES FOR 1957**, a full color 72-page catalog, illustrates 14 model houses. Details, plans, specifications and prices. Includes both exterior and interior photos of two-, three-, and four-bedroom homes and describes variations of floor plans. Available from Pease Woodwork Co., Dept. AB, 900 Forest Ave., Hamilton, Ohio.

Circle No. 2034 on reply card, p. 156

**BLENDED OF TRADITIONAL and contemporary is achieved in the "Lincolnshire" by Scholz Homes, Inc. This three-bedroom home including California contemporaries and colonials is depicted in their latest brochures. Interiors and exteriors are given as well as floor plans. Available from Scholz Homes, Inc., Dept. AB, 2001 N. Westwood St., Toledo 6, Ohio.

Circle No. 2035 on reply card, p. 156

**FEATURED in literature available from Style-Rite Homes Corp. is the most popular contemporary in their line. "The Fiesta" model is a three-bedroom model with 1162 sq. ft. plus a carport and extra storage space. This home also features dramatic open beam ceilings and is available with one floor or full basement. Material includes information on ranch style and split level homes. Style-Rite Homes Corp., Dept. AB, 659 Marion Rd., Columbus 7, Ohio.

Circle No. 2036 on reply card, p. 156

**PLANNED TO PLEASE the most discriminating tastes are the 15 homes presented in the latest brochure by Admiral Homes, Inc. Includes two-, three- and four-bedroom models of contemporary, ranch, Cape Cod, and split level styles in full color. Also floor plans as well as information on materials and construction. From Admiral Homes, Inc., Dept. AB, 300 Mt. Lebanon Blvd., Pittsburgh, Pa.

Circle No. 2037 on reply card, p. 156

**CHARTER DEPICTS an exclusive concept in home building in their 20-page catalog. Material features three-bedroom homes and includes pictures as well as both prices and specifications. Details of quality construction, such as precision-cut
Thousands of building materials wholesalers, dealers and builders themselves have discovered that Bermico boosts profits because it:

- **Comes in 8-foot lengths**
- **Is light in weight—\( \frac{3}{5} \) less**
- **Is easy handling on truck or job**
- **Is root-proof and corrosion-proof**

Truly the modern pipe for modern living, Bermico Pipe for house-to-sewer or septic tank, and Bermiseptic Perforated Pipe for septic tank disposal and drainage systems, are strong, impact-resistant, and stand up under temperature changes and soil settlement.

Made of tough cellulose fibre impregnated with pitch, Bermico Pipe comes in all sizes from 2" to 6" diameter. And only Bermico has a line of matching Tees, Wyes and Bends of the same material.

If you're looking for bigger profits, faster turnover, look into Bermico. It's widely advertised in national magazines. It's widely preferred by quality-minded home owners. For more information on modern, profitable Bermico and Bermiseptic, write Dept. BH-2, Brown Company, 150 Causeway Street, Boston 14, Mass. (Mills: Berlin, Gorham, North Stratford, N.H.; Corvallis, Ore.)
SYVTRON
Self-Rotating ELECTRIC HAMMERS

Syntron Electric Hammers save time and lower job costs drilling, cutting, chipping, sealing paint, etc. Designed and built for continuous, trouble-free operation day after day even on the toughest jobs with a minimum of maintenance. There are no gears, cams etc. to cause down time. Maintenance is low cost and simple. Available in capacities from ¼" to 2". Also available with same capacities SYNTRON Electric Hammer Drills with automatic bit rotation.

BELT DRIVEN ELECTRIC SAW

VIBRATING CONCRETE FLOATS

Take the labor out of floating concrete. Electromagnetic, low maintenance. Available in 2 sizes. 110 volt, 60 cycle.

GASOLINE HAMMER PAVING BREAKERS

2000 blows per minute for digging, tamping, busting or drilling in paving, clay, shale, rock etc. Bit rotates automatically for drilling.

Write for a complete Catalog Data — FREE

SYNTRON COMPANY
618 Lexington Avenue
Homer City. Penna.

HOME-WAY offers... BIG SERVICE for SMALL BUILDERS

Here is the ideal quality pre-fab for builder with a volume of 2 to 20 houses per year. GBH gives you personalized sales help, local advertising, individualized design and on-time deliveries. This specialized service is the reason why Home-Way houses are now sold by more small builders than ever before in our 17-year history. NOW is the time to get started. Send the coupon below and let us prove it!

MAIL COUPON FOR COMPLETE STORY

GBH-WAY HOMES, Inc.
Dept. AB, Walnut, Illinois

Tell me more about the personalized HOME-WAY dealership.

NAME
ADDRESS
CITY ZONE STATE

[ ] I am an established builder. [ ] I am interested in becoming a builder.

Catalogs

catalogs top grade lumber, and possible variety of wall finishes also given. Information from Charter Corp., Dept. AB, Conshohocken Bridge, West Conshohocken, Pa.

Circle No. 2038 on reply card, p. 156

EXPERTLY DESIGNED, precision engineered homes are presented in colorful catalog from Franklin Thrift Homes, Inc. Material features four- and five-bedroom models planned for gracious living. Interior and exterior pictures as well as floor plans are given. Mainly in the $1,600 to $15,000 price range. Franklin Thrift Homes, Inc., Dept. AB, P.O. Box 631, N. Atherton St., Rt. 322, State College, Pa.

Circle No. 2039 on reply card, p. 156

PREPARED HOMES with customized features and flexible arrangement which compare with luxurious homes many times their price, are presented in an eight-page colorful catalog by Swift Homes, Inc. Ranch style, Cape Cod and contemporary models with two, three and four bedrooms, represent their basic line. These basic homes offer a choice of three roof styles, window styling, exterior siding and exterior door styles. Swift Homes, Inc., Dept. AB, 1 Chicago Ave., Elizabeth, Pa.

Circle No. 2040 on reply card, p. 156

TEXAS ADAPTABLE HOMES described in material available from Southwest American Houses, Inc. These basic models can be modified to fit any type project. Includes pictures of twelve elevations, exteriors, and also floor plans for each. Supplies technical information including specifications. Southwest American Houses, Inc., Dept. AB, P.O. Box 16, Houston 1, Tex.

Circle No. 2041 on reply card, p. 156

WASHINGTON FARWEST HOMES offers complete literature on their new designs. These homes vary in size from 800 to 1,700 sq. ft. and include several series of two-, three-, and four-bedroom models, plus a choice of bathroom sizes. Floor plans shown are expandable. Pamphlets explain construction details and service program. Farwest Homes, West Coast Mills, Dept. AB, Chehalis, Wash.

Circle No. 2042 on reply card, p. 156
"I've used steel windows since 1938"

says William S. Phillips, Jr.

"Experience has shown that steel windows are the better bet," reports Mr. Phillips, president of Phillips & Company, of Roslyn, Va. "You don't take chances with steel windows. They're tried and proven—all the 'bugs' have been worked out.

"And because of their strength they resist damage. That's important when you build apartments. The tenants like the smooth way steel windows operate, and the owners like their low maintenance. Steel windows are the lowest-cost quality windows."

Here's what you get when you use steel windows:

1. You get the most window for the least money.
2. You get a wide range of designs, from traditional to the latest styles.
3. You get the windows that are easiest and quickest to install.
4. You get the strongest, most damage-resistant windows on the market.
5. And owners and tenants get smoothly operating sash that does not swell, warp or stick in wet weather; that allows the most sunlight and the best ventilation; that can be painted to harmonize with outside and inside trim; and that can be washed, screened and equipped with storms, all from the inside.

Bethlehem Steel Company does not manufacture steel windows, but for many years has supplied the steel window industry with the solid, specially rolled steel sections that give steel sash its unequalled strength. You'll find the manufacturers of steel windows in Sweet's.

BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS

FEBRUARY 1957
ALLITH 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

Catalogs...

FACTORYBUILT HOMES informational package offered by Loctwall Corp. Includes five models both two- and three-bedroom designs all with family rooms and spacious living rooms. Material gives exteriors and floor plans for each as well as specifications, and complete details on kitchen equipment used. Available from Loctwall Corp., Dept. AB, 16530 Highway 99, Lynnwood, Wash.

Circle No. 2043 on reply card, p. 156

BEAUTY AND INDIVIDUALITY are two of the attributes of Loxide homes described in an eight-page brochure. Material pictures over 20 models illustrating a wide variety of exteriors which are designed to suit individual tastes. Among features described are quality workmanship and economical cost. Two- and three-bedroom models shown in full color. From Loxide Structures, Inc., Dept. AB, 9994 South 19th, Tacoma 66, Wash.

Circle No. 2044 on reply card, p. 156

TREND TOWARD SPACIOUS and Better Homes is depicted in brochures from Virginia Lee Homes, Inc. Outstanding is the "Mercerwood" model. Of Early American styling, this home creates a spacious effect and illustrates the flexibility of modular panel construction. The entire floor plan is designed for convenient living. Information available includes other models. From Virginia Lee Homes, Inc., Dept. AB, P. O. Box 606, Kirkland, Wash.

Circle No. 2045 on reply card, p. 156

WISCONSIN

OPEN-PLAN SPACIOUSNESS featured in brochures from Harnischfeger Homes, Inc. covering their new L-shaped homes. Highlighted is the Clover model and its basement-less counterpart the Clermont which were developed after research to determine the over-all design, floor plan and extras. Both are three-bedroom homes with one and a half or two baths, roomy kitchen, and large living areas. Unlimited exterior variations. Harnischfeger Homes, Inc., Dept. AB, North Spring St., Fort Washington, Wis.

Circle No. 2046 on reply card, p. 156
What home buyers want to know about today's new heating

What will do the best selling job for you—hot water, warm air, or year 'round air conditioning? Naturally that depends on the size and cost of your house, your climate, and your market.

Selecting the right heating system is important. But it's just as important to sell it—to answer the questions in the buyer's mind. Here are some of the things your home buyers want to know.

How many kinds of residential heating are there? Principally two. (1) Hot water and (2) warm air. (Both available from Crane.)

What's the difference? A modern hot water system consists of a boiler, circulating pump, piping, and radiant baseboard. Warm air heating uses a furnace, blower, filters, ducts, and registers.

How about the cost? A hot water system usually costs a little more to install, but you gain the advantages of radiant warmth and lifelong service. In fact, all Crane Sunnyday residential boilers carry a 20-year guarantee against boiler section failure... and Crane is the only company to offer such assurance of quality and lasting satisfaction.

What is radiant baseboard? Radiant baseboard (we call it Sunnybase) was pioneered by Crane to replace the old-fashioned upright radiator. It takes the place of the regular wooden baseboard and gives even, comfortable warmth from floor to ceiling. Because the radiant warmth is transmitted to the room from the outside walls, all cold drafts are eliminated before they have a chance to get started.

What about warm air? Warm air heating has made tremendous progress. Instead of the big, round gravity furnace, you can get small, compact forced air furnaces that filter and even humidify the air. Crane offers a complete line of attractive Sunnyland furnaces for installation in the basement, utility room, crawl space, or even the attic.

What about central air conditioning? If you're going to put warm air in your homes, Crane has a complete Sunnyland year 'round system available for automatic control 365 days a year. You can also feature a Crane Sunnyland furnace convertible to year 'round operation at a later date.

