

JULY 1957

American Builder

A SIMMONS BOARDMAN TIME-SAVER PUBLICATION • 75c

REMODELING ISSUE

- 
- How to remodel low cost houses • How to be a part-time remodeler
 - How to be an "operative" remodeler • How lumber dealers can help
 - How you can promote remodeling • How to remodel room-by-room
 - How you can use new products in your remodeling jobs

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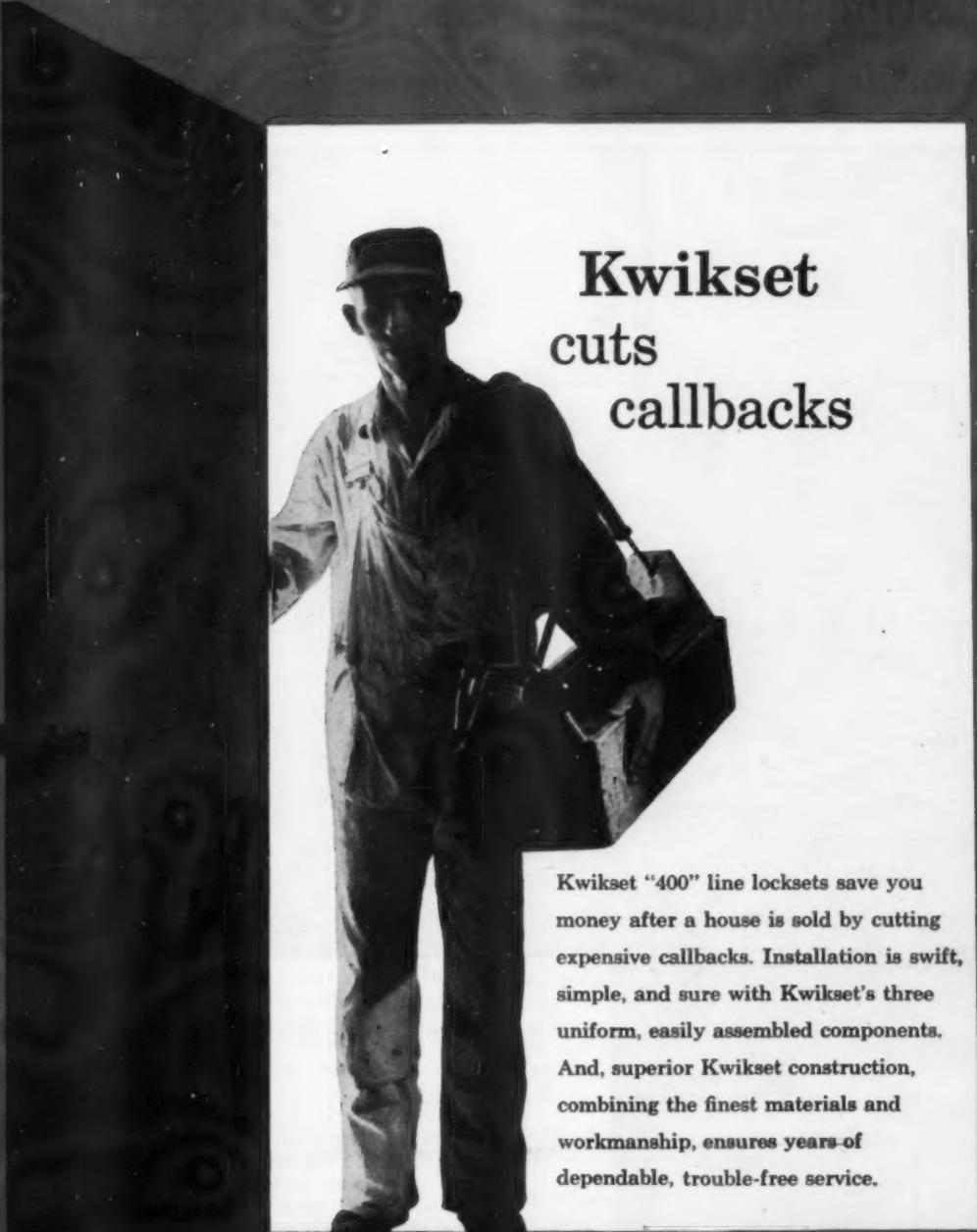
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BRIGGS

B E A U T Y W A R E

AMERICAN BUILDER

The Opportunity Page

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

Results are what count

Has so much talk about the shortage of mortgage money scared away many potential buyers? Minneapolis HBA felt this was so and is undertaking a \$10,000 ad campaign to bring buyers out of apathy and scare them back into buying. Results so far: from virtually no movement of homes in November and December and an approximate inventory of 750 homes, builders have moved most of the houses that caused them financial problems, and now face a near shortage of new homes.

A rose by any other name

Changing a flower's name might not make it any less attractive, but the same psychology doesn't apply to street names. The right street name can add considerably more value to your houses, says Chicago real estate man, Leo Varty. "A \$20,000 house on Elm Street would be much more valuable if the street were named Briarcliff Drive. It may not seem logical, but it is true."

Make your ads pay

"If you are running an ad to sell your home, remember to give people plenty of time to plan a visit to your house. Don't forget that yours probably is not the only ad they are going to look at." That's just one piece of good advice offered at a recent meeting of the HBA of Greater Cleveland by Grant Stone, advertising director, Cleveland Press. Some other tips from Stone: (1) There are dozens of newsy facts and stories in every new home of today. A builder or his advertising man should become a reporter, recording all of these bits of news so that he can put them into his advertising. (2) Our economy today is based largely

on human wants rather than on needs and necessities. . . . If your home doesn't offer opportunities to live better, you will have a tough time making the sale. And if you can't offer such advantages, other builders will. (3) Home builders aren't getting their rightful share of the consumer's dollar. Other businesses are getting a bigger share than heretofore principally because of better, more efficient selling appeals. This latter point is particularly important because of the results of a recent survey by Curtis Publishing Co. The survey asked people what they would do if they suddenly acquired a large amount of money. Only 9 per cent said they would buy a new house, whereas 50 per cent said they would take a trip.

Life begins at sixty

You may be missing a good bet if your plans don't include some housing for the elderly. Liberal financing terms available for this type of home ownership make it very attractive to the nation's growing number of elderly persons. FHA's new booklet, "Housing for the Elderly," is available from Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C., for 15 cents.

A different approach

Is selling from a model house the best method? Or is the interval between the time the purchase contract is signed and the occupancy too long for the requirements of many home seekers? The latter position is taken by Elias G. Willman, who together with Irving Weininger built a group of split-level homes in Cresskill, N.Y. The builders did not show their homes until the entire eleven dwellings were ready for occupancy.

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Textolite·Ideas

FOR YOUR
MERCHANDISING FILE



Attractive, practical family room features Textolite wall surfacing in warm walnut wood-grain pattern in this Canton, Ohio home.

General Electric Textolite plays 4 big roles in Ohio Idea Home

Ohio builder, E. J. Plott, chooses long-lived laminated surfacing for walls and work surfaces in family room, bath, laundry, and kitchen!

Rich wood-grain walls that never need refinishing! Colorful work surfaces that stay new-looking through years of family use! These are typical of the sales features that help sell many of E. J. Plott's homes before they are even completed. And Textolite surfacing made them possible!

Like Mr. Plott, you'll find that General Electric Textolite surfacing does a better selling job for you all through the house. Over 80 patterns and colors. Luxurious marbles . . . wood grains . . . distinctive patterns that women love . . . and behind all this the tremendous selling power and quality of the General Electric name! Install General Electric Textolite surfacing . . . it sells!



Modern kitchen has Textolite surfacing on counters, walls, and back-splashes. General Electric Textolite cleans with a swish—resists heat and stains—offers both Mix-or-Match and House & Garden colors. Send for new folder showing all patterns and colors. It's a must for your planning-file!

GET ON OUR "NEW-IDEA MAILING LIST"!

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

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GENERAL  ELECTRIC

AMERICAN BUILDER

"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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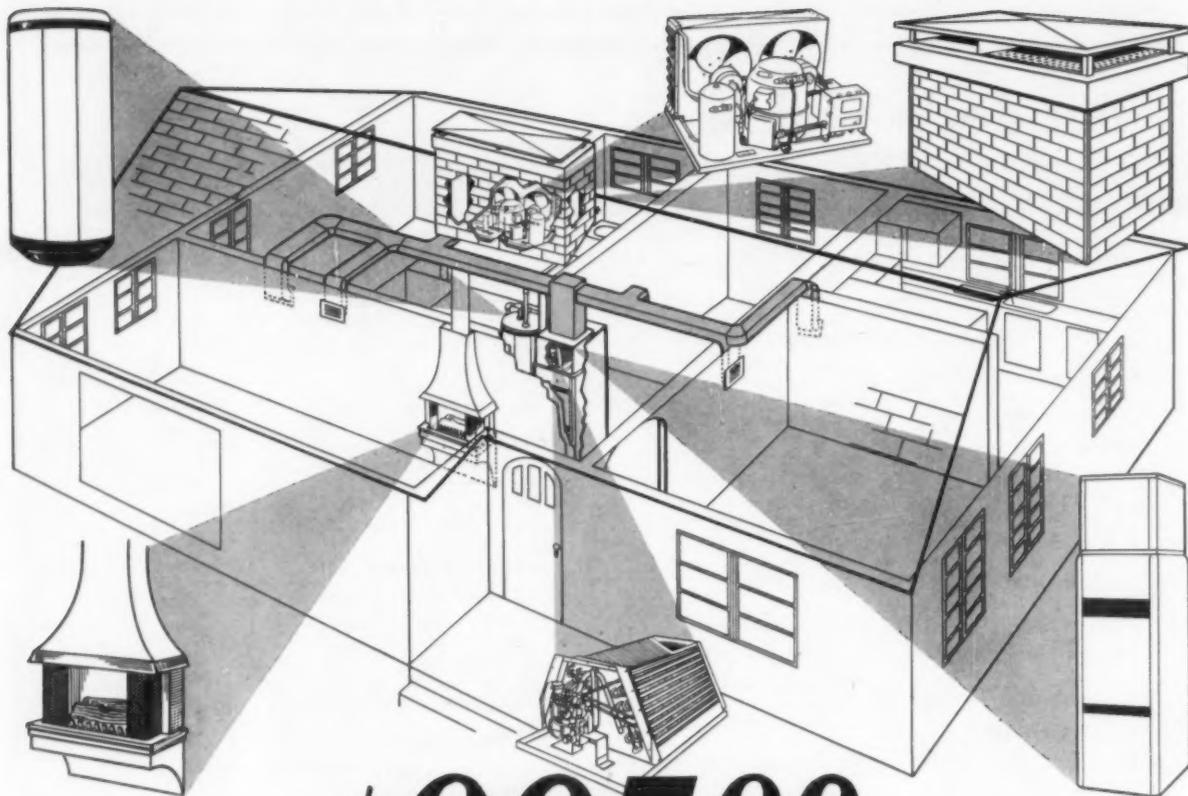
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Higher capacities, other fuels, or energy, higher chimney where required and more than nominal ducts, at slightly higher prices.

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CINCINNATI 6, OHIO

Advertising

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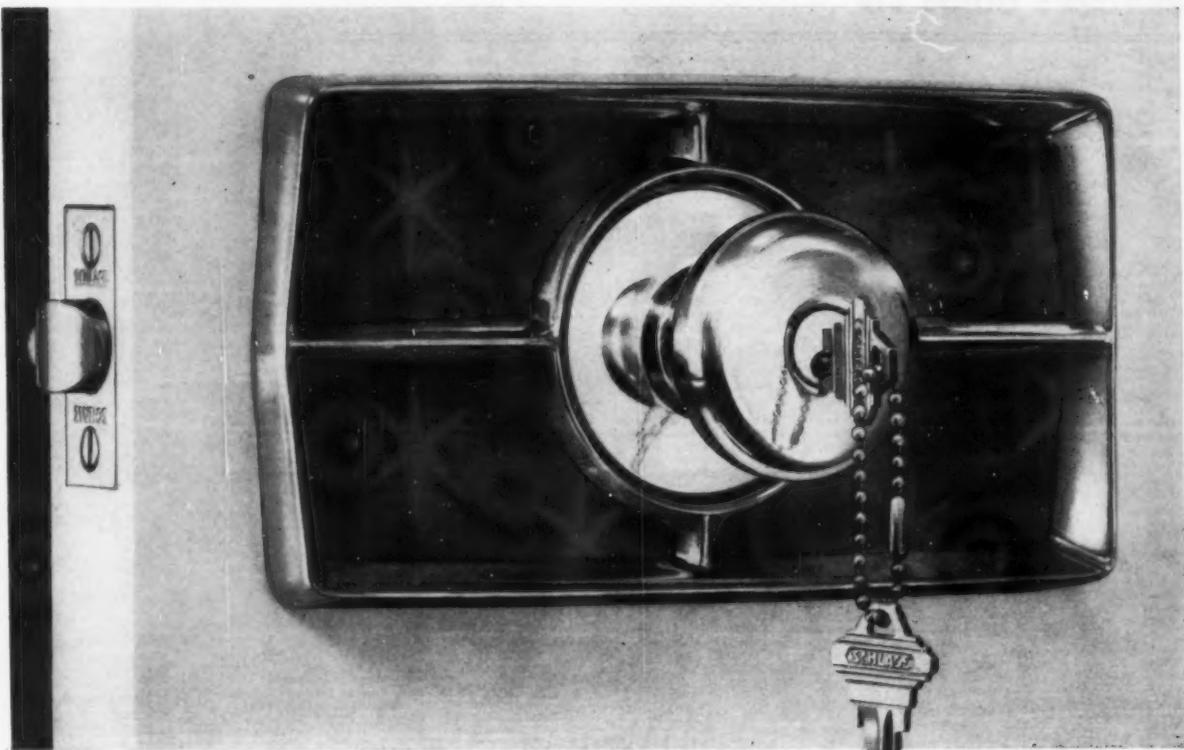
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Mark of a Modern Builder

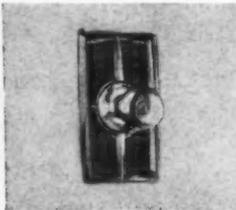
Today's builder can't afford to be color-blind . . . when his customers have their eyes open for the imaginative use of color in his homes. They find it immediately at the entranceway with a Schlage open-back escutcheon, distinctive backdrop for a modern Schlage cylindrical lock.

A variety of colors, patterns or textures can be placed behind Schlage "Color Accent" escutcheons to establish a home's first attractive touch of color styling. Open-back escutcheons offer modern convenience, too . . . by allowing the extra hand freedom of Schlage's popular 5-inch backset.

The quality story you want to tell begins at the entranceway . . . when it's announced by the convenience and the colorful originality of Schlage locks and open-back escutcheons.



Continental open-back escutcheon, with Saturn design lock.



Manhattan open-back escutcheon, with Tulip design lock.

Sell Schlage's "Color Accent" at the Entranceway. Behind the rectangular symmetry of the Manhattan or the circular simplicity of the Continental, color can be used to give attractive individuality to the entranceway of every home. When combined with the wide assortment of original Schlage lock designs and finishes, Schlage "Color Accent" escutcheons add a fashionable sales feature to your homes . . . simply and inexpensively.

Send for New "Lock Fashions" Brochure #651-Y-7
For illustrated applications of Schlage "Color Accent" escutcheons and complete information on Schlage residential and escutcheon designs, write today for this handsome, 4-color, 12-page brochure to Schlage Lock Co., P.O. Box 3324, San Francisco.

SCHLAGE
LOCK COMPANY

SCHLAGE LOCK COMPANY, SAN FRANCISCO • NEW YORK • VANCOUVER, B. C.

American Builder's "Set Your Sights" article in Congressional Record

To The Editors:

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

Sirs: This is to express to you my appreciation for the use of the excerpts from the American Builder during the annual spring meeting of the NAHB Board of Directors. We found the article ["Set your sights: 2,000,000 homes a year is this industry's goal"—June] most timely and exceptionally well done.

You may be interested to know that I sent a personal letter to each member of the U.S. Senate enclosing a copy of this article and that it was included in the *Congressional Record* [May 27] by Sen. Wayne Morse in the course of the debate on the bill. I am enclosing a copy of our letter and a copy of the pages of the *Record* in which your article appeared. Also, a copy was given to each member of our 485-man Board of Directors for their personal use in contacting members of the Congress during our meeting.

—Geo. S. Goodyear, President National Assn. of Home Builders, Washington, D. C.

In his letter to each senator, Goodyear said, "... I am enclosing a reprinted editorial from the American Builder magazine which provides a pertinent capsule picture of current and prospective national housing needs. Private industry is anxious to meet these goals. But as mentioned in the enclosed article, basic changes in the nation's housing laws are necessary, in particular a reduction in the current FHA required down payments. I hope this will be helpful to you in understanding the industry's vital interest in this matter. ..."

Sen. Morse, after reading this

letter to the Senate, asked "unanimous consent that excerpts from the editorial also be printed as a part of my remarks." There being no objection, the excerpts from the editorial were ordered to be printed in the RECORD.

Directory Issue

Sirs: It is an excellent job and one that the industry has long needed. Congratulations.

—Fred F. Montiegel, Manager National Institute of Wood Kitchen Cabinets, Chicago, Ill.

Sirs: You are certainly to be complimented on the excellent technical data concerning built-in ranges and ovens.

—Arthur J. Tuscany, Jr., Exec. Secy., Steel Kitchen Cabinet Manufacturers Assn., Cleveland, Ohio.

Sirs: This is an excellent presentation, and we would like very much to purchase 200 copies for distribution at our 25th Anniversary Convention and Exhibit to be held in Cincinnati on June 3, 4, and 5. —Sam Duncel, Managing Director, Institute of Appliance Manufacturers Inc., Washington, D. C.

Sirs: I would like to say, first of all, that I think your coverage of built-in ranges was excellent and that it should be very helpful to all of us in the business. . . . It certainly appears that you are doing your best to keep your readers informed about this product; and I, for one, would like to express my appreciation for the job you are doing.

—L. D. Senten, Manager, Customline Merchandising, Hotpoint Co., Chicago, Ill.



"See you later, Ed, it's quitting time."
 (By Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

76 Quarts of Actual Water

Permeate the Average Home EACH WEEK...



**NO WONDER TIMBER ROTS —
PAINT PEELS — PLASTER CRUMBLES —
STEEL BEAMS RUST!**

Because vapor has slight density, about 1/205,000th the density of water at 32° F and 1 millionth at zero degree F., it passes through brick, stone, plaster, etc. Most building materials, even asphalt paper, are *porous* to vapor.

When vapor meets a cold front inside walls and ceilings and reaches a dew-point, it condenses. This destructive "fall-out" (condensation), stimulates the growth of the ever-present microscopic spores of fungi in timber that cause dry-rot. Paint peels! Plaster cracks! Masonry crumbles! Iron rusts! Destructive condensation cost over a **MIL-LION DOLLARS** in repair bills to one apartment development alone!

Metals are the best vapor barriers because they have almost **ZERO** vapor permeability. Multiple layers of aluminum interspersed with air spaces, also scientifically minimize condensation formation on or within them; as well as the flow of heat by radiation, convection, and conduction.

When multiple sheets of aluminum stretch parallel all the way from joist to joist, they insulate the entire area with full-depth, *uniform* protection.

Such insulation is available commercially in *continuous* pre-fabricated lengths of 375 to 750 ft. It is installed in ceilings, walls, floors and crawl spaces; between wood beams and studs, steel girders and trusses.

.. in the form of 152 lbs. of
WATER VAPOR

Here's the breakdown for a family of 4 per week

	VAPOR
Breathing and Perspiring (2 oz. per person per hr.)	51.0 lbs.
Showers (½ lb. per bath)	14.0 lbs.
Washing Clothes	4.3 lbs.
Drying Clothes Indoors	26.0 lbs.
Cooking (Gas) (4.7 lbs. daily)	32.9 lbs.
Ordinary Dish Washing (1 lb. daily, automatic much more) ..	6.0 lbs.
Mopping (100 sq. ft. daily, 3 lbs.)	18.0 lbs.
TOTAL WEEKLY VAPOR	152.2 lbs. or 76 quarts

In addition, each 1,000 sq. ft. of soil under a building may produce 96 lbs. of water vapor **DAILY**.

The U. S. National Bureau of Standards has published an informative booklet describing the destruction that condensation can cause, and means of its prevention. It is entitled "Moisture Condensation in Building Walls". Send us the coupon for a **FREE** copy.

THERMAL VALUES

Infra Type 4 Parallel Insulation

- Down-Heat C .042"=7½" non-metallic insulation†
- Up-Heat C .105"=3½" non-metallic insulation†
- Wall-Heat C .068"=4¾" 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.H.F.A. Research Paper 32.
‡Calculated on basis of limiting thermal values cited in Fed. Specs. LLL-F-321b; HH-1-585; HH-1-521c; HH-1-551a.

Infra Insulation, Inc., 525 Bway., N. Y. C. Dept. B-7
Send "Moisture Condensation in Building Walls."

Name _____
Firm _____
Address _____

The Building Outlook

SMALL TALK

TAX FACTS

Here's good news from the Internal Revenue Service which you can pass on to prospective buyers when discussing mortgages. IRS now allows the amount charged when a mortgage is paid off ahead of schedule to be regarded as interest, and therefore deductible.

MORE ON LAND COSTS

Price increases up to 1,000 per cent during the past ten years for land in the nation's resort areas points up the growing desire of more and more Americans for "vacation" housing. A study, made by the Keyes Co., Miami real estate firm, showed the cost of residential and commercial land in the most popular resorts has, on the average, risen three or four times, when measured in current dollars.

PEOPLE'S CHOICE

Ranch-type homes are still your best building bet, according to a recent survey made by Associated Plan Services, Inc. of Huntington, L. I. Of fifty new custom designs chosen, thirty-one were ranch, eight were side-to-side splits, six were two-story homes and five were front-to-back splits. The survey also showed a trend away from development building.

ONLY THE FACTS

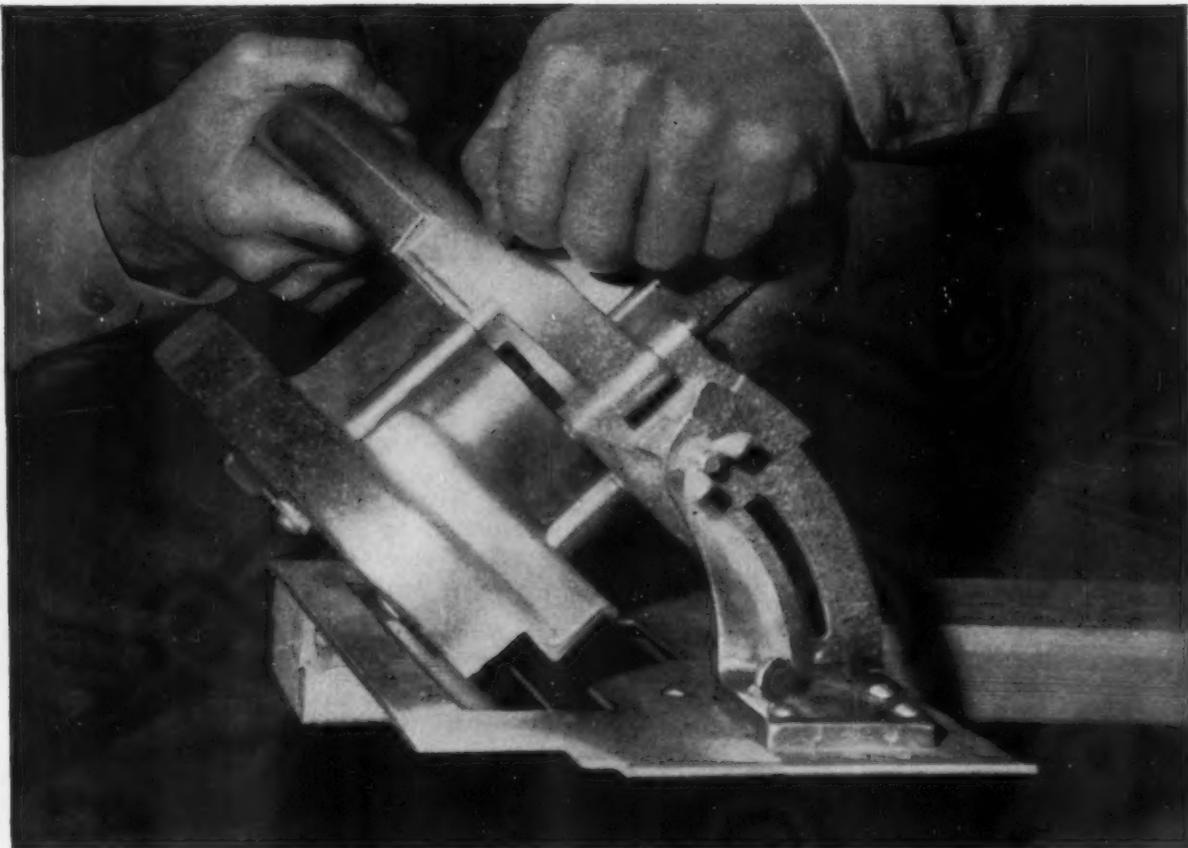
In answer to the increasing barrage of criticism which has been directed toward the industry, some kind words about the American home have come from FHA commissioner Norman Mason. "Authorities on housing are blossoming like flowers in the spring, but unfortunately the nature of their criticism is often more entertaining than factual."

WILL MORE COMMERCE AND INDUSTRY be the answer to community facilities problems in so-called "bedroom communities?" In areas like Nassau and Suffolk counties on Long Island, N.Y., action is needed to provide a source of tax money to pay for schools and other community facilities, according to Leonard Frank, past president, Long Island Home Builders Institute. Since the best source of this money is commerce and industry, he believes the area should be rezoned for additional industrial and retail businesses. This would ease the tax burden on both new and old residents.

AN IMMEDIATE HOUSING SHORTAGE is in prospect if underbuilding of homes continues while basic demand remains strong. Proof of the pudding, according to George Cline Smith, vice president, F. W. Dodge Corp., is in the vacancy rate which dropped by 18 per cent or roughly 250,000 units for the six-month period, October 1956 through March 1957.

LAND PLANNING IS BEING REBORN through the home building industry. Those words were spoken by Stanley Edge of Pittsburgh, Pa., at a recent Wichita HBA meeting. They're just another way of stating what **AMERICAN BUILDER** has been saying in its land-planning series: Tomorrow's successful builder is today's successful planner. This month **AMERICAN BUILDER** tells you how waterlogged land in New Jersey was reclaimed for development into valuable waterfront building sites. (See p. 168.)

HOW WILL YOUR MERCHANDISING PROGRAM stack up against other builders? The buyers market, which will probably continue for many years, calls for a continuous study of merchandising, if you are to compete with other builders. Next month **AMERICAN BUILDER** will present the results of a cross-country survey of merchandising techniques. Some of the things you'll learn are how builders determine their potential market; which merchandising media and what kinds of techniques they use; how they advertise; and how they supervise and pay their salesmen.



Here's an angle on a sharp saw buy—this is a 7¼" Thor SpeedSaw model 475 zipping through 2" lumber at 45°. There's nothing like it on the market for anywhere near its \$64.95 price.

Cut your lumber and your costs faster!
Choose from 7 powerful Thor saws

Get Thor electric saws on the job. Save costly labor time—keep the crew happy, power saws are a lot easier on the operator than hand methods. Build up your profits per job—get the crew to the next job quicker.

And look at the selection of tools Thor's got for you. Seven saws ranging from the 6¼" Thor Model 450 SpeedSaw (Just \$49.95, cuts 2 x 4 at 45°) to the brawny Thor Silver Line T-12 with a 12" blade, capable of a 4¾" cut. Other Thor saws include the popular Thor Model 475 7¼" SpeedSaw with a 1.75 h.p. motor at \$64.95, 6¼" Sil-

ver Line model T6, 7¼" Model T7, 8¼" model T8 and 10" Model T10.

All Thor SpeedSaws and Silver Line saws are available with combination blade, 10 ft. of 3-conductor cable, nut wrench, lubricant and steel carrying case. 9 blade types and a variety of abrasive discs are offered as accessories.

Thousands of Thor saws are on building sites right now saving time and money. Why don't you ask your Thor distributor to demonstrate any Thor saw right on your site? Thor Power Tool Co., Prudential Plaza, Chicago 1, Illinois.



THOR POWER TOOL COMPANY, CHICAGO

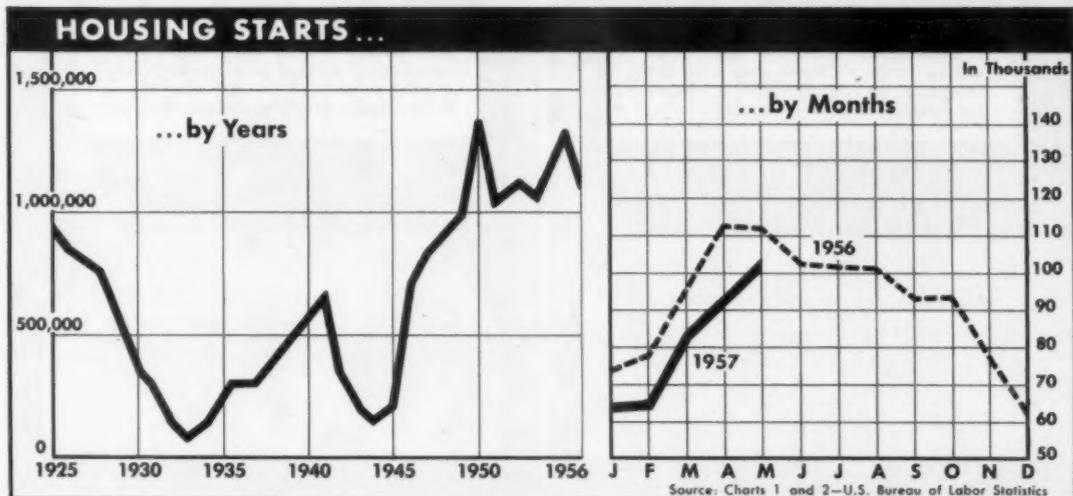
Branches in all principal cities



Need power on the job site?

This is Thor's new portable 1500-watt generator which can power two saws at one time. Its revolutionary vertically mounted engine assures long productive life. Available in AC or DC models.

Pulse of Building



Interpretations: 1

Although seasonally adjusted housing starts reached this year's high point in May—the customary seasonal peak—it is unlikely that 1,000,000 new private dwelling units will be started this year. The only way this could be achieved would be if mortgage money conditions ease during the latter half of the year. So far, conventional financing has been the chief support of the new housing market in 1957. A little more strength has been shown in the South and West than in the Northeast and North Central areas.

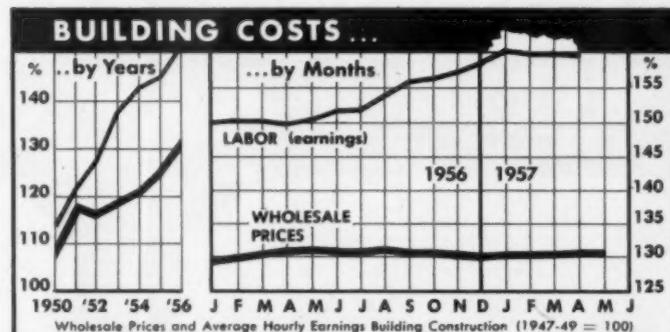
REFLECTING A MORE THAN SEASONAL RISE, May's 102,000 starts gave a seasonally adjusted annual rate of 1,020,000, the highest of the year. However, it was the lowest May total since 1951.

15 LEADING HOME BUILDING AREAS

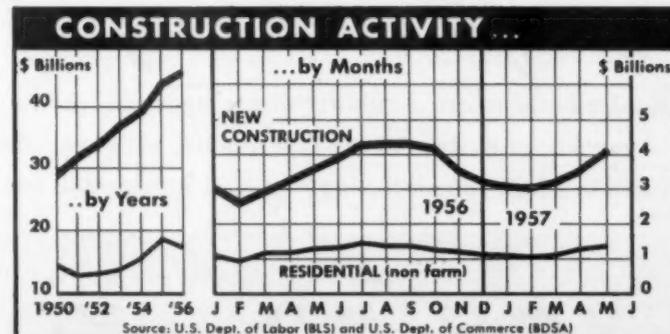
Dwelling units in Metropolitan areas during the first two months of 1957. (BLS)*

	Units	% Change Jan.-Feb. 1956-57
Los Angeles	13,052	-26
New York	6,879	-37
Chicago	5,186	-17
Miami	2,701	+3
San Francisco	2,436	-21
Baltimore	2,322	+35
San Diego	2,244	+24
Detroit	2,185	-52
Philadelphia	2,182	-34
Phoenix	1,850	+37
Washington	1,544	-25
Atlanta	1,224	-24
Denver	1,192	-17
Cleveland	957	-37
Milwaukee	946	-11

*Based on building permit reports and an estimate of units started in non-permit issuing places in these areas.



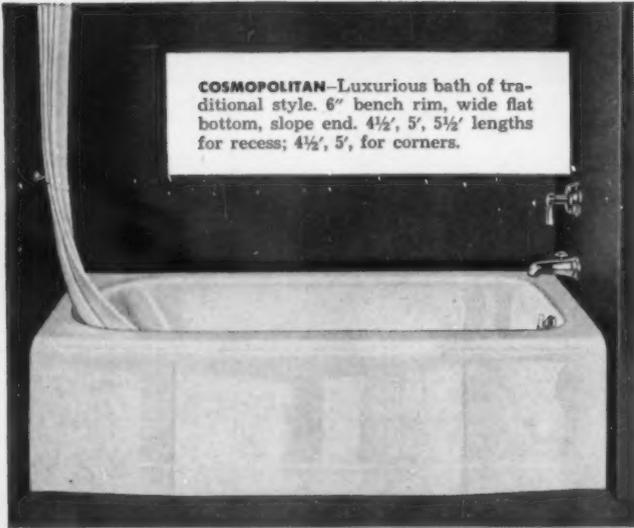
2 DECLINES in most lumber prices were offset by gains in such products as hardware, paint and asphalt roofing as material prices leveled off in May. Revised data on hourly earnings show a Jan.-April downtrend.



3 RECORD MAY OUTLAYS of \$4 billion for new construction represented over-the-year gains in most public and private work. This offset the declines in private housing and store building.

KOHLER BATHS

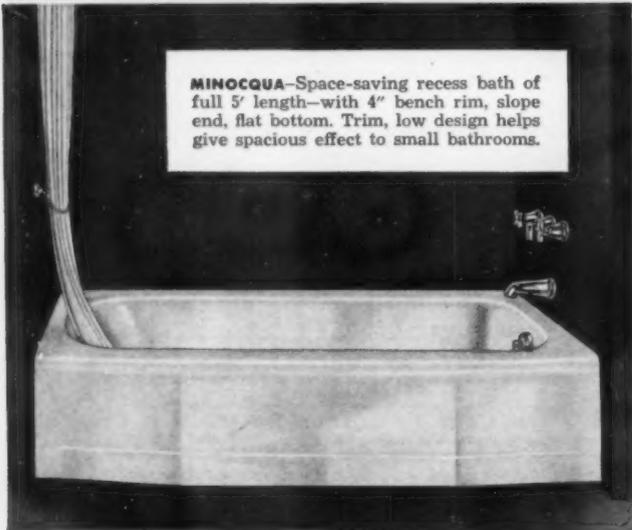
COSMOPOLITAN—Luxurious bath of traditional style. 6" bench rim, wide flat bottom, slope end. 4½', 5', 5½' lengths for recess; 4½', 5', for corners.



MAYFLOWER—Fresh appearance with unique oval bathing area. Integral seats. Nearly square, 48" x 44" size, allows flexible space-planning. Recess or corner.



MINOCQUA—Space-saving recess bath of full 5' length—with 4" bench rim, slope end, flat bottom. Trim, low design helps give spacious effect to small bathrooms.



STANDISH—Showering bath—roomy, deep—suitable for bathing. Space-saving for homes, motels, dormitories. Low front for convenient access, easy child bathing.



4 types *fill a wide range of requirements*

Kohler baths afford flexibility of arrangement, choice of style—for bathrooms of any size or shape. All are first quality, with sparkling, easy-to-clean enamel fused to a base of non-flexing iron, cast for strength and rigidity.

KOHLER CO. Established 1873 KOHLER, WIS.

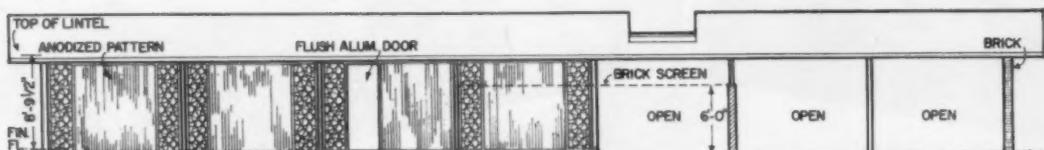
KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

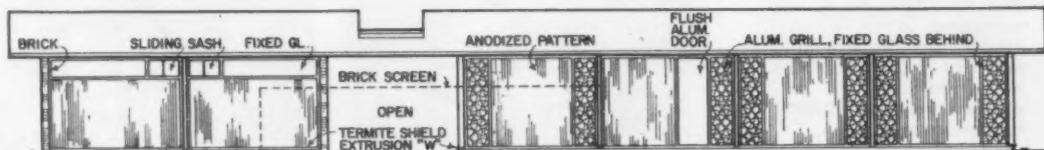


Tomorrow's House

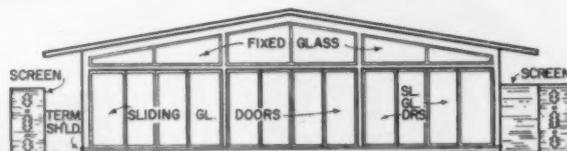
This will soon be today's house



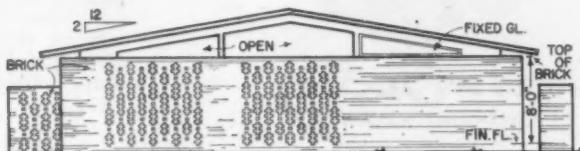
LEFT ELEVATION shows aluminum pattern paneling.



CUT IN ROOF line lets sun into interior gardens.



SIX SLIDING-glass doors: for indoor-outdoor living.



FRONT ELEVATION is screened by modern brick wall.

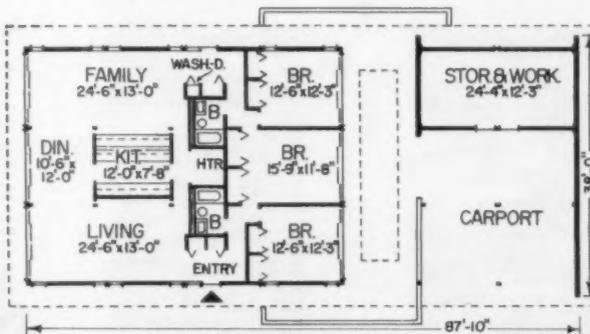
Out of hiding come hidden values in this prototype of the 50 "Care-Free" homes to be built under sponsorship of Aluminum Co. of America.

Reflective, insulating, vapor-sealing and construction values of aluminum are scheduled for a heavy barrage of promotion by Alcoa. These sometime overlooked features in a home are slated for high-lighting along with more obvious uses of aluminum—in the roof, for doors and windows, in wall tile.

Designed by architect Charles Goodman, the house is not intended to be an aluminum "wonder house." Rather, this workable metal has been combined with wood, glass, steel, brick and cement, to name a few.

Much of room-by-room plan was based on results of Woman's Congress on Housing held in Washington, D.C., last year.

All 50 homes are scheduled for showing this fall by builders that Alcoa is now selecting.



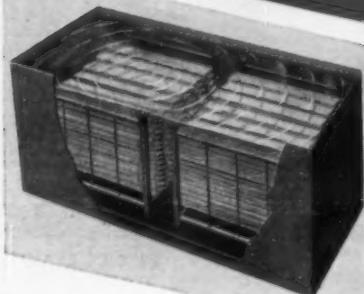
BUILT ON SLAB, house still provides maximum space in living and sleeping areas, and makes ample provision for storage, as plan here indicates. Private and semi-public areas balance well.

THIS IS THE NEW

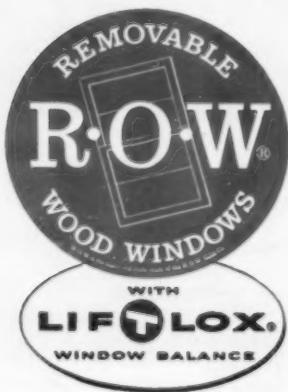


NOW—LIF-T-LOX, the exclusive R-O-W balancing mechanism, does not attach to sash—does not interfere with immediate window removal or replacement.

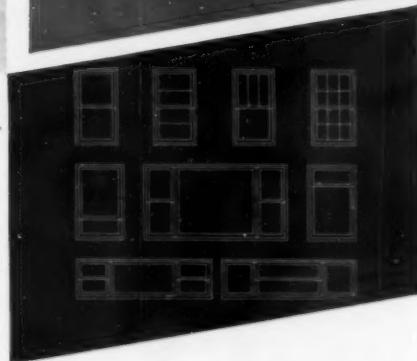
Builders are enthusiastic about buyer response to the new improved R-O-W windows. Still fully removable, they are now available with exclusive, new LIF-T-LOX balance and smart new styling in beautiful designs and full range of sizes.



NOW—Chemical treatment of selected woods makes them water-repellent. R-O-W windows are designed and built to outlast homes.



NOW—Smart new R-O-W window designs are being used by resourceful builders and architects to individualize homes. R-O-W window styles and sizes offer maximum flexibility.



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WISCONSIN WINDOW UNIT CO.
Merrill, Wisconsin

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MARTIN MATERIAL COMPANY
Kansas City, Missouri

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STENGEL SASH & DOOR COMPANY
Cincinnati (Norwood), Ohio

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DIXIE LUMBER COMPANY
New Orleans, Louisiana

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WOODCO CORPORATION
Lowell, Massachusetts

MARYLAND
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Baltimore, Maryland

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PORTER-RADLEY COMPANY
Grand Rapids, Michigan
ROYAL OAK WHOLESALE COMPANY
Royal Oak, Michigan

(Upper Peninsula)
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Merrill, Wisconsin

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MARTIN MATERIAL COMPANY
Kansas City, Missouri

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MCDONNELL LBR. CO.
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R·O·W WINDOW

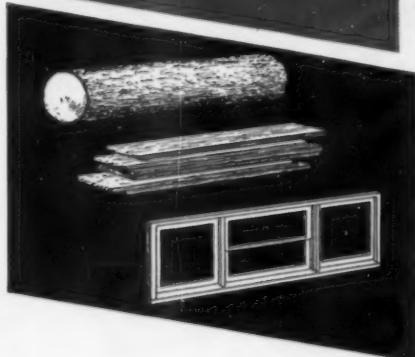
R·O·W removable wood windows insure builders of more satisfied customers. They look better and are functionally superior. Cleaning and painting takes only half the usual time. Spring pressure provides maximum weather protection.



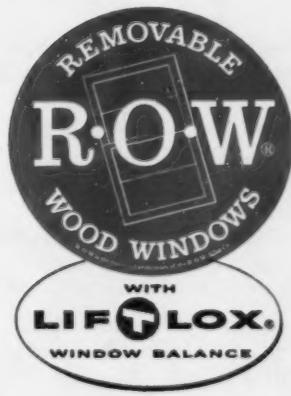
STILL—The most efficient lift-out and pressure-seal mechanism is available only with patented R·O·W removable wood windows.



STILL—a household miracle is the wonderful convenience of R·O·W lift-out windows. Owners praise the thoughtful builders who installed them.



STILL—There is no satisfactory substitute for the beauty and insulating properties of fine residential wood windows. Wood eliminates most condensation and draft problems.



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Binghamton, New York
BUILDING DOOR & SASH CO., INC.
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SWING REMODELING
SALES YOUR WAY
WITH RICHMOND'S
CARNIVAL OF COLOR
RICHMOND

THE FASTEST GROWING NAME
IN PLUMBING FIXTURES

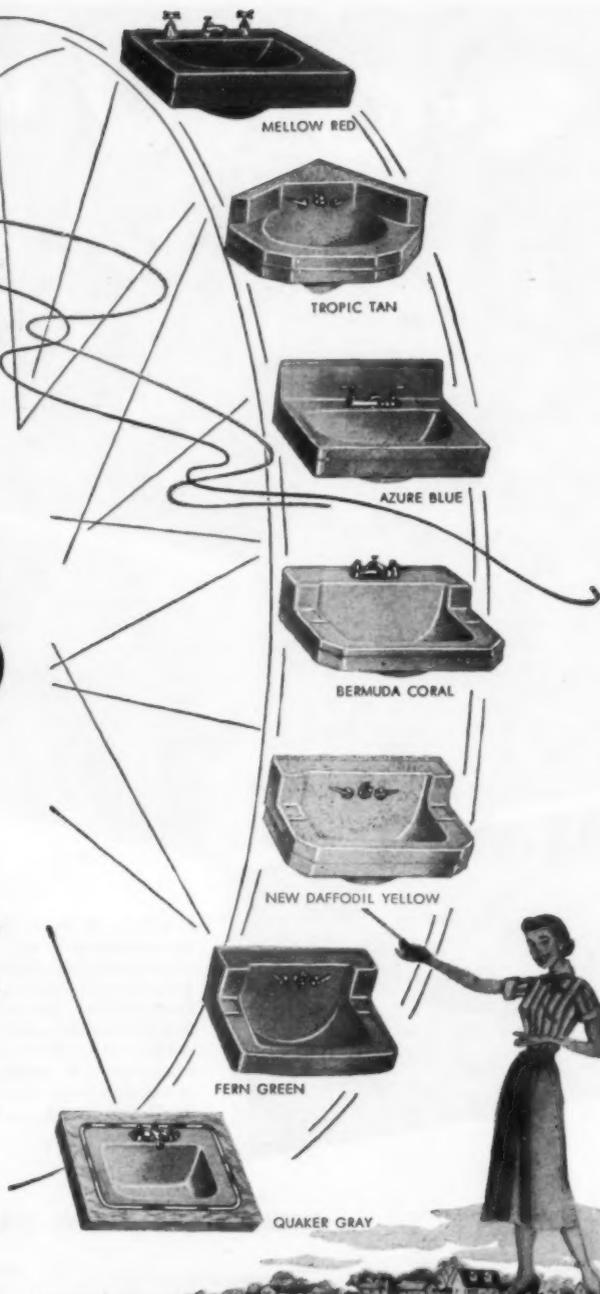
Whether you aim at the building, remodeling or replacement market—or all three—sales come easier with the ultimate quality, the extra luxury of Richmond color.

To you and your customers Richmond Plumbing Fixtures mean an almost limitless selection of models and sizes, each available in Richmond's seven non-fading colors, including new Daffodil Yellow plus exclusive "Whiter-White."*

Richmond, too, means lifetime homeowner satisfaction based on sound modern styling, superb finish and dependable performance.

"Carnival of Color" merchandising aids are available to you. Consult your wholesaler or write us.

*Mellow Red in Vitreous China only.



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Division of Rheem Manufacturing Company, 16 Pearl Street, Metuchen, N. J.

Richmond Creates the Finest Bathroom and Kitchen Plumbing Fixtures, Heating • Cooling Equipment

Other Rheem Products: WATER HEATERS • WATER SOFTENERS • WEDGEWOOD GAS RANGES AND CLOTHES DRYERS • STEEL CONTAINERS



SPECIAL REPORT:

How builders plan to break through '57 housing slump

**HERE'S WHAT NAHB
DID ON FOUR MAJOR
HOUSING GOALS**

1. Dramatically urged Congress to liberalize housing law to spur mortgage financing this year and next

2. Broadened its activities to help builders improve their merchandising by putting more emphasis on salesmanship and tie-ins with manufacturers and suppliers

3. Began planning for a sharp, inevitable increase in the market for rental housing in the near future

4. Sat down with manufacturers to see how they could work more closely with home builders in promoting the products they put into their houses

WASHINGTON: Walleyed from trying to watch Congress finalize a new housing bill while they themselves were attacking this industry's knottiest problems, some of the nation's leading home builders met here determined to crack this year's construction logjam.

