American Builder

OPPORTUNITY FOR JUNE 1957

SET YOUR SIGHTS:
tomorrow's big
market needs
planning today

HOW AND WHY THEY'RE STILL BUILDING
low-cost houses
The KITCHEN Sells the Home...

“Built-In” Chime & Clock
Accurate Time plus Door Chime

“Built-In” Hood-Fan
For Fresh, Clean, Odor-Free Air

“Built-In” Food Center
Five Appliances—Only One Motor

and NUTONE Sells the Kitchen!

HOOD-FAN
NuTone offers America's most complete line of Exhaust Fans . . more powerful than the 4 other leading brands tested in wind tunnel. Matching NuTone's outstanding performance is the colorful styling of its new Pushbutton Hoods. Available in 6 sparkling colors.

FOOD CENTER
The kitchen appliance of the future is here now! 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.

CLOCK and CHIME
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-6, Cincinnati 27, Ohio
EVERY PIECE OF CLOUD’S
LOCKWOOD
OAK FLOORING IS THE
IDENTICAL TWIN OF
EACH AdJOINING STRIP!

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EQUALS
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Never before has an oak flooring been completely
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Never before has an oak flooring been so precision-
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Laying and finishing time are greatly reduced when
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You pocket the savings in labor costs as extra profit
on each flooring installation by choosing Lockwood!

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CLOUD OAK FLOORING CO.

SPRINGFIELD, MISSOURI

JUNE 1957
Sterling T-Frame

goes up fast,
prevents warping

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

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

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

John Sterling Corporation
FORMERLY STERLING HARDWARE MFG. CO. • CHICAGO 18, ILLINOIS
The right words

"Make your home more liveable and comfortable." That’s the eye-catching slogan adopted by Custom Construction Co., a completely new home-modernizing service established by the Osmundsen Co., Walnut Creek, Cal., builders. Other builders entering the remodeling field would do well to latch onto a similar catch-word or phrase in these days when advertising has made everyone slogan conscious.

Time is money

Save time and you save money. There’s a double time-saving opportunity in American Builder’s pages—actual time-saver construction ideas and pages written to cut your reading time. For example, in the story beginning on page 88, a picture-by-picture presentation shows you how a New Jersey builder cuts his construction time back far enough to offer a 3-bedroom house for $7,350. And every month American Builder’s blueprint house gives you a complete set of fast reading plans for an outstanding home. From cover to cover American Builder editors constantly rewrite, revise, rearrange—copy, layouts, illustrations. It’s all designed with the purpose of giving you time- and money-saving ideas and information on what’s going on, what to build and how to build it. (See pages 116-117 for more details of how we do it.)

If the shoe fits

Some smart advice comes from a recent issue of the St. Paul HBA’s magazine. Be alert for adaptable ideas. Many successful men borrow ideas which are producing results in a business that is foreign to their own. They adapt it by making minor alterations which fit it to and make it practical and workable in their own businesses. Ideas are worth all kinds of money to those who are alert enough to grasp them and put them to work.

NHW—plan ahead

It’s not too early to start thinking about National Home Week. This nation-wide promotion is particularly important this year and every merchandising-minded builder should participate. Many cities already have their plans well under way. (See page 22.) Once again American Builder’s NHW contest will offer awards in two categories, one for homes under $16,000, the other for houses from $16,000 to $40,000. (Rules appear on page 113.)

Hopeful signs

Any substantial cut in income taxes (and Congress is definitely in the mood to cut them by 1958) should bring out more money for new home mortgages. The low rate of savings has been blamed, in part, on the high rate of income taxes. With taxes lowered, more money should flow into savings accounts, swelling funds available for home loans.

Set your sights

Golden years lie ahead for the home building industry. Despite today’s slow market, all signs indicate that in a few years an unprecedented number of new homes will be needed. To learn what this demand will mean to you and how you can meet it, see “Set Your Sights” on page 79.
DON'T TAKE CHANCES — USE WEATHER-TESTED

Leigh ROOF VENTILATORS

NEW “AIR FLOW” STYLING provides low, streamlined silhouette. Rigid front supports give greater strength. Wide flange assures leak-proof installation.

ENCLOSED BACK protects the danger area, keeps rain and snow out of the attic. An exclusive Leigh feature.

PATENTED LEIGH DESIGN, proved on thousands of roofs, assures best possible roof ventilation. FHA accepted. Absolutely unmatched by imitators.

“ROL-LOCK” SEAM COLLAR affords positive protection against leaks. New insect-proof 8-mesh screen is positively fastened — can never fall out.

RE-STYLE! RE-ENGINEERED!

40% GREATER FREE AREA

Leigh makes the building industry’s finest roof ventilators. Don’t gamble with imitations. Only Leigh ventilators have all these weather-proved features: Leak-proof construction with one-piece top and one-piece base, “ROL-LOCK” seam collar, extra wide flange, special baffle to keep out rain and snow. Available in heavy aluminum or galvanized steel.

YOU GET UP TO 40% MORE FREE AREA! Models 405A and 505A now have 42 square inches of net free area. Models 405 and 505 have 52 square inches of net free area! All free areas are calculated by formula of the Metal Ventilator Institute.

GREATER FREE AREA—NEW STYLE—NO ADDITIONAL COST

NEW LARGE CAPACITY, LOW COST ROOF VENTILATOR.

Here’s a new economy model for the builder who is cutting costs yet wants good, large capacity ventilation. This new Leigh roof ventilator features 50.3 sq. in. base opening and 44 sq. in. net free area, as certified by Metal Ventilator Institute. Design permits snug fit of roofing against stack. Extra-wide base assures leak-proof installation. Insect-proof 8-mesh screen. In aluminum (No. 408) or galvanized steel (No. 508). 8” dia. base opening fits standard stack.
**June 1957**

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AMERICAN BUILDER
Tax Help for Builders?

Sirs: Although everyone says that home ownership is the backbone of our democracy, no one does anything about it. Builders and real-estate organizations could provide the leadership necessary to provide two big legislative lures for home ownership.

Both these steps, if enacted, would be of great benefit to homeowners, providing a raise in take-home pay as soon as one bought a house. These steps would greatly expand the potential market, enable numbers of persons to upgrade their housing facilities and make home ownership tangibly better than renting.

Here are the steps I propose:

1. Let taxpayers deduct for depreciation in the value of their homes. If the builder maintains ownership of the homes he builds and rents them, he can take a 5 per cent depreciation allowance (based on the 40-year declining balance method) off his income tax annually. Is it not fair that the homeowner should have the same right? It’s the same house and it depreciates.

2. Let home owners deduct all or part of their local real estate taxes from their income tax (not their income). Persons who pay taxes to foreign governments can credit such payments against their U.S. income tax. Why shouldn’t home owners get similar consideration? To keep the tax relief where it is needed, a $25,000 maximum value is suggested for tax purposes.

—Joseph W. Rattner
Highland Building Co.
Birmingham, Mich.

Keep It Handy

Sirs: Thank you and thank you again. I was thinking on my way home that, as I had the final design of my dream house on the drafting board, I wouldn’t have any use for the “tear-outs” and “cut-outs” from American Builder and would have to either paste in a loose-leaf book or file in ye ol’ circular file—and then! To find your “What, How and Who” Building Products and Technical Guides was like “manna from the skies.” It’s the most complete guide of modern and up-to-the-minute data that I’ve ever seen.

—John D. Kapp
City Island, N. Y.

Orchids for Prefab Story

Sirs: Just wanted to tell you what a fine job you did in “Prefab is finding its place” (February) and tell you how much we appreciate the spot given to our product and our dealer at Greenfield, Ind. It’s a great story well done.

—E. J. Disser, Vice President
General Homes Division
General Industries Inc.
Fort Wayne, Ind.

Basic theory behind the article, that “prefabrication” covers a broad territory including factory manufacture, movable components, and pre-cutting, is becoming the standard approach to the subject.

AMERICAN BUILDER WELCOMES YOUR IDEAS. We’ll print them on this page if you write them in a letter. Include photographs or drawings if you have them. We’ll not use your name if you feel strongly about it.
The summer sun pours down as much as 250,000 Btu's of heat per hour on a 1,000 sq. ft. roof of a house at noon on a clear day. Some white shingles can reflect, outdoors, about 55% of the sun's rays; yellow shingles 35%, green 15%, red 14%, blue 5%, black 4%.

White shingles won't always stay white, don't always harmonize with the color-scheme, easily look soiled. So despite the greater efficiency of white (which is true only outdoors), roofs may nevertheless be ANY color; and the house will still be considerably cooler than the outside; IF MULTIPLE REFLECTIVE spaces and reflective surfaces are installed beneath the roof.

The comfort and efficiency of this scientific combination, produced by multiple sheets of aluminum and fiber, air-spaced apart, is remarkable for its effectiveness in repelling radiation, which is responsible for about 93% of all heat in-flow down from the roof to living quarters. The surfaces of the aluminum reflect radiation with a 97% rate, and absorb and emit radiation at a rate of only 3%.

Since there is no convection in down heat flow, and slight conduction through low density air spaces, a triple barrier to heat in-flow is raised. Summer coolness and comfort are enhanced, night and day, often 15° F cooler than the shade outdoors, for the slight cost of the insulation alone.

ALSO RETARDS WINTER HEAT LOSS

In winter too, this form of insulation is effective, because 55% to 70% of heat flow upwards through air space is by radiation. Convection, ranging to 45%, is retarded by the multiple aluminum sheets. In up heat flow, conduction is also slight because of air's low density.

The best shingles or most beautiful paint job on the exterior or interior, will not protect against peeling paint, timber rot, and crumbling plaster caused by destructive condensation.... The multiple aluminum, almost impervious to water vapor, minimizes condensation formation on or within it by its scientific construction.

How solar rays which strike the outside of a building become heat rays which oppress those inside; why white paint, and other white surfaces in enclosed places perform no better than black in reflecting heat, are interestingly discussed in Schwartz's 48-page informative, authoritative, readable manual: "Heat Flow by Radiation in Buildings." You'll really enjoy reading it; use the coupon.

THERMAL VALUES

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

Type 6 also available

Can be purchased everywhere through your preferred local dealer.

Infra Insulation Inc., 525 Bway., N. Y., N. Y. Dept. B-6

Please send "Heat Flow by Radiation."
The Building Outlook

SMALL TALK

TWICE BLESSED

Will America become a nation of two-house families? Such a trend is possible, says Charles E. Downe, deputy commissioner of the Massachusetts Dept. of Commerce, because new and improved highway systems will reduce travel time between places of residence and places of recreation and leisure.

SIGNS OF THE TIMES

Is there a trend developing toward increased acceptance of hot-water heating? Figures released by the Better Heating-Cooling Council show the hot-water heating industry scored a slight over-all gain in sales of its equipment and substantially enlarged its share of all heating systems installed in new residential construction last year as compared with 1955.

PREFABS ON THE RISE?

Public acceptance of prefabrication is increasing by leaps and bounds. That’s the word from Conrad (Pat) Harness, executive vice president, PHMI. He predicts that by mid-year, prefab home costs, on the average, will be about 10 per cent under costs for similar housing built by conventional methods. (See p. 24.)

A NEW TWIST

Here’s a new way to draw crowds out to a home show or to your model home. The Builders Exchange of St. Paul, sponsors of the St. Paul Better Homes Show, gave away 5,000,000 trading stamps to visitors. Instead of offering a stage show as in previous years, the sponsors bet that the present public mania for trading stamps would outdraw the stars.

HOW WILL HOUSING LEGISLATION FINALLY SHAPE UP? As American Builder went to press, two bills were being considered. The Edmondson (D., Okla.) bill had already passed the House and was referred to the full Senate Banking and Currency Committee. Briefly, the bill calls for 3% down on the first $10,000 of appraised value; 15% on values between $10,000 and $16,000; and 30% on values from $16,000 to $20,000. Other provisions call for boosting FNMA’s borrowing authority by $1,250,000,000 to $2,850,000,000 and giving discretionary control of discounts to Federal housing authorities. Meanwhile, the Senate Banking and Currency Committee, after debate in its subcommittee on Housing, came up with its own provisions. These would not change down payment requirements from those in the present law. This proposed bill was scheduled to be reported on the full Senate floor by the final week of May, after which it was due to be referred to the House. The House committee is then expected to call for a conference to decide on a compromise. It is more than likely that there will be a change on the down payment schedule in the final bill. The Senate did not go along with the down payment schedule changes in the House bill because (1) they felt them to be inflationary; (2) they felt they were unnecessary to ease the shortage of mortgage money. The Senate bill also included these features: an increase by $500 million in the amount of money FNMA can use to buy government-backed mortgages in the secondary market; and a boost of $850 million for FNMA to buy mortgages on special assistance housing.

OTHER SIGNS OF EASIER MONEY are reported by government agencies. (1) FHA March appraisal applications showed their third successive more-than-seasonal rise. (2) J. Stanley Baughman reported that FNMA’s high volume of purchases during the first quarter merely reflected the tight mortgage market during 1956’s fourth quarter, which “seems to indicate that the fourth quarter was the peak of the tight market. . . . You will note that while our purchases were high, offerings of mortgages were down 37 per cent from the previous quarter.” (3) FHA is considering a plan whereby privately owned mutual investment trusts would be formed which would buy FHA-insured mortgages and sell participation certificates in units of $1,000 and up.
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CITY ZONE STATE
A STRONG 11% RISE in April over March brought housing starts to 92,000, giving a seasonally adjusted annual rate of 970,000. This was the smallest April total since 1949.

Interpretations:

Some hopeful signs were seen in April's housing starts despite a continuing annual rate under 1,000,000. First, the 11 per cent rise was a little more than seasonal; secondly, the increase was geographically widespread. The increasing importance of conventional financing is shown by the fact that only 29 per cent of all new private units begun in April were for FHA-VA compared with 42 per cent in April, 1956.

Despite a slight rise over March, April's monthly price index was below that of the same month last year, indicating a slight slackening in the upward trend of prices.

Construction outlays in April hit a record $3.5 billion. Although this was slightly over last April's spending, there was actually less physical volume since costs have increased.
Remington, it’s right!

fast-cutting electric plane leaves surface “sanded” smooth!

All of these great features make the Model 3P Door and Surface Plane right for you!
- Powerful ball-bearing motor for steady work, top performance!
- Two 3-inch steel cutting knives for smooth, rapid cutting!
- Depth cut is adjustable even while working; indicator shows depth from 6 to ½ inch!
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- Perfect balance for easier handling; lightweight aluminum housing!
- Silent drive transmission, sealed bearings lubricated for life for greater dependability, longer, trouble-free service!

This powerful fast-cutting electric plane speeds door and sash fittings and leaves large panels and sills with surfaces so smooth no sanding is required.

The rugged ball-bearing motor drives two 3-inch blades that cut up to ½ inch deep. And the depth is adjustable even while working!

The Remington Model 3P Door and Surface Plane by Mall is built with the precision and quality that have made Remington—manufacturer of sporting firearms and ammunition—a famous name for 141 years. The 3P plane is a real “pro”—a steady, dependable worker that has won the confidence of contractors and carpenters everywhere.

For the names of nearby dealers and for a free catalog of the complete Remington line of Mall tools for construction and industry, just send the convenient coupon.

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Concrete vibrators for every construction need.
Electric hand saws for every purpose. Built for rugged use.

Prices and specifications subject to change without notice.
If budding architects should have their way, our future home is doomed to be domed

Though the geodesic dome is not a new idea in design, this plan involves some imaginative thinking by four third-year students in the University of Southern California's School of Architecture. Associate professor Calvin C. Straub, who, with instructor Conrad Buff, III, assigned the students this design problem, says, "We wanted to stimulate creative thinking, argument and discussion. The intent was for the students to be visionary." Defending contemplated life under an aluminum and plastic dome, Straub says that living space in such a house "becomes, in essence, an elegant pavilion in a garden as opposed to the more normal concepts of shelter."

A novel twist toward easier living is provided in the model by entrance ramps for both first and second levels. Stairs give access between floors on interior.

With minimum solid wall area, this product of "blue sky" thinking could be considered the ultimate in indoor-outdoor living—a popular theme in California.

Parking area is immediately opposite entrance ramps, and a secondary opening in dome is positioned nearby.

Strongest appeal for the geodesic dome is controlled atmospheric conditions. Summer, winter, fall or spring, the homeowner can enjoy comfortable temperature and humidity levels, and all year 'round, he can stroll through luxuriant gardens.

This home was one among 11 designs by USC students. Designers were M. H. Bolter, R. L. Pagliasotti and T. T. Takahashi of Los Angeles, and F. R. Pollendine of San Gabriel.
TEST DEMONSTRATES INSULATION VALUE OF WOOD!

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

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

These tests demonstrate how wood windows keep heat in during winter and out during summer because wood is nature's natural insulator!
EXPERIMENT PROVES WOOD BEST INSULATOR

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

RESULT: Cone on aluminum panel was held in semi-frozen condition, aluminum being an excellent thermal conductor. Cone on wood panel melted rapidly—not appreciably affected by "outside" chilling agent. Tests demonstrate excellent insulating qualities of wood. Windows made of wood provide better protection, year-round.
Moisture control is a must with Baltimore's Morris Sugarman (left) and Herbert A. Thaler. Photo at left shows Alfol Insulation going into walls and ceilings of their award-winning Summit Park project. Note continuous, unbroken seal.

how this award-winning team "insures" its reputation against condensation

"By insulating our walls and ceilings with Borg-Warner's Alfol Aluminum Foil Blanket," write builders Herbert A. Thaler and Morris Sugarman of Baltimore, "we guard against moisture condensation as we insulate our homes."

A positive vapor barrier

Partners Thaler and Sugarman, whose 215-home Summit Park has already earned 3 major awards, know that condensation can be costly. "Moisture problems—blistering paint and the like—can be mighty damaging to a builder's reputation. That's why we insist on Alfol."

As these top builders know, Alfol does more than deliver outstanding insulating efficiency. At the same time, it gives you a separate vapor barrier that is both positive and continuous. And a positive, continuous vapor barrier is the best "insurance" against condensation your homes can have!

Isn't it time your homes got the benefit of this important Alfol "extra"? It's yours at no extra cost... because Alfol still costs no more than ordinary insulations.

Free data book: Why not investigate Alfol now. Write today for your copy of the 24-page Alfol Data Book. Learn how Alfol can give you better construction at lower cost.

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AMERICAN BUILDER
BUILDERS TELL US:

"We can't meet the demand for under-$15,000 housing"

A n unhealthy situation has developed in the home building industry. The continuing upward spiral in costs of land, labor, financing and community facilities is leading to fewer and fewer homes being built in the $15,000-and-under price range—the price range that must be built if a good segment of the population is to be able to afford new homes.

Builders surveyed by American Builder at press-time almost unanimously agree that there is a tremendous potential demand for this type of housing. But, they are also almost in unanimous agreement that in most areas it's becoming harder and harder to build for $15,000 and under.

A typical report came from Fred P. De Blase of Rochester, N. Y. Although he has been in the $20,000-$60,000 custom bracket for years, he anticipates a big demand in the $15,000-and-under price range within the next few years.

"The industry needs more homes in this bracket," he said. "However, I am unable to build them because of exorbitant land costs. I am seriously looking into land that will permit this bracket because of the need in this area."

From Kankakee, Ill., E. J. Johnson wrote: "Need is there by the people. Main problem is cost of land and financing. People do not realize that all the extras in a house run up the cost."

C. H. Havens of Builders, Inc., Wichita, Kan., feels that 75 per cent of the local market is for $15,000 and under homes. "Houses are being priced away from the bulk of potential buyers," he stated. Paul R. Hogan of Country Homes, Inc., Springfield, Mass., agrees, saying, "The income of the people is such that they could not handle a higher priced home."

Much the same situation exists in Salt Lake City where Stephen Smith, vice president of the Alan E. Brockbank organization, estimates there is a need for 800 to 1,000 of these homes per year. "We believe," he said, "that this market is starting to be neglected in our area and also that this income group will remain substantial."

Proof that a lesser number of $15,000-and-under houses are being planned is found in the fact that over 55 per cent of the builders answering American Builder's survey expect to build fewer homes in this price range this year than they did in 1956. About 10 per cent are going out of the price range entirely; 4 per cent were unsure of their plans. Only 28 per cent expect to build more $15,000-and-under homes than they did in 1956.
GOING TO PRESS

UNDER-$15,000 HOUSING continued

Money, high costs are the biggest drawbacks...

Just how much of a cut-back is there going to be? The figures are discouraging. Forty-six per cent of the builders who replied to the survey plan at least 50 per cent fewer $15,000-and-under homes; 38 per cent will cut back between 20 and 49 per cent; only about 22 per cent plan to build between 10 and 20 per cent fewer.

The reasons for this are clear. Here's what builders told us:

L. R. (Andy) Latch, Tulsa, Okla.: "We cannot build low-cost houses under present money conditions."

M. L. Wilson, Toledo, Ohio: "Almost no lots can be purchased at a price in keeping with the sales price of the house."

... but the continuing demand must be met...

Although the picture for 1957 is discouraging, the outlook for the next few years is much brighter. (See "Set your sights," p. 79.) A whopping 80 per cent of the builders replying believe there is a moderate to excellent future in the $15,000-and-under price range.

Joe Drummond, Ft. Worth, Tex.: "The market for housing in this locale is still good, the need greater. But, the middle income class and upwards are being taken care of. The great need is for housing for the lower income class. ... This is the type of housing so badly needed and this market has never been touched. The country could use millions, of these suburban type homes."

M. D. Woods, Oklahoma City, Okla.: "Our buyers can't handle much more in monthly payments. ... There is a good market developing for the low-cost house."

Don Decker, Omaha, Neb.: "I feel that about 80 per cent of the market is under $15,000 and most likely a larger percentage than that. We had 2,000 people through a model home in January on a Sunday when it was 2° below zero."

Clifford L. Swan, Portland, Me.: "We build four rooms for $8,300, five rooms for $9,800 ... sell all we could build."

C. T. Donaldson, Montgomery, Ala.: "We get more demand for this price range and up to $20,000 than any other."

Max E. Guernsey, Waterloo, Iowa: "We believe that we have a fairly steady market for homes under $15,000 for several years if good financing is available and high employment continues."

... despite "saturation" in some areas

Not all builders agree that there is a great need for $15,000-and-under housing. The dissenters cite the public's appetite for luxury items as one of the main reasons that building these homes is no longer practical. Others believe this market has been satisfied to the point where fewer of these homes need to be built in the future.

Ernest L. Zerble, Mason City, Iowa: "The low-cost, two-bedroom market has been quite well satisfied. The big problem is to house the larger family, the ones who bought the $10,000,000 homes shortly after the war."

Emerson M. Mead of Fort Morgan, Colo., believes the market is smaller than most people think, and must be sold.

"Why does the house building industry think it must build a low-priced house... Who is going to buy and live in the old used houses? The auto industry doesn't try to sell everyone a new car. Some lower-income people must buy used cars," he declared.

However, the majority of builders say there is and will continue to be a very good demand for $15,000-and-under housing for some time to come. Whether or not it can be built is another matter.

As Fred Brunetti of Bergenfield, N. J., summed it up: "The demand is for homes $15,000 and under and could be built and sold by the thousands in Bergen County. ... It all depends on the mortgage situation. If mortgage money remains in its present condition, it would be impossible to start a project."

Paul J. O'Neill, O'Neil Construction Co., Westboro, Mass.: "There is a tremendous demand, but the cost of land development makes it impossible to build in this range."

Winston Wright, Ponca City, Okla.: "Ninety per cent of the houses I build are under $15,000, and I will continue to do so. Proposed starts are way down because loan companies have money but will not lend it at 4½ or 5 per cent. ... There is something radically wrong when a builder has to pay a loan company $800 discount to make somebody else a loan to buy a house. I have just placed 4 loans to an insurance company for 7 point discount. ... I will not build a GI or FHA house and pay such a discount."
FIRST FLOOR JOISTS are installed in the Canada Trend House built in twelve days for the 1957 Ideal Home Show exhibition in London, England. Photo shows progress made by the second construction day when ground floor framework was complete.

FIRST builder to sign up to build an Alcoa Care-free Home in 1957 was Bob Gerholz of Flint, Mich. F. J. Close and Henry C. Hall accepted the contract for Alcoa. For a view of the Alcoa house, see July issue.

GUEST SPEAKERS, Al Cole, HHFA administrator, and George Goodyear, NAHB president, are greeted by George Price, PHMI president, at PHMI's spring meeting at Hot Springs, Va. (Story on p. 24.)

KITCHENS IN 1962: Rapid changes being made in kitchen planning were discussed by a panel of builders and kitchen experts at recent Chicago Building Research Institute meeting. Joseph B. Mason (R), Editorial Director, American Builder, was chairman of the panel. Andrew Place, president, Place and Co., Inc., was the moderator.
What's ahead for National Home Week

Will National Home Week be the key to pep-ped-up home sales in this crucial year? Many builders feel that as important as the Week has been in the past, 1957 is the year the full value of NHW will really be felt. A press-time survey of local builder associations showed that fully four months before NHW is due to get under way, many of the associations already have their programs well planned out. Many others are further along in their planning than they ever have been at so early a date.

Although Parades of Homes—both one-site and scattered—still dominate NHW plans, 1957 finds more builders leaning toward promotions and merchandising to keep the public aware of the need for new housing.

That's the plan in Sacramento where Robert J. Lovell, executive secretary, Associated Home Builders, reports the association will not sponsor a one-site parade this year. Tentative plans, he said, call for showings of models or newly completed homes in scattered sections of the city.

Another area which is dropping the one-site parade is Wichita. Instead, according to Milton M. Armstrong, HBA executive officer, "We are going to scattered sites. Emphasis will be on a promotion whereby suppliers help the builder merchandise the house. One suggestion we may use is the garage display with practical application of products shown inside the house. Entrance fees, to finance the promotion, would be shared by the builder and supplier."

The Wichita association will also construct a show house, one which "the majority of people want. . . . We have decided to cooperate with desires of the buyers who are looking for more formal architecture. The decision is to end building show houses that don't want to sell!"

In a special bulletin to its members the Wichita HBA described the steps it is taking to get people out to the show.

Builders were told: "We might as well face the fact that furniture and decoration help sell the home. With this in mind, the WHBA will invite interior decorators, furniture stores and their staffs to help the builder make a real show-place out of each home. The incentive will be a contest to pick winners in various categories (such as best design, color scheme, best decorated, best furniture arrangement, etc.) Expert judges from out-of-town will register opinions before the show opens. . . . The public then judges until the last week of the show. Persons nearest the expert's opinions will win prizes.

Armstrong credits Stanley Edge, Pittsburgh builder and merchandising expert, with many of the promotional ideas for NHW.

One city, which dropped the idea of a one-site parade last year, has decided to bring it back this year. Reports E. C. McGranahan, executive director, HBA of Mahoning Valley (Youngstown, Ohio): "Our experience last year on scattered sites wasn't nearly as effective."

Des Moines, Iowa, will be the scene of a scattered parade along the lines found successful in the past. G. R. Rex, executive secretary of the association, reports the association will also sponsor a home and flower show.

Residents in St. Paul can look forward to a scattered parade made up of approximately 40 display homes. John E. Bohman, executive director of the local HBA, feels this is a most important year for the promotion because of the effect tight money has had on the buying public. Their NHW celebration will feature a number of promotional houses and the Home that Greater St. Paul built. Other plans call for a six-block long real parade consisting of floats, bands, etc., which will run through the city's loop area and a contest to select the Queen of Homes.

Across the river in Minneapolis, the local HBA will sponsor a scattered parade for which approximately forty homes are planned. Lawrence W. Nelson, executive vice president, reports that no unusual type of gimmick will be used, but special newspaper sections, both in Sunday and neighborhood weeklies, are planned.

"The Minneapolis promotion is somewhat unique in its operation," he reports. "The promotion is a separate function, conducted by an industry-wide group rather than by this association. It is incorporated with separate officers, a board of directors and separate bank account."

"NHW will be more important (Continued on page 24)
AN ANSWER TO THE WALL STREET JOURNAL *

Builders only ask equal treatment — not favors

DICKERMAN'S COLUMN . . .

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

Editorial and news comment on the effect of tight money on the home-building industry is, unfortunately, frequently misleading.

A classic example of this recently came to light in an editorial published in a highly respected financial newspaper (Wall Street Journal, April 16). It was a curious mixture of ill comparison—the home building industry with the automotive industry; conjecture and fact, all liberally salted with what I suspect was the writer's own dislike for any association of private business with government.

The upshot was a distorted picture of home builders and the home-building industry.

What are the facts regarding tight money and the home builders?

First, the industry is not opposed to a tight-money policy provided it is clearly evident that it is needed to prevent inflation and, secondly, that it is applied evenly to all segments of the economy.

Whether the tight-money policy was essential at the time it was inaugurated and perpetuated is a question which must, I suppose, be left to the historians of the future for final judgment. There will then be a clearer picture of the situation than at present.

It is certainly not necessary, however, to wait for historians to evaluate whether the policy applied evenly to all American business. It did not—and is not—as every home builder knows only too well.

The home-building industry has been bearing the brunt of what allegedly has been a national hard money policy. Even those responsible for the policy have acknowledged the unfairness of the situation. They have not, however, translated words into action.

Meantime, while the rest of the business community has been reaching and enjoying new high levels of prosperity, tight money has encouraged home building to tumble to what now appears will be an eight-year low in annual output.

Is it unfair, or unreasonable, to seek corrective action? I don't think so. But apparently the writer of the editorial does.

Briefly, the National Association of Home Builders has recommended three major courses of action to correct the present imbalance and restore the home building industry to its proper competitive position.

It has asked that the GI interest rate be increased to 5 per cent in line with the FHA rate and present-day market conditions. It has asked that the Federal National Mortgage Association be permitted to issue new debentures to finance its highly important secondary market operations and that funds be made available for certain special operations. And finally it has asked that the FHA down payment schedule be lowered and equalized for veterans and non-veterans alike.

The home-building industry is not seeking Federal subsidy. It has opposed and will continue to oppose the public housing program—the only area of government housing subsidy. It is not going, hat in hand, and asking to be singled out for favors that would give it an unfair advantage over other business. It is not asking for artificial stimulants. It is not asking for inflation.

It has warned, and rightly so, that housing cannot be turned on and off at the whim of the money managers without risking serious trouble for the economy as a whole.

*Quotes from Wall Street Journal editorial

"... Home building industry has no hesitation ... about yelping for Government help because housing starts are off."

"... Government's cheap money policy of the past combined with Government's housing programs to give a large artificial stimulus to home building, with the result that many areas are now overbuilt. ... demand has inevitably sagged."

"... GI market ... is drying up. ... in no small measure because the maximum interest rate permitted by Congress is too low and vote conscious lawmakers refuse to raise it ... Builders obviously should lower their sights and build according to demand. Instead some ... have become so used to Government intervention that the only thing they can think of is more Government intervention."

"To Mr. Goodyear and those like him, apparently, the supply-demand equation is no longer important. The danger of outright inflation ... is irrelevant ..."

"... Climactic illogic in all this is the perfectly preposterous proposition that the Government must never allow any fall-off in the housing boom."

"... It is time the housing industry came to its senses."

JUNE 1957
to the industry this year because of hard selling and difficult financing.”

In Indianapolis more than 200 new homes to be built this summer in newly developed subdivisions will be displayed during NHW, constituting the biggest display of new housing ever set up in the area at one time.

James D. Foley, chairman of the Parade of Homes committee, said the goal this year would be to boost the entries to 100, ten for each year the show has been staged.

The largest Parade of Homes (scattered) in its history is being planned by the San Diego Building Contractors Assn. Leslie T. Brock, chairman of the NHW committee, reports the promotion will feature a special newspaper section, supplemented by 200 TV spots, newsreels, placards, handouts and store window displays. They are also considering a merchandising clinic for parade participants, a program for manufacturers, suppliers and associate members to provide special advertising support for the newspaper section, bus tours of the parade homes and awards to participants for the best design and best merchandising.

Leo Mullin, executive vice president, HBA of Greater Kansas City, says NHW will be, as in the past, on a city-wide area, two-state basis. They expect a minimum of 125 homes to be exhibited with 50 or more of them furnished.

Individual builders in Fort Wayne are planning open houses for NHW, according to Russell Harding, HBA executive vice president. The association, itself, sponsors a one-site parade, May 30-June 9.

Several other cities plan parades before National Home Week, with other promotions to be used during the week itself. Among them is Knoxville, Tenn., which last year sponsored a two-site NHW parade.

The local HBA has planned a 25-house parade for July in an established subdivision. They will have a community swimming pool and will give each home buyer one share of ownership in the pool. By special permission, they will have the first “House that Home Built.”

Omaha also plans a one-site parade for July and a scattered parade during NHW.

(Continued on page 230)
of market

He suggested to the 130 persons who attended the session that "there is something fundamentally wrong in our financial policies when the effect of the so-called anti-inflation hard-money policy is to impose a relatively much greater deflation on the nation's 'most important single industry.'"

Sparkman repeated his hope that Congress would enact legislation which would materially help combat the industry's problems.

Two new directors elected were Douglas D. Moulton, president, United States Steel Homes Division of the U.S. Steel Corp., and Walter Lindal, president, Colonial Homes Ltd., Toronto, Canada.

Along with the reelection of Price, the institute also reelected Robert J. Lytte, vice president and Horace N. Durston sec.-treas.

The institute also voted to take in associate members, industry suppliers and voted an expanded program.

Meat the builder

What design features do your home buyers consider most important?

Harry Quinn, South Holland. Ill.: We build no houses with less than three bedrooms, one-and-one-half baths, and full basement. Half of the homes have four bedrooms, two baths. Full formal dining rooms are coming back. All basements are left two-thirds unobstructed for future recreation area.

Ed Fischer, St. Louis, Mo.: One-and-one-half baths are the minimum buyers will accept. Other features in order of preference are family rooms, coordinated indoor-outdoor design and separate storage workrooms.

Ernest B. Norman, Jr., New Orleans, La.: The three features most sought by our buyers are: two full baths; custom tailored kitchens; and rear oriented living room with glass sliding doors to terrace.

Grover D. King, Whittier, Cal.: As far as favorite design features are concerned, two bathrooms have become a must with our buyers and the family room is running a close second.

business

Lumber Dealers Assn.

ought to be able to find some lender with enough vision to offer installment loans.

One encouraging development is the fact that NRLDA's color slide program entitled "How to Use Installment Selling in the Retail Lumber Yard" is the most popular program in the series. Twelve copies have been purchased by the Federated Associations. This program, in about thirty minutes, describes in considerable detail the advantages that installment selling offers and tells how to go about making and promoting FHA Title I and similar loans.

Dealers who need more sales volume may find it surprisingly easy to get if they start quoting monthly payments instead of lump sum costs on major home improvements such as kitchen modernization, re-roofing, add-a-room jobs, and so on.

JUNE 1957

YOUR SOUNDING BOARD: Let American Builder know what problems you'd like discussed. Write: "Meet the builder."
 Builders prefer small ad budgets, model houses

Two out of three builders attending the last NAHB merchandising short course use their own sales force and handle their own advertising without the help of an ad agency.

The study, made just before the Apr. 9-11 seminar at the National Housing Center, Washington, D.C., also indicated that:

• four out of five builders pre-sell from a model house,

• slightly more than half have a definite advertising budget, and that, of these . . .

• four out of five have an ad budget of 2 per cent or less of their unit sales price.

Typical of the questions and answers that came up at the course:

Q. Is a full-page newspaper advertisement more effective than smaller ads?

Edward W. Rheins of National Homes, Lafayette, Ind., said, "On the contrary, fractional ads are usually better: you automatically get adjacent editorial, which helps readership."

Q. How do you decide what part of the newspaper to place your ads in?

Oscar F. Tessier of Davis Construction Corp., St. Petersburg, Fla., said, "We rotate our placement. If we're after a lower-income group, we tend to use the comic pages. If we want wealthier prospects, we ask for the stock-market and financial section. The average guy: sports section.

"Moral: choose your market first; then aim your advertising to reach it best."

Q. Do your broker's salesmen do a good job on trade-ins?

Richard D. Esmond of Auburn Construction Co., Rockford, Ill., said, "The biggest mistake we made was to give them a list of all the old homes we knew of in our area. These were our leads for trade-ins. We found that if these salesmen couldn't sell these prospects on trading in their old houses for one of our new ones, they'd sell them another builder's house. We were losing too many good prospects that way. So now we handle all trade-in sales ourselves."