If you're going to heat with hot water, room heating-cooling units can be installed that cool with chilled water. Or you can offer a separate cooling system as optional equipment.

Is this a nationally advertised product? Crane heating and air-conditioning advertisements appear in the leading consumer magazines. If you install a Crane system, just say "We feature Crane." The name helps you sell.

Here's the Crane Sunnyday 15... one of 5 Crane residential boilers guaranteed for 20 years.

For more information on Crane heating products, see your Crane heating contractor, Crane Branch or Crane Wholesaler.

CRANE CO. 836 South Michigan Ave., Chicago 5
VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING
When land gets scarce, he hangs his houses on a hillside.

Individual lots are few and expensive in this area; but if you're part mountain goat, you can try builder Price Sebring's solution.

Good, level building sites around Roslyn, Long Island, have become collector's items. This fact has more or less forced builder Price Sebring into becoming something of an expert at building straight up and down.

The economic facts of life have pushed the price of ordinary land in Sebring's territory up over $7,000 an acre, and waterfront property clean out of sight. When Sebring wanted to build a house for himself with a view of Long Island Sound, his approach was imaginative and direct. He found a lot that had mountainous characteristics, bought it well below market value, and designed and built a house to fit on it.

From there on, things started to snowball. Thomas Delaney, owner of the house in this article, had found an ever steeper site. A friend steered him to Sebring, who designed and built it for him. This in turn led to a third hillside job, now under way, and a fourth, presently in the final-planning stage.

"You've got to design with hillside costs in mind," Sebring says. "If you tried to put an H-shaped house on a hillside, you'd be way out of line." Even with good planning, he adds, costs of earthwork, foundations, and materials handling will push up the price. For this house, which cost around $27,000, Sebring estimates that the extra hillside work ran the bill up something like eight per cent. But the cheaper cost of the land more than offset this; and when the finished result is as handsome as this house, and commands such a spectacular view, the owner may justifiably feel that he has bought himself a bargain.
Jutting impressively out from the hillside, the house looks like a building impossibility. Actually, sound designing and planning made its construction relatively simple.

Hillside planning is reflected in the floor plan. House is a simple rectangle, long and thin, so that the grade differential from front to back is not too great.

How this hillside house was built
LAND PLANNING continued

For hillside building: special

SIDE VIEW shows how the house sets snugly into the hill, despite the steepness of the slope. Balcony above opens off the master bedroom, also serves as a roof to make the lower-level patio into a weatherproof front entry.

FRONT FOUNDATION WALL is shown during the early stages of construction. Despite the slope, it acts merely as does any normal foundation. The floor slab is tied to it with reinforcing, provides extra front-to-back support.

BRICK VENEER makes this attractive finish on the front of the wall. One of the extra expenses when such a house is finished, is landscaping. Planting, plus extra costs for walks, steps and drive may run as high as $500.
planning, special techniques

REAR RETAINING WALL is extra heavy. Note that it is not a structural part of the house; wall is framed in front of it. Thus timber shrinkage in front and back will be equal. House required better than 100 yards of concrete.

MATERIALS HANDLING is a major problem. This was the only level piece of ground on the site, so lumber had to be unloaded here, later carried down the slope. Scheduling had to be perfect to prevent unworkable congestion.

REAR OF THE HOUSE gives no hint of the precipice on the other side. Once the retaining wall, foundation wall, and the slab had been completed, construction could continue almost as if the house were on the level.
CONTRACTORS! When you're going after new construction business, you need more than the right bait — You need to know where to drop your line . . .

We help you pick the right pond

just looking anywhere is a costly way to find business—the best, economical way is to be at the right place at the right time. If you want to know what jobs are coming up and when, then mail this coupon today.

TO: DODGE REPORTS, 119 WEST 40th STREET, DEPT. AB-257, NEW YORK 18, N. Y.

Yes! I'd like to pin-point my prospects by knowing in advance who's going to build, what, when, where.

I want to know whom to contact and when to submit bids.

I'd like to see some Dodge Reports and I'd like a copy of your booklet that tells how to use this accurate, daily, up-to-the-minute construction news service.

I understand that I can pick just the area and type of construction activity that interests me. Also, that I won't have to wade through mounds of data to find the information I need.

I'm interested in General Building [ ] House Construction [ ] Engineering (Heavy Construction) [ ]
in the Following Area:

NAME

ADDRESS

CITY TOWN STATE
New Back-Hoes and Loaders for 1957
Make More PROFIT FOR YOU!

Here's a whole new era of profits for you. The new Davis 210 Back-hoe with three interchangeable mounting points so you can switch digging positions from center to side for flush digging alongside buildings, fences, etc....and its exclusive hydraulic rotary boom swing cylinder gives you a smooth, continuous 200° cushioned operating arc without ever changing a pin...an engineering achievement desired by all, but accomplished only by Davis. Both the new 210 and America's largest selling back-hoe, the Davis 185, have 7,000 pounds of breakaway and new comfort design. They are both available as Davis' unique, low-cost, truck-mounted back-hoes that will fit any one-ton or larger flat-bed truck...compact in transport, self-powered, completely detachable. The popular Davis Loader has also been improved for greater utility...which means more profits for you in 1957, if you have Davis equipment.

Davis products are available for most popular tractors, and are sold and serviced anywhere in the United States and Canada by better dealers. See your dealer or write for literature. Please specify tractor and equipment you desire.

MID-WESTERN INDUSTRIES, INC.
1009 SOUTH WEST STREET, DEPT. AB
WICHITA, KANSAS

FEBRUARY 1957
These Gold Bond Extras Mean Better Ventilation

Gold Bond Aluminum Louvers and Ventilators

**Roof Ventilators**
Permanent protection against weather by auxiliary over-flashing or drip cap at bottom of opening. Deep baffle foil prevents rain even in high winds. Made to fit shingled roofs of any pitch—an easy, durable, insect-proof installation. 3 sizes give 3-inch openings in 10", 20" and 40" lengths.

**Adjustable Louvers**
Greater range than most adjustable louvers—4-12 through 12-12 pitch. Large free area at every pitch—give more ventilation at 4-12 pitch than most adjustables give at 6-12 pitch. Integral riveted units—can't come apart. 7 sizes up to 92" base, from 4 to 8 vanes.

**Fixed Louvers**
Unique design assures a solid and rattle-free installation. Ideal for attic fans. 5 sizes in 4-12 pitch—from 7" to 12" base. 6 sizes in 5-12 pitch—from 38.4" to 115.2" base. Also a 3-1/2 pitch model that can be altered to 2-1/2 or 2-1/2 with bases from 76" to 120.5".

**Flush Flange**
No dirt-catching vanes because front edges of vanes are flush with outer surface—vanes turned down in front and up in back for rain- and snow protection. Quickly installed in frame, brick or veneer walls. 11 sizes from 8" x 8" to 30" x 24".

**Wall and Under Eave Ventilators**
Flush flange with finned face. To supplement roof or attic wall ventilation. Also used in walls above foundation for crawl space ventilation. For under eave, cornice or soffit to cover openings between joints and soffit. 16" x 8" and 16" x 4".

**Recessed Flange**
Drip edge at bottom, sloping top—and no dirt-catching corners. Integral center flange gives sealing and attaching surface to sheathing under siding. Siding fits snug against frame. Needs no additional trim. Also for brick walls. 7 sizes from 8" x 8" to 24" x 30".

**Foundation Ventilators**
Strong, non-porous frame and grill. Available with or without dampers, these can replace a standard concrete block or be nailed to ends of floor joists in poured concrete foundations. Fits standard 16" x 8" block opening.

All Gold Bond Aluminum Louvers and Ventilators are furnished with FHA-required 8-mesh aluminum screen and formed from .025" aluminum except Foundation Ventilators which are die-cast aluminum and Fixed Louvers which are .032" aluminum. For more details on how the complete Gold Bond Louver-line means full dampness protection everywhere in every house you build, write National Gypsum Company, Dept. AB-27, Buffalo 2, New York.

Aluminum Louvers and Ventilators
National Gypsum Company

Gold Bond
Building Products

American Builder
“Luxurious American Kitchens turn house-hunters into home owners!” says Ed Perkins


“Tuxurious American Kitchens: turn house-hunters into home owners!” says Ed Perkins, President of Wood Manor Construction Company of Washington, D.C.

“Of the 150 suburban homes recently built in this area by Wood Manor Construction Company—every one with a ‘Pioneer’ Kitchen—all were sold before completion. We are firmly convinced this dramatic blend of natural birch and antique copper is a prime factor in clinching the sale.”

The self-selling “Pioneer” is easy to install, adds little to your costs. Exceptionally versatile, too, whether you are planning a simple space-saving kitchen center or a complete kitchen with matching appliances and accessories.

Builders and buyers alike agree the “Pioneer,” with its unusually fine styling and superb quality features, adds appreciably to the value of any home—regardless of price! No wonder Ed Perkins asserts “American Kitchens sell more homes faster!”

If you have been overlooking the tremendous sales advantages the “Pioneer” and other American Kitchens products can give you—and are giving others—mail the convenient coupon today!

“Pioneer” Kitchens of birch, copper and steel highlight new homes in suburban Washington, D.C.
How to frame cornices...

...with narrow and wide overhangs

The top sketch shows a simple method of framing a cornice that does not have too wide an overhang. It differs from a framing method that would set the rafter directly on top of the double 2x4 plate in that it will permit a somewhat wider overhang without necessitating a very low window line.

While the sketch shows an additional 2x6 plate on top of the joists, it would also be possible to use a short jack stud nailed alongside the joist, and resting between the bird’s mouth cut and the wall plate.

S. Libro, Sea Isle City, N. J.

Where much wider overhangs are desired, as in the ranch type of house, the framing in the lower drawing is simple and strong. Since the soffit is nailed to the bottom of the joists, the cornice will be at the same height no matter how wide the overhang may be.

Note that contrary to general practice, the rafter is cut so that it will sit on the top of the corresponding joist, and not be merely nailed alongside. Thus the jackstud shown in the drawing may not be needed. The tie is to prevent lateral sway.

L. R. McGray, Newport, N. H.

Avoid door fitting

This method of setting the jambs for sliding closet doors eliminates the need for trimming the doors to fit the jambs.

First, the head and side jambs are assembled in the usual manner, and set into the rough opening. The side jambs are cut until the head jamb is perfectly level. Then, instead of plumbing and nailing the side jambs first, wedge and nail the head jamb in its level position.

Next, install the track on the head jamb. Take the doors, which have been cut square and have their hardware mounted, and hang them on the track, adjusting the rollers until the doors hang perfectly straight.

Now, slide the doors to either side against the side jambs. Wedge the jambs until they match the edges of the doors, and nail them. The result will be a perfect fit.

A. C. Drennan, Auburn, N. Y.

Eliminate warping

Exterior steps or stairs that are exposed to alternate sun and rain are liable to warp in a short time. This idea will prevent most of this warpage.

In the underside of the tread, cut a series of grooves—⅛ to ¼ of an inch in width, depending on the size and thickness of the tread. The cut should be about one third the thickness of the tread in depth. All edges and sides of the stair should be carefully painted before installation.