More than 800 directors of the National Assn. of Home Builders worked feverishly for five full days, May 23-27, during their annual Spring Meeting at the Statler Hotel—all the while keeping one eye on the Capitol, some three miles away. When they finished, the builders had drafted a program for action to: (1) help the industry stage a comeback in the remainder of this year, and (2) get it set for a year of expansion in '58.

The discussions ranged from building codes to urban renewal. (For details of the action taken on four topics bearing immediately and dramatically on the future of the home-building industry, see pages 20-21.)

But, aware that success in both phases of their goal depended almost entirely on the ultimate shape of the pending new housing law, the home builders moved in an atmosphere of hopeful suspense. This attitude was reflected by NAHB President George S. Goodyear at a press conference during the meeting. Taking this final opportunity to reach the ears of the lawmakers, he pointed out the large potential demand for housing and called for legislation to provide primarily for low down-payment financing.

In another appeal obviously aimed at the congressional hassle then going on, HHFA Administrator Albert M. Cole, who was a guest speaker before the builders, made another, last-ditch request for a raise in the VA interest rate to 5 per cent. "The effect of failure to act promptly on this question," Cole repeated, "will be to knock out a prop from under the housing market at a critical time in the home-building season. The effect on home builders will be serious. They will be unable to make firm plans for the rest of the year, and . . . the situation will become more difficult."

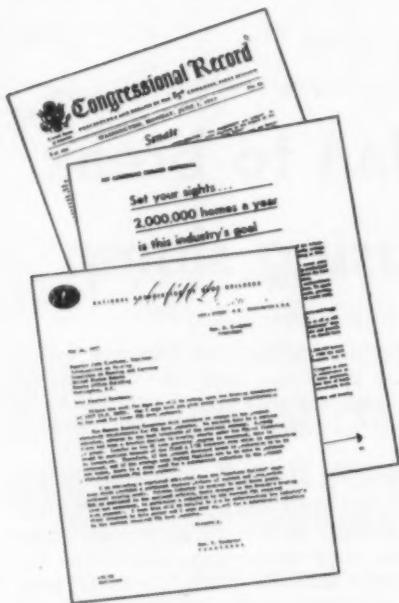
Meanwhile, back on the Hill, the legislators were getting ready for some final logrolling.

With or without the VA increase, a liberalized housing law appeared definite. By week's end both houses of Congress had passed similar bills that were highly acceptable to builders (see page 24 for details). Next step was to be a give-and-take conference to work out a compromise.

How helpful could any favorable new law still be to the '57 market? Opinions of builders at the Spring Meeting differed. And at presstime they were still waiting.

For a quick summary of what builders are doing now ▶

Here's the way builders are working toward four major



American Builder's June editorial was put into *Congressional Record* after NAHB sent copies to full Senate in plea for housing law



NAHB Pres. George S. Goodyear made news at press conference during Spring Meeting by calling for low down payments to stop housing lag

1 On legislation . . . mortgage finance

With Congress still undecided on a housing bill, home builders at the NAHB Spring Meeting hurried through a final discussion, came up with positive recommendations of their own. To get action they decided:

- To support passage of the House bill (H.R. 6659) calling for FHA down payments of 3% of the first \$10,000; 15% of the next \$6,000; 30% of the remainder to \$20,000 maximum mortgage (the Senate had not yet passed its slightly more liberal bill calling for 3, 10, and 30%, respectively).

- To make clear its continuing support for FNMA special assistance funds necessary for production under FHA urban renewal and other special housing programs.

- To work to amend the Housing Act of 1954 and Internal Revenue regulations to ease the squeeze on building corporations that suffer a capital loss resulting from a required purchase of FNMA stock.

- To urge that FHA recognize secondary income, of wives, in figuring credit requirements and revert to its original requirements set at four times the applicant's monthly payment.

- To seek emergency working funds for FHA in case its work load increases as a result of favorable housing legislation.

- To get local associations and individual builders to continue their efforts encouraging greater participation in home financing by commercial banks in small communities.

- To urge FHA Commissioner Mason to issue rules to permit individuals to invest in bonds secured by FHA-insured mortgages. To support establishment of privately owned mutual investment trusts to purchase FHA mortgages and sell participation certificates to pension funds and other investors.

2 Toward sharper merchandising

Facing up to the buyers' market, NAHB took several steps to help builders strengthen their sales strategy and promotional techniques. It agreed:

- To explore home builders' merchandising problems on a scientific basis. Basic need: to learn more about what attracts people who buy homes.

- To set up a committee to try to get manufacturers, suppliers, and others to sell the theme of new home ownership in all advertising.

- To encourage local associations to develop and use, voluntarily, a customer-acceptance checklist to minimize construction complaints.

- To hold a sixth Merchandising Short Course in Washington July 16-18.

- To offer a one-day course in merchandising to builders in various parts of the country.

- To endorse a One-Day Training Course for Home Salesmen to be presented by Theatre for Industry in 30 cities over a ten-week period beginning next February.

goals to break the '57 logjam in housing

3 For more rental housing

Home builders took a long, hard look ahead at the market for rental housing, found a real need for additional units, primarily in metropolitan areas. To solve the problems involved in providing this housing, the builders recommended:

- Development of ways to finance smaller rental projects for small and medium metropolitan areas.
- More flexible FHA architectural standards to allow lower rents in areas where the market calls for them.
- Abandonment of FHA rent control where unnecessary.
- Changes in legislation to provide allowance of \$1,000 per room additional mortgage amounts in high cost areas under Sec. 207 with respect to projects averaging less than four rooms per unit; that Sec. 207 be made to conform with Sec. 220 with respect to allowances for builders' and sponsors' fees and profit; encouragement of inclusion of specially designed units for elderly persons within FHA-insured housing projects that are planned for general occupancy.

4 In cooperation with manufacturers

Manufacturers' part in promoting homes—and the products that builders put into them—was analyzed in a joint conference of builders and manufacturers.

Here's what the builders told the manufacturers:

- We need more good promotional material about your products to help sell our houses.
- While the presence of nationally advertised products in the house is a sales aid in itself, you can help further by improving your point-of-sale promotion.
- Consumer advertising will not necessarily sell home buyers on your particular brand. It will, however, make them brand-conscious and cause them to demand a brand that is familiar to them.
- Back up your consumer advertising with trade advertising in order to sell builders.
- We need brief, attractive brochures and displays that fit in, design-wise, with the products involved. This goes not only for the "glamour" items, such as major appliances, but also for the "hidden value" items—the features that can't be seen but are still vital and salable parts of the house.
- You manufacturers can learn a lot about customer acceptance of your products by talking to the builders who use them.

Here's what the manufacturers told the builders:

- The smartest builders today are merchandising all parts of the house. They show and promote the foundation, the insulation, and any other "hidden" features that can be exposed and pointed up.
- The model house is one of the best sources for market research. This is the place where the builder gets a positive reaction to the products he has built into the house.



More than 800 NAHB directors turned out, shaped a new set of association policies calling for action to revitalize the industry



NAHB-Ed Gavin Scholarship Fund check is turned over by Joseph B. Mason, American Builder editorial director, to Len Frank and Dan Grady, '57 and '58 convention committee chairmen, respectively

Tomorrow's cost-saving ideas: Research House of the Year →

THIS RESEARCH HOUSE
OF THE YEAR SHOWS:

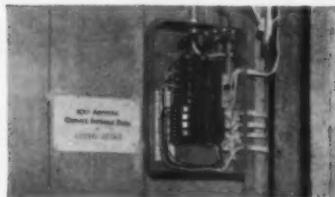
**Tomorrow's
cost-saving
ideas**



Builders and manufacturers test new methods in Kensington, Md.,



WALL-HUNG CLOSET, raised-bottom bathtub eliminate pipes from floor slab. Borg-Warner created new fixtures to cut labor costs.

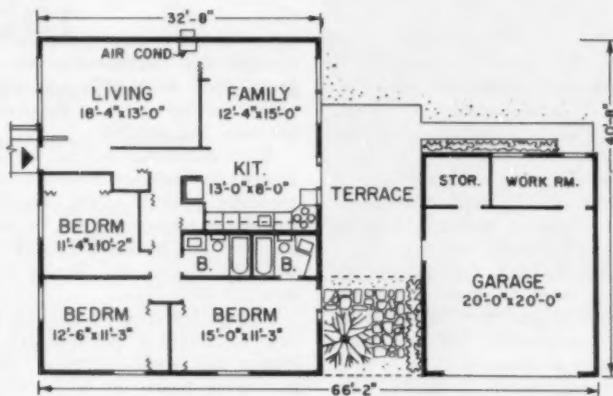


NEW GE WIRING system is engineered to save money, has centrally located 100-amp service panel. New UF plastic cable is used.



CORNER COOKING unit is only 27 $\frac{1}{2}$ " thick, has electric water heater installed below. Philco Corp. also designed new-type kitchen cabinets.

COMPACT NEW HEATING unit by Frigidaire has "slip-in" air conditioner. Modular wall panels use $\frac{3}{8}$ " Masonite sheets as siding-sheathing.



DEEP, NEARLY SQUARE plan has maximum economical span for low pitched roof—32'-8"; provides most enclosed space per unit of wall area. Clarke Daniel, builder.

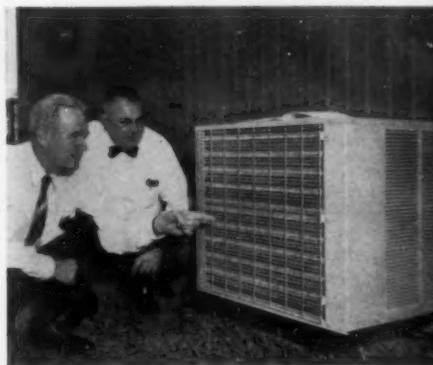
◀ **NAHB RESEARCH INSTITUTE** planned house to stimulate new ideas in materials, methods, equipment at lower cost. NAHB Directors inspected it at spring meeting.

house that "looks years ahead"



SEPARATE OVENS for meat (top) and pastries (below) incorporate Philco's "future look." Unit is only 24" wide. Meat oven is 14" deep.

SLIM, THIN, STEEL closet doors by American fold easily, take little space. Closet is equipped with adjustable shelves, racks and drawers.



SLIP-IN air-conditioning unit is inspected by Richard Hudson (left) chairman, NAHB research institute, and Ralph Johnson (right), director. Compressor outside connects directly to furnace on inside of wall.

**For more cost-saving
 research house ideas
 see page 196** →

Builders optimistic over housing bill

Although it will probably be late this month before Congress finally acts on the housing bill, early reaction to both Senate and House versions showed builders are very optimistic. It is felt that the lower FHA down payment provisions in both bills (3% on the first \$10,000) will do much to stimulate housing starts, both for the balance of this year and in 1958. (As AMERICAN BUILDER went to press, a meeting of House-Senate conferees to work out a compromise bill had been postponed to June 26.)

Whatever form it finally does

take, the bill is almost certain to go beyond the Administration's program since both bills provide for more Federal aid than the Administration had sought.

Both measures before the conferees also call for 30% down on amounts over \$16,000. However, the House bill would set 15% down on the value between \$10,000 and \$16,000, against the Senate provision for 10% down.

Biggest difference in the two bills lies in FNMA provisions. The House bill would increase FNMA borrowing power by \$1.25 billion,

while the Senate would increase FNMA's borrowing authority by \$350 million.

Officials in the know expect that on provisions where the bills differ, the ultimate decision will be to split the differences about 50-50. But they expect a major fight on a Senate provision that provides a program of easy money terms on FHA loans for special classes—including minorities, old folks and middle-income or extra large families. These terms include no down payments and 40-year loans at a maximum 4% interest rate.

DICKERMAN'S COLUMN . . .

How product research secures your future

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

One of the heavy crosses that the home builder must bear are the limitations imposed on his operations, and industry, by varied and powerful outside interests.

The influence of the federal government in the FHA and VA programs is, of course, readily apparent. Less obvious, perhaps, are the limitations on home building imposed by national monetary policies; by local government largely through building codes and zoning regulations; by lenders who on occasion influence price, location and even design; by the labor unions, and by the availability of materials and equipment.

I am happy to report that in the last category—that of materials and equipment—a major breakthrough now appears to have been achieved. Accomplished largely through the efforts of a few dedicated men who are serving as trustees of NAHB's Research Institute, the industry has reached a stage of development where it is able to point the way to new materials and equipment. Home builders now are able to suggest to manufacturers, "This is what we

need, this is why we need it, and here are the performance specifications that will help you to produce it."

This is tantamount to opening up a new frontier. Builders no longer will be required to build with only the products which happen to be on the market. Manufacturers will have the benefit of practical guide-posts for what the industry requires and intends to use. And the home buyer will have the benefit of a flow of new products which will give him a better house at, in many cases, substantial economies.

The break-through, long a gleam in the eyes of both builder and manufacturer, was culminated by the NAHB Research Institute in the construction of a Research House in Kensington, Md., a suburb of Washington, D.C. (See p. 22 and p. 196.) Conceived some 20 months ago, this unusual house was completed to the desired stage for inspection by NAHB directors at their annual spring meeting last May. The results far surpassed all expectations.

In its careful planning for the house, the Research Institute had these five objectives in mind: First, to design and develop better construction systems, materials and equipment; second, to specify these

items on a performance basis to manufacturers; third, to procure field test data on the performance of certain construction methods; fourth, to obtain comfort and operating data by instrumentation of the house; and, fifth, to get builder-buyer reaction to the new and untried products.

The significance of this particular house lies in the fact that it incorporates more than 20 items of material and equipment for which the Research Institute prepared performance specifications. These have successfully demonstrated that the industry has the foresight and ingenuity necessary to stimulate the research and development of new materials and the practical know-how to assist manufacturers in producing them.

Further, the Research House is tangible evidence of the high degree of competence on the part of American manufacturers, and their keen interest in meeting the requirements of the home building market. I am confident that stronger links between builder and manufacturer will now be forged as a result of the Research House and that this collaboration will materially assist our industry in its task of meeting the great challenges of population growth that lie ahead.



Dickerman

Meet the builder

▶ A successful builder tells us: Remodeling promotes future buyers for our new homes

Q. Why did you start a home remodeling service?

The Osmundsen Co., the parent company, builds and sells approximately 50 homes per year, ranging in price from \$25,000 to \$50,000. We do both contract work and building for sale. We had many requests to do the same type of custom interior finish work for people who were thinking of remodeling. We had previously turned this work down, thinking you cannot combine new and remodeling work. We received so many requests of this nature, however, that we finally decided to form a subsidiary known as the Custom Construction Co., with its own supervision and crew to perform this type of work.

Q. How did you start it?

Last November we set up an individual subsidiary entirely separate in its own accounting, estimating, supervision, etc. We took one of our promising young foremen who expressed an interest in remodeling work (and a person who had very clever ideas) and put him in charge—coached and guided by the Osmundsen Co. estimator and general superintendent.

Q. Had you done any remodeling work prior to this?

Yes, we had one miserable experience with a family-room addition that concluded with an unhappy owner and a disgusted builder.



John Osmundsen, pres., Osmundsen Co., Walnut Creek, Cal.

Q. How much business have you picked up; are you satisfied with the return?

The amount of activity has been very good, the future promising and the return has been most gratifying. Our remodeling company has two phases—the remodeling and addition department, and a miscellaneous carpentry work department such as trimming or replacing doors, adding cabinets and shelves, etc. This is work by

(Continued on page 203)

▶ A full-time remodeler tells us: There is a huge and ever-growing remodeling market

Q. How did you organize your business?

Before entering the remodeling phase of the building field, I took a job for a few months as a solicitor to get to the very grass roots of the business—perhaps one of the most important, "getting the lead" or seeking out a prospective customer. This gave me an opportunity to observe the methods employed by different salesmen in the field. I had more actual construction experience than the people for whom I worked. Remodeling is entirely a different phase of construction; therefore in this manner I was able to observe the very basic and essential wants of a customer and learned how to create a sale from a potential prospect. This phase is more personal than any other phase of construction and I feel that it is necessary

to condition oneself to personal customer contact.

Then I proceeded to organize this business in a very simple manner by using personal contact. I became a combination of solicitor, salesman, stylist and supervisor. My background and experience in the heavy-construction field, air-conditioning and heating fields helped me greatly.

Q. How do you promote and advertise your services?

Direct mail, referral from satisfied customers, telephone directory, local newspapers and direct solicitations at times. Every repair job becomes a remodeling job as far as we are concerned. We like to do things just a little different. We sell ideas and modern products. Therefore, our jobs stand out and gain recognition.



Philip Shifrin, Sandra Engineers, Chicago, Ill.

Q. What are the advantages and disadvantages of operating a remodeling business?

A large capital investment is not always necessary, but helpful. There is no need to see and develop land. Most remodeling jobs can be completed in less than 30 days. Financing is available up to a limited amount.

However, it is difficult to grow

(Continued on page 195)

YOUR SOUNDING BOARD: Let American Builder know what you'd like discussed

FHA blacklisting of Roth stirs controversy

When the FHA placed the name of A. Sidney Roth on its blacklist, it stirred up a hornet's nest of charges and countercharges. The action was taken, according to James G. Donovan, FHA director for Long Island, N.Y., because of information that Roth had given gratuities of \$10 to \$150 to FHA inspectors and other employees.

Roth, who is president of the Long Island Home Builders Institute, admitted that he had sent Christmas gift certificates to FHA officials in the Jamaica office in 1955, but pointed out that he had stopped the practice and has been urging all members of the Institute to cooperate in the same way.

"I can only say that in giving gifts in 1955, I acted solely in the spirit of the holiday season," he stated. "None of these gifts were given for favors received or anticipated nor for the purpose or result of influencing decisions or actions of anyone."



A. Sidney Roth

The Institute was quick to rally to Roth's defense, as was the *Long Island Daily Press*. In an editorial, "FHA Reprisal Or Punishment?" (May 17) the *Press* said:

"There is an atmosphere of reprisal in the announcement that the Federal Housing Administration will 'blacklist' A. Sidney Roth. . . .

"Mr. Roth dared to speak out in

defense of Fred C. Meyer, who was ousted as chief underwriter in the Long Island office of the FHA. The FHA gave no reason for firing Mr. Meyer. . . .

"Immediately after Mr. Roth's defense of Mr. Meyer, the Long Island FHA placed Mr. Roth on its 'restricted' list of builders. . . .

". . . Is Mr. Roth being 'black-listed' for a common business practice he stopped and denounced two years ago?"

"Or is Mr. Roth being 'black-listed' because he defended a career official he believes is a good public servant? . . ."

A statement issued by Anthony S. Zummo, chairman of the board, LIHBI, declared: ". . . There is no question in our minds that this move against Mr. Roth was taken against him only because he is president of the Institute."

The Roth blacklisting means no FHA-insured loans can be obtained on homes he is building.

LUMBER DEALERS . . .

A wealth of sales waits for the go-getter

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

The retail lumber business is well over one hundred years old, yet the dealer who is determined to increase his sales volume has a surprisingly large number of possibilities to explore. For example, he can consider:

Going into the home-building business in a bigger way, either by becoming a builder of homes on a speculative or custom basis or by selling home jobs to be built by a builder customer.

Developing more home-builder business by showing builder customers how to save money, how to produce a better home for the same money, or how to build a home with more sales appeal.

Selling home improvement jobs, such as kitchen modernizing, re-

roofing, insulating, garage building—to be constructed by his own crews or by contractor customers.

Going after more do-it-yourself and hobby business by giving proper items special emphasis in his advertising and store display.

Adding new lines of merchandise and new departments that will attract new customers.

Making a special appeal to farmers by carrying and featuring a complete list of farm items.

Attracting new industrial customers by making suggestions for store modernization or better display facilities.

Looking at the problem from another angle, the dealer seeking more volume can:

Put on extra salesmen, either outside or inside.

Train his salesmen to do a better job of selling.

Do more or better advertising.

Use more effective displays.

Very few dealers are doing a first-rate job on all of these possibilities at the present time. There is room for improvement in almost every yard if the dealer analyzes his opportunities shrewdly, concentrating on those in which he sees the greatest chance of success and for which he has the necessary ability. Some dealers have an aptitude for home building and others take more to store merchandising. Some are well equipped to sell to builders and contractors, but don't like to bother with small consumer sales. It's all a matter of analyzing the opportunities and then taking advantage of those that have the most appeal and show the most promise.

Copying the competitor across the street or out on the edge of town isn't always the best path to success. The best plan is to cash in on your own strong points and on the other man's shortcomings.



Northup



CAMP SHANKS 1945: then it was part of the N. Y. Port of Embarkation. Today, (L), the same land is being developed into a community which will have about 1,700 houses. Lester Robbins is the developer.

The Camp Shanks story: how an army base became a builder's "golden dream"

How 691 acres of army barracks housing thousands of soldiers is now being converted into a peacetime rural community is the story of the former Camp Shanks in Orangeburg, N. Y.

Lester Robbins, an imaginative New Jersey builder and developer, took over the land and planned a community called Rockland.

It started back in 1956 when the government put the land up for sale on a bid basis. It was bought for \$2½ million.

Before subdividing began, engineers and architects got together with county officials and spent approximately eight months working with plot plans. The objective was a well-planned community.

When Rockland is finished, in about three years, there will be three shopping centers covering 38 acres. More than 50 acres have been set aside for parks and playgrounds. The community will have sewerage in and paid for and fire departments.

Plans include a curvilinear pattern of streets, a group of garden apartments, and most important, a flexible layout of homes. Completed, there will be anywhere from 1,700 to 2,200 houses.

Two models, completely furnished, were recently opened. They're typical three and four bedroom side-to-side split levels on

8,000 sq. ft. lots. But because Robbins plans to give the community variety, a two-story model is under construction, and a fourth model, a ranch, is in the planning stage.

Robbins is selling directly from the models. So far 90 homes have been bought and will be ready for September occupancy.

Prices start at \$17,990 and FHA, VA, and conventional type mortgages are available. ●

Remodeling trend big

Mortgage money is still tight—housing starts are still down—but many builders refuse to stop operations. They're looking for new outlets to display their talents. Many have turned to the lucrative market of remodeling.

According to Charles P. Pieper, president of the HBA of Greater Boston, builders and contractors in Massachusetts are earnestly looking into the home remodeling market.

It is estimated, according to a recent survey, that there is a \$648 million market in remodeling and repairs in six major metropolitan areas of the state. The heaviest expenditures will be in painting, plumbing and room additions.

According to Pieper, contributing factors to this new trend are the decline in new home starts, growing families living in smaller homes

who want to expand without buying new homes, and an increase in the purchase of older homes.

Other cities hit market

Indianapolis builders, too, are turning to remodeling. Their main objective is to stop decaying areas before they become slums.

A program called "Operative Remodeling" was launched by Marion County Residential Builders. Many will begin shifting some of their operations toward rehabilitation of older homes.

According to surveys, more than half the homes in the area are more than 30 years old. Richard L. Jones, executive secretary of the group, said, "These older residential areas will become the slums of tomorrow unless steps are taken now to rehabilitate the buildings and modernize them for improved living conditions."

Morris Ed, Indianapolis representative of U. S. Gypsum Co., spoke about remodeling.

He said, "Builders will slow down their rush to fill the cornfields with new houses when they learn about the possibilities of rebuilding older homes."

He added that the operation can be as big as a builder wants to make it, or it can be done on a small scale of five or six houses a year.

The Big Fleets buy

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

New F-100 pickup with Styleside body, standard at no extra cost. Flareside body with wood floor also available. Both types in either 6½- or 8-foot body lengths.



Take a tip from men who buy trucks every year. Official truck registration data shows that America's biggest commercial 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, too. To begin with, Ford's initial costs are low. Many models are priced below all competitive makes. For example, the new Ford Tilt Cab models are America's lowest-priced!*

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

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

*Based on comparison of manufacturers' suggested retail prices

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

BAILEY, LEWIS, WILLIAMS, INC. Atlanta, Georgia	REHIGER CONSTRUCTION COMPANY Lansing, Michigan	SHERMAN CONCRETE PIPE COMPANY Jacksonville, Florida
DUSSELIER, 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

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



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



THIS PENNSYLVANIA BUILDER SHOWS . . .

How to build-in space and provide privacy

Abram Singer Sons, Inc., builders of this house, are at least two steps ahead of Edward A. Weeks, Jr., editor, *The Atlantic Monthly*.

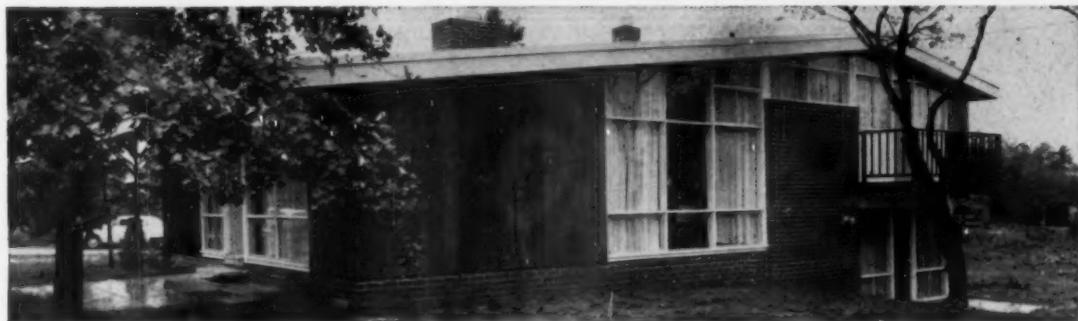
Weeks, in a keynote address at centennial convention of American Institute of Architects complained that U.S. homes are too small and too open.

In this split level house, space and privacy are finely balanced—neatly countering Weeks' argument. Doors and a wall-separated upper level give the family completely private sleeping quarters. Bal-

cony and separate bath offer extra value touch to master bedroom. Positioning of second bathroom is good for living area, adequate for second and third bedroom, perfect for cost-saving installation of plumbing tree.

Large living and dining area and spacious kitchen make welcome contrast to secluded rooms. Kitchen includes dishwasher, built-in range and oven, sliding door birch cabinets. House, located in White-marsh section of Philadelphia, sells for \$19,900.

of the MONTH for July



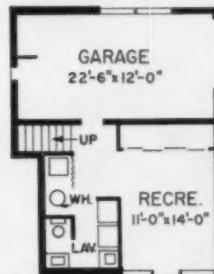
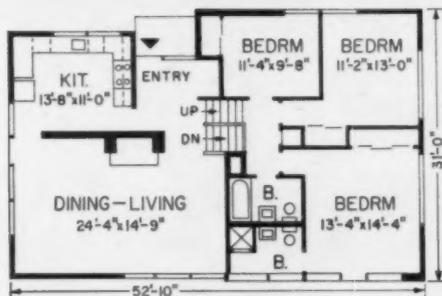
**Mahogany, brick and glass
create harmony in design**

BLENDING EASILY with historic Pennsylvania landscape, exterior building materials are used judiciously—harmonize with each other, as well.

**Massive brick fireplace provides
bridge from colonial to modern**

THROWBACK TO G. Washington's days, fireplace adds character to living and dining area. Steps lead to sleeping quarters, much-needed privacy.

SPACE-AND-PRIVACY theme is clearly seen in plan at right. Master bedroom, kitchen, living area contain more than adequate space, seclusion.



SECONDARY ENTRANCE through recreation room here gives kids with muddy feet a way to come in without messing up the rugs. Patio gives summertime indoor-outdoor advantages.



Can you put the waste from your Sheathing job in your hat?

Believe it or not, we tried it and we did it.

We know you won't end up with only a "hatful" of scrap on every job, but if you use Fireproof USG® Gypsum Sheathing you will find out that you will save real money *through less cutting waste*. Here's why!

Cutting waste with fireproof USG Sheathing is generally *less than 3%*, since regular 8' lengths fit standard

stud spacings. Pieces cut from openings are usually large enough to fit elsewhere.

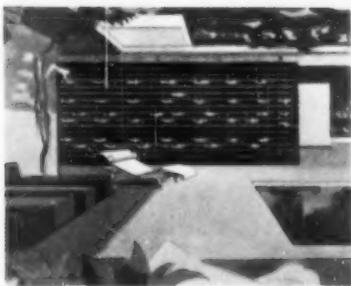
A good reason why fireproof USG Gypsum Sheathing is any *builder's best buy!*

For complete information see your USG building materials dealer; or write United States Gypsum, Dept. 141, 300 West Adams Street, Chicago 6, Illinois.



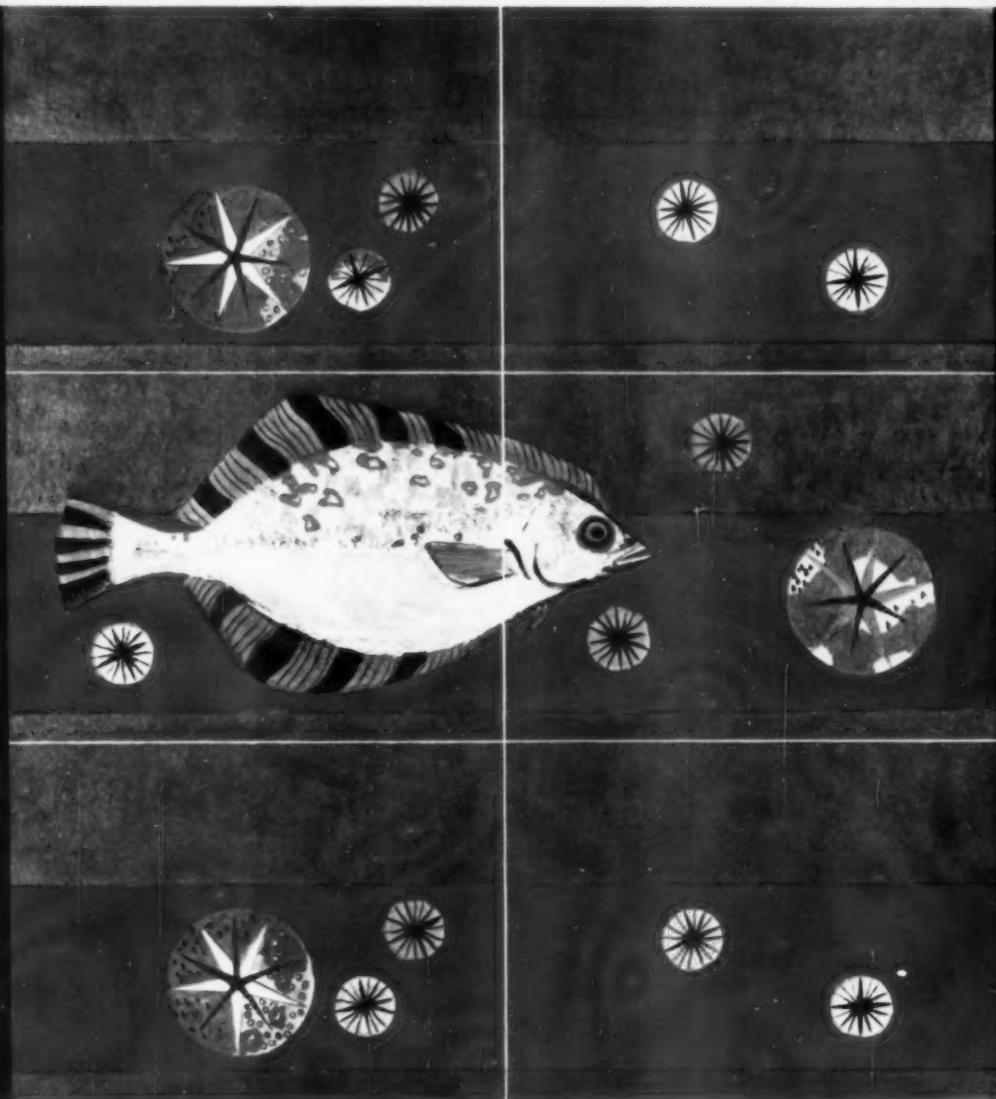
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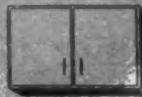
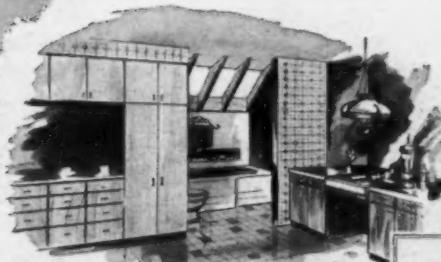
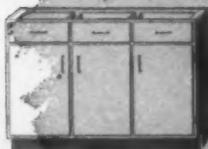
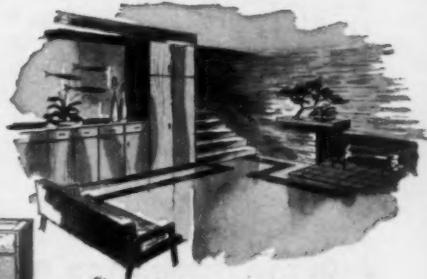
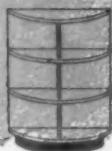
*Qualitybilt Cabinets
Give Maximum Storage Flexibility
for any Room in the House*

FARLEY & LOETSCHER



Since 1875...

Complete Millwork Service



Today's modern living habits require lots of storage space . . . so be sure your customers' remodeling plans include Qualitybilt Storage Units. They save costly on-the-job carpentry . . . do away with expensive lath and plaster construction. You sell more because estimates are easier on homeowner budgets!

These handsome Birch Wardrobe and Storage units can be combined in many ways to fit practically any

room requirement. The rich wood and fine craftsmanship are in the famous Qualitybilt tradition. Each unit has been carefully tailored to meet modern storage requirements.

Order them any of three ways—Semi-Assembled (KD) Unfinished; Assembled Unfinished; or Assembled with Natural or Enamel finish. Our design service is at your disposal.

Contact your Qualitybilt Distributor . . . or write direct . . . today!

F & L

Qualitybilt
WOODWORK

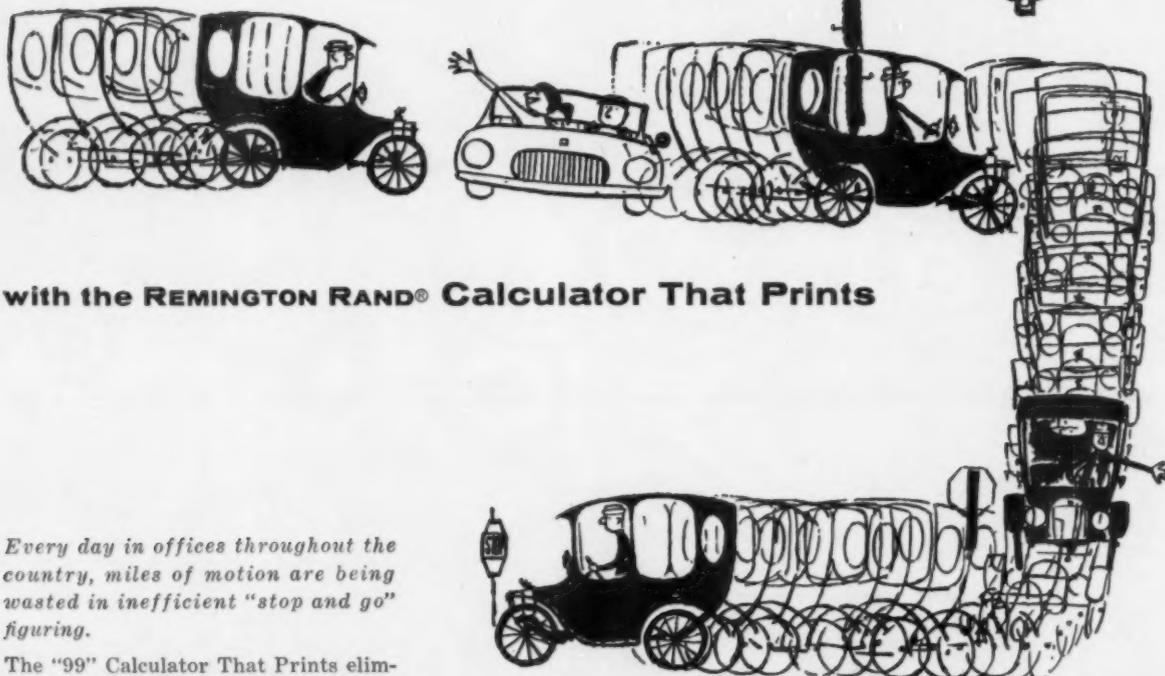
FARLEY & LOETSCHER

Manufacturing Company

• DUBUQUE, IOWA

ENTRANCES • DOORS • FRAMES • SASH • BLINDS • CASEMENTS • SLIDING DOORS • SCREENS • COMBINATION DOORS
STORM SASH • GARAGE DOORS • MOULDINGS • INTERIOR TRIM • SASH UNITS • LOUVERS
KITCHEN CABINET UNITS • CABINET WORK • STAIRWORK • DISAPPEARING STAIRS • "FARLITE" LAMINATED PLASTICS

eliminate "stop and go" figuring



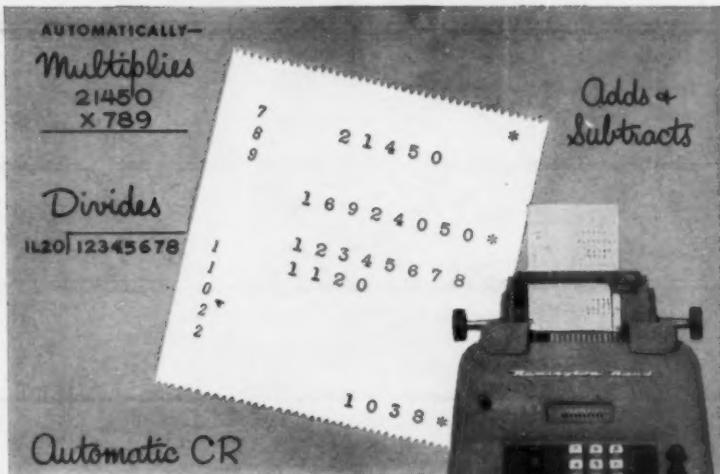
with the REMINGTON RAND® Calculator That Prints

Every day in offices throughout the country, miles of motion are being wasted in inefficient "stop and go" figuring.

The "99" Calculator That Prints eliminates step-by-step jotting down of answers. It performs all your problems automatically in a smoothly flowing series of calculations...saves valuable operator time.

Every step of the problem is printed and proved on easy to read SIMPLA-TAPE. A quick eye check is all that is needed for verification, and you have a permanent record, if desired. No re-runs necessary for proof of accuracy.

Did you know that you can buy a "99" Calculator for less than \$6.50 a week? For information, contact your local Remington Rand Office or write for folder C1096, Room 1740, 315 Fourth Avenue, New York 10, New York.



THE PROOF IS ON THE TAPE!

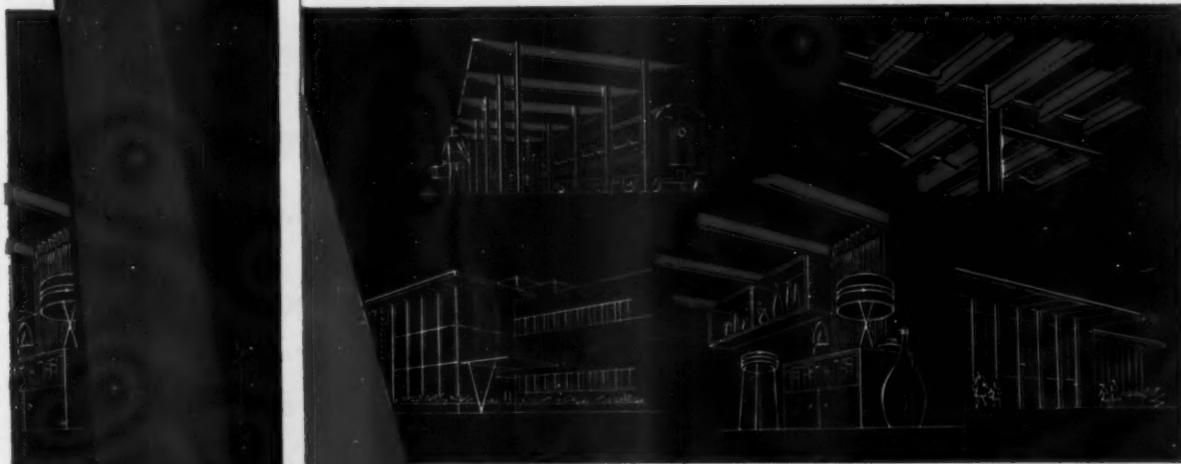
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AMERICAN BUILDER

Junior Beam construction

Junior Beams, in 6", 8", 10" and 12" sizes, are available from the mill and from principal fabricators and warehouses across the country. Junior Beams are produced exclusively by J&L. They speed erection and can be positioned with minimum manpower and equipment. They can help you cut costs in many types of architectural designs.



Junior Beam construction offers versatility for uses in residential and industrial construction, schools, hospitals, commercial buildings. Further information can be obtained by writing to the Jones & Laughlin Steel Corporation, Dept. 493, 3 Gateway Center, Pittsburgh 30, Pa.



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STEEL ... a great name in steel

DOUGLAS FIR

PONDEROSA PINE

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For beautiful interiors
or for structural uses...
A WIDE VARIETY OF

Weyerhaeuser 4-Square Plywoods

Decorative plywood panels provide an easy, economical method of giving enduring charm to the interiors of modern homes and offices. Today Weyerhaeuser 4-Square plywoods are available in a range of species and patterns for beautiful rooms as well as for structural uses.

Weyerhaeuser 4-Square Lumber Dealers are in a position to offer builders a selection of veneered plywoods, such as **KNOTTY PINE GRUVE-PLY, FLUSH KNOTTY PINE, PONDEROSA**

PINE, and INLAND KNOTTY CEDAR.

... and Weyerhaeuser 4-Square fir plywoods including **SANDED GRADES, SCARFED, HANDY PANELS, SHEATHING, UTILITY TOPS and BASES, and MARINE:**

For helpful detailed information covering this interesting line of decorative and utility plywoods, we suggest that you contact your local Weyerhaeuser 4-Square Lumber Dealer, or write us for descriptive literature.



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.

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WEYERHAEUSER SALES COMPANY • ST. PAUL 1, MINNESOTA

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Yes, on the **CLIPPER SUPERMATIC** or the line of **Clipper Select-A-Notch Saws**, or any saw—you'll consistently get more cuts per blade with Clipper. Factory Trained Representatives Help You Select from the **World's Finest Blades**—Diamond, Wet and Dry Break-Resistant and Abrasive. Call Today For Immediate Shipment From Your Closest Clipper Branch.



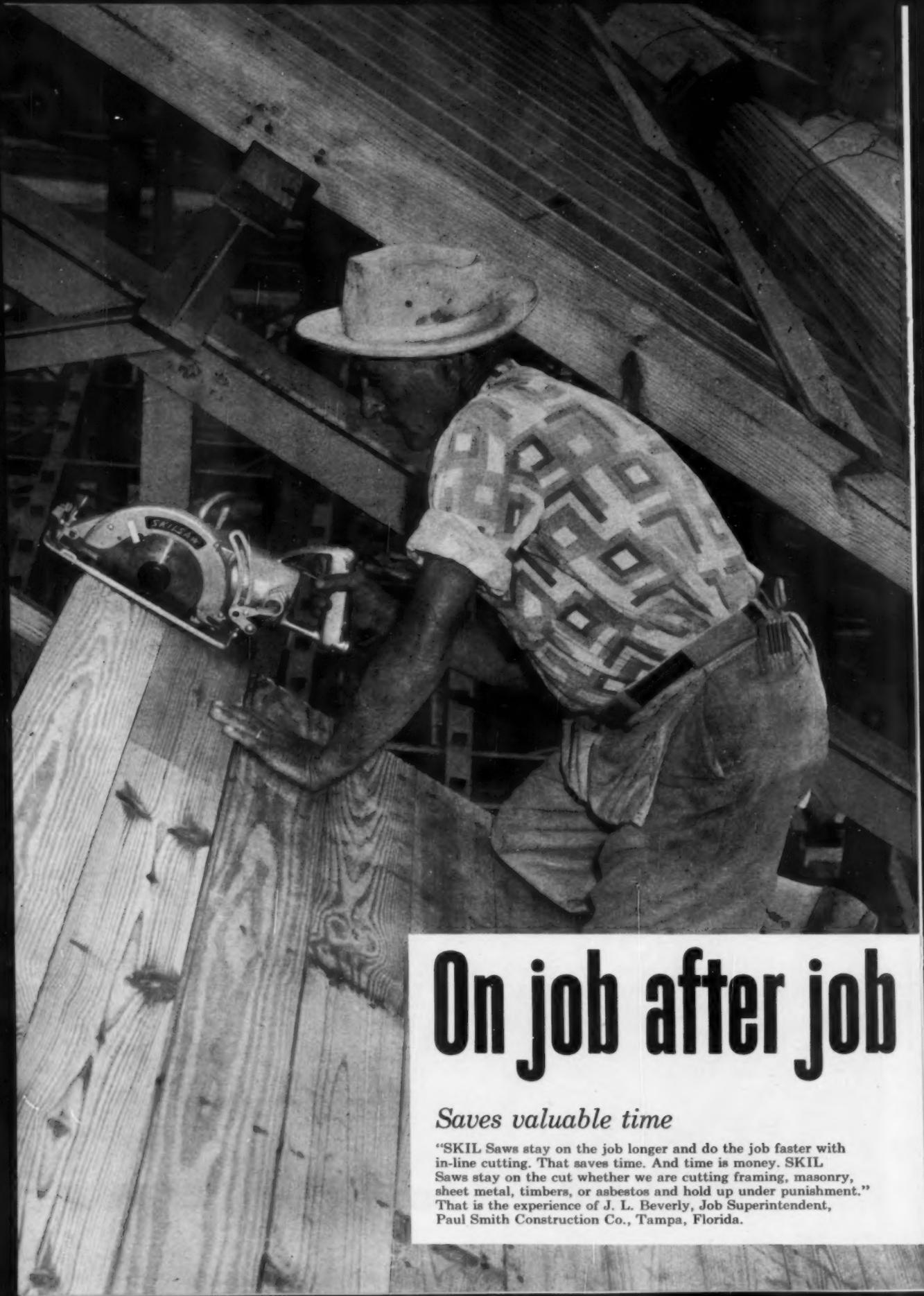
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CLIPPER MANUFACTURING CO. • Phone Victor 2-3113 • 2800 Warwick • Kansas City 8, Mo.

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On job after job

Saves valuable time

"SKIL Saws stay on the job longer and do the job faster with in-line cutting. That saves time. And time is money. SKIL Saws stay on the cut whether we are cutting framing, masonry, sheet metal, timbers, or asbestos and hold up under punishment." That is the experience of J. L. Beverly, Job Superintendent, Paul Smith Construction Co., Tampa, Florida.



Saves 50% in maintenance cost

"My SKIL Saws have paid for themselves many times. I have shelved all my other power saws. SKIL Saws are at least 33% faster than any other saws we've used. I save another 50% in maintenance costs. *I wouldn't have anything else.*" This is what E. W. Price, superintendent of Franklin Builders, Inc., Columbus, Ohio, says about his 4 SKIL Saws.



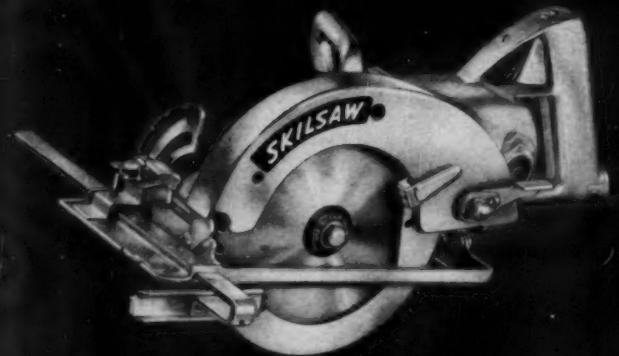
Each SKIL Saw pays for itself

Noel Shafer of Frank Messer & Sons, Inc., Cincinnati, says this about his power saws: "I have tried them all, but a SKIL Saw is lighter, better balanced and has plenty of power. We use them 8 hours a day, 6 days a week through rough material filled with concrete, nails and dirt. Each SKIL Saw we get pays for itself within a couple of weeks of continuous hard use. *It's the best saw on the market.*"



Saves handling and moving time

Equipment-Superintendent Herb Wagner of the James McHugh Construction Co., Chicago, says this about the SKIL Radial Saw: "One of the handiest tools on the grounds. It's power-plus on wheels. Can be moved at moment's notice to any spot. It has plenty of guts for all of our cutting needs. It's the perfect saw for large construction—adaptable and versatile—a must for areas where power is a problem."



