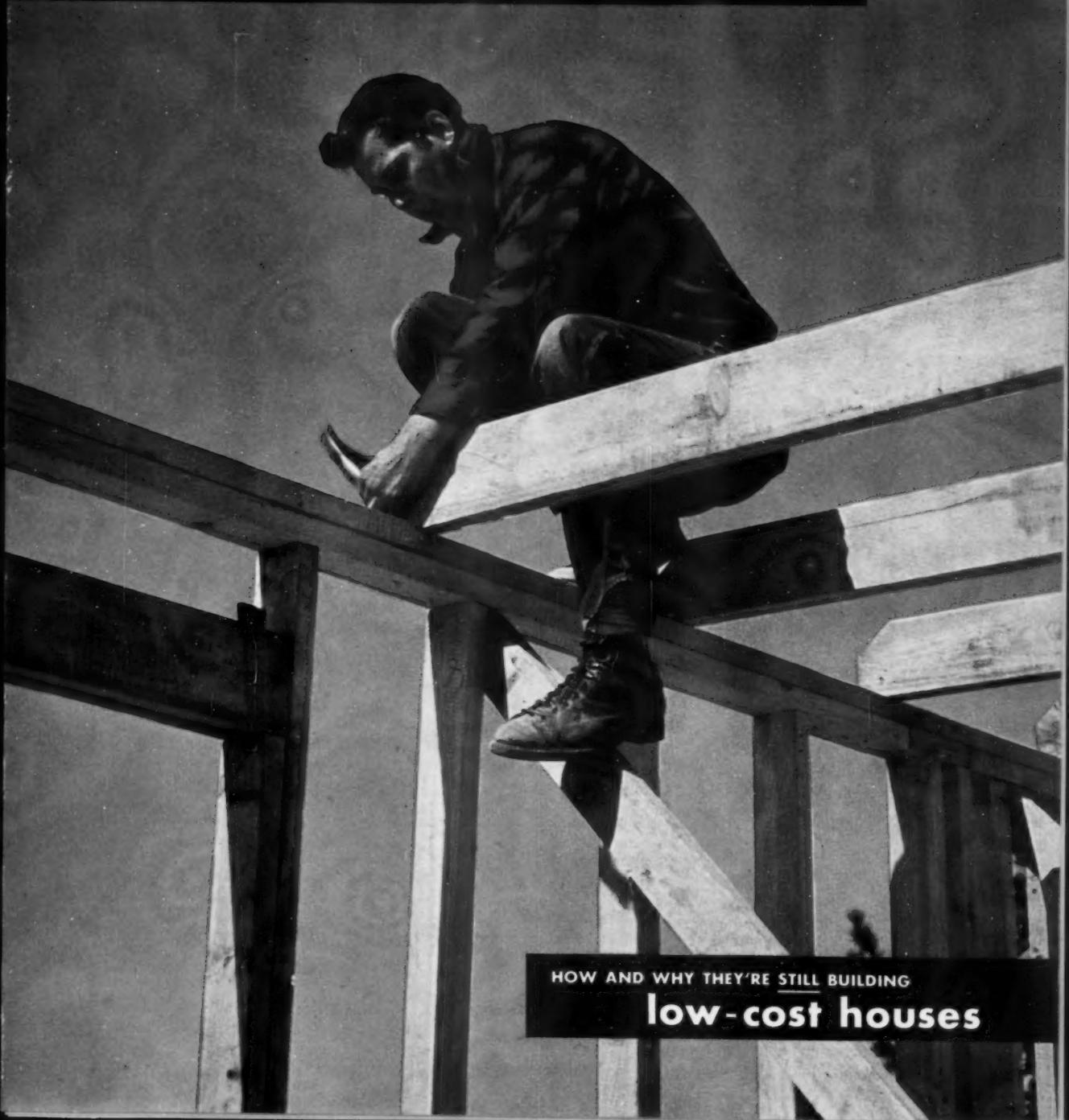


# American Builder

OPPORTUNITY FOR JUNE 1957

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

A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 75c



HOW AND WHY THEY'RE STILL BUILDING

**low-cost houses**

# The KITCHEN Sells the Home...



**"Built-In" Hood-Fan**  
For Fresh, Clean, Odor-Free Air

**"Built-In" Chime & Clock**  
Accurate Time plus Door Chime

**"Built-In" Food Center**  
Five Appliances—Only One Motor

BILT-WELL Cabinet Units

# 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.

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size Mixer - Food Blender - Knife Sharpener and a Fruit Juicer all completely recessed . . . leaving the kitchen counter smooth and tidy.

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attractive to the eye, and easy on nerves. Simplified installation — no clock outlet needed. Completely recessed, flush with wall.

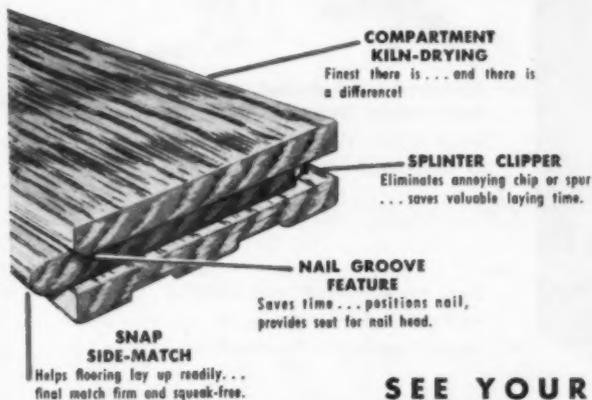
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Never before has an oak flooring been so precision-produced with THE BUILDER in mind!

Laying and finishing time are greatly reduced when you use Cloud's Lockwood Oak Flooring.

You pocket the savings in labor costs as extra profit on each flooring installation by choosing Lockwood!

**SEE YOUR LOCAL DEALER**

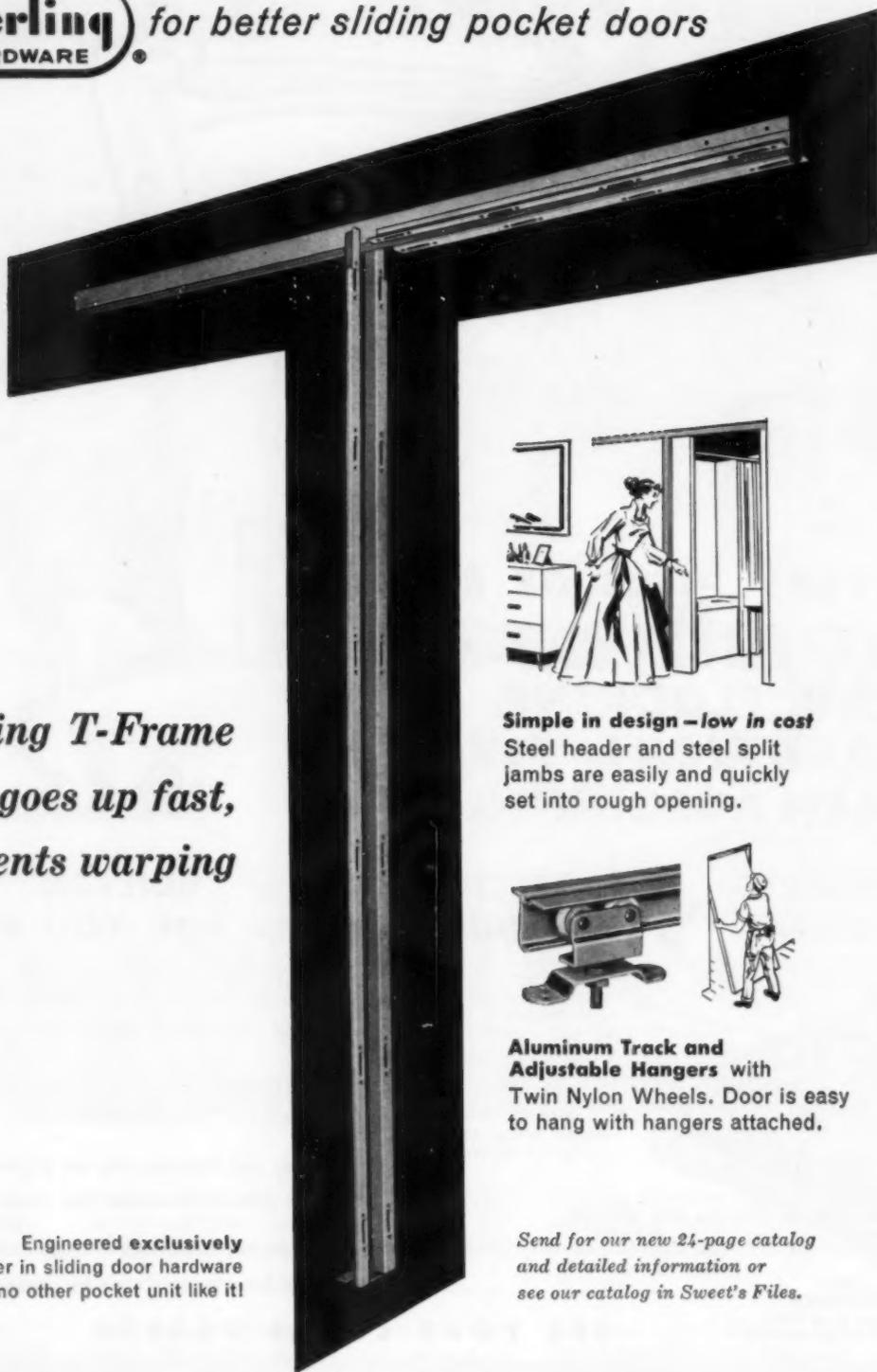
**CLOUD OAK FLOORING CO.**

SPRINGFIELD, MISSOURI





*for better sliding pocket doors*

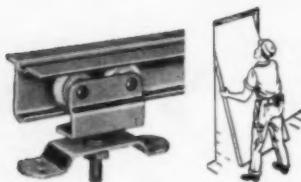


*Sterling T-Frame  
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prevents warping*

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# The Opportunity Page

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

## 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.

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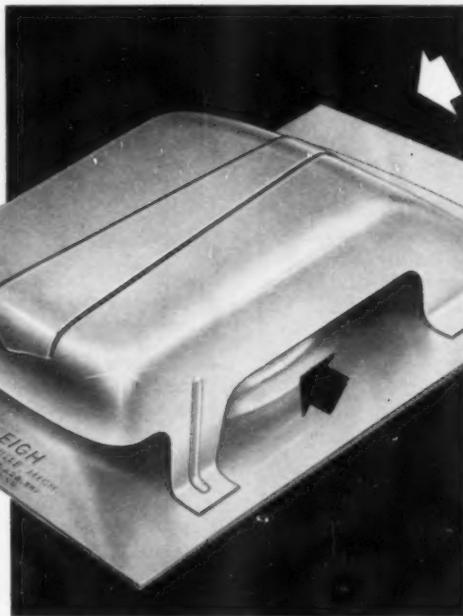
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**DON'T TAKE CHANCES — USE WEATHER-TESTED**

## **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.

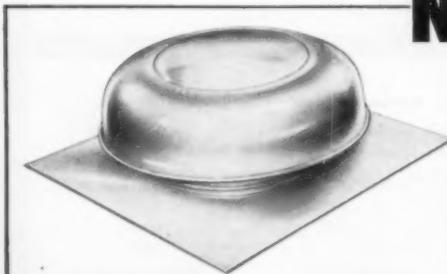
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### **40% GREATER FREE AREA**

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.

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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.



**Leigh**

**BUILDING PRODUCTS DIVISION**

AIR CONTROL PRODUCTS, INC.

1657 Lee Street

Coopersville, Michigan

# "NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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**To The Editors:**

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

*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 home owners, 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 home owner should have the same right? It's the same house and it does depreciate.

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.

*What Is a Home Builder?*

It depends on your viewpoint, according to Don Decker, an Omaha home builder. Decker, who is also a regional vice president of the National Association of Home Builders, described these probable viewpoints at a recent meeting of the association. American Builder's assistant art director, Morris Neuwirth, read about them, came up with these illustrations (see right) of what he thinks Decker had in mind. →

*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.

**THE HOME BUILDER AS SEEN BY . . .**



**HIS WIFE**



**FHA**



**MORTGAGE BANKERS**



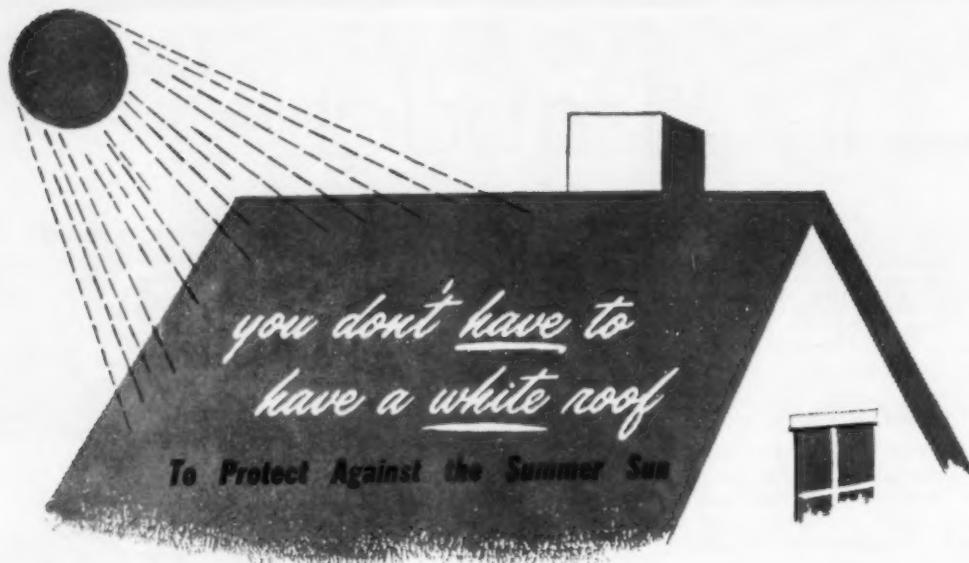
**HIS EMPLOYEES**



**HIS CUSTOMERS**



**HIS SUBCONTRACTOR**



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 Infra Type 4 Parallel Insulation

Up-Heat C .105°=3½" non-metallic insulation†  
Wall-Heat C .068°=4¾" non-metallic insulation†  
Down-Heat C .042°=7¾" non-metallic insulation†

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.

\*Determined by method of National Bureau of Standards in H.F.A. Research Paper 32.  
†Calculated on basis of fitting thermal values cited in Fed. Specs. LLL-I-321b; HH-I-585; HH-I-521c; HH-I-551a.

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# 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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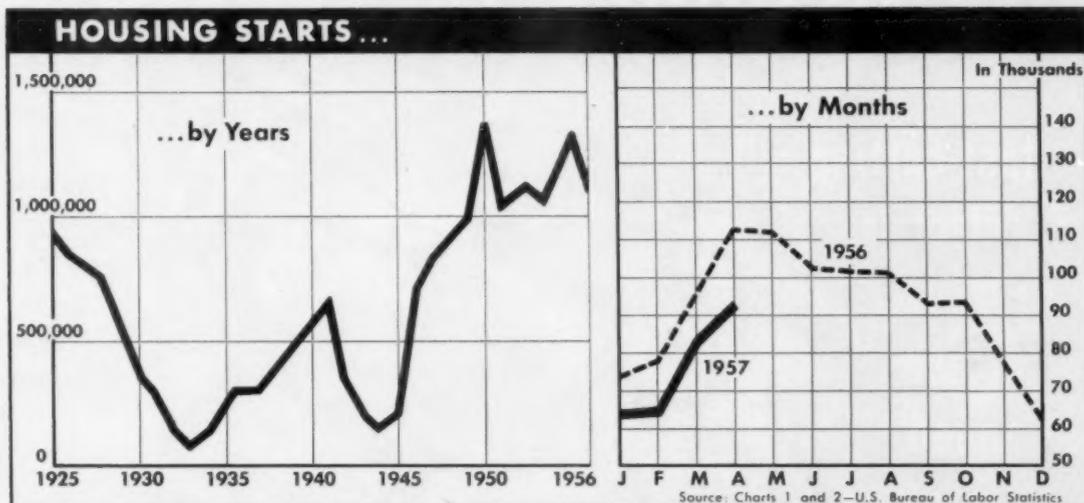
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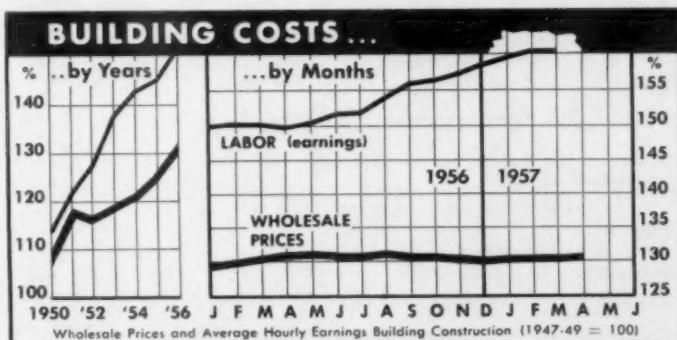
# Pulse of Building



## Interpretations: 1

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.

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.

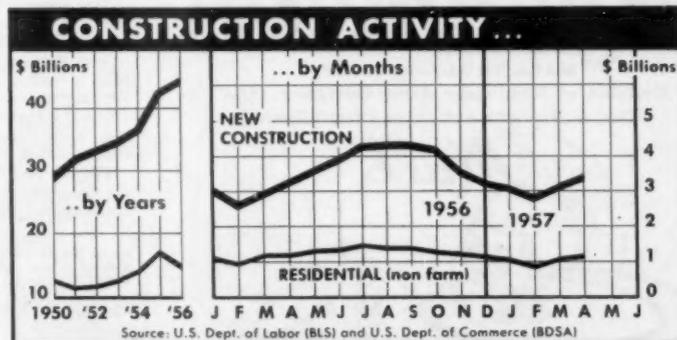


2 DESPITE A SLIGHT RISE over March, April's monthly price index was below that of the same month last year, indicating a slight slackening in the upward trend of prices.

## 15 LEADING HOME BUILDING AREAS

Dwelling units in Metropolitan areas during 1957. (BLS)

	Units Built	% Change January 1956-57
Los Angeles	6,501	-29
New York	3,224	-40
Chicago	2,161	-28
Miami	1,419	+1
Philadelphia	1,253	+12
San Francisco	1,201	-1
San Diego	1,119	+62
Phoenix	992	+52
Detroit	945	-48
Baltimore	829	+33
Washington	715	-22
Atlanta	677	-9
Denver	638	-18
Seattle	543	+12
Milwaukee	431	-6



3 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.

*now, in contractor tools, too,*  
**if it's 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 0 to 1/8 inch!
- Bevel fence adjustable for angular work, removable for flat surface work!

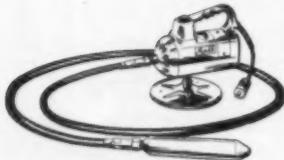
- Built-in trigger switch for instant power control!
- Perfect balance for easier handling; lightweight aluminum housing!
- Silent drive transmission, sealed bearings lubricated for life for greater dependability, longer, trouble-free service!

*Model 3P Door and Surface Plane. Universal motor, AC-DC, 25 to 29 cycles; 115 volts, 230 available; silent sprocket chain drive sealed in grease; 15 lbs. Comes with two extra blades, sharpening stone, steel case, 15 ft. cord, plug and ground. \$170.00\**

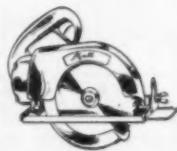
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Mall®



Concrete vibrators for every construction need.



Electric hand saws for every purpose. Built for rugged use.

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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 1/8 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.

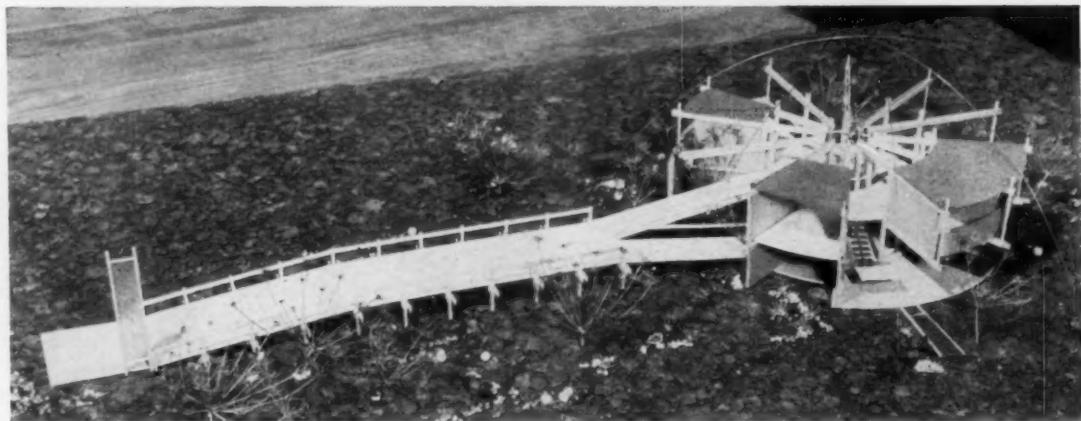
For the names of nearby dealers and for a free catalog of the complete Remington line of Mall tools for construction and industry, just send the convenient coupon.

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# Tomorrow's House



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 ulti-

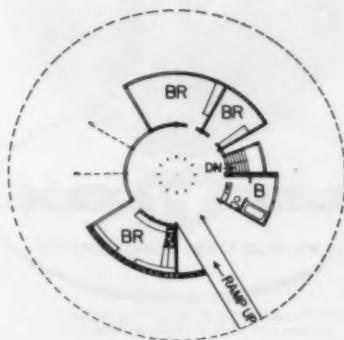
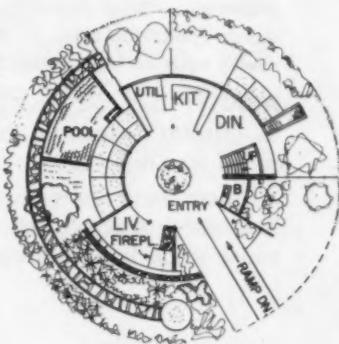
mate in indoor-outdoor living—a popular theme in California.

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

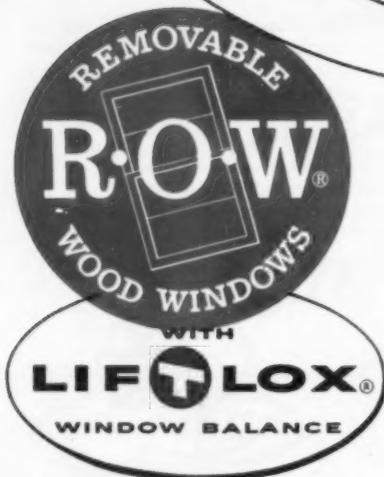
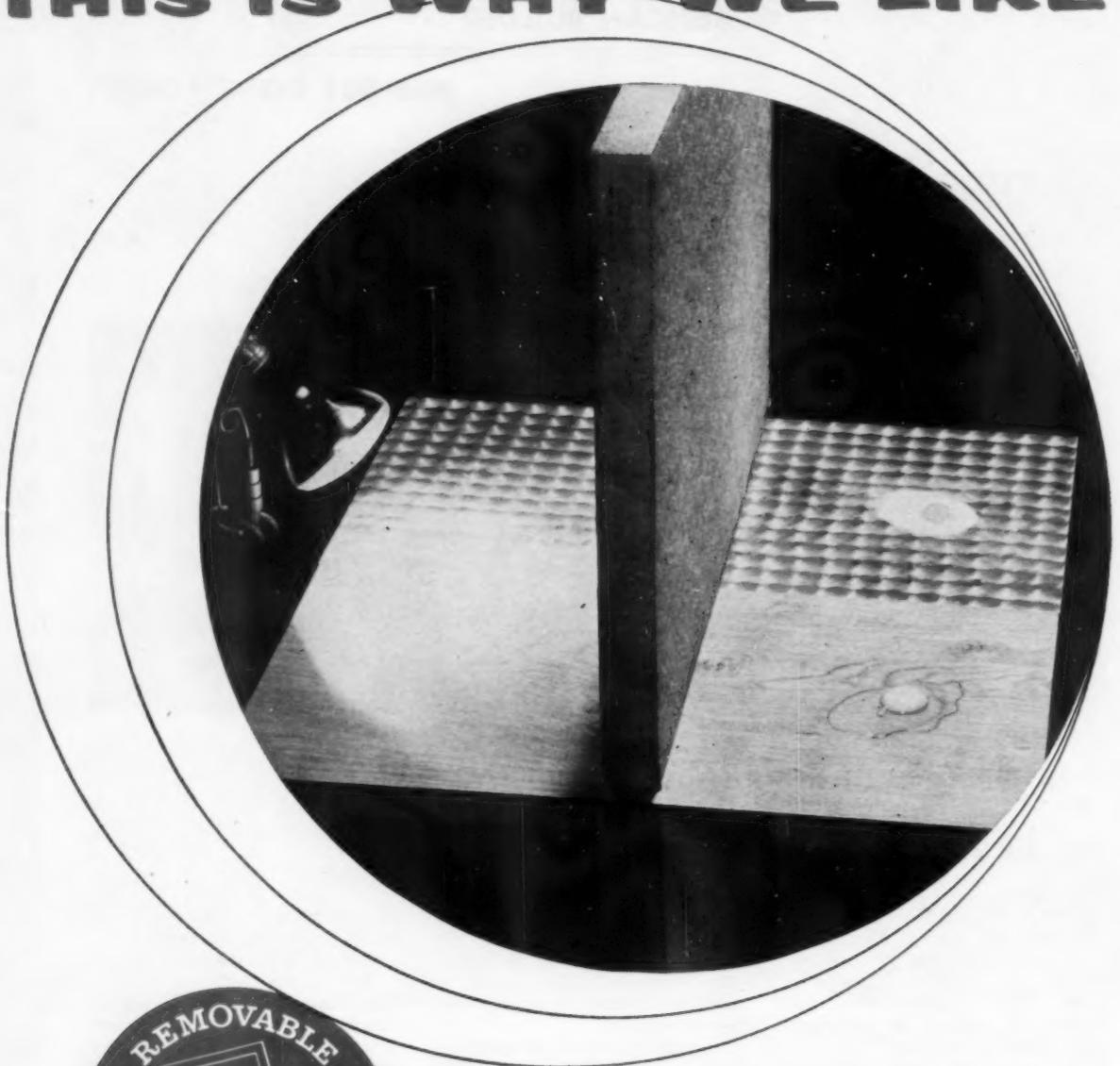
comfortable temperature and humidity levels, and all year 'round, he can stroll through luxuriant gardens.

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.



GEODESIC DOME covers all area within outside circle in plan.

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## TEST DEMONSTRATES INSULATION VALUE OF WOOD!

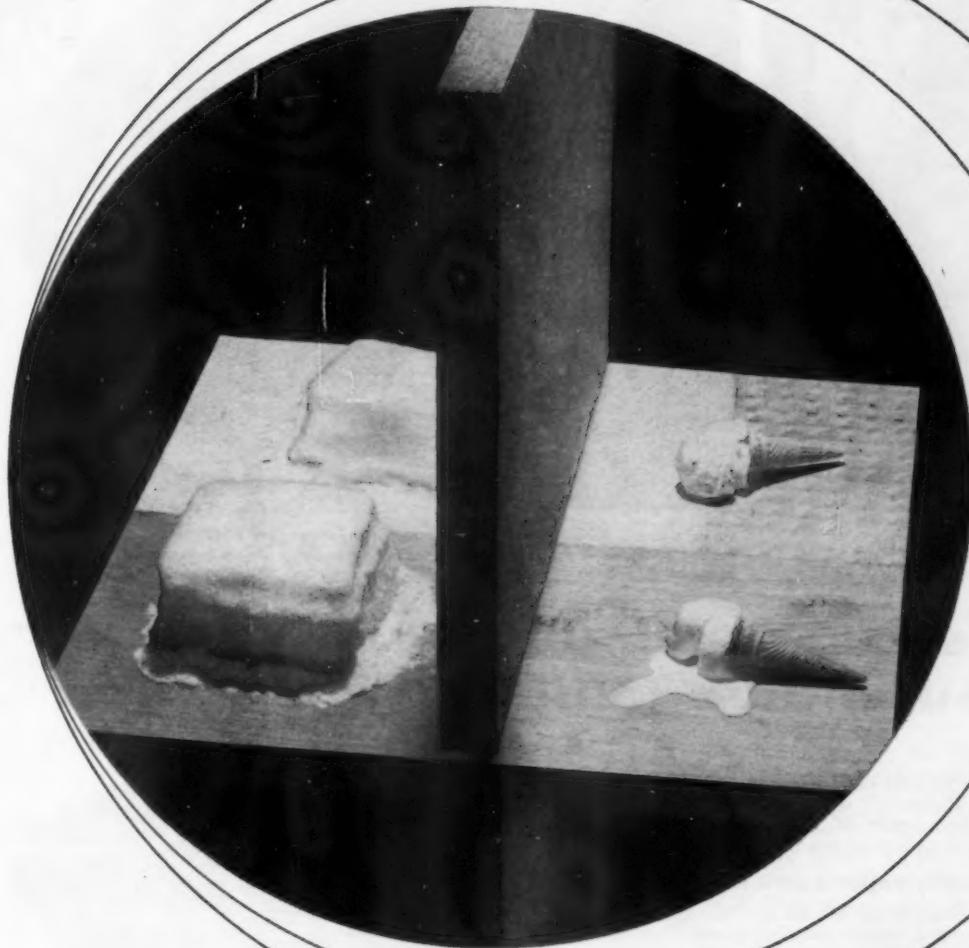
Wood panel (front) and aluminum panel of equal dimensions. Heat source: Photo-flood Lamp, 15 minute exposure. One-inch insulation shields eggs on both panels from direct rays of "outside" heat.

**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!

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# WOOD WINDOWS



## 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.



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**R·O·W SALES COMPANY** 1336 ACADEMY, FERNDAL 20; MICHIGAN



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.



Fabulous Summit Park homes get two-way protection with Alfol

Close-up of Alfol blanket shows how award-winning Summit Park homes get full insulation *plus* a positive vapor barrier . . . all in one product. Multiple aluminum foil sheets space themselves automatically . . . reflect radiant heat . . . provide maximum year-round efficiency. Separate vapor-proof backing affords a positive and continuous vapor barrier . . . the finest protection obtainable against moisture condensation problems.



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**GOING TO PRESS****BUILDERS TELL US:****"We can't meet the demand  
for under-\$15,000 housing"****THE MARKET  
IS GREAT**

▼  
"This area is selling approximately 2,000 new homes per year in this bracket."—Ray Frost, Colorado Springs, Colo.

"Great demand, almost anything under \$15,000 will sell."  
—Harry Quinn, South Holland, Ill.

"Volume building is still in lower bracket."—John Taylor, Jr., Wichita, Kan.

**BUT THERE ARE  
MANY DRAWBACKS**

▼  
"Costs of land, labor, financing makes these homes unprofitable to build."—Michael Spera, Jr., Pittsburgh, Pa.

"People are more choosy and harder to please."—John E. Bauer, Indianapolis, Ind.

An 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.

Survey continued on next page ▶

### 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."

Paul J. O'Neil, **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."

## . . . 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 develop-

ing 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-, \$12,000 homes shortly after the war."

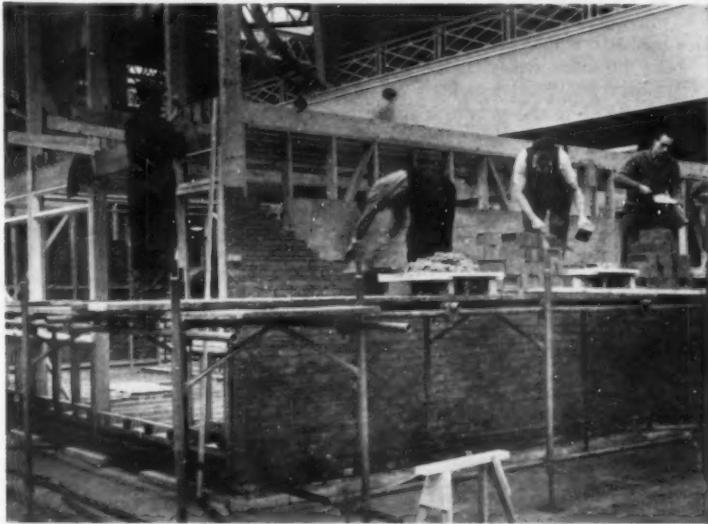
Emerson M. Mead of **Fort Morgan, Colo.**, believes the market is smaller than most people think, and must be sold.

"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."



◀ **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.

## Pictures in the news



**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



"We are ever grateful  
to Ed Gavin and Ameri-  
can Builder for fea-  
turing the NHW idea."  
—John Bohman, St. Paul.

"NHW can be a vital sales  
promotional tool."—  
Larry Nelson, Minneapolis.

"NHW is our best pro-  
motion in any type of  
market year."—Leo  
Mullin, Kansas City.

Will National Home Week be the key to pepped-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 con-

test 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



Dickerman

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-veteran 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."

NHW continued

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)

## PHMI objective: penetration

► Will prefabrication become the conventional method of home builders? Such a possibility is foreseen by George E. Price, president, Prefabricated Home Manufacturers Institute.

Speaking before the 14th annual meeting of PHMI at Hot Springs, Va., Price said he believes the time is ripe for such a change.

"We are now offered a great opportunity to make important gains in our penetration of the market," he stated. "I believe that an aggressive advertising program will speed us toward the objective."

Price proposed that PHMI undertake an advertising campaign in the trade press that would dramatically point out the advantages of prefabrication. The campaign, he noted, would stress these facts:

- Prefabricated homes sell faster.
- The complete prefab package enables builders to operate with far less supervision than is required in conventional building, thereby re-

ducing builders' overhead.

● Builders have greater control over costs since they are supplied with a complete house package at a firm price.

● Builders are given a great number of services, including financing, enabling them to carry out their programs on a continuing basis.

Price also issued this warning to "those who continue to shrug off the mounting damage caused by the tight money policy with the casual comment, 'Well, somebody has to get hurt by a thing like this.'"

"That somebody being hurt is one of the nation's greatest industries—bigger than all utilities combined, much bigger than railroading. The housing industry—the people of this nation—will hold them responsible for the lop-sided results of their economic planning."

Big attraction at the meeting was Senator John Sparkman, who outlined his proposed housing bill.

### LUMBER DEALERS . . .

## How credit sales stimulate

by H. R. Northup, Exec. Vice Pres., National Retail

Why more retail lumber dealers don't use installment selling as a sales stimulant is a puzzling question to which there is no ready answer. The fact that some dealers make maximum use of monthly payment selling proves that it is feasible. The red-tape surrounding these loans has been reduced to a minimum, yet installment loans for repair and maintenance increased by only \$400,000,000 in the last five years. In contrast, was a gain of \$6,300,000,000 in auto loans and an increase of \$2,800,000,000 in loans for other consumer goods.

The monthly installment method of paying for home modernization jobs received great emphasis last year in the promotion of Operation

Home Improvement. Yet the increase in installment loans for repair and modernization was only \$152,000,000 for the year. The gain was 9.3 per cent but the dollar gain is hardly impressive.

It can't be argued that the public resists installment buying because the total amount of outstanding installment credit has more than doubled since 1951, having reached the impressive total of \$31,600,000,000 by the end of last year.

Charge accounts, on the other hand, increased only about 50 per cent in the same period as more and more retailers and customers, turned to installment loans.

Undoubtedly, there are some lenders who prefer not to make loans of this type even when they can have the benefits of FHA's Title I insurance. But a dealer who seriously wants to enjoy the advantages of installment selling



Northup

## 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 S. Walter Lindal, president, Colonial Homes Ltd., Toronto, Canada.

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

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

## 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.

## Meet 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.

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

## Builders prefer small ad budgets, model houses



**CLASS OF '57**, which ranked newspaper advertising tops, followed by

road signs, brochures, radio, and TV in that order, as most effective media.

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



**JAMES SCHEUER**, New York, addresses builders, with **M. Gilman**, Long

Island; **L. Cenker**, Atlanta; **A. Jarchow**, **F. Babcock**, Washington, D.C.

Future city growth will depend heavily on rental housing, economist Louis Winnick told builders attending NAHB's Rental Housing Conference in Washington Apr. 25-26.

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 ex-

pected 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. ●



**OFFICERS** of General Contractors Assn., Contra Costa, Cal. Standing (L to R): Ernest D. Holly, A. V. Davi,

Garry Grover, Frederick Kracke. Seated (L to R): Harold Parker, John Osmundsen, Jack Marchant.



### 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 com-

petitive 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

BAILEY, LEWIS, WILLIAMS, INC. Atlanta, Georgia	RENIGER CONSTRUCTION COMPANY Lansing, Michigan	SHERMAN CONCRETE PIPE COMPANY Jacksonville, Florida
DUSSELER, BASEMENT BUILDERS Shawnee, Kansas	PHOENIX DEVELOPMENT COMPANY Omaha, Nebraska	ARTHUR H. NUEMAN & BROTHERS, INC. Des Moines, Iowa
VICTOR CARLSON & SONS, INC. Minneapolis, Minnesota	GEE COMPANY Chicago, Illinois	TURNBULL FUEL & BUILDING SUPPLY CO. Hamilton, Ohio
CREW BUILDERS SUPPLY COMPANY Cincinnati, Ohio	McKEAN CONSTRUCTION COMPANY Salt Lake City, Utah	HEITZER & DROBAC, INCORPORATED Milwaukee, Wisconsin
CAMPANELLA & CARDI CONSTRUCTION CO. Warwick, Rhode Island	JOHN A. WALSER, INC. Louisville, Kentucky	HARRIS SOD COMPANY Kansas City, Missouri
W. S. BELLOWS CONSTRUCTION CORP. Houston, Texas	R & M EQUIPMENT COMPANY Pittsburgh, Pennsylvania	CINDERELLA HOMES, INC. Anaheim, California

## 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 6½ - or 8-foot body.**



THIS LOS ANGELES BUILDER SHOWS . . .

## How to expand a living

**C**ued to Californians' desire for open, care-free living, Rancho Mirage offers luxury in a medium-priced bracket (\$19,500).

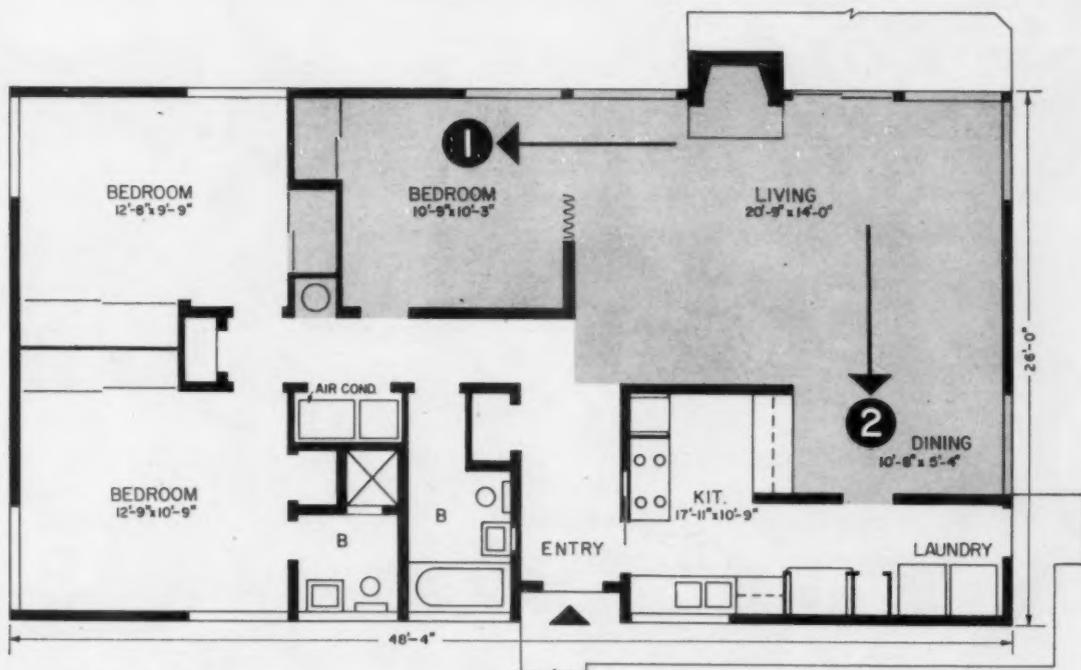
Designed by Randall Engineering Corp., these homes were built by Senness Corp., Los Angeles, to complement their "storybook" setting near Palm Springs.