Call rental housing key to future city growth


Although the immediate future of rental housing is not especially bright, said Winnick, demand in the next 20 years will increase 15-17 per cent. The upward trend of the marriage rate is one factor, he said. By the 1960s there will be 300,000 more marriages per year; by 1975, 500,000 more per year. In 1950 two out of three newly married couples rented before buying. And, by 1975 the 20-to-29-year age group will show the biggest increase.

The two-day meeting covered practically every aspect of rental housing. Lewis Cenker, Atlanta home builder and chairman of NAHB's Rental Housing Committee, was chairman. M. S. Gilman, Long Island, was co-chairman.
Portland forecast: plenty of land for home building

In many parts of the country, builders are complaining about the growing lack of available land for new housing. In some outlying areas, new industry and road expansion have jumped land prices to the point where builders can't even begin to think about development.

Although Oregon is expanding with the rest of the nation, Portland home builders are getting a break. A valuation and land survey, the first of its kind for the Portland area, found plenty of available land for residential construction. Issued by independent appraisers for the VA, the survey indicates that for the next 20 years, there will be a steady demand for over 4,000 new homes each year.

Fair market values of land, as well as supplies of land and expected demand were covered. The area reported on was 240 square miles of which 120 square miles is suitable for future housing.

Land prices ran about $3,000 to $3,500 an acre within two miles from the city limits and $2,000 to $2,500 for those further out.

A 75x100' inside lot was picked as a "rule of thumb" to evaluate land in the surveyed area. Costing $1,800, it was level with the street and completely improved except for sanitary sewers.

Some interesting facts the survey pointed up were:

- Adding depth to a lot 180' or under does not increase its value. But an extra 25' in width for an under $15,000 house adds $300 to its worth. In a typical case, fifteen ft. less than 75' basic frontage deducts $200.
- Saving trees during construction adds as much as $150 to lot value.
- A good view adds up to $300 in the $14,000 and under house category; in the $20,000 to $30,000 bracket the view costs $600.
- There is no increase in value for corner or daylight basement lots.

The survey also revealed that buyers are willing to pay up to $500 more for a lot connected to a public sanitary sewer.

It was also pointed out that the current market is now slower and the developer is less ready to pay higher prices for raw land.

BCA to exhibit house

Pooled knowledge gives results. The Garden Home, to be exhibited by the Building Contractors Assn. of California, will demonstrate how the combined efforts of contractor, architect and others connected with home building can give more house for less money.

The house, to be shown at the L. A. County Fair in September, will have 1,485 sq. ft. and include four bedrooms and two baths.

Architects John C. Lindsay, Nisan Matlin, and John Chapman designed the house for the moderate income family.

FARM LAND changed to subdivisions in a large area east of Sacramento, Cal. The largest home development here is Rancho Cordova with 700 homes. Hundreds more are in the planning stage.
The Big Fleets buy

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

Take a tip from the men who buy trucks every year. Official truck registration data shows that owners of America's biggest commercial truck fleets are buying more Ford trucks than any other make!

Contractors and suppliers, large and small, have found Ford trucks are best for their fleets. 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 a Ford truck! Thanks to modern Short Stroke power and sturdy chassis construction, operating costs and "shop time" are reduced. Another important Ford plus is longer truck 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 prices

Ford's Heavy Duty Models are big in power, in capacity and convenience. Wide choice of engines and chassis components permit you to meet your type of hauling conditions.

Representative Companies in the Construction Industry that use Ford Trucks in their fleets

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CAMPANELLA & CARDO CONSTRUCTION CO. Warwick, Rhode Island
W. S. BELLOWS CONSTRUCTION CORP. Houston, Texas
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PHOENIX DEVELOPMENT COMPANY Omaha, Nebraska
GEE COMPANY Chicago, Illinois
Mckean 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. NIEUWENHUIS & BROTHERS, INC. Des Moines, Iowa
TURNBULL FUEL & BUILDING SUPPLY CO. Hamilton, Ohio
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FORD TRUCKS COST LESS

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

NEW F-100 pickup with Styleside body, standard at no extra cost. Flareside body with wood floor also available. Either type available with 6 3/4 - or 8-foot body.
Cued to Californians' desire for open, care-free living, Rancho Mirage offers luxury in a medium-priced bracket ($19,500).

Designed by Randall Engineering Corp., these homes were built by Senness Corp., Los Angeles, to complement their “storybook” setting near Palm Springs.

Basic feeling of spaciousness is achieved by Senness with blending of dining area and living room. With the simple addition of a long folding door, the third bedroom (which could be turned into a den) melts into the living area. Wise in the wants of its customers, this builder added the indoor-outdoor touch with sliding glass doors in living room. These open onto patio and optional swimming pool. All units feature “New Freedom” gas kitchens.

EMPHASIS on sun control is evidenced by light-colored reflective roof and wide, shade-giving overhangs on all sides. Deliberate choice of desert mountain setting added much to sales appeal of this modern-design home.
of the MONTH for June

SHADED AREA of plan illustrates two-way expansion from central living space shown at left. Bedroom is separated by a high folding door, and dining area makes a natural ell of living room. Dual purpose is served by this design, since both bedroom and dining area can be closed off for additional privacy—with the folding door and screening, respectively. Garage, not shown, is also available in home package. Positioning depends on lot plan.

area in two directions

1 MODEL poses by folding door, large enough to serve as a wall, when closed. View here is from bedroom—looking into living area. If a third bedroom isn't needed, this space can easily serve as a den.

2 OPEN-BEAMED CEILING heightens the casual living theme as it ties living and dining areas together. Snack bar at right performs its primary function well; serves as hot-dish path from kitchen.
CEDAR TURNS ON THE CHARM!

...and it's charm that turns the sale

This is the kind of house that invites good living, appeals to good taste. For cedar is the genuine! The mellow warmth and dimensional texture of a cedar shingle roof ... blended with walls of colorful cedar shakes ... reflect obvious quality. And these are quality days.

Put cedar on your sales force! A wonder to work . . . as strong as it is distinctive . . . cedar will sell your homes faster than imitation materials, and build your quality reputation in the bargain.

RED CEDAR SHINGLE BUREAU
5510 White Building, Seattle 1, Washington
650 Burrard Street, Vancouver 1, B.C.
KEEP YOUR EYE ON ELECTRONIC OVENS. Now priced at over $1,000, it is predicted that within a few years demand will be about 100,000 per year. With mass production there is the possibility of sharply reduced prices. Housewives employed during the day like the idea of cooking meat, potatoes and vegetables in less than 10 minutes.

SURVEY BY THE LOS ANGELES TIMES on housing revealed that over 50% of families answering the questionnaire plan to make their next moves into homes of 1,700 sq. ft. or more; 64% want family rooms opening from the kitchen; 72% want service rooms off the kitchen; 64% want private baths off master bedrooms; 80% want 2-car garages.

HI-FI popularity is causing many builders to design their homes with built-in hi-fi as an optional feature — or with cabinet space adaptable to installation of such equipment. This is particularly important in small living rooms where adequate space for both the TV set and the hi-fi cabinet is lacking.

MONEY FOR LAND DEVELOPMENT is needed in big amounts far in advance of construction. What seems to be an attempt to raise such capital by public subscription is indicated in an advertisement in the L. A. Times by Realty Investments, Inc. The company offers investors with $10,000 or more an opportunity to participate in the purchase and improvement of 10 parcels of land, which it believes can be resold within a year at a profit of 50% or more.

82 HOUSES SOLD ON LEASED LAND BEFORE START OF CONSTRUCTION. Located a block from the ocean in Newport Beach, Cal., the Lido Sands Development made leasehold agreements with buyers for a term of 55 years, at a reported monthly payment of about $30. Since the lots are valued at $10,000 and up, this means that buyers can invest $10,000 which they ordinarily would have to put into the lots. They can derive enough income from such investments at 4% to pay the lease land costs. The contemporary homes were designed by A. Quincy Jones and Frederick E. Emmons, AIA, and Associates and the project was planned and will be built by Irving C. Jordan and Nels Severin, builders, as a joint enterprise. The homes were priced at $15,750 including membership in the community association which operates the pool and recreation area.
A small house that expands is a house that sells. Bell & Valdez knew this when they put up the "Olympian," part of the Lake Hills development in Seattle, Wash.

The house was exhibited during last year's National Home Week. Design, circulation and special features were outstanding enough to earn it a special award of merit in American Builder's NHW Best Model Homes Contest.

The buyer gets 2,644 sq. ft. of well-planned house plus a double garage with plenty of storage space. The price: $16,000 without land; with plot—$18,650. (This price also hinges on optional features desired.)

There's room for three extra bedrooms in the semi-finished basement and roughed-in plumbing for an extra bath and utility center. Completely windowed on one side, the basement has a sliding-glass door to the yard. A free-standing fireplace is in the recreation area.
DECEPTIVE APPEARANCE—with one story in front; two in the back. Outdoor living is easy here. A large yard provides the space. Horizon sliding glass doors on each level and picture windows provide the means.

EXCITING FEATURES sell a home. Striking entrance floor is black slate. Open beams over court add additional color. Good-looking lines are heightened by cedar siding. Roof is built-up aggregate; walls and ceiling are insulated.

SEMI-FINISHED LOWER LEVEL can be expanded to three extra bedrooms, a complete bath and utility center. The 3-bedroom upper level has many extras: baths with vanity counters, sliding mahogany closets, oak floors.

in extra space

KITCHEN AND FAMILY ROOM comprise one large area. Hotpoint kitchen features a built-in oven. Burr Southern barbecue (optional) is set in brick wall.

REAR VIEW shows large scale of the house to advantage. Both levels are designed for comfort. Its yard provides more than adequate outdoor recreation area.
SPECIAL WESTERN SECTION:
how to build extra value
into your homes

WELL-PLANNED DETAIL (see above) gives gingerbread look—scallopred apron, stucco sill, and diamond bay windows. Two 2x6s make the pot shelf; 2x10 brackets hold it.

What it takes to build

AMERICAN BUILDER
a gingerbread house

ORNATE ROOF, always an attraction, is actually built as two roofs with two pitches. This, in addition to the corbels and gable, add to the gingerbread effect. Hip connecting the house and garage acts as a water drain.

LARGE HALL separates sleeping quarters from living area. Up-to-date kitchen includes O'Keefe & Merrit built-in gas range and a double oven. "Hidden values": 100-amp electric service, 2-in. ceiling insulation, dry-wall interiors.

STUCCO EXTERIOR with brushcoat finish is what buyers are asking for. Modern living makes a two-car garage essential. Built by Signature Homes, Garden Grove, Cal., these homes range from $11,700 to $16,200.

LOW-PRICED, but well-built, the Mayflower sells for $12,700. L-shape of house and garage forms a small court. Custom touches: sliding doors, hardwood floors.
CONVENTIONAL MODEL has a functional floor plan. Living room with dining area opens to the kitchen. Acoustical plastered ceiling (hidden value) keeps noise down. Siding detail and gabled roof have buyer appeal.

They sold 30 homes a week

When Ed Krist built Happy Homes, La Puente, Cal., he wanted a low-cost, stylish project that included features of higher-priced homes.

Soon after the models were built, sales began averaging 30 to 35 homes a week, with prices ranging from $9,495 to $9,695.

Jalousie louver windows, large closets in each bedroom, baths with 4' Marlite wainscots and Lam-inart sink tops are just some of their selling points. Accordo-fold doors, Norris-Thermador fixtures, Corbin locks, and a Pryne ventilating fan in the kitchen, put Happy Homes in the luxury class.
Two exclusive features of
**BOURNE DUAL-FIN® ALUMINUM WINDOWS**

- **Bourne Capillary Seal**
  keeps out rain, wind, and dust around all vent openings.

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All Bourne Dual-Fin Windows are manufactured in Bourne’s fine modern factory, using highest quality extruded aluminum alloy 6063-T5, with corners mitered and joined electrically by flash welding the entire cross section. Both capillary seal and Dual-Fin features are engineered specifically to meet western weather conditions. All Bourne Dual-Fin Windows are guaranteed for the life of the building!

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**Bourne Products, Inc., Dept. AB El Cajon, California**

*JUNE 1957*
Child's Play  When a and his

are looking for a new , they want a whole of things that demand more and more and more hot water. When have one or two and maybe even more, think of all the to wash, and the strain the puts on the . There are 3 big stacks of every day. And everybody needs a or a even .

In fact, 80% OF THE WATER USED IN TODAY'S HOME IS HOT WATER! That's why the Day & Night Supercharged Jetglas story gives you such a powerful selling point.

Now, not only rustproof, the 30 gallon model does a 40 gallon job! Giving hot water for washing and and and and and is child's play for the Supercharged Jetglas. Better see the from Day & Night about it.

Ask your Day & Night Distributor for full details today.

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Manufacturers of America's finest water heaters
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A product of Day & Night, Monrovia, California
Sets exciting trends for modern living!

with the first complete line of home appliances

The most exciting feature of today's new home is the built-in kitchen and the most exciting kitchens are equipped with advance styled Pioneer appliances!

Pioneer is specified for water heating, home heating and air conditioning, too, because Pioneer appliances are more economical, more convenient and always dependable.

The trend is to Pioneer, because Pioneer is first in the west with a complete line of appliances—1 dependable source of supply, 1 reliable guarantee, 1 factory service plan.

10 DECORATOR COLORS

Pioneer THE MOST EXCITING NAME IN HOME APPLIANCES!

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JUNE 1957
CRACKS IN CONCRETE SLABS AND PATIO — Thompson’s Water Seal helps prevent cracks, stains and dusting because it penetrates deep for hard water-repellent surfaces that are smooth and evenly cured.

SEEPAGE IN CONCRETE BLOCKS — Thompson’s Water Seal puts a deep-penetrating seal into concrete blocks to help maintain texture and color and to protect for 5 years or more against moisture seepage, leakage, stains, paint blistering and peeling.

JOB FOULED UP BY MOISTURE — unlike surface-coaters, clear, colorless Thompson’s Water Seal gives all porous materials a deep-penetrating seal for 5 years or more against moisture, alkalis, salt water, many organic acids — particularly valuable for door and window sections, masonry, plywood, basements, retaining walls, stucco.

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Profit from a trend with GETZ imported hardwood paneling

Beauti-Plank
Here is individuality in select quality paneling that sells fast, stays sold and brings in blue chip referrals and repeat business. ½ 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.

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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).

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32-J
Only the Man from

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brings you GIANT ROCK Strip Shingles

You owe it to yourself to choose Pabco's exclusive Giant Rock Strip Shingles. Beautiful but rugged, weighing 280 pounds per square, they give you truly double coverage. And they will last years longer, with their thick coat of brilliant extra-large mineral granules. Save yourself time, trouble, and complaints by handling the best—Giant Rock! The Man from Pabco will show you samples and let you compare. Call him for information on Pabco's complete line of quality roofing materials. For recovery or new construction, Pabco is your best choice! Make a date... talk with the Man from Pabco.

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Fibreboard Paper Products Corporation
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American Builder  New products from the West

Hand-rail bracket adjusts in any direction

Ariston hand-rail bracket adjusts in any direction on the wall surface and has concealed anchorage. Design includes shell-moulded bracket that fits over a mounting plate and adjustable disc. Is held firmly in place by a stainless steel socket set screw. Adjustable feature permits use of pre-set anchor bolts. Michel & Pfeffer Iron Works, Dept. AB, South Linden Ave., South San Francisco, Calif.

Coordinated tile and paper designs

"California Coordinates" combines a Hermosa patterned glazed ceramic tile from Gladding, McBean with a matching wallpaper from W. P. Fuller. Floor and vanitory counter top are done in plain Hermosa Dura-Glaze tile which resists chipping, scratching and acid attack. Pattern "Kadur" is one of five designs. Gladding, McBean & Co., Dept. AB, 2901 Los Feliz Blvd., Los Angeles 39, Calif.

Punched hardboard can be put to many uses

Sandalwood Punched Forest Hardboard, a new light colored pre-finished tempered hardboard, is now being marketed by Forest Fiber Products. Light color of wood is baked into board to give sealed, washable surface which resists dirt and normal grease stains. Punched Sandalwood can also be used for acoustical, ventilating purposes. Forest Fiber Products Co., Dept. AB, Box 68F, Forest Grove, Ore.

Circle No. X49 on reply card, p. 128.
Circle No. X50 on reply card, p. 128.
Circle No. X51 on reply card, p. 128.

"Built-in telephone outlets are a definite selling point"

... says John MacLeod, President of Macco Corporation, Paramount, California developers. "Built-in telephone outlets and underground wiring throughout our latest Newport Beach development have enhanced the value of these homes."

Ask any leading architect or builder—he'll rate Telephone Planning among the basic features of the well-built home. "It's a definite selling point," says Mr. MacLeod, "one that buyers look for." And he's right. Concealed wiring and built-in outlets are features buyers recognize as marks of quality homes. That's why Telephone Planning pays off in increased value, a better-built home and a satisfied buyer.

Pacific Telephone

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!
This wall of Palos Verdes Stone is one of several in the administrative and hospitality house sections of the great new Schlitz brewery in Van Nuys, California...a handsome example of the beauty which today's architects are giving to industrial and commercial structures.

For this new concept of industrial architecture, Palos Verdes Stone provides a versatile medium of surprisingly modest cost. Its variety of textures, different and distinctive, and its range of light, soft neutral colors can express practically any desired decorative theme—rugged strength, warm welcome, dignity, formality, what you will. And, being natural stone, it is permanent, maintenance free, always beautiful.

For complete information on the applications for Palos Verde Stone, together with a list of dealers, write: Palos Verdes Stone Department, Great Lakes Carbon Corporation, 612 So. Flower St., Los Angeles 17, California.
IN RESIDENTIAL: Dutch Haven development homes feature thick-butt roof shingles by U. S. Gypsum, gables and a semi-circular driveway. These homes are built on 6,000 sq. ft. lots, valued at approximately $2,500 by FHA.

SPECIAL WESTERN SECTION:

The "chalet look" is moving

IN LIGHT COMMERCIAL: Peppy's exemplifies the "chalet look." Its old-French design is highlighted by red-wood and used brick. Especially eye-catching is the twin-stack spiral chimney. Note the attached apartments.
FOUR-BEDROOMS with 1 3/4 baths is ideal for the growing family. Living and sleeping quarters are separated.

OLD DUTCH THEME is carried indoors. Posts from divider to beamed ceilings are carved in "chalet" manner.

from the house into business

The "chalet look" in California is going over big. Demand for gingerbread has mushroomed to the point where builders are beginning to put it into commercial buildings as well as homes.

In commercial: Peppy's Restaurant (left) in San Pedro is typical. The designer, John W. Gallaretto, added an unusual feature—he attached five apartments to the building.

The architecture is what Gallaretto calls "French-Norman." To help carry out the theme, old-fashioned saloon doors, post and beam ceilings, chestnut paneling and unusual lighting fixtures were used.

In residential: Luxury Homes put up a four-bedroom model (above) which has 1 3/4 baths. Selling at $11,995, it's part of the Dutch Haven development at Anaheim. Originally there were 66 homes in the tract. The first weekend 28 homes were sold and the remainder went the following week.

These homes feature value inside and out with Horizon sliding doors; Waste King disposer; Weslock locks; Pioneer wall furnace and water heater, and Coralite over the tubs.

Designers are L. C. Major & Associates, U. D. A. Plans for the house are copyrighted.

OUT OF A PICTURE BOOK: Stained glass windows and chestnut paneling, combined with hand printed wall paper and a fireplace of used brick give the restaurant a typical "old-fashioned look." Semi-circular bar has captain chairs and is used for food service too. Restaurant accommodates 62.

JUNE 1957
American Builder

New products

Plastic patio coverings come in wide color choice
Translucent Fiberglas panel awnings and patio coverings by Ray-O-Lite come in choice of ten locked-in colors. Panels transmit soft, diffused light; are shatter-proof; unaffected by snow, heat or color; require no painting and little maintenance. Made by combining Fiberglas mat with polyester resins under heat and pressure. Panels combine to form patio covering which blends with almost any architectural style. Information from Ray-O-Lite Corp. of America, Dept. AB, 10824 Fawcett St., El Monte, Calif.

Circle No. X52 on reply card, p. 128.

Masonry stone designed for landscape walls
Designed specifically for constructing garden, terrace, or patio walls, “Eldorado” Slumpstone is offered as a luxurious looking wall stone costing slightly more than common block, wood or wire. In convenient size of 6”x6”x16”, Slumpstone is relatively lightweight, requires no care or additional protection against fading, rot or rust. Available in gray or tan colors. This stone is especially adaptable to most Western architectural styles. More complete information may be obtained from General Concrete Products Inc., Dept. AB, 15025 Oxnard St., Van Nuys, Calif.

Circle No. X53 on reply card, p. 128.

Special finishing on aluminum casement windows
Coast Aluminum offers “Calconizing” process to insure maximum beauty and satisfaction for aluminum casement windows. Members of alloy extruded aluminum, with fasteners of high strength aluminum or stainless steel. Coast Aluminum Co., Dept. AB, 1435 W. 178th St., Gardena, Calif.

Circle No. X54 on reply card, p. 128.

Medium-capacity high lift eases the job
“Hi-Jack” from Home Service Co. is offered as a time and labor saver in the light and medium construction field. Designed to fit any dressed 2”x4”, “Hi-Jack” is fast-acting, saves in man hours. Home Service Co., Dept. AB, 7788 Ninth Ave., S.W., Seattle 6, Wash.

Circle No. X55 on reply card, p. 128.

FORREST SANDALWOOD
Pre-Finished Hardboard

When It’s Up...
You’re Done!
FOREST Sandalwood requires no finishing whatever — no sanding, priming, painting or waxing. Platinum color is permanent...baked in. Highly wear resistant, stands up to roughest use without chipping. When paint is required, one coat covers with real depth of color. Write for informative brochure and name of nearest dealer to Forest Fiber Products Co., Box 68AB, Forest Grove, Oregon.

Circle No. X56 on reply card, p. 128.

That's why more and more prospective home buyers are asking builders: "What will the house cost to live in?"

You can answer that question with a smile—if the house has Balsam-Wool Sealed Insulation with reflective liners. This top-grade insulation assures substantial reductions in two of the most important costs of home ownership: the costs of heating and cooling.

You can show your prospects how Balsam-Wool® reduces heat transmission in THREE ways—by conduction, convection and radiation. You can point to the successful experience of millions of home owners who have found that Balsam-Wool means lifetime comfort and savings.

Whether your prospect is buying his first home—or is a sharp-eyed "second home" buyer—you'll find Balsam-Wool a powerful aid in selling quality construction. Why not use it? Wood Conversion Company, Dept. 118-67, First National Bank Building, St. Paul 1, Minnesota.

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**BALSAM-WOOL**

Sealed blanket insulation with reflective liners
Almost everybody wants oak floors

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

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

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

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

You know you’re RIGHT when you specify Oak Floors

National Oak Flooring Manufacturers’ Association
814 Sterick Building, Memphis 3, Tenn.
"Concealed telephone wiring is a proven sales feature"

—says Mr. J. J. "Lou" Carey, Builder, of Denver, Colorado

"More and more customers are asking for concealed telephone wiring," says Mr. Carey, "It's one of the conveniences and refinements they expect to find in a modern home.

"Concealed telephone wiring is a proven sales feature because the American public wants more telephones. They want these telephones located handily and the wiring concealed. Our slogan is 'The Best Planned Home We Can Build,' and that certainly includes telephone planning."

In his eleven years as a builder, Mr. Carey has been associated with the construction of more than 3000 homes. At present he is at work on 450 more. He is a past president of the Home Builders Association of Metropolitan Denver, and is a National Director of NAHB. In company with trend-minded builders across the country, Mr. Carey is convinced of the value of concealed telephone wiring as a quality sales feature.

Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 81/Be. For commercial installations, Sweet's Architectural File, 32a/Be.
REFLECTIVITY
Painted white or a light color, Terne will reflect more of the sun's heat than any other roof.

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

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

Roofing and sheet metal contractors everywhere will install Follansbee Terne Roofs.

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Now comes to you in these handy convenient packs

Now shipped in 12-pack or 24-pack, M-D Speed Loads are available in Off-White or White colors, with or without plastic nozzle. Off-white load without nozzle shipped unless specified.

Meet Federal Specifications TTC-598 (Grade 1)

CG-4 SPEED LOADER GUN
A sturdy, lightweight gun that works easily with all cartridge loads.

CG-3 STANDARD GUN
Barrel-type gun for bulk use or with loads. Furnished with 3/4" nozzle.

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**HAND SQUEEZE TUBES**

for small jobs

No gun needed. Simply remove cap from built-in nozzle, fasten key over cramped end, turn key and start calking.

Here's a fast-moving item for over-the-counter sales. Packed 12 tubes in a handsome "Silent Salesman" display carton that can be quickly set up on your counter.

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**Nu-Calk Calking Compound**

in Bulk—Knife or Gun Grade


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**Nu-Glaze Glazing Compound**

Always stays "PUT"

Here's the perfect material for glazing wood or metal sash, replacing putty, setting plumbing, filling cracks, boatwork of all kinds. Clean to handle, easy to use. Will not dry out, harden, crack or peel. Available in ½ pt., pt., qt. cans; 25, 50, 100, 880 lb. drums.

---

**Nu-Phalt Plastic Asphalt Cement**

for all jobs!

Ideal for sticking down asphalt shingles and floor tiles . . . for use on roofs, chimneys, flashings. Packed 10 loads to a carton . . . with or without plastic nozzle. Shipped without nozzle unless specified. Also available in 2½ and 10 lb. cans; 50 lb. pails; 550 lb. drums.

---

**DEALERS**

ORDER TODAY — your order will receive prompt shipment!

---

**BUILDERS**

M-D products sold by all Hardware, Lumber and Building Supply Dealers
NEW!
Cut laying time 50% with Micro-Match

DOUBLE-WIDTH, UNIFORM-LENGTH PRE-SANDED OAK FLOORING

There's no time-consuming "jig-saw puzzle" assembly job with new MICRO-MATCH . . . just draw it up, nail it down and you're ready for the next precision-fit piece. Double-width MICRO-MATCH is pre-sanded, yet requires no ease of the edges, and is available in uniform 8'-10'-12' lengths . . . NO SHORTS! The composite nature of the MICRO-MATCH plank gives it extra strength and stability. Precision tongue-and-groove and end-matching. Two beautiful grades, Monarch and Signet, in white or red oak. America's newest, finest, oak flooring—precision-engineered to cut laying time 50%.

WRITE TODAY
For more information and colorful brochure which gives you the complete story.

MILLER BROTHERS CO., Inc. • P.O. Box 540-A, Johnson City, Tenn.

Illustration shows identical board feet of conventional and MICRO-MATCH flooring.

AMERICAN BUILDER
Van-Packer masonry chimney goes up in 3 hours, saves 20-40% over brick

By using the Van-Packer Factory-Built Masonry Chimney, thousands of builders all over the country are able to save money, yet still install a genuine masonry chimney.

Besides the cost reduction gained by installing a prefabricated chimney that needs no pier foundation or special framing, builders also save by eliminating job delays and mortgage-payout delays caused by lack of a completed chimney. At the same time, with the Van-Packer Chimney, they're getting all the beauty, permanence and safety advantages of conventional brick.

Attractive roof appearance is provided by Van-Packer’s asbestos-cement brick-design panel housing in a choice of three colors — red, buff or white. Complete fire-safety is assured by the acidproof 5/8” fire clay tile liner, 3” vermiculite-concrete insulating wall and asbestos-cement jacket.

Immediate delivery to your job site from your local heating or building material jobber or dealer. See “Chimneys—Prefabrcated” in Yellow Pages, or write Van-Packer company for Bulletin RS-1-12.
5 out of 22 builders specify BondWood for LIVING's Electri-Living Homes!

Over 22% of the 22 Electri-Living Homes, sponsored by LIVING for Young Homemakers selected BondWood Hardwood Flooring. These are some of the builders who have discovered the sales making advantages of BondWood—the unexcelled stability that stems from its unique construction and easy installation...the exciting design that goes so well with different periods of furniture and styles of interiors...the Old World elegance of BondWood's Swiss origin...and best of all the fact that BondWood is competitive to other types of flooring without BondWood's unique advantages.

Install BondWood in your next model home. Send for free color brochure today. See our catalog in Sweets.

BondWood is a licensed product of its Swiss originator. BondWood is exclusively manufactured and distributed in the U.S. and possessions by...

HARRIS MANUFACTURING CO.
603 Walnut St., Johnson City, Tenn.

The Finest in Flooring Since 1898 / Our Products Are Exhibited in the National Housing Center, Washington, D.C.
How to keep water out of concrete block foundation for life of building

Effective water-proofing of concrete block or concrete foundations has long been a builder’s headache. Here is an inexpensive, simple, life-long solution:

1. Mop outer foundation wall with regular tar.
2. Apply 4 mil Visqueen film. For an 8 foot wall use 4 foot center fold to avoid seams. Drop film to bottom half of wall after application of top half.
3. Brush down to achieve tight fit.
4. Backfill. Visqueen film is inert and will last for the life of the building.

For the name of your nearest dealer write the Visking Company.

Visqueen film is all polyethylene, but not all polyethylene is Visqueen.

Only Visqueen has the benefit of research and resources of the Visking Company.

Visking Company Division of Union Carbide and Carbon Corporation
Plastics Division
World’s largest producers of polyethylene sheeting and tubing
P.O. Box ARB-1410 Terre Haute, Indiana
In Canada: Visking Limited, Lindsay, Ontario
Leading screen weavers use Alcoa Alclad Aluminum Wire to produce strong, durable screening that will never rust, burn or rot. You can buy this screening in rolls, or framed and tension screens.

Alcoa gives Care-free aluminum
a simple thing like screens can help you sell a house when the screens are made of Alcoa® Aluminum. Add up the advantages: aluminum screens can't rust and stain sills and walls. They won't rot—ever. Flying sparks and careless flames can't burn them. And when the screens carry Alcoa's million-dollar Care-free tag, home buyers know they're getting the best.

Right now, 40 million people are being presold on building products made of Alcoa Aluminum through a million-dollar promotion... a tremendous schedule on television and in national magazines.

Any house you build can be Care-free. All you do is use these heavily promoted Care-free aluminum products with the Care-free Alcoa tag. Aluminum Company of America, 1965-F Alcoa Building, Pittsburgh 19, Pennsylvania.

Your Guide to the Best in Aluminum Value

Use all these aluminum products to make your homes sell faster.
For beautiful variety

Use all 3 styles

BRUCE PREfinished FLOORS PUT MORE
SALES APPEAL IN YOUR FLOOR PLANS

You wouldn't paint or paper all rooms in your homes the same...so why use the same style of oak flooring throughout?

Beautiful Bruce PREfinished Floors give you variety that makes a hit with the women, and wins approval from their husbands. Each of these modern floors has high decorative interest along with all the well-known qualities of hardwood.

BRUCE BLOCK--A smart geometric pattern with a distinctively modern appearance. Easily blind-nailed to any wood subfloor.

BRUCE RANCH PLANK--Its alternate widths, medium-dark decorator finish and factory-inserted walnut pegs radiate warmth, charm and informality.

BRUCE PREFINISHED STRIP—The popular favorite for use anywhere. More than 400,000 home owners are now enjoying this beautiful floor.

All three types are laid just like any other wood flooring—by blind nailing. But there's no expensive, time-consuming sanding and finishing. You can complete houses three to four days faster.

Find out now how Bruce PREinished Floors can add sales appeal and extra value to your houses at little or no extra cost. Mail coupon for full data.
It's PREfinished!

Extra beautiful, extra durable

Bruce PREfinished Floors are given the finest finish ever developed for oak floors... a finish that is baked into the wood at the factory and then waxed and polished to a beautiful, lasting, satiny sheen. Sure to please all home buyers!
why invite FIRE?

KEYMESH is a th for overall reinforcement. Made of galvanized woven wire. Especially recommended for ceiling construction.

KEYCORNER strip lath, preformed to fit snugly in corners. Lies flat when applied to joints. Galvanized to prevent rust streaks.

KEYBEAD corner lath with precision formed bead for outside corners. Open mesh assures strong, solid plaster corners.
you multiply fire resistance
for pennies per square foot with

KEYMESH

Some types of walls and ceilings invite fire.
When you use lath and plaster, plus KEYMESH, you cut
fire hazard immeasurably. Just compare the difference.
With frame construction, a ceiling with exposed joists
is gone in 15 minutes. Finished with gypsum lath, light-
weight aggregate plaster and Keymesh, it stands up an
hour and 38½ minutes.

With open web steel joists, the ceiling fails in 7
minutes when joists are exposed. Add
gypsum lath and 1" of lightweight aggregate
plaster over KEYMESH and the ultimate
fire resistance is 4 hrs. and 26 min.

With most types of light construction
you’ll find that lath and plaster with
KEYMESH reinforcement can make the dif-
ference between "heavy loss" and "light
damage" to buildings. You can do this at
negligible cost... for pennies per square
foot of finished surfaces.

Firesafety is not the only advantage of using KEYMESH
reinforcing lath. Beauty, durability, and economy must
be part of everything you design. With Keymesh you
get all these plus other important advantages for your
clients such as lower insurance rates and complete
adaptability for any type of decoration.
Before you specify or build again, weigh these facts.

Fire Test Results on various types
of construction by authoritative Testing Laboratories

<table>
<thead>
<tr>
<th>CEILING CONSTRUCTION</th>
<th>ULTIMATE FIRE RESISTANCE</th>
<th>PROTECTION OF JOISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOOD JOIST FLOORS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exposed joists.</td>
<td>1 hr.</td>
<td>None</td>
</tr>
<tr>
<td>Gypsum wallboard ½ &quot; thick finished with casein paint.</td>
<td>26 min.</td>
<td>16 min.</td>
</tr>
<tr>
<td>Gypsum lath, ½-in. of gypsum lightweight aggregate plaster reinforced with KEYMESH-type reinforcing lath.</td>
<td>38½ min.</td>
<td>36 min.</td>
</tr>
</tbody>
</table>

WALL CONSTRUCTION
ON WOOD FRAMING

<table>
<thead>
<tr>
<th>ULTIMATE FIRE RESISTANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>½&quot; fiberboard.</td>
</tr>
<tr>
<td>Metal lath with ⅝-in. sanded gypsum plaster.</td>
</tr>
<tr>
<td>Tongue-and-grooved wood.</td>
</tr>
<tr>
<td>⅜-in. perforated gypsum lath with ½-in. sanded gypsum plaster.</td>
</tr>
</tbody>
</table>

CEILING CONSTRUCTION
STEEL JOIST FLOORS

<table>
<thead>
<tr>
<th>ULTIMATE FIRE RESISTANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ceiling unprotected.</td>
</tr>
<tr>
<td>Ceiling of gypsum lath and ½&quot; lightweight aggregate gypsum plaster.</td>
</tr>
<tr>
<td>⅝&quot; gypsum lath covered with 1¼&quot; of gypsum plaster with lightweight aggregate.</td>
</tr>
<tr>
<td>Gypsum lath and ⅝-in. gypsum plaster with lightweight aggregate reinforced with KEYMESH-type galvanized reinforcing lath.</td>
</tr>
<tr>
<td>⅜&quot; gypsum lath, reinforced with 20-gauge, 1&quot; KEYMESH-type lath; then covered with only 1&quot; of lightweight aggregate gypsum plaster.</td>
</tr>
</tbody>
</table>

STEEL COLUMNS

<table>
<thead>
<tr>
<th>ULTIMATE FIRE RESISTANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structural Steel, unprotected 10 sq. in. min. area of steel.</td>
</tr>
<tr>
<td>Gypsum lath, one layer, ½&quot; perforated, ⅝-in. gypsum plaster mixed with lightweight aggregate.</td>
</tr>
<tr>
<td>One layer ⅝-in. perforated gypsum lath, 1-in. thickness of gypsum plaster, 100 scratch, 100 brown, mixed with lightweight aggregate.</td>
</tr>
<tr>
<td>Two layers ⅝-in. long-length gypsum lath, 1½-in. gypsum plaster mixed with lightweight aggregate. Lath wrapped with one layer 20 gauge galvanized 1-in. KEYMESH-type reinforcing lath.</td>
</tr>
</tbody>
</table>

KEYSTONE STEEL & WIRE COMPANY
Peoria 7, Illinois

KEYMESH • KEYCORNER • KEYBEAD • KEYWELD
KEYSTONE NAILS • KEYSTONE TIE WIRE
KEYSTONE NON-CLIMBABLE AND ORNAMENTAL FENCE
It's a new way to build...
it's Insulite Primed Siding!