N. M. Pittman, Overton, Tex.
Excavating ... mowing ... earth moving ... snow removal ... street cleaning ... whatever the job you can depend on versatile 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 wheeltype) you have a highly mobile unit that will do a man's work at boy's wages. For nearly 40 years John Deere tractors have built 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 backfilling, clean-up and landscaping, solves materials-handling problems, digs footings, sewer, gas, and power trenches. 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.

Send for FREE Literature
JOHN DEERE Industrial Division
Moline, Ill., Dept. D33F
Please send me your latest literature on the John Deere Crawler and Utility Tractors.

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

If you are using a template repeatedly to lay out parts on wood, try putting sandpaper on the bottom of it with rubber cement. The sandpaper will keep the template from sliding around on the work.


Cut it on the floor

When you're working alone, it's difficult to cut off pieces from full-size sheets of plywood working on horses in the normal way. With no one to hold it, the cut off piece will usually drop before the cut is completed, and splinter at the end.

Instead of using horses, lay the work on the floor, and slide a piece of three-quarter stock under it as shown. The cut piece will not drop far enough to split the work.

A further precaution would be to put another piece of three-quarter stock under the piece to be cut off.

Norman Hanson, Portland, Conn.

Cleaning brick walls

When cleaning a newly laid brick wall to remove mortar smears, try using a little wet sand and a soft brick to rub with.

This method has two advantages over the usual acid and water used to clean off mortar: first, there is no danger of discoloring the mortar, and second, there is no danger of acid burns or acid in the eyes. There should be little difference in the time required to do the job by either method.

H. M. Lemaster, Carlinville, Ill.

Nailing hardboard trim

When nailing up pre-finished hardboard cap, a small hole just the diameter of the nail head should be drilled to a depth of about one-sixteenth of an inch. This will eliminate the "puff" which ordinarily is formed when the nail is set.

M. G. Miller, Ft. Lauderdale, Fla.

Can you do it better?

SEND US . . .

- A brief written description
- A simple sketch
- Snapshots, if possible

You are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you $25 for your trouble. Mail contributions to: American Builder, 30 Church St., New York 7, N. Y. Sorry, but contributions cannot be returned.

Now you can have a sawhorse when you want it . . . in a jiffy! All you need are Jiffy Brackets and 2x4s. Set up and knocked down instantly. Easy to move from job to job. Take little storage space when not in use. All-welded construction; stronger than 2x4s used for crossbar and legs.

Ask your hardware or building supply dealer for Jiffy Sawhorse Brackets; or, write us direct.

GRAND HAVEN STAMPED PRODUCTS CO.
Grand Haven, Mich.
Millions Listen when Cathy Climatrol Says, "This Makes it a Real Home!"

That's Cathy Climatrol — a new symbol of success for builders who feature Mueller Climatrol. Star of our national advertising campaign — appealing to interested, able-to-buy prospects. Cathy projects a vital message. Dramatizes the fact that Mueller Climatrol comfort is one of today's biggest values for healthier, happier family living.

Year-Round Comfort Sells Parade of Homes

Read the reaction of Midwest builder N. L. Fredricks whose "Parade" home featured the Mueller Climatrol combination unit: "Sold the model opening day, with a big assist from Mueller Climatrol year-round unit. It gave us something special to offer in comfort."

This installation — like almost half of those in the "Parade" — included heating plus provision for cooling, for little more than the cost of a heating unit alone.

Get big-name selling support into your homes with Mueller Climatrol Suburbanaire — premium quality at a popular "builder's price." Write for full details, or see your man from . . .

Mueller Climatrol


1957 is Mueller Climatrol's Centennial year . . . and we're out to make it a profitable celebration for you. There'll be national advertising to build instant customer-recognition of Mueller Climatrol as America's quality heating-cooling line. There'll be hard-hitting, pre-tested promotion. And, of course, there'll be a host of units . . . priced right for profit.
Save 50% in maintenance cost

“My SKIL Saws have paid for themselves many times. I have shelved all my other power saws. SKIL Saws are at least 33% faster than any other saws we’ve used. I save another 50% in maintenance costs. I wouldn’t have anything else.” This is what E. W. Price, superintendent of Franklin Builders, Inc., Columbus, Ohio, says about his 4 SKIL Saws.

Made only by SKIL Corporation, 5033 Elston Avenue, Chicago 30, Illinois. In Canada: 9601 Dundas Street West, Toronto 9, Ontario. Factory branches in all leading cities.
Saves 6 times production costs

"I would hate to think of doing the job of hanging 500 solid birch flush doors without the SKIL Model 100 plane," states E. C. Conrad, Superintendent of the V & M Construction Company, St. Louis. "Several planes were demonstrated to us when we were in the market but we chose the SKIL and happy that we did it. It has increased our production at least six times."

Paid for SKIL Saw in 2 hours

Cutting pockets in concrete is easy with a Diamond Grit Blade on a SKIL Saw. The Lovegreen Industrial Services of Minneapolis cut sixty-four 12" x 12" holes in a concrete floor in less than a day with a SKIL Model 77 Saw. "Paid for itself in a couple of hours," says Mr. Lovegreen, "and we find many other uses for it."

Saves time and delays

"Been using this SKIL Radial Saw continuously for four years, 8 hours a day, 5 days a week without a single breakdown or delay," says Aaron Woolf, mill foreman of the Arcose Co., Cincinnati. "It has furnished lumber for over 1200 homes in five subdivisions. And not just ordinary cuts either. We bevel, miter, rip or dado-every cut required to finish a house averaging 1200 square feet of floor space."

YOU, TOO, CAN SAVE

With Model 825 above you can cut more types of materials than any other brand of saw. Cuts to depth of 23/4". Ideal for either residential or light commercial work. No matter what you have to cut, plane, sand or rout, there's a SKIL tool that can do the job faster, better, cheaper. Let your SKIL distributor show you why. Or use the coupon for more information.

SAVE with SKIL Tools

Send for FREE booklet on power tools
Little Rock Builder Picks

EMERSON-ELECTRIC

attic fans

for quality with

- Low initial cost
- Low operating cost

Emerson-Electric attic fans with their quiet vibration-free operation, certified air deliveries, ball-bearing construction and 5-year guarantee are priced to meet the budget requirements of project builders. And they're quick and easy to install.

Home buyers prefer Emerson-Electric attic fans, because these nationally-known, ruggedly-built fans give many years of maintenance-free summer comfort at low operating cost.

Take a tip from this Little Rock builder. Install high-quality, low-cost Emerson-Electric attic fans in your homes. That's a sure way to speed sales, please customers.

Write for complete data. Ask for Fan Bulletin No. 1042.

THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.

EMERSON-ELECTRIC fans backed by the famous 5-YEAR factory-to-user GUARANTEE at no extra cost!

Lifetime lubricated ball bearings in motor and fan shaft. The 24" fan, 2,000 C.F.M., list price only $80.75, ceiling shutter list $27.85; 30" fan, 7,000 C.F.M., $90.30, ceiling shutter $31.00; 36" fan, 10,800 C.F.M., $107.15, ceiling shutter $37.65. Prices subject to trade discounts. Two-speed models also available.
Here's a new prefinished, hollow-core panel that saves installation time and dollars.

Marlite Korelock® ceiling and wall panels

Ready for use without painting or finishing, Korelock is available in 10 decorator colors in new satin-lustre finish, plus 6 distinctive wood patterns. Particularly adaptable to building and modernizing heavy traffic areas, Korelock has a soilproof baked finish which stays like new for years. Maintenance time and expense is drastically reduced because Korelock wipes clean with a damp cloth.

Korelock's simplified installation eliminates backing materials and adhesive. Available in easy-to-handle sizes 24 inches by 48 inches and 24 inches by 96 inches. All panels are tongued and grooved, eliminating the need for joint coverings.

Get complete details on Korelock ceiling and wall panels by writing Marlite Division of Masonite Corp., Dept. 203, Dover, Ohio.

Marlite® plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH
How to build a concrete-pole barn

Question: I have contracted to build a pole barn. I would prefer to use precast concrete pillars in place of poles. My problem is to find the correct size and reinforcing for these pillars. I enclosed a drawing showing my idea of the size, shape and reinforcing. (See cross section, upper left.)

H. C. McMillan
Windsor, Ontario

ANSWER: We have checked your proposed design for reinforced concrete barn posts. We would suggest that you standardize the post size at 8x8”. This size is adequate for all posts, both to resist wind and to carry roof and snow loads. In place of the four (No. 3) 3/8” round bars we suggest four No. 5 (5/8” inch) bars. The wire ties you have indicated are also somewhat light; we suggest No. 2 (3/4 inch) ties at 8-inch centers. The cross section, upper right, shows placement of bars and ties.

Unless you have a soil with an extremely high bearing value, the footings beneath the interior posts are too small. We assumed a 20 pound per square foot snow load (about 24 inches of snow) on the roof and calculated that the footings should be at least 16 inches square. The footings shown beneath the posts in the exterior wall are large enough, however.

The 3” 2” embedment of posts in the ground does not appear to be enough. Studies on overturning resistance of poles show that they should be set about 5 feet deep.

For your consideration we make one more suggestion which might save you money. On the roof framing we suggest that you use two 2x10 rafters fastened to the sides of the posts similar to the way you have indicated girder fastenings. Then use 2x6’s on edge at 16-inch or 2-feet centers to span between rafters. The 2x6’s running the long way of the building, may be used for nailing strips for the corrugated metal. If you use 16 feet 2x6’s you can splice them by lapping them past each other and no cutting will be needed. To hold the 2x6’s upright, short nailing blocks may be inserted between the two 2x10 rafters.
Each strip of Long-Bell Oak Flooring is precision-machined for perfect fit! This process reaches beyond the mere accurate stage. Hairline tolerances are observed throughout this processing. That's why it's such an easy, time and labor-saving job to install Long-Bell Oak Flooring.

The edges and ends of every strip are machined to the most exacting standards—so that they join together for a smooth surface. And the work goes fast.

Plans specifying Long-Bell Oak Flooring result in unmatched, classic beauty—a beauty that is preferred by thousands of modern home buyers over any other type of flooring. And because of this preference, dealers handling Long-Bell Oak Flooring plan on high volume sales. Builders are assured of economical installation and quick finishing.

It's the uniform high quality that has made Long-Bell Oak Flooring first choice in residential construction today!

INTERNATIONAL PAPER COMPANY
Long-Bell
KANSAS CITY, MO. • LONGVIEW, WASH.
In its present state, the wall has no material sufficiently resistant to moisture penetration as dense as that occurring in a bathroom full of steam. Therefore, some moisture seeps through the joints in the insulated sheathing, as well as around the window.

To prevent this occurrence, a water-tight seal, such as plastic tile on a grout base as indicated above might be used. Care should be taken to caulk all joints between the tile sections thoroughly, inside and outside around the windows.

Commercially prepared water-tight mastic grouts are available for this purpose.

Plan for cafe arrangement

QUESTION: I have a building 26' x 34' and would like to have a suggested plan for a cafe arrangement for booth and counter, stove, and small dance space.

Charles H. Sloan
Seneca, S. C.

ANSWER: Above you will find a suggested cafe arrangement for the building size you requested. This is, of course, only one of a thousand possible layouts. It is impossible to give you complete advice without being familiar with the details and problems involved.

We would suggest that you get in touch with an architect in your area who knows more about your problem, budget and circumstances.

