Has your housebuilding ever caught up with ELECTRICAL LIVING?
The Kitchen Sells the Home...

Nothing excites a woman's enthusiasm more than a modern, attractive kitchen equipped with these 3 NuTone BUILT-INS. America's leading builders are including these in their homes.

1. NuTone offers America's most complete line of Exhaust Fans... more powerful than the 4 other leading brands tested in wind tunnel.

2. The kitchen appliance of the future is here! The NuTone Built-In Food Center does everything! It's a Meat Grinder — a large size Mixer — Food Blender — Knife Sharpener and a Fruit Juicer all completely recessed... leaving the kitchen counter smooth and tidy.

3. Home buyers fall in love with this new idea! It's a 2-note door chime and modern kitchen clock — all in one. — so pleasing to the ear, attractive to the eye, and easy on nerves. Simplified installation — no clock outlet needed. Completely recessed, flush with wall.

FOR CATALOGS & LOW PACKAGE PRICE... Write To NUTONE, INC., Dept. AB-5, Cincinnati 27, Ohio

NuTone Built-Ins Sell the Kitchen!
New, low cost, one-hole

Kwikset PUSH-PULL LATCH

The ideal latch for patio, porch and sundeck doors is the new Kwikset Push-Pull Latch No. 1-344. This attractively designed latch can be quickly installed on doors 3/4” to 1 3/4” thick by boring only a single hole. The strike is flush mounted on the jamb without mortising.

The Kwikset Push-Pull Latch is operated by a gentle push on the interior side and an easy pull on the exterior side. A convenient finger-tip locking mechanism secures the latch from the inside.

The smart, distinctive styling of the handsome handles and rosettes blend with the decor of both traditional and modern homes.

The Kwikset Push-Pull Latch is available in rich, durable finishes of brass, bronze or satin chrome. Rugged, precision construction from the finest materials assures dependable performance.

KWIKSET SALES AND SERVICE COMPANY • ANAHEIM, CALIFORNIA
the handsome waferwood textured panel-

TENEX

adds the luxury look at low cost

Today's high-fashion colors in paints or stains come vibrantly alive with new texture—new richness when you apply them to TENEX. That look of luxury has been added—yet the modest cost of TENEX has kept your home competitively priced.

When comparing homes, prospective buyers are attracted to the textured elegance of TENEX walls, ceilings or cabinets. Change "lookers" into buyers with TENEX.

Panels are 4' x 8' and 4' x 16'—1/4" thick.

Write Packy® for free TENEX sample and literature.
P. O. Box 1452, Spokane, Washington

TENEX rubbed gold panels (applied with adhesive to this gilded wall, 1/4" spacing between panels) add a luxurious "gold marble" decorative accent to this garden entry designed by the distinguished architect, Henry Hill, A.I.A.
An all-around service

If you've felt the need for more cooperation between all segments of the industry, maybe you can interest your local HBA in a plan recently adopted by the HBA of Greater Seattle. An “architects and builders plan service,” will provide full facilities for architects, builders, subcontractors, suppliers and government agencies in the fields of residential, multiple family and commercial construction.

The inside story

Letting your buyers know just what goes into your houses will give them confidence that they're getting good value for their money. Builders Alan and Ira Weissman are doing just that at their De Silva Homes development, Stony Brook, N.Y., with a comprehensive display of the components they use. An exhibit which includes 22 different samples and mock-ups for testing has been set up in a model home. It touches on almost every phase of construction from the foundation to the roof. For example, in answer to the question, “What holds the house together?” the builders have provided a section of framing which includes plywood sheathing, diagonal bridging, double flooring, 2x8 inch floor beams as well as studs, 16 inches on center with triple corner posts.

A golden opportunity

If you want to get into the remodeling field, this is the month to make your plans. Home owners are going to be hit with all kinds of ads proclaiming May as “Better Your Living” month, and they'll be looking around for builders who can do a top-notch job on modernizing their houses.

For some good tips on how remodeling contractors work, see American Builder's July issue.

Penny wise, pound foolish

Sometimes you can save money by spending money. John R. Watt, associate professor of mechanical engineering, University of Texas, reports on tests conducted at the air-conditioned village in Austin, Tex. Use of extra insulation, with mineral wool as the basic material, enabled both builders and owners to reduce costs. The professor concluded that for each dollar spent on insulation for air-conditioning beyond current minimum FHA requirements, $1.82 was saved in equipment otherwise needed—providing a net savings of 82 cents.

You'll get all the answers

How do you prepare publicity releases? What’s the best way to prepare your advertisements? If you want a comprehensive answer to these and other questions about merchandising, American Standard's revised “Blueprint for Sales,” is a must for you. Builders can obtain copies through local American Standard sales offices.

The right approach

When you're building homes in already populated areas, residents often resent the dirt and noise that accompanies construction. Here’s a plan adopted by a large company which home builders could also use. Union Carbide Corp. is building new offices on Park Ave., New York City. Morse G. Dial, president, sent letters to 10,000 offices and homes situated within 3 blocks of the site, apologizing for the dust and noise. All kinds of understanding replies are piling up.
You’ll find Advantages you want in

GLIDE-ALL Sliding Doors

... features like these:

FOUR POINT CONTACT assures positive stability, preventing rock or twist of the panels in operation. This feature is achieved with the two upper adjustable rollers and two adjustable lower guides. Upper Roller assemblies have an adjustability feature (3/4") to assure easy installation and to compensate for out-of-square openings. Lower guides also adjust to the proper depth to noiselessly guide bottom of panel.

ROLLERS ASSEMBLY Smooth-rolling nylon wheel assembly permits quick, easy installation and adjustment that is permanent.

LOWER GUIDES Specially designed steel bracket with polyethylene sleeve—adjusting screw allows 1/4" movement up or down. locks in permanent position.

OTHER FEATURES that make Glide-All Sliding Doors outstanding are shown below.

Glide-All Doors are available for 8' floor-to-ceiling and 6' 8" high installations—in a variety of standard opening widths. For complete details, specifications and prices see Sweets or write the nearest Woodall plant.

HEAVY STEEL TRACK is easily installed, and formed to prevent rollers from “run off.” Notched for quick panel installation.

ALUMINUM THRESHOLD Decorative and sturdy, it is simply attached to floor. Grooves receive bottom guides to assure panel stability.

STURDY PANEL Hard, smooth hardboard with great structural strength takes any finish to walls.

RIGID STEEL TUBES Used for stiles and rails, they give panel stiffness but allow it to "float" to compensate for expansion, contraction and prevent warpage.

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.

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NEW YORK, Glen Cove Rd., Mineola, N. Y.
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AMERICAN BUILDER
READER’S GUIDE
MAY 1957

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10-Second Order Form

AMERICAN BUILDER
Circulation Dept., Emmett St., Bristol, Conn.
Please renew my subscription □ 1 year $3.50*
3 years $7.00* □ Payment enclosed □ Bill me
□ U.S., its possessions and Canada only.

Name .........................................................
Address ......................................................
City, Zone, State ..............................................
Company ......................................................
Type of Construction ........................................

MAY 1957

AB 557
1957 MODEL HOMES...

Using Ponderosa Pine Woodwork means easier sales because you build more value into your homes. Ponderosa Pine windows, doors, cabinets, specialty items and trim are all available quickly through your lumber dealer as you need them. You can install, fit and finish these Ponderosa Pine Package items right on the job site... to your customer’s tastes.

Your customers are learning about Ponderosa Pine Windows in National Advertising which stresses these advantages.

1. Beauty and style for any taste.
2. Weather-tightness to keep out heat, dust and cold.
3. Natural insulation to keep unwanted condensation from forming on frame.
4. Easy to operate... well-balanced... preservative treated.
5. Easy to finish... inside or out... paint, stain or wax.
6. Won’t rust, corrode, or be affected by acid fumes.

Only wood windows can give your customers all these benefits... So, this year build with confidence—build with Ponderosa Pine Woodwork.

Ask your Lumber Dealer about the Ponderosa Pine Woodwork Package for builders.

Ponderosa Pine WOODWORK

39 South LaSalle Street • Chicago 3, Illinois

An Association of Western Pine producers and Woodwork manufacturers
Advertising

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

A
Ajax Hardware Sales Co.  
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Bakelite Company, a Division of Union Carbide and Carbon Corporation  
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*Boose Products, Inc.  
Briggs Manufacturing Company  
Broughton, Inc.  
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c
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Cabot Inc., Samuel  
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Carr, Adams & Collier Company  
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D
Danuser Machine Co.  
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Dryer Chemical Company, The  

Du-Gray Division, General Motors Corporation  

E
Edwards Company, Inc.  
Elektrode Division, Commercial Controls Corporation  
Elmo Manufacturing Inc.  
Emerick Electric Mfg. Co., The  
Evans Rope Co.  
Extine Mfg. Co.  

F
Fannon Electric Co.  
Fedders-Quiggin Corp.  
*Fielder Company  
Pueblo Building Material Division  
Firestone & Son Mfg. Co.  
Flintkote Company, The  
Furnace Equipment Corporation  
Fyran Manufacturing Company, Michael  
Fyran Manufacturing Co., Michael  
Ford Motor Co.  
*Ford Products, Inc.  
Forney Mfg. Co.  
Frigidaire Corporation, The  

G
Gates & Sons, Inc.  
General Electric Company  

*Appears in Western edition only.

MAY 1957

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George Hovland
Mark of a Modern Builder

More and more successful builders are discovering the sales appeal of Schlage 5-inch backset locks for flush doors...originally developed by Schlage to combine new locking convenience with new opportunities for individual lock styling.

Schlage 5-inch backset locks give builders new freedom and flexibility in lock placement...permit the many striking combinations of Schlage locks and escutcheons that establish a home's first touch of quality at the entranceway.

Modern builders give strong sales impact to the quality of their homes...when the immediate note of fashionable lock beauty is made possible by Schlage 5-inch backset locks.

Full Hand Freedom with Schlage's 5-inch Backset

Compare the difference between a standard backset and Schlage's 5-inch backset...and feel the extra hand space now possible for all doors throughout the home. The old-fashioned squeeze between door-jamb and lock too often caused bruised knuckles and scraped hands...until Schlage developed five full inches of hand freedom.

Send for New "Lock Fashions" Brochure #651 Y-5

For colorful applications of the Schlage 5-inch backset with Schlage residential lock and escutcheon designs, write today for this 4-color, 12-page brochure.

SCHLAGE LOCK COMPANY

SCHLAGE LOCK COMPANY, SAN FRANCISCO • NEW YORK • VANCOUVER, B.C. • Address all correspondence to San Francisco
To The Editors:

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

Merchandising Pre-building

Sirs: As a subscriber and long a regular reader I have received many profitable ideas from your magazine. In the past ten years we have built over 700 homes. At the recent Annual Associated Home Builders' Home Show (March 10-17) I showed a $20,500 Tri-Level house (similar to your Tri-Level in November American Builder) complete. To make the task harder, I couldn't get into the building until March 4. Of course the only way to make this possible was pre-built methods of construction. This method we are using in our Rose Lawn subd. of 134 lots. We find the Home Show a wonderful opportunity to interest the greatest number of prospective buyers in our houses and also in our ability to construct near perfect houses in a short time. . . . Thanks for bringing us new methods and materials in your publication. As you see we do take the ideas and actually run with them.

—Charles E. Wilson, Construction Manager, Peter Construction & Supply Co., Louisville, Ky.

As we keep saying, off-site building takes many forms and makes sense in all of them.

Low-Cost Houses

Sirs: Thank you for your reply to my letter asking for more low-cost house plans. When you published this correspondence in your January issue the local builders were amused and expressed the thought that the editors of American Builder should take a quick swing around the country and miss the big cities, for once, and see what is being done in the grass roots for a change.

Just a week's auto trip to Florida will bring you past big 24-sheet billboards advertising homes for $4,950 to $6,500 and $7,500 for three bedrooms. These models may prove to be too minimal or even second cousin to the old "Jerry built" but at least the desire to meet the need is being worked on and the need must have been expressed—and all this is going on without help from American Builder.

—H. McGuiire Wood
Black Mountain, N. C.

This time our construction editor replied: ". . . If you read our December issue, you probably saw the Arizona model that won first place in our best model home contest. This house offered three bedrooms, two baths, a garage, and a swimming pool, all for $9,800. We have seen similar low prices in both Florida and California, and in June of this year we are going to do a story on a New Jersey builder who is selling a three-bedroom house for $7,350 . . . ."

Bookkeeping Systems

Sirs: I am writing for a solution to my bookkeeping problems. Do you have an outline that would show (1) money coming in, (2) accounts receivable, (3) individual costs of homes, (4) costs of extra work throughout the year (mainly repair work), (5) money coming in from extra work, (6) amount of wages paid, (7) amount of subcontract work paid out, (8) cost of maintenance, (9) cost of new equipment, (10) travel expenses, (11) advertising expenses, and (12) bills due?

I have covered most, though not all, of the data needed to keep me informed of my progress. The accountants here seem reluctant to set me up (and almost every contractor like me has the same trouble).

—John M. Gority, Contractor, Altoona, Pa.

One of the best systems available today at modest cost is the one being sold by the Frank R. Walker Co., 173 W. Madison Ave., Chicago. The firm has several systems, depending on the size and complexity of the operation.

Oh, I guess I'd do the same thing too if I'd hit oil on my property.

(By Virgil Partch—Courtesy Pomona Tile Mfg. Co.)
These are important problems! DO YOU KNOW THE ANSWERS?

1. Does BRONZE or ALUMINUM paint on an IRON radiator improve or impair its performance? (19, 20, 22)
2. Will ORDINARY paint on an IRON radiator improve or impair its performance? (19, 20, 22)
3. Is it true that ICE radiates heat at a greater rate than a stove? (17, 18, 22)
5. Is it true that the loss of each lb. of vapor represents a heat loss of 1060 Btu's, or TEN TIMES that which raises the temperature of 1 lb. of water 100°F? (5)
6. Does insulation KEEP OUT THE COLD? (17, 3)
7. Do thermal insulations create heat? (3)
8. Is it desirable to place vapor barriers on both sides of an insulation? (5)
9. Is it true that cold does not flow to warm, but heat to cold? (17, 18, 19)

Some of the answers may surprise you! Look them up in a handy, new reference manual, “Heat Flow by Radiation in Buildings,” by Alexander Schwartz. You may obtain the booklet free!

The numbers above refer to pages in this important contribution on the theory and practice of insulating against heat and vapor flow, and against destructive condensation. It is replete with simple, illustrated explanations of how to solve many usual and unusual heat flow and fuel problems; also illustrates many new installation techniques.

The author is a well-known lecturer in the field of heat and vapor flow, and thermal insulation. He is president of Infra Insulation, Inc. and author of “Simplified Physics of Vapor and Thermal Insulation,” which has been used for years as a text in universities, technological institutes and colleges, and as a valuable reference by architects, engineers, and builders.

In this one handy booklet of 48 pages are assembled and presented in clear, concise, easy-to-follow language: -- facts; figures; reports of practical experiments and scientific theories obtainable otherwise only through years of study and consultation of hundreds of books and other publications. It is generously illustrated with drawings, photographs, diagrams, charts.

"Heat Flow by Radiation In Buildings" is yours, FREE, for the asking — Just use the coupon, and get the "answers!"

Infra Insulation, Inc., 525 Bway., N. Y., N. Y. B-5
Please send □ Heat Flow by Radiation

NAME

FIRM

ADDRESS

10

AMERICAN BUILDER
The Building Outlook

SMALL TALK

IT'S CATCHING

Smart advice comes from the St. Paul HBA: The time has come for those who make up this industry to throw the crying towel in the corner and start building morale and sales by creating an atmosphere of optimism. You can start, they say, by taking the word "lousy" out of your vocabulary and substitute the word "good."

LONG AND SHORT OF IT

Having trouble with determining the height for fixtures? Many lavatories are being produced with adjustable wall supports so they can be installed at desired heights.

HOT SPOT

As the trend to larger homes grows, the two-furnace home may some day be as common as the house with a two-car garage. According to C. W. Nessell, heating consultant, one out of every five homes built this year will be equipped with two or more of these: furnaces, air-conditioning plants or systems of temperature controls.

CRYSTAL GAZING

Will the future of the nation's cities parallel the future of Cleveland as envisioned by five of the city's leading architects? All were sure that the next 25 to 50 years will see more and more planning on a community and city-wide scale. Big chunks of the city will be designed and planned as units. Activities will center around where people are living. These areas will be connected by parks and recreational areas.

BACK TO THE CITY AND UP. That's the pattern being set in urban areas where home-site scarcity is plaguing builders. In Phoenix, for example, the transition from strictly horizontal growth to the beginning of vertical growth was marked by the completion of a cooperative apartment building. Builders of the structure, which was conceived as a "collection of modern air-conditioned homes," reports over half the apartments were sold before ground was broken. More of this can be expected as communities expand.

IS CONGRESS GOING TO WAIT UNTIL THE LAST MINUTE, then jam through a housing bill which will satisfy no one but Congress? It looked that way as American Builder went to press. Each day new proposals were made, then rejected. Meanwhile, FHA made it easier for buyers in the lower and middle income groups with new down payment requirement: 5% of the first $9,000 of appraised value and 25% of value over $9,000.

RISING LAND, LABOR AND MATERIALS COSTS are giving impetus to the trend towards large-scale home-building operations. New Jersey builders Saul Cantor and Paul Goldman predict a marked decrease in planning of new home colonies of under 50 houses. Only through large-scale operations, backed by integrated organization, can builders effect economies to offset these increased prices, they say. To back up this belief, the builders have planned a two- to three-year general construction program estimated at over $50,000,000. This includes completion of one 500-home community, another of 170 houses and three regional shopping centers. In addition, their company has acquired a 565-acre site for a planned 1,800-home development.

HOUSING FOR THE AGED comes in for more and more attention as surveys continue to point to the longer life expectancy of the average citizen. In a recent issue of Progressive Architecture, NAHB secretary Carl T. Mitnick declared banks and realty investors are neglecting a huge market in residences for the aged: "Lending institutions today should realize that home loans to older people are really safe investments." The effective life of the average mortgage is eight years, much less than the life expectancy of the typical age-65 borrower.
Check these profit-making features!

NEW! THOR POWER TROWEL

Does a better, safer job with less crew time!

- Light weight ... completely portable
- Blade tilt for floating or finishing work adjustable by large wheel operated by hand or foot ... no time-consuming blade changes
- Safest trowel on the market . . . non-rotating guard ring protects worker, permits work closer to walls
- Nationally serviced Briggs & Stratton 4-cycle engine
- Direct, vertical drive—no belts to wear, slip or replace
- Automatic clutch stops blades at idling speed
- Drive connection is at blade center . . . for best efficiency and balance
- 29" guard diameter permits access through standard doors, into basements, etc.
- 3/4" tubular, one piece frame . . . extremely durable

For complete specifications, demonstration and price . . contact your nearest Thor distributor or the Thor branch in the city nearest you shown below.

THOR POWER TOOL COMPANY, CHICAGO

Atlanta  Cleveland  Los Angeles  Richmond
Birmingham  Denver  Milwaukee  St. Louis
Boston  Detroit  Newark  San Francisco
Buffalo  Houston  Long Island City, N.Y.  Seattle
Chicago  Indianapolis  Philadelphia  Toronto, Canada
Cincinnati  Kansas City, Mo.  Pittsburgh  Export Division, New York City

Thor
PORTABLE POWER
TOOLS
Interpretations: 

After a low February, there was a less-than-usual seasonal rise in March housing starts. The seasonally adjusted annual rate declined 3%, marking a new low in the downward trend which began in 1955. Although there was some increase in units begun under FHA and VA, the major share of the Feb.-to-March rise was in conventionally financed housing. The gain over the first quarter of 1956 for total new construction resulted chiefly from greater public outlays for highways, schools, etc.

15 LEADING HOME BUILDING AREAS
Dwelling units built in Metropolitan areas during 1956. (BLS)

<table>
<thead>
<tr>
<th>Area</th>
<th>Units Built</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>89,362</td>
<td>-14</td>
</tr>
<tr>
<td>New York</td>
<td>77,425</td>
<td>-20</td>
</tr>
<tr>
<td>Chicago</td>
<td>51,475</td>
<td>-14</td>
</tr>
<tr>
<td>Detroit</td>
<td>30,910</td>
<td>-24</td>
</tr>
<tr>
<td>San Francisco</td>
<td>21,956</td>
<td>-32</td>
</tr>
<tr>
<td>Miami</td>
<td>17,131</td>
<td>+ 5</td>
</tr>
<tr>
<td>Washington</td>
<td>16,556</td>
<td>-27</td>
</tr>
<tr>
<td>San Diego</td>
<td>13,249</td>
<td>-16</td>
</tr>
<tr>
<td>Cleveland</td>
<td>12,135</td>
<td>-22</td>
</tr>
<tr>
<td>Baltimore</td>
<td>11,538</td>
<td>-25</td>
</tr>
<tr>
<td>Boston</td>
<td>9,926</td>
<td>-13</td>
</tr>
<tr>
<td>Buffalo</td>
<td>9,714</td>
<td>-11</td>
</tr>
<tr>
<td>Atlanta</td>
<td>9,485</td>
<td>-18</td>
</tr>
<tr>
<td>Denver</td>
<td>9,200</td>
<td>-30</td>
</tr>
<tr>
<td>Phoenix</td>
<td>8,500</td>
<td>-17</td>
</tr>
</tbody>
</table>

LOWEST FIRST QUARTER AVERAGE SINCE 1949—963,000 units—reflected 83,000 March starts, 16% below March 1956. Seasonally adjusted annual rate continued its downward trend to 910,000.

REVERSING A 9-MONTH UPWARD TREND, hourly earnings fell slightly in February to 159.3. Building costs held steady during the first quarter, with March only fractionally higher than a year ago.

AT $9.2 BILLION, the quarterly outlay for new construction was 4% higher than in 1956, the most active first quarter on record. The March figure of $3.2 billion was a new high for the month.
Factory-built masonry chimney saves you time, money and space

Problem: Rising construction costs and increasing competition in the new home market — need for money-saving building components to keep selling prices of new homes in line without sacrificing quality. One Solution: Install the Van-Packer Factory-Built Masonry Chimney instead of conventional brick.

Many builders have discovered that the Van-Packer gives their homes all the beauty, safety and permanence of masonry at a savings of up to 40% per chimney. With Van-Packer there are no job delays, the chimney is installed in 3 man-hours or less anytime during construction. There is no need for a brick pier or special framing.

In red, buff or white brick color, the Van-Packer brick-design panel housing harmonizes perfectly with the exterior color scheme of your homes. Acidproof 5/8" fire clay tile lining, 3" vermiculite-concrete insulating wall and asbestos-cement jacket provide complete protection and durability.

Ceiling or floor suspended, the Van-Packer saves valuable floor space and permits the furnace to be located anywhere to better fit in with your floor plan. Independent laboratory tests prove the Van-Packer provides greater draft than an 8" x 12" tile-lined brick chimney.

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 for Bulletin RS-1-12.

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FACTORY-BUILT MASONRY
Chimney

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Also Manufacturers of
Van-Packer Fire Clay Tile Gas Vent

UL listed for all fuels, all home heating plants and incinerators, approved by major building codes.
Tomorrow's House

From Frank Lloyd Wright: a collapsible
"Air house" of plasticized fabric

No one will ever be able to accuse Frank Lloyd Wright of conservatism. This time the old master (old, that is, in years, but certainly not in ideas) has come up with a house of light fabric inflated with low-pressure air, and easily collapsible.

The design is made possible by a material called “Fiberthin,” developed by the United States Rubber Co. It is a light, tough, vinyl-coated nylon fabric, and the amount necessary to create the house shown at the left weighs but 200 lbs., and can be folded small enough to fit into a car trunk.

Only very low air pressure is required to keep the house inflated, low enough so that the difference between outside and inside cannot be noticed. The air pressure is supplied by a blower which is part of the forced-air heating and cooling system. Opening a door to go in or out will not release enough pressure to cause the house to collapse; should Junior get careless and leave the door open, it might permit the structure to settle gently around the family’s heads, but once the door was closed, things would immediately blow back up to normal.

Either water or sand can be used as ballast to keep the house from blowing away. It’s contained in a tube around the base of the house.

The “airhouse” is a development of the “Airhouse-warehouse,” a structure on the same principle which was shown at the NAHB Convention in Chicago. (See March American Builder, pp. 82, 83.)

It should be noted that Fiberthin is resistant to scuffing, weathering, sunlight, and salt water. The house will stay put in strong winds, and can support heavy roof loads.

The day may come when every family will need a tire-patching kit in its home repair tool kit.

This house, and a similar but smaller model, will be on display during the “Showcase for Better Living” of the second annual International Home Exposition, May 4-12, in the New York Coliseum.
entirely new and wonderful way to enclose bathtubs and shower stalls

sliding folding tub-shower doors!

Tub-Master Folds Back and Stays Out Of The Way for bathing children or washing bathtub. By-passes for easy entrance to tub; closes completely for shower. Dries immediately. Cleans like a breeze.

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

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

"Tub-Master" comes in beautiful decorator colors that go clear through—won't fade, mildew, chip, flake or peel. It increases the value of the homes you build...helps merchandise them. Call a MODERNFOLD Distributor; he's listed under "Doors" in the classified directory.
BE A
ONE
STEP
MAN

use General

and save 75% finishing costs

SSS FLUSH DOORS come to you just ONE STEP away from a beautiful, brilliant, durable finish. There's no sanding, no priming, no filling. Just a finishing coat, of your choice — wax, varnish, lacquer or stain — and the job is done. The finish is perfect.

Let us send you our new full color brochure on SSS Flush Doors and a sample of the SSS veneer with which they are surfaced.

General Plywood Corporation
3131 W. Market Street, Louisville, Kentucky Dept. A.B.
How Alfol Insulation helped these men sell 460 homes in one weekend!

"Build better, then sell harder!"

In the Chicago suburb of Melrose Park, it was this formula that enabled master builders Norman Winston and David Muss to sell 460 new homes in a single two-day weekend!

Details of the "super" promotion of Winston Park Homes would fill an entire merchandising text. But the real key was superior construction.

Insulation merchandised

One of the many top features of these homes was full insulation — including sidewall protection with Borg-Warner's ALFOL Aluminum Foil blanket.

As an index to quality, buyers were told the importance of wall insulation. How ALFOL, its foil layers reflecting 95% of all radiant heat, means greater comfort, extra savings . . . plus full protection against moisture condensation.

Unsurpassed efficiency

ALFOL excels in ceilings, too. Unsurpassed for year-round value, its amazing superiority in summer makes a difference your prospects can actually feel!

Why not investigate clean, easy-installing ALFOL for your next job. Learn why it can be your key to better construction, faster sales.

Send today for your free copy of the new 24-page ALFOL Data Book. No cost or obligation.

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GOING TO PRESS

EVERYONE WANTS TO BUILD UP COMMUNITY FACILITIES . . .

. . . but red tape is driving builders "facility-happy"

Many families are being priced out of a home of their own. That's how costly the community facilities problem is in Seattle, according to C. F. Dally, president of the local HBA. And Seattle's problem is not an isolated case.

Replies received to an American Builder press-time survey indicate that community facilities has become one of the industry's bigger headaches. There's no way to assess, in dollars and cents, exactly how much this problem is costing builders. But as Gordon Neilson, executive vice president, Houston HBA, wired: "An increase of 25% in development costs of the average Houston lot in the past two years is due to several raises in water and sewer connection fees, permit fees and steel required in paving."

No one denies that the community facilities problem must be faced by all concerned—builders, local officials, those buying homes and already-established residents. (See Dickerman's column, p. 20.) But reports such as that from Houston point up the fact that too many local governments are making builders the scapegoats for their own shortsightedness in not preparing for new residents. They're putting the squeeze on home builders in the form of exorbitant fees and site donation requirements. They wrap their rules and regulations in so much red tape that it's virtually impossible for the builder to do his job properly.

However, through close cooperation between builders and local officials, seemingly unsolvable community facilities problems can be resolved, as builders in Pittsburgh discovered.

One of the most serious situations in Alleghany County (the Pittsburgh area) concerned installation of septic tanks. As subdivisions mushroomed up further and further away from city sewer lines, some homeowners found their septic tanks were not operating properly. Newspaper headlines shouted "Shoddy Builders," and the area's builders were informed by the county's planning commission that it would approve very few septic tanks in the future. The problem was further complicated by red tape in the form of over-lapping of jurisdiction between the commission and the Department of Health and the State Sanitary Water Board. The latter two went along with the commission's ruling on septic tanks. The problem isn't over, but a solution is on the way and it's one other areas might adopt if they face similar problems.

Survey continued on next page
FACILITIES continued

The HBA of Metropolitan Pittsburgh met with members of the three agencies to see what could be worked out. The HBA proposed state-approved package type plants for as few as 5 houses to eliminate the "no man's land" between individual septic tanks and the large treatment plant which cannot economically be considered for less than a 350-home development.

In other words, if a builder intends to erect 5 or 10 homes on a plot with no sewerage installation, he would be permitted to build one large septic tank and install the house lateral and street lateral so that the streets would not have to be torn up at a later date. This would preclude the building of 5 or 10 individual septic tanks with the possibility that some would be faulty and that someday the builder might have to pay twice for his sewerage (and when a sewer line came along). The single large septic tank would be built as an interim facility to treat the sewerage until the neighborhood could support the cost of a trunk line.

Harold Sampson, who represented the HBA at the meeting, reported that under such a plan the possibility of getting more com-

DICKERMAN'S COLUMN . . .

Needed: over-all community planning

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

As the nation figuratively shrinks and its population literally soars, each day brings new evidence that home builders must take into account in their planning the problems affecting areas beyond their own immediate operations.

There is constant overlapping in our mushrooming urban areas. Who can tell in metropolitan complexes where one community actually leaves off and another begins? And, as the clusters of communities around a single central city expand outwards, they impinge on other clusters to create, in effect, a gigantic metropolitan belt. The Eastern seaboard from Boston to New York and thence through New Jersey to Philadelphia, Wilmington, Baltimore and Washington illustrates this pattern.

Each individual community, of course, has its own unique local problems. But each also has common problems created by this overlapping metropolitan expansion and by outmoded municipal regulations. What effects home building in one community or city may influence others to a degree scarcely envisioned only a few years ago.

The home building industry is vitally affected by these rapidly-moving developments. On the one hand there is the need for revitalizing many of the central cities and their immediate environs if stagnation and decay is to be checked. On the other hand, there is a tremendous need for community facilities for the millions who prefer to live outside of the central cities. Most of the over 12 million homes built since World War II have been in these areas.

Now land is vanishing; that is, land which is suitable for building in a price range commensurate with modest incomes. With the shrinkage of land—and the tremendous cost of providing the essential facilities—there has been an unfortunate tendency on the part of some local authorities to restrict home building. This has been done in various ways—by requiring builders to pay a disproportionate share of the cost of providing for schools, water facilities, sewers and recreational areas; by unwise and restrictive regulations, and by various other devices.

There is, I think, a compelling need for reexamination of the role of local government in urban areas. The pattern of American urban community life has changed drastically, particularly in the last two decades. New and improved means of transportation and communication have been largely responsible.

In other words, the conditions that prevailed when the system of local government was established no longer exist in many instances, but the system continues. Few communities in urban areas today can live (as perhaps they did in the past) in an isolated splendor largely unaffected by developments in adjacent communities. Few, if any, communities are self-sufficient. Where once a river furnished more than enough water for a central city and its scattered environs, today it may be scarcely adequate for the demands made upon it by closely clustered communities in and about its watershed.

There is, as a matter of fact, an important body of thinking that now believes the problems of metropolitan centers and sprawling urbanization eventually must be handled with some new form of inter-area governmental planning authority—much like water compacts between states.

Now what of the role of the home builder? If this growing population of ours is to have the housing it requires and where it requires it, the home builder must have a role in the planning on all levels. This means several things.

It means an end to the hostility that has developed in all too many areas on the part of public officials towards the home builder and his industry.

It means that individual home builders must, in instances, conform to overall planning rather than pursuing their own particular objectives.

Finally, but not less important, it means that only through organization can home builders keep abreast of the trends and developments affecting their livelihood.
munity sewerage is much greater and the cost is less. Figures worked out by the HBA proved the small plant idea would cost the builder no more than present septic tank installation providing the State Dept. of Health approved the effluent from the plants.

The HBA, at its own cost, has engaged a firm to design such a plant. One problem remains, according to Dick Irwin, executive secretary. Each municipality in the county (and there are about 129 of them) must okay the plant before a builder can install it in the municipality. And, by giving an okay, the municipality takes on the cost of running the plant.

Pittsburgh isn't the only area where builders are talking things over with local officials. Here's what they're doing in Seattle.

"Local requirements have resulted in up to 30 per cent of our land in streets ... imposed on subdivisions of typical GI or FHA homes. HBA obtained action by the King county commissioner to appoint a committee consisting of the heads of local government departments which require and administer these conditions. They will meet weekly with home builders, land planners, state health, VA, FHA and others, until a solution is found," Dally reports.

Water supply is another knotty problem for builders. It's particularly acute in the Denver area, according to Edward T. Rice, executive vice president, HBA of Metropolitan Denver.

"Practically all available water in the area is controlled by Denver. The city refuses to serve an area outside specified line unless it is part of Denver. In the past annexation of peripheral lands was almost a necessity if water was to be available and industrial growth maintained.

"The city's recent policy requires a $2,000 per acre annexation fee, plus an 8 per cent land donation for public site purposes, to be paid in advance and in cash.

"The city's attitude is that the cause of all its financial ills stems from annexations and this fee is its answer to making newcomers pay for community facilities."

It's easy to see, in situations like these, why the cost of new homes keeps rising. For more on the problem, see page 23.

Meet the builder

➢ To what extent do you furnish your model homes? What do they contribute to sales? Where do you get furnishings?

Louis V. Bossert, Bordentown, N.J.: We completely furnish models, including towels in the bath, etc.—all items to make a home appear lived in. A furnished house is the only method to exhibit. I would say 80% of our sales result therefrom. Not too much furniture, not too little, not too large, models must have warmth.

Frank Calcara, Bethesda, Md.: Our model homes are 100% furnished. Furnished homes contribute 90% of our sales. It would be difficult to sell without them. The furnishings are obtained locally.

Mario Porchetti, Columbus, Ohio: We have used completely furnished models and models with no furnishings at all. I have sold just as many homes from unfurnished models as from furnished models. The dealer who loans me the furnishings actually gets sales and inquiries from the displays.

Stanley J. Slote, Scarsdale, N.Y.: We furnish our models completely, including many accessories to give houses a lived-in feeling. We feel furniture is absolutely essential to sales. Our furniture is purchased from retail stores and decorators and we reuse it at least twice.

YOUR SOUNDING BOARD: Let American Builder know what problems you'd like discussed. Write: Meet the builder.
GOING TO PRESS

Why the money shortage can't ease

Just how artificial is the mortgage money shortage? It's almost completely artificial, according to executives of banks, savings and loan associations and insurance companies surveyed by American Builder.

(American Builder conducted its survey after a report by one of the country's leading business papers indicated that mortgage money was growing more plentiful; that some lenders were back in the market for mortgages for the first time in over a year; and that bankers had begun to talk of lowering interest rates on most forms of borrowing.)

The artificiality of the shortage may come as a surprise to Congress and the Administration, but the replies from these mortgage experts bear out what members of the home building industry have been saying right along:

By holding an arbitrary ceiling on interest rates for government-backed loans, Congress and the Administration have tried to repeal the natural law of supply and demand. And, it won't work!

Almost unanimously, the reports agreed: Conventional lending has continued and will continue at a high rate; FHA and VA financing will continue at a slow rate as long as interest rates for these loans continue low.

For several months Congressional committees have held hearings at which builders, bankers and mortgage men have told of the need for more flexibility in interest rates. George Goodyear, NAHB's president, has warned of disastrous consequences if the government doesn't act soon. But as American Builder went to press, only token government action had been taken.

Congress and the Administration might take a long look at these reports before they turn their backs on requests for more flexibility in interest rates:

- "There appears to be developing some interest by investors in mortgage loans, principally in the conventional category by reason of return available on that type of mortgage. Little if any mortgage money is available for VA offerings because of prohibitive discounts necessary to bring them into line with market yields. Recent increase in FHA rate has made these loans more attractive, but discounts ranging from 1 to 5%, depending upon geographical area, appear to be deterring many builders. The outlook seems to indicate continuance of interest rates on present (Continued on page 235)

LUMBER DEALERS . . .

How to up your sales and build profits


In our continuing search for new and better ways to build profits we tend to forget that we can often make even more money by doing a better job on the fundamentals of good selling which are too often neglected.