Looks like wood, works like wood...no knots or splits
...1/2 inch thick...factory primed to cut painting costs!

When you start your first job with Insulite's new and revolutionary Primed Siding, you will see carpenters and painters doing more work, better work, than ever before. Doing it easier. Doing it faster. Saving steps. Saving waste.

Longer, wider pieces of Insulite lap siding arrive in cartons...stack up neatly...cover large areas...nail up fast. Every piece of lap siding and every 4'x8' panel is flat, straight and uniform. No knots, splits or splinters. Sawing is extremely fast...easy on the man, easy on the blade. Nails drive easily, straight and true.

Each piece, each panel arrives prime coated. Not on the face only...on face, ends, edges, in grooves on grooved panels; and back primed. Finish painting goes rapidly and economically.

It's the new, man-made successor to wood siding. It's a new way to build. It offers you extra profits. Want details? Write us—Insulite, Minneapolis 2, Minnesota.

New INSULITE®
Primed Siding

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

No more paint blisters? Experience to date indicates that new Insulite Primed Siding has exceptional resistance to paint blistering. In laboratory test shown above, moisture has bubbled and blistered paint on ordinary siding (in foreground), while Insulite Primed Siding (at back) shows no trace of blistering.

New sidewall beauty and fresh, attractive new design ideas come naturally with Insulite Primed Siding. Twelve-inch width of horizontal siding gives full 10¾" exposure—a de luxe effect. Vertical grooved panels (grooves 8" o.c.) and board-and-batten treatments with plain panels allow nice blendings and contrasts.

Here's a multiple demonstration (left) of the great new features of Insulite Primed Siding, and a showing of the three types available. Men in foreground, working a length of horizontal siding, demonstrate fast, clean sawing and full, true dimensions without scantage. At top, carpenter applies batten strips to plain 4'x8' panel. At left, painter shows excellent coverage of paint on primed surface of vertical grooved panel.

INSULITE IS A REGISTERED T.M., U.S. PAT. OFF.
your prospects want and demand the best...
give them the best... give them double-hung
wood windows equipped with Dura-seal!

Today, windows can play a mighty important part in helping a builder sell his homes faster and at a greater profit. And the equipment that goes into the windows can be one of your most important sales features.

So use windows equipped with Zegers Dura-seal Metal Weatherstrip & Sash Balance . . . you’ll then have the finest on the market. Your windows will be without equal in providing complete weather protection plus smooth, silent, easy operation. Your windows will enable the home buyer to save as much as $100 a year in fuel bills . . . assure greater efficiency in air conditioning . . . and keep out drafts, dirt and dust.

Dura-seal is advertised in LIFE . . . and home buyers want nationally advertised products. Furthermore, windows equipped with Dura-seal are easily identified—the name is on both the metal strip and on the window sticker.

Buy window units equipped with Dura-seal. Tell your lumber dealer you want them—and be sure you get them.
see... what Dura-seal does, how it works—and facts about dynamic promotion that works for you right in your locality! Read all about "Snap-Clip"... a really important development for cost savings!

CLIP AND SEND THIS COUPON NOW!

ZEGERS, INCORPORATED
8090 South Chicago Avenue, Chicago 17, Illinois
Send me a free copy of "Today—Quality Sells the Home Buyer."

name
firm

address


city
zone
state

ZEGERS
Dura-seal COMBINATION METAL WEATHERSTRIP AND SASH BALANCE
Look for the name on the metal weatherstrip and on the window sticker
Everyone Loves a Cedar Lined Closet!

For faster sales...greater profits...line all closets with Aromatic Red Cedar

This seal of quality identifies ready-to-use closet lining produced only by the Aromatic Red Cedar Closet Lining Manufacturers Association. It is your guarantee of quality.
Here's a sensational new addition to modern homes—the LUPTON Sliding Door—designed and built to give your houses extra sales appeal.

For patio or sun deck, LUPTON Sliding Doors announce “quality” to your customers. The smooth-running, rattle-free panels; the attractive latch and pull-handle; the rugged, weathertight construction; the no-trip low-sloped threshold—these are the quality features that home buyers respond to in LUPTON Sliding Doors.

When you've shown the LUPTON Door installation to your prospects, follow up with the LUPTON Metal Windows in one of four popular styles (double-hung, residence casement, ranch, and jalousie). The combination of LUPTON weathertight sliding doors and LUPTON metal windows will add terrific salability to any new home.

Get full information about LUPTON windows and doors. Your nearest LUPTON representative or distributor is listed in the Yellow Pages under “Windows and Sash—Metal.”
Install Marlite in luxurious wood finishes for added sales appeal, low in-place cost

Whether it's a $400 remodeling job or a $40,000 new construction project, beautiful Marlite in distinctive wood finishes cuts days off completion time, adds extra sales appeal.

The melamine plastic finish of walnut, mahogany, birch, cherry and oak grains can't be duplicated on the job... stays like new for years with an occasional damp cloth wiping.

This tongue-and-groove paneling is applied with adhesive over plaster, plasterboard, plywood, or existing wall surfaces. Clips speed installation; makes fitting easy.

Plan on Marlite for your next building or remodeling project—in luxurious wood finishes, distinctive marble and plain-color patterns. See your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 603, Dover, Ohio.

that's the beauty of Marlite
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH
only one name...

ELKAY

A REFLECTION OF GOOD TASTE

ELKAY

gives you quality stainless steel sinks

for every kitchen

in every price range!

Illustrated—L3221 Lustertone...
the only sink guaranteed to outlast the
home. Shown with the new ELKAY single
lever faucet. Ask about new package deal.

Be sure you have complete literature
on the only complete line... ask your
wholesaler or write today...

Only ELKAY offers a sink that sells every job—

Lustertone  ELKAY Custom  SIT-DOWN  PACEMAKER  ·  STARLITE  Design U-2000

ELKAY MANUFACTURING COMPANY
1874 South 54th Avenue · Chicago 50, Illinois

THE WORLD'S OLDEST AND LARGEST MANUFACTURER OF STAINLESS STEEL SINKS... SINCE 1920
CROSSETT
Royal Oak Floors
SELL HOUSES

Because they are FAMILY FLOORS... and because they won’t fade or wear away but keep their gleaming beauty for a lifetime. Most important, they blend with any decorative scheme, giving a feeling of warmth that cannot be matched by any other material. Best of all—CROSSETT ROYAL OAK FLOORS are economical.

May we send you complete details?

Send for your Free Booklet...

This booklet, “A Home Owner’s Guide,” gives you complete information on how to lay, finish and maintain oak floors. For further data and information write:

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

Myers high quality, complete line of pumps and water systems includes the right type and right size for deep well or shallow... for big home or cottage.

And to make your job easier, Myers qualified water supply experts are ready to help you provide trouble-free water service to every home you build beyond city mains.

“for any well...
for any house...”

there’s a MYERS PUMP
that’s right for the job”

FREE BOOKLET! Write today for informative booklet covering Myers complete line and answering water-supply questions.
"My low-priced American Houses get me business in the luxury market"

William A. James, organizer and president of South Carolina's first Home Builders Association and a NAHB National Director, is building American Houses exclusively in his 193-unit development at Myrtle Beach Heights, S.C.

"In my Myrtle Beach Heights development, I'm selling this Ideal and four other styles with monthly carrying charges $25 less than average rentals. The quality and value are so outstanding that..."

...custom buyers had me build higher-priced American Houses on individual lots in Myrtle Beach and Johnsonville, S.C. These homes included the Citadel in the medium-price range...

...and this luxury home, the President, which is now providing spacious and gracious living for a textile mill executive.

Bill James' development at Myrtle Beach Heights, S. C., has convinced him that American Houses save time, make more money, and are best for the small builder. With American Houses, he is able to offer five different styles in this development—each for less than $10,000 complete. What's more, custom buyers were so impressed by the quality of these homes that they are now having Mr. James build luxury-priced houses on their lots. Mr. James finds American Houses best for both markets because of their flexibility and the full range of designs for all price levels.

AMERICAN HOUSES, INC.

AMERICA'S GREATEST HOME VALUE • S. AUBREY & E. SOUTH STS, ALLENTOWN, PA.
PLANTS: Allentown, Pennsylvania • Lumberton, North Carolina • Cookeville, Tennessee

ESTABLISHED BUILDERS AND REALTORS. SEND COUPON TODAY.
Catalog showing American Houses in all price ranges is offered free to established, reputable builders and realtors. Simply attach coupon to letterhead and mail today.

AMERICAN HOUSES, INC.
South Aubrey & East South Sts.
Allentown, Pa.
Dept. AB-657

Please send catalog and details on American Houses franchise.

Name__________________________
Address________________________
City__________________________Zone________________________State________________________
Concrete Block brings new charm to Interiors.

It's surprising what can be done with a little ingenuity... and concrete block! For many years, wood and plaster were regarded as the indispensable ingredients in any interior design. Masonry was neglected or confined to fireplaces. An occasional daring designer would offer a block interior, but without getting many takers.

All that changed with the introduction of Vibrapac block. This versatile material provides so many design opportunities that it quickly caught the popular fancy. Architects, designers and builders were quick to realize its possibilities. Today the use of Vibrapac block has made possible some of the most beautiful and practical home construction to be seen anywhere in America.

The simplest homes as well as the costliest structures can benefit from the adoption of concrete block construction. In fact, the adaptability of Vibrapac block is almost limitless. It is ideal not only for living rooms, but for bedrooms, kitchens, recreation rooms, corridors... for every living space from basement to attic.

The ready acceptance of Vibrapac block is one of its greatest advantages. In its wide range of colors, sizes, and finishes, including split-block, home owner, architect or builder can find something to match almost any interior design... often a suggestion for an entirely new interior treatment.

The economy of this material has also contributed to its spreading popularity. Vibrapac block can be handled and laid with ease, speed and accuracy, providing marked savings in time and labor. Produced by automatic Vibrapac machines, the block are dependably uniform, naturally moisture resistant and effectively soundproof. And they last a lifetime.

Architect, builder and home-owner will find the story of Vibrapac block interesting and challenging. Complete literature on request. Write Besser Company, Box 183, Alpena, Michigan, USA.
Combined convектор and radiant heating slashes fuel costs

New idea in heating yields significant fuel savings. Anaconda Pre-formed Panel Grids in the floor serve as highly effective heating elements and as return lines for convectors.

Mr. Richard S. Leigh, consulting engineer, designed this combination convектор and radiant heating system, and one of his most recent installations was the Woodbury, Connecticut, High School for which he specified the time-saving PG’s® (Anaconda Panel Grids) and Dunham-Bush convectors.

Mr. Leigh reports that the Woodbury School has an annual fuel bill of about $1000 for heating 22,000 sq. ft. floor area. Similar schools, employing other heating methods, are spending approximately $2000 for heating an equivalent area.

IDEAL FOR SCHOOLS, HOSPITALS, OFFICES. "This combination of convектор and radiant heating," continues Mr. Leigh, "is economical to install, comparing favorably with competitive 'economy' type systems. A curtain of warm air at the windows prevents cold drafts and uncomfortable temperatures at the outer walls. The copper tube floor coils provide uniform warmth throughout the room. Individual room zoning is inexpensive. Such comfort cannot be obtained by any other method of heating at so low a cost."

FOR INFORMATION on Anaconda Panel Grids, the ready-to-install copper tube coils for radiant heating in floors and ceilings, and details about this combination convектор-radiant heating system, write Building Products Service. The American Brass Company, Waterbury 20, Conn.
VAPOR SEAL AT ALL JOINTS!

A NEW FEATURE YOU GET ONLY IN

CELOTEX
REG. U.S. PAT. OFF.

IMPROVED INSULATING ROOF SLABS

This exclusive CELOTEX vapor seal gasket seals all joints. Better. Quicker. Makes positive contact with slab's built-in asphalt membrane, creating continuous vapor barrier, for superior protection. Now available in all parts of the country.

Adds "Sell" to the Job! Attractive white factory finish on under-surface, including bevels. Ideal for modern exposed-beam construction. Cleanable, paintable.

One Product—One Application! This multi-function CELOTEX product combines roof deck, insulation, finished ceiling and continuous vapor barrier. Saves time, labor, materials.

Seals ALL FOUR EDGES!

Exclusive CELOTEX vapor seal gasket, on one long edge and one short edge, seals ALL edges of slab in completed roof deck.

Celotex standard type roof slabs also available for areas not requiring vapor barrier
HELP SELL MORE HOMES FASTER!

Life-of-Building Guarantee on

CELOTEX

BUILT-IN RUBBER GASKET INSULATING SHEATHING

Here's What Builders Say:

CLAUDE T. LINDSAY: "... plays a very important part in making the buying public conscious of quality construction."

JOE H. CHOATE: "... your Sheathing Guarantee played an important part in our sales increase."

J. A. GRAHAM, JR.: "... our home-building program has enthusiastic public acceptance, especially since you come out with the Life-of-Building program."

CHARLES A. PARRISH: "... one of the most important reasons why the majority of our new homes sell before completion."

We'll send you a specimen of the Guarantee Certificate and a copy of the attractive folder available without charge to you in quantity, with your name imprinted.

Just ask for "Life-of-Building" literature. Address:

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

A complete line of building products, nationally advertised under one famous name INSULATING SHEATHING • ASPHALT ROOFING • MINERAL WOOL • FLEXCELL® PERIMETER INSULATION AND EXPANSION JOINT FILLER • INSULATING ROOF SLABS • CELO-ROK® GYPSUM PRODUCTS • HARDBOARDS • INSULATING SIDING CEMESTO® STRUCTURAL INSULATING PANELS • INTERIOR FINISHES • AND OTHERS

CELOTEX

REG. U.S. PAT.OFF.

BUILDING PRODUCTS

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

JUNE 1957
STEP ONE
Rough-in wall opening only 20½” x 29”.

STEP TWO
Make simple electrical wiring connection.

EXCLUSIVE “FRENCH DOOR” WALL OVENS give more flexibility to kitchen designers... center-opening doors swing out to allow more working space — take less aisle space. Come in 4 porcelain enamel colors or satin chrome. And they’re so easy to install in walls, cabinets or islands. Oven rests on a level wood shelf, needs no internal braces or external vents. Approved for zero clearance installation. These three steps are all you do...

STEP THREE
Push into wall opening. Four screws secure molding.

Step by step, Frigidaire built-ins

ALL-NEW FRIGIDAIRE “SHEER-LOOK” DESIGN

Styled to stay in style — built for the homes of tomorrow — engineered for your homes today. Frigidaire built-in and freestanding kitchen and laundry products are as clean-cut and plumb-line straight as the plans for your new homes. No space-wasting curves — no gaps to fill — here is a new concept in appliance design and engineering that makes every corner count. More builders are learning they can now offer value far above actual cost — and, at the same time, cut “on the site” time and labor expense by specifying Frigidaire products that square-up with standard counters and cabinets.

ONE STOP FOR THE MOST COMPLETE LINE OF MAJOR HOME APPLIANCES

For every kitchen, laundry, heating or cooling equipment need, call your Frigidaire Dealer or District Headquarters. Choose from the complete line including: 20 models of America’s “Handiest” Refrigerators and Food Freezers; 12 models of the “Thinkingest” Electric Ranges; 3 exclusive “French Door” Wall Ovens; 5 space-saving Fold-Back Surface Units; 2 Built-in Cooking Tops; 5 Automatic Washers and 4 Electric Dryers — the “Savingest” laundry pairs ever; 4 “Cleaningest” Dishwashers; 2 Food Waste Disposers; 16 Electric Water Heaters; 7 of the “Coolingest” Room Conditioners — and, a complete line of cooling combinations plus new gas or oil heating units for every size home.

PERSONALIZED PROMOTION TO HELP SELL YOUR HOMES

Your Frigidaire Builder Sales Representative is prepared to assist you with your merchandising plans and promotion materials — all professionally designed for your specific homes. Call your nearest Frigidaire Dealer or District Headquarters for complete information.
BUILT-IN COOKING TOPS fit most anywhere in the kitchen — on top of the counter next to a wall oven, next to the sink or in front of the kitchen window. Simplified "Slip-in" Installation uses no adapter rings or brackets. No front carpentry — controls are on top. Only 5-inch depth required. Come in 4 porcelain enamel colors or satin chrome. Zero clearance approved by Underwriters' Laboratories, Inc. See how easy they build in ... 

ALSO EXCLUSIVE FOLD-BACK SURFACE UNITS that install in two simple steps: wire-in, screw-in for extra convenience, extra counter space.

save you time and money...

UNDER-COUNTER DISHWASHERS fit flush — front, top and sides with standard kitchen cabinets, require only 34 1/4" under-counter clearance, 24" depth. Pressure discharge drain permits flexibility in meeting existing drain conditions (plumbing to nearby sink or disposer). Comes in 4 porcelain enamel colors, or all white. Also available in cabinet style or Dishwasher-Sink Combination or Portable model. One-two-three installation . . .

"BUILD-IN" REFRIGERATORS, TOO!
Frigidaire "Sheer Look" Refrigerators fit square in wall alcoves or standard cabinetry — just Plug-in, Push-in, for that BUILT-IN look!

“IN ’57 GO FRIGIDAIRE” DIVISION OF GENERAL MOTORS CORPORATION DAYTON 1, OHIO
costs so little...does so much...

"Hardwood Plywood made this kitchen the heart of the house..."

“No woman today wants a cold, sterile kitchen that’s out of pace with the trend to casual, comfortable living. That’s why we used the rich, natural beauty of Hardwood Plywood to bring the relaxed liveable feeling of the rest of the house into this attractive kitchen.”

Alex Gow, Builder Troy, Michigan
distinctive touch of elegance
...the "something extra" that closes the sale

"We specified Hardwood Plywood throughout...

"We've found that homes panelled with warm, rich hardwood plywoods get immediate response from hard-to-please home buyers. Economical, easy to install, hardwood plywood panelling adds that touch of dignity and distinction that closes the sale." 

Nathan Manilow, President 
Manilow Construction Company

"These panelled walls sold them...

"The distinctive Oak Hardwood Plywood panelling in family rooms such as this made a hit with virtually every visitor to our Women's Congress Model Home*. Beautiful, durable, easy-to-maintain Hardwood Plywood panelling like this adds that important extra touch of elegance that today's women demand."

Richard G. Schaub, Builder Whiting, Ind.
*Munster, Indiana

Specify AMERICAN MADE HARDWOOD PLYWOOD—IT BACKS-UP YOUR REPUTATION!
The HPI seal identifies American Mills manufacturing under a rigid 5-point quality control program. You are protected by these American manufacturers who assure prompt delivery, maintenance of uniform grading standards and who stand 100% behind their products.

JUNE 1957

HARDWOOD PLYWOOD INSTITUTE
600 S. Michigan Avenue, Chicago 5, Illinois, Dept. 14F
Send me free copy of the HPI "Hardwood Plywood Handbook": a guide to selection and use.

Name. ______________________________________
Address. ______________________________________
City. Zone. State. ________________________

Send coupon for your free copy of the HPI "Hardwood Plywood Handbook."
WHAT? HEAT AND COOL A HOUSE FOR $12 A MONTH?

Yes... aluminum-clad insulation permits smaller furnace and air conditioner... with lower monthly operating costs.

The findings of recent Alcoa-sponsored research lead to this startling conclusion: the average-size (1,200 sq ft) properly built new house with adequate insulation surfaced with Alcoa® Aluminum can be heated and air conditioned throughout the year for as low as $12 a month. Operating costs vary slightly according to climate, of course, but the figure $12 is an average for the entire United States. See two typical examples illustrated.

What does this mean for you, the builder? Adequate aluminum-clad insulation cuts the cost of heating and cooling equipment at least 25%. Here’s a real competitive advantage. Now central air conditioning is within the reach of the popular-price home buyer.

Typical examples of average heating and cooling costs for properly insulated and engineered houses in two American cities:

**PITTSBURGH, PENNSYLVANIA**

- Size: 1,200 sq ft
- Temperature range: Medium
- Summer Design Mean temperature: 81°
- Typical power rate: 26/kwh
- Cooling costs per year: $23
- Heating costs per year: $135
- Average cost per month: $158
- Requires: 2-ton air conditioner
- 75,000 Btu furnace

**BIRMINGHAM, ALABAMA**

- Size: 1,200 sq ft
- Temperature range: Medium
- Summer Design Mean temperature: 85°
- Typical power rate: 16/kwh
- Cooling costs per year: $34
- Heating costs per year: $70
- Average cost per month: $8.66
- Requires: 2-ton air conditioner
- 75,000 Btu furnace

What does this mean for your customers? During winter, aluminum-clad insulation keeps furnace heat in to cut fuel expense. During summer, it is the most effective insulation known for keeping out radiant heat. This means year-round comfort... in a care-free home that costs less to heat and cool.

Alcoa’s new book about insulation, *Comfort Everybody Can Afford*, has been written especially for builders. Its valuable information will help you sell better homes... faster. Mail the coupon today for your copy.

**ALCOA does not make insulation of any kind,** but Alcoa Aluminum Foil is used by many manufacturers to produce several types of insulation.

Aluminum Company of America, Industrial Foil Division
1610-F Alcoa Building, Pittsburgh 19, Pennsylvania

Gentlemen: Please send my free copy of your new book about insulation: *Comfort Everybody Can Afford*.

Name ___________________________ Title ___________________________
Firm __________________________________________
Street __________________________________________
City __________ Zone ______ State __________
Build in sales-making décor

BEGIN WITH A BEAUTIFUL BACKGROUND
of plastic wall tile

Delightful background for a child’s room . . . wall and ceiling in colorful stripes of plastic wall tile squares made of Styron®. Lustrous square tiles also face the built-in bed. From dainty bedrooms to gleaming kitchens, Styron plastic tile will give your homes distinctive new beauty that sells . . . beauty that is as practical as it is decorative. You have more than fifty decorator-styled Styron colors to work with . . . an exciting variety of versatile shapes . . . designs unlimited! Specify plastic wall tile made of Styron . . . the quality of tile, mastic and installation is dealer guaranteed. Your certified dealer can help you plan this beauty and easy-care décor that sell homes in any price range. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. PL1559Q.
Builder shows three steps to

Lifetime perimeter

1 Place Styrofoam horizontally, next to exterior walls . . .

Wolfe & Gilchrist choose STYROFOAM for finest perimeter insulation

Keith Gilchrist, builder of contemporary homes, reports, "I've found Styrofoam the best ever for perimeter insulation in basementless homes. The way it protects against cold, heat and dampness is really something."

(All photos shown here were taken in Wolfe & Gilchrist's Holly Hill subdivision, northwest of Detroit, Michigan.)
insulation with Styrofoam

2 Apply vapor barrier...

STYROFOAM* (a Dow plastic foam) is a new kind of homogeneous insulation introduced by Dow, First in Foam. It resists rot, mold and deterioration. It has no food value—does not attract rodents and vermin.

A plank 9 feet long and 1 by 12 inches weighs less than 22 ounces! It's strong enough to support a commercial vehicle. Won't absorb water—even after a week's immersion only the open surface cells show any sign of moisture.

Here's an economical insulation—clean, easy to handle—available in various lengths, thicknesses. The millions of tiny, noninterconnecting cells block out heat and cold. What's more, Styrofoam gives lifetime protection.

PROVED FOR 10 YEARS—Since 1946, Styrofoam has established a consistent record of satisfaction in the field of industrial refrigeration. Here only the best is good enough.

Now that Dow has increased production, Styrofoam is available as comfort insulation. Builders, architects and home owners, too, can profit from its unique combination of properties.

For further information, contact your nearest Styrofoam distributor:
- CALIFORNIA, San Francisco: Western Foam Products, Inc.
- CALIFORNIA, Los Angeles: Pacific Foam Products Company
- FLORIDA, Tampa: The Soule Company
- GEORGIA, Atlanta: Badham Sales Company
- ILLINOIS, Chicago: The Putnam Organization, Inc.
- IOWA, Des Moines: Wilson-Rogers, Inc.
- KANSAS, Kansas City: Styro Products, Inc.
- MASSACHUSETTS, Ipswich: Atlantic Foam Products Company
- MICHIGAN, Detroit: Par-Foam, Incorporated
- MONTANA, Billings: Madden Construction Supply Company
- NEW YORK, Rochester 20: William Summersby Sons Corp.
- NEW YORK, Long Island City 1: Styro Sales Company, Inc.
- OHIO, Cincinnati: The Seward Sales Corporation
- OHIO, Cleveland 3: Structural Foams, Inc.
- PENNSYLVANIA, Plymouth Meeting: G & W H Carson, Incorporated
- TEXAS, Houston: The Emerson Company
- UTAH, Salt Lake City 10: Utah Lumber Company
- WASHINGTON, Seattle 9: Wiley-Baylor, Inc.
- WISCONSIN, Milwaukee: S & S Sales Corporation
- CANADA, Edmonton, Alberta: Northern Asbestos and Building Supply Co., Ltd.
- CANADA, Kitchener, Ontario: Durofoam Insulation, Ltd.

*STYROFOAM IS A REGISTERED TRADEMARK OF THE DOW CHEMICAL COMPANY

YOU CAN DEPEND ON DOW

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

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

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

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

Two types of Twindow®

**METAL EDGE.** Ideal for large windows and where maximum insulation is needed most. Constructed of two panes of ¾” clear-vision Plate Glass, with a ¼” sealed air-space between. Exclusive stainless steel frame means no bare edges to chip or mar, as well as easier, quicker, and safer handling for the builder.

**GLASS EDGE.** Constructed of two panes of ½” Pennvernon—the quality window glass—with a ⅛” air-space between. The high insulating value makes these units ideal for modern window wall construction. Available in popular sizes for a variety of window styles.

Build it better with Pittsburgh Glass

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

PAINTS + GLASS + CHEMICALS - BRUSHES - PLASTICS - FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED
THE B&G BOOSTER PUMP
... key unit of a B&G Hydro-Flo System
This electrically driven pump is used to circulate water in B&G Hydro-Flo heating, cooling and snow melting systems. It is noted for extremely quiet and vibrationless operation, long life and failure-proof performance. Over 2,000,000 B&G Boosters are in operation today.

The B&G Booster and Hydro-Flo auxiliary equipment can be installed on any hot water heating boiler.

Only Water can give a home all these COMFORT,

A B&G Hydro-Flo System adds not one, but five features which make a home a better buy and easier to sell! This circulated water system offers advantages obtainable in no other way... and it's amazingly flexible in application. It can be installed initially to provide the superior comfort of radiant forced hot water heating... and the other Hydro-Flo features added as the owner's pocketbook permits.

Advantages of water for heating
1. Heated water emits a large proportion of radiant heat—the basic ingredient of winter comfort.
2. Heat distributors can be located along cold outer walls, where they block out incoming cold.
3. Water delivers a large amount of heat through small pipes. It cools slowly, assuring sustained heating. It can be circulated through long pipe runs without loss of heating efficiency and inexpensively zoned for better temperature control.

4. Permits all year use of the house heating boiler to heat the faucet water.
5. Does not re-distribute odors from room to room.
6. A water system can be easily enlarged to heat added rooms.
7. The only practical system for snow melting.

Advantages of water for cooling
1. A B&G Hydro-Flo System can be more accurately designed to meet a given cooling requirement.
2. Piping will not rust out and is easier to insulate.
3. Can be installed to compensate for directly opposed heating and cooling requirements. (A room needing the most heat usually needs the least cooling.)
4. Water cooled air can be properly admitted to rooms at low velocity from a high inlet.

Hydro-Flo SYSTEM
BELL & GOSSETT
COMPANY
Dept. EV-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto 16, Ontario

Snow melting
CONVENIENCE and ECONOMY ADVANTAGES

For the complete story of the B&G Hydro-Flo Heating and Cooling System, send for this booklet. It is completely illustrated in full color and shows the various ways in which circulated water can endow a home with the most modern comforts and conveniences.
We associate with Banking, the idea of valuables—money, stocks and bonds, deeds, insurance policies, jewelry. These are articles of dependable value which the banker keeps safe for us—against our needs.

In the present building market—with its ups and downs—the builder and the dealer will do well to consider and weigh the dependable value of the building materials they handle. Doubly important is their involvement and investment in the bread-and-butter, $21-billion modernization market. If they work with known quantities, they can protect themselves against costly surprises.

Quality is one of the yardsticks of dependable value. As the makers of Homasote, we are not suggesting that Homasote Boards are so precious they require storage in bank vaults. We can establish Homasote quality with one simple fact...there are no storehouses at the Homasote Mill. Winter or Summer, any Homasote on hand is stored outdoors—as it has been for 42 years. That is why Admiral Byrd could build Little America with Homasote—and find the material "as good as new" 16 years later. That is why you can use this true "outdoor board" for exposed exteriors as safely as for the finest interiors. Homasote can wait weeks, months, or years to be painted, if need be. That is why leading architects and builders now specify this top-quality product for their top-quality homes.

All Homasote Products are Quality Products—born of almost half a century of American pioneering. They have stood the test of time—and of every kind of climate and weather condition. They are made—each piece individually molded—by careful, scientific engineering. Every end use is the result of extensive research, backed by the experience of satisfied users over periods as long as 40 years.

Homasote Products are usually cheaper applied—always cheaper in the long run. And—Homasote always stands back of its products.

Known Policies

There was once a bank president who said, "I keep my desk in the bank's front window. The least I can do is to let the customers and the stockholders know where I am at all times." Similarly, you always know where Homasote stands.

Homasote's business policies are known policies—made clear to all by every Homasote Representative, frequently reaffirmed in writing by Homasote Management. Whether it is a matter of allotment, distribution methods, or discounts, there are no variations. By this adherence, the interests of the retailer and the distributor are just as fully protected as are the interests of Homasote Company.

In essence, you can feel that your trading in Homasote Products is a dependable lifetime investment—the kind of business and the kind of security on which there is never any buying or selling on margin, never any under-the-table dealings.

Dependable Prices

There is no greater proof of known policies than dependable prices. Over the past 20 years, Homasote prices have slowly increased by 40%; the prices have never receded. In the same period, many other products have gone up in price by some 70%; this increase was on a fluctuating and frequently unpredictable basis. The end result is that no retailer or distributor of Homasote has ever bought at a given price and found, the next day, that the price had been cut.
WIDE RANGE

Given quality and dependability, a wide range of products becomes an asset—to the dealer, the distributor, and to the manufacturer. One standard of research, field testing, and know-how goes into every product. The multiplicity of products and applications enables you to place combination orders with one manufacturer—on the basis of true economy.

SHEATHING — The famous Homasote One-Man Sheathing, in 2' x 8' V-jointed panels, is in a class by itself. In sizes up to 8' x 14', Homasote 1/4" Big Sheets are the economical sheathing materials for all types of finished exteriors.

WALLS — Standard Homasote (with linen finish) is available in 2 thicknesses and 17 stock sizes—for interiors and exteriors. Striated and Wood-textured Homasote panels are available in 3 widths, for decorative use inside or out.

ROOF DECKING — Homasote Type RD comes in 2' x 8' slabs, in 4 thicknesses. Properly applied, these panels support shingles, tiles, built-up roofing, or 4" of lightweight concrete.

AIR-COR PANELS — Scientifically engineered to overcome condensation problems under roofing, these multi-layer panels use Nature's own principle of weather-air ventilation to draw off moisture—reduce heating and cooling costs as well. Wilson Air-cor panels also make excellent sound-deadening partitions.

UNDERLAYMENTS — ½" Resilibase and ¾" Homasote Underlayment—both in 4' x 4' sheets—are resilient—for walking comfort and for the longer life of quality floor coverings. Resilibase takes the place of a pad under wall-to-wall carpeting.

AIR-FLOAT CONSTRUCTION — "Continuous dry-wall construction" is at last possible for ceilings—with the Wilson Air-float method. Homasote panels are suspended from ceilings, joints, rafters, or collar beams, with great economies in labor and materials.

SUPPORTING YOUR EFFORTS

The Homasote Estimating System gives you the means for estimating the cost of a whole house in less than one hour. The 68-page Homasote Handbook gives you complete, practical detail—the know-how of construction—for every part of the house. Easi-Bild* Patterns—for the do-it-yourself market—enable you to turn (on the average) an initial investment of 52¢ into a profit of $35.36. Motion pictures are available for your use on basic construction, on do-it-yourself projects, on the rich Christmas figure market. Sales literature for use with consumers, architects and builders, is supplied for every line. This is practical literature with specification data, application instructions and blueprint detail. Homasote's nationwide advertising reaches consumers, architects, builders, dealers, and the farm market.

We invite you to have a special meeting with a Homasote Representative. Let him help you re-appraise the present building market; let him show you in detail and with facts, figures, and films, why you have five good reasons to bank on Homasote.

*T.M. Reg. Easi-Bild Pattern Company
A Bilco Basement Door opens up the basement for modern living — gives your customers the usefulness, convenience and safety that only direct access can provide. All metal and permanent, a Bilco Door is your most powerful — most appreciated — selling feature.

Now with new Bilco Stair Stringers you can build the steps under Bilco Doors faster . . . and at less than 1/3 the cost of masonry steps. Formed steel stringers are slotted to receive standard 2” x 10” wood treads.

Sold by Lumber & Building Supply Dealers.

THE BILCO CO., DEPT. 976B, NEW HAVEN, CONN.
Please send me complete information about BILCO Stair Stringers and Basement Doors.

1 build □ 1-20 □ 20-100 □ 100-500 houses

NAME
ADDRESS
CITY STATE
Set your sights...

2,000,000 homes a year

is this industry's goal

BUILDERS ARE BREATHING fire and fury at the attitude of the Administration and of many bankers and business men that there's really nothing very serious about letting home building dwindle and dwindle along at 800,000 to 900,000 units a year.

Why is it, they ask, that home building is sharply off from recent years while every other segment of the U.S. economy is operating at top production?

Is it because we are over-built, over-priced, or unable to construct the kind of homes Americans want? The answer obviously is no on all points.

The basic reason, American Builder believes, is a whopping underestimate of the real need of the American public for more and better houses. To speak of 800,000 or 900,000 houses a year as "enough" for our dynamic, growing, prosperous and home-hungry population is to ignore every sound recent study, including that of the President's own Housing Committee.

BOTTLING UP OUR DYNAMIC INDUSTRY at these horse-and-buggy levels is a slap in the face to American enterprise and ingenuity.

Home building is not a "postponable" item, to be turned on or off at will to offset fluctuations of the economy. Nor is it any more "inflationary" than other industries—such as automobile building—that create jobs and provide needed goods. New homes are a vital need of our people, and we should have a vigorous national housing policy based on that need.

RIGHT NOW, THIS YEAR we should be building at least 1,200,000 houses just to keep up with family formations and demolitions. By 1960 the need will rise to 1,500,000. And by 1975 our housing requirements rise to 2,000,000 units a year.

Constructive, long-range legislation should be enacted by Congress at once to permit and encourage building at these levels which are conservative in terms of population growth, movement and wealth. Low down payments, 30-year loans, a central mortgage bank to encourage the free flow of funds should be established. And the fixing of interest rates at unworkable levels by law or government bureau should be abolished.

Again we say, let's raise our sights. We need a housing policy and housing legislation with a goal of 2,000,000 homes a year.

Here's why American Builder says we need to set our sights for a greatly EXPANDED market
Why we must set our sights for

1. THE NUMBER OF NEW HOME PROSPECTS ARE OUTSTRIPPING HOUSING STARTS

This year the number of males aged 24 (typical marrying age, at which they become home prospects) shoots back up over total housing starts. By 1975 we'll have close to 2,000,000 of these young home wanters. Meanwhile, with birthrate, income, and living standards rising, these new prospects will in all probability become owners sooner than ever.