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  
550 Burrard Street, Vancouver 1, B.C.



## Western Views

By **BILL RODD**

▼ **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

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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.

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A SMALL HOUSE GOES A LONG WAY

## When you build a bargain

A 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.



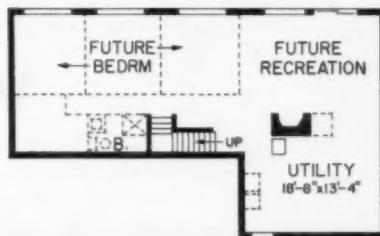
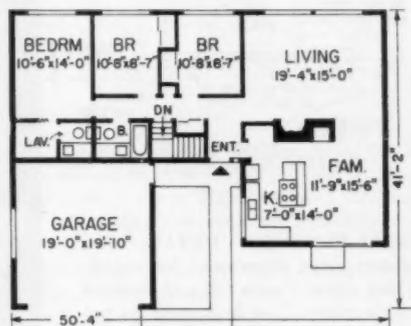
**BRICK FIREPLACE** with raised hearth, set against laminated ceiling beams, acts as a divider between the living room and family room. Place, too, for a barbecue.



**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

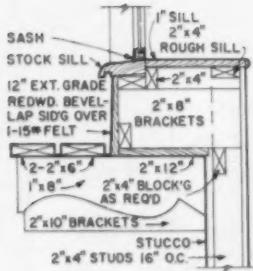


**KITCHEN AND FAMILY ROOM** comprise one large area. Hotpoint kitchen features a built-in oven. Burr Southern barbecue (optional) is set in brick wall.



**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**

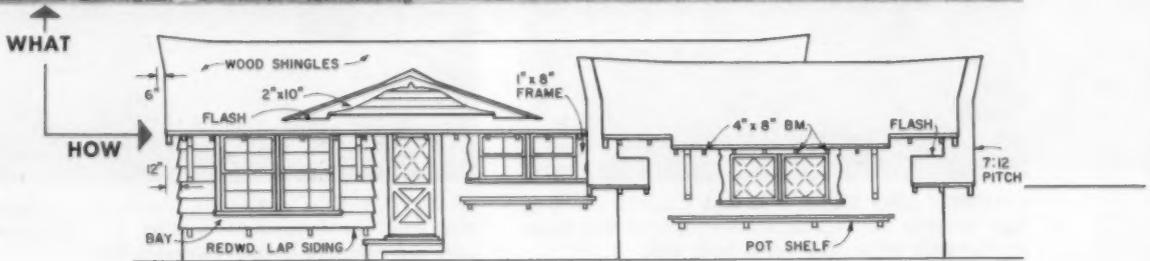


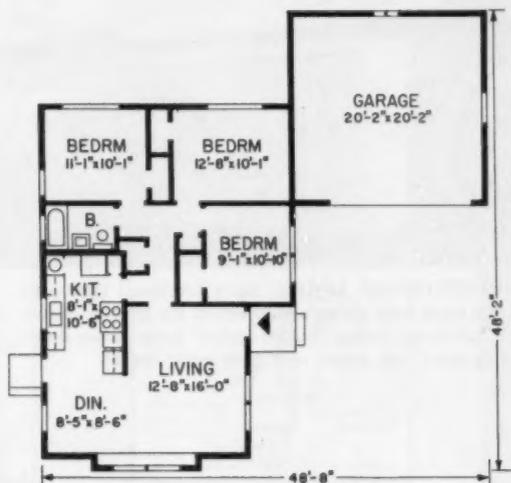
WHAT  
 ↔  
 HOW



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

# What it takes to build





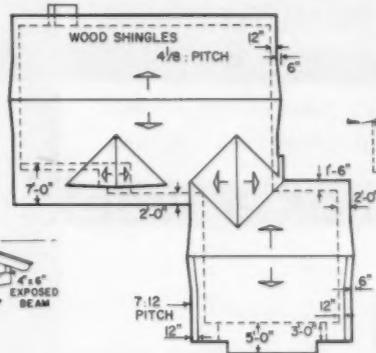
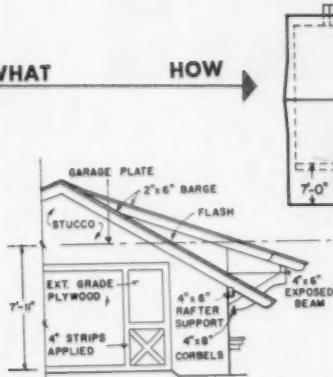
**LARGE HALL** separates sleeping quarters from living area. Up-to-date kitchen includes O'Keefe & Merrit built-in gas range and a double oven. "Hidden values": 100-amp electric service, 2-in. ceiling insulation, dry-wall interiors.

▶ **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.

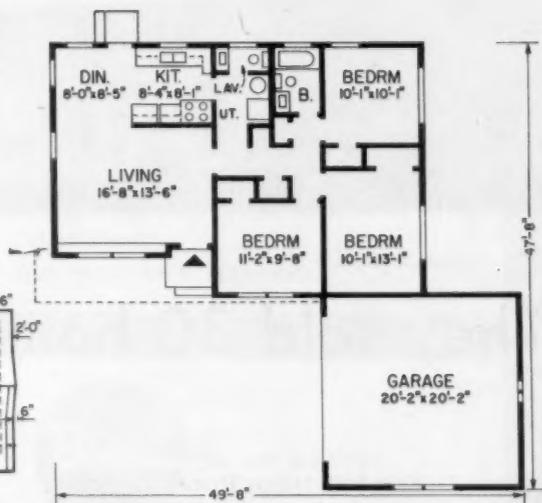
## a gingerbread house

**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.

WHAT → HOW →



**TOP-VIEW OF ROOF** (above): At left, 4x8 corbels are all around the house. Extended rafter is purely decorative, and supported by a 4x6. Roof is cedar shingles.

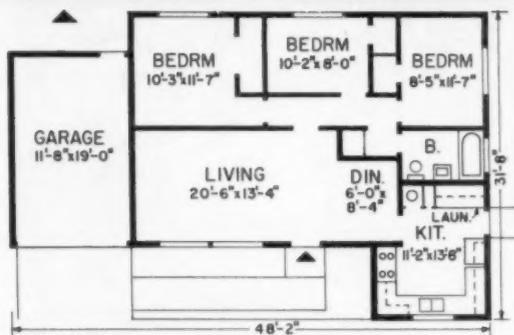


**LOW-PRICED**, but well-built, the Mayflower sells for \$12,700. L-shape of house and garage forms a small court. Custom touches: sliding doors, hardwood floors.

## SPECIAL WESTERN SECTION



**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.



**STYLED FOR CONTEMPORARY LIVING** this house has over 1,000 sq. ft. of living space. Focal point is the kitchen which opens to all rooms. Hidden value: ceiling of 2" exposed insulation board also acts as roof decking.



## They sold 30 homes a week

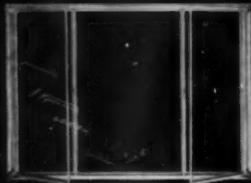
**W**hen Ed Krist built Happy Homes, La Puente, Cal., he wanted a low-cost, stylish project that included features of higher-priced homes.

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.

## FOUR POPULAR STYLES



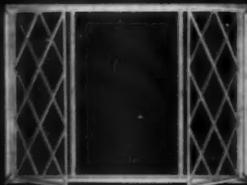
Bourne Aluminum  
Casements in a wide range  
of stock sizes.



Bourne Aluminum  
Jalousies for windows  
brezeways, porches.



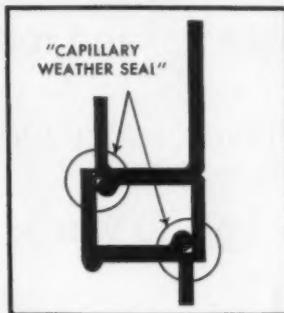
Bourne Town & Country  
Windows for modern  
ranch house styling.



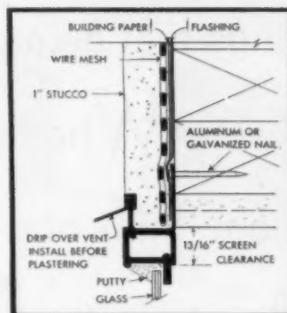
Bourne Diamond Patterns  
bring Old-World charm  
for modern homes.

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CUSTOM DESIGNS**

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saves installation time on  
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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**

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 

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Sets exciting trends  
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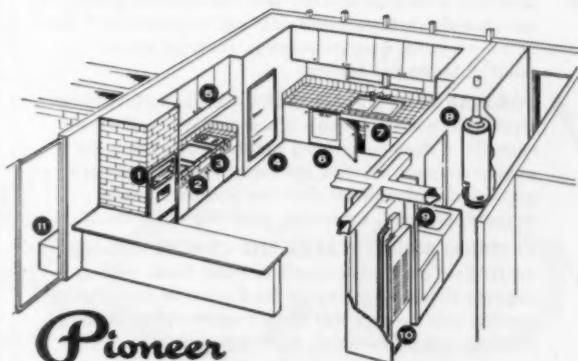


with the first complete line of home appliances

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.



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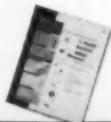


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For your customers who desire a more formal effect, Getz Beauti-Panel offers carefully selected plain sliced veneers, matched, but not V-grooved. This exquisite panel brings out the beautiful grain of wood, and practically sells on sight. Available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

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**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.

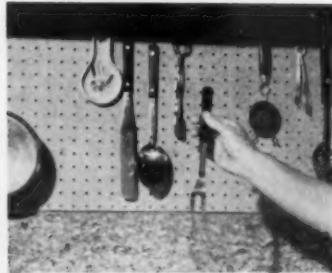
Circle No. X49 on reply card, p. 128.



**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.

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



**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. 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.



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**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

**Palos Verdes** **STONE**

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Architect: Leo P. Raffaelli, Studio City, California • Masonry Contractor: N. B. Leshner & Son, Inc., Van Nuys, 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  $1\frac{3}{4}$  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  $1\frac{3}{4}$  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.

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shower  
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## American Builder

## New products



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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.

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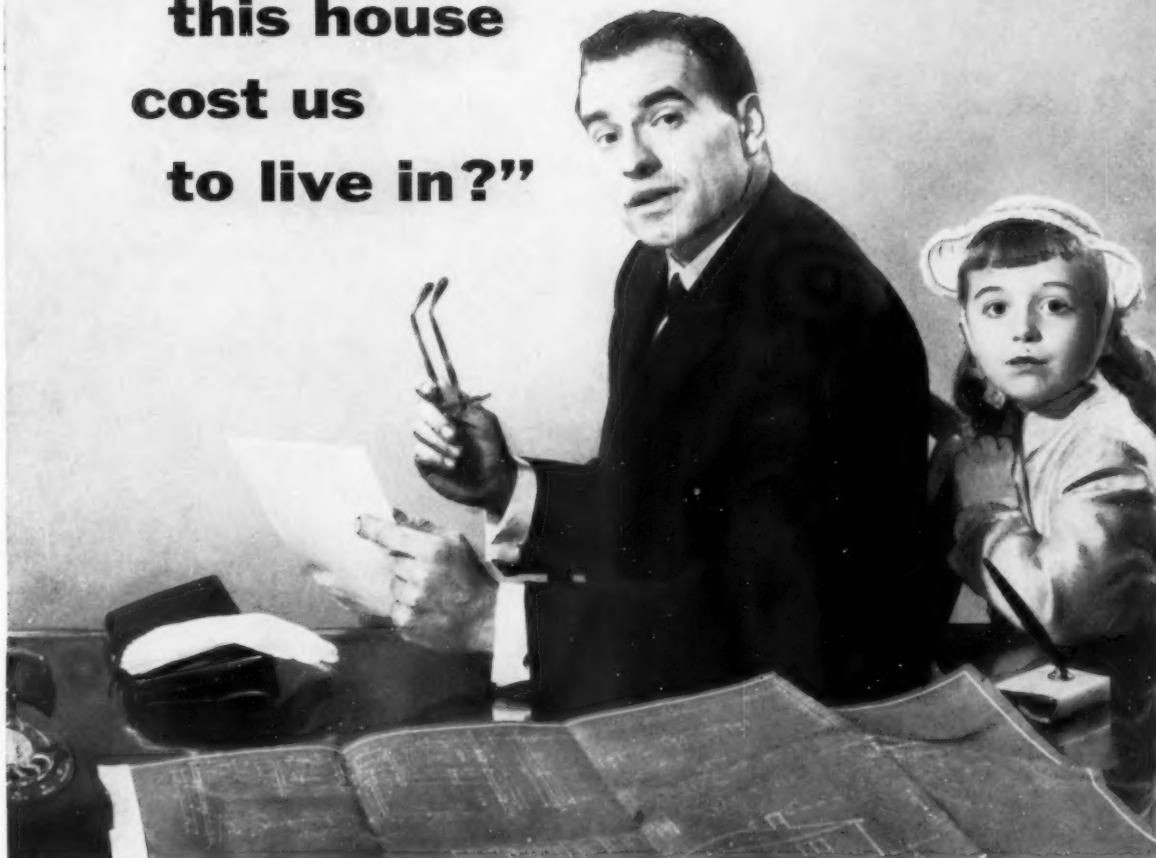
SANDALWOOD... new, light color makes ALL ordinary hardboard obsolete.



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will  
this house  
cost us  
to live in?"**



**Can you answer with a smile?**

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

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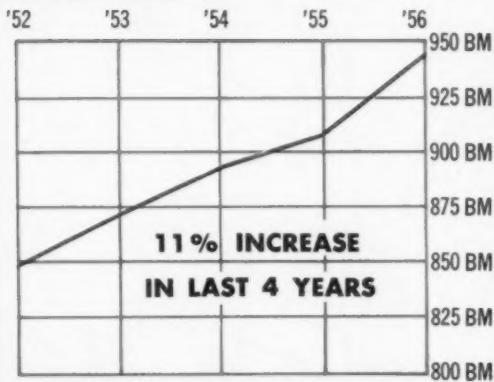




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Hedrich-Blessing Photo  
Winston Elting, A.I.A., Architect



Mr. Carey (seated) discusses plans for his new Harvey Park Addition in Denver with his sales manager, Morris Gilligan, and David R. McMillan (also seated) of Mountain States Telephone and Telegraph Company.

## “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.

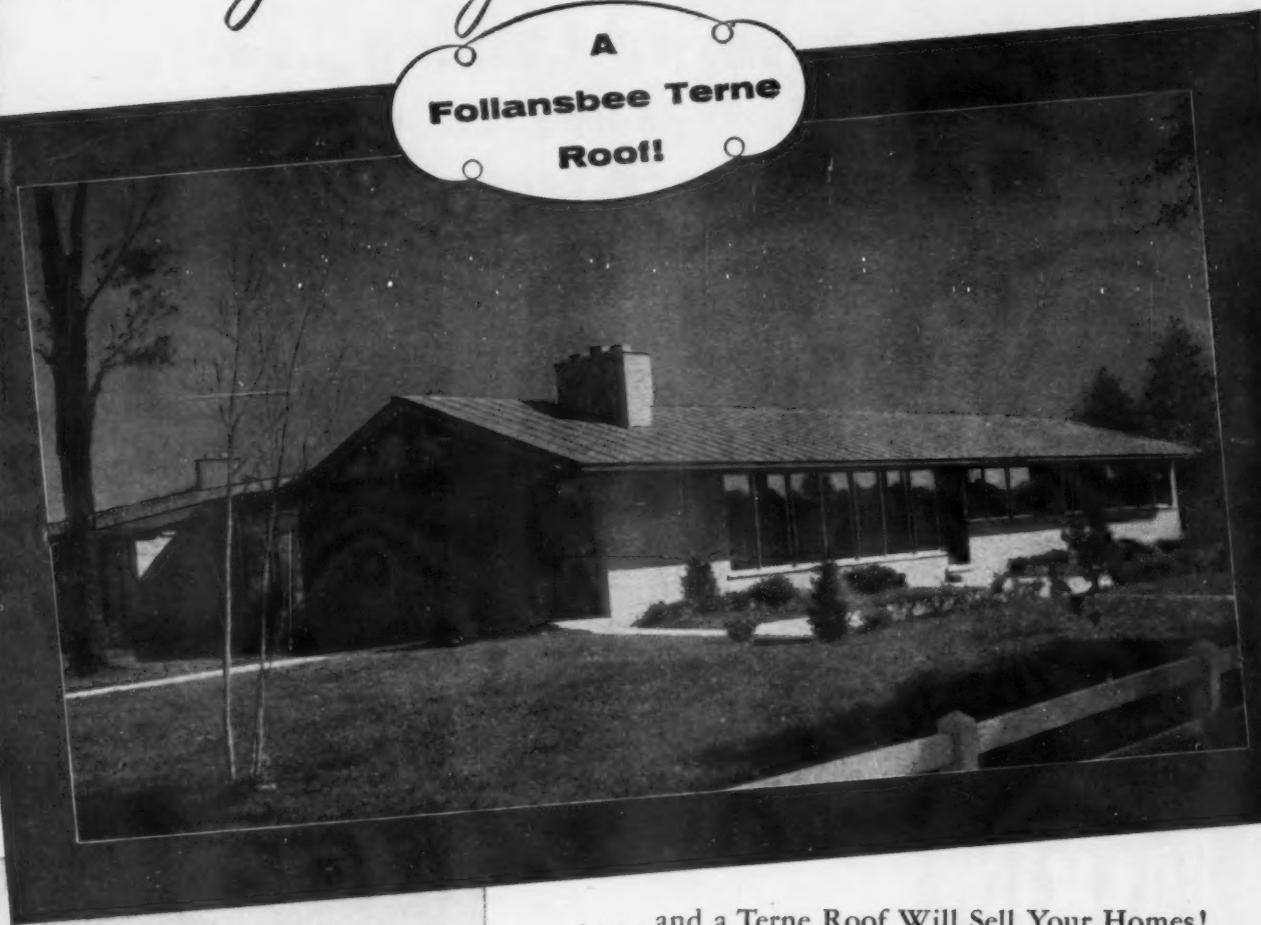
Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet’s Light Construction File, 8i/Be. For commercial installations, Sweet’s Architectural File, 32a/Be.

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



# FOLLANSBEE

**STEEL CORPORATION**

FOLLANSBEE, WEST VIRGINIA

**Terne Roofing • Cold Rolled Strip • Polished Blue Sheets and Coils**

*Sales Offices in Principal Cities*

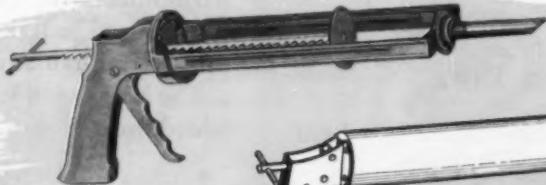
# America's Favorite Calking Loads

*Now comes to you in these handy convenient packs*



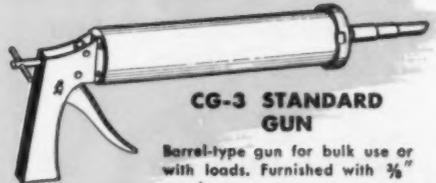
Now shipped in 12-pack or 24-pack, M-D Speed Loads are available in Off-White or White colors, with or without plastic nozzle. Off-white load without nozzle shipped unless specified. Freight prepaid and allowed on orders of four 24-packs (96 loads) or more. Remember to order in multiples of 12 or 24.

Meets Federal Specifications TTC-598 (Grade 1)



**CG-4 SPEED LOADER GUN**

A sturdy, light weight gun that works easily with all cartridge loads.



**CG-3 STANDARD GUN**

Barrel-type gun for bulk use or with loads. Furnished with  $\frac{3}{8}$ " nozzle.



## MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 • OKLAHOMA CITY 1, OKLA.



## *Nu-Calk* CALKING COMPOUND

in Bulk—Knife or Gun Grade



Off-White Color available in knife or gun grade. Pure White Color available in gun grade only. Off-White shipped unless White specified. Gun Grade meets Federal Specifications No. TT-C-598 (Grade 1). Available in ½ pt., pt., qt., gallon, 5 gal. and 55 gals.

## HAND SQUEEZE TUBES

for small jobs

No gun needed. Simply remove cap from built-in nozzle, fasten key over crimped 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.



## *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 2 ½ 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 easing 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%.



CONVENTIONAL FLOORING

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

MICRO-MATCH

### 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.**



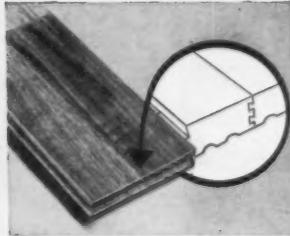
Typical time-consuming assembly job with odd lengths and shorts found in conventional flooring.



Ease of assembly, drawing-up and nailing MICRO-MATCH is illustrated above.



Single MICRO-MATCH plank on left contains same number of feet as conventional flooring on right.



Close-up of the pressure-bonded double-dovetailed joint that gives MICRO-MATCH its strength and double-width.

# 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-payment 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  $\frac{5}{8}$ " fire clay tile liner, 3" vermiculite-concrete insulating wall and asbestos-cement jacket.

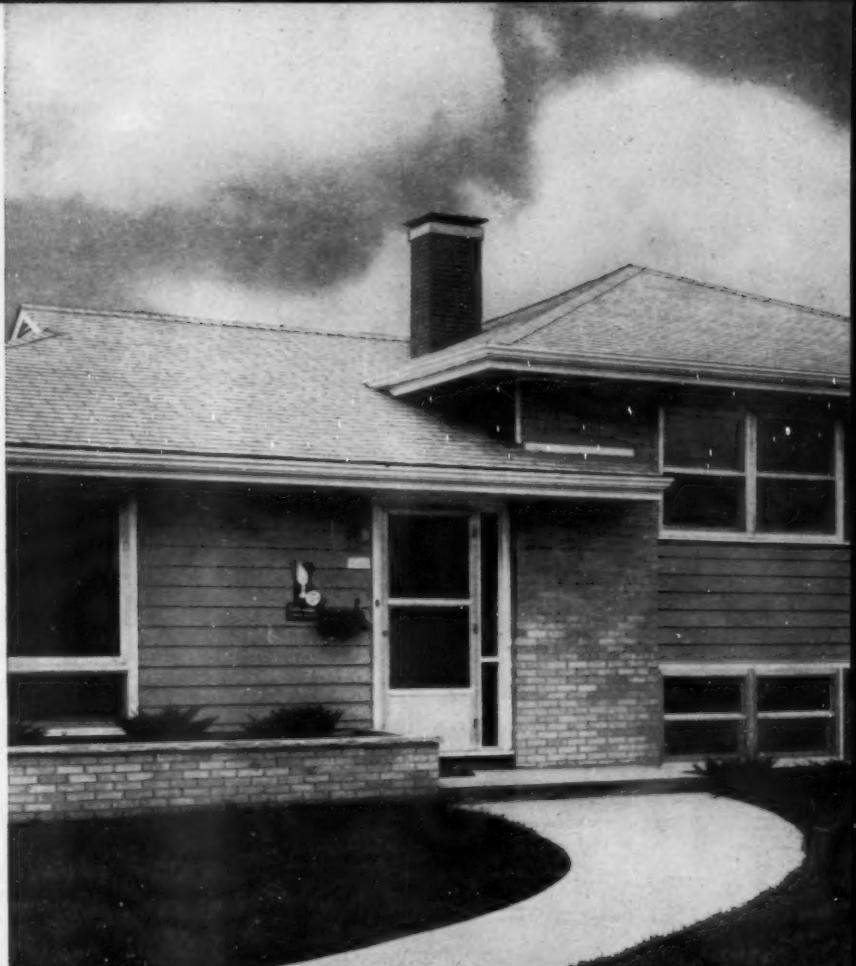
Immediate delivery to your job site from your local heating or building material jobber or dealer. See "Chimneys—Prefabricated" in Yellow Pages, or write Van-Packer company for Bulletin RS-1-12.



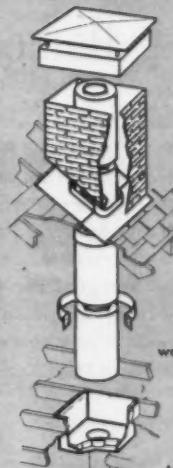
## Van-Packer FACTORY-BUILT MASONRY Chimney

Van-Packer Company  
Division of The Flintkote Company  
P.O. Box No. 306, Bettendorf, Iowa  
Phone: 5-2621

Also Manufacturers of  
Van-Packer Fire Clay Tile Gas Vent



Attractive Van-Packer Chimney housing in red, buff or white brick color blends with all homes



Snap-on housing cap

Brick-design panel housing in red, buff or white

Adjustable aluminum flashing

7" I.D. flue sections of 2100°F.  $\frac{5}{8}$ " fire clay tile liner, 3" vermiculite concrete insulating wall, asbestos-cement jacket.

Section joints sealed with acidproof cement.

Aluminum drawband reinforces each section joint.

Support assembly has 4X safety factor—eliminates pier.



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



Handsome brick-design panel housing assures buyer acceptance

Completely packaged Van-Packer Chimney delivered to job when you want it



# 5 out of 22 builders specify BondWood HARDWOOD FLOORING

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.

**\* Model Homes located in:**

**Charlotte, N. C.**  
George Goodyear, Builder

**Indianapolis, Ind.**  
Pike Realty Company, Builders

**Phoenix, Arizona**  
D. D. Castleberry, Builder

**Atlanta, Ga.**  
Edward A. Barton, Builder

**Lincoln, Neb.**  
Adolph Hock, Jr., Builder

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**<sup>®</sup> 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 AB6-1410 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 *Cane-free* aluminum



screening a \$1,000,000 push

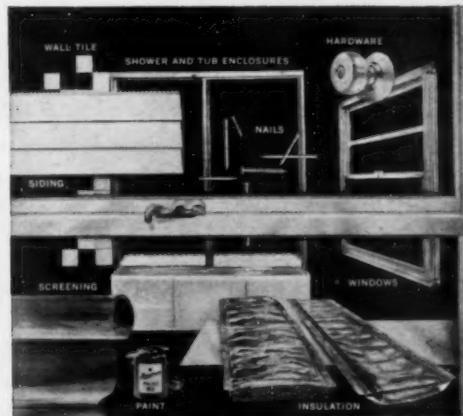
a simple thing like screens can help you sell a house when the screens are made of Alcoa® Aluminum. Add up the advantages: aluminum screens can't rust and stain sills and walls. They won't rot—ever. Flying sparks and careless flames can't burn them. And when the screens carry Alcoa's million-dollar Care-free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



Bedrooms and Halls  
BRUCE PREfinished STRIP

Living-Dining Areas  
BRUCE BLOCK

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 PREfinished Floors can add sales appeal and extra value to your houses at little or no extra cost. Mail coupon for full data.

# Bruce PREfinished

Get the facts today



E. L. Bruce Co.  
1438 Thomas St., Memphis 1, Tenn.

Send complete data on Bruce PREfinished Floors.

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_



Den or Family Room  
BRUCE RANCH PLANK

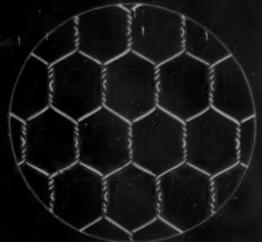


It's PREfinished!

**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!

# Hardwood Floors

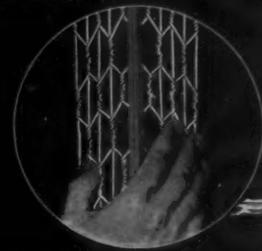


**KEYMESH** lath for overall reinforcement. Made of galvanized woven wire. Especially recommended for ceiling construction.

## *why invite FIRE?*



**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, lightweight 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 difference 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*

CEILING CONSTRUCTION WOOD JOIST FLOORS	ULTIMATE FIRE RESISTANCE	PROTECTION OF JOISTS
Exposed joists.	15 min.	None
Gypsum wallboard ½" thick finished with casein paint.	26 min.	15 min.
Gypsum lath, ½-in. of gypsum lightweight aggregate plaster reinforced with KEYMESH-type reinforcing lath.	1 hr. 38½ min.	36 min.

## WALL CONSTRUCTION ON WOOD FRAMING

ULTIMATE  
FIRE  
RESISTANCE

½" fiberboard.	5 min.
Metal lath with ¾-in. sanded gypsum plaster.	15 min.
Tongue-and-grooved wood.	20 min.
¾-in. perforated gypsum lath with ½-in. sanded gypsum plaster.	30 min.

## CEILING CONSTRUCTION STEEL JOIST FLOORS

ULTIMATE  
FIRE  
RESISTANCE

Ceiling unprotected.	7 min.
Ceiling of gypsum lath and ½" lightweight aggregate gypsum plaster.	55 min.
¾" gypsum lath covered with 1½" of gypsum plaster with lightweight aggregate.	1 hr. 43 min.
Gypsum lath and ½-in. gypsum plaster with lightweight aggregate reinforced with KEYMESH-type galvanized reinforcing lath.	3 hrs. 28 min.
¾" gypsum lath, reinforced with 20-gauge, 1" KEYMESH-type lath; then covered with only 1" of lightweight aggregate gypsum plaster.	4 hrs. 26 min.

## STEEL COLUMNS

ULTIMATE  
FIRE  
RESISTANCE

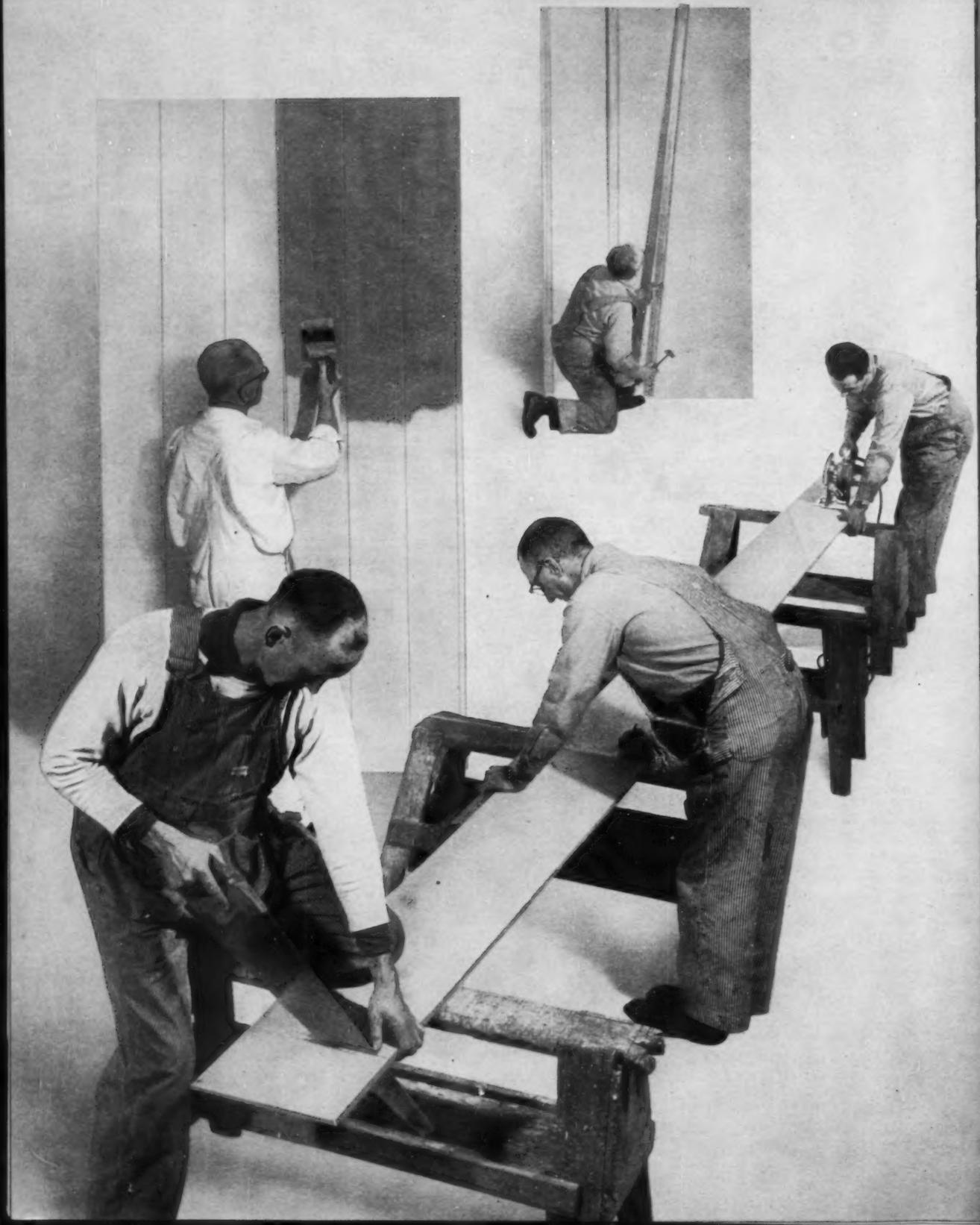
Structural Steel, unprotected 10 sq. in. min. area of steel.	15 min.
Gypsum lath, one layer, ¾" perforated, ½-in. gypsum plaster mixed with lightweight aggregate.	1 hr.
One layer ¾-in. perforated gypsum lath, 1-in. thickness of gypsum plaster, 100 scratch, 100 brown, mixed with lightweight aggregate.	2 hrs.
Two layers ½-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.	4 hrs.

**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**<sup>®</sup>  
**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 10 3/4" 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.

# Today... Quality Sells

**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.

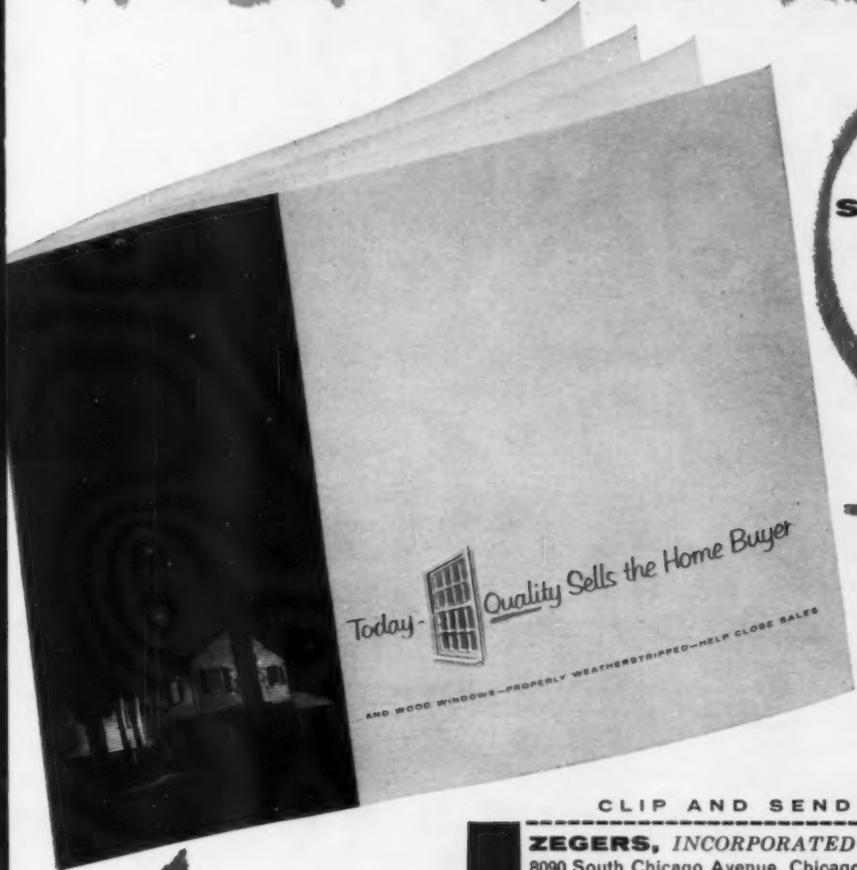
Buy window units equipped with Dura-seal. Tell your lumber dealer you want them—and be sure you get them.

## Bonus for Builders

Now Dura-seal has new, exclusive "Snap-Clip". Complete sash and weatherstrip snaps in or out at any time during home construction. "Snap-Clip" properly aligns jamb weatherstrip in the frame, provides positive clearance for installing inside stops.

**see** . . . how highest quality window equipment and national advertising combine to give forceful selling features for your homes! Eight pages of interesting information that means greater profits for you.

# the Home Buyer



**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!

send for this new, free booklet!

**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.

**AROMATIC RED CEDAR CLOSET LINING MANUFACTURERS ASSOCIATION**

221 N. LaSalle St. • Chicago 1, Ill.



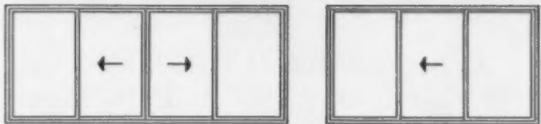
## LUPTON Aluminum Sliding Doors and Windows

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 sundeck, 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 weather-tight 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."



Two-, three-, and four-panel doors available in widths from six to twenty feet.

# LUPTON

**METAL WINDOWS • SLIDING DOORS**

**MICHAEL FLYNN MANUFACTURING CO.**

Main Office and Plant: 700 E. Godfrey Ave., Philadelphia 24, Pa.  
West Coast Offices and Warehouses: 2009 East 25th Street, Los Angeles 58, Calif.; 1441 Fremont Street, Stockton, Calif.

Sales representatives and distributors in other principal cities



## 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**<sup>®</sup>  
*plastic-finished paneling*

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE<sup>®</sup> RESEARCH

only one name...



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

\*TRADE MARK



**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 . . .*

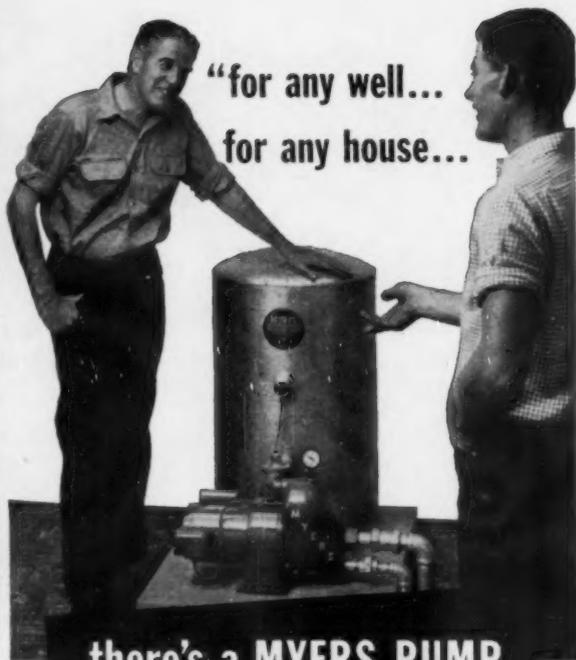


This booklet, "A Home Owner's Guide," gives you complete information on how to lay, finish and maintain oak floors.

For further data and information write:



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

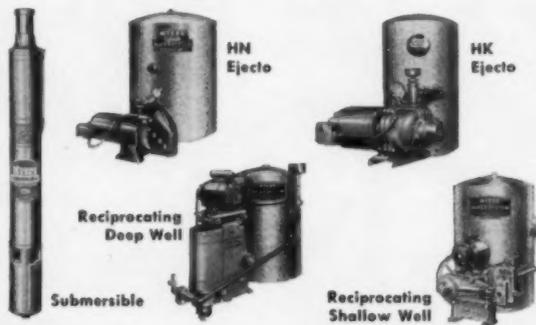


"for any well...  
 for any house..."