For example, we all know that there's no quicker way to antagonize and probably lose a good lumber yard customer than by selling him or her the wrong type, size, grade, or quantity of material. If, for example, the salesman sells too small a quantity, the customer is put to the trouble of returning to the yard, or going somewhere else to buy the additional quantity. He loses time and patience. If the salesman sells too large a quantity, the customer is stuck with it and feels he has been imposed upon.

We also know, but tend to forget, there is one sure way to avoid most of these selling errors. That is by asking the customer one key question, "What are you planning to use it for?" The question always should be asked unless the customer's order is so definite as to indicate he knows exactly what he needs.

Asking the key question not only prevents mistakes that may lose customers. It also serves one other very important purpose by opening the door to making a larger and more profitable sale. For example, the customer who comes in for a half dozen 1x8's may be planning to put up a few shelves or build a simple bookcase. Or, he may be starting a bigger job such as finishing off his basement or building a dark room. The salesman who brings out that information has a chance to sell the whole bill of materials needed for the job before the customer buys the rest of his needs elsewhere.

When there is a crowd of customers waiting for service there is a great temptation to save time by guessing what the customer really needs, but too many wrong guesses spell trouble. Manufacturers of many products sold in lumber yards are doing an increasingly good job of telling, on their labels and containers, how to use their materials, what grades to use for what purpose, how much is needed to do a given job, and so on. But lumber, the backbone of every dealer's sales volume, presents a special problem since it ordinarily comes unwrapped.

The lumber manufacturers' associations do a fine job of making available the necessary information about how to use their product but the only way they can channel the facts to large numbers of customers is through the dealer—either in printed or oral form.

That question, "What are you planning to use it for?" is the best safeguard against costly or embarrassing mistakes.
Community facilities: who is going to pay the price?

Communities throughout the country have been trying to stop home building by crying the age-old problem, "Who's going to pay for community facilities?"

New homes increase a town's population. Communities, afraid that they will not be able to accommodate new-comers with proper schools, sewerage, and other facilities, have placed the brunt of the expense on builders' shoulders. (See American Builder survey, p. 19.)

It is rare when the problem does not exist. Dallas' HBA, serving the city and nearby communities, has no complaint about local government taxing builders for the cost of community facilities.

According to Herbert De Shong, executive secretary of the association, there have been no major increases in costs for community services to developers and builders recently. Here's the reason:

De Shong reports that the association and its members work closely with the city government and its departments to stay acquainted with trends. Frequently it presents studies to the city which give builder-developer opinion on community facility matters.

For example, in January, the city presented voters a bond issue covering a two months program which would extend sewer and water lines. This program also included major water supply expenditures which would take more time.

The builders and developers aided the city by telling the public the problems which had to be worked out. The voters gave full approval.

De Shong said, "While there always are problems arising which must be worked out, we feel the Dallas area has very singular history in efficient local governments and industry cooperation—all resulting in general public benefits."

Tucson HBA fights back

But in Tucson, Ariz., the situation is more typical of what's been happening around the country.

Ellsworth A. Moe, executive secretary of the Tucson HBA, said the city and Pima County have been trying to saddle home builders with community facility costs. The HBA has been fighting a proposed ordinance on subdivision regulations. Under it, builders would be given the responsibility of granting portions of subdivisions for park and recreation use.

An HBA committee on city-county affairs, under the chairmanship of E. J. Manely, headed off this proposal in a meeting with the city council. The same problem arose in Pima County and the HBA is now working with the County's planning and zoning committee to try and change the proposal there. They expect to be successful.

The association is asking the County to buy up park sites in unsubdivided areas in anticipation of urban growth. This practice has already been adopted by the five school districts in greater Tucson.

California's headaches

There is a definite tendency to stick home builders in Southern California with community facility costs. And according to Harry Stewart, executive director of the Building Contractors Assn., communities try to outdo each other.

Like Tucson, city governments expected builders to provide land for parks. A common practice was to delay final approval on maps until land was donated. Recently the BCA got a court decision which killed land donations.

Acreage assessments on subdivisions, extra charges for future sewer work, flood control, ornamental street lighting are just part of the tax builders are expected to bear.

To put an end to these practices, the association is now getting the attorney general's opinion on just what the rights of the cities are.

It is also holding meetings with leagues in other cities and has 18 chapters working with local committees to help on revenue problems.

Although the community facility problem will be with builders for a long time, close cooperation between builders and enlightened local governments points the way to brighter days.
Unless your homes are planned carefully for modern living, unless they are STYLED TO PLEASE, the sales you made last year are not bringing you a volume of prospects, today.

R·O·W High-Lite gliding windows are STYLED TO PLEASE. Owners tell their friends about the windows that look better and work better. They praise the windows that lift out from inside the house for easy washing or painting. They are pleased with the spring pressure guides that keep the windows weather-snug and free from rattles—yet easy to operate.

They like the warm look of wood and the freedom from annoying condensation on sash and sills. They know that these windows are not only beautiful, but are STYLED TO PLEASE. They become prospects as second-time buyers and they are the very best kind of salesman for the builder. Incidentally, R·O·W High-Lite windows are easier to install.
Seal-O-Matic Shingles were tested under hurricane force winds of a Pan American Clipper at Idlewild Airport. Conventional shingles were damaged, Seal-O-Matics held tight.

**Tested and proved**

Here’s the secret—A stripe of special Seal-O-Matic Adhesive is factory-applied to the underside of each shingle. The sun’s heat seals it down automatically. Seal-O-Matics grip tight, stay flat—even in hurricane force winds.

Seal-O-Matics are a revolutionary development in roofing which will help you sell your new homes faster. And Johns-Manville backs you to the limit in telling your prospects the Seal-O-Matic story.

Only Seal-O-Matics have this proved record of performance

More than 100,000 Seal-O-Matic® roofs are giving completely satisfactory performance in all extremes of weather—heat, cold and hurricanes.

Self-sealing shingles are only as good as their adhesive properties. Patented Seal-O-Matics, the original self-sealing shingles, have an adhesive stripe of exclusive design:

- **Wide stripe**—provides large bonding area
- **Thick stripe**—assures bonding even under unfavorable conditions
- **Continuous stripe**—eliminates openings through which water may enter

**Full-length stripe**—protects corners from being lifted by wind or cold

**Protected stripe**—keeps adhesive free of foreign matter which would interfere with sealing
in hurricane winds!

Complete merchandising package for builders

It includes wall plaque for model homes, owner’s certificate of application, imprinted literature for model home visitors, movies, still pictures. And J-M backs you up with national magazine and network TV advertising. Order today, free, from your J-M Representative or write Johns-Manville, Box 111, New York 16, N. Y.
The Big Fleets buy

Why?...because on-the-job performance and low operating costs prove FORD trucks cost less!

New F-100 pickup with Styleside body, standard at no extra cost. Flareside body with wood floor also available. Both types in either 61/2- or 8-foot body lengths.

Billions of miles of on-the-job experience have proven Ford's dependable performance and low operating costs to the big fleet owners.

Contractors and suppliers, large and small, have found Ford trucks are best for their fleets, too. To begin with, Ford's initial costs are low. Many models are priced below all competitive makes. For example, the new Ford Tilt Cab models are America's lowest-priced!*

And it costs less to run Ford trucks! Modern Short Stroke power and sturdy chassis construction cut operating costs and "shop time." Another important Ford plus is longer life—a fact certified by independent insurance experts.

Add it all up—you'll find Ford trucks do cost less! Contact your Ford Dealer...let him show you why the big fleets are buying more Ford trucks than any other make.

*Based on comparison of manufacturers' suggested retail delivered prices

**Representative Contractors and Suppliers who have picked Ford Trucks for their fleets...**

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- Frosberg Construction Company Lansing, Michigan
- Victor Carlson & Sons, Inc. Minneapolis, Minnesota
- Crew Builders Supply Company Cincinnati, Ohio
- Campanella & Cardi Construction Co. Warwick, Rhode Island
- W. S. Bellows Construction Corp. Houston, Texas
- Reniger Construction Company Lansing, Michigan
- Phoenix Development Company Omaha, Nebraska
- Gee Company Chicago, Illinois
- McKee Construction Company Salt Lake City, Utah
- John A. Walser, Inc. Louisville, Kentucky
- R & M Equipment Company Pittsburgh, Pennsylvania
- Sherman Concrete Pipe Company Jacksonville, Florida
- Arthur H. Neuman & Brothers, Inc. Des Moines, Iowa
- Turnbull Fuel & Building Supply Co. Hamilton, Ohio
- Heitzer & Droba, Inc. Milwaukee, Wisconsin
- Hardisty and Johnson Company Clayton, Missouri

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LESS TO OWN  LESS TO RUN  LAST LONGER, TOO!
more FORD TRUCKS than any other make!

Ford's Big Jobs are heavy-duty throughout. New, more durable engines. New stronger cabs and chassis. Up to 45,000 lb. GVW.

New Ford Medium Duty trucks have higher horsepower and more rugged chassis construction. Your choice of three modern Short Stroke engines—V-8 or Six.
From the street: formality.

Inside: open planning offers a choice.

Ultimate result: a combination of...

Two-speed living –

FORMALITY INDOORS is provided in these living and dining rooms set apart from activity centers such as kitchen and family room. For outdoor formality a patio adjoins the dining room (foreground).

INFORMALITY INDOORS is reflected in family room (foreground) and kitchen with snack bar. Outdoor terrace to left of kitchen (see opposite) adds to casual layout. Entry gives direct access to formal or informal areas.
of the MONTH for May

DALLAS BUILDERS Gordon L. Wright and Associates oriented this house north and south, but air conditioning can adjust any house not perfectly oriented to its lot.

indoors and outdoors

OUTDOORS, open planning features a solid window wall in every room but the kitchen, whose windows look out on spacious terrace (above). Overhead trellis, louvers shield against hot western sun. Sliding glass panels join terrace to family room.

ARCHITECTS Herschel Fisher and Donald Jarvis, A.I.A., designed this model as Living for Young Homemakers' Electri-Living house in Dallas. Note how completely they provided for cross-ventilation, so vital to comfort in this section of Texas.
Concentration on sound planning and basic quality make Summit Park an outstanding example of modern housing. The result has been not only a special citation by civic groups—but also a record of sales success. To date 203 houses have been built—203 houses have been sold to satisfied customers. Naturally, like so many builders who put quality first, the Herbert Construction Company installed plumbing fixtures by Richmond. The same clean-line styling, sparkling colors, lasting beauty and performance have a place in your future plans.

Write for complete catalog, or consult Sweet's Catalog File.

**Builder**—Herbert Construction Co.  **Engineers**—Whitman, Requardt & Associates  **Architect**—Thomas G. Jewell  **Site Plan**—Bernard M. Willemain  **Plumbing Contractor**—Joseph Sandler, Inc.  **Surveyor**—Nathan Scherr  **Plumbing Wholesaler**—The James Robertson Manufacturing Company

*Typical Richmond Fixtures for Summit Park*
A PLANNED NEIGHBORHOOD called Raleighwood will result from the efforts of 11 architects and designers in Portland, Ore., who joined forces in a design-team. Each will design a home in the $25,000 to $35,000 price bracket. Members of the team will consult with each other so that the group of homes will blend in an integrated community, although each will be completely individual. The developers are inviting builders to view the plans on these homes which are available for construction.

"UPGRADING" THREATENS LOW-COST HOUSING according to Arthur L. Lynds, president of the San Diego BCA. Lynds does not object to higher standards for those who can afford more expensive houses. What concerns him is that these standards made mandatory by law or administrative action also apply to housing for low-income families and it "prices them out of the right to own a home." He refers to steadily increasing requirements in building codes, in developing lots, in community facilities. He said, "Most of us would like to have a new Cadillac. But wouldn't it be ridiculous to require that every one either buy a Cadillac or walk?" He did not mention FHA and VA requirements which chafe many builders.

OUT-OF-TOWN LICENSE FEES ATTACKED. Recently a Los Angeles electrical contractor won a test case precipitated by his refusal to pay license fees in Culver City, Cal., because he was already licensed by the state. He was arrested by the city and, after posting bond, he filed action against the city. He won his case in Superior Court and in the District Court of Appeals, but the Supreme Court refused to review the case. Now the Southern California Assn. of Cabinet Mfrs. is seeking a restraining order against all cities within the court's jurisdiction who assess such fees on contractors not having their regular place of business within the city. In order to make the move statewide it seems to be necessary that interested parties take the same action with each Superior Court in the state. The fees imposed by individual cities and towns range as high as $100 for a year's license and constitute an important cost to contractors doing business outside their towns.

CONVENTIONAL FINANCING was recommended by Carl Gellert, NAHB national director, in remarks to his local group in San Francisco. He predicted that FHA and VA will be tougher in the future on appraisals, inspections and come-back service and said, "I believe builders should finance more through conventional financing and use of second mortgages and trade-ins... even though this will mean higher down payments and harder selling."
How to dress-up a western

How do you build a house that sells itself? Start with a good design—add 150 electrical features—and no buyer will be able to resist it. Jack Nunn, of Portland, Ore., did just that when he put up the Electri-Living show house.

Designed by Walter Gordon, the house is one of 22 electric homes sponsored by Living for Young Homemakers. Both Nunn and the Portland General Electric Co., co-sponsor, won Living's top prize for the job they did. Right now it's being duplicated all around Oregon.

Buyers want convenience in their homes so Nunn showed them the benefits of electricity. The newest electrical innovations and appliances are apparent everywhere. And there's adequate house-power to take care of them too. A 400-amp service center and 35 circuits and circuit breaker panels can easily handle all 150 electric features. Extras include a Home Music intercom system, a fire alarm, and a Hydroguard by Powers Reg. which controls water temperatures.

VALANCE FLUORESCENT LIGHTING, always attractive to a buyer, is used in the living area. It is controlled by dimmer switches that produce variable light levels. Traverse lamp over table moves in any direction.
HERE'S A CLOSE-UP of the night lights used on the patio. The fixtures are recessed into the closed soffit. Weatherproof electrical outlets were used. By building the lights into the soffit, the lines of the house were kept intact. Night lighting allows the outdoor area to be used at all times.

EMPHASIS was placed on decorative lighting which was also functional. The fenced-in patio area is well-lit by recessed fixtures, and along the sides accent lighting adds to the effect. Both types assure a well-lighted play area. Entrance to the patio is provided from the bedroom and living side of the house.

LOW-SWEPT LOOK is achieved by continuous eave lines of rear and front elevations. Back and front have an 8' overhang which offers weather protection. The interior, 1,470 sq. ft., was planned to provide efficient living. Note the wiring system.
RULER OF THE HOUSE is the 400-amp service panel with a total of 35 circuit breakers. Without this center the 150 electrical features could not work. The house has five different electrical heat applications which work off the center—baseboard, wall and ceiling units. There is also a sunshine room with heat and sun lamps, and a heat pump which acts as a supplemental unit. The smaller panel on the right is for heat control, cuts from 220-110.

How this 400-amp service center becomes the core

A SURE-SELLER for any house is specially designed lighting. The master control, besides being able to turn the lights off and on throughout the house and yard has another feature—a dimmer control by Luxtrol. By turning a dial this control can produce various intensities of light from very dull to reading levels. It works for the valance lighting in the living area. In the kitchen, lights were designed to be completely shadowless, so work could be performed with ease.

MODERNISTIC OZONE LAMP was included as part of the kitchen equipment to help destroy cooking odors. It's mounted on a cabinet right above the cooking units, and works hand-in-hand with a double exhaust ventilator which removes steam from the area. Besides being functional, the lamp is decorative. The manufacturer is Westinghouse. The Textolite counter tops (not shown) have wire mold every seven inches for flexible use of electric appliances.

BOTH BATHROOMS and the utility room have exhaust ventilators by Pryne. In the utility room, the exhaust keeps moisture at a minimum when equipment is operating. Ventilators are controlled by time-delay switches which automatically turn the motors off. Switches can be set anywhere from 1 to 30 minutes. A convenient clothes drop from each bath and bedroom leads to the utility room. Its large work area houses a washer and dryer, and a wall-heat unit.
WEATHER-CONTROL SYSTEM.
This outside thermostat, which is really an “anticipating” control, is only part of the electric heating system. This versatile house has five different applications of heat. Each technique has been placed in its particular place for its suitability and use. All are controlled from a master switch. This outside thermostat is connected to an inside unit, and acts as a steady temperature regulator for the house in winter and summer.

ANYTIME OF THE YEAR the Electri-Living house is set at a comfortable temperature. Some of the heating devices have a dual purpose like this Wesix air-to-air heat pump. Besides cooling the entire house in the summer, it acts as a supplemental heating unit in the winter. One of its main features is an air purifier which keeps the house free from dirt and grime. The pump, like the other heating units, works off the master control located in the hall.

ONE GIMMICK BUYERS GO FOR is a master control panel. This one in the Electri-Living house is located in the master bedroom and has a Remcon low-voltage light control wired into it. A flip of the switch turns lights off or on in other parts of the house or yard. A dimmer switch, wired to the control, can produce several light levels. The panel works off the 400-amp center. Throughout the house, lighting was planned to be functional, and to enhance the decor.

for electrical sales gimmicks

HIGHLIGHT of the house is this unique sunshine room on the downstairs level. It is equipped with sun lamps (all have Timeaire controls) to provide the benefits of sunshine all year. There are three heat lamps and three sun lamps. All but one of the sun units are recessed into the ceiling. The odd lamp is a pull down type, for concentrated sunbathing, and it can be adjusted to any height. A separate circuit controls the lamps; another circuit the regular outlets.

HEAT CABLES in the ceiling provide electric radiant heat for the hallway. They are only one segment of the house’s system. Wall thermostat, connected to outside thermostat, and the master control are also located here. Besides the hall, the family room, kitchen and living room are warmed by ceiling units. Other heat applications are found in the three bedrooms which have baseboard units. For quick concentrated warmth, the baths have wall heaters.

FOCAL POINT of the house is the kitchen designed to provide maximum efficiency. Built-in range, oven, refrigerator, garbage disposal, and dishwasher are by Admiral. A Stanthony hood is over the stove. The master control unit of the inter-com system is also in the kitchen. One highlight is a fireplace which can be used for regular or charcoal broiling. There are several outlets on the counter tops for electric appliances—among them a mixer and blender.

MAY 1957

More on electrical sales gimmicks ➤
HOW TO DRESS UP A WESTERN HOME continued

WHAT

EASY OPENING for the garage door can be had with the installation of an "Ez-O-Matic" garage-door operator. Radio controlled, door opens with touch of receiver button in the car, can also be operated from button inside garage. Stops automatically for any obstacle. Russell Bros., Dept. AB, 1005 W. 17th St., Santa Ana, Calif. (No. 5065-W, page 132.)

HOW

“UPLIGHTING” instead of flood-lighting is suggested for dramatic outdoor effect. Fixture of copper and bronze is reflector-type lamp, half-shielded so that its light is not visible directly except as it shines on tree. Uses one 150-watt bulb. Fixture costs about $24. Kim Lighting Co., Dept. AB, Pasadena, Calif. (No. 5064-W, page 132.)

4 ways to add electrical interest

EASY OPENING for the garage door can be had with the installation of an "Ez-O-Matic" garage-door operator. Radio controlled, door opens with touch of receiver button in the car, can also be operated from button inside garage. Stops automatically for any obstacle. Russell Bros., Dept. AB, 1005 W. 17th St., Santa Ana, Calif. (No. 5065-W, page 132.)

FREEDOM FROM RUST is guaranteed with this new glass-lined electric water heater. Lining is permanently fused to the tank, will not crack or chip. "Equato-Ring" unit in each tank provides one gallon of 150° water every three minutes. From Norris-Thermador Corp., Dept. AB, 5215 S. Boyle Ave., Los Angeles 58, Calif. (No. 5066-W on page 132.)

QUICK LIGHT for fireplace logs or barbecue charcoal in the form of this electric lighter. Priced at $7.98, the lighter need only be plugged in next to fireplace or barbecue for safe and fast job of lighting fire. Burn-proof phenolic handle. Meteor Enterprises Inc., Dept. AB, 424 N. Varney St., Burbank, Calif. (No. 5067-W on card, page 132.)
Forest Sandalwood recommended for

Table Tops
Ceilings
Cupboard Doors
Soffits
Wainscoting
Drawer Bottoms
Wall Panels
Fixture Work
Wardrobe Doors
Remodeling

Sandalwood available in:
1/8", 3/16", 1/4"
Panels—4' x 4', 6', 8', 10' and 12' long
Punched—2' x 4', 4' x 4', 4' x 8'
Tongue & Groove—18" x 8" by 1/4"
Forall—1/2" & 3/4"—4' x 8'

Sandalwood...one of a complete line of FOREST Hardboards

Build-in a wonderful, washable, wear-resistant wall without any finishing whatever—no sanding, priming, painting or waxing. When Sandalwood is up...it's done! (See your local FHA office.) Color is permanent...baked in. Won't wear off or chip off...ever! Where paint is required, one coat covers with real depth of color. Too, Sandalwood will stand up to the roughest use without chipping or marring. Sandalwood combines a smooth, wear-resistant pre-finish in beautiful platinum color with the durability and water resistance of temper-treated hardboard. If you are not yet acquainted with Forest Sandalwood, write for information brochure and name of nearest dealer.

"Wood in its Finest Form"

SANDALWOOD...new, light color makes ALL ordinary hardboard obsolete
NO GUESSWORK IN FORECASTING
WITH FULLER'S PACKAGE PLAN!

You don’t need a crystal ball to forecast costs accurately! Fuller’s Package Plan guarantees you a firm, competitive price on all Fuller Building Products used in your building program over an agreed time period of up to one year!

HOW BUILDERS SAVED 6⅞%

Last year, when the costs of glass, aluminum and glazing increased 6⅞%, builders who bought these products through Fuller’s Package Plan were fully protected against this increase! Saved $30.00 to $40.00 on the average home.

WHAT THE PACKAGE PLAN MEANS TO YOU

Accurate cost forecasting • Protection from increasing prices • One company to deal with • A single matched design and finish for all products • One contract for your complete order • One delivery to expedite your order according to your schedule.

THE NEW TRIMVIEW LINE

Fuller’s new Trimview aluminum components for glass are unsurpassed in quality and beauty. Designed by glass experts, Trimview products are engineered to meet the standards of the builder; competitively priced to meet his building costs.
FOR FULL INFORMATION, contact your Fuller Sales Representative, or: W. P. Fuller & Co., Glass Marketing Division, 301 Mission St., San Francisco 19, Calif.
Here are the newest, most modern built-up roofing materials yet! Pabco-Glas (manufactured with genuine Owens-Corning Fibreglas mat) is lightweight, inorganic and available in base sheets, ply sheets, combination sheets; and mineral cap sheets in red, green, black, and silver. New Pabco Glass-Fibre-Reinforced Asbestos Felt is lightweight, strong, fireproof... extra-flexible for fast, easy application. Ask the Man from Pabco to show you how to profit with these new Pabco built-up roofing materials. It pays to rely on Pabco for all your roofing needs.
BOURNE DUAL-FIN®
ALUMINUM WINDOWS
Weathertight! Beautiful! Permanent! Economical!

Even a hose can’t force water through Bourne Jalousies!

EXCLUSIVE, PATENTED DUAL FIN CUTS
INSTALLATION COSTS—KEEPS OUT WEATHER!
Bourne’s patented Dual Fin is a ¼” integral extension of the extruded aluminum frame, serving as a nailing flange in frame construction or an anchor flange in masonry construction. Any Bourne Window can be plumbed, squared and installed in five minutes. Exclusive capillary weather seal around all vent openings keeps out wind, dust and rain. Bourne has the right frame for every installation. Architects who specify Bourne Dual-Fin Windows assure lifetime satisfaction.

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This new 16-page Bourne Dual-Fin Window Catalog tells the complete Dual-Fin story, with size diagrams of all four styles of Bourne Aluminum Windows, and complete installation details. Mailed promptly on request.

DEALERS! ASK ABOUT THE PROFITABLE BOURNE FRANCHISE!

Bourne TO BE BEST!
BOURNE PRODUCTS, INC., EL CAJON, CALIFORNIA

FOUR POPULAR STYLES

Bourne Aluminum Casements in a wide range of stock sizes.

Bourne Aluminum Jalousies for windows breezeways, porches.

Bourne Town & Country Windows for modern ranch house styling.

Bourne Diamond Patterns bring Old-World charm for modern homes.

PROMPT SERVICE ON SPECIAL-ORDER CUSTOM DESIGNS
indoor barbecues are easy to install

Styled for clean, attractive interior installation, the Goodwin "Haciendas" come in six models and three styles. Enclosed drop-in type shown above has divided chrome grill, skewer supports, deep firebox with movable sides to reduce size of fire area when wanted, heat-control mechanism, sturdy steel frame, black enameled. Goodwin of California, Dept. AB, 1075 Second St., Berkeley 10, Calif.

Circle No. 5068-W on reply card, p. 132.

Weathertightness plus ventilation in window

Complete protection against the elements, particularly rain, is promised by the makers of this Dual-Fin Window. Long-lasting aluminum frame needs no painting, jalousie-styled glass opens for complete air circulation or can be adjusted to admit as little air as desired. Jalousie window comes in three other styles. More information from Bourne Products, Inc., Dept. AB, El Cajon, Calif.

Circle No. 5069-W on reply card, p. 132.

Burner control for more cooking convenience

Featured in O'Keefe and Merritt's new gas ranges is a thermatic top-burner control. This new, automatic feature allows housewife to cook without burning, boiling over, over-cooking, etc. Simple set of the dial provides for entire cooking process. Also featured: top range shelf for extra meal convenience; two electric outlets; griddle plate. O'Keefe and Merritt, Dept. AB, 3700 E. Olympic Blvd., Los Angeles, Calif.

Circle No. 5070-W on reply card, p. 132.

“We build convenience into every home... from dishwashers to telephones!”

...says George Artz, President of Alcan Realty Co., well-known Sacramento and Fresno builders. Their newest development includes color phones in bedroom and kitchen, and a month's free service with each home.

Today's homes are built with the buyer in mind ... and one thing buyers want is complete telephone planning. That's why leading architects and builders, like Alcan Realty, include plenty of telephone outlets, and concealed wiring, as a matter of course. They know how much Telephone Planning can add to the all-around value of a home ... that it makes for better-built homes and satisfied buyers.

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We'll be glad to help you plan built-in telephone facilities. Just call our business office and ask for our free Architects and Builders Service.

It pays to include Telephone Planning in every home you build!
whatever you need
build it better...faster...for less...with steel

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Steel is the one material that gives you
ALL these important building advantages

GREATER STABILITY and longer life can be expected when you build with steel, the versatile metal.

LOW COST: Steel construction is precise, simple and fast. You get more usable space per dollar.

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For offices, plants, stores, schools, farms, warehousing...

Give your buildings the advantage of steel

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UNITED STATES STEEL

MAY 1957
"One of the features that sold the house to us"

...Hermosa Tile, in exclusive smart designs"

Fact 1: The quicker you sell a house, the greater the profit...Fact 2: Color sells a home quicker...Fact 3: Modern builders depend on color coordination to sell houses faster. So — sales-wise, be color-wise for better profits.

When it comes to decorative tile, Gladding, McBean's famous Hermosa offers you the West's most complete selection of designs, colors and sizes. Send for our new decorative tile folder—2901 Los Feliz Blvd., Los Angeles.

...your key to faster sales — Hermosa!

HERMOSA Glazed Ceramic TILE — a product of Gladding, McBean & Co.

LOS ANGELES • SAN FRANCISCO • SEATTLE • PORTLAND • SPOKANE • PHOENIX
proves you get better-looking jobs with

PABCO GYPSUM WALLBOARD

When you hang Pabco Gypsum Wallboard, jobs go fast...waste is cut to a minimum. But the really big difference between Pabco and other wallboards is the way Pabco decorates. Great! The secret's in the surface paper...which Pabco makes in its own mills. This superior surface takes paint or texture better than any other wallboard you can buy. Jobs look better...are more satisfactory...right from the start. Call the Man from Pabco and make him prove it.

PABCO BUILDING MATERIALS DIVISION asphalt roofing - asbestos-cement - gypsum products
Fibreboard Paper Products Corporation, San Francisco 19, California
Profit from a trend with GETZ imported hardwood paneling

Beauti-Panel
Here is individuality in select quality paneling that sells fast, stays sold and brings in blue chip referrals and repeat business. 1/4 x 8 panels faced with six random plank width veneers. Veneers are plain sliced, mismatched and grooved along the joint at varied intervals to fall on each 16" stud center. Beveled edges allow buttjoint installation. Comes in Teak, Oriental Ash (Sen), Oak, Birch, Walnut and Cherry.

Beauti-Plank
For your customers who desire a more formal effect, Getz Beauti-Panel offers carefully selected plain sliced veneers, matched, but not V-grooved. This exquisite panel brings out the beautiful grain of wood, and practically sells on sight. Available in Teak, Oak, Birch, Walnut, Cherry and Oriental Ash (Sen).

For your customer and prospect lists Beautiful, FULL COLOR JUMBO POSTCARDS showing Beauti-Plank and Beauti-Panel are available for your local mailings. Contact your nearest Getz Bros. & Co. representative for full information.

Western Builders Know:

Attractive Entry Fixtures are a must. Star bulbs are used in Starlite Home, La Canada, Cal. Made by Southland Lighting Co.

Fixtures can make...

"Adjustable Bullets" nicknames pull-downs in the Starlite Home. On a trolley, they can be moved from the counter to the table.

... or break a sale

Lamp Post in front of a Roy G. Staff house, San Bernardino, cost $35. Wiring and miscellaneous cost another $35. Planter was extra.
Give any interior this fresh new beauty
BEGIN WITH A BEAUTIFUL BACKGROUND
of plastic wall tile

"Begin with a beautiful background of plastic wall tile." This is the theme for the big '57 Dow advertising and promotion program for dealer-guaranteed plastic wall tile made of Styron®. Dramatic interiors like this delightful "checker" laundry area will be featured in full-color national magazine advertising and in exciting promotion material.

Play up Styron plastic wall tile in your homes in any price range. Make the most of its extensive color range and versatile shapes . . . its unlimited decorating possibilities. Above all, stress its guaranteed quality. Your certified dealer can help you create new buyer preference with dealer-guaranteed plastic wall tile made of Styron. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department PL1553Q.

IDEA! Make a focal point of stripes in Styron plastic tile to underscore modern kitchens.
A new concept for construction of all masonry structures:

Styrofoam is used to eliminate dampness and cut building costs. Portland cement mortar bonds Styrofoam to the masonry—permanently, without studs. Plaster keys directly to Styrofoam surface—smoothly, without lathing. No special training or tools are needed. And the warm, dry walls keep their smooth, crack-free appearance year after year. The man who looks ahead will investigate this!
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There are good reasons why this is so. The same reasons that can help you enhance your reputation.

Styrofoam* (a Dow plastic foam) is a homogeneous insulation with a remarkable combination of properties. This rigid insulation contains millions of noninterconnecting air cells. As a result, it can’t absorb water. It provides true protection against dampness and water. Its low thermal conductivity stays low. In addition, it resists rot, mold, deterioration. And having no food value, vermin and rodents won’t bother it.

But what makes Styrofoam even more outstanding is its unparalleled performance in such fields as low-temperature and plaster-base construction... industrial equipment... roofs, cavity walls and wall panels. This clean, odorless, lightweight insulation has many applications that are well worth your investigation. You’ll find Styrofoam pays off in lifelong efficiency and economy.

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Wonderful new
KENTILE®
asphalt tile
helps clinch home sales!

Finer, smoother surface and exciting new coordinated colors make other asphalt tiles seem old-fashioned!

This smart flooring is now better than ever—with a finer, smoother surface, greater light reflectance, brighter colors, and an evener, lovelier marbleization than any other asphalt tile. Of course, too, it's a cinch to clean, resists dirt and grime, and lasts for years. And it can be used everywhere—even over concrete in contact with the earth.

What's more, homemakers are reading about Kentile asphalt tile in exciting full-page, full-color ads in Life, Look, the Ladies' Home Journal, The Saturday Evening Post and others with a total circulation of over fifty million. No wonder it promotes faster sales of development units. For complete details, contact your local Kentile Flooring Contractor listed under FLOORS in your Classified Phone Directory.

TODAY'S SMARTEST FLOORS WEAR KENTILE

KENTILE FLOORS BROOKLYN 16, N. Y.

AVAILABLE IN ASPHALT TILE • VINYL ASBESTOS • SOLID VINYL • CUSHION-BACK VINYL • CORK AND RUBBER TILE... OVER 150 DECORATOR COLORS
GRANT'S QUALITY PRODUCTS
HELP SELL YOUR HOMES FASTER!

Prospective home owners are looking for built-in features. Grant, keeping pace with the market, offers you two outstanding products, designed to help sell your homes more easily: the Grant Folding Door and Grant No. 2200 Drapery Hardware. Both speed your prospects' decision to buy your home!

GRANT NO. 2200
DRAPERY HARDWARE

Larger glass areas give builders the opportunity to capitalize on Grant's permanent drapery hardware. Unexcelled for fine appearance, sound construction and durability. Grant No. 2200 Drapery Hardware is simple to install. You'll find the addition of this small cost item is a large plus in your selling results.

THE GRANT
FOLDING DOOR

A Real Door
That Folds

Styled by Paul McCobb, the Grant door has a solid core, $\frac{3}{4}"$ thick/vinyl is permanently laminated to core/ is sound-proof, light-resistant/ can be trimmed with hacksaw/takes minutes to install/ comes in four colors and a variety of sizes/is equipped with a friction catch/has new, fabric covered, fascia strip.

Write for your copy of the 108 page Grant Reference Catalogue. Important information on the full line of Grant Sliding Hardware. A reference book for all your sliding needs.

Outstanding single source for Sliding Hardware.

Grant PULLEY & HARDWARE CORPORATION
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1. Fir plywood cabinets and built-ins add livability and salability

Your sales story is built-in, too, when you offer prospects plenty of storage space. And what material makes more sense for built-ins than fir plywood? It's low in cost, large, light and easy to use. Fir plywood speeds work, simplifies framing and carpentry work. Plan now to offer your prospects the "plus" that makes sales in today's competitive market—fir plywood cabinets and built-ins, lots of them.

2. Give your homes the look of luxury with low-cost fir plywood paneling

Use fir plywood for an entire feature wall—or as a smart accent for other materials. Either way a little fir plywood paneling does a lot to help you sell homes faster and at greater profit. Fir plywood doesn't have to be "babied" on the job. It goes up quickly, takes any finish. Fir plywood comes in standard grades as well as several new textured panels that enhance wood's natural warmth and beauty.
Bedroom built-ins include roomy wardrobe and drawer unit and built-in bunk beds to permit owners to move in with minimum investment for furnishings.

Carport storage makes up for lack of bulk storage area in garage or basementless homes. Exterior plywood lockers for garden and patio gear fit trend to outdoor living.

Kitchen built-ins like this range and oven unit make a big hit with your women prospects. Plywood cabinets won’t dent or rattle, can be easily re-finished.

In every room, fir plywood built-ins boost loan value

"custom touch" (at low cost) built-ins and paneling

Smart modern textures dramatize fir plywood’s real wood beauty

Texture One-Eleven Exterior plywood has deep parallel grooves, subtle surface texture.

Brushed plywood accents grain pattern with striking third-dimensional effect.

Striped plywood. “Combed” pattern created by closely spaced parallel striations.

Embossed plywood has distinctive designs permanently pressed into surface of panel.

Fir Plywood

means quality construction

They drive up and stop—attracted by the smart lines of your model home and the colorful, high-style of the Ro-Way overhead type garage door. A short tour and they see that this beauty is backed by quality materials and workmanship. They’re sold.

Look at the picture. You can see for yourself how the Ro-Way door sets off the charming lines of this home. And it’s only one of Rowe’s more than 40 Individualized Designs. Carved panels, applied rosettes, accent moldings and full-flush sections permit unlimited decorative combinations. And there’s also a wide range of standard panel Ro-Way doors.

But that’s only half the story. Behind this smart styling is rugged, engineered construction. In a Ro-Way door you get seasoned lumber with glued and steel-doweled mortise and tenon joints. You get ball bearing rollers and big, perfectly balanced springs for smooth, silent action. You get Taper-Tite track and Seal-A-Matic hinges for snug fit and easy opening. You get Park-erized and painted Rowe-fabricated hardware for sure protection from rust.

Install Ro-Way doors on all your homes. It will mark you as a careful craftsman ... help sell your prospects ... help keep them feeling they’ve made a good buy. See your Ro-Way distributor or write for full details.
you know you're right when you specify by DFPA* grade-trademarks

factory-inspected,
laboratory-tested

To qualify for DFPA grade-trademarks, manufacturers must pass rigid and continuous inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. Use of grade-trademarks may be withdrawn if quality is not satisfactory.

right grade, right quality for every job

DFPA grade-trademarks are specification guides to the right grade for a specific job. Only genuine DFPA quality-tested panels bear DFPA registered grade-trademarks. There are imitations. Don't be misled!