Get a problem you can’t solve? Write and “ASK THE EXPERTS.” In addition to American Builder’s own staff, your questions will be answered by Joseph Steinberg, head, and Martin A. Stempel, instructor, of the Construction Technology Department of New York City Community College.
MORE HOUSE—LESS MONEY! There is a whole new market available to you—with Alleghany! More and more couples today want fine, modern homes at low cost! You can offer a better home for the money when you build Alleghany!

PRECISION-BUILT! Alleghany Homes are factory-engineered for speedy, trouble-free erection . . . feature-for-feature, Alleghany Homes are less costly than conventionally built homes. Because you know from the start exactly what labor, materials, etc. are needed—you can give the buyer a fixed price.

EASIER TO SELL! Alleghany Homes are easier to sell—the versatile designing and planning of Alleghany Homes make it easy to satisfy the needs and preferences of the most discriminating. Available in 3 roof pitches, 22 basic floor plans and over 100 variations that lend individuality to conventional or contemporary exteriors. And, Alleghany uses only the best materials (inside and out) plus the highest quality kitchen, bathroom and heating installations . . . by manufacturers the American public knows and trusts.

WHY NOT BOOST YOUR SALES
with Alleghany Homes!
Write for further information today!
No material has more rapidly assumed an important place in building than aluminum.

Sometimes aluminum is known as "The Modern Metal" for it's only seventy years since the introduction of the electrolytic reduction process which made its commercial production practicable. It is used in building for storm windows and screens, sheathing material, for structural framing in place of steel, for roofing, and a host of other uses.

Volume one shows aluminum in over one hundred important buildings throughout the world, and how the metal looks in its many uses. A Techbuilt house is pictured showing how aluminum was adopted to the design. Fourteen other residences are photographed. Aluminum is used for nearly everything in some houses; in others, only for the window frames.

Volume two is a technical handbook of aluminum engineering, design and detail. Both volumes contain over 680 pages, over 400 photographs and 1,200 drawings—-a vast amount of information—useful to the modern builder.

This feature-length book completely describes and fully illustrates the various uses and operation techniques of the DeWalt "Power Shop" multi-purpose woodworking machine.

It includes many informative chapters devoted to the details of correct operation of the unit, and all tools and accessories which can be used with the basic machines.

NEW REVIEWS


Simplified Carpentry Estimating
by J. Douglas Wilson and C. M. Rogers

Clear explanations of how to take off from a set of blueprints and specifications a bill of materials for the construction of a frame house.arithmetical methods of accurately estimating and checking against mistakes. Suitable for use of small contractors and lumber dealers. Widely adopted as a textbook for students. 5th edition. Pocket size, 301 pages, 123 illus. 60 tables. ($106) $3.75

Time-Saver Standards
by the Editors of Architectural Record

Of great utility to the architect and builder and many other technicians. A standard reference work kept up-to-date since its inception. Large page format. 8½ x 11, shows charts and illustrations in high legibility, along with text descriptive of every detail of building practice from site planning and functional elements to the latch on the door for all types of structures. May be inspected on our approval plan. 884 pages. (#101) $12.50

Richey's Reference Handbook
by H. G. Richey

A working reference for builders, contractors, architects, builders materials dealers, carpenters, and building construction foremen. Conveniently arranged for easy use. Among its complete coverage of topics are waterproofing, building stones, fireproofing, paper-hanging, plumbing, heating and ventilation, electric wiring, hydraulics, glossary of engineering, architectural, and trade terms, 1,640 pages, 544 illus. (#103) $9.95

Legal Cases for Contractors, Architects and Engineers
by I. Vernon Werbin

Points out rights and liabilities and the more common trouble spots in construction, engineering and architectural contracts and in general how to protect your interests when entering into a contract and how to avoid legal difficulties. 5½ x 8. 453 pages, 1956. (#107) $6.00

Contractor's Material List and Labor Cost Estimate Forms for Home Building
by Nelson L. Burbank

A 15-sheet set of take-off forms for complete listing of material and labor costs involved in the construction of a house. (#108) $1.00

The Business Law of Real Estate
by Gerald O. and Lillian G. Dykstra

For those engaged in any business or profession involving realty, including builders, homeowners, storekeepers, this is the ideal book for answering innumerable questions. 852 pages. 1956. ($119) $10.00

Specifications Kit for Home Building
by Herbert R. Waugh and Nelson L. Burbank

Simplified specification forms, which when properly filled out describe all materials, construction details, and quality of workmanship to be used in the erection of a home. Set of 14 different sheets. (#109) 50c

Handbook of Building Terms and Definitions
by Herbert R. Waugh and Nelson L. Burbank

A dictionary which includes also architectural symbols, plumbing symbols, pipe fittings, geometric figures, and an illustration of the 100 principal parts of a house, 421 pages. Illus. (#110) $5.00

Hogg's Wage Tables for Building Contractors
by Nelson L. Burbank

A complete set of wage tables worked out by quarter hours for any length of time from 1 to 60½ hours, and every wage rate from 75c per hour to $5.00 per hour. It also includes all odd rates in cents and quarter cents, Pocket size, flexible, loose-leaf bound. (#102) $6.00

Carpentry

House Construction Details
by Nelson L. Burbank

Drawings and photographs explain each detail step by step from foundation to finish. Tells how to alter stock plans and remodel as well as build new construction. 80 additional full-page drawings of house details. Conforms to national building regulations. 8½ x 11. 395 pages. 2,100 illus. (#112) $4.95

House Carpentry and Joinery
by Nelson L. Burbank

5th edition. Latest accepted building methods for all phases of carpentry in and around the house. Contains clear details on house plans, excavations, foundations, roofing, stairs, hardware, built-in equipment, finishing, etc. Used by many schools as a textbook. 8½ x 11. 225 pages. (#111) $4.75
Fundamentals of Carpentry
by W. E. Durban
Volume I—Tools, Materials, Practice (with glossary of Carpentry Terms), 374 pages, 234 illus. New 1956 ed. (#113) $3.95
Volume II—Practical Construction, 312 pages, 318 illus. New 1956 ed. (#114) $4.95
Complete house carpentry in two volumes. An outstanding value, 5½ x 8⅛. The 2 volumes $8.50

Remodeling Guide for Home Interiors
by J. Ralph Dalzell
How to improve the interior appearance of the home and make better use of space, 9 x 6⅞, 339 pages, 6 blueprints. Index, Illus. 1956. (#150) $4.95

Steel Square
by Gilbert Townsend
Fundamentals—plus step-by-step house construction problems as solved by proper use of the steel square, 5½ x 8⅛, 172 pages. (#117) $2.50

Stair Building
by Gilbert Townsend
Fully illustrated guide to design and construction of stairs. (#116) $2.95

CABINETMAKING

How to Build Cabinets for the Modern Kitchen
by R. P. Stevenson
Over 70 fine detailed working drawings with materials lists and building details. A professional book for the builder or renovator, 7½ x 10¼, 216 pages. (#119) $4.95

How to Make Built-In Furniture
by Mario Dal Fabbro
Instructions for constructing over a hundred contemporary built-ins. Pieces are included for living rooms, kitchens, playrooms, attics, and cellars. Sequence-plans and illustrations, 7¼ x 9½, 286 pages. 1953. (#123) $6.95

How to Make Your Own Furniture
by Henry Lionel Williams
Furniture building, including chapters on setting up shop, choosing tools and equipment, selecting the correct wood, finishing, and designing of furniture. Detailed drawings, instructions, and lists of materials with dimensions for a wide variety of pieces, 179 pages, 240 illus. (#120) $3.95

MASONRY

Masonry Simplified
by Dalzell and Townsend

Art of Bricklaying
by J. E. Ray
Basic bricklaying job instruction. Many illustrations, glossary, special scaffolding and cement block chapters, 5½ x 8⅛, 240 pages. (#130) $4.50

Bricklaying Skill and Practice
by Dalzell and Townsend
Technique and facts of bricklaying for the mason, the student mason, and the builder. 2nd revised ed. 1954, 5⅞ x 8⅛, 195 pages. Illustrated. (#123) $3.50

Concrete Block Construction for Home and Farm
by J. Ralph Dalzell and Gilbert Townsend
Planning and building the economical concrete block structure, 5½ x 8⅛, 216 pages. 151 illus. (#124) $3.25

The Art of Tile Setting
by Erwin W. Carls and Lyle G. Wines
Procedures in setting tile, with background of materials and tools necessary. Covers development in new tiles such as cement block and tile, with simplified methods of installing every kind, 224 pages, 129 illus. (#127) $3.95

PLASTERING

Plastering Skill and Practice
by F. Van Den Branden and Mark Knowles
A modern book for both the journeyman and the novice. Among newer materials and methods described are sound-deadening acoustic plasters, machine process of plaster application, coating of steel members with plaster. 5½ x 8½, 298 pages. Fully illustrated and indexed. (#129) $4.90

PLUMBING

National Plumbing Code
by F. T. Manus
Illustrative interpretation of the National Plumbing Code. Of interest to builders, master and journeyman plumbers, and others allied. 188 pages. 200 illus. 1956 ed. (#131) $4.00

How to Design and Install Plumbing
by A. J. Matthias Jr. and E. Smith Sr.
Study of plumbing design, installation, fixtures, drainage, sewage, water supply, and typical specifications of system in an actual house, 5½ x 8½, 444 pages. 406 illus. and tables. Blueprints. 3rd ed. (#133) $4.25

ELECTRIC WIRING

Westinghouse Home Wiring Handbook
by A. C. Bredahl
Guide for planning the wiring of moderate-priced homes, with emphasis on safety, effectiveness, and efficiency. Pocket size, 142 pages. 4th ed. 1955. (#132) $1.00

Interior Electric Wiring and Estimating—Residential
by Uhl, Dunlap, and Flynn
Text and workbook on house wiring and estimating, 5½ x 8½, 326 pages. Fully illustrated. (#135) $4.25

TURN PAGE FOR MORE BOOKS AND COUPON FOR ORDERING
Acoustic Principles—Practical Application
by D. J. W. Cullum
A key to acoustic problems. Important constructional features are selected for analysis, with common acoustical faults pointed out as well as those features which have given satisfaction. Treats noise reduction, isolation, amplification, reverberation, vibration, insulation; floors, ceilings, walls, partitions, doors, windows; machinery isolation. 200 p. Edition of 1955. (#139) Only $2.00

Commercial Structures
Motels
by Geoffrey Baker and Bruno Funaro
An up-to-date book for everyone concerned with the fast-growing motel field. Hundreds of photos and plans credited to 112 architects, designers, and other sources make this a stimulating book. Such factors as lighting, heating, air conditioning, sound-proofing, site planning, parking, pools and play areas, furnishings, laundries, restaurants, also are included. 9 x 12. 264 pages. 1955. (#148) $12.00

Architectural Drawing for the Building Trades
by Kenney and McGrail
Practical drawing instruction for builders, contractors, draftsmen, and students, demonstrated by drawings, explanations, and instructions. 8% x 12. 128 pages. (#141) $4.80

Blueprint Reading
Blueprint Reading for the Building Trades
by J. E. Kenney
A basic book that explains what blueprints are, how they are drawn, how used. Drawings designed for use in building technology courses, with questions-and-answer approach. 9 x 12. 160 pages. 2nd Edition, 1955. (#140) $4.75

Blueprint Reading for Home Builders
by J. Ralph Dalzell
How to visualize and read blueprints in a way helpful to builders and their mechanics, and to realtors, homeowners, and all concerned with the erection, improvement, and repair of buildings. Instructionally progresses through the reading of three complete sets of working drawings, 9 x 12. 138 pages. 1955. (#142) $5.50

American Builder Blueprint Houses
Blueprints of working drawings of "Blueprint Houses" as illustrated and described in American Builder magazine from month to month. (#147) Shipped by first-class mail
Set per 1 house $15.00
2 sets $25.00
Each additional set over 2 $5.00

Western Ranch Houses
Sunset
Pictorial descriptions and ground floor and site drawings. (#146) $3.00
LOW HAULING COSTS COME RIGHT FROM THE "HEART" OF A '57 CHEVY

Many of the things that make a Chevrolet truck more economical to run are seldom seen by the owner. They're hidden features, deep in the truck's design.
Here are just a few of them, to prove a Chevy's engineered better and built better for bigger savings!