2. MORE PEOPLE ARE MOVING TO THE SUBURBS

<table>
<thead>
<tr>
<th>SUBURBS</th>
<th>ESTIMATED POPULATION 1955</th>
<th>ESTIMATED POPULATION 1975</th>
<th>PER CENT INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phoenix, Ariz.</td>
<td>307,800</td>
<td>720,000</td>
<td>133.9</td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>56,000</td>
<td>95,000</td>
<td>69.6</td>
</tr>
<tr>
<td>Austin, Tex.</td>
<td>14,900</td>
<td>27,000</td>
<td>81.2</td>
</tr>
<tr>
<td>Buffalo, N.Y.</td>
<td>660,400</td>
<td>1,016,000</td>
<td>53.8</td>
</tr>
<tr>
<td>Houston, Tex.</td>
<td>341,000</td>
<td>1,208,000</td>
<td>284.3</td>
</tr>
<tr>
<td>Seattle, Wash.</td>
<td>331,700</td>
<td>604,000</td>
<td>82.1</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>182,000</td>
<td>300,000</td>
<td>64.8</td>
</tr>
<tr>
<td>Richmond, Va.</td>
<td>116,500</td>
<td>192,100</td>
<td>65.8</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>106,000</td>
<td>195,000</td>
<td>84.0</td>
</tr>
<tr>
<td>Tacoma, Wash.</td>
<td>145,100</td>
<td>241,000</td>
<td>66.1</td>
</tr>
<tr>
<td>Wichita, Kans.</td>
<td>73,000</td>
<td>120,000</td>
<td>64.4</td>
</tr>
<tr>
<td>Saginaw, Mich.</td>
<td>79,700</td>
<td>146,600</td>
<td>83.9</td>
</tr>
<tr>
<td>Columbus, S.C.</td>
<td>59,900</td>
<td>153,000</td>
<td>155.4</td>
</tr>
<tr>
<td>Fresno, Calif.</td>
<td>40,000</td>
<td>106,500</td>
<td>166.3</td>
</tr>
<tr>
<td>Lowell, Mass.</td>
<td>48,000</td>
<td>115,400</td>
<td>140.4</td>
</tr>
<tr>
<td>Stockton, Calif.</td>
<td>52,400</td>
<td>107,000</td>
<td>104.3</td>
</tr>
<tr>
<td>San Bernadino, Calif.</td>
<td>38,000</td>
<td>119,000</td>
<td>213.2</td>
</tr>
</tbody>
</table>


ENORMOUS future growth of the suburbs will intensify the need. Here are 17 suburban areas where population will grow from 53% to 254% by 1975.

3. MORE PEOPLE WITH MORE MONEY CAN NOW AFFORD A NEW HOME

Number of families earning over $5,000 annually (in 1953 dollars)

<table>
<thead>
<tr>
<th>MILLIONS OF FAMILIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
</tr>
<tr>
<td>0</td>
</tr>
</tbody>
</table>

EVERY YEAR over a million families join $5,000-plus income bracket—enough to finance a $12,500 house. By 1970, 75% of urban families will be in this group.
Here's how we'll grow, move, change in the years ahead

4 Older houses must be replaced

About one-third of the total number of nonfarm houses are now at least 40 years old. Every year some 300,000 are withdrawn from supply. This figure will continue to increase in the years ahead.

5 New highways will rip out houses

These houses must be replaced too. And the new roads open up new areas for development by making remote areas more accessible.

6 People on the move need new homes

One out of five persons changes his residence every year. This year some 30 million will move. Yet, in many places, they can't find enough good housing because there just aren't enough houses in the right places. And, some of their former dwelling units stay empty.

7 We will add 51 million people

Right now you can count on a net gain of nearly three million people a year—or close to one million new households a year—a total of over 20 million new families demanding new dwelling units. But building has not kept pace with population growth. In 1950 we built one house for every 90 persons. This year we're building one for every 167.

8 We will add 90 million children

Birth rate is now over four million a year, will top five million by 1975 if the trend continues. And families are larger, needing bigger houses.

9 We will have 21 million older people

People are living longer, earning more, so are able to occupy a home longer. Those reaching age 65 will go up from 1.2 million a year now to 1.6 million by 1975—a net increase of 6.5 million.

10 If building takes its proper share of gross national product...

Since 1950, gross national product climbed from $329.9-billion to $412.4-billion in 1956. During that period we spent an average of 3.7% on housing. By 1975, our GNP will be an estimated $745-billion. By the same ratio, we should then spend some $27.5-billion.
We've told you WHAT our housing needs will be...  
...now here is HOW to meet the needs

AMERICAN BUILDER RECOMMENDS:

Complete overhaul of housing legislation to:

1. Lower FHA down payments as stipulated in Smathers bill, so as to start at 2 per cent of first $10,000 of purchase price.
2. Provide a competitive, "flexible-controlled" FHA interest rate—realistic and geared to the money supply. For example, the interest rates to the yield of long-term government bonds.
3. Lower the FHA insurance premium.
4. Increase the maximum FHA mortgage to $25,000.
5. Immediately increase VA-mortgage interest rate to 5 per cent.
6. Immediately increase Treasury-held FNMA stock to expand FNMA's buying power.
7. Encourage investment in home mortgages by new sources of credit such as pension, union, and trust-fund investors. One way, for example, might be by means of FHA's new plan to sell FHA-insured mortgages for resale in participation certificates in units of $1,000 and up. Establish a central mortgage bank to lend money to builders and others who put up government-backed mortgages.
8. Make it legal for builders to pass along to the buyer the discount he must pay to lenders while money is tight because of non-competitive interest rates.
9. Pave the way for a program to make suitable land and facilities available to builders. The President might call a "White House Conference" of federal, state, and local officials, as urged by NAHB, to dramatize the needs and outline how to (1) provide these community facilities and (2) re-examine local tax structures with a view toward making it practical to build more homes at reasonable prices.

Here's what you, the builder, can do:

1. Work with other builders to formulate a positive housing policy. Back it with scientific data on market potentials. Then present your arguments to (1) your representatives in Congress, (2) local and state officials, and (3) your prospective mortgagors.
2. Work with Congress. Let your representatives know what you want. Get your suppliers, your prospective customers, your newspapers, radio, TV stations to join you in asking for legislation encouraging home building.
4. Work with local civic groups. Organize action to bring parent, church, school, and business groups together. Help them set up committees to tackle each problem.

PRESSTIME BULLETIN: the House has passed a bill calling for many of the above proposals. Now is your opportunity to tell Congress what you want. See Outlook, p. 11.

And, low-cost housing is the key (see pages 83-99)
LUXURY LOOK for a budget price: this house is built on wooded, rolling site.

SET YOUR SIGHTS: LOW-COST HOUSES

They're building this luxury house for $10,750 in Little Rock

Here's a project house that was developed by the builder-architect team, Lawrence and Gayland Witherspoon in Little Rock, Ark., to bring to the lower-income family a high-quality home at budget prices. With 868 sq. ft. of floor area, the house has achieved a spacious, luxury look—still holds the price with economy construction. At present they pay 8 points for VA money, plans now to use only FHA, at 2 points. Under American Builder's proposed "set your sights" financing program, such a house ($12,500 with lot) could be sold for $400 down and monthly mortgage payments of $67.95.
SET YOUR SIGHTS: LOW-COST HOUSES continued

Here's how this contemporary hillside house was planned

THE CONTINUOUS BALCONY, of ample width, has stairs at both ends, runs around the south side of house to overlook a broad vista. With the adjoining balcony, the living room takes on a larger dimension in feeling.

THE OVERHANG and balcony are framed around the trunk of the tree. On the hilly terrain, old telephone poles buttress slope beside the house.

ATTRACTIVE light fixture is mounted on top of free-standing partition. All light fixtures were job-built and designed to fit in low-cost home.

The horizontal lines of the balcony add to the apparent width of the house. Porch area is provided because Arkansas people can and like to eat outdoors seven months of the year. Extended 2x8 joists support the balcony.

...with these attractive cost-cutting
CRYSTAL GLASS (7/32") is used at the gable ends and on top of all interior partitions. Each room can "borrow" space from adjacent room as well as from outside. Mahogany shelves are built into living room. Colors used throughout are monochromatic browns and tans.

for more quality per dollar . . .

RECESSED bedroom lights are installed in the edge of the furred down space between the two rear bedrooms. This space is furred down to allow the attic fan to pull in outside air through screened louvers, cooling the inside.

building features

BATTEN STRIPS on the exterior siding are intended to accent and repeat design rhythm of house and to make window units fit into and be part of walls. The ¼" mahogany siding is finished with two coats of varnish.

LIGHT FIXTURE over medicine cabinet in bathroom (and other fixtures) is made of a wood frame and frosted glass, uses simple light sockets.

TO KEEP WIRING COSTS down yet provide adequate modern lighting, central trunk system of wiring (fixtures mounted along it) is used.
SET YOUR SIGHTS: LOW-COST HOUSES continued

For $10,750 (without land); quality construction good looks

This house built by Lawrence Witherspoon sells for $12,500 on a 90' lot. It's another example pointing up the fact that the term "low-cost housing" doesn't necessarily mean mediocre quality or sterile design. The location, beauty and "hidden values," built into the homes at the High Point project will survive for years. Such things as gleaming hardwood floors and natural wood trim will make cleaning easier. The unusual ridge beam was designed to attack the roof condensation problem before it starts—a construction "hidden value." The same is true with the steel rods and wire cross ties used in the footings and foundation, anticipating future stresses on the concrete.

MITRED GLASS provides living room view unbroken by corner post.

FLOOR PROJECTION beyond foundation wall makes house look big.

... and here are its four elevations

EAST ELEVATION at left shows the overhang slanting down from the gables which gives the house a feeling of more space inside.
for the low-income family...

NORTH ELEVATION

at left. The screened louvers under the gable supply air to the center of house by way of the furred down ceiling.

SOUTH ELEVATION

right is really the business end of the house. Note the use of glass panels in the doors for additional daylight.

JUNE 1957

Set your sights continued
HERE IS a $7,350 house. On the following pages, we show you how its costs were held down.

SET YOUR SIGHTS: LOW-COST HOUSES continued

How Bob Schmertz builds and

The low-priced market may be badly hurt, but it isn't dead. In Laurelton, N.J., a young builder named Bob Schmertz is building and selling the $7,350 bargain shown above at the rate of 400 a year. The 800-odd sq. ft. of house can be had as either a two- or a three-bedroom model, and while it has no fancy frills, it's not a shell but a well planned and well built small home.

How can such a low price tag be put on this house? A high degree of building efficiency is part of the answer, of course, and at its heart is a superb precutting and preassembling operation. But the most important factor is a little-known section of FHA, 203-I. Under 203-I the Minimum Property Requirements are considerably relaxed, both for the land planning part of the operation, as will be shown later, and for the actual finishing of the house, and the result is a saving of better than 15% on each unit.

It is interesting to note that 203-I goes a long way toward meeting American Builder's recommendations for a new financing program, at least for very low cost homes. It is a 30-year mortgage, and since it is a relatively small loan, there is an additional service charge of 1½% on interest payments. At this rate, Schmertz has gotten all the mortgage money he needs on good terms. The maximum loan under 203-I is $6,650, so Schmertz's houses require $700 down, considerably more than American Builder's program calls for; yet his sales have boomed. The biggest problem is inflexibility, Schmertz says. He has to build an absolutely minimum house, otherwise the down payment would be prohibitive. He'd like to see either the 203-I limit go up to $7,600, or else see American Builder's plan adopted. Then, he says, for a price only slightly higher he could produce an appreciably bigger and better house.
LAND PLANNING: location of the development, the type of soil to be handled, and the earth-moving techniques used to handle it all are vital parts of keeping costs down. The details are in the Land Planning section, page 182.

FRAMING: all parts of the building operation are aimed at speeding up the work of the man in the field. By getting the house under roof quickly, bad weather can be kept from slowing down crews, hamstringing the whole operation.

finances a $7,350 house

POWER TOOLS: properly set up and used, they permit a man to do many times the work he could do using hand tools. And heavy equipment, like this radial saw, speed up ripping and cutting operations even more.

PREBUILDING: assembly-line methods and stockpiling of prebuilt and precut parts assures an even flow of materials to the job site. Quality control is easier when all precision work is done in one central location.

JUNE 1957
ONE CREW NAILS UP FASCIA, while behind them another crew is putting the roof sheathing on another house. This group of crews starts with deck joists, leaves when doors and windows are in, house ready for siding. Note the half-horse scaffolding, which can be erected in minutes, is also used to nail top of sheathing boards.

SET YOUR SIGHTS: LOW-COST HOUSES continued

The shell: how Schmertz's crews put four

EXTERIOR WALL is laid out on the deck, ready to be nailed together and tilted up into position. Position of every stud and jackstud is marked on plates and sills: only the door and window panels are brought assembled to the site.

CEILING JOISTS are spiked down to the plate. Schmertz finds conventional roof cheaper than trusses; though a bearing wall is required in finished house, it isn't needed during construction so trusses wouldn't help.
FOUNDATION WALLS for crawl space are the first step in building the shell. Considering the sandy soil and his method of installing floors, Schmertz says this is better than slab construction, the wood floors easier to sell.

PLYWOOD SHEETS are spread out over floor joists so exterior walls can be assembled. This is not subflooring: when the walls are up, the plywood will be taken up and sent to the roof, where it will become the roof sheathing.

houses a day under roof

SIDEWALL SHEATHING goes up. Like all lumber on the job, it is precut to go in its particular spot. Precision planning like this is the big reason Schmertz can keep his carpentry labor bill for the whole house down to $350.

ROOF RAFTERS are nailed up. Crew puts up section of ridge with rafters at either end, fills in the rest of the rafters afterwards. This roof is for carport which used to be a $325 extra, recently became standard.

JUNE 1957

Time-savers both inside and out
Outside: four time-saving ideas that can keep

PREHUNG EXTERIOR DOOR is set into place. Schmertz does his own prehanging and millwork in two shops that are really just unfinished house shells. Two more of these shells serve as warehouses for finished millwork.

ALUMINUM SLIDING WINDOWS are nailed onto the facing of the window frame, require no fitting or shimming. They are made waterproof when the siding laps over the flanges and caulking compound is added to all joints.

Inside: four ways that Bob Schmertz cuts interior

ROUGH PLUMBING is usually installed in the crawl space before the deck goes on, in a pinch can go in almost as easily afterwards. Schmertz pays plumbing sub less than $475 per house for everything, including fixtures.

HOT-AIR PLENUM is set in place after the deck has been finished, usually after the shell is up. Installation is cheaper in crawl space than it would be in a concrete slab. Entire heating system cost is less than $275.
field labor costs at a minimum

PREFINISHED ASBESTOS SIDING is put onto the shell, will require no additional painting. This work is subcontracted with the roofing for $600 per house. Final paint bill, inside and out, comes to $200 per house.

PACKAGED PREFAB CHIMNEY for the furnace is quickly installed by a two-man crew. Schmertz buys the packages, but subcontracts the actual installation of them. The cost, representing purely labor, is $10 per house.

costs at floor level

HOT-AIR REGISTER is fed by duct which leads up through a break in the sill, requires no break in the flooring. Insulation paper is put between it and the outside wall. Ducts also help heat the insulated crawl space.

HARDWOOD FLOORING is laid directly over joists instead of having a sub-floor between. Roofing felt serves as a sealer and noise-deadener. Besides eliminating sub-floor, method saves by allowing one-big-room floor job.
“ASSEMBLY LINE” of the prebuilding yard is this long table with its three heavy-duty radial saws. Here, all parts of the house are cut precisely to size. At intervals, all three saws are set up for consecutive operation; and with timbers going from one end of the table to the other, a two-weeks’ supply of rafters is made in one day.

SET YOUR SIGHTS: LOW COST HOUSES continued

In this yard, Schmertz “prefabs”

The “factory” shown above is simply a cleared area in the middle of Bob Schmertz’s present development. In it are the saw bench shown above, several tables, and innumerable piles of both raw lumber and finished pieces of house. It is here that Schmertz’s building costs are cut to the bone.

The primary idea behind this operation is that no man in the field should ever have to use either a ruler or a saw. Every single splinter delivered to a house site has been color coded, cut to precise size, and marked where other pieces will intersect it. The job then becomes simply a question of nailing together parts in clearly defined order.

Schmertz reverses the usual order of things in assembling his houses. Exterior wall sections have their parts precut to size, but with the exception of window and door panels, they are delivered to the site unassembled. Schmertz reasons thus: the exterior walls are big and heavy; assembled, they would present a transportation problem. On the other hand, the house deck makes an assembly table as good as any in the yard. So the four outside walls are assembled on the deck and tilted up, and the sheathing goes on after they’re up.

On the other hand, once the shell is closed in, on-site assembly of interior partitions would be a cramped proposition. So the inside walls are assembled in the yard and delivered to the job completed. They are relatively small, and can be handled easily by a fork-lift truck, a machine which Schmertz says is indispensable to his operations.

Schmertz stores both his finished house parts and his raw lumber outside under polyethylene sheet. He therefore has unlimited storage and is able to run off and store a couple of dozen of each house part at a time. Thus a man who is making, say, front door panels will get into the swing of the job after the third or fourth, and his efficiency from there on will be at a peak. And with a big part inventory no house need be held up.

Products used: National Gypsum wallboard; Van Packer chimneys; Triple-A roofing; National Gypsum Gold Bond asbestos siding; Visqueen vapor barriers; Baldwin-Hill-Perimsul crawl space insulation; Capitol kitchen cabinets; Arrow lock sets; Briggs colored bathroom fixtures; Coleman hot-water heaters; Fairbanks-Morse well pumps; Armstrong linoleum tile; Woodall sliding closet doors; Kota aluminum windows; G. M. Delco furnaces; Federal circuit breakers; Pryne exhaust fans; Sani-Quip septic tanks; and National Lacquer Co. Multi-Color interior paint.
DOOR HEADERS are nailed together and blocks added to them on an assembly table. On a subsequent operation, the headers will be incorporated into a panel for the exterior, or a whole wall for the interior.

FINISHED INTERIOR PANELS are stored in the yard. At night and in bad weather, they are covered with polyethylene tarps. Fork lift will travel from pile to pile, pick up one of each panel, and carry the “package” to the job site.

parts for more than 20 houses at a time

POSITIONS OF INTERSECTING TIMBERS are marked on more than 20 pieces at a time—in this case, plates—on this table. Master patterns are at top and bottom, and the straight edge is set on them to mark all at once.

FINISHED PLATES, color coded and marked, are stored in the yard waiting for delivery to the site. Color indicates what part of the house the timber is, other marks show where studs and panels should be nailed to the plate.
How to build for $4 a sq. ft. on

... and get full financing. Lending institutions provide ample funds for smooth-running organization headed by builder Ray Johnson because they respect his managerial abilities. Johnson capsules his secret in two words: 'time-coordination'. (This is first in a series on California builder Johnson.)

To construct solid liveable homes for $4 per sq. ft. in today's high-priced market is truly a considerable achievement. Yet, builder Ray Johnson of California has done it, is presently doing it, and plans to continue building at that cost with firmly-based hopes of shaving the $4 figure still further.

What is particularly exciting about his close-knit operation is:
• It is filling a long-vacant gap in the nation's housing needs by catering to low-income families who cannot afford homes in the $9,000 to $12,000 class.
• This entire program, with but slight change, can be duplicated anywhere in the country. It is generally not the result of material, price or labor cost advantages on the west coast.
• It is making good use of hitherto unwanted lots in shabbier sections of town; rehabilitating and upgrading them to make the entire area a better place in which to live.

Basically, emphasis on time-coordination is the key to building at low cost, according to Johnson. Controlling firm, Regent Homes, Inc., of which Ray Johnson is president and board chairman, helps in hand-picking about a half dozen sub-contractors, none of whom tie more than 60% of their business to Regent. Regent does the buying, plans and manages. Same subs work on all jobs.

Explains Johnson: "Organizationally, we are manufacturers. . . . Our stress on time-coordination is a carryover from my experience in the frozen food business, and from observing auto industry. Ours is a 'service organization'."

$4,590 is full selling price of this Regent home including garage and excluding lot. As do all houses in this series, home here features stucco exterior, lath and plaster interior, Dolemite stone roof.

$5,495 is the going price for Regent III, above, including garage and three bedrooms. Sun shading roof overhang and large glass area in windows prove popular California feature. Stress is on privacy.

$6,245 is what customers pay for Regent IV, shown above. Though it excludes garage, family gets four bedrooms, one and a half baths in this package. To hold cost line, Regent permits little plan change.
individual lots...

- **852 sq. ft.** is well-proportioned in plan to allow ample living and dining area space, adequate sleeping quarters. Traffic pattern through main entrance is intelligently planned for small home.

- **1,090 sq. ft.** is spaced out to permit lots of elbow room. Good storage facilities are provided in bedrooms. Some general storage could be handled at garage end. Note interior access from garage.

- **1,290 sq. ft.** is a lot of sq. ft. for slightly over $6,000. One cost-saving feature is positioning of kitchen, bath, which permits installation of single plumbing tree in slab by two men.

**COST BREAKDOWN FOR REGENT II**

<table>
<thead>
<tr>
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<td>Building Permit</td>
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<td>Concrete</td>
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<td>Wardrobe Doors</td>
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<td>Poles and Shelves Included in sash &amp; door package</td>
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<tr>
<td>Electrical</td>
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<td>Roofing</td>
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<td>Lath and Plaster</td>
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<td>Cabinets (birch)</td>
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<td>Sink Top and Sink</td>
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<tr>
<td><strong>Total Cost</strong></td>
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**LAMIN ALLOWANCES**

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<th>Item</th>
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<td>Finish</td>
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<tr>
<td>Framing</td>
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$3,567.78 includes basic material and labor costs. For Johnson's Regent II. Of gross profit balance, approximately 60 per cent went for sales, advertising, management, overhead; left about $400 net.

**COST BREAKDOWN FOR REGENT III**

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<tr>
<td>Sash, Door &amp; Finish</td>
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<tr>
<td>Hardware</td>
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<tr>
<td>Wardrobe Doors</td>
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<td>Electrical</td>
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<td>Sink Top and Sink</td>
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<td><strong>Total Cost</strong></td>
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**LAMIN ALLOWANCES**

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$4,335.70 still a reasonable figure, allows slightly more net profit than does Regent II. Continual program of cost analysis provides Regent with maximum operating efficiency, periodic cost cuts.

**COST BREAKDOWN FOR REGENT IV**

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<td>Wardrobe Doors</td>
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<td><strong>Total Cost</strong></td>
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**LAMIN ALLOWANCES**

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$4,864.20 giving top profit. Since this writing cost control-minded builder Ray Johnson has effected further economies in the purchase of lumber, cabinets and plumbing through volume buying.

HERE IS RAY JOHNSON'S FORMULA
1. Keep your organization decentralized

Function by function, here are the inner workings of Regent's mechanism:

(A) A corporate head (at top of chart right), which serves as nerve center for the organization. Policy decisions, expansion, ultimate responsibility rest with this unit. Decentralization begins immediately with...

(B) Builder's Disbursing Service, owned and operated by Regent. All subs are progressively paid by B.D.S. as follows: foundation complete—20%; rough framing ready for plaster—30%; plaster up—25%; on notice of completion—15%, and 10% during lien period.

(C) Metropolitan Merchandising Service, another direct off-shoot of Regent, provides advertising and sales promotion.

(D) ... and engine of the corporate machine, the operating companies.

3. Base your construction on 'time modules'

"Get the right component to the right place at the right time," counsels builder Ray Johnson.

This hard core of his construction philosophy approaches the broad concept of prefabrication (see American Builder definition, February '57). In the fact that 2x4 studs are pre-cut at lumber yard, it is a "prefab" operation. "For instance," says Johnson, "we know it takes 12 to 16 hours to fabricate wall, roof and ceiling sections. Our experience shows that the skin of the house can be constructed in 96 man hours."

Regent works on this basis house in and house out. Crews save time by not having to look at plans constantly.

IN THREE HOURS these men can finish rough wiring. Work allows for two TV outlets.
2. Concentrate promotion on poorer areas

Builder Ray Johnson operates on the principal that in every city there are vacant, isolated lots—lots between old houses, in poorer neighborhoods, in districts where minority races infiltrated. These are areas that no builder wants to use for high or medium-priced homes. Yet, such lots provide high potential for the low-cost dwelling.

In addition, Regent garners nearly 50% of its volume from the subdivision of existing lots. Sales appeal to homeowners with dividable lots is: “Your back or front yard is valuable property and will bring an income to you of from $100 to $150 a month with a Regent two-bedroom rental home.”

More about lots in September

4. Work with lenders to get full financing

Lenders (and there are 37 of them putting up funds for Regent) are definitely in favor of Ray Johnson’s operation. This is true because Regent offers lender:
—turnover of interim money three times yearly because of 60-day completions.
—guarantee that houses will not be altered structurally, so that loans need only be approved on lot appraisal.
—a Builder’s Disbursement Service (see Keep your organization decentralized, facing page) which is bonded against mingling money so that every payment made on a particular job is held for that job.
—a decentralized organization, soundly constructed, which finance-minded lenders respect.

Route of money after sale is completed is from lenders to Regent operating companies to B.D.S. to the sub-contractors.

LENDER PHILIP BISHOP, left, approves 787th loan for builder Ray Johnson, right. Says Bishop: “We like these loans—homes are pre-sold.”

More about financing in November
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-106, Towson 4, Maryland.

Choose from 4 Builder models

Black & Decker®
World’s Largest Maker of Portable Electric Tools

Find Your B&D Supplier in Yellow Pages

Look under "Tools-Electric"

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.
Easiest application ever... because it's reenforced!

**SISALATION**
the low cost vapor barrier and aluminum foil, reflective insulation

Sisalation is tough, goes in place quickly... no danger of rips or tears. Applied in side walls, this aluminum foil product equals 1" of bulk insulation and provides perfect protection against condensation damage.

Sisalation is made in 36" and 48" widths and can be had at most any lumber or building material dealer. Both new foil-type and regular are available.

Applied in attics or unfinished upstairs areas, Sisalation keeps temperatures at least 15° cooler in summer.

**American SISALKRAFT Corporation**

Chicago 6 • New York 17 • San Francisco 5
Kit full of hard-hitting help

FOR YOUR MODEL HOME PROMOTION

When you glaze your model home with Thermopane® insulating glass, you have a quality house feature that offers home buyers real advantages in comfort, economy and value.

This kit has everything to dramatize these advantages...signs and displays...sales literature to pass out...punchy selling sentences for salesmen and other items.

Remember, Thermopane is a well-known quality product. It has been nationally advertised for 13 years. When you tie in, this advertising works for you. Order your free Merchandising Kit today. Just phone your L·O·F Distributor (listed under "Glass" in the yellow pages) or write Libbey·Owens·Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.
LIBBEY - OWENS - FORD a Great Name in Glass
A new product just getting under way in the Chicago area promises to bring the lathing and plastering industries more actively into the panelized home construction field. Charles Denker, chief engineer of a Chicago trade school, has devised an ingenious new use for metal lath. He has taken the standard metal lath and formed it into 2x8' panels 3" thick. Special stiffeners and clips have been developed as part of the complete panel system. (See details.) The panels can be used on interior and exterior walls as well as in the construction of floor, ceiling and roof. They are insulated with aluminum foil. Estimated wall construction costs of the panel, complete with cement and plaster finishes, is $1.50 per sq. ft. Chicago area builder Leo Delgado, who has constructed a house with the panels, states that costs should run about $10.50 per sq. ft. for a 1,000 sq. ft. panel home. But as a leading architect, Norman J. Schlossman, who has investigated the panel, stated: “The final answer on costs is not what the manufacturer computes them to be. It is the price at which contractors bid them on actual jobs.” In any event, the “Universal Thermo Panel” will soon be on the market.
STUCCO is troweled-on over the insulated wire mesh panels forming the outside wall surface. In future, the stucco as well as the plaster can be integrally colored and sprayed on. Aluminum siding or brick veneer can also be used.

HOUSE BEGINS to take shape as the 2x8' panels are set up vertically in the metal sole-plate channel. 2x4 braces hold the panels in a plumb position until they are clipped together and the top rafter channel is attached.

cut costs on stucco and plaster

CLOSE-UP shows inside wall with wood window jamb in place. The same 3½" steel channel is used at the top and bottom of the panels to form the openings around the windows. Panels can be cut to size with rotary saw.

SECTIONAL VIEWS (upper left) show "C" and "Z" stiffeners used at door and window openings and to interconnect the vertical panels. To the right is a cross-section of the panel itself. See fastening details below.

EXPANSIBLE CLIPS are used quite extensively in the erection of the lath wall as can be seen from the photo to left. "C" and "Z" stiffeners allow alternate methods of panel connection. Simple "Z" stiffener is used the most.
This is the kind of house buyers are building themselves up to . . .

. . . It's modern, but not extreme.
. . . It's conservative, but not colonial.
. . . And it's a median cost house.

A good pitcher keeps his earned-run average low by making effective use of the element of surprise. When they expect a fast ball, he throws them a slider; if they're primed for a curve, fast and wide, he tosses a change-up in tight.

Using the same ingredient, surprise, Leslie Construction Corp. of Norfolk, Va., has made the Contemporary Ranch, shown here, a top seller. This was achieved by the simple addition of a lattice-roofed terrace in the front elevation design.

To the buyer, impressed by avant garde thinking on house design in high fashion shelter magazines, such change is welcome. Yet, prospects looking for homes in the Contemporary's price bracket ($15,950) aren't ready to live in "goldfish bowls" or "stark modern."

Practical planner Lawrence J. Goldrich, Leslie's young president, knew this. He built accordingly—following ranch home lines and injecting just the portion of contemporary (Continued on next page)
FOLDING DOORS at left expand living room to unusually large proportions for $15,950 house. Sliding glass doors at den's end bring terrace and spacious backyard into harmony with indoors. Door at right is main entrance.

HIDDEN VALUES like waterproof cement block foundation and vented soffit provide sound selling points. Outdoor grille is optional, but long planter along raised terrace wall is included in basic price.

BUYERS ARE BUILDING THEMSELVES UP TO THIS HOUSE continued

They are increasingly alert to all its hidden values

design that would pleasantly surprise the home-seeker into reaching for his checkbook.

Proof of this planning’s potency is evidenced by sales manager Emory H. Austin’s comments: “In the first four months of selling at Poplar Halls (name of subdivision), we sold approximately two-thirds of the 104 homes scheduled for Section 1. The Contemporary Ranch rapidly became equal in popularity with our tried and proven Riviera split level. This is noteworthy when you consider that we offered six different ranch and split level models.”

Carrying the element of surprise one step further, Leslie included and promoted a number of hidden values. This began with weather-proofing—adequate insulation in all walls and ceiling, and weatherstripping around all windows and doors. Highlighted, too, was the copper plumbing throughout, as well as the poured concrete footings below frostline. Such values proved especially attractive to male members of the family, and when explained in terms of performance, the ladies became equally avid listeners.

Relative to the subject of hidden values is a place to hide valuables, and Leslie thought of this, too. Included in the Contemporary’s base price is one Kwikset wall safe—a novel, yet practical, addition to any home.

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<th>COMPLETE PRODUCT LIST FOR PLAN NO. 242</th>
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<td>Lone Star concrete foundation and slab; brick veneer; cedar shingle siding; Masonite Panel Groove siding; U. S. Gypsum insulation; Barrett asphalt roofing; Kentile and oak floors; Trim-Slide aluminum windows; Fenestro folding, Spacemaster folding, Trim-Glide sliding-glass doors, and Strand steel garage doors; Birch kitchen cabinets; Eljer plumbing and bathroom fixtures; Nevamar counter and vanity tops; Westinghouse oven, range and garbage disposal; Ranger range hood; Gyro faucets and shower body; Miami-Carey shower enclosures; Nutone ventilating fan; Minneapolis-Honeywell controls; NuTone chimes; Luxaire furnace; Heatmaster hot-water heater; Kwikset hardware; Lou Frazier paints and stains; Federal panel.</td>
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JUNE 1957

Turn for quality kitchen details
A WALK through this kitchen was often enough to sew up sale. Impressive points were abundant space, Westinghouse built-ins, combination work counter and snack bar, left. Westinghouse dishwasher, center, was optional.

BUYERS ARE BUILDING THEMSELVES UP TO THIS HOUSE continued

They want a quality kitchen with the look of tomorrow

PEGBOARD above snack bar got the woman's vote as a needed extra. Combination refrigerator and freezer by Westinghouse, against back wall, was offered as optional equipment. Note economical use of all practical space for plenty of birch cabinets. Floor is Kentile's asphalt tile.

For this month's Blueprint House take-off and list of materials turn to page 228
Enter your Best Model Home

In American Builder's 1957 National Home Week Contest

Here's what six nationally famous judges will look for in awarding "best model home" plaques:

Once again in 1957, American Builder will conduct its widely publicized National Home Week "Best Model Home Contest." Any model home on display during National Home Week (Sept. 21-29) will be eligible for entry.

The judges will spotlight model homes that best express the purpose of National Home Week—more saleable houses. Entries will therefore be scored on five counts, each of equal weight: (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment including "hidden value" products; (5) merchandising. A six-man jury of nationally famous architects, builders and merchandisers will select the winners. The names of jury members will be announced in August.

Entries will be judged in two price-categories: houses under $16,000; houses $16,001-$40,000

One builder in each price-category will be given a Grand First Award. Similarly, there will be duplicate second and third awards. The judges will also select 15 houses in each category for special awards of merit. Award-winning entries will be published in American Builder's December issue and will be displayed at the 1958 NAHB convention in Chicago. Winners will also be publicized in local newspapers by American Builder's press relations staff—plenty of publicity potential for every contestant.

Plan to show a model house during NHW and take these steps as a contestant:

2. Entries must include blueprints of complete working drawings; interior and exterior photographs; a list of major materials and equipment including "hidden values" (quality products normally hidden from the consumer's view); samples of advertising and promotional material.
3. Entries may include rough detail drawings of special features; brief descriptions of economical construction techniques; newspaper publicity.
4. Include a letter giving name of builder or company; architect; price; location; statement of sales results; date of local NHW promotion.
One thousand contemporary homes with truly “contemporary” steel pipe
RADIANT PANEL HEATING

Gone are the attics and cellars and the in-between-floor inadequacies of yesterday in today’s home building ... replaced by contemporary designs with refreshingly new concepts of comfort and livability. Implementing these changes are wonderful new materials, construction methods, home equipment ... and “invisible” radiant panel heating systems so perfectly suited to the modern building concept.

More than a thousand contemporary homes, by one builder alone, in the St. Louis area include steel pipe radiant heating systems that provide completely concealed radiation, more comfortable draft-free heat, unobstructed floor space and greater cleanliness.

Reliable, durable steel pipe has been the choice of this builder for all radiant heating systems in these $13,000 to $35,000 homes ... standard since his first highly successful steel pipe radiant heating installation in 1947.

Yes, Steel Pipe is first choice for radiant heating, snow melting, fire sprinkler systems, plumbing, power, steam and air transmission lines. In fact, it is the most widely used pipe in the world!

Write for the free 48 page color booklet “Radiant Panel Heating with Steel Pipe”.

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RIGID MASONRY WALL REINFORCEMENT

Mechanical bond every 8 inches of wall... Two mortar locks at each weld... Electric butt welds place all rods on a single plane; make possible uniform mortar joints... Trussed design causes side rods to work together... Conforms to ASTM std. A-82-34 for high tensile steel... 6-inch lap at splices develops continuity and maintains reinforcing strength... Deformed side rods for maximum bond strength.

More Than 8,000 uniform mortar joints...

Dur-O-wal, Trussed design causes side rods to work together. Conforms to ASTM std. A-82-34 for high tensile steel. 6-inch lap at splices develops continuity and maintains reinforcing strength. Deformed side rods for maximum bond strength.

What an X-ray would show where Dur-O-wal is used in every second course 16" c. to c.

SELECTION TABLE

Wall Thickness | 4 in. | 6 in. | 8 in. | 10 in. | 12 in. | 13 in.
--- | --- | --- | --- | --- | --- | ---
Extra Heavy Dur-O-wal | 4-EH | 6-EH | 8-EH | 10-EH | 12-EH | 13-EH
Wt. per 1000 lin. ft. | 247 lb. | 250 lb. | 257 lb. | 264 lb. | 274 lb. | 282 lb.
Standard Dur-O-wal | 4-S | 6-S | 8-S | 10-S | 12-S | 13-S
Wt. per 1000 lin. ft. | 178 lb. | 180 lb. | 187 lb. | 194 lb. | 207 lb. | 212 lb.