Be sure you can tell the difference.
Send for the DFPA Quality Story—a portfolio of grade-use data and a step-by-step description of the DFPA quality control program. Write Douglas Fir Plywood Association, Tacoma 2, Washington. (Offer good USA only)

*DFPA stands for Douglas Fir Plywood Association, Tacoma 2, Washington—a non-profit industry organization devoted to product research, promotion and quality maintenance.

DFPA grade-trademarks mean quality FIR PLYWOOD

MAY 1957
People who “live by the book” do things and buy things they see in BH&G. Among those who read an average issue, 2,550,000 reported trying almost 4½ million ideas suggested in articles or ads. And 1,800,000 reported making 2,550,000 purchases of things they saw in one issue. 15,500,000 people read an average issue of BH&G. One-third of the 123,800,000 people in the U.S. 10 years of age or older read one or more of every twelve issues. That’s 44,150,000 Better Homes & Gardens readers—and over 40% of them are men! Meredith Publishing Company, Des Moines 3, Iowa

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

15½ million men and women “live by the book”
... and the book is Better Homes and Gardens!

4,350,000 COPIES EACH MONTH
MEETING THE BUYER'S DEMAND FOR QUALITY

AT A PROFIT!

Here are the three big reasons why prestige and profit-wise builders choose Kaustine Furnaces:

**FIRST**... Kaustine Quality is nationally recognized... you can't buy better warm air heating at any price.

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

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

FOR FULL INFORMATION WRITE DEPT. AB-5

Kaustine

TOPS IN QUALITY

There is a Kaustine Furnace or Winter Air Conditioner for every type of home
Women's choice
across the nation

This is what women said they wanted most in a home at a recent national conference of housewives in Washington. Their ideas were then built into the Women's Congress Home in Hammond, Indiana, by R. G. Schwab of Lakeshore Builders, Munster, Indiana.

Bilt-Well Cabinets were selected to demonstrate women's ideas of CONVENIENCE, FLEXIBILITY and ECONOMY in this contemporary-functional kitchen. A choice which thousands of women have made in recent years; all because Bilt-Well Cabinets are so economical, so distinctively attractive, so easy to decorate in women's choice of natural finishes or colors.

And that's not all! Bilt-Well Cabinets are made in a wide, wide range of storage components.

Bilt-Well Multiple-Use Cabinets are K.D. Semi-assembled, packaged in cartons ready to be installed with a minimum of labor. Bilt-Well Cabinets cut your installation costs to the bone.

And here's another big house-selling advantage: Bilt-Well (kitchen, multiple-use, wardrobes, storage, vanity-lavatory) Cabinets can be financed in the mortgage!

Whether you build one house a year, or projects of thousands, or do mostly remodeling, it will pay to write us for full information. Bilt-Well Cabinets are the choice of the nation's best builders. What better proof of their advantages can we offer you?


Since 1866 Manufactured by
CARR, ADAMS & COLLIER COMPANY Dubuque, Iowa

*Installed in Women's Congress Home in Hammond, Indiana

AMERICAN BUILDER
Women are “sold” on BILT-WELL Windows too!

Every housewife wants windows that are attractive, weathertight and easy to clean. You can be certain you are providing these features if her new home or remodeling job includes BILT-WELL windows.

New BILT-WELL Super 7 Removable Windows

Now...for the first time, a fully removable, perfectly counterbalanced, completely weathertight double-hung window! Check these outstanding Super 7 advantages:

1. Removable!
   Convenience of completely removable sash for easy cleaning.

2. Weathertight!
   Patented stainless steel jamb liner with built in “thermostatic control”. Head sill and check rail weathertight with anodized aluminum alloy.

3. Counterbalanced!
   Flat overhead balances for simple, finger-tip operation.

4. Unitized!
   Sill design facilitates grouping of any number of units.

5. Durable!
   All wood parts water-repellent preservative treated. Jambs 1 1/4" thick, sill 1 1/8" thick for maximum strength.

6. Standardized!
   Fits all standard wall construction: solid masonry, brick veneer or frame.

7. Guaranteed!
   Meets U. S. Dept. of Commerce Bureau of Standards requirements for weathertight double-hung wood windows. Bears AWWI Seal of Approval.

Popular BILT-WELL Multiple-Purpose Awning Windows

Flexible BILT-WELL Awning Windows are better than ever! Adding to their versatility are three new industry-accepted sizes: 36" width x 30" height, 39" x 30" and 44" x 30". And a new jointed bar operator is now standard on all BILT-WELL Awning units. Also available with lever operator or rotary operator.

Whether you're a new home builder or remodeler, it will pay you to get complete information on how BILT-WELL cabinets and windows help you cut costs, sell homes faster and more profitably! See your BILT-WELL lumber dealer, or mail the coupon below.

BILT-WELL WOODWORK
Box 658—Dubuque, Iowa Dept. A-124

Please send me full information on BILT-WELL

Cabinets       Super 7 Windows       Awning Windows

Name ___________________________ Company ___________________________
Address __________________________ Address ___________________________
City __________ State __________
Short-span concrete slabs

COST LESS
-with new
Milcor Ribform

Save construction dollars with high-tensile steel Ribform, as permanent centering for concrete on spans up to five feet:

*Goes down fast.* One man easily handles a sheet. It is quickly and inexpensively placed and welded to joists.

*Needs no temporary bracing of joists.* Ribform is a rigid type of centering; it exerts no side-pull on the joists.

*Eliminates scaffolding.* Once down, Ribform becomes a safe, non-flexible working platform for all trades.

*Uses as much as 20% less concrete than flexible types of centering.*

*Slab is poured and finished in one operation.* The rigidity of Ribform permits monolithic finishing — eliminates costly topping.

*Easy to install* over pipe trenches or other inaccessible locations where it is impractical and expensive to strip wood forms.

Write for Milcor Catalog No. 245.

**Milcor® RIBFORM**

INLAND STEEL PRODUCTS COMPANY

Dept. Q, 4025 W. Burnham St., Milwaukee 1, Wis.

ATLANTA • BALTIMORE • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • KANSAS CITY

KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW ORLEANS • NEW YORK • ST. LOUIS.
THE AMAZING NEW WINDOW WITH SASHES THAT TILT

safe, easy cleaning
more air! no drafts!
keeps out rain, snow

Both sashes tilt easily to any desired angle for true healthful no-draft ventilation that uses 100% of the wall opening! Wash all outside glass in comfort—without disturbing screens or storm sash. Looks like an ordinary window and can also be used like one—concealed adjustable spiral balances for quiet, easy operation.

It goes up...It goes down...It's weatherstripped...And it TILTS!

FAMOUS BEE GEE...THE DECORATOR'S WINDOW

Companion line of 170 high-style casement, picture and corner picture windows..."idea" windows designed as focal points for lovely modern interiors. "Wife-Approved" for their clean, slim modern beauty, their practical convenience. Completely assembled units, ready to set in the wall. New fingertip Crank Operator now optional, factory-installed—also in kits for older Bee Gee windows.

BROWN-GRAVES CO., Akron 1, Ohio

MAY 1957
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
The Case of the Carefree Carpenter

Here's the case and what's in it for you!

The Stanley No. 183 Builder's Kit contains cost-cutting door hanging equipment. Built around the Stanley Electric Router, this kit has what it takes for up-to-date door hanging. The same 3/4 hp motor powers the new J48 16" jointer plane.

Other vital accessories included in this builder's kit are:
- Router base
- Template guide
- Straight and circular gauge
- Arbor
- Mortising bits (2)
- Grinding wheel
- Grinding arbor
- Cutter grinding attachment
- Door and jamb butt template
- Carrying case
- Plane cutter

Your dealer has Stanley No. 183 Builder's Kit, or write Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.

Here's Stanley's famous RD241 hinge.

With round corners for use with electric mortisers. Check off the features that make this hinge the Standard of the World.

1. Flat button tips
2. Hole in the bottom for quick pin removal
3. Clean, accurate countersinking
4. Easily seated, non-rising, lubricated pin
5. Complete interchangeability of leaves
6. Smooth steel, toughened by cold rolling

Stanley Round Cornered Hinges are available in any size or finish desired, in plain joint or ball-bearing, either regular weight or extra heavy.

Your dealer has them, or write for details to Stanley Hardware, 105 Lake St., New Britain, Conn.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools, drapery, industrial and builders hardware, door controls, aluminum windows, metal parts, coatings, steel and steel strapping—made in 24 Stanley plants in the United States, Canada, England and Germany.
5 square feet at a time
without face nailing!

(NOVA PANEL AND THE NOVA PANELCLIP together represent the modern method of shingling. With this revolutionary combination, 41 Novagrade Shakes are applied in large panels, at major savings in construction.

First, you are handling and working with "big pieces"—a fundamental practice of modern, economical techniques. Nova Panels are 4' long and 16" high, composed of under-course shingles, wood stiffener, and Cedar Shakes electronically glued and pressed to form sturdy panels. Panels are kerfed along bottom edge to receive the Panelclip. On roofs or exteriors, construction is now many times faster than ever before.

Where the climate permits, Nova Panels require no sheathing — and may be applied directly to studs without furring. Application is simple, whether over studs, sheathing, or old siding: Panelclips are nailed across the bottom of the building — Nova Panels are inserted in the clips without nailing — and the next course of clips is fitted to the tops of the panels. These 26-gauge, galvanized-steel clips form a tight joint, and the panels are shiplapped 3/4" for complete weather-protection.

The Panelclip, with patented features, beats other forms of attachment easily. These are the facts: (1) by allowing a 15" exposure instead of the conventional 14", Panelclips save 7¾% in coverage; (2) they eliminate individual nailing of shakes, save 330 nails per square, cut labor costs accordingly; (3) they replace 1 x 4 furring strips — which cost more than the clips themselves; (4) they hold the Shakes securely where holding power is at the maximum (the Shakes are kerfed at the butt end to fit onto the clips). The good looks and long life of a Nova Panel exterior are your two prime assets. The two-coat finish is equivalent to a first-grade exterior house paint job, accentuated by deep shadow lines. Most important, there are no exposed nails to rust and stain the surface.

This modern approach to building problems is typical of Nova Products — each one a leader in its field. All these products are explained in detail, with construction information valuable to you on the job, in the new Nova Handbook. This 68-page, illustrated manual gives facts and application know-how on waterproofing products, Jalousies (including the Nova Preframed Jalousie), Novafold Doors, Novasep Anchors, and Cedar Closet Lining — as well as Shakes, Shingles, and Shingle Paints.

We have great confidence in the value of the Nova Handbook to every builder and dealer. May we send you a copy now, without obligation? Please address Department E-27.
New low-cost way to lay
Strip Oak Floors over concrete

Proven successful in thousands of homes
Wherever homes are built on concrete slab foundations this economical "screeds-in-mastic" method of installing Strip Oak Flooring is being used.

By eliminating the subfloor, it cuts construction costs and saves time. Builders can afford to give even lowest-budget homes the proven sales appeal of Oak Floors.

If you haven't tried this money-saving, fully-approved construction method, be sure to mail the coupon below for free installation manual. Simple step-by-step instructions and photographs enable any carpenter or floor layer to use the "screeds-in-mastic" method successfully... without previous experience.

Oak floors add to the salability of slab foundation homes because of their beauty, durability, high insulating value, and natural resilience which counteracts the uncomfortable hardness of concrete. They're preferred by 8 out of 10 home buyers, builders and architects.

MAIL COUPON
for free installation manual
NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
Sterick Building • Memphis 3, Tenn.

Please send free copy of your manual,
"How To Install Hardwood Strip Floors Over Concrete Slabs."

Name ________________________________
Address ________________________________
City __________________ State ____________
Living Rooms! These glamorous 5'10" high Beauty-Line Units combine to form a picture WINDOWALL. Narrow meeting rails cut down interference with vision. Roto-Lock (illustrated) works under screen, draws sash corners in tight.

Now! For faster selling new Andersen

In split level homes, new Beauty-Line Windows blend perfectly to match architectural design—no matter what elevation you’re planning.

In popular one story style, new Beauty-Line Windows add charm and appeal to exterior, whether home is traditional or contemporary.
Kitchens! It's easy to operate this 3'3" Beauty-Line Window over a kitchen sink or counter. This unit also makes an excellent privacy window for the bedroom!

Dining Rooms! The 4'7" Beauty-Line Unit serves in dining areas—or anywhere you want window beauty and ventilation. Hardware shown is Bar-Lock Operator.*

houses, use versatile Beauty-Line* windows!

New wood windows combine beauty, quality and low, low cost

No matter what type of home you’re building, the new Andersen Beauty-Line* Window will fit the style you have in mind—and give your customers window beauty that endures!

This all-new window idea from Andersen is designed to bring new window beauty . . . new flexibility to a wide variety of residences, schools and light commercial buildings . . . and they're created in enduring wood!

The new Beauty-Line Window has a fixed upper sash over an awning style lower ventilating sash—both combined in a single unit! And Beauty-Line Windows have been designed for economical production to give builders famous Andersen quality at a low, low cost per square foot of glass.

Available in seven standard sizes—four heights and two widths—this versatile new window makes it easy for you to solve any window problem . . . to add interesting variety to the homes you build.

Optional features include glazing with welded insulating glass . . . removable double glazing . . . aluminum frame screen . . . choice of three types of specially designed operating hardware.

All wood parts are, of course, toxic treated by Andersen for protection against moisture, decay and termites. Wood, so treated, will last as long as the house itself.

For more information on new Andersen Beauty-Line Windows, see your lumber and millwork dealer, Sweet's Light Construction File—or write Andersen.

*Patents Pending

Andersen Windowalls

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

MAY 1957
FITS-ALL NO. 8
A grille that is selling like hot cakes. Features M-D's patented "flower-pot" style holder which makes it easy to install this popular grille on nearly all standard size doors. Individually packed in colorful carton with complete instructions and screws. Available in three finishes.

M-D PUSH GRILLE NO. 23
Made especially for combination doors—wood or metal. 32" or 36" doors. Packed 12 to a carton.

M-D PUSH GRILLE NO. 15
A graceful addition to any combination door—wood or metal. 16" high for either 32", 36" or 42" doors. Packed 12 to carton.

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

MACCLLANBURG-DUNCAN CO.
P. O. BOX 1197 • OKLAHOMA CITY 1, OKLA.
doors wear these beautiful, exciting
SCREEN DOOR GRILLES

FITS-ALL NO. 3
For lower section of door with cross-bar. Fully adjustable from 14" wide and 32 1/2" high between stiles to 25" wide and 25" high between stiles. Packed 12 to carton.

FITS-ALL NO. 4
For upper section of doors. Adjusts from 19 1/2" wide and 20 1/4" high between stiles. Packed 12 to carton.

FITS-ALL NO. 7
Adjusts from 14" wide and 33 1/2" high between stiles to 26" wide and 26" high. Squares up at 26" x 26". Packed 12 to carton.

M-D PUSH GRILLE NO. 4
A very inexpensive and graceful push grille. 4" high for either 32" or 36" doors.

M-D PUSH GRILLE NO. 6
Another handsome, low-priced push grille for aluminum or wood doors. 6" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors. Packed 12 to carton.

DEALERS
Order direct today! Your order shipped promptly.

BUILDERS
Sold by hardware, lumber and building supply dealers throughout the country.
“Owners love Insulite Roof Deck,” says builder Al Crossley (left) of Newburgh, New York. “They like the smart style of open-beam ceilings and they like the bright, white appearance of the deck itself. Jobs like this are my best advertising. They help me get new business.” Architect for this home was H. N. Wormann, New York City.
"On homes, on stores, Insulite Roof Deck saves up to $23 per sq."

... says builder Al Crossley of Newburgh, New York

Decking ... insulation ... finished ceiling ... that's the 3-in-1 value Al Crossley offers in building with Insulite Roof Deck.

On both the beautiful home at left and the store building below, Insulite Roof Deck was Crossley's choice. In both cases Roof Deck reduced his costs, speeded construction, created the extra beauty of open-beam interiors. His actual saving on this home, as compared to use of wood decking, was $23.34 per 100 sq. ft.!

Insulite Roof Deck can help you deliver better value in a wide variety of light construction ... in any price range ... in any climate. It goes up fast; cuts and fits easily; provides a vapor barrier; reduces waste; saves construction time. With Roof Deck, you eliminate all ceiling plastering and painting; cut winter fuel costs; repel summer heat.

Do these big advantages sound good to you? For complete information on Insulite Roof Deck, write us—Insulite, Minneapolis 2, Minnesota.

build better and save with INSULITE

INSULITE, made of hardy Northern wood—Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minn.

For commercial buildings, like this economical warehouse, showroom and office, Insulite Roof Deck saves real money, speeds construction. Crossley applied beams and Roof Deck to this 6,000 sq. ft. building in just 72 man hours, held cost of the building to $6 per sq. ft.

Tongue-and-groove panels go on fast, make weather-tight seal. Insulite Roof Deck comes in 2' x 8' panels, 1 1/2", 2' and 3' thick. Exclusive continuous vapor barrier available in 2' and 3' thicknesses. Prefinished white ceiling surface is flame resistant; requires no painting, staining or waxing.
"CLEAN LIVING" GIVES A CHEVY ENGINE LONGER LIFE!

...more evidence that Chevrolet Task-Force trucks are engineered better and built better for bigger savings!

This drawing shows, roughly, one of the ways in which Chevrolet truck engines minimize a major cause of wear—dirt! Now consider this additional evidence that Chevy heavy-duty V8's and 6's "live clean" and bring you fleet, dependable power that costs less to use!

Extra filters give extra-clean fuel—Only clean fuel reaches the engine—that's one reason you can depend on a Chevrolet truck! All fuel is filtered twice (once in the fuel tank and again in the carburetor) to keep dirt and water from hampering efficient operation. Chevrolet truck V8's provide a third filter, at the carburetor, for triple protection!

Oil stays clean longer, too—Chevrolet truck V8's and 261-cu.-in. 6's come equipped with modern high-capacity oil filters (V8 filters are of the Full-Flow type). These engines keep clean oil flowing to moving parts; parts wear less and last longer because of it!

Even the air is cleaner—Dust and foreign matter in the air an engine "breathes" can reduce engine life by years. Chevrolet minimizes this wear-producing factor by providing big oil-bath air cleaners as standard equipment on all truck engines.

These are sound under-the-hood reasons why a Chevrolet truck will stay on your job and save on your job. There are others, too, including short-stroke V8 design (shortest stroke of any truck V8's!) and 6-cylinder engine design that puts out more power than any other in the field. You'll learn about them all when you visit your Chevrolet dealer. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Biggest sellers . . . because they're biggest savers!

CHEVROLET TASK-FORCE 57 TRUCKS
Demonstrate this new shingle!
It will help you sell your homes!

...the New FLINTKOTE self-sealing, hurricane-resistant Seal-TAB

Now you have an exciting, new idea for your model home in an asphalt shingle. A shingle loaded with special advantages...special selling points.

You can convincingly show prospects how Seal-TAB provides the sure "overhead" protection they've always wanted.

Point out how each shingle has a strip of special adhesive on the underside of the butt. Explain how the sun's heat bonds the SEAL-TAB together to produce an integrated roof... so tightly bonded that even hurricane winds can't lift the tab.

You'll be gratified when you see how this self-sealing hurricane-resistant feature impresses home buyers. It should! It's a real money- and worry-saver!

You can select SEAL-TABS from a variety of specially handsome, pleasing colors.

And it is backed by a name you know you can depend upon for extra years of service: Flintkote, originator of the asphalt strip shingle!

Take advantage of all that Seal-TAB offers to give your model home top sales appeal.

Ask your Flintkote supplier to demonstrate the Seal-TAB advantages to you. Or write for complete information to: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

Quick...Easy...and Trouble-free Application
The SEAL-TAB has an exclusive Flintkote Aluminum Strip that retards the action of the adhesive until it is needed—it keeps the shingles free in the bundle...they don't have to be broken apart on the job. A SEAL-TAB roof is quick, easy and economical to apply.

How to make your model home a better salesman

Beautiful new Cushiontone Ceiling offers popular home comfort of sound-conditioning

Across the page, you can see how attractive a ceiling of Full Random Cushiontone is in a model home. Your prospects will be impressed with the beauty of this new ceiling and the new comfort of quiet it brings to the home. Cushiontone's smart design makes it a ceiling that is suitable for all areas of the house—living room, family room, kitchen, or den. In any room, prospects will be amazed at the world of difference Cushiontone makes in home comfort. And they'll appreciate the way an Armstrong Ceiling stays permanently beautiful. Cushiontone won't crack, chip, or peel and is easy to keep clean.

Your prospects are reading about residential Sound-Conditioning with Armstrong Cushiontone in Life, Better Homes and Gardens, The American Home, and Sunset. And, on the Armstrong Circle Theatre, NBC-TV, more than 15,000,000 people see actual demonstrations of how Sound-Conditioning works.

Put Armstrong Cushiontone in your 1957 model homes and offer your prospects the extra value of the newest idea in home comfort—Sound-Conditioning.

In one fast installation, Cushiontone provides modern Sound-Conditioning and a beautiful ceiling. Sturdy T & G joint speeds nailing, stapling, or cementing and insures a level ceiling.

This model home is Sound-Conditioned with a ceiling of Full Random Cushiontone. It's a merchandisable sales feature you can have at surprisingly low cost.
MOE LIGHT
SETS THE FIXTURE TRENDS

dramatic new fixtures

The stunningly new Moe Light fixtures can give your model homes the "something extra" that softens prospects' sales resistance . . . both day and night! They're designed to appeal to today's woman's sense of style and fashion—and the broad range of prices fills the bill for every building budget.

(A) M-1447 . . . retail $39.95*
(B) M-1429 . . . retail $37.95*
(C) M-1491 . . . retail $29.95*

*Prices slightly higher Denver and west.

glamorous new catalog

Loaded with new INSPIRATION-LIGHTING ideas that you can adapt to your model homes. Completely new in concept and design—shows hundreds of colorful new fixtures, dozens of full color room scenes!

See your Electrical Contractor or send for your FREE copy:

Send me my free 56-page, full color 1957 Moe Light Inspiration-Lighting Catalog with ideas on how to sell my homes easier.

Name
Company
Address
City Zone State

THOMAS INDUSTRIES INC.

Origination of Inspirazione-Light

Executive offices: 410 S. Third Street, Louisville 2, Ky., Dept. AB-5
AGAIN!

the heavenly touch of light

...dramatizes Inspiration-Lighting
Here's why women want new homes with the **BIG 30" JET-TOWER DISHWASHER**

- **25% MORE ROOM** It's big enough to take all the dishes from a family meal.
- **NO PRE-RINSE** It doesn't require any pre-rinsing; just scrape food off plates.
- **FAST-LOADING** It is easy and simple to load.
- **VINYL COATED RACKS** Its vinyl coated racks hold dishes gently, firmly.
- **WATER-SAVING** It's water-thrifty — uses less for complete washing and rinsing than a hand-process.
- **TRULY CLEANS** Exclusive Jet-Tower action sends whirling gentle jets of hottest water to get dishes truly clean.
- **RIGHT PRICE** The BIG 30" with 25% more washing room costs no more than the smaller old-fashioned dishwashers.
- **CHOICE OF MODELS** The BIG 30" comes in under-counter or work level models.
- **CHOICE OF COLORS** The BIG 30" is available in Star White, Meridian Blue, Dawn Yellow, Sandalwood — and colors cost no more than White!

TO MEET THE DEMANDS OF YOUR CUSTOMERS, the Big 30" Jet-Tower is available in a choice of installations...either the popular under-counter or the slightly newer work level height.

Youngstown Kitchens
Division of AMERICAN-Standard
WARREN, OHIO
Has your housebuilding ever caught up with Electrical Living?

Test yourself . . .

☑ Do you sell future electrical potential for appliances that your customer may buy later?

☑ How much added cost would earn you the local Adequate Wiring award?

☑ Would the promotion value be worth the cost of the A. W. certificate?

☑ Does your local utility offer block pricing of current to help sell appliances—and sell demand for better wiring?

☑ Have you checked actual costs of electrical heat (resistance, heat pump) to local users?

☑ Do you stress hidden value of insulation for heating and cooling?

☑ Do you stress hidden value of split-circuit receptacles to spread kitchen appliance load?

☑ Can you "reel off" the wattages of various appliances?

☑ Which two appliances are safest on the same circuit: toaster, refrigerator, iron?

☑ How far apart do you specify outlets in various rooms?

☑ Do you offer light-path switching to save retracing steps?

☑ Do you provide a switch at each end of a long hall?

☑ Have you special circuits for the range and the dryer?

☑ Do you offer your customers a housepower rating sheet?

☑ If you use outdoor lighting for model house display, do you get current from the house's own outdoor receptacles?

☑ Have you thought of near-ceiling outlets for valance lighting?

☑ Do you offer three-way switches for garage and outdoor lighting?

☑ Do you provide a special heavy-duty circuit for workroom power tools?

☑ Have you studied the advantages of low-voltage remote control?

☑ What sizes of wire do your circuits carry?

The next 32 pages will show you what's here, what's ahead electrically
AN INVITING brightness helps high-perched Adequate Wiring symbol proclaim Spokane's Selectric Model Home.

WHAT

This is a good builders' house . . .

HOW

HE'S wiring for electric heat.

. . . but it's even better for being a showcase of what's here in electrical living . . .
Here's why the Blueprint House became all electric

The "Selectric" house in Spokane, Wash., was promoted by electrical contractors to show the public what it was missing in electrical living. It was also planned to interest more electrical contractors in expanding their residential wiring, fixture, and appliance markets. But builders, who were not the primary targets in the promotion, learned as much about electrical living as did the electrical contractors and potential customers. The Selectric house thus became a "showcase" of electrical living for builders everywhere.

This 1,340 sq. ft. house was priced at $28,000—including land and a $6,300 electrical contract. But when builder Jim Matthews figured it in construction costs and land alone (omitting appliances), he found he could claim a $14 per sq. ft. cost—slightly below average for comparable construction in Spokane. This is another reason for giving this American Builder Blueprint House a good look.

Robert L. Wilkinson, manager of the Inland Empire Chapter of NECA, had this to say about the cost of the house: "Electrical features combining both a utilitarian and decorative value are substituted for those which are purely decorative and which, in some cases, cost more. . ." To assure a clear-cost yardstick, no donations of materials or price concessions were permitted.

Every one of the 30-odd electrical features was readily available at reasonable cost through regular supply channels (no custom gimmicks). Lighting engineers of the Washington Water Power Co. designed the lighting plan to make the most of every architectural feature.

Moderate in size and design, so as not to distract attention from the electrical elements, the "Selectric show case" is a cost yardstick and a battery of ideas for the builder. (A complete list of materials for the Blueprint House is on page 244.)

Start here for your guided tour of the Selectric house to see what's here electrically . . .

1 DRIVEWAY has snow-melting 800-watt Electro-mode cable ($45 for material and labor). Garage has fire alarm, time-set auto-motor warmer.

2 GARAGE DOOR OPENS at turn of key in Genie Lift-a-door switch ($100 installed). Latticed gate opens on patio-carport.
PATH-OF-LIGHT switches by Remcon save steps. Both ladies can control living room lights. Note Luxtrol dimmer at far end, above it the electric heat thermostat, and Bulldog Electrostrip below.

PULL-DOWN dining room light has dimmer control ($30 for Virden V-2218R fixture plus $15 installation). Above, Litecraft spots and Lightolier "black lighting" display china on built-in unit.

COUNT 'EM: luxury bathroom has Wesix Ionix heater, Tradewind vent fan, Burntex sanitary napkin incinerator, Westinghouse Airttron ozone lamp (above window), intercom receiver, mirror lamp.

START YOUR COFFEE from bed—outlet and retractable cord panel in GE kitchen unit can be turned on from master bedroom which controls switches outside, in garage, hall, etc.
MAY FOUR IDAHOS IN NINE MINUTES. Tappan built-in electronic oven hurries baking. Nutone hood and one of four Columbia Domino lights ($40 each) also shown.

FLANKING MIRROR, one of a pair of Virden fluorescent lamps, is shown (see picture 5 for other). Columbia luminous ceiling fixture and sun lamp are not visible.

AISLE LIGHTS by Prescolite throughout house cost $4.50 each complete. Telephone conduits are provided for concealed telephone extensions throughout the house.

More on guided tour of Selectric house
WORK SURFACE under the GE wall-food unit has Nutone mixer, Plugmold strip. Wesix baseboard heats kitchen.

TUB WARMER of 180-watt lead-sheathed cable cemented to underside of tub costs $15 with red-warning light.

HEARTH CORNER has Virden 9115 Quick-Start fluorescent above ½" plastic eggcrate louvers, and Prescolite SC94 wall lamp. Hidden on ceiling, left, is Nutone fan. Opposite glass wall has dimming valance lights. Electromode ceiling cable heats main area.
TOUR OF WHAT'S HERE continued

13 CLOSET LIGHT goes on when door is opened (cost is $15 complete). Note ceiling squares, open or fixed, are continued into bedroom hall.

14 PATIO-BREEZEWAY-CARPORT is lit by Prescolite 546 hung from beam and bracket spots. String of low-voltage flashers not shown.

OTHER IDEAS AND BRAND NAMES USED

Forty-circuit, 200-ampere Zinsco circuit breaker panel with 3 #3/ORH service entrance.

Illuminated house number.

Doorbutton operates Nutone chimes, Lightolier entry light.

Sonic Servant intercom.

Remcon silent switches control interior path of light, exterior floodlights.

Switch plates by Sierra.

Prescolite WB-2 on each side of garage, other models in patio, fireplace wall, aisles.

Edwards fire alarm ($75 installed), with buzzer in hall and heat detectors in all principal rooms and closets.

Lightolier lazy-touch bed headboard light.

Individual room thermostats for Electromode ceiling heat.

Columbia sunlamp with Alzac directional reflector above bathroom lavatory.

Low-voltage master panel in bedroom controls any or all lights outdoors and in.

Luxtrol dimmer controls.

Hall Mack cabinet with fluorescent flanking mirror above dressing table.

Lightcraft L879 in master bedroom with pairs of lamps separately switched for color changes.

Telephone conduits for concealed telephone extensions.

General Electric built-in automatic washer-dryer.

Hotpoint water heater.

Basement fan heater, 4,000 watts.

Outdoor Lightolier post light with key switch for garage door.

Crawford garage door.

Pella combination storm-screen windows.

Duraflex aluminum threshold.

Weiser locks.

Olsonite toilet seat.

Briggs plumbing fixtures.

Philippine mahogany paneling.

Fiberglas insulation.

Stanley hinges.
This house is built around a full

MOST POPULAR model by M. H. Wolfe, the Deauville, has sold 40 of the 47 houses completed. The more expensive versions sell best, with electrical kitchens and plenum for add-on air conditioning. Garage is optional.

When does a “hidden value” become an open asset? When customers ask for it, and builders find it pays to put money into that item rather than some more flashy gimmick.

This house, by M. H. Wolfe & Co., Granite City, Ill., is a good example of a break-through of a “hidden value,” in construction, in merchandising, in consumer acceptance. Certified Adequate Wiring is spelled out and played up in ads, in brochures, in newspaper releases. Wiring procedure assumes greater importance in the building operation.

Like other houses in this guided tour of what's here in electrical living, this Holiday Gardens development got full benefit of the local Adequate Wiring Bureau's planning and publicity. It was the first subdivision in the region to offer A.W. as standard equipment, and the Bureau was sponsor of several large ads announcing the Open House and assuring “an electrical wiring installation which will enable you to enjoy the full measure of service your electrical appliances are capable of rendering”—the standard A.W. definition.

Holiday Gardens, a 176 home project on 48.8 acres, was begun in 1955, the firm's first residential work, offering all-brick homes from $14,950. George, Glenn and M. F. Wolfe, sons of M. H. Wolfe, are officers of the company, and had experience in supervising heavy construction. The project offers 100-ampere entrance in three service conductors, with the separate circuits indicated on the chart at right.

Many other builders also find that A.W. is no longer a “hidden” virtue. Cloverdale Corp. of Little Rock, Ark., was almost tempted to drop certificational after building the first 15 of a 428-unit development because of extra costs involved. Then they changed their minds. Customers moving in said that wiring was one of the strongest selling points.

De Vries Construction Co. did a masterful job of electrical display in a split-level model for the 140-home Winchester Estates, Winchester, Mass.
FLOOR PLAN is reversible, and various roof lines are offered. Small TV-bedroom can be modified into a dining room. Full poured basement with 7'2" head clearance is offered to meet local resistance to basementless homes.

MAIN PANEL, 125-amp-rated split-bus type, shows 1/4" rigid conduit bringing three #3 RH service conductors from weatherhead. Promotion emphasized 2,400-watt kitchen split-circuits.

WIRING IS ROUGHED IN and dropped to proper location before outside walls receive insulation and rock lath, and ceiling receives lath and radiant-heating tubes. Room partitions and hall plenum for optional cooling, and plumbing are installed; then wiring is run to outlet and switch boxes, as shown. Use of 4" square box saves time and receptacle breakage, and is worth the extra cost builders have found.
Two of the three Holiday Gardens models were displayed without furniture to stress electrical features. Cards behind switch plates and outlet covers designated what each controlled. Red flashing bulbs were plugged into convenience outlets to draw attention to number and location. Other flashers, numbered 1 and 2, marked split-wired outlets. Each special equipment circuit was so marked.

Thus the distinct requirements of A.W. were stressed: entrance amperage, branch circuits, kinds of circuits, wattage supply, number and variety of outlets.

Homes with the electric kitchen have a 12-circuit breaker-panel, fed by #6/3 cable from the main panel. These homes have a total of 28 circuits.

ALL ELECTRIC KITCHEN, added last year, has become popular, especially built-in range and oven (Hotpoint). Other appliances are disposer, clock-chime combination, dishwasher, recessed light, and Nutone copper or stainless steel hood, exhaust fan, light and backsplash, mixer-blender.

The heat pump is on the

RANCH MODEL sets tone for $35,-50,000-up development. Lots average 150x400', some with ponds.

This 100-house Fairmount Park development in Geauga County, Ohio, by Dr. Francis A. Sowin and his son Norman will be the first large development to concentrate the use of heat pumps in greater Cleveland which has been dotted with not more than 30 till now. The Fairmount Park homes will be of brick, stone or frame, with two to five bedrooms. Even the draperies will move by push-button. The development will have its own water and sewerage system, and six artificial lakes.
AWARD is received by Freeman Wolfe from Charles Meyer (standing) of Madison County A.W. Bureau. Others are Arthur Kayser of Illinois Power Co., William Huxel, electrical contractor, Sam Wolf and Carl Miller, realtors.

BATT INSULATION goes against brick wall. SCR brick, trussed roof, subfloor and furring are installed to permit complete lathing of shell, and eliminating wood backing and cutting and fitting of lath between partitions.

move ... headed north

PLAN shows front-to-back living room, U-kitchen, which commands front entrance and driveway, also side and rear views. Basement is finished in hunting-lodge style, with fireplace wall extending to rear foundation.

HEAT PUMP, at right, is by General of California. It dominates the utility room formed by rear of stack (behind incinerator). Electric water heater, washer and dryer are off to the right near foot of steps.

Now to Belleville, Ill., and Wilmington, Del.
They sell electrical living

Leo Vandor caught St. Louis' interest by showing the first heat pump in the nearby town

Getting St. Louisans to cross the Mississippi River to another state is no sales problem for Leo Vandor who advertises the point that his Mitchell Place development in Neighboring Belleville, Ill., is only 20 minutes from downtown St. Louis. For the final promotion pull he goes the limit electrically. He put the first heat pump in the region into the house (below) last year, and is following up with a firm policy of Adequate Wiring certification for every house. Above (center) he is receiving the 200th certificate issued by the Belleville A. W. Bureau, from Erwin Braun, secretary, as Robert Newsome, owner of the home, looks on. The bureau helped plan the electrical layouts without charge to builder or buyer.

Vandor's newest "first" in the neighborhood is the electronic oven going into his spring display model.

Mitchell Place will have over 120 units when present plans are completed, individually tailored to buyers' tastes and priced from $16,000 to $32,000.

PLAN shows featured fireplace between dining and living areas, compact kitchen layout, two baths.