1. Forged steel crankshaft—It's extra sturdy, precision machined and balanced, the foundation for dependable, long-lasting power!
2. Al-dipped exhaust valves*—Special aluminum treatment on valve surface protects valves against pitting; engine wears less, costs you less to run!
3. Hydraulic valve lifters—for longer valve life in V8's, fewer engine repair jobs.
4. Chevy V8 piston—Thanks to short-stroke V8 engine design, this piston travels a shorter distance, wears less. Short-stroke efficiency aids fuel economy, too!
5. Oil-bath air cleaner—standard on all Chevrolet truck engines for added protection against dust and foreign matter that shorten engine life.
6. High-capacity oil filters**—They remove dirt particles from Chevy engine oil to cut engine wear and maintenance.
7. Easy-adjust distributor points—You can adjust this new Chevy V8 distributor with the engine running; it's added insurance against costly down time.
8. Multiple fuel filters—For clean fuel, all Chevy engines have fuel filters in the carburetor and fuel tank; in addition, V8's provide an extra filter at the carburetor.
9. Ball-Gear steering mechanism—Inside this steering gear scores of polished steel balls virtually eliminate friction. Less friction means less wear, less maintenance!
10. Rugged manual transmission—Synchro-Mesh design eliminates the need for double-clutching, reduces costly wear. Gears are shot-peened for extra strength.
11. 12-volt battery—provides sure starting, good ignition, long battery life in all Chevrolet trucks.
And there are many more! See your Chevrolet dealer for all the dollar-saving facts. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*On Thriftmaster 6, Trademaster V8.
**Standard on V8's and Jobmaster, optional on Thriftmaster 6.

1957 CHEVROLET TASK-FORCE TRUCKS

PROVED ON THE ALCAN HIGHWAY . . . CHAMPS OF EVERY WEIGHT CLASS! CHEVROLET

FEBRUARY 1957
Convention Calendar...


Feb. 9-17: Home Builders of Greater St. Louis, 215 North Meramec Ave., St. Louis 5, Mo. Bildors home show; St. Louis Arena. Mel Doernhoefer, director.


Feb. 13-17: Home Builders of El Paso, P. O. Box 7356, El Paso, Tex. 1957 home show; Coliseum. Patrick J. O'Toole, chairman.


Feb. 16-23: Home Builders of Hartford County, 14 Oakwood Ave., West Hartford, Conn. Annual home show exposition; West Hartford Armory. Clayton W. Johnson, chairman.


Feb. 16-24: Contractors & Builders Assn. of Greater St. Petersburg, 800 49th St., North, St. Petersburg, Fla. Parade of homes and better living exposition. Lewis D. Williams, chairman.

Feb. 16-24: Home Builders Assn. of Des Moines, 527 7th St., Des Moines, Iowa. Home and flower show; Veterans Memorial Auditorium. Frank Dubinsky, G. R. Rex, co-chairmen.


Below are shown a few typical Vento installations ... the right window for every type of building.

The Vento Champion Steel Basement Window is the best window made and for these reasons: 14 gauge formed steel sections; 3 position ventilation; positive action cam lock gives greater tolerance; high sill section prevents leakage; integral fins for easy installation in any type of construction; design of formed sections allows unit to stand by itself, saving installation time. It's really a Champion!

VENTO Steel Casement Windows

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame to provide greater rigidity and stronger ventilators.

VENTO Aluminum

Direct gear operated, worm and pinion type; heavy duty construction with angle handle that conforms to all stool depths, minimum turns to open window fully. Weather tight ... Vento alone keeps Weather tight. Awning Windows

Metal to metal contact plus metal to weatherstrip. Effortless operation ... nylon roller blocks at all friction points permit finger tip operation.

VENTO Industrial and Commercial Steel Windows

Vento Pivoted, Projected and Architectural Windows are suitable for every type of commercial and industrial building, especially where abundant daylight and fresh air are desired. Offered in a broad new range of types and sizes.

Please send further information on Vento Windows as checked:

- AWNING TYPE ALUMINUM
- PIVOTED, PROJECTED, ARCHIT' L
- STEEL CASEMENT
- STEEL BASEMENT
- FORMED STEEL LINTELS
- UTILITY
- ARE YOU A
- DEALER
- ARCHITECT
- BUILDER

Street:___
City and State:___
Name:___

VENTO Steel Products CO., INC.
247 COLORADO STREET
BUFFALO 15, N. Y.
Mr. Builder!
Here’s how the WALLPAPER INDUSTRY is helping to make your sales job easier!

Advertisements like the one at the left will appear in color in spring issues of all five of the big national “shelter” magazines . . . Better Homes & Gardens, American Home, House Beautiful, House & Garden and Living for Young Homemakers . . . read by over 9,000,000 home-minded families every month!

As you can see, the advertisements invite everyone to visit their local model homes to see the latest ideas in home decoration.

More and more builders are featuring wallpaper in their model homes because they know how its inviting, “ready-to-live-in” look helps close the sale. If you are one of the few who have not profited by wallpaper’s proven “silent salesman-ship,” we urge you to write for our booklet, “Wallpaper Sells Homes,” giving actual builder case histories from coast to coast.

This campaign is yours . . . to make your selling job easier by attracting hundreds of new prospects to your houses. We invite you to cash in on it with paper on the walls of every model house you build!

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

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

Among new company appointments this month is that of Chas. H. Lovette to general sales manager of Shower Door Co. of America. He was formerly vice president in charge of sales for Sun Valley Industries. At the same time the appointment of Ken Gurley as assistant advertising director was announced. . . . Donald J. Harper was promoted to midwestern divisional sales manager of Pryne-Rittenhouse Sales Corp. He is replacing R. A. Maynard who was transferred to the company's west coast home office in Pomona, Cal. . . . Wallace R. Weidman was named central division sales manager of United States Gypsum Co. . . . The new general manager for the Dayton division of H. C. Huber Construction Co. is Philip S. Borden. . . . Frank G. Hough Co. announced the appointment of Robert L. Knox and Herman R. Brown as assistant sales managers. . . . Arthur Miller joined the Security

Schwaller Crelley

Sash and Screen Co. as a division manager. . . . Ruberoid Co. announced the appointment of Alfred M. Eberle as assistant to the general superintendent of the company's plant in Dallas. . . . The appointment of Thomas G. Clegeros to the porcelain enamel frit sales and service staff of the O. Hommel Co. was announced. . . . Harold Willis was named sales representative of Miss. for Macklanburg-Duncan Co. . . . William M. Day was named director of engineering for Bryant Manufacturing Co. . . . William D. Crelley was appointed advertising director of Owens-Corning Fiberglas. He was formerly assistant sales manager of Sweet's Catalog Service of F. W. Dodge Corp. . . . Ramset Fastening System, a part of Olin Mathieson Chemical Corp., named Jack Schwaller advertising and promotion manager. . . . Lee A. Miles was appointed to the newly created position of assistant to the field sales manager of Mueller Climatrol. . . . M. E. Dowd was appointed assistant merchandise manager for the Gold Seal division of Congoleum Nairn.

The Building Stone Institute will hold its annual convention at the Hotel Roosevelt in New Orleans, Feb. 21-23. . . . George E. Warren, president of Southwestern Portland Cement Co., was elected chairman of the board of directors of the Portland Cement Assn. . . . Universal-Rundle Corp. announced the appointment of two assistant district managers—Charles A. Henry who will work out of the Chicago office and Elmer Harber who will work in the Dallas office. . . . Completion of the merger of The Long-Bell Lumber Co. and Long-Bell Lumber Corp. into International Paper Co. was announced by J. D. Leland, formerly president of both Long-Bell companies.
WAL-LOK
MORTAR JOINT REINFORCING

1st
WITH ARCHITECTS and BUILDERS because WAL-LOK was first

- to use research for product improvement.
- to deform without impairing tensile strength.
- to use projecting Cross Bars - 4 mortar locks at every weld.
- to comply with National Bureau of Standards Recommendations.
- to furnish galvanized Cross Bars.
- to furnish 12' lengths in 300' bundles - fewer splices, less scrap, lower cost.
- to manufacture 8 Gauge Super Standard.
- to insure complete mortar bondage.


Make WAL-LOK first on your list. Write today for descriptive brochure packed with facts.

ADRIAN PEERLESS, INC.
1412 E. Michigan Adrian, Mich.

FREE
MOST VALUABLE
BOOK FOR BUILDERS!

1,000 TOOLS THAT BUILDERS USE!
MANY TOP QUALITY TOOLS NOT SOLD ELSEWHERE!
★ JOINT-TAPING TOOLS
★ NAILING, LIFTING and CUTTING TOOLS
★ SKIM-COAT TOOLS
NEW METHODS EXPLAINED!
Goldblatt Tool Co.
1912 Walnut, Kansas City 8, Mo.

SAVE TIME...
SAVE MONEY...
with LOW COST
BELSAW
12¼ x 6' PLANER

POWER FEEDS AT
14 to 34 FT. PER MIN.

Low Down Payment!
Easy Terms

BELSAW MACHINERY CO. 207 Field Bldg., Kansas City 11, Mo.

CHELSEA FAN & BLOWER CO., INC.
PLAINFIELD, NEW JERSEY

EXHAUST FANS
Completely new design—exclusive installation and operating features.
5 models—14 sizes and styles for pull chain or wall switch operation.

WALL FAN
ALL WEATHER HOOD

"Floating Action"
ATTIC FAN
Cools entire home! Exclusive Spring Mounting for quiet operation. Fuse cut-off switch for safety. Sizes from 24" to 60", for horizontal or vertical mounting. UL approved—PFMA certified air ratings.

...for Satisfied Customers

Top-quality—for the finest, trouble-free performance. When you install Chelsea fans—for any cooling or ventilating job—you know that it will give the quiet, economical and efficient operation that today's quality-minded buyers demand. Guaranteed for 5 years.

Chelsea
and Satisfying Profits!

Every Chelsea fan is packed with exclusive operating features that help you sell more fans—and are designed for fast and simple installation! Chelsea fans are competitively priced—with a bigger profit for you. With Chelsea you sell more—and make more profit!

ATTIC FAN
Cools entire home! Exclusive Spring Mounting for quiet operation. Fuse cut-off switch for safety. Sizes from 24" to 60", for horizontal or vertical mounting. UL approved—PFMA certified air ratings.