Furnished in either bright basic or galvanized steel. Specify Drip Section Dur-O-wal for Cavity Walls.

NOTE — In determining whether to specify Standard weight or Extra Heavy weight Dur-O-wal, comparisons in following table should be properly evaluated:

Weight lbs. tensile steel per lin. ft. | 0.19 | 0.26
Surface bond area sq. in. per lin. ft. | 11.18 | 14.14
Number of mortar locks per lin. ft. | 3 | 3

Dur-O-wal with Trussed Design
the Backbone of Steel for EVERY masonry wall

Phone, wire or write Dept. 3-J for additional information about Dur-O-wal.

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N.Y. Dur-O-wal of Ill., 119 N. River St., AURORA, IL.

First, exclusive "WHAT to build—HOW to build it" articles help solve both perennial problems for the builder... broad-scoped reporting spans your whole range of interests in planning, buying, building and selling...

And now! With every page of the magazine designed and written to give you, the reader, more information faster...

The editors of American Builder are

"The reader is busy!" says the motto in the bossman's office. And no American Builder editor is allowed to forget it. "Write and rewrite!" "Tighten a story here... get a more telling photo there." "A diagram cuts two paragraphs of copy... good photo-and-caption treatment poster-flashes the story in pictures... clear, compelling headlines flag down the right readers, shoo off the disinterested." And so the chorus goes...

From front cover to the last page in the book, American Builder is a time-saver. The fast-opening Opportunity
helping you save time . . . and money!

Page—the quick, at-a-glance Reader’s Guide—AB Impact—The Building Outlook—The Pulse of Building—Tomorrow’s House—the realistic, down-to-earth “What-How” features—right on through to the wind-up Month Ahead. Every story, every new product item, every paragraph, every picture . . . all tailored to make your reading fast and selective . . . to save precious working time for every reader of American Builder.

But look for yourself . . . right here in this issue! What a lot you get for the time it takes you to read it. Because AB’s editors give so unstintingly of their own time, developing better ways to communicate new ideas . . . you absorb more new ideas faster . . . and this, in turn, gives you more time to convert them to profits in your own business. It’s your magazine . . . make the most of it! Just remember . . . nobody covers American building like American Builder.

AMERICAN BUILDER
A Simmons-Boardman TIME-SAVER Publication
Modern Plans Include Sliding Doors* ...and

GLIDE-ALL® Sliding Doors offer you many advantages

Two Unusual GLIDE-ALL Features

Floating Panel Construction
Each panel is reinforced on all sides with rolled steel tubing. However, the unique construction permits the panel to "float" to compensate for expansion and contraction, preventing warpage.

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Each GLIDE-ALL panel has two adjustable upper rollers and two adjustable lower guides to give each panel four contact points. This assures positive panel stability and prevents racking or twisting during operation.

There are many reasons why you will find GLIDE-ALL your better choice in sliding doors. Through extensive research by Woodall design and production engineers, they were developed to provide versatile, economical "package" sliding doors for modern storage space—with these advantages:

Attractive Appearance
They are neat and simple in the modern trend to functional design. As 8' floor-to-ceiling, wall-to-wall panels or for 6'8" wardrobe enclosures they decorate with the walls to make rooms seem larger.

Economy
The simplicity of GLIDE-ALL 8' floor-to-ceiling, wall-to-wall installations results in savings in both construction time and materials. Modern manufacturing techniques used in producing GLIDE-ALL Doors means low unit cost.

Simple, Quick Installation
Top track is screwed to ceiling, threshold is fastened to the floor and panels are slipped into operating position.

Easy Adjustability
GLIDE-ALL Sliding Doors have adjustment features to allow perfect fitting in out-of-plumb or variable openings. Top rollers and bottom guides adjust a full 3/4".

White areas show 8' high, floor-to-ceiling GLIDE-ALL Sliding Doors.

Get the complete details... see Sweets Files or write Plant nearest you.

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Things for builders to think about during July.
MOST PROMOTIONS aimed at helping builders need plenty of advance planning—six months to a year. But here is merchandising help that you can still use this year to put extra sell in your homes—tools to help you sell American Welded Wire Fabric as an extra quality feature which cannot be added after the home is built.

You are already using concrete in streets, and perhaps in curbs, in driveways, in patios, in floor slabs and elsewhere around the home. Be sure to put every bit of quality you can in these facilities; be sure you reinforce them with American Welded Wire Fabric—for added concrete durability and higher property value. Then let American Steel & Wire help you merchandise this extra quality to prospective buyers.

Tie in with the national advertising that American Steel & Wire is doing. Play up the extra value and extra long life, the extra beauty of concrete reinforced with wire fabric. Play up these benefits in your model home. American Steel & Wire has a kit of free merchandising aids to help you. Included are mats, brochures, handouts—that will help you impress your buyers with the fact that you are building quality homes. In addition to all of these selling aids, there is the added impact of the Wire Reinforcement Institute advertising program in such publications as *Better Homes and Gardens*, reaching millions of prospective home builders. All this promotion will help you sell if you tie in! Send the coupon today for your free kit.
Here's why buyers will ask "is it Reinforced."

Advertising to about 5 million consumers is pointing up the benefits of concrete that is reinforced with welded wire fabric. It is telling them that concrete is 30% stronger when reinforced... that it costs only about $35 for the average home, less than 1¢ a day in the cost of the average mortgage... that reinforced concrete is an inexpensive way to add permanent beauty and livability around the house... that this is one valuable feature which cannot be added after completion of the home. As a result, buyers will be looking for reinforced concrete in streets, sidewalks, floor slabs, patios, driveways. Be ready for the buyers' question, "Is it reinforced"—send the coupon!

Welded Wire Fabric

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AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL
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JUNE 1957
new concept in decorative tiles!

Pomona Tile announces its brilliant DISTINGUISHED DESIGNERS' SERIES.

Working under special assignment from Pomona Tile Manufacturing Company, five distinguished contemporary designers—Liebes, McCobb, Bass, Laszlo, and Sheets—have opened the way for scores of beautiful new uses and applications of decorative tiles for both residential and commercial construction.

The project was an interesting challenge. The results—as usually happens when the true artist applies his talent to a new medium of creativity—are totally unprecedented. And this inspiration, in turn, should beget a great new school of ideas, from architects, decorators, and builders.

The first in the series will be introduced, in full color, in the forthcoming issue of this publication.

Don't miss it!

POMONA TILE, the creative name in ceramic floor and wall tile.

AMERICAN BUILDER
PAUL McCOBB: functional furniture designer and originator of the "Linear look" in contemporary furniture. Famed for his imaginative uses of unorthodox materials, he recently introduced designs combining structural aluminum and natural woods. Winner of many "Best Design" awards.

MILLARD SHEETS: water-colorist, muralist, illustrator, mosaicist, architectural designer, director, teacher, and lecturer. Winner of scores of awards for watercolors and other paintings, his works are to be seen in the permanent collections of more than forty museums and galleries.

DOROTHY LIEBES: textiles designer and colorist, and the winner of many national and international awards.

SAUL BASS: designer, consultant in integrated design-planning for industry; also well-known for unusual movie-title designs. Teacher, lecturer, and member of the executive board of the International Design Conference at Aspen. Winner of scores of national and international awards.

PAUL LASZLO: industrial designer and interior designer. He is a renowned exponent of the new "romantic movement" in home interiors. Known as a "radical architect" in Vienna before World War II, he says he follows no formula or dogma except what he terms "ABC's of good design, artistry, beauty, comfort."
Trim, clean look helps sell "storybook"

Stockpiles at job site need little protection, as Insulite Sheathing comes through any weather safe and sound. Latch takes deliveries in large quantities, drops enough for each house near the foundations.

Builder L. R. Latch at Holliday Hills, 350 home project now being developed with help of Metropolitan Building Co. At last previous development, Metropolitan's "Normandy" home was 1956 Parade Of Homes winner.

Home designed by Dan W. Higgins
of Insulite Sheathing homes in Tulsa

Sales of Insulite-built homes now exceed $10,000,000 for L. R. (Andy) Latch

There can be little doubt that home buyers in Tulsa like the unusual “storybook” styling of the home shown below. In recent years, builder L. R. (Andy) Latch of Metropolitan Building Co. has sold hundreds of similar houses, priced at $17,500 to $50,000. The company’s sales since 1952 amount to about $5,000,000, and total sales to date well over $10,000,000.

Metropolitan also builds conventional ranch type and colonial homes—but one feature they all have in common is the use of Insulite Sheathing. “We switched over to Insulite exclusively a number of years ago,” Latch reports. “It’s stronger, cleaner, and goes on faster than anything else we can find. And the trim, attractive look of Insulite often helps us close sales before the houses are bricked.”

As past president of Tulsa Home Builders Assn. and a national director of NAHB, Mr. Latch is well qualified to compare and judge building materials. Wouldn’t you, too, like to compare Graylite or Bildrite Sheathing against anything else on the market? For information, write us—Insulite, Minneapolis 2, Minnesota.

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

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POWERFUL REASONS WHY A CHEVROLET STAYS ON THE JOB...SAVES ON THE JOB!

Chevrolet trucks offer the world's most popular truck engines—big 6's, designed soundly yet simply to provide plenty of power at lowest cost and the ability to keep going in rugged service. Like all Chevrolet truck components, these engines put the accent on economy and dependability!

Chevy's the dollar saver de luxe of the American road, and many of the reasons why can be found beneath the Chevrolet truck hood. That's where you'll often find one of the great 6-cylinder powerplants that have pulled more payload more miles than any other engines in the history of hauling. They're honest-to-goodness truck engines, specially built to stay and save on the roughest and toughest of hauling jobs. Or, if you prefer a V8, the ones that hum beneath the Chevy hood are at the head of their class for fleet-going short-stroke V8 efficiency.

You'll find that a Chevrolet truck gives you so much to save with! Your Chevrolet dealer is waiting to fill you in on all the facts. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

BIGGEST SELLERS . . . BECAUSE THEY'RE BIGGEST SAVERS!

CHEVROLET TASK-FORCE 57 TRUCKS
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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FREE INFORMATION - ON PRODUCTS and EQUIPMENT

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Act Now!—Service on This Card Expires in 90 Days

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PLEASE CHECK YOUR FIELD OR OCCUPATION

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- Building or Planning Own Home
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JUNE, 1957
BUYING GUIDE Survey on windows and doors

For our monthly survey of manufacturers . . . aimed at finding what they sell best to builders and home buyers . . . American Builder turns, in this issue, to the window and door field. Below are the "top trends" noted in the survey results:

- **More windows** are going into new houses, taking up, of course, more wall space. Complete walls of windows, sliding glass doors, are popular in almost every style house and every climate. Newest development . . . more windows in the basement. Another new and important development . . . a component window panel (illustrated on page 142). This complete structural unit comes with window built in, ready for installation without cutting and framing on the job.

- **Conventional windows**, like the double-hung, casement and even the diamond-panelled styles, are still going over strong, and in some cases have staged a big comeback.

- **But newer window** types, particularly the awning, louvered or hopper-vented styles are best-sellers too, especially where the house buyer is looking for flexible ventilation.

- **Better design**, both in windows and doors, allows the builder a wider choice with which to complement the lines of his house and, at the same time, individualize it. Garage doors, for instance, come low and long-styled for the rambling ranch (see next page) or in any number of other styles to flatter the particular lines of the house.

- **Shuttered or louvered** doors keep on gaining in buyer acceptance as well as in newer styles and uses to put them to. In fact, they're the closest thing to sure sales insurance in the door field right now.

- **Sliding and folding** doors continue to be tops as space-savers and privacy-givers. Newest trend here is toward more floor-to-ceiling doors which eliminate construction details, add space and an unbroken line to the room.

MORE WINDOWS FOR THE BASEMENT (as well as the rest of the house) not only improve the exterior, but add extra use to basement rooms. Steel cellar door (No. X01, p. 128) by Bilco. Windows by Hope, (No. X02, p. 128).

They're using more windows in more interesting ways . . .

CONVENTIONAL WINDOW styles, such as the casement type window shown here continue their great popularity. House above illustrates use of such a conventional style window in a very modern architectural setting. All windows illustrated here are by Rolscreen Co., Dept. AB, Pella, Iowa (Circle No. X03 on card, p. 128).

AWNING STYLE WINDOW, one of the newer types, offers advantages in the way of ventilation even during rains, easy operation and easier cleaning for the homeowner. They also adapt well to contemporary homes. Those above from Andersen Corp., Dept. AB, Bayport, Minn. (Circle No. X04, on card, page 128).

JUNE 1957

Turn page for newest trends in doors
BETTER DESIGN IN DOORS ... typified by this Overhead garage door which complements the house by following its low, rambling lines. Both garage and front doors are more decorative, are offered in a wider choice range to help individualize each house. Overhead Door Corp., Dept. AB, Hartford City, Ind. (No. X05, p. 128).

...and they're using "individualized" doors that flatter house design

DESIGN INTEREST in interior doors, (this time the sliding type), shown by this installation of a Glide-All storage door. Perforated Presdwood used not only gives ventilation but provides an interesting decorating contrast. Woodall Industries Inc., Dept. AB, Detroit 34, Mich. (No. X06, p. 128).

SHUTTERED OR LOUVERED style doors have moved from the South to capture house buyers' favor everywhere. Beginning as closet doors (because of ventilation feature), they are now used as bedroom, dividing doors, etc. Decor of Grand Rapids, Dept. AB, 155 Eastern Ave., Grand Rapids, Mich. (No. X07, 128).

FOLDING DOORS such as this "Spacemaster," and sliding doors rank high as privacy givers. Floor-to-ceiling installations (like that above) are now particularly favored because they eliminate trim and millwork, ease installation. New Castle Products, Inc., Modernfold Div., Dept. AB, New Castle, Ind. (No. X08 on page 128).
Garage door radio operator has portable demonstrator control. A portable demonstration unit is now supplied to builders with the Barcol Doorman electronic control for garage doors and lights. The compact unit (held by home salesman and prospect, left) contains transmitter to be installed in owner's car when house is sold. Permits prospect to operate door during selling stage. When house is sold, special cover is installed on new transmitter from next installation. Flugs into car's cigar lighter for power. For model home demonstrations, a self-supporting mocked-up dashboard with demonstrator unit installed inside can be furnished. Free details — see bottom of this page for reader service coupon. Barber-Colman Company, Dept. Q276, Rockford, Ill.

New flush Barcol OVERdoor weathers and insulates like an outside wall.

Now a flush door guaranteed against weather and with the insulating properties of a standard house wall! Combines with Barcol cam action snug closing to improve year-round comfort, cut cooling and heating costs.

Moistureproof, decayproof, verminproof, and fire-resistant, WEATHER-KING flush sections free architect, engineer, and builder from practically all limitations on use of attractive flush doors for residential, commercial, and industrial jobs. Yet the price is actually less than for most hollow-core doors! Shadow box window inserts and "Doornaments" can be used as with any flush door. Call your Barber-Colman distributor (under "Doors" in phone book) or write:

Barber-Colman Company

FREE TO BUILDERS, ARCHITECTS, ENGINEERS
Barber-Colman Company, Dept. 976, Rockford, Ill. Please send:
( ) Brochure on Weather-King flush Barcol OVERdoors.
( ) Bulletin Barcol Doorman garage door control.
( ) Details on Drive-In-Home demonstrators.

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COMPANY_______________________
STREET________________________
CITY__________________________ STATE________

Free brochure on Weather-King Flush door sections

New eight-page brochure describes Weather-King Flush Barcol OVERdoor Sections, important new product that introduces weatherproof hardboard-faced honeycomb-core sandwich construction to overhead garage and industrial doors. Sections cost no more than plywood, yet are guaranteed against weathering and have insulation value equal to that of standard 5-in. house wall. Closures are weather-resistant redwood. Booklet illustrates and describes superior strength, lightness, and resistance to fire, vermin, and decay. Specific comparisons with various door materials are given. Attractive appearance and modern design possibilities are discussed. Free copies — see bottom of this page for reader service coupon. Barber-Colman Company, Dept. Q476, Rockford, Ill.
Eye-catching and practical
... these plastic panels
will do an amazing
variety of dividing jobs

Space dividers . . . shoji walls . . .
sliding doors . . . luminous ceiling
panels . . . all are top-rated, eye-catching "extras" that are easy to provide with Wasco's lightweight acrylic plastic panels. Leaves, ferns, butterflies, woven straw and other fabrics are cast into the translucent sheets. Shatter-resistant panels come in four sizes and three thicknesses.

EASY-TO-FRAME sheets from Wasco Products, Dept. AB, Bay State Rd., Cambridge, Mass. (No. X10, p. 128).

SHOJI WALL here achieved with Acrylite panels which slide into wall, combining or separating living, dining areas.

ROOM DIVIDER separates two areas yet keeps spaciousness of room because of its translucent quality.
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.

Dexter Lock Division
Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd. — In Mexico: Dexter Locks, Plaza Elegante, S.A. de C.V.
Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.
The time to permanently "eliminate" destructive moisture is in the original construction with the use of Sealight Premoulded Membrane... the industry's only TRUE vapor seal. All other methods are merely temporary stop-gaps. Ideal for all types of construction... commercial, industrial and residential. The installation of Premoulded Membrane not only gives you a warm, dry, more liveable home but one that is also more saleable in the future.

When specifying a vapor seal material be sure it meets these Sealight standards of quality... permeance rating of only .0066 grains per square foot... resistant to rot, mold and termites... expandable... quick and easy to install... only Premoulded Membrane meets them all.

Plastic steel has many repairing uses

New Plastic steel is as pliable as modeling clay, yet hardens in two hours with the strength of steel. Ideal for mending almost anything made of metal, wood, plastic, glass, porcelain or concrete. Consists of 80% finely powdered steel and 20% plastic, into which a small quantity of hardening agent is mixed. Outstanding feature is that it will harden even under water. From Devcon Corp., Dept. AB, Danvers, Mass.

Circle No. X11 on reply card, p. 128.

Vinyl covering adapts to almost any room

Combining a builder standard of durability with a decorator standard of design, new pure vinyl wall covering is suitable for any room. Luxurious looking Velvetex wall covering is available in 126 styles in both triple and standard weight textures in white and a range of pastel solid colors. Velvetex is both impervious to water and fire-resistant, as well as crack-proof, scratch-proof and scuff-proof. Pre-trimmed and ready to hang. From Velvetex Div. of Velveray Corp., Dept. AB, 15 W. 34th St., New York City.

Circle No. X12 on reply card, p. 128.
Clear plastic makes new storm sash

A recently developed clear plastic material is said to be unlike any other due to its unique lasting qualities. Chief features are complete clarity, long life, and ability to transmit almost 100% of the sun's ultraviolet and infra-red rays. Called "Sisal-Glaze," this plastic will not break down and discolor under exposure to the sun's rays, and is reusable year after year. Has many uses: ideal for storm sash, and for glazing single-wall construction. Available in 5 and 10 mil. weights in various roll sizes. American Sisalkraft Corp., Dept. AB, Attleboro, Mass.

Circle No. X13 on reply card, p. 128.

Welcome touch created with plastic panels

Individual touches of warmth and interest can be created in practical contemporary homes with the aid of Fiberglas panels. Shown above is a dramatic Welcome Gate of translucent white Filon Fiberglas panels accented by unique black iron creating a Shoji effect. Gate opens into enclosed central patio, giving complete eye privacy without darkening adjoining areas. Fiberglas panels provide complete privacy and are adaptable to any city lot, allowing every bit of footage for private living. Filon Plastics Corp., Dept. AB, 2501 East Maple Ave., El Segundo, Cal.

Circle No. X14 on reply card, p. 128.
NOW! HARBORITE
Harborite is the miracle overlaid fir plywood

... has rabbeted lap for automatic alignment ...
 lasts longer... looks better... costs less!

EASY WORKING! Harborite Beveled Siding is easier to apply... easier to work with standard tools. No furring strips, wedges or shims are required. No chalklining or measuring is needed... the rabbeted lap provides automatic alignment. Nailing and caulking are easier. Joints are smooth and weathertight.

LOWER COST! Ease of handling, working and painting greatly reduces precious man-hours... slashes time and costs! No waste effort or material. It's re-humidified... shrinkage and warpage reduced to an absolute minimum! Maintenance costs cut, too... the hard surface wears far longer than ordinary sidings!

EASY PAINTING! Harborite Beveled Siding has a super-smooth overlaid face... paint goes on easier, lasts longer, looks better. Harborite Beveled Siding is completely Resin-Sealed. Overlay eliminates checking... minimizes grain raise!

EASY HANDLING! Harborite Beveled Siding is light weight. One man can apply it quickly, accurately. Easy to fit around all openings. It's packed in sturdy, easy-to-handle cartons. 14 pieces, 12” x 96” to the carton... net coverage 105 square feet.

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BEVELED SIDING!

super-resistant to wear, weather and water!

Harborite is also available in standard 4'x8' panels, and over-size panels
on special order. Overlay on one or both sides. Two grades:

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the use of Harborite Beveled Siding.
Our labor, painting and material cost
was reduced by at least thirty percent.
In our opinion, no siding has the
quality appearance after painting
that this material has.

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PERMANENT HOUSING PROJECT
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Project includes 100 units.
80 two-story buildings and 20 one-story buildings. SONOAIRDUCT Fibre Duct was used as supply lines in the slab for the perimeter heating systems for the first floor in the 80 two-story buildings. SONOAIRDUCT was used in the slab for return lines in the 20 one-story buildings. SONOAIRDUCT Fibre Duct is made especially for gas and oil fired, slab-floor perimeter heating systems. It is lightweight, easy to handle and levels quickly. Aluminum foil lined. 23 sizes—2" to 36" I.D., up to 50' long. SONOAIRDUCT meets and exceeds all F.H.A. criteria and test requirements for products in this category.

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HARTSVILLE, S. C.

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When you specify CARLTON STAINLESS STEEL SINKS you achieve these advantages!

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<thead>
<tr>
<th>Permanent Sparkle Finish</th>
<th>No Peeling or Cracking</th>
<th>Right Angled Flanges</th>
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<tbody>
<tr>
<td>An exclusive Carlton Finish Luster that actually improves with use. Here is everlasting beauty that will be a joy forever to the homeowner.</td>
<td>Stainless steel is one of the most enduring metals ever developed. Has twice the tensile strength of ordinary steel. First cost is last cost.</td>
<td>This special feature appeared first on the Carlton Sink Line, adding rigidity to the top flanges. Does not interfere with speedy sink frame installation.</td>
</tr>
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<tr>
<th>So Easy to Install</th>
<th>Matches Any Color Scheme</th>
<th>Reduces Noise and Clatter</th>
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<tr>
<td>Carlton Sink Bowls come in standard sizes and require no special fitting. Old sinks can be easily replaced. &quot;Hooded&quot; type rims available for all bowls.</td>
<td>Stainless steel resists corrosion and bacteria with any kitchen decor. A stainless steel sink is the perfect companion for the new built-in stainless steel range and oven.</td>
<td>Carlton's special rubberized undercoating sound-deadening is effectively applied to reduce kitchen noise. Converts garbage disposer sound into a gentle purr.</td>
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<tr>
<th>Will Not Rust or Stain</th>
<th>No Seams or Crevices</th>
<th>Greater Bowl Capacity</th>
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<tbody>
<tr>
<td>Stainless resistant to all known food acids. No chance of rusting, of course. A damp cloth or your favorite cleanser quickly and easily restores the lovely sparkle finish.</td>
<td>Seamlessly stamped from a solid sheet of proper thickness stainless steel. Never a seam or crevice to catch dirt or bits of food. Rounded corners are easy to clean.</td>
<td>Carlton's extra bowl depth and perpendicular wall design provides greater water capacity. A Carlton twin sink bowl (32&quot; x 21&quot; size) will hold more than 2 additional gallons.</td>
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<tr>
<th>Extra Resilience</th>
<th>Properly Packaged for Shipping</th>
<th>Masonite Pressure Strips</th>
</tr>
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<tbody>
<tr>
<td>Stainless steel, more resilient than porcelain steel or enam Elon cast iron, is kind to dishes. Less chance of breakage and dish chipping. Silverware is safer.</td>
<td>Every Carlton Sink individually packed and tested to ensure safe arrival at job site. Each carton is identified with contents for easier stock keeping.</td>
<td>Each Carlton Sink carton contains 4 properly length masonite strips to simplify installation. When used, as suggested, they spread top bolt pressure and prevent bending sink flanges.</td>
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</table>

Send for our New Illustrated Catalog No. 176, and the name of our nearest distributor, Carlton Mfg. Co. (Sink Division), Carrollton, Ohio.

"We give this seal to no one—the product that has it—earns it."

The bright spot in any kitchen—costs not a penny more!
More practical applications for roll screens

A screen that appears as the window is opened and disappears when closed is the modern concept in window screens. Self-storing roll screen, “Screen-o-matic,” is available for double hung, wood casement, awning and sliding type windows. Fiberglas screening is firmly attached to an aluminum roller that is contained in a compact aluminum housing. Screening won’t rust or corrode, never needs painting. From Lockhart Mfg. Corp., Dept. AB, 6351 E. Davison Ave., Detroit 12, Mich.

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An accent line of color provides a dramatic framing for such light commercial construction applications as store fronts and show windows. “Color Accent” features a color strip which is easily inserted into a groove running along the sash facing. Strips, made of textured vinyl plastic laminated to an aluminum backing, are available in three decorator colors which accent the eye-appeal of the satin-finish aluminum sash. Sash is available with four different jamb members. Kawneer Co., Attn. R. M. Baker, Dept. AB, Niles, Mich.

White Top’s crystalline marble chips enhance the home and its landscaping, present a clean and beautiful appearance that catches a prospect’s eye. Behind this beauty is the famous enduring quality of marble. Maintenance is practically unknown. Even more than that, White Top will save heat and air-conditioning bills. This dense, crystalline marble has the lowest absorption and highest reflectivity of any known roofing materials. That helps bounce the heat back in summer, bar the cold in winter.

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Time and labor costs cut 75% with the Remington Stud Driver

Out on the California coast, "Research House" has taken shape. It's an experimental house sponsored by Associated Architectural Publications and the latest tools have been used to build it — such as the Remington Stud Driver.

Contractor Bert Pickney says, "The Stud Driver cuts time and labor costs around 75% in anchoring beam supports, partition sills and furring to concrete. It took us only half a day to install the sills — a 2-day job with bolts. No pre-drilling is necessary, and sills are set tight! I certainly recommend the Stud Driver to any contractor!"

**YOU CAN SPEED ALL STUD FASTENINGS** — light, medium and heavy-duty — with the Remington Stud Driver. It sets both 3/4" and 5/8" diameter studs in steel or concrete — up to 6 studs a minute either size. The tool is cartridge-powered, portable, ready to work anywhere. Forty styles and lengths of Remington Studs to choose from. Get full details by mailing coupon.

![Remington Stud Driver](image)

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**WINDOWS AND DOORS**

Window units completely installed in panels

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Circle No. X19 on reply card, p. 128.

Clamp developed for easy removal of window frame

Sash, weatherstrip and balance can be removed or replaced at any time during home construction with a new clamp developed by Zegers, Inc. Snap-Clip is pre-installed top and bottom on both sides of the window frame. In one simple operation, entire unit can be snapped in or out. Assists builder in following ways: if glass is broken, sash can be removed and reglazed; sash can be delivered at a later date after window frames are installed; if anything bows window frames, sash can be removed for re-fitting. Assures perfect alignment of jamb weatherstrip. Zegers, Inc., Dept. AB, 8090 S. Chicago Ave., Chicago 17, Ill.

Circle No. X20 on reply card, p. 128.
...for the family that wants a home with a custom look

For those who appreciate fine quality and design Thyer presents the "Arlington" first in a series of traditional models by Richard B. Pollman, noted designer. Here is a truly exciting, new way to live ... a home incorporating all the advantages of modern prefabrication with lavish attention to detail previously associated only with custom-built houses. This is your opportunity to appeal to a more discriminating market. Write today. Your inquiries are invited. The Thyer Manufacturing Corporation, 2854 Wayne Street, Toledo 9, Ohio or 515 E. Yazoo Street, Dept. 5, Jackson, Mississippi.
Offices leased! Tenants pleased!
18 West Airy Street Corporation chose G-P Paneling to keep things that way.

Popular traditional windows feature versatility
Traditional wood double-hung windows which are durable and economical are also versatile. Double-hung styles can be used in numerous combinations to make homes individually distinctive. Shown above is style number 563-36A, a reverse cottage window. Larger top section is designed to provide maximum view through an operating window, while lower section provides necessary ventilation. Style also available in more economical unit with fixed glass for upper sash. More information from R. O. W. Sales Co., Dept. AB, 1365 Academy St., Ferndale, Mich.

Carved panel door available in any desired arrangement
California redwood or white pine is used for these raised and carved panel garage doors from Winfield. Upward-acting, the doors can also be equipped with automatic electric operators. Carved panel designs are varied and can be ordered in any desired arrangement to complement the lines of the house. Doors come in standard sizes for one- and two-car garages. From Winfield Door Corp., Dept. AB, P.O. Box 27, Lindenhurst, N.Y.
It takes advertising like this to sell women

Only In-Sink-Erator tells women, your most important prospects, exactly what they want to hear... in big-space ads in trend-setting magazines women trust most. What’s equally important, In-Sink-Erator helps you cash in on this appeal to women right in your model home, with personalized tract brochures, model home signs, homemaking tips booklets, displays, to help complete the sale.

It takes products like these to sell homes

A recent survey shows that 7 out of 10 women name In-Sink-Erator garbage disposers their favorite or next-to-favorite appliance—good reason why you can profit by including an In-Sink-Erator in every home you build. Works with sewer or septic tank. Patented automatic reversing action is a feature no other disposer can match. In-Sink-Erator automatic dishwasher is a woman's favorite too. For a sound, new plan to help sell homes, see your plumber, or write In-Sink-Erator Mfg. Co., Dept. AB606, Racine, Wisconsin.

It's time your precious hands were freed for tasks worth doing... time you got rid of garbage mess for good, with In-Sink-Erator garbage disposer. Attached under your sink and out of sight, it whisks all food waste down the drain. Even hardest solids are quickly shredded, quietly washed away. Kitchen clean-up time is cut in half! And the cost is amazingly low.

you're much too modern to dunk dirty dishes

. to let old-fashioned hand-dishwashing take your time and harm your hands. Let In-Sink-Erator automatic dishwasher do the work. Special features thorough-wash your dishes, rinse and dry them spot-free.

In every modern HOME!

the MOSLEY Television Lead-in Wall Plate Socket!

Now—more than ever, MOSLEY AC/TV Wall Plate Sockets are a true necessity in today's modern home building!

Complete mobility of TV set assures the buyer of versatile arrangement of furnishings in the new home!

MOSLEY Wall Plate Sockets permit plug-in connection of TV set to antenna in several locations throughout the home. Any room can become a TV room...

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Please send free Catalog, Wall Chart, Prices and Discounts.

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This is how COMPLETELY a Bessler DISAPPEARING STAIRWAY disappears!

The ORIGINAL disappearing stairway. Not a ladder or cheap substitute, 7 well-engineered models for every need. As low as $53 list. Immediate delivery. FREE CATALOG and WALL CHART shows all models and details. Use coupon!
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Beautifully prestained at the factory, bonded to insulation board in handy, long panels, Glumac Units are QUALITY! No wonder they are the largest selling pre-stained cedar sidewall shake in America!
Now! Build Smaller Attic or Crawl Space Using New Mueller Climatrol Horizontal

Offers Low Headroom Plus A New High in Efficiency

Here's a new horizontal unit so compact that it can cut your heating space allowance to a new minimum. With its low headroom requirement, you may well be able to save significantly on attic or crawl space area and construction. Is A.G.A. approved for attic clearance and has a double ventilated shield that insulates the top of its draft diverter for extra safety.

Really versatile, this unit is equally at home in suspended or floor-mounted installations. Wherever installed, it has no rival for flexibility and quiet, effective heating operation. Complete size range from 80 to 140 thousand Btu.

Versatile Unit Has Profit Promise in Many Applications

Chances are the new Mueller Climatrol Type 166-167 horizontal has a place in many of your projects. In addition to attic and crawl space installations, its flexibility permits use in tri-level homes, basements — even in light commercial buildings. Ducts can be used to provide smooth, effective heating in primary areas as well as smaller rooms.

Want more information? We'll be glad to have a sales representative give you all the facts. Or if you prefer, write direct to . . .

Mueller Climatrol
2021 West Oklahoma Ave., Milwaukee 1, Wisconsin
"10 minutes per home gives us a permanent Olin Polyethylene moisture barrier"

"Not only is Olin Polyethylene lower in initial cost, but it saves labor time as well," say Leonard Schneider and David Chestnut, developers of Belterre Homes, Huntington, Long Island.

"For example, laying down Olin Polyethylene as a sub-slab barrier took us only ten minutes per home. Because we were able to select a roll size suited to the job, there was no lapping or wastage.

"Its light weight makes it an all-around labor saver. 1000 sq. ft. of .004" Olin Polyethylene weighs less than 20 pounds, while 1000 sq. ft. of the material we would have ordinarily used weighs about 500 pounds and costs almost twice as much! Best of all, once it's in place, Olin Polyethylene is practically indestructible—will last the life of the house. It's so rugged and versatile that we also use it as a temporary "wind break" and as a tarpaulin when the weather turns bad. No matter what we use it for, it really does a job."

Not affected by most acids, alkalies, bacteria, mold or temperature changes, Olin Polyethylene is a permanent multi-use moisture barrier that will help you build better for less. For more information, write: Film Division, Olin Mathieson Chemical Corporation, 655 Madison Avenue, New York 21, New York.
Typical foundation set-up and poured by Oak Lawn Cement Co., Oak Lawn, Illinois

"We Set-Up and Pour a Foundation a Day with Symons Wide Panels"

"Symons Wide Panel Forms really help to speed the job. We use fewer panels per foundation, and erecting and stripping are simplified. Also, these panels can be used either horizontally or vertically for any type residential foundation."

Symons Steel Strut Wide Panels were developed to meet residential forming needs. For example, you can set-up inside and outside forms simultaneously. Ties can be broken back within the panel—simplifying stripping procedure. 2 x 4 cross members are used to strengthen the panel and reduce deflection. Panels are available in 6' and 8' lengths and widths of 36", 42" and 48".

Symons Forms may be rented with purchase option.

SYMONS FORMING SYSTEM . . . Simple and Easy to Use. JUST 3 PIECES

Connecting Bolt
Flat Tie
Tightening Wedge

Symons CLAMP AND MFG. CO.
4261 Diversey Avenue, Dept. F-7, Chicago 39, Illinois

We are interested in Wide Panel Forms, please send detailed information.

Name

Address

City       Zone       State

AMERICAN BUILDER
eclipse that solar heat with

**Coleman**

**air conditioning**

priced for every house under the sun

Adds more sales value than any other one feature you can put into your homes!
Yet new low Coleman prices make it possible to build air conditioning into even low-cost project homes.

It's the most versatile cooling line ever offered to builders! Choice of packaged remote systems... or the revolutionary new Polar-Pak waterless self-contained system... one for every size and type heating system.

FREE! "Let's Sell Houses"... New 1957 Home Builders kit offers you a new and better plan for selling homes... plus complete catalog of ready-to-use sales tools!

The Coleman Company, Inc., Wichita 1, Kansas

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The Coleman Company, Inc.
Dept. AB-76
Wichita 1, Kansas

Please rush me a free "Let's Sell Houses" kit... and complete specifications on Coleman air conditioning.

Name
Firm Name
Address
City
Zone State
One-man instrument does leveling job

Speed and accuracy are two features of an inexpensive leveling instrument. “Levelall,” a one-man instrument, consists of a 75’ transparent tube with shut-off valves, mounting brackets, and a free-flowing liquid for leveling. Shown above being used for checking on sills, one of many applications for builders. Available in two models: Deluxe at $12.95 complete with carrying case and regular model at $9.95 with 50’ tube, same fittings. Levelall, Dept. AB, 100 Webster St., Rockland, Mass.