"HOME OF TOMORROW" played up 3-ton GE Weathertron heat pump as "a peek into the future." Ten sales were made from this house, with thermostatic controls, A. W., insulation, colored-texture plaster and brick veneer.
to help them sell houses

Leon Weiner plays up lighting
for sophistication—wiring
for convenience and comfort

At the 13th annual National Adequate Wiring conference in Chicago last February, the head of the Delaware HBA, a third-generation builder, gave a sharp from-the-record talk on how he convinces a house-wise clientele that they need look no further. He stressed exterior lighting for display and for permanent use; the fullest amperage load possible for the price of the house; split-wiring receptacle; and numerous outlets. His color slides (taken by George Davis, of New Castle County A. W. bureau, shown above, right, with Weiner) proved what sophisticated, quality lighting can add to even the most glamorous house. Result: the buyer’s A. W. certificate is kept in his vault, to prove, years later that “This house is not obsolete.”

PLAN of Franklin Homes Barclay split level shows easy access to living room down steps from main entry.

THIS MODEL reversed basic plan to utilize slope. Living room at right and playroom beyond look out on patio, with outdoor spots and weatherproof outlet under overhang. Carport (off left) is lighted similarly.

MAY 1957
This motel makes electric

"Turn it on yourself" is what many an owner of a hotel or motel would like to reply to a request for heat or cooling. The decentralized system throws the main responsibility on the occupant—and saves the owner headaches from piercing squawks if the central heating or cooling system should happen to break down. It also saves him plenty on initial cost of central equipment and underground piping and wiring.

As designer, builder and owner of the East Gate Motel in Lima, Ohio, Karl D. Shingledecker prefers individually heated and cooled guest rooms and is backing up his conviction with hard cash for a planned addition of ten units to the 26 now in operation.

The first 14 units, lobby and utility rooms were opened in October 1954. They were air conditioned with four two-ton units installed in the attic. Heating was by Electromode baseboard resistance units, with 1500-watt wall insets with blower and thermostat for the bathrooms.

The next 6 units were opened March 1955, and 6 more January 1956. Shingledecker, pleased with the heating system, stayed with it in the new wing, but tried a new departure in cooling. He tried individual 3/4-ton room units, placed in-the-wall. Convinced he has found the right combination, he will repeat it in the final section of the outer rim of rooms.

"If I were building a 100-unit motel, there would be no question as to the method of heating," he has declared. "In my mind, from the standpoint of original cost, maintenance, safety for my guests, along with the overall operating costs when you have but one utility service, there is no other way to heat a motel."

Shingledecker figures cost at about 70 cents a day per occupied unit for all electricity—heat, light, cooling, water heating—including the lobby, utility rooms, and his large three-level residence.

Heat emission is immediate upon the turning on of the individual room control since most electrical heat is by radiation. Other forms of electrical heating popular in motels are in-ceiling resistance cable (see Selectric House, p. 71) and on-ceiling conductive rubber panels.
BASEBOARD HEATER permits full carpeting. Basic unit is 32" long, 8½" high, 3" deep, with 600-watt capacity, operating on 120 or 240 volts. Air conditioner fits into sleeve under window.

EAST GATE MOTEL owner Shingledecker likes the single utility set-up "if you have a normal rate and proper installation and insulation."

heat its big attraction

LAYOUT of complete 200'x160' plot shows original block of rooms and lobby (center), residence and new group (right and rear), and projected 10 new units at left. "Swimming pool will be shielded just enough for privacy, not enough to hide it from passers-by."

NEW 12-unit section opened last year, seen from owner's residence. Note air conditioner wall sleeves at right into which room-units fit; also note wall bracket lamps.

Remodeling for top electrical potential
This kind of

Bringing an old house up to 1957 standards involves giving it more than just a face lifting. Livability is more important than looks in today's remodeling. It follows, then, that rebuilding this 50-year-old home included completely redoing the electrical system. The following pages show how it was done cooperatively by the Greater St. Louis HBA, and the Union Electric Co. of St. Louis.

The exterior problems are obvious from the pictures, but inside Architects Norman Roab and Robert Elkington had even worse problems. Not the least was to replace a 15-amp, 3-wire system (there had been at least one previous attempt at electrical improvement) of the "knob and tube" type with an up-to-date system that would handle modern appli-

... helped to take 50
adequate wiring . . .

The "showcase" part of the job, of course, was the new Moe lighting; but the bread and butter was the new power system that made it possible. There was a new 200-amp service—100 amps for the house's new eight circuits, and 100 amps for the new GE electric radiant-heating system. This last was installed when it was seen that an ordinary new system (there was no central heat) would cost around $1,500. The electric system was cheaper to buy and install. Few structural changes were necessary. Estimated cost of heating: only $230 a year.

The few outlets that there were (they were in the floor, of all places) were replaced with 300 feet of Plugmold base, with outlets every six feet of usable wall space. The strip was also used in the kitchen and dining areas as chair molds.

Kitchens are generally the first part of a house to be modernized and this one got the works, electrically speaking, in lighting and appliances. So did the bath, usually the second most important room from a modernizing standpoint. And finally a 5,200 cfm Emerson Electric attic fan was installed for cooling.

The final result may not look like 1957—that's asking too much—but it should live like 1957, and that's more than a lot of brand new houses do.

years off this house

AFTER: For all practical purposes, a new house. The dormer has been spread across the entire front for light and headroom upstairs. Some of the porch has been pulled indoors, and the whole interior has been opened up. Most important, the new owner will feel as if he's living in the twentieth century.
Here's how they remodeled

They remodeled the bath with three jobs for electricity...

BEFORE: Just what you'd expect in the bathroom of an old house. Electricity has to provide new heat, light, and ventilation.


... and the living room grew larger with balanced lighting...

BEFORE: The principal problem—how to bring modern interest and color into the most heavily used room in the house.

AFTER: The solution: extend the room onto the porch, add room-wide curtains, put lighting behind the valance.
electrically inside

... while they gave the kitchen an electric working center

REMODELED KITCHEN is 100% new. Appliances include Frigidaire electric range, oven, refrigerator, disposer, Nutone food mixer, and Pryne lighted range hood. Plug-in strip has almost limitless outlets.

DETAIL shows how lights in valance (Moe) throw light up and down.

IN THE KITCHEN, Plugmold electrical outlet strip runs around plastic backsplash. Strip can also run along as wall base, above right, or chair mold.
LIVING ELECTRICALLY: WHAT'S AHEAD IN MONROE, N. Y.

This builder "House of Tomorrow"

ARTIST'S SKETCH made during the design stage gives a bird's eye view of the flat-roof, 4', modular post-and-beam house. The glazed endwall of the basement serves 1,500 sq. ft. expandable area.
CHANGING OF THE GUARD. Man's artificial lighting takes over from the sun at dusk.

shows what's ahead electrically

Builder-designer John Dornés in Monroe, N.Y., has taken the next logical step in the evolution of tomorrow's house. In general practice today is the one-room clear-span construction technique using trusses with permanently installed storage walls to divide up the space. Dornés' latest house (one of Living For Young Home-makers' Electri-Living models) shows the ultimate uses of electrical power feasible for a moderate-priced home. He has added retractable casters to the closet units that act as walls. With this design concept, the family can change the layout of any part (or all of the house) to meet changing needs, even changing moods. The only permanent walls in the building are the plumbing core walls and those enclosing the baths. For a full list of products used in this house, see p. 210.

NINE casement-type doors open out, give access to outdoor terraces from each room. Gravel is used as an inexpensive ground cover for the driveway, carport, walks, and pool area.

How to build-in the latest electrically
How to build electricity into

LIVING-DINING AREA looking toward the hi-fi electrical center built into closet storage units. Photo shows spacious open-planning. The cluster lamps over dining table, like all ceiling fixtures in Dornés' house, are movable, are fastened to 2x4's running between exposed beams and plugged into switched outlets at ends of beams.
tomorrow's house

PASS-THRU BUFFET cabinet, usually near kitchen, separates living-dining areas. Quarry tile floor is excellent for moveable units. Photo: Ernest Silva.

AT HI-FI ELECTRICAL CENTER you can: (1) control every light in house, (2) dim lights in living area, (3) answer phone, (4) operate custom Stromberg-Carlson hi-fi.

ENDS MADE BY CUTTING 3/4" PLYWOOD FULL 4"x8" SHEET 15" COAXIAL SPEAKER MOUNTED IN ACOUST. LABYRINTH DOOR OPENED WHEN HI-FI IS TURNED ON INCANDES LT STICK PLUGGED INTO BACK OF TUNER - LIGHTS WHEN SET IS ON, OR BY SEPARATE OFF-ON SWITCH FALSE BACK FOR RECESSED SHELF PROVIDES ONE INCH RACEWAY FOR WIRING TO EQUIP ABOVE RECORD PLAYER (SHOWN EXTENDED) USES NO SLIDING HARDWARE, RIDES IN WAXED WALL SLOTS RETRACTABLE ROLLERS WHEELS CAN BE EXTENDED 3/4" HOW BASIC 4'-wide ceiling-height closet cabinet is adapted for hi-fi. Standard units use four 4x8 sheets of 1" plywood. Photo left: Scott Hyde.
ONE POSSIBLE ARRANGEMENT of kitchen. Range island-center pivots to any desired position. Cabinets at extreme left can be moved too. Rear cabinet wall with sink, Westinghouse oven and refrigerator-freezer are stationary.

... LIVING ELECTRICALLY: WHAT'S AHEAD IN MONROE,

Tomorrow's

PLAN, LEFT, for one kitchen arrangement. Above, range-unit pivots. Dark cable for range; light for appliances.
LOW VOLTAGE SWITCH
FLUORESCENT LIGHT
LIGHT TROUGH DETAIL
COUNTER

FLUORESCENT tubes in trough light up ceramic-tile counter and glass objects above.

WASH
& DRY
REF.
OVEN
RANGE
SERVER

MAY 1957

ANOTHER POSSIBLE ARRANGEMENT of same kitchen (see two other plans at left), has informal eating area. Portable appliances connect to pivoting appliance center. Cutting board doubles as breakfast bar. Photo: Silva.

N. Y., continued

kitchen will be electrically flexible

John Dorné's electrical thinking went beyond providing for the installation of a fully equipped Westinghouse kitchen. His electrical planning had to be as flexible as the roller-mounted storage walls. For example: Dorné's range-unit cabinet can pivot to any desired position. For lighting, a remote-control system is used. Lighting switches in each room area control local lighting except for two master panels, each of which has 12 color-coated buttons that control all the lights in the house. The master panels are not attached to the walls, but to long flexible cables that can be mounted set on furniture in any feasible part of the room. To create this flexible electrical control system, Dorné's used Luxtrol light controls; Touch Plate remote-control lighting; Lectrolines continuous outlet stripping.

Inexpensive lighting techniques
Here are three new tricks

REAR OUTDOOR LIVING AREA is lighted by a few ground lights and pin-up spots fastened to the underside of carport beams, but most of the light comes from the interior valances (see detail). There is also a spot in floor of pool.

LIGHTING IDEA: put four fluorescent tubes around base of plastic dome, above translucent plastic panel.

OVER FIREPLACE, daylight comes from Wasco Skydome. Lantern with dimmer gives mood lighting.
in lighting techniques

 WHEN LIGHT IS DIRECTED downward between drapery and glass, drapery is opaque from outside.

VALANCE LIGHTING around inside perimeter is set at each 4' module for overall illumination.

DETAIL shows alternate beam lighting where fluorescent tubes are softened by plastic diffusers.

PIN-UP LIGHTS over covered walk are controlled by low-voltage switches. Note wiring in channel.

What's ahead for the easy-energy age
Here's **what's ahead**

for the easy-energy age

of electrical living

---

- You don’t have to be an old timer to remember when electricity in the home was like indoor plumbing—a citified luxury. Yet today, we wouldn’t dare try to sell a new house with wiring that was standard ten years ago. This type of wiring would be painfully inadequate now, like the single lavatory-tub-commode bathroom. Home buyers demand at least an extra powder room. But they are not so clear as to what they need in wiring.

- They won’t be unsure for long. The electrical industry’s elementary self-interest motivates the story of Adequate Wiring and Housepower and Live Better Electrically. Your customers’ demands will be more informed and articulate. As a builder you can grow with this demand, or try to evade it, to keep costs down.

- Because of customer demand, you now include an extra half bath as fitting in the new standard of living. You include insulation as a long-run economy—and you make a merchandising point of them. Good wiring qualifies on both these grounds. It means greater convenience, safety, and resale value. And unlike a lot of equipment that is included in the mortgage package, adequate wiring will last the life of the structure.

- Electrical people look forward to a time when all household energy will come into the house over a wire. That time is pretty remote for a builder who must meet immediate needs and cost requirements, but even now he should build so that his customer will keep his Adequate Wiring certificate in his vault, as solid proof that his house is not obsolete, no matter what the inventors and manufacturers put onto the market in the next generation or two. Just think of it. In 1930, there were 19 electrical appliances on the market; in 1940, 36 appliances; in 1950, 43 appliances, in 1956, 62. There are more every day.

- Your kitchen will still be fresh looking in 1966; but will it be wired to handle one of the 9 million more dishwashers that Hotpoint predicts will be sold by then? (Today's dishwasher saturation is 4.7%; in 1966 it should be 19.7%.)

- The combination washer-dryer is hardly started—0.4 saturation last year; 9.1 predicted for 1956—200,000 to 51/2 million. And add air conditioners, disposals, freezers, all hardly started on the road from luxury-item to required staple of a reasonable standard of living.

- And we haven’t even mentioned all the marvels already out of the dream stage but not yet in production: electronic cooling, TV recording tapes, flat panel all-glow lighting.

- The cost of electricity is going down. Atomic energy and solar heat will bring it down faster. This, then, is **what's ahead** electrically. Will your houses let your customers live fully—electrically—in the easy-energy age?
Indoor lighting:

Make the whole ceiling light up

WALL-TO-WALL CEILING of fluorescent lighting, "Sylva-Lume," is modular, interchangeable plastic panel system. Variety of panel patterns, colors, styles. Extruded aluminum track system, 3 ft.-square vinyl plastic diffusers, acoustic wedges or baffles. Sylvania Electric, Dept. AB, 1740 Broadway, New York 19, N.Y. (No. 5001, p. 132.)

REMODELED KITCHEN takes on really new look with this ceiling of light styled by General Electric. Beams separate louvered plastic panels. Results include uniform lighting throughout working areas; light, airy effect even in room with few or no windows. General Electric, Dept. AB, Nela Park, Cleveland 12, Ohio. (No. 5002, p. 132.)

MODULAR LIGHTING in panels of 2'x2' or in complete Sunshine Ceiling package for standard 5'x7' and 5'x8' bathrooms. Ceilings "float." do not touch walls, allow ample air circulation. Electrical channels attach to structural ceiling with grid to hold diffusers. Wakefield Co., Dept. AB, Vermilion, Ohio. (No. 5003, p. 132.)

AREA LIGHTING with Modulume. Three-dimensional modular plastic diffusers are mounted on extruded aluminum track. Three lengths allow combination to any total ceiling length. Mounts at cornice or ceiling, in one strip or many. Lam Workshop Inc., Dept. AB, 404 Main St., Wakefield, Mass. (No. 5004, p. 132.)

Use ceiling space as lighting space . . . whole ceiling or modular units do it

OTHER ELECTRICAL NEW PRODUCTS

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More on indoor lighting, page 116
DRAMATIC APPROACH as well as a safe one is part of this “Electri-Living” house in Wheaton, Ill. Builder Graeme Stewart planned the front house approach with such safety items as the single down-shaded fixtures which light the driveway, by Lightolier (No. 5005, p. 132). Garage itself is separately lighted (not by car headlights), and four recessed fixtures by Pryne Co. (No. 5006, p. 132) are installed in the house overhang. Not shown is a lamp post with illumination timed by an indoor clock control. Entire illumination of house takes 2,200 watts.

Outdoor lighting:

How to add glamor plus safety

EASY APPROACH to outdoor lighting can begin with weatherproof wiring devices such as this Saf-T-Lok Snap Cover Outlet. Designed to withstand excessive moisture, line has a hinged snap cover which locks into an open position. From Bell Electric, Dept. AB, 1884 W. 21st St., Chicago 8, Ill. (No. 5007 on page 132.)

TRADITIONAL APPROACH to up-to-date outdoor lighting begins with a colonial post lantern with metal top panels to reflect light downward. Other weatherproof fixtures in black include matching lanterns on either side of door, adjustable reflectors along eaves of house. All from Moe Light, Dept. AB, 410 S. Third St., Louisville 2, Ky. (No. 5008, p. 132.)
TODAY, BUILDERS ARE LEARNING

How to sell homes just by pointing to them!

Many builders are finding that they don't have to do much more than tell people how to get to their homes—if they have equipped these homes with a full complement of modern electrical "servants," and if they point up this fact with Live Better Electrically promotion material.

For Live Better Electrically has been telling the over-all benefits of electrical living to consumers through practically every medium of communication: top magazines, newspapers, television, radio, direct mail, brochures, publicity and point-of-sale display.

When you associate your building project with Live Better Electrically, you get the direct benefit of this barrage of advertising and promotion. Turn the page and read how alert builders are using Live Better Electrically to sell their homes...
Six typical builders promote sales with Live Better Electrically

Hyman Cohen, builder of Morewood at Cold Springs, N. Y., says: "We clinch most of our sales in the electric kitchen, and that's why we're sold on Live Better Electrically. Home buyers want the benefits of electrical living and Live Better Electrically will give our houses added sales appeal by pointing up all these benefits." Colorful mobile hangs from kitchen light. Self-adhering symbols adorn appliances and highlight easily overlooked features such as exhaust fan, outlets, switches.

Harold Kramer, builder of more than 500 homes per year in New Jersey, says: "We're happy to be tied in with Live Better Electrically. We'll be using Live Better Electrically wherever we can to help play up all the electrical-living advantages of our homes." Living room's electrical switching, outlets, thermostat accented with colorful self-adhering symbols and hanging mobile.

George H. Glover (center) prominent Detroit builder, says: "Live Better Electrically is an excellent merchandising program, and it's the best way we know of to sell home buyers on electrical living. By working closely with contractors and our local utility under the Live Better Electrically banner, we've been able to increase the salability of our houses." Attention-getting symbol on site sign identifies house with all the benefits of modern electrical living.

Clayton H. Powell (right), one of Savannah's leading builders, and William H. Gartlemann of Savannah Electric and Power Co. discuss plans for their cooperative Live Better Electrically campaign. "More electric features sell houses faster," says Mr. Powell, "and we're using Live Better Electrically to dramatize all the sales-appealing benefits of electrical living."
Howard Benedict, Jr., sales agent for Julius Meshberg's Gaylord Village in Hamden, Conn., says: "Live Better Electrically is one of the best merchandising programs ever offered to builders. We're going to take advantage of Live Better Electrically by merchandising this idea in every house we build." Mobile and self-adhering symbols point up this kitchen's built-in electrical benefits.

Charles J. Mascioli, builder, Clearview Village, Plainview, N.Y., says: "I feel that the Live Better Electrically project is an excellent means of stimulating interest in new homes. By using this selling theme, I am able to closely identify myself with the national Live Better Electrically program and thus benefit from it." Eye-catching, weather-resistant direction sign points the way to model home.
Harness "Live Better Electrically" to your own sales effort!

Local publicity and advertising support come your way when you tie in with Live Better Electrically. A new Builder's Merchandising Kit will be available in ample time to take advantage of this selling theme in your National Homes Week promotion. The kit offers a whole arsenal of useful sales tools, including a new Builder's Idea Book, "How to Use Live Better Electrically to Promote New Home Sales," which illustrates:

- Ideas for your sales brochure
- Site signs, mobiles, direction signs
- Advertising ideas (actual cases)
- How to get local publicity

The kit also contains ready-to-use advertising and display materials that make it easy to put Live Better Electrically to work for you.

Call your electric utility now and reserve your kit, so you'll get this merchandising package as soon as it's off the press — and gain a head start in sales value from Live Better Electrically.

LIVE BETTER... Electrically

A united effort by everyone in the electrical industry — utilities, manufacturers, dealers and distributors, builders, contractors, architects — to sell the benefits of electrical living to consumers everywhere.
"The finest, most easily understood book on structural lighting"

Who's Frank Croonquist? He's a partner in Shervic and Croonquist Builders of Sunland, California. He builds Light for Living into their $17,500 homes. And he says, "In one week of showing, the lighting in our model home drew rave comments from every single visitor."

Mr. Croonquist used ideas from "The Builders Book of Lighting," including a full 19 feet of valance lighting and lighted mantels using two 8-foot G-E Fluorescent Lamps. On that score, he says, "The detailing was easy to follow. Because instructions are simple and clear, we had no problem achieving the results we were after."

You can use Light for Living to increase the sales appeal of your homes. And you'll find that the Builders Book of Lighting helps you make Light for Living a powerful selling feature at surprisingly low cost.

GET YOUR COPY OF THIS HELPFUL BOOK!

It's Included In G-E's New "Builders Kit On Lighting"... which also contains:

- "How To Decorate And Light Your Home"—a book in full color, that popularly sold at $6.75
- "Lighting Fixtures Guide"—for selecting the right fixture for the right place.
- "See Your Home In A New Light"—a booklet of tested recipes that create Light for Living.
- "Light For Living... Outdoors"—how to light yards and gardens for more family enjoyment.
- "Wall Lighting Guide"—that shows, in full color, how wall lighting adds beauty and saleability to homes.
- "Dimming Systems"—a handy guide to the economical installation of dimming systems.
- "Selling Sentences"—for builders and real estate salesmen showing homes that have Light for Living.

You'll find that the Builders Book of Lighting helps you make Light for Living a powerful selling feature at surprisingly low cost.

In addition, there's a useful little folder on suggested "Selling Sentences" for builders and real estate salesmen showing homes that have Light for Living. You get all this material for only $1.00 by mailing the coupon below. So, act now!

**SEND THIS COUPON WITH $1.00 TODAY!**

General Electric Company, Large Lamp Dept. AB-57
Nela Park, Cleveland 12, Ohio

Please send me Builders' Kits at $1.00 each.

NAME

STREET

CITY

ZONE

STATE

MAY 1957
STEP ONE in installation of Edwards home fire alarm shown in upper left photo. Box for signal unit is easily attached to wall with screwdriver. Fire alarm provides cut-off for ventilating systems to prevent smoke damage.

STEP TWO (upper right photo) illustrates how simply connections to the signal unit are made with either bell wire or dual thermostat wire. Complete wiring diagram is given on the reverse side of the control panel.

STEP THREE (lower left photo) shows automatic fire detectors connected to the system with a pair of pliers and later attached to attic or basement ceiling areas. Edwards Co., Dept. AB, Norwalk, Conn. (Circle No. 5009, p. 132.)

Safety and sound devices:

How to give extra protection

SAFETY AND SOUND are highlighted in combination AM & FM music system-and intercom by MusiCall. Protects three ways: electronic baby sitter, permanent butler and night watchman. Five stations can initiate call. MusiCall Corp., Dept. AB, 324 S. Beverly Dr., Los Angeles, Cal. (No. 5010, p. 132.)

DESIGNED FOR PEAK performance, recessed wall lighting unit has variety of applications such as lighting stairways and patio steps. Safety-Lite directs all the light downward on walking area. Stainless steel face plates won't corrode. Litecraft Mfg. Corp., Dept. AB, 8 E. 36th St., N.Y. 16, N.Y. (No. 5011, p. 132.)

VERSATILE RADIO-INTERCOM provides music, two-way intercom, fire warning system. Features electronic device that can be selectively set to relay unusual noises and interrupt radio reception for sound's duration. G & M Equipment Co., Dept. AB, 7315 Varna Ave., North Hollywood, Cal. (No. 5012, p. 132.)

More living electrically ideas
Weatherproof flush overhead doors

Flush-type overhead doors with guaranteed weather resistance and high insulation value are available for the first time with the new Weather-King Flush Barcol OVERdoor Sections, featuring honeycomb core sandwich construction, hardboard facings. Weather-King Flush Barcol OVERdoors, with patented Cam Action tight closing, offer weathering and insulation values comparable to the outside walls in which they are installed.

The manufacturer, Barber-Colman Company, Rockford, Illinois, was also first to use hardboard panels in garage and industrial doors. Nationwide distributors install and guarantee Barcol OVERdoors.

Weather-King Flush Sections

The illustration above shows how weatherproof hardboard facing is applied to a honeycomb core in the construction of Weather-King Flush Barcol OVERdoor Sections. Facing is guaranteed not to split, crack, delaminate, or weather-chip. Small captive air cells of resin-impregnated honeycomb core eliminate convection currents and provide insulation equal to that of a 5-in. house wall—U factor .259. Redwood closures withstand severe weathering conditions; bonding adhesive is impervious to moisture. For booklet write Barber-Colman Company, Dept. Q75, Rockford, Illinois.

Demonstrator key for Drive-In-Home builders

Demonstrator key for builders featuring Barcol Doorman garage door electronic control in their homes. Demonstrator consists of actuating element in a stainless metal box with pushbutton on top... plugs into any car cigar lighter. House salesman lets prospects press button, and garage door opens automatically. After house is sold, actuator is transferred to owner's dash and actuating element of another Barcol Doorman placed in demonstrator box. Together with the new price of only $198.00 for the Barcol Doorman, the demonstrator key is helping make automatic garage doors one of the basic "built-ins." For booklet write Barber-Colman Company, Dept. Q75, Rockford, Illinois.
See how Frigidaire “Sheer Look” can build-in, blend-in and

The trend-setting “Sheer Look” in built-in and freestanding Frigidaire home appliances is “sheer luck” for builders in today’s competitive market. Now, with less work, for less cost, you can style your kitchens and laundries to suit the most discriminating home-buyer. You can offer both built-in luxury, and blend-in beauty from the freshest, newest, most stunning line of appliances ever built for the home. Installation is a breeze—almost as easy as Plug-in...Push-in...Built-in! No round corners, no bulges, no gaps—they fit flush with standard wood or steel cabinets available anywhere. In addition to the complete major home appliance line, Frigidaire Full-Home Conditioning now offers a complete line of summer and winter air conditioners to fit every home you build.
home equipment
fit-in your homes and selling plans!

TO HELP SELL YOUR HOMES...

No matter where you are, a Frigidaire Builder Sales Representative is prepared to assist you with new merchandising plans and materials for your specific homes.

Call your nearest Frigidaire Dealer or District Headquarters for complete information.

IN '57 GO

FRIGIDAIRE

DIVISION OF GENERAL MOTORS CORPORATION
DAYTON 1, OHIO
HEATING PLUS LIGHT for this bathroom comes from Nutone’s Heat-a-Lite installed in ceiling over the vanitory area. Builder Ray Nelson of Cincinnati, Ohio, also includes a Nutone ceiling ventilating fan as part of his bathroom package. Nutone Inc., Dept. AB, Madison and Red Bank Rds., Cincinnati 27, Ohio. (No. 5013, p. 132.)

ALL-ELECTRIC HEATING system with new G.E. Weathertron heat pump. Unit uses only outside air and electricity to heat home in winter, cool it in summer. Operates without fuel or water. General Electric, Dept. AB, 1 River Road, Schenectady 5, N.Y. (No. 5014, p. 132.)

Electric heating:

Latest lessons in how to heat

HEATING BY BASEBOARD suggested by Electromode. Grey hammer-tone-finished units have all electric wire, insulated, embedded and completely sealed within the cast-aluminum heating element. Finned aluminum diffuses heat rapidly. Electromode Div., Dept. AB, 45 Crouch St., Rochester, N.Y. (No. 5015, p. 132.)

COMBINED THERMOSTAT and two-pole switch from Wesix. Model DLV gives sensitive direct control of electrical heating cable, of non-automatic heaters, duct heaters, other electrical heating units. Rated at 25 amps, 240 volts. Wesix Electric Heater Co., Dept. AB, 390 1st St., San Francisco 5, Cal. (No. 5016, p. 132.)

ELECTRICAL CONTROL by “Weather Minder.” Mounted outside home, the thermistor unit signals temperature changes to control panel that serves as central control between room thermostat, outdoor unit, heating equipment. Detroit Controls Corp., Dept. AB, 5900 Trumball Ave., Detroit, Mich. (No. 5017, p. 132.)

Other electrical heating ideas, page 141
Preferred by builder...and customer alike!

Proved in thousands of homes!

H. J. Tillia, Birmingham, Alabama contractor, is sold on Vornado. He affirms, “The homes I build feature Vornado Residential Air Conditioners for two good reasons: Their high efficiency and compactness assure a fast, trouble-free installation that keeps down costs; and secondly, my customers know the Vornado name and trust it.”

Vornado® Residential Air Conditioner...

ideal for every home in every price bracket

VORNADO INSTALLS EASIER
PERFORMS BETTER

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

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


* FHA-VA. Meets all FHA and VA requirements.

send this coupon today

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

MAY 1957
What makes a home

Time was, a house was built of brick, lumber and glass. Today a house is made of brick, lumber, glass and BRANDS. If not, it will probably never be a home. For BRANDS now are the standard for the American public. Today's consumer is at home with the BRANDS he knows, trusts, looks for. Whose roof? Whose heating? Whose refrigerator? Whose washer? Whose range? Is there adequate wiring for all of today's electrical appliances? These are questions prospects ask and progressive builders can answer with ease... their homes have the quality and appeal of BRAND names. They know what makes a home BRAND new!

The Saturday Evening Post has built more brand names than any other magazine in America... especially in the building field. The outstanding companies listed here continually keep prospects aware of their BRAND names through the pages of the Post.
Current advertisers of building and related products in the Post

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Aluminum Company of America
Amana Refrigeration, Inc.
American Kitchens, Div. Avco Mfg. Corporation
American Radiator & Standard Sanitary Corporation
Anchor Post Products, Inc.
Armco Steel Corporation
Armstrong Cork Company
Armstrong Furnace Company
Autoyre Company, The, Sub. of Ekco Products Company
Belden Mfg. Company
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General Electric Company
Glidden Company, The
Hamilton Mfg. Corporation
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Hotpoint Company
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Masonite Corporation
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Thomas Industries, Inc.
National Gypsum Company
National Lead Company
Norge Sales Corporation, Sub. of Borg-Warner Corporation
Owens-Illinois
Parker Rust Proof Company
Philco Corporation
Pittsburgh Plate Glass Company
Ponderosa Pine Woodwork
Portland Cement Association
Reardon Company, The
Republic Steel Corporation
Research Products Corporation
Rheem Mfg. Company
Rust-Oleum Corporation
Sherwin-Williams Company, The
Show-House
Simpson Timber Company
Speed Queen, Div. of McGraw-Edison Co.
Standard Dry Wall Products, Inc.
Sutton, O. A., Corporation, The
Thermador Electrical Mfg. Company
Universal Atlas Cement Company, Sub. of United States Steel Corporation
Westinghouse Electric Corporation
Weyerhaeuser Sales Company
Weyerhaeuser Timber Company
Wheeling Corrugating Company
Wilhelm, A., Company
Wiremold Company, The
Yale & Towne Mfg. Company
York Corporation

The Saturday Evening POST
A CURTIS MAGAZINE
MAY 1957
LIVE BETTER...Electrically
JOB STARTED: Baseboard-style electrical strip assures a flexibility of outlet location for homeowner. Going in here: Plugmold system, used by Allen Construction Corp. near Harrisburg, Pa. First photo (left) shows Plugmold base fastened to wall; electrician splicing feed wire to run from control panel to Snapicoil. Outlets every 60 inches.

JOB FINISHED: connection made, the receptacle is snapped into holecut and secured with device clip; then Snapicoil and holecut cover are secured over assembly. Prime coat simplifies painting job. From Wiremold Co., Dept. AB, Hartford, Conn. (Circle No. 5018 on page 132.)

Wiring devices:

Lighting convenience: easy to have

NEW OR OLD construction will take this Baseduct system which combines multi-outlet assembly with a deep raceway in its lower area for all normal branch circuit requirements. Duplex receptacle on 30" or 60" centers. National Electric Products Corp., Dept. AB, Gateway Center, Pittsburgh 22, Pa. (No. 5019, p. 132.)

LIGHT CONTROL EASE from compact Luxtrol unit with rotating contact arm which allows any desired lighting intensity from darkness to full brightness by turning knob. Housed in metal wallbox with tapped holes on all sides. Superior Electric Co., Dept. AB, 3017 Deemers Ave., Bristol, Conn. (No. 5020, p. 132.)

EASY-TO-FIND light switchplate uses a Panescent lamp to show the way. Offered now as a replaceable unit for existing switchplates. Panel-escent lamp is of porcelainized steel, coated with a ceramic-phosphor mixture. Sylvania Electric Products, Dept. AB, 1740 Broadway, New York 19, N.Y. (No. 5021, p. 132.)

Wiring conveniences continue on page 122. 
Stimulate new home sales with REVOLUTIONARY CENTRAL AIR CONDITIONER

Save hundreds of dollars by specifying

FEDDERS

Now, you can use the sales-closing appeal of whole house air conditioning as standard equipment in every house you build. The Fedders Adapomatic is priced far below conventional air conditioners ... installs for hundreds of dollars less, too.

An all-in-one unit that is completely assembled and tested at the factory, the Adapomatic is ready to work when delivered. No need for separate outside and inside units that have to be connected by long hermetic lines and charged with refrigerant at the site. No need for water lines or cooling towers.

Unlike other all-in-one air conditioners that are basically overgrown window units, the Fedders Adapomatic requires no large openings in outer walls, no extra structural work. Its revolutionary system of Pressurized Condenser Air employs a powerful dual-centrifugal blower to push-pull outside air to any interior installation point. Therefore, it can be installed anywhere.

The Adapomatic connects to any warm air heating system ... fits into attic, crawl space, utility room. Its time-saver split chassis design facilitates installation and service in cramped quarters.

Get the facts today. Call your local Fedders distributor or mail the coupon below for complete specifications on the 2-ton and 3-ton Adapomatic.

SEND FOR SPECIFICATIONS FOLDER

FEDDERS-QUIGAN CORP.—Dept. AB-57
Maspeth 78, New York

Gentlemen: Please send me, without obligation, complete information on central air conditioning with Fedders Adapomatic.

PLEASE PRINT

NAME

STREET ADDRESS

CITY   STATE
THE FAST SELLING AUTOMATIC
GAS or ELECTRIC
WATER HEATERS
by
Koven

POSITIVELY CANNOT CHIP, CRUMBLE, OR CRACK
HIGH PRESSURE RESISTANCE
SAFER—LONG-LASTING
NO EXPOSED STEEL
RUST-PROOF

OTHER FEATURES OF KOVEN SUPER GLASS
lower fuel costs • 100% automatic safety • smart looks • sturdy construction • long-life 355 lb. test tank • trouble-free operation • precision engineering

MODELS... SCALLOPED HI-SPOT
for R30 and 40 PAR LAMPS...

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

PRE-WIRED ASSEMBLY
Fast, Easy Installation. Reduces inventory. Drive four nails — turn the screws. It’s up — without carpentry! Available in six sizes. Carry only what you need. Order from your jobber—or write for engineering literature and competitive price list.

L. O. KOVEN & BRO., INC.
154 OGDEN AVE., JERSEY CITY 7, N. J.
PLANTS: JERSEY CITY, N. J., DOVER, N. J., TRENTON, N. J.

OTHER FEATURES OF KOVEN SUPER GLASS
lower fuel costs • 100% automatic safety • smart looks • sturdy construction • long-life 355 lb. test tank • trouble-free operation • precision engineering

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

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

another ATLITE designed for better lighting

WE SOLICIT INQUIRIES
FIRE ALARM THERMOSTAT CORP.
57 West 23 Street
New York 10, N.Y.
smart modern appearance
helps make CHROMALOX Electric Baseboards the Quality Line

Homeowners are quick to appreciate the clean, streamlined styling of Chromalox Electric Baseboard Heaters . . . and their smooth, uncluttered flow from wall-to-wall and around corners.

With factory-primed surface, they're ready to paint in any color desired. No need to convince Mrs. Homemaker that one of 27 shades of white or other factory colors "will look just fine."

The top-front warm air discharge—another Chromalox quality design feature—avoids messy wall streaking . . . makes the world's cleanest heat just that.

The baseboard idea itself is strictly a quality heating idea. None other gives the genuine comfort of baseboards . . . that put heat along outside walls and windows where most heat loss occurs.

And the silent, finless Chromalox strip element cannot catch or char dust, dirt and lint, will never sag.

Available in four practical lengths. Two adjacent connections wire-up 16 feet of heat. Simply attached and connected. Wiring from bottom, back or either side. Built-in thermostat and convenience outlet sections also available.

Write for more details today—mention Bulletin 800A.

Edwin L. Wiegand Company
RESIDENTIAL HEATING DEPARTMENT
7870 Thomas Boulevard, Pittsburgh 8, Pa.
Heat Better . . . Electrically
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 1,500 watts . . . weights only 123 pounds.