CHELSEA
Sheila

FEBRUARY 1957
A SCREW IS AS EFFECTIVE AS THE WAY YOU DRIVE IT

Drive a Southern Screw right, and you've got holding power and permanence that is unequalled by any other fastener. Southern makes every screw it sells—from U. S. A.-made materials and by U. S. A.-people. You can't buy a better screw than Southern Screw!

Available in all head styles, slotted or Phillips, in all wanted finishes. Write for free samples and handsome brochure about Southern Screw Company.

A PREMIUM FOR YOUR "PRIZE IDEAS" ABOUT HOW YOU USE SCREWS!

Send us your ideas about screw (and bolt) uses that are new, unusual and useful in your business. Each month, Southern Screw will send a valuable "Suggestion Premium" to thesender of ideas judged most original and useful. Ideas become the property of the Southern Screw Co., and cannot be returned. In event of duplication of ideas, award will be given to entry bearing earliest postmark. Decision of judges in bold. Address "Idea Editor," Southern Screw Co., Box 1380 AB, Statesville, N. C.

AMERICAN SCREW COMPANY

American Builder KEEPING UP WITH THE LAW:

Court says city can subdivide 1 1/2 miles from its boundary

By JOHN F. McCARTHY
Attorney-at-law

Regulations by a municipality for subdividing land within one and one-half miles beyond its boundaries, and not within the limits of any other municipality, including requirements for streets, curbs and gutters, have been upheld by the Supreme Court of Illinois in Petterson v. City of Naperville, 137 N.E. 2d 371.

Certain statutes of the State of Illinois authorized municipalities to create Plan Commissions with power to prepare and recommend comprehensive plans for urban development. The Commissions were authorized to make reasonable requirements concerning streets and alleys in lands one and one-half miles beyond the boundaries of the municipalities, and not within the limits of other cities, towns or villages. The statutes provided that no plat of subdivision of any lands within the one and one-half mile areas might be recorded without approval of such Plan Commissions and of municipalities in question.

The City of Naperville is approximately 20 miles west of Chicago. Pursuant to the authority of the state statutes, the City created a Plan Commission and later adopted a so-called subdivision control ordinance applicable not only to lands within the City, but also one and one-half miles beyond its boundaries. The Plan Commission in turn adopted a comprehensive plan, not only for Naperville, but also for lands one and one-half miles beyond.

The Pettersons owned twenty acres of land contiguous to Naperville. They submitted a plat of subdivision which provided for streets twenty feet in width without curbs and gutters. The Plan Commission, and the City of Naperville itself, refused to approve the plat unless certain streets were extended and increased to 25 feet in width, and un-
Today's Way of Living
Calls For Electric Heat...

ELECTROMODE

ELECTRIC
HEAT
FITS THIS
PICTURE

ELECTROMODE offers you a complete line of all-electric heaters designed for comfort in any room or every room throughout the house.

Take the bathroom, for example. Many times it's the deciding factor. Electromode heaters add eye-catching beauty and a promise of comfort and convenience that prospective home buyers can't resist. These heaters are available in a choice of gleaming chrome or white enamel finish.

EASY - TO - INSTALL
COMPLETE SAFETY

ONLY Electromode heaters are equipped with a sealed-in, CAST-ALUMINUM HEATING ELEMENT. Absolutely no glowing elements or exposed open coils. Tops in safety, efficiency and economy.

Included In Electromode Line Are:
- Wall and Portable Heaters
- Baseboard Heaters
- Radiant Cable Heat
- All With Automatic Room Temperature Control

“Leaders in Electric Heating Since 1929”

Mail The Coupon TODAY
Get All The Facts

Electromode Division, Commercial Controls Corporation
Dept. AB-27, 45 Crouch St., Rochester 3, N. Y.

Please send me your FREE brochure on the complete Electromode line of electric heaters for homes.

Name:
Address:
City: State:

Get the details now. Contact your electrical wholesaler for complete information and prices... or write:

MANUFACTURING COMPANY, INC.
Dept. A-2, EMMAUS, PENNA.

FEBRUARY 1957
The truss has become a permanent fixture in today’s gabled-roof houses. Most builders will agree that the speed with which it can be erected in the field, and the elimination of load bearing partitions that it permits, make it an important item in economical building. Also, it fits the increasingly important concept of off-site construction of standard components.

There have, however, been relatively few attempts to adapt a truss system to hip roofs, largely due to the fact that it would require considerable careful engineering and testing. This technical work has been undertaken by the University of Illinois Small Homes Council; the resultant hip-truss system has reached a degree of standardization.

For example, for the given 3/12 slope, (acceptable by most builders) all outrigger dimensions, truss heights, and sloping top-chords will be the same, regardless of span; the only changes would be in the flat top-chords, and of course in the overall dimensions of the peak trusses. In jumping from the 20'-24' range to the 25'-28' range of spans, an additional hip truss is needed.

Besides the outriggers, which can be built on the tip of a standard truss jig, the only truss built in a different manner is the terminal truss. Its top chord is a 2x10, and to it is nailed a 2x2 beveled ledger which supports the outriggers.

The spacing is largely responsible for this standardization: 24" on center out to the terminal truss, and 48" from this member to the plate. And for the standard modular spans of 20', 24', and 28', the two 2x2 hip members will meet precisely at the first peak truss. These truss members are set up after the trusses are up, and are notched into the trusses.
truss for hip roofs

PLAN OF ASSEMBLY.

PEAK TRUSS
TRUSS #2
TRUSS #3
TRUSS #4
TRUSS #5
TERMINAL TRUSS
SMALL OUTRIGGER

OUTRIGGERS 24" O.C.

GEOMETRY OF TRUSSES & FRAMES: 2"x4" TOP CHORDS & 2"x6" BOTTOM CHORDS

TOP VIEW of truss assembly. Note that the distance from the end plate to the first peak truss is exactly one half the overall span of the truss. Hip members are let in after trusses are up.

For smaller spans
American Builder

Technical guide continued

PLAN OF ASSEMBLY

21' to 24'8" spans

TOP VIEW of small span assembly. For spans other than 20'8", 24'8", and 28'8", the two 2x2 hip members will meet at a point somewhere between the peak and the #2 truss.

GEOMETRY OF TRUSSES & FRAMES - 2"x4" TOP CHORDS - 2"x4" BOTTOM CHORDS

PEAK TRUSS

TRUSS #2

TRUSS #3

TRUSS #4

TERMINAL TRUSS

OUTRIGGER

HIP OUTRIGGER

SMALL OUTRIGGER
Hope's Roto Ranch Window shown above costs less than $50.00 with worthwhile quantity discounts.

NEW! Hope's Roto Type Ranch Windows offer these exclusive advantages:

- Underscreen roto operators open and close ventilators easily, quickly.
- Flat type screens, with bronze wire mesh, need never be touched.
- New, wider muntins are in pleasing proportion to panes — provide unequalled strength and rigidity.
- May be glazed with standard units of "Thermopane" and "Twindow", eliminating storm sash, or with single panes of sheet or plate glass.
- Ventilators project outward at bottom; awning effect permits ventilation even in rainy weather.

Write for Bulletin 145-AB for Full Information.

HOPE'S WINDOWS, INC., Jamestown, N. Y.
THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

Light Construction / Residential

Elastizell® - Type Concrete
... greater customer satisfaction at reduced cost

You can offer your customers extra living comfort with floors of this insulating concrete. Even the cheapest heating system will perform with maximum effectiveness when used with an Elastizell-type floor. For further information as to the performance of this type floor, inquire through your ready-mix supplier or write us direct.

Consult our engineers on your concrete problems!

ELASTIZELL CORPORATION OF AMERICA • 815 W. MILLER, ALPENA, MICH. • PHONE 1080

HENRY DISSTON DIVISION
H. K. PORTER COMPANY, INC.

FEBRUARY 1957
There's a lot going on at Techbuilt! Before buttoning up your '57 building plans, take a new look at Techbuilt's new look:

- NEW franchise agreement
- NEW builders' package
- NEW servicing features
- NEW house designs


Take a new look at

TECHBUILT

WE SET YOU UP IN BUSINESS
Here's A Real Opportunity

Send for FREE BOOK "MONEY MAKING FACTS" Shows how you can start at home, make up to $3 or $5 an hour in your spare time. Read request today. No salesmen will call.

Name
Address

FOLEY MFG. CO., 224-7 Foley Bldg., Minneapolis 18, Minn. Send FREE BOOK—"MONEY MAKING FACTS."

NORDAHL MANUFACTURING CO.
180 WEST ALAMEDA
BURBANK, CALIFORNIA

SLIDING DOOR FRAMES

time proved quality

WARDROBE HARDWARE

248 AMERICAN BUILDER
W. W. II VETERANS
WHO USED
VA HOME LOANS

GROUPING: By states—on graduated percentage scale.

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delaware</td>
<td>Above</td>
</tr>
<tr>
<td>Maryland</td>
<td>40.0</td>
</tr>
<tr>
<td>Washington</td>
<td>38.6</td>
</tr>
<tr>
<td>California</td>
<td>38.3</td>
</tr>
<tr>
<td>Nevada</td>
<td>37.8</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>34.0</td>
</tr>
<tr>
<td>New Jersey</td>
<td>33.3</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>33.1</td>
</tr>
<tr>
<td>Florida</td>
<td>32.2</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>31.8</td>
</tr>
<tr>
<td>Vermont</td>
<td>31.6</td>
</tr>
<tr>
<td>Kansas</td>
<td>30.8</td>
</tr>
<tr>
<td>Texas</td>
<td>28.9</td>
</tr>
<tr>
<td>New Mexico</td>
<td>28.4</td>
</tr>
<tr>
<td>Minnesota</td>
<td>27.6</td>
</tr>
<tr>
<td>Virginia</td>
<td>27.2</td>
</tr>
<tr>
<td>Michigan</td>
<td>25.9</td>
</tr>
<tr>
<td>New York</td>
<td>25.8</td>
</tr>
<tr>
<td>National Average</td>
<td>25.2%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>25.1</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>25.0</td>
</tr>
<tr>
<td>Colorado</td>
<td>24.7</td>
</tr>
<tr>
<td>Utah</td>
<td>24.7</td>
</tr>
<tr>
<td>Georgia</td>
<td>24.3</td>
</tr>
<tr>
<td>Ohio</td>
<td>23.6</td>
</tr>
<tr>
<td>Wyoming</td>
<td>23.6</td>
</tr>
<tr>
<td>Indiana</td>
<td>23.5</td>
</tr>
<tr>
<td>Tennessee</td>
<td>22.5</td>
</tr>
<tr>
<td>Arizona</td>
<td>22.0</td>
</tr>
<tr>
<td>Alabama</td>
<td>21.3</td>
</tr>
<tr>
<td>Maine</td>
<td>19.9</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>19.3</td>
</tr>
<tr>
<td>Missouri</td>
<td>19.3</td>
</tr>
<tr>
<td>Idaho</td>
<td>19.2</td>
</tr>
<tr>
<td>Nebraska</td>
<td>19.2</td>
</tr>
<tr>
<td>Louisiana</td>
<td>19.2</td>
</tr>
<tr>
<td>South Carolina</td>
<td>18.5</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>17.8</td>
</tr>
<tr>
<td>Iowa</td>
<td>17.5</td>
</tr>
<tr>
<td>Montana</td>
<td>16.4</td>
</tr>
<tr>
<td>North Carolina</td>
<td>15.3</td>
</tr>
<tr>
<td>Oregon</td>
<td>14.8</td>
</tr>
<tr>
<td>Illinois</td>
<td>14.6</td>
</tr>
<tr>
<td>Arkansas</td>
<td>14.5</td>
</tr>
<tr>
<td>Kentucky</td>
<td>13.9</td>
</tr>
<tr>
<td>South Dakota</td>
<td>13.2</td>
</tr>
<tr>
<td>West Virginia</td>
<td>11.7</td>
</tr>
<tr>
<td>Mississippi</td>
<td>10.5</td>
</tr>
<tr>
<td>North Dakota</td>
<td>10.2</td>
</tr>
<tr>
<td>Less than District of Columbia</td>
<td>7.0</td>
</tr>
<tr>
<td>10% To Less than District of Columbia</td>
<td>7.0</td>
</tr>
</tbody>
</table>

IF YOU'RE BUILDING HOMES IN THIS AREA
in the $9,500 to $30,000 price range...