Utility boxes provide more compartment space

Utility boxes of all steel construction are designed for builders who need interior compartment space for stowing of tools and materials in locked weatherproof compartments. Side boxes fit all makes and models of pick-up trucks and can be quickly and easily mounted. All feature right hand boxes; recessed locking handles; rigid, all-steel welded construction; drip mouldings; and all are completely weather-tight. Stahl Metal Products, Dept. AB, 3490 W. 140th St., Cleveland 11, Ohio.
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.
Trend-setting California Home Features Translucent Glass

A partition of lovely Luxlite Glass is a high point of interest in this Merit Award House, featured in House and Home Magazine. The golden glow of flattering, diffused daylight forms a decorative backdrop for living and entertaining. Yet privacy is adequately protected. Glass was used extensively throughout the entire structure, an indication of the growing use of this versatile and beautiful material by today’s architects.

Make light a part of your plans. Specify figured glass by Mississippi. Available at better distributors in a wide variety of patterns and surface finishes.

Write today for free literature. Address Department 34.

MISSISSIPPI GLASS COMPANY
88 Angelica St. • St. Louis 7, Missouri
NEW YORK • CHICAGO • FULLERTON, CALIFORNIA

More adaptable trencher now developed

A trencher which can be used with Ford, Ferguson, and Massey-Harris tractors has recently been developed by the makers of the Everett trencher. Pictured above is the Everett trencher model 60 which can dig clean trenches down to 5’ deep and as fast as 300’ per hour. This dependable trencher together with model S-35 because of a simple design change can now be used on the powerful Massey-Harris MH 50 tractor for earth-moving chores of any description. Further information and full specifications from Earth Equipment Corp., Dept. AB, 2036 Sacramento St., Los Angeles 21, Cal.

Circle No. X27 on reply card, p. 128.

Backhoe and loader available for M-M tractors

Ottawa industrial backhoe and front-end loader has been approved for mounting on the Minneapolis-Moline model 445 industrial tractor as well as on the 445 utility tractor. The backhoe, available in two models, can be equipped with buckets from 12 to 36” in width. Automatic ejector bucket, an exclusive feature, positively ejects wet or sticky materials without loss of cycle time. Ottawa Steel Div., L. A. Young Spring & Wire Corp., Dept. AB, Box 39, Ottawa, Kans.

Circle No. X28 on reply card, p. 128.
The NEW LOOK in roofs—a startling new development that will start your phone a-ringing like mad! Home-owners and builders who see your job-sign in front of homes covered with the new FRY 3-D Shado-Bilt 290-lb. asphalt shingles will be calling you pronto with the request to “tell us more!” For, thick as FRY Giant 3-tab 290-lb. shingles are, they now appear even thicker, more massive than ever—thanks to Fry’s new color distribution. And, remember, there’s NO stronger sales-clincher than the nationally advertised Fry 20-year FULL-VALUE BOND. With this and the arsenal of FREE promotional materials Fry gives you, you’re all set to make a big “killing” this year! Phone, wire or write Fry TODAY for money-making, business-building facts!
New Gold Bond Chroma-Shake Siding offers natural beauty, texture, color

"Exciting new design and colors of Gold Bond Chroma-Shake Siding have helped me gain new customers," says: MELVIN D. MULLENAX, Kansas City, Mo.

"A fresh new concept in siding!" That's what Mr. Mullenax says about Gold Bond's new Chroma-Shake Siding—and builders can profit from this success story because Mr. Mullenax was one of the persons to give Chroma-Shake its first consumer "test run" in one of the country's toughest competitive markets.

"Chroma-Shake's natural new design, colors and rugged texture give the appearance of the most expensive siding at a cost well within the reach of the average income," continues Mr. Mullenax, owner of the T & M Roofing Co. "Its natural texture is strikingly different from any other asbestos-cement siding and actually conceals end joints."

Even the names of the natural new Chroma-Shake colors will help you sell your homes: Emberglo Red, Birchbark White, Pinesmoke Gray, Sprucewood Green, plus a daring new idea in color ... Charcoal. All of these natural colors adapt handsomely to the new "deep shadow line" trend by using Gold Bond Shingle Backer.

For more information on what Chroma-Shake Siding can mean to your own selling story, see your Gold Bond® representative or write Dept. AB-67, National Gypsum Co., Buffalo 2, New York.

New! CHROMA-SHAKE SIDING
NATIONAL GYPSUM COMPANY

American Builder New products

TOOLS & EQUIPMENT

Solve old problem with bricklayer "assistant"

Newest addition to the line of forming materials and equipment from Gates & Sons, Inc. is the Cody Brick sill form clamp. Speed, accuracy, and simplicity in the laying of brick are three of its outstanding features. Easy to use and uncomplicated in design, the clamp eliminates struggling with brick window sills. Cody Sill Clamp holds firmly in place, permitting exact spacing and uniformity. May be removed as soon as mortar is set. Clamps, sold in sets of two, are also low in cost. Gates & Sons, Inc., Dept. AB, 80 Galapago, Denver, Colo.

Circle No. X29 on reply card, p. 128.

Simplicity and accuracy in level-transit

A simple and complete combination instrument, designed to provide speed-easy operation, accurate results, and rugged dependable service, the David White Level-Transit 8006 fills every job requirement for light construction. Offers features such as: vertical and horizontal clamp screws with dual micrometer adjustment; positive lock lever for alignment of the telescope for accurate leveling; and bright, sharp optical system. The 8006 Level-Transit, 9020 Tripod, and 7606 rod and target priced at $84.50. David White Instrument Co., Dept. AB, 315 W. Court St., Milwaukee, Wis.

Circle No. X30 on reply card, p. 128.
Looking for Quality Hardware At Low Cost?

Looking for Hardware That Is Unconditionally Guaranteed?

Looking for NEW Ideas in Cabinet Hardware?

Looking for Hardware With Real Sales Appeal!

...then take a look at AJAX

Here is hardware that combines beauty, sales-appeal, quality and low price. AJAX adds the luxury touch that makes homes easier to sell. Available in a wide range of sizes, types and finishes ranging from modern to early American. See the AJAX line at your hardware dealers' or write for complete catalog.

The Powers Hydroguard is a thermostatic tub and shower control that holds water temperature constant—prevents sudden shots of hot or icy water, regardless of change in the temperature or pressure of the water supply.

Across the nation, home seekers have seen the Hydroguard in model homes sponsored by national shelter magazines, trend-setting architects, and leading home builders. You can cash in on the trend to Hydroguard—write us now for full details.

THE POWERS REGULATOR COMPANY,
Skokie 19, Illinois
Dept. 657

FOR BUILDERS WHO SELL FROM A PROTOTYPE MODEL

Hydroguard, the thermostatic tub and shower control, will help you make your home excitingly different...faster selling! Test the selling power of Hydroguard in your prototype model. Get full details by writing to us at the address below.

The Powers Hydroguard is a thermostatic tub and shower control that holds water temperature constant—prevents sudden shots of hot or icy water, regardless of change in the temperature or pressure of the water supply.
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.

Counter-top vanities come in many colors

Latest addition to the plumbing specialties of Reed-Cromex are a series of competitively priced vanities. Available in four sizes and a variety of 16 colors and finishes. Feature General Electric Textolite plastic tops and are equipped with chrome-plated hexagonal legs. More complete information from Reed-Cromex Corporation, Dept. AB, 492 S. Green Rd., Cleveland 21, Ohio.

Circle No. X31 on reply card, p. 128.

Mirror-storage cabinet does double duty

Two things that every woman wants, a full-length mirror and more storage space have been combined. The cabinet has six roomy shelves which are behind the mirror. Can be easily hung on the wall or bathroom door. Mirror is plate glass set in rubber and is 66¾" high, 20¾" wide by 4" deep. Provides perfect answer to much-needed storage space in small house. More complete information from Lyon Metal Products, Inc., Dept. AB, Aurora, Ill.

Circle No. X32 on reply card, p. 128.
IN ALL MODERN FUNCTIONS AND POPULAR FINISHES

Praised for Beauty

Preferred for Value

NATIONAL LOCK... first choice of the discriminating builder and buyer alike. Whether eye-pleasing beauty, precision engineering or ease of installation is the distinguishing factor, you're sure to select NATIONAL LOCK as America's Outstanding Lockset Value. And why not? NATIONAL LOCK costs but a few pennies more than the cheapest, and dollars less than the highest priced lockset on the market. Send for Catalog No. 400 describing the complete lockset line and installation tools.

Specify it with confidence ... Install it with pride

NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION
This Window

STOPS
WIND

Testing Laboratories report extruded aluminum Fleetlite most airtight of all operating windows.

DUST

Mohair weatherstripping and snug interlocking double sash seal out dust.

NOISE

Double windows protect hospitals, dormitories, offices, hotels and other buildings from outside noise.

HEAT

Air space between outside and inside sash insulates against heat, makes air conditioning practical.

COLD

Complete weatherstripping and double sash blocks cold, saves fuel costs.

Yet Opens

All sash are cleaned from the inside. No maintenance. Nothing to store.

FLEET OF AMERICA, INC., 2009 Walden Ave., Buffalo 25, N. Y.

KITCHENS & APPLIANCES

Kitchen hood requires no ducts or vents

No pipes or ducts are needed with the latest model self-contained unit hood. The range can be placed in any desired location because installation is simple. Range hood is attached to cabinet or wall and connected to an electric outlet. Features exceptionally quiet operation. Cost is less than that of an ordinary model. In seven colors. Ductless Hood Co., Inc., Dept. AB, 686 Port Washington Blvd., Port Washington, N. Y.

Circle No. X33 on reply card, p. 128.

New kitchen convenience . . . a home dairy bar

Latest in kitchen conveniences, the home milk dispenser, or Norris Home Dairy Bar, is a self-refrigerated unit finished in white enamel. Looks like a half-sized refrigerator, yet is spacious enough to hold six gallons of milk in two removable containers. Also has a special compartment which accommodates six half-gallon glass milk bottles or can be used for other dairy products. Milk flows from container through sterile tube to a dispensing valve with soda fountain type handles. Easily installed on counter or table top. Simple to operate. Norris Dispensers, Inc., Dept. AB, 2720 Lyndale Ave. S., Minneapolis, Minn.

Circle No. X34 on reply card, p. 128.
Carpenters!

nothing's FASTER

more RUGGED

than a Milwaukee

- Only Milwaukee offers all the features illustrated here. In every detail a Milwaukee is built for the job. Economical to buy — economical to maintain.

3 Sizes $6950

6½” (5800 rpm) only

7” (5000 rpm) $7950

8½” (5000 rpm) $8950

For free demonstration see your Milwaukee Distributor or write:

MILWAUKEE ELECTRIC TOOL CORPORATION

5356 W. State St. * Milwaukee 8, Wis.

In Canada: Matthew Moody & Sons, 740 Inspector St., Montreal

YOU GET 100% LONGER GEAR LIFE!

On ordinary saws, gears are the No. 1 mechanical headache. But with a Milwaukee the exclusive coaster-brake clutch drive doubles gear life!

FULL 1½ HP AT THE BLADE!
The Milwaukee-built motor is especially built for heavy duty sawing — for fastest cutting speed! It's a full 1½ hp. at the blade where it counts. No stalling, not even in green lumber!

BLADE GUARD REMOVABLE IN 30 SECONDS WITHOUT TOOLS!
Sawdust and pitch clogged guards can be cleaned in a jiffy, right on the job.

NO-GLARE SATIN FINISH!
No annoying reflections! No slippery grip!
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.

Muller Machines lead in low prices and low operating and maintenance costs. These result from the use of the best materials and components, simplified design and efficient manufacturing methods, based on 50 years of specialized experience.

Ask for prices and name of local dealer.

MULLER MACHINERY COMPANY, INC.
Metuchen 4, N.J.
Cable Address: MULMIX

Muller Machines
Contractors' Costs

NEW 3½ CF. FT. NON-TILTING CONCRETE MIXER—Drum 36" dia. x 27" wide. Discharge opening 14", B & S Air-Cooled Engine 4.5 Hp. at 2700 RPM.

New 3½, 5 and 6 Cu. Ft. Electric or Gasoline. Tinned bearings.


Muller Machinery Company, Inc.
1629 W. State St.
Hartford, Wis.

Specialists in quality ventilating equipment for 25 years.

PLASTER AND MORTAR MIXERS — 5 sizes 2 to 10 Cu. Ft. Electric or Gasoline. Power throw-out on smaller models, disk clutch on larger.

Concrete Mixers Tilting Type — 3, 3½ and 6 Cu. Ft. Electric or Gasoline. Tinned Bearings.

Muller Mixers

Long on Quality... Short on Price!

Evans L-O-N-G WHITE-TAPES

25-50-75-100 FOOT LENGTHS

50 ft. ONLY $4.98

A FINE-QUALITY PRECISION MEASURING TOOL

Snow-white Bonderized steel blade

Stainless steel edge band

Extra-long precision markings — for clear, easy reading

Double roller mouthpiece, recessed crank, winding reel... all heavily chrome plated for rust resistance, handsome appearance

Unconditionally guaranteed

Ask for prices and name of local dealer.

AMERICAN BUILDER
Milcor Casing Bead is available in a variety of styles — in solid- and expansion-wing types. Shown is Milcor No. 4 Expansion Casing Bead.

When they’re open for inspection...

will your homes be SELLING YOU?

Milcor Metal Casing Bead adds the sales appeal of spaciousness and modern design

Milcor Casing Bead makes small rooms look larger. It blends windows and doors smoothly into surrounding walls — instead of emphasizing room boundaries as old-fashioned wood trim does.

Being made of steel, Milcor Casing Bead can’t crack, splinter, swell, warp, or mar under impact. Yet, savings in finishing make the final cost less than for wood casings. The finish requires no sanding, no filling, less painting.

Send today for Bulletin 623-6.

Milcor Casing Bead

INLAND STEEL PRODUCTS COMPANY

Dept. K, 4025 West Burnham Street • Milwaukee 1, Wisconsin

KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW ORLEANS

NEW YORK • ST. LOUIS • ATLANTA • BOSTON • BUFFALO • CHICAGO • CINCINNATI

CLEVELAND • DALLAS • DENVER • DETROIT
...and installation's a cinch, too!

Berry Doors are the easiest-going doors your garages can boast. Powerful national advertising tells your prospects ... helps sell your homes. What's more, factory-assembled hardware makes installation so simple. Anyone can install this Berry Suburban, for example, in about an hour's time. And because of Paintlok steel construction, a Berry Door won't swell or shrink, peel, crack or rust. All parts and components carry a full five-year guarantee.

Best of all, Berry Doors cost no more than ordinary doors. See your building supply distributor or write direct. Ask, too, about the new Berry automatic garage door operator. It's efficient, trouble-free—low-priced. Steel Door Corporation, 2800 E. Lincoln Road, Birmingham, Michigan — the world's largest manufacturer of steel garage doors.

Inexpensive Custrim molding mounts easily and quickly on all Berry Doors, lets you style the door yourself to most any custom design.

Berry
STEEL DOORS
PREWAY

Bilt-In Ranges

gas or electric
easy on the eyes
easy on your budget
easiest of all to install

and all of this goes for
PREWAY'S Bilt-In
Refrigerator-Freezer, too

You'll make a special hit with housewives with PREWAY... and it's easy to see why. It's good to know, too, that your side of the coin is just as bright. There's a PREWAY Bilt-In oven and counter range to match your thinking — whether you want to go heavy on deluxe features, or keep your belt pulled tight. And important money can be saved, too, in putting PREWAYS "in"... for both gas and electric units have earned the reputation of being easiest of all to install. PREWAY'S 13 cubic foot combination refrigerator-freezer is builder "engineered," too, an all-in-one unit that requires no kits, no special tools, no extra framing.

There are full color specification bulletins on all PREWAY Bilt-Ins. Write for the facts on the appliance of interest to you.

PREWAY INC., 8637 Second Street, N. Wisconsin Rapids, Wis.

Since 1917 one source, one responsibility for gas and electric Bilt-In ranges, range hoods, Bilt-In refrigerator-freezer, oil and gas heaters, electric heaters.
Why didn’t they get windows with the CALDWELL SPIRAFLEX?!

To be sure, everyone would have been happier had they done so, for with Spiraflex there’s no slip, no creep, no bind!

Spiraflex is the first 1-piece weatherstrip-balance unit to offer true counterbalance with spiral sash balances.

There is no practical substitute for the quality window with Caldwell Sash Balances or Spiraflex balance-weatherstrip combination.

THE CALDWELL GUARANTEE
All Caldwell Sash Balances are guaranteed to provide positive lifting power for the lifetime of the building. Backed by Caldwell’s 69-year reputation for making quality products and standing behind them.

CALDWELL TAPE BALANCES
for Residential, Commercial and Institutional Sash. Widest range of types and sizes of tape balances available.

CALDWELL SPIREX
for Residential Windows. The spiral balance that can be adjusted easily and quickly, after installation.

CALDWELL HELIX
for Commercial and Institutional Sash. The spiral balance specifically designed for heavy sash.

THE SPIRAFLEX
Combination weatherstrip — sash balance for Residential Windows. A superior 1-piece weatherstrip with spiral balances for true counterbalance. Factory assembled into a single unit.

For additional information or name of your Caldwell representative write to:

CALDWELL MANUFACTURING COMPANY
68-B Commercial Street, Rochester 14, N. Y.

CATALOGS

FOLD-ASIDE DOOR hardware to fit the two- or four-door installation... shown here in a four-page brochure from Acme. Complete with drawings of the different types of doors for its applications, as well as detail photos of hardware and installation drawings. Dimensions, other features also explained. More complete information may be obtained from Acme Appliance Manufacturing Co., Dept. AB, 35 S. Raymond Ave., Pasadena, Cal.

DOOR-SEAL for both house and garage doors is presented in a catalog sheet from Consumer Products. Permanent bond weatherstripping is of pure vinyl to seal out all weather, and withstand temperature extremes for long life and durability. Easy installation details along with other features for both door weatherstrippings from this two-page sheet. More complete information obtainable from Consumer Products Inc., Dept. AB, 4228 Lee Rd., Cleveland 28, Ohio.

EASILY REVERSIBLE and easily installed windows are described in a four-page brochure from Reynolds Windows, Inc. Reversible to 180°, windows also feature both sliding and tilting action which permits cleaning the glass from inside the room without removing the sash. Manufactured in double-hung, picture and sliding casements. A wide variety of styles and sizes given in this rather complete window brochure. From Reynolds Windows, Inc., Dept. AB, East Penn St., Huntingdon, Pa.

PERFECT PLASTIC GLAZING, which makes Watson aluminum windows weather-tight, is one of many features described in this material. Attractively illustrated literature gives complete specification data and application instructions on entire line. Complete windows, furnished with hardware and fin trim, are available in wide range of sizes to allow builder flexibility in plans. Long-life, low maintenance windows now have a five year warranty. W M Products Co., Dept. AB, 5425 Blossom St., Houston 7, Tex.

DOOR-SEAL for both house and garage doors is presented in a catalog sheet from Consumer Products. Permanent bond weatherstripping is of pure vinyl to seal out all weather, and withstand temperature extremes for long life and durability. Easy installation details along with other features for both door weatherstrippings from this two-page sheet. More complete information obtainable from Consumer Products Inc., Dept. AB, 4228 Lee Rd., Cleveland 28, Ohio.

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THIS KIND OF WORKMANSHIP
OFTEN CAUSES
LEAKY BRICK WALLS!

Partially filled head joints are one of the common causes of leaky brick walls.

Instead of throwing enough mortar on the brick to fill the joint completely, bricklayers often spot a dab of mortar only on one or both corners of the brick—and then slush the head joint after the brick is laid. This slushing is not enough to fill the joint solid. Result—water may work its way through voids in the head joint, to the inside of the wall.

Brixment's exceptional workability makes it easy for the bricklayer to use enough mortar to completely fill the joints without slushing, and still lay the brick easily and accurately to the line.

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

BRIXMENT

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY
Catalogs...

LIGHTING UP OUTDOORS with a complete new "Homelight" line including spike lights, wall lights and clamp lights for the garden and house... in a new illustrated catalog from Stonco Electric. This 48-page book also includes a cast aluminum floodlighting line, ceiling and wall fixtures, wiring troughs, etc. From Stonco Electric Products Co., Dept. AB, Kenilworth, N.J.

Circle No. X49 on reply card, p. 128.

TENSION-SEALED WINDOWS of aluminum come in double-hung, horizontal and picture combinations as well as for porch enclosures, doors, etc. This eight-page booklet tells the story of the windows in actual photos, descriptive cutaway drawings, detail drawings and installations. Humphrey Products Inc., Dept. AB, 719 E. Zimmerly, Wichita 11, Kans.

Circle No. X40 on reply card, p. 128.

NEW CONCEPT in masonry saws is the Supermatic, introduced in a six-page brochure by Clipper. Features Sta-Level cutting head and Hi-Lo control wheel which automatically make adjustments. Has multiple uses: wet cutting masonry saw, dry saw, double or triple width saw, concrete saw, and track saw. From The Clipper Mfg. Co., Dept. AB, 2800 Warwick, Kansas City 8, Mo.

Circle No. X41 on reply card, p. 128.

FIBER GLASS PANELS of Lascolite, their many uses in both the residential and commercial building field, offered in an Idea Folder from Lynch Asbestos. Available in seven shapes and two thicknesses, bulletin describes resistance of panels to fumes, solvents, etc., as well as its impact strength. From Lynch Asbestos Co., Dept. AB, 2939 S. Sunol Dr., Los Angeles 23, Cal.

Circle No. X42 on reply card, p. 128.

PLASTIC FOAM INSULATION, called "Dyfoam," is featured in this six-page catalog. Advantages of this expanded polystyrene insulation shown in illustrations, comparison charts, detailed drawings and tables of specifications including strength, deflection, water absorption, combustibility, etc. From Dyfoam Corp., Dept. AB, 202 E. Cherry St., New Castle, Pa.

Circle No. X43 on reply card, p. 128.

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., 3607-8 Mayflower Street, Jacksonville 3, Fla.

Jiffy SAWHORSE BRACKETS

- NO NAILS
- NO BOLTS
- NO SCREWS
- EASY TO CARRY
- EASY TO STORE

Now you can have a sawhorse when you want it... in a jiffy! All you need are Jiffy Brackets and 2x4s. Set up and knocked down instantly. Easy to move from job to job. Take little storage space when not in use. All-welded construction; stronger than 2x4s used for crossbar and legs. Ask your hardware or building supply dealer for Jiffy Sawhorse Brackets; or, write us direct.

GRAND HAVEN STAMPED PRODUCTS CO.
Grand Haven, Mich.
In the field of fine plumbing fixtures,

**ELJER** helps you sell your homes—and pre-sell your prospects with full-color national ads...

distinctive exterior site signs...eye-stopping interior quality plaques...colorful take-home literature to keep 'em interested...

**PLUS** the most beautiful bathroom and kitchen fixtures that mean QUALITY at its best! That's why...

the smart move is to

**P.S.** Eljer offers fixtures of vitreous china, enameled formed steel and enameled iron...quality brass goods...and steel kitchens...all from a single source. Get the full Eljer story...contact your wholesaler or write Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.

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

---

*JUNE 1957*
The spacious living area in the new home of Theron Federspiel, Fort Wayne, Indiana, showing baseboard heating under the wide expanse of windows.

Feature House in New Homes Guide is heated with . . .

THRUSH Radiant HOT WATER HEAT

This beautiful home featured in the New Homes Guide introduces many interesting ideas in gracious living. Being a multi-level home, naturally it is heated with hot water and is Thrush equipped.

Both radiant coils in the floor and radiant baseboards are used beneath the broad expanse of windows. There are four zones, each controlled by separate Thrush units.

Heating is absolutely uniform, regardless of the outside weather. Installation costs are lower, and fuel consumption is reduced. The home is cleaner and quieter, with no noisy fans. There is practically no maintenance cost. Thrush heated homes are easier to sell at better prices.

See our catalog in Sweet's or write Dept. G-6 for booklet and any information you may require in planning home heating.
You can tell a DISSTON by the way it cuts

When you use your Disston, note how easily it cuts through the wood. Its clean, sharp bite is due to the bevel filed teeth, the double taper ground blade perfectly tempered to hold its fine edge. Disston is “the saw carpenters use” because carpenters know there’s so much extra satisfaction in owning and using fine tools. Disston makes fine tools. Your choice of four quality saws—D-23, D-8, D-7, D-95—in a variety of points and lengths.

At better hardware and building supply dealers... everywhere!

For free folders, write to:

DISSTON·H KP
Henry DISSTON DIVISION·H.K. PORTER COMPANY, Inc.

looking for a new built-in feature?

HERCULES MEILLINK BUILT WALL VAULT

All the advantages of a safety deposit box right in the home

Make an opening in wall between 16" joists large enough to insert unit.

- Recesses into wall between 16” joists
- Can be installed in minutes
- Heavy gauge steel—Thermo-Cel insulation
- Certified furnace-tested to 1700° F. for 1 hour
- Three-tumbler combination lock

Steel flanges drilled for screws on 16” centers. Fasten into joists with screws.

Fits flush behind picture
Overall height 13¾”, width 15½”, depth 8¾”

LIST PRICE $46.25

Slight higher distant points
Special quantity discounts to builders.Write for catalog.

STEEL SAFE COMPANY
DEPT. AB, TOLEDO 4, OHIO

JUNE 1957

THE FAST SELLING AUTOMATIC GAS or ELECTRIC WATER HEATER

POSITIVELY CANNOT
CHIP, CRUMBLE, OR CRACK

HIGH PRESSURE RESISTANCE

SAFER—LONG-LASTING

NO EXPOSED STEEL

RUST-PROOF

Koven

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.

NATIONALLY ADVERTISED

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

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**Catalogs . . .**

**MULTI-DUTY PERFORMER,** the 905 Planer by Belsaw, presented in a four-page brochure complete with photos, detailed information and how-to-use-it pictures. Tool is recommended for such builder and carpenter jobs as rabbeting, moulding, jointing, matching and dado work. More information from Belsaw Machinery Co., Dept. AB, 315 Westport Rd., Kansas City 11, Mo.

Circle No. X44 on reply card, p. 128.

**EASY-TO-CARRY** portable hoist illustrated in a catalog sheet from King Mfg. Recommended for builders, roofers, etc., the Model 150 weighs only 160 lbs., is easy to weight down, and has a low operating cost. Most important of all, it hoists 200 lbs. at 200' per minute as standard load. King Manufacturing Corp., Dept. AB, 3146 W. Chicago Ave., Chicago 22, Ill.

Circle No. X45 on reply card, p. 128.

**COLOR LENDS DISTINCTION** to Design... expressed in an eight-page booklet devoted to concrete colors. Featured are 46 actual color chips mounted to show exact shades and range of colors obtained by proper mixing of pigment with both gray and white cements. C. K. Williams & Co., Dept. AB, 640 N. 13th St., Easton, Pa.

Circle No. X46 on reply card, p. 128.

**DOZENS OF FLOOR PLANS,** as well as pictures and description of ranch, contemporary, traditional, and split-level homes are offered in material by Service Homes Mfg. Co. Describes such advantages as simplicity of design, utilization of space and fine quality construction. Available from Service Home Mfg. Co., Dept. AB, 395 54th St., Grand Rapids, Mich.

Circle No. X47 on reply card, p. 128.

**SAFER PLAY** can be achieved with new rubberized surface material that minimizes playground injuries. Features: durability—withstanding severe abuse; low cost; permitting usage even in large areas; and weather resistance. Can be applied to black top, concrete or smooth pavements. U. S. Rubber Reclaiming Co., Inc., Dept. AB, P.O. Box 365, Buffalo 5, N. Y.

Circle No. X48 on reply card, p. 128.

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**VITROLINER Leads Again**

VITROLINER offers Architects, Project Builders and Building Contractors MORE FLEXIBILITY, CHOICE, SELECTION, QUALITY and MORE SPECIAL FEATURES than any "prefab" on today's market.

VITROLINER offers MORE TYPES of Chimneys — Type "E" and "L" for ceiling or basement installation. It offers MORE FLUE SIZES for the one CORRECT size, the heating plant requires. There is also MORE permanent basic engineering—and MORE QUALITY MATERIAL, tested, tried and proven successful, for over fifteen years.

The Chimney is MORE COMPLETE—Tailor-made to fit the individual job—no cutting or fitting—packaged and shipped direct from the factory. The "KD" Knocked-Down complete Housing Package is MORE quickly shipped from nearby Vitroliner Distributors and Dealers.

VITROLINER IS PREFERRED BECAUSE OF THESE SPECIAL FEATURES

- **LOWEST INSTALLATION TIME**
- **SAVES FLOOR SPACE IN UTILITY ROOM**
- **LIGHTWEIGHT—10-15 LBS. PER FT**
- **TAILOR-MADE FLUE HOUSING AND ROOF FLASHING**
- **CHOICE OF FLUE DIAMETERS—4", 7", 8", 10" and 12"**
- **PROVIDES ATTIC VENTILATION**

LISTED BY UNDERWRITERS LABORATORIES FOR ALL FUELS. APPROVED BY BUILDING AUTHORITIES EXCEEDS F.H.A. AND V.A. MINIMUM CONSTRUCTION REQUIREMENTS.

Write for Circular today
HANDSOME IN EVERYTHING BUT PRICE, PELLA MULTI-PURPOSE WINDOWS can create a striking focal point for both interior and exterior elevations. These windows feature all-aluminum and stainless steel hardware. Self-storing inside "storms" when specified. Wood or aluminum frame screens. Exclusive CLIDE-lock underscreen operator at no extra cost. 15 fixed and vented window sizes are all compatibly proportioned.

WOOD MULTI-PURPOSE WINDOWS
For Charm and Durability
Specify Weyerhaeuser 4-Square
WOOD SIDING

Only wood sidings offer the combination of charm and durability which create distinctive, personalized homes, garages and summer cabins. This enduring, handsome building material gives you many ways to build interesting variations even when you work from only a few basic plans.

Weyerhaeuser 4-Square sidings come in several patterns, textures, and species for horizontal or vertical application. They can be finished with varnishes, stains, or paints. Like all products bearing the Weyerhaeuser 4-Square brand name, these sidings are precision manufactured, scientifically seasoned, accurately graded, and carefully handled to prevent damage to the finished product.

Ask your Weyerhaeuser 4-Square Lumber Dealer to show you various patterns of wood sidings, red cedar shingles and shakes which he has in stock. You’ll be pleased with the infinite number of ways you can complement the style of architecture and your own personal taste. These and dozens of other useful, profitable ideas are featured in his 4-Square Home Building Service Book.

WEST COAST HEMLOCK—one of the variety of species—is often called the “Ability Wood” because it is so versatile, serving dependably for framing and sheathing as well as for flooring, siding, molding, and other finish uses.

WEYERHAEUSER
4-SQUARE
WEYERHAEUSER SALES COMPANY - ST. PAUL 1, MINNESOTA
THE LOOK OF LUXURY
FOR LESS THAN YOU THINK!

Only Permabilt can offer a home that will suit all tastes, meet all climate requirements, living habits and regional traditions. Why? Because only Permabilt offers so many sensibly planned, professionally designed models built of the finest materials to incorporate advanced equipment. And...all Permabilt homes are completely "packaged" for faster, dollar saving on-site erection regardless of weather conditions.

If you are an established middlewestern builder and you’ve wanted a line of homes that actually create customers and sell themselves, don’t miss this timely and profitable opportunity. Write now—write today for complete detailed information, prices and fast delivery schedules to: Manufactured Homes, Inc., 332 S. Kalamazoo Ave., Marshall, Mich.

PERMABILT HOMES ARE BOTH NATIONALLY AND LOCALLY ADVERTISED TO HELP YOU PRE-SELL YOUR CUSTOMERS.

THE CORAL GABLES...another charming Permabilt creation, this practical split-level home is engineered for comfortable, gracious living in any climate. Available in a variety of floor plans.

THE CHATHAM...an attractive, versatile ranch home affords a feeling of spaciousness without sacrifice of cubic content. Available in a variety of floor plans—room arrangements to suit every need.

THE DUNDEE...similar in nature to the Chatham above, the Dundee better suits a deep, but narrow lot. Extremely large bedrooms with many windows; garage may be substituted for car port, when desired.
NEW TAPPAN BUILT-INS CUT YOUR COSTS!
One cut-out for either gas or electric ovens

SALES BUILDER: TAPPAN BUILT-IN GAS OVEN WITH SEPARATE ROLL-OUT BROILER gives wonderful freedom and economy because it’s interchangeable with electric units in the same cut-out. Oven teams perfectly with any Tappan surface unit . . . and may be serviced without removal from cabinet or wall. Like all Tappan Built-ins, it is easy and inexpensive to install.

MONEY-MAKER: TAPPAN ELECTRIC DOUBLE OVEN, JUST 24 INCHES WIDE, Interchanges with Tappan gas oven units without extensive installation work. Doubly great! Dinner roasts in one oven while cakes or pies bake in the other. It’s convenience every woman dreams about.

LOOK! INTERCHANGEABLE SURFACE UNITS, TOO!

In the complete Tappan line, there are interchangeable gas and electric surface units to fit every buyer’s building or remodeling plans. You can offer your customers a choice of three gas and seven electric surface units, ranging in size from 24” to 42”. Special convenience features such as Set ‘n Forget thermostatic control, a large built-in griddle and a NuTone food center are also available on Tappan surface units!

... and all these best looking, best cooking features:

Chrome or porcelain-lined ovens for top baking results! Visualite windows optional! Handsome Lusterloy or Copperloy finishes, plus lovely pastels! Built-in Rotisseries! Lift-off oven doors!

EYE-LEVEL AUTOMATIC CONTROLS! SEPARATE ROLL-OUT BROILER DRAWER . . . all the most-wanted convenience features that help sell homes fast! The Tappan Stove Company, Mansfield, Ohio

NOTHING COOKS, LOOKS • SELLS LIKE A TAPPAN

- Leader in built-in ranges • First with electronic cooking for the home
5 STEPS LESS
needed to finish

Gibraltar
FLUSH DOORS

 REGULAR
DOORS

 clean-up
brush-
sand

 apply
first
coat

 brush-
sand

 apply
second
coat

 brush-
sand

 apply
finish
coat

 Gibraltar
SSS
DOORS

 clean-up
brush-
sand

 apply
first
coat

 X

 apply
second
coat

 X

 apply
finish
coat


save 75%
finishing costs

Actually, there's nothing to do to an SSS FLUSH DOOR but apply the finishing coat of your choice. Lacquer, varnish, wax, stain or whatever—put it on—the job is done. There's no priming, filling, or sanding. The finish is beautiful, brilliant and durable. In a word—perfect. The savings are yours.

General Plywood Corporation 3131 W. Market Street, Louisville, Kentucky Dept. A.B.

**"Super Satin Surface" and "Triple S" or "SSS" are trademarks owned by GP (General Plywood Corporation) and used by GP and Licensees on products having a Super sealed or Super Micro-sealed surface that satisfies the quality standards established by GP.
Looking for ways to pep up your sales? Here's how other builders do it. These capsule case histories highlight their objectives, techniques, costs, and results.

Early-bird radio spots net sales

To sell a tract of houses known as Middletown Heights, 16 miles from Hartford, Conn., I. R. Stich Associates Inc., West Hartford, successfully used participations on an early morning radio personality program. Stich has had contracts for announcements three times a week on an early morning radio personality program. Stich has had contracts for announcements three times a week on “The Bob Steele Show” since April 1956 to promote several developments. Only 11 were devoted to Middletown Heights. These were aired between 6:45 and 7:45 a.m. in June, August, and September over WTIC. Cost: less than $500 for the Middletown campaign. Firm’s ad agency, the Randall Co., says the announcements developed “tremendous advance interest in the development and resulted in many advance sales.”

Give Santa an assist on this one

Last December the John R. Taylor Co. Inc., Greensboro, N.C., had several completed houses in one subdivision still unsold. Facing a normally very slow market, with prospects’ interest diverted by approaching Christmas, Taylor’s solution was to turn this negative factor into a positive sales force: he put the following headline on his newspaper ad: “Buy Today and Enjoy Christmas in a Home of Your Own.” Pictured in the ad was a family enjoying Christmas morning in its home. The ad promised Santa would be on hand at the model home to greet the kids. Size of the ad was 11 inches by 5 columns (cost: about $225). It ran Sunday morning, Dec. 9. Results: four immediate closings and several later sales to persons who had turned out.

TV ups remodeling sales by 500%

Faced with a sales dip in construction materials, Albuquerque Lumber Co., Albuquerque, N.M., decided to exploit the home-remodeling market. It had little success with a newspaper campaign using full-page ads and a saturation radio-announcement drive. The company decided to try television.