YOU, TOO, CAN SAVE

New! SKIL 6 1/2" super-duty saw—Model 367. New, powerful motor keeps saw cutting, prevents downtime. Saves job costs. No matter what you have to cut, there's a SKIL Saw for you. It can do the job faster, better, cheaper. Let your SKIL distributor show you why. Let him show you the speed, power, versatility and ease of handling of all SKIL power saws. Or use the coupon below for further information.

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Send for **FREE** booklet
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Made only by SKIL Corporation, Chicago 30, Illinois.
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THE FINEST IN CEDAR SHINGLING



5 square feet at a time without face nailing!

(WITH OR WITHOUT SHEATHING)

NOVA SHAKE-PANEL AND THE NOVA PANELCLIP together represent the *modern* method of shingling. With this revolutionary combination, #1 Novagrade Shakes are applied in *large panels*, at major savings in construction.

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

Where the climate permits, Nova Shake-Panels require no sheathing—and may be applied directly to studs without furring. Application is simple, whether over studs, sheathing, or old siding: Panelclips are nailed across the bottom of the building—Nova Shake-Panels are inserted in the clips without nailing—and the next course of clips is fitted to the tops of the panels. These 26-gauge, galvanized-steel clips form a tight joint, and the panels are shiplapped $\frac{3}{8}$ " for complete weather-protection.

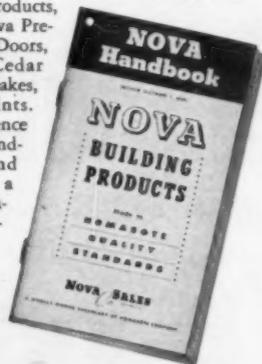


The Panelclip, with patented features, beats other forms of attachment easily. These are the facts: (1) by allowing a 15" exposure instead of the conventional 14", Panelclips save 7% in coverage; (2) they eliminate individual nailing of shakes, save 330 nails per square, cut labor costs accordingly; (3) they replace 1 x 4 furring strips—which cost *more* than the clips themselves; (4) they hold the Shakes securely where holding power is at the maximum (the Shakes are kerfed at the butt end to fit onto the clips).

The good looks and long life of a Nova Shake-Panel exterior are your two prime assets. The two-coat finish is equivalent to a first-grade exterior house paint job, accentuated by deep shadow lines. Most important, there are no exposed nails to rust and stain the surface.

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

We have great confidence in the value of the Nova Handbook to every builder and dealer. May we send you a copy now, without obligation? Please address Department G-9.



NOVA *Co.* SALES

TRENTON 3, NEW JERSEY

A wholly owned subsidiary
of Homasote Company



UNIFORMITY, WORKABILITY AND DURABILITY of Atlas Mortar cement are the characteristics that appeal to contractors Joseph E. Short & Sons, Donora, Pa., who report that they "use nothing but Atlas Mortar" in building \$50,000-class homes like this one.

Better masonry makes a better home — ATLAS® MORTAR cement makes better masonry

- Mortar workability characteristics are a basis for good masonry.
- Field reports confirm that Atlas Mortar contributes to high yields, excellent workability and weather-resistant masonry.
- Quality-controlled manufacture of Atlas Mortar promotes uniformly good performance and appearance.

For further information, write Universal Atlas,
100 Park Avenue, New York 17, N. Y.



M-65

UNIVERSAL ATLAS CEMENT COMPANY—member of the industrial family that serves the nation—**UNITED STATES STEEL**
OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco

An honest statement of fact from a leading heating and air conditioning manufacturer:

Price or brand name alone is not enough for customer satisfaction

This warning from Lennox, one of the best-known brand names in the heating and air conditioning industry, may seem strange. But there's a good reason for it. We at Lennox have always felt that our obligation to builders

and homeowners extends beyond just the building of the finest indoor comfort equipment. We feel obligated to make sure that they get *all* the satisfaction our equipment is built to provide. That's why we say:

It takes a local Comfort Craftsman too!

Unlike other home appliances, central heating and air conditioning cannot be just "plugged in." To deliver its maximum benefits, each installation must be custom-engineered. The type of home, the climate, even the family's living habits—all affect the planning of the type of installation.

And *after* the equipment is installed and operating, a meticulous adjustment program must be followed so that the equipment, the ductwork that that delivers the warmed or cooled air, and the controls work in harmony to provide the ultimate indoor comfort.

Lennox Comfort Craftsmen have been factory-trained by factory engineers to perform these essential tasks. They are practically the only dealers handling major home equipment who have direct factory connections; all others go through jobbers and distributors.

You, the builder, and the buyer of your home benefit tremendously by this direct relationship. The Lennox dealer, served by a nearby Lennox factory, eliminates the headaches for you. He carefully plans and makes the installation on schedule, assures homeowner satisfaction.

Today, the Lennox team of Comfort Craftsmen number over 5,600—the biggest, best-trained dealer organization in this industry. Scores have been Lennox dealers for more than a quarter of a century.

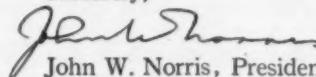
Each dealer is regularly served by a highly-trained Lennox factory engineer who is available to assist him in all phases of his responsibility to the builder and homeowner. A mobile factory service team is constantly available to dealers.

This is the Lennox way of standing behind its products. We know of no other manufacturer who takes such a direct and personal interest in the comfort of your homes. And that is why we say: "Price or brand name alone is not enough. It takes a local Comfort Craftsman, too."

Chances are the most competent and skillful Comfort Craftsman in your community is a Lennox dealer, served

directly by a nearby Lennox factory. Look for his name in the yellow pages of your phone book and call him today. You will be glad you did.

Sincerely,



John W. Norris, President



P. S. This same story is being told to millions of Americans in magazines like Reader's Digest, Parents', House Beautiful. It's consistent advertising like this that is making Lennox heating and air conditioning one of the most wanted quality features in any new home.

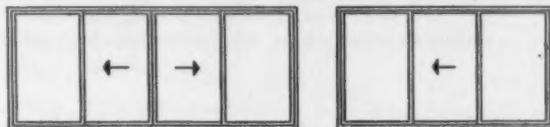
Offer them
the world...

through LUPTON Aluminum Sliding Doors

Today's home-buyers are looking more and more to the outdoors. If you can bring all the world closer to the inside of the houses you build, you'll appeal more strongly to both "outdoor" and "indoor" types of prospects.

So offer them the outside world . . . offer them a handsome, weathertight LUPTON Aluminum Sliding Door leading onto the patio or to the second-floor sundeck. You'll see eyes light up—and sales speed up—when you slide the smooth-rolling, rattle-free panel . . . and show the high-quality double-row weatherstripping, the attractive hardware, the no-trip threshold. Even in low-budget houses, you can sell distinction with LUPTON Sliding Doors.

Find out more about the nine sizes of LUPTON Sliding Doors in widths from six to twenty feet, and with two, three, and four panels; and about the four popular types of LUPTON aluminum residential windows. Call your nearest LUPTON representative or distributor (listed in the Yellow Pages under "Windows—Metal").



Here's how the panels slide on three- and four-panel doors.

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.



Rō-Way...

the Door of Opportunity to the remodeling boom

Residential remodeling is sweeping the country to the tune of 10 billion dollars yearly. And plenty of that is being spent on garages.

Home improvement is the keynote, so deluxe features predominate—but make no mistake, home owners demand *value*, too. Quality . . . convenience . . . value—all features you find in Ro-Way overhead type garage doors.

From the long line of Ro-Way styles and sizes, you select standard or decorative panels to please any taste. You have more freedom of design, too, with Ro-Way models to meet almost any headroom requirement.

You can accent convenience with Rowe's push-button or remote-control electric operators, or promise effortless manual operation. Either way you're sure of smooth performance, long life and gracious beauty.

Capitalize on this booming remodeling trend. Recommend a *modern* garage and specify a Ro-Way door. See your Ro-Way distributor or write for full details.

Beautiful, kiln-dried millwork. Rust-proof heavy-gauge hardware. Taper-Tite track and Seal-A-Matic hinges for weather-proof closing. Ball bearing rollers. Perfectly balanced Power-Metered springs. Quality construction throughout.

there's a Rō-WAY for every Doorway!

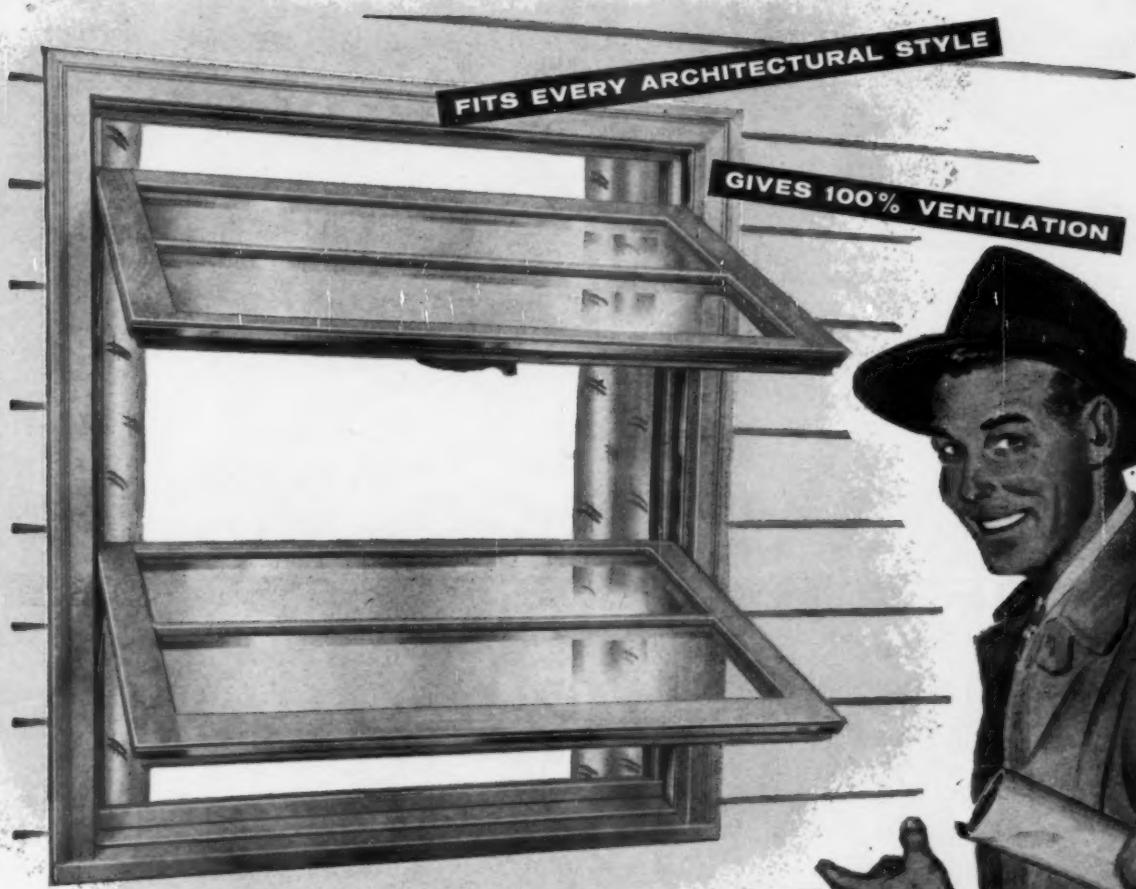
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ROWE MANUFACTURING COMPANY

788 Holton Street • Galesburg, Illinois



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IN SWEET'S
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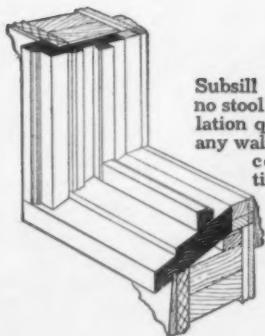


FITS EVERY ARCHITECTURAL STYLE

GIVES 100% VENTILATION

You're looking at MALTA's new.....

"Town and Country"



Subsill design requires no stool... makes installation quick and easy in any wall... reduces finish costs and work time.

The window that will add appearance and profit to the homes you build. You'll like the neat, trim lines of this new "Town & Country" awning window unit... its practical design that promotes fast, economical building. Home buyers too, are attracted by its modern beauty... full ventilation and easy care.

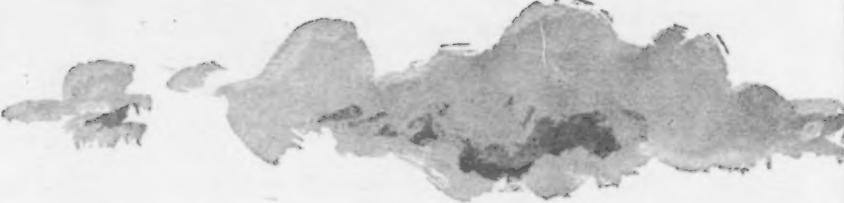
Like all Malta windows, it's precision milled from quality material, chemically treated and fully weatherstripped for a lifetime of window satisfaction.

Whatever type homes you're building, you can use "Town & Country" windows profitably. Ask your dealer for complete details on sizes and sash variations or write for literature today.

THE Malta

MANUFACTURING COMPANY, SALES OFFICE: ATHENS, OHIO
Supreme Quality Since 1901. Member Ponderosa Pine Woodwork Assn. and N.W.M.A.

There's a MALTA window for every building need: MALT-A-MATIC double hung... MALT-A-GLIDE horizontally sliding... MALT-A-VENT single awning.



MORE BUILDERS CHOOSE

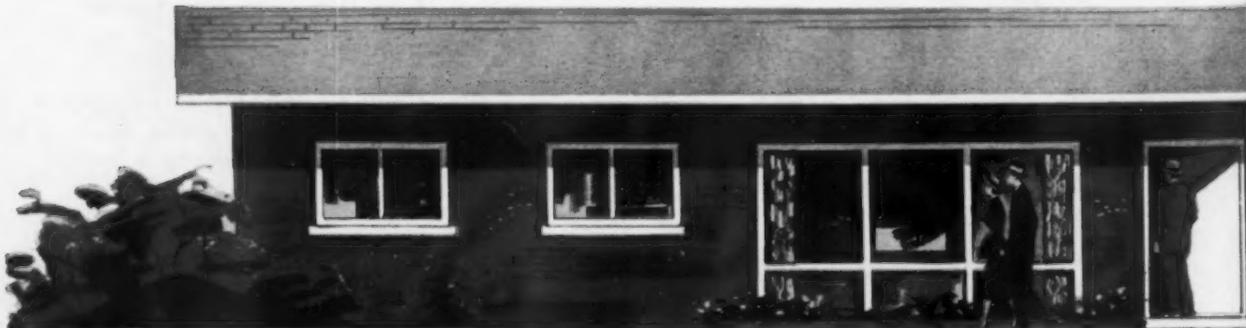


Here's how the most famous garage door helps sell your homes:

- National advertising leadership
- Dramatic demonstration of radio operator
- Sales training for builder salesmen
- Free literature and point-of-purchase aids
- Local newspaper advertising
- A written guarantee covering all materials and service

OVERHEAD DOOR CORPORATION • Hartford City, Indiana

Manufacturing Divisions: Hillside, N.J.; Nashua, N.H.; Cortland, N.Y.;
Lewistown, Pa.; Oklahoma City, Okla.; Dallas, Tex.; Portland, Ore.



THE

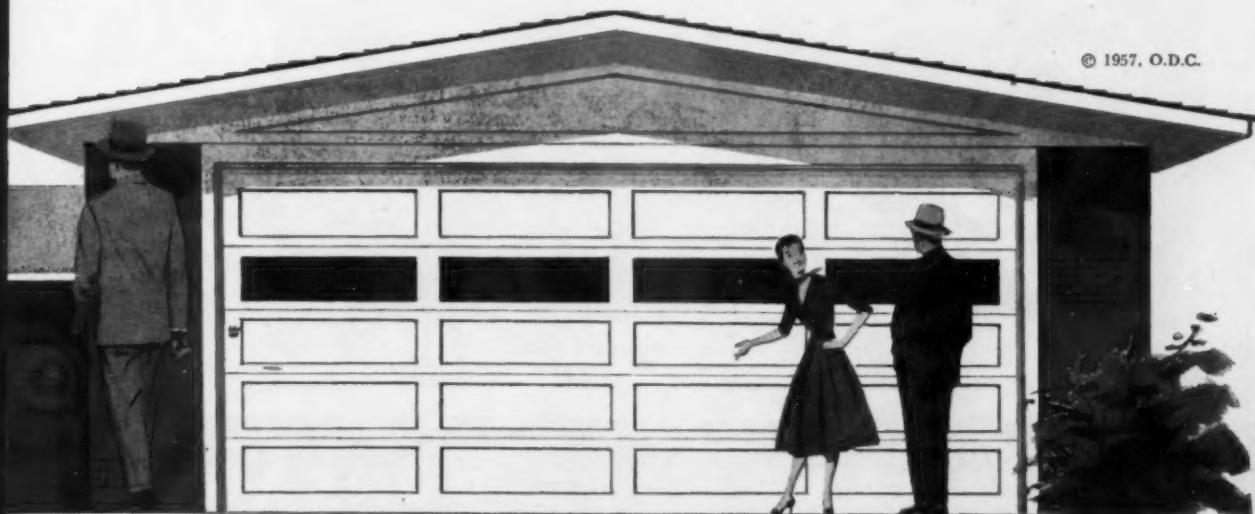
OVERHEAD DOOR

TRADE MARK

THAN ANY OTHER BRAND

...and this statement has been true for the past 36 years!

© 1957, O.D.C.



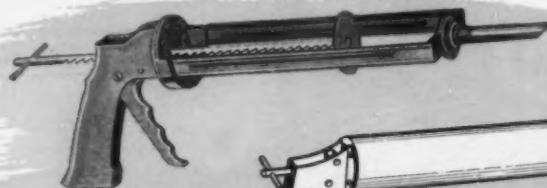
America's Favorite Calking Loads

Now comes to you in these handy convenient packs



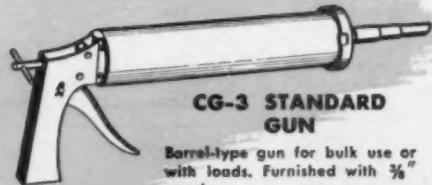
Now shipped in 12-pack or 24-pack, M-D Speed Loads are available in Off-White or White colors, with or without plastic nozzle. Off-white load without nozzle shipped unless specified. Freight prepaid and allowed on orders of four 24-packs (96 loads) or more. Remember to order in multiples of 12 or 24.

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.



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ORDER TODAY — your order will receive prompt shipment!

BUILDERS

M-D products sold by all Hardware, Lumber and Building Supply Dealers

CARLTON
STAINLESS STEEL SINKS
for
Everlasting Beauty
plus
Built-in Efficiency

The home-owners first choice



Standard equipment for hundreds of modern homes and remodeled kitchens. Available in 4 sizes and designs. Carlton's exclusive sparkle finish.

The new, exclusive Vegi-Prep design



Very much in demand by the woman who likes to do her kitchen chores while seated. Shallow bowl is for paring and rinsing fruit and vegetables.

Good neighbor to your dishwasher



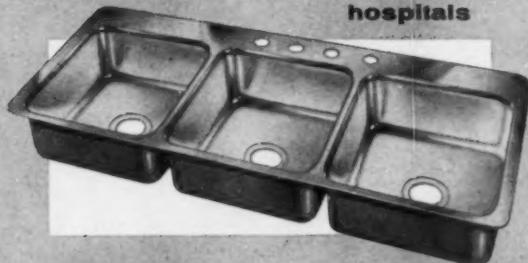
A ledge type single compartment design frequently installed next to the automatic dishwasher, or in kitchens where sink top space is limited.

Newly designed for laboratories, schools



One of many new Carlton combination ledge type and drinking fountain sinks. Installation of bubbler puts drinking fountain right in the schoolroom.

For hotels, restaurants, schools, hospitals



One of several triple compartment designs used where health regulations require an extra bowl for sterilizing.

For boats, corners, powder rooms



A lavatory bowl idea that adapts perfectly for use in mobile homes, boats, any place where sink space is very limited.



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

Carlton advertising in dozens of consumer magazines is creating an ever-increasing nation-wide demand for these fine Carlton Sinks. Carlton's many exclusive features, including its exclusive sparkle finish, are making more and more people realize that simply specifying a stainless steel sink is not enough—since it doesn't cost any more to specify Carlton . . . Write for our New Illustrated Catalog No. 177, and the name of our nearest distributor . . . CARROLLTON MFG. CO., (Sink Division), Carrollton, Ohio.

CARLTON
STAINLESS STEEL
SINKS

The bright spot in your kitchen



The **ALL NEW**

BRIKSAWMATIC

By **EVEREADY**



- FEATURING FULL-VUE CUTTING HEAD—
Unlimited Vision-Unobstructed Clearance
- RECESSED EVEREADY CRANK
One Simple Operation Does Everything
- 2 H. P. CONTINUOUS DUTY PERFORMANCE

EVEREADY is Everywhere—See Your Nearby Distributor

B-605

EVEREADY BRIKSAW CO., 1509 S. MICHIGAN BLVD., CHICAGO 5, ILL.

This new Armstrong Ceiling makes your model home an even better salesman

New textured design in **Cushiontone** offers a high-style, low-cost ceiling that sound-conditions as it decorates

Across the page you can see just how luxurious a high-style ceiling of the new Cushiontone can look in a model home. This richly fissured and perforated material turns ceilings into a valuable, merchandisable sales feature. Your prospects will be impressed with the beauty of this new ceiling and the new comfort of quiet it brings to the home.

The new textured design in Cush-

iontone makes it a ceiling that belongs as much in the living room and family room as it does in the kitchen or den. In all areas of the house, your prospects will be amazed at the world of difference an Armstrong Ceiling makes in home comfort. Cushiontone's new textured design gives your homes the beauty and quiet of costlier materials, priced in the economical wood fiber tile range.

Your prospects are reading about residential Sound-Conditioning with Armstrong Ceilings in many leading magazines. And they're seeing actual demonstrations of Sound-Conditioning on *Armstrong Circle Theatre, NBC-TV*. That's why they'll soon be looking for it in *your* homes. For full details, call your Armstrong lumber dealer or write Armstrong Cork Company, 3507 Water St., Lancaster, Pa.

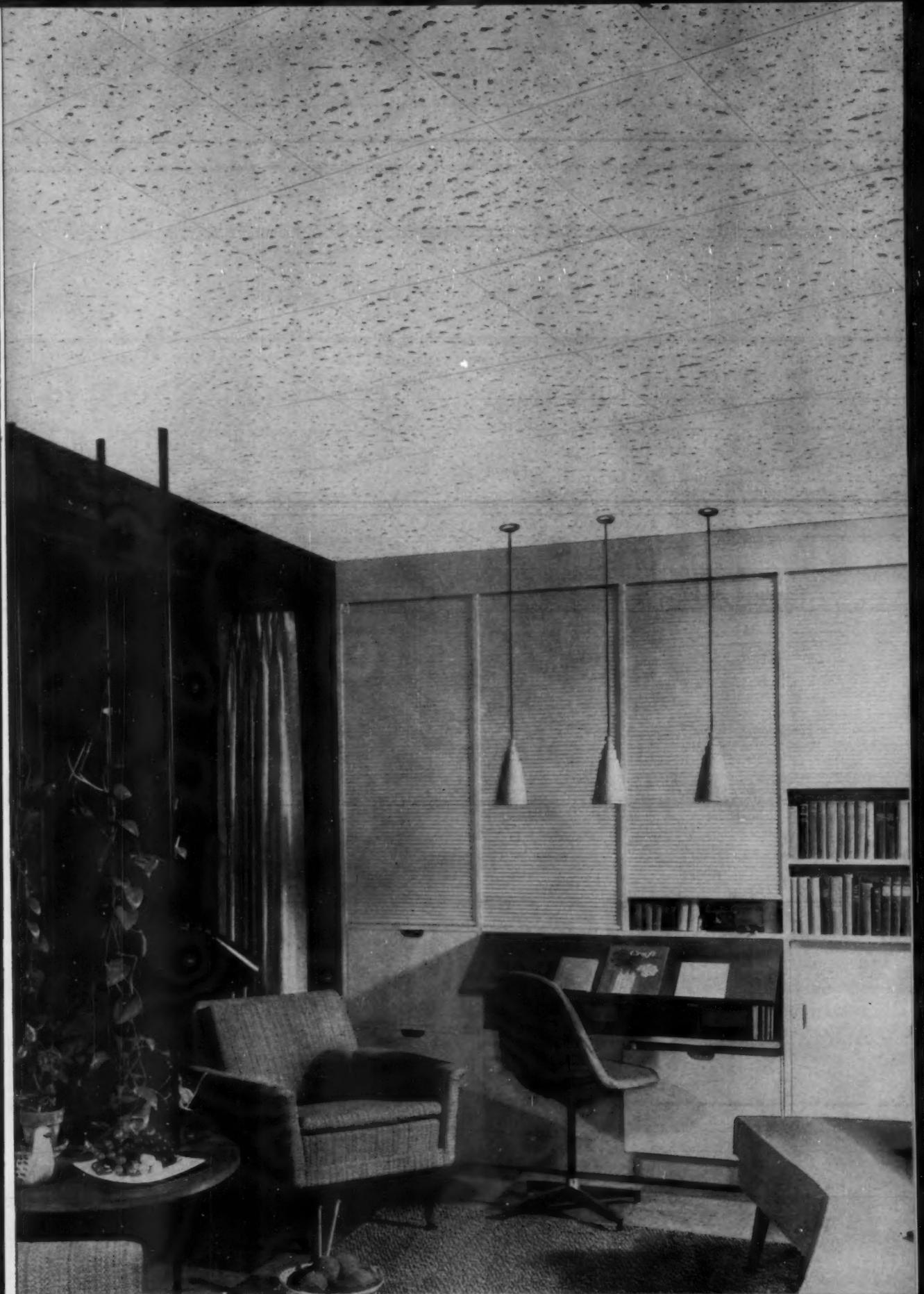


In one fast installation Cushiontone provides modern Sound-Conditioning and a beautiful, decorative ceiling.

This model home is Sound-Conditioned with a textured ceiling of Cushiontone. It adds a luxurious new look at surprisingly low cost.

Armstrong BUILDING MATERIALS

Cushiontone® Ceilings • Temlok® Roof Deck • Temlok Sheathing • Temlok Tile





INSULITE ROOF DECK IN DYKSTRA ANNEX, AURORA, ILLINOIS. BUILDER: P. A. THRALL & SONS CO., AURORA!



Attractive office building costs less than \$15 per foot with Insulite Roof Deck

Insulite Roof Deck gets major credit from builder P. A. Thrall, Aurora, Ill., for both the attractive appearance and the economy of this commercial building. Based on 5,500 feet of rental space, the cost was less than \$15 a foot, including air conditioning.

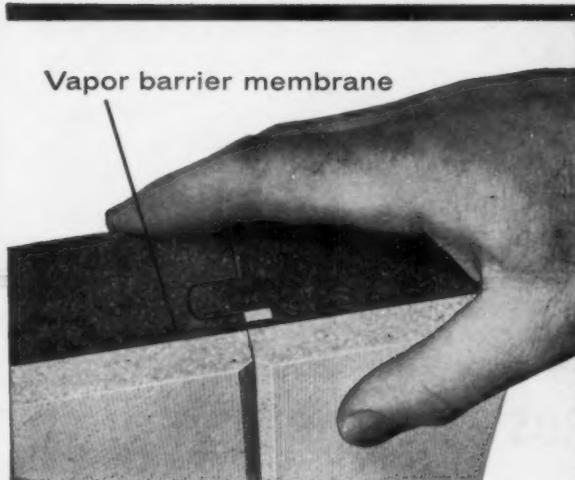
"We especially liked the speed with which Insulite Roof Deck went on," says Mr. Thrall. "It only took us two days to apply more than 7,000 feet. Twice that long would have been good for wood decking, insulation, and plastered ceilings."

The Thrall firm saved more than \$300 on roof decking material alone. In addition, they eliminated

all ceiling finishing and painting; and the super-thick insulation permitted use of a smaller air conditioning system. Architects were Laz and Mall, A.I.A., of Aurora.

Have you considered using this new 3-in-1 building material? Insulite Roof Deck combines decking, insulation and pre-finished, washable ceiling. It means real savings for builders in both residential and light commercial work, but the finished results are strictly *de luxe*.

Want more information? Write us—Insulite, Minneapolis 2, Minnesota.



Vapor barrier membrane



For any type of job; any climate . . . Insulite Roof Deck is made 1½", 2" and 3" thick, without vapor barrier; 2" and 3" thick with vapor barrier. No roof boards, insulation, lath or plaster needed. No painting, staining or other finish required on ceiling side.

Office interiors in Dykstra Annex appear extra spacious and roomy with sloping open-beam ceilings. Photo above shows a typical attractive, airy office, finished at modest expense. Beams are glued-laminated wood type, 3¼" x 11¼", 4' on centers. Maximum span here is 21 feet.

build better, save labor, with

INSULITE®



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



...because women want
washable walls...



Women's Congress Homes Feature Marlite

Bathrooms and utility rooms in the new Women's Congress Homes, Munster, Indiana, are paneled in Marlite plastic-finished paneling. Marlite bathrooms, like the one shown above, have all the easy-house-keeping features that women ask for.

According to Ray Schaub, president of Lake Shore Builders, Marlite was selected for these women-planned homes for three reasons: 1. Marlite is a perfect dry-wall material for luxurious interiors,

2. It is easily installed without delays, and with a minimum of muss and fuss, and 3. Homes sell faster with Marlite's customer-wanted features; beauty, permanence, ease of cleaning.

For your next building or remodeling project, plan on Marlite paneling. See your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 703, Dover, Ohio.



that's the beauty of **Marlite**[®]
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE[®] RESEARCH



Ideal for large or small window space, this new Curtis unit will boost home sales.

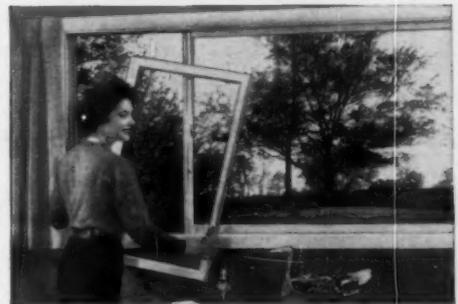
Guaranteed quality in a sliding window
It's the new Curtis *Style-trend*

Here's a sliding window that has everything! Easily removable for cleaning or painting. Modern, streamlined styling. Moderate price. Superior weather-tightness. Top-quality construction in a complete, ready-to-install unit. And, above all, **GUARANTEED** quality backed by the well-known name and reputation of Curtis.

Proved Weather-Tightness

Actual tests show that Style-Trend sliding windows allow less wind infiltration than other removable window units—thanks to complete, superior weather-stripping. This feature alone puts these Curtis windows in a class by themselves. It's another reason why it pays to use Curtis Woodwork.

Complete information about Style-Trend windows, Curtis Silentite windows, doors, kitchens and other items in the Curtis line is yours for the asking. Write us soon!



Easily cleaned. Just lift up and swing out.

CURTIS

WOODWORK

heart of the home

CURTIS COMPANIES INCORPORATED

Clinton, Iowa

Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa
 Lincoln, Nebr. • Minneapolis, Minn. • New London, Wis.
 Oconto, Wis. • Scranton, Pa. • Charlotte, N.C.



Curtis Companies Service Bureau
 200 Curtis Building
 Clinton, Iowa

AB-7-57

I want to know more about the complete line of Curtis quality windows, doors and woodwork. Please send me the facts.

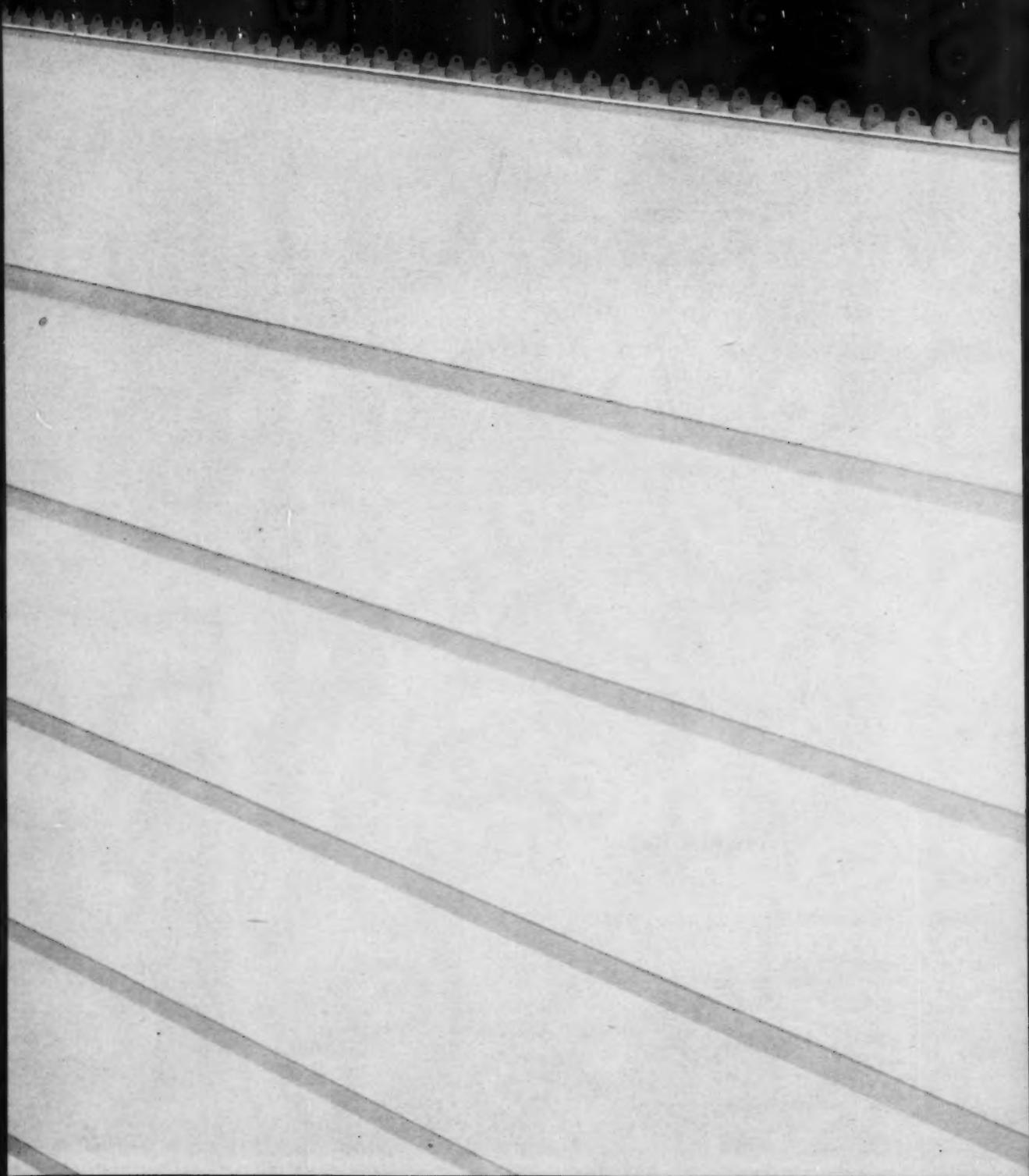
Name

Address

City State

The coming thing in Care-free building is aluminum siding. There's no upkeep. No fading of the hard, lasting finish. Occasional washing keeps it clean, its colors bright. At present-day maintenance costs, it would be a good buy at several times the price. Care-free? That's an understatement!

Alcoa gives *Care-free*



aluminum siding a \$1,000,000 push



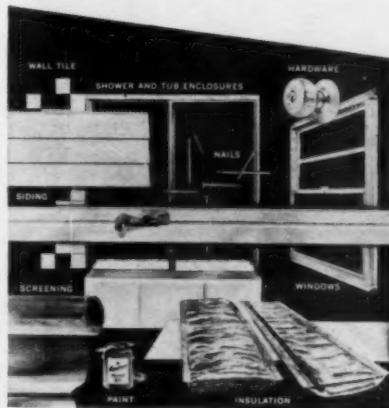
over half of today's home buyers are buying their second house. They are fed up with clapboard siding that requires upkeep. To every home buyer, siding of Alcoa® Aluminum is a potent sales tool because its hard, lasting finish seldom needs attention. A simple wash job makes it sparkle like new. And when the siding you build with is tagged with the Alcoa Care-free tag, it's a sure sale.

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 more 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-G Alcoa Building, Pittsburgh 19, Pa.



Your Guide to the Best in Aluminum Value



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



Meet the world's greatest sales force!

The POST INFLUENTIAL

A dynamic, decisive, extra sales power
that should be working for you



Surprise! Good news! The Post-Influential is more than one man ... one woman. There are millions of Post-Influentials. People of any age and every income bracket. But here's what makes them such special customers as well as a special sales force for you. They're people who are so influenced by ideas they find in the Post that they enthusiastically pass them along to others.

So by example they start acceptance trends for ideas. And by word of mouth they set success patterns for products. There are millions of these Post-Influentials ... 8 out of 10 of all the readers of the Post. This is the decisive extra sales force working for products advertised in the Post.

New Politz study found them ... and proved them!

A leading research organization, Alfred Politz Media Studies, proved the Influential's existence in a new study on The Saturday Evening Post. Among other things, this study shows that 8 out of 10 Post readers recommend or talk about things they've seen on its pages. That means 1 out of every 9 people in the United States ten years and older is a Post-Influential.

Think what this means to you! A vast mass of Post-Influentials live right in your sales area—buying the products, starting the trends and passing the word for anything you sell that's advertised in The Saturday Evening Post.

The Saturday Evening
POST

A CURTIS MAGAZINE

Sells the POST  INFLUENTIAL
-the mass market of active influence



Lemon Heights West houses include carpet in the \$25,875-28,895 price.



“Carpet helps us outsell competition 10 to 1” says leading California builder

“Our homes sell 100% faster with carpet in the package”, says Thomas M. Yedor, Schwartz-Yedor Building Corporation, Beverly Hills, California, builders of the noted Lemon Heights West development.

“We originally offered a choice of oak parquet flooring or carpet. The first 35 houses of Lemon Heights West were all sold with carpet. We have discontinued the option of oak parquet.” 100% of Schwartz-Yedor houses now include carpet in the package to reduce cash outlay after down payment.

Women prefer carpet 13 to 1. But when they're buying a new house, their cash and credit are tied up. They feel they can't afford carpet. When you include carpet in the purchase price, the sale is made.

Working with a local carpet retailer, you're able to offer your customers the widest possible selection of colors

and patterns—no inventory necessary, no installation problems. The customer gets her new house complete with the carpet she's always wanted and you've made another sale.

Why don't you try this tested method of moving homes faster? Discuss this with your local carpet retailer. He can offer two extremely valuable services: 1. A broad selection of merchandise, with the showroom facilities and knowledge to service your buyers. 2. Skilled carpet layers to install wall-to-wall carpet. Your local lending organizations will be able to work out — with you and your carpet retailer — the most satisfactory financing plans for you.

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

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

Offers carpets designed and made for the American way of life by these American manufacturers: Artloom Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gullstan • Hardwick & Magee • Hightstown • Holmes Karastan • Lees • Magee • Masland • Mohawk • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

CARPET INSTITUTE, INC., 350 Fifth Avenue, New York 1, N. Y.

You offer prospective home buyers a premium in individuality at low, low cost when you add the richly textured charm of new TENEX to your interiors. Each color in paint or stain that you apply gives the rich wood-mosaic surface of TENEX an *amazingly different* character and beauty.

Overcome modern home monotony. Add the "custom touch" to walls, ceilings or cabinets with TENEX. This new wood wafer paneling is available in 4' x 8' and 4' x 16' sheets 1/4" thick.

Ask Packy for literature and a free sample of TENEX. P.O. Box 1452, Spokane, Washington. Phone RIVERSIDE 7-3011.



adds the luxury look at low cost-

TENEX

handsome waferwood textured panel

Pack
River

QUALIFIED
LUMBER, LATH,
TENEX WAFER
PANELS & OTHER
SPECIAL PRODUCTS

**TREE FARM
PRODUCTS**
Engelmann Spruce,
White Fir, Lamb,
Douglas Fir,
Idaho White Pine,
Island Red Cedar,
Ponderosa Pine,
Lodgepole Pine

Member: National American Wholesale Lumber Association

TENEX
was cut into
decorative
diamond shapes
for this study area
wall. Designed by
the distinguished
architect,
Henry Hill A.I.A.

SALES SECRET:

Tell Buyers they're
WARRANTED

Newest Ruberoid exclusive! A written wind warranty covers Ruberoid Lok-Tab roof shingles against blow offs, even in hurricanes and tornados! The secret: hidden tabs "lock" bottom edge of shingles down. Use the distinctive beauty and warranted protection of Ruberoid Lok-Tabs as an extra new home sales feature.

WIND
WARRANTY

RUBEROID

LOK-TAB Asphalt Shingles

(Pat. No. 2,659,322)

ASPHALT AND ASBESTOS BUILDING MATERIALS

For more information, ask for Lok-Tab folder #1334. Write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.

**"Here's a feature
you'll like...
a built-in
KitchenAid"**

DISHWASHER

We've found this to be absolutely true! Customers do like the convenience and the good taste of a built-in dishwasher—but not just *any* dishwasher; they like KitchenAid. The big reason, of course, is they know that KitchenAid is the best performing dishwasher in the industry. They know KitchenAid is quality...it's made by Hobart!

Only KitchenAid has the revolving power wash action that has proved so successful in the large commercial dishwashers used all over the world in institutions, hotels and restaurants. Even tough greases can't resist...they disappear like magic; yet, even the finest crystal is perfectly safe. Only KitchenAid has the separate motor and blower fan that dries everything to sparkling perfection with electrically heated air.

Two independently sliding, cushion-coated racks hold pots, pans, tableware, glasses, silver—a full dinner service for a large family. KitchenAid loads most conveniently from the front with no uncomfortable stooping. Any one of the models is simple to install—either gravity-drain or automatic pump-drain styles. The undercounter model comes in a wide range of beautiful fronts: Antique Copper, Satin Stainless Steel, White, or a color can be arranged to match any kitchen decor. Add another mark of *quality* to the homes you build by building-in a KitchenAid automatic dishwasher. You'll like the results.

KitchenAid Home Dishwasher Div., Dept. KAB, The Hobart Manufacturing Co., Troy, Ohio. In Canada: 175 George St., Toronto 2.

KitchenAid®

The Finest Made...by



AllianceWare®

"This *Lifetime Bathtub Guarantee* backs AllianceWare's proven claims of stain, chip and abrasion resistance."
From AllianceWare's new 20 minute contractor presentation.

"Here's a new *Double Apron Bathtub* that makes 2 bathrooms out of 1. Sliding shower doors of frosted glass give the necessary privacy." Proof that your fixture selling story isn't complete until you've heard "*The AllianceWare Story.*"



In Action!

Bathtubs
Lavatories
Water Closets
Sinks

Alliance, Ohio
Kilgore, Texas
Colton, California

"Duotone Bathtubs, combining one color apron with a second color bell, are something new to sell. A terrific AllianceWare exclusive that can double or triple your bathtub sales."
Part of the AllianceWare Story.

"AllianceWare's New Double Bowl Lavatory is the answer to the bathroom rush hour traffic problem of many families, especially those with school children." This is just part of the story you will hear from the man who handles AllianceWare.



Mail this
Coupon
FOR
Action

AllianceWare, Inc., Post Office Box 809, Alliance, Ohio

Gentlemen:

- I would like to see your presentation "New AllianceWare '57."
- Send me a copy of your new 12-page Product Catalog.
- Send me the name of your nearest representative.

My plumbing fixture source:

Company _____

Address _____

City _____ Zone _____ State _____

- Builder
- Plumbing Contractor

My address is:

Company _____

Address _____

City _____ Zone _____ State _____

Requested by _____

- Architect
- Plumbing Supply

an  subsidiary

HOW TO GET A LION'S SHARE of profitable remodeling business . . .



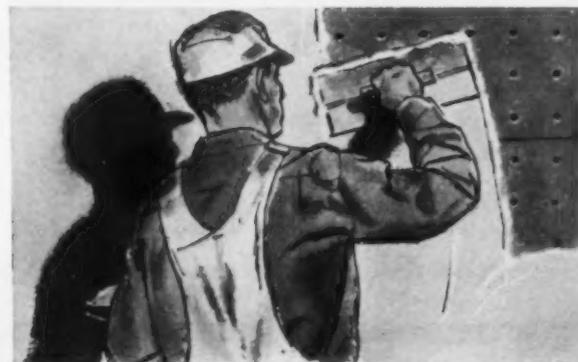
Use BESTWALL GYPSUM WALLBOARD

Fast, durable drywall construction for partitioning, attic or basement expansion, or add-a-room projects. This wallboard is reinforced with textile glass fibers for greater strength and finest working properties. One-hour fire-rated Firestop Bestwall and predecorated wallboards also available.



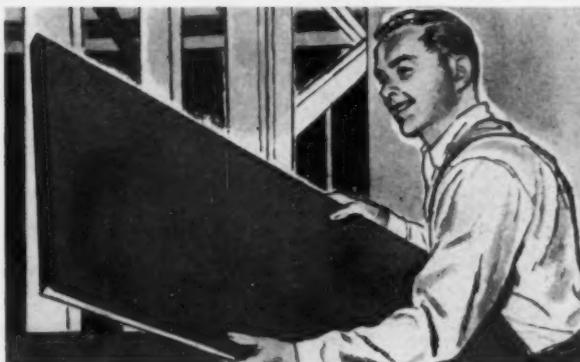
Use BESTWALL GYPSUM LATH

There's no finer base for smooth, fast plastering. Sturdy and fireproof. Comes both plain and perforated. Special lath paper adds strength and insures a better plaster bond. Bestwall Insulating Gypsum Lath, featuring aluminum foil backing, provides additional insulation value and a vapor barrier.



Use BESTWALL GYPSUM PLASTERS

A full line of basecoat plasters, including fibered, unfibered and Lite Mix. Each is "plastisized" for premium workability. Only the fibered plasters contain strong textile glass fibers. Finishing, gauging and molding plasters also available—as well as Bestwall Keene's Cement and Lime and Bestwall Kalite Acoustic Plaster.



Use BESTWALL GYPSUM SHEATHING

Added rooms have greater structural strength when framing is covered with Bestwall Fireproof Gypsum Sheathing. Reinforced with textile glass fibers. Water-repellent surface paper eliminates building paper. Tongue-and-groove V-joint. Costs as much as 50% less than other sheathings.

Write us for literature—or contact your nearest Bestwall building products supplier



Manufactured by Bestwall Gypsum Company—sold through

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HOW TO POCKET MORE PROFIT from home-improvement projects...



Use CERTAIN-TEED ASPHALT ROOFING

Smart blends and solid colors packed with homeowner appeal. Nine easy-to-sell styles, including: the new self-sealing, galeproof Sealdons; ever-popular Thick Butts; Saf-T-Loks for extra-windy areas; heavy duty Woodtex with distinctive built-up graining; and Shadow-Cast Thick Butts with the unique shadow line.



Use CERTAIN-TEED SIDINGS

A complete line of asphalt insulating and asbestos cement sidings to meet every taste and budget. Many styles and colors, including pastels. Asphalt Insulating Sidings come in shake, stone and brick designs; Asbestos Cement in shakeline, waveline, crepline, randomline, straight edge styles. Decorative, weather-resistant.