Onan portable units are completely Onan-built with Onan engines directly-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.
2521 UNIVERSITY AVE. S.E. • MINNEAPOLIS 14, MINNESOTA

 Builders, Contractors like to Sell, Install these New Radio-Intercom Systems

Fanfare MUSI-TALK

Sell . . . because MUSI-TALK adds to the value and sales-appeal of every house. It's the "big extra" certain to clinch a sale!

Install . . . because MUSI-TALK installation kits and electronic kits may be purchased separately thus saving 30% on original investment. There is no warehousing problem.

- 6-Tube, trouble-free, printed circuit radio
- Direct remote-to-remote communication
- Remote stations can originate calls
- Smartly styled in brushed copper

Complete MUSI-TALK system consists of installation kit (plaster boxes, 200 ft. of wire and hardware) and electronic kit (1 master control, 4 indoor remotes and 1 door remote) $149.95

Write for FREE catalog MT for complete details—and literature on other Fanfare intercoms for home and industry. Territories available for distributors.

FANON ELECTRIC CO., INC.
MFRS. OF "FANFARE" INTERCOMS AND PHONOGRAHS
98 BERRIMAN ST., BROOKLYN 8, N. Y.

In Canada: Active Radio & TV Dist. 38 Spadina Ave., Toronto

American Builder New products

INDOOR LIGHTING

High output, low cost lighting fixture

A shallow built-in lighting fixture, designed for 150 W lamps, that does not require special wiring, is now available. This lighting fixture comes complete with Kirlin glass-surfaced aluminum mirror reflector. It is only 12 inches square, approximately the size of a ceiling tile. The special prism lens allows a wide spread to the light, and the total light output is exceptionally high — well over 70 per cent. Prices vary depending upon size. Kirlin Co., Attn. L. M. Kirlin, Dept. AB, 3435 E. Jefferson Ave., Detroit 7, Mich.

Circle No. 5022 on reply card, p. 132

Attractive yet economical recessed fixture

Uni-Lites, a series of one-lamp shielded fixtures for recessed and surface mounting has recently been added to the Electro Silv-A-King line. Pictured is the recessed Uni-Lite which has a lay-in diffuser and uniform width end and flange trim designed to present a trim, smooth appearance. Also features adjustable hangers for various ceiling types. Fixtures come completely assembled. Further information available from Electro-Silv-A-King Corp., Dept. AB, 1535 S. Paulina St., Chicago, Ill.

Circle No. 5023 on reply card, p. 132

American Builder New products

INDOOR LIGHTING

High output, low cost lighting fixture

A shallow built-in lighting fixture, designed for 150 W lamps, that does not require special wiring, is now available. This lighting fixture comes complete with Kirlin glass-surfaced aluminum mirror reflector. It is only 12 inches square, approximately the size of a ceiling tile. The special prism lens allows a wide spread to the light, and the total light output is exceptionally high — well over 70 per cent. Prices vary depending upon size. Kirlin Co., Attn. L. M. Kirlin, Dept. AB, 3435 E. Jefferson Ave., Detroit 7, Mich.

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Circle No. 5023 on reply card, p. 132
SAVE UP TO 50% ON TODAY'S MOST DYNAMIC HOME-SELLING FEATURE

-Central Air Conditioning!

New air-cooled packaged system
now available with LOW COST
American-Standard pre-fabricated
aluminum-clad fibre glass ductwork

Never before has such a small investment packed so much extra *sell* into a house! Central air conditioning—now cut as much as 50% in cost by American-Standard's new air-cooled package unit and pre-fab ductwork—doesn't just sit there looking pretty. It's dynamic...it breathes cool comfort...it whets your buyer's desire for quick possession of the house!

This is a *twin-compressor* unit—delivers 24-hour-a-day comfort. A single compressor maintains proper humidity and temperature on normal summer days; on extremely hot days both compressors operate to insure complete comfort.

Just order it as a completely installed system. No problems! No grief! Your local American-Standard Air Conditioning specialists do the whole job, furnishing the new Model ACP (covered by 5-Year Protection Plan) in either a 2 hp or 3½ hp size...whichever is more economical, all house construction factors considered.

Call them today and talk it over!

SPECIAL AMERICAN-STANDARD PROMOTION PLAN HELPS YOU SELL AIR CONDITIONED HOMES

Ask your local American-Standard Air Conditioning specialist for details on liberal promotion plan covering newspaper ads, direct-mail material, model home billboards and display cards, and newspaper publicity.

MAY 1967
Cutting Man-Hours

Here's a Homelite Dual-Voltage Generator in action . . . working for profits two ways. One man is operating time-saving universal power tools. And at the same time, one man . . . not three men . . . just one man is operating a Homelite High-Cycle Concrete Vibrator on the forms. The power for both comes from one lightweight, carryable generator. The savings in man-hours are yours. A Homelite man will give you an on-the-job demonstration. Or write for full information.

HOMELITE
A DIVISION OF TEXTRON INC.
505 RIVERDALE AVE., PORT CHESTER, NEW YORK
MANUFACTURERS OF CARRYABLE PUMPS
GENERATORS • BLOWERS • CHAIN SAWS
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 1⅜" to 3½".

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

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

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

MAY 1957
PROFIT MORE!
PLEASE MORE! with

ELECTROMODE
"BUILT-IN"

ELECTRIC HEAT

Electromode BASEBOARD HEATING Fits Anywhere

Most modern, most flexible heat in the world! And most wanted by homeowners! Radiant warmth along outer walls and under windows. Clean and convenient. Neat, trim baseboard units completely out of the way. Matching fittings for uniform appearance throughout the room.

Electromode WALL TYPE Heater
For The Bathroom

Comfort is "built-in" with an Electromode Bathroom Heater. Immediate, fan-circulated heat. Chrome or white enamel finish. Smart, modern appearance adds to beauty of the bathroom.

EASY-TO-INSTALL • COMPLETELY SAFE

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
- Panel 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. A8-57, 45 Crouch St., Rochester 3, N. Y.
Please send me your FREE brochure on the complete Electromode line of electric heaters for homes.

Look in planning a bathroom
You've never had it so good

Broan No. 600
Ventilating Fan
for wall or ceiling mounting

Only $19.25
List
and fully guaranteed

Here's the newest news in fans, and certainly the best of news for you... a bathroom fan that can be mounted in any conventional wall — or ceiling. Installation is simple; you just nail it in place. Exhaust air is carried in regular 3" standard round pipe; outside venting is by a Broan No. 640 wall cap.

This means that for little more than pennies you can upgrade every bathroom or inside powder room — make it fully modern. In contract bidding you provide yourself with a big price advantage — yet offer a fully guaranteed, whisper-quiet fan.

It's made by Broan — a successful, well-rated company who make residential ventilating equipment and nothing else. Write today for full information, detailed diagrams on installation, and the name of the Broan distributor in your area.

Broan MANUFACTURING CO., INC.
938 W. State St.
Hartford, Wis.

Specialists in quality ventilating equipment for 25 years.

AMERICAN BUILDER
FROM NORTH TO SOUTH

PROOF
Edwards Home Fire Alarm
sells houses!

three successful builders feature Edwards

The Standard Construction Company of Minneapolis builds $13,000 to $25,000 homes. After featuring the Home Fire Alarm in a large tract of homes, Standard was so pleased that they immediately made plans to include this proven feature in another 140 homes. Standard spokesman John Lewis called the Home Fire Alarm "the finest promotional feature we've ever installed..."

"We earnestly believe that the Edwards Home Fire Alarm system is a necessity in every modern home. And, use the fact in our sales pitch. The safety factor is always an asset to our sales potential." That's what Mr. George Baker, Sales Manager of Forest Park Homes in Nashua, New Hampshire, says about the 135 Edwards Home Fire Alarms he's installed in his Forest Park homes.

Texas builder Hal Anderson specializes in $100,000 homes. And every one features the Edwards Home Fire Alarm. Says Mr. Anderson, "My buyers expect the best in the homes they buy from me. So naturally I install Edwards Home Fire Alarm. They provide peace of mind for the purchaser as well as providing me with a fine selling point. I'm sold on Edwards!"

Follow the lead of these builders. You too can benefit from the remarkable selling power of the Edwards Home Fire Alarm. And to help you take full advantage of this highly promotable feature, Edwards has prepared a complete hard-hitting selling kit that includes identification material for the model home front, eye-catching signs for the interior and handsome, colorful consumer folders. Plus an entire package of publicity material to keep the builder in the public eye! And there's an attention getting colorful display demonstrator for on-the-spot demonstrations! It actually allows the prospective buyer to make his own test of the Home Fire Alarm...sells him by showing the actual operation of this sure-fire feature! For the full story on the Home Fire Alarm, contact your electrical contractor or write Dept. AB-4, Edwards Company, Inc., Norwalk, Connecticut. (In Canada: Edwards of Canada, Ltd., Owen Sound, Ontario).

And remember the Edwards Zonalarm for larger homes...warns when fire occurs, tells its exact location.

ROTO-GLO® PUTS A BUYING GLOW
IN EVERY PROSPECT'S EYE

At Terrace Lake Gardens, a 300-home development built in Kansas City, Roto-Glo quiet switches have been installed throughout. Kent McElhaney, Terrace Lake's Sales Manager specified Roto-Glo because he knew that any residential sales story is a better story with Roto-Glo in it. With their glow-in-the-dark feature and modern, distinctive good looks, Roto-Glo switches help buying impulses blossom into “SOLD” signs.

Remember, Roto-Glo is backed by the largest advertising and merchandising campaign in wiring device history. Your prospects know Roto-Glo — P&S national advertising has won Roto-Glo national acceptance. You, too, can cash in on Roto-Glo popularity. For a complete, free supply of Roto-Glo mobiles, display cards, switch tags and other selling aids, see your wholesaler or write us direct to Dept. AB-10.

SOLD!

PASS & SEYMOUR, INC.
SYRACUSE 9, NEW YORK
60 E. 42nd St., New York 17, N. Y., 1440 N. Pulaski Rd., Chicago 51, Ill.

MAKE THE COMPLETE JOB COMPLETELY P&S

American Builder New products

WIRING DEVICES

Convenient outlets are easy to install

Packaged wiring systems now make it possible to have multiple electric outlets wherever they are needed. No wires are necessary for installation as each 16-inch unit is pre-wired in fire-resistant plastic and is completely shockproof. Multiple outlets can be mounted on any wall, and along counter tops and top facing edge of floor cabinets. Each section of wiring system contains two outlets and one special section is provided to join the wiring system to the electrical supply. More information available from A. H. Massey, Inc., Dept. AB, 111 Third St., Derby, Conn.

Positive wiring protection with “Unit Breakers”

Protective devices, “Unit Breakers,” provide positive protection for home wiring circuits. Designed to protect electrical systems between the walls; to open the circuit in case of dangerous overloads and short circuits. Small and compact, the fuseless breaker is tamperproof. Attractively-styled gray case designed to blend with modern decorating schemes, permits mounting of the Unit Breaker in kitchen, hallway, or any other convenient location. More complete information available from Cutler-Hammer Inc., Dept. AB, 315 N. 12th St., Milwaukee 1, Wis.

Circle No. 5026 on reply card, p. 132

Circle No. 5027 on reply card, p. 132

AMERICAN BUILDER
It Cooks In Minutes Instead of Hours... Seconds Instead of Minutes!

Today's kitchen sells the home—and here's the "something unusual" that is pulling home buyers out to homes and into kitchens.

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

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

creating the excitement that leads to sales...

Hotpoint electronic cooking center!

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

Put this traffic-building appliance to work selling your homes. Ask your Hotpoint Distributor's Builder Specialist for all the facts on the sensational Hotpoint Electronic Cooking Center. It offers the only really new cooking principle since the discovery of flame!
"This is exactly

The Hotpoint Line is the Builder’s Line of Appliances—offering you perfect combinations for homes in every price bracket!


The widest variety of Built-In Models and Prices—5 Ovens, 7 Surface Cooking Units, 2 Refrigerators, 1 Freezer, 3 Modular Kitschens.

The Hotpoint Line of 9 Ranges offers the right model for every home—plus an Electronic Cooking Center.
Women are different—and each one knows exactly what she wants in the kitchen of her new home.

Differing preferences and pocketbooks are no problem to the builder who uses Hotpoint. As a matter of fact, they're an advantage because he can give people just what they want—at the price they can afford.

There's a logical reason—the Hotpoint Line is the broadest and most versatile line of kitchen appliances in the world today.

If cost is important to one couple, you can meet any price competition with Hotpoint budget models—the finest dollar-for-dollar values in the low-price range.

If the next couple wants the most advanced features and beauty in styling, you can offer them Hotpoint de luxe models, the finest in America.

To capitalize on the home-selling opportunities—and "selling up" profits—many builders now install two model kitchens. One features Hotpoint budget appliances, and one features Hotpoint de luxe appliances. Home buyers make their choice—and almost invariably they choose the added features of Hotpoint de luxe models. And that means added profit for you.

Contact your Hotpoint Distributor's Builder Specialist today—and he'll prove to you with facts and figures why Hotpoint offers you maximum profit opportunities!
Home-buyers know you’re a Quality Builder
Home-BUYERS' preference
for Hotpoint is built on their appreciation
for Hotpoint’s consistent superiority—in
performance, in features, and in beauty.

Home-BUILDERS' preference
for Hotpoint is based on enthusiastic public
acceptance—simplicity of installation—solid
merchandising support—and the widest
variety of models and prices in the industry.

When you add these advantages to the
competitive Hotpoint builder-pricing struc-
ture, you know why more and more success-
ful builders are swinging to Hotpoint!

when you offer them Hotpoint Built-Ins

Hotpoint MODULAR KITCHENS
Luxurious in appearance and features—yet they cut
costs by simplifying installation and saving space!
In just 9 or 7 feet—a complete meal preparation
and clean-up center, In 5 Colortones.

- Automatic Super Oven with Rota-Grill Rotisserie.
- 4 Calrod® Surface Units, including raisable
  automatic unit under deep well cooker.
- Automatically-controlled Plug-in Griddle.
- De luxe pushbutton Dishwasher.
- Disposall® Food Waste Disposer (optional).
- One-piece stainless-steel countertop and sink.
  Available separately for use with wooden
cabinets.
- Roomy storage cabinets and drawers.

Hotpoint REFRIGERATORS
The highlight of any kitchen! Matchless beauty
in your choice of Stainless Steel, Coppertone or 5
glowing Colortone finishes. Designed to meet the
needs of today's large families, yet occupy only
36" of wall width and 24" of depth. And, no
special supports or separate compressor installa-
tion are required.

Big 12 cu. ft. Refrigerator-Freezer, matching
upright Freezer and 10.8 cu. ft. Refrigerator—all
offer a host of exclusive Hotpoint features.

Hotpoint COOKING CENTERS
The Customline offers you the right combination for
homes in every price bracket. Your choice of five
ovens—including de luxe Bi-Level Double Oven shown
at left. Outstanding features include the Roast-Right
Thermometer, Rota-Grill Rotisserie, Picture-Window
Door, and Calrod® bake and broil units.

There are seven surface cooking units—including the
30" stack-on model with pushbutton and automatic con-
trols shown at left.

- Matching ovens and surface cooking units are offered
in 5 Colortones, Coppertone, and Stainless Finish to
harmonize with any kitchen decorating scheme.

the Hotpoint Line
is the Builder's Line
of Built-Ins

. . . See Your Hotpoint Distributor's Builder
Specialist—today!

look to Hotpoint
for the finest...first!

CUSTOMLINE • RANGES • REFRIGERATORS • AUTOMATIC WASHERS
CLOTHES DRYERS • DISHWASHERS • DISPOSALS® • WATER HEATERS
FOOD FREEZERS • AIR CONDITIONERS • TELEVISION
HOTPOINT CO. (A Division of General Electric Company)
5600 West Taylor Street, Chicago 44, Illinois
Roll-R-Racks roll out separately for easy loading—hold complete service for eight—and are preferred better than 4 to 1 over ordinary racks!
The matchless performance and superior value of Hotpoint Dishwashers are well established facts in the minds of home-buyers. That's why they know you're a "quality builder" when they see Hotpoint Dishwashers in your kitchens.

Hotpoint Dishwashers bring maximum sales appeal to your homes—and maximum satisfaction to the people who buy them! AND they're the fastest and easiest to install. Just "rough in" plumbing and wiring—shove dishwasher into place—and make all connections from the front. 24" wide, 25" deep, 34½" high. Gravity-drain and pump-drain models. 115-volt, 60-cycle AC.

People are pre-sold on Hotpoint Spot-Less Washing that makes dishes sparkle, glasses gleam, silver glisten!

They want Hotpoint because of these features...

Automatic pre-rinsing—no need for hand-rinsing.
Spot-Less Washing—fresh detergent is automatically released in each of two separate washes.
Spot-Less Rinsing—super-wetting agent is automatically injected into second of two rinses—prevents drops from forming to dry as spots.
Spot-Less Drying—in pure, electrically heated air.

Available in 8 beautiful finishes—5 Colortones... White... Coppertone... Stainless Steel.

Contact your Hotpoint Distributor today. He'll show you how you can put the unequalled sales appeal of these Hotpoint appliances into every home—at builder-prices that make sense.
First Choice With Builders and Buyers

EMERSON-ELECTRIC ATTIC FANS AND VENTILATORS

Magdalen Place—Hazelwood, Missouri;
Attic and Kitchen Ventilator Fans
by Emerson-Electric.
Builder: Schmersahl Building & Realty Co., Inc.
Electrical Contractor: Les Carter Electric Co.

Builders, coast-to-coast, have found that Emerson-Electric attic fans and ventilators help sell homes faster. They're easy to install ... give trouble-free service ... priced within project budgets.

Quiet-operating, quality-built Emerson-Electric attic fans breeze-condition homes at surprisingly low operating cost. Emerson-Electric ventilators keep kitchens and bathrooms fresh, odor-free.

It will pay you to install Emerson-Electric attic fans and ventilators, with the 5-Year factory-to-user Guarantee, in your homes.

Write for complete data. Ask for Fan Bulletin No. 1046.
THE EMERSON ELECTRIC MFG. CO.,
ST. LOUIS 21, MO.

Lifetime lubricated ball bearings in motor and fan shaft. The 24" fan, 5200 C.F.M. list price only $80.75, ceiling shutter list $27.85; 30" fan, 7000 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.

EMERSON-ELECTRIC 8" ventilators give homes another quality touch. For kitchens, bathrooms, utility rooms. Wall or ceiling installation. Grilles in mirror-finish or white.

Selling Better Living to the Nation

EMERSON-ELECTRIC

of St. Louis Since 1890
You are entering the American Builder

Supermarket

Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .
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CITY . . . . . . . . . . . . . ZONE . . . . . . . . . . . . . STATE . . . . . . . . . . . . . MAY, 1957

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Signature

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!
You can do it—inside and outside the home—with the Globe line of lighting fixtures—and know that each fixture delivers efficient lighting performance while performing an outstanding design function. Globe lighting fixtures are nationally known by their fine materials, painstaking workmanship and perfect finishes. They are quality controlled every step of the way.

Since even quality must have a price tag, you will be happy to know that there are Globe fixtures for 'most every budget. Globe manufactures complete lines of lighting fixtures for the home...schools and institutions...industry. (Commercial fixtures on specification.) Write for complete full-color catalogs.

Visit our showrooms: 16 East 40th St., New York 16, N.Y. Over 500 fixtures on display.

GLOBE LIGHTING PRODUCTS, INC., 1710 Flushing Ave., Brooklyn 37, N.Y.

"For Over a Third of a Century, Planned Lighting for Better Living"
In home planning, architects want flexibility in built-ins. Revco refrigerators and freezers provide not only flexibility, but color, beauty and convenience. No matter what arrangement your clients want, Revco's proved design keeps the units "built-in".

Here's a check list that will readily answer your questions on how Revco provides modern architects with ideal kitchen designs.

☐ Color
Stainless steel, antique copper and wood finishes plus custom matched colors.

☐ Arrangement
Horizontal or vertical freezer and refrigerator or in multiples or the new undercounter freezer.

☐ Models
8.4 moist-eold refrigerator—5.7 freezer—8.1 ice maker refrigerator.

☐ Capacity
A typical installation of freezer and refrigerator gives 14.1 cu. ft. of storage space.

☐ Dimensions
Designed to fit standard cabinet installations. 3" modules, 24" deep.

☐ Installation
Separate units make Revco easiest to install in kitchens of any design.

☐ Warranty
5 year warranty on complete refrigeration system.

☐ Information
Complete architect's information file available FREE for the asking.

Get the complete Revco story today and have the information for your clients at your fingertips. Revco has prepared for you a special architect's file with all the information you need on built-in refrigeration to answer the questions your clients may have about new or remodeled kitchen designs.

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SPECIALISTS IN REFRIGERATION • DEERFIELD, MICH.

SEND TODAY

REVCO, INC., Deerfield, Mich., Dept. AB-57
Please send me my free architect's information file on Revco Bilt-Ins.

Name ____________________________
Address __________________________
City _______ Zone ________ State ________

Socket designed for temporary lighting

Pin-type socket for temporary illumination is of streamlined, functional design. This heavy duty socket is for use with number 12 or number 14 RW rubber-covered, stranded wire, and is connected directly to the wire simply by screwing on the cap. Eliminates special installation problems. Especially useful for decorative lighting, these sockets can be re-used. Each socket is completely weatherproofed. Pass & Seymour Inc., Dept. AB, Syracuse 9, N.Y.

Circle No. 5029 on reply card, p. 132

Wiring device carries heavy-duty appliances

A new 90° Angle rubber Cap of advanced design is suitable for use with heavy-duty appliances to assure safe, efficient operation. This 3-wire, 50-ampere polarized device will not break or crack even when subjected to extremely severe usage. Angle Cap has two screw contacts and is made of rubber for flush or surface outlets. A 1.062" cord hole is standard, but if desired the cap will be supplied with a 1.218" cord hole. Arrow-Hart & Hegeman Electric Co., Dept. AB, Hartford, Conn.

Circle No. 5028 on reply card, p. 132

American Builder New products
What
HOUSEPOWER
is doing to
help you
sell more homes

All branches of the electrical industry are putting millions of dollars into HOUSEPOWER 1957 . . . pre-selling your prospects on the value of homes wired for full HOUSEPOWER. TV's great personality Arlene Francis on HOME — plus such magazines as The Saturday Evening Post, Look, Better Homes & Gardens — is telling the HOUSEPOWER story, aided in depth by a deluge of newspaper advertising, local promotion, and nationwide publicity.

But that's not all! A brand new direct sales aid—the HOUSEPOWER Rating Sheet—is now available. The HOUSEPOWER Rating Sheet enables you to show your prospective home buyer the electrical capacity of the house and what electrical equipment he can use. To learn how you can get HOUSEPOWER Ratings for your homes, ask your electrical contractor, or electric utility, or send in the coupon.
Westinghouse built-ins in Lemon Yellow plus a Dishwasher with matching wood front are featured in architect-builder Quinn’s appealing kitchen. Also included in another area are the Westinghouse Space-Mates, matching 25" wide Laundromat and Clothes Dryer. The house, jointly sponsored by U. S. Plywood and Living For Young Homemakers, attracted wide attention.

 Builders across the nation put more sell
Like these builders, hundreds of others set sales records

Plan now with Westinghouse for
1957 National Home Week! Do as these successful builders did! Make a place for Westinghouse Appliances in your new home construction plans. And be sure to include them in your National Home Week model home. They’ll help you draw and sell homebuying crowds in September and every other month of the year. For further details, contact your nearest Westinghouse Distributor or write to: Westinghouse Electric Corporation, Major Appliance Division, Contract Sales Department, Mansfield, Ohio.
SOUTH
Harold Newton
Greenville, South Carolina

This view, through the kitchen and into the adjacent utility room, reveals the compact, efficient planning made possible by Westinghouse Appliances. Builder Newton's contemporary home, with this kitchen, was one of the major attractions in the Lake Forest Parade of Homes. Note the 17" built-in oven . . . the 25" wide Space-Mate Laundry Twins installed vertically, with dryer on top.

in their houses with WESTINGHOUSE
with Westinghouse Appliances in 1956!

WEST
Richard Robinson
Kirkland, Washington

New horizontal in-the-wall Refrigerator-Freezer plus two built-in ovens installed in the same wall give builder Robinson's kitchen a striking appearance. Westinghouse built-ins along with unique custom cabinets made this kitchen especially appealing to West Coast home buyers. This Electri-Living Home was a prize winner in the 1956 American Builder awards.

YOU CAN BE SURE...IF IT'S Westinghouse
The right combination of devices...

Now, a newly designed series of devices that can be made up in combination and installed right on the job with a minimum of inventory and a maximum of efficiency. Any combination of one, two or three devices on a single gang can be assembled quickly and easily. Each device locks into the strap with a twist of the screw driver.

With the Leviton Interchangeable Line, you get the devices you want in the combination that is right for the job. And these devices are also interchangeable with other devices of the same type for replacement purposes.

Select from a wide variety of Interchangeable components including Single pole, Double pole, 3-way and 4-way switches; Convenience outlets; Push button; Pilot light; Duplex and Triple outlets.

Devices fit standard boxes and wall plates. Available in brown or ivory phenolic. Newly designed wall plates in metal or phenolic are simply styled, easily cleaned. Listed by Underwriters' Laboratories.

Your best jobs are done with Leviton

For full information write:
LEVITON MANUFACTURING COMPANY - BROOKLYN 22, N.Y.
Chicago • Los Angeles • Leviton (Canada) Limited, Montreal
For building wire and cable contact our subsidiary: AMERICAN INSULATED WIRE CORPORATION

WIRING DEVICES

Wiring job simplified with Interchangeable line

Complete series of flush-mounted wiring devices and wall plates offered by Leviton in its Interchangeable line. Quick and easy to install without need for special tools, the series comes in one-gang or multi-gang arrangements. Molded in brown phenolic or ivory thermosetting plastic in a modern style which fits both residential and commercial settings. Wiring devices allow wiring layout to be centralized. Leviton Manufacturing Co., Dept. AB, 236 Greenpoint Ave., Brooklyn 22, N. Y.

Circle No. 5030 on reply card, p. 132

Automatic attachment cap does heavy duty

Snapit Kwik-Cap, an automatic attachment cap, has been designed to accept the variations which exist in the different types of number 18 cord. Simple action and foolproof piercing of the insulation wire makes the cap easy to use. Of the modern side angle type, the Snapit Kwik-Cap has a positive strain relief action. Available in both brown and ivory. From Cable Electric Products, Inc., Dept. AB, 234 Daboll St., Providence 7, R. I.

Circle No. 5031 on reply card, p. 132

Garage doors can be safety-controlled

For electric safety control of commercial garage doors, Barber-Colman recommends its Model MC Control. One touch on the "open" button opens door completely, freeing worker while vehicle enters or exits. Continuous pressure is required on "close" button until door is completely closed. Doorway supervision is guaranteed. From Barber-Colman Co., Dept. AB, Rockford, Ill.

Circle No. 5032 on reply card, p. 132
Air Conditioning zone by zone

with the new General Electric Built-In Thinline

It's easy to give your homes the sales appeal of permanent, built-in air conditioning with the new General Electric Built-In Thinline.

You install the case through the wall during construction. The mechanism slides in place when the building is complete. There's no plumbing or costly ductwork needed—no floor or window space wasted. And with Thinline styling there's no unsightly overhang inside or out to mar the appearance of the house.

Built-In Thinlines come in ½, ¾ and 1 hp. models. All fit the same thin case. Every Thinline is pre-sold to your home buyers through national advertising—backed by expert service and a written guarantee—designed to meet FHA requirements. See your General Electric distributor soon for full details. General Electric Company, Room Air Conditioners Dept., Louisville 1, Kentucky.

Zone-by-zone cooling lets you completely air condition a whole house without plumbing or costly ductwork, wasted floor or window space. And the system's fully automatic! As the sun moves around the house, the unneeded units turn off and those in the warm rooms go on. Your buyers don't have to pay for cooling they don't need.

Progress Is Our Most Important Product

GENERAL ELECTRIC

MAY 1957
Favored by Builders & Users

DAYTON gives you the simple, basic high-volume attic ventilating fan that can be easily adapted to any installation in new or existing attics or commercial buildings—at low cost to you.

QUIET 24 TO 48" BLADES

Every Dayton Attic Fan is built to outlast the building it cools and ventilates. Made in wall and ceiling mounted types. Quiet, rigid steel 24" to 48" balanced fan blades are belt-driven. Powered by 1725 or 1725/1140 RPM motors to deliver from 6,220 to 19,300 CFM. Panels are formed from heavy gauge steel and have extra-sturdy bearing support. Trouble-free bearings. Appropriate automatic Dayton shutters also available.

Your building supply dealer will furnish Dayton Attic Fans and accessories for installing them; also a complete line of Dayton Exhaust Fans, Kitchen Fans, etc. Dayton Fans give you better service features and cost you less.

The clocks keep ticking away. We need your dollars to make each minute count in the fight against cancer.

With $70, we can buy an eyepiece micrometer...$48 buys a laboratory flowmeter...$15 buys an instrument sterilizer...$3.75 a hematocrit reader.

Only you can decide how much you can afford to send. But send it today, to help us keep moving ahead in the struggle to save lives.

Send your check to "Cancer" c/o your local Post Office.

AMERICAN CANCER SOCIETY

Delta Single Handle Faucet

Here is the most advanced faucet ever made. It offers beauty...long life...and DEPENDABLE service...with only ONE moving part.

Being competitively priced with any quality fixture as well as being Nationally Advertised Delta is truly the faucet you'll want to install.

IN CANADA:
EMCO LIMITED
16 Bronches across Canada

moving?

American Builder should be the first to know...

Changing a subscriber's address requires time; figure on four weeks as "par for the course." And be sure to give the old as well as the new address. Since stencils are filed geographically, we cannot identify your subscription without the old address.

EMMETT ST.

Bristol, Conn.
Breeze Conditioning Sells Houses!

Coolair... Top Quality in the Lowest Price Range.

Today every home owner wants summer comfort. Coolair attic fans cost you less — give the buyer cool Breeze Conditioning comfort — and make your homes sell easier. For information and prices, write

American
Coolair Corp.
3607-A Mayflower Street
Jacksonville 3, Fla.

BAR-BROOK
BREEZEBUILDER Package Unit FANS

Fast, low cost installation. Profitable for the builder. Cool comfort for the buyer.

Heaters designed to fit room requirements

Electric space heaters are manufactured in one, two, and three element designs to fit every room in the house. The most popular unit is the two element model pictured above which provides sufficient heat for the average size room. Line includes 11 models created to meet any wattage requirement. Completely automatic; thermostat controlled. Engineered to supply years of clean, noiseless heating comfort. From Ceil Heat, Inc., Dept. AB, 5215 Homberg Dr., Knoxville, Tenn.

Fan-heater produces, maintains even temperature

Dial-controlled, high wattage and voltage, built-in Heetaire will produce and maintain any desired temperature between 40° and 85° F. More economical because no unwanted current is used. Simple, easy installation for both wall insert and wall attachable models. These fan-forced Heetaires with 2,000 to 5,000 wattages available from Markel Electric Products and LaSalle Products, Inc. Information from Markel Electric Products, Inc., Dept. AB, Buffalo 3, N. Y.

HUNDREDS OF BUILDERS SAY:
“VACU-FLO IS BIGGEST HIT IN BUILT-INS... PROVIDES MORE SALES POWER”

Builders everywhere are experiencing high-level interest with Vacu-Flo installations and are providing a built-in appliance with exciting appeal to home buyers. Time after time builders have told us they fully believe Vacu-Flo was the one feature that hurried the sale. Perhaps Vacu-Flo will keep you ahead of competition too... We’ll be glad to show you how prominent builders are using Vacu-Flo profitably.

$100.00 FOR YOUR MODEL HOME LOCAL ADVERTISING PROMOTION

The Vacu-Flo cooperative plan includes a useful promotion kit plus $100.00 for local advertising costs when you qualify your Vacu-Flo installation under our special model home builders offer.

H-P PRODUCTS, INC., DEPT. A, LOUISVILLE, OHIO

Please send me Vacu-Flo information and model home promotion offer.

Name
Builder’s Name
Address
City Zone State
... More detailed information on Living Electrically. Catalogs here tell you what to use, and how to use it for better lighting, wiring. Section starts on page 65.

ILLUMINATION DESIGN DATA booklet from Westinghouse is a 48-page guide for builders, architects, etc., on interior lighting installations. Manual (A-4854) contains special section on footcandle levels required for each group of tasks with specific recommendations for homes, churches, schools, etc. Westinghouse Lamp Div., Dept. AB, Bloomfield, N.J.

Circle No. 5035 on reply card, p. 132

GLASS HEAT PANELS for electric radiant heating in an eight-page catalog from Berko. Heating panels of all types and sizes including a baseboard system illustrated and described in detail. Scale drawings of each type of unit, as well as specifications, and heat and electricity ratings. From Berko Electric Manufacturing Corp., Dept. AB, 212-40 Jamaica Ave., Queens Village 28, N.Y.

Circle No. 5036 on reply card, p. 132

RADIANT CEILING HEAT by Sunwarm . . . a 12-page fully illustrated catalog. Photographs, drawings, cost charts, together with important questions and answers on the uses and advantages of electric radiant heating. All in this book on “indoor sunshine.” Installation pictures also included. Sunwarm Inc., Dept. AB, Kingsport, Tenn.

Circle No. 5037 on reply card, p. 132

TRANSLUCENT PANELS, called “Acoustilux,” pictured and described in detail in a brochure sheet from Celotex Corp. Five different designs in .015-inch thick vinyl sheeting panels, in a choice of colors and sizes. Drawings, table of coefficients of utilization, also included. Celotex Corp., Dept. AB, 120 South La Salle St., Chicago 3, Ill.

Circle No. 5038 on reply card, p. 132

"CERTIFIED LIGHTING for Schools" is title of an eight-page catalog from the National Lighting Bureau. Photographs; complete description of minimum lighting plans as well as “plus features;” check list for any school builder on quality, maintenance, outdoor lighting, etc. Fact book: available from National Lighting Bureau, Dept. AB, 155 E. 44th St., New York 17, N.Y.

Circle No. 5039 on reply card, p. 132

WIRING FOR TV in new homes or existing motels, apartments, etc., suggested in this four-page brochure of products from Mosley Electronics. Mosley products allow for plug-in connection anywhere in home . . . permitting any room: sick room, play room, den to become “TV room.” Complete line of TV lead-in accessories, antenna systems, etc., pictured and described together with typical specifications needed by builders. Mosley Electronics Inc., Dept. AB, 8622 St. Charles Rock Rd., St. Louis 14, Mo.

Circle No. 5040 on reply card, p. 132

IN-WALL CLOCK, modern in design, illustrated and described in a six-page leaflet. Self-starting electric clock that can be built into and flush with the wall comes in three sizes; in black, stainless steel, or copper, with installation kit for easy placement in the wall. More information from Modern In-Wall Clock Corp., Dept. AB, 3240 N. 53rd St., Milwaukee 16, Wis.

Circle No. 5041 on reply card, p. 132

RECESSED FIXTURES, both pre-wired and unwired Atlite models, described in this brochure from Atlas Electric. Detailed are six sizes of recessed fixtures in a variety of glasses, including Skytex, Albalite, Beaded bent glass, Fresnel lens. Atlas Electric Products Co., Dept. AB, 319 Ten Eyck St., Brooklyn 6, N.Y.

Circle No. 5042 on reply card, p. 132

BETTER CONTROL ELECTRICALLY for heating and ventilating systems in schools and colleges is discussed and illustrated in a new 16-page booklet by Barber-Colman Co. Explains in detail the application and use of electric control centers to simplify installation and operation. Barber-Colman Co., Dept. AB, 1300 Rock St., Rockford, Ill.

Circle No. 5043 on reply card, p. 132

THE LAST WORD in modern lighting fixtures from Finland House. Described in a 32-page catalog with numerous photographs and drawings of standing, hanging and wall fixtures for the home in wide variety of styles and materials. From Finland House Lighting, Dept. AB, 41 E. 50th St., New York, 12, N.Y.

Circle No. 5044 on reply card, p. 132


Circle No. 5045 on reply card, p. 132
WINDSOR

the kitchen with
SALES APPEAL

We also have a complete line of Hotpoint Custom Appliances
- DISHWASHERS
- DISPOSALLS
- COOKING TOPS
- OVENS
- REFRIGERATORS
- FREEZERS
- and LAUNDRY

- over 150 standard cabinets to fit your every kitchen need
- select red birch—beech rails
- semi-concealed hinges
- brushed copper hardware
- no face nailing
- two coats of baked-on lacquer
- formica tops of any shape or any color

For further information on Windsor Kitchens send for our latest catalog. 156 pages filled with everything you need in building materials! Please write on your company letterhead or supply information as to your connection with the building trade.

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ST. LOUIS • CHICAGO

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MAY 1957
Insure your profits by using this new estimating guide...