**there's a MYERS PUMP  
 that's right for the job"**

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.



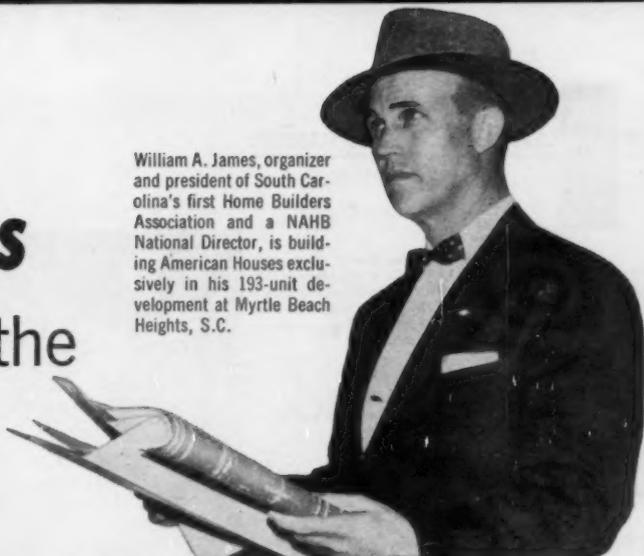
**Myers**® **WATER SYSTEMS**

**THE F. E. MYERS & BRO. CO.**  
 Ashland, Ohio • Kitchener, Ontario

**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.**

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(right) Note the beauty of exposed masonry wall in this modern living room. Various types and sizes of block challenge the imagination of architect or builder.

## Concrete Block brings new charm to Interiors

(below) "Pillar Design" wall created with 8" x 8" x 8" Bull Nose block in this 1955 Home Show model home.



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.



Just a simple variation in the laying of concrete block can completely change the appearance of a home or building. Stacking block horizontally or vertically, laying chim-

ney block on edge and other techniques offer many opportunities for new effects. In fact, standard home designs can be varied almost endlessly by taking advantage of the artistic possibilities inherent in Vibrapac block.

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.



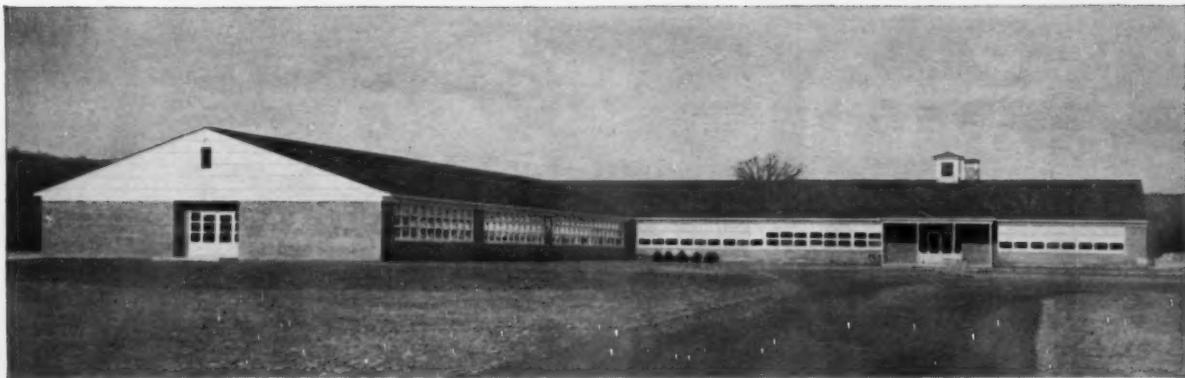
(above) A well-known architect preferred exposed masonry walls for this cozy corner in his own home.



(above) Kitchen in concrete masonry constructed apartment building. Note exposed lightweight units.

(right) A variety of block wall patterns add to the beauty of this master bedroom.





Woodbury, Conn., High School—Architect: Edward M. Foote, Cornwall, Conn. Consulting Engineer: Richard Shipman Leigh, Woodbury, Conn. Heating Contractor: Romaniello Bros., Waterbury, Conn. General Contractor: F. Buzzi & Sons, Torrington, Conn.

## Combined convector and radiant heating slashes fuel costs

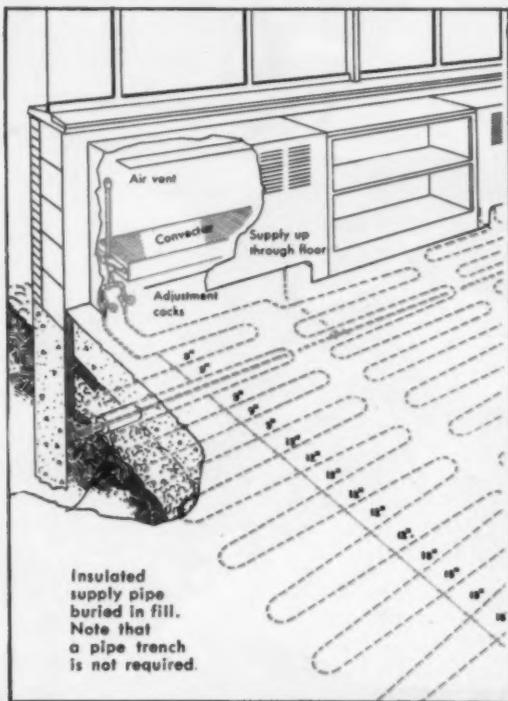
**New idea in heating yields significant fuel savings. Anaconda Pre-formed Panel Grids in the floor serve as highly effective heating elements and as return lines for convectors.**

Mr. Richard S. Leigh, consulting engineer, designed this combination convector 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 convector 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."

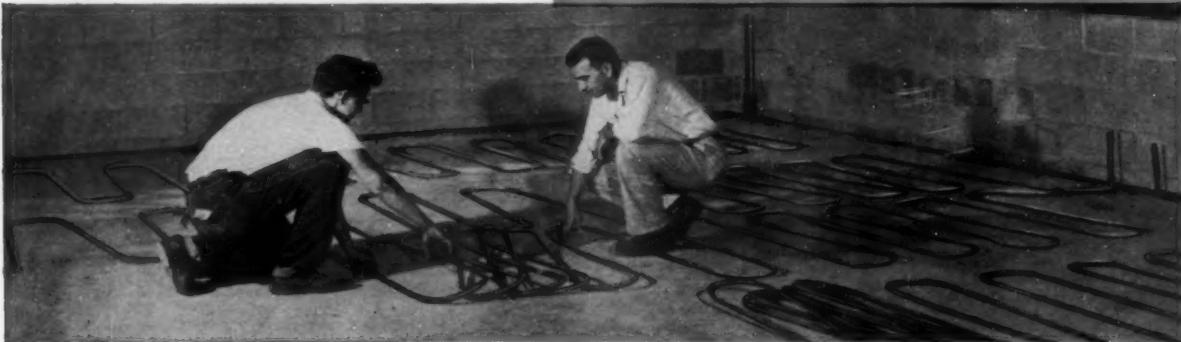
**FOR INFORMATION** on Anaconda Panel Grids, the ready-to-install copper tube coils for radiant heating in floors and ceilings, and details about this combination convector-radiant heating system, write Building Products Service. The American Brass Company, Waterbury 20, Conn. 8717



**SCHEMATIC DIAGRAM** of installation showing how the return line of the convector is connected to Anaconda Panel Grids.

**INSTALLING** the Anaconda Pre-formed Panel Grids. Note that the grids can be easily extended to variable c-c spacing to meet design requirements. See the tube spacing in diagram above—9" c-c near outside wall to 18" c-c near inside wall.

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**PRE-FORMED COPPER TUBE PANEL GRIDS**  
**FOR RADIANT PANEL HEATING**  
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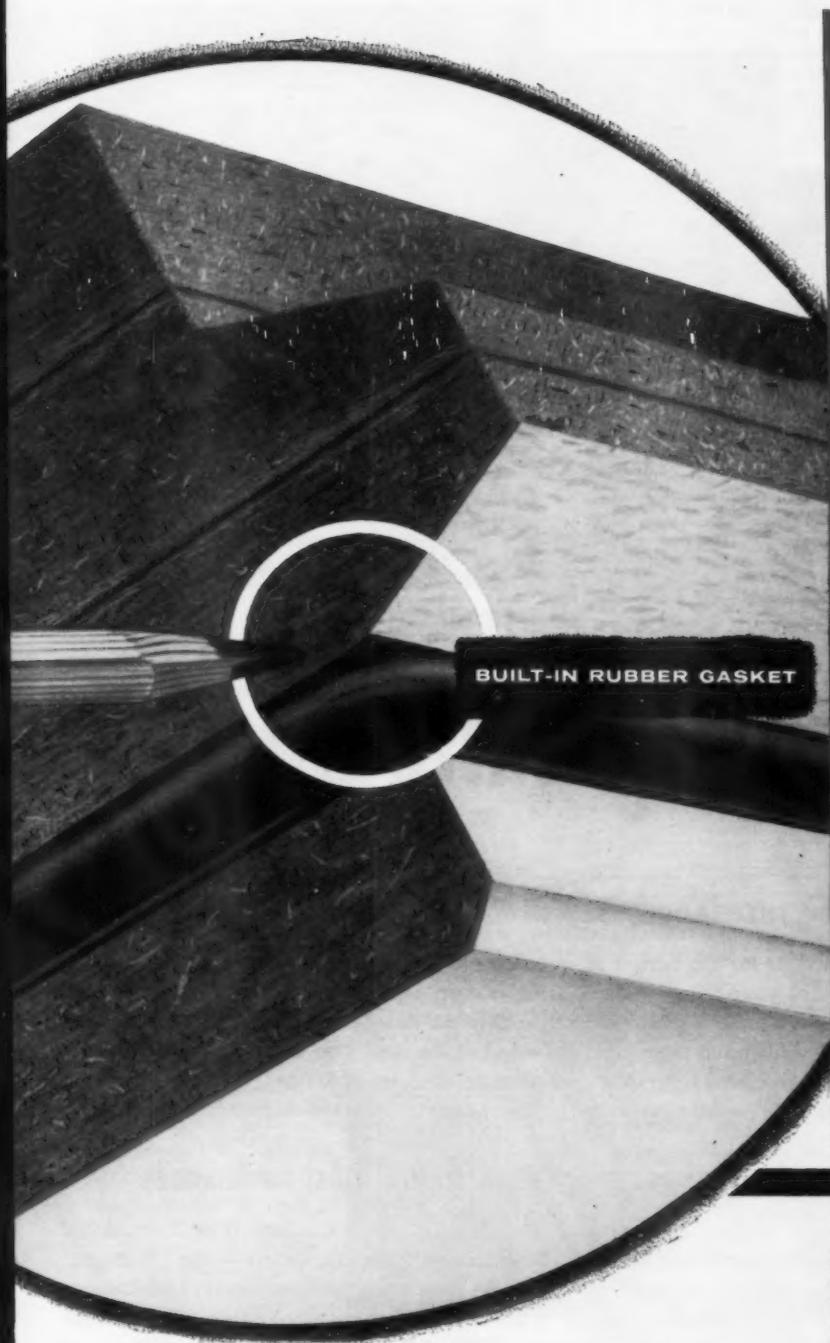
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**We'll send you** a specimen of the Guarantee Certificate and a copy of the attractive folder available without charge to you in quantity, with your name imprinted.

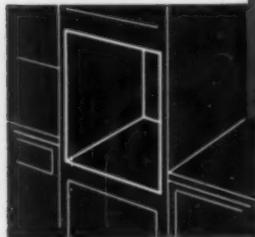
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#### STEP ONE

Rough-in wall opening only 20 $\frac{1}{4}$ " 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

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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

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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 Sur-

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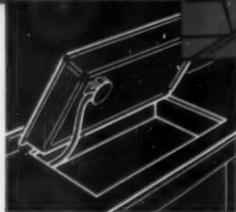
## PERSONALIZED PROMOTION TO HELP SELL YOUR HOMES

Your Frigidaire Builder Sales Representative is prepared to assist you with your merchandising plans and promotion materials — all professionally de-

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



**STEP ONE**  
Cut counter top opening 19" x 31".



**STEP TWO**  
Make single electric connection.

**STEP THREE**  
Secure bottom housing (four screws).

**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.



**STEP FOUR.** Fasten cooking top to bottom housing.

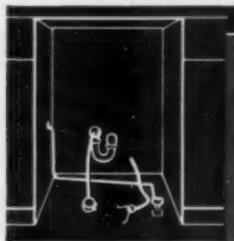
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**UNDER-COUNTER DISHWASHERS** fit flush — front, top and sides with standard kitchen cabinets, require only 3 1/4" under-counter clearance, 24" depth. Pressure discharge drain permits flexibility in meeting existing drain conditions (plumbing to nearby 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 . . .

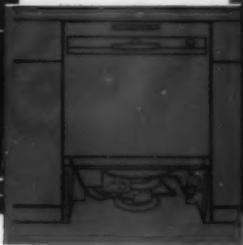


## "BUILT-IN" REFRIGERATORS, TOO!

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



**STEP ONE**  
Rough in utilities.



**STEP TWO**  
Push into place and connect.

**STEP THREE.** Attach bottom panel.



# IN '57 GO FRIGIDAIRE



BUILT AND BACKED BY GENERAL MOTORS

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

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DAYTON 1, OHIO

*costs so little...does so much...*



**AMERICAN MADE**

*Hardwood  
plywood... the*



*Elliott & Dworski, Architects*



**"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

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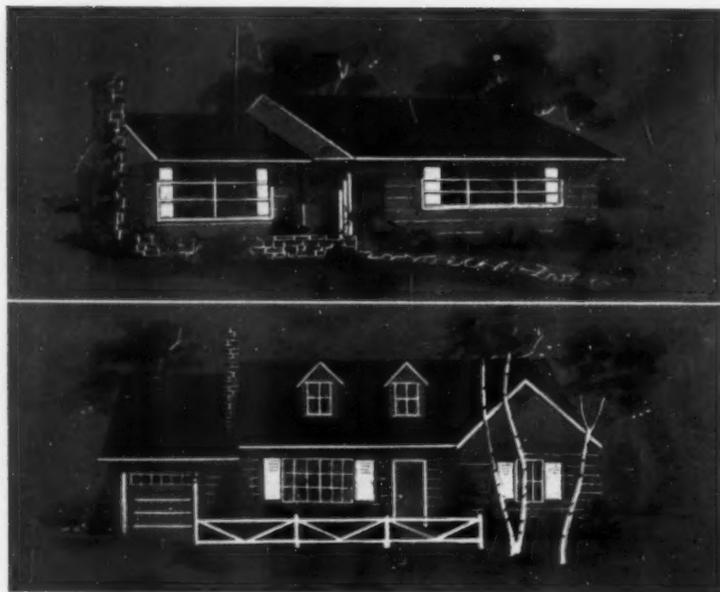
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# WHAT? HEAT AND COOL A HOUSE FOR \$12 A MONTH?

*Yes*

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



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.....	2¢/kwh
Cooling costs per year.....	\$ 23
Heating costs per year.....	135
	<u>\$158</u>
Average cost per month.....	\$13.16
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.....	1¢/kwh
Cooling costs per year.....	\$ 34
Heating costs per year.....	70
	<u>\$104</u>
Average cost per month.....	\$8.66
Requires ... 2-ton air conditioner	
	75,000 Btu furnace

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.

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.**

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

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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.



**IDEA!** Play up a divider wall with king-size squares of easy-to-clean Styron plastic tile.

YOU CAN DEPEND ON



*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 base-

mentless 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



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tiny, noninterconnecting cells block out heat and cold. What's more, Styrofoam gives lifetime protection.

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YOU CAN DEPEND ON

**DOW**



“Twindow Insulating  
and important to  
as is roof and wall

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# Glass is as necessary comfortable year-round living insulation,"

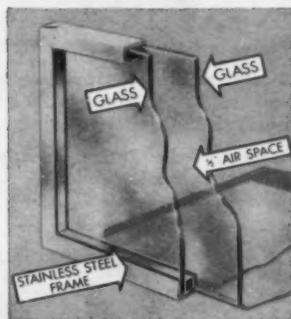
says J. MACK STEWART,  
*prominent Columbus, Ohio, builder*

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."

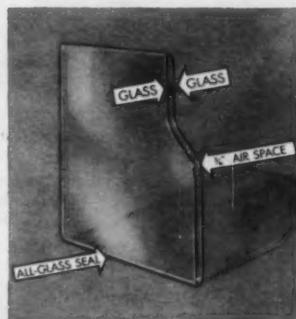
With Twindow, the outside view is brought inside, but interior comfort is maintained—both winter and summer. Quoting Mr. Stewart again: "Actually, as we figure it, the cost of Twindow insulating units is no more than that of single pane windows plus storm sash."

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  $\frac{3}{8}$ " clear-vision Plate Glass, with a  $\frac{1}{2}$ " sealed air-space between. Exclusive stainless steel frame means no bare edges to chip or mar, as well as easier, quicker, and safer handling for the builder.



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**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**

\*Reg. U.S. Pat. Off.

**COMPANY**

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



Snow melting



Comfort heating

## 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.



Summer cooling



Zoning



Hot faucet water

# 5 REASONS TO *Bank on* HOMASOTE

*the weatherproof insulating-building boards*

**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.

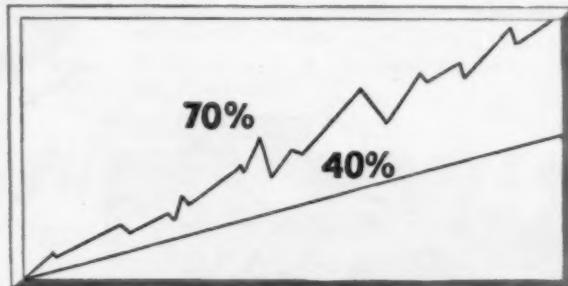


## KNOWN POLICIES

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.

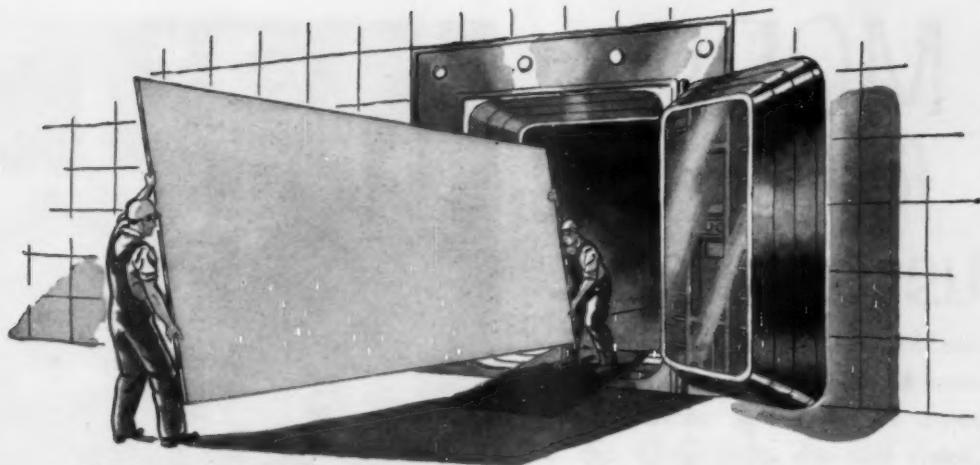
Homasote’s business policies are known policies—made clear to all by every Homasote Representative, frequently reaffirmed in writing by Homasote Management. Whether it is a matter of allotment, distribution methods, or discounts, there are no variations. By this adherence, the interests of the retailer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



**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.

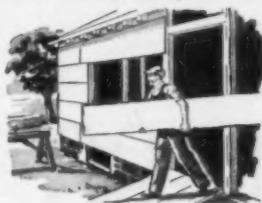


**SIDINGS**—A beautiful exposure of either 10" or 14" is provided by economical, durable Homasote Beveled Siding. Now also available is Homasote grooved vertical siding for strikingly modern designs.

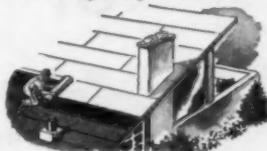


**UNDERLAYMENTS**— $\frac{3}{8}$ " Resilbase and  $\frac{5}{8}$ " Homasote Underlayment—both in 4' x 4' sheets—are resilient—for walking comfort and for the longer life of quality floor coverings. Resilbase takes the place of a pad under wall-to-wall carpeting.

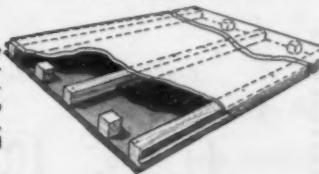
**SHEATHING**—The famous Homasote One-Man Sheathing, in 2' x 8' V-jointed panels, is in a class by itself. In sizes up to 8' x 14', Homasote  $\frac{15}{32}$ " Big Sheets are the economical sheathing materials for all types of finished exteriors.



**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.

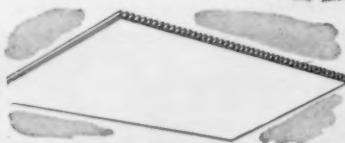


## AIR-FLOAT CONSTRUCTION —

"Continuous dry-wall construction" is at last possible for ceilings—with the Wilson Air-float method. Homasote panels are suspended from ceilings,



SOFFITS



AIR-FLOAT

joists, rafters, or collar beams, with great economies in labor and materials.

## PRECISION-BUILT CONSTRUCTION —

When you want to sell the whole house—or the parts instead of the pieces—you can rely on this research-tested accomplishment in prefabrication. By the Precision-Built System, \$36-million of housing has been built—in record time—with quality unquestioned.



PRECISION-BUILDING

**SOFFITSOTE**—This grooved soffit material—another Air-float application—is the answer to the soffit problem. Soffitsote matches the modern design of large overhangs—eliminates the need for boxing the rafters for support.

## 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

**HOMASOTE** COMPANY, TRENTON 3, NEW JERSEY

IN CANADA: TORONTO, ONT.—P.O. Box 35, Station K • MONTREAL, P.Q.—P.O. Box 20, Station N

# MORE for your Customers...

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.



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

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I build  1-20  20-100  100-500 houses

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**Bilco**®

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 dawdle 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.

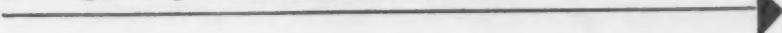
Home building is not a "postponable" item, to be turned on or off at will to offset fluctuations of the economy. Nor is it any more "inflationary" than other industries—such as automobile building—that create jobs and provide needed goods. New homes are a vital need of our people, and we should have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

FIGURES IN THOUSANDS

1,500

1,000

500

0

1915

1920

1925

1930

1935

NUMBER OF MALES AGED 24 (Typical marriage age)

## 2. MORE PEOPLE ARE MOVING TO THE SUBURBS

SUBURBS ONLY	ESTIMATED POPULATION 1958	ESTIMATED POPULATION 1975	PER CENT INCREASE
Phoenix, Ariz.	307,800	720,000	133.9
Little Rock, Ark.	56,000	95,000	69.6
Austin, Tex.	14,900	27,000	81.2
Buffalo, N.Y.	660,400	1,016,000	53.8
Houston, Tex.	341,000	1,208,000	254.3
Seattle, Wash.	331,700	604,000	82.1
Nashville, Tenn.	182,000	300,000	64.8
Richmond, Va.	116,500	193,100	65.8
Salt Lake City, Utah	106,000	195,000	84.0
Tacoma, Wash.	145,100	241,000	66.1
Wichita, Kans.	73,000	120,000	64.4
Saginaw, Mich.	79,700	146,600	83.9
Columbia, S.C.	59,900	153,000	155.4
Fresno, Calif.	40,000	106,500	166.3
Lowell, Mass.	48,000	115,400	140.4
Stockton, Calif.	52,400	107,000	104.2
San Bernardino, Calif.	38,000	119,000	213.2

Reprinted from a copyright chart, "U.S. News & World Report," Aug. 10, 1956. Note: Population estimates by U.S.N.&W.R. Economic Unit derived from projections by local planning boards, with highest estimates used where a range was given.

**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)

MILLIONS OF FAMILIES

30

25

20

15

0

1950

'55

'60

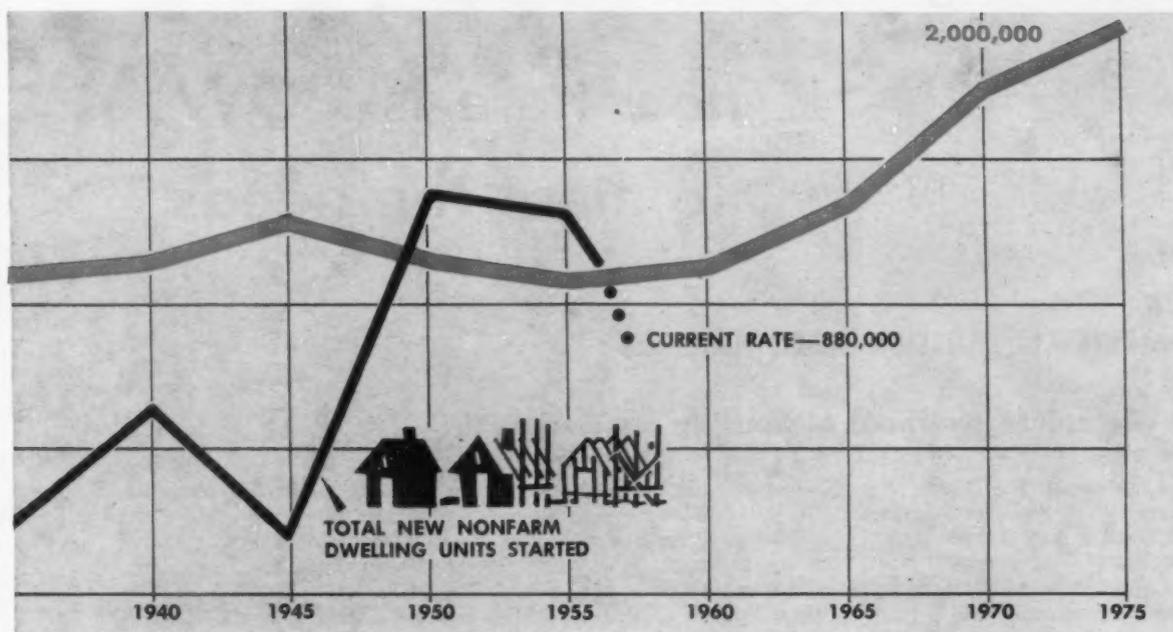
'65

'70

'75

**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.

# 2,000,000 homes a year



## 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.

3. Work with city planning boards and state legislatures. Keep abreast of master plans and zoning ordinances.

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

**H**ere'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.



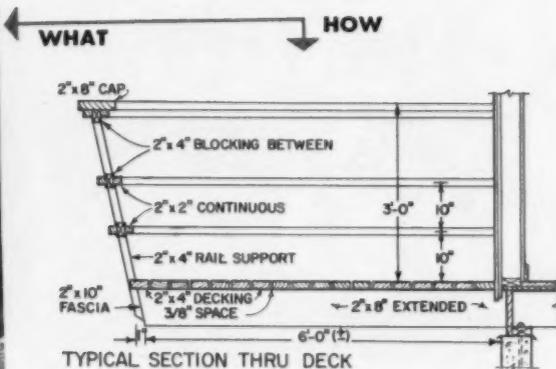
**HIGH POINT** project shows good planning. Privacy, view, breeze and trees are emphasized.

**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.



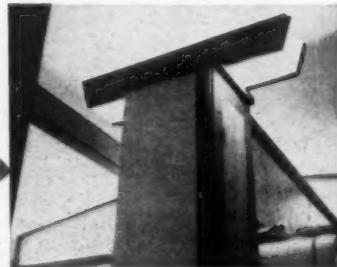
The horizontal lines of the balcony add to the apparent width of the house. Porch area is provided because Arkansas people can and like to eat outdoors seven months of the year. Extended 2x8 joists support the balcony.

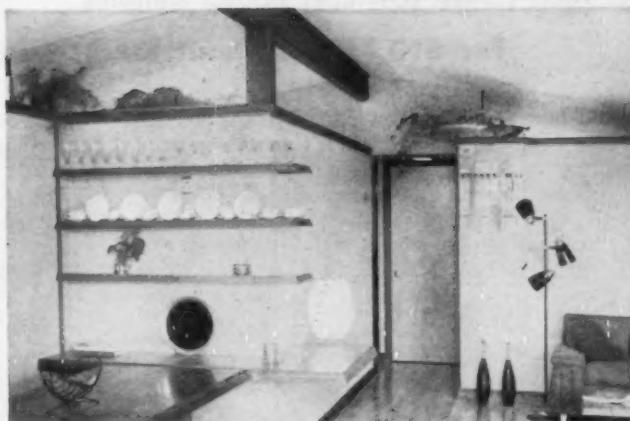
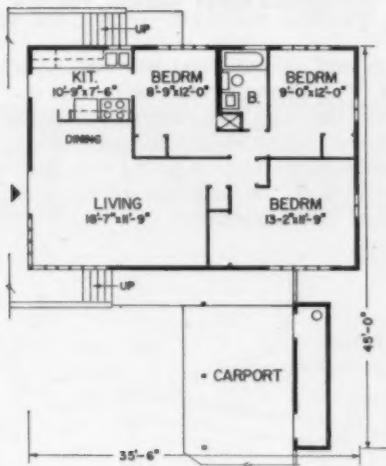
**... with these attractive cost-cutting**



**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.

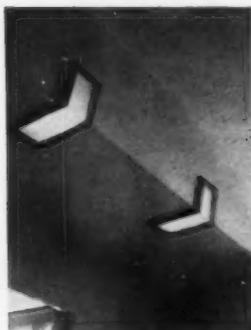




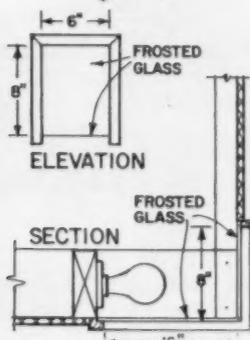
**CRYSTAL GLASS** (7/32") is used at the gable ends and on top of all interior partitions. Each room can "borrow" space from adjacent room as well as from outside. Mahogany shelves are built into living room. Colors used throughout are monochromatic browns and tans.

for more quality per dollar . . .

WHAT

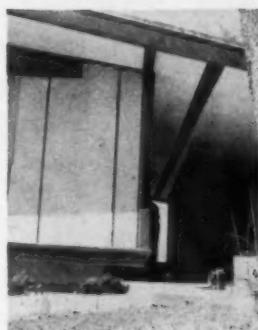


HOW

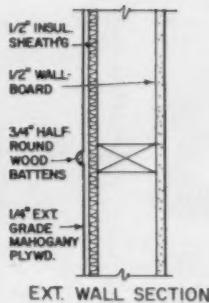


**RECESSED** bedroom lights are installed in the edge of the furred down space between the two rear bedrooms. This space is furred down to allow the attic fan to pull in outside air through screened louvers, cooling the inside.

WHAT



HOW



**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 1/4" mahogany siding is finished with two coats of varnish.

## building features



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

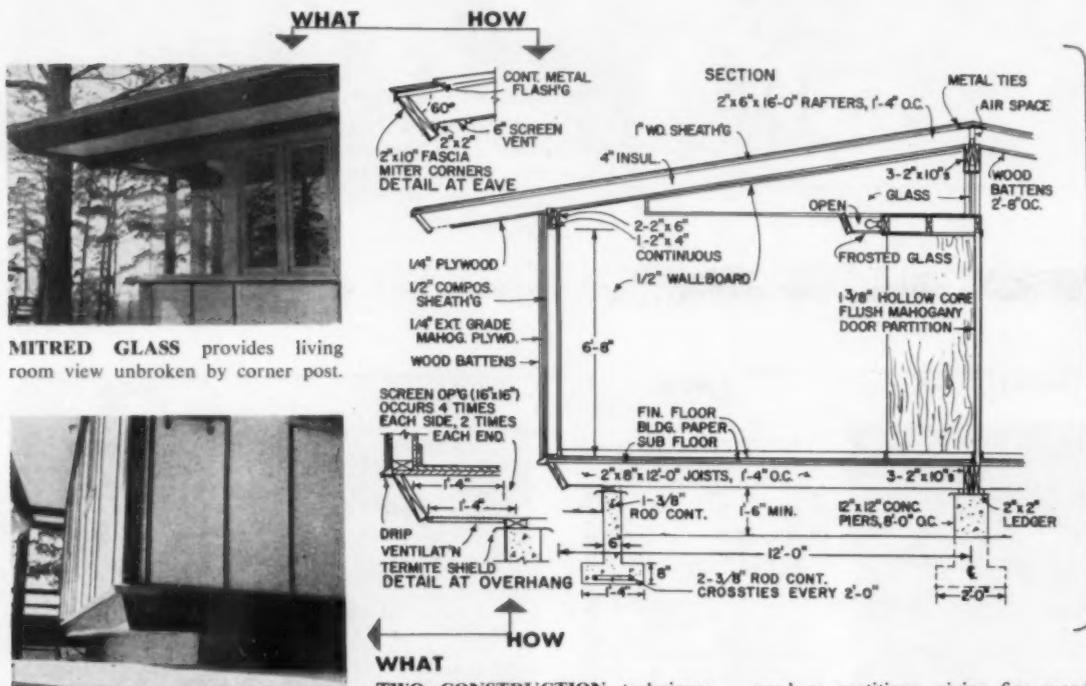
**TO KEEP WIRING COSTS** down yet provide adequate modern lighting, central trunk system of wiring (fixtures mounted along it) is used.



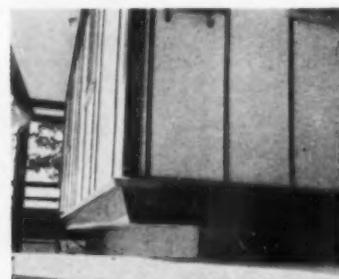
**For \$10,750 (without land); quality construction good looks**

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.



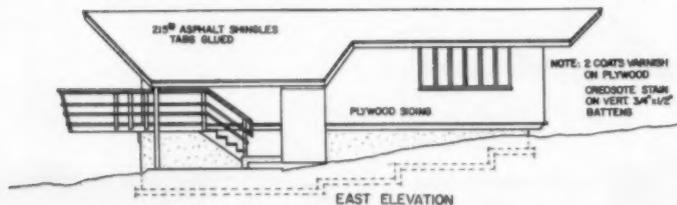
**MITRED GLASS** provides living room view unbroken by corner post.



**FLOOR PROJECTION** beyond foundation wall makes house look big.

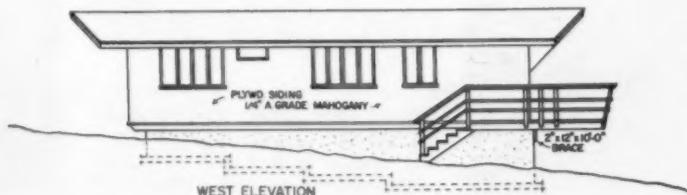
**TWO CONSTRUCTION** techniques to be noted in the above section are: (1) mahogany doors (side by side) are used as partitions, giving fine wood paneling at low cost. (2) center 2x10 of ridge beam is staggered.

**... 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.

**WEST ELEVATION** at right shows how bands of narrow casements are used in design rhythms to add texture interest and spaciousness to the rooms.

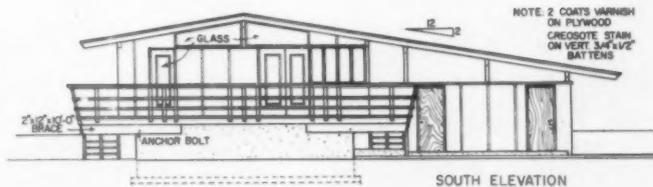


for the low-income family . . .



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



NOTE: 2 COATS VARNISH ON PLYWOOD  
CREOSOTE STAIN ON VERT. 3/4\"/>



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 ½% 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.



**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.

### Outside: four time-saving ideas that can keep



**PREHUNG EXTERIOR DOOR** is set into place. Schmertz does his own prehunging 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.

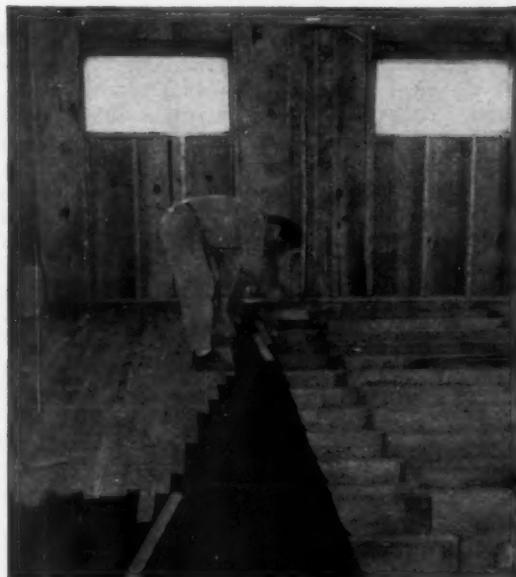


**PACKAGED PREFAB CHIMNEY** for the furnace is quickly installed by a two-man crew. Schmertz buys the packages, but subcontracts the actual installation of them. The cost, representing purely labor, is \$10 per house.

## 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.

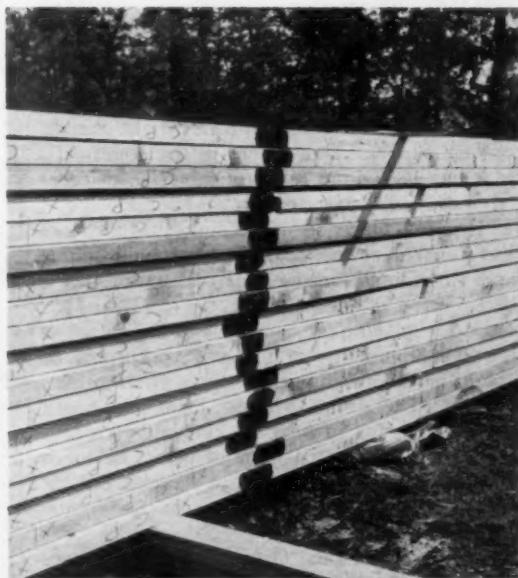


**FINISHED INTERIOR PANELS** are stored in the yard. At night and in bad weather, they are covered with polyethylene tarps. Fork lift will travel from pile to pile, pick up one of each panel, and carry the "package" to the job site.

## 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.



### 1. Keep your organization decentralized

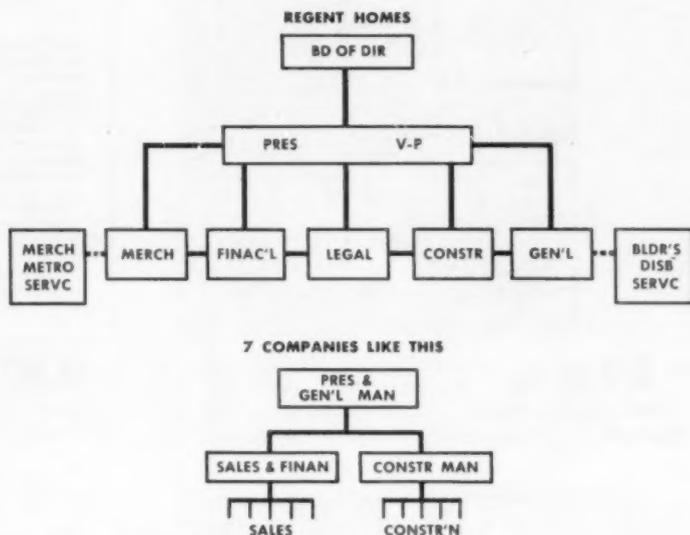
Function by function, here are the inner workings of Regent's mechanism:

(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.



**ORGANIZATIONAL TABLE** clearly shows line of responsibility and unit inter-dependence. Because of set-up, work flow is steady, well-planned.