Use CERTAIN-TEED INSULATION

Nationally known Certain-teed Fiberglas* Insulation enjoys greater consumer acceptance. Fireproof, moisture-resistant and rotproof, it's available in the form of blankets, regular batts, pouring wool and the new aluminum-foil-enclosed batts that offer two-way insulation. Quickly pays for itself in fuel savings.

Use CERTAIN-TEED ROLL ROOFING

A staple item for anyone seeking profitable reroofing business! Certain-teed Roll Roofing consists of high grade felt thoroughly saturated with asphalt for rugged resistance to moisture and weather. For use under many types of shingles and for construction of built-up roofs. Also available in mineral-surfaced form.

Write us for literature and prices—or contact your nearest Certain-teed supplier

*Trade-mark OCF Corp.

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ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT SHINGLES AND SIDING
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GER-PAK -- THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM

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in every working size from
10 IN. TO 40' WIDE



Whether your need is 10 inch widths for flashing or any size up to 40 foot widths — convenient Ger-Pak makes the job a snap! Slabs, side walls, foundation walls, ceilings, or floors can now be done much faster . . . and with less handling . . . less cost.

In all ways, Ger-Pak is easy to work with on-the-job. Though lightweight and easy to handle, it resists tears and punctures. What's more, cold weather installation is never a problem. Ger-Pak maintains its flexibility down to minus 70°F. Best of all, Ger-Pak won't crack, chip or get brittle with age — protects for the life of the building!

Ask your dealer about Ger-Pak . . . available clear or black. It's the moisture-vapor barrier with the widest range of sizes, the widest range of advantages to meet your specific needs.

FREE samples and brochure are yours for the writing.

GERING
Polyethylene Film

GERING PRODUCTS INC., North 7th Street & Monroe Avenue, Kenilworth, New Jersey

Designed
To Meet FHA
Requirements



on famous **Nickey VEE FORTY 8**
WALL PANELS 8

The SSS mark means that Nickey Brothers Vee-Forty-8 hardwood plywood panels are factory finished employing the Super Microseal process.

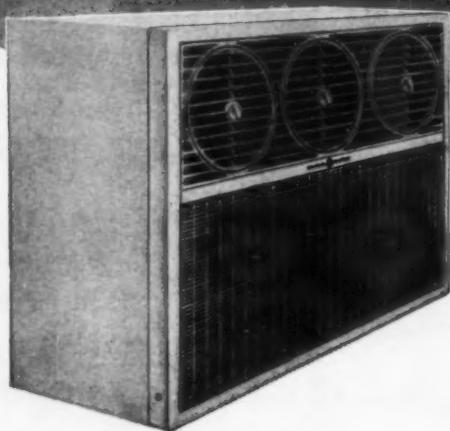
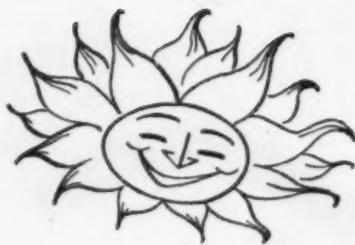
This imparts a beautiful, satin-like sheen which is not only on the surface of the wood, but which permeates the face veneer.

This amazing new product is available through established plywood distributors.

*Satin Surfaces, Inc. is the Licensing Agent for the "Super Satin Surface" and "Triple S" or "SSS" trademarks which are used on products having a Supersealed or Super Microsealed surface that satisfies the quality standards of the trademark owner.

NICKEY BROTHERS, INC., Memphis, Tennessee

Air



General Electric Thinlines let you completely air condition a whole house zone by zone. And the system's fully automatic! As the sun moves around the house, the unneeded units turn off and those in the warm rooms go on. Your buyers don't have to pay for cooling they don't need.

conditioning— zone by zone

with the new General Electric Built-In Thinline

Here at last, is a permanent air conditioning system that's easy for you to install—economical for your buyers to operate. The General Electric Built-In *Thinline* Air Conditioner gives your homes zone-by-zone cooling—with no plumbing or costly ductwork, no wasted floor or window space.

The case is shipped to the site first—installed through the wall during construction. The mechanism slides easily into the case when the building is complete. With *Thinline* styling there's no unsightly overhang *inside or out* to mar the appearance of the house.

Buyers Will Like the Economy

*Thinline*s are economical to operate—there's no need to pay to cool rooms that are not in use. And there's one for every home-cooling need. Built-In *Thinline*s come in ½, ¾ and 1 hp. models. All fit the same thin case.

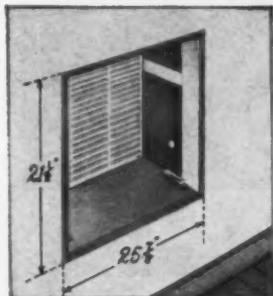
Every *Thinline* is pre-sold through national advertising—backed by expert service and a written guarantee—designed to meet FHA requirements. See your General Electric distributor for full details. General Electric Company, Louisville 1, Kentucky.

SPECIFICATIONS: BUILT-IN THINLINE

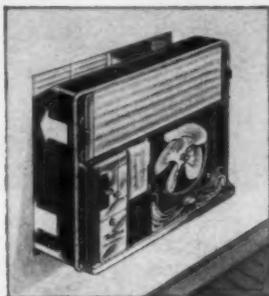
Model Number	RB32P	RB52P	RB72P
Compressor Motor	½ HP	¾ HP	1 HP
Volts—60 Cycle	115	115-230	230
Amperes (nameplate)	7.5	11.0-5.5	6.8
Watts (ASRE)	800	1,150	1,480
BTU/Hr. Capacity*	5,500	7,700	10,100
Dehumidification (Pts./Hr.)	1.1	2.1	2.9
Two Speed Fan Switch	No	No	Yes
Width	25¼	25¼	25¼
Height	21½	21½	21½
Depth	17 7/16	17 7/16	17 7/16
Ship. Wt. (Case)	37 lbs.	37 lbs.	37 lbs.
Ship. Wt. (Unit)	146 lbs.	152 lbs.	164 lbs.

*Cooling capacities are tested and rated in compliance with ARI (Air Conditioning and Refrigeration Institute) Standard 110-56 and are stated in BTU's (British Thermal Units).

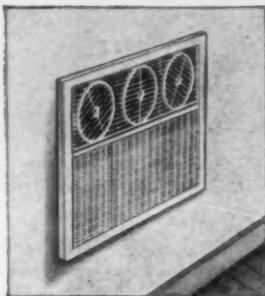
It's simple to install the new General Electric Thinline Built-In model



Case is installed during construction—mounts in any kind of wall. Panel protects opening until building is completed.



Thinline mechanism slides into case later. Six screws hold it in place—give you a quick, weather-tight installation.



Add appearance front, air filter, grille. Plug in and the *Thinline* is ready to operate. Grille can be painted.



On the outside the *Thinline*'s aluminum grille will keep its smart good looks for years. Easily painted to match the exterior.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

**It's nice but...
what will it
cost to
live in?**



People don't buy houses on impulse any more. Often, they come back several times to check features...inspect quality.

...and to ask the big question: "What will this house cost to heat or cool?"

That question answers itself when the house is insulated with Balsam-Wool insulation sealed in its shining reflective liners. This top-grade insulation helps assure protection from high fuel bills...high air conditioning costs...as long as the house stands.

Balsam-Wool sealed insulation with reflective liners gives triple protection. It combines the best features of a sealed blanket insulation with the high efficiency of a reflective covering and a positive method of application. Workmen like to install it because it is so easy to handle—

non-irritating and quickly fastened in place.

"Balsam-Wool" is a name favorably known to millions. Today, that name is more than ever a measure of value in any home. Wood Conversion Company, Dept. 118-77, First National Bank Bldg., St. Paul 1, Minn.

Sold by lumber dealers only

BALSAM-WOOL®

Sealed blanket insulation...with reflective liners



How to take advantage of the 1957 remodeling opportunity...



- ▶ **A MULTI-MILLION DOLLAR REMODELING MARKET** is up for grabs. The educated guessers tell us that between 12 and 15 billion dollars will be spent for light construction repairs, maintenance and remodeling in 1957. It is American Builder's opinion that there is perhaps half again as much of this business just waiting for someone to come along and pick it up. Remodelers who have tried strong merchandising programs report a volume of work far beyond expectations. The customers are there; all they need is a little prodding.
- ▶ **THE BULL MARKET IN REMODELING** is the result of several pressures, all of them increasing. The slump in new starts means that a lot of people are having to make their old houses do for a while longer. They need maintenance work, and added rooms. The shortage of close-in land is boosting the value of old houses that are near urban centers, making them good bets for remodelers. People who can't afford new homes are still hungry for industry's new labor-saving gadgets—particularly kitchens. Fix-up business is booming for stores, restaurants and commercial work.
- ▶ **ONE BIG MARKET IS GOING BY DEFAULT.** The "dynamiter," or fly-by-night remodeler, knows how merchandising can pay off. He moves in, sells hard, throws up hundred of porches, garages, storm windows and siding jobs, then moves on, leaving behind a town full of unhappy customers and a black eye for the legitimate building industry. The reputable builder can and should be doing this work. He can offer a complete remodeling service, not just one specialty; he can offer first-class workmanship; and he can offer the guarantee of living in the same community as his clients and depending on their good will for his future work.
- ▶ **REMODELING IS GOOD BUSINESS FOR THE BUILDER.** It's as nearly depression-proof as anything can be, and nobody needs overselling on *that* these days. It doesn't require large investments in land and improvements. It doesn't have built-in financing headaches. And a healthy remodeling business can be a wonderful balance wheel for a new house contractor, taking up the slack when business falls off, and giving him a way of holding on to his good men.

... here's your
remodeling workbook





RECONDITIONING JOB is checked by Sebring. He charges a \$25 fee to inspect and estimate such a job for a potential buyer or broker, refunds the charge later if he gets the contract to recondition the house.



THE RIGHT MEN are the most important part of a remodeling contractor's operation. Otto Tjarks, shown here with Sebring, has been with him almost 30 years, can do anything from laying out the job to cabinet making.

REMODELER SEBRING SAYS:

"Maintenance

"You can always make a living in remodeling and maintenance work, no matter what the new-house market does," says builder Price Sebring of Roslyn, N. Y.

Sebring has been a building contractor for more than 30 years. He is both a remodeler and a custom builder, and during his career he has concentrated on first one aspect of the business and then the other, so his present ratio of about 25 per cent new work to 75 per cent remodeling carries the weight of experience.

"People may not be able to afford new houses, but they have to keep the ones they have in good shape. New houses are the gravy."

Sebring has three remodeling categories: maintenance, consisting of painting, roofing, and other work that maintains a house in first-class shape; remodeling, which includes rebuilding, additions, and finishing off attics and cellars and the like; and reconditioning, a somewhat unusual service Sebring has found particularly profitable. Reconditioning is a "one-stop" service to modernize older houses for new buyers, and includes everything from redecorating to new heating systems.

In a separate category are the little odd jobs, which Sebring looks on as necessary evils.

"They're jobs that take less than a day," he says, "and that can't wait. They foul up our schedules, but they're usually accommodations for old customers, and their word-of-mouth is the only ad-



THE RIGHT EQUIPMENT has to be readily at hand, particularly for the little, less-than-a-day jobs. This is Sebring's "one-stop" maintenance truck, which carries supplies for fixing anything from a roof to a cellar.

ALL IN A DAY'S WORK

Here's a list of the jobs that Sebring has to plan, schedule and supervise on a typical day: door closer on doctor's entrance door; ramp on exterior door for wheel chair; reroofing job; large new house; two interior paint jobs; reconditioning job on a \$45,000 house; family room and porch addition, with lots of cabinet work.

The problem: keep all of these jobs supplied and moving with a minimum of time lost between jobs and waiting for materials. Solve it, and you're well on your way to becoming a remodeling contractor.

work is our bread and butter"

vertising we use."

A word should be added about painting. It is a big factor in all categories of Sebring's work, and accounts for some 15 per cent of his business. It is the only work he merchandises (a postcard to old customers every spring) and the only type of work so healthy he has to turn customers away (he's eight weeks behind right now.)

"A new roof will last at least twenty years," says Sebring, "but painting is repeat business."

The custom builder has an edge

Plainly, an organization that can handle such a diversity of jobs needs a diversity of talent. As a custom builder, Sebring has earned a reputation as a good man to tackle unusual houses (see the Land Planning Section of February's American Builder) some of which represent complex engineering problems and run up into hundreds of thousands of dollars. The wide range of techniques and materials involved, plus the necessity for planning each job as a separate unit, give the custom builder an edge in remodeling over the developer.

It follows that the remodeler's construction crews must also have talents beyond those of the men who mass-produce new houses.

"My men have to be able to do anything," Sebring says. "They have to be real mechanics, they have to be able to lay out jobs, and they may have to be supervisors too." As all builders know, this

type of man is virtually extinct in this day and age. "We hang on to a good man when we get him. Almost all of my men have been with me at least ten years, a couple more than twenty-five. They're fine, reliable people, and they have a sense of responsibility toward the community."

Subcontracting can pay off

The labor problem is one reason why Sebring likes to sub out a lot of work. When his schedule gets crowded, he knows he can't go out and pick up first-class mechanics; they're already working for someone else. So he subcontracts the work to the contractor they're working for.

"We sub whenever possible," he says. "If we did all our own work, our markup would represent just a day's pay for me. When we subcontract, there's very little supervision necessary, and our markup, although less, is pure profit for the business. Also, we keep our own crew down to a small core, which is healthy when business drops off."

All of this affects the markup that Sebring puts on remodeling jobs.

"A ten per cent mark up is enough for new work," he says, "but not for remodeling. More than 80 per cent of the work on the new house will be subbed out. But remodeling involves mostly our own men, and consequently a lot of our supervision, and so the markup has to be a minimum of 20 per cent."

**THE 1957 REMODELING
OPPORTUNITY** continued



Remodeler Harold Sauers builds new houses too—is presently planning a 220-house tract in Pittsburgh, Pa. He finds that . . .



... there's profit in remodeling

Vital statistics for builder-remodelers is not population, but family growth. Remodelers recognize that the family with three or more children is fast becoming the norm. This is fine, because basically, space is what remodelers sell, and space is desperately needed by the expanding family.

This house is a notable example of such thinking, and builder-remodeler Harold Sauers, president of Real Estate Maintenance Co. in Pittsburgh, Pa., is a top-notch remodeler who profits by it.

Present owners of the house pictured above bought it because Harold Sauers showed them how to save. They wanted four bedrooms, two baths and possibly a den—all with a suburban setting. Before spotting this house, they found nothing to fill their needs for under \$35,000. To make matters worse, most of these were poorly located and lacked sewers.

Before renovation, the house pictured here filled the family's every need but one—space. It then had two bedrooms, one bath. For a total of \$10,018.90, Harold Sauers expanded it to four bedrooms, two baths, den and roofed patio. The family bought on the spot—and why not? They had acquired a rela-

tively low-cost house to fill high-cost needs.

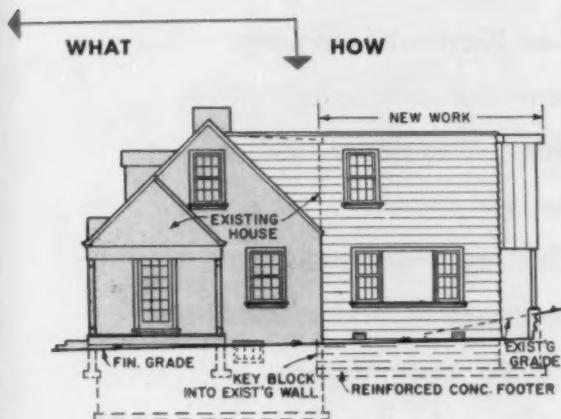
Builder-remodeler Sauers applies similar sales logic to the family in search of more space—the family that presently owns a \$10,000 to \$12,000 home. He has had little trouble selling these owners a wing costing \$5,000 in lieu of their trying to buy a new home for \$25,000.

Twenty-five years of solid building and remodeling experience makes Sauers' credentials impressive. To new home builders taking an exploratory look at remodeling, he advises:

- "Concentrate merchandising efforts in monied sections of town.
- "Tie in with median-sized realtors. Show how remodeling can help their old-home sales.
- "Pick reputable subs. Show them what your needs are; what their profit will be.
- "If you've never estimated remodeling jobs, figure it as you would new building. Then add 10 per cent extra for labor; five per cent more for overhead. This should cover mistakes.
- "If a wall is coming out, *always* check area above *and* below for conduits, pipes, flues.
- "Insist on quality workmanship."

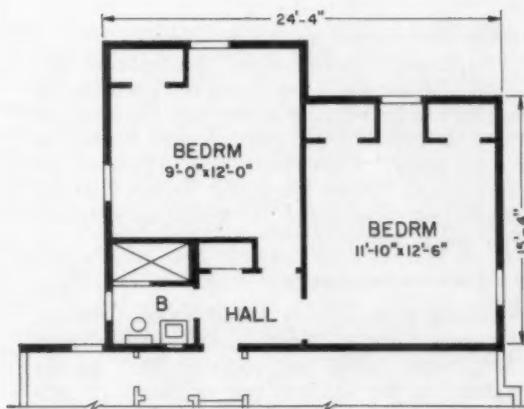


STEEP-ROOFED portion of house constituted extent of home before remodeling. Flat-roofed portion at rear (unseen from uphill approach to front elevation) was added by remodeler Sauers to give four bedrooms, two baths.



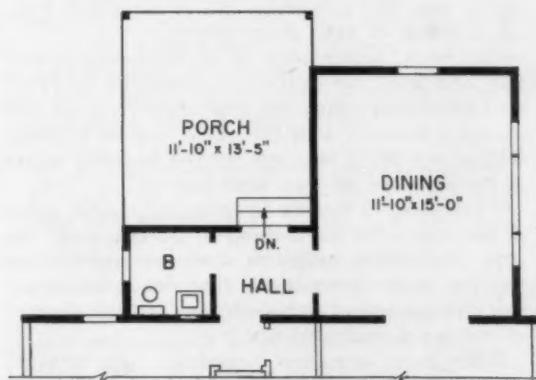
EXPERT BLENDING of existing house (shaded) and new addition is standard procedure for Sauers' work. Note that 4x8x16" foundation for new wing is built to actual floor level. It also juts out to make drip sill.

space-shy low-cost houses



EXISTING HOUSE

SPECIAL ADDITIONS like shelves and built-in desk in right corner of bedroom at left are quality touch performed by craftsmen carpenters. On this, the second-floor plan, only two windows had to be removed for remodeling.



EXISTING HOUSE

PATIO IN PLAN for first floor is roofed by bedroom above it. Only two changes were made in existing wall on this level. Window was converted to entranceway for dining room; door was taken out to clear hallway.

**Ben Kestenbaum buys,
remodels and sells
thirty-five down-at-the-heel
houses a year.
This requires a split
personality, and makes him
a good example of . . .**



BACK: The house looked like this before remodeling.

. . . the operative remodeler:

The operative remodeler has to wear two hats, and both of them are a tight fit.

Benjamin Kestenbaum is an operative remodeler who lives and works in Jamaica, N. Y. He is an experienced contractor who often goes out and swings a hammer with his crews, and he is also a former real estate man who knows property values in his area like his own back pocket.

"You have to be able to judge the market value of the remodeled house down to the last dime," he says. "Everything hinges on it; the amount you can pay for the property in the first place, the money you can put into it in remodeling, and the chances of making a successful sale."

Like most operative remodelers, Kestenbaum works in built-up areas where there are enough of the right type of neighborhoods and houses to supply him with his raw material. Brokers are his biggest source of supply, and to keep them eager, Kestenbaum will give a broker who has found him a remodelable property a six-week exclusive on the resale. He looks for houses that are in fairly good neighborhoods, but that have been allowed

to deteriorate for one reason or another.

"You mustn't over-develop," Kestenbaum emphasizes. "If you make the house too good for the area, you'll never get your money out. Do what you have to do to make it a good, livable house, but don't get fancy." Kestenbaum does, however, use an architect on almost every job. "Design is vital," he points out. "The house has to end up attractive if it's going to sell."

Here's where he works

Assuming a structurally sound house, there are four areas where Kestenbaum concentrates: kitchen, baths, floors, and painting. He'll usually start fresh in the kitchen, put in plenty of new cabinets, new sink, new floor—maybe \$500 in all. Baths have their rough plumbing modernized, get new colored fixtures and tile, and can run up to \$800 apiece. Paint (Kestenbaum uses only the very best quality, claims it saves him labor because it goes on faster) goes on over everything inside and out, except where wallpaper is used.

"And we always scrape floors," Kestenbaum



FRONT: The finished job. Kestenbaum persuaded owner of other half to have face-lifting too.

he's half contractor, half realtor

adds, "and give them the best possible refinishing. It's one of the first things a buyer notices."

The house pictured above is a good case in point. Kestenbaum is putting in two new kitchens and baths (it's an up and down double) and refinishing everything, including the front exterior. He bought the property for \$11,000, will put \$3,000 worth of remodeling into it, and should sell it for about \$18,000, a little below the prevailing market. There will also be legal and brokerage fees, plus the cost of owning the house for a year. Kestenbaum will thus wind up with a \$2,500 profit, which he says is good for this sort of a job.

"If I subbed out the remodeling," Kestenbaum says, "I'd pay about \$4,300 for the job. So \$1,300 is profit for me as a remodeling contractor. The other \$1,200 is for me as a dealer in real estate."

A word of warning

To the would-be operative remodeler, Kestenbaum offers this piece of advice: "Don't go into the business without at least \$100,000 available in cash. Credit is hard to get, not for the eventual

buyer, but for the contractor, so most transactions will have to be cash. If you're going to get any volume at all, you'll need that much money."

A note on trade-ins: Kestenbaum has tried to buy them to remodel in the past, still stands ready to do it, but has had no takers so far.

IDEA ON SUBBING

"When we sub out jobs such as plumbing, heating, or electrical work," Kestenbaum says, "we go to people who normally do a lot of work in the area, and we contract on the basis of accepting the job only when it has passed inspection by local city officials.

"This is a good safeguard for the contractor wherever codes are tight and inspections are rigid."

Here's how a small builder

1 . . . from a builder turned into a specialist in kitchen remodeling and a seller of kitchens to other builders

I. N. Berman is a Tulsa, Okla., builder who is sure that the kitchen is the gold mine of the remodeling business—so sure, in fact, that he's turned into both a kitchen remodeling specialist and a seller of kitchens to other builders.

Berman is a custom builder who averages about 30 houses a year. He set up his kitchen sales business to take up the slack in the winter building season, and his original idea was to go into kitchen remodeling himself. Now he also has a package service for other builders who do remodeling.

The very small remodeling contractor has a big problem in handling "overhead" work. He is generally on the job himself all day, so his planning, estimating, buying and selling have to be done at night or on weekends. Berman's package deal is set up to take the kitchen part of such worries off of the small builder's back. He employs one full-time and two part-time designers who will lay out the

kitchens for builder-customers as well as home owners. In addition, he has facilities to handle estimating and financing.

As a bonus, Berman has a showroom with a number of glamor kitchens on display. The small builder can bring his own client into this showroom, dazzle him with possibilities, and if necessary, get additional sales help and financial information from members of Berman's own staff.

Berman's original idea was to go into the kitchen remodeling business himself. He has one builder working for him now who does nothing but put in kitchens, plans to take on more soon.

When the store opened, in the middle of a snow-storm, 650 went through it the first day. Since then Berman has been closing jobs at the rate of better than one for every ten inquiries, in addition to the work being done by outside builders who are making use of the package.

2 . . . from a retail lumber dealer who acts as a builder agent, feeds customers to his builder-clients

J. C. O'Malley is a nationally known lumber dealer who believes that his success is tied up with the success of the builders who buy from him. In his main yard at Phoenix, and in subsidiary yards across Arizona, he has set up a remodeling service that lets a small builder operate like a big one.

O'Malley Lumber Co. makes a team out of the dealer, the contractor, and the homeowner. The firm goes out and gets the customers, does everything possible to sell the job for the contractor, then steps aside and lets the contract be drawn up between the contractor and the homeowner.

The system used by O'Malley is a five point one:

1. *Advertising.* Radio, television and newspapers are used to convince the public of the importance of remodeling their homes. Biggest pitch is on TV, where programs feature definite parts of the house—fencing, enclosed patio rooms, add-a-room, etc.—to get customers into the yard.

2. *Displays.* Once in the yard, potential remodel-

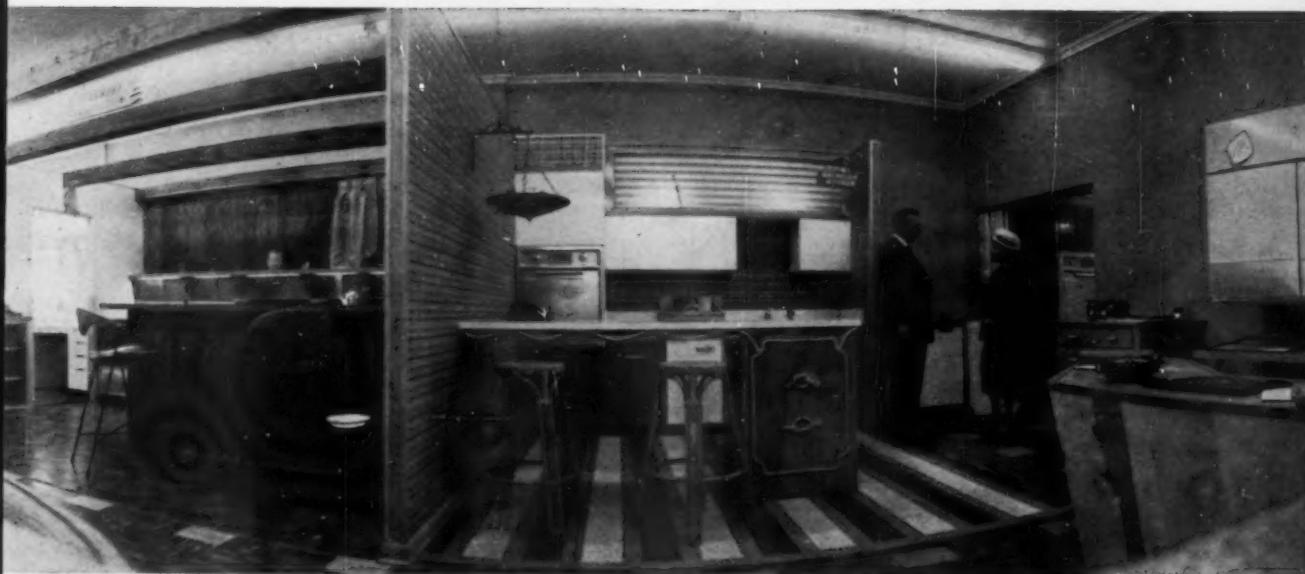
ing clients can see the possibilities that might be applied to their homes. One big display of plywood paneling helped sell a gilt-edged restaurant remodeling job for a builder who buys from the yard.

3. *Planning.* O'Malley doesn't maintain a complete architectural service, but he has a planning and drafting department that will provide simple plans for the customer to see what he's getting, and drawings for the builder to work from.

4. *Estimating.* O'Malley makes available to the builder an expert estimator who will go over all plans, go out to the job if necessary, figure the labor and materials, and give the customer and the builder a final figure to put on the contract.

5. *Financing.* O'Malley handles all FHA or conventional loan paper work, so that the job is a headache-free, cash deal for the builder. He also has a 10 per cent down, 10-payment budget program available from the lumber company for small jobs up to \$300.

can get remodeling help ...



MODEL KITCHENS along one whole wall of Berman's display room are shown in this "American Builderama"

photograph. The small builder can bring his customers in here to select his cabinets and built-in appliances.

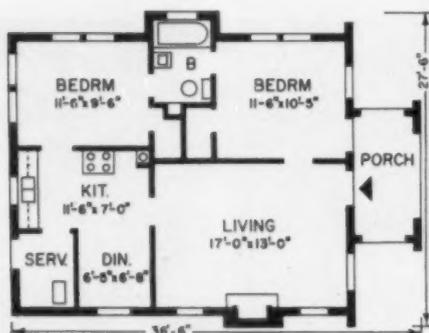


HOME-SERVICE TEAM at O'Malley's works with remodeling contractors, provides plans, estimates, materials

selection and financing of projects. Ed Flagg, left, director; Don Frank, draftsman; John Choat, estimator-salesman.

BEFORE

LOOKING MORE like a jail in the badlands than a home, this Tucson house (in which a family of eight lived) was over-ripe for remodeling; proved perfect for modernization.

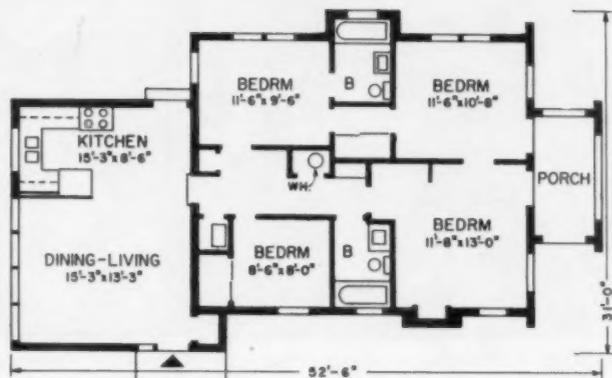


▲ BEFORE

TWO BEDROOMS and but one bath had to do for mother, father and six children. Crying need for additional space is obvious in every room. Owners wanted to remodel, needed cash.

AFTER

THEY GOT CASH by winning first prize in remodeling essay contest sponsored by Tucson OHI, and plan at right was resultant dramatic transformation of their cramped ugly duckling.



THE 1957 REMODELING OPPORTUNITY continued

Tucson remodeled this house

This house set off a profitable revolution in Tucson.

Citizens swayed by tremendous ad and sales promotion broadsides for new cars, TV sets and vacations began thinking more seriously during 1956 of remodeling the most permanent thing they own—their homes.

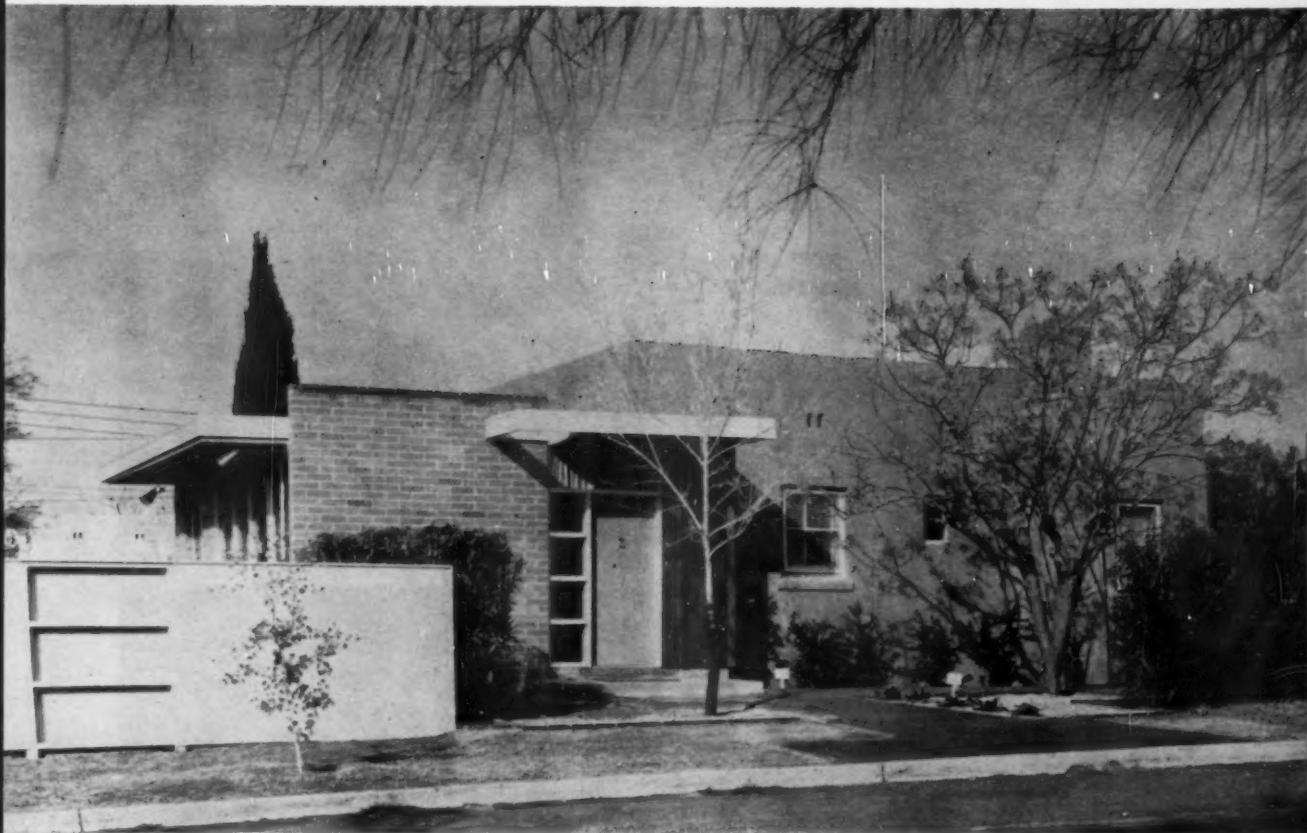
During that year, the city and county alteration and addition permits rose by 60 and 2/10 per cent over 1955. Latest reports show that volume increased during February 1957 by 54 and 3/10 per cent over the same month in '56. By comparison, nearby Phoenix lagged behind with but a 15 per cent rise in 1956 over 1955.

This was no accident. It was the result of combined promotional efforts of builders (Tucson Home Builders Assn. took active part), lenders, sub-contractors, lumber dealers, manufacturers and suppliers. Such cooperative effort was achieved under one banner—Operation Home Improvement.

Cashing in on national publicity for this movement, local OHI-men ignited their promotional brushfire with an essay contest on the general theme—*Why I should improve my present home*. Winner was owner of two-bedroom house, above, and prize was a free remodeling job. Pictures and plans show how complete and effective was the transformation.

Publicity—loads of it—in newspapers, radio, TV followed the program from beginning to end. Beside being an adroit architectural rendering, the remodeling had a human interest angle. The owners, both with jobs, supported six children in their two-bedroom bungalow. The need for more space was obvious, and publicity was hung on this peg.

Follow-up consisted of four-page pamphlet telling how this house was remodeled, giving names of local sponsors, and showing how all homeowners in the area could easily improve their homes. This was freely distributed at Tucson Home Show.



AFTER ALMOST UNBELIEVABLE is the idea that this finished product was once the blockhouse on the opposite page. Robert Ambrose, A.I.A., did the designing, and a Who's Who of Tucson contractors and subs worked on it.

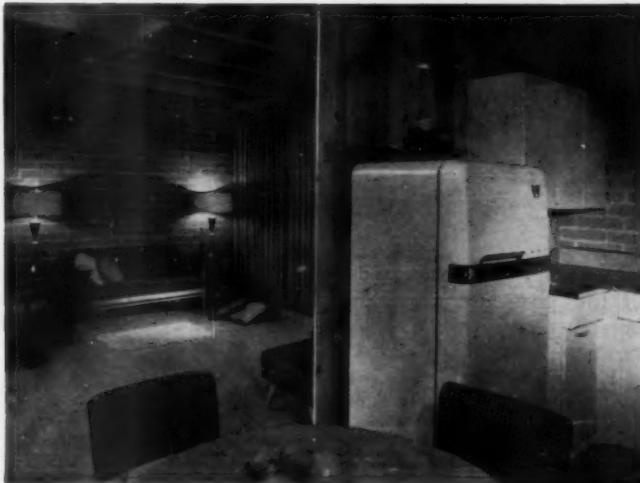
—result: contracts up 60%

BEFORE



FROM THE 1930's above, to the 1950's right, in several weeks. Former kitchen is now bedroom. Present kitchen, dining and living area is housed in new wing, at left in picture, top of page. Space now meets needs.

AFTER

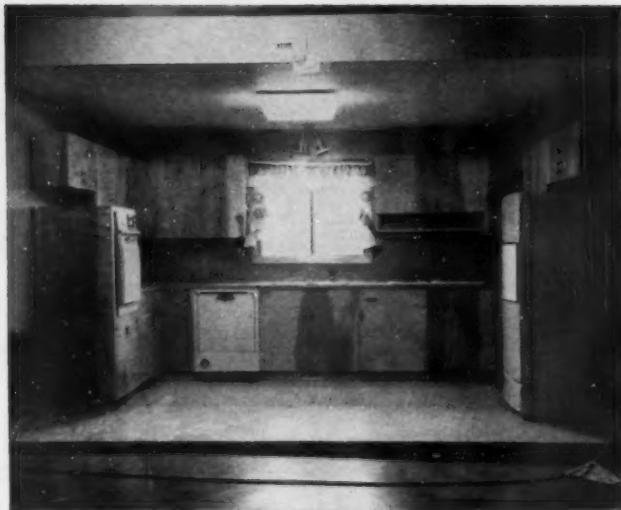


JULY 1957

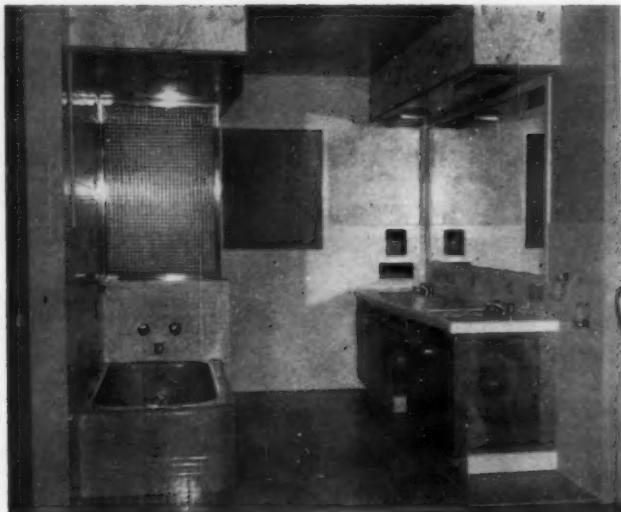
Remodeling in Portland, Ore. ▶



SET UP in adjoining booths at the Portland, Ore., home show, these striking before and after scenes did much to stir homeowners toward spending remodeling dollars (as did all renovations pictured on these pages). Home-show visitors could stand in the aisle and view both "before" and "after" booths.



OVER 60,000 visitors marched pass displays like these, sponsored by OHI of Metropolitan Portland. Naturally, not everyone owned as archaic a bathroom as the one pictured above. Yet, show visitors went home with plenty of ideas for redoing portions of their baths—ideas from displays.



THE 1957 REMODELING OPPORTUNITY continued

These exhibits increased Title I

Just as cooperation moved money in Tuscon (see two preceding pages), so the Portland, Ore., construction fraternity built these exhibits and their business—together.

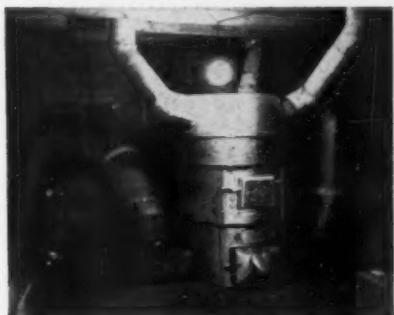
Exhibited at the 1957 Portland Home Show Mar. 29 to Apr. 7, these remodeling exhibits were viewed by over 60,000 people. Sponsored by Operation Home Improvement of Metropolitan Portland, the displays and their attendant publicity did much to

raise remodeling volume. The latest report indicates that Title I home improvement loans have increased 24 per cent during the first three months of 1957, compared with the same period last year. Still greater rises are expected through the summer, since January-March is not considered a good season for remodeling.

Since a lot of hard cash was spent on the exhibits, and considering their success as sales stimulators,



RESEMBLANCE of cluttered attic, above, to show visitors' own was embarrassingly accurate, and attractive renovation at right drew a major portion of their attention. Finishing floor, wall, ceiling, and installing glass would be a simple and profitable part-time venture for present new home builder.



LIGHTING of basement scene, above, was purposely bad to resemble poorly lit, dingy cellars of existing homes, and also to provide dramatic contrast with remodeled basement at right. Compact new furnace gave many visitors good ideas for using space to their advantage—provide new freedom.



home improvement loans 24%

Portland OHI-men asked and were granted permission to maintain them permanently. It's expected that slight changes will be made from year to year. Portland HBA, as sponsors of the entire home show, were enthusiastically behind OHI's push. A strong member of OHIMP's steering committee is Carl Lenchitsky, local HBA member. Builder Al Norbraten served as home-show chairman, and president of Portland HBA is Leo J. Rush. Hugh

Lineweaver, of Forest Fiber Products Co., Forest Grove, Ore., presides as president of Portland's OHI. To get the ball rolling, he and OHI's first vice-president, M. R. VanZanten, Swan Manufacturing Co., spoke before all local building groups; held weekly OHI meetings; hired a public relations agent; set up a letter-answering service, and contacted HBA to get the go-ahead on "before" and "after" displays at the home show.



LOGGE-POLE PANELING was added to kitchen wall, left, to blend with new family room.

TODAY'S 5 BEST REMODELING OPPORTUNITIES FOR BUILDERS:

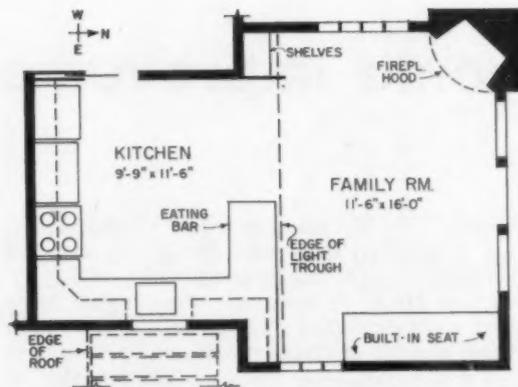
1. An addition like this family room

This attractively-planned modern addition to a Portland, Ore., house brings home an important point to builders.

It is this: the major portion of the work can easily be estimated by exactly the same standards now used in new-home building. Only one existing wall must be figured for demolition costs. This is the type of profitable remodeling that alert builders are doing now.

As the articles on the preceding pages point out, tight-mortgage money for new-home building is not the only reason builders are entering the remodeling field. Many are expanding their operations to include remodeling for one basic reason: there's money in it.

Additions like this family room provide builders with extra profit with less sales cost.



SIMPLY PLANNED, new room solves space problem.



ONE OF FOUR 6'x6' roof beams gets toe-nailed to header, here. After securing beam, carpenter will jam beveled strip between beam and header. Note strip of quarter-round at beam and deck seam in photo—left.



TONGUE-AND-GROOVE decking goes down next. Underside provides finished ceiling. After deck is completed, overhang is cut with power saw. Deck's thickness is intrinsic insulation—a "hidden value."

HOW →

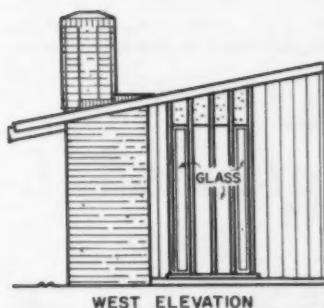


CONCRETE MAN checks level for slab. Vapor-proof building paper goes down first, followed by reinforcing metal rods (both "hidden values"). Slab will be topped with asphalt tile to run flush with hearth brick.

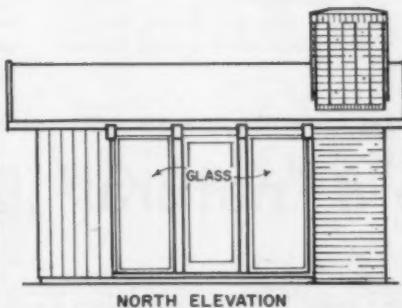


WOOD BLOCK is used intelligently here to force groove of lodge pole panelling over tongue of previously-set panel. Such care follows Western Pine Assn. specs. Note aluminum-faced fiber glass insulation.

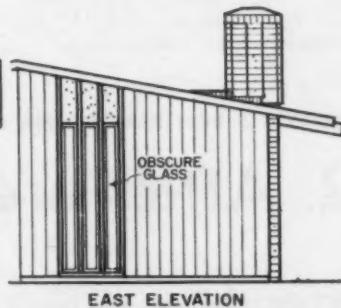
is 90% "new construction" . . .



DEFINITELY LEANING toward modern, generous use of glass helps create contemporary atmosphere. Paneling, glass, brick form harmonious whole.



FRONT ELEVATION shows continuing use of clear glass to make the family room totally livable during all seasons of the year.



EXTERIOR WESTERN pine paneling and obscure glass blend well here. Information from Western Pine Assn. (Circle No. Y1 on card, p. 128.)



BEFORE

STAIRWAY AT END, chimney in center, plumbing below on first floor determined remodeled attic layout. New bath went near chimney, surrounded by storage space.



AFTER

FINISHED JOB used larger forward space for two roll-out beds under eave storage closets, plus separating wardrobes, study areas. Smaller stairwell end made third similar set-up.

WHAT ↑
HOW ↓



FIR PLYWOOD panels, based on 1x3" nailers alongside each rafter, were fitted inside to allow 1/2" exposure of original ceiling rafters.



BETWEEN RAFTERS went blanket wool insulation, then 1/4" plywood panels. Ceiling was braced by 2x4s with plastic panels to conceal lighting.



BASE SURFACES were covered with plywood; then framing for storage bank under eaves went in, leaving space underneath for roll-out day beds.

TODAY'S 5 BEST REMODELING OPPORTUNITIES FOR BUILDERS continued

2. Attics are a "natural" . . .

Waste space turns into more living space . . . especially if you start as these builders did, with the attic or the basement.

Builder George Panther of Tacoma, Wash., rebuilt the waste-space attic, shown above left, and

turned it into a play area, bath and three individual sleeping and study areas. The old attic was the only remodelable space left in the two-bedroom house, architect Mary Lund Davis found. Ideas from Douglas Fir Plywood (No. Y2, page 128).



BEFORE

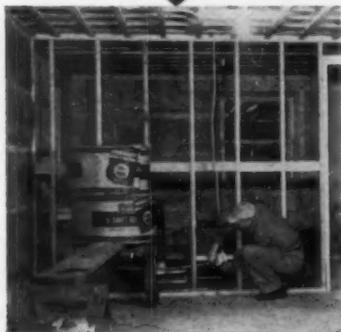
PLENTY OF SPACE but not much of it usable . . . a typical old house basement. Remodeler made no structural changes except for a few inside partitions of 2x4s.



AFTER

NOW, A FAMILY ROOM, complete with snack bar (not seen). Still plenty of space but usable now. Vinyl floor tile, insulating ceiling tile and t&g composition wall panels were used.

WHAT
↑
HOW



FURRING STRIPS, (1x3"), were installed over ceiling joists, on cement block walls. Insulite Wool was laid between strips on outside walls.



CEILING TILE went up next with help of Insulite clips. Clips were inserted along edge of each tile, then nailed directly to the furring strip.



WALL FINISH of Duro-lite Plank was easy to apply because of its t&g nailing flange. Plank was stapled through flange to furring strip.

3. Basements hide family space . . .

The wide open (and wasted) spaces of this basement gave builders R. McChesney and Sons of Robbinsdale, Minn., a good opportunity to sell the idea of an out-of-earshot family room which would also take strain off first-floor congestion. The re-

modeling job was a "natural"—no major structural changes needed—and the McChesneys completed it quickly and well with the use of only two men. Ideas for the job from Minnesota and Ontario Paper Co., Insulite Div., (No. Y3 on page 128).



BEFORE: A fair-sized old bathroom badly in need of a new look. Mosaic's ceramic tile (No. Y4, page 128) was used on walls and floor to set stage for the rest of the job.



AFTER: A panel of ceiling lighting to reflect into large mirror, louvered shutters over windows, built-in lavatory with storage space, add up to a new bath.

TODAY'S 5 BEST REMODELING OPPORTUNITIES FOR BUILDERS continued

4. How to remodel the bath...



1 PLASTIC TILE goes on more easily, with new plastic grout strip. After applying adhesive with trowel, tiles are snapped into position.