A local ad agency helped produce several filmed commercials demonstrating various types of remodeling projects. “Life of Riley” was purchased, later replaced by “Badge 714.” The show went on at 7:30 Monday evenings. Cost: $250 a week over KOB-TV. During the half-hour program two 90-second spots were used instead of the usual three one-minute messages. Response was immediate—and overwhelming. It took three weeks to set up a workable system to handle new leads and, five months later, the firm had scored a 500% sales increase on remodeling jobs, plus bonus business in new construction.

Says dealer James Doolittle: Cost of the program is secondary; you have to select one that not only has a high audience rating but is aimed at the type of audience that would be remodeling prospects.

How to get them down to the farm

More than 800 automobiles showed up the day Shroder Co., Hartsdale, N.Y., ran its first newspaper ad for a Pleasantville development called Old Farm Hill. The ad, seven full columns in size, announced the introduction of 300 houses in the $30,000-plus bracket. Site was 37 miles from New York City, near a seldom-traveled country road in upper Westchester County. The ad, prepared by Lester Harrison Inc. advertising agency, showed a man looking out of a picture window at an inviting view. Headline: “How Would You Like to Wake up Each Morning to a View Like This?” Cost of the ad was $3,300. Since it appeared, in August, about 50 houses have been sold, of which 35 have been attributed directly to the newspaper campaign.

Road signs show the way in N. J.

In the last three years the area around Mountain View, N.J., has shown a great increase in the number of new factories and stores and volume of residential building. To point out the beauty of its develop-
ment, Blue Mountain Lakes, and help prospects find their way through the surrounding areas of activity, Forde Homes has been finding it helpful to use painted outdoor advertising bulletins (see illustration) along traffic arteries. These bulletins have a soft-blue background scene to suggest mountains. Directions are simple: "Rt. 46 to Netcong—Rt. 206 right and follow signs." The signs cost Forde $100 per month per location. Apparently they do the job, because the firm is putting up more of them.

All this and color television too!

First builder in the country to include color television as standard equipment is Milton N. Weir, Pompano, Fla. In a tie-in with RCA, the firm, M. N. Weir & Sons Inc., is also putting a complete line of RCA Whirlpool appliances into its new $4-million Palm Club cooperative development.

The luxury community of 99 houses is located on a 27-acre site extending from the Atlantic Ocean to the Intracoastal Waterway. The $25,500-$40,000 price tags on the house include a de luxe refrigerator, built-in oven, range, dishwasher, and clothes washer-dryer, as well as TV.

To plug these features, Weir is running daily ads in the Fort Lauderdale Daily News, a full page ad in the News' home section every Saturday, and a quarter-page ad every Sunday in the Broward County edition of the Miami Herald. Weir's advertising agency, August Burghard Inc., Fort Lauderdale, says the builder may extend the advertisements to the Wall Street Journal and the New York Times (as he did when promoting a previous project, Pompano Surf Club).

RCA is also said to be working up similar plans for tie-ins with other builders.

Newspaper ads help sell 350 houses

In October 1955 Volk-Rovsek Bldg. Co., Dearborn, Mich., began what has turned into three subdivisions with 700 three-bedroom houses planned in the $15,750-$16,500 class. Every Friday since then the firm has taken large display space (average ad: $695) in the Detroit News "Home Section." So far the company has built 450 houses and sold 350.

IDEA OF THE MONTH

ROOFING DISPLAY. When buyer turns on water it pours down into gutter without penetrating layers of plywood, "felt," and asphalt shingles shown in peel-aways.

CROSS-SECTION of framing (left) shows plywood sheathing, double flooring. Photos illustrate stages of framing. Sheet-rock exhibit (right) demonstrates strength of sheet-rock walls.

Displays dramatize "hidden values" to prospective home buyer

You'll never know why half your prospects don't buy. But chances are, a lot of them just don't know what they'd be getting for their money. To make sure that no would-be buyer goes away with any unanswered questions, two Long Island builders have set up an elaborate display that gives the buyer the inside story of what goes into his house. Better than any description, the on-site exhibit forcefully dramatizes the "hidden values" in the construction—virtually from the ground up.

Alan and Ira Weissman have built the display in their furnished model, showing actual samples of materials they're using in their DeSilva Homes community of $19,900-$27,000 houses in Stony Brook. Shown above are 3 of the 22 exhibits. One of the more important ones not illustrated shows a cross-section of the poured concrete foundation.

The construction displays are given credit for many of the 22 sales made to date.

No. 2 of a series ... File but don't forget
an important announcement:

PAINE REZO DOORS

Now BETTER THAN EVER with

SUPER SATIN SURFACE

... the new microseal surface-treating process that gives REZO doors a finish so satin smooth you'll hardly believe your fingertips as you feel it!

Paine REZO Doors are now available factory-treated with the new SUPER SATIN SURFACE microseal process. This amazing new process, using special equipment, applies a penetrating solution followed by the application of heat and pressure which results in a “fusing” of the wood lignin and SUPER SATIN SURFACE additives to microseal the surface. It resists soiling, eliminates grain and fiber raising, provides uniform surface texture — hand rubbed in appearance, and “brings out” the natural beauty of the wood. Takes wax, stain, varnish, lacquer or paint with better results than you've ever known before. Words cannot describe the difference this new process makes. You have to feel it yourself to believe it! Write for full details today.

*Trademarks “Super Satin Surface” and “Triple S” or “SSS” — Use licensed on products having a Super-sealed or Super Microsealed surface that satisfies the quality standards of the trademark owner.

America's finest flush doors are Rezo doors with all wood grid core

and they are made only by

PAINE LUMBER COMPANY, LTD.
ESTABLISHED 1853 • OSHKOSH, WIS.

Below are two of many reasons why Paine REZO Doors, with air-vented, all-wood grid core, are America's finest doors for residential or institutional installation.

Air vents in Rezo Doors help equalize moisture content inside.

Rezo's all wood grid core assures rigidity, strength, light weight.
TYPICAL WORK BULL PACKAGES: Left foreground — 42-hp Davis Pit Bull with 7/3-yd. loader. Left background — 34-hp Model 202 with 11 cu. ft. loader and rear-mounted backhoe that handles 12 to 36-in. buckets, digs to 12½-ft. depth. Center, Model 202 Fork Lift has standard 16-ft. mast with capacity of 4,000 lbs. Mast extension, shown, lifts lighter loads to height of 21 ft. Right — Work Bull Model 404 offers choice of 52-hp gasoline or diesel engines. Unit shown is equipped with 3/4-yd. loader and powerful, hydraulically-controlled backhoe.

Work Bulls pay off on every building project

... as primary equipment
Work Bulls put former hand work on a paying power basis. With five tractors, (34 to 52 hp)—each with a choice of 20 switch-in-a-smokebreak attachments — Work Bulls pay off on small, scattered work-and-run jobs ... earn their keep off-season, too, removing snow or handling other similar jobs.

... as backup machines
With Work Bulls, you get the exact power/equipment cost ratio the job demands ... greatly increase equipment scheduling efficiency ... cut down overhead. Move Work Bulls through city traffic or cross-country, from site to site without permit troubles, without flat-bed and other costs.

... 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.

Work Bulls have a place on every project. 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-F Quality Avenue
Racine, Wisconsin
THE HOUSE: careful planning and mass-production methods produce it for $6,000, including profit. All of this would be wasted, however, if the land under the house and the development utilities were too costly.

THE LAND: “You come in with the right equipment and you do a lot of land at a time,” says builder Bob Schmertz. By such methods he winds up with a total land cost of $1,325 per house, well in line with the low house price.

CONTINUED FROM PAGE 95

This low-cost house has to

METAL SEPTIC TANK is dropped into place by the backhoe that dug the hole. Total cost of the septic system, including tank, digging, pipe, and 240 sq. ft. of drainage field, is approximately $200.

STORM SEWERS and their mains are easily and cheaply laid in the sandy soil. The only problem in this flat land is finding a low point to drain to. In this case, it’s a stream across the highway. Cost per house, $100.
The problem of building low-cost houses is no longer one of construction alone. Increasingly, land costs are on the rise, particularly the price of raw land. The builder is faced with the ticklish problem of moving far enough away from municipal centers to find land at reasonable prices, but not so far as to discourage buyers who will work and shop in the town. And, of course, the land selected must be easy to work—not too rocky or hilly, and without drainage problems.

To get land for Birchwood Park, a development of $7,350 homes, builder Bob Schmertz (see also p. 88) went about a five-minute drive out of Lakewood, N. J., where he found plenty of land at $1,000 an acre. Better still, it was flat land, it had small, easily moved trees on it, and the soil was sandy, the easiest of all types to work with.

Luck also played a part. The Garden State Parkway was put through within a mile of Birchwood Park, enabling buyers to commute to jobs more than 50 miles away—a strong sales feature.
LAND PLANNING continued

Here's how the right kind of

“

No mud, no frost, no drainage problems.”

For most builders, this would be a good description of heaven, actually it's Bob Schmertz's description of what it's like to build on land that is mostly sand. Anyone who has ever watched his trucks sink from sight in mud after a hard rain will appreciate sand's characteristics. It has other advantages too. Digging is phenomenally easy, whether it's cutting a road with a bulldozer or trenching for storm sewers with a backhoe. As is shown on these pages, sand makes possible appreciable economies in footing construction. The soil percolation is ideal for septic tanks; it costs just $200 a house to install a complete septic system in Birchwood Park, a saving of about $400 over a regular sewage plant installation, not to mention the capital outlay that would be necessary for such a plant before house building even started.

Another circumstance which helps keep land costs low is the water table. Schmertz is able to supply water for each house from artesian wells, which are easy and inexpensive to dig, well under 100 ft. in depth. Complete with pumps and tanks, each system costs $200 per house, an estimated saving of $150 over a municipal water supply system.

Here's a breakdown of Schmertz's land costs for one house. See how it compares with yours:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raw land (2½ houses per acre)</td>
<td>$400</td>
</tr>
<tr>
<td>Well</td>
<td>200</td>
</tr>
<tr>
<td>Septic system</td>
<td>200</td>
</tr>
<tr>
<td>Roads</td>
<td>200</td>
</tr>
<tr>
<td>Storm sewers</td>
<td>100</td>
</tr>
<tr>
<td>Engineering</td>
<td>100</td>
</tr>
<tr>
<td>Grading and clearing</td>
<td>125</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,325</strong></td>
</tr>
</tbody>
</table>

If you're planning to build low cost homes, this will give you a real target to shoot for.

It will be noted that the figure for roads is unusually low, even for the bracket Schmertz builds in, and also that there is no money allowed for topsoil, seeding or landscaping. This is because by building under FHA section 203-I, Schmertz is able to omit sidewalks and curbs, and also to stop all site work with the finish grading. The resultant saving from these two items on the land-planning agenda is a healthy $550.

FOOTINGS HAVE SET UP and foundation block is moved in ready to be the first step in building the house.

The easy digging and use of trenches as footing forms keep total footing costs, not including concrete itself, to $20.
GRADE STAKES are driven at intervals into the bottom of the newly dug footing trench. They are set to proper height by a transit man, a job that is done in a fraction of the time needed to set regular footing forms level.

LABORER DIGS TRENCH that will serve as footing form. The sand trench holds its shape easily. Hand digging is cheaper than machine digging in this case, since hand finishing would be required for footings in either case.

AS CONCRETE IS POURED into the footing trench, it is quickly smoothed and levelled to the top of the grade stakes by one man with a shovel. Stakes are left in the concrete. Footing here is for front doorstep.

soil can cut building costs
Introducing the greatest advancements made to date in tractor mounted backhoes

Sherman Products announces all new digger with increased output to speed digging and reduce costs. Many new features make this Model 54F faster with less maintenance and longer life.

Holes in the ground—that’s what you are really buying when you purchase a backhoe. You aren’t interested in a group of parts as such. You are interested in the capacity to dig holes at the lowest possible cost—so that you can sell those holes at a profit.

This means you need a fast, dependable digger with a long service life and low maintenance.

Now, Sherman presents an all new power digger that meets these requirements! It has advanced features that make it faster than any comparable backhoe...it is so sturdily constructed that it will outlast any comparable backhoe...it is so engineered that it requires less maintenance than any comparable backhoe.

Look over the list of Sherman features and you’ll see for yourself.

Every single one of these features has been thoroughly tested. In actual digging in all types of soil conditions including hard, frozen clay and sticky gumbo, the Sherman completed 500,000 cycles—the equivalent of two years of normal operation—and was still going strong.

Compare the new Sherman with any tractor mounted backhoe. Make sure that the digger you buy has all of the features you need.

The all new Sherman breakaway capacity of 9000 lbs. is greater than any comparable backhoe. This revolutionary Sherman development means more power and faster digging.

The all new Sherman is fast and powerful because short hydraulic lines reduce friction power loss. And the exclusive pump drive in combination with the Sherman Planetary Step-up Transmission contributes to greater speed than conventional systems, as does the outstanding pump pressure of 2000 psi.

The all new Sherman has a wide work radius and a long reach—an uninterrupted arc of swing of 188° together with a 12 ft. reach below grade and a loading height of more than 9 ft.

The all new Sherman holds steady on sloping or uneven ground because the hydraulic stabilizers, individually controlled, give both lateral and angular support and the 12" by 14" foot plate assures maximum ground contact.

The all new Sherman can be dismounted in
a few minutes by simply removing six pins and four bolts.

The all new Sherman has an efficient, all purpose shovel with quick adjustment for straight walls or high loading; full rollback for heaped, non-spilling loads; tapered side cutting edges to prevent binding; replaceable teeth.

The all new Sherman is comfortable because the seat is adjustable and the full, anti-skid deck permits leg position changes.

The all new Sherman lasts longer, costs little for maintenance. Here are a few of the reasons:

- Main and swing frames are heavy-duty steel plate, weldment construction.
- Full length, box construction sub-frame increases tractor rigidity and acts as a spring-like shock absorber.
- Reinforced, "stress-design" box construction boom with crowd cylinder operating inside for complete protection.
- Heavy roller chain couples the twin, single acting, swing cylinders to post sheave.
- Reinforced, "stress-design", box construction dipstick.
- Hydraulic reservoir is oversized for maximum oil cooling. Its central location and independent suspension eliminate possibility of leaks due to operating stresses.

Yes, the facts prove that the Sherman Power Digger is today's best buy in tractor mounted backhoes.

*Sherman Power Diggers are Engineered Exclusively for Ford Tractors and are Sold and Serviced by your Ford Tractor Dealer

Write for Bulletin No. 765

JUNE 1957
HEAVIEST-DUTY, LARGEST GPM HYDRAULIC SYSTEM AVAILABLE!

Fast Cycling — Completely Hydraulic

HOPTO DIGGER • SHOVEL • CRANE

There's nothing like a Hopro for quick mobility, fast-cycling, smooth hydraulic operation and hour-saving capacity! In clay, gumbo or obstruction-filled ground ... through sod or black-top, Hopro wields up to a 30” backhoe in a 20 second cycle, digs to 13 1/2 feet deep, has a ground reach of 19 feet, a loading height of 11 1/2 feet and a 200° continuous swing. Hydraulic outriggers controlled by operator are standard equipment. Hopro mounts on any two-ton or larger truck . . . offers an optional all-weather cab housing simple, 4-lever controls.

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NEW REVIEWS

COMPLETE HOME IMPROVEMENT HANDBOOK. M. Evans Associates; Charles Flato, editor. McGraw-Hill Book Co. (New York) 1957. 1,009 pp., illus. $5.95.

A fact-book of materials, tools, equipment and methods makes this an important reference book for the builder. It correctly and economically tells how-to, and what-to use for home improvement.

Some topics covered include tools, lumber, builders' hardware, windows and doors, insulation, structural carpentry, plumbing and electricity.

BUILDING COST MANUAL. Prepared by the Chicago Chapter of the American Institute of Architects, and the Chicago Real Estate Board. John Wiley & Sons (New York) 1957. 367 pp., illus. $15.00.

This book provides an overall construction-cost picture of many building types, including homes. Each is described, detailed and illustrated with photographs. The actual costs of the building broken down by trades is given, and then these figures are shown on square foot and cubic foot costs.

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This practical guide gives the fundamentals and methods of house building. Explanations are well illustrated.

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Left: The Utility Tractor and Power Hole Digger—today's easy method for digging holes for posts, guard rails, tree settings, and construction work. Digs as deep as 40 inches; several auger sizes.

Left—John Deere "420" Utility Tractor and rear-mounted scarifier-scraper. This is one of many "pick up and go" tools that mount on the tractor's standard 3-point hitch.

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BROWN COMPANY
Berlin, New Hampshire
How to do it better

Ceiling board rack

One man can easily handle ceiling board pieces up to twelve feet with the rack shown here. It consists of a frame, which is hinged to a board, which in turn is nailed to the tops of the wall studs.

In operation, the frame is held part way up to the ceiling with a pole, and the piece of board slid onto it. The frame is then swung all the way up, and the board is nailed to the joists. The frame is then moved into position for the next board.

Note that the frame is made narrower than 4', so that the board will extend out for easy nailing. This device can be used even when the wall is in place, since the nail holes can easily be filled.

H. Lineback, Stillwater, Okla.

Emergency hack saw

Being human, almost any carpenter will sometimes find himself with a nail or some other metal object that has to be cut, and his hacksaw bladeless, or perhaps sitting home on the workbench. Here's a way to make a wood saw into a hack saw for emergencies like this.

With a cold chisel, or an old wood chisel, (a file can be used, but it will take longer) notch a row of teeth into the top of the saw. They don't have to be perfect, because they're only doing rough work. Unless the saw is of exceptionally soft steel, these teeth will be perfectly adequate to cut off the piece of metal.

Also, you might save yourself a saw-sharpening job by using these teeth to cut into any wood where you suspect there might be a nail lying in ambush.

L. C. Armstrong, Perry, Me.

Hanging wall shelves

The above drawing shows how ordinary hinges can be used to hang wall shelves so that they can be easily removed.

The hinges are mortised into the back of the shelves—both sides of the hinges, not just one. This makes it unnecessary to mar the wall by mortising into it. The hinges are set into the shelf mortise, the shelf is tilted up, and the back of the hinges are screwed into the wall. When the shelf is to be taken down, the pins are merely removed from the hinges.

J. K. Wallace, Sterling, Ill.

A shingle lifter

The practice of sticking down the butt ends of asphalt shingles with some form of adhesive is gaining wide acceptance. Shingles are available from manufacturers with the adhesive already on them, but on roofs already in place, the “gunk” must be added. The tool shown here will speed the job up considerably.

A piece of heavy strap iron is formed into the shape shown. It is held in one hand to lift the shingles while a blob of adhesive is applied with the other hand.

F. Price, Raton, N. M.

(Continued on page 200)
IDA ALUMINUM PRIME WINDOWS are completely different from any other window now being manufactured. One of our field engineers will be pleased to demonstrate the window at your convenience... WRITE NOW!

- Perimeter Weatherproof Protection
- Automatic Lock
- Rolls on Nylon Bearings
- Interlocking Meeting Rails
- Twist Resistant Corners
- Removable Track
- Standard Glass Sizes (No Glass Cutting)
- Integral Trim

DISTRIBUTORS:
Territories available

BUILDERS:
Write for name of distributor in your territory.

SEND FOR
FREE LITERATURE

IDA PRODUCTS CO.
1909 E. FOREST
DETROIT 7, MICH.
Temple 3-8800

JUNE 1957
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.
- **ALL-WELDED CONSTRUCTION**—Built of heavy-gauge steel electrically welded for greatest durability.
- **WEATHER-TIGHT**—Overlapping flanges keep out damaging snow, rain and wind.
- **BURGLAR-PROOF**—Slide bolts lock door securely from the inside for assured protection.
- **READY TO INSTALL**—Comes completely assembled and primed coated to save time and labor on the job.

**How to do it better...**

*(Continued from page 198)*

**To strengthen cut joists**

When joists have to be notched to receive pipes, as is sometimes necessary under bathroom or kitchen floors, the joists will be appreciably weakened; a four-inch notch in a 2x8, for instance, would leave it with the strength of only a 2x4. Here is a way to reduce the weakening.

A second and longer notch is sawn over the first one, as shown. After the pipe has been set in place, a let-in piece, cut so as to make a very tight fit, is driven into this top cut. This piece, by virtue of its position on the edge of the joist, will restore much of the compression strength of the timber, and leave it almost as strong as new.

N. M. Pitman, Overton, Tex.

**For easy cleaning**

The idea shown above is more for the benefit of the customer than the builder, and as such should be a promoter of good will.

The bottoms of the vertical door stops are cut to a 45 degree angle. This makes it easy for the housewife to sweep across the bottom of the door without the dirt catching in the corners usually created by the bottom of the stop.

As a by-product for the builder, fitting the stops will be easier with this method, as a small variation in length will not be obvious at the bottom.

Peterson Construction Co., Valentino, Neb.

(Continued on page 202)
Curtis New Londoner
Flush Doors

Curtis New Londoners—aristocrats of hollow-core flush doors—now come as beautiful folding doors as pictured. These have the same secure, easy operation of Style-Trend louvre doors. All New Londoners have the famous locked-in, all-wood core...beautifully grained face panels in different woods.

Curtis Style-Trend Louvre Doors

Gliding on silent nylon bearings, these popular doors have permanent adjustment—can't slip off tracks. New chevron type slats are easier to paint, more rigid, permit free air circulation. All parts pre-fitted and drilled for hardware...hinges are factory applied. Available in two designs.

TWIN quality products from CURTIS
— TWO new types of wood folding doors

More selling features per house...more added values...mean quicker, easier home sales for builders. Again Curtis proves that point with TWO new types of wood folding doors, each with a host of advantages for your prospects.

These doors have all the natural warmth and beauty of wood. They capitalize on the popularity of both louvre and flush door types. They are easy to install, smooth and trouble-free in operation. Both are backed by the Curtis guarantee of quality.

Curtis Style-Trend and New Londoner folding doors have a wide variety of applications: bedroom closets, hallway and linen closets, wardrobes, basement and garage storage. These doors—part of the complete Curtis woodwork line—can make home sales more profitable for you. Complete information is worth while asking for. Mail the coupon!
BUILD BETTER
Economically......with these
NATIONAL PRODUCTS

ARCHITECTURAL PORCELAIN ENAMEL
by National
Whether for new construction or modernization, it's hard to beat the versatility, beauty, permanence and economy of National Porcelain Enamel Panels. They're weatherproof, can't fade, require a minimum of upkeep, and are furnished in any color, size and style to meet individual specifications.

NATIONAL and COLUMBIA WEATHERSTRIP
Here's one way you can be sure your customers get the most for their building dollar—specify National weatherstrip products for all the windows and doors. National makes a complete line of metal weatherstripping, moldings and thresholds—all pre-machined, ready for simple, speedy installation.

“Tripl-Tite” Aluminum SIDING
Furnished with or without insulation backing board, Tripl-Tite Aluminum Siding is light, easily handled, and simple to install. Unique 3-Point Interlock design eliminates time-consuming leveling and assures a firm, weather-tight seal that won't rattle. Available in six beautiful baked-on enamel colors.

Write today for complete details!

How to do it better...
(Continued from page 200)

Handy table clamp
Here is a gimmick that will more than pay its way wherever a horizontal clamping job is needed.
An ordinary C-clamp, anywhere from three to five inches in size, is cut off at the anvil end just above where the curve starts as shown in the drawing. A piece of $\frac{1}{4}$ inch steel, about 2"x2", is then welded to the clamp, and a $\frac{1}{2}$"x3" bolt with its head cut off is welded in turn to the bottom of the plate.
To use the clamp, drill a $\frac{3}{8}$" hole in a table, sawhorse, or wherever the clamp is to be used, and insert the clamp bolt. The clamp is secured with either a handle nut, as shown, or a wing nut.
The result is a tool that will serve to hold plywood for cutting, cabinet doors for sanding or routing, or any one of dozens of similar jobs.
B. R. Hertel, Antwerp, Ohio

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.
"They’re low in cost, easy to install"

That’s what Al Small says about steel windows

“We use steel windows exclusively,” reports Albert H. Small of Southern Engineering Corporation of Silver Spring, Md. “The reason is simple. We’re pleased with them and so are our customers. I like their low price and easy installation. That keeps our costs down. And once you have the windows in, there are no fitting or trimming out problems.

“Our buyers tell us their windows operate smoothly. They don’t warp or swell in damp and humid weather. The result is we get far fewer complaints, which suits me fine.”

Mr. Small likes steel windows, and he ought to know. His remarkably successful firm has built and sold hundreds of medium-priced homes in suburban Washington, D. C. He’s shown here at Plyers Mill Estates, where all seventy-two homes were sold in a single week-end. An equally successful and more recent project of the same firm is 370-house Holiday Park.

Use steel windows in your next project. They give you the most window for the money, and their unequalled strength means less damage during construction. You’ll like steel windows—and so will your customers!

Bethlehem Steel Company does not make steel windows. But we do roll the slender but strong steel sections that give steel windows such great strength. See the advertisements of steel window manufacturers in this magazine, or look up their catalogs in Sweet’s—AIA File 17b.

BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS
I built a cattle shed like this...

**QUESTION:** In a cattle shed I built recently (see drawing), a mistake was made in setting the bolts. Now the person for whom it was built thinks it weak and refuses to pay. I maintain it has ample strength. Awaiting your opinion.

Carl E. Kinneberg
Wahpeton, N. D.

**client says it's too weak. Is it?**

**ANSWER:** In your cattle shed you indicate the top surface of the concrete grade beam to be 6" wide. This locates the center line at 3". You say that you placed the anchor bolts at 2½" from the outside edge, which creates an eccentricity of ¼". The 2x8 plate did not alter the problem of the eccentricity at all. However, I feel that you don't have to worry about it, because, assuming that the rafters span 30' and are spaced 2' apart, the total load at each end of the rafter will be 1,350 lbs. This is figured on the basis of 45 lbs. per square foot total dead and live load on the roof. This load is safe and satisfactory in spite of the ¼" error.

For future reference, if the concrete is a grade beam 2" deep, you will have trouble with frost in wintertime. Carry the concrete down to at least 4" below grade line in your part of the country. The concrete posts you indicated to be 7" diameter and 6' on center. They are not strong enough to carry the load of 3 trusses, and will fail in bearing in an average 2,500 lbs. per square foot soil. It would be a better solution to use a 12" wide concrete foundation wall continually under the building and a 12" deep, 2' wide footing under it.

George A. Kennedy
Struct. Eng., Chicago, Ill.

What to get in power tools

**QUESTION:** I am in the repair and remodeling business and am now in a position to start investing in some modern tools. We plan on building houses on a small scale in the near future.

The information I am interested in is whether to buy portable electric power tools, such as electric saw, roto jig, power planer, etc., or to buy a good size table saw with all of the attachments and a jig saw, etc.

Richard C. Kuryla
Liverpool, N. Y.

**ANSWER:** The table saw is always a good tool to have, but as the name implies, it is more or less a stationary tool. We have found very few tools of this type are used by the small or the large builder.

Portable electric saw is accepted by most of the contractors because it can be used in any part of the house that is being constructed, whether the roof or the basement.

A power plane is needed for the fitting of doors and for planing lumber on the job for fitting purposes. A router and templet are used for mounting the hinges on doors.

An electric drill will be one of your most useful tools. In remodeling, an electric sander would doubtless be very time and labor saving.

Old paint from plaster

**QUESTION:** Have been and still am a subscriber to Builder for many years. Please tell me how to easily remove many old coats of paint from painted plaster walls and ceiling. I have tried alum and flour, but no luck.

Wm. R. VanSlingerlandt
Old Greenwich, Conn.

**ANSWER:** We find the following gives the best results. Take ¼ gallon clear lacquer and mix with ¼ gallon varnish remover. This will make a paste. Apply this paste to the wall or ceiling with a brush. Let set for about 15 minutes. Then scrape off with scraper.

(Continued on page 206)
Did you say Low Priced?

yes...we said low priced!

Plus all these added extra features...

* COMPLETELY WATER-TIGHT
* UNHANDED SLIDING UNITS
* ALUMILITE FINISH
* UNSURPASSED BEAUTY

The new Capri CADET is lowest in price but not in quality. Never before has a top quality, all-aluminum door sold for such a low price yet contained so many excellent extra features.

The new Capri CADET, because of its exceptional beauty and appearance can be installed with confidence by builders everywhere... in the most luxurious of custom homes... in the smallest of budget priced tract homes. The CADET, with its unique “outside slide” design and simplified installation procedure makes it possible for the builder to add the luxury feature of sliding glass doors of real beauty and positive water-tightness that will satisfy the most discriminating of home buyers. You can truly install with pride the all-new Capri CADET with the outside slide.

Write for complete details on the new low-priced CADET and name of your nearest dealer.

DEALERSHIPS OPEN IN SOME KEY AREAS

T. V. WALKER & SON, INC. 217 N. Lake St.—Burbank, Calif., Dept. AB-67

Please send information.

☐ Budget Priced Capri Cadet ☐ Custom Deluxe Capri Continental

NAME ____________________________
COMPANY ____________________________
ADDRESS ____________________________
CITY _______ ZONE ___________ STATE

JUNE 1957
Versatile  
Economical  
Popular

A remarkably versatile material, adaptable to every building type, large or small. Proven by three generations to be economical, and recognized today as the most popular, most desirable of all building materials. Follow the lead of builders who know — use Indiana Limestone.

MAIL COUPON TODAY

YES, send me the free colorful brochures now available:

□ “INDIANA LIMESTONE — When You Build a Home”
□ “INDIANA LIMESTONE — When You Build a Church”

INFORMATION

NAME

ADDRESS

CITY

STATE

Ask the Experts . . .  
(Continued from page 204)

Angling joists no cure for cracks

QUESTION: I have had several discussions with a contractor on putting in bridging between ceiling joists. He claims that by setting them on an angle the wood won’t draw the moisture out of the plaster causing it to crack.

I believe a better method is to use 1 1/2” light band iron, run bridging straight up and down, and nail band iron into the bottom of every ceiling joint. Which is the better way and why?

Thomas S. Green  
Tucson, Ariz.

ANSWER: Bridging between joists should be at an interval of not more than 7’. This bridging can be made of wood or steel. There are two major types of wood bridging — solid bridging as shown in Figure 1, and 1 x 3 cross bridging as shown in Figure 2. If it is of steel, then it should be constructed in the same manner as the wood cross bridging (Figure 3). In our opinion, solid bridging is the most effective, but perhaps the most expensive as there is more manual labor involved.

In the discussion between you and your contractor friend, we prefer your method of installation because it will give more rigidity to the floor system. Setting the bridging at an angle has no effect on the moisture in the plaster.

George A. Kennedy  
Struct. Eng.  
Chicago, Ill.  

(Continued on page 208)
Walt Disney’s fabulous make-believe worlds of the past and future at Anaheim, California, are served by timeless Vitrified Clay Pipe. It’s the pipe with an unmatched record of past performance ... and the greatest potential for the future. No matter what wastes may flow into the nation’s sanitary systems—tomorrow or fifty years from now—Clay Pipe will go on giving dependable, trouble-free service, because it’s chemically inert, completely unaffected by acids and gases from industry or any other source.

At Disneyland, more than 8,000 feet of Clay Pipe in diameters from 4 inches and up provide reliable sanitary protection for the world’s most famous playground. Lou Roth, Disneyland Project Engineer, says, “We used Clay Pipe for sewer lines because it was considered the most advantageous material ...” For sewer installations that must not fail, it pays to specify Vitrified Clay Pipe, the only pipe that never wears out.
Ask the Experts...
(Continued from page 206)

Walls sweat when furnace is lighted

QUESTION: Our outside walls sweat very badly all during the winter, as soon as we light the furnace. The furnace and house are well vented and we have put up storm windows. The ceiling is insulated, but not the side walls.

F. F. Wright
Kingfisher, Okla.

ANSWER: You did not state whether your house is built on a concrete slab or over a crawl space and it is rather difficult to know where to start in making an evaluation of the moisture sources unless that information is known.

We would make the suggestion that outdoor air be brought into the return air side of the furnace and distributed through the house via the duct system. This will often result in a substantial reduction of indoor relative humidity.

If there are no moisture-releasing appliances in the house, and there is no moisture entering the house through the floor from the earth or from defective eaves or gutters, then it must be due to internal gain from occupancy, and, in almost every case, the introduction of outside air will at least reduce, if not completely eliminate, the problem.

Acid-resistant mortar

QUESTION: Could you please tell me who manufactures a special mortar for laying clay floor tile in cheese factories and creameries.

The whey in cheese factories soon eats up ordinary concrete floors.

Morris Grenzow
Juda, Wis.

ANSWER: There are several manufacturers of acid resistant mortars. One in your region is:

Atlas Mineral Products Co.
333 N. Michigan
Chicago, Ill.

Winco® Gives You
NEW ECONOMY
IN PORTABLE ELECTRIC POWER
WITH THE EXCLUSIVE NEW
Automatic CONSERVER
IDLING CONTROL
Extends Engine Life
Reduces Fuel Consumption
Lowers Maintenance Cost

Plant automatically idles until load of 75 watts or more is applied. Automatic CONSERVER reduces engine to idling speed when tool is turned off, revs up to operating speed when tool is turned on—all automatically. Get all the facts on this money-saving Winco feature. Write Dept. A 867

WINCHARGER CORPORATION
SIOUX CITY, IOWA
Subsidiary of Zenith Radio Corporation

New package WATER SYSTEM

Universal's new Series U water system answers your running water problem for homes, cabins, cottages, motels beyond city mains. Equipped with 1½ or 2½ h.p. motor and 10, 18, or 24 gallon tank, this high-quality package system provides enough water and pressure for even the most demanding automatic washers and garden sprinklers. Operates on either shallow or deep well. Just add pipe and plug-in. Quick delivery to your supplier from our 12 strategic factory branches.

Universal MFG. CO.
3333 Eastshore Highway, Richmond, Calif.
Atlanta, Ga.; Charlotte, N. C.; Dallas, Tex.; Los Angeles, Calif.; Louisville, Ky.; Minneapolis, Minn.; Chicago, Ill.; Portland, Ore.; St. Louis, Mo.; Toronto, Ont., Canada.

American Builder
"There's less to do, from hearth to flue"

Here's why "Benefire®" saves my time—cuts fireplace construction costs

"Thanks to Benefire, I show a bigger profit from fireplace jobs. It's the complete fireplace form. Just set it on the firebrick hearth on a 1/2" bed of fire clay. Bottom flange forms a neat, tight junction with hearth...speeds up construction, seals against heat and smoke leaks."

"It's easy to lay up masonry. Benefire's square sides do away with fussy, diagonal courses. Big air chambers occupy more space...save masonry, provide greater heating capacity. "Ductops" are real timesavers...serve as ready-made forms that simplify ductwork."

"Here's another timesaver. Benefire's smoke dome provides a complete form all the way up to the flue tile, saves 'free-hand,' stepped corbelling. Dome is angled to bring flue directly in center of unit. Where larger flue tile is required, just cut the two light 'tack welds' with a cold chisel, bend out top to fit flue."

"Talk about fast work! We set the flue in place on top of unit, and keep right on going. No waiting for mortar to dry below the flue, as is necessary with a standard fireplace or other makes of fireplace forms. What counts, too, is by using Benefire I save up to a ton of masonry on many jobs yet I can guarantee a perfect fireplace every time."

...and these exclusive BENEFIRE® features make a hit with the homeowner

1. Tight seal flange prevents smoke leaks into room.
2. Dome design insures smoke-free draft.
3. Exclusive rotary damper controls provide just the right amount of draft to suit conditions. Nothing to get out of order.
4. New Tight-Seal Throat Damper seats tightly all around without packing...no annoying drafts when fireplace is not in use.
5. Depth and height of opening carefully proportioned to give broadest view of the fire and the most radiant heat.

See your LOCAL BENNETT SUPPLIER...for full details and low prices on the new Mason-Designed Benefire Unit, and the complete line of dampers, ash dumps, grilles, grates, lintels, etc. Write to Bennett-Ireland Inc., Dept. C, Norwich, N.Y. for complete catalog.
He's on the dance floor every morning at 7 seven!