**More about organization psychology in August**

### 3. Base your construction on 'time modules'



**IN THREE HOURS** these men can finish rough wiring. Work allows for two TV outlets.

**G**et 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.

## 2. Concentrate promotion on poorer areas



**SUB-DIVIDED LOT** of old home at left provides fine location for new Regent house.

**B**uilder 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

**L**enders (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**



New Saws designed  
with YOU in mind...  
by *Black & Decker*®

**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**

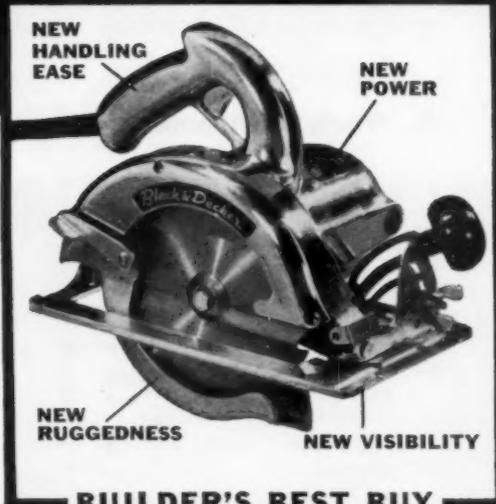


Look under "Tools-Electric"



**Black & Decker**®

World's Largest Maker of  
Portable Electric Tools



**BUILDER'S BEST BUY**

- **NEW POWER**—Cooler running B&D-built motor is custom-engineered for tough sawing jobs, continuous operation.
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- **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**

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SISALKRAFT LINE**

**Orange Label Sisalkraft** — Water-proof, reinforced building paper

**Sisalkraft Moistop** — Permanent vapor barrier

**Sisalkraft Vaporstop** — Rot resistant vapor barrier

**Copper Armored Sisalkraft** — Electro sheet copper for concealed flashing and waterproofing

**Sisalite** — Pure polyethylene film

**Sisal-Glaze** — New plastic glass replacement

# 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.

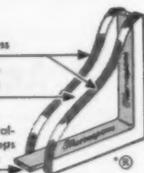


# Thermopane

INSULATING GLASS

Two Panes of Glass  
Blanket of dry air  
insulates window

Bondermetic (metal-to-glass) Seal\* keeps air dry and clean





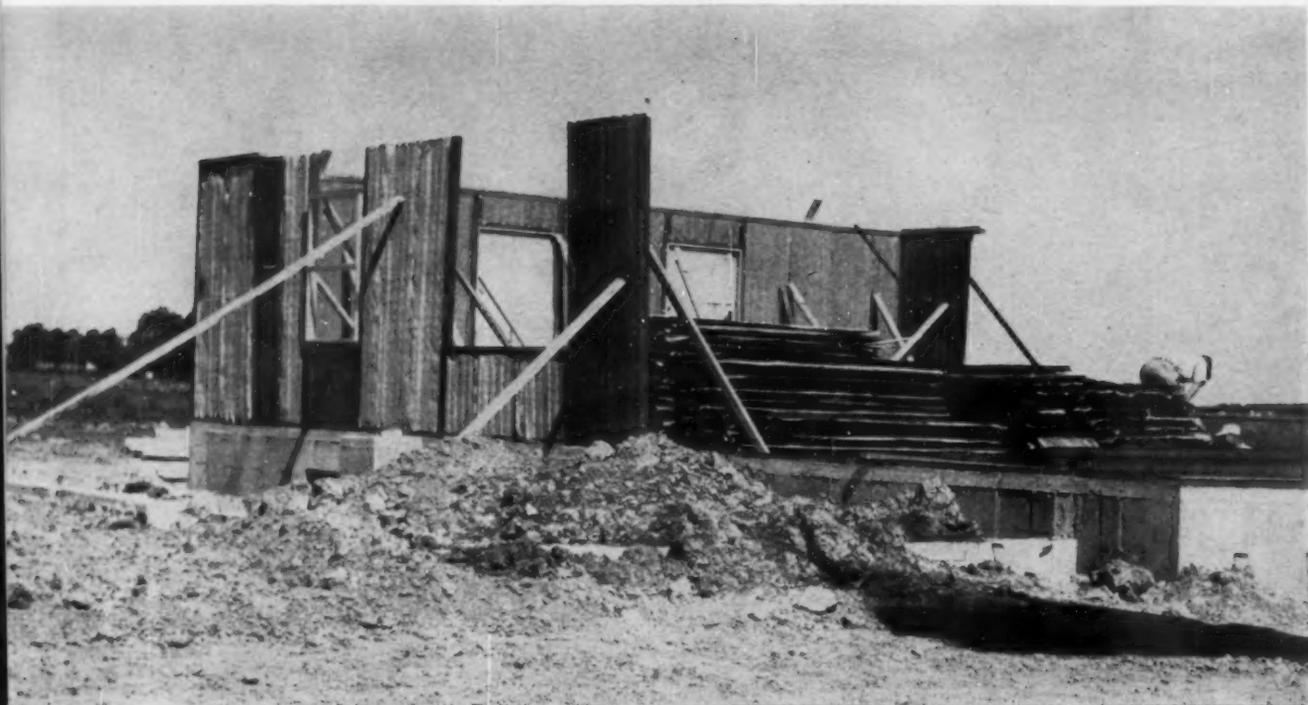
WHY WE PUT *Thermopane* IN YOUR HOME

Here's how *Thermopane* adds "WELL-BEING" to your home!

Keeps heat in your home in winter	Keeps heat out of your home in summer	Keeps out 90% of the sun's rays	Keeps out 90% of the noise
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Keeps out 90% of the fumes	Keeps out 90% of the odors	Keeps out 90% of the insects	Keeps out 90% of the germs
Keeps out 90% of the bacteria	Keeps out 90% of the viruses	Keeps out 90% of the mold	Keeps out 90% of the mildew

LOF  
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LIBBEY · OWENS · FORD *a Great Name in Glass*



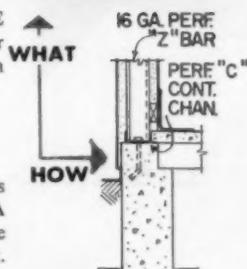
## Here's a new panel system to

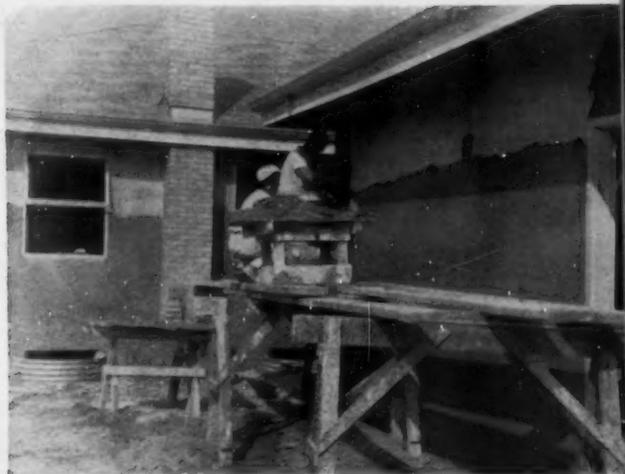
A new product just getting under way in the Chicago area promises to bring the lathing and plastering industries more actively into the panelized home construction field. Charles Denker, chief engineer of a Chicago trade school, has devised an ingenious new use for metal lath. He has taken the standard 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.



**PERFORATED SOLE PLATE** channel, with attached anchor bolts, is accurately embedded in top of the wet foundation.

**SAME TYPE** of "U" channel is clipped to top of the 8' panels. A conventional double rafter plate with lag bolts 5' O.C. fastens to it.

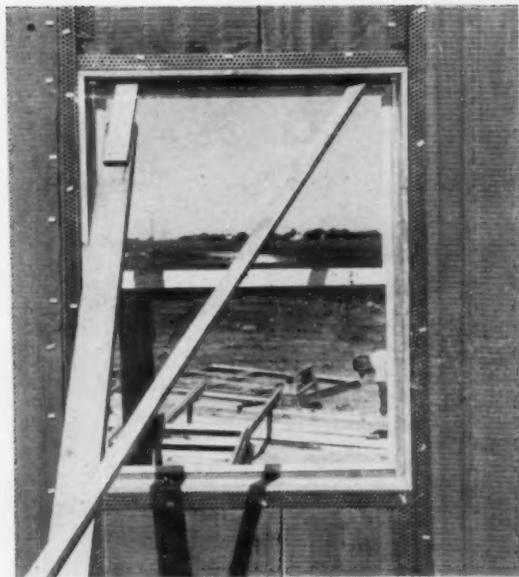




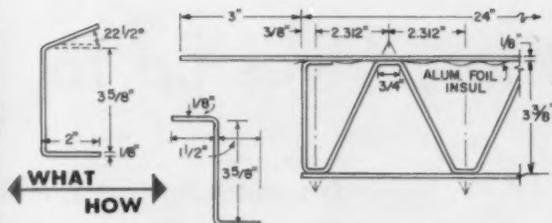
**STUCCO** is troweled-on over the insulated wire mesh panels forming the outside wall surface. In future, the stucco as well as the plaster can be integrally colored and sprayed on. Aluminum siding or brick veneer can also be used.

◀ **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.

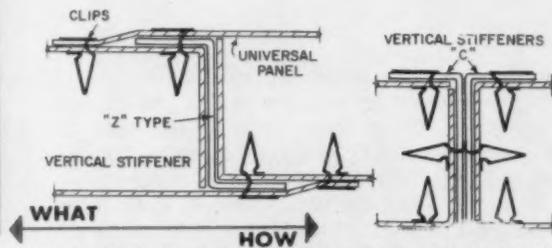
## cut costs on stucco and plaster



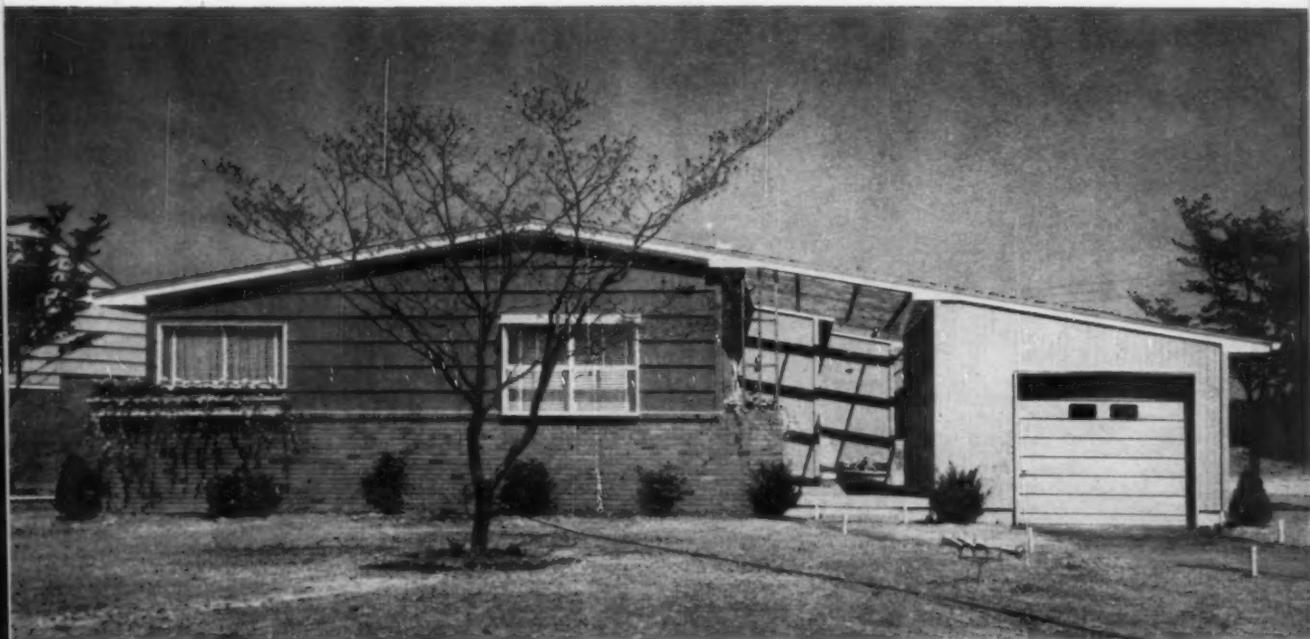
**CLOSE-UP** shows inside wall with wood window jamb in place. The same 3 5/8" steel channel is used at the top and bottom of the panels to form the openings around the windows. Panels can be cut to size with rotary saw.



**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.



**STRIKING DESIGN** softened by conventional siding creates strong house appeal.

# This is the kind of house buyers are building themselves up to . . .

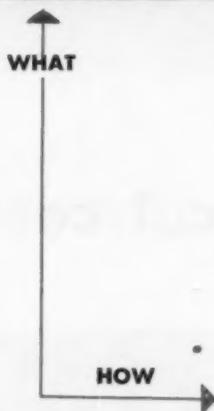
- . . . **It's modern, but not extreme.**
- . . . **It's conservative, but not colonial.**
- . . . **And it's a median cost house.**

**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.

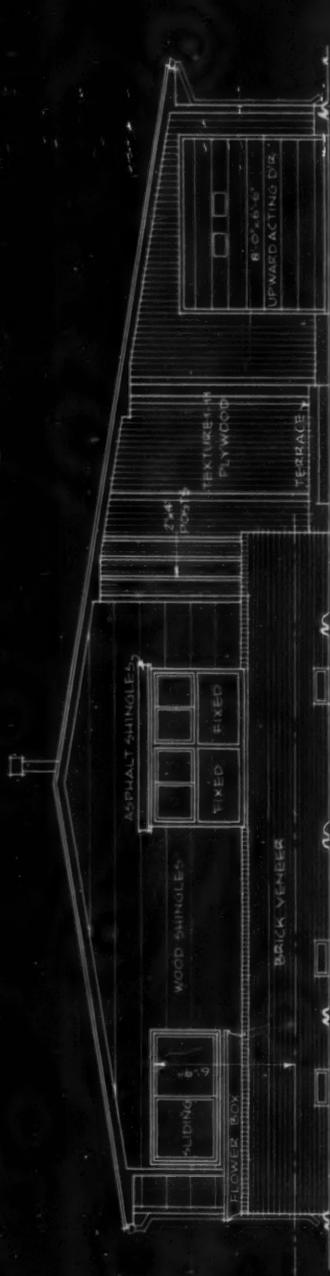
Using the same ingredient, surprise, Leslie Construction Corp. of Norfolk, Va., has made the Contemporary Ranch, shown here, a top seller. This was achieved by the simple addition of a lattice-roofed terrace in the front elevation design.

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)*



**AMERICAN  
BUILDER  
BLUEPRINT  
No. 242**



FRONT ELEVATION SCALE 1/8" = 1'-0"

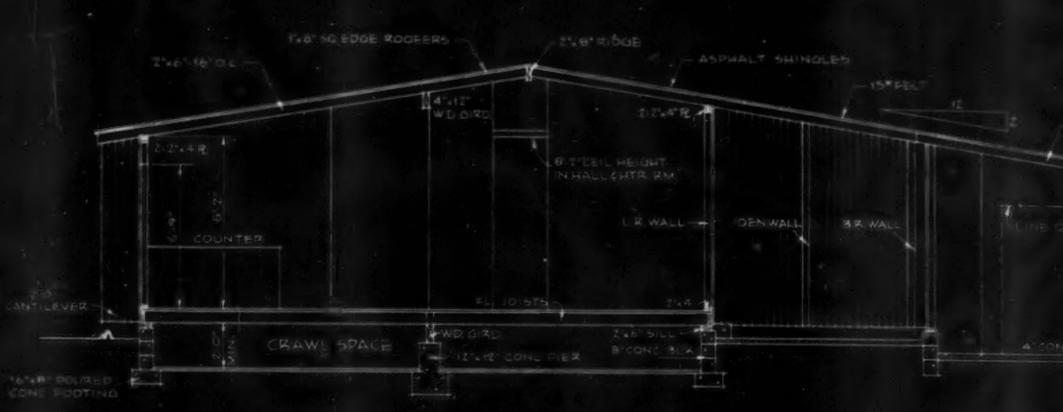
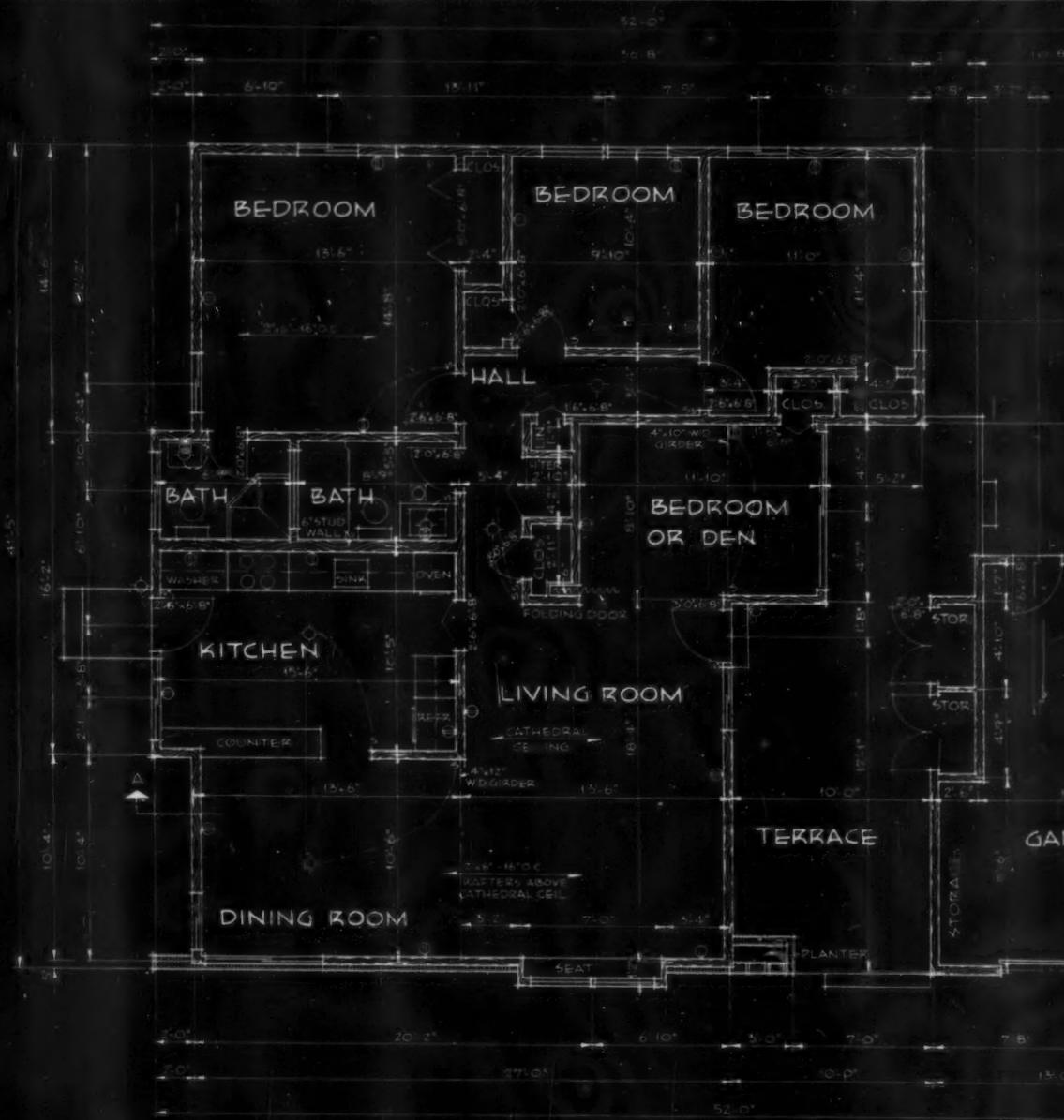


REAR ELEVATION SCALE 1/8" = 1'-0"

AMERICAN BUILDER BLUEPRINT SERIES.

6-57

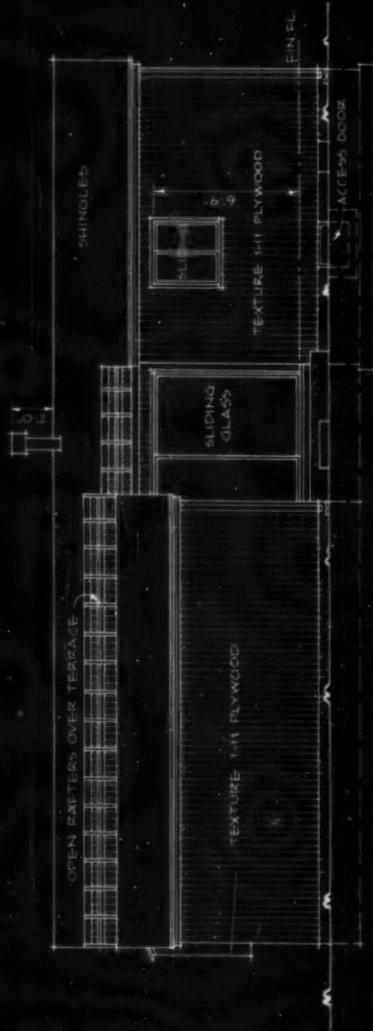
SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.





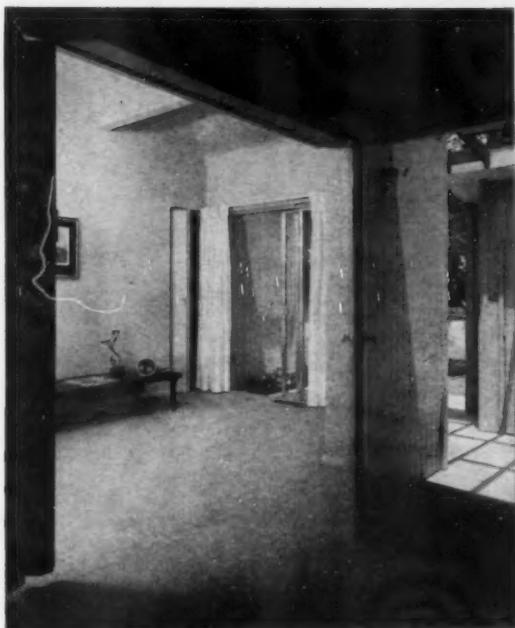


LEFT SIDE ELEVATION SCALE 1/8" = 1'-0"



RIGHT SIDE ELEVATION SCALE 1/8" = 1'-0"

NOTE: ALL FOOTINGS BELOW FROSTLINE TO UNDISTURBED SOIL



**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.

**COMPLETE PRODUCT LIST FOR PLAN NO. 242**

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; Fenestra 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.



**A WALK** through this kitchen was often enough to sew up sale. Impressive points were abundant space, West-

inghouse 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 Blue-print House take-off and list of materials**

**turn to page 228** →

IT'S SEVERAL MONTHS AWAY, BUT PLAN NOW TO . . .



## 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. En-

tries 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,-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:

1. Contest entries must reach American Builder, 30 Church St., New York 7, N. Y. not later than Oct. 21.
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.

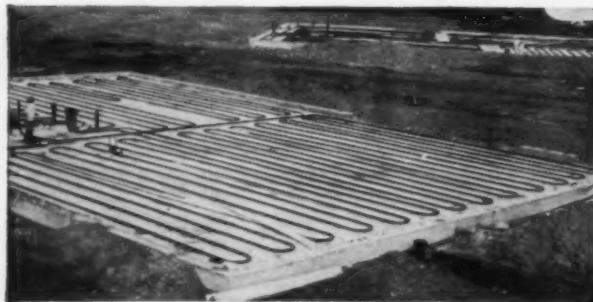
3. Entries may include rough detail drawings of special features; brief descriptions of economical construction techniques; newspaper publicity.

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



Welding joints of steel pipe on the job for Radiant panels.



Complete Radiant panels ready for testing.

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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Committee on

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AMERICAN IRON AND STEEL INSTITUTE

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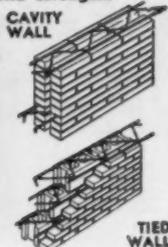
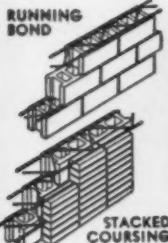
AMERICAN BUILDER

# DUR-O-WAL<sup>®</sup>

## 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.

10-foot lengths . . . 500 lineal feet per bundle



### 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.	266 lb.	276 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.	196 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.	Surface bond area—sq. in. per lin. ft.	Number of mortar locks per lin. ft.
Standard weight Dur-O-wal	0.19	11.18	3
Extra Heavy Dur-O-wal	0.26	14.14	3

Butt Weld **DUR-O-WAL** with RIGID TRUSSED Design  
the Backbone of Steel for EVERY masonry wall

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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, ILL. Dur-O-wal Products of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal, Inc., 165 Utah St., TOLEDO, OHIO

More Than 8,000 Dealers stock Dur-O-wal

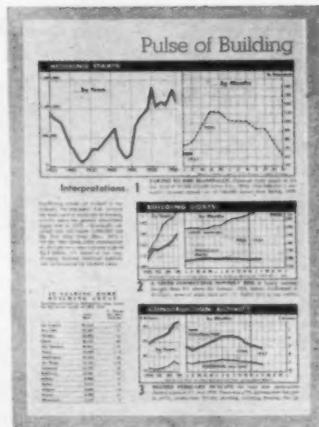
What an X-ray would show where Dur-O-wal

is used in every second course 16" c. to c

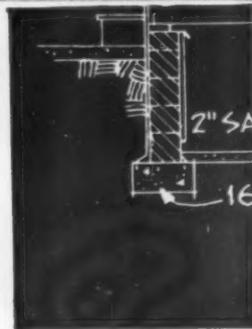


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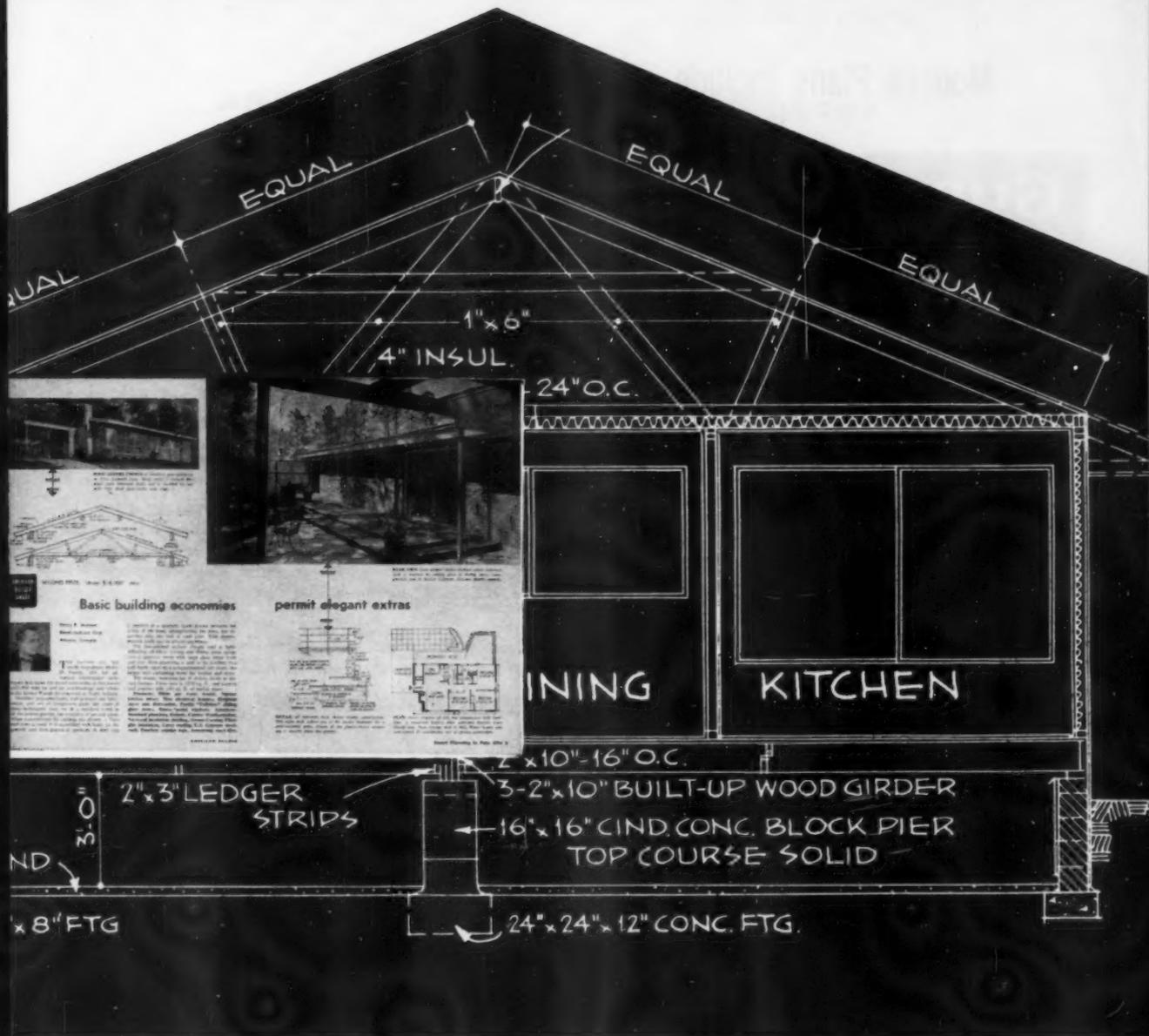
*And now! With every page of the magazine designed and written to give you, the reader, more information faster . . .*



## **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*.

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*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.

**GUIDED PANEL OPERATION**

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.

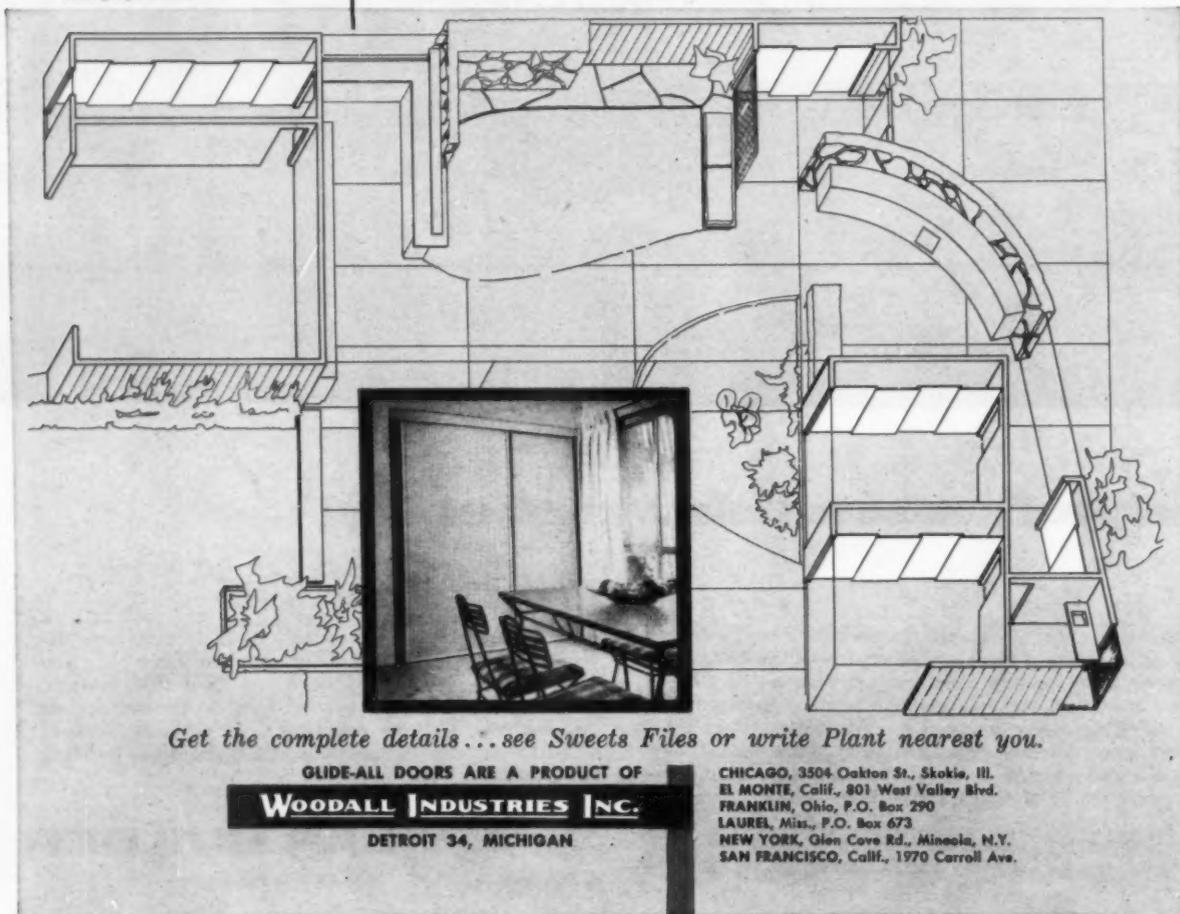
**ECONOMY** The simplicity of GLIDE-

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 ¼"

\*An Example—design by Schurecht, Inc., Morton Grove, Illinois. White areas show 8' high, floor-to-ceiling GLIDE-ALL Sliding Doors.



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

GLIDE-ALL DOORS ARE A PRODUCT OF

**WOODALL INDUSTRIES INC.**

DETROIT 34, MICHIGAN

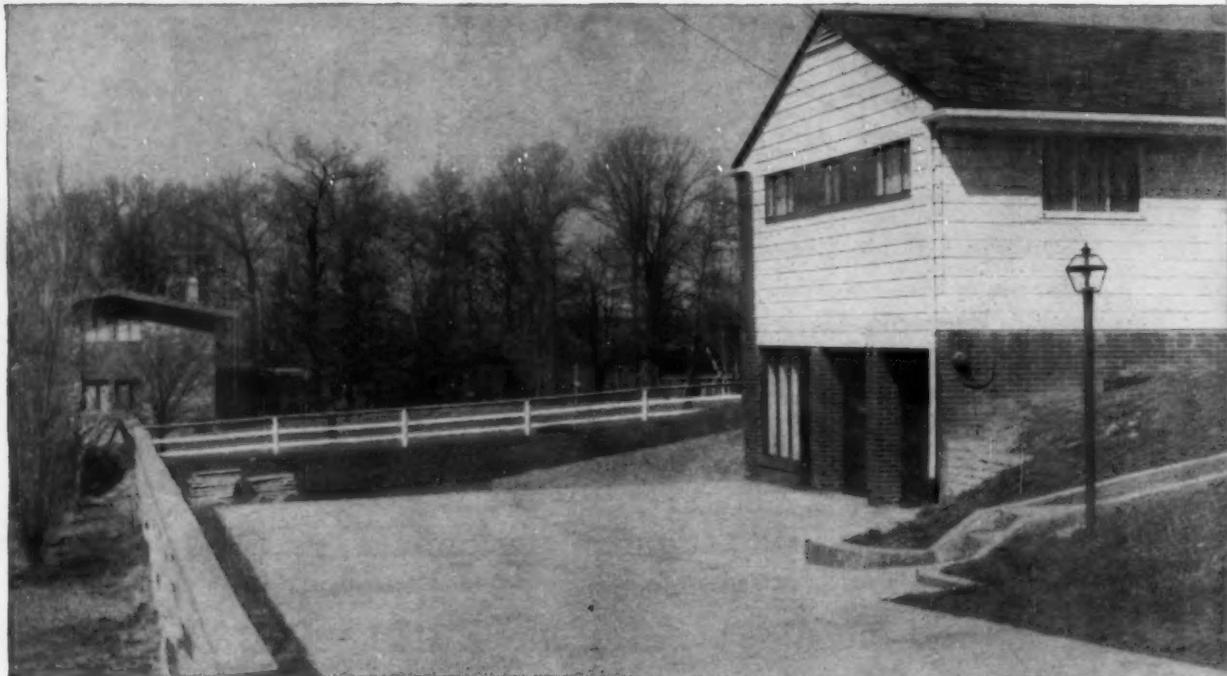
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# The Payoff Departments

<b>Buying Guide</b> .....	129	→
Survey on windows and doors.		
<b>New Products</b> .....	132	→
Builders' supermarket for new product information on plastics, baths, kitchens, tools, etc.		
<b>Merchandising Ideas in Action</b> .....	178	→
Capsule case histories of successful sales promotion.		
<b>Land Planning</b> .....	182	→
This low-cost house has to have low-cost land under it . . . how the right kind of soil can cut building costs.		
<b>How To Do It Better</b> .....	198	→
How to build and use a ceiling board rack; how to make an emergency hack saw.		
<b>Ask The Experts</b> .....	204	→
I built a cattle shed like this . . . Client says it's too weak. Is it?		
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Check this list for meetings you want to attend.		
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State courts share federal jurisdiction in union disputes.		
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How to build-in extra value with redwood.		
<b>The Month Ahead</b> .....	236	→
Things for builders to think about during July.		

FROM AMERICAN STEEL & WIRE

# A WAY TO HELP HOME



**M**OST 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.

## MERCHANDISING HELP

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.



## USS American



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# SALES THIS YEAR!



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

**STATES STEEL**

JUNE 1957

**AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL**  
GENERAL OFFICES: CLEVELAND, OHIO

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American Steel & Wire  
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which will help me to sell homes.*

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121

new concept

in decorative tiles!