2 GROUT STRIPS outline each unit, keep place and whiteness permanently. Horizontal strips, 18" long, are positioned at bottom of rows.



3 NEXT ROW OF TILE goes on faster. Strip is same depth as bevelled shoulder of a plastic tile. Artcrest Plastics (No. Y6, p. 128).



1 TUB ENCLOSURE to up-date the bathroom. Job begins with cutting of sill section, and installation after application of adhesive.



2 JAMBS ARE SECURED to tile walls with long flat-head wood screws after drilling is completed and rawl plugs have been inserted.



3 DOORS LIFTED together as unit and placed with head lowered onto top of jambs and filler strips. From Ludman Corp. (No. Y7, page 128).

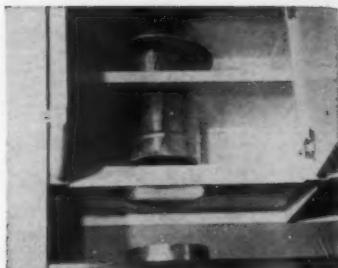


BEFORE: Another "natural" for remodeling . . . a kitchen badly in need of brightness and storage space. Wood cabinets began the job, gave ample storage space.

AFTER: Cabinets were finished with Amerock hardware (No. Y5, page 128). Valance over sink conceals working light; ventilating hood does same for range.



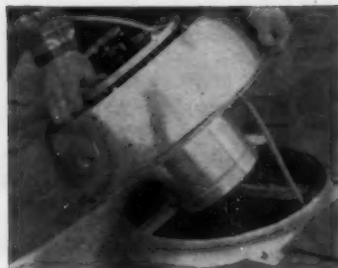
5. How to remodel the kitchen



1 VENTILATION for kitchen . . . duct cuts through cabinet to fit hood at bottom. At finish, loose duct is pulled down to slide over collar.



2 DUCT GOES into attic. Seven-inch spur goes to range hood; shorter duct to intake grille in bath. Same ventilator will serve both rooms.



3 BX CABLE is run through fittings; Kitchen-Aire positioned over flashing and connected to attic duct. From Stewart Industries (No. Y8, p. 128).



1 PLASTIC SURFACING for countertop begins with metal binding and fillet strips where needed, wood molding nailed to front of surface.



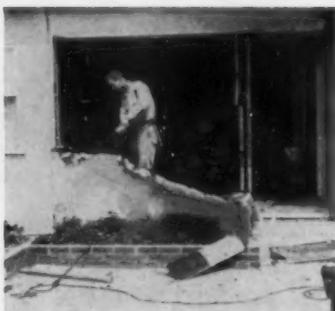
2 AFTER CUTTING the surfacing, adhesive is applied and covering is fitted on. Rounded moldings need contact bond adhesive.



3 AFTER SURFACING is completely bonded to countertop, openings are cut for sink and range. Armstrong Corp. (No. Y9, p. 128).



1 **IN THE BEGINNING,** this California bungalow had uninteresting exterior, dark living room. Owners decided on glass doors.



2 **WALL IS REMOVED** to accommodate door which reached job site as a complete unit. Worker assembled frame at the site.



3 **FRAMEWORK GOES IN** easily—a one-man job. Glass panels are then put in place. Unit, of aluminum, has high rigidity.

THE 1957 REMODELING OPPORTUNITY continued

How you can use new products

BEFORE



THIS OLD HOUSE was badly in need of a remodeler's assistance. Most striking change . . . indoors and out . . . was the addition of much more window space. R.O.W. Sales Co. (No. Y11, p. 128).

AFTER ▶



BEFORE



REMODELED AND RESIDED for \$4,000. Besides interior changes, this 75-year-old farm house had its old-style porch removed, a new roof, narrow siding replaced with Masonite Shadowvent. (No. Y12, p. 128).

AFTER ▶





4 **COMPLETED JOB** opens house to indoor-outdoor living. From Nudor Mfg. Corp. (No. Y10, p. 128).

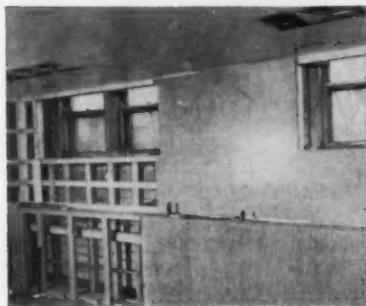
in remodeling



1 **BEFORE:** This dark, cluttered basement of hospital served as nothing more than a half-used storage space.



3 **AFTER:** Offset in wall encloses large heating pipe, gives convenient ledge. Bright room has recessed lights, white Korelock ceiling, wood-grain Korelock walls. Marsh Wall Products. (No. Y13, p. 128).



2 **DURING:** Walls, ceiling are framed and Korelock, a hollow-core hard-board paneling, is easily applied.

There are more remodeling products and more remodeling catalogs on the next pages. You can get information about these items by using the reply card, page 128

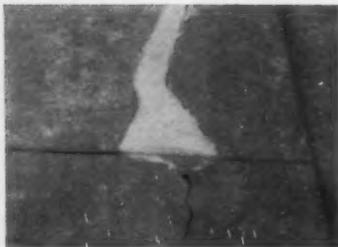
HIDDEN VALUES in remodeling products



Bond won't roll or lump

Plaster can be bonded directly to masonry surfaces with "hidden value" Abesto Plaster Bond. For use with gypsum plaster only, material adheres smoothly. Bond expands and contracts with surface, provides strong vapor seal. Abesto Mfg. Corp., Dept. AB, Michigan City, Ind.

Circle No. Y14 on reply card, p. 128.



Low-cost concrete repairs

Cracked or crumbled concrete can be easily repaired with Weld-Crete. "Hidden value" product bonds new concrete directly to old concrete. Eliminates costly, time-consuming surface preparation. Larsen Products Corp., Dept. AB, 4934 Elm St., Bethesda, Md.

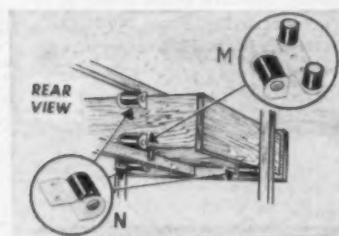
Circle No. Y17 on reply card, p. 128.



Permanent bonding plaster

For restoring old walls, use this "hidden value" Nu-Wall bonding plaster. Evens out all rough, scarred painted walls and ceilings without costly preparation. Bonds permanently to cracked, chipped walls. Nu-Wall Mfg. Co., Dept. AB, 3100 W. State St., Milwaukee 8, Wisc.

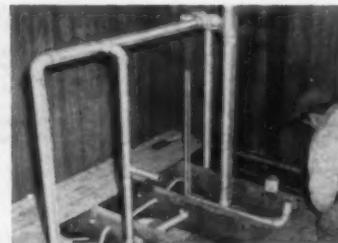
Circle No. Y20 on reply card, p. 128.



Non-friction bearings

Designed to eliminate friction and keep drawers in alignment, Roll-eez nylon roller bearings are a "hidden value" for remodeling. Easy installation for nylon rollers on steel frames. Perfect for kitchen cabinets, linen-drawer closets and storage units. Junior-Pro Products Co., Dept. AB, 118 E. Marceau St., St. Louis 11, Mo.

Circle No. Y15 on reply card, p. 128.



Copper tubing saves space

Trim, compact copper tubing and fittings were "hidden value" space-savers in conversion of house to apartments. In bathroom only small area of flooring was removed, and small holes needed to install copper tube waste line. From American Brass Co., Dept. AB, 25 Broadway, New York 4, N.Y.

Circle No. Y18 on reply card, p. 128.



Remodeling with insulation

Thick mineral wool insulation, "hidden value," particularly in air-conditioned homes, saves on operating costs. Suited for remodeling, it can be installed without disturbing occupants, as photo shows. Data from National Mineral Wool Assn., Dept. AB, 2906 Americas Bldg., N.Y. 20, N.Y.

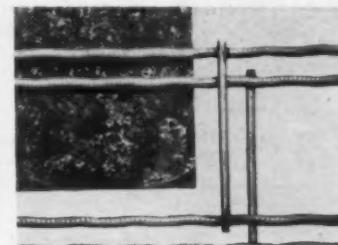
Circle No. Y21 on reply card, p. 128.



Cool attic quarters

Converting attics to living space involves insulating to keep them cool in summertime. For extra "hidden value," Richflex Reflective insulation is ideal as a heat reflector. Richkraft Co., Dept. AB, 510 N. Dearborn St., Chicago 10, Ill.

Circle No. Y16 on reply card, p. 128.



Rust-proof reinforcing

WAL-LOK, "hidden value" mortar joint reinforcing, now made from galvanized wire. Process provides complete bond between coating and steel, results in rust-free product. Adrian Peerless, Dept. AB, 1412 E. Michigan St., Adrian, Mich.

Circle No. Y19 on reply card, p. 128.



Attic living space

Simple remodeling makes attic livable. Important "hidden value" in making attic usable is proper insulation. Shown, installation of Spintex mineral wool insulation. Johns-Manville, Dept. AB, 22 E. 40th St., N.Y. 16, N.Y.

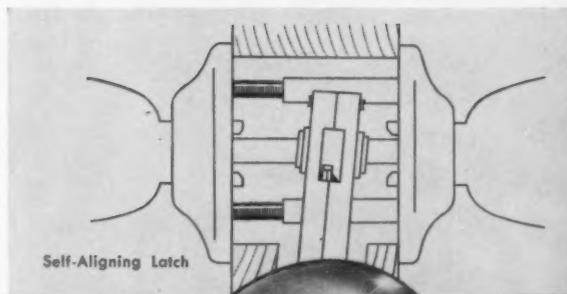
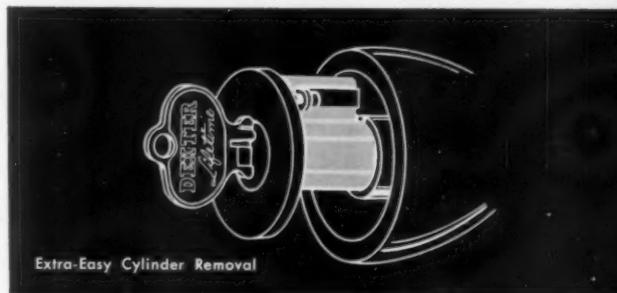
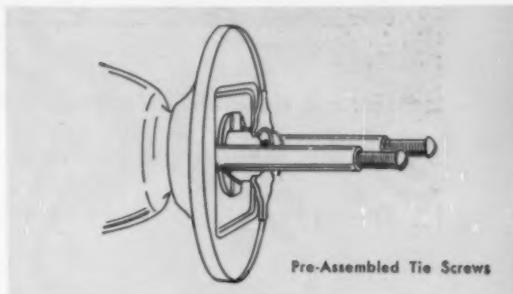
Circle No. Y22 on reply card, p. 128.

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.



**Here is detailed information for you to use. Catalogs, below,
tell you what to use and how to use products in your remodeling job.**

To get copies, just circle on reply card, p. 128

WHAT TO DO ABOUT building or remodeling your home . . . a 24-page, full-color brochure from Chase. Any number of ideas on radiant heating, drainage tubing, water lines, screening and roofing products. From Chase Brass & Copper Co., Dept. AB, 236 Grand St., Waterbury 20, Conn.

Circle No. Y23 on reply card, p. 128.

HOME IMPROVEMENT pocket letter designed specifically by McCalls to service the building industry. This 22-page booklet features builder and remodeler stories as well as a number of merchandising ideas and a report of results of McCalls' laundry-kitchen remodeling contest. From McCalls, Dept. AB, 230 Park Ave., New York 17, N.Y.

Circle No. Y24 on reply card, p. 128.

ADD AN INTERCOM system easily with help of Fanfare's new Twin FX-2 system. Leaflet describes various possible uses of this two-station set-up in home, between home and garage, in offices or shop. Specifications and instructions for quick and easy installation are included. More information from Fanon Electric Co., Dept. AB, 98 Berriman St., Brooklyn, N.Y.

Circle No. Y25 on reply card, p. 128.

TO BRING NEW LIFE and protection to wood products, Protection Products offers a variety of informational sheets. Complete with photos, diagrams and detailed information, they cover the protection, treating and painting of wood windows, siding, doors, flooring, etc. Protection Products Mfg. Co., Dept. AB, 2305 Superior Ave., Kalamazoo, Mich.

Circle No. Y26 on reply card, p. 128.

GLAZED CERAMIC TILE in large sizes is discussed in a twelve-page color folder by American-Olean Tile Co. This material presents design opportunities at lower cost, and gives ideas on the greater freedom of design afforded by new-sized tile. All

sizes are available in fifty colors. Interesting ideas for the remodeler. American-Olean Tile Co., Dept. AB, Lansdale, Pa.

Circle No. Y27 on reply card, p. 128.

HARDWARE FOR HOME remodeling. Washington's Cat. 334 is a 32-page brochure in color and black and white on hardware for rolling doors, cabinets, in-motion built-ins and special kitchen shelves. Washington Steel Products, Dept. AB, 1940 E. 11th St., Tacoma 2, Wash.

Circle No. Y28 on reply card, p. 128.

RENEWING THE KITCHEN with a ventilating hood is suggested in literature from VentAHood. Four differently-styled ventilating devices in an assortment of finishes, trims and sizes are pictured, together with installation diagrams, cutaway drawings, size specifications and price lists. From VentAHood, Dept. AB, 1907 Plantation Rd., Dallas 19, Tex.

Circle No. Y29 on reply card, p. 128.

BUILT-IN LOOK for the up-dated kitchen aided by Servel with two brochures on where and how to build-in a gas refrigerator. Different styles of refrigerators illustrated along with typical applications for building-in the units. Detailed drawings, complete installation procedure. From Servel Inc., Dept. AB, 119 Morton Ave., Evansville 20, Ind.

Circle No. Y30 on reply card, p. 128.

HELP IN REFINISHING with wood products. Satin Surfaces offers information on "Microseal" process, for either plywood or solid wood, which uses plastic sealing method. Sealed surface can be stained, painted or otherwise finished without use of primers. Already licensed to General Plywood, Nickey Bros. and Paine Lumber. From Satin Surfaces Inc., Dept. AB, 3131 W. Market St., Louisville, Ky.

Circle No. Y31 on reply card, p. 128.

FOR RESIDENTIAL, farm, commercial or school remodeling. Plyco offers a selection of catalogs on its plastic frame window units. Catalogs are fully illustrated with pictures showing different types of windows, actual installations and specifications. Plyco Corp., Dept. AB, Elkhart Lake, Wis.

Circle No. Y32 on reply card, p. 128.

ADVANTAGES OF REDOING windows with "Twindow", the double-paneled insulating glass, presented in a full-color, 12-page booklet. Photos of different installation uses, cutaway drawings of types of "Twindow", size and insulating value charts. Pittsburgh Plate Glass Co., Dept. AB, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

Circle No. Y33 on reply card, p. 128.

WROUGHT IRON: where and how to use it in remodeling. From a very thorough catalog from Locke Mfg. This 12-page brochure illustrates the many different types of railings, columns and accessories available to the builder, together with possible combinations, size specifications, etc. Locke Manufacturing Co., Dept. AB, Lodi, Ohio.

Circle No. Y34 on reply card, p. 128.

NEW DEVELOPMENT for resurfacing all old or worn concrete and masonry is presented in a brochure from Allied Compositions Co., Inc. This product, Duralox, can be used not only to repair and resurface but also to waterproof and to beautify. From Allied Compositions Co., Inc., Dept. AB, 11-15 44th Rd., Long Island City 1, N.Y.

Circle No. Y35 on reply card, p. 128.

MAHOGANY CABINETS featured in two detailed catalogs covering complete kitchen line from base, wall cabinets to complimenting units for built-ins. Wilson Cabinet Co., Dept. AB, 2808 N. Reynolds Rd., Toledo, Ohio.

Circle No. Y36 on reply card, p. 128.



Today's smartest floors wear **KENTILE®**

Rose Random Tones shown. Wall base is Russet KenCove.®

It's the new look in tile floors! The textured look!
Exciting new Random Tones in KENTILE Asphalt Tile!

Especially created to go with either modern or traditional, the muted shadings of new Random Tones add texture interest and excitement to every floor! Another point of interest to your clients is that Random Tones (like all Kentile Asphalt Tile) have better light reflectance and a smoother, finer surface. This makes floors far easier to clean—and *keep* clean. Yet, in spite of this high styling and decorator colors, the Random Tones sell at Asphalt Tile prices. Ask your flooring contractor or Kentile Representative to show them to you. Or write in yourself for samples. Address is Kentile, Inc., 58 Second Avenue, Brooklyn 15, New York.

SPECIFICATIONS:

Sizes: 9" x 9" x 1/8"

*Colors: Rose Tones
Gray Tones, Green Tones.*

Installation:

Random Tones are laid just as they come from the carton . . . keeping labor costs to a minimum.

KENTILE FLOORS

AVAILABLE IN: ASPHALT TILE • SOLID VINYL • VINYL ASBESTOS • CUSHION-BACK VINYL • RUBBER AND CORK TILE . . . OVER 150 DECORATOR COLORS! © 1967, Kentile, Inc.



New General Electric "Straight- built-in kitchens without

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



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



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



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



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

*Send
this
now!*

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

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

NAME (PLEASE PRINT)

STREET ADDRESS

CITY STATE

PUB. NO. B24-0366 AB6



Line" Appliances give you the look of built-in expenses!

No rounded corners! No bulging sides! Every appliance fits flush.

That kitchen in the picture looks every inch a built-in. You can see that.

But there's one big difference: actually this kitchen is a grouping of easily installed free-standing components. All appliance sides are flat. All appliance corners are square. All appliances fit flush. This is the new General Electric "Straight-Line" appliance concept.

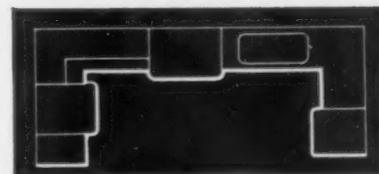
Think of what this means to your prospects: the latest in kitchens . . . with the brand name women prefer—General Electric.

You can start putting these kitchens in your houses tomorrow. No waiting. They'll suit "U", "L" or "Island" . . . or any layout you have in mind. They're available in a multitude of sparkling color and design variations. They'll fit any price house you are building . . . \$9,600 to \$96,000.

See your General Electric distributor or dealer—or write: General Electric Company, Home Bureau, Appliance Park, Louisville 1, Ky.



New G-E "Straight-Line" Design.



Gone is the old jig-saw line.

GENERAL  **ELECTRIC**



america's most exciting *Cinderella* HOMES



These are the original Cinderella Homes that you have read so much about in every trade publication in the building industry.

WHY...*have so many of the nation's top builders purchased the Cinderella Homes Franchise Plan?*



Because many builders have hired outstanding designers, color consultants, cost reducing specialists, merchandisers, and advertising men and ended up with a house that the buying public simply did not buy.

The Cinderella Plan is a comprehensive **PROVEN** sales success formula, and cost the builder-developer less than hiring his own specialists.

Some of the well known builders who have purchased the Cinderella Homes Franchise Plan:

W. P. Atkinson Lumber Co.	Thomas Companies
Pardee-Phillips	Olin & Lewis
Charles A. Russell Dev. Co.	Pacific Hills Corp.
Myers Bros. Const. Co.	The Westbury Co.
Roven & Spiegel Const. Co.	Surety Development Co.
	Heck Land Company, Inc.

THE CINDERELLA HOMES method of construction satisfies the provisions contained in the "Uniform Code" in accordance with details of construction plans on file at Conference Headquarters.

*Research Recommendation Report #650

homes now available under . . .

FRANCHISE PLAN

allows one builder per community to make capital of the most talked-about homes in the nation!



17 superbly designed exteriors . . .

Flexibility of design, created to meet the needs and tastes of various sections of the country.

Precedent shattering new purchasing plan that slashes building costs!

VANDRUFF HOMES, INC. provides you with all this and more:

Set of complete plans for 17 homes . . . Specifications for complete interior and exterior color schemes of current Cinderella models

PAINT—Mfgs. stock numbers, names, addresses . . . LINOLEUM—Mfgs. stock numbers, names, addresses

TILE—Mfgs. stock numbers, names, addresses . . . FORMICA—Mfgs. stock numbers, names, addresses

HARDWOOD PANELING—Mfgs. stock numbers, names, addresses . . . WALLPAPER—Mfgs. stock numbers, names, addresses

ELECTRICAL FIXTURES—Mfgs. stock numbers, names, addresses . . . Tract layout of Tract # 2228

Sample tract plot plans on Tract # 2228 . . . LUMBER lists on 17 plans and elevations

PAPER patterns for all exterior mill work . . . SASH, door and frame lists for 17 plans

HARDWARE lists—rough and finished . . . LANDSCAPE architectural blueprint for models of Tract # 2228

Complete cost breakdown, including cost breakdown sheet forms for direct construction

Charts of accounts on complete accounting system . . . Contract form for homes sales and loan processing work

Waterfall blueprint for model . . . Subcontract agreement forms . . . Miscellaneous helpful information

Complete set of 17 Color Photo Transparencies in 3rd Dimension

Complete set of 17 Color Renderings and Floor Plans . . . Complete Series of Newspaper Ad Mats and Proofs

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8021 East Rome Ave., Anaheim, California

NOTE: all exterior designs and floor plans have been copyrighted, 1956, by Vandruff Homes, Inc., Anaheim, Calif.

THESE OUTSTANDING PRODUCTS
HAVE CONTRIBUTED GREATLY
TO THE SWEEPING SUCCESS OF
CINDERELLA HOMES:

Heating, Air Conditioning &
Gas Water Heaters, by
DAY & NIGHT
MANUFACTURING COMPANY

Custom Built Cabinets, by
ANDERSON CABINET CORP.

Customized Wallpapers, by
SWANSON PAINT & WALLPAPER

Built-in Gas Ranges and Ovens, by
O'SHEE & MERRITT CO.

Cabinet Tops of Beautiful
Fully Formed FORMICA

Electric Bathroom Heaters, by
MABEL ELECTRIC PRODUCTS, INC.

Locks and Custom Hardware, by
THE WEISER COMPANY

Whirl-A-Way Garbage Disposal, by
W.T. HEDLUND MANUFACTURING CO.

Gas and Electric Ranges & Ovens, by
THE TAPPAN COMPANY

Random Plank Rotary Cut
Philippine Mahogany, by
PACIFIC WOOD PRODUCTS CO.

Genivo Ceramic Tile, by
PACIFIC TILE &
PORCELAIN COMPANY

Artesia Doors, by
CITY PLYWOOD & LUMBER CO.

Plumbing Fixtures, by
UNIVERSAL RUMBLE CORPORATION

Aluminum Sliding Doors (Thermo-pane
Optional) by PACIFIC FULLVIEW

Vent Hoods & Medicine Cabinets, by
SUSA STEEL PRODUCTS CO.

UNION ELECTRICAL SWITCHBOARDS



COLOR AND DESIGN work to Builder Long's advantage when prospects consider buying the Meadowbrook, above, which is best-selling model in less expensive group.

JOHN LONG'S LATEST MODEL PROVES:

A big house for \$10,255 means sales up and still climbing

WHAT
HOW

**American
Builder
Blueprint
243**

You can't keep a good builder (or a good winner) down!

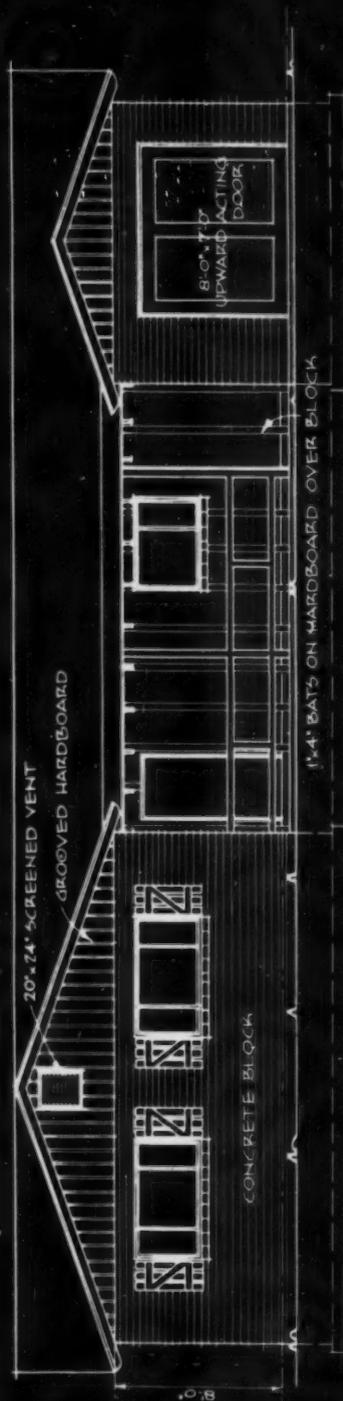
After copping first prize in American Builder's 1956 model home contest (under \$16,000 class), John Long went on to build more houses with more value per sq. ft. for more Arizona dwellers.

During 1956, youthful builder Long sold 1,021 houses in his Maryvale project. His sights aimed at topping 1,500 sales this year, Long is well on his

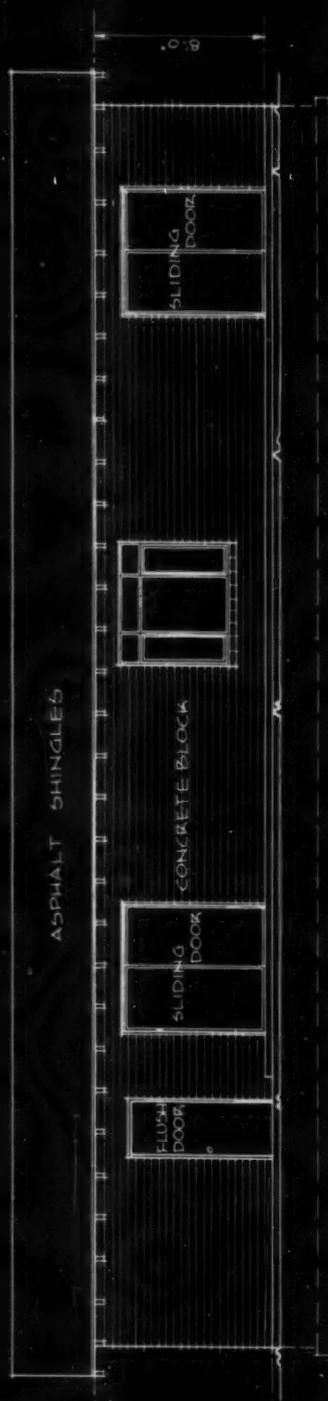
way, with 600 sales in the first 5 months. The significance of this achievement begins to sink in when it's known that Phoenix (12 miles from Maryvale) has a population of about 200,000.

We think it would be a good bet that John Long is the largest builder per capita in the world.

The Meadowbrook, shown on these pages, is typical result of Long's value-delivering, production line construction techniques.



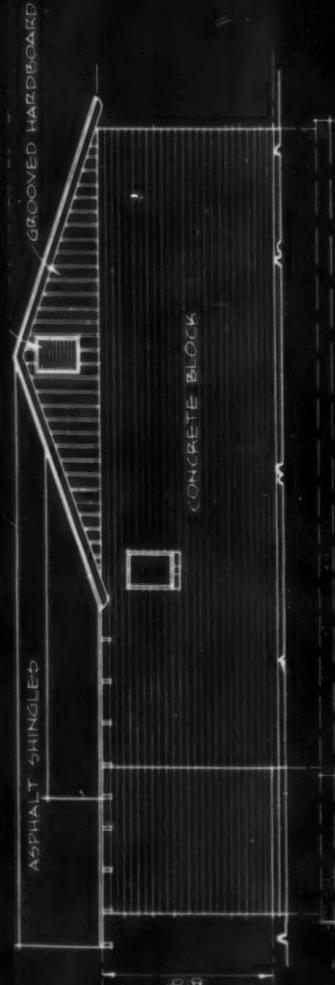
FRONT ELEVATION
SCALE 1/8" = 1'-0"



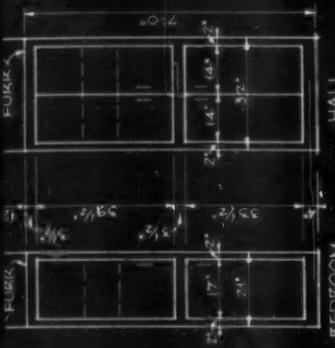
REAR ELEVATION
SCALE 1/8" = 1'-0"

AMERICAN BUILDER BLUEPRINT SERIES.

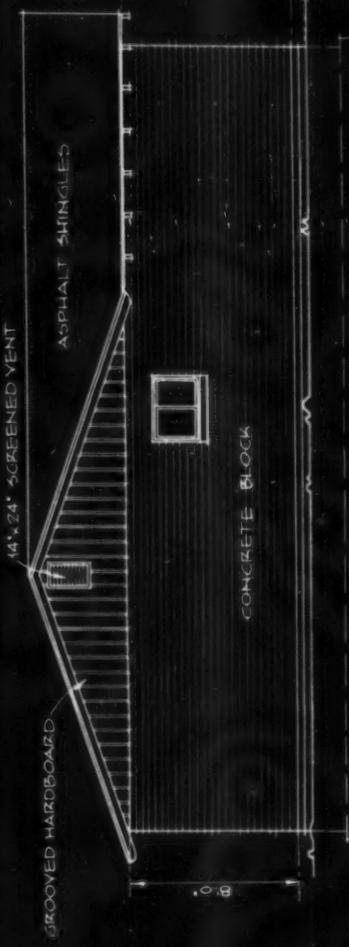
7-57



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



LINEN CABINETS
SCALE 1/4" = 1'-0"



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



SECTION A-A (SEE FLOOR PLAN)
SCALE 1/8" = 1'-0"



RAFTER-JOIST-WALL SECTION
SCALE 1/8" = 1'-0"

NOTE: 1/2500 OF ROOF AREA FOR NET VENT PER F.H.A. MFR. 301-L

NOTE: SEE FOUNDATION PLAN FOR DUCT LAYOUT

A BIG HOUSE FOR THE MONEY continued



CABINETS AND MORE CABINETS delight the space-cramped cook, and added attraction of pass-through cabinets for dish storage (above counter at left) send value up. Built-in range, left, and oven, extreme right, are included.



SPACE AND MORE SPACE is the well-planned illusion achieved by opening family room, nearest camera, into kitchen, and into living room, beyond photo, right. Privacy is still maintained by pass-through counter, planter wall.

Long's formula: build value—then sell it

What kind of values is John Long building into the Meadowbrook?

There's a whole portfolio of features. Some of the most sales-provoking are: choice of seven elevations, three good-sized bedrooms, two full baths, entry hall, built-in range, wall oven, exhaust hood with light and fan, built-in dressing table with mirror, space for workshop in garage, and forced warm-air heating system ducted for optional air conditioning.

In addition to all this, Long has made his Maryvale venture still more attractive by arranging for installation of city sewers. (Nearly all areas sur-

rounding Phoenix have septic tanks.)

What can all builders learn from Long's program?

Certainly every builder in the U.S. is not equipped to erect over 1,000 houses per year. The average is closer to between five and ten houses annually. Yet, there is one common ground on which the large and small builder stand—merchandising.

At the core of Long's selling philosophy: *to be a good salesman, you must be a good showman.* Here is the kernel, then, from which all builders can make sales grow. Long even mimics Barnum by calling his model opening, "The Greatest Home Show on Earth."

HERE'S AMERICAN BUILDER'S BLUEPRINT LIST OF MATERIALS

House
Area Living
Garage Area

Concrete Block
Ranch
1420 sq. ft.
350 sq. ft.

CONCRETE WORK

Location	Actual	Actual + 5 %
Foundation Footing	180 cu. ft.	
Foundation Footing	68 cu. ft.	
Stoop Footing	6 cu. ft.	
Stoop Cheeks	7 cu. ft.	
Foundation Walls	202 cu. ft.	
Cellar Slab	535 cu. ft.	
Porch Slab	44 cu. ft.	
	1042 cu. ft.	1094 cu. ft. or 41 cu. yds.

CONCRETE BLOCK

Location	Size	Amount
Walls	8" Block	1500 Block

Location	Description	Amount
Floors in Bathroom	Ceramic	75 sq. ft.
Walls in Bathroom	Ceramic	260 sq. ft.
House Floor	Asphalt Tile	1345 sq. ft.

DRYWALL

Location	Amount
Walls	approx. 1420 sq. ft.
Ceiling	approx. 3360 sq. ft.
Garage Walls	approx. 480 sq. ft.
Garage Ceiling	approx. 350 sq. ft.

MISCELLANEOUS STEEL

Location	Size	Amount
Lintel	4" x 4" x 1/4" x 7'0"	10
Garage Door Lintel	4" x 4" x 1/4" x 9'0"	2
Door Lintels	4" x 4" x 1/4" x 4'0"	6

(Continued on page 206)



SIX-FOOT sliding glass doors tie family room with patio, as do glass doors from master bedroom, right. Door, left, leads

to work area portion of garage. Open-beam ends meet growing consumer demand for more "trim." They cut costs, too.

How Long brings hidden values to light

"Ceilings are fully insulated to protect you from the sun's heat, and our masonry wall is stronger because it's reinforced with wire mesh."

This approach is old hat to John Long. He has known for years that potential customers are graduates in housemanship—that they have learned to look for quality by looking for those built-in *hidden values*. These buyers, especially, want house facts from top to bottom, and they get them—in pamph-

lets, newspaper ads, TV spots, radio, billboards, and from top-trained salesmen.

Assembly-line construction techniques and unstinting use of mechanization form the base for Long's cost-saving operation.

John Long, 36, has been building now for ten years. From one house in '47 to over 1,500 in '57 is a remarkable feat. Builders, large and small, will find in his story a condensed textbook for success.

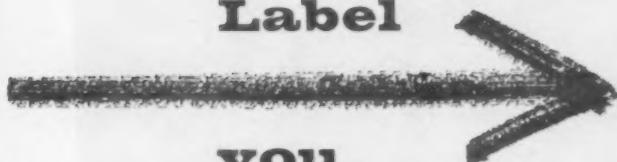
THIS HOME IS BUILT WITH VALUE-LADEN PRODUCTS

Key Wall reinforcing wire
Celluwool insulation
Superlite building block
Weiser door hardware
Amerock cabinet hardware
Universal-Rundle plumbing
Westinghouse range
Westinghouse oven

Utility furnace
Pioneer hot-water heater
Vornado air conditioning
(optional)
Lloyd Fry roofing
Olympic paint
Matico asphalt tile
Soule steel sash

U. S. Gypsum & Kaiser
dry wall
Jensen medicine cabinets
Bellevue sliding glass door
W. P. Fuller glass shower door
Dunn Edwards enamel
Glen Mar doors
Glide-All wardrobe doors.

**Here's a
Label**



**you
will
get to
know**



*It appears on wood products
having a Super Microseal
Processed Surface.*

HERE'S WHAT SUPER MICROSEAL MEANS

Super Microseal is a revolutionary production-line process involving the simultaneous application of heat and pressure to a clean wood sanded surface and to which penetrating materials have been applied.

The heat and pressure application causes the co-mingling and fusion of the natural lignin* with the additive. Upon cooling, the lignin—reinforced by the additive—sets in depth into a hard, homogeneous, satin-smooth surface. The wood's structure solidifies thus setting fiber and grain.

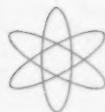
The result is a surface which, for many applications, requires no finishing and can be used as received. If further finishing is desired, a single coat of your choice . . . wax, varnish, lacquer or stain does the job which means 75% savings in material and labor costs!

These tremendous on-the-job savings mean just one thing—**MONEY IN YOUR POCKET!** Your customer gets a much better product and you save a lot of money.

*Lignin, which is about 25% of any wood, is nature's plastic binder which gives wood its solidity. The Super Microseal process softens, flows and sets the lignins. Thus nature's own plastic is used to "seal" itself.

WRITE FOR SUPER MICROSEAL SAMPLES

Feel the surface . . . Your touch will tell!



Satin Surfaces Inc. 3131 W. Market, Louisville, Kentucky

*Satin Surfaces, Inc. is the Licensing Agent for the "Super Satin Surface" and "Triple S" or "SSS" trademarks which are used on products having a Supersealed or Super Microsealed surface that satisfies the quality standards of the trademark owner.



"TURN DOWN Buford Highway and follow the signs to Northwoods. . . ."

MERCHANDISING:

How to get them off the road

Would you start a merchandising drive in October?

**They laughed when Atlanta builder Walter Tally tried it—
until he showed them how with a few new tricks**

You're driving along Buford Highway through the rolling countryside just north of Atlanta.

On both sides of the road the piney landscape is dotted with numerous new subdivisions.

But, if your car radio's on and you're tuned to Atlanta's WQXI, your attention will probably be directed to one just a little way off the main drag—Northwoods, in nearby Doraville.

"... When you get to the Northwoods Shopping Center," you'll hear the announcer say, "turn right at McClave Drive. Follow the signs to the model home. . . ."

Chances are, before the announcer has finished, you'll pass a big road sign giving you more information and further directions to Northwoods—a development built by Walter Tally.

Tally, a 34-year-old, 190-pound ex-GI, is a prolific builder who's put up nearly 100 houses a year for the last seven years in Northwoods. Before that he did contract work throughout Atlanta and built two government housing projects in Manchester and Buford, Ga. Today he also owns or controls Suburban Building Supply Inc., North-

woods Professional Building Inc., and Northwoods Shopping Center.

● **And away they went.** Three years ago he decided to get more actively into the selling end of the business and become his own broker.

"We wanted to control the time that salesmen spent in the subdivision and to stop the wild promises some of them were making to prospective buyers," says Tally. "We also wanted salesmen who were trained specifically for our line of construction."

That was the beginning of still another enterprise—Doraville Realty Co. Since then Tally has spent some \$15,000 for merchandising, has slated \$7,500 for 1957 (about 1.5 per cent of gross income).

First thing he tried was newspapers. That was in 1954, when he was building in the \$9,200-17,000 class. Over the years, however, he decided that newspaper advertising "mainly catches people transferred into the city." Gradually he expanded his efforts to include direct mail, billboards, and radio.

By 1956, building \$13,500-21,000 houses, he



... 25,000 HOME BUYERS did just that during this Southern builder's autumn-through-spring campaign.

and into your houses

was allocating \$4,200 to newspapers for advertisements ranging from small rate-holders up to a half-page; \$2,500 to radio for two 30-minute programs and numerous one-minute spots; \$1,000 for outdoor signs; \$300 for brochures and direct mailings.

During that time Tally changed his thinking, both architecturally and merchandising-wise. With competition tougher, he felt it was time to reevaluate his product, as well as the ways he was selling it.

"In the past three years," he explains, "we built only contemporary houses having three bedrooms and one bath. The market in our locale became flooded with this type of housing.

"We're convinced the trend is now to build houses of a definite type of architecture, with emphasis on the exterior and with 1½-2 baths."

Last October Tally opened Unit 8 of Northwoods, consisting of 150 lots, and introduced three new designs: a "New Look" split level, a colonial, and an early American. (Apparently his design sense was right: 65 per cent of his sales since then have been of these three designs.)

● **The send-off:** The pre-opening merchandising campaign began after a six-week slump during which Northwoods hadn't made a sale.

Says Tally: "When we began our drive, in mid-October, we were the only ones in town advertising on a large scale. The other builders in our area were waiting to start their spring promotions.

"General comment around here from people in the trade was: 'they've lost their minds'."

All elements in the campaign developed the

THIS MERCHANDISING STRATEGY TURNED UP SALES VOLUME

1. **"New Look" theme selected** to give campaign easy-to-recognize identity. Carried out in all advertising and promotion built around "New Look" model home.
2. **Prospect list built** by give-away gimmick (free lot) on opening day. Promoted beforehand and followed up by salesmen via mail, phone, and personal calls.
3. **Radio saturation** drive of 30 announcements weekly concentrated at weekends. Supported by two 30-minute popular music programs on Sundays.
4. **Impact-producing** audio device: "New Look" theme song plugged consistently on radio. Visual link provided by repeating slogan in newspaper ads and by cartoon effect on outdoor road signs.
5. **Directional signs** to steer prospects to development. Tied in with radio messages, which called motorists' attention to signs.



STRATEGY POWWOW. Builder Walter Tally and wife June, above, work out the company's merchandising-advertising-promotion plans, which include radio, newspaper, and outdoor media represented by illustrations at left. Mrs. Tally doubles as decorator, among other activities.

"... when spring rolled around, they came back ..."

"New Look" theme—brochures, road signs, direct mail, newspaper and radio ads:

- Radio was used primarily to attract the attention of people out on the road. Tally bought ten announcements during weekdays and all available spot time on Sundays. These were all one-minute messages at \$3 a shot. Introductory music for many announcements consisted of a few bars from an oldie named "The New Look," an appropriate tie-in.

- More than 5,000 letters were mailed to apartment dwellers in Atlanta's Northside inviting them out.

- Giant billboards were placed on main roads leading to Northwoods, supplemented by directional signs all over the area.

For opening day the split level was used as a model, completely furnished by a leading Atlanta interior decorator, Ray Lang Inc.

The drive, which cost \$5,000, sold eight houses and 17 building jobs. But it also drew a turnout of more than 25,000 people.

Says Tally: "Our objective was to get people out to see Northwoods in the fall. They did. And when spring rolled around, they came back."

Here's one way Tally made sure they did: The folks who turned out on opening day were asked to write their names, addresses, and phone numbers on cards. These cards were then used in a drawing

for a choice lot—a drawing that had been heavily drummed in advance radio and newspaper promotion. To be eligible for the prize, each individual was also required to indicate whether he already owned a home. After the drawing, these cards provided Tally's salesmen with a long list of prospects for later follow-up by direct mail, phone, and personal contact.

By the last week of February, Tally was ready to begin his spring barrage. Besides the traditional newspaper ads, he went in heavily for Sunday radio spot saturation and stepped up his announcement schedule throughout the week.

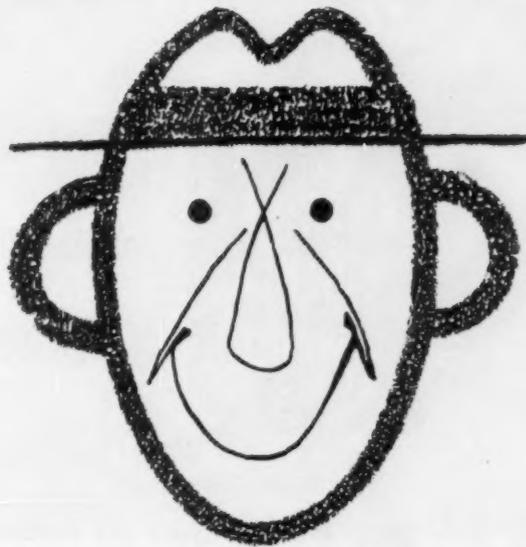
So far Tally's spring tally has been a turnout of some 10,000, with 15 sales of existing houses and seven new building jobs—all from people who originally came out to see Northwoods in response to the first part of his campaign last fall.

- **Why radio?** Before the campaign was two weeks old, Tally got tangible evidence of radio's pulling power. On the second weekend after the model home was opened for inspection, the prospect of bad weather caused him to cancel a newspaper display ad.

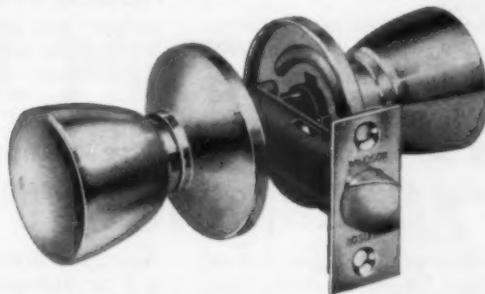
"The only advertising we did during this period was via radio," he recalls, "and it drew so many people, they had to wait in line to get into the house."

(Continued on page 199)

Which builder is using **WINDSOR** locks?



Why . . . it's the happy builder, of course! The fella' on your right knows that Windsor Locks are engineered to the Nth degree . . . and made for quick, easy, self-aligning installation. He knows, too, that Windsor Locks are versatile, rugged (equipped with sturdy solid steel spindles—not brittle die-cast), compact and modern in design. Above all, he knows Windsor Locks will give year after year of dependable, trouble-free operation. In fact . . . they are guaranteed for the life of the building!



UNDER ONE ROOF!

That's right, everything you need in building materials from **one source . . . Morgan-Wightman!** Send today for our big, new, free catalog . . . 156 pages filled with building materials to suit your every need. Now, more than ever, Morgan-Wightman is truly the one-stop warehouse for building supplies! Sorry, no catalogs mailed to individuals. If not a builder, please supply additional information with coupon as to your connection with the industry.



**MORGAN
WIGHTMAN**

St. Louis - Chicago

SEND NOW FOR OUR LATEST FREE CATALOG
No Cost • No Obligation

Morgan-Wightman Supply Co., Dept. 35
1541 Salzman Ave., St. Louis 20, Mo.
Please rush me your latest catalog

NAME _____
COMPANY _____
STREET ADDRESS _____
CITY _____ ZONE _____ STATE _____

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 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 architects, builders and merchandisers will select the winners. In addition, judges will select a Special prize winner (see opposite page).

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.



Free

THIS INTERNATIONAL A-110 SERIES TRUCK (list value: about \$2,350) is American Builder's Special Prize for the builder who best merchandises hidden values.

**This American Builder
SPECIAL PRIZE for the best
builder-merchandising of
"hidden values"**

American Builder has outlined the five requirements (opposite page) for entries in its 1957 Best Model Homes Contest. In addition to the usual contest sponsored by American Builder each year, a Special Prize will be given. The only requirement for winning this prize is how you merchandise "hidden values" in your model home. The prize will be an International Harvester A-110 Series truck.

What is a "hidden value"? A "hidden value" is a product that adds to the life, strength or value of the building, but whose presence cannot be seen in the finished building. Here are some "hidden values": wood preservatives such as treated lumber, protec-

tion against termites, dry rot and decay; reinforcing wire and rods that make for stronger, longer-lasting construction; adequate wiring; insulation; flashing; quality piping; vapor and moisture barriers.

How to merchandise "hidden values". Here are some examples of possible prize-winning techniques: cutaway walls that reveal (with promotional signs) what lies beneath the finish; displays demonstrating quality sub-flooring or sub-roofing; brochures that guarantee the life and strength of the house by calling attention to its "hidden values"; newspaper advertisements that point up the fact that the model house, through its "hidden values," offers more house for the money.

an important announcement:

PAINE **REZO** DOORS

T.M. REGISTERED

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 Super Satin Surface Doors are now available factory-treated with this new Super Microseal process. This amazing new process uses special equipment to apply a precision-controlled, penetrating solution of additives which is followed by the application of heat and pressure. By "fusing" the wood lignin and additives, the result is a Super Microsealed door surface that resists soiling... prevents grain and fiber raising... has a uniform surface texture that is hand rubbed in appearance... enhances the natural beauty of the wood, and should a higher gloss be required, it takes paste wax, penetrating stain, varnish, lacquer, or paint with *better results* than you've ever known before. It's a fact—words cannot describe the difference this new process makes. You have to feel it yourself to believe it! Write for full details of the Paine REZO "Triple S" Doors 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.

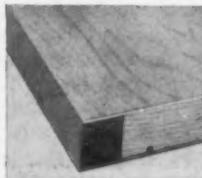


America's finest flush doors are Rezo doors with all wood grid core

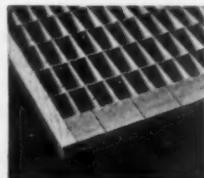
and they are made only by

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.

The Payoff Departments

- New Products.....130 →**
Builders' supermarket for information about products and how to use them in remodeling.
- Merchandising Ideas in Action.....164 →**
Capsule case histories of successful sales promotions.
- Land Planning.....168 →**
They pumped 2,000 building lots into this swamp.
- Keeping Up With The Law.....177 →**
Supreme Court clarifies rights of employers during labor negotiations.
- How To Do It Better178 →**
How to build a "prefab" soffit that saves time.
- Ask The Experts.....184 →**
How to build a walk-in refrigerator.
- Convention Calendar.....190 →**
Check this list for meetings you want to attend.
- Better Detail Plate.....192 →**
Fold-in table serves as buffet, bar.
- Technical Guide196 →**
Here are 20, cost-cutting building ideas.
- The Month Ahead.....208 →**
Things for builders to think about during August.