1755 pages
- Good for any locality

only $12.00 postpaid

The standard help for contractors and estimators. During 40 years, over 130,000 copies have been sold in its many editions. This new edition was revised from cover to cover and includes information on new and modern materials, tools and methods. No builder can afford to be without it if he wants to compete in today's price battles, yet protect his profits.

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30 Church St., New York 7, N.Y.

I enclose $......... Send ........ copies of Building Estimators Reference Book with a Vest Pocket Estimator for each copy ordered.

Name
Address
Town, Zone, State

MANUFACTURING COMPANY, INC.
Dept. A-5, EMMAUS, PENNA.
“Planned telephone outlets are a hard-to-beat investment”

— says Mr. Robert J. Grillhoesl, Builder, of Milwaukee, Wisconsin

“"The money I put into built-in telephone outlets is money well spent," says Mr. Grillhoesl. "People will pay the small amount necessary to get the telephone convenience they want. And the cost of installing telephone outlets is nothing compared to their sales value.

"You can’t go wrong giving people what they want. That’s what makes planned telephone outlets a hard-to-beat investment.”

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, 8t/Be. For commercial installations, Sweet’s Architectural File, 32a/Be.

Working together to bring people together

BELL TELEPHONE SYSTEM
Albert H. Small of Southern Engineering Corp. has good reason to smile. Seventy-one-home Plyers Mill Estates, completely equipped with steel windows, sold out in a single week-end. Mr. Small says: "Steel sash is low in cost and easy to install. You have no trimming out or fitting problems. And steel windows operate smoothly; don't warp, swell or stick, even in damp weather."

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

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

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

"We like steel windows in Washington"

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

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

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.
On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation
FOR richton CONTRACTORS’ DERRICKS - HOISTS - WINCHES

- Easily rigged on the job
- Conservatively rated for safety
- Simple in design, easily maintained.

ROOFERS’ CIRCLE SWING DERRICKS
360° operation. 500 to 2500 lb. capacities. Optional type of power. Champion electric shown.

CONTRACTORS’ HOISTS
Single or double drum types with capacities from 500 to 5500 lb. single line pull. Optional type of power.

Hand-Powered WINCHES
Safe worm or spur gear design. Sizes for 400 to 40,000 lb. load. No. 110 shown.

Write for latest catalog.

Sasgen DERRICK COMPANY
3103 GRAND AVENUE CHICAGO 22, ILLINOIS

if you can jack up a car, you can lift 2000-pound walls into position with the

PROCTOR WALL JACK

PROFITABLE 2 WAYS!
Eliminates fear of injuries...
Increases speed of construction

PROCTOR Wall Jacks take the back-breaking labor out of raising walls. Workmen stand back from the job where accidents cannot happen. Walls are raised quickly and easily. Any builder can save time and money with PROCTOR Wall Jacks. Only $119 per pair.

Order your Wall Jacks today or write for full information!

PROCTOR PRODUCTS COMPANY
16202 SIXTH AVENUE NORTHEAST • SEATTLE 55, WASHINGTON

Dur-O-wal, Cedar Rapids Div., Cedar Rapids Block Co., CEDAR RAPIDS, IOWA.
Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N.Y. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL.

MAY 1957 147
Now—Porter-Cable offers

the newest, most complete
router line anywhere!

- A full 1 1/4 h.p. Router at $79.50
- A full 5 amp. Router at $49.50
- Famous Model 100 Router—now full 7/8 h.p.—still $57.50
- New 1 1/2 h.p. Router—revolutionary pistol grip and trigger switch—$130

Plus the only big capacity Shaper Table using interchangeable motors; two outstanding new Plane Attachments; six new door-hanging and Router-Plane kits; and a full line of accessories for each.

There never has been a quality line of Routers and accessories so complete, so outstanding in design, in versatility, in solid value.

See these new professional quality tools at your Porter-Cable dealer today—or write for full information.

Porter-Cable Machine Company, 7015 N. Salina Street, Syracuse 8, N. Y.
saws * drills * sanders * routers * shapers * planes

In Canada: write Porter-Cable Ltd., Box 5019, London, Ont., Canadian prices slightly higher.
How CONCRETE REINFORCEMENT can help you sell homes

Home buyers, today, are looking for extra beauty and value in a home. And concrete reinforced with welded wire fabric is beauty and value they can see. Clean, beautiful, permanent reinforced concrete is one of the lowest-cost ways you can choose to improve the quality and sales appeal of your homes.

For the average home, welded wire fabric reinforcement costs only about $35, which adds less than 1¢ a day to the cost of the average mortgage; yet it increases the durability of the concrete by 30%. This extra strength and extra life provided by American Welded Wire Fabric increases the property value of the home and keeps it high. Remember, this additional value cannot be added after the home is completed!

The question will be asked, “Is it reinforced,” because the benefits of reinforced concrete are being merchandised to prospective home buyers. National advertising is telling them where and why they should look for reinforcement. Local merchandising aids help you to tie-in with this effort . . . to use this national advertising as an important additional sales tool in promoting your homes.

Turn the page for more information.
How to use reinforced to better your homes

MAKE THEM LOOK BIGGER WITH REINFORCED CONCRETE

A carport added to the basic roof line will make your homes look bigger, will provide the easiest and least expensive car storage and, in addition, will serve as a shaded patio or play area. Build in storage units on the back wall, and you can offer what every home owner needs, but seldom gets—outdoor storage for garden tools, and toys. Be sure, however, that the floor and the driveway are built with concrete that is reinforced with welded wire fabric, if you want them to last.

LANDSCAPE THEM WITH REINFORCED CONCRETE

Nothing so enhances a new home as landscaping. If you plan to landscape your homes, take a tip from outstanding landscape architects and use reinforced concrete liberally. Use it for garden walks, for garden patios, for planting boxes, for retaining walls. Always, wherever you use concrete, reinforce it with welded wire fabric. It costs only a fraction as much as the concrete itself... actually reduces the amount of concrete you need... adds years and years of extra service and beauty to the structures.

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

USS American Welded Wire Fabric
ADD OUTDOOR LIVING WITH REINFORCED CONCRETE

If a new home doesn't have a patio or terrace, that feature will be one of the first projects of the new home owner. You can give your home extra sales appeal if you add it for him. It costs little, if you make your patio of concrete reinforced with American Welded Wire Fabric. The fabric goes into place easily... comes in easily handled rolls... and adds durability that will eliminate complaints later.

How to promote these uses!

Send the coupon for merchandising aids you need to make the additional quality of reinforced concrete a selling tool. Ad mats, brochures, handouts - everything is included to help you tie-in locally with the national advertising being done by American Steel & Wire... to help you tell people in your advertising, to help you show them this extra value in your demonstration homes.

REMEMBER
BUYERS WILL ASK
"is it Reinforced"

Be ready for the question! Send the coupon today! This is one promotion that can start working for you right now... it can help you sell This Year!

American Steel & Wire
Dept. 25-57, Rockefeller Building
Cleveland 13, Ohio

Rush a free merchandising kit that will help me to use wire fabric reinforcement as an additional selling weapon for my homes.

NAME
FIRM
ADDRESS
CITY
STATE
Only the builder can add 30% additional strength to the concrete he installs in and around a home. Because only welded wire fabric reinforcement will give this extra strength—and it must be added when the concrete is poured.

This 30% extra strength and extra durability actually cost less than 10% of the cost of the concrete—only about $35 for the average house. It adds less than 1¢ a day to the cost of the average mortgage. This small investment adds years of service to the concrete... makes the concrete and the home it graces a higher-quality job... increases the value of the entire property.

Merchandise quality construction using welded wire fabric. Play up the important role of wire fabric in your concrete... point out to buyers that this is extra value that can never be added later—it has to be done now! Let wire fabric reinforcement help you to sell!

REMEMBER BUYERS WILL ASK "is it Reinforced"
The Payoff
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Things for builders to think about during June.
If time means money to you...

Here’s how to save some!

**Here’s a question.** Be honest! How much time do you waste every day looking for the answers to building problems? Fifteen minutes? You’re wasting a week and a half a year. An hour? You’re wasting six weeks.

**But you say...** it takes time to find the answers to building problems... planning, building, buying information you need every day. Sure it does, especially if you do your own research. But that’s not necessary. AMERICAN BUILDER’s editors have done it for you in the April issue. They’ve combined all the material you need into one big builder’s directory. You know it... the **Marketing Directory & Technical Guide**.

**That’s a mouthful...** but a meaningful one. For here’s a directory that’s loaded with planning, building, buying information. The kind you need every day. The kind you can waste hours looking for. It’s here in one spot... classified for quick reference... specifically designed to save you time. Here’s how...

**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 & Equipment) helps you buy better.

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

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

**Start today!** Refer to AB’s Marketing Directory & Technical Guide every time you have a construction problem. It’s free (part of your regular subscription), so why not put it to work? Why not take advantage of this time and money saving treasury of building facts?

**American Builder**
**Marketing Directory & Technical Guide**
These baths will sell in '57

- Each month American Builder surveys manufacturers in a particular field to find out which of their products builders want most to help sell houses. Below: results of this month's survey of bath and plumbing manufacturers.

More bathroom space... more conveniences... more color... these are the top-rated trends in bathroom selling. Buyers are looking first for more bath space—two full baths (even in smaller homes) are a growing sales point. Manufacturers have met the problem with smaller, more compact fixtures. (See plans, picture above.)

Convenience within the bathroom is added with compartmentalized baths and showers, double lavatories, vanitories.

Brighter, more attractive baths are easier to come by with newer, decorator-toned fixtures, tile designs, and other bathroom finishes.

MORE CONVENIENCE with compartmentalizing, more storage, mirror space. Photo shows Miami-Carey's Custom mirror (No. 5047, p. 132.)
WASHING CONVENIENCE in this bathroom from Universal Rundle's new twin-bowl, one-piece, Dulavoir lavatory. (No. 5048 on page 132.) One-counter opening and single mounting frame take this compact 45"x17" unit. Other conveniences for the bath: ventilating fans, sun and heat lamps, more mirror space.

STORAGE CONVENIENCE with the help of a double vanity from Vanity Fair. (No. 5049 on page 132.) Two-bowl unit is finished in laminated plastic, takes medicines, cosmetics, linens. Built-in cabinets and hampers are also popular. And in many larger baths the laundry equipment is moving in right next to the hamper.

TRAFFIC CONVENIENCE comes easier with compartmentalized units such as this Weisway Standard In-A-Wall shower. (No. 5050 on page 132.) Adapter frame surrounds cabinet entrance for recessing in wall. Closed-off water closets, bath tub enclosures, separated lavatory areas also help solve the family bath traffic problem.

These baths will sell in '57 . . . continued

OTHER NEW PRODUCTS IN THIS ISSUE

Building specialties . . . p. 166
Doors and hardware . . . p. 164
Electrical equipment . . . p. 97
Tools and equipment . . . p. 168
Catalogs . . . . . . . . . . . . . . . . p. 142

COLOR, ATTRACTIVENESS mark trend of turning bath from mere necessity room into an important part of the house. Here, Crane used a combination of decorator-toned recessed bath and Drexel water closet with a coordinating ceramic tile design. (No. 5051 on page 132.) Other steps to attractiveness . . . new paints . . . new plastic finishes and panelling . . . more use of wood and marble . . . new color in vinyl and rubber tile and linoleums.
the only economy lock with all these features

- Factory pre-assembled tie screws spare you the trouble of inserting them or the possibility of losing them. Pre-assembly at factory guarantees correctly tapped tie rods.

- New, extra-easy removal of cylinder without tools. Simply remove lock from door, turn key 180°, pull out cylinder and it's ready for rekeying.

- True self-aligning latch prevents knobs from binding and assures fast, easy installation even if edge hole is bored out of line.

**Plus:** Cylinder plug and case made from solid brass rod, not zinc die cast or powdered metal. Tie screws concealed by inside rose. Interior parts are steel. Exterior parts are solid brass, bronze or aluminum. Pin tumbler security. Standard or two tone finishes. Tulip or rounded knob styles. Functions for all residential needs. Fits standard Dexter boring.

NO LOCK INSTALLS FASTER THAN A DEXTER

Write for new Dexlock brochure.
Counter displays for Dexter dealers.

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

In Canada: Dexter Lock Canada Ltd. — In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V.
Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.
New Service-Way convenience turns basement into sales feature

Here's an "extra" feature that makes homes different in a way you can really talk about.

Getting directly into the basement through this easy, Service-way entry is an appealing convenience these days. In fact it's the only practical way to make full use of basement space...especially now when garages are filled to the brim and attics are disappearing.

For New Homes

The Service-way helps you sell new homes because it gives quick, easy access to outdoor furniture, grilles, garden tools, screens, stormwindows and children's toys or anything stored in the basement. Bulky home equipment like home freezers and shop tools can be moved in easily through the wide opening. No chance here for scraped walls or muddy tracks. Fewer stairs to climb on heavy wash days too.

Single Door

Special appeal of the Service-way Door is in its one-piece design. A counter-balancing spring makes it easy to operate...open and close it with one hand.

Check These Service-Way Features

- FINGER-TIP OPERATION—Specially designed spring suspension counterbalances the door.
- QUICK-RELEASE SAFETY ROD—Easily locked in open position. Can't close accidentally or blow down in strong winds.
- EXTRA-RIGID SUPPORT—Cross bars welded underneath the one-piece door give added strength.

For folder and specifications see your local building supply dealer, or write Heatilator Inc., 825 E. Brighton Ave., Syracuse 5, N.Y.

Cabinet designed with space in mind

Bathroom cabinet designed for convenience is the smartly styled Model 7000 which has exterior shelf space for perfumes, soap and tumbler holder plus roomy interior shelves for medicines. Only the cabinet body recesses into the wall. Comes complete with overhead light fixture. Plenty of storage in small space. More complete information available from National Steel Cabinet Company, Dept. AB, 2415-25 N. Pulaski Rd., Chicago 29, Ill.

Lavatory available in two sizes

Eljer's new vitreous china lavatory, the "Plaza," is available in either 18x15" or 19x17" sizes. This wall-hung lavatory has softly rounded edges, a wide shelf and a concealed front integral overflow with an anti-splash rim which provides a smooth, unbroken back surface. Available in white and seven colors. Complete information from Eljer Div., Murray Corporation of America, Dept. AB, 3 Gateway Center, Pittsburgh 22, Pa.

For folder and specifications see your local building supply dealer, or write Heatilator Inc., 825 E. Brighton Ave., Syracuse 5, N.Y.
The "ARDOX®
Spiral Nail

NOW! A Spiral Nail
for less than the cost
of a common nail

Jones & Laughlin introduces the new threaded-to-the-head "ARDOX®" spiral nail to American markets. This superior nail, with all the advantages of extra holding power, ease of driving, and less splitting actually costs less than the familiar, smooth, straight-shank nail.

These established advantages are made possible by a major development in spiral nail-making technique, utilizing J&L quality, higher carbon steel.

Write for complete information on how "ARDOX®" full spiral nails can improve your operations and cut your costs. Write to the Jones & Laughlin Steel Corporation, Dept. 493, Pittsburgh 30, Pa.

Jones & Laughlin
STEEL CORPORATION-PITTSBURGH
MAY 1957
Shure-Set® anchors furring strips to masonry—as if by magic!

Fastening into masonry and concrete is simple with Shure-Set. Just a few hammer blows and the drive pin is set straight and true. No bend, bounce or buckle. Shure-Set eliminates the danger and annoyance of concrete nails. No drilling, filling, or plugging as with other fastening methods.

Shure-Set drives like a nail, holds like an anchor. Does a 15-minute job in 30 seconds! Save your time, temper and money. Get Shure-Set for every job involving masonry and concrete.

It's worth looking up the Shure-Set dealer in the yellow pages of your phone book, listed under “TOOLS—RAMSET”. Or write for free new catalog.
When they open these doors, you'll close more sales

LUPTON WEATHER-TIGHT ALUMINUM SLIDING DOORS

Modern homes equipped with handsome, low-cost Lupton Aluminum Sliding Doors have a plus value to prospective buyers.

Show your prospects the Lupton door installation... slide the smooth-running, quiet panel... and watch eyes light up. Quality is easy to see and feel in the Lupton Sliding Door. Two-, three-, and four-panel styles available in stock sizes with over-all widths from six to twenty feet. Weather-tight construction, precise leveling adjustment, choice of smart aluminum or Lucite pull-handle, low-sloped threshold—all these features, and more, help sell Lupton Sliding Doors to your customers.

For quick service on Lupton Aluminum Sliding Doors and the many popular Lupton Windows, call your Lupton representative or distributor—look in the Yellow Pages under "Windows and Sash—Metal."

LUPTON METAL WINDOWS • SLIDING DOORS

MICHAEL FLYNN MANUFACTURING CO.
Main Office and Plant: 700 E. Godfrey Avenue, Phila. 24, Pa.
West Coast Offices and Warehouses: 2009 East 25th St., Los Angeles 58, Calif.; 1441 Fremont Street, Stockton, Calif.
Sales representatives and distributors in other principal cities

Here's how the panels slide on three- and four-panel styles.
SAVE UP TO 70%
ON APPLICATION TIME

Shakertown
GLUMAC UNITS
U. S. Patent 2,232,786. Other U. S.
and Foreign Patents Pending

SHAKES IN PANELS 46 3/4” LONG
Glumacs go up faster because they are made in long,
easily-installed pre-stained sections. Easy to cut with insu-
lation knife. The time you save is money in your pocket.

SHAKES BONDED TO INSULATION BOARD
Shake and insulation all in one unit. No undercourse is
necessary. Install them in any weather. Glumac saves you
up to 70% in application time.

SHAKES WITH MATCHING COLORED NAILS
Only Shakertown provides matching colored nails in all 12
pre-stained colors. No touching up to do. Matching color
metal corners also available. Start selling the house the
day the exteriors are finished.

Write for
Your FREE "Profit Builders—1957"

American
Builder
New products

BATHS & PLUMBING

Lavatory designed for small space
Newly introduced is a very small counter-top lavatory (16”x14”)
which is ideally suited for the modern home’s half bath. Comes in
seven colors to fit any decor, such as azure blue, bermuda coral, fern
green, mellow red, oriental ivory, quaker gray, and tropic tan. This
style is also available in two larger sizes. More complete information
may be obtained from Richmond Plumbing Fixtures Div., Rheem
Mfg. Co., Dept. AB, 16 Pearl St., Metuchen, N.J.

Circle No. 5056 on reply card, p. 132.

Single-handle faucet adds new convenience
One motion of the hand controls both water volume and temperature
with a single-handle faucet. Offers such advantages as convenience,
sleek appearance, and trouble-free operation. Desired temperature and
rate of flow . . . any variation from full hot to full cold, from trickle to
torrent . . . are instantly achieved. Models for both kitchen and baths
are available. For more complete information on this product, con-
tact Gyro Brass Manufacturing Corp., Dept. AB, St. Urban Ave.,
Westbury, L.I., N.Y.

Circle No. 5057 on reply card, p. 132.
BUILT-IN GAS RANGES with "TEM-TROL"

FINEST AUTOMATIC TOP BURNER!
Controls Heat... Clinches Sales

GIVE THE LADY WHAT SHE WANTS

Your most important customer... Mrs. Housewife... prefers the wonderful peace of mind and worry-free cooking she will enjoy with Roper "Tem-Trol" automatic top burner. No burning... no scorching... no boil-over. The Roper name is her assurance of finest quality. It signifies top value, and helps you sell houses faster. Send for details today.

★ Roper "Tem-Trol" Makes Any Utensil Automatic
★ Oven-Broiler Unit Excels in Performance... Thrifty, too
★ 13 Decorator Colors Flatter Any Kitchen
★ Easy to Install... Roper Fits Most Popular Cabinets

GEO. D. ROPER CORPORATION • Rockford, Illinois
In the future, you'll build more and more homes comfort protected with *REFLECT-O-RAY

Truer words were never spoken, Swami. With insulation materials faced with REFLECT-O-RAY you build in year 'round comfort at lower cost. REFLECT-O-RAY combines millions of sparkling aluminum flakes with tough, durable backing paper to produce a highly efficient heat reflective surface. Each flake, acting as a tiny mirror, bounces back summer sun to keep homes cool inside — reflects furnace heat, to arrest its escape in winter. REFLECT-O-RAY is a natural "breather" sheet, too, safeguarding against damaging condensation build-up without loss of reflective quality. For comfort everybody can afford, ask for, and use insulation materials faced with REFLECT-O-RAY. You'll satisfy more customers, more often!

**REFLECTIVE "BREATHER" SHEET FACING FOR INSULATION BLANKETS AND BATTs UTILIZING ON THESE AND OTHER FAMOUS BRAND INSULATIONS:**

![Image of a house with the sun reflected away from it]

**American Builder New products**

**BATHS & PLUMBING**

Booster pump will develop greater pressure

The One-inch PR Series booster pump is designed especially for in-the-line installation in circulating water systems requiring additional pressure without additional pumping capacity. Ideally suited to combination heating and cooling systems, and especially well adapted to recirculating faucet systems in the home, providing hot water instantly available at all fixtures. Bell & Gossett Co., Dept. AB, Morton Grove, Ill.

Circle No. 5058 on reply card, p. 132.

**DOORS & HARDWARE**

Folding doors feature full width access

Outstanding feature of Style-Trend folding doors is that they provide full width access to closets and wardrobes. Available in two modern designs, these wood doors glide on silent nylon bearings, and present no maintenance problems. Installation is fast and simple because doors come packaged as a complete unit. Many practical and space-saving applications for bedrooms, hallways and linen closets. Curtis Companies, Inc., Dept. AB, Clinton, Iowa.

Circle No. 5059 on reply card, p. 132.
Those walls and that roof can be an enduring testimonial to you—if you apply K&M Asbestos-Cement Siding and Roofing Shingles.

Think of the lasting reputation you build with this house and with others after it, if you are known for using quality materials like K&M Shingles.

To the owner, and to everyone else who admires the house, K&M Siding Shingles, with their bright modern colors, promise years of colorful beauty. When applied to produce clear and pronounced horizontal shadow lines, K&M Shingles give any house a modern look. Made of asbestos fiber and portland cement, they won’t burn, rot, or corrode, and they never need protective painting. They become harder with age... last the life of the house. The same is true of K&M Roofing Shingles, in appealing colors and designs to suit any type of architecture.

See our catalog in the Light Construction File (Sweet’s), and then speak to your building supply dealer. Or write to us for full information about K&M Shingles. It’s good business to use them!
**Unique Sash Balances**
...the BACKBONE of good double-hung windows

**Are Used Exclusively in airloc®**

**TAKE-OUT WINDOW HARDWARE**
for the window with sales appeal

---

**American Builder New products**

**DOORS & HARDWARE**

- **Tulip creation enhances lockset design**
  The latest adaptation of the popular tulip design contains all the quality features of the well-known E-Z-Set line of locksets. With just three pre-assembled units, this lockset insures easy installation. The tulip is available in matching design for passage, bath, and closet in all standard finishes. Gives matched decorator look to all doors throughout the house. Has self-aligning thrubolts, and is guaranteed for smooth, trouble-free operation. More information from National Hardware Mfg. Corp., Dept. AB, Ozone Park, N.Y.

  Circle No. 5060 on reply card, p. 132.

---

**BUILDING SPECIALTIES**

- **Time and labor saving advantage of steel bridging**
  A modern and advanced method of supporting floor and ceiling joists with steel bridging results in sounder construction and saving in labor of installation. Extline bridging is made from medium gauge steel, and has tensile strength greater than wood bridging. Also features a black protective rust-resistant coating for longer wear and maintenance savings. More complete information on this product may be obtained from Exline Manufacturing Co., Dept. AB, Mamiusburg, Fla.

  Circle No. 5061 on reply card, p. 132.

---

**Can't read it?**

next time, say STANLEY!

It's not your eyes, it's those invisible markings. If you can't see 'em, you can't read 'em! Next time get a rule with markings you can read. Ask for a rule that lasts longer. Be precise...say Stanley, it's a good rule.

---

**Permanently Lubricated**

Take this Stanley 6 ft. No. 106 for example. No comparable rule reads easier longer. It never shows early symptoms of "outside stick fadeout." The numbers are bold, black Gothic. The graduations are sharp, clear indentations. And all markings are protected with a long-wearing plastic finish. The joints are smooth working, too, and they stay that way. They have been permanently lubricated. Don't get your eyes checked, get a new rule, and this time say Stanley when you buy.

**Wide Tape**

Do you carry a tape rule? Here's a big one with a big extra. Wide blade helps keep tape rigid for extended measurements. Try one. Ask for 10 ft. No. 3610W or 12 ft. No. 3612W. Be precise...say Stanley.

---

Stanley Tools, Division of The Stanley Works, New Britain, Connecticut

**STANLEY**
The Tool Box of the World

**AMERICAN BUILDER**

---
SALES SECRET:
Tell Buyers it's a Lifetime Roof

The traditional beauty of thatch design, combined with lifetime durability, makes Ruberoid American Thatch asbestos roof shingles a powerful new sales feature for any home. Wearproof, rotproof and fireproof, American Thatch shingles are locked down against storm damage by copper anchors, give buyers impressive extra proof of new house quality.

SPECIFICATIONS:
Av. Approx. Wt./Sq. 258
Pieces/Sq. 80
Bundles/Sq. 4
Sidelap 4"
Headlap 2½"
Nails/Sq. 160
(Copper Storm Anchors furnished)

RUBEROID
American Thatch
(Pat. No. 2,687,701)
ASBESTOS ROOF SHINGLES
ASPHALT AND ASBESTOS BUILDING MATERIALS
For more information, ask for American Thatch® folder 1343—write The Ruberoid Co., 500 Fifth Avenue, New York 36, N.Y.

MAY 1957
Paul J. Emch, well-known Rittman, Ohio, builder, reports...

"Arco Ripple Texture certainly goes on fast. We've found it takes one of our men only a day to completely paint the interior of a 3-bedroom home. One coat does it, even over taped joints—and we don't have to use a sealer. For economical performance plus pleasing appearance, it's tops."

Why not take a tip from Mr. Emch. Combine beauty with real economy and decorate with Arco Alkyd Ripple Texture Wall Finish in six colors.

American Builder New products

TOOLS & EQUIPMENT

Counter-rotating transmission feature of loader

New Model 800 Case-TerraTrac loader features the new counter-rotating Terrmatic transmission with torque convertor drive which provides complete independent power control of each track, power steering, power brakes, and non-stop forward and reverse speeds. Another advantage is new torsion bar track suspension with full equalization of load, as well as cushioning action. More detailed information is available from J. I. Case Co., Dept. AB, Racine, Wis.

Circle No. 5062 on reply card, p. 132.

All-purpose concrete mixer at popular price

"Dandie Junior" concrete mixer is of rugged, lightweight construction. Has a high production rate of three and a half cubic feet of mixed concrete plus 10 per cent overload. Powered by air-cooled gasoline engine or electric motor. Drum opening and charging height provide fast, easy loading. Mixer is specially constructed for long life, easy operation and low maintenance. Complete information may be obtained from Kwik-Mix Co., Division of Koehring Co., Dept. AB, Port Washington, Wis.

Circle No. 5063 on reply card, p. 132.
Beautify with blocks

Bruce Block Flooring is distinctively different, yet stylishly right for all homes. The modern geometric pattern is high in decorative interest and there's always-appealing beauty in the grain and coloring of this solid oak floor. Bruce Blocks may be blind-nailed to wood subfloors or laid in mastic on concrete. They are available with the famous cost-saving Bruce factory finish or for on-the-job finishing. Write for color booklet. See our catalog in Sweet's Files.

E. L. BRUCE CO.
Memphis 1, Tennessee

Bruce Block
Hardwood Floors
Naturally Beautiful

Furniture by Knoll Associates, Inc.
Photo by Hedrich-Blessing
How to brighten your sales picture—with Weldwood Birch Paneling

People like wood. So, one Weldwood Paneled wall, like this, might be the very feature that will help you sell a home quickly!

The paneling is beautiful, comes already finished, waxed and rubbed like fine furniture. It takes your men almost no time at all to install it—and it's a sure "stopper" for any prospective buyer. Best of all, the retail price for all the Birch Paneling shown here is just $65.

Put Weldwood Paneling to work for you in the next home you build. Weldwood Paneling is a silent salesman that speaks volumes for you. See a full Weldwood Paneling display at your Weldwood dealer's or any of our 87 offices:

New York Showroom: 55 W. 44th St. In Canada: Weldwood Plywood, Ltd.
Board for board—job for job—
Black & Decker Saws outcut 'em all!

On-the-job tests prove new B&D Saws outcut, outperform, outlast other builder saws—with power to spare!

New streamlined lightness and balance, easy depth and bevel adjustments, added safety features, plus plenty of long-lasting, rugged power. Black & Decker Heavy-Duty Saws are best because they're made better...they're best because they're easy to control in the wood! On display...now! For more information, write: The Black & Decker Mfg. Co., Dept. H-105, Towson 4, Maryland.

Choose from 4 Builder models

New Saws designed with **YOU** in mind... by **Black & Decker**

**NEW HANDLING EASE**

**NEW POWER**

**NEW RUGGEDNESS**

**NEW VISIBILITY**

- **NEW POWER**—Cooler running B&D-built motor is custom-engineered for tough sawing jobs, continuous operation.

- **NEW HANDLING EASE**—Streamlined lightness and balance, easy depth and bevel adjustments, added safety features, guarantee better control of saw in the wood.

- **NEW RUGGEDNESS**—From the motor out...your Black & Decker Saw is built to last for years of rugged, dependable sawing. Unsurpassed B&D quality!

- **NEW VISIBILITY**—New picture-window view, new double guide edge make line-of-cut and cutting edge of blade visible at all times. New air flow blows sawdust clear of job, clear of your eyes.
NOW..a complete line of porcelain-on-steel fixtures from Crane:

CRANE CRESTMONT

BATHTUBS · LAVATORIES AND SINKS
Crestmont fixtures by CRANE, give you the selling help of the foremost name in plumbing.

The Crane Crestmont line includes a wide selection of the finest steel fixtures available. You get the biggest choice of steel bathtubs on the market, plus the advantage of Henry Dreyfuss styling. And four different styles of lavatories and 8 kitchen sinks in Crestmont's 18 models. Each fixture available in six beautiful Crane colors as well as white.

Crestmont fixtures are extra rugged. And, the satin-smooth porcelain finish is fused on by an improved process that assures long-lasting, gleaming beauty. Crane Dial-ese controls available on all fixtures.

Get complete details on finest porcelain-on-steel fixtures made. See your Crane Branch or Crane Wholesaler right away.

CRANE CO. 836 South Michigan Avenue, Chicago 5
VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING


Olympic—Strikingly modern panel design by Henry Dreyfuss. Five-foot x 311/2 wide. Also, four-and-one-half-foot size (305/8 wide).

2-185 bathtub (Receptor type)—Makes possible a complete bath in limited space. 42" x 301/2 wide.

Omega—For bigger bathrooms where corner installation is desirable. Wide seating rim on side and end. Five-foot x 311/2 wide.

Sterling—Lavatory for installation with or without legs. Large, deep basin, handy shelf space. Size 20" x 18".

5-118-S Sink—One piece double drainboard single basin sink with Crane undersink cabinets for storage. Overall size 54" x 25".

5-140-S Sink—Flat rim sink for counter-top installation available with or without faucet ledge. Big, deep basins are 14" wide, 8" deep.
Looking for ways to up sales?
Here's how other builders do it.
Capsule-case histories highlight objectives, techniques, results

Newspaper

TYPE OF ADVERTISING: Display

Objective: To develop an outstanding community of over 200 homes in $20,000-up bracket. Campaign began last December in the Wilmington News, is scheduled to continue till September. Cost during first two months was $2,600. Results: 35 houses were sold. Says builder Ralph E. Gordy: "Average cost for advertising per home sold has been around $74, a figure we regard as remarkably low, considering the price class of the homes involved."

Television

BUILDER: Edward C. Ryan Inc., Pittsburgh
TYPE OF ADVERTISING: Five-minute sportscast

To show slides and films of its homes, the company sponsored a five-minute sportscast over KDKA-TV every Friday evening from April through September 1956. It cost $425 a week. Results? An average of 1,500 persons inspected the homes each weekend.

Transportation

BUILDER: Fort Wayne Parade of Homes and Exposition
TYPE OF ADVERTISING: Bus cards

A month before National Home Week, the Home Builders Assn. of Fort Wayne bought space on the inside and outside of local buses to promote the show. From August 24 to September 23, 11x42-inch cards featured the Parade, which included new designs in the $15,000-$21,000 class, new home aids and equipment. Ad space, bought from Fort Wayne Transit Inc., cost $494. Most sample houses were purchased in the seven-day showing and "a surprising number of subsequently productive leads" were obtained.

Radio

BUILDER: Cayuga Masonry Corp., Cheektowaga, N. Y.
TYPE OF ADVERTISING: Participations

In recent months Cayuga has built over 100 units in what will be a subdivision of 700 all-brick homes. Each Sunday for more than a year now it has sponsored a local favorite, "Stan Jasinski's Polish-American Program," on WKBW, Buffalo. Its announcements, aired between noon and 3:30 p.m., tell price, give locations, and list features. Cost: $30 weekly; more than $3,000 in two years. At times the campaign has had to be cut back to let building catch up with orders.

Newspaper

BUILDER: Francis Construction Co., Tulsa
TYPE OF ADVERTISING: Display

In August 1955, Francis began a campaign including the use of full- and half-page ads announcing the opening of subdivisions. Follow-up ads of two and three columns by five to seven inches appeared three times a week. Altogether, from then until February 1957, the company used over 33,000 lines of space at 31 cents a line and sold 428 houses in subsequent additions. In one eight-day period last summer the builder sold 60 homes.

Outdoor

BUILDER: Bayview Estates Inc., Port Washington, N. Y.
TYPE OF PROMOTION: After-dark showing

To stimulate week-day traffic for the opening of its newest development last fall, Bayview stayed open till 11 at night. Did it work? Between 6 p.m. and 11 p.m. more than 425 couples showed up, according to builder Stanley Michaelson. And this was on a Monday. But it topped the turnout of the entire previous week, excluding the weekend. Newspaper ads announced the event beforehand. Powerful spotlights flooded the site, searchlights attracted attention from surrounding areas. Why such success? Says Michaelson: Many people avoid daytime and weekend driving; baby-sitters are more available in the evening; couples find more leisure time after supper; women can't house-hunt themselves during the day.

For another merchandising idea in action you can profitably put to use, see opposite page
Endorsement by an authority is an effective selling tool widely used by merchandising-minded builders. In this case, Leslie Construction Corp., Norfolk, Va., reasoned that prospects would be interested in a house praised by a magazine read by builders themselves. The newspaper ad shown above included a reprint of the feature article that appeared in American Builder as its “Selected Southern house of the month for November.” The ad was a 1,700-liner, cost $713.

Note the headline: “So smart . . . so value wise, it’s winning awards!” The advertisement goes on to point out some of the house’s hidden values.

Results? Three homes were sold the day the ad broke and two more within the next two days—all a direct result of the ad, according to sales manager Emory Austin. Two later sales also may have resulted from the same ad, he says.

No. 1 of a series . . . File but don’t forget
"We give overnight service as far as 200 miles away."
Bill Medlyn, Long Island City.

"We ship windows the day we get the order."
Ed Rouston, Detroit.

"You name it, we've got it... ready to go."
Al Watson, Houston.

"If our dealer doesn't have it in stock, we do."
Dee Jones, Cincinnati.

"23 TRUSCON WAREHOUSES help builders keep jobs moving"

"We give overnight service as far as 200 miles away."
Bill Medlyn, Long Island City.

"We ship windows the day we get the order."
Ed Rouston, Detroit.

"You name it, we've got it... ready to go."
Al Watson, Houston.

"If our dealer doesn't have it in stock, we do."
Dee Jones, Cincinnati.

REPUBLIC

World's Widest Range of Standard Steels
Take the word of these four Truscon warehouse superintendents who are typical of all 23, coast to coast. They're in business to serve you—to back up Truscon dealers with complete stocks—so your jobs won't have to wait for materials.

They keep complete stocks of factory-fresh steel and aluminum windows, interior steel doors, reinforcing products and other Republic-Truscon building products in clean, well-organized warehouses. As Al Watson, Truscon warehouse superintendent in Houston says, "You name it, we've got it...ready to go."

Full-time warehouse support is another reason why it pays builders to standardize on Truscon. Truscon not only offers you the best in metal building products but sees that they are there when you need them.

Check with your Truscon dealer or your local Truscon district office. You'll like the service...and the products.