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**DISTINGUISHED  
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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 unexpected and 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.*



*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.*

*designer and colorist, and international awards*



*DOROTHY LIEBES: textiles designer and colorist, and the winner of many national and international awards in art and design competitions.*

*Director, trustee, and member of more than a score of art and professional societies and schools, her work has been exhibited in countless museum and gallery shows.*

*integrated design- for unusual movie-*



*SAUL BASS: designer, consultant in planning for industry; also well-known 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.....*

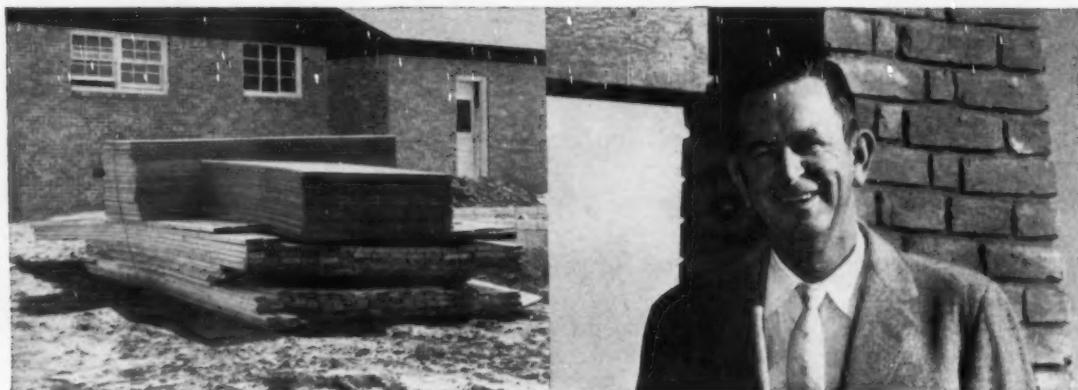


*PAUL LASZLO: industrial designer and interior designer.*

*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."*

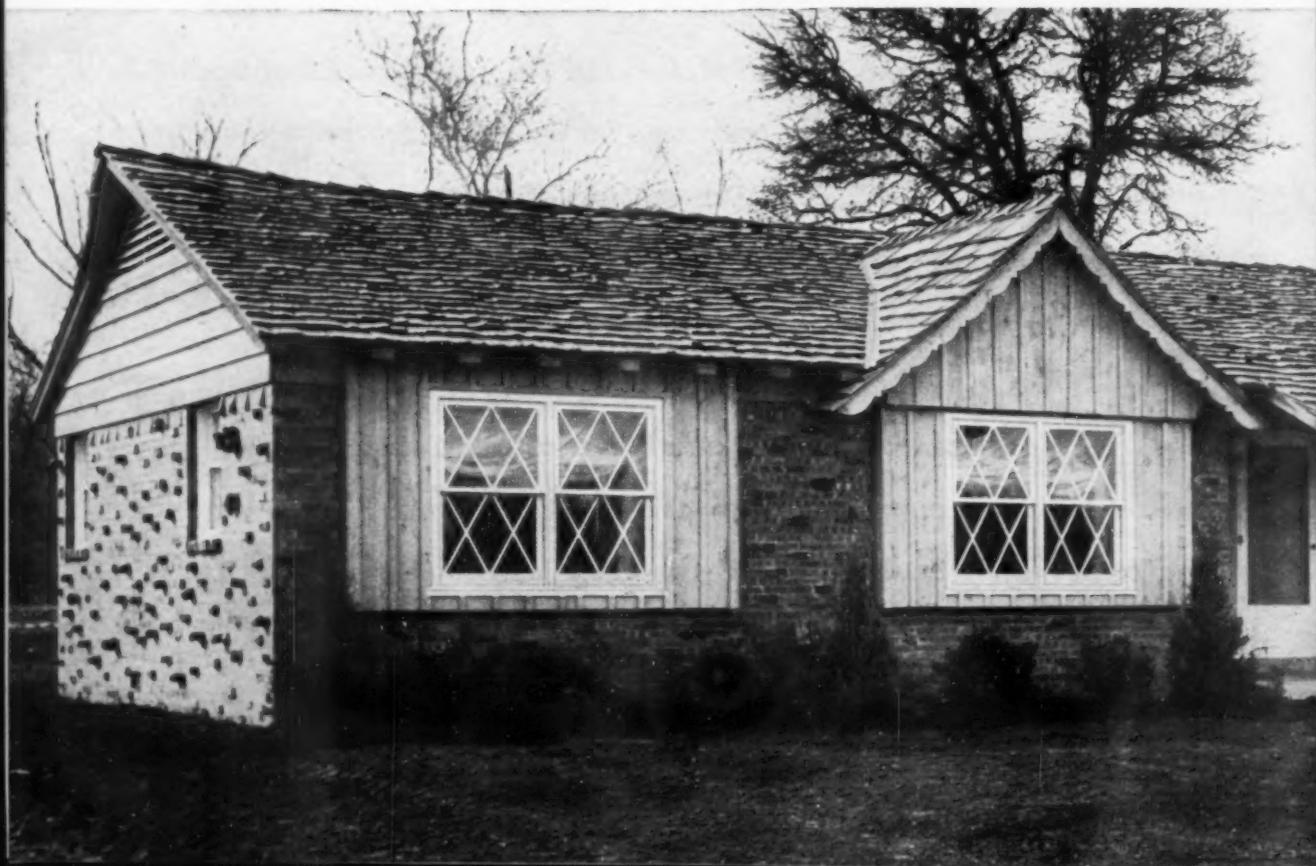
# Trim, clean look helps sell "storybook"



**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.

**Bulder 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.

build better, save labor, with

## **INSULITE**



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

INSULITE, GRAYLITE AND BILDRITE ARE REGISTERED T. M. 'S., U. S. PAT. OFF.



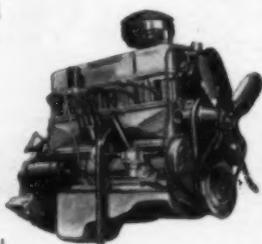


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(America's most popular truck engine)

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- Economical by-pass cooling

*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**

# CHEVROLET TASK-FORCE 57 TRUCKS

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# 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 . . .



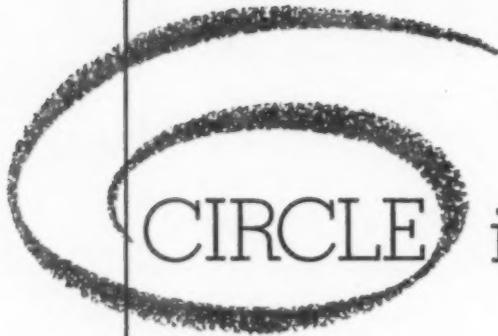
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JUNE, 1957

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3 years (\$7)  New  Renewal

Signature \_\_\_\_\_

*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.

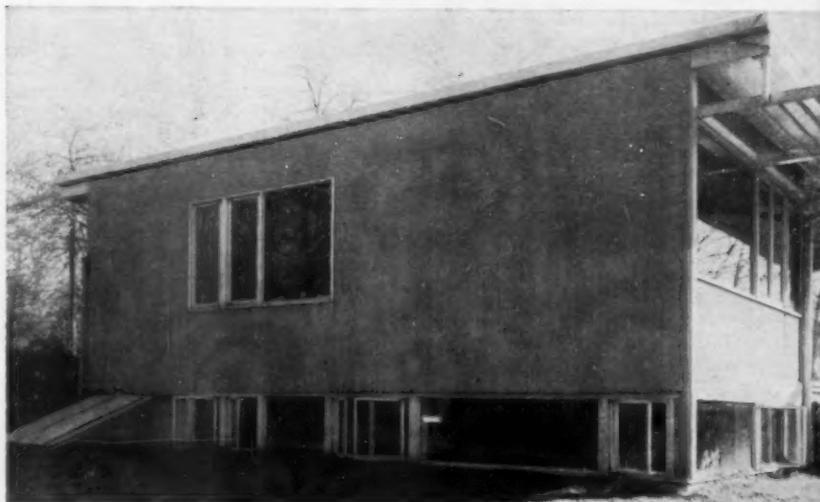
● **Conventional windows**, like the double-hung, casement and even the diamond-panelled styles, are still going over strong, and in some cases have staged a big comeback.

● **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.

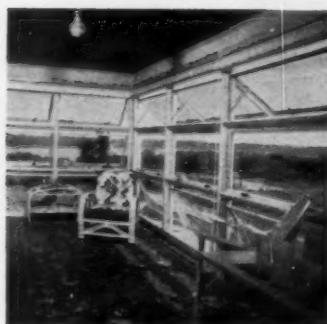


**MORE WINDOWS FOR THE BASEMENT** (as well as the rest of the house) not only improve the exterior, but add extra use to basement rooms. Steel cellar door (No. X01, p. 128) by Bilco. Windows by Hope, (No. X02, p. 128).

## 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).



**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).

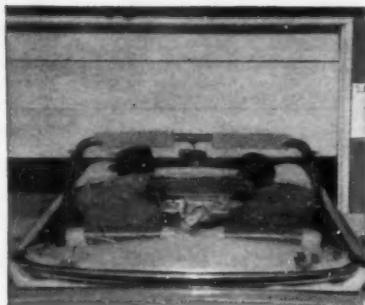


**SHUTTERED OR LOUVERED** style doors have moved from the South to capture house buyers' favor everywhere. Beginning as closet doors (because of ventilation feature), they are now used as bedroom, dividing doors, etc. Decor of Grand Rapids, Dept. AB, 155 Eastern Ave., Grand Rapids, Mich. (No. X07, 128).



**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 PRODUCTS, LITERATURE**



**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. Plugs 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.*

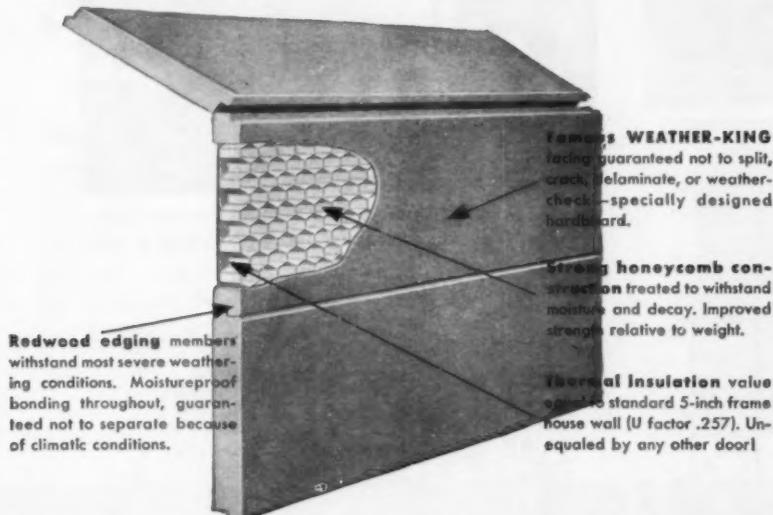


**Barcol Doorman bulletin announces price under \$200**

A four-page illustrated color folder announces the new price of \$198, f. o. b. factory, and new safety features for the Barcol Doorman electronic control for garage doors and lights. Pushbutton transmitter in car controls operator. Features described in folder include automatic lighting, instant reversing, adjustable safety clutch, low-voltage wiring. *Free copies — see bottom of this page for reader service coupon. Barber-Colman Company, Dept. Q376, Rockford, Ill.*



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



**New 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.*

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**

**READER SERVICE COUPON**

FREE TO BUILDERS, ARCHITECTS, ENGINEERS  
 Barber-Colman Company,  
 Dept. Q76, Rockford, Illinois  
 Please send:  
 Brochure on Weather-King Flush Barcol OVERdoors.  
 Bulletin Barcol Doorman garage door control.  
 Details on Drive-in-Home demonstrators.

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 STREET \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_

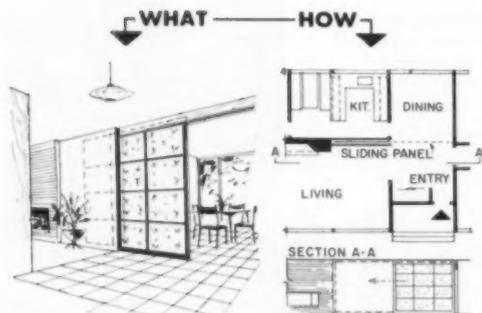
**Eye-catching and practical**

**. . . these plastic panels  
will do an amazing  
variety of dividing jobs**

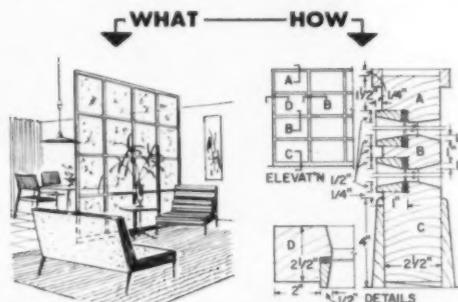
Space dividers . . . shoji walls . . . sliding doors . . . luminous ceiling panels . . . all are top-rated, eye-catching "extras" that are easy to provide with Wasco's lightweight acrylic plastic panels. Leaves, ferns, butterflies, woven straw and other fabrics are cast into the translucent sheets. Shatter-resistant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



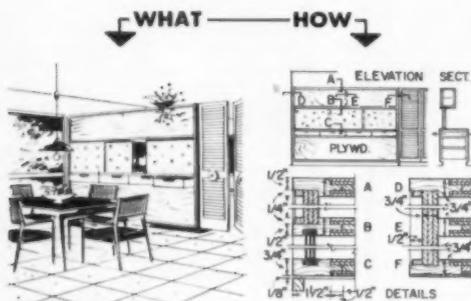
**EASY-TO-FRAME** sheets from Wasco Products, Dept. AB, Bay State Rd., Cambridge, Mass. (No. X10, p. 128).



**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.



**SLIDING DOORS** of Acrylite panels turn this utilitarian built-in cabinet into an eye-catching piece of furniture.

**OTHER NEW PRODUCTS IN THIS ISSUE**

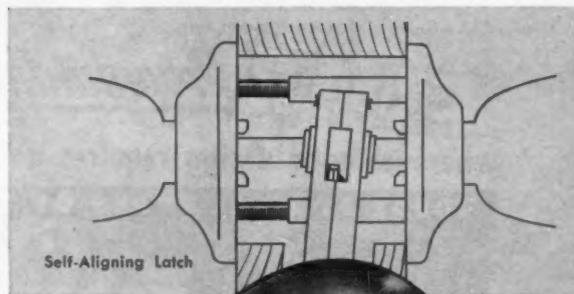
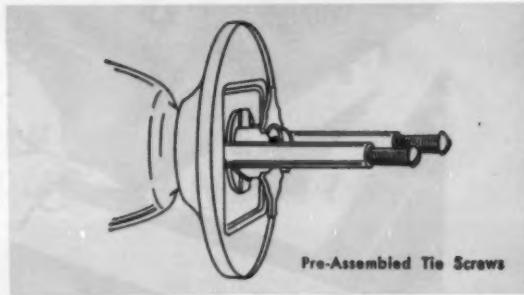
- Baths and plumbing . . . . . p. 158**
- Electrical equipment . . . . . p. 150**
- Kitchens and appliances . . . . . p. 160**
- Plastics . . . . . p. 134**
- Tools and equipment . . . . . p. 152**
- Windows and doors . . . . . p. 129, 138**
- Catalogs . . . . . p. 166**

# DEXLOCK

*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 re-keying.
- ◆ **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.



BY

# DEXTER

NO LOCK INSTALLS FASTER THAN A DEXTER

Write for new Dexlock brochure.  
Counter displays for Dexter dealers.

**DEXTER LOCK DIVISION** Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd. — In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V.

Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.



**PREVENT  
PROTECTION HERE!**

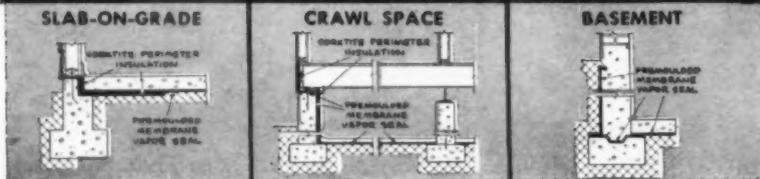
The time to permanently "eliminate" destructive moisture is in the original construction with the use of Sealtight Premoulded Membrane... the industries only TRUE vapor seal. All other methods are merely temporary stop-gaps. Ideal for all types of construction... commercial, industrial and residential. 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 Sealtight 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.

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TRADE MARK

wherever good design requires a TRUE VAPOR SEAL!

**IDEAL FOR ALL TYPES OF CONSTRUCTION**



This illustration shows how the installation of Premoulded Membrane and Corklite completely isolates the slab and superstructure from soil moisture.

The proper installation of Premoulded Membrane and Corklite removes all danger of condensation and oxidation of metal installations in the crawl space area... eliminates the need for ventilation.

The proper installation of Premoulded Membrane to the exterior of the basement walls as well as beneath the floor slab insures a permanently warm and dry basement.

ARCHITECTS, BUILDERS, DEALERS...

WRITE TODAY for complete information that tells you where, why and how to use Sealtight Premoulded Membrane, the only true vapor seal and Corklite, the resilient, impermeable perimeter insulation.

*"Guardian of the Home"*



**W. R. MEADOWS, INC.**

8 KIMBALL ST.

ELGIN, ILLINOIS



**American Builder** New products

**PLASTICS**



**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

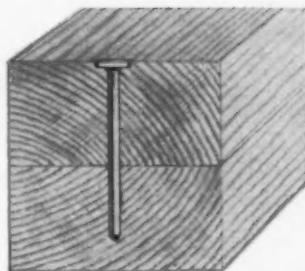
Individual touches of warmth and interest can be created in practical contemporary homes with the aid of Fiberglas panels. Shown above is a dramatic Welcome Gate of translucent white Filon Fiberglas panels accented by unique black iron creating a Shoji effect. Gate opens into enclosed central patio, 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.

# ARKANSAS SOFT PINE is YOUR Best Buy in Lumber



## CHECK THESE PLUS BENEFITS



✓ Arkansas Soft Pine supplies superior nail holding power, will not split, shrink or swell because it is correctly seasoned to specify moisture content.



✓ Arkansas Soft Pine's even texture takes paint evenly and holds it without checking or bleeding through because it is free from pitch.



✓ Arkansas Soft Pine is officially graded according to the Southern Pine Inspection Bureau, your assurance for certified dried lumber.

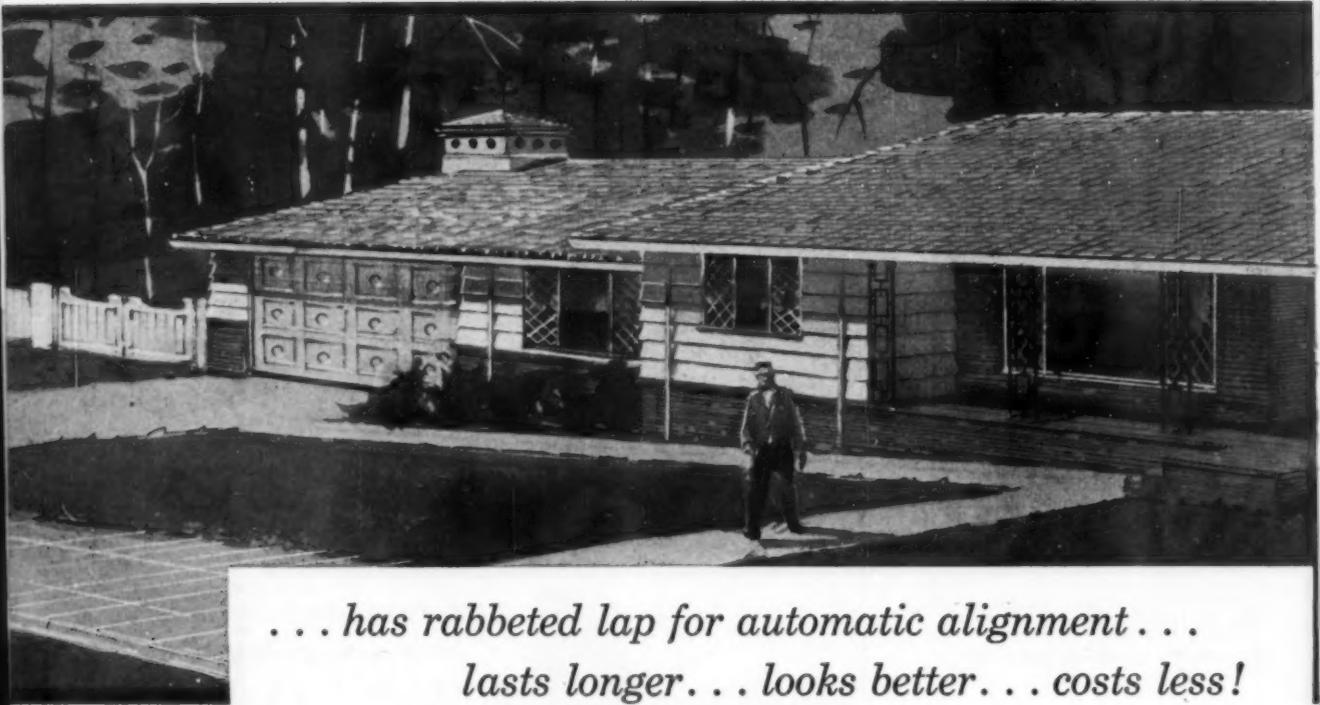


Write today for your free builders' handbook giving you complete information on grades and how to get Arkansas Soft Pine.

**ARKANSAS SOFT PINE BUREAU**  
1150 BOYLE BUILDING • LITTLE ROCK, ARKANSAS

# 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!



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*Available at your lumber dealer*

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Sales offices and warehouse stock in ABERDEEN • ATLANTA • CHICAGO • CINCINNATI • DALLAS • HOUSTON • INDIANAPOLIS • JACKSONVILLE

# BEVELED SIDING!...

*super-resistant to wear, weather and water!*



"The house that we have just completed owned by Torai Neishi and designed by Guy L. Rosebrook, Architect, specified 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."

*James C. Smith*  
FRERICHS & TOMLINSON  
Oakland, California

## HARBORITE®

*the building product of 1001 uses!*

Harborite is also available in standard 4' x 8' panels, and over-size panels

on special order. Overlay on one or both sides. Two grades:

*Special HARBORITE (C grade core) and HARBORITE Super-Grade (Solid wood core).*



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*I want to know all about (check one, two or all):*

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# ARCO PAINTS

## THE 20<sup>th</sup> Century

### WAY TO SELL..

Like National builders everywhere—20th Century Homes, Inc., Battle Creek, Michigan, has discovered in Arco paints an effective modern way to attract prospects.

Sparkling Arco\* Alkyd House Paint Colors rarely streak or fade . . . pay big dividends in closed sales. This amazing quick drying exterior finish has built-in resistance to moisture, mildew and other destructive elements . . . helps older homes keep that fresh, new look for years. Arco Alkyd House Paint is economical too!

And inside, Arco Interior Alkyd Finishes combine beauty with real protection and utility . . . appeal to the most practical-minded home buyers. Alkyd Flat and Semi-Gloss in smart complementary shades lend distinction to any decorating scheme. Arco Alkyd Ripple Texture Wall Finish comes in white or a variety of lovely pastel Optonic\* shades . . . is scuff resistant and highly washable . . . offers ideal one-coat coverage over dry wall or plaster.

Paint your houses to sell the 20th Century Way—with Arco.

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**FREE COLOR  
STYLING KIT**

**THE ARCO COMPANY**

7301 Bessemer Avenue, Cleveland 27, Ohio

GENTLEMEN: Please send me Arco's new color styling kit which offers 111 professionally styled color schemes and 100 switches to guide me in color styling and price development.

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**American  
Builder** New products

#### WINDOWS AND DOORS



#### Exact ventilation control with louver window

Perfect ventilation control and virtually air-tight insulation are two features of the Protex Louvre Window. This polished aluminum framed window in most cases eliminates need for a storm window or other secondary insulation measures. Individually framed horizontal glass panes give the window a louvered look. Available in a full range of sizes. In all combinations for vertical and horizontal picture window. Protex Louvre Window Div., Dept. AB, 4508 So. Western Ave., Chicago, Ill.

Circle No. X15 on reply card, p. 128.



#### "Drive-In" home possible with radio control

Remote control for garage doors and lights makes it possible to drive into the garage without leaving the car. "Barcol Doorman" opens, closes, locks, and lights the garage by push-button control. Among features are: individual frequency control of each unit, instant reversing control of door from car, adjustable safety clutch, in new or existing garages for single or double width doors, operator uses little space. Available at low price of \$198. More information from Barber-Colman Co., Dept. AB, Rockford, Ill.

Circle No. X16 on reply card, p. 128.

**AMERICAN BUILDER**

Another



OUTSTANDING INSTALLATION OF

**SONOACO**  
**SONOAIRDUCT**

**FIBRE DUCT**

PERMANENT HOUSING PROJECT  
FORT BENNING, GA.

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. Free installation manual available upon request.

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exceeds all  
**F.H.A.**

criteria and test re-  
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See our catalog in SWEETS...



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**"Building line squeeze  
a breeze  
for my Berger convertible"**

says A. E. Freed,  
Homestead Construction Co.,  
White Plains, New York



"We constructed this one-family house on a particularly narrow lot and zoning regulations left no margin for error on the side yards. But my new Berger Convertible hit it 'on the button'—just as it has on all our jobs. We use our Berger to stake out the foundation, check the footing level, set up grade lines, check grade levels for septic tank systems and many other jobs. I find the Berger particularly easy to set up. It's a fact that our accuracy in measuring and our savings on labor have long since paid for its cost."

That's because the Berger Convertible is built for builders. The new, ultra-sharp 22 power 10 1/2" erecting internal focusing telescope gives you a crisp, clear image over long sights as well as at distances as close as three feet. Rugged brass and bronze construction—dust protected leveling, clamp and tangent screws—it takes the bumps in the field and stays on the job without time lost for repair.

**Why the new Berger Convertible with  
3-ft. short focus is the best buy... *Compare***

TELESCOPE:	Short focus 3 feet; bronze; erect image; power 22 diameters; diameter of objective 35 mm.
OPTICS:	Coated—brilliant, clear image
FOOT PLATE:	Forged brass; trivet integral
YOKE FRAME:	Cast bronze
HORIZONTAL CIRCLE:	Forged brass, with double vernier reading to five minutes
VERTICAL ARC:	With double vernier reading to five minutes
LEVELING BASE:	Four screws; nickel silver leveling screws with cold and heat-resistant heads
SPINDLE:	Forged steel
SHIFTING PIECE:	Forged brass; to shift instrument without resetting tripod
POSITIVE LOCKING MECHANISM:	Converts instrument from transit to level with ease and speed and stays in adjustment at all positions
PLATE LEVEL:	In addition to telescope vial; for easier, better leveling control
CASE:	Mahogany transit case
TRIPOD:	Straight grained, kiln dried white ash

*Instruction manual for layout and instrument use.*

**Instrument, complete with mahogany transit case, tripod,  
plumb bob, sun shade... \$219\*.**

Write for literature on the Berger Convertible, our 12" Dumpey Level, Service Transit-Level and Duplex Level. And ask about our Engineers' Transits and Levels.

C. L. Berger & Sons, Inc., 47 Williams St., Boston 19, Mass.  
\*F.O.B. Factory.

THE BEST IN SIGHT IS

**BERGER**  
ENGINEERING AND SURVEYING INSTRUMENTS... SINCE 1871

The Carlton Sink illustrated (Catalog No. 2132) is one of more than 50 different sizes and shapes available

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



<p><b>Permanent Sparkle Finish</b></p> <p>An exclusive Carlton Finish Luster that actually improves with use. Here is everlasting beauty that will be a joy forever to the homeowner.</p>	<p><b>No Peeling or Cracking</b></p> <p>Stainless steel is one of the most enduring metals ever developed. Has twice the tensile strength of ordinary steel. First cost is last cost.</p>	<p><b>Right Angled Flanges</b></p> <p>This special feature appeared first on the Carlton Sink Line, adding rigidity to the top flanges. Does not interfere with speedy sink frame installation.</p>
<p><b>So Easy to Install</b></p> <p>Carlton Sink Bowls come in standard sizes and require no custom fitting. Old sinks can be easily replaced. "Hulse" type rims available for all bowls.</p>	<p><b>Matches Any Color Scheme</b></p> <p>Stainless steel reflects colors and harmonizes with any kitchen decor. A stainless steel sink is the perfect companion for the new built-in stainless steel ranges and ovens.</p>	<p><b>Reduces Noise and Clatter</b></p> <p>Carlton's special rubberized undercoating sound-deadening is effectively applied to reduce kitchen clatter. Converts garbage disposer growl into a gentle purr.</p>
<p><b>Will Not Rust or Stain</b></p> <p>Stain 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.</p>	<p><b>No Seams or Crevices</b></p> <p>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.</p>	<p><b>Greater Bowl Capacity</b></p> <p>Carlton's extra bowl depth and perpendicular wall design provides greater water capacity. A Carlton twin sink bowl (32" x 21" size) will hold more than 2 additional gallons.</p>
<p><b>Extra Resilience</b></p> <p>Stainless steel, more resilient than porcelain steel or enameled cast iron, is kind to dishes. Less chance of breakage and dish chipping. Silverware is safer.</p>	<p><b>Properly Packaged for Shipping</b></p> <p>Every Carlton Sink individually packed in sturdy, well padded cartons to insure safe arrival at job site. Each carton is identified with contents for easier stock keeping.</p>	<p><b>Masonite Pressure Strips</b></p> <p>Each Carlton Sink carton contains 4 proper length masonite strips to simplify installation. When used, as suggested, they spread lug bolt pressure and prevent denting sink flanges.</p>

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



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

**CARLTON**  
**STAINLESS STEEL**  
**SINKS**

*The bright spot in any kitchen - costs not a penny more!*

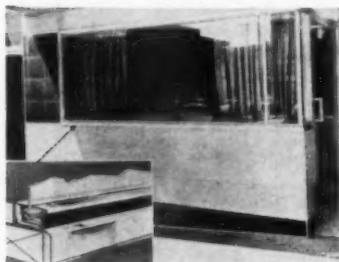
**WINDOWS AND DOORS**



**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 case-mat, awning and sliding type windows. Fiberglass 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.

Circle No. X17 on reply card, p. 128.

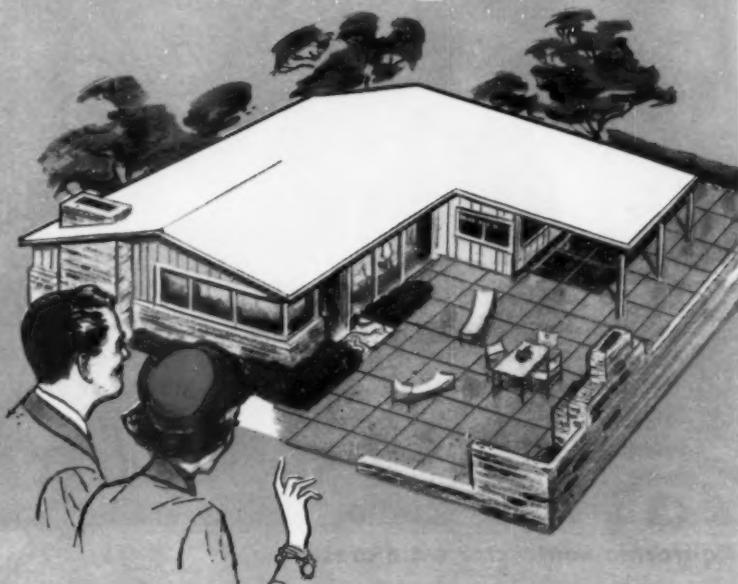


**Window sash with color  
is introduced**

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.

Circle No. X18 on reply card, p. 128.

*Accent!*  
**the simple beauty of  
this sparkling  
White Top Roof**



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.

White Top is the ultimate in roofing—the symbol of the kind of quality prospects want to buy.

**WHITE TOP—THE ORIGINAL MARBLE ROOFING CHIP,  
AND STILL THE FINEST**

For facts and samples of White Top Roofing, simply mail us this coupon

Calcium Products Division, The Georgia Marble Company, Tate, Ga.  
Please send me full information on White Top Marble Roofing.

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Firm Name \_\_\_\_\_  
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Dept. A-10



Another specialized product from the laboratories of  
**CALCIUM PRODUCTS DIVISION**  
THE GEORGIA MARBLE COMPANY, TATE, GEORGIA



California contractor estimates:

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

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

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

is necessary, and sills are set tight! I certainly recommend the Stud Driver to any contractor!"

**YOU CAN SPEED ALL STUD FASTENINGS**—light, medium and heavy-duty—with the Remington Stud Driver. It sets both  $\frac{1}{4}$ " and  $\frac{3}{8}$ " 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**

**DUPONT**

**STUD  
DRIVER**

Industrial Sales Division, Dept. AB-6  
Remington Arms Company, Inc.  
Bridgeport 2, Conn.

Please send me your free booklet which shows how I can speed the job and save with the Stud Driver.

Name \_\_\_\_\_ Position \_\_\_\_\_

Firm \_\_\_\_\_

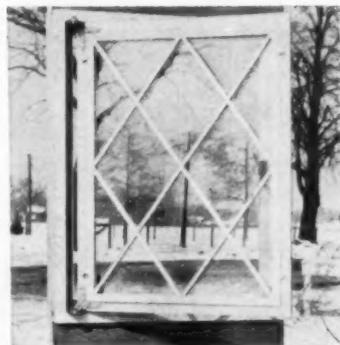
Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**American  
Builder**

**New products**

### WINDOWS AND DOORS



#### Window units completely installed in panels

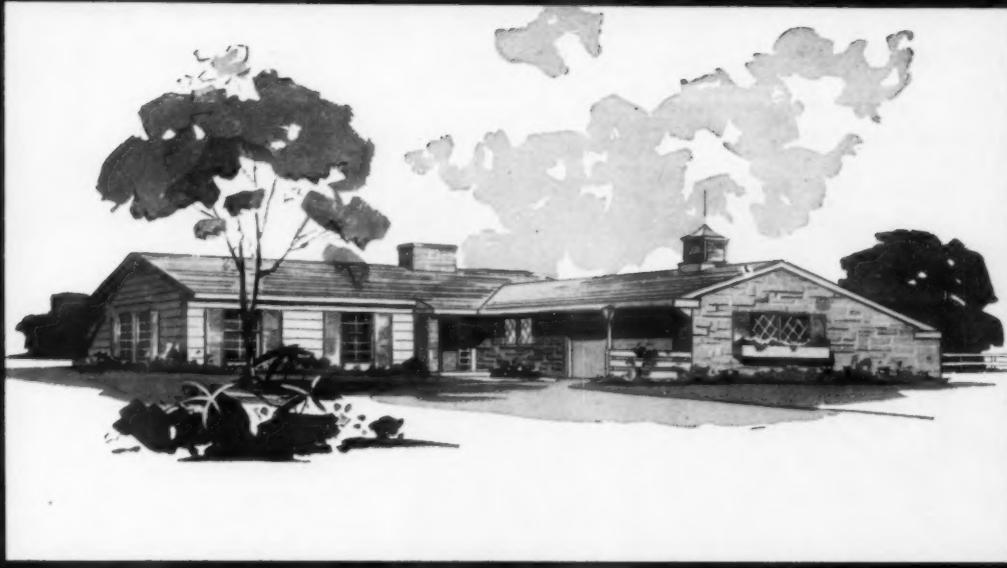
Structurally designed panels with window units completely installed now offered by Fabrow. Component window panels are 7' 11-7/8" high with double 2x6 headers for the continuous perimeter lintel system. Builder has only to supply the top 2x4 plate. Component panels come in 32, 48, 64, 96 or 144" widths with choice of double-hung, awning, casement, large fixed panels, gable lights and other window styles. Casement panel shown above has snap-on grille which mounts outside of sash. Available in diamond lite or horizontal design. Allows glazing with insulating glass. Fabrow Mfg. Co., Dept. AB, 7208 Douglas Rd., Toledo, Ohio.

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.



## The Arlington

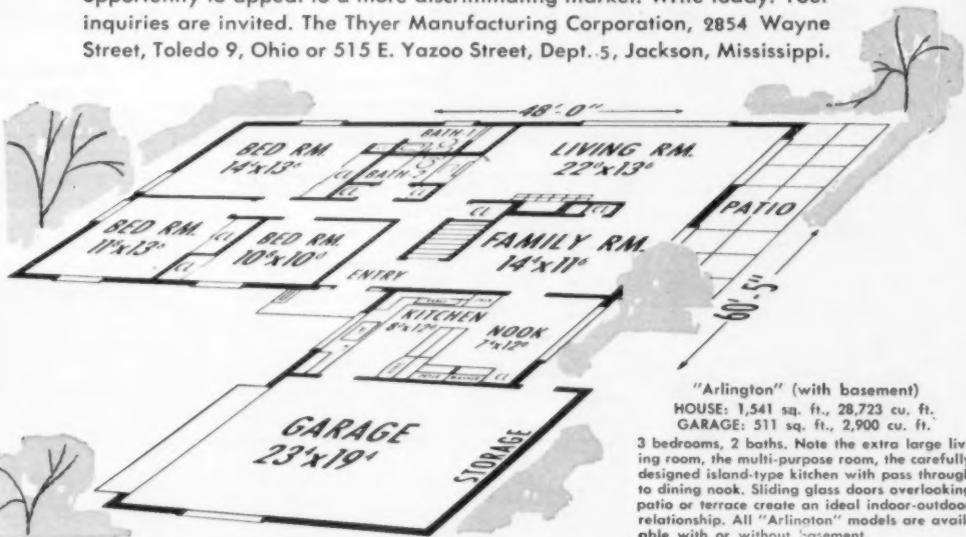
NO. 1 IN THE TRADITIONAL SERIES



...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.

### MINUTIVE DETAILING



"Arlington" (with basement)  
 HOUSE: 1,541 sq. ft., 28,723 cu. ft.  
 GARAGE: 511 sq. ft., 2,900 cu. ft.

3 bedrooms, 2 baths. Note the extra large living room, the multi-purpose room, the carefully designed island-type kitchen with pass through to dining nook. Sliding glass doors overlooking patio or terrace create an ideal indoor-outdoor relationship. All "Arlington" models are available with or without basement.

## Offices leased! Tenants pleased!

18 West Airy Street Corporation chose  
G-P Paneling to keep things that way.



Architects:  
Anderson &  
Casaccio  
Builders:  
Greeby-Riley, Inc.



Modern office in 18 West Airy Street Building, Norristown, Pennsylvania, paneled with G-P Oak.

Georgia-Pacific Hardwood Paneling builds personality, permanency and prestige into office interiors. V-grooved panels in 7 handsome woods are prefinished and ready to install without after-odors of paint or varnish. Most jobs can be completed in one day... important to companies where time is money. Contact your normal source of building supplies.

Georgia-Pacific booklets on request:  
Plywood Wall Paneling Ideas  
Sweet's Catalog reprint





### GEORGIA-PACIFIC CORPORATION

60 East 42nd Street, New York 17, N. Y.  
Dept. AB-657

Gentlemen: Please send booklets describing all the G-P paneling varieties:

Blond Catalpa • Birch • Honeytone Oak • Blond Oak  
Red Gum • Cherry • Walnut • Ripplewood • Striated

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### WINDOWS AND DOORS



#### 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.

Circle No. X21 on reply card, p. 128.



#### 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.

Circle No. X22 on reply card, p. 128.

**darling, you're much  
too nice to be a  
garbage collector**

as featured in *VOGUE*

### 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*.

Ask your plumber about In-Sink-Erator products, available in decorator colors. And look for them in model homes. In-Sink-Erator Mfg. Co., Racine, Wisc.

**In-Sink-Erator®**

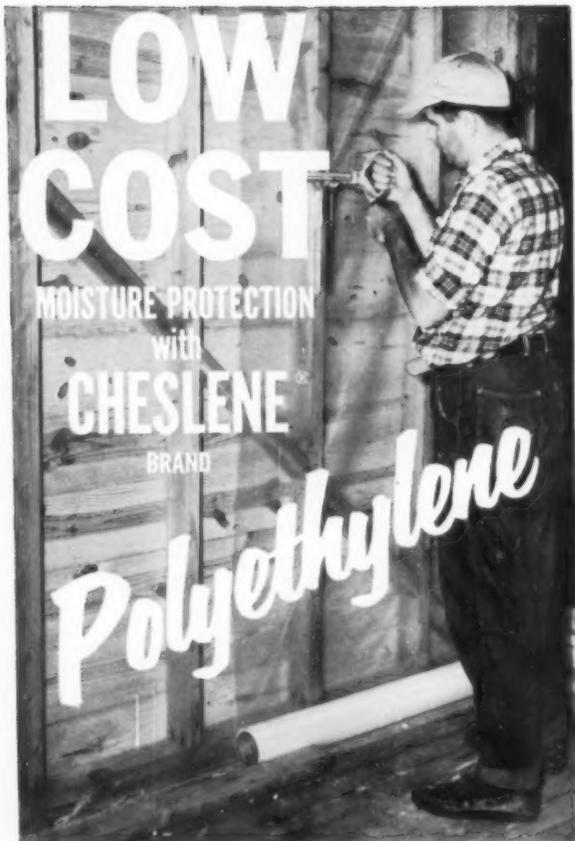
originator and perfecter of the garbage disposer



# LOW COST

MOISTURE PROTECTION  
with  
**CHESLENE**  
BRAND

Polyethylene



Apply in a jiffy! Cuts easily with pen-knife



For quick, uniform curing of cement slabs

▶ **ECONOMICAL . . .** Imagine . . . permanent moisture protection for only 1½¢ per sq. ft. (.004 gauge). Cheslene costs less than any other low priced moisture barrier!

▶ **LIGHTWEIGHT . . .** with built-in toughness to withstand hot and cold weather extremes. Cheslene is soft and pliable . . . can be folded without affecting its production-new efficiency.

▶ **EASY TO HANDLE AND APPLY . . .** with pressure tapes or staples . . . goes up in a jiffy.

▶ **STRONG . . . TOUGH . . . CHEMICALLY INERT.** Cheslene won't tear, run, rot, mildew, dry out or become brittle. Non-flammable too! Cheslene is permanent moisture protection.

## CHESLENE Permanent Moisture Barrier

CHESTER PACKAGING PRODUCTS DIV., 684 Nepperhan Avenue, Yonkers 2, N. Y.  
A Subsidiary of St. Regis Paper Co.

Mail This Today For Booklet & Sample Sheet!

Chester Packaging Products Division AB6/57  
684 Nepperhan Avenue, Yonkers 2, N. Y.