GRANT'S QUALITY PRODUCTS HELP SELL YOUR HOMES FASTER!

Prospective home owners are looking for built-in features. Grant, *keeping pace with the market*, offers you two outstanding products, designed to help sell your homes more easily:

the Grant Folding Door and Grant No. 2200 Drapery Hardware. Both speed your prospects' decision to buy your home!

GRANT NO. 2200 DRAPERY HARDWARE

Larger glass areas give builders the opportunity to capitalize on Grant's permanent drapery hardware. Unexcelled for fine appearance, sound construction and durability.

Grant No. 2200 Drapery Hardware is simple to install. You'll find the addition of this small cost item is a large plus in your selling results.



THE GRANT FOLDING DOOR

*A Real Door
That Folds*

Styled by Paul McCobb, the Grant door has a solid core, $\frac{3}{16}$ " thick/vinyl is permanently laminated to core/ is sound-proof, light-resistant/can be trimmed with hacksaw/takes minutes to install/ comes in four colors and a variety of sizes/is equipped with a friction catch/has new, fabric covered, fascia strip.

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

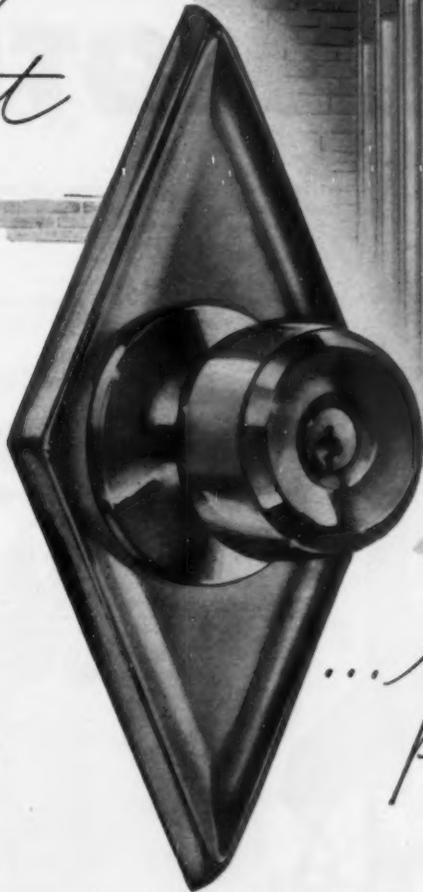
Outstanding single source for Sliding Hardware.



**PULLEY & HARDWARE
CORPORATION**

31-63 Whitestone Parkway, Flushing 54, N. Y.
944 Long Beach Avenue, Los Angeles 21, Calif.

*Out
front*



IN ALL
MODERN
FUNCTIONS
AND
POPULAR
FINISHES

*...in builders'
preference, too*

NATIONAL LOCKset . . . distinctively different lockset trim to beautify the exterior of the modern home. And yet, that's only one reason why builders everywhere are selecting NATIONAL LOCKset. Precision engineering . . . positive security . . . quick installation . . . long-term homeowner satisfaction . . . these head the list of unseen advantages that make it America's Outstanding Lockset Value. If you're not totally familiar with the lockset that's "out front", write for Catalog No. 400.

Specify it with confidence . . . Install it with pride



NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

FOR YOUR PROMOTION

TO FEATURE YOUR



Thermopane
INSULATING GLASS

MODEL HOME

Signs, Folders, Displays *Thermopane*® WINDOWS



Builders who use *Thermopane* insulating glass in their homes have a wealth of material to work with—material that capitalizes on *Thermopane's* 13 years of national advertising.

It's a *big* model house feature—so *feature* it big! These sales aids help you do it.

We will provide you with signs, folders and displays. All point out the extra benefits, the extra value, you are offering . . . like "savings in fuel bills", "more comfortable living, summer and winter", and "no storm sash to buy".

A kit full of SALES AIDS...

and selling ideas that put *Thermopane* solidly on your sales force—signs to put on your windows . . . folders to pass out . . . selling sentences for salesmen . . . newspaper mats . . . TV camera card . . . floor display . . . cards to tie you in with the advertising we're running in national magazines.

Ask for your FREE KIT!

Phone your L·O·F Distributor or Dealer today. He's listed under "Glass" in the phone book yellow pages. Or write to Libbey·Owens·Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio. Ask for this *Thermopane* Merchandising Kit.



LIBBEY · OWENS · FORD *a Great Name in Glass*
TOLEDO 3, OHIO

OPERATION HOME IMPROVEMENT

MADE EASIER WITH

Streamline[®]

COPPER TUBE AND

FITTINGS

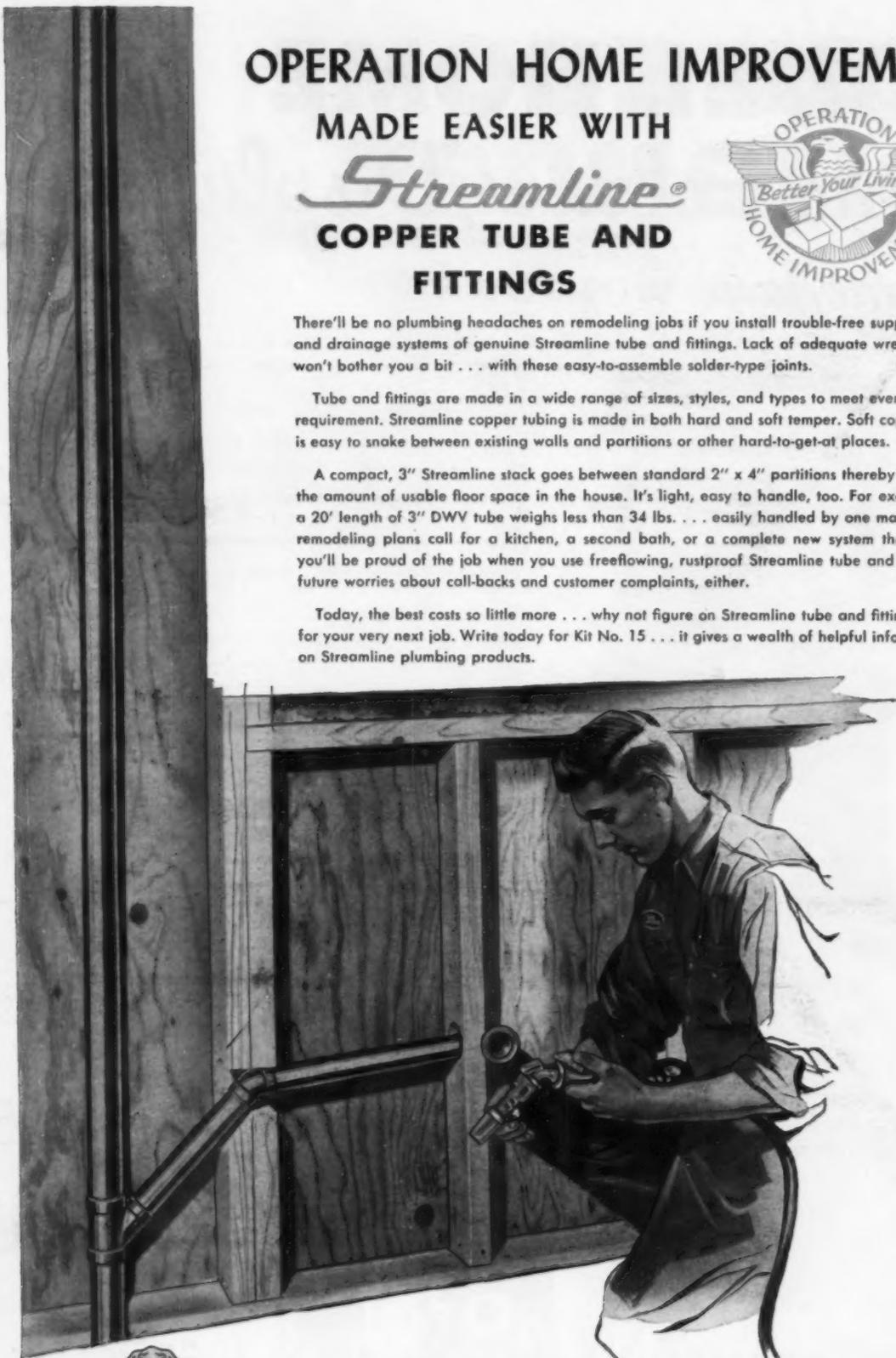


There'll be no plumbing headaches on remodeling jobs if you install trouble-free supply and drainage systems of genuine Streamline tube and fittings. Lack of adequate wrench space won't bother you a bit . . . with these easy-to-assemble solder-type joints.

Tube and fittings are made in a wide range of sizes, styles, and types to meet every requirement. Streamline copper tubing is made in both hard and soft temper. Soft copper tubing is easy to snake between existing walls and partitions or other hard-to-get-at places.

A compact, 3" Streamline stack goes between standard 2" x 4" partitions thereby increasing the amount of usable floor space in the house. It's light, easy to handle, too. For example: a 20' length of 3" DWV tube weighs less than 34 lbs. . . easily handled by one man. Whether the remodeling plans call for a kitchen, a second bath, or a complete new system throughout, you'll be proud of the job when you use freeflowing, rustproof Streamline tube and fittings. No future worries about call-backs and customer complaints, either.

Today, the best costs so little more . . . why not figure on Streamline tube and fittings for your very next job. Write today for Kit No. 15 . . . it gives a wealth of helpful information on Streamline plumbing products.



MUELLER BRASS CO. PORT HURON 10, MICHIGAN

You are entering the **American Builder**

Supermarket



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



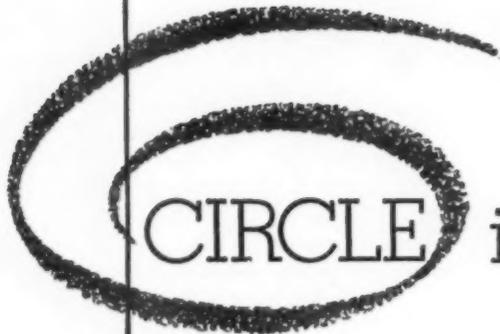
BUSINESS REPLY CARD

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

4 cents Postage will be paid by

Business Manager
AMERICAN BUILDER
30 Church St.
New York 7, N.Y.





CIRCLE items below

...and mail this

postcard today

FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

REMODELING PRODUCTS

- Y1 Western Pine paneling
- Y2 Douglas Fir attic ideas
- Y3 Insulite basement ideas
- Y4 Mosaic ceramic tile
- Y5 Amerock hardware
- Y6 Artcrest plastic tile
- Y7 Ludman Corp. tub enclosure
- Y8 Stewart ventilator
- Y9 Armstrong plastic surfacing
- Y10 Nudar Corp. glass doors
- Y11 R. O. W. window ideas
- Y12 Masonite siding
- Y13 Marsh Wall paneling
- Y14 Abesto plaster bond
- Y15 Junior-Pre roller bearings
- Y16 Richkraft insulation
- Y17 Larsen bond for concrete
- Y18 American Brass tubing
- Y19 Pearlless reinforcing
- Y20 Nu-Wall bonding plaster
- Y21 Nat'l Mineral Wool
- Y22 Johns-Manville insulation

CATALOGS

- Y23 Chase remodeling ideas
- Y24 McCalls remodeling
- Y25 Faron Electric intercom
- Y26 Protection Products
- Y27 American-Oleas tile
- Y28 Washington hardware
- Y29 Vent-A-Hood ventilator

- Y31 Servel refrigerator
- Y32 Plyco window frame
- Y33 Pittsburgh "Twindow"
- Y34 Locke products
- Y35 Allied Compositions
- Y36 Coffman products

REMODELING PRODUCTS continued

- Y37 Lyl-Alum siding
- Y38 Gilbert window
- Y39 Robbins & Myers fan
- Y40 Cable Electric system
- Y41 Trans Co. heating unit
- Y42 Ingersoll-Humphreys w.c.
- Y43 Trion air cleaner
- Y44 Georgia-Pacific
- Y45 West Coast Lumbermen
- Y46 Midwest hardware
- Y47 Bumpa-Tel auto signs
- Y48 C. L. Berger dumpy level
- Y49 Fabrow window wall
- Y50 Kawneer Co. store front
- Y51 American-Standard conditioner
- Y52 Sutton air conditioner
- Y53 Owens-Illinois Taplite
- Y54 Woodall Lamidall
- Y55 Western Red Cedar
- Y56 Gen. Air Conditioning
- Y57 Williamson Co. furnace
- Y58 Phillipine Mahogany

- Y59 Pittsburgh ceiling
- Y60 Overhead garage door
- Y61 Weco Walk-thru framing
- Y62 Celotex ceiling tile board
- Y63 Curtis sliding-window
- Y64 Forest Fiber Products
- Y65 Martin-Senour Neu-Stain
- Y66 Raynor garage door
- Y67 Mueller air conditioning

- Y68 Ready-Hung Doors
- Y69 Marvail air conditioning
- Y70 Reiss Mfg. storage unit
- Y71 Coleman heating
- Y72 Carr, Adams & Collier cabinets
- Y73 Dwyer kitchen unit
- Y74 Formica wall surfacing
- Y75 Tean. Fabricating grille

- Y76 Enamelite Steel
- Y77 Tom Deering module
- Y78 Koehler plumbing fixture
- Y79 Nutone Heat-A-Lite
- Y80 Leonard shower control
- Y81-W Filon Plastics panels
- Y82-W Evergreen Oregonbard
- Y83-W Flosser unit heaters
- Y84-W Forest Fiber siding

Mail This Postcard Today—We Pay the Postage Act Now!—Service on This Card Expires in 90 Days

JULY, 1957

NAME (Please print) _____

STREET _____

CITY _____ ZONE _____ STATE _____

PLEASE CHECK YOUR FIELD OR OCCUPATION

- Builder or Contractor
- Sub-Contractor or Building Trades
- Building or Planning Own Home
- Architectural
- Engineering
- Manufacturer or Producer
- Other
- Distributor
- Finance
- Realty
- Organization
- Government
- Student or Teacher

I wish to enter a subscription to American Builder for one year (\$3.50)

3 years (\$7) New Renewal

Signature _____

FREE WALL CHART



to help you sell
**BESSLER
 DISAPPEARING
 STAIRWAYS**
 quickly...
 profitably!
 easily...

Here's a real 24-hour-a-day salesman for the famous line of Bessler Disappearing Stairways. Hang it anywhere in plain sight, for ready reference by you and prospects. Seven Bessler models to meet any home building or remodeling need.

Millions of Bessler units now in use. Millions of homes, outbuildings, offices, commercial establishments need this efficient stairway. There's a big market for you in your community! Popular prices!

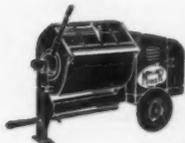
FREE CATALOG!

Gives you complete handy reference data on entire Bessler line, for quick selling or application to any stairway job. Write for it now! Ask for your FREE copy of the Bessler Wall Chart too.



BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market Street, Akron 5, Ohio



PLASTER AND MORTAR MIXERS
 5 sizes 2 to 12 Cu. Ft.
 Electric or gasoline.
 Power throw-out on smaller models, disc clutch on larger.



3 1/2 Cu. Ft. NON-TILTING CONCRETE MIXER
 Drum 36" dia x 27" wide B & S Air-cooled engine 4.5 Hp. at 2700 RPM

MULLER MACHINES



4 BLADED POWER TROWELS
 24", 29", 34", 44" dia.
 B & S Air-cooled engines. Clutch and speed controls on handle.

CONCRETE MIXERS TILTING TYPE
 3, 3 1/2, and 6 Cu. Ft. (mixed concrete).
 Electric or gasoline.
 Timken Bearings.



**cost less
 last longer
 and produce more**

Low price, low maintenance cost and high output are combined in Muller Machines. Three major factors contribute to these qualities—seasoned experience (fifty years), specialization, and careful selection of materials and parts.

Ask for prices and name of local dealer.

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

**BUILD
 profits
 prestige
 good will
 with...**

nichols NEVER-STAIN ALUMINUM Nails

THEIR USE DENOTES QUALITY CONSTRUCTION
 When you use economical Nichols "Never-Stain" Aluminum Nails that give lifelong RUSTPROOF protection against stains and streaks on the exteriors of the homes you build, you are insuring your prestige for the future in your community.

No other building product that costs so little does so much for you. If you have not used "Never-Stain" Aluminum Nails, a trial will convince you!



- **RUSTPROOF**—protect the beauty of the homes you build for years to come.
- **EASY TO DRIVE**—made of strong aluminum alloy with etched finish for great holding power.
- **SAVE**—expensive premature re-painting.
- **SAVE**—countersinking and puttying cost.
- **AVAILABLE** in "packaged for the job" dustproof containers and in 50 lb. cartons in a complete range of types and sizes.

and...

nichols NEVER-STAIN ALUMINUM building corners



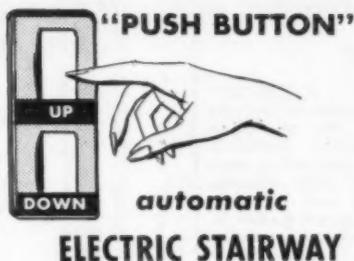
- **RUSTPROOF**—will not stain or streak house siding.
- **MODERN**—"straightline" design eliminates "gingerbread" effect of other corners. Practically inconspicuous when installed.
- **COMPLETE** range of sizes.
- **PACKED** in sturdy dust-, damage-proof boxes containing 100 corners.

nichols

WIRE & ALUMINUM CO., DAVENPORT, IOWA

World's Largest Manufacturer of Aluminum Nails

4 NEW PRODUCTS

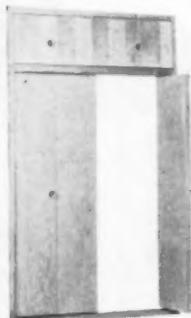


Fully automatic... Smooth operating, quiet. It's big, wide and beautiful. Eight inch treads. Precision engineered to last a lifetime and to give trouble-free operation. Complete new design. Many new uses!



NEW!

Prefabricated Cedar Closet—For homes where quality counts. Made of 3/4" tongue and grooved Tennessee Aromatic Red Cedar. Reinforced with 1 1/2" Aluminum angle. Folding doors. Assemble in 30 to 45 minutes. Perfect for your quality homes. Truly a quality PRECISION product.



NEW!

Completely assembled Closet Front—Just set in place. Doors operate on strong aluminum track (top & bottom). Nylon pivot bearings and guides for quiet lifetime service.

NEW! SUPER DELUXE folding STAIRWAY

The ultimate in folding stairways as only PRECISION makes them. Bigger, sturdier. Wide treads. Hydraulic safety checks for easy, efficient operation.

A DISAPPEARING STAIRWAY FOR EVERY NEED

- Precision Standard
- Precision Deluxe
- Precision Super Deluxe
- Precision Electric

the Low Cost Line

- Simplex
- Super Simplex

For complete information on these NEW PRODUCTS write:
PRECISION PARTS CORPORATION

400 North First Street

Nashville 7, Tennessee

Manufacturers of America's most complete line of Stairways

REMODELING NEW PRODUCTS



Remodeling with siding

Aluminum clapboard siding greatly improves the appearance of an older home. Economical baked enamel finish on the aluminum siding provides durability. Lyf-Alum, Inc., Dept. AB, 164 Wisconsin Ave., Oconomowoc, Wis.

Circle No. Y37 on reply card, p. 128



Easy window remodeling

Any double hung window can be converted to Double-Tilt window easily and inexpensively with Double-Tilt Convert-A-Sash hardware. Enables window to be tilted inside room to any desired angle. Gilbert Products, Dept. AB, 6140 Germantown Ave., Philadelphia 44, Pa.

Circle No. Y38 on reply card, p. 128



Comfort cooling

Fan system which furnishes sufficient air change plus localized air velocities for comfort cooling was installed at low cost in school. Fifteen fans, controlled from central switchboard, provide even year-round ventilation. Hunter Div., Robbins & Myers, Dept. AB, 2000 Frisco Ave., Memphis 14, Tenn.

Circle No. Y39 on reply card, p. 128

Most Prize Winning Homes Have Aluminum Windows



...VAMPCO and VAMPCO TRU-SEAL WINDOWS offer the WIDEST CHOICE at MODEST COST!

The growing trend to Aluminum Windows in modern home construction is well attested by the fact that the majority of Prize Winning Homes of the last few years have been constructed with Aluminum Windows of one type or another. Many of them have had VAMPCO and VAMPCO TRU-SEAL Awning Windows similar to those illustrated in this advertisement. Architects and builders naturally turn to VAMPCO and VAMPCO TRU-SEAL Awning Windows because they offer the greatest versatility of any American Aluminum Windows manufactured today! Panel windows with project-in and project-out ventilators . . . awning windows,

casement, casement combination, picture windows, picture windows with casement or awning type flankers, window wall, glass block, basement, utility and custom designed windows are all available in the famous VAMPCO Aluminum Window Line. Made of the finest quality tempered aluminum extrusions, their trim, narrow, polished lines lend any home an air of spaciousness and up-to-the-minute design. Better lighting and ventilation, lower installation and upkeep costs, beauty and lifelong durability are but a few of the many advantages they offer. Why not get the whole story? Mail in the coupon below today!



VALLEY METAL PRODUCTS CO.

PLAINWELL, MICHIGAN

SUBSIDIARY OF
MUELLER BRASS CO.
PORT HURON, MICHIGAN



See Complete File in Your
Current Sweet's Catalog



VALLEY METAL PRODUCTS COMPANY, DEPT. AB-77
PLAINWELL, MICH.

- Send Vampco Residential Window Catalog.
- Send VAMPCO TRU-SEAL Residential Window Catalog.
- Send 48-page Vampco Industrial-Institutional Window Catalog.
- Send VAMPCO TRU-SEAL 16-page Industrial-Institutional Window Catalog.

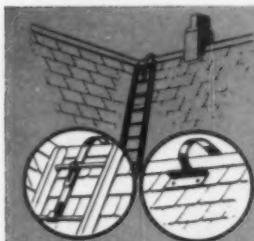
NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

"TROUBLE SAVER" Scaffolding Accessories



LADDER HOOKS

Has pivot that allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 lbs.

ADJUSTABLE ROOFING BRACKET



Provides safe staging at any pitch. Suited to all kinds of jobs, any type of roofing. Holds 2" x 10" plank. Weight, 5 3/4 lbs.

LADDER JACKS



RAIL-TYPE JACK. Use of side rails of ladder for support provides extra safety. Weight, 24 lbs. a pair.

ONE MAN JACK

Adjusts to any pitch on either side of ladder. Weight, 20 lbs. a pair.



"TROUBLE SAVER" SHINGLERS



Two sizes. "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by just two nails. Can be removed without raising shingle.

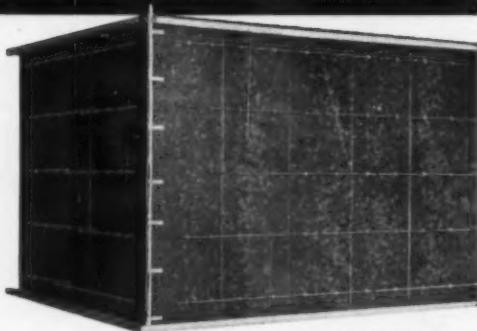
• BE SURE TO WRITE for complete information on all "Trouble Saver" Scaffolding accessories. Dept. AB

THE STEEL SCAFFOLDING COMPANY, INC.

856 Humboldt Street, Brooklyn 22, N.Y.
Telephone: EVERgreen 3-5510

Contractor "Beats the Weather"

with
**Gates
System**



Gates Horizontal Rod High Wall System

"Getting out of the ground in time to beat the weather would have been impossible with our old panel forms," reports Contractor Bert L. Wagner of Cincinnati, Ohio.

"On a recent custom foundation, four men using your system poured an 8-inch-thick wall, 7' 9" high, in three days. Total concrete order was 49 cu. yds....and the job was plumb and true. The simplicity of the system, and the quality results impressed me very much."



Sweet's
Architectural File
21/Ga

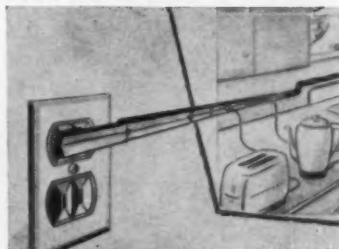
For information on how you, too, can benefit by Gates speed and versatility, contact your nearby Gates Dealer, or write:

GATES & SONS, INC.

80 So. Galapago St.

Denver 23, Colorado

REMODELING NEW PRODUCTS



Add extra outlets

Permanent multiple electric outlets, useful in converted attics or basements can be installed easily and quickly. Inter-Link can be placed wherever needed due to its compact and modern design. Cable Electric Products, Inc., Dept. AB, 234 Daboll St., Providence 7, R. I.

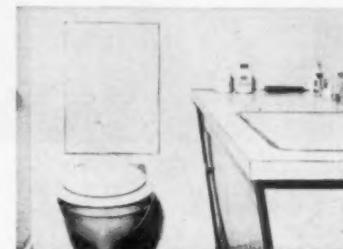
Circle No. Y40 on reply card, p. 128



Modern heating units

Modern heating units which replace ugly outmoded units don't detract from decorating scheme. Cabinets of Trane Convector are designed to fit any plan and become integral part of interior. Trane Co., Dept. AB, LaCrosse, Wisc.

Circle No. Y41 on reply card, p. 128

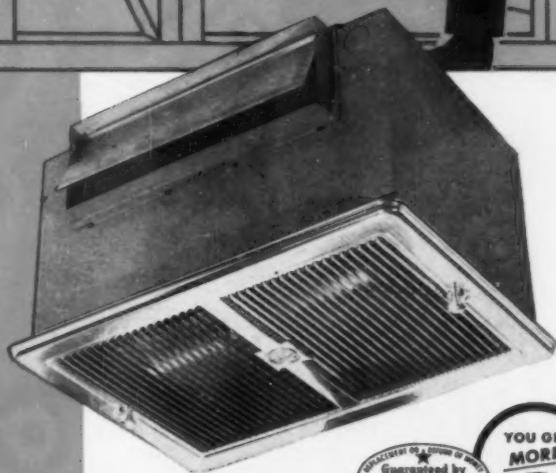


Modernizing baths

Versatile wall-hung closet combination requires minimum space and is ideal for remodeling small baths or for added powder rooms. Easily installed in 6" wall. Further details from Ingersoll-Humphreys, Dept. AB, Mansfield, Ohio.

Circle No. Y42 on reply card, p. 128

COPIED . . .
but never equalled!



**TRADE-WIND
 MODEL 1501 VENTILATOR**

- Bigger Capacity for Hood or Ceiling Use
- Quieter Operation
- Easier to Install
- More Attractive Styling
- Slide out Filter for Hood Use
- Dual Centrifugal Blowers
- Built-in Back Draft Damper
- Interchangeable Horizontal or Vertical Discharge

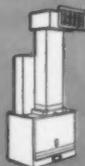


Trade-Wind Model 1501 Ventilator is universally accepted as the "standard" — imitated by others — the model everyone uses to compare small room ventilators.

Model 1501 meets the Builder's requirements for top performance (capacity with quietness) easy installation and striking appearance.

You buy Trade-Wind Ventilators only through factory authorized sources — your assurance of expert help and service before and after the sale.

A Trade-Wind is the ventilator known and respected by builders, appraisers, home owners and prospects alike.



3501 VENTILATING SYSTEM



2501/1501 VENTILATORS



SALEM ANTIQUE COPPER HOOD



STATIONARY COPPER OR STAINLESS STEEL HOOD



PATRICIAN VENTILATING HOOD



1701 BATHROOM LIGHT VENTILATOR

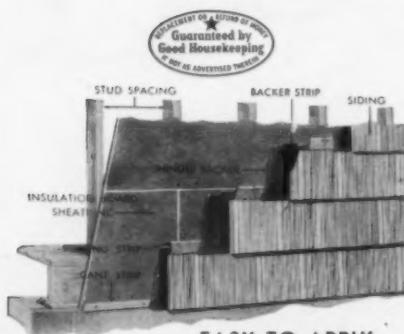


OVEN VENTILATOR

Trade-Wind Motorfans, Inc. 7755 PARAMOUNT BOULEVARD, RIVERA, CALIFORNIA
 Dept. A8



The Beauty of TRUE SHADOW LINE with Gold Bond Chroma-Shake and Insulation Shingle Backer



EASY TO APPLY



Yes, building with new Gold Bond Chroma-Shake over Gold Bond Insulation Shingle Backer means *higher profits...faster...three ways:*

1. The really deep shadow line afforded by the $\frac{3}{8}$ " shingle backer is a *true shadow line... a natural shadow line.*
2. Insulation Shingle Backer means cooler summers—lower winter heat bills.
3. New Chroma-Shake's natural beauty gives buyers the good looks of the most expensive siding at a cost within the average budget.

New Chroma-Shake is available in 5 new colors... Emberglo Red, Birchbark White, Pinesmoke Gray, Evergreen... and Charcoal, and these colors are locked in by exclusive "Surfaseal" Finish.

For more information on Chroma-Shake with Insulation Shingle Backer, see your Gold Bond® representative or write Dept. AB-77, National Gypsum Company, Buffalo 2, New York.

*PERMANIZED is Gold Bond's own scientifically pre-shrunk curing process.

CHROMA-SHAKE SIDING
and **INSULATION SHINGLE BACKER**

NATIONAL GYPSUM COMPANY



now, adding Cooling

to Williamson Heating
is as easy as installing
a telephone!

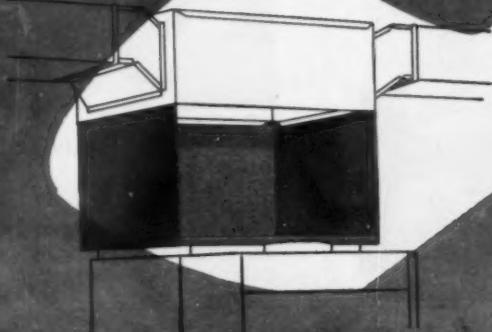
Yes, you can now delay that important "Year-round Air Conditioning" decision until your home is completed and your buyer decides whether he wants cooling added to his heating equipment immediately or not. Simply install a WILLIAMSON Warm Air Furnace with a cooling coil enclosure—the latter at practically no extra cost. When the buyer decides on cooling it can be added almost as simply as adding a telephone.

Remember, Williamson has a size and a type of central cooling unit and furnace to fit any size home you are building. No water required—no costly plumbing.

See our 12 page insert in SWEET'S Light Construction File.

WILLIAMSON

High Boy with
Cooling Coil Enclosure



"A" Type
Plenum Coil



Outdoor Waterless
Refrigeration Condensing Unit
(for all Wethermatic units)

THE WILLIAMSON COMPANY
2330-1-7 Madison Road, Cincinnati 9, Ohio

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

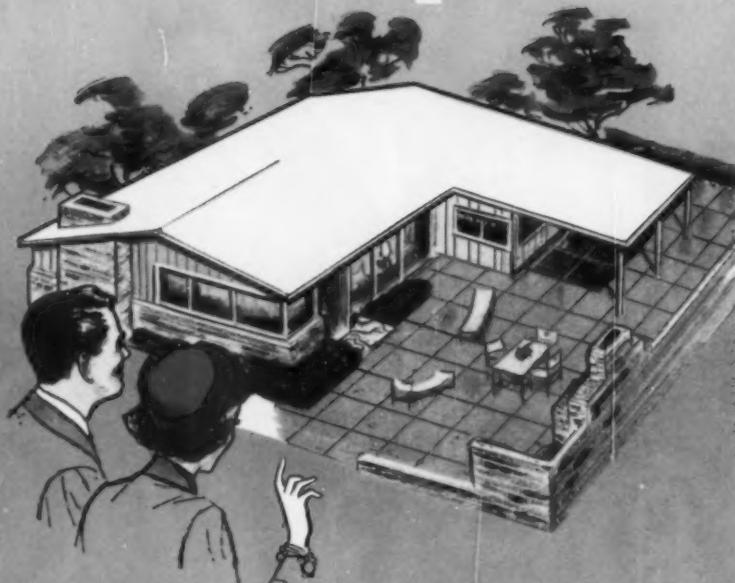
Builder Name _____

Address _____

City _____ Zone _____ State _____

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.

Name _____
Firm Name _____
Address _____
City _____ State _____

Dept. A-10



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

REMODELING NEW PRODUCTS



"Automatic housekeeper"

Electronic air cleaner removes airborne contaminants, eliminating need for constant house cleaning. Can be simply installed in return air duct of heating system. Trion, Inc., Dept. AB, 1000 Island Ave., McKees Rock, Pa.

Circle No. Y43 on reply card, p. 128



Remodel with plywood

By using new material, Ripplewood, handsome recreation and studio room was created from garage room with exposed studding. Textured plywood was stained antique beige. Georgia-Pacific Corp., Dept. AB, 600 N. Capitol Way, Olympia, Wash.

Circle No. Y44 on reply card, p. 128



Basement remodeling

New stairway (above) was constructed to permit more room and convenience in basement. Strong stair treads are Douglas fir and West Coast hemlock with lower grades used for framing and studding. West Coast Lumberman's Assn., Dept. AB, 1410 S.W. Morrison St., Portland, Ore.

Circle No. Y45 on reply card, p. 128



when you sell the Missus...you sell the home!



because
the ladies
hate housework
they love

MATICO® TILE FLOORS

and MATICO
helps you sell
the Missus

No question about it . . . ease of maintenance "sells" the ladies . . . but it's only part of the beauty of MATICO flooring! Watch women respond to MATICO's high-style colors, distinctively "different" patterns, its reputation for long, long wear. They've seen MATICO advertised in full-color full-page national ads . . . now let them see it in your homes. Install MATICO tile flooring in your next project — and sell both the Missus — and the home!



MASTIC TILE CORPORATION OF AMERICA

Houston, Tex. • Joliet, Ill. • Long Beach, Calif. • Newburgh, N.Y.

Rubber Tile • Vinyl Tile • Asphalt Tile
Confetti • Aristoflex • Parquetry
Maticork • Cork Tile • Plastic Wall Tile

Mastic Tile Corp. of America, Dept. 5-7, Box 986, Newburgh, New York
Please send me free samples and full information about MATICO tile flooring.

Name.....
Address.....
City..... Zone..... State.....

60 424



Shure-Set[®]
anchors furring strips to masonry
—as if by magic!

Fastening into masonry and concrete is simple with SHURE-SET. Just a few hammer blows and the drive pin is set straight and true. No bend, bounce or buckle. SHURE-SET eliminates the danger and annoyance of concrete nails. No drilling, filling, or plugging as with other fastening methods.

SHURE-SET drives like a nail, holds like an anchor. Does a 15-minute job in 30 seconds! Save your time, temper and money. Get SHURE-SET for every job involving masonry and concrete.

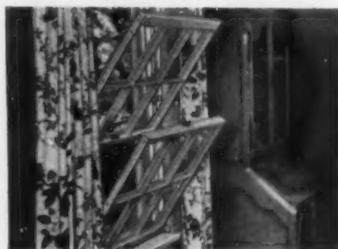
It's worth looking up the SHURE-SET dealer in the yellow pages of your phone book, listed under "TOOLS—RAMSET". Or write for free new catalog.

<p>Shure-Set <small>Trademark</small></p> <p>HAMMER-IN FASTENING TOOLS <small>PATENTS PENDING</small></p> <p>BY THE MAKERS OF Ramset[®] PRODUCTS</p>	<p>Ramset Fastening System</p> <p>WINCHESTER-WESTERN DIVISION OLIN MATHIESON CHEMICAL CORPORATION</p>
--	---

12113-G BERE A ROAD

CLEVELAND 11, OHIO

REMODELING NEW PRODUCTS



Tilting window sashes

Converting double-hung window to modern Double-Tilt window shown is a low-cost operation. Tilts inside room to any angle yet can be used in conventional fashion. Midwest Wholesale Hardware Co., Dept. AB, Akron, Ohio.

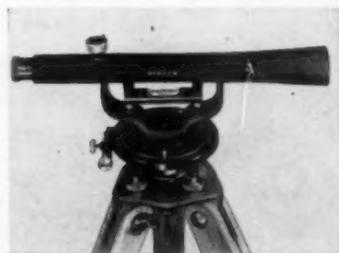
Circle No. Y46 on reply card, p. 128



Highlight your business

Any builder or remodeling contractor can take advantage of Bumpa-Tel's custom-made signs which fit on car or truck, carrying your own advertising. From Bumpa-Tel Sign Co., Dept. AB, 2115 Norfolk St., Houston 6, Tex.

Circle No. Y47 on reply card, p. 128



Low-cost dumpy level

Economical dumpy level designed for builders has many uses: grading, leveling, aligning and measuring. Features easy reading, accurate leveling and pointing. Retail price, \$49.95, includes tripod, plumb bob, field case. C. L. Berger & Sons, Inc., Dept. AB, 37 William St., Boston, Mass.

Circle No. Y48 on reply card, p. 128



Fenestration remodeling

Installation of large window wall by Fabrow plus minor changes in entrance of house made major difference in appearance. Modern design of window-wall created new look for house. Many types available. From Fabrow Mfg. Inc., Dept. AB, 7208 Douglas Rd., Toledo, Ohio.

Circle No. Y49 on reply card, p. 128



Eye-appealing store front

Store-front modernization is illustrated in photo of furniture store with one of Kawneer's newest fronts. Features slender, clean-looking aluminum framing which dramatizes the store, exemplifies an eye-appealing exterior. Kawneer Co., Dept. AB, Niles, Mich.

Circle No. Y50 on reply card, p. 128



In-the-wall conditioners

In-the-wall air conditioners, suited for remodeling, are supported in the wall and require no floor alterations. Completely self-contained units. Provide individual control. American-Standard, Plumbing & Heating Div., Dept. AB, 40 W. 40th St., N.Y. 18, N.Y.

Circle No. Y51 on reply card, p. 128

Find Your
AMERICAN-STANDARD
Air Conditioning
Dealer in The
Yellow Pages

Find Your
AMERICAN KITCHENS
Dealer in The
Yellow Pages

Find Your
FORMICA
Fabricator in The
Yellow Pages

Find Your
Best Dealer
In The
Yellow Pages

Find Your
Gold Seal
Floors And Walls
Dealer in The
Yellow Pages

Find Your
Johns-Manville
Dealer in The
Yellow Pages

Find Us
In The
Yellow Pages

Find Your
LIBBEY-OWENS-FORD
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Pages

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Best Distributor
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GENERAL ELECTRIC
Tastelite
Dealer in The
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Thoro SYS
Dealer in The
Yellow Pages

Find Your
Nearest
In
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Find It For
In The
Yellow Pages

Find Us Fast
In The
Yellow Pages

Find Us Fast
In The
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EVERY TIME people in your community see the Yellow Pages emblem, more of them become prospects who reach for the Yellow Pages to find where to buy. That makes your own Yellow Pages advertising more and more profitable.

THE YELLOW PAGES EMBLEM is advertised throughout the year. Special advertisements feature it in *Better Homes & Gardens*, *Life* and *The Saturday Evening Post* in June and July, and again in the fall. Hundreds of leading firms display it in their newspaper, magazine and television advertising.

PROFIT from this year-round promotion by advertising under all appropriate headings in the Yellow Pages. Call the directory representative at your telephone business office for information.



How to Plan an Elegant Kitchen



Multiple Revco application, two refrigerators and two freezers.



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



Two Revco refrigerators and two freezers in horizontal line.

In home planning, architects want flexibility in built-ins. Revco refrigerators and freezers provide not only flexibility, but color, beauty and convenience. With Revco Bilt-Ins the kitchen you design will become the most admired room in the home.

Here's a check list to answer your questions on how Revco contributes to ideal kitchen designs.

- Color Stainless steel, copper and wood finishes plus custom matched colors.
- Arrangement Horizontal or vertical freezer and refrigerator or in multiples or the new undercounter freezer.
- Models 8.4 custom refrigerator—5.7 custom or undercounter freezer—8.1 ice maker refrigerator.
- Capacity A typical vertical or horizontal installation of freezer and refrigerator gives 14.1 cu. ft. of storage space.
- Dimensions Designed to fit standard cabinet installations. 3' modules, 24" deep.
- Installation Separate units make Revco easiest to install in kitchens of any design.
- Warranty 5 year warranty on complete refrigeration system.
- Information Complete architect's information file available FREE for the asking.

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

REVCO

SPECIALISTS IN REFRIGERATION • DEERFIELD, MICH.

SEND TODAY



REVCO, INC., Deerfield, Mich., Dept. AB-77
Please send me my free architect's information file on Revco Bilt-Ins.

Name _____

Address _____

City _____ Zone _____ State _____

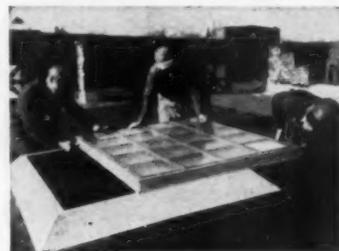
REMODELING NEW PRODUCTS



Packaged air conditioning

Economically priced, easily installed central air conditioning can be connected to existing heating ducts. Air-cooled system offers variety of installations; also filters air. O. A. Sutton Corp., Inc., Dept. AB, 1812 W. 2nd St., Wichita, Kan.

Circle No. Y52 on reply card, p. 128



Modern skylight system

Old leaky skylight was replaced with Owens-Illinois Toplite panels shown being positioned in place. Results: soft, diffused sunlight, lowered heat costs, and minimum maintenance. Owens-Illinois Glass Co., Dept. AB, Toledo, Ohio.

Circle No. Y53 on reply card, p. 128



Easy-to-install planking

Remodeling of recreation room in Lamidall planking gives lasting wall beauty. Pre-finished plastic laminate, tongue and groove random width planking applies easily with clips. From Woodall Industries, Inc., Dept. AB, 3500 Oakton St., Skokie, Ill.

Circle No. Y54 on reply card, p. 128

BEFORE.....MINUTES LATER*



WESLOCK'S MODERNIZER®

No. 88 for 800 series DeLuxe WESLOCKS
No. 55 for all other WESLOCKS

IT'S NEW!

* **MODERNIZE IN MINUTES**
with WESLOCK'S MODERNIZER

A COMPLETE REMODELING KIT
to replace out-of-style mortise locks
with Modern WESLOCK styling.

SIMPLE..... anyone can do it.

FAST..... takes just minutes.

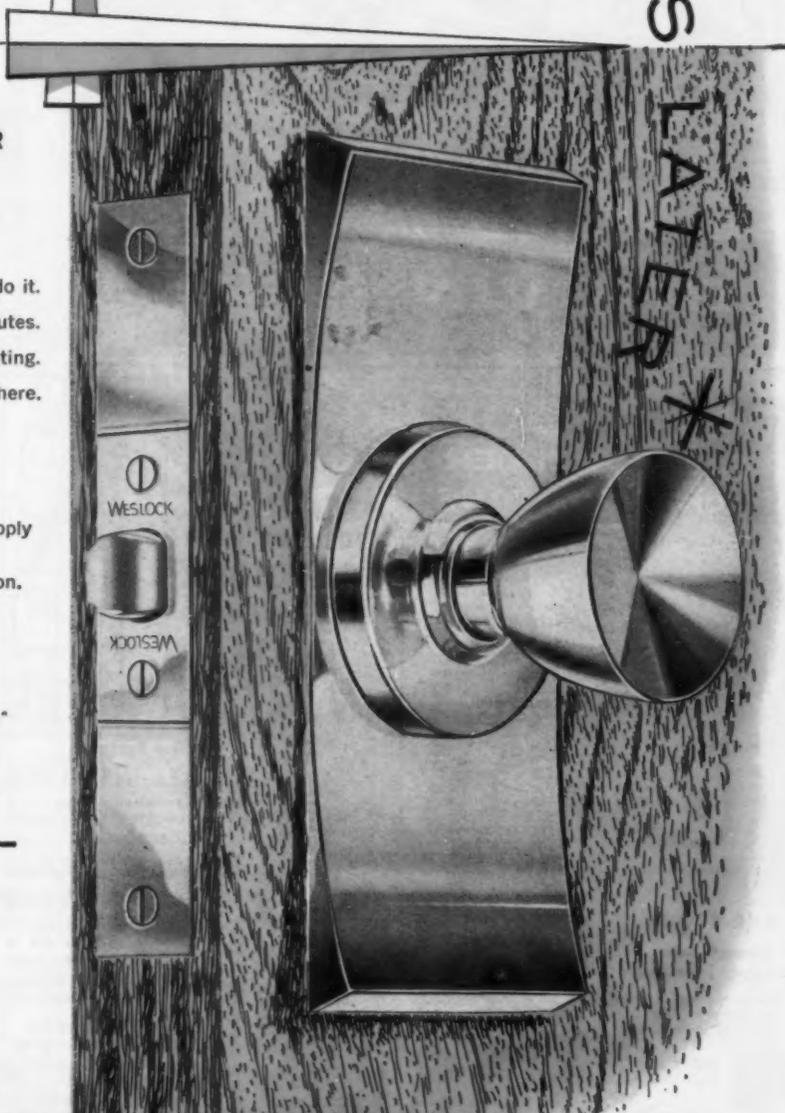
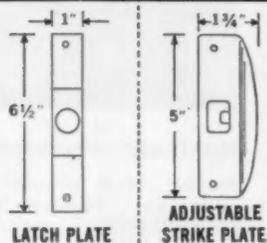
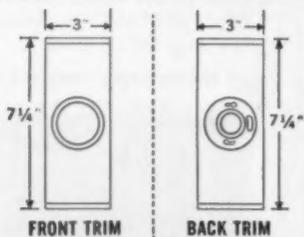
NEAT..... no filling or painting.

BEAUTIFUL..... just as you see it here.

AND... IT'S ECONOMICAL

Available in all standard finishes.

If your dealer or distributor cannot supply
WESLOCK'S MODERNIZERS,
write us direct for prompt information.



WESTERN LOCK MFG. CO. "The Style Leader"

Manufacturers of Weslock Residential Locksets and Builders Hardware

GENERAL OFFICES: 211 N. MADISON AVE., LOS ANGELES 4, CALIFORNIA • FACTORY: HUNTINGTON PARK

A SALES JACKPOT

every time when you line the closets
of your new or old houses with Super
Cedar. The most accepted sales appeal extra a
builder can install. Contact your local dealer for
details.

**GEO. C.
BROWN**
AND COMPANY INC.

**Super
Cedar**
CLOSET LINING
GREENSBORO, N. C.

REMODELING NEW PRODUCTS



Beveled siding to match

Adding a garage so that it looks as though it were built with the house can be accomplished if siding material is beveled. Above, garage is constructed to match house siding. Western Red Cedar Lumber Assn., Dept. AB, 4403 White-Henry-Stuart Bldg., Seattle, Wash.

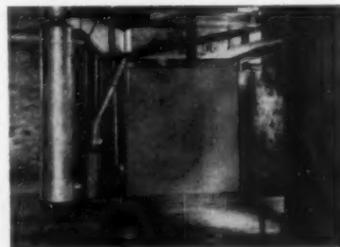
Circle No. Y55 on reply card, p. 128



Complete kitchen unit

Compact twin sink, range and refrigerator unit "fits into" remodeling kitchen plans. Available with either gas or electric range, has three burners, oven, refrigerator. General Air Conditioning Corp., Dept. AB, 4542 E. Dunham St., Los Angeles 23, Calif.

Circle No. Y56 on reply card, p. 128

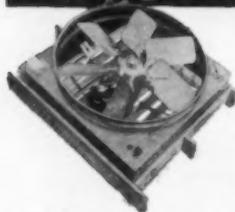


Newly styled furnace

Smartly styled, compact furnaces, added to Williamson line, allow flexibility in modernizing basements. Requiring little space, silver-green unit blends easily with any color. Williamson Co., Dept. AB, 3500 Madison Rd., Cincinnati, Ohio.