The floor beneath this skilled worker's feet is a unique feature of General Electric's new Tyler, Texas plant where whole-house air conditioning equipment is built. Made like a dance floor of tough hickory planks laid edge-up instead of flat, it's periodically varnished to a gleam and vacuumed twice daily. Dust from a surface like this just can't be scuffed up to mar precision-machined components.

And it's here that compressors—heart of General Electric central system air conditioning—are assembled and hermetically sealed. The room itself is temperature-humidity controlled, workers wear lintless smocks and goatskin gloves to safeguard each step. Extraordinary steps these—but the result is a compressor of unsurpassed workmanship that contributes greatly to the overall excellence of General Electric air conditioning equipment.

Quality control is the keynote at all General Electric plants. To builders, it means General Electric Home Heating and Cooling Systems enhance the saleability of any home.

Free! Promotional Sales Aids For Builders! Builders Program Sales-Power Pack #2. Loaded with powerful sales material—radio and TV spots, point-of-construction display pieces and sales aids to leave in model homes. Write your dealer or General Electric Home Heating and Cooling Dept., Tyler, Texas.

Progress Is Our Most Important Product

GENERAL ELECTRIC
Greatest freedom from shrinkage starts with Redwood itself—

—but it takes these extra steps in the manufacture of PALCO Architectural Quality Redwood to bring out this natural advantage

Redwood has less shrinkage and swelling—greater dimensional stability than any other domestic commercial wood—if it is properly dried. Drying down to about 28% moisture content merely removes free water in the wood cell cavities. The cell walls are still saturated.

Shrinkage starts at about 28% and continues until the point of equilibrium with air is reached. Air drying alone won’t achieve this goal.

-PALCO Certified Dry Redwood provides three extra steps to assure proper humidity uniformly distributed through each board.

1 Selective air drying up to 24 months according to green weight, bringing all lumber to a specified humidity range before it enters the kiln. (See example chart below).

2 Controlled kiln drying, depending on condition and thickness, from 6 to 25 days at specified temperatures progressively applied.

3 PALCO goes one step further. When the center of the board approaches moisture equilibrium, surfaces are too dry, and would be distorted by re-absorbing moisture from air. PALCO Redwood is therefore left in the kiln for a final extra process to rebuild surface moisture to atmospheric equilibrium—producing the most stable lumber known. This is one of many premium PALCO features—at no extra premium in cost—and you know it will stay in place.

EXAMPLE: Selective air drying schedule for 2” lumber

<table>
<thead>
<tr>
<th>Classification</th>
<th>Average Green Weight</th>
<th>Approx. Air Drying Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIGHT</td>
<td>3 lbs./bd. ft.</td>
<td>9 to 12 months</td>
</tr>
<tr>
<td>MEDIUM</td>
<td>4½ lbs./bd. ft.</td>
<td>12 to 18 months</td>
</tr>
<tr>
<td>HEAVY</td>
<td>6 lbs./bd. ft.</td>
<td>18 to 24 months</td>
</tr>
</tbody>
</table>

THE PACIFIC LUMBER COMPANY
100 Bush St., San Francisco 4, Calif.—Dept. AB

Please send me without obligation:

☐ Reprint of Architectural File Bulletin outlining specification data, PALCO Redwood patterns, sizes, grades, grains, etc.

☐ “From Out of the Redwoods”—colorful booklet showing how PALCO Redwood and Redwood Products are produced.

Name: ____________________________
Title: ____________________________
Company: _________________________
Address: __________________________
City: _____________________________
State: ____________________________

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

JUNE 1957
Convention calendar...

**June 5:** Home Builders of Schenectady, 110 Wall St., Schenectady, N. Y. Annual realtor-home builder outing; Endries Willowbrook Inn. Joseph J. Godlewski, chairman.

**June 7:** Ohio Home Builders, 57 East Gay St., Columbus 15, Ohio. Local association officers training school. Paul B. Frank, chairman.

**June 10:** Polk County Builders Assn., P. O. Box 1338, Lakeland, Fla. Membership meeting. Gene Baylis, guest. E. G. Roelchen, chairman.


**June 13-15:** Home Builders of Corpus Christi, 4812 Ayers St., Corpus Christi, Tex. NAHB Region XI convention and trade show. Leland B. Ross, chairman.

**June 14-16:** Home Builders of South Fla., 441 Pan American Bank Bldg. Housing tour in Havana, Cuba.

**June 16-18:** Home Builders of Virginia, 3122 West Clay St., Richmond, Va. Annual meeting; Cavalier Hotel. H. Dick Rathbun, chairman.

**June 18:** Home Builders of Des Moines, 527 7th, Des Moines 9, Iowa. Meeting to form state home builders association. Kirkwood Hotel. Don Decker, chairman.

**June 18:** Home Builders of Fort Worth, 104 East Allen Ave., Fort Worth, Tex. Annual ranch party.

**June 20:** Home Builders of Hartford County, 14 Oakwood Ave., West Hartford, Conn. Annual golf tournament.


The following associations are featuring home shows:

**May 30-June 9:** * Home Builders of Fort Wayne, 1305 Northlawn Drive, Fort Wayne, Ind.

**June 8-9:** * Rock County Builders Assn., 103 W. Milwaukee St., Janesville, Wis.

**June 11:** * Home Builders of Sandusky County, Fremont, Ohio.

**June 12-16:** * Home Builders of Muskingum County, P. O. Box 86, Zanesville, Ohio.

**July 13-21:** * Colorado Springs Home Builders, 620 North Tejon, Colorado Springs, Colo.

**July 13-21:** * Home Builders of Knoxville, 1004 Tulip Ave., Knoxville, Tenn.

**July 15:** * Omaha Home Builders, 8713 Shamrock Road, Omaha, Neb.

**Aug. 11-18:** * Home Builders of San Angelo, San Angelo, Tex.

* Indicates Parade of Homes.

---

**Exclusive Features in VENTO WINDOWS (Steel and Aluminum)**

The Vento Champion Steel Basement Window is the best window made and for these reasons: 14 gauge formed steel sections; 3 position ventilation; positive action cam lock gives greater tolerance; high sill section prevents leakage; integral fins for easy installation in any type of construction; design of formed sections allows unit to stand by itself, saving installation time. It's really a Champion!

**VENTO Steel Casement Windows**

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame to provide greater rigidity and stronger ventilators.

**Awning Windows**

Direct gear operated, worm and pinion type; heavy duty construction with angle handle that conforms to all stool depths, minimum turns to open window fully. Weather tight . . . Vento alone keeps 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 Pivotied, 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
- Pivotied, Projected, Architectural
- Formed Steel Lintels
- Steel Casement
- Utility
- Are You a Builder
- Dealer
- Architect

Vento Products

CO., INC.

247 COLORADO STREET
BUFFALO 15, N. Y.

City and State

Name
For fine woodwork, choose workable

Sugar Pine

one of the dependable woods from the Western Pine mills

A true white pine. Light in color, uniform in texture, easy to work by hand or power tools. Ideal for interior and exterior trim, paneling, sash, doors, siding, pattern and cabinetwork. And it is carefully dried, insuring lower maintenance cost, more accurate sizing, improved wood-working qualities.

Write for free illustrated book about Sugar Pine to: Western Pine Association, Yeon Building, Portland 4, Ore.

The Western Pines

Idaho White Pine
Ponderosa Pine
Sugar Pine

are manufactured to high standards of seasoning, grading, measurement

MAIL COUPON FOR YOUR FREE BROCHURE. Write for free illustrated book about Sugar Pine to: Western Pine Association, Yeon Building, Portland 4, Ore.
Manufacturers news...

Distributors take the spotlight this month: Rosevear's Builders Specialties, Nevada, was appointed by Plextone Corp. of America as an area distributor. Youngstown Kitchens, division of American-Standard, announced two new distributors in Arizona: G. A. Larriva will direct sales in Tucson, and Rene Larriva will be in charge in Phoenix. Lone Star Wholesalers, Inc. was appointed to handle the Kentile flooring line in north-eastern and north central Texas.

Young Scherbacher
Lauren Watson as vice president and sales manager. Richard L. Scherbacher, formerly Pomona Tile Manufacturing Co.'s promotion manager, was appointed to the newly created position of director of sales.

The appointment of Leslie C. Quick as technical supervisor, built-up roofing materials, building materials sales was announced by the Barrett division, Allied Chemical & Dye Corp. He replaces Carl M. Timpe, retired.

Robert J. Pierson was promoted to the newly-created position of plumbing sales manager of Home Products division, Rheem Manufacturing Co. Appointment of Arthur L. Shirley to sales promotion manager of Speco, Inc. was announced by J. O. Vinney, president.

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Young Scherbacher
Lauren Watson as vice president and sales manager. Richard L. Scherbacher, formerly Pomona Tile Manufacturing Co.'s promotion manager, was appointed to the newly created position of director of sales.

Formation of the International Council of Shopping Centers, Inc. was announced. Temporary headquarters are in Chicago. A. B. (Bristow) Hood was elected president of the Western Pine Assn.

Southern Sash & Door Jobbers Assn. will hold its annual membership meeting in Memphis, June 10-11 at the Hotel Peabody.

Modernfold Doors, division of Folding Doors, Inc., opened an office and showroom at 111 101st Ave., Richmond Hill, Queens, N. Y., and a warehouse at 480 Washington Ave., Belleville, N. J.

Don’t Let Your Garage Doors be an 'AFTERTHOUGHT’

GRAHAM GARAGE DOORS
add the "finishing touch"

The attached garage usually represents an area up to 40% of the front elevation. Unless serious thought is given to the garage doors, an otherwise architecturally-correct home can become a partial eyesore. GRAHAM flush sectional doors are custom-styled and offer an unlimited choice of house-flattering designs to provide glamour at no extra cost. Write for Illustrated Brochure.

MAKE THE GARAGE PART OF THE HOME BY SPECIFYING GRAHAM Garage Doors

Goeke Flick

Raymond F. Goeke was appointed general sales manager of National Sales division, Baldwin-Hill Co. Robert J. Flick was named to the Miraplas Tile Co.'s sales force. The appointment of Leslie C. Quick as technical supervisor, built-up roofing materials, building materials sales was announced by the Barrett division, Allied Chemical & Dye Corp. He replaces Carl M. Timpe, retired.

Robert J. Pierson was promoted to the newly-created position of plumbing sales manager of Home Products division, Rheem Manufacturing Co. Appointment of Arthur L. Shirley to sales promotion manager of Speco, Inc. was announced by J. O. Vinney, president.

Frederick F. Rhue was appointed to the newly-created position of administrative assistant to the vice president of the paint and brush division of Pittsburgh Plate Glass Co.

Tusky Hoist, a division of Tubular Structures Corp. of America, appointed Charles D. Clark as national sales manager. James C. Young was appointed vice president in charge of operations of Brighton-Bilt Homes, Inc.

Attention

GARAGE DOOR SPECIALISTS

Distributorships available in some areas.

Write for full information TODAY!
Announcing shadowal concrete masonry

Shadowal block for the home adds new dimension and character to a room. The standard modular 8" x 16" face makes it easy to lay-up in the wall.

Shadowal block for the exterior of industrial buildings gives the effect of expensive special shapes at only slightly more than the 8" x 8" x 16" units.

the block with 1000 faces

Shadowal block available from NCMA members

Now from NCMA's extensive research comes a standard modular concrete block with a pattern built into the face. The variety of intricate patterns is limited only by the imagination of the user. You can save expensive wall finishing costs and still build new beauty into all types of structures at little extra cost.

Call your local NCMA member—ask him to show you samples of versatile Shadowal units.

Shadowal Block Portfolio
Get the complete story about Shadowal block from your nearest NCMA member. Contains many brand new wall patterns.

National Concrete Masonry Association - 38 South Dearborn - Chicago
Better detail of the month

How to use improved framing techniques

Here are three framing tips that can save you time and material on the job. Sketch #1: When framing a roof, if a 12 footer will not reach the required 12'3" rafter length, use a lesser number on the steel square. By doing this, the height of the ridge will drop, but not noticeably. It isn't necessary to use a longer piece of lumber, cutting a foot or foot-and-a-half off it, but rather change the pitch to conform to the slightly smaller length of wood. The old custom of insisting on a 1/4, 1/2 and 1/2 pitch roof is wasteful. Still there are many carpenters who don't know how to frame a roof using any but the standard pitches.

Sketch #2: Here you'll find a tip that will be useful where building codes call for specified ceiling heights. Many times 2x4 studs are cut without taking into consideration the build-up of the sole and the doubled rafter plates. Buy lengths to fit or buy lengths that require a minimum of cutting so waste is eliminated. Taking a 9' and cutting it to an 8' length is a wasteful practice. The thickness of the three plates is more than ample to absorb the dimensions of the finished floor plus ceiling. You'll still wind up with over an 8' ceiling. Most codes call for a net floor height of 8'3". Sketch #3: This deals with the manner in which the typical outside corner is handled. The usual method is to use three 2x4's with blocking between them. It's a lot of work doing it this way and there is not much nailing surface at the inside corner. With the improved arrangement of the studs, no blocking is necessary and there is a greater nailing surface on the inside.
National Homes gives you...

THE ASSURANCE OF SUPERIOR QUALITY

National homes are guaranteed for one year against latent defects in both materials and workmanship. You are assured of fewer service calls . . . more satisfied customers. This is one important reason why you can operate with a lower overhead . . . a higher profit . . . building and selling National homes. For other highly important reasons why you can sell faster . . . build faster . . . turn your capital faster with National homes,

write to George A. Cowee, Jr., Vice President for Sales, National Homes Corporation, Lafayette, Ind. Plants in Lafayette, Horseheads, N. Y., and Tyler, Texas.
Every Garage Has Identical Lines . . .
but Individuality is created by
RAYNOR OVERHEAD DOORS!

Raynor Garage Doors give
your homes that Custom-Built look

If you're building homes using one basic design, there's nothing like RAYNOR Overhead Garage Doors to lend a note of individuality. What's more, you needn't pay a premium for this added sales appeal. RAYNOR offers a complete line of wood sectional overhead doors, with literally hundreds of variations possible, on a factory production basis. You'll find just the right Raynor door for any style architecture, any size opening. Free engineering counsel available for any unusual problems.

Look for This Mark of Quality

RAYNOR
RAYNOR MANUFACTURING COMPANY
DIXON, ILLINOIS
BUILDERS OF A COMPLETE LINE OF WOOD SECTIONAL OVERHEAD DOORS
The demand for new pools is growing...growing...growing! Put yourself at your selling best with the quality, the variety, the competitive pricing of Modern pool supplies and equipment. For more than two decades, successful builders have known that better pools at lower cost start with equipment manufactured by Modern—the largest, oldest firm specializing in the manufacture of pool filters, equipment and chemicals. For any size pool, any size budget, Modern has filters, drains, ladders, vacuum cleaners, diving boards, paints, chemicals—over 100 top quality pool products for every pool need. You can't possibly do better than Modern!

FREE 52-page Catalog & Data Book No. 21F.
See classified phone directory for nearest distributor or write us.
Distributor Inquiries Invited

MODERN SWIMMING POOL COMPANY, INC.
One Holland Avenue • White Plains, New York
Manufacturers of Swimming Pool Supplies Since 1935
CONTRACTORS! If you want more new construction business, this advertisement will be of service to you—because...

We help make your business grow

Unless you know what’s going to be built, trying to get business in the new construction field is like planting seeds at random—you can’t be sure what, if anything, is going to come up, where or when. Dodge Reports won’t make your flowers sprout, but these timely, accurate, daily reports will help make your business grow. How? Read and mail the coupon in, and we’ll tell you.

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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.

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Dodge Reports

For Timed Selling to the Construction Industry
Now—Porter-Cable offers
the newest, most complete
router line anywhere!

- A full 1½ 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 1½ 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, 7016 N. Salina Street, Syracuse 8, N. Y.
saws * drills * sanders * routers * shapers * planes

In Canada: write Porter-Cable Ltd., Box 3019, London, Ont., Canadian prices slightly higher.

JUNE 1957
Esther Williams says:

“Get Into This Great New Business With Me”

Esther Williams Swimming Pool DISTRIBUTORSHIPS OPEN for Able Busineesmen...

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, Good Housekeeping Seal make sales easy.

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. You stock and sell our dealers in an exclusive area. Five-figure investment required for self-liquidating inventory, with profit potential of $25,000 to $250,000 per year.

DEALERSHIPS OPEN
Small inventory gets you started. Installation so simplified it's no problem.

Esther Williams Swimming Pool
INTERNATIONAL SWIMMING POOL CORP., Largest Organization in the Industry, President 41 Court Street, White Plains, N. Y.

State courts share federal jurisdiction in union disputes

By JOHN F. McCARTHY
Attorney-at-law

A recent decision by the Court of Appeals for the State of Ohio in the case of Cavett v. District Lodge 34, Lodge 804, International Association of Machinists, et al., published in 136 N.E. 2d 276, presents another example of a state court enjoining union conduct which is an unfair labor practice under the National Labor Relations Act or Taft-Hartley Law, and which also is enjoinable by the National Labor Relations Board and the federal courts.

After the decision of the United States Supreme Court in the case of Garner et al. v. Teamsters Union, 74 S. Ct. 161, many authorities considered that the Taft-Hartley Law set up an exclusive pattern for the regulation of labor relations for those segments of industry affecting interstate commerce and thus within the jurisdiction of the National Labor Relations Board and the federal courts.

The case of Garner et al. v. Teamsters Union, 74 S. Ct. 161, many authorities considered that the Taft-Hartley Law set up an exclusive pattern for the regulation of labor relations for those segments of industry affecting interstate commerce and thus within the jurisdiction of the National Labor Relations Board. They concluded that there could be no regulation for those industries by state statutes, and no action with reference thereto by state courts, even though consistent with the Taft-Hartley Law or merely supplementary to it. Most labor disputes between building construction employers in an area and a union will affect interstate commerce within the meaning of the Taft-Hartley Law and thus will be subject to that Act and the power and authority of the National Labor Relations Board.

Later, in the case of United Automobile, Aircraft and Agricultural Implement Workers of America v. Wisconsin Employment Relations Board and Kohler Co., 76 S. Ct. 794, the United States Supreme Court held that a state court and a state labor relations board might enjoin union conduct which was an unfair labor practice under the Taft-Hartley Law where violence was present or imminent. The Court emphasized that acts of violence were peculiarly within the jurisdiction and power of the states. In the Cavett case, presently under discussion, the Ohio Court goes farther and approves the issuance of an injunction where the union conduct was an unfair labor practice under the Taft-Hartley Law and where no violence was present.

In the Cavett case, after an election which the Union lost, the National Labor Relations Board refused to certify the Union as the bargaining agent for Cavett's employees. Nevertheless the Union continued to demand recognition and to picket Cavett's plant. There was no violence in connection with the picketing. In approving the issuance of an injunction to restrain the picketing the Ohio Court said, "Until Congress has definitely held that State courts are completely ousted from any jurisdiction to grant any relief in equity from such a flagrant situation as here exists, the State courts, after original submission of the parties to the National Labor Relations Board, have the power to protect such parties from irreparable loss, for which no other adequate remedy at law exists.

"No actual labor dispute exists. Picketing, under such circumstances, is an invasion of the rights of the employees not to participate in union activity, and of the plaintiff's right to operate his business without wrongful interference, which could, and does violate the public policy of the State."

American Builder KEEPING UP WITH THE LAW:

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Beautiful Weldwood Paneling draws crowds’ praise

Architect Harry Quinn’s use of decorative Weldwood Paneling in the fabulous “Weldwood House” in Chicago had the visiting thousands gasping. The paneling is just beautiful! Among the panelings Quinn selected are Cherry V-Plank®, Surfwood®, prefinished Walnut, Nakora®, Sea Swirl®, Birch Plankweld™ and Philippine Mahogany. Visitors were amazed at the way wood paneling “works” so well with brick, stone, painted or papered walls.

Kitchen features Micarta that always looks like new, cleans like magic

The ladies stopped short in the kitchen of the “Weldwood House.” For good reason, too—Micarta® Unitop®! Micarta, you know, is the Westinghouse plastic that won’t scuff, mar, or stain. And Unitop is a Micarta sink top, back splash and no-drip front edge all in one! The Micarta surface will stay bright and beautiful for years. It never needs refinishing and is available in dozens of decorator colors and patterns.

To complete the beautiful kitchen, the “Weldwood House” has cabinets of Weldwood Walnut. They really look more like fine furniture than kitchen cabinets. But they’re just as practical and easy to clean as they are beautiful.

Ingenious new panel is roof decking and finished ceiling

One of the outstanding new ideas Harry Quinn has built into the “Weldwood House” is a time-saving, labor-saving ceiling. In the living room picture (left) you can see that the ceiling is open beam type . . . and those handsome panels between beams are rugged-texture Surfwood-Duplex. The 7/8” thick panel is fir plywood with a Surfwood face on one side and regular fir face on the other. After the beams are in place, the panels are nailed on, and in one stroke both the finished ceiling and the roof decking are complete! Like the Weldwood Paneled walls, this means that “rough” carpenter work is also “finished” carpenter work.

New ideas like this can mean a saving in labor cost of up to 30%, architect-builder Quinn estimates.
FREE LITERATURE
Write for free descriptive folders on Ro-Way Overhead Type Doors. Indicate whether interested in commercial, industrial or residential models.

If it's extra height you need in commercial doors—or extra width—there are Ro-Way models specially designed to fill the bill.

And high or wide, they're handsome. The clean lines of any Ro-Way overhead type door blend neatly into your modern building designs and combine smart appearance with utility.

Ro-Way doors are brutes for punishment, too. They're engineered to keep their perfect balance and snug fit even after years of heavy duty action. That's because they're made from carefully selected lumber and smooth, durable Masonite® Dorlux® panels... because mortise and tenon joints are both glued and steel doweled... because Taper-Tite tracks and Seal-A-Matic hinges are specially designed for easy opening and weather-tight closing... because they glide quietly on ball bearing rollers with Double-Thick Treads... because spring power is individually matched to the weight of each door... because the heavy-gauge hardware is both Parkerized and painted for maximum rust prevention.

Specify Ro-Way doors for your next commercial, industrial or residential building. They come in standard and special sizes to meet any design problem.
all Watson pipes
Now GUARANTEED For
5 YEARS
A fabulous five year window warranty!
Covers every Watson window made. Gives you important help
in merchandising your homes. And you know that you are putting
real quality into your building with these aluminum windows
of unusual beauty, serviceability, and lifetime economy.

A Complete Line
that meets F.H.A. Requirements and
provides real economy for the Builder

W. M. PRODUCTS CO.
5425 Blossom, Houston, Texas

Gentlemen: I'm interested in your warranty
and would also like literature on your line.

Name
Company
Address
City State
Technical Guide: how to build in

Use it to “set-off” an open staircase

AN INTERESTING STAIRCASE design is achieved by applying vertical siding (thick edge to thick) over ¼” plywood backing.

Add warmth and beauty to bathrooms with it

“SANITARY WHITENESS” of the ordinary bathroom gives way when one wall is finished in beveled siding.

Carry it inside through glass walls

A SHEET OF GLASS is glazed directly to the redwood. This is practical because of the wood's ability to hold its dimension.
extra value

Increase utility of garden house

THE THICK EDGE of the beveled cedar siding is used as a pull on the matching two-way drawers that may be opened from either side.

Provide cabinets for outside barbecue

STORAGE UNITS for outdoor cooking utensils are enclosed with vertical siding. A 2" concrete slab is used on top.

Create interesting designs for wall panels

MITERED PANELS can be used above one another at blank hall ends, as well as over the mantle and on ceilings. Takes paint or stain.

JUNE 1957
Regulaire guarantees

**EVEN HEAT FROM FLOOR TO CEILING** — Regulaire, the exclusive, patented "automatic brain" of a Perfection furnace, guarantees an end to cold, drafty floors. Regulaire keeps the air in constant circulation all over the house... keeps warm air from rising to the ceiling.

Regulaire guarantees

**LOW OPERATING COST** — Regulaire furnaces give steady, even heat... no fuel-wasting blasts of heat. They keep the warm air circulating to reduce heat loss out doors and windows.

Regulaire guarantees

**TROUBLE-FREE SERVICE** — Regulaire naturally and automatically adjusts to the heat requirement... no mechanical parts to wear out or break down. And Perfection dealers are experienced home comfort specialists who guarantee every installation.

**THERE'S A PERFECTION AIR CONDITIONER DESIGNED TO MATCH EVERY PERFECTION FURNACE**

**LEARN MORE ABOUT REGULAIRE** — Send in for Bulletin FG78-G. It quickly explains Regulaire even heat.

---

**AMERICAN BUILDER**
DOOR SCHEDULE

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>8&quot; x 6&quot; x 1½&quot;</td>
<td>8 Panel O.H.</td>
<td>1</td>
</tr>
<tr>
<td>3&quot; x 6&quot; x 1½&quot;</td>
<td>Flush S.C.</td>
<td>1</td>
</tr>
<tr>
<td>2&quot; x 6&quot; x 1½&quot;</td>
<td>3 Lite one Panel</td>
<td>1</td>
</tr>
<tr>
<td>2&quot; x 6&quot; x 1½&quot;</td>
<td>3 Lite one Panel</td>
<td>1</td>
</tr>
<tr>
<td>2&quot; x 6&quot; x 1½&quot;</td>
<td>Flush H.C.</td>
<td>6</td>
</tr>
<tr>
<td>2&quot; x 6&quot; x 1½&quot;</td>
<td>Flush H.C.</td>
<td>7</td>
</tr>
<tr>
<td>1&quot; x 6&quot; x 1½&quot;</td>
<td>Folding</td>
<td>2</td>
</tr>
<tr>
<td>8&quot; x 6&quot; x 1½&quot;</td>
<td>Sliding</td>
<td>2</td>
</tr>
</tbody>
</table>

TOTAL 22

NOTE: All doors are to be ordered from the door schedule complete to include all doors, door frames, trim, saddles, casing, stops, etc.

WINDOW SCHEDULE

<table>
<thead>
<tr>
<th>Size</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>6&quot; x 3&quot;</td>
<td>Sliding</td>
<td>1</td>
</tr>
<tr>
<td>7&quot; x 3&quot;</td>
<td>Fis. &amp; T.H.</td>
<td>1</td>
</tr>
<tr>
<td>3&quot; x 3&quot;</td>
<td>Sliding</td>
<td>1</td>
</tr>
<tr>
<td>2&quot; x 3&quot;</td>
<td>Sliding</td>
<td>1</td>
</tr>
<tr>
<td>4&quot; x 3&quot;</td>
<td>Sliding</td>
<td>1</td>
</tr>
</tbody>
</table>

TOTAL 11

NOTE: All windows are to be ordered from the window schedule to include frames, sash trim, stops, mullions, etc.

KITCHEN CABINETS

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counter</td>
<td>9&quot; x 3&quot; x 3&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Hanger</td>
<td>3&quot; x 3&quot; x 3&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Oven</td>
<td>2&quot; x 3&quot; x 3&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Oven</td>
<td>2&quot; x 3&quot; x 3&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Ref.</td>
<td>2&quot; x 3&quot; x 3&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Counter</td>
<td>2&quot; x 3&quot; x 3&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Hanger</td>
<td>2&quot; x 3&quot; x 3&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Formica Top</td>
<td>4 sq. ft.</td>
<td>1</td>
</tr>
<tr>
<td>Back Splash</td>
<td>3 Lin. ft.</td>
<td>1</td>
</tr>
<tr>
<td>Formica Top</td>
<td>19 sq. ft.</td>
<td>1</td>
</tr>
<tr>
<td>Back Splash</td>
<td>9&quot; x 6&quot;</td>
<td>1</td>
</tr>
</tbody>
</table>

TOTAL 14

Material breakdown prepared by Joseph Steinburg, head, and Martin Steppel, senior instructor, Construction Technology Dept., New York City Community College.

Certified capacity guarantees

COOL, DRY AIR—The certified capacity of Perfection air conditioning completely conditions the air. Only a full-powered, full-sized unit can completely cool the air, dry the air and ventilate the house with cool, dry air. Perfection has that full power!

Certified capacity guarantees

LOW OPERATING COST—Perfection air conditioning gives more cooling per watt. The full-sized cooling coils, condensing coils and full-powered compressors guarantee really efficient summer cooling.

Certified capacity guarantees

TROUBLE-FREE SERVICE—The reserve power in Perfection certified capacity air conditioning handles any problem...no complaints when the temperature rises. And Perfection dealers are home comfort specialists who guarantee every installation.

AMERICAN BUILDER

Subscription Dept.
Emmett St.
Bristol, Conn.

JUNE 1957
Sensenich Counter Tops are built by the same skilled hands that make Sensenich Airplane Propellers, used on private planes throughout the world. That's why you'll take justifiable pride in installing and selling Sensenich laminated wood Counter Tops.

Sensenich Chopping Blocks and Pastry Boards—made to the same high quality standards. Available from stock.

Write today for complete information and price lists.

Sensenich CORPORATION, LANCASTER, PA.

BUILDERS CONTRACTORS DEALERS
Advertise Your Homes — Your Business — in the Middle of the Street with New, Effective . . .

BUMPA-TEL SIGNS

Place them on salesmen's cars, your own car and the cars of key personnel. Each car becomes a powerful salesman.

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CAR SIGN complete with bracket and maximum of 80 letters on enamel background. $18.00

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Please write for prices on special art and design service.

HENRI GASQUE DISTRIBUTOR FOR BUMPA-TEL SIGNS
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NATIONAL HOME WEEK
(Continued from page 24)

Other cities reporting tentative plans for scattered parades are: Portland, Ore., St. Louis, Little Rock, Ark., Tampa, Fla., San Antonio, Duluth, Minneapolis and Salt Lake City.

Dallas, as usual, plans one of the largest NHW celebrations in the country. For the third consecutive year, the HBA of Dallas County will present five complete Parade units, each consisting of from twelve to sixteen homes, with a children's movie set-up and professionally handled traffic and parking. Four will be in perimeter additions to the City of Dallas and one in a custom home section of Richardson, where the value of each house will be about $30,000.

One of the other sites will feature homes valued from $15-$17,000; two with values $30,000 and slightly above; and one limited to a maximum of twelve houses, each valued at $50,000 and over.

Reports Herbert DeShong, executive secretary, "We anticipate no gimmicks, just hard hitting promotion of beautiful homes, with latest and best design.

"We expect to exceed previous top aggregate attendance of 210,000. Value of homes and lots will run about $2,500,000 exclusive of any furnishings, up about $500,000 from previous high total value of $2,000,000."

Birmingham, Ala., will again hold a one-site parade. J. L. Baswell, HBA executive vice president, feels it "may stimulate buyers with money," but doesn't think it will help the tight money market.

The Contractors and Builders Association of Pinellas County (St. Petersburg) will hold its Parade of Homes Feb. 16-23, 1958, because September is their rainy season.

Houston, which holds a Spring Parade of Homes, will again have a scattered-site exhibit during NHW. Gordon Neilson, HBA's executive vice president, feels NHW is too late this year to help business in 1957.

The HBA of Metropolitan Washington's tentative plans call for about sixty builders to participate. Early plans seem to indicate that NHW, this year, will be bigger than ever since 1948 when Ed Gavin, late editor of American Builder, originated the National Home Week idea.

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Look in the Yellow Pages of your telephone book for the Black & Decker Service Branch nearest you, or write us for address: THE BLACK & DECKER MFG. CO., Dept. S4206, Towson 4, Maryland.

FREE Tool Inspection: Your local Service Branch will be happy to examine your B&D Tool with absolutely no obligation on your part.

B&D Standard Guarantee applies to all repair work.

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PORTABLE ELECTRIC TOOLS

JUNE 1957
Combines all these features:

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- **MORE FREE AREA**—as certified by Metal Ventilator Institute.
- **BETTER APPEARANCE**—streamlined, one-piece top, and roof-hugging design.
- **USE WITH FANS**—8" diameter stack fits round duct.
- **STURDIER CONSTRUCTION**—full 0.025" aluminum, 26-gauge galvanized steel, screen securely attached.

Available in galvanized steel or aluminum, the "50 Series" Roof Vent is YOUR best answer to the demand for a vent that installs without trouble, that looks and performs well, and provides top quality at the right price.

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Transite Gas Vent Nipples are available in these lengths: 4", 12", 18", 24", 30" and 36"...in pipe sizes: 3", 4", 5", 6" and 7".

**5 new Transite Gas Vent Nipples**

save time, simplify installation

Here is practical before-the-job and on-the-job assistance—five new lengths of Transite Gas Vent Pipe Nipples that make it easier to design and install modern, efficient systems for venting gas appliances.

The five new lengths of Transite Nipples round out the already extensive line of Transite Gas Vent Pipe and Fittings. With the 4" nipple and two pipe lengths (5' and 10') already available, you now have 8 Transite lengths to work with—all machined both ends...an increased selection for greater economy.

For further information on Transite Gas Vent Pipe—and the new line of nipples—write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

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These all-new, all-metal windows have been completely re-designed to save you even more time and labor costs on every installation. They come as complete packaged units, in either hot dipped galvanized steel with "White Beauty" baked enamel finish or natural aluminum, all ready to install in minutes. There's no on-the-job glazing, painting or later adjusting. Rusco windows can also be installed with insulating sash that eliminates the need for storm windows.

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The Month Ahead

**SPRUCE IT UP**
If you're trying to sell buyers out of their old houses, remember that June is bringing in their old lawns smooth and green, and the blossoms out on their flowers. You've got to compete with this, so make sure that your models have landscaping as attractive as you can make it. But don't make the mistake of giving potential buyers the idea that all that lush planting will go with their house if your basic price doesn't include it. Nothing makes a buyer madder than finding out that a lot of features he took for granted are extras.

**PAINTING WEATHER**
The hot, dry weather that's beginning now is the time for painting. If you're a remodeler, you know that painting can be one of the most profitable parts of maintenance work, and this is the time of year to cram in as much of it as you can. And make a note on next year's calendar to start selling paint work a little earlier to take advantage of the weather.

**SUMMER FINERY**
The old rule says that you should look at land in late fall or winter, when the leaves are down, and you can see all the defects. It makes just as good sense to look at it in spring, when it's at its best, and find out what advantages the scenery has that will help sell your houses. It might also persuade you to try a little harder to keep as many trees as possible.

**THE PINCH**
On June 15th, the second quarterly installment of your 1957 estimated income tax is due if you're an individual or a partner. If you're a corporation, the final half of last year's tax is due.

**Face lifting can be good business**
Summer means hot, dry weather, which in turn means good building weather. This is particularly good for the remodeler who has to open up walls and tear of roofs while keeping the family inside dry.

It's surprising that more builders haven't taken to remodeling, particularly in view of the recent slide in new housing starts. The field is pretty much restricted to the real pros, which is good, and to the high-pressure "dynamite" boys of various types, which is not so good.

In American Builder's July issue, which will feature remodeling, we're going to let you listen to some of these real pros, and find out from them what it takes in the way of personnel and general know-how to be a success in remodeling. Even if you're happy building new homes, you may find ideas that will make you reconsider, at least to the extent of including some remodeling in your plans.

**Back to school, you bankers**
From July 8 to 13, the Small Homes Council of the University of Illinois will conduct its annual short course in home building. This year the students will be people connected with mortgages and appraising, and they'll be given a complete tour, from blueprint to paint, of all aspects of home building. They'll learn about carpentry, plumbing, wiring, land planning, and any other technical subjects that might help them in their day-to-day work with builders.

For more information, write to Supervisor of Engineering Extension, Room 116, Illini Hall, 725 South Wright St., Champaign, Ill. The cost of the course is $75 which includes tuition, all publications, field trips, and the final dinner. If the course is as good as its predecessors, you can't afford to miss it.

**Second step in the NAHB contest**
August first is the deadline for the second part of NAHB's contest for the smaller builder. This time the subject is low cost advertising and sales promotion programs. Entries go to the Construction Department, National Assn. of Home Builders, 1625 L St., N. W., Washington, D. C.
Open your door to a dream house (your model home) with

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SPECIFICATIONS: Nairon Custom tile fully meets FHA title 1 requirements. Gold Seal Nairon Custom tile: 9”, 12” and 18” tiles in ¾” gauge, 9” tile in .080” gauge. Install over suspended wood, suspended or on-grade concrete, even over radiant heat. Available in “Venetian” (5 colors), “Sequin” (19 colors, including black and white) and “Marble” (7 colors).

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