Name.....Title.....

Company.....

Address.....

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

**BUILDING  
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DISTRIBUTORS  
WANTED!**

Ask for  
detailed  
franchise  
information

a MUST...



in every modern HOME!

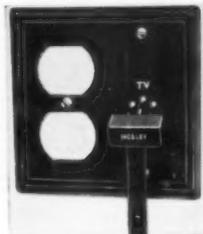
### the MOSLEY Television Lead-in Wall Plate Socket!

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

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

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

Decor styling and low cost assure our sales appeal that will turn a prospect into a buyer!



Type AC-1PK.  
List Price \$1.87

Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In brown or ivory. Other types available.

• Low Cost! • Easily installed to meet electrical codes! • Decor styling to harmonize with existing wall plates! • TV engineered for efficient performance!

MOSLEY TV Wiring accessories are available coast-to-coast. Write for name of your nearest supplier.



32c/8¢  
Mo.

**Mosley Electronics, Inc.**

8222 ST. CHARLES ROCK ROAD, ST. LOUIS 14, MISSOURI

## This is how COMPLETELY a BESSLER DISAPPEARING STAIRWAY disappears!

The ORIGINAL disappearing stairway. Not a ladder or cheap substitute. 7 well-engineered models for every need. As low as \$53 list. Immediate delivery. FREE CATALOG and WALL CHART shows all models and details. Use coupon!

Bessler Disappearing Stairway Co.

1900-A East Market St., Akron 5, Ohio

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

Name ..... Address .....

City ..... Zone ..... State .....

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# 1,000,000 CARTONS Shakertown® of **GLUMAC®** UNITS have been sold!

More home owners, builders, architects and  
dealers prefer the original cedar shake panel  
by **Shakertown** - First Name in Cedar Shakes!

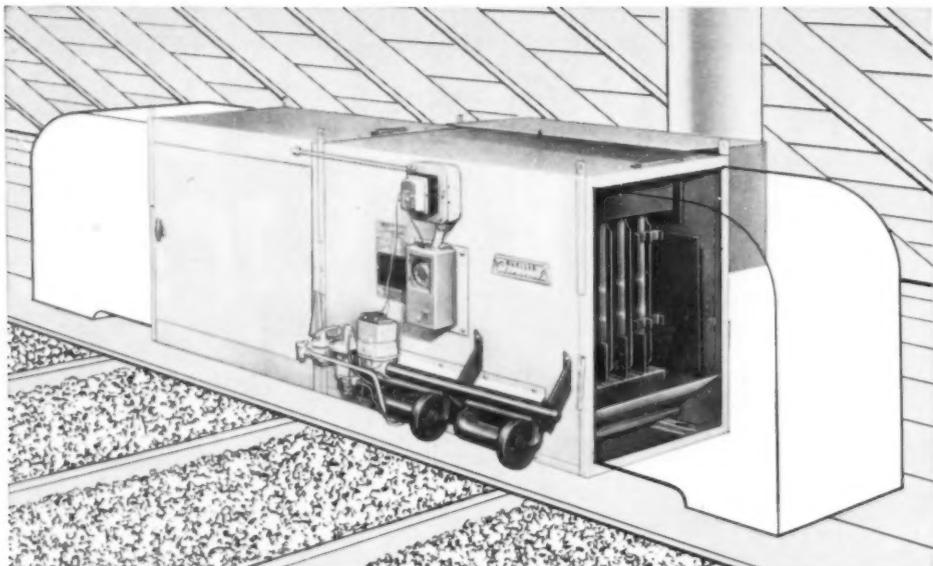


Beautifully prestained at the factory,  
bonded to insulation board in handy, long  
panels, Glumac Units are **QUALITY!** No  
wonder they are the largest selling pre-  
stained cedar sidewall shake in America!

**Shakertown®**

**THE PERMA PRODUCTS COMPANY**  
20310 KINSMAN ROAD • CLEVELAND 22, OHIO

# Now! Build Smaller Attic or Crawl Space Using New Mueller Climatrol Horizontal

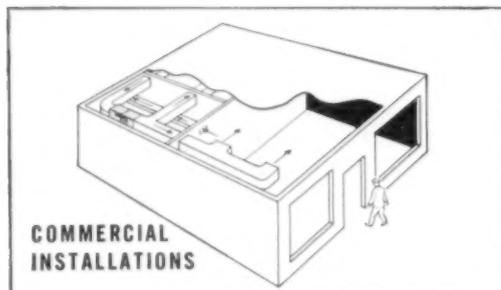
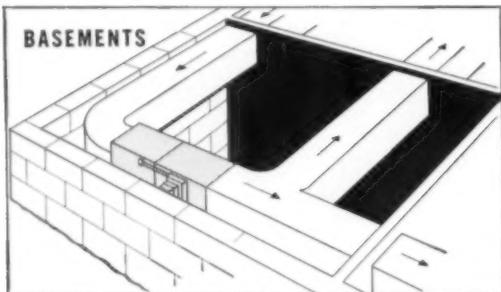


## Offers Low Headroom Plus A New High in Efficiency

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

... CLIMATE CONTROL FOR HEALTHFUL LIVING

# MUELLER CLIMATROL BUILDER BRIEFS . . .



MOISTURE BARRIER IN  
SLAB CONSTRUCTION

**“10 minutes per home  
gives us a permanent  
Olin Polyethylene  
moisture barrier”**



Mr. David Chestnut (left) and  
Mr. Leonard Schneider (right)  
Developers of Belterre Homes  
Huntington, L. I.



TEMPORARY  
COVER



WIND-BREAK

Accepted by VA and FNA  
Look us up in Sweet's Catalog (1957  
Edition).  
• Industrial Construction File 5/OL  
• Architectural File 9/OL  
• Light Construction File 3a/OL  
Also under . . . AIA File No. 24-D (NN)

“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, alkalis, 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.

**Olin**  
**POLYETHYLENE**  
OLIN MATHIESON CHEMICAL CORPORATION

- FILM DIVISION
- OLIN MATHIESON
- CHEMICAL CORPORATION
- 655 MADISON AVENUE
- NEW YORK 21, NEW YORK

Please send me free booklet and the name of my nearest supplier of Olin Polyethylene.

name \_\_\_\_\_ title \_\_\_\_\_  
company \_\_\_\_\_  
address \_\_\_\_\_





James Vallera



Urban Vallera

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 \_\_\_\_\_

Firm Name \_\_\_\_\_

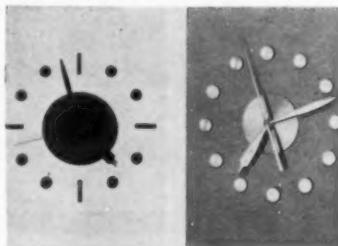
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**American  
Builder**

**New products**

### ELECTRICAL



#### Recessed wall clocks are strikingly different

Recessed electric wall clocks, introduced by Swanson Mfg. Co., are available in five modern designs with a face either 9 or 11" in diameter. Each design is available with a finish of copper, brass, aluminum or antique black. Distinctive designs are created by using different combination of metal bars and discs in place of customary clock numerals. Swanson Mfg. Co., Dept. AB, 607 S. Washington St., Owosso, Mich.

Circle No. X23 on reply card, p. 128.



#### Stairway now operates on smooth electricity

Push button, smooth, silent operation are features of an advanced design automatic electric stairway. Has 8" treads covered with rubber as an added safety element. Simple steel cables and dual pulley engineering principle assure precision opening and closing. Power unit consists of 1/8 hp., 115-volt cycle, single phase electric gear motor. Push button switch fits any standard wall receptacle. More information from Precision Parts Corp., Dept. AB, 400 N. First St., Nashville 7, Tenn.

Circle No. X24 on reply card, p. 128.

# 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.

### Coleman POLAR-PAK

All-new waterless self-contained system.



the ONLY unit of its kind that ventilates as well as cools! Installs anywhere indoors—or outdoors!

### Choice of Remote Systems



New economy AIR COOLED condenser. No plumbing.



Exclusive "AIR-MIST"

finest condenser money can buy! Proved the most cooling power at LOWEST operating cost.

**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

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 \_\_\_\_\_  
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Only **LUFKIN**  
CHROME CLAD LEADER  
**Steel Tapes**

OFFER  
ALL THESE  
ADVANTAGES

- LONG WEARING  
CHROME CLAD LINE
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COVERED STEEL CASE
- EASY-TO-READ  
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**'ONE MAN' MEASUREMENTS**  
Unassisted measurements are easy with folding hook ring. Sturdy steel hook with two anchor prongs secures grip under tension — releases when tension stops. Folds flat.

**REPLACEABLE LINE**  
Unique tang fits through slots to secure line. New line is easily installed without tools.

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FROM YOUR HARDWARE, LUMBER OR TOOL DEALER

THE LUFKIN RULE CO., Saginaw, Mich. • New York City • Barrie Ontario

409



Here's a moderately priced steel tape you can be proud to own! Lufkin "Leader" Steel Tapes are built stronger to last longer. Multiple platings add strength, resist corrosion and rust. In 25, 50, 66, 75 and 100 foot lengths, with or without hook ring.

BETTER MEASURE WITH **LUFKIN**

## SYNTRON

### GASOLINE HAMMERS

#### PAVING BREAKERS-ROCK DRILLS

100% self-contained, free from cables and batteries or compressors and hoses. Portable and compact—one man operation. Ideal as an auxiliary tool for busting concrete, cutting, digging and many other construction or maintenance jobs. Rock Drills available for high speed drilling. Blows holes clean to 13 ft. depth. Automatic bit rotation.

*Builders of Quality Equipment for more than a Quarter-Century*

#### MASS CONCRETE VIBRATORS



#### VIBRATORY FLOATS



#### FORM VIBRATORS



Complete Tool Catalog available upon request.

## SYNTRON COMPANY

618 Lexington Avenue

Homer City,

Penna.

## American Builder New products

### TOOLS & EQUIPMENT



#### 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.

Circle No. X25 on reply card, p. 128.



#### 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.

Circle No. X26 on reply card, p. 128.

## GIVE YOUR HOMES A SELLING PLUS WITH SIMPSON RUSTICWOOD!

● 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.

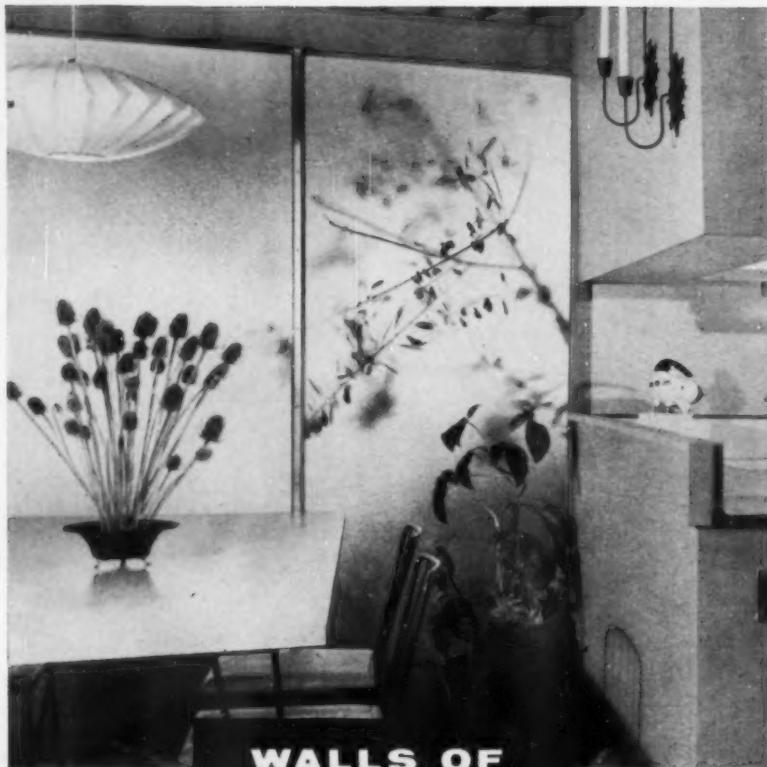
Rusticwood is the kind of an extra value that prospects are looking for—so make your home sales easier by using beautiful Rusticwood redwood plywood, made by Simpson, the largest producer of redwood in the world. Write now for your FREE Rusticwood sample together with Simpson's new 36-page booklet "Manual on Finishing Plywood." Simpson Logging Company, Sales Office, Plywood and Doors (Room No. 801), 2301 N. Columbia Blvd., Portland 17, Oregon.



**Simpson**  
**M&M**

You can also rely on Simpson for Acoustical, Insulating Board and Hardboard Products, plus a complete line of specialty plywood and doors.

# PLYWOOD & DOOR PRODUCTS



**WALLS OF**  
**Sunshine**  
**Brighten 1957**  
**Prize Design**

Architect: Pierre Koenig  
 Photo by: Julius Shulman

**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.

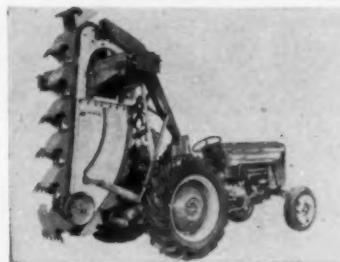
Write today for free literature.  
 Address Department 34.



**MISSISSIPPI**  
**GLASS COMPANY**  
 88 Angelica St. • St. Louis 7, Missouri  
 NEW YORK • CHICAGO • FULLERTON, CALIFORNIA

**American Builder** **New products**

**TOOLS & EQUIPMENT**



**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.

Sensational new

# FRY 3-D Shado-Bilt

looks 3 times thicker!



New FRY 3-D has natural slate dark colored top strip, with tabs in your choice of 13 gorgeous colors. When brightly colored tabs overlay dark slate strip, the black showing through the tab cutouts makes the shingles look 3 times thicker. Roof has wonderful massive appearance!



## 290-LB. ASPHALT SHINGLE ROOFING FULL-VALUE BONDED For 20 Years!

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 shingle 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!

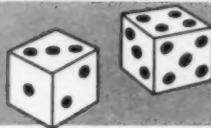


## LLOYD A. FRY ROOFING COMPANY

World's largest manufacturer of asphalt roofing and allied products—  
19 roofing plants strategically located coast to coast

GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois

*It's a natural*



## New Gold Bond Chroma-Shake Siding offers natural beauty, texture, color



**"Exciting new design and colors of Gold Bond Chroma-Shake Siding have helped me gain new customers,"**

**says: MELVIN D. MULLENAX, Kansas City, Mo.**

"A fresh new concept in siding!" That's what Mr. Mullenax says about Gold Bond's new Chroma-Shake Siding—and builders can profit from this success story because Mr. Mullenax was one of the persons to give Chroma-Shake its first consumer "test run" in one of the country's toughest competitive markets.

"Chroma-Shake's natural new design, colors and rugged texture give the appearance of the most expensive siding at a cost well within the reach of the average income," continues Mr. Mullenax, owner of the T & M Roofing Co. "Its natural texture is strikingly different from any other asbestos-cement

siding and actually conceals end joints."

Even the names of the natural new Chroma-Shake colors will help you sell your homes: Emberglo Red, Birchbark White, Pinesmoke Gray, Sprucewood Green, plus a daring new idea in color ... Charcoal. All of these natural colors adapt handsomely to the new "deep shadow line" trend by using Gold Bond Shingle Backer.

For more information on what Chroma-Shake Siding can mean to your own selling story, see your Gold Bond® representative or write Dept. AB-67, National Gypsum Co., Buffalo 2, New York.



**New! CHROMA-SHAKE SIDING**

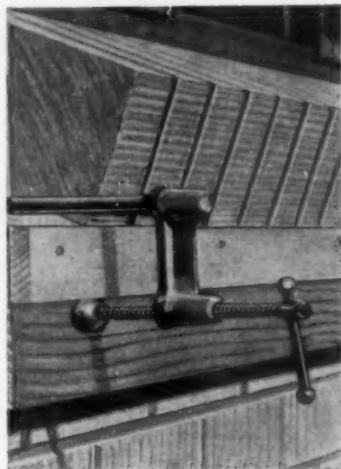
NATIONAL GYPSUM COMPANY

**Gold Bond**  
BUILDING PRODUCTS

**American  
Builder**

**New products**

### TOOLS & EQUIPMENT



#### **Solve old problem with bricklayer "assistant"**

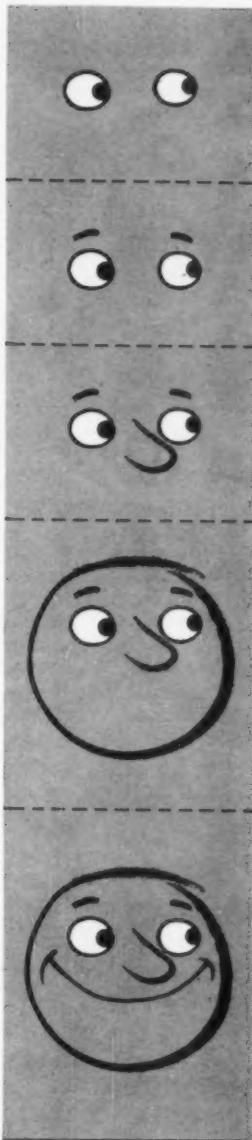
Newest addition to the line of forming materials and equipment from Gates & Sons, Inc. is the Cody Brick sill form clamp. Speed, accuracy, and simplicity in the laying of brick are three of its outstanding features. Easy to use and uncomplicated in design, the clamp eliminates struggling with brick window 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!

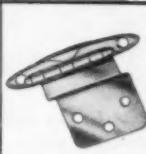
...then take a look at

### 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.



No. 431 & 043 — Tulip Knob & Back Plate. All standard finishes.



No. 555 — New, semi-concealed hinge, with the luxury look, that is much easier to install.



No. A-30 — Permanent Magnet Catch with balanced power. Up to 17 pounds pull.



No. 42 — Exclusive flexible door stop. Rugged, practical won't kink.

PATENT NO. 2,767,421



**AJAX**  
HARDWARE OF PRESTIGE

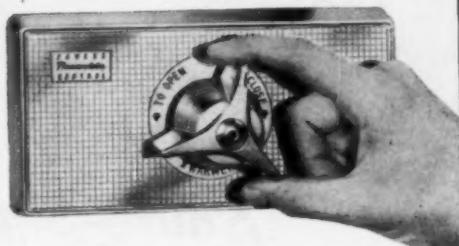
Ajax Hardware Sales Co.  
4355 Valley Blvd.  
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HYDROGUARD  
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#### FOR BUILDERS WHO SELL FROM A PROTOTYPE MODEL

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.

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,  
Stokie 19, Illinois Dept. 657

**POWERS**

SPECIALISTS IN THERMOSTATIC CONTROL SINCE 1891



## **Shure-Set<sup>®</sup>** 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.

 <p style="font-size: small; margin: 0;">HAMMER-IN FASTENING TOOLS PATENTS PENDING BY THE MAKERS OF <b>Ramset<sup>®</sup></b> PRODUCTS</p>	<p><b>Ramset Fastening System</b></p> <p style="font-size: x-small; margin: 0;">WINCHESTER-WESTERN DIVISION OLIN MATHIESON CHEMICAL CORPORATION</p>
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12113-F BEREA ROAD

CLEVELAND 11, OHIO

### BATHS & PLUMBING



#### 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 66 $\frac{3}{4}$ " high, 20 $\frac{3}{4}$ " 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.



*Praised for Beauty*

IN ALL  
MODERN  
FUNCTIONS  
AND  
POPULAR  
FINISHES

*Preferred for Value*

**NATIONAL LOCKset** . . . 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 LOCKset as America's Outstanding Lockset Value. And why not? NATIONAL LOCKset 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.

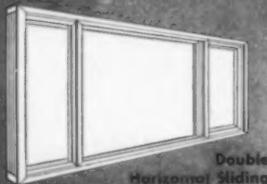
# COLD

Complete weatherstripping and double sash blocks cold, saves fuel costs.

## Yet Opens

**Instantly - Easily** All Sash are cleaned from the inside. No Maintenance. Nothing to Store.

**HELPS SELL HOUSES** AVAILABLE IN MANY SIZES OF DOUBLE, DOUBLE HUNG - DOUBLE HORIZONTAL SLIDING - MATCHING PICTURE WINDOWS



Double Horizontal Sliding

*Fleetlite*  
AMERICA'S Finest WINDOW

FLEET OF AMERICA, INC., 2009 Walden Ave., Buffalo 25, N. Y.

Gentlemen: Please rush literature on:

- Double Hung and Sliding Windows
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- Jalousie Windows and Doors

Name .....

Address .....

City .....

### 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" (6800 rpm) only

7" (5000 rpm) **\$7950**

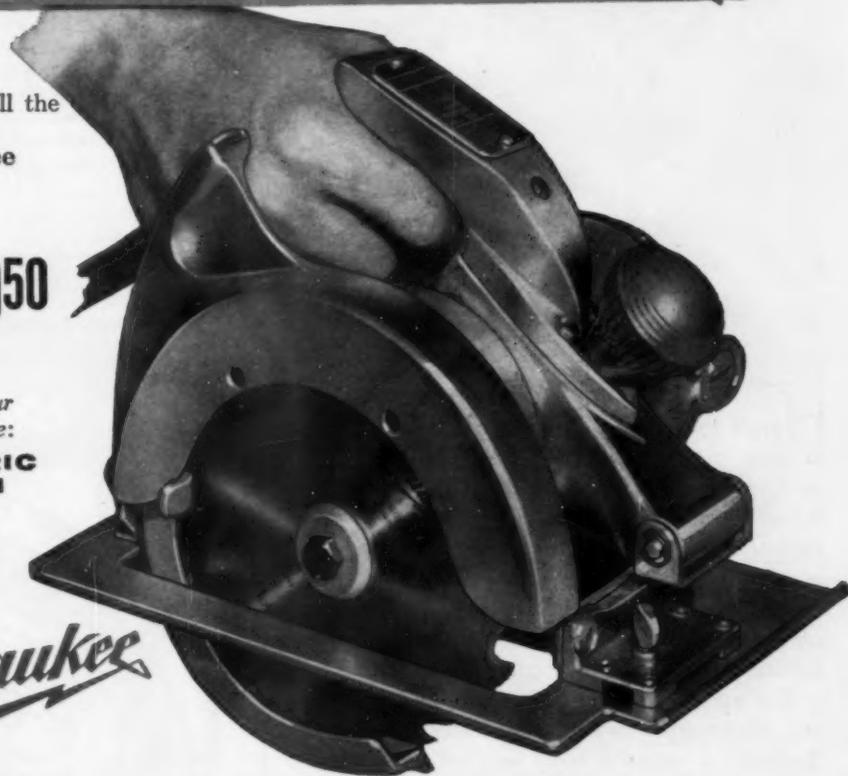
8¾" (5000 rpm) **\$8950**

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



*Milwaukee*



**LOOK! SUPPORTS A 200 LB. MAN!**

Don't try this with an ordinary saw! Handle, mountings and adjustments, rugged enough to stand this abuse. Shoe is steel . . . won't score, won't spring or bend.

**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 specially 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!



**Look-**

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

**a Broan No. 600**

**Ventilating Fan  
for wall or  
ceiling mounting**

**only  
\$19.25  
List**

**and fully  
guaranteed**

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

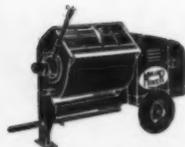
This means that for little more than pennies you can upgrade every bathroom or inside powder room — make it fully modern. In contract bidding you provide yourself with a big price advantage — yet offer a fully guaranteed, whisper-quiet fan.

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

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

Specialists in quality ventilating equipment for 25 years. near Milwaukee

**MULLER MACHINES**  
*cut*  
**Contractors' Costs**



**PLASTER AND MORTAR MIXERS** — 5 sizes 2 to 10 Cu. Ft. Electric or Gasoline. Power throw-out on smaller models, disc clutch on larger.



**MULLER MIXER**



**CONCRETE MIXERS TILTING TYPE** — 3, 3½ and 6 Cu. Ft. Electric or Gasoline. Timken Bearings.

**NEW 3½ CU. 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.

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.



**4 BLADED POWER TROWELS** — 24", 29", 34", 44" dia. B & S Air-Cooled Engines. Clutch and speed controls on handle.

Ask for prices and name of local dealer.

**MULLER MACHINERY COMPANY, INC.**  
Meluchen 4, N. J. Cable Address: MULMIX

Long on Quality . . . Short on Price!

**L-O-N-G**  
**Evans WHITE-TAPES**

25 - 50 - 75 - 100 FOOT LENGTHS



50 Ft.  
ONLY  
**\$4.98**



**Built-In  
HANDY  
HOOK-RING  
COMBINATION**

For easy one-man measuring. Comes with every Evans Long White-Tape as a standard feature . . . you pay not a penny more!

**A FINE-QUALITY PRECISION  
MEASURING TOOL**

- Snow-white Bonderized steel blade
- Sharp jet-black precision markings — for clear, easy reading
- Heavy leather-grained cover . . . of moisture, scuff and stain-resistant DuPont Vinyl
- Stainless steel edge band
- Double roller mouthpiece, recessed crank, winding reel . . . all heavily chrome plated for rust resistance, handsome appearance
- FREE plastic utility case
- Unconditionally guaranteed

At Your Hardware Dealer — Now

**Evans** RULE CO. Elizabeth, N.J., Montreal, Que.

Milcor Casing Bead is available in a variety of styles — in solid- and expansion-wing types. Shown is Milcor No. 4 Expansion Casing Bead.



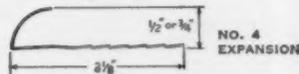
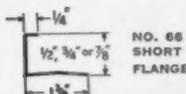
When they're  
open for inspection...  
will your homes be  
**SELLING YOU?**

**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. R, 4025 West Burnham Street • Milwaukee 1, Wisconsin

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NEW YORK • ST. LOUIS • ATLANTA • BALTIMORE • BUFFALO • CHICAGO • CINCINNATI  
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ML-4A

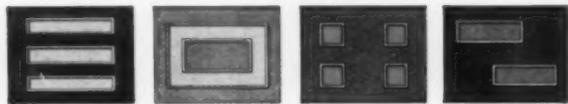




...and  
installation's  
a cinch, too!

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.

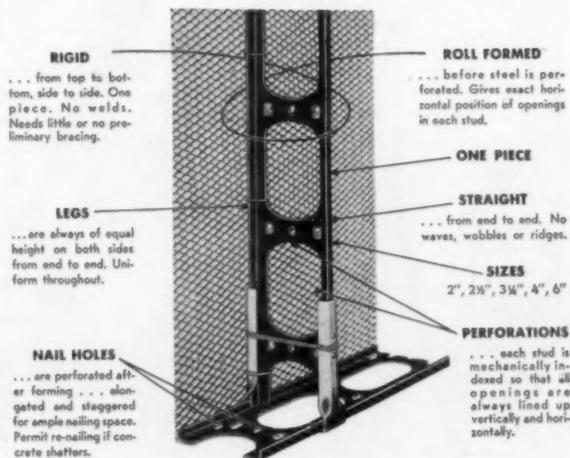
Best of all, Berry Doors cost no more than ordinary doors. See your building supply distributor or write direct. Ask, too, about the new Berry automatic garage door operator. It's efficient, trouble-free—low-priced. *Steel Door Corporation, 2400 E. Lincoln Road, Birmingham, Michigan*—the world's largest 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

# ONE OF AMERICA'S 2 BEST STEEL STUDS



For the latest charts and specifications,  
send for your Bostwick Chan-L-Form Catalog today!

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

**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**

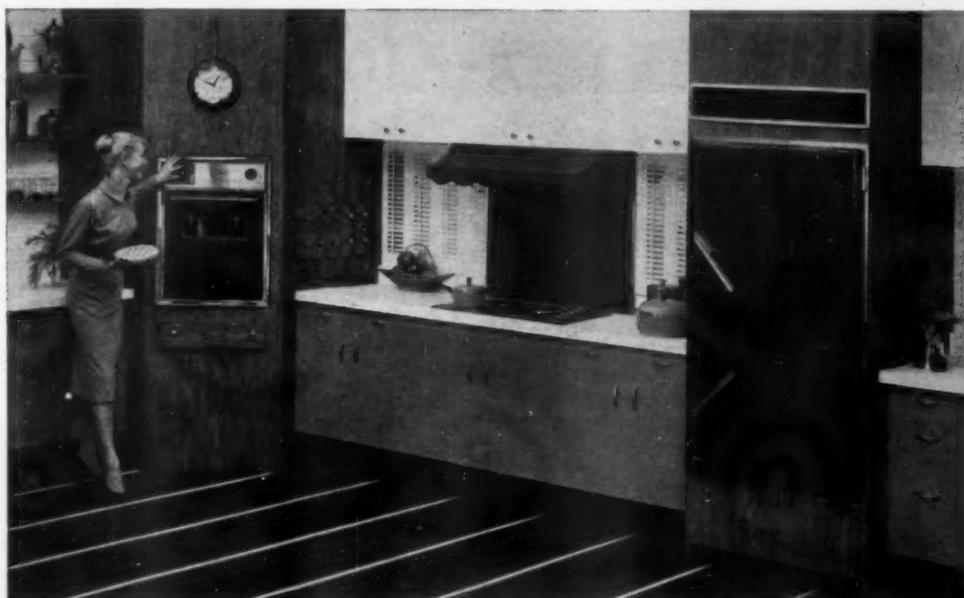
You'll make a special hit with housewives with PREWAY . . . and it's easy to see why. It's good to know, too, that your side of the coin is just as bright. There's a PREWAY Bilt-In oven and counter range to match your thinking — whether you want to go heavy on deluxe features, or keep your belt pulled 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., 8657 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 made.

### 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.

**CALDWELL**  
SASH BALANCES  
ROCHESTER, N. Y. • JACKSON, MISS.

## 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.

Circle No. X35 on reply card, p. 128.

**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.

Circle No. X36 on reply card, p. 128.

**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.

Circle No. X37 on reply card, p. 128.

**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.

Circle No. X38 on reply card, p. 128

# YEARS AHEAD



## IN DESIGN MIDLAND PORTABLE PUMPS

Midland portable self-priming centrifugal pumps are the newest, most modern pumps on the market. Twenty six years experience in pump designing and manufacturing has produced a lightweight, rugged pump capable of handling muddy, debris filled water.

Simplicity of design, with no troublesome check-valve, assures years of dependable operation.

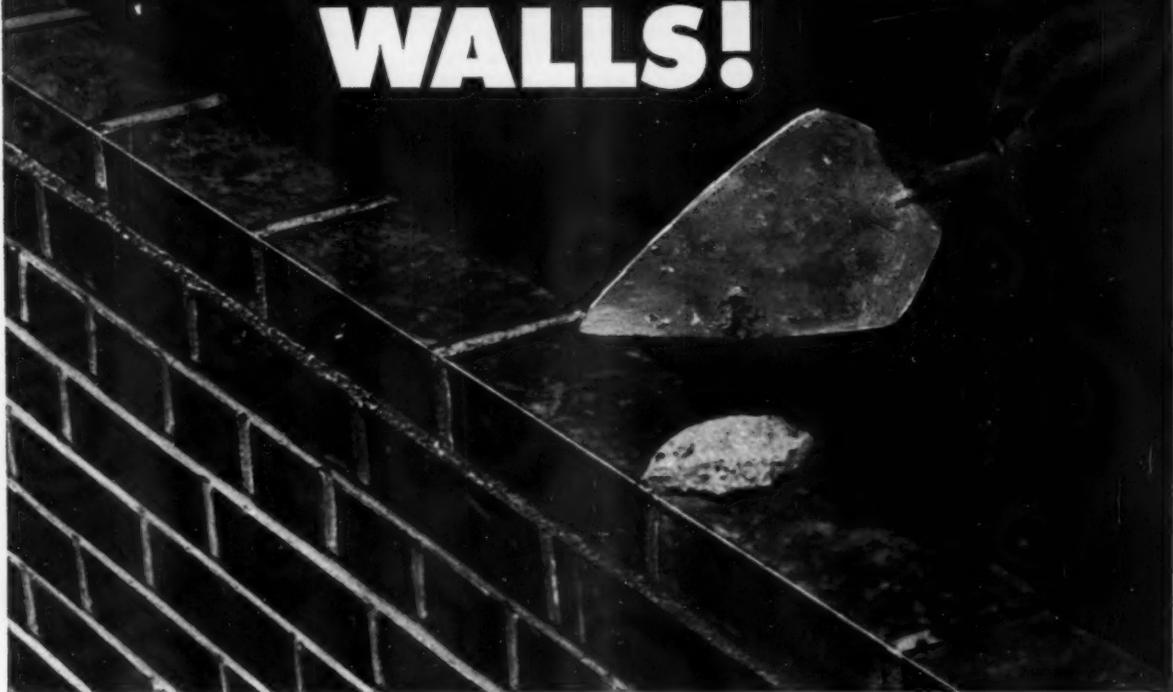
Midland portable pumps are of aluminum construction, including the engine. The 1½" pump weighs only 47 pounds, and the 2", only 50 pounds, with capacities of 5,000 and 7,000 gallons per hour.

**DISTRIBUTORS**—Desirable territories available in some areas. For more detailed information, write today.

**MIDLAND  
PRODUCTS CO.**

MIDLAND PARK, NEW JERSEY, U.S.A.

# THIS KIND OF WORKMANSHIP OFTEN CAUSES LEAKY BRICK WALLS!



**P**ARTIALLY 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

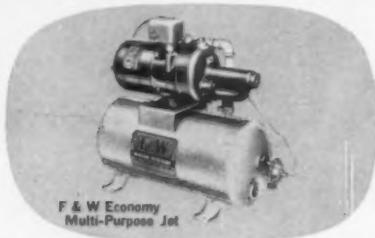
LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY

HOMES BEYOND THE  
WATER MAINS WITH



**F&W**  
WATER SYSTEMS

**SELL QUICKER, EASIER**



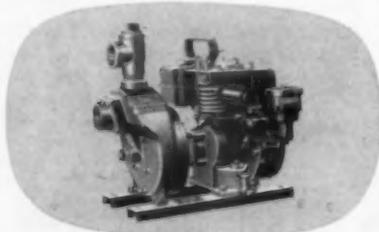
F & W Economy  
Multi-Purpose Jet

This economical jet pump converts from shallow to deep well by taking ejector off pump and moving it down into well. Substituting high pressure ejector enables higher discharge pressures, or use on deeper wells. 1/2 H.P. Motor, 480 G.P.H. & 1/2 H.P. 750 G.P.H. @ 15 ft. & 20 P.S.I. Available with 6, 12, or 30 gal. tanks.



F & W  
Submersible

Gives you capacities up to 1600 G.P.H. and depths to 500 feet for wells 4" or larger. Easily installed. Water lubricated, built for long, low-cost operation under water. Minimum maintenance, silent, invisible, self-priming, automatic. Solves deep-well problems better, at lower cost.



F & W Contractor's Pump, Ideal for Draining Excavations

Gasoline-engine powered, ruggedly built for heavy-duty. Easily portable, weighs only 35 lbs. Handles water containing solids and abrasives without clogging.

**FLINT & WALLING MANUFACTURING CO., INC.**  
666 Oak Street, Kendallville, Indiana  
PERFORMANCE-PROVED SINCE 1866

## 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. X39 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. Zimmerman, 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!



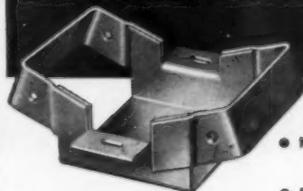
**Coolair . . . Top Quality in  
the Lowest Price Range.**

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-B 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



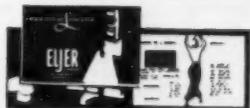
... eye-stopping interior

quality plaques



... colorful take-home

literature



to keep 'em interested...

**PLUS** the most beautiful bathroom



and kitchen



fixtures that mean

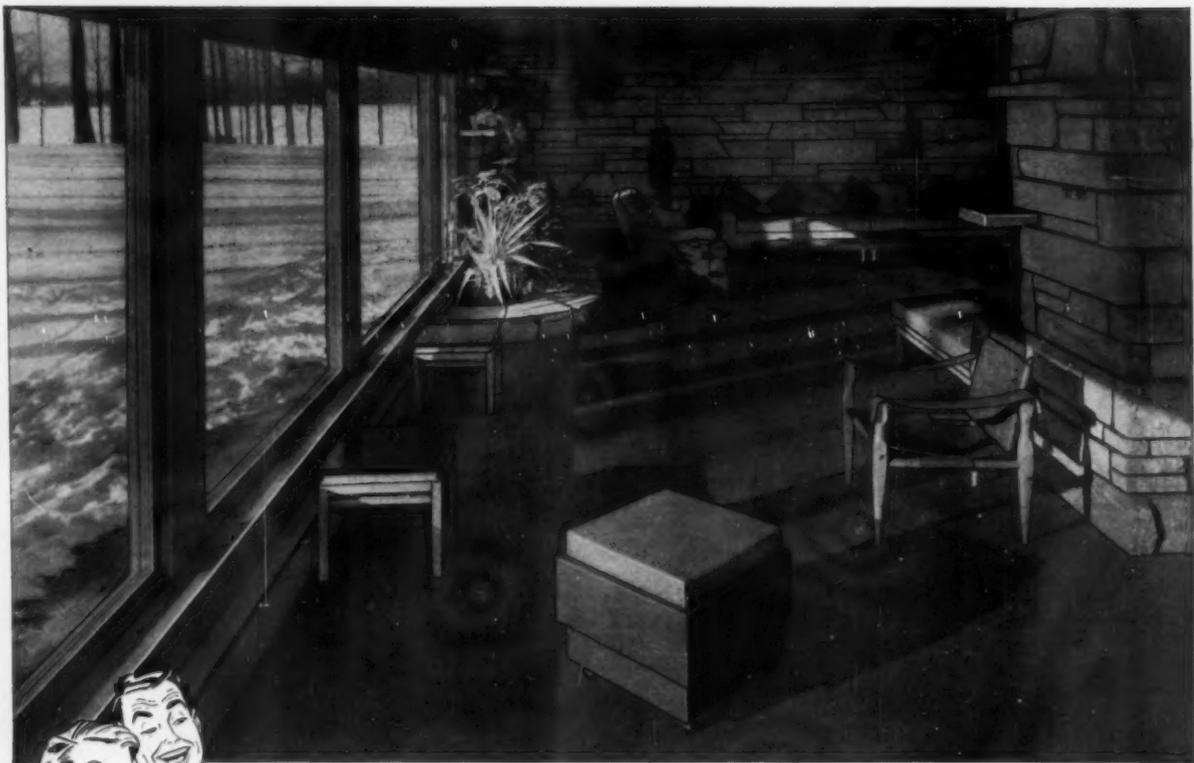
**QUALITY** at its best! That's why...

**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*



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 . . .

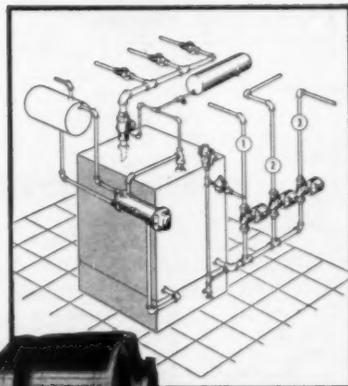
## THRUSH *Radiant* HOT WATER HEAT

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.

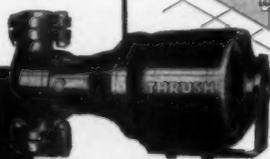
Both radiant coils in the floor and radiant baseboards are used beneath the broad expanse of windows. There are four zones, each controlled by separate Thrush units.

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.



**H. A. THRUSH & COMPANY**  
PERU, INDIANA



Thrush Water Circulator

Complete  
Thrush  
System



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 · HKP**

Henry DISSTON DIVISION · H. K. PORTER COMPANY, Inc.  
Philadelphia 35, Pa.

looking for a new built-in feature?

**HERCULES**  
MEILINK BUILT

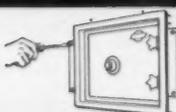
**WALL VAULT**



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.