Get the complete facts on why more builders are switching to ADMIRAL HOMES

Today's biggest Building value

for the BUILDER:  
- pre-determined costs—assured profits
- faster starts—quicker completions
- less overhead—prompt turnover
- cooperative advertising program

for the BUYER:  
- beauty—livability—spaciousness—flexibility
- choice of more than a score of various models
- wide choice of optional features
- top quality materials and workmanship

Write, wire or phone today! Find out how you, too, can join the growing number of businessmen who worry less and profit more, building Admiral Homes.

306 Mt. Lebanon Boulevard  
Pittsburgh 34, Pa.  
L0Cust 3-0090
How much did “Guesses” Cost you this year?

Can you afford it? Be honest now. No exact figures. Just rough estimates. But include everything, and add them up. Now, can you honestly afford to guess at the answers to building problems? Especially when all the planning, building, buying information you need is gathered in one place...AMERICAN BUILDER’s April Marketing Directory & Technical Guide. If you’re not using this time and money saver you’re missing building’s best bet.

It’s free! This building Directory comes to you free (as part of your regular subscription). So why not use it? Why not eliminate the guess work? Why not get the right answers to your building problems?

Full of facts. Seven big technical sections help you plan, build and buy better. Six give you detailed planning and building information on Structural Materials...Doors, Windows, Millwork, Floor and Wall Finishes...Hardware and Building Specialties...Appliances, Electrical, Heating and Cooling, Plumbing...Tools and Construction Equipment...Management and Business Reference-Prefabrication. One, a Classified Buying Guide of Products and Equipment, gives you buying information.

Flooded with extras. And that’s not all...A Reference File of Free Literature showing the catalogs and technical material available from building supply and equipment manufacturers...A List of Building Associations and Societies with name, address and executive officer of each...A Trade Name Index with name and address of each manufacturer.

So why guess when this April issue has all the planning, building, buying information you need? It’s a builder’s bonanza...a technical treasury...a master minute and money saver. Use it!

American Builder
Marketing Directory & Technical Guide.
Haddon Hall Pattern
Hardwood Flooring

Here's parquetry hardwood flooring matching that of bygone days for beauty and craftsmanship, yet within your building budget. Haddon Hall is a direct reproduction of the charming basketweave design of the classic English Haddon Hall pattern. It is easily adapted to a wide variety of today's interior schemes.

Pre-finished and factory-assembled, Haddon Hall is shipped to your construction site ready for easy installation. Consult your nearest dealer or write direct to

Wood-Mosaic
PARKAY Division
LOUISVILLE, KENTUCKY
Maker of the World's Finest Hardwood Flooring since 1883

SAVES MONEY AND TIME, TOO!

1 and 1½-BAG MIXERS

Fits all popular makes of tractors
Universal Transmix® mixes, transports, hydraulically dumps cement. Mixes 1 or 1½ bags cement at 5 to 1. Can be attached or removed in 15 minutes. Barrel friction-driven from power take-off extension. Revolves quietly on rubber wheels. No gears or chains to wear out.

Write for Price and Catalog Sheet
UNIVERSAL PULLEYS COMPANY
356 NORTH MOSLEY • WICHITA, KANSAS

COST CUTTER

LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Miters, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

WRITE FOR FULL INFORMATION

POOTATUCK CORP.
50 Old Stratford Rd.
Shelton, Conn.

contemporary
ranch style
story-and-a-half
split level
one to four
bedroom
precision-cut
homes...designed
for the
do-it-yourself
market.

In all America, never before so fine a home at so low a price! Swift Homes, precision-cut homes are shipped the length and breadth of the United States, with thousands of happy home owners in practically every state in this great land.

Swift Homes are sold only through franchised dealers. We invite dealer inquiries from states east of the Mississippi.

Swift Homes, Inc., Elizabeth, Pa.
Announcing a brand-new line of medium-sized Homes for 1957!

IF you want to erect the best possible home for your customers:
IF the homes you are now building don't quite measure up to your standards:
IF you are a conventional builder, and want us to prove the money-saving advantages we have to offer:

Highest specifications in the industry. Built entirely according to conventional standards.

UNIVERSAL HOMES, INC.
271 First St., MILAN, MICHIGAN

Front-end loader operates in confined area


Circle No. 2095 on reply card, p. 156.

Solid-center auger bits are specially milled

Except for largest sizes, all Greenlee No. 22 solid-center auger bits are milled on special Greenlee-built automatic machines. All cutting parts and screw points are automatically processed to provide complete uniformity. Greenlee Tool Company Division, Greenlee Bros. & Co., Attn. R. Bright-up, Dept. AB, Rockford, Ill.

Circle No. 2096 on reply card, p. 156.

All-purpose mobile crane is easy to operate

The Ke Karry Krane is designed for both easier operating and for easier servicing. Has power steering, and adjustable boom with a single line capacity of 6,000 lbs. Also excellent stability and maneuverability. Hyster Company, Attn. John B. Ferguson, Dept. AB, P. O. Box 3418, Portland 8, Oregon.

Circle No. 2097 on reply card, p. 156.
POSITIONS OPEN for BEGINNING ESTIMATORS
are more numerous today than ever before and steadily increasing. To qualify you must know how to correctly read plans, list and price materials and labor in order to prepare a bid for profitable contracts. PROGRESSIVE BUILDING CONTRACTORS can’t spare time to teach this subject, therefore many of them have purchased Tamblyn’s Estimating Course to do this teaching for them. In a few short weeks Mr. Tamblyn passes on to you his more than thirty years experience in contracting for small buildings and multi-story structures. There is no guess work in his instructions. Send postcard today for 10 day free trial offer and complete particulars on Tamblyn’s Estimating Course or Tamblyn’s Estimating Cost Manual for experienced estimators.

Address to:

TAMBLYN SYSTEM
Gordon M. Tamblyn
5732 Highland Court North, AB Kansas City 16, Mo.

SAVE 80% ON LABOR with STEEL-X

Install after capping...after everything is installed. Goes in 5 times faster than wood bridging—looks 10 times better. No tools needed! Insures solid floors and no squeaks from loose joists...16 anchor spurs hold firm and tighten as wood shrinks. Accepted by FHA, VA, Army, Air Force and others.

TABER BUSHNELL CO.
Metropolitan Bldg., Minneapolis 1, Minn. FE 3-0466

JOIN THE PAYROLL SAVING PLAN

THEODORE EFRON MFG. CO.
6434 S. Wentworth Ave.
Chicago 21, Illinois

Gentlemen: Please rush me information about ShoweRite products.

Name ____________________________
Address __________________________
City _______ Zone _______ State _______
Brand-conscious home buyers look for and prefer nationally advertised fixtures, hardware, and appliances. If the home is beyond the mains, the Myers name on the water system can spell the difference between "no sale" and a handsome profit.

And, add Myers Water Softeners to the list of appliances which help you sell your new homes faster. With exclusive new hydraulic valves, they need no electrical hook-ups... are easy to install and operate. They're guaranteed by Good Housekeeping, so you know they're designed for trouble-free service.

Write today for information about Myers quality products and how they can help you sell more new homes faster while cutting down on call-backs.
### MILLWORK

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fascia</td>
<td>1 x 10</td>
<td>192 Lin. Ft.</td>
</tr>
<tr>
<td>Fascia on Garage</td>
<td>1 x 10</td>
<td>90 Lin. Ft.</td>
</tr>
<tr>
<td>Passageway Fascia</td>
<td>2 x 4</td>
<td>40 Lin. Ft.</td>
</tr>
<tr>
<td>Frieze Board</td>
<td>1 x 8</td>
<td>192 Lin. Ft.</td>
</tr>
</tbody>
</table>

### Int. Trim

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>1 x 8</td>
<td>300 Lin. Ft.</td>
</tr>
<tr>
<td>Cl. Pole</td>
<td>1 1/2 Diam.</td>
<td>30 Lin. Ft.</td>
</tr>
<tr>
<td>Pole Sockets</td>
<td>Wood</td>
<td>5 Pair</td>
</tr>
<tr>
<td>Cladets</td>
<td>1 x 2</td>
<td>50 Lin. Ft.</td>
</tr>
<tr>
<td>Hook Strip</td>
<td>1 x 4</td>
<td>50 Lin. Ft.</td>
</tr>
<tr>
<td>Shaleving</td>
<td>1 x 12</td>
<td>120 Lin. Ft.</td>
</tr>
<tr>
<td>Stairs</td>
<td>12 Risers</td>
<td>1 set</td>
</tr>
</tbody>
</table>

### DOOR SCHEDULE

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3'0&quot; x 6'8&quot; x 1-1/2&quot;</td>
<td>Flush S.C.</td>
<td>1</td>
</tr>
<tr>
<td>2'6&quot; x 6'8&quot; x 1-1/2&quot;</td>
<td>Flush S.C.</td>
<td>1</td>
</tr>
<tr>
<td>16&quot; x 7'0&quot; x 1-1/2&quot;</td>
<td>O.H. Door</td>
<td>1</td>
</tr>
<tr>
<td>3'0&quot; x 6'8&quot; x 1-1/2&quot;</td>
<td>1 lite Frame</td>
<td>1</td>
</tr>
<tr>
<td>2'6&quot; x 6'8&quot; x 1-1/2&quot;</td>
<td>Flush H.C.</td>
<td>9</td>
</tr>
<tr>
<td>2'0&quot; x 6'8&quot; x 1-1/2&quot;</td>
<td>Flush H.C.</td>
<td>4</td>
</tr>
<tr>
<td>Sliding Doors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2'6&quot; x 6'8&quot;</td>
<td>Glass Ext. Doors</td>
<td>4</td>
</tr>
<tr>
<td>2'0&quot; x 6'8&quot;</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

**Total 37**

Note: All doors are to be ordered from the door schedule complete with frames, trim, casing, steps, saddles, etc.