Circle No. Y57 on reply card, p. 128

BAR-BROOK BREEZEBUILDER Package Unit FANS



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

Model No.	CFM Free Del.	Ceiling Opening	Height
AVP-30	5000	31"x31"	18 1/4"
AVP-36	7500	36"x36"	18 1/4"
AVP-42	10000	42"x42"	20 1/4"

Built-in ceiling shutter, manual or automatic. Fan, motor and shutter completely assembled and wired as single unit. UL Approved. Contractors say Bar-Brook Units are easiest and fastest to install.

BAR-BROOK Breezemaker ATTIC TYPE FANS

For horizontal or vertical operation. Six sizes 30", 33", 36", 42", 48", 54".



WRITE FOR
CATALOG . . .

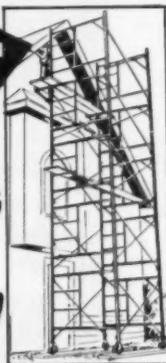
of entire Bar-Brook line
of large fans and shutters.



BAR-BROOK MFG. CO., INC.

6135 Linwood Ave., Shreveport, Louisiana

For New CONSTRUCTION and REMODELING MARVEL TUBULAR STEEL SCAFFOLDING FITS THE JOB FASTER and SAFER!



New Patented

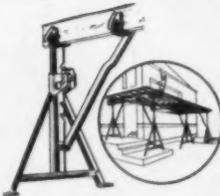
MARVEL VISE-LOCK
with non-removable Wing Nut is
the SAFEST LOCK in the Indus-
try. No Tools Required.

MARVEL Safety-Lock TRESTLES

are instantly
Adjustable UP or
DOWN. No Tools
Required. Nothing
to Wear Out.

4 Sizes

16" extends to 26"
20" extends to 32"
36" extends to 52"
48" extends to 72"



Write for literature

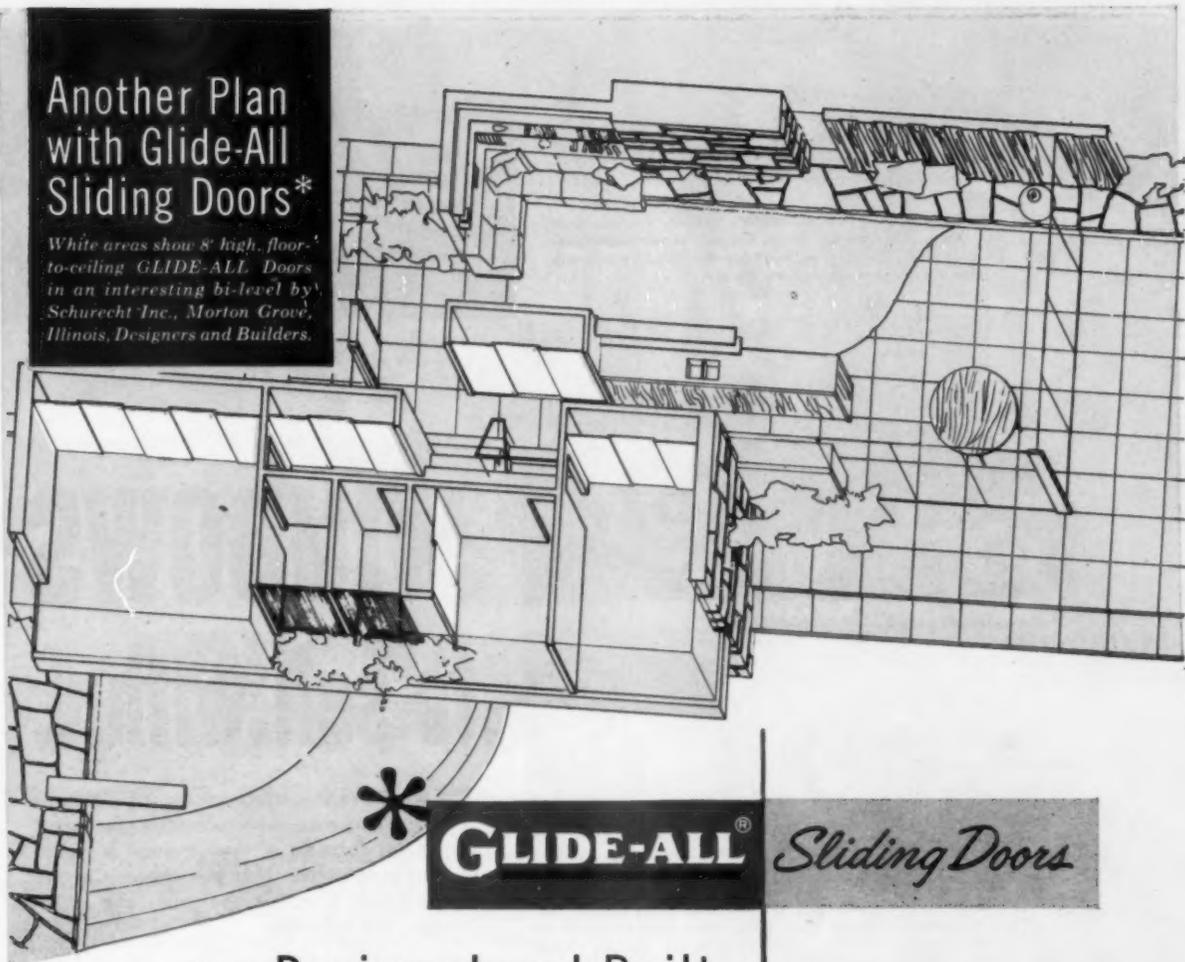
MARVEL EQUIPMENT CORP.

OSHKOSH, WISCONSIN

In the Scaffolding Industry Since 1939

Another Plan with Glide-All Sliding Doors*

White areas show 8' high, floor-to-ceiling GLIDE-ALL Doors in an interesting bi-level by Schurecht Inc., Morton Grove, Illinois, Designers and Builders.



GLIDE-ALL[®]

Sliding Doors

... are Designed and Built for Better Living!

■ It doesn't matter what type your house plans may be, you are interested in providing storage space that is easy to use, easy to build... and easy on the cost. GLIDE-ALL Doors will give you the answers... because they have these features designed especially to solve your problems: Attractive appearance; Durability in service; Simple installation; 8' floor-to-ceiling or 6'8" heights; For wall-to-wall or smaller closet areas.

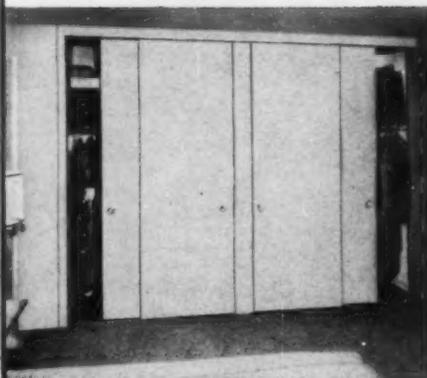
Plan your storage space with GLIDE-ALL Sliding Doors for "better living" for home-buyers, and profit for you. For complete details, "specs" and prices write the Woodall Plant nearest you... see Sweets Catalogs, too.

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

GLIDE-ALL DOORS ARE A PRODUCT OF

WOODALL INDUSTRIES INC.

DETROIT 34, MICHIGAN



CHICAGO, 3504 Oakton St., Skokie, Ill.
EL MONTE, Calif., 801 West Valley Blvd.
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ALUMINUM AWNING WINDOWS. Quality you can trust for homes in every price range. Substantial extruded aluminum sections. Outstanding workmanship. Weatherstripped. Good light-admittance and ventilation.



STEEL RANCH WINDOWS. Especially suited to the popular one-floor home style. Provide large glass areas. Easy acting tilt-out ventilators. Paint to match exteriors, interiors. Can be glazed with double insulating glass.

STEEL CASEMENTS. Excellent choice for brick and brick veneer residences in English architectural styles. Substantial depth of section; Truscon casements resist twisting out of line.



JALOUSIES. . . built and backed by Truscon. The South's favorite window is sweeping North. Dozens of uses. Highest quality. Weatherstripped with stainless steel and vinyl plastic. Doors, too.

WINDOWS to sell with...

The windows you select are among the most conspicuous, the most obvious, the most important features of your homes. It's vital to your sales success that you choose the one window best suited to the room, the architecture, the function.

STEEL DOUBLE-HUNG WINDOW, SERIES 138. Largest-selling window of its type, it is the trouble-free window. Stainless steel weatherstripped. Baked enamel prime finish. Ideal for painting to match room interiors, exteriors.



REPUBLIC



World's Widest Range of Standard Steels

ALUMINUM CASEMENTS with a plus value—Truscon quality. Heavy, well constructed, finest hardware and fittings. One hundred percent weatherstripped.



by TRUSCON

That's why Truscon—of all leading window-manufacturers—offers you the widest selection of windows to sell with. Steel or aluminum.

And, Truscon makes it easy for you to buy—with big stocks of window types and sizes in 23 conveniently located warehouses. Wherever you build, you're within fast delivery distance.

Check the Truscon Windows shown here. Then check with your Truscon dealer or district sales office. You'll like the products. You'll like doing business with Truscon.

**National Advertising
Pre-sells Truscon Windows**



STEEL

and Steel Products

JULY 1957



KITCHENS TO SELL WITH... BY REPUBLIC STEEL

Unsurpassed versatility of economical standard units for the only room you furnish. Big cabinet selection for built-ins and stack-ons. Wall cabinets feature adjustable shelves. Cabinet drawers glide silently on nylon. Doors and drawer heads insulated with sound-deadening material. Republic Steel Kitchens offer you most for your money—in turquoise, yellow, pink, white. Get the sales facts from your Republic Steel Kitchens distributor, or send coupon.



DOORS TO SELL WITH... BY TRUSCON

What woman prospect possibly can resist the magic of sliding doors on closets? You can offer this outstanding sales advantage . . . and save construction dollars in the process. Truscon Sliding Closet Doors are easy to install. No cutting, trimming, planing, sanding needed. Simply erect the steel frame, install the track, hang the door. No pre-paint preparation needed. Simply one-coat paint to match room decorations. Send coupon.

REPUBLIC STEEL CORPORATION

DEPT. C-3688

3128 EAST 45th STREET • CLEVELAND 27, OHIO

Please rush data and specifications describing:

- Truscon Windows Republic Steel Kitchens
 Truscon Steel Doors

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



How Heatilator® Fireplaces can help sell your houses

Here's how many leading builders are using the Heatilator Fireplace to help sell their homes.

They sell comfort. A Heatilator Fireplace makes any home more comfortable. It circulates warmth to all corners of the room . . . and to adjoining rooms, too.

They sell smoke-free operation. The Heatilator Fireplace *will not* smoke because the unit is scientifically designed to take guesswork out of fireplace construction.

They sell economy. The Heatilator Fireplace prevents the loss of winter heat or summer air conditioning up the chimney—keeps chilly downdrafts from entering the room.

The exclusive Pressure-Seal Damper seals the throat airtight when the fireplace is not in use.

They sell "name brand." Home buyers know the Heatilator Fireplace. They've seen it advertised in leading magazines for years. They know it's been proved in use for over 30 years.

SIMPLIFY CONSTRUCTION, TOO

The Heatilator Fireplace Unit saves construction time and labor. It makes it easier for masons to build efficient, smoke-free fireplaces because it provides a complete form for their masonry.

Why not put the "sales appeal" of a Heatilator Fireplace in your next house? See your building material dealer or write for catalog to Heatilator Division, Vega Industries, Inc., 827 E. Brighton St., Syracuse 5, New York.

HEATILATOR FIREPLACE

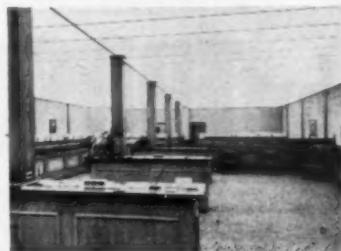
REMODELING NEW PRODUCTS



Remodel with paneling

Store-type building was economically converted into office space by employing Philippine Mahogany tongue-and-groove paneling for partitions, four flush doors. Philippine Mahogany Assn., Dept. AB, 111 W. 7th St., Los Angeles 14, Calif.

Circle No. Y58 on reply card, p. 128



New look for ceiling

New ceiling, eliminating uneven illumination and sound was installed in this bank building. Luma-ceiling used #10 spacer gages, hangers, channel, etc., with vinyl plastic panels. Pittsburgh Reflector Co., Dept. AB, 403 Oliver Bldg., Mellon Sq., Pittsburgh 22, Pa.

Circle No. Y59 on reply card, p. 128



Redoing the garage

Enclosing a carport of new home added summer living room space and left room for a one-car garage. Installation of smartly-designed "OVERHEAD DOOR," made home look longer, more attractive. Overhead Door Corp., Dept. AB, Hartford City, Ind.

Circle No. Y60 on reply card, p. 128

Nail down your future profits with these BOSTITCH timesavers!

BOSTITCH H4 Stapling Hammer



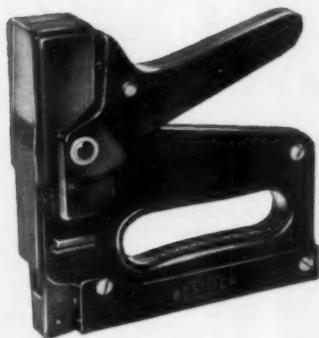
- Drives $\frac{3}{4}$ " galvanized staple with one blow.
- Lays asphalt shingles on new decking in 25% less time.
- Easy to refill, even with gloves on.

BOSTITCH H2B Stapling Hammer



- For high-speed application of insulation, metal lath, felt underflooring, roofing felt and for scores of light nailing jobs.
- Three models to drive staples with leg lengths from $\frac{1}{4}$ " to $\frac{1}{2}$ ".
Two wire sizes.

BOSTITCH T5 Stapling Tacker



- Saves time installing ceiling tile, cornerite, screening, insulation.
- Handles staples in five leg lengths: $5/32$ " to $9/16$ ".
- Three models for three wire sizes.

Fasten it better and faster with



SEE YOUR BUILDING SUPPLY DEALER OR MAIL THIS COUPON
Bostitch, 827 Briggs Drive, East Greenwich, Rhode Island

Please send me booklet explaining how I can cut costs with your

H4 Hammer H2B Hammer T5 Tacker

Name _____

Address _____

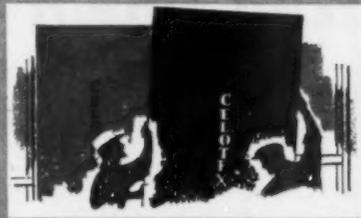
City _____ Zone _____ State _____



QUIET ZONE CEILING TILE. Today's mark of a truly modern home. Patented, eye-pleasing Linear-Random perforation design. Exclusive true white factory finish.



INSULATING ROOF SLABS. Roof deck, insulation, built-in vapor barrier, finished ceiling, plus continuous vapor seal at all joints. (Also available without vapor seal.) Ideal for exposed-beam construction.



INSULATING SHEATHING. Superior insulation value, structural strength, durability. Builders agree Life-of-Building guarantee certificate for home buyer makes prospects quality conscious, helps close sale.

A FAMOUS LINE OF NATIONALLY ADVERTISED QUALITY

SOLD!

Sweetest Word in a Builder's World!

**NINE PRE-SOLD REASONS WHY
SALES CLOSE EASIER WHEN YOU
BUILD WITH THE TOP BRAND!**

CELOTEX

REG. U. S. PAT. OFF.

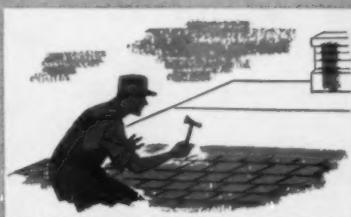
Shown: just nine from the long line of products so familiarly labeled "CELOTEX"... the name your prospects know best... respect most. Many years of advertising leadership and prestige-building performance are back of the Celotex reputation for quality. Put the power of this great brand name to work. Your use of Celotex products indicates top-quality home construction... speeds buying decisions... helps close the sale!



Reg. U.S. Pat. Off.



MINERAL WOOL BLANKETS. Preferred ceiling and wall insulation. Spun-Process manufactured for lighter weight, extra resiliency. Reflective and regular types. Full, medium and utility thicknesses.



TRIPLE-SEALED® ASPHALT SHINGLES. Color-harmonized. Complete line includes strip shingles in standard weight, triple-coverage 300-lb. Aristocrat®, and new square-tab wind-resistant Celoz-Lok®.



CELOZ-ROK® GYPSUM WALLBOARDS. High-purity gypsum deposits, plus rigid quality control in manufacture insure uniformly superior wallboard products. Also a complete line of joint finishing products.

BUILDING PRODUCTS . . . PRE-SOLD OVER A THIRD OF A CENTURY!



FOR SAMPLES, HELPFUL LITERATURE,
CONSTRUCTION DATA, CONTACT YOUR CELOTEX
REPRESENTATIVE OR DEALER, OR WRITE DIRECT:

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



CELOZ-ROK® PLASTERS & LATH. Base and finish-coat gypsum plasters, "tailor-made" to assure proper setting qualities for your area. Plain, perforated, foil-backed or long-length lath.



CEMESTO® STRUCTURAL INSULATING PANELS. Attractive gray cement-asbestos facings, bonded to fiber board core. Structural roof deck and finished ceiling in one panel; exterior walls and interior partitions. Maintenance-free.



FLEXCELL® PERIMETER INSULATION. Asphalt impregnated throughout entire thickness of the board. For concrete slabs at grade. Like all Celotex Fiber Board products, effectively protected against dry rot and termites by exclusive Ferox® process.

STANLEY

Electric Tools



H36 ONLY \$49⁹⁵

Heavy duty orbital sander does more . . . costs less

It's new! It's heavy duty! It's Stanley! And the H36 does more —

- Because** it sands faster than other orbital sanders.
- Because** the ball bearing motor runs cool and stays cool.
- Because** the pad is wide and absolutely flat.
- Because** full power is delivered to the pad.
- Because** it is perfect for flush sanding.

the H36 costs less —
less than any comparable heavy duty orbital sander sold today.



H336 Orbital Sander Kit—\$58.95

Here's the complete kit in convenient metal carrying case . . . sander and abrasive paper — 2 sheets each of coarse, medium and fine.

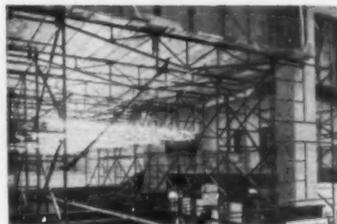
See Stanley sanders, builders saws and other professional quality electric tools at the Stanley Electric Tool distributor near you. For illustrated 1957 catalog, write Stanley Electric Tools, Division of The Stanley Works, 107 Myrtle St., New Britain, Conn.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • drapery, industrial and builders hardware • door controls • aluminum windows • metal parts • coatings • steel and steel strapping—made in 24 Stanley plants in the United States, Canada, England and Germany

REMODELING NEW PRODUCTS



Reinforcing job simplified

Business was conducted during this reinforcing remodeling job due to Waco Walk-thru frames. Frames joined by 16' put-logs supported working platform while job was done. From Waco Mfg. Co., Dept. AB, 3565 Woodale Ave., Minneapolis, Minn.

Circle No. Y61 on reply card, p. 128



Ceiling refinishing

Decorative, functional ceiling finish for any room, Celotex plain or perforated tile boards (ideal for noisy interiors), are easily applied. Interlocking joints speed application, completely conceal fasteners. Celotex Corp., Dept. AB, 120 S. La Salle St., Chicago 3, Ill.

Circle No. Y62 on reply card, p. 128



Modern-trend windows

Removable sliding-window units come in a variety of heights, are suitable for any room and can even be used over kitchen countertops and in bathrooms. Completely weatherstripped. Curtis Companies, Inc., Dept. AB, Clinton, Iowa.

Circle No. Y63 on reply card, p. 128



up to **25%** more storage

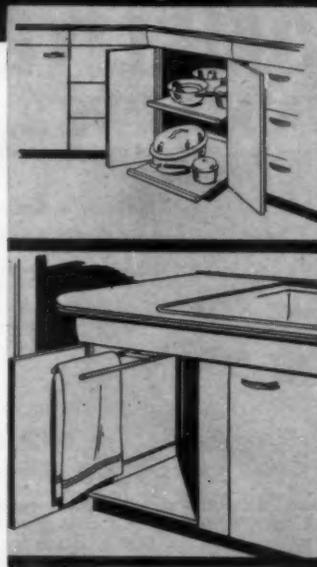
Put a Woman in this Picture

Every home buyer pictures herself where she spends most of her time—in the kitchen—and Long-Bell Natural Wood Kitchen Cabinets give homes the extra sales appeal that gets her final "yes." You get the built-in custom beauty at less than custom price for any home in any price bracket.

Sliding shelves are in all Long-Bell base cabinets. Two full-depth sliding shelves give your base cabinets up to 25% more shelf space. Your homes will be faster selling because of the convenience, utility and distinction of Long-Bell Kitchen Cabinets.

The Extensible Towel Rack is another outstanding feature

of Long-Bell Natural Wood Kitchen Cabinets. It helps keep the kitchen neat, yet you have towels handy and dry. The Extensible Towel Rack extends and retracts as the door is opened and closed, is easy to install and is an added feature that helps increase the saleability of your house.



Ready-To-Install or Knocked-Down Kits will Increase Your Sales

Take advantage of the prestige and quality reputation of Long-Bell Natural Wood Kitchen Cabinets. Long-Bell Kitchen Cabinets are available set up or in semi-assembled kit form.

INTERNATIONAL PAPER COMPANY
Long-Bell
 DIVISION
 KANSAS CITY, MO. LONGVIEW, WASH.

DEALERS-DISTRIBUTORS

International Paper Co.
 Long-Bell Division
 Longview, Washington

If you are interested in distribution in your territory, mail this coupon for complete details.

Please send me the FREE descriptive literature and specifications on the Long-Bell Natural-Wood KITCHEN CABINETS.

Name.....
 Street.....
 City..... State.....
 Dealer..... Distributor.....



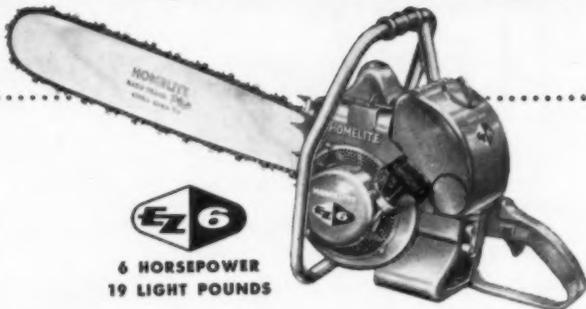
Choose from Two NEW HOMELITE CHAIN SAWS...



the
6-Horsepower "Power Twins"

The Homelite EZ-6 DIRECT DRIVE CHAIN SAW

Fastest-cutting direct-drive chain saw made, the 6 horsepower of the EZ-6 makes quick work of trees up to 5 feet in diameter. Famous Floating Power and a light 19 pounds make the EZ-6 easiest of all to handle. Ideal for clearing building sites, repairing storm damage, maintaining rights-of-way.



6 HORSEPOWER
19 LIGHT POUNDS

The Homelite 6-22 GEAR DRIVE CHAIN SAW

Most versatile chain saw you can own, the 6-horsepower, 22-pound 6-22 does everything. Brings down big trees, up to 7 feet in diameter. Built to rugged professional standards, the smooth-operating 6-22 stands up under the grind . . . day in and day out. Money-saving attachments convert the 6-22 in seconds to plunge-cut bow, brush-cutter or clearing attachment. Does any woodcutting job for contractors, road builders, utilities, tree surgeons, park commissions.



6 HORSEPOWER
22 LIGHT POUNDS

WIN A FREE CHAIN SAW EVERY YEAR FOR LIFE... IT'S EASY!

Nothing to buy, nothing to write, no obligation. Just have a free demonstration of the new Homelite Power Twins. You may have three chances to win! GRAND PRIZE: a free Homelite chain saw every year for life, PLUS 25 chain saws given away by Homelite District Offices, PLUS hundreds of chain saws being awarded by Homelite dealers in their own local contests. Register now! Limited to residents of the United States and subject to local state, county and city laws.

HOMELITE PORT CHESTER, NEW YORK

A DIVISION OF TEXTRON INC.
507 RIVERDALE AVENUE, PORT CHESTER, NEW YORK

Homelite Builds and Sells More Chain Saws than any Other Company in the World
Manufacturers of Carryable Pumps • Generators • Blowers • Chain Saws

Homelite Now Has Full Line of Carryable Construction Equipment



Self-Priming Centrifugal Pumps . . . Carry these lightweight, dependable pumps anywhere. Non-clogging design . . . 28 foot suction lift . . . capacities up to 15,000 g.p.h. . . . sizes from 1½" to 3". Diaphragm pump also available.



Builder's Hammer . . . Gouge, drill or chisel in any type of material — faster, easier, and at lower cost — with a Bosch (Germany) Builder's Hammer. Automatic rotary impact action for drilling. Either 110 volt AC-DC or high-cycle motor. Powerful, high-cycle rock drill also available. Both tools may be powered by a Homelite carryable generator.



Carryable Gasoline Engine-Driven Generators . . . Lightweight Homelite generators can be carried and used anywhere to provide high-cycle and 115 volt power for your electric vibrators, tools and floodlights. Complete range of sizes up to 5,000 watts . . . all standard voltages.

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

JULY 1957

REMODELING NEW PRODUCTS



Prefinished panels

Hardboard now available prefinished in a random plank pattern that hides the joint. Recommended for remodeling any wall area. Highly durable Sandalwood has color baked in, resists dirt and markings. Information from Forest Fiber Products Co., Dept. AB, Box 68, Forest Grove, Ore.

Circle No. Y64 on reply card, p. 128



Time, work-saver stain

Single coat of Neu-Stain fills, seals, and colors unfinished wood panels in one application. Available in 12 shades in modern interior tones which enhance wood grain. Martin-Senour Paint Co., Dept. AB, 2500 S. Senour Ave., Chicago, Ill.

Circle No. Y65 on reply card, p. 128



Two-car overhead door

Distinctive garage door pictured above is result of remodeling two old-fashioned swinging doors. Featuring economy plus operation efficiency, doors come with hardware applied. Raynor Mfg. Co., Dept. AB, East River Rd., Dixon, Ill.

Circle No. Y66 on reply card, p. 128

STOW ANNOUNCES NEW ROTO-TROWEL



"This does a smoother job of finishing, than any small size machine I've ever used."

That is what the contractor in the above photograph said about his STOW G-29 Roto-Trowel. This smooth trowelling is just one of the reasons why the G-29 is becoming so popular throughout the country for small jobs like basement floors, house floors, garage floors and sidewalks. Contractors find it easy to work with in small areas, since it is only 29 inches in diameter, and weighs only 70 lbs.



Within one-sixth of a second, the unique manual clutch shown above stops the trowel blades, leaves the engine running. This makes the machine safer to work with, and much easier to start since full throttle can be used if necessary.

Send in this coupon for more information on the G-24 and G-29 Roto-Trowels. We'll send you a bulletin with on-the-job pictures and specifications. Or, if you prefer, check the yellow section of your phone book under "CONCRETE VIBRATORS".

For complete information on Vibrators, Screeds, Roto-Trowels, Concrete Grinders, write for Stow Cat. 560.

Stow Manufacturing Co.
142 Shear Street
Binghamton, N. Y.

Please send bulletin on G-24 and G-29 Roto-Trowels showing on-the-job photos and specifications

NAME
COMPANY
ADDRESS
CITY STATE



MANUFACTURING CO.

142 Shear St., Binghamton, N. Y.

NOTE: TO AMERICAN BUILDER READERS!

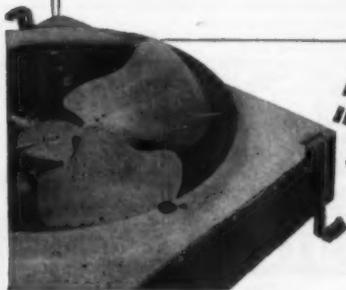
For "Profit Insurance"
offer luxury features
at practical prices!

Homes equipped with Chelsea cooling and ventilating units have terrific extra sales appeal — yet the cost is so low that installation is practical for homes in any price

range. Attic fans for complete home cooling, kitchen and bathroom ventilating fans and kitchen range hoods are luxury features that can easily turn prospects into buyers. By planning now — while your homes are under construction — installation is so easy that costs are negligible. Get the details from —

Chelsea

Home Cooling is a
"Sales Must!"

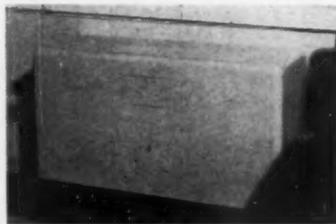


All Chelsea Attic Fans have the exclusive
"Floating Action"

CHELSEA FAN & BLOWER CO., INC.
PLAINFIELD, NEW JERSEY

No. 59-28

REMODELING NEW PRODUCTS



Year 'round air conditioning

Modernizing to include year 'round air conditioning can be achieved economically with Mueller recessed units. Advantages of complete air conditioning in single compact unit. Individual thermostatic control in each room. Mueller Climatrol, Dept. AB, 2005 W. Oklahoma Ave., Milwaukee 1, Wisc.

Circle No. Y67 on reply card, p. 128



Easy-to-install doors

When remodeling, replacing doors can be done quickly and easily with Ready Hung Doors. Each is a packaged unit with frame and door complete. Action photo (above) shows simple installation process. Ready Hung Door Corp., Dept. AB, Anderson Bldg., Fort Worth 2, Tex.

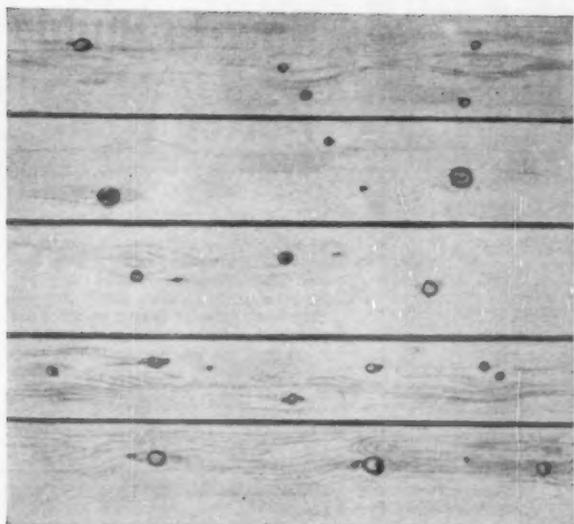
Circle No. Y68 on reply card, p. 128



Easy air conditioning

Marvair remote air-conditioning system is easy to install and to operate in old and new homes. Shown, at top, evaporator built into return ducts of heating system. Marvair Div., Muncie Gear Works, Inc., Dept. AB, Muncie, Ind.

Circle No. Y69 on reply card, p. 128



For paneling, siding,
light construction use,
choose

Lodgepole Pine

one of the dependable woods from
the Western Pine mills

An excellent general-purpose softwood, Lodgepole Pine is straight-grained, easy to work, has fine nailing properties and small non-bleeding knots. It is used advantageously for boxing, crating, sheathing and subflooring. And it is carefully *dried*, insuring lower maintenance cost, more accurate sizing, improved wood-working qualities.



Write for FREE illustrated Facts Folder about Lodgepole Pine to:
WESTERN PINE ASSOCIATION, Yeon Building, Portland 4, Oregon.

The Western Pines

Idaho White Pine	and these woods from the Western Pine mills WHITE FIR • INCENSE CEDAR RED CEDAR • DOUGLAS FIR ENGELMANN SPRUCE LODGEPOLE PINE • LARCH
Ponderosa Pine	
Sugar Pine	

are manufactured to high standards of seasoning, grading, measurement

TODAY'S WESTERN PINE TREE FARMING
GUARANTEES LUMBER TOMORROW



Really helps you sell homes!

Home seekers expect many comfort and convenience features in today's new models. That is why homes with unusual *plus* features—like the Hydroguard—sell faster! Hydroguard offers families safety, comfort and style with a single dial thermostatic control that prevents sudden shots of hot or icy water caused by changes in the temperature or pressure of the water supply.

Hydroguard was chosen for all 23 Electric Living Homes, for 1956 House of Ideas and for Research House 1956. Your best prospects see it advertised regularly in smart home magazines. Cash in on the trend to Hydroguard!

**SPECIAL ARRANGEMENT FOR BUILDERS
WHO SELL HOMES FROM A PROTOTYPE MODEL**
For details, write to:

THE POWERS REGULATOR CO.,
Dept. 757, SKOKIE 19, ILLINOIS



POWERS

SPECIALISTS IN THERMOSTATIC CONTROL SINCE 1891

MISTER— YOUR NAILS ARE SHOWING!

better
switch
to...



- NO RUST SPOTS, STAINS, OR STREAKS!
- STRONGER THAN ALUMINUM . . . COST ABOUT 30% LESS PER NAIL!
- HARD STEEL CORE . . . DRIVE BETTER . . . HOLD TIGHT!

REMODEL WITH CONFIDENCE!

Home builders, remodelers, pre-fab manufacturers are finding it pays to use Maze's specially designed weather-conditioned STORMGUARD Nails for all applications and materials.

BUY 'EM IN COLORS FOR SIDING & SHAKES

11 STOCK COLORS
40 OTHER COLORS
ON REQUEST

And the difference in cost between STORMGUARDS and ordinary nails is so little!

FULL RANGE OF SIZES



(Extra long sizes for nailing roof deck to rafters)

Ready-Packed in handy 5 lb. and 50 lb. bulk cartons

SEE YOUR DEALER, OR

WRITE FOR FREE HANDBOOK AND SAMPLES

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____



PERU 3, ILLINOIS

REMODELING NEW PRODUCTS



Add-a-storage unit

Why not add some storage space while remodeling? suggests Rway. Easy-to-install steel frame holds from two to six molded plastic drawers on nylon bearings. Won't rust, warp or stick, chemical and scratch resistant. For attic eaves, under stairs, window seats, kitchen counters, etc. Reiss Mfg. Corp., Dept. AB, 111 Fourth Ave., New York 3, N.Y.

Circle No. Y70 on reply card, p. 128



Compact heating system

Creating living space in basements requires getting rid of old-style "space hog" furnaces. Shown is newly-installed modern forced-air small pipe system by Coleman, ideal for basement remodeling. Requires little space. Coleman Co., Dept. AB, 250 N. St. Francis, Wichita, Kans.

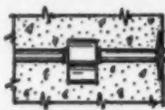
Circle No. Y71 on reply card, p. 128

How to Build Better Walls

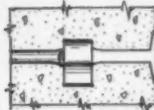
It's easy . . . use Sure-Grip concrete accessories.

When you use Sure-Grip Snap-In form ties, your walls line up better, don't leak at tie points and are easier to point. They look better too, because there aren't any big, loose cone patches staring you in the eye.

Sure-Grip's patented Snap-In tie which has special flat pieces or clevises fastened to the rod does the job. These clevises keep the tie from turning and breaking the bond with the concrete. Result . . . no leaking, positive snapping and a lot of time saved. Try Sure-Grip Snap-In form ties on your next job and see how much better they are than other ties or twisted wire.



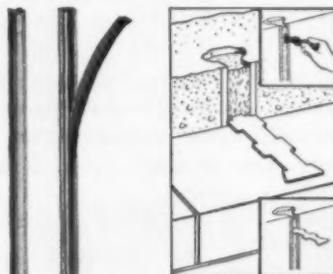
Flat clevises keep tie from turning and breaking bond with concrete. Tie always breaks at proper point.



Special coating on rod between clevises and spreaders prevents bonding to concrete. 1/2 turn snaps off rod.

Sure-Grip Anchors & Anchor Slot

. . . the surest and fastest way to fasten brick, stone, tile or terra cotta to concrete walls, columns and beams. Just nail the anchor slot to the forms. The patented double nailing feature supports the sides of the slot and keeps them from caving in when pouring. You don't have to grind anchors to make them fit. Sure-Grip anchor slot is made from rust resisting material; galvanized steel, Zinaloy, copper, etc., and is available in lengths from 6" to 10' either with or without the slot filler.



We also make a full line of stone, brick and furring anchors for every application.

FREE — Mail the coupon below for our 48 page catalog of concrete accessories and your nearest Sure-Grip dealer's name.

THE DAYTON SURE-GRIP & SHORE CO.
510 Kercher Street Miamisburg, Ohio

Without obligation, send me your free 48 page catalog and the name of my nearest Sure-Grip dealer.

Name _____

Firm _____

Street _____

City _____ State _____

For Gable ends you'll stay proud of!

MASONITE

EXTERIOR PANELS



NO MORE OF THIS!

That brand-new look—how many seasons will it last?

A lot more, if you use Masonite's time-defying exterior panels. Builders today are turning to Panelgroove, Ridgegroove and Masonite's tough siding products for gable ends. Grainless and without knots or other imperfections, they take extra smooth, applied finishes. Repainting is extra years away. You eliminate call-backs from

unhappy home owners. Masonite panels are easy to cut and fit. (Send the coupon for a free cutting diagram for gable ends.) You pay no premium for the extra advantages of Masonite siding products.

Use Masonite® exterior products for every exterior application where strong, weather-resistant panels are required. See your lumber dealer. Send the coupon for more information.

©Masonite Corporation—manufacturer of quality panel products.



MASONITE CORPORATION
Dept. AB-7, Box 777, Chicago 90, Illinois

Please send me, without obligation:

- Cutting charts for gable ends
- Your booklet on Masonite exterior products

Name

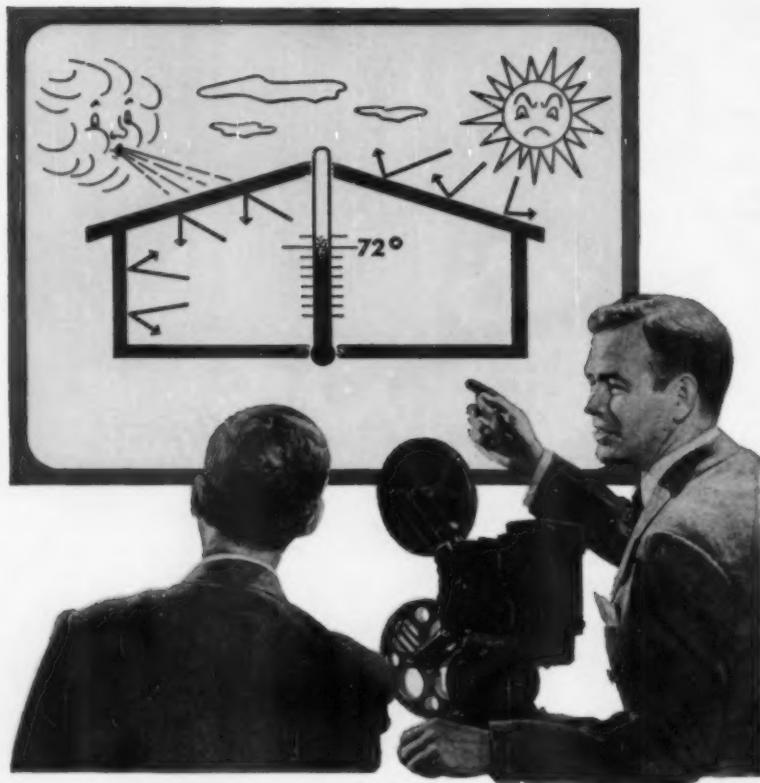
Firm

Address

City State

Zone County

"For winter warmth and summer coolness we use insulation faced with ***REFLECT-O-RAY**



Builders in "the know" are rapidly switching to insulation materials faced with REFLECT-O-RAY for a very simple reason. It provides a more efficient means for keeping homes cooler in summer, warmer in winter—at lower cost. Like the movie screen reflects light, so does REFLECT-O-RAY reflect heat. Its millions of highly polished aluminum flakes

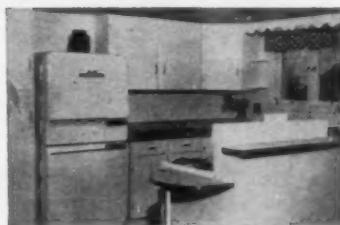
bounce heat rays back toward their source, *inside or out* where they should be. REFLECT-O-RAY is a natural "breather" sheet, too, that safeguards against damaging condensation build-up. Take a tip from America's leading builders — ask for and use insulation materials made with REFLECT-O-RAY. They assure yearly *comfort everyone can afford.*

*REFLECTIVE "BREATHER" SHEET FACING
FOR INSULATION BLANKETS AND BATTS UTILIZING
ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is an Aluminum Pigmented product of
THE APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN

REMODELING NEW PRODUCTS



Up-dating the kitchen

Bilt-Well wood cabinets were responsible for the main portion of this remodeling job of an Iowa kitchen. Cabinets include wide variety of sizes and shapes. Carr, Adams & Collier Co., Dept. AB, 11th and Jackson Sts., Dubuque, Iowa.

Circle No. Y72 on reply card, p. 128



Compact space kitchens

Maximum capacity in minimum space . . . featured in Dwyer Kitchen units. Combined family-size range, storage facilities and refrigerator unit is wonderful help in remodeling the compact kitchen. More information from Dwyer Products Corporation, Dept. AB, Michigan City, Ind.

Circle No. Y73 on reply card, p. 128



Easy wall surfacing

Installation of Formica to walls is simplified due to new bonding agent. Sheet can be quickly installed directly to existing wall surface with contact bond cement. Dries in minutes. Formica Corp., Dept. AB, 4800 Spring Grove Ave., Cincinnati 32, Ohio.

Circle No. Y74 on reply card, p. 128

STEEL PUTS STRENGTH THAT SELLS INTO YOUR WALLBOARD CONSTRUCTION



Gold Bond Wallboard Arch-Corner Bead



A real test of quality wallboard construction is how well the corners hold up—*both while you're building and after prospects buy.* Gold Bond Wallboard Arch-Corner Bead protects your exterior wallboard corners with the strength of steel. A two-in-one material . . . use on straight corners—or *snip one flange to form any arch you want.* Exclusive triangular design gives maximum bonding of joint cement . . . deep knurled flanges prevent joint cement slippage—give better adhesion.

Gold Bond No. 400 Wallboard Casing Bead*



Protect door and window casings with this self-finishing steel casing that costs less than wood trim and makes finishing and painting easier. Fits snugly, has ridge design that locks in the wallboard. Precision-mitered ends available at no extra charge. Other casing bead styles: square, recessed, angle and channel edges.

Gold Bond Wallboard Arch-Corner and Casing Bead help you build quality that sells. Call your Gold Bond® representative or write Dept. AB-77, National Gypsum Company, Buffalo 2, New York.

*Patented under U.S. Patent No. 2,663,399.

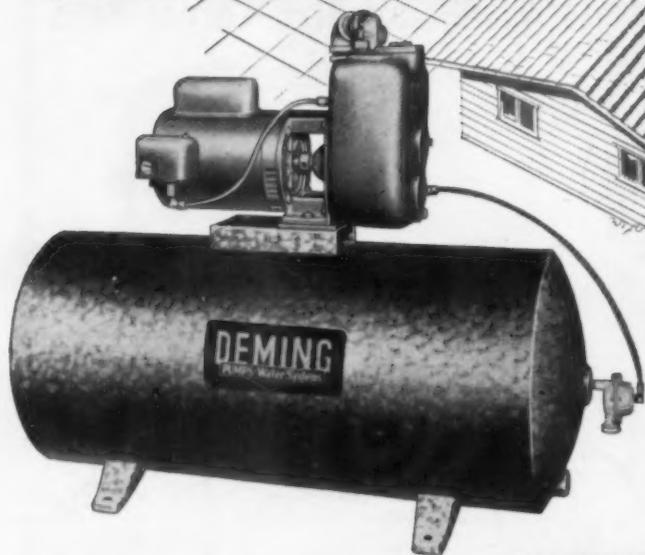


WALLBOARD ACCESSORIES

NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS

**HELPS SELL
HOMES BEYOND
REACH OF
CITY WATER**



The DEMING "75"

**A top-quality water system
priced right for your cost limit**

- Here it is — a real quality, right-price automatic jet water system... a **PACKAGED UNIT**... completely assembled... ready to install.
- You see it with the new 30-gallon tank. Also available with 12-gallon tank (a complete, **PACKAGED** unit); and with 42-gallon tank (complete excepting for pipe and fittings between pump and tank.)
- Electric motors of $\frac{1}{8}$, $\frac{1}{2}$, $\frac{3}{4}$ and 1 H.P. are available. The full range of capacities is now extended thru 1,450 gallons per hour for shallow well systems...and thru 1,300 gallons per hour for deep well systems.
- For complete information and the locations of Deming Distributors in your area, write to:

THE DEMING COMPANY
563 Broadway, Salem, Ohio

DEMING

**LONG-LASTING
PUMPS AND WATER SYSTEMS**

REMODELING NEW PRODUCTS



Modernized doorway

Uninteresting doorway was effectively dressed up with standard, adjustable ornamental iron columns in Curly Oak design. Corner columns have matching triangular brackets. Standard grille work in various designs are available in three categories to fit all price ranges. More information on complete line of ironwork from Tennessee Fabricating Co., Dept. AB, 1490 Grimes St., Memphis, Tenn.

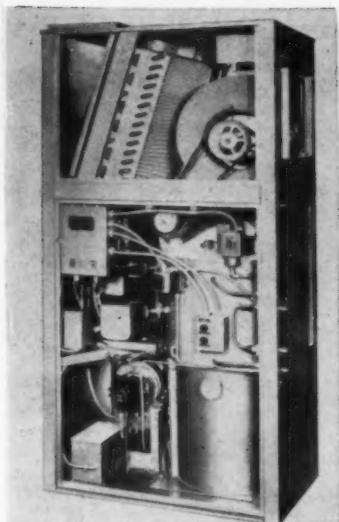
Circle No. Y75 on reply card, p. 128



Laundry unit facilitates use of washer, dryer

Enamelite now presents a laundry tray and cabinet unit to complement the washer and dryer equipment in the home. Unit of porcelain enameled steel, combines utility tub with storage cabinet space below. Tray-tub is 24½ in. wide, 20½ in. front to rear and stands 35 in. high, has rounded corners inside and out. Finished to resist acids, detergents, drain solvents. More information from Enamelite Steel Products Co. Inc., Dept. AB, 9940 D St., P.O. Box 68, Oakland 3, Cal.

Circle No. Y76 on reply card, p. 128



Compact unit provides three basic home comforts

Heating, cooling, and domestic hot water, three basic home comfort necessities are incorporated in one compact unit. The Module-V requires only 24x44" of floor area including ductwork. Chimney with built-in, air-cooled condenser is a necessary adjunct. Designed for easy installation. Cost comparable to conventional systems. Operational data and specifications may be obtained by contacting the Tom Deering Co., Dept. AB, 2215 Victory Parkway, Cincinnati 6, Ohio.

Circle No. Y77 on reply card, p. 128



Chesapeake lavatory available in 19x17" size

Kohler Co. is offering its Chesapeake vitreous china ledge lavatory in a new 19x17" size. This wall hanger type comes equipped with the Centra mixer fitting. Chesapeake features four other sizes, all available in white or five colors designed to fit modern bathroom decor. More information available from Kohler Co., Dept. AB, Kohler, Wis.

Circle No. Y78 on reply card, p. 128

JULY 1957



3301E Knob
2" Diameter



527E Knob
1 1/2" Diameter



Home builder JOHN F. LONG admires Amerock cabinet hardware used in the July Blueprint House-of-the-Month.

Contemporary

CABINET HARDWARE BY



NEW BEAUTY TREATMENT FOR BUILT-INS . . .

takes the buyer's eye instantly . . . adds extra sales appeal to every room! It's easy to get individualized custom-styled effects by installing "Contemporary" hardware on *standard* cabinetwork. "Look-alike" interiors are eliminated by mounting in different positions for unusual and decorative effects. Available in three beautiful finishes—Ebony Black with gold accents; Polished Brass with black trim; Satin Copper with black trim.

SEE YOUR AMEROCK HARDWARE SUPPLIER OR WRITE FOR FREE COPY OF CATALOG NO. 214.