ALUMINUM JALOUSIES AND AWNING WINDOWS
...built and backed by Truscon. New Truscon Jalousies are highest quality extruded aluminum throughout. Weatherstripped with stainless steel and vinyl plastic for use as prime windows, porch enclosures, breezeways, interior room dividers. Truscon Aluminum Awning Window, Series 400A, features highest quality construction...complete size range...center operation; completely shop assembled...weatherstripped...competitively priced. Send coupon.

STEEL
and Steel Products
Now! Wood-Mosaic's Laminated Block Flooring with New “Diamond Lustre” Finish

The amazing, new “Diamond Lustre” finish developed by Wood-Mosaic provides an unusually high degree of lustre to hardwood block flooring. Exhaustive laboratory tests have proven this new finish to be not only water-resistant and unaffected by heat or cold, but ordinary household spills such as fruit juices, alcohol, ink and the like will not affect it. “Diamond Lustre” finish provides three to four times greater wear resistance.

Wood-Mosaic Laminated Hardwood Block floors with “Diamond Lustre” finish are the most rewarding investment you can make in a home. They are as economical as they are beautiful. Shipped to your construction site ready for installation, completely prefinished . . . a time and money saver on any job. Laminated Block is available in a variety of woods. Consult your nearest dealer or write direct to

Wood-Mosaic
PARKAY Division
LOUISVILLE, KENTUCKY
Maker of the World’s Finest Hardwood Flooring since 1883

“Saved three weeks’ time”

Rilco laminted products, Inc.
W811 First National Bank Bldg.
Saint Paul 1, Minnesota
District Offices: Newark, N. J.
Fort Wayne, Ind., Tacoma, Wash.

Acme Supermarket, Clifton Heights (Philadelphia); Contractor: Wallace Engineering and Construction Co., Bryn Mawr (Philadelphia); Architect: Kelly and Gruzen, New York.

“Our schedule for erection was six weeks but these members were erected in three weeks, thereby saving us half the scheduled erection time,” writes the contractor. “The precision of fabrication made it very easy for us to erect these members” . . . and further, “our client is very pleased with their appearance.”

Speed, economy, appearance — Rilco arches, beams, trusses offer these plus firesafe construction and assured delivery. And Rilco members arrive on the jobsite prefabricated, precut and drilled for hardware furnished . . . ready for a professional-looking job using unskilled labor.

Such laminated members may be the answer to one of your construction problems.
the "big-little" feature
that sparks more sales!

"big"—in its appeal to home-seeking families. They're quick to see the convenience of Masonite® Peg-Board® panels and fixtures for handy vertical storage, for easy-to-change decorative walls. Big in its appeal for school buildings, stores, offices and factories, too.

"little"—in cost and application time. These sturdy, grainless panels are easy to cut and fit. Take all kinds of surface finishes beautifully.

Ask your lumber dealer about the Peg-Board system for modern construction ideas. Six panel types, three thicknesses, six standard sizes. Over 75 fixtures. Or send the coupon now.
This is the booklet your customers are DEMANDING!

FREE... this eight-page, beautifully illustrated booklet which outlines in complete detail the closet requirements for each member of the family. "We Planned Our Closets" is available in unlimited quantities to dealers stocking Brown's Super Cedar closet lining.

MISTER—

YOUR NAILS ARE SHOWING!

better switch to...

MAZE

STORMGUARD

TWICE-DIPPED in MOLTEN ZINC

NAILS

- NO RUST SPOTS, STAINS, OR STRIPES!
- STRONGER THAN ALUMINUM ... COST ABOUT 1/3 LESS!
- HARD STEEL CORE ... DRIVE BETTER ... HOLD TIGHT!

More and more home builders and prefab manufacturers are finding it pays to use Maze's specially designed, weather conditioned STORMGUARD nails for all exterior applications and materials—WOOD SIDING, CEDAR SHAKES, ASBESTOS, INSULATING, HARD-BOARD SIDING, etc. Available in matching colors... Also nails for all kinds of roofing, roof decking, and trim!

HOMES BUILT WITH STORMGUARD NAILS ARE EASIER TO SELL... CUSTOMERS SATISFIED—FEWER UPKEEP OR PAINTING PROBLEMS!

And the difference in cost between STORMGUARDS and ordinary nails is so little!

TRY 'EM NOW!

FULL RANGE OF SIZES

Concrete Forms for Low Cost Foundations

Name

Firm Name

Address

City

State

IT PAYS TO BUY MAZE

W. H. MAZE COMPANY

PERU ILLINOIS

AMERICAN BUILDER
For siding, sheathing and subflooring, choose workable, decay-resistant

Incense Cedar
one of the woods from the Western Pine mills

Durable and lightweight, this pleasantly fragrant softwood is in demand for a wide range of residential and industrial construction work where resistance to decay and workability are important.

Write for free illustrated Facts Folder about Incense Cedar to: Western Pine Association, Yeon Building, Portland 4, Oregon.

The Western Pines
Idaho White Pine
Ponderosa Pine
Sugar Pine
Engelmann Spruce
Lodgepole Pine - Larch

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING GUARANTEES LUMBER TOMORROW

Are you getting your share of the $8 billion remodeling market?

Contractors are discovering that remodeling jobs form an ever-increasing part of their business—and that concrete masonry is a practical and economical remodeling material.

Jobs for which concrete masonry offers many advantages are such projects as:

NEW BASEMENTS...
Concrete masonry is ideal for basement and partition walls and enclosures for laundry equipment and heating plants.

FIRESAFE ADDITIONS...
Using concrete masonry to build an extra room gives growing families firesafe and comfortable additional space.

NEW GARAGES...
Hundreds of thousands of post-war houses were built without garages. Here's a ready-made market for you.

Get your share of the $8 billion remodeling market. Concrete masonry construction is fast, easy. Write for free book, "Laying Concrete Block," distributed only in U.S. and Canada.

PORTLAND CEMENT ASSOCIATION
Dept. A5-3, 33 West Grand Avenue, Chicago 10, Illinois
A national organization to improve and extend the uses of portland cement and concrete...through scientific research and engineering field work.
Bumper jack becomes the carpenter’s helper

When a heavy wall cabinet has to be raised, positioned, and screwed into place on a kitchen wall, three men are sometimes barely enough for the job. But by using a bumper jack in the manner shown, two men can easily handle the heaviest cabinets.

First, the cabinet is blocked up, one end at a time, until the jack can be slid under it, in the center, as shown. From there on, it’s easy. While one man operates the jack, the other guides and balances the cabinet until it has reached the desired height. Then, while one man levels and holds the cabinet, the other drills and drives the screws.

The built-up piece shown is to protect cabinet edges.

J. Caldwell, San Mateo, Cal.

Applying plastic counter tops

One-man application of some kinds of plastic counter tops can be done more easily using old venetian blind slats in place of the usual paper slip sheet, which in the case of long counters, requires two men to pull out.

The slats are laid out as shown in the sketch, close enough together so that the bottom of the plastic and the top of the counter do not touch. Then, when the plastic is in position, the slats can be withdrawn one by one with one hand, and pressure applied to the plastic with the other.

W. Anderle, Cameron, Tex.

Keep grass off walks

Pea gravel makes a very attractive walk or driveway, but in time grass is liable to start growing up through it. This can be prevented by spreading 15# asphalt roofing paper under the gravel. The paper should be broken down the middle of the path to allow water to drain.

M. Sorenson, Dallas, Tex.

V-joints in plywood

Try this the next time you put knotty pine-veneered plywood on walls or cabinets. Machine a small V-groove along the joint of the plywood veneer, and in between these grooves if they’re far apart. The result will be to hide the joints, and also to give a pleasant random board effect.

Small jobs can be done with a moulding cutter on a bench saw, while large ones are best handled with a router.

L. L. Cope, Palmerton, Pa.

(Continued on page 184)
Convertible Transit-Level Features
New Telescope with 3-ft. Short Focus

Newly designed optical system in this latest model Berger Convertible produces clear, sharp image over long sights as well as at close distances. Internal focusing 10½” telescope with 22-power coated optics views image right side up. Sensitive telescope vial plus plate level vial assures accurate leveling. Verniers read to 5 minutes on horizontal circle and vertical arc; leveling, clamp and tangent screws are dust protected. Sturdy brass and bronze construction.

Instrument is consistently accurate, simple to set up for quick readings in leveling, laying out and measuring horizontal and vertical angles, locating buried survey stakes, picking up elevations, setting grades, etc. Time saved soon pays initial cost. Price $219 complete with mahogany transit case, tripod, plumb bob, sun shade and instruction manual. (F.O.B. Factory)

C. L. Berger & Sons, Inc., 47 Williams St., Boston 19.
Adjustable ladder leg

The above sketch shows how a ladder may easily be made to sit safely on sloping ground.

The extension leg should be made from a piece of stock approximately the same size as the ladder leg, and should be about three feet long. Three eighths-inch carriage bolts with square shoulders extend through the ladder leg, and wing nuts and washers are used to lock the extension. For safety's sake, a wrench should be used to tighten up the nuts before the ladder is used.

The slots in the extension should be just wide enough to slide along the bolts, and about nine or ten inches long. If a longer slot is needed, a man has no business using a ladder on that particular piece of ground.

A. Sturgess, Catskill, N. Y.

Use the odd pieces

Here's a way to make use of the odd pieces of plastic counter-top material that are left over after finishing a kitchen. By cutting as in the drawing, and putting in the notches with a three-cornered file, an excellent spreader can be made for using sheetrock cement on double drywall construction.

R. Price, Chicago Heights, Ill.

(Continued on page 185)
6 DELTA TOOLS SAVE $12,000
Ken Stowell, home builder in Wichita, Kan., saved $12,000 in labor costs in a year by pre-cutting house parts in a centrally located shop equipped with Delta Tilting Arbor Saw, Jointer, Drill Press, Shaper, Band Saw and Scroll Saw. Scrap wood, formerly burned on the job, is utilized in the shop—offering additional savings.

PROFITS UP 30%—BUILDING TIME DOWN 40%
Nine Delta Power Tools serve as a complete woodworking center for every house built by J. G. Sheets of Akron, Ohio. Doing costly custom finishing at the job boosts profits by 30%—and cutting framing, flooring and roofing with Delta Power Saws saves 40% more time than slower hand tool methods.

PAID FOR ITSELF ON FIRST HOUSE
Dominick Parise of Glenshaw, Pa. used the Delta Portable 10" Radial Saw to pre-cut framing for homebuilding. Using it outside, then moving inside he was able to keep carpenters busy nailing—instead of measuring and fitting. Savings in labor alone on just one job paid for the saw.

LESS WASTE—MORE PROFITS
Nearly every piece of wood taken to the job is used, according to Don Hinkle, home builder of Fairview, Pa. The Delta 12" Radial Saw with exclusive 360° turret action lets you make every cut—miters, dadoes, straight cross cuts and rips. Waste at a minimum—profits go up.

MONEY-SAVING PERFORMANCE
Performance is the reason T. Shilling, Meadville, Pa. home builder, uses the Delta 10" Tilting Arbor Bench Saw. Turning out better work faster—day after day with no lost time for maintenance—is performance that means big savings in labor and material.

How to do it better...
(Continued from page 184)

For easy trim painting
Here is an idea that will speed up the slowest part of any paint job—working around the trim and painting the trim itself.
Six-inch strips of wax or butcher paper are cut as shown, and nailed under all the trim on doors and windows. It is folded over the trim when the wall is painted, then back over the wall when the trim is done. When the paint is dry, the paper is quickly cut away with a razor blade; that which remains under the trim will not be noticeable.
H. C. Stinn, Nokomis, Ill.

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.
TYPICAL ILLUSTRATION from national advertisement shows prospects looking at a model home. Windows, and their insulation, are important to home "shoppers".

 Reserve your free copy...

A kit full of sales aids and selling ideas that put Thermopane solidly on your sales force . . . display cards (like the one above), selling literature, hard-hitting selling sentences for your salesmen to use or to include in your advertising, newspaper mats, radio and TV suggestions—a wealth of material any merchandising-minded builder will appreciate. Ask your L·O·F Glass Distributor or Dealer to reserve one for you. Or write to Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.
What's happening here can happen in your model home. These house hunters have spotted this sign on a window glazed with Thermopane insulating glass. They're reading, "SAVINGS IN HEATING COSTS", "NO STORM SASH TO BUY", "MORE COMFORTABLE HOME, SUMMER AND WINTER". And they know you're giving them a better house for the money because . . .

They've been PRESOLD ON THERMOPANE

. . . IT'S BEEN NATIONALLY ADVERTISED FOR 13 YEARS!

This year alone, over 44,000,000 messages on Thermopane are directed at home buyers. Big, colorful ads in Life, Better Homes & Gardens, House Beautiful, American Home and other consumer publications. Cash in on this tremendous advertising program that can be merchandised locally to promote house sales. Ask for the Merchandising Kit offered at left.
CONTRACTORS! When you're looking for new construction business, you'll see many more active prospects if you have the kind of vision you get with Dodge Reports. In short...

We help you focus on live prospects

Looking around at random, chasing rumors or waiting for someone to call are costly, wasteful ways of finding business. And so unnecessary — when Dodge Reports can show you precisely what construction jobs are coming up and when. Learn the facts about this profit-building service. Mail this coupon today.

TO: DODGE REPORTS, DEPT. 173, 119 WEST 40th STREET, 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__________ ZONE________ STATE________

Dodge Reports
For Timed Selling to the Construction Industry
Top eastern builder says:

“Carpet in the package frequently closes a sale”

“Carpet helps us sell faster,” says Howard M. Berman, President of Bayberry Communities, builders of homes and communities in Syracuse, Westchester, Philadelphia and Long Island.

“Carpeting increases the sales appeal and attractiveness of our homes,” says Dr. Berman. And reliable consumer surveys bear him out. 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. And that’s where Bayberry Communities cashes in. When they include carpet in the purchase price, the sale is made.

Working with a local carpet retailer, the builder is able to offer his customers the widest possible selection of colors and patterns—no inventory necessary, no installation problems. The customer gets her new house complete with the carpet she’s always wanted. And the builder has made another sale.

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
**Cape Cod roof truss**

**QUESTION:** I would like to know how to frame a bow roof for a Cape-Cod home. The roof pitch is 10/12.

Stephen C. Hunt
Wilton, Conn.

**ANSWER:** The drawing shown above indicates a satisfactory way to frame a roof for a Cape-Cod type home. This truss has been designed for a roof live load of 20 pounds psf, dead-load roof framing of 10 pounds psf. Dead and live load on the floor to be not more than 45 pounds psf and dead load of the ceiling framing to not over 10 pounds psf. The spacing of these trusses is 24” o.c.

**Powderpost beetle threat to timber**

**QUESTION:** Can you give me any information on “Powder Post Beetles,”—where they come from and how to treat them? Would they be found in the new lumber of a home built less than six months?

Clayton Edwards
Philadelphia, Ohio

**ANSWER:** A roundheaded powderpost beetle, commonly known as the “Old House Borer,” causes most insect damage to seasoned pine timber. The larvae reduce the sapwood to a powderly or granular consistency and make a ticking sound. When mature, the beetles make an oval hole about % inch in diameter in the surface of the wood and emerge. Infested wood should be drenched with a solution of 5 per cent of DDT, 2 per cent of Chlordane, or 1 per cent of Lindane in a highly penetrating solvent; Trichlorobenzene is preferable, though a petroleum oil is satisfactory. Borers working in wood behind plastered or paneled walls can be eliminated by having a licensed operator fumigate the building with a deadly poisonous gas.

**Removal of oil from tile roof**

**QUESTION:** We recently purchased a tile mission type house. The oil base on the tile has been scaling off and we would like to know if it can be removed without sandblasting.

Cornucopia Properties
Minneapolis, Minn.

**ANSWER:** Burning would remove the oil-base material, but because of the tile-roof construction, this method would be dangerous. You will have to sandblast.

**Cutting windows in concrete walls**

**QUESTION:** I plan to reconvert a warehouse into an office building. There are no windows and no doors in the 8- and 10-inch concrete walls. Because of the design of the old building, jackhammer's compression or paver brakes can't be used to cut the openings. The wall is reinforced with % rods. Can you suggest a heavy-duty saw with blades to cut through this concrete.

Antonio, Medina Rivera
Arecibo, Puerto Rico

**ANSWER:** The best way to cut an opening for doors and windows in an existing reinforced concrete wall is the following. Drill holes into the wall at approximately 4-6 inches of center, using a 30-pound class Sinker equipped with 2-inch or 2¼-inch Timken bits in the end of the Sinker. The Sinker works on a gasoline-driven air compressor which has a capacity of 60 to 75 cubic feet per minute at 100 pound pressure. After you have drilled the holes around the entire perimeter of the proposed opening, break out the concrete between the holes with Number 16 Latch Retainer, which has a narrow point chisel at the end.

Plastic covering for sun decks

**QUESTION:** We are building some houses and intend putting sun decks on top of the garages.

We have been using painted canvas on top of plywood decks. We understand there is a plastic material which can be painted or brushed on, or sprayed. Material must be waterproof and scuff proof and long lasting. Can you tell us the name and source of this material?

Lighthouse Construction Co.
Barnegat Light, N. J.

**ANSWER:** A material that can be used to cover a canvas deck is called “Vinylon” and is manufactured by Surface Coating Engineering Co. For further information, write to: W. & J. Tiebout 62 Front Street New York 4, N. Y.
Providing the modern luxury of a built-in lavatory comes easy with the Lowell. This distinctive vitreous china flat-rim model is styled for it. The modern slant-back design is both functional and handsome, lending itself ideally to convenient, attractive twin installations. It blends perfectly, installs easily, with tile as shown above, or with "plastic-covered" counter tops. Available in five Briggs Beautyware compatible colors or white, the Lowell is the "showpiece" of any modern bathroom!

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- One-piece, leakproof, stainless steel molding (B-3085) available when required.
**Ask the Experts . . .**

(Continued from page 190)

**Preparation for reshingling**

**QUESTION:** We are planning to cover the 5" clapboards on an old church with 10" cedar clapboards. Can you recommend a thin, inexpensive material which is not too brittle that we could use between the two sidings so the shingles will not bend, break, or distort?

**Perkins Builders**

**Castile, N. Y.**

**ANSWER:** There is no material cheaper than 1/8" hardboard that will fit your needs. You might look into the cost of 1/4" sheathing-grade plywood.

It is our opinion that you do not need a full sheet covering. We would recommend that you fill in the siding voids with lattice strips or 1"x2" furring; whichever would fit the spacing. You may apply felt water-proofing paper before or after the lathe.

**Where to obtain roof truss designs**

**QUESTION:** We wish to use 2x4 roof trusses on 14 houses we intend building. Where can we obtain drawings and measurements for a suitable roof truss?

**Shields and Gale**

**Coral Gables, Fla.**

**ANSWER:** There are three types of trusses you can obtain drawings for:

1. Glued trusses:
   - Small Homes Council
   - Mumford House
   - University of Illinois
   - Urbana, Ill.

2. Nailed trusses:
   - Prof. George Stern
   - Virginia Poly. Institute
   - Blacksburg, Va.

3. Split-ring trusses:
   - Timber Engineering Co.
   - 176 West Adams
   - Chicago, Ill.

**Cleaning limestone**

**QUESTION:** What do you recommend for cleaning old Indiana limestone?

**J. S. Wise**

**Yazoo City, Miss.**

**ANSWER:** One of the easiest and sur-est methods is to sand blast the limestone.

(Continued on page 194)
Clay Flue Lining is the recognized fireproofing material for all chimneys in all areas — used by progressive builders and required by modern codes.

These recommendations for the use of Clay Flue Lining in chimneys, flues, and fireplaces are based on the findings of national fire underwriting groups. They give you up-to-date information — complete with detailed drawings — on design, construction, spacing, connections, smoke pipes, mortar, and woodwork placement around chimneys . . . indispensable data for codemakers and construction men. Request your copy from CFlI today.

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Unusual breakfast bar seat
QUESTION: I am building a new home, and the customer wishes some type of “swing around and under” breakfast-bar seat. The base of same, to fasten to sides of unit, not on floor. Where may I buy such a unit or units?
Charles E. Lawrence
Auburn, N. Y.

ANSWER: Contact kitchen-cabinet manufacturers. This item may not be available as a standard item. In that event it may be necessary to go to your local kitchen-cabinet manufacturer and have it made to your specifications.

Data on trailer court
QUESTION: I am interested in building a modern trailer court. I have two acres of land to use. Please send me specifications you may have for the arrangement of a trailer court.
Leslie Aycock
Scooba, Mississippi

ANSWER: For full information on trailer courts, write to:
Trailer Coach Mfg. Assn.
20 North Wacker Drive
Chicago, Ill.

Mildew during rainy season
QUESTION: The floor in my house is a concrete slab, covered with asphalt tile. During the rainy season water collects on top of the floors, and the base boards around the outside walls mildew. What can I do to stop this problem?
Ralph E. Dolan
San Leandro, Ca.

ANSWER: Excavate around your foundation for a minimum of 2 feet and install a drain tile around the foundation and drain to dry well about 10 feet from the building.
Place a membrane around the foundation walls and backfill with gravel.

Ask the Experts...

(Continued from page 192)
Now it's easier than ever to install new Rusco Anniversary windows. These all-new, all metal prime windows feature a special inside casing that "snaps" in place after interior plastering is complete. And that's just one of a dozen big, new Rusco advantages!

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SALT LAKE CITY, UTAH
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Georgia's Largest Residential Area

Development By

DELTA LAND CORP.

BUILDERS PARTICIPATING IN DEVELOPMENT...

Cecil H. Mason Powell Const. Co. Bercley Homes Norris Pindar

TOGETHER, they form Delta. One builder was not available when these pictures were made.
cooperate as land developers

Today's builder already has more headaches than he can handle. Why in the world should he want to add land developing to his troubles?

In the case of the builders pictured above, the reason is foresight. They looked at the present land supply in their home town, Savannah, and they compared it to the rate of building they expected over the next decade. They considered present land prices and the heights to which these prices might climb. They pictured what a short land supply and high prices would do to them as builders. Then they added the extra headache.

They turned two-faced

In forming the Delta Land Corp., they deliberately became two-faced. Individually, they're still builders and in competition with each other. They got together just as land developers, and only because it looked like good long-term insurance.

In a sense, of course, any builder who keeps three or four lots ahead is a land developer. By the same token, the really big builder, who could eat up Windsor Forest in less than a year, has to be a land developer, too, to support his mass production of houses. The little guy hasn't much capital tied up in land, and few problems of roads, sewers, and the like, but his land is expensive, and price rises hit him quickly. The big guy gets his land in big hunks and hence cheap, but he has to run a big operation, and he burns up lots so fast that increased land costs will hurt him quickly too.

The men who formed Savannah's Delta Land Corp. have tried, with apparent success, to take the cream off both bottles. By buying 1,000 acres at one gulp, they were able to get raw land at the happy price of $500 an acre. At their present building rates, this is more than enough for all seven participating builders for the next eight or nine years. Besides that, they are stockholders in a corporation that eventually should show a very pleasant profit.

The word "eventually" is significant here, and it points up the fact that the owners of Delta are still primarily builders. They are not going to make a fast buck out of Windsor Forest. They will not be unhappy, of course, if the corporation eventually pays dividends, but if it does no more than break even they will still be ahead of the game. Unlike the regular land developer, whose interest ceases when the lot is sold, these men see the land simply as another raw material for their houses. As some builders stock lumber ahead when the price is favorable, so these builders have bought land ahead and assured themselves of constant prices for several years to come.

There are two other major advantages in having so much land to work with. Earth moving, road building and utility installations can be done on a mass basis, hence at lower cost; and the participating builders have a tremendous "inventory" of lots to show potential customers.

Credit: a big factor

The way in which Delta's owners were able to purchase the land that is now Windsor Forest is one of the keys to the success of the venture. The price for the 1,000 acres was $500,000. The original owner took cash for the first 100 acres, and a mortgage on the rest. Each year Delta pays off another piece of the mortgage, and in return another section of the tract is quitclaimed to them. Thus the corporation has assured itself of a constant land supply at a constant price over the next eight to ten years for a relatively low capital investment. And should there be some sort of general market recession there is comparatively little cash tied up in land.

From the point of view of the original land
LAND PLANNING continued

owner, the transaction is equally advantageous. He is being paid cash for the land that is used, and interest on the rest. Should he have to repossess, the land he takes back is now situated next to an attractive community, and its value will be proportionately increased.

Approximately $400,000 was needed to get Delta under way. The participating builders bought $100,000 worth of stock, and in addition they purchased “accelerated” sales contracts for 120 lots which brought in another $200,000. The combined credit of the builder-owners would have enabled them to borrow another $125,000, but as the development was opened and land began to sell to both participants and outside builders, enough cash came in so that only about $70,000 of this credit was needed.

Besides the outlay for the first section of land, the capital went into engineering expenses ($15,000), clearing, paving, curbs and gutters for the first section of lots ($190,000), intermediate sewer mains ($90,000), and a community swimming pool ($40,000).

The city helps too

It will be observed that there is nothing noted in this list for water and sewage plants, and herein lies a fortunate circumstance. The City of Savannah runs these utilities as self-supporting businesses.

Buyers get more than houses:

Although Windsor Forest is outside of the present city limits, those limits will eventually stretch to the new community. The city has built $200,000 worth of water and sewer plants, and will add to these as the need arises. For its part, Delta has posted a bond guaranteeing that the city will be getting the income equivalent to that from at least 200 houses within 12 months after the utilities have been completed. Thus when the city absorbs Windsor Forest, they will be taking over a complete, operating community. City Manager Frank Jakocks says that he would be happy if all the new communities in the area could be handled the same way.

Delta wants no land speculation, even on the part of its owners. Builder-members may own only five lots ahead of construction (the original accelerated sales were an exception) and if a sale isn't completed within a specified time after the sales contract is signed, the contract is voided and the down payment defaulted.

No participating builder may sell one of his lots to an outsider without the corporation's permission. However, Delta does maintain a steady income by selling lots to both outside builders and private owners. At the moment, this accounts for about 20 per cent of the lots sold. As the development grows, so should this percentage, to the point where the corporation owners feel that it should be slowed, and more lots held for themselves.

Do the participating builders benefit from the corporation on a day-to-day basis as well as over the long haul? As an example, consider a 60-house-a-year builder (the biggest builder in Delta is little bigger than this). Normally, he would have to keep between 60 and 120 lots ahead, an investment of between $120,000 and $240,000. As a Delta builder he holds perhaps $20,000 worth of stock which may pay handsomely some day, and once his “accelerated” land purchases have been used up, he has only five lots ahead—an investment of, say, $15,000. It doesn't take a banker to appreciate that the difference between $35,000 and $120,000 represents a lot of working capital.

How about the buyer?

Obviously, then, the participating builders benefit from the corporation. But how about the ultimate buyer? Does any of the gravy trickle down to him?
they get a planned community

It does indeed. First of all, he pays a reasonable price for the land under his house, and five years from now this cost will still be reasonable. Second, and most important, he’s moving into a carefully planned and controlled community which has been laid out not for the three or four hundred houses a year that are being built, but for the 2,700 families that will eventually live there. Schools, shopping centers and recreation areas are planned or already up. Trees have been left standing. And by a gentlemen’s agreement among Delta’s owners, there will be no “cookie cutter” building, an agreement that is easy to keep, since with dozens of lots ready and waiting no one builder need work in just one area.

A mobile sewage plant

The sewage treatment plant now operating in Windsor Forest is worth mentioning. It is a demountable plant designed to serve the first 355 houses. Its cost was $50,000; and for another $25,000, it can be knocked down and set up in another location. By the time the next section of homes is started, a plant to serve the whole development will be in operation; meantime, for a cost of $25,000 the city has been able to wait and assure itself of the growth of the new development before putting in the enormously expensive final plant and mains. Looking at it as insurance, the city is getting a bargain.

ARTESIAN WELL WATER is supplied from this station. As community grows, other wells will be added where necessary. Also, a standpipe will be built as a water reserve.
Work Bulls pay off

on every building project
Work Bulls provide the right tractor power with design-integrated attachments to build profit on these and scores of other jobs!

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   - 52 hp
   - Is biggest, most powerful in line.
   - Equipped with a hydraulically controlled 1/4-yd. loader bucket.

2. DAVIS PIT BULL
   - 42 hp
   - With 1/4-yd. bucket. Utilizes low, direct-thrust loading principle. Torque converter and combination foot feed and reversing clutches are standard.

3. FORK LIFT MODEL 202
   - 4000 lb
   - Utilizes 34-hp tractor, can lift 4000 lbs with standard 10-ft mast. Optional mast extension, shown, will lift up to 2000 lbs to height of 21 ft.

4. WORK BULL MODEL 202
   - 34 hp
   - Equipped with 11 cu. ft. loader and fast, precisely controlled, hydraulic backhoe. Hoe handles 12 to 36 in. buckets . . . digs to depth of 12 1/2 ft. Operator and hoe swing through 180°.

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...as utility or cleanup tools

When you’re using shovels to clean up spill in the loading area, scrapers to smooth out haulroads, crawler dozers to pull wagons or skid light and medium-weight machinery—there’s a profitable place for Work Bulls on your job. In fact, Work Bulls help make your “big stuff” more profitable.

Find out which of the 5 tractors (34 to 52 hp) and 20 easily interchangeable attachments you need. Write for free 24-page catalog and the name of your Work Bull distributor.

M·H·F WORK BULLS
Division of Massey-Harris-Ferguson, Inc.
17-E Quality Avenue Racine, Wisconsin
LIVING ELECTRICALLY:
DORNÉS HOUSE
(Continued from page 89)

PRODUCT LIST

Custom 400 hi-fidelity system, Stromberg-Carlson
Luxtrol light controls, Superior Electric Co.
Master Panel, Touch Plate remote control lighting, Touch Plate Co.
 Lectrolines, continuous outlet strip, Lectrolines, Inc.
Vacu-Flo built-in vacuum cleaner system, H-P Products, Inc.
Sun-Lite-Aire Purifying Lamp, Sampson Chemical and Pigment Corp.
Ceiling Heaters—auxiliary bath heating 1,250 watt, Markel Electric Prod., Inc.
Hydrogard—thermostatic water control, Powers Regulator Co.
Dictograph Electric Fire Detection and Alarm System, Fire Detection, Inc.
Basement slab membrane waterproofing, Sisalite, American Sisalkraft Corp.
White Colorgard brick, National Brick Division, United States Plywood Corp.
Brick cavity-wall insulation, Styrofoam, Dow Chemical Co.
3" Temlok roof decking, Armstrong Cork Co.
Fiberglass roof covering and reflective insulation, Owens-Corning Fiberglas Corp.
Polished Plate Glass, Pittsburgh Plate Glass Co.

One man can operate the DANUSER BLADE by himself and make adjustments without leaving the tractor seat. Blade uses the tractor three-point suspension principle, with adapter kits available for older models. It is raised and lowered by the tractor’s hydraulic system, and turns all the way around so you can push with it.

Rugged construction throughout. Built of reinforced welded structural steel and heavy tubular members. Abrasion-resistant moldboard with replaceable, standard grade cutting edge. Moldboard mounting is supported on two oversized tapered bearings to maintain stability. It shifts 8 inches right or left of center for cutting beyond tractor wheel line.

Danuser built the original rear-mounted blade, and is still producing the finest tool of its kind on the market. Thousands are in daily use throughout the world. Tested and approved by tractor manufacturers.

If you will give us the model of your tractor, we will be glad to furnish complete descriptive material.

Danuser built the original rear-mounted blade, and is still producing the finest tool of its kind on the market. Thousands are in daily use throughout the world. Tested and approved by tractor manufacturers.

"Quality Since 1910"

DANUSER MACHINE CO.
534-40 East 3rd Street * Fulton, Missouri

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DOUBLE-WHITE
a brilliant, non-gloss white paint for all exterior wood and masonry

- hides most surfaces with one coat
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- leaves no brush marks
- gives a soft, velvety non-gloss finish
- made by patented Collopaking Process
- combined penetration — oil and pigment stay together
- non-toxic — contains no lead
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524 Oliver Building, Boston 9, Mass.
Please send copy of "The White Book"
"We Have All the Work We Can Take Care of."

F. T. Anderson and Son with Two of Their JOHN DEERE TRACTOR Work Units

THESE are money-making days for folks who want to be their own boss and who are properly equipped to handle general contracting work.

Take the F. T. Anderson and Son team of Sonoma, California, for instance. In the spring of 1955, Mr. Floyd Anderson started in the small contracting business by trading his farm machinery in on some John Deere "40" Tractors and allied working equipment. He and his son soon found that they had so much business they needed more equipment, and within a period of 8 months they had four John Deere units working in Sonoma, Napa, Marin, and Solano counties.

Mr. Anderson states: "We have all the work we can take care of. Our John Deeres are sure good tractors. They are reliable, economical to operate, and give us nothing but successful operating time. We dig everything...move anything. These tractors help us do the job better than any other make we could test, and better than others that we see on the job. Yes, sir, we sure are satisfied with our four John Deere units."

Take a tip from the Andersons—enjoy the fuller profits that can be yours with dependable, economical John Deere-powered equipment. Talk with your nearest John Deere industrial dealer. Look for his name in your phone book classified section.

John Deere Crawler
30 h.p. high torque engine.
Highly maneuverable.
Choice of track shoes.

John Deere Utility
30 h.p. wheel-type.
Direction Reverser optional for both tractors.

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JOHN DEERE • INDUSTRIAL DIVISION
Moline, Ill. • Dept. 033J
Please send me your latest literature on the John Deere Tractors and Equipment.
Name
Title
Firm
Address
City
State
Manufacturers news...

As the building industry grows so do the firms connected with it: General Concrete Products, Inc., opened warehouse facilities at 20345 Walnut Drive, Walnut, Cal. The location is scheduled to be the site of a new plant. Curtis Woodwork advertising, stressing door and window variety, is appearing in national magazines. Air Master Corp. moved its Baltimore office to 1202 S. Caton Ave. Hereules Flooring Co. announced the opening of a Pittsburgh and Detroit office. The appointment of Gates Ferguson as vice-president in charge of advertising, sales promotion and public relations for the building products bureau of the new Dupont Plaza Center was announced. L. C. Hollerbach was elected president of the Metal Lath Mfrs. Assn. Dr. Burton D. Beitchman joined the staff of the Building Technology Div. of the National Bureau of Standards. Steel Kitchen Cabinet Mfrs. Assn. will hold its annual meeting at the Greenbrier, White Sulphur Springs, W. Va., June 14-16.

Sun Valley Industries appointed Ed Davison manager of its newly established Pacific Northwest branch in Seattle, Wash. In-Sink-Erotor Mfg. Co. announced the appointment of Paul Hull to the sales staff of its Los Angeles area. At the same time the appointments of several district sales managers were announced: James McCormick for North Texas and Oklahoma; Otto Seeqlitt for San Diego and the Imperial Valley, Cal.; William Gilman for South Texas, Louisiana and Mississippi. William H. Zegers was appointed vice president in charge of marketing for Zegers, Inc. Thomas L. Kaibek was named national sales manager of the Season-All Sales Corp.

John B. Caton was appointed general sales manager for Rilco Laminated Products, Inc. Appointment of H. H. Clark as purchasing agent for Stylecraft Homes, Inc. was announced. Empire Millwork Corp. announced the election of Roy Alpert as a vice president and director and Irving C. Alpert and Edward Alpert as vice presidents. John B. Coman and Robert E. Herman each have been elected as assistant secretary of Tishman Realty & Construction Co.

Five scholarships to encourage students majoring in business and economics at the San Fernando Valley campus of Los Angeles State College were established by Aldon Construction Co., building and development firm.

Join the profit parade with modern SWIMMING POOL SUPPLIES

With more than 500 million dollars scheduled for new pool construction and supplies this year, you’ll profit by opening a pool department.

Modern filter systems, pool drains and fittings, ladders, vacuuming, diving boards—over 100 pool products—are designed by our engineers, built by Modern craftsmen and backed by the 22 year reputation of one of the largest, most dependable manufacturers in the pool field. Thousands of new pools will be built in 1957... millions of dollars will be spent for new equipment. Everything needed to build and maintain any size pool—including chemicals and pool paint as well as equipment, is available from a single reliable manufacturing source. Let Modern help you cash in on the booming pool business.

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literature describing and illustrating latest developments in perimeter heating. Includes information on how to save up to 50% in time and material by using International FIBRE DUCTING in basementless concrete slab homes. Mail This Coupon Today!

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CUT PERFECT OUTLET HOLES in dry wall...

Everytime with the QUIK-KUTTER New low price $19.95

• Eliminates repairs • Saves time • Always a perfect job

The Quiz-kutter guarantees you flawless die-cut outlet holes in gypsum wallboard every time—without damage to the internal structure or the paper facing of the wallboard. It eliminates patching completely—saves you time and trouble! Available in 2" x 3", 2" x 4", and 4" round

HARTMEISTER MFG., INC. 2020 W. Barberry Place • Denver 4, Colo.
...and the NEW DAVIS 210 BACK-HOE is the ONLY MACHINE in the World—that can do this job!