Steel flanges drilled for  
screws on 16" centers. Fas-  
ten into joists with screws.

- 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
- Fits flush behind picture
- Overall height 13¾", width 15¼", depth 8¾"

LIST PRICE \$46<sup>25</sup>

slightly higher distant points  
Special quantity discounts to builders  
Write for catalog

**MEILINK**  
SINCE 1899

**STEEL SAFE COMPANY**

DEPT. AB, TOLEDO 6, OHIO

**THE FAST SELLING AUTO-  
MATIC GAS or ELECTRIC  
WATER  
HEATER**



**POSITIVELY CANNOT  
CHIP, CRUMBLE,  
OR CRACK**

**HIGH PRESSURE  
RESISTANCE**

**SAFER—  
LONG-LASTING**

**NO EXPOSED STEEL**

**RUST-PROOF**

**Kover**

*Super-  
Glass*

**OTHER FEATURES OF  
KOVEN SUPER GLASS**

lower fuel costs • 100% auto-  
matic safety • smart looks • stur-  
dy construction • long-life 355  
lb. test tank • trouble-free oper-  
ation • precision engineering.

available in  
a variety of  
sizes and  
models

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.

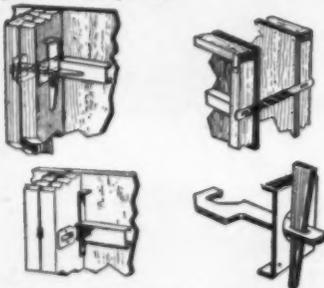


"We wanted wall pours that we could complete fast, with forms we could re-use. That's..."

## ...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 waler attachment. Next—flat bar wall ties are self-aligning... the extended ends show at a glance the locations of the ties before pouring. And finally—spring retainers in the panel reinforcing sections hold a complete set of Waco wedge-bolts right with the panel."



"We like the way Waco forms stand up for an above-average number of pours, too," Langlois continues. "We've used our Waco forms now for the eighth time, and we're more sold on Waco than ever. I suggest that when you need forms to rent or buy, you get in touch with your nearby Waco form distributor."

### WACO MANUFACTURING COMPANY

3565 Wooddale Avenue • Minneapolis 16, Minnesota

I am interested in your:

- Choice distributorships available  
 Form catalog

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## 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.



## FOR ALL FUELS!

VITROLINER offers Architects, Project Builders and Building Contractors **MORE FLEXIBILITY, CHOICE, SELECTION, QUALITY** and **MORE SPECIAL FEATURES** than any "prefab" on today's market.

VITROLINER offers **MORE TYPES** of Chimneys—Type "E" and "L" for ceiling or basement installation. It offers **MORE FLUE SIZES** for the one **CORRECT** size, the heating plant requires. There is also **MORE permanent basic engineering—and MORE QUALITY MATERIAL**, time-tested, tried and proven successful, for over fifteen years.

The Chimney is **MORE COMPLETE**—Tailor-made to fit the individual job—no cutting or fitting—packaged and shipped direct from the factory. The "KD" Knocked-Down complete Housing Package is **MORE** quickly shipped from nearby Vitroliner Distributors and Dealers.

### VITROLINER IS PREFERRED BECAUSE OF THESE SPECIAL FEATURES

- LOWEST INSTALLATION TIME.
- SAVES FLOOR SPACE IN UTILITY ROOM.
- LIGHTWEIGHT—10-15 LBS. PER FT.
- TAILOR-MADE FLUE HOUSING AND ROOF FLASHING.
- CHOICE OF FLUE DIAMETERS—6", 7", 8", 10" and 12".
- PROVIDES ATTIC VENTILATION.

LISTED BY UNDERWRITERS LABORATORIES FOR ALL FUELS. APPROVED BY BUILDING AUTHORITIES. EXCEEDS F.H.A. AND V.A. MINIMUM CONSTRUCTION REQUIREMENTS.

Write for Circular today

**VITROLINER**  
The Superior Chimney

## CONDENSATION

ENGINEERING CORPORATION  
3511 W. POTOMAC AVE., CHICAGO 51, ILL.



Gerald B. Cox, Architect. H. George Schloemer, Builder



**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**

**ROLSCREEN COMPANY**  
 Dept. 1-81, Pella, Iowa  
 Please send literature on PELLA MULTI-PURPOSE WINDOWS.



FIRM NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
 ATTENTION MR. \_\_\_\_\_ TEL. NO. \_\_\_\_\_



## 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**



SOMETHING NEW UNDER  
THE SUN  
**PERMABILIT**<sup>®</sup> HOMES



**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.

**PERMABILIT 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.

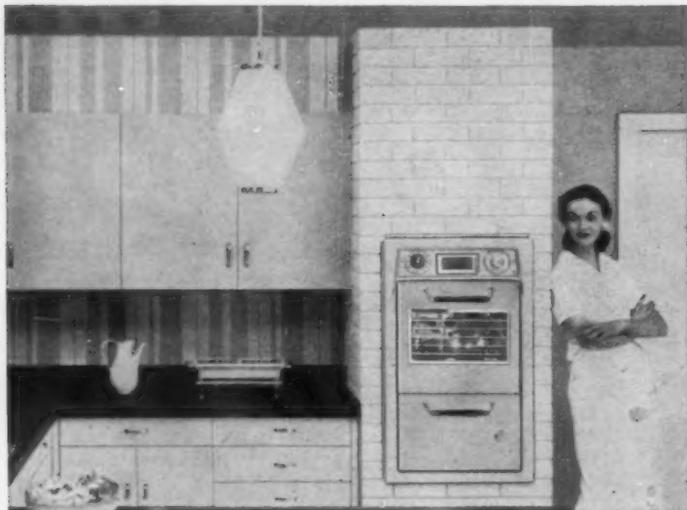


**THE DUNDEE** . . . similar in nature to the Chatham above, the Dundee better suits a deep, but narrow lot. Extremely large bedrooms with many windows; garage may be substituted for car port, when desired.



# NEW TAPPAN BUILT-INS CUT YOUR COSTS!

## One cut-out for either gas or electric ovens

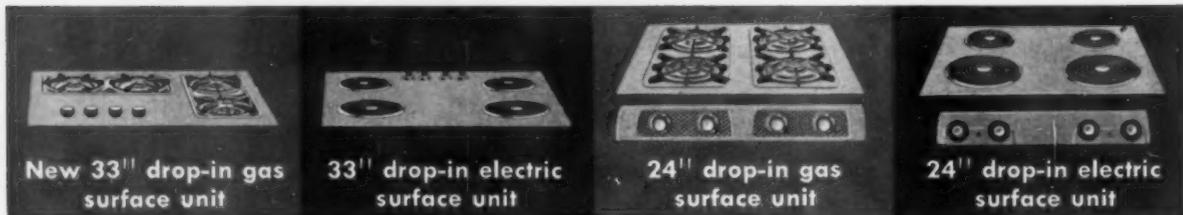


**SALES BUILDER:** TAPPAN BUILT-IN GAS OVEN WITH SEPARATE ROLL-OUT BROILER gives wonderful freedom and economy because it's interchangeable with electric units in the same cut-out. Oven teams perfectly with any Tappan surface unit . . . and may be serviced without removal from cabinet or wall. Like all 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!



New 33" drop-in gas surface unit

33" drop-in electric surface unit

24" drop-in gas surface unit

24" drop-in electric surface unit

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, rang-

ing 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 <sup>or sells</sup> LIKE A **TAPPAN**

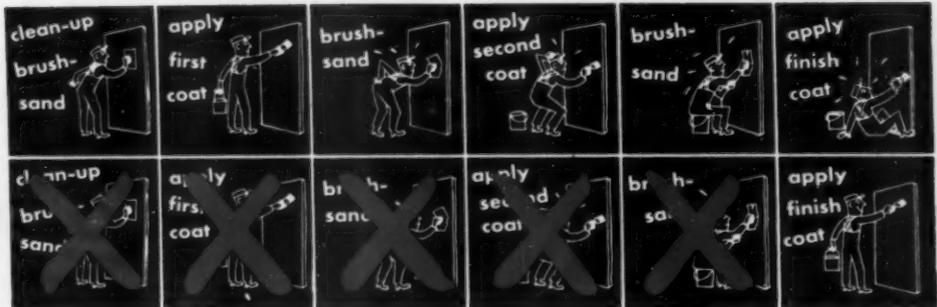
• Leader in built-in ranges • First with electronic cooking for the home

**5 STEPS LESS  
needed to finish**



**Gibraltar  
FLUSH DOORS**

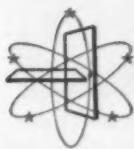
**REGULAR  
DOORS**



**Gibraltar**  
SSS DOORS

**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 "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 ap-

**CHRISTMAS THEME** in newspaper ad peps up slow pre-holiday market.

proaching 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-



**PAINTED BULLETIN** is one of several used by Forde Homes to attract and direct New Jersey motorists.

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 foot!**

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  $\frac{3}{4}$ -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 12 $\frac{1}{2}$ -ft. depth. Center, Model 202 Fork Lift has standard 10-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  $\frac{3}{4}$ -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-smoke-break 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.

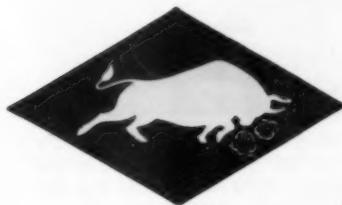
### ... as backup machines

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.*



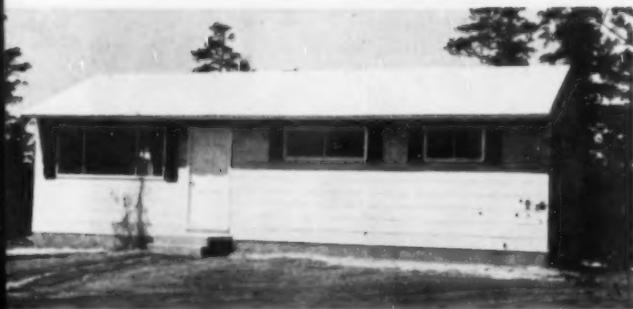
## **M·H·F WORK BULLS**

*Division of Massey-Harris-Ferguson, Inc.*

**17-F Quality Avenue**

**Racine, Wisconsin**

LAND PLANNING  
SECTION



**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.



## have low-cost land under it



**ROADS ARE CUT** down into the ground, leaving building lots at a higher level for good drainage from the house. This is faster and cheaper than building up lots over the existing ground level. Road cost: \$200 per house.

**T**he 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:

Raw land (2½ houses per acre) . . .	\$400
Well . . . . .	200
Septic system . . . . .	200
Roads . . . . .	200
Storm sewers . . . . .	100
Engineering . . . . .	100
Grading and clearing . . . . .	125
<b>Total . . . . .</b>	<b>\$1,325</b>

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

**H**OLES 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.

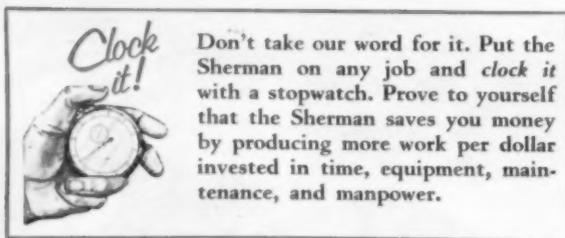
**The all new Sherman breakaway capacity of 9000 lbs. is greater than any comparable backhoe.** This revolutionary Sherman development means more power and faster digging.

**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.

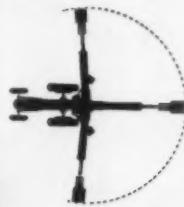
**The all new Sherman holds steady on sloping or uneven ground** because the hydraulic stabilizers, individually controlled, give both lateral and angular support and the 12" by 14" foot plate assures maximum ground contact.

**The all new Sherman can be dismantled in**





Arc of Swing: 180°, Uninterrupted  
 Reach at Grade from Shovel Teeth to  
 Tire at 90° to Tractor: 12' 2 1/2"  
 Stabilizer Spread: 8'



Reach Below Grade: 12'  
 Reach from Axle at Grade: 18'  
 Length of Excavation from  
 One Tractor Position: 15' 8"  
 Rear Axle to Center Line  
 of Swing Post: 38"  
 Shovel Clearance Height: 9' 2"  
 Shovel Teeth Clearance Height  
 Fully Dumped: 12' 6"

Transport Position Measurements: 9' 8" high;  
 6' 4" wide; 11" ground clearance

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





**HEAVIEST-DUTY,  
LARGEST GPM  
HYDRAULIC  
SYSTEM  
AVAILABLE!**

Fast Cycling—  
Completely Hydraulic

**HOPTO**  
DIGGER • SHOVEL • CRANE

There's nothing like a HOPTO for quick mobility, fast-cycling, smooth hydraulic operation and hour-saving capacity! In clay, gumbo or obstruction-filled ground . . . through sod or black-top, HOPTO wields up to a 30" backhoe in a 20 second cycle, digs to 13½ feet deep, has a ground reach of 19 feet, a loading height of 11½ feet and a 200° continuous swing. Hydraulic outriggers controlled by operator are standard equipment. HOPTO mounts on any two-ton or larger truck . . . offers an optional all-weather cab housing simple, 4-lever controls.

**NEW 72 GPM HYDRAULIC SYSTEM**

HOPTO is completely hydraulic with a triple tandem pump feeding 72 GPM to a split valve bank. This split hydraulic system means increased efficiency . . . faster, cooler operation. Generous overload factors, big 5" ID cylinders on hoist, crowd, and bucket control and tough, double wire braid hoses mean long dependable life.

HOPTO offers a wide selection of quickly interchangeable backhoe or shovel buckets, timber grapple or crane equipment to handle literally hundreds of digging and loading jobs.

**12 VERSATILE MODELS**—The complete HOPTO line includes the half-yard, full-swing Model 360; self-propelled wheel and crawler units, self-powered or PTO-operated trailer units and models for mounting on wheel or crawler tractors.



**TRACK TRACTOR MOUNTED • HALF-YARD 360° TRUCK MOUNTED**

Write today for complete information on the HOPTO that best fits your needs!



**BADGER MACHINE COMPANY**

DEPT. 23, WINONA, MINNESOTA



Courtesy of Frank B. Miller Mfg. Co.

**3 Houses or 300 . . .  
put this profit  
protection into every  
one you build**

Size of your operation doesn't vary the importance of making full profit on each unit.

Call-backs and replacements due to leaks, rattles, and scrapes in windows and sliding glass doors steal your profits, can't possibly earn income.

Protect yourself by specifying fenestration equipped with Schlegel Certified Woven Pile. Schlegel wool pile weatherseal assemblies are engineered to work perfectly on the units for which they are designed.

Sliding doors and windows with Schlegel Woven Pile are leaders on the market. They're available in almost any type to meet your plans. Make sure of positive weather protection. Request Schlegel wool pile assemblies, preferred and used by quality manufacturers throughout the window and door industry.



Dense, flexible tufts of tough wool prevent air from filtering in or out, keep dust out, cushion against rattles, scraping.



Industrial Textiles Since 1885

**Schlegel**  
Manufacturing Company  
ROCHESTER 7, N. Y. and OAKVILLE, ONT., CANADA

# MOST PROFITABLE RIG YOU'LL EVER OWN!



Job records prove this new *heavy-duty* Case® "320" loader-backhoe beats anything you ever saw on trenching, loading, back-fill and clean-up jobs. What's more, it will perform at **LESS COST** than any other machine on the market. You also gain important *peace of mind* service-wise, because complete unit — tractor, loader, backhoe — even the engine — is *built and factory-mounted by Case*, sold and serviced exclusively by Case Industrial Dealers. You don't deal with one outfit on the tractor... another outfit on the loader, and still another outfit on the backhoe.

Furthermore, **ONLY** the Case "320" gives you a heavy-duty industrial bumper and radiator guard... recessed headlights... *one-piece forged steel front axle*... extra heavy wrap-around sub-frame assembly... comfortable two-way operator's seat that reverses instantly for operating front or rear mounted equipment... **PLUS** power steering, and a proven shuttle transmission that lets you go forward or back-up at **27% faster reverse speeds** — without shifting gears. See this rugged, high-speed money-maker today at your Case Industrial Dealer's, or mail coupon for details.

**Complete Case Unit — tractor, front-end loader and backhoe sells for only**

**\$5580**

FOB Factory — plus tax where applicable.  
Price subject to change.



Foot-controlled 180° backhoe swing speeds-up operating cycles... lets you move more dirt in less time. Backhoe digs 12½' deep, has extra-wide telescoping tubular stabilizers for extra stability.



Wide ½-cu. yd. front-end loader has 26° break-out angle plus automatic power-levelling for moving bigger loads without spillage. Bucket rolls forward 60° for smoother backfilling.



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for over 100 years

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Send free literature on:  Case 320 Backhoe-Loader  
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C-BL-43

industrial wheel and crawler tractors • loaders • dozers • backhoes • fork lifts

entirely new  
and wonderful way  
to enclose bathtubs  
and shower stalls



**New Folding Tub-Master Slides Smoothly, Quietly** for luxurious showering. Translucent doors let in plenty of light, keep out drafts. The bar that fastens enclosure forms a handy towel rack.

## sliding folding tub & shower doors!



**Tub-Master is Made With High-Impact Plastic.** Can't shatter... has no sharp corners to cut or scratch. Panels fit snugly into polished aluminum frame; won't warp or deteriorate.

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



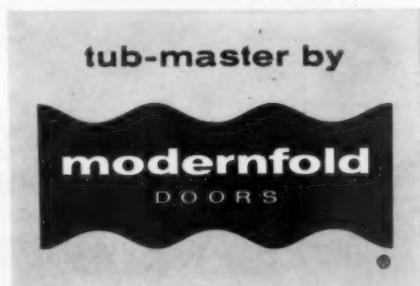
**The New Door for Shower Stalls** safe, easily cleaned and permanently beautiful.

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

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

"Tub-Master" comes in beautiful decorator colors that go clear through—won't fade, mildew, chip, flake or peel. It increases the value of the homes you

build...helps merchandise them. Call a MODERNFOLD Distributor; he's listed under "Doors" in the classified directory.



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## Why you'll make more dirt fly

with a new International® 350 Utility tractor

**There's BRAWN** in every inch of the handsome red and white International 350 Utility—*up to 1,000 pounds greater built-in weight* than usual for tractors of this type. Result: Greater *traction* to move more dirt with dozer or half-yard loader bucket . . . greater *stamina* to stay with it, day after day, on the roughest, toughest jobs!

**Output is stepped up** in other ways, too. Optional power steering lets your operator maneuver the tractor with one hand, leaving the other free to control equipment on-the-go. And, with Torque Amplifier drive, he can increase pull or push-power in any gear as much as 45%, without stopping to shift! TA also gives you 10 speeds forward, from 1.5 to 16.7 mph.

**So try it!** Phone your nearest IH dealer for a demonstration . . . see for yourself *why* the International 350 Utility outworks the field. Choose gasoline, diesel, or LP-gas. For free catalog, write International Harvester Co., P. O. Box 7333, Dept. AB-6, Chicago 80, Illinois.



International Harvester products pay for themselves in use—McCormick Farm Equipment, Farmall and International Tractors . . . Motor Trucks . . . Construction Equipment—General Office, Chicago 1, Illinois.



**Utility unlimited!** International 350 Utility gives 1,500-lb capacity with fork lift or half-yard bucket on the heavy-duty front-end loader . . . is easily equipped with rear-mounted fork lift.



**Trencher digs up to 600 feet per hour**, 5 to 14 inches wide, as deep as 6 feet. Or, dig as deep as 13 feet, 12 to 24 inches wide, with heavy-duty backhoe.

## 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.

A photographic listing of older type buildings with reference to their modern equivalent is included to assist the appraiser in estimating present replacement costs.

**PRACTICAL HOUSE CARPENTRY.** J. Douglas Wilson. McGraw-Hill Book Co. (New York) 1957. 360 pp., illus. \$5.50.

This practical guide gives the fundamentals and methods of house building. Explanations are well illustrated.

Every step in constructing a one-story residence from driving the first layout stake to installation of hardware is explained and illustrated.

The author has been active in this field for more than 30 years as a practical carpenter, teacher and author.

## ► GENERAL REFERENCE

### Simplified Carpentry Estimating

by J. Douglas Wilson and C. M. Rogers

Clear explanations of how to take off from a set of blueprints and specifications a bill of materials for the construction of a frame house. Arithmetical methods of accurately estimating and cross-checking against mistakes. Suitable for use of small contractors and lumber dealers. Widely adopted as a textbook for students. 5th edition. Pocket size. 304 pages, 123 illus. 60 tables. (#105) \$3.75

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### Richey's Reference Handbook

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by I. Vernon Werbin

Points out rights and liabilities and the more common trouble spots in construction, engineering, and architectural contracts and in general how to protect your interests when entering into a contract and how to avoid legal difficulties. 5½ x 8. 453 pages. 1956. (#107) \$6.00

### Contractor's Material List and Labor Cost Estimate Forms for Home Building

A 15-sheet set of take-off forms for complete listing of material and labor costs involved in the construction of a house. (#108) \$1.00

### The Business Law of Real Estate

by Gerald O. and Lillian G. Dykstra

For those engaged in any business or

profession involving realty, including builders, homeowners, storekeepers, this is the ideal book for answering innumerable questions, 852 pages. 1956. (#149) \$10.00

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Simplified specification forms, which when properly filled out describe all materials, construction details, and quality of workmanship to be used in the erection of a home. Set of 14 different sheets. (#109) 50¢

### Handbook of Building Terms and Definitions

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A dictionary which includes also architectural symbols, plumbing symbols, pipe fittings, geometric figures, and an illustration of the 100 principal parts of a house. 421 pages. 111 illus. (#110) \$5.00

### Building Estimators' Reference Book

by Frank R. Walker

Latest estimating and cost data on everything that goes into a house, apartment, or institutional, commercial, or industrial project. Fully indexed. 12th ed. 1,774 pages. Vest-pocket size Estimator, 220 pages, free with Reference Book. (#104) \$12.00

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A complete set of wage tables worked out by quarter hours for any length of time from 1 to 60¾ hours, and every wage rate from 75¢, increasing 2½¢ per hour to \$5.00 per hour. It also includes all odd rates in cents and quarter cents. Pocket size, flexible, loose-leaf bound. (#102) \$6.00

## ► CARPENTRY

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Drawings and photographs explain each detail step by step from foundation to finish. Tells how to alter stock plans and remodel as well as build new construction. 80 additional full-page drawings of house details. Conforms to national building regulations. 8½ x 11. 395 pages. 2,100 illus. (#112) \$4.95

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# buying . . . building . . . selling

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by *W. E. Durbahn*

Volume I—Tools, Materials, Practice (with glossary of Carpentry Terms). 374 pages. 234 illus. New 1956 ed. (#113) **\$3.95**

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Volume II—Practical Construction. Building forms, footings, foundations and waterproofing, beams, lintels, columns, chimneys, fireplaces, walls, septic tanks, 405 p. 257 illus. (#122) **\$5.25**

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Basic bricklaying job instruction. Many illustrations, glossary, special scaffolding and cement block chapters. 5½ x 8½. 240 pages. (#130) **\$4.50**

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Technique and facts of bricklaying for the mason, the student mason, and the builder. 2nd revised ed. 1954. 5¾ x 8¼. 195 pages. Illustrated. (#125) **\$3.50**

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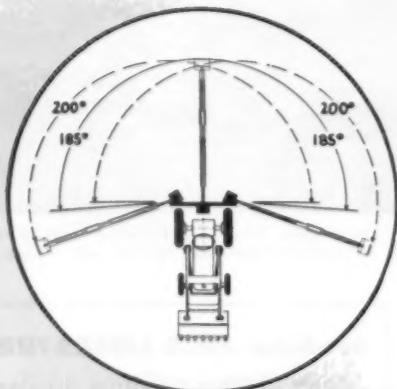


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This diagram illustrates the degrees of continuous operating arc from each of the three mounting locations - 200° when side mounted, or 185° center mounted. Has no pins to change or cable to break.

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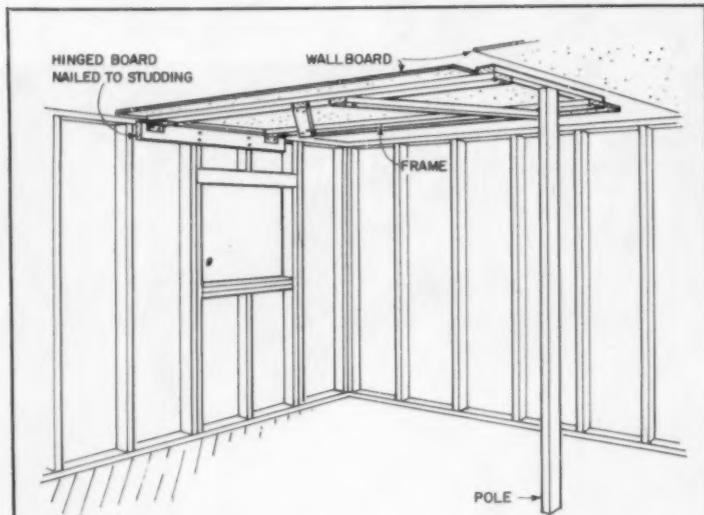


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## How to do it better



### 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.

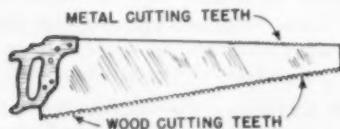
In operation, the frame is held part way up to the ceiling with a pole, and the piece of board slid onto it. The frame is then swung all the

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 ob-



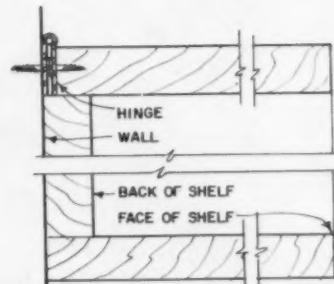
ject that has to be cut, and his hacksaw bladeless, or perhaps sitting home on the workbench. Here's a way to make a wood saw into a hack saw for emergencies

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.

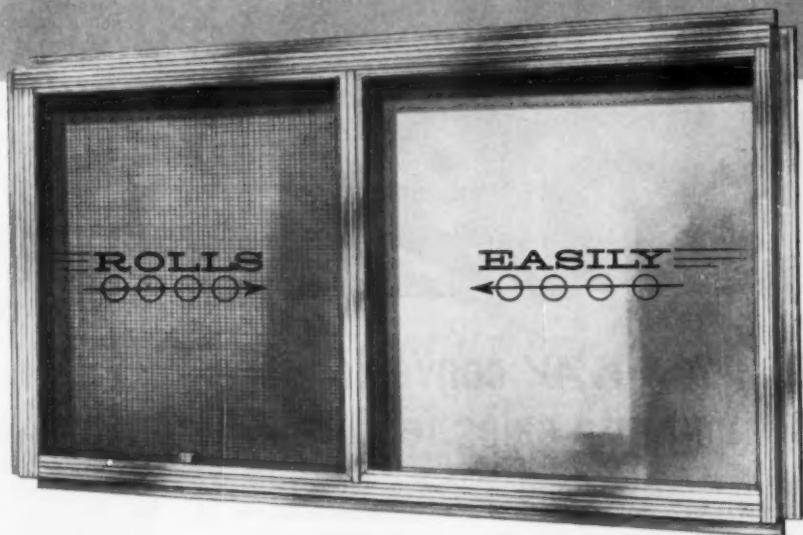
A piece of heavy strap iron is formed into the shape shown. It is held in one hand to lift the shingles while a blob of adhesive is applied with the other hand.

F. Price, Raton, N. M.

(Continued on page 200)

# IDA SLIDING ROLLERS

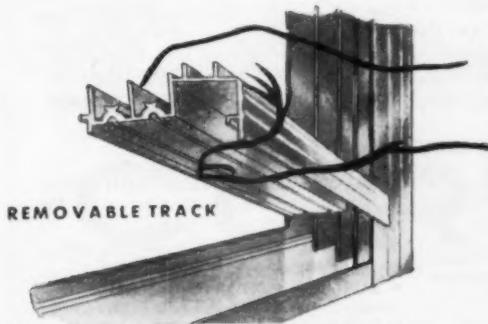
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## New *SERVICE-WAY* convenience turns basement into sales feature

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 counterbalancing spring makes it easy to operate...open and close it with one hand.

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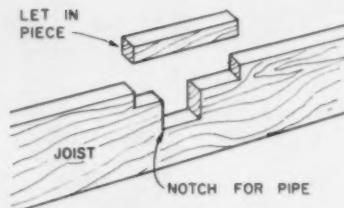
- **FINGER-TIP OPERATION**—Specially designed spring suspension counterbalances the door.
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## How to do it better...

(Continued from page 198)

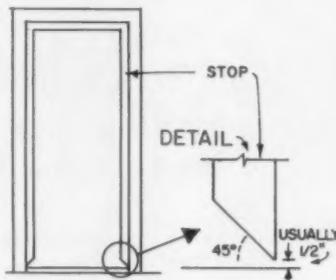


### To strengthen cut joists

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

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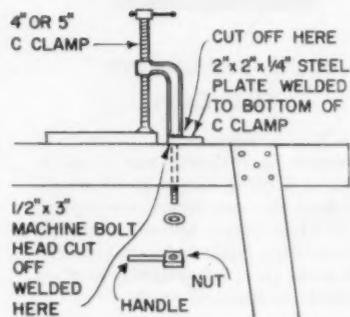


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## How to do it better . .

(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  $\frac{1}{4}$ " 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  $\frac{1}{8}$ " 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

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*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.

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# **STEEL WINDOWS**



## Ask the experts . . .

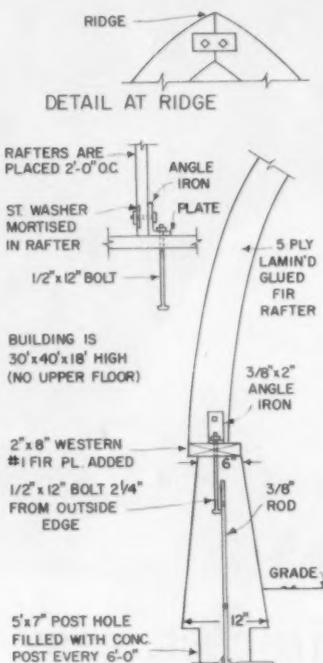
I built a  
cattle shed  
like this . . .

**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 2 1/4" from the outside edge, which creates an eccentricity of 3/4". 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 3/4" 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. The 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

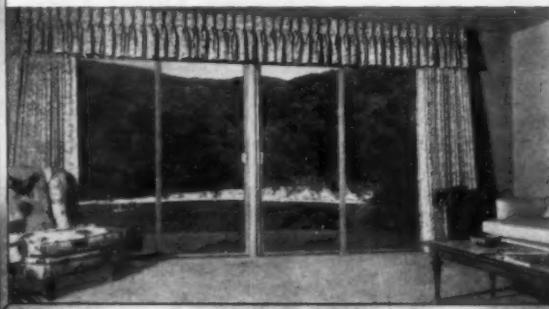
**QUESTION:** Have been and still am a subscriber to Builder for many years. Please tell me how to easily remove many old coats of paint from painted plaster walls and ceiling. I have tried alum and flour, but no luck.

Wm. R. VanSlingerlandt  
Old Greenwich, Conn.

**ANSWER:** We find the following gives the best results. Take 1/4 gallon clear lacquer and mix with 3/4 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)

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## Ask the Experts . . .

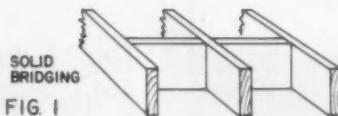
(Continued from page 204)

### Angling joists no cure for cracks

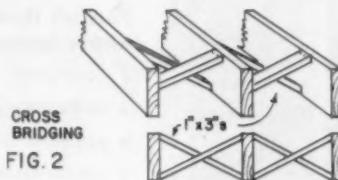
**QUESTION:** I have had several discussions with a contractor on putting in bridging between ceiling joists. He claims that by setting them on an angle the wood won't draw the moisture out of the plaster causing it to crack.

I believe a better method is to use 1½" 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.



SOLID BRIDGING  
FIG. 1



CROSS BRIDGING  
FIG. 2



STEEL BRIDGING  
FIG. 3

**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 1x3 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)

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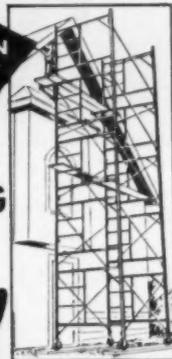
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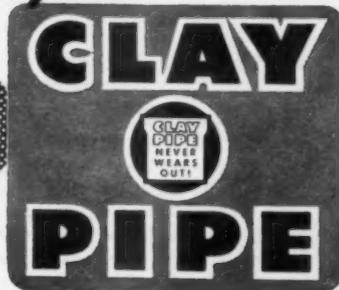
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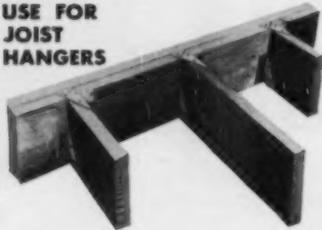
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## Ask the Experts . . .

(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.

Got a problem you can't solve? Write and "ASK THE EXPERTS." In addition to American Builder's own staff, who will answer your queries, each of your questions will be answered by an expert in the field that applies to your problem. They are architects, engineers, builders, and representatives of industry.

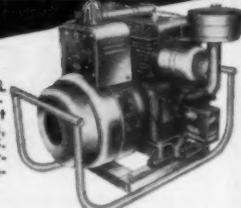
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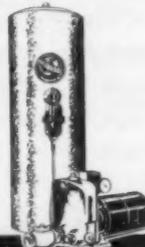
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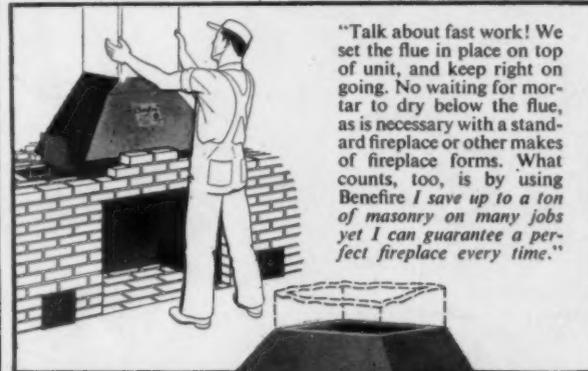
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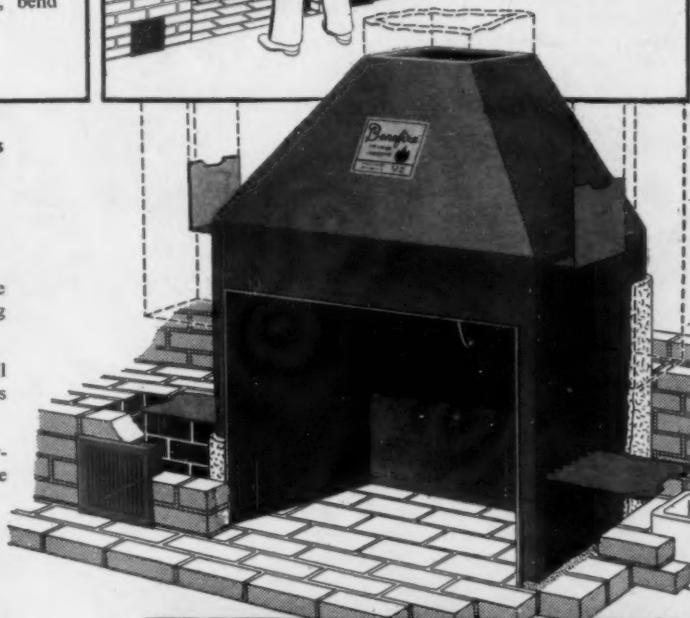
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MEDIUM	4 1/2 lbs./bd. ft.	12 to 18 months
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## Convention calendar . . .

**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 11:** Home Builders of Phila.

& Suburbs, Robinson Bldg., 42 S. 15th St., Phila. 2, Pa. Outing. Melrose Country Club.

**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.

**Aug. 1-4:** Michigan Home Builders, 702 American State Bank Bldg., Lansing 68, Mich. Convention; Grand Hotel; Mackinac Island. L. M. Saunders, chairman.

The following associations are featuring home shows:

**May 30-June 9:** \*Home Builders of Fort Wayne, 1306 Northlawn Drive, Fort Wayne, Ind.

**June 6-9:** \*Rock County Builders Assn., 103 W. Milwaukee St., Janesville, Wis.

**June 8-11:** 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.

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AT 100  
FEET



AT 60  
FEET



AT 20  
FEET



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## 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.



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. . . . National Guard Products, Inc., announced the appointment of P. Me-



Young



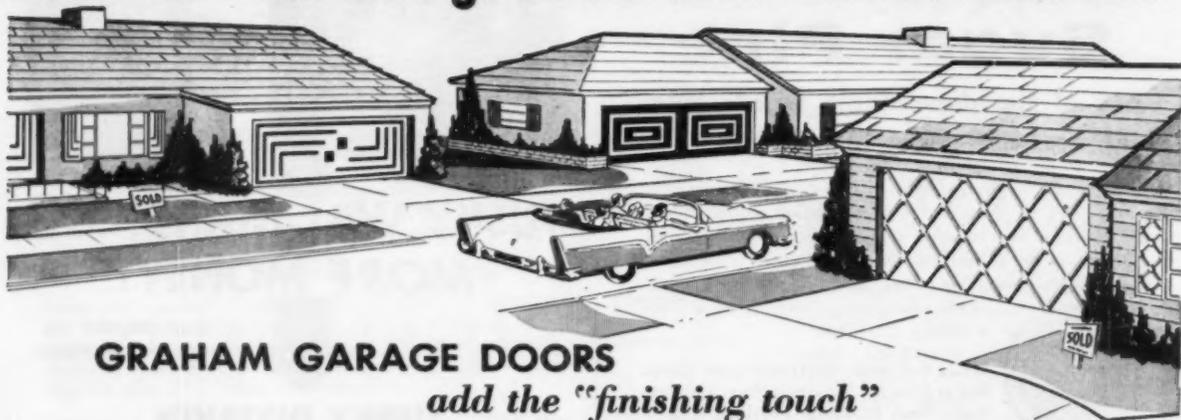
Scherbacher

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 eye-sore. 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.

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"YOU GET SO MUCH MORE WITH A GRAHAM DOOR!"

#### Attention

#### GARAGE DOOR SPECIALISTS

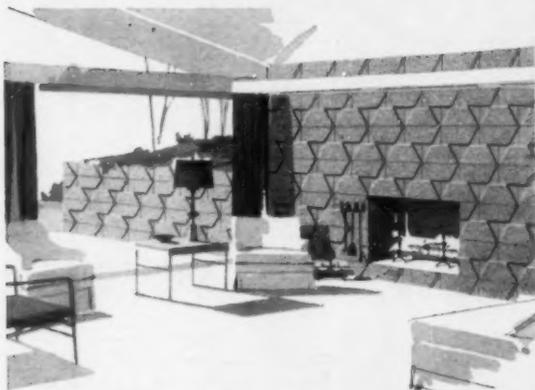
Distributorships available in  
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# Announcing **shadowal**

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## 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.