427E Pull
3 3/4" Over-all



424E Pull
4" Over-all



Semi-Concealed Hinge
7636E for 3/8"
Lip Doors
7663E for 3/4"
Flush Doors



AMEROCK CORPORATION
Rockford, Illinois

1954—34 Homes



1955—

150 Homes



1956—

180 Homes



= 10 HOMES

Monge Homes, Inc., Record of Success



ARCO PAINTS

helped sell them all!

National Homes builder Robert B. Monge, president of Monge Homes, Inc., Pekin, Illinois, writes . . . "In 1954, we built 34 houses; in 1955, we built 150 houses; and in 1956, we built 180 houses. We have used Arco paints since we started building National Homes and attribute a large part of our success to them. We are more than satisfied with your colors and with the outstanding quality of your paint products."

ARCO COLORS — Sparkling Arco Alkyd colors attract buyers! Stay bright and new-looking in any climate.

ARCO QUALITY — Quick-drying Arco Alkyd House paints resist moisture, mildew, and other destructive elements . . . Help preserve structural materials for years. Fast brushing, self-priming — painters love 'em.

THE ARCO COMPANY 7301 Bessemer Avenue
Cleveland 27, Ohio

Gentlemen:

Please send me Arco's new color styling kit complete with 111 professionally styled color schemes and 57 swatches to guide me in color styling and plot development.

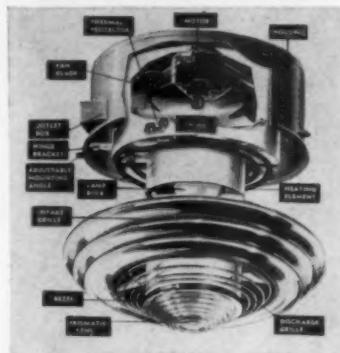
Name _____

Company _____

City _____ Zone _____ State _____



REMODELING NEW PRODUCTS



New light for the bath

Heat, ventilate and light an older bath with the installation of Nu-tone's Heat-A-Lite. Unit is easy to install, contains fan, thermal protector, heater, lamp bulb and prismatic lens, intake and discharge grille. From Nutone Inc., Dept. AB, Madison & Red Bank Rds., Cincinnati 27, Ohio.

Circle No. Y79 on reply card, p. 128

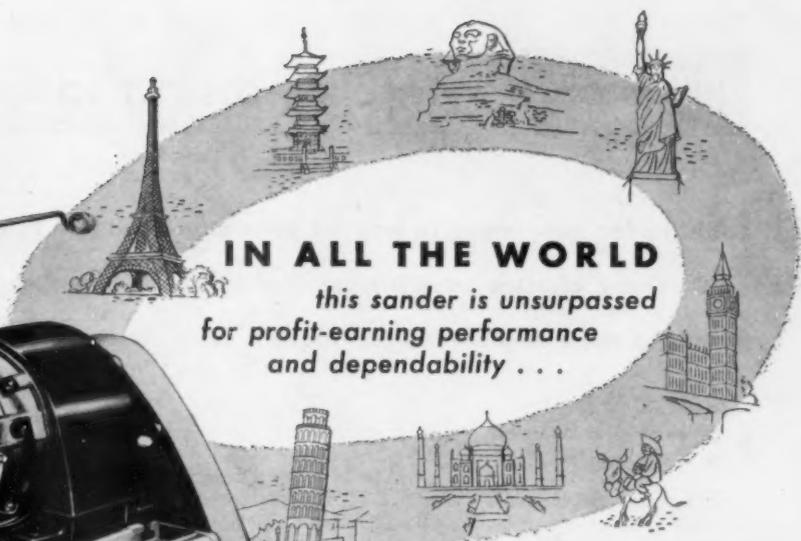


Showermaster features built-in volume control

The Showermaster, a complete, self-contained thermostatic control for showers, also offers a built-in volume control and shutoff. The bi-metal thermostat automatically compensates for temperature and pressure changes in either hot or cold water supply. Safety stop limits temperature to 115 degrees. Constructed of bronze, is simple to install and maintain. More information on this product is available from Leonard Valve Co., Dept. AB, Cranston 7, R.I.

Circle No. Y80 on reply card, p. 128

AMERICAN BUILDER



IN ALL THE WORLD
*this sander is unsurpassed
 for profit-earning performance
 and dependability . . .*

AMERICAN SUPER 8

Choose the American Super 8 Floor Sander best for you: Variable Speed, 1600 to 2800 r.p.m.; or new Two-Speed, either 2000 or 2400 r.p.m. Also American Spinner Edger . . . Super Speed Abrasives . . . American seals and finishes.

AMERICAN[®]
 FLOOR MACHINE CO.
 ESTABLISHED 1903

511 So. St. Clair St.

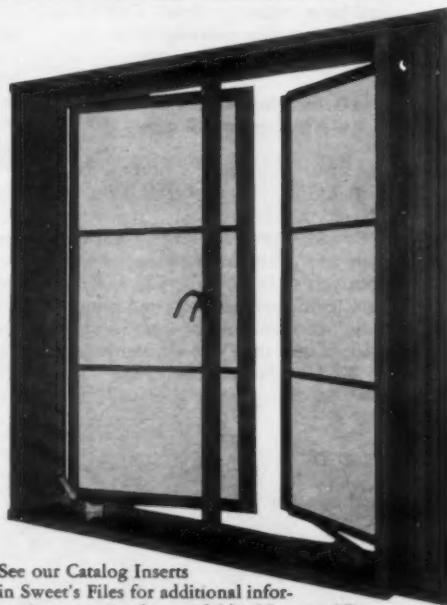
Toledo 3, Ohio

PERFORMANCE PROVED PROFESSIONAL MACHINES AND
 SUPPLIES FOR CONTRACTOR USE • LOCAL SALES AND SERVICE



IMPROVEMENT
 that adds
MORE VALUE
 than it costs

► Replace old windows, or add new ones, with HOPE'S RESIDENCE CASEMENTS. Use Hope's Steel Combination Inside-Outside Trim to save both material, such as window stools, aprons, corner beads, moldings, and the labor of cutting and fitting. The result will be a handsome modern betterment that will make your customer's home obviously more valuable... justifying a higher sale price...and giving real satisfaction to the owner. At the same time you gain by the simplest and most economical installation, completing an entire window assembly in a rough opening in 15 minutes, reducing your labor cost, increasing your profit.



See our Catalog Inserts in Sweet's Files for additional information, or write for our folder No. 132-AB.

HOPE'S
 JAMESTOWN, N. Y.

Since
 1818

**INSIDE-OUTSIDE
 METAL TRIM**

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH

Looking for new ways to pep up your sales? Here's how other builders do it. These capsule case histories of successful campaigns highlight their objectives, techniques, costs, and results

▶ **TV proves a natural to show built-ins**

Lew Hart sold 362 homes last year. In doing so he spent half his \$7,500 ad budget on TV, figures it delivered one out of every five sales.

Forty per cent of his market in Lake Charles, La., consists of young military couples. They go for the built-ins Hart packs into his \$13-17,500 houses and which are a natural for TV display. Along with 25 one-minute announcements every month over KTAG-TV and KPLC-TV, his firm, Coastal Development Co., sponsors "Life with Elizabeth," a weekly half-hour evening show. This program costs him nothing extra as it is tied in with his spot contract.

▶ **40 Sunday radio spots help beam in 12 sales**

Objective: To sell 12 houses in a partially developed subdivision of \$20-25,000 houses.

Besides several large outdoor signs and classified newspaper ads, Bettilyon's Inc., Salt Lake City, took to the air with ten one-minute radio announcements on Sunday, twice a month. Over-all campaign, on KLUB, lasted from June 1 to Nov. 15 last year; radio was used

during July and August.

Cost of the 40 announcements, at \$2.50 each, was \$100.

Results, according to Blaine Tuttle: all 12 houses sold, plus orders to build four more.

▶ **They came, they saw, they left a deposit**

Here's one way to show prospects what their future community will look like. Shavano Park is a San Antonio project emphasizing large sites, beauty, and estate living near a big city. It was started in 1954 by Wallace Rogers & Sons as a development for the upper-income brackets. What better way to publicize its newest addition than to paint a picture of these country estates and place it on the most heavily trafficked highway in the area? Rogers uses two such paintings—in color (see illustration below).

Napier Rogers, partner in the firm, calls these signs "prestige advertising," credits them with getting people to inspect the addition because (1) they reproduce the scene so beautifully, (2) they attract attention of families on the move when they're in the mood to look at a new home or site. Many who left a down payment said they came because they saw the signs.

▶ **How to build a prospect list—in advance**

Six weeks before its official opening announcement, Leslie Construction Corp., Norfolk, Va., began a direct-mail campaign that drew some 600 prospects, resulted in 11 immediate deposits and eight contracts—two days before its Poplar Halls community debuted.

First thing Leslie did was to run a quarter-page newspaper ad inviting prospects to visit a model of the \$12,990-18,000 homes at one of its previous developments. Some 2,300 who signed a guest book there later received a letter inviting them to a "private preview" of the new community two days before anyone else. Two other sources provided names of additional prospects, who got similar letters: (1) a carefully screened list of naval personnel at nearby Norfolk bases; (2) interested home-seekers mentioned in news items published in Leslie's newsletter for its other Norfolk communities.

According to the builder's advertising agency, Hoffman-Manning, New York, the direct-mail effort cost a total of only \$200.

▶ **Newspaper ads sell 117 houses single-handedly**

Over a 19-month period, from May 1955 to December 1956, Suarez Bros. Inc., Tampa, Fla., used practically nothing but newspaper advertising to sell 117 homes in the \$9,225-\$14,275 bracket. This was the formula: two-column teaser ads, 10½" deep, every Sunday in the *Tampa Morning Tribune*, except for the last three weeks in December; a full-page announcement ad July 15; supporting 6" classified insertions twice weekly during August. Total: 2,157 in. of space. Cost: \$8,719, plus \$700 for a brochure, or about \$80 per house.



FULL COLOR painted bulletin shows reproduction of future development,

dramatically repeats name so that passing motorists remember it.



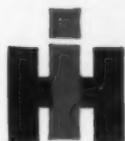
BRAWN...to cut your materials handling costs!

See the 1957 INTERNATIONAL® 350 Utility tractor

See how stepped-up power, teamed with up to 1,000 pounds greater built-in weight, gives the International 350 Utility capacity and strength unmatched in the utility tractor field! Ask for a demonstration on your job... see for yourself the sure traction that lets your operators fill a half-yard loader bucket in a single pass... and how the greater weight gives full-bucket backhoe bites to speed up trenching yardage.

Response like you've never known! Listen to the smooth, confident purr of the husky, all-tractor engine, watch one-hand maneuverability with power steering. See the rugged, heavy-duty front axle. The new International 350 Utility gives strength, stamina, and capacity for greatest power profit! Choose gasoline, diesel, or LP gas engine.

So try it NOW!... get set for the spring push. Look in the classified directory under "tractors," call your IH Dealer for a free demonstration. For a free catalog, write International Harvester Company, Dept. AB-7, P. O. Box 7333, Chicago 1, Ill.



SEE YOUR
**INTERNATIONAL
HARVESTER** DEALER

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



Greater built-in weight gives the International 350 Utility stability for lifting two-ton loads as high as 16½ feet! Nine or 10½-foot fork lifts also available.



Work Bulls pay off

on every building project



Work Bulls provide the right tractor power with design-integrated attachments to build profit on these and scores of other jobs!

52 hp

1. WORK BULL MODEL 404

is biggest, most powerful in line. Equipped with a hydraulically controlled $\frac{3}{4}$ -yd. loader bucket.

42 hp

2. DAVIS PIT BULL

with $\frac{3}{4}$ -yd. bucket. Utilizes low, direct-thrust loading principle. Torque converter and combination foot feed and reversing clutches are standard.

4000 lb

3. FORK LIFT MODEL 202

utilizes 34-hp tractor, can lift 4000 lbs with standard 10-ft mast. Optional mast extension, shown, will lift up to 2000 lbs to height of 21 ft.

34 hp

4. WORK BULL MODEL 202

equipped with 11 cu. ft. loader and fast, precisely controlled, hydraulic backhoe. Hoe handles 12 to 36 in. buckets . . . digs to depth of 12 $\frac{1}{2}$ ft. Operator and hoe swing through 180°.

... 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.

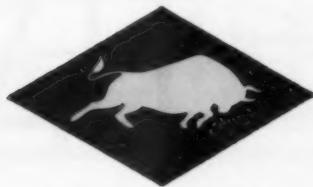
... as backup machines

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-G Quality Avenue

Racine, Wisconsin



A THOUSAND YARDS A DAY of fill can be dug, moved and pumped in this dredging operation.

They pumped 2,000

The pipe at the top of this page is pumping a mixture of sand and water into a New Jersey swamp. It might just as well be pumping dollars.

Windsor Park, a vacation development on the west side of Barnegat Bay, was two-thirds under water when its present owners bought it in late 1951, but it had two virtues: it was waterfront land, and it was made up mostly of sand and gravel, a fact verified by test diggings before the sale was closed. Thus it could be filled by hydraulic dredging.

The economics of the situation are divided into two parts: first, raw waterfront land, even under water, is worth upwards of \$3,000 an acre in the area. Filled, improved and subdivided, it produces 40x100' lots at about \$800 an inside plot, \$3,000 a waterfront plot, or an average of about \$1,200 a lot, \$12,000 an acre in Windsor Park. Thus waterfront land development is a healthy business.

Second, to fill the land, an outside contractor quoted a price of 40 cents a yard. The owners sharpened their pencils, found out they could buy a \$50,000 dredge and do their own filling for 20 cents a yard, or \$700 an acre, and promptly went into the dredging business. According to Harry Strunck, general manager of the project, when the project is finished, the dredge could quietly collapse (it's really in prime shape) and owe no one a penny.

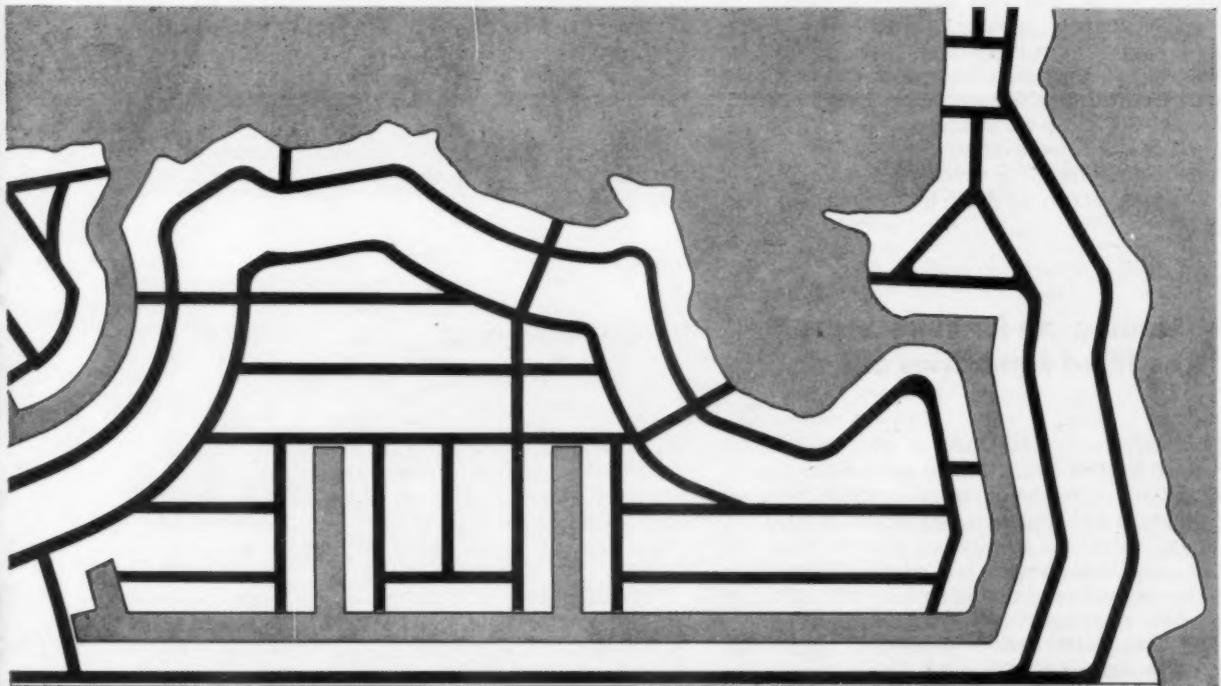
TWO THIRDS of Windsor Park was filled by dredging. Gray areas are lagoons, dug both to produce fill and to create waterfront land. Other fill was dredged from Barnegat Bay, at top and far right of map. Black lines are roads. There are ten miles of roads, 2,000 building lots in the development. The project was started in 1951, still has two or three years to go.





SWAMP, AT LEFT, is the raw material; smooth sand at right is the finished product.

building lots into this swamp



How hydraulic dredging rolls

1 Digging: with the right fill, the dredge replaces the dragline, also swims off shore to pick up fill

About a quarter of the fill for Windsor Park was provided by the man-made lagoons. A drag line could have dug these, but only to a depth of about 8 ft. The dredge, besides working much faster, digs down to 18 ft. This provides more than twice as much fill from the same lagoon, and makes a cleaner waterway in the bargain.

The remaining three-quarters of the fill came from the unlimited bottom offshore, where no other equipment could go. The dredge simply wandered along, from 100 to 500 yards off the beach, and

sucked up what was needed.

The dredge's limitations lie in the bottom being dug. Too many stumps, roots or stones of the wrong size make dredging impractical. Clay is all right, but slow digging. Sand and gravel, of course, are best.

There's nothing complex about the dredge itself. A mechanically minded man can run it in two days, be a good operator in a month. The trick is to dig cleanly, leave no ridges on the bottom. One man runs the dredge, two more work ashore.

2 Transporting: one pipeline carries as much as two hundred truckloadings a day

It would take 200 loads in five-yard trucks to move the amount of fill that gets pumped through this pipeline in a day. A two-man crew handles the sections of pipe, which are added or removed once every half hour to an hour, depending on digging speed. Every two or three days, as the land fills up ahead, the floating sections, shown in the picture supported by drums, are repositioned. To fill a strip of land 100' wide, the pipeline makes two passes; down one side, up the other.

Actually, water is the "truck" that carries the fill. Moved by a centrifugal pump in the dredge, it picks

up the sand at the cutter ahead, carries it through the pipe, and dumps it.

The dark line in the picture (at right) separating the lagoon from the filled land is a sod dike. These dikes are built by drag line cranes along lines laid out by surveyors, and their job is to provide a permanent support for the sand fill. At least six months is allowed to pass between the time the dikes are built and filling operations begin. During that time the dikes will grow together, actually sprouting grass and bushes, to form a strong bulkhead to hold back the sand fill.

3 Grading: no leveling, no rolling, no tamping; the filled sand dries out flat

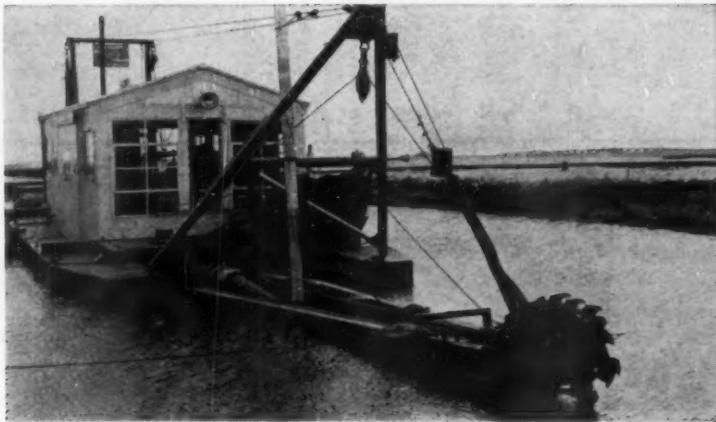
The only time a bulldozer is used in Windsor Park is when there's a road to be built. The fill pumped ashore by the dredging operation dries out as smooth as a billiard table, and almost as hard.

Sand, gravel, and clay are all good materials for filling, since they compact in a relatively short time, but they all still need rolling or a lot of rain before they settle completely. A hydraulic dredge provides a built-in cloudburst—the water that carries the fill. This water tends to flow out evenly, leveling the fill, and it compacts the fill as it drains. Theoretically,

building could begin as soon as the new fill has dried—a couple of sunny days at the most. In practice, a safety margin of a month is allowed before houses go up. Some of these houses in Windsor Park have sat for five years with no settling problems.

This unimproved swampland, or "meadow" as it's called in New Jersey, lies just a few inches below water level. Enough fill is pumped to bring it up four feet; allowing four inches for settling, this is a safe distance above water level for building.

3 earth-moving jobs into one



SAND IS LOOSENED by cutter head in the foreground. Mixed with water, it's pumped through piping, and dumped ashore. The barge is swung from side to side by winches and cables which are made fast on the shore. Ellicott Machine Co., of Baltimore, Md., manufactured the dredge.



PIPE LENGTHS are carried ashore on drum rafts, as shown here. The connections between the sections are flexible enough to allow the dredge to move from side to side of the lagoon without having to uncouple. The pipe will also pass fairly large stones without clogging up.



WATER AND SAND spray from the discharge pipe at a rate that provides 1,000 yards of fill a day. As the picture at left shows, water, draining to the lower level, carries the fill and levels it as it goes. Water also compacts the fill, making it unnecessary to tamp or roll for foundation.

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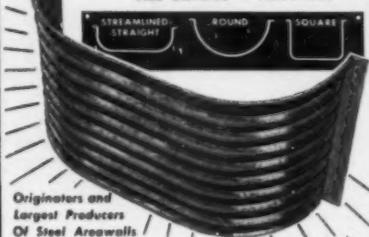
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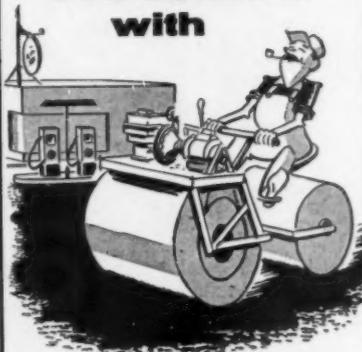
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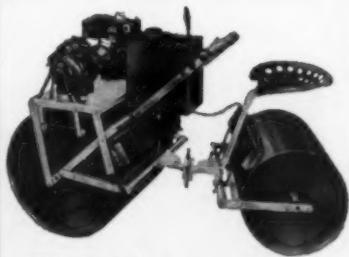


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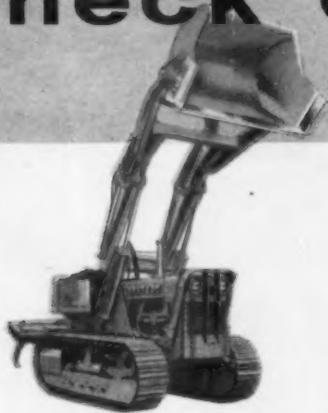
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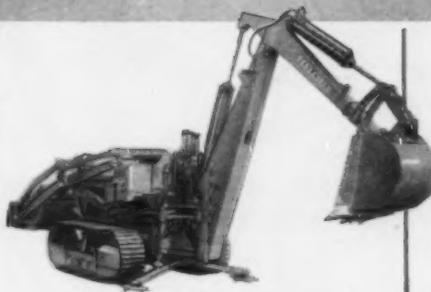
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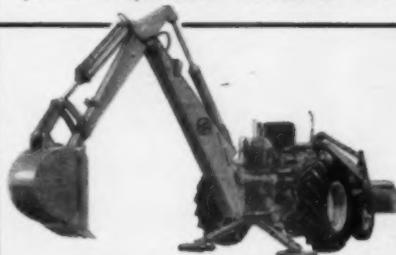
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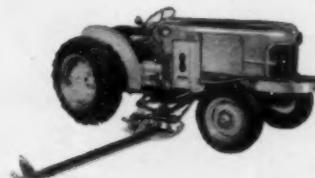
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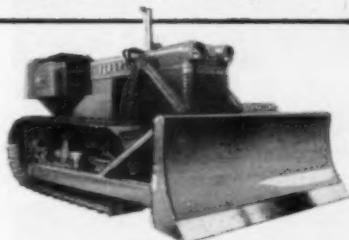
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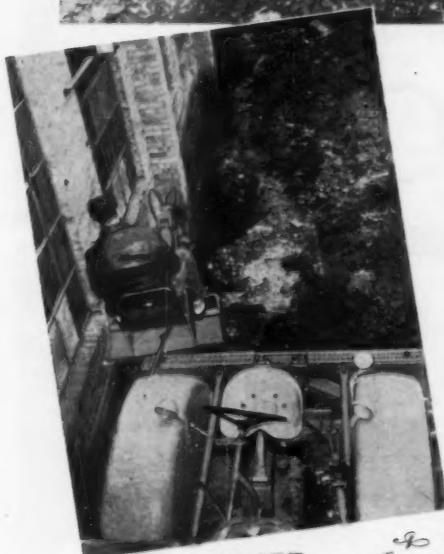
"We really had a digging problem with 209 feet of flush footing, four feet deep in hard, compacted gumbo," reports D. L. Decker, Wichita, contractor. "Man, were we glad to hear about the new Davis

Back-hoe which lets you dig right alongside a wall. We immediately bought a Davis 210 and finished that footing in half a day for 20 cents a foot as compared with \$2.50 a foot for hand labor, which would have delayed us several days."

This is another example of a contractor who makes more money with the Davis 210 Back-hoe. It's the exclusive hydraulic rotary boom swing cylinder with three interchangeable mounting points on the frame that let you do it. Of course, other Davis features, such as 7,000 pounds of break-away, rotary seat for comfortable work and visibility, vertical stabilizers — plus the back-hoe's famous counterpart — the Davis Loader all add their share. It's a fact! No other loader and back-hoe combination can give you so much — on any tractor — at such a reasonable cost. Back-hoe is available truck mounted.

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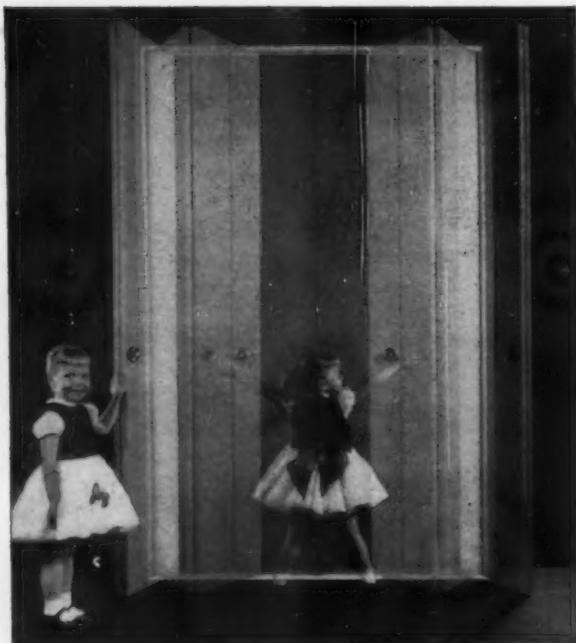


This is the operator's eye view of the work accomplished for D. L. Decker with the "flush digging" Davis 210 Back-hoe.

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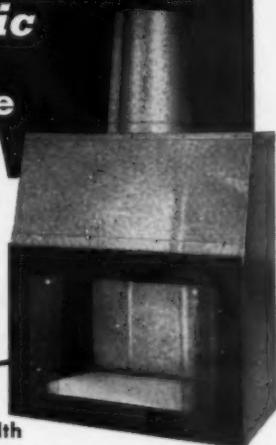


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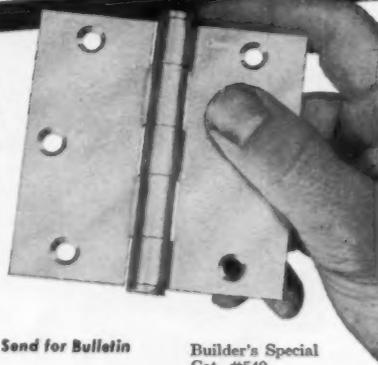
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Supreme Court clarifies rights of employers during labor negotiations



John F. McCarthy
Attorney-at-law

An association of several employers temporarily may lock out their employees when, during labor negotiations, the union called a strike against one of the employers. This was the recent decision of the United States Supreme Court in a case entitled *National Labor Relations Board v. Truck Drivers Local Union No. 449, International Brotherhood of Teamsters, Warehousemen and Helpers of America, No. 103*, October Term, 1956. This opinion, further defining the rights of employers in labor negotiations, is of vital significance to the construction industry.

The Linen and Credit Exchange consisted of eight employers in the linen supply business in and around Buffalo, N. Y. The Union represented the truck drivers employed by the eight members. For approximately 13 years the Exchange and the Union negotiated successive collective bargaining agreements. One of these agreements expired on Apr. 30, 1953.

The Exchange and the Union commenced negotiations before April 30 and continued the same through May 26, without reaching an agreement. On that day the Union struck and picketed one of the eight employers. The Union's action obviously was designed to separate the employers and force them to sign individual labor agreements. On the next day the remaining seven employers laid off their truck drivers.

The Union filed charges against the Exchange and its members with the National Labor Relations Board under the Taft-Hartley Act. The Union complained that the lock out was an unfair labor practice. The Board decided against the Union and held that, under the circumstances, the lock out was not an

unfair labor practice. The United States Supreme Court unanimously affirmed that decision.

The Supreme Court pointed out that multi-employer bargaining, through trade associations, had long been an established practice in labor negotiations in many industries. Among these are the garment workers and the building trades. The Court also noted that in the present situation the lock out was used merely as a defense against a strike which threatened the destruction of the right of the employers in bargaining on a group basis. The lock out was not being used to defeat the right of employees to organize on the one hand, or to evade the duty of the employers to bargain, on the other. The Supreme Court, in its opinion, said:

"Although the Act protects the right of the employees to strike in support of their demands, this protection is not so absolute as to deny self-help by employers when legitimate interests of employees and employers collide. Conflict may arise, for example, between the right to strike and the interest of small employers in preserving multi-employer bargaining as a means of bargaining on an equal basis with a large union and avoiding the competitive disadvantages resulting from nonuniform contractual terms. The ultimate problem is the balancing of the conflicting legitimate interests."

"We hold that in the circumstances of this case the Board correctly balanced the conflicting interests in deciding that a temporary lock out to preserve the multi-employer bargaining basis from the disintegration threatened by the Union's strike action was lawful."



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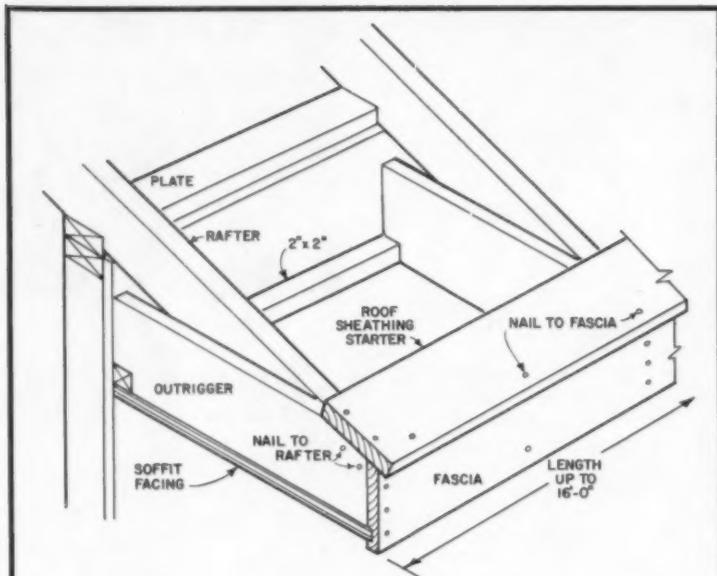


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How to do it better



A "prefab" soffit

Here's a method of soffit construction that permits a large part of the job to be done off the site. Also, it is so easy to put up that scaffolding should not be needed.

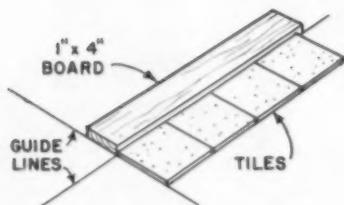
The outriggers are of 1x8 except where fascia or soffit pieces butt, then they're 2x8. Their spacing is the same as the rafter ends. The fascia is end-nailed into the outriggers, and the soffit is set into a groove cut into the fascia, as

shown. The roof sheathing starter adds strength, also lets the assembly be hooked over the rafter ends.

The 2x2 is nailed to the house, and the outriggers are notched to fit it. The soffit is also nailed to this piece.

It is not necessary that rafter ends line up if the nailing method shown is used. Two men can handle 16' sections.

L. C. Cobb, Dayton, Ohio



Floor tile starter

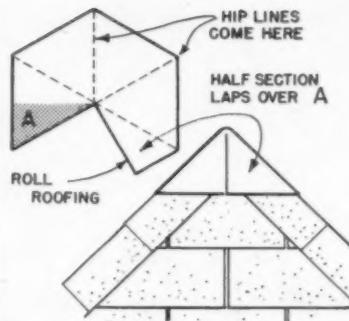
In laying floor tile, the first rows in both directions usually determine how accurate the whole job will be. By using a board as shown

at left, a straight starter row can be laid down very quickly.

The board used, of course, must be absolutely straight itself. It is laid down true to the guide lines, and right in the adhesive. The starter row is then quickly laid down, and the board removed before the adhesive has a chance to set up.

With an accurate starter row, the rest of the floor will go on quickly and well. Scrap plywood or hardboard can also be used.

R. L. Rogers, Kensington, Conn.



Finishing a hip roof

One of the problems in putting asphalt shingles on a hip roof is finishing off at the point where the main ridge and the hip rafters come together. If all the courses and caps are to lap so that the resulting job is weathertight, the corner can wind up as a veritable pyramid of shingles.

By making a cap as shown here, a simple and tight job can be done without piling up shingles. The finish courses on the hip and ridge are brought up to, but not overlapping, each other. Then the cap is put on to cover everything.

To make the cap, lay a piece of heavy paper on the point. Mark it, cut it and fit it until it covers and laps satisfactorily. The final pattern should look very much like that shown in the drawing. Then, from a piece of roll roofing of the same color as the shingles, cut the cap according to the pattern.

A. N. Nelson, Kansas City, Mo.

To prevent splitting

Nails driven close to the end of a piece of wood will often cause splitting. This is especially true when trimming. This time honored way of preventing splitting certainly bears repeating.

Turn the nail upside down, rest its head on something solid, and give the point a whack with a hammer. The resulting blunted point can generally be driven in without causing any splitting.

W. R. Van Slingerlandt, Old Greenwich, Conn.

(Continued on page 180)

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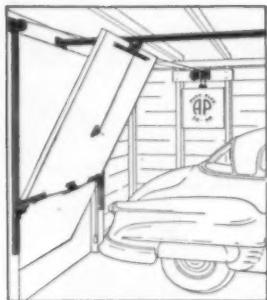
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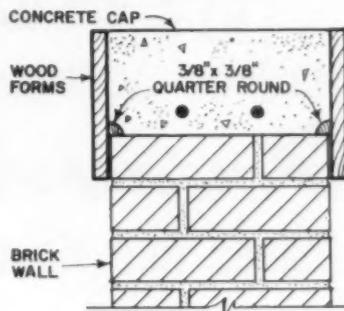
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How to do it better . . .

(Continued from page 178)



Keep brickwork clean

When a concrete cap is poured on a brick wall, no matter how tight the form braces hold the forms against the brick, the wet concrete will seep through and make a first class mess that is very difficult to clean up once the concrete has set. By nailing a piece of quarter round along the bottom of the forms as shown, much of this leakage can be prevented. Adequate nailing will keep the quarter round tight enough to the form so that there will be no leakage through that joint, and the weight of the wet concrete will help hold the quarter down against the brick and block that leakage point.

When the forms have been removed, it is an easy job to point up the groove formed by the quarter round; in any event, it is far easier than cleaning concrete off of the brick.

J. M. Tillet, Knoxville, Tenn.

Can you do it better?

SEND US . . .

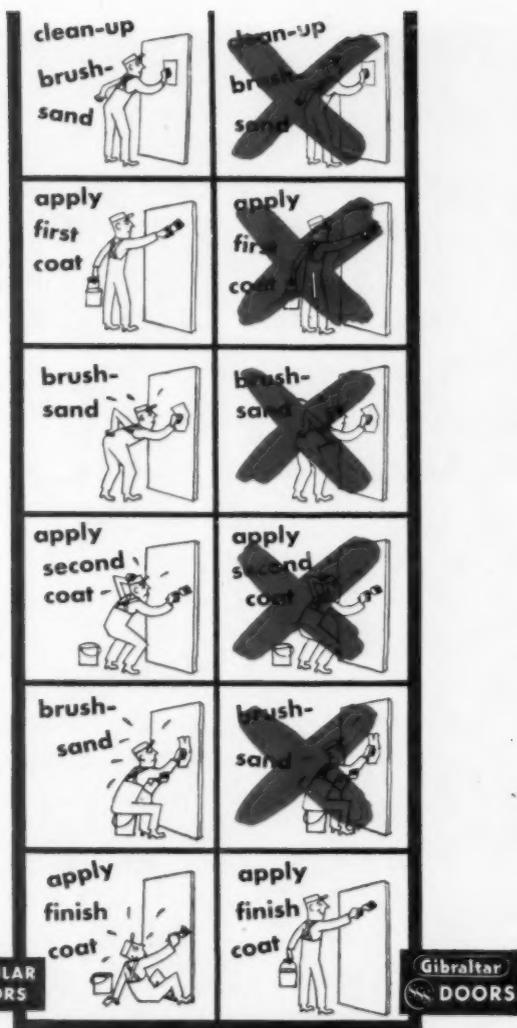
- A brief written description
- A simple sketch
- Snapshots, if possible

You are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you \$25 for your trouble. Mail contributions to: American Builder, 30 Church St., New York 7, N. Y. Sorry, but contributions cannot be returned.

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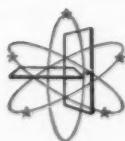
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*Satin Surfaces, Inc. is the Licensing Agent for the "Super Satin Surface" and "Triple S" or "SSS" trademarks which are used on products having a Supersealed or Super Microsealed surface that satisfies the quality standards of the trademark owner.



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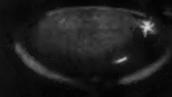
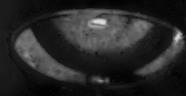
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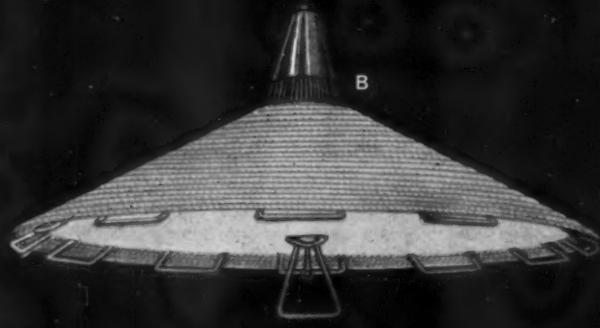
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INSUL. PAPER
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OUTSIDE FINISH AS DESIRED

NAILS
2" x 4" STUDS

CEILING DETAIL

1" SHEATHING
ASPHALT
CEILING JOISTS
INSULATION PAPER
NAILS
2 LAYERS OF CORKBOARD
INSIDE EMULSION FINISH

Building a walk-in refrigerator . . .

QUESTION: I have been contacted to erect a "Walk-in Box" for a local meat market. It is to be located in the corner if an existing building. Triangular in shape, it'll be 30' deep with a 12' ceiling. Would you suggest the type of material I should use and how to insulate the walls and ceiling to gain the proper type of insulation value? I have been a subscriber of your fine magazine for eight years and consider it the best in its field.

Herve F. Goyette
Pawtucket, R. I.

ANSWER: In constructing your walk-in refrigerator, the roof, walls and floor must be properly insulated. See the above details. The floor construction (not shown) is similar to the ceiling. In this installation, typical frame walls, floor and ceiling are covered with two layers of corkboard. Each layer is applied over an asphalt coating.

For further information contact your local Armstrong Cork representative or similar building material company.

Building on fill over swamp

QUESTION: I am a subscriber of your American Builder Magazine. I read every page of it but I can't find any information on building a wall or footer on a fresh fill. It was a swamp about 5 feet deep and I filled it in the past two years. I would like to start building this coming spring. I would be very happy if you could help us out.

Andy Wingeier
Lawtons, N.Y.

ANSWER: We have had considerable experience in placing of earth fill in our project developments; however, it was done with heavy

equipment and placing fill in layers not to exceed 6" to 8". Compaction is attained by going over the filled area with heavy equipment preferably a crawler type after each successive layer is placed. All of our experience has been in filling over a stable base. We could not advise in your particular condition regarding fill over a swamp. Our advice is for you to have a competent person or agency make some soil test analysis relative to bearing qualities of your site. This could be done by a Professional Engineer, Civil or Structural, or a recognized testing laboratory.

William H. Weist, Designer,
Professional Engineer

How to stop roof leakage

QUESTION: Here's a problem I would like to have solved. It is in regard to a building that has a flat roof 22' wide and 80' long.

It's built of tile reinforced beams with poured concrete, insulation board with hot tar and built up paper on that. The roof has no pitch. When it rains it gets soft in spots and leaks.

There have been three new roofs on this building since 1943 and none have been satisfactory.

I believe if all old material is taken off to the cement, then a mixture of cement and Zonalite aggregate put on so the water can run off the rear of the roof, then apply cold tar with 75 lb. roofing with a half lap, that it would be leak proof.

I would like to know if this would work and what you would recommend.

Grant L. Cumming
Hawkeye, Iowa

ANSWER: We would suggest cleaning the existing roofing down to the concrete. After that, the following steps should be taken:

1. A wood strip of the same thickness as the insulation shall be provided and secured to the roof deck adjoining all eaves, to act as a stop for the insulation. Then coat the entire surface with a concrete primer.

2. Under the insulation, lay one ply of 15-lb. felt, lapping each sheet 6" over the preceding one, mopping each sheet with asphalt. Turn up the felt at all vertical surfaces.

3. Lay on roof insulation board, mopping full width under each sheet. The edges of the sheets at joints shall be thoroughly sealed with asphalt. Then apply 1 coat of asphalt over the entire surface.

4. Apply cant strips at all vertical surfaces.

5. Lay four plies of 15-lb. felt, lapped and mopped underneath with asphalt.

6. Over the entire surface apply hot roofing pitch with 400 lbs. of gravel to each 100 sq. ft. of surface.

The above construction, if properly applied, should not leak.

George A. Kennedy & Associates
Chicago, Ill.

(Continued on page 186)

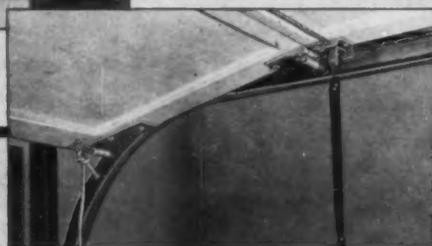
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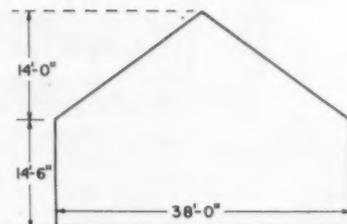
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Ask the Experts . . .

(Continued from page 184)

Laminated wood rafters



QUESTION: Is it possible to get laminated wood rafters for the dimensions in the above sketch? How many would be needed in 46'?

How do wood-laminated rafters compare in price and strength to steel frame work?

Wallace Long
Youngsville, Pa.

ANSWER: Laminated wood can readily span 46'. Per your sketch you could use a beam 14' or 15' on center and joist between beams. If more specific loading requirements were given, size of wood beam could be determined.

Wood-laminated rafters are very favorable in cost compared to other types of products. However, this has to be verified by the actual end usage and design.

Idea source for church architecture

QUESTION: I am called upon to submit plans and ideas for a new church in my community and would like the names of any publications or book of plans of churches that I may purchase to help me with this project.

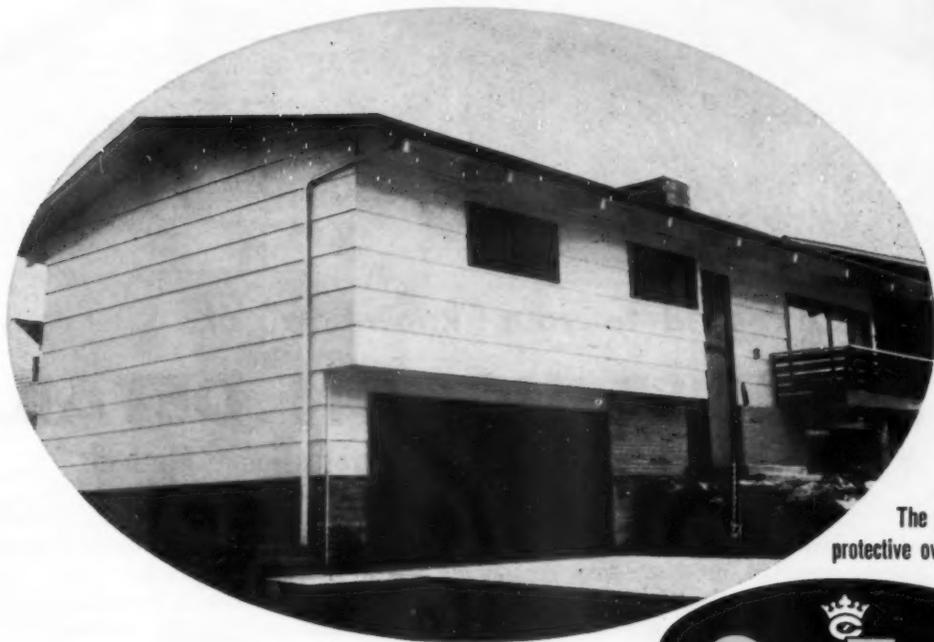
Chester B. DuVal
Mountain Home, Ark.

ANSWER: The periodical "Church Property Administration" may be helpful. *Planning and Building A Modern Church* by William Ward Watkins is published by F. W. Dodge and contains ideas and basic floor plans for church construction.

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.

For complete technical information, see Sweet's Light Construction File

— $\frac{1d}{Cr}$ Architectural File — $\frac{5b}{Cr}$ or A.I.A. File 19-E-5



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You save too on paint and painting time because the velvet-smooth CreZon surface has a natural

affinity for paint, takes paint easier, holds it better. And you don't have to waste time preparing the painting surface—no sanding or patching, and some sidings are pre-primed too.

CreZon plywood is opaque; it has no grain pattern. Nor is there any chance of grain rise marring your painted surface.

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CreZon plywood is available through the leading manufacturers and their distributors listed below. Consult your Yellow Pages for the company nearest you or write Dept. CR, Crown Zellerbach, 343 Sansome Street, San Francisco, California.

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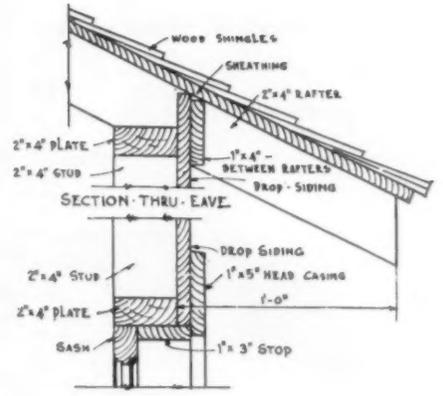
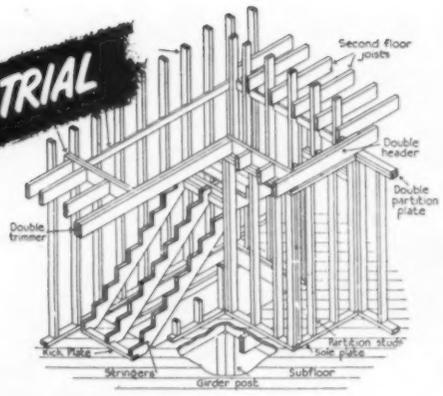
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