When it comes to digging a footing or any other trench for service lines, waterproofing, etc., right alongside another building, you have only two choices—either expensive hand digging or fast, economical flush digging by a new Davis 210 Back-hoe. The new Davis 210 can be mounted at either end of the frame—as well as at the center so you can dig flush with walls, fences, etc. Its 200° swing lets you dump far enough from the trench that removal of the excess pile with the Davis Loader, America's quality loader, is easy.

It's all made possible by the exclusive rotary hydraulic boom swing cylinder along with the other features which make Davis the world's largest selling back-hoe—features like the 7000 pounds of breakaway for digging in asphalt or frozen ground, independently controlled hydraulic stabilizers, five minute detachability, and revolving seat which lets the operator always watch his work. Of course with the Davis Loader you have an unbeatable combination...all for far less than you would expect to pay in comparison to other makes.

Davis Loaders and Back-hoes are available for all popular makes of tractors, and sold and serviced everywhere in the U. S. A. and Canada by better dealers. For the name of your nearest dealer call Western Union by number and ask for Operator 25...or write...

MID-WESTERN INDUSTRIES, INC.
1009 SOUTH WEST STREET DEPT. AB WICHITA 15, KANSAS
Like these Builders

Saves "babying" on the job

One SKIL Saw cuts enough rafters for 3\(\frac{1}{2}\) houses a day on the Friendly Hills project near St. Paul. To get this kind of production requires a saw that "puts you in back of the operation—pushing into the material," the operators explain. Gang cuts of 3\(\frac{3}{4}\)" plywood is routine for them! "And there's no need to 'baby' a SKIL Saw either," these production-wise craftsmen state.

Made only by SKIL Corporation, Chicago 30, Illinois. Factory branches in all leading cities.
"I use SKIL Saws exclusively," says Mr. Edward Liepens, partner, Ozols & Liepens, Indianapolis. "We can build our houses faster with SKIL Saws and their rear handle push. Other makes have been tried, but they always feel out of balance. And I want to see where I'm going. On top of that—I built 100 houses last year with four SKIL Saws—and had no maintenance costs all year."

Noel Shafer of Frank Messer & Sons, Inc., Cincinnati, says this: "I have tried them all, but a SKIL Saw is lighter, better balanced and has plenty of power. We use them 8 hours a day, 6 days a week through rough material filled with concrete, nails and dirt. Each SKIL Saw we get pays for itself within a couple of weeks of continuous hard use. It's the best saw on the market."

SKIL 7 1/4" Model 77 Saw saves on every job—saves time, money, maintenance. The standard in general construction for all-around use. 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. Let him show you the speed, power and handling of all SKIL Saws. Or use the coupon for more information.

you can SAVE with SKIL Tools

Send for FREE booklet on power tools.
Alcoa announces Care-free
selling for you

right now, Alcoa is whetting the appetites of 40,000,000 people... making them want more aluminum in the new homes they'll be buying; windows, screening, hardware, siding, insulation.

Alcoa is putting more than a million dollars behind this drive... television, national magazines, publicity... every possible means of selling the idea of homes made Care-free by aluminum. And this Care-free tag is the clincher for you.

Leading producers of aluminum building products use this Alcoa tag to tie into Alcoa's national Care-free promotion. Any home you build can be Care-free. All you have to do is use these heavily promoted Care-free aluminum products—and display the tags prominently. Aluminum Company of America, 1965-E Alcoa Building, Pittsburgh 19, Pa.

HOW ALUMINUM MAKES HOMES Care-free

Aluminum building products are plentiful now. There are high-quality windows, screens, siding, paint, insulation, hardware, nails, wall tile, shower enclosures, flashing, awnings, combination storm windows, that compete favorably with those made of other materials. And look at the bonus you get with aluminum. Nothing to swell, rot or warp. Freedom from chipping, peeling or blistering. No red-rusting. Care-free building for you...

... Care-free living for your customers.

Your Guide to the Best in Aluminum Value
Convention Calendar . . .

May 3: Ohio Home Builders, 57 East Gay St., Columbus 15, Ohio. One-day school in association management, leadership, for OHBA's 30 local association; Deshler Hilton Hotel. Paul B. Frank, chairman.


The following associations are featuring spring home shows. * Indicates Parade of Homes.


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;

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 Awnings Windows

Direct gear operated, worm and pinion type; heavy duty construction with angle handle that conforms to all stoo1 depths, minimum turns to open window fully. Weather tight . . . Vento alone keeps 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 Pivot, 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   STEEL BASEMENT
PIVOTED, PROJECTED, ARCH'TL FORMED STEEL LINTELS
STEEL CASEMENT UTILITY
ARE YOU A BUILDER DEALER ARCHITECT

VENTO Steel Products CO., INC.
247 COLORADO STREET
BUFFALO 15, N. Y.

218 AMERICAN BUILDER
Here is new beauty to delight the eye — Hall-Mack's Concealed Vanity Shelf. Blends easily with any bathroom decor — with any style or color. Dramatic in concept and clean in design, this handy unit provides ample space to keep bathroom necessities out of sight, yet within easy reach. Holds electric or blade razor, soap, tumbler, toothbrushes, medicines or toiletries — and has an electric outlet for shaver or other use. It's decorative — as well as convenient, with sliding mirror panels in a chrome frame. In any home — this new Concealed Vanity Shelf will be practically beautiful . . . a reflection of good taste.

Easy to install — the recessed Concealed Vanity Shelf can be placed in any of several locations for your greater convenience. It is ideally located at the lavatory — between the top of the basin and the bottom of the mirror.

HALL-MACK COMPANY
1380 W. Washington Blvd., Los Angeles 7, California

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For house-to-sewer and house-to-septic tank connections.

THE FAST-HANDLING, MONEY-MAKING PIPE FOR BETTER PROFITS!

- It lays easily and fast
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- Gives water-tight joints
- Will not rust or shatter

- Comes in convenient 8-foot lengths—
and in all diameters from 2’’ to 6’’
- Has the only complete line of fittings
made of the same material
as the pipe

Bermico Sewer Pipe and Bermiseptic® Perforated Pipe for septic tank disposal beds are made from tough cellulose fibre, impregnated with pitch. They’re root-proof, corrosion-proof, unaffected by boiling water or temperature changes, strong, light weight, and exceed Federal specification SS-P-356.


BROWN COMPANY
Berlin, New Hampshire
Hush-clip partition system rates sound transmission loss of 56.4 decibels

Now you can design for minimum transmission of sound from room to room, and do it at a reasonable cost—thanks to Penmetal's new HUSH-CLIP partition system.

Utilizing steel studs, track and gypsum plaster over metal lath, the system features a unique clip used in conjunction with a 1/4" pencil rod. Because direct wall-to-stud contact is made only at point of clip, the area over which sound is transmitted is greatly reduced.

The sound loss rating of this combination is unequalled. Tested by a well-known independent research laboratory, the Penmetal HUSH-CLIP system recorded an average sound transmission loss of 56.4 decibels. (Complete test data furnished on request.)

That isn't all. This new system offers the bonus advantage of resistance to plaster cracking. And, since all parts of the system are designed to fit together, the partition is easy and economical to erect.

No other partition system offers so many benefits in one assembly. Send for further information on the HUSH-CLIP partition.

PENMETAL COMPANY, INC.
General Sales Office: 40 Central Street, Boston 9, Mass.
District Sales Offices: Boston, New York, Philadelphia, Pittsburgh, Chicago, Detroit, St. Louis, Dallas, Little Rock, Seattle, San Francisco, Los Angeles, Parkersburg

PARTS OF THE SYSTEM
STEEL TRACK — made in five sizes to fit over the flanges of the five standard studs.
STEEL STUDS — furnished in 2", 2 1/2", 3 1/4", 4" and 6" widths. Openings provide easy passage of pipe, conduit or cables without expensive chases.
HUSH CLIP — can be clipped, wired or bolted to the steel stud, or can be nailed to wood stud.
PENCIL ROD—provides the vertical member to support metal lath. May be snapped into lip of clip, or wire tied to the outside of the lip, depending on the grounds required.
METAL LATH — Penmetal Meshtex, provides the ideal size openings for perfect keying of scratch coat with minimum use of plaster; maximum rigidity.
3 ways to build DAYLIGHTING SALES MAGIC into your new buildings...

**KITCHENS**
Here's a kitchen with brightness and cheerfulness built right in. Glass block panels flood working surfaces with soft, diffused daylight; easy to clean with a damp cloth.

**STORE FRONTS**
Glass block is a "natural" for modernizing store fronts or in the construction of new stores. Go in at the same time—and in the same way—as modular brick and concrete block.

**BATHROOMS**
Gleaming panels of glass block provide plenty of diffused daylight and complete privacy. In cold weather, its high insulating efficiency keeps bathrooms warm and draft-free.

Start to plan now to use versatile Owens-Illinois Glass Block in your buildings. For information or help with a specific problem, write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
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GENERAL OFFICES · TOLEDO 1, OHIO
Two Superior Products
to Stop Moisture Through Floors...
at Low Labor and Material Cost!

SISALKRAFT

VAPOSTOP
Rot Resistant,
Tough Vapor Barrier

SISALKRAFT

MOISTOP
Polyethylene
and Sisalkraft

These Products Meet FHA and VA Minimum Property Requirements

These two tough vapor barriers protect against moisture migration from the ground, thereby helping to prevent rotting of structural members, loosening of floor tile, paint failures, etc.

They are tops for quick application on any job. Handy job size rolls mean economy, no waste. Just unroll over the fill or in the crawl space.

Sisalkraft Vaporstop gives you a low-priced yet completely effective product to stop moisture penetration.

Sisalkraft Moistop combines the permanency of polyethylene and the strength of Sisalkraft. There is no better product available anywhere. Both give you quality at low cost!

See your lumber or building material dealer or write:

American SISALKRAFT Corporation
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THE PUBLIC KNOWS THE VALUE OF PROTECTION AGAINST DAMAGING MOISTURE. YOUR USE OF SISALKRAFT MOISTOP OR SISALKRAFT VAPOSTOP CAN BE A BIG SALES FEATURE IN SELLING HOUSES.

Other Products in the SISALKRAFT LINE
Orange Label Sisalkraft — Reinforced, waterproof building paper
Copper Armored Sisalkraft — Electro sheet copper for concealed flashing and waterproofing
Sisolation — Reflective insulation and vapor barrier
Sisalite — Pure polyethylene film
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Award-Winning Builders Say: "Ceramic Tile's Extra"

"The money we saved by using mastic applications enabled us to offer prospects extra tile luxury in the bathroom of this model. The ceramic tile floors, walls and ceilings of this bathroom are all set in mastic.

RAYBACK, INC.

Ceramic tile installations are one of the important dividends that Rayback, Inc. and B-H Builders, Inc. offer prospective buyers. Their award-winning homes, featuring these installations, are achieving outstanding sales successes although selling well above the low cost range. That's proof positive that today's average home-buyer is happy to pay more—providing he gets more.

Ceramic tile has beauty that your prospects can readily see and appreciate. That's "eye" appeal. And tile gives many other "extras" that can't be seen: lifetime durability, easy maintenance, and added resale value. These extra values provoke action—


How adhesive installations cut your tiling costs:

Use only adhesives bearing this seal—signifying that they meet minimum performance standards set by U.S. Department of Commerce.
Values help sell our homes!

"This sunken tub, set in ceramic tile, adds vital sales appeal to our new "Contemporary Colonial" homes. The adhesive technique made this tub practical, in that it cut our tiling costs to a minimum."
B-H BUILDERS, INC

they build "eye" appeal into "buy" appeal! They are the reason for ceramic tile's proven SALESPOWER!

You can cash in on ceramic tile's SALESPOWER, regardless of what type homes you build. New adhesive techniques—enabling contractors to install ceramic tile faster, easier and at lower cost than ever before possible—are putting additional tile installations within the reach of every builder—and every buyer!

Then, too, the new adhesive methods provide many profitable opportunities to tap today's booming remodeling market. For information on this new low-cost method of tile installation, consult your tile contractor.

Location: Allendale, N. J. Area: 2,800 sq. ft. Price: $36,000 (including $5,000 half-acre lot). Other "Extra Value" features: two fireplaces, family room, year-round air conditioning, radio-intercommunication system, radio controlled garage doors. Awards: American Builder and House & Home.

TILE COUNCIL OF AMERICA, Inc., Room 3401, 10 East 40th St., New York 16, N.Y.
Room 933, 727 W. 7th St., Los Angeles 14, Calif. • Room 220, 3409 Oak Lawn Ave., Dallas, Texas

PARTICIPATING COMPANIES: American Encaustic Tiling Co., Inc. • Atlantic Tile Mfg. Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • General Tile Co. • Gladding, McBean and Co. • Jordan Tile Mfg. Co. • Lone Star Ceramics Co. • Monarch Tile Mfg. Inc. • Mosaic Tile Co. • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Co. • Pacific Tile and Porcelain Co. • Pomona Tile Mfg. Co. • Ridgeway Tile Co. • Robertson Mfg. Co. • Royal Tile Mfg. Co. • Sparta Ceramic Co. • Stylon Corp. • Stylon Southern Corp. • Summitville Tiles, Inc. • Texeramics, Inc. • United States Ceramic Tile Co. • Wenczel Tile Co. • Winburn Tile Mfg. Co.
Motel steps go electrical

The danger of ice and snow on six exposed stairways of a new motel in Wilmette, Ill., made architect Ernest M. Mandel check into several possible solutions. He found, for the type of modernistic stairway planned, that an electrical installation would be most economical.

The G & M electrical contractors estimated the cost of operation at 12¢ per hour with an average of ten hours operation per year (Chicago area). Thermostatically controlled, the system won't run more than 15 to 20 minutes at a time during the season.

Construction data: the railings are made of wood, the frame of steel. Steel assembly will be prefabricated in the plant. The concrete steps with electrical heating cable imbedded in them will be cast on the job. Holes will be punched in the channel directly under the bracket of each step for the connecting wires. Cable used is a resisting type Nichrome wire. Covered with live rubber, it will be placed one inch below the surface of concrete on three- to four-inch centers.
The Kohler line of first quality built-in lavatories offers maximum opportunities to meet the growing demand for installations on cabinets with counter-tops of tile, plastic, or other materials.

The Kohler Tahoe was the first built-in lavatory of enameled iron. The new Vilas is the first, of enameled iron, with extended front. Kohler Co. is the only manufacturer to provide the two types in both enameled iron and vitreous china.

Extended front design in the Vilas and Piedmont permits installation of these roomy lavatories with the space economy of 16-inch counters. All models have front overflows, ample basins, and integral soap dishes at both sides.

The Tahoe and Arrowhead are available in two sizes. All four are made in white and six colors. Fittings are all-brass, chromium-plated.
An exciting fourth dimension in bath cabinet design—two wide plate mirrors open sideways and forward to give VISTA-VUE VISION, a perfect double reflection giving the user a complete self view. Your big, 1957 sales leader will be VISTA-VUE.

- Practical & Modern—The Ladies Love It.
- New and Different—Quality Shines Through.
- Matchless Beauty—Picture Framed in Gleaming Chromed Zinc.
- Two Convenient Sizes—Selected Plate Mirrors—Optional Fluorescent Fixture.
- AND, THE PRICE IS RIGHT!

"ANOTHER BATHROOM MUST FOR FINE LIVING."

**MIRRO-CHROME** Co., Inc., MAKER OF FINER MEDICINE CABINETS.

**SOLVAY** PROCESS DIVISION
ALLIED CHEMICAL & DYE CORPORATION
61 Broadway, New York 6, N.Y.

Please send, without cost, a copy of the book "End Dust with Solvay Calcium Chloride."

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End Dust with CALCIUM CHLORIDE

- Quickly, easily applied
- Low cost
- Odorless
- Colorless

... Tells where and how to apply, quantity needed.
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SAVES 4 WAYS
In time, money, labor and labor. This manually operated loader fills caulking guns, glazing, painting, sealants, etc. compounds in seconds! Will load one-pound gun in two strokes. Saves over 30% in materials and 75% of time.

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P. O. Box 5425, East Cleveland 32, Ohio

DEALERS INVITED
To make a home sale in today's highly competitive market, builders need a plus—like wall accents of beautiful wire brushed Rusticwood, the new, richly-textured redwood plywood that makes homes sell on sight.

Rusticwood is not only appealing to prospects—it is popular with builders because it goes up quickly, with shiplap joints and dimensions of 4' x 8' to 10'. And although Rusticwood is economical, it adds thousands of dollars to the appearance of your homes when used for either interiors or exteriors.

Rusticwood is the kind of an extra value that prospects are looking for—so make your home sales easier by using beautiful Rusticwood redwood plywood, made by Simpson, the largest producer of redwood in the world. Write now for your FREE Rusticwood sample together with Simpson's new 36-page booklet "Manual on Finishing Plywood." Simpson Logging Company, Sales Office, Plywood and Doors (Room No. 801), 2301 N. Columbia Blvd., Portland 17, Oregon.

You can also rely on Simpson for Acoustical, Insulating Board and Hardboard Products, plus a complete line of specialty plywood and doors.
Esther Williams says:

"Get Into This Great New Business With Me"

Esther Williams Swimming Pool Dealerships Now Available for Able Businessmen...

Big profit opportunities in the booming swimming pool business with the largest organization in the industry.

New-Type, All-Concrete Pool—Sells as a package complete with all finest equipment. Exclusive features and Good Housekeeping Seal make sales easy. Installation so simplified it's no problem.

Million-Dollar Promotion — Means volume sales for you. NBC-TV "Home Show"...full pages in Life, Better Homes & Gardens and other publications...sensational promotion tie-in with Pepsodent...dynamic local support.

And Esther Williams, Too!—The greatest name in swimming sets you up as the leader in your area as soon as you hang up your sign. Esther Williams is the magic name that gives you prestige, product identity and sales.

Action Now Gets Results Now—The biggest season ever is just ahead. Small inventory gets you started as a dealer. Write today.

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Stock and sell our dealers in an exclusive area. Five-figure investment required depending on area potential.

INTERNATIONAL SWIMMING POOL CORP.

Largest Organization in the Industry

Esther Williams, President

41 Court Street, White Plains, N. Y.

American Builder

KEEPING UP WITH THE LAW:

How new legislation may bring needed tax relief to home owners

By JOHN F. McCARTHY
Attorney-at-law

Two measures before the present session of the Congress, if enacted into law, would afford some measure of relief on federal income taxes to home owners. Thus, they also are of benefit to home builders and deserve the support of the home-building industry.

One measure was introduced by Senator Charles E. Potter of Michigan. It would substantially extend the time within which a taxpayer may sell his home and reinvest the proceeds of his sale in a new residence and avoid a capital gains tax. The Federal Internal Revenue Code provides that if property which is used as the principal residence of the taxpayer is sold at a profit, and other property to be purchased, a taxable gain is recognized only to the extent that the sales price of the old property exceeds the cost of acquiring the new. Where the property sold contains more than one unit, there must be an apportionment of the profit between that attributable to the part occupied as the residence of the taxpayer and the balance. The present law requires that the new home must be acquired either a year before or after the sale of the old. If the acquisition of the new residence involves new construction, the work must be commenced within a year after such sale and be completed within eighteen months thereof. The amendment proposed by Senator Potter would extend the period of one year to five years.

It is worthwhile noting that the Federal Internal Revenue Code permits a taxpayer, in computing his profit on the sale of his home, to deduct not only the usual expenses of sale, such as advertising, brokerage commissions and attorneys fees, but also bills for work performed in fixing up the old residence. These include items for repairs, painting, redecoration and the like. They, of course, do not include expenditures for items in the nature of capital improvements or additions. The law requires, however, that the work must have been done during a ninety day period ending on the day the contract to sell is made, and that the bills therefore must be paid within thirty days after the residence is sold.

The other measure, designed to afford some tax relief to home-owners, was introduced by Congressman Lawrence H. Smith of Wisconsin. If enacted into law, it would permit taxpayers to deduct depreciation on their homes as an expense in figuring their federal income taxes. Under the Federal Internal Revenue Code, as it now stands, taxpayers may deduct depreciation as an item of expense only on rental properties or on business properties. Deductions by home owners generally are limited to real estate taxes and interest on mortgage indebtedness. The amendment proposed by Congressman Smith would put residences on the same footing as other properties.
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MAY 1957

*"... Vermont banks have supported home mortgage market. ... Conventional and FHA mortgages favored at present ... See no evidence here for report that outlook is for lower rates on home mortgages."—Levi P. Smith, president, Burlington Savings Bank.

*"We find there are funds available for home loans principally for conventional and a limited amount of FHA loans. There is no 4 1/2% money at par. Cannot foresee any lowering of interest rates for at least the first half of this year ... FHA and GI loans with minimum down payments are selling at substantial discounts."—President of a large West Coast Savings Bank.

*"... Outlook for interest rates is toward firming up on present levels with some possibility of softening in the interest rate picture towards the end of 1957. Funds for VA loans at the present rate of 4 1/2% are practically non-existent. In the conventional home mortgage field, present high rates have tended to discourage refinancing of loans. Activity is primarily on new construction and in connection with sales of properties."—Earl B. Schwulst, president, Bowery Savings Bank, New York City.

With few exceptions, other savings banks contacted by American Builder agreed: There's money for conventional loans, some FHA financing available, practically no VA money.

Here's what savings and loans associations had to say:

*"... Interest rate seems to be firm at 5 1/2% for 1957. ... GI loans at 5% would probably bring more money into the market; 4 1/2% is not of interest to lenders because of increasing cost of money, higher overhead and higher rates paid to savers."—H. B. Diffenderfer, president, Country Federal S. & L. Assn., Rockville Center, N. Y.

*"Conventional lending in this area has continued at a high volume during the past year, but at somewhat higher interest rates. We see no significant change ahead in this picture. The real casualties in local lending have been GI and FHA loans. ... This situation will continue until Congress realizes you can't repeal the law of supply and demand and authorizes realistic interest rates."—Exec. Vice (Continued on next page)
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Sliding doors equipped with Stanley hardware are installed faster, glide more smoothly, last far longer, require no call-backs. Get the full details today. Ask your dealer or write Stanley Hardware, Division of The Stanley Works, 105 Lake St., New Britain, Conn.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

MONEY SHORTAGE

(Continued from page 235)

Pres. of a Southern S. & L. Assn.
• "There has been a substantial drop in construction loan financing but the primary reason is poor sales and not lack of mortgage money. There have been plenty of funds for conventional construction loans but lack of yield has slowed up volume of GI and FHA financing. We do not look for any appreciable change in interest rates on home loans and anticipate that they will level off on their present high plateau for some time to come. This will leave an adequate volume of money for conventional financing and will retard the flow of funds into the GI and FHA markets."—Howard Edgerton, president, California Federal S. & L. Assn.
• "... We have had inquiries from two metropolitan savings banks seeking to purchase conventional mortgages. However, the interest that has been evidenced is in loans that will yield, to the investor, a return of at least 5%...

In short, not even the FHA rate is sufficient to stir investor interest unless the seller of the mortgage is willing to release servicing to the purchaser. The interest, rather, is in 5½ % minimum rate conventional mortgages which, after a deduction of ½ of 1% for servicing, will yield the acceptable 5% return. In our opinion, therefore, government-backed loans must yield a rate of at least 5% to evoke any substantial investor interest."—Charles F. Kenny, Jr., vice president, Island Federal S. & L. Assn., Hempstead, N. Y.

Consensus of opinion of some of the nation's largest insurance companies is the same: There is money for conventional financing because of the flexible interest rate.

And, as one bank official told American Builder: When you're lending other people's money, you have to get the most for it that you can—particularly on any long-term investments.

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239
How to install room-unit air

No one will dispute the fact that the installation of air-conditioning is an attractive sales feature which will help you sell houses because the added comfort it gives makes it a worth while investment for the buyer.

Many builders, however, are reluctant to add air-conditioning because they feel the cost factor will price their houses out of the market. They base their estimates on the central system which, if properly engineered provides one of the finest types of installations, but does appreciably affect the total cost of the home.

The room-unit air conditioner, which in the past was installed in a window more or less on a temporary basis, is now available for permanent thru-the-wall installation. Because of the many advantages it offers, such as compactness and relatively low cost, this type of air conditioning may well be the answer to the builder’s problems.

A tried and proven product, these units are accepted by most lending institutions so that they may be included in the mortgages. Then, too, depending upon the buyer’s finances, the builder can offer either air conditioning for each room or partial air conditioning.

While the individual room air conditioner is limited in the amount of space it will cool, and only the very smallest of homes can be handled by one room unit, the average home can be effectively cooled with two or three installed in the major living areas.

**Zone control: a matter of flexibility**

One of the most important points in favor of the individual air-conditioning unit is that it provides individual room or zone control. An entire system need not be operated to cool, ventilate, exhaust, and filter the air of individual areas. Example: it may not be necessary to cool the sleeping areas during the day. On the other hand, living areas need not be cooled at night. Only those units need be operated which cool the bedrooms.

From the home-owner’s viewpoint, this can be an important factor in the reduction of overall operating cost.

Another advantage: an equipment failure involving one unit would affect only the cooling of that particular room or area. The home would still have the benefit of partial air conditioning.

**How to compare costs**

In favor of the individual room unit is the factor of cost. To properly evaluate the two systems, you should chart the initial equipment cost. To consider the central system, costs must be tabulated on the cooling unit with the possible addition of a separate condenser and cooling tower, as well as the ducts, wiring and piping. Installation labor, too, is an important factor and must be considered.

From the initial cost, the individual room unit is a self-contained package. No duct work is involved and it requires only the installation of a power outlet. Labor cost is involved, such as for preparation of the opening and final installation, but this, while it must be considered, is relatively low.

Much, of course, depends upon the requirements of the job. Since the room unit is limited in the amount of space it will cool efficiently, there may often be cases where it may be more economical to provide one central system rather than a multiple installation of individual room units.

In making this comparison you
month for May

HOW TO ADAPT the room type air conditioner to the three basic types of wall construction (masonry, frame and brick veneer) is illustrated here. The most important factor in installation of air conditioners is to provide proper flashing and calking to ensure air and water tightness.

Conditioners for better sales

should also consider the present heating system being used. If the addition of a central air-conditioning unit requires a minimum of changes in the method of transferring the cool air through the existing central heating system then central airconditioning may prove to be the most economical.

In favor of the room unit however, its use is not affected by, nor does it govern, the choice of the heating system. If the present method of heating is proving satisfactory and economical here is the opportunity of adding airconditioning without changes in the present system.

Versatility of installations

The individual room type air conditioner can be installed in any type of wall construction and in almost any location providing it is exposed to outside air. In addition there is usually no problem in installing the units so that they may be mounted flush with either the interior or exterior walls. Since units are thicker than most walls, a projection is required on one side or the other. However, if desirable it may be set halfway in the wall so that the projection is equal on both sides.

The location in the room is largely a matter of personal preference. In actual tests, the location, either high or low on the wall, made no appreciable difference in the efficiency of the unit.

Naturally the unit must be located so that controls are easily accessible and the free flow of air is not impeded. But since the unit can be adjusted to deflect the cool air in any direction it can be adapted to almost any situation.

The most logical location seems to be the space beneath the windows, providing the sill is high enough from the floor to accommodate the unit.

The kits and units that are available make the installation of the room unit a relatively simple operation. Sleeves or cases are provided with adjustments which allow them to be fitted into the wall during construction. The unit itself is then slipped into place during the final finishing operation.

Another advantage the sleeve or case offers the builder is that he can install them during construction and, if closed with a temporary panel, he can then offer the home buyer the option of having the unit installed at a later date. Final installation does not require skilled labor and the home owner can often do this himself as his finances permit.

Mechanical equipment is subjected to occasional breakdown. Many of the manufacturers have made provision for servicing at the lowest cost and with the least inconvenience to the owner. The operating mechanism is readily removable, and the service man merely replaces this with a new unit and sends the defective one back to the factory for repair or rebuilding.

(Continued on page 242)
"We wanted wall pours that we could complete fast, with forms we could re-use. That's...

...Why We Bought WACO Forms"

"All concrete forms are quite similar in construction and application," points out Harry Langlois, general superintendent for the Langlois Construction Company of La Grange, Illinois, "We found, however, that Waco forms had certain features we liked."

"For one thing," he explains, "Waco forms have fewer parts to get lost or misplaced. In fact," Langlois adds, "Waco forms have only these four basic elements in addition to the form itself, which comes in a variety of sizes to meet every forming need. First—there's a one-piece wedge-bolt, that serves as both a wedge and a bolt, for tying the forms together. Then—a one-piece waler, for fast, easy waler attachment. Next—flat bar wall ties are self-aligning...the extended ends show at a glance the locations of the ties before pouring. And finally—spring retainers in the panel reinforcing sections hold a complete set of Waco wedge-bolts right with the panel."

"We like the way Waco forms stand up for an above-average number of pours, too," Langlois continues. "We've used our Waco forms now for the eighth time, and we're more sold on Waco than ever. I suggest that when you need forms to rent or buy, you get in touch with your nearby Waco form distributor."

AIR CONDITIONERS
(Continued from page 241)

Solution to remodeling

Many remodeling jobs have not used air conditioning because of the cost involved in ductwork and installation labor required for the central system. The room unit provides a simpler solution. While it is true that openings must be cut in the wall and power provided, there still can be an appreciable saving in labor that will bring room-unit air conditioning within the budget.

Commercial buildings use room units

Apartments, motels, offices and other commercial structures can use the same advantages of the room units that are true for homes. In addition there are other benefits both to the tenant and the landlord.

One most important factor that has been brought out is the individual metering. The tenant does not have to pay his proportion of the total operating cost of a central system; but since the units in his area receive their power through his electric meter he pays only for the amount of airconditioning he needs or desires.

Motels, while they do not have the advantages of individual metering, do save in operating costs because the air conditioning is turned on in only those rooms which are occupied.

Because of the small amount of construction time necessary to install this type of unit, occupied buildings may be air-conditioned with the minimum amount of inconvenience to the tenant.

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BLUEPRINT HOUSE ESTIMATING GUIDE

(Continued from page 71)
Report to contractors

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MAY 1957
Today, providing community facilities for the expanding urban population has become a problem. This bibliography lists many titles on the subject of urban growth. These references should be read by the builder—the problem is one which directly affects him.

Suggested references include community growth and problems; governmental relations; planning for the future; also, financing community facilities; water distribution; sewerage systems; schools and other facilities; and, zoning; subdivision control; legal aspects.

BUILDERS' HARDWARE HANDBOOK. Adon H. Brownell, A.H.C. Published by Chilton Co. (Philadelphia) 1956 for Hardware Age. 240 pp. illust. $8.00.

Here is a complete outline for the study of builders' hardware. Products, metals, finishes, blueprint reading, hardware specifications are among the many items covered.

Builders and architects will find it helpful in specification writing and buying because it covers all phases of this subject.

The book also describes the place of owner, contractor and architect in sales and services.

Recommended by the National Builders' Hardware Assn. and American Society of Architectural Hardware Consultants.


This book explores the demand for housing space in the U. S. today. In his analysis the author uses rooms rather than dwelling units as the basis for measurement. He discusses such factors as household size and composition, income, price and rent—all in relation to the number of rooms occupants will want to acquire.

Among the vital subjects treated are trends in family size; regional and racial differences in size of homes; and the long-run trend toward small homes.

These are pertinent facts and figures every builder should know.
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, 512 pages, 318 illus. New 1956 ed. (#114) $4.95
Complete house carpentry in two volumes. An outstanding value, 5 ½ x 8 ½. 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 6 ¼, 339 pages, 6 blueprints. Index. Illus. 1956. (#114) $4.95

Steel Square
by Gilbert Townsend
Fundamentals plus step-by-step house construction problems as solved by proper use of the steel square, 5 ¼ x 8 ½, 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. 7 ¼ x 10”, 246 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, 7 ¾ x 9 ½, 288 pages. 1955. (#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

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by Dalzell and Townsend
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Volume II—Practical Construction. Building forms, footings, foundations and waterproofing, beams, lintels, columns, chimneys, fireplaces, walls, eave tanks, 405 p. 257 illus. (#122) $5.25

Art of Bricklaying
by J. E. Ray
Basic bricklaying job instruction. Many illustrations, glossary, special scaffolding and cement block chapters, 5 ¼ x 8 ½, 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. 5 ¼ x 8 ½, 193 pages. Illustrated. (#125) $3.50

Concrete Block Construction for Home and Farm
by J. Ralph Dalzell and Gilbert Townsend
Planning and building the economical concrete block structure, 5 ¼ x 8 ½, 216 pages. 131 illus. (#124) $3.25

The Art of Tile Setting
by Ervin W. Carls and Lyle G. Wines
Procedures in setting tile, with background of materials and tools necessary. Covers development in new tiles such as metal with baked enamel finish, steel, cement with terra cotta surface, plastics, and ceramic tile, with simplified methods of installing every kind. 224 pages, 129 illus. (#127) $3.95

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Practical Estimating for Painters and Decorators
by William P. Cranell
A textbook in two parts: (1) arithmetic process; (2) estimating. Problems arranged in order of difficulty, beginning with simple floor areas, followed by walls, ceilings, baseboard, openings, etc. Pocket size, 168 pages. 1948 edition. (#126) $2.00

Complete Book of Wood Finishing
by Robert Scharr
Latest methods, both brushing and spraying, for finishing every kind of wood. Fully illustrated. 298 pages. 1956. (#152) $4.50

PLASTERING

Plastering Skill and Practice
by F. Van Den Branden and Mark Knuckles
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, 5 ¼ x 8 ½, 298 pages. Fully illustrated and indexed. (#129) $4.90

PLUMBING

National Plumbing Code
by V. 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. Matthijs Jr. and E. Smith Sr.
Study of plumbing design, installation, fixtures, drainage, sewage, water supply, and typical specifications of systems in an actual house. 5 ¼ x 8 ¾, 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, 5 ¼ x 8 ½, 326 pages. Fully illustrated. (#135) $4.25
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AMERICAN BUILDER
The Month Ahead

TIME TO BUY?
While the slack in house building hurts, there are a few advantages that can be gleaned out of it. For instance, the drop in starts and the seasonal slump have combined to push the cost of brick, lumber and other products down in many areas. It might pay you to take a check of local suppliers to see what bargains there are. You may benefit from stocking up on items that are really cheap at the moment.

CHECK THE OTHER GUYS
As always, you'll get lots of ideas from looking around this Spring to see what the other boys are building. A few cities will have Spring parades—Houston, for instance, will hold its parade from the 11th to the 19th of this month—and Milwaukee and Madison, Wis., are both scheduled for Spring parades later on. If you're in these areas, there's no better way to see a lot of houses at one time.

VACATION HOUSES
If vacation cottages are on your program for the year, you may be able to make something out of the fact that June is National Recreation Month. For more information, write to David Dubois, Public Information Director, National Recreation Association, 8 West 8th Street, New York 11, N.Y.

Make it a big package
If your Spring sales start with a bang and keep right on rolling, congratulations, and we envy you. If things are slow, here are a couple of ideas that may help you stay in the black.

While tight money has practically killed the VA insured mortgage business, all the statistics last year showed that medium and higher-priced houses actually improved their sales records. In their wanderings around the country, AB's editors found that built-in appliances had tremendous sales appeal. Put these facts together, and you may help yourself.

Why not take one of your models and really give it the works? Add every deluxe appliance and gadget that you think might interest buyers. This will make a costlier package, but by skillful merchandising you can make it such an attractive package it will sell anyway.

Why are the next few weeks the best time to try this? Two reasons. First, if the idea doesn't click, you've still got all season to get rid of the dressed-up model. And second, if it does work, you want to reap the benefits all season, not just the last few weeks.

Or, make it a low-cost package
The other idea is to go in exactly the opposite direction and strip your model down to the absolute minimum. This will lower your appraisal value, and it might get your down payment low enough to let in some of the marginal buyers who were squeezed out by the lack of VA loans.

If this idea sounds good, American Builder's June issue will look good. We're going to cover low-cost houses, and we do mean low. Don't miss it.

A new contest by NAHB
This one could win you a plaque and your wife a new hat. It's a six-part contest. The first requires your cost-saving trade secrets in drawings, sketches, photos, or descriptions, and it's Deadline July 1. Entries should go to Construction Dept., NAHB, 1625 L Street NW, Washington, D.C.

Later on there'll be prizes for merchandising, materials handling, community relations, cost estimating, and model houses. We'll keep you informed.
Blue waters, sunny shores, tropic nights and waving palms of the Caribbean vacation land inspired this New Formica® Nassau pattern.

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