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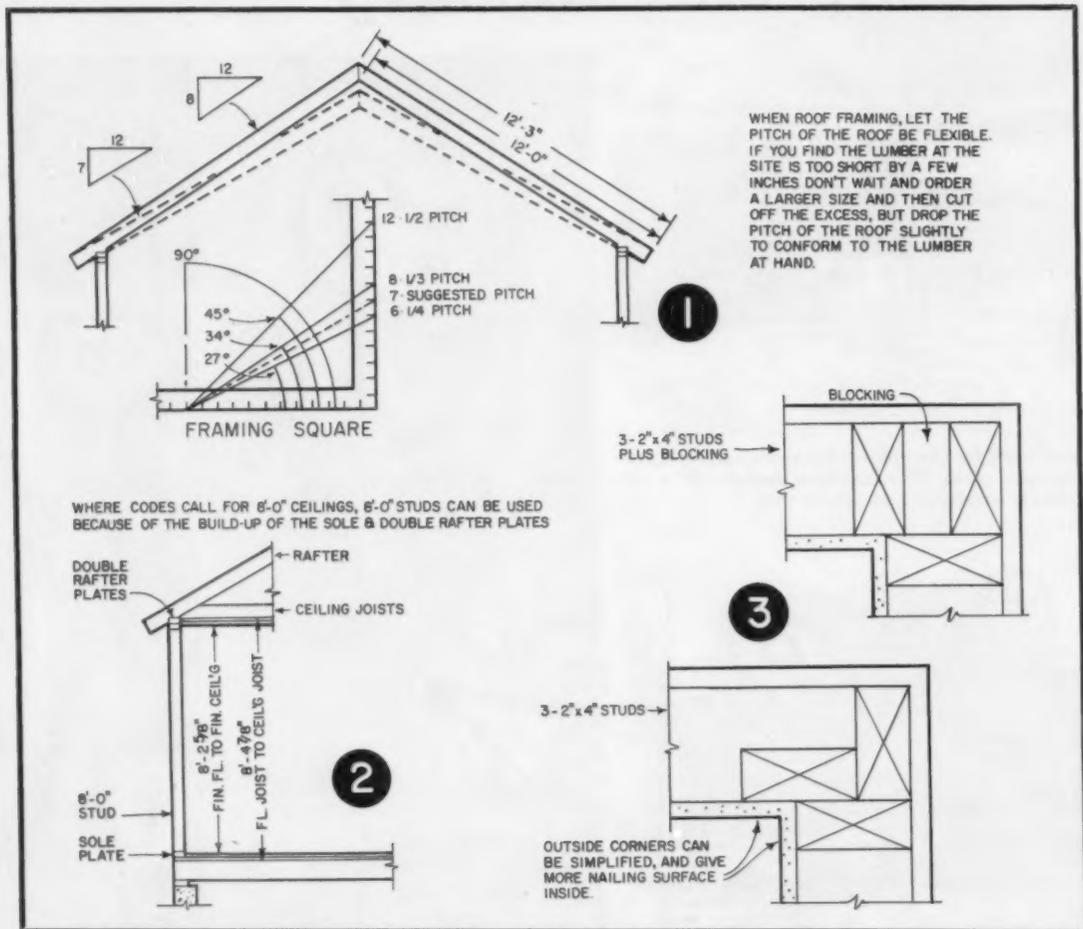
**National Concrete Masonry Association • 38 South Dearborn • Chicago**



#### **Shadowal Block Portfolio**

Get the complete story about Shadowal block from your nearest NCMA member. Contains many brand new wall patterns.

## 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 car-

penters 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.



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## **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,

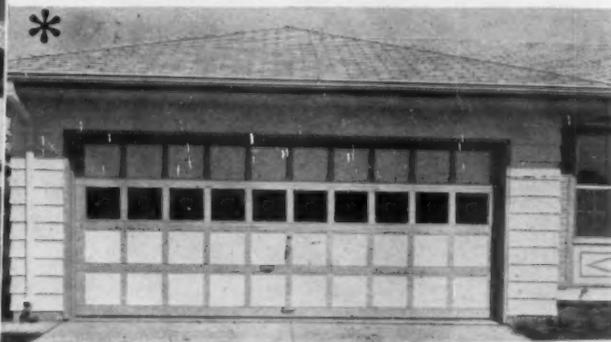
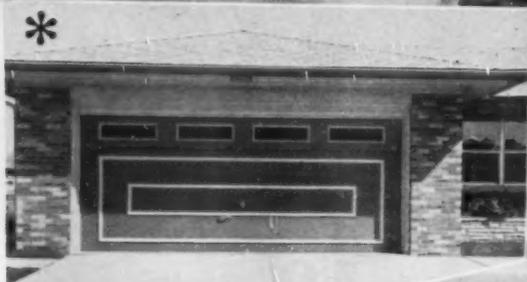
write to George A. Cowee, Jr., Vice President for Sales, National Homes Corporation, Lafayette, Ind. Plants in Lafayette, Horseheads, N. Y., and Tyler, Texas.

**THE NATION'S LARGEST  
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\* Every Garage Has Identical Lines . . .  
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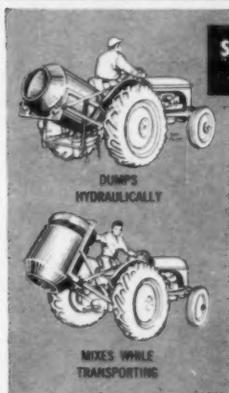
time  
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1 and 1½-BAG MIXERS**

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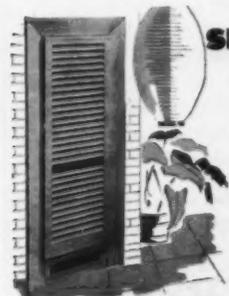
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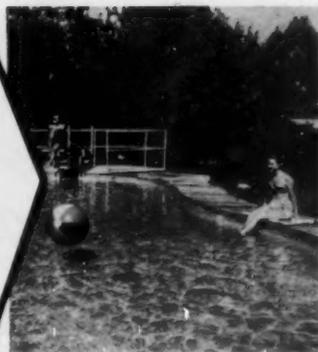
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Model A300, designed for pit-type installation. Adjustable firebox with stationary chromed grill. Black or bronze hammertone enamel. (Spit optional.) No installation required... merely sets into opening.

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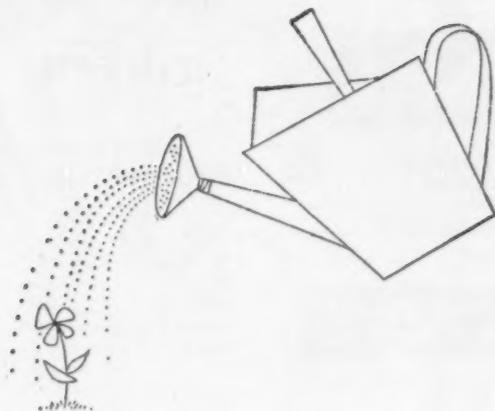
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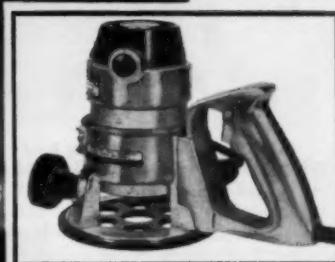
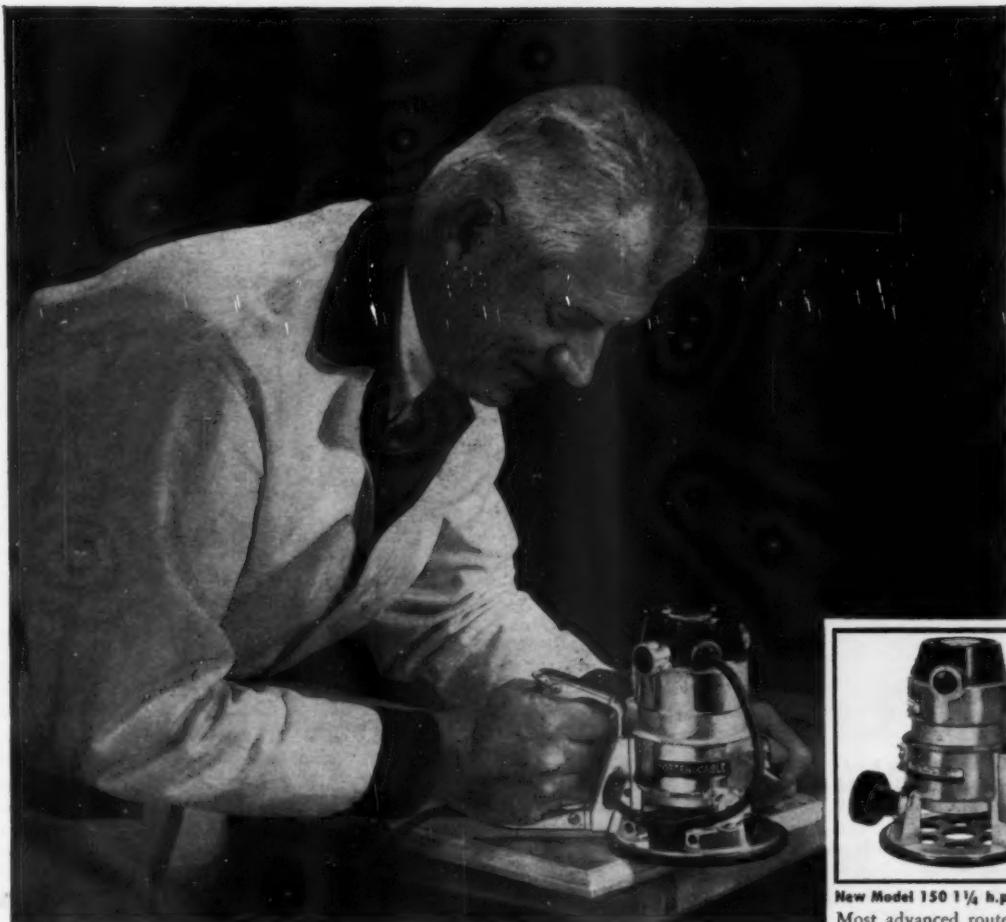
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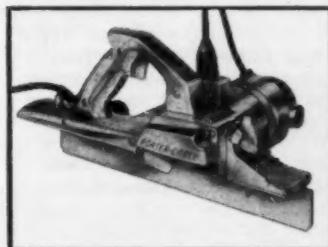
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Most advanced router ever built. Outstanding features include: exclusive handle design, instant trigger switch power control, precision ball bearings, micrometer depth adjustment up to one inch. Heavy duty 1 1/4 h.p. motor may be used for many accessories. Only \$79.50



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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.

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**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.

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Small inventory gets you started. Installation so simplified it's no problem.

*Make good profit this year—write now.*

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ESTHER WILLIAMS  
SWIMMING POOL UNITS

**American  
Builder**

**KEEPING UP WITH THE LAW:**

**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. 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 its business without wrongful interference, which could, and does violate the public policy of the State."*



# Building News

UNITED STATES PLYWOOD CORPORATION



Cherry V-Plank Paneling—living room, "Weldwood House."



Workmen install Surfwood-Duplex roof decking.

## 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.

\*TRADEMARK

\*\*Reg. and Pat.

**United States Plywood Corporation**  
55 West 44th Street, New York 36, N. Y.

Please send information on Weldwood Prefinished Paneling, Micarta Unitop, new Surfwood-Duplex fir panel.

I would like to see a showing of the movie "Strength, Beauty, Economy . . . Story of the Weldwood House." Please send me necessary information. AB6-57

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# Rō-Way Doors...

High Wide and Handsome



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.

## FREE LITERATURE

Write for free descriptive folders on Ro-Way Overhead Type Doors. Indicate whether interested in commercial, industrial or residential models.

*there's a Rō-Way for every Doorway!*

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ROWE MANUFACTURING COMPANY

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# BIG NEWS OF THE WEEK



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**PRACTICAL BUILDER!**

**all Watson WEATHER RESISTANT WINDOWS**  
**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.

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**AVAILABLE THROUGHOUT NORTH AMERICA FROM LEADING DISTRIBUTORS**

**Watson WEATHER RESISTANT WINDOWS**

ARE MANUFACTURED AND GUARANTEED EXCLUSIVELY BY

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**W. M. PRODUCTS CO. AB**  
5425 Blossom, Houston, Texas

Gentlemen: I'm interested in your warranty and would also like literature on your line.

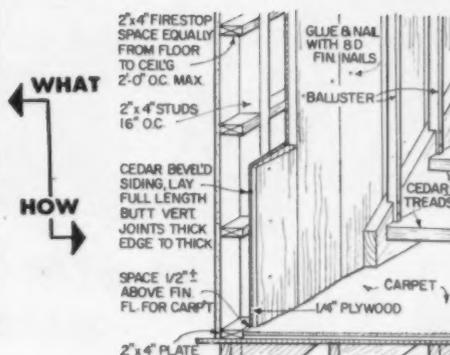
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# Technical Guide: how to build in

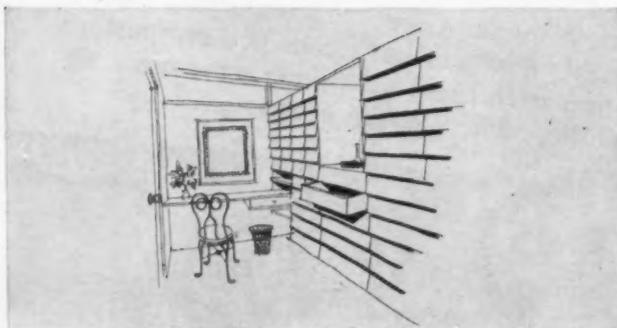
## Use it to "set-off" an open staircase



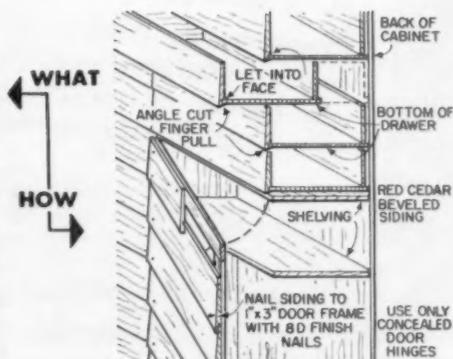
AN INTERESTING STAIRCASE design is achieved by applying vertical siding (thick edge to thick) over 1/4" plywood backing.



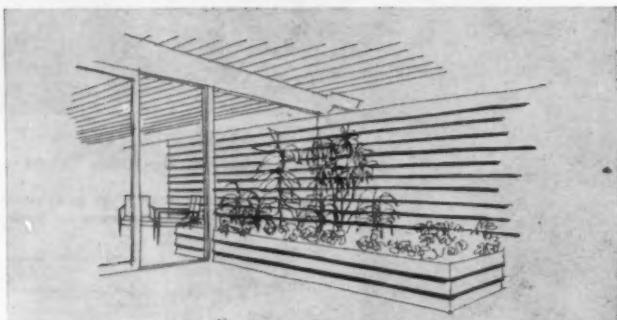
## Add warmth and beauty to bathrooms with it



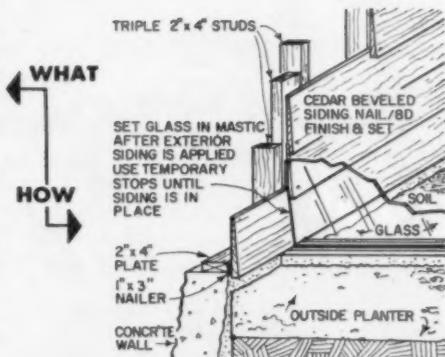
"SANITARY WHITENESS" of the ordinary bathroom gives way when one wall is finished in beveled siding.



## Carry it inside through glass walls

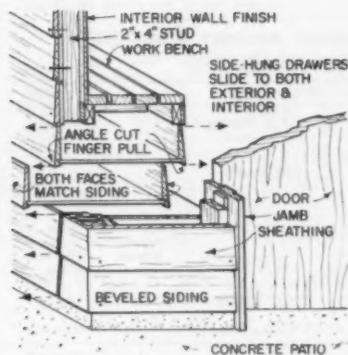


A SHEET OF GLASS is glazed directly to the redwood. This is practical because of the wood's ability to hold its dimension.

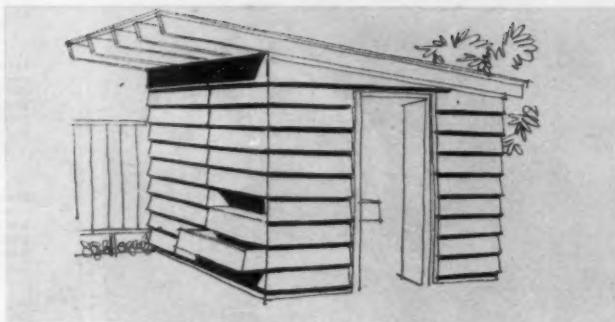


# extra value

## Increase utility of garden house

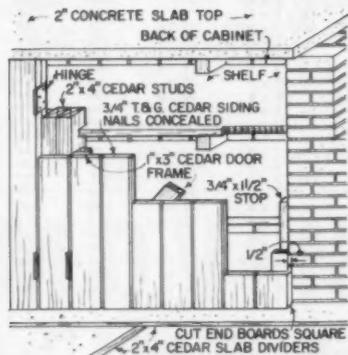


WHAT  
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HOW

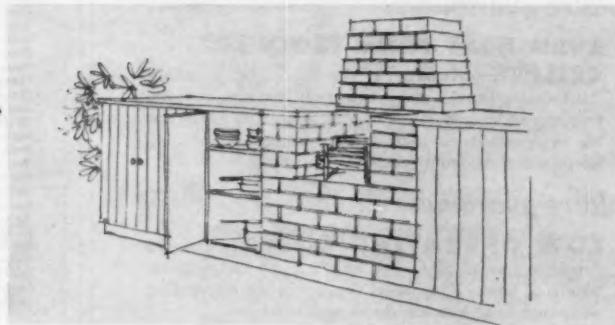


THE THICK EDGE of the beveled cedar siding is used as a pull on the matching two-way drawers that may be opened from either side.

## Provide cabinets for outside barbecue

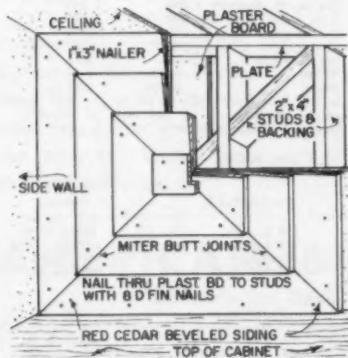


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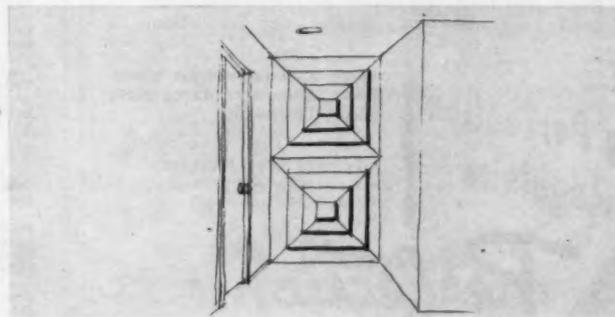


STORAGE UNITS for outdoor cooking utensils are enclosed with vertical siding. A 2" concrete slab is used on top.

## Create interesting designs for wall panels

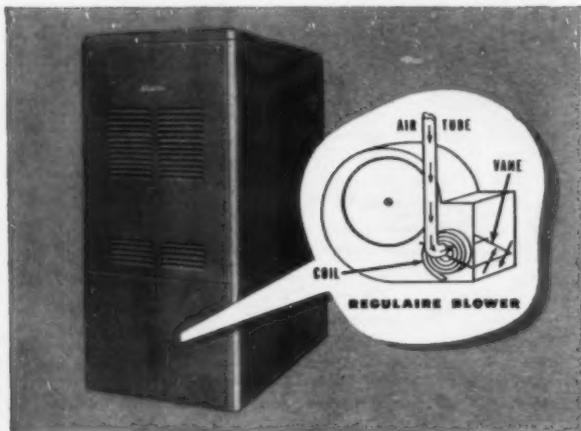


WHAT  
↓  
HOW



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.

Only  
**Regulaire**  
 Guarantees  
**WARM FLOORS**



*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.

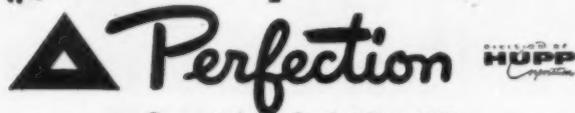
*Regulaire guarantees*

**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.

Only Perfection  
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LEARN MORE ABOUT REGULAIRE—  
 Send in for Bulletin FG7B-G. It quickly explains Regulaire even heat.

**BLUEPRINT HOUSE ESTIMATING GUIDE**

(Continued from page 112)

House Area	Frame	Ranch
Cube		1,310 sq. ft. 13,100 cu. ft.

**CONCRETE WORK**

Location	Actual	Actual +5%
Foundation Footing	136 cu. ft.	
Pier Footings	28 cu. ft.	
Piers	21 cu. ft.	
Garage Slab 4"	77 cu. ft.	
Terrace Slab 4"	88 cu. ft.	
Porch Cheeks	37 cu. ft.	
Porch Slab & Steps	11 cu. ft.	
	398 cu. ft.	418 cu. ft. or 16 cu. yds.

**CONCRETE BLOCK, MASONRY & BRICKWORK**

Location	Description	Amount
Walls 4 ft. 0 in.	8 in. Block	792 sq. ft.
Walls 4 ft. 0 in.	10 in. Block	108 sq. ft.
Walls	4 in. Veneer Brick	80 sq. ft.
Walls	8 in. Brick	36 sq. ft.

**DRYWALL**

Location	Amount
Walls	Approx. 3,100 sq. ft.
Ceiling	Approx. 1,310 sq. ft.
Garage Walls	Approx. 450 sq. ft.
Garage Ceiling	Approx. 235 sq. ft.

**TILE WORK**

Location	Description	Amount
Bath Floors	Ceramic	70 sq. ft.
Bath Walls	Ceramic	360 sq. ft.

**FRAMING LUMBER**

Location	Size	Pieces	Lin. Ft.	B.F.M.
Sill	2 x 6	—	160	160
Girder	(2) 2 x 12	—	84	168
Girder	(2) 2 x 12	2/16	32	64
Floor Beams Left	2 x 8	20/14	280	374
Floor Beams Right	2 x 8	32/14	448	598
Floor Beams Left	2 x 8	13/16	208	278
Floor Beams Right Rear	2 x 8	7/6	42	56
Floor Beams Right Rear	2 x 8	10/10	100	134
Box Header	2 x 8	—	84	112
Bridging	1 x 3	—	320	80
Bath Room Studs	2 x 6	16/8	128	128
Bath Room Plates	(3) 2 x 6	—	48	48
Studs	2 x 4	450/8	3,600	2,400
Plates	(3) 2 x 4	—	1,080	720
Rafters	2 x 6	32/22	704	704
Rafters	2 x 6	32/20	640	640
Rafters	2 x 6	17/16	272	272
Ridge Board	2 x 8	—	46	62
Blocking	2 x 4	—	100	67
Girder in Living Room	(2) 2 x 12	2/12	24	48
Den Girder	(2) 2 x 10	2/10	20	34
Den Door Header	(2) 2 x 12	2/10	20	40
Garage Door Header	(2) 2 x 10	2/10	20	34

**SHEATHING, FLOORING, SIDING, INSULATION, ETC.**

Location	Description	Actual	Actual +10%
Sub Floor	1 x 4 S4S	1,310 sq. ft.	1,441 sq. ft.
Finish Floor	Wood	1,084 "	1,192 "
Side Wall Sheathing	Wood	2,170 "	2,387 "
Siding	Wood	2,100 "	2,310 "
Roofing	1 x 8 S4S	1,856 "	2,042 "
Roof Sheathing	210 sq. ft. Asphalt	1,856 "	2,042 "
Wall Insulation	2 in. Batt	1,200 "	1,320 "
Ceiling Insulation	2 in. Batt	1,400 "	1,540 "
Kitchen	Linoleum	156 "	172 "
Kitchen	WP Plywood	156 "	172 "
Leaders	Metal	40 lin.	44 lin.
Gutters	Metal	86 lin.	95 lin.

NOTE: The waste factor is determined by the type of material used and the method of application.

**MILLWORK**

Exterior Trim Location	Description	Amount
Fascia	1 x 8	200 Lin. ft.
Frieze Board	1 x 8	90 Lin. ft.
Flower Box	Wood	1 Piece
Soffit	WP Plywood	168 Sq. ft.
Interior Trim Location	Description	Amount
Base	1 x 4	340 Lin. ft.
Cl. Pole	1 1/2 Inch Diam.	21 Lin. ft.
Pole Sockets	Wood	5 Pair
Cleats	1 x 3	30 Lin. ft.

Hook Strip 1 x 4 41 Lin. ft.  
Shelving 1 x 12 62 Lin. ft.

**DOOR SCHEDULE**

Exterior Doors Size	Description	Amount
8'0" x 6'6" x 1 3/4"	8 Panel O.H.	1
3'0" x 6'8" x 1 3/4"	Flush S.C.	1
2'8" x 6'8" x 1 3/4"	3 Lite one Panel	1
2'6" x 6'8" x 1 3/4"	3 Lite one Panel	1
<b>Interior Doors</b>		
2'6" x 6'8" x 1 3/4"	Flush H.C.	6
2'0" x 6'8" x 1 3/4"	Flush H.C.	7
1'6" x 6'8" x 1 3/4"	Flush H.C.	2
8'0" x 6'8"	Folding	1
<b>Sliding Doors</b>		
4'0" x 6'8"	Sliding Glass	2
		<b>TOTAL 22</b>

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**

Size	Description	Amount
6'0" x 3'0"	Sliding	1
7'0" x 4'0"	Fix. & T.H.	1
3'0" x 3'0"	Sliding	6
2 13'0" x 3'0"	Gang of 2 Sliding	1
4'0" x 3'0"	Sliding	1
4'0" x 2'0"	Sliding	1
		<b>TOTAL 11</b>

Aprons 1 x 6 60 Lin. ft.  
Stools 1 x 8 60 Lin. ft.

NOTE: All windows are to be ordered from the window schedule to include frames, sash trim, stops, mullions, etc.

**KITCHEN CABINETS**

Location	Description	Amount
Counter	9'6" x 3'0" x 2'0"	1
Hanger	3'0" x 2'0" x 1'0"	4
Oven Counter	2'0" x 2'0" x 2'0"	1
Oven Hanger	2'0" x 2'0" x 2'0"	1
Ref. Hanger	2'6" x 1'0" x 2'0"	1
Counter	2'0" x 3'0" x 2'0"	1
Hanger	2'0" x 3'0" x 1'0"	1
Formica Top	4 sq. ft.	1
Back Splash	2 Lin. ft.	1
Formica Top	19 sq. ft.	1
Back Splash	9'6" Long	1
		<b>TOTAL 14</b>

Material breakdown prepared by Joseph Steinberg, head, and Martin Stempel, senior instructor, Construction Technology Dept., New York City Community College.

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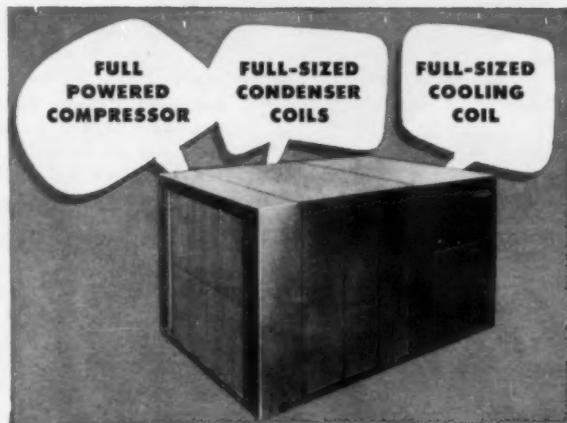
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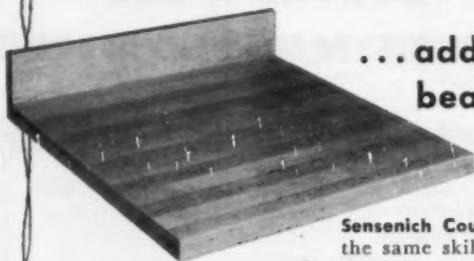
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(Continued from page 24)

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All Prices F.O.B. Mounds, Illinois

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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.

First announcement of American Builder's 1957 NHW contest appears on page 21.

# Let the men who make 'em—fix 'em

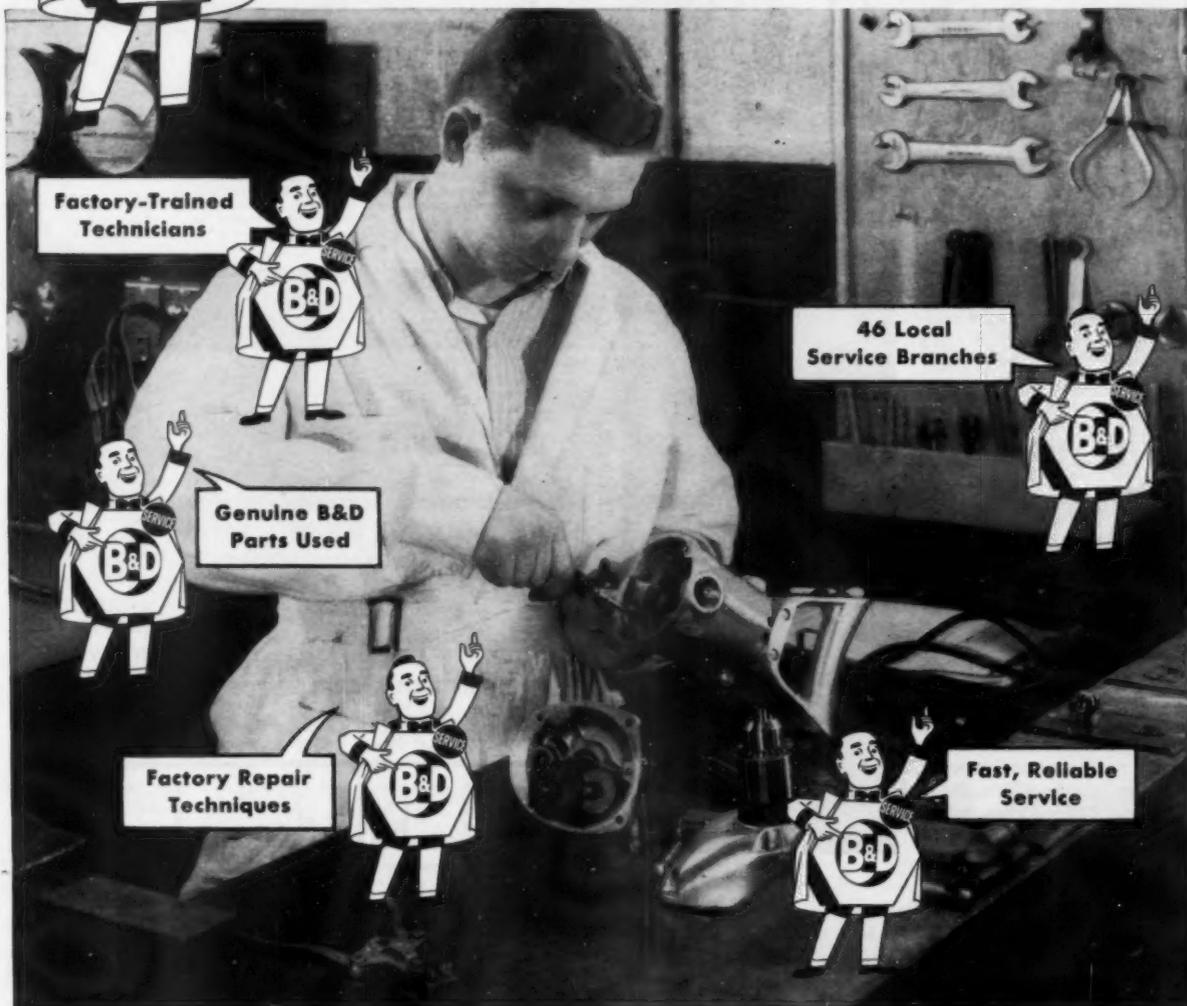


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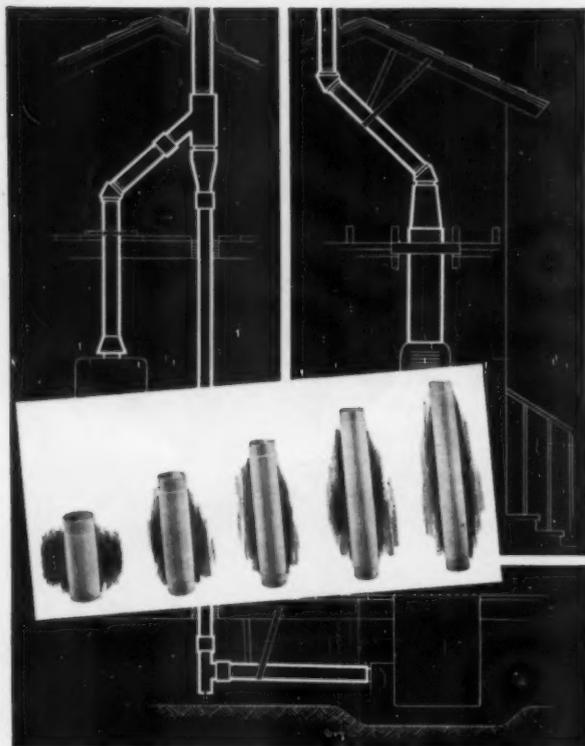
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for your nearest Factory Service Branch



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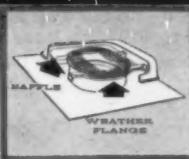
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PARALLEL TO  
BASE FLANGE

8" DIA STACK  
NO LEGS OR POSTS

MORE FREE AREA



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# **DODGE**

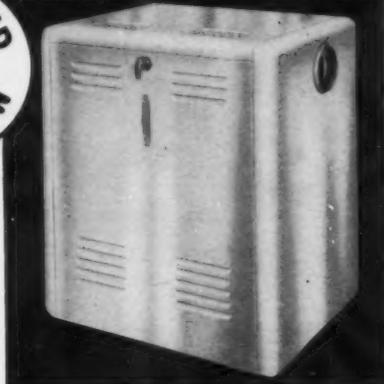
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New "snap-in" inside casing makes it easier than ever to install Rusco Anniversary windows. Specially-designed casing "snaps" in place after interior plastering is complete. It simplifies plastering around window openings—saves you time and money on every home you build. And it's just one of a dozen big, new advantages you get with Rusco 20th Anniversary windows.

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.

In every way, new Rusco windows make your homes easier to build—easier to sell. Write today for free literature. The F. C. Russell Company, Department 7-AB-67, Cleveland 1, Ohio. In Canada: Toronto 13, Ontario.

**RUSCO**

The window that brought  
a new look to building!

**WAL-LOK**  
MORTAR JOINT REINFORCING

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WITH ARCHITECTS and BUILDERS  
because WAL-LOK was first . . .

**WAL-LOK  
IS A  
NECESSITY**

- to minimize shrinkage cracks.
- to withstand side pressure.
- to increase wall strength.
- to reduce cracks caused by foundation failures.

- to use research for product improvement.
- to deform without impairing tensile strength.
- to use projecting Cross Bars — 4 mortar locks at every weld.
- to comply with National Bureau of Standards Recommendations.
- to furnish galvanized Cross Bars.
- to furnish 12' lengths in 300' bundles — fewer splices, less scrap, lower cost.
- to manufacture 8 Gauge Super Standard.
- to insure complete mortar bondage.

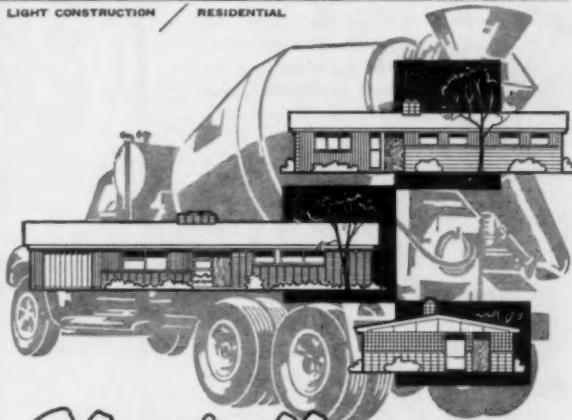
YOUR CHOICE: 1. Bright basic Side Rods with galvanized Cross Bars 2. Fabricated from galvanized wire 3. Galvanized after fabrication.

Make WAL-LOK first on your list. Write today for descriptive brochure packed with facts.



**ADRIAN PEERLESS, INC.**  
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LIGHT CONSTRUCTION / RESIDENTIAL



**Elastizell** — TYPE CONCRETE

... greater customer satisfaction  
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You can offer your customers *extra living comfort* with floors of this insulating concrete. Even the cheapest heating system will perform with maximum effectiveness when used with an Elastizell-type floor. For further information as to the performance of this type floor, inquire through your ready-mix supplier or write us direct.

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ELASTIZELL CORPORATION OF AMERICA • 815 W. MILLER, ALPENA, MICH. • PHONE 1000

# 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.



AT HOME COSTUME BY TINA LESLIE

*Open your door to a dream house (your model home) with*

## AMERICA'S MOST MODERN VINYL TILE

This is Nairon® Custom Plastic tile by Gold Seal®... and its exclusive "Venetian" pattern makes your home-selling a lot easier. The ladies, especially, are delighted by its ultra-modern simplicity and the years of long wear of its full-thick vinyl. Nairon Custom "Venetian" is but one of the 173 colors and patterns in the complete Gold Seal tile line. See Gold Seal Nairon Plastic tile, Inlaid Linoleum tile, Vinylbest®, Rubber, Cork and Asphalt tiles at your dealer's now. He's listed in the Yellow Pages under "Floors" or "Linoleum."

**SPECIFICATIONS:** Nairon Custom tile fully meets FHA title I requirements. Gold Seal Nairon Custom tile: 9", 12" and 18" tiles in 1/8" 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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FOR HOME—BUSINESS—INSTITUTIONS:

By the Yard and Tiles—Inlaid Linoleum • Nairon® Plastics • Vinylbest® Tile • Cork Tile • Rubber Tile • Asphalt Tile  
Printed Floor and Wall Coverings—Congoleum® and Congowall® • Rugs and Broadloom—LoomWeve® \*Trademark

SATISFACTION GUARANTEED OR YOUR MONEY BACK

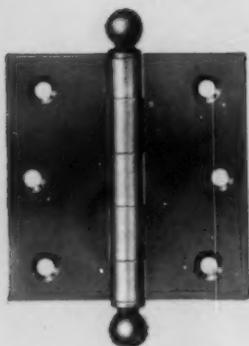


FOR THE LOOK THAT'S YEARS AHEAD

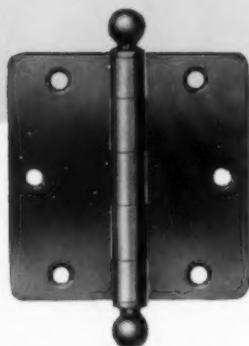
**Gold Seal®**  
FLOORS AND WALLS

# National DOOR BUTTS

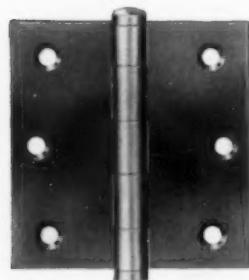
Use 3 Butts on every  
door instead of 2  
for smoothest action



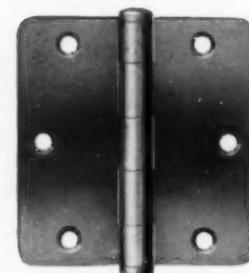
No. 500 Ball Tip



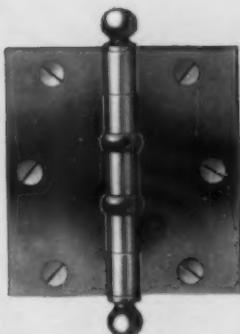
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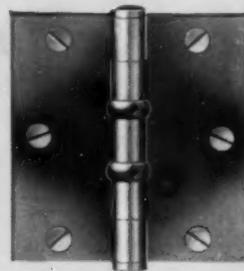
No. 502 Button Tip



No. 502RC Button Tip



No. BB500 Ball Tip



No. BB502 Button Tip

## *Style plus performance*

The addition of this extra butt mounted in the center of the door relieves the strain from the top and bottom butts.

There is also less danger of doors warping when this improved method is used.

This quality assortment of door butts have been designed and built to operate with friction-free precision. Stoutly built of fine basic materials to withstand strenuous daily service wherever installed.

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