### WINDOW SCHEDULE

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2'4&quot; x 2'0&quot;</td>
<td>Gang of 2 T.H.</td>
<td>5</td>
</tr>
<tr>
<td>4'0&quot; x 2'0&quot;</td>
<td>T.H.</td>
<td>1</td>
</tr>
<tr>
<td>5'6&quot; x 6'0&quot;</td>
<td>Fix Glass</td>
<td>3</td>
</tr>
<tr>
<td>5'6&quot; Triangle</td>
<td>Fix Glass</td>
<td>6</td>
</tr>
<tr>
<td>2'0&quot; x 7'0&quot;</td>
<td>Fix Glass</td>
<td>1</td>
</tr>
</tbody>
</table>

**Total 16**

### KITCHEN CABINETS

<table>
<thead>
<tr>
<th>Location</th>
<th>Size</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sink Counter</td>
<td>4'6&quot; x 3'0&quot; x 2'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Counter</td>
<td>1'1&quot; x 3'0&quot; x 2'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Range counter</td>
<td>3'6&quot; x 2'0&quot; x 2'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Oven counter</td>
<td>2'0&quot; x 2'0&quot; x 2'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Oven Hanger</td>
<td>2'0&quot; x 2'0&quot; x 1'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Range Hangers</td>
<td>4'6&quot; x 2'6&quot; x 1'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Hanger</td>
<td>3'5&quot; x 2'0&quot; x 1'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Ref. Hanger</td>
<td>2'0&quot; x 2'0&quot; x 1'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Broom Closet</td>
<td>2'0&quot; x 2'0&quot; x 3'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Formica Top</td>
<td>Approx. 33 sq. ft.</td>
<td>1</td>
</tr>
<tr>
<td>Back Splash</td>
<td>Approx. 20 Lin. Ft.</td>
<td>1</td>
</tr>
</tbody>
</table>

**Total 12**

---

**A "NATURAL" for 1957 HOMES WITH ROSETTES**

Specify these Doors with Rosettes for the homes you build in 1957. You'll hit the jack-pot of enthusiasm. Furnish them in matching sets. The luxury smartness of these doors is available at a surprisingly modest cost. The mounting demand for these doors is a profit cue for you.

---

**DISTINCTION for the HOME at a MODEST COST**

- **ELITE**
  The BEAUTY Door
  3'0" x 6-8, 1 1/2" thick. The finest of the Front Doors

- **BEAUTIFUL**
  Roach & Musser Doors with ROSETTES
  - SUPERBLY CRAFTED of PONDEROSA PINE

**FREE LITERATURE**

We'll gladly send you descriptions of ROACH & MUSSTER DOORS with ROSETTES. If your dealer does not as yet handle them, send us his name and we'll send literature to him, too.

---

**SEE YOUR DEALER OR WRITE FOR LITERATURE**

**ROACH & MUSSTER CO.**

8811 Grandview
Muscatine, Iowa

---

**moving?**

American Builder should be the first to know . . .

American Builder
Subscription Dept.
Emmett St.
Bristol, Conn.

---

**FEBRUARY 1957**

---

**American Builder**

should be the first to know . . .
When you want facts on building and buying

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.

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.
Conforms with modern practice and building regulations in all parts of the country. A book you will refer to for years! The professional guidance you get on even a single house construction detail can repay you a hundred times the small cost of this wonderful volume! Send for free-examination copy today. Mail coupon below.

The "How" Book of House Construction
Nothing else like it! Other books may show you what to build, but this is the book that shows you HOW. Every detail in the construction of a house is clearly described—illustrated with large, easy-to-follow drawings—indexed for ready reference. Send coupon below to get your free-trial copy.


Simmons-Boardman Books, Dept. AB-257
10 Church Streets, New York 7, N. Y.
Send me for 10 DAYS' FREE EXAMINATION, "House Construction Details." I will either return it in 10 days and owe nothing, or send only $4.95 (plus postage) in full payment.

Name ________________________________
Address ________________________________
City & State ________________________________

Send for 10 DAYS' FREE EXAMINATION, "House Construction Details." I will either return it in 10 days and owe nothing, or send only $4.95 (plus postage) in full payment.

SAVE! Send $4.95 with this coupon and we will pay postage. Same return and refund privileges.
“IBM was one of the first companies to...”

“I have always been proud of the fact that IBM was one of the first companies to put into effect the Payroll Savings Plan for the purchase of United States Savings Bonds, and I am delighted to see this patriotic endeavor continuing year by year and increasing throughout our organization. Today thousands of IBM employees, through their participation in the Plan, are helping their country and providing for the future of their families and themselves.” THOMAS J. WATSON, JR., President International Business Machines Corporation

If employee participation in your Payroll Savings Plan is less than 50%... or, if your employees do not now have the opportunity to build for their future through the systematic purchase of U.S. Savings Bonds... a letter to: Savings Bonds Division, U.S. Treasury Department, Washington, D.C., will bring prompt assistance from your State Director. He will be glad to help you put on a person-to-person canvass that will put an application blank in the hands of every employee. This is all you have to do. Your men and women will do the rest, because they will welcome the opportunity to build for personal and national security.

The United States Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

AMERICAN BUILDER
If you build-in air conditioning or plan it for the future
your windows should have this extra feature

If you're providing, or providing for, air conditioning in your homes, here's a feature that will strengthen your sales story.

It's Schlegel Certified Woven Pile Weather Seal. Made of flexible wool fibers, Schlegel Weather Seal is an integral part of the window. Flexible wool pile makes a lasting seal against air, moisture and dust infiltration.

Schlegel Woven Pile also means silent windows when winds blow. Pile cushions the frame and prevents rattling. The same cushioning action eliminates scraping sounds when windows are raised or lowered. It also provides a smooth surface so windows go up and down easily.

Schlegel Woven Pile makes air conditioning and heating systems more efficient and economical. It's part of every good window. When you specify windows, strengthen your sales story with Schlegel Certified Woven Pile Weather Seal.

---

Muller Machines lead in low prices and low operating and maintenance costs. These result from the use of the best materials and components, simplified design and efficient manufacturing methods, based on 50 years of specialized experience.

Ask for prices and name of local dealer.

MULLER MACHINERY COMPANY, INC.
Metuchen 4, N. J.
Cable Address: MULMIX

---

STUR-D RIBBED STEEL CROSS BRIDGING

Can be used in new or old installations, to strengthen existing floors, or as a bracing for studding. Stronger than wood, leaves maximum open space, saves up to half the labor.

Made of 16 gauge heavily galvanized V-ribbed steel. Available in 17" and 20" lengths for 12" and 16" centers. Flat ends with five nail holes for variable fit-ups.

Order from your lobbler or write P. O. Box 635

F. D. KEEES MFG. CO.
BEATRICE
NEBRASKA
The Month Ahead

THIS MAY HURT A LITTLE
The economic facts of life aren't always pleasant, but they're always facts. Within the next few weeks, perhaps by the time you read this, the 85th Congress will have decided whether or not to raise government-insured mortgage rates. This decision will have a powerful effect on your business next year — unless you're lucky enough to work with conventional loans only, or with strictly cash customers. (Remember them?)

Anyway, that's why the lead news story in the March issue will be all about mortgage money. Be sure to read it.

IT'S GETTING GOOEY
Don't let that nice solid ground fool you. By the end of March most of the country will have begun to thaw out, which means mud, and the problems that go with it. If the frost isn't too deep in your neck of the woods, it might pay you to start your digging before the thaw really gets started. And try and get enough gravel in the right places to make some sort of a rough roadway. Even if it costs a little extra money, you'll begin getting it back the first day a truckload of lumber doesn't sink clean out of sight.

SILVER-LINING DEPARTMENT
Even if tight money does hurt you this year, think twice before you scream to your congressman. A little braking on the economy right now will probably mean a healthier market later on.

Don't just sit there, do something
If the Congress takes a little time to make up its mind about raising interest rates, it doesn't mean that you have to sit around twiddling your thumbs. Regardless of what happens, there are certain facts already established for you to go on.

In the first place, whether VA and FHA rates go up or not, insured loans are going to stay expensive. Today you pay a high discount rate; if rates rise, carrying costs will be higher, and the buyer will have to be satisfied with a smaller house, or ante up a higher down payment. Either way, the market is going to suffer.

In the second place, tighter money means that competition for the credit dollar will get even rougher. You'll have to do a big selling job to convince people that since they can't buy both a new convertible and a house, they should choose the house. This may sound obvious, but the auto industry has done such a powerful advertising job that far too many people are choosing the new car.

How does this affect you?
Let's apply all this to your operations for the next few weeks. The basic planning for your Spring houses has already been done, and building may actually have begun. Will you have enough sales appeal for this sagging market? To make up for the drop in marginal buyers, you'll have to make a play for the man who has the money, but who is perfectly happy with the house he has now. You'll have to offer a house that is so up to date that he begins to think of his present one as hopelessly obsolete.

Aim for the woman of the house
The kitchen is the focal point of most of today's labor-saving appliances, thus the place where up-to-date-ness stands out strongest. That's why the big feature of next month's American Builder will be the newest in kitchens and equipment, from the manufacturers participating in the NAHB convention exhibits in Chicago. Sell the housewife, and nine times out of ten you sell the house.
This is the floor that sells the room that opens the door to easier home sales

The kitchen-family room is today’s biggest, new selling feature in home building. And here’s the floor that sells the room — rich, beautiful Gold Seal® Nairon Custom Tile. Home buyers prefer this full-thick vinyl plastic tile because its colors go all the way through — provides outstanding wear ... because it cleans so easily, is so highly resistant to stains. And you can even install Gold Seal Nairon® over radiant heating. Yes, Nairon makes home selling easier. See it now at your Gold Seal Dealer. (See the yellow pages — "Floors" or "Linoleum").

Satisfaction Guaranteed or your money back

FOR HOME, BUSINESS, INSTITUTIONS; BY-THE-YARD AND TILES — INGOLD LINOLEUM NAIRON® FLOORS • VINYL BEST® TILE • CORK TILE • RUBBER TILE • ASPHALT TILE

SPECIFICATIONS: Install over on-grade concrete, suspended wood or suspended concrete.

"Vanilla"—5 colors—14" x 14"
"Aqua"—19 colors—14" x 14" and .380" x 380"
"Marble"—7 colors—14" x 14" and .380" x 380"
All %" tile available in 9" x 9", 12" x 12" and 18" x 18".
The .380" tile offered in 9" x 9" only.

FOR THE LOOK THAT'S YEARS AHEAD
Gold Seal
FLOORS AND WALLS

© 1967 Congoleum-Nairon Inc., Newark, N.J.
Sliding Door Hardware for Interiors by National

For Style... Smart and modern, years ahead in design!
For Service... Unequaled for ease of operation!
For Convenience... A space saver, doors bi-pass each other or slide each into its recessed pocket!

Architects and builders realize that the sliding door for interiors is a definite preference of the trade for today's functional home—where spaciousness and simplicity of design contributes towards more gracious living.

Valuable wall and floor space for the more artistic and practical placement of furnishing is now possible with interior sliding doors for wardrobes, closets and as room dividers.

The National hardware illustrated here is distinctive because of the many fine features embodied. Hangers have large nylon wheels 1½ inches in diameter—they travel farther with less revolutions—faster, easier and quieter and never need lubrication. Hangers are made in both single and double wheel styles and fit every thickness of door. An illustrated brochure with full details, sent upon request.

No. 185 Sliding Door Hanger

View showing complete door assembly

No. 182 Sliding Door Hanger

Hangers are sold singly or in complete sets including floor guides, bumpers and pulls. Track is available in 44, 56, 60, 68 and 92 inch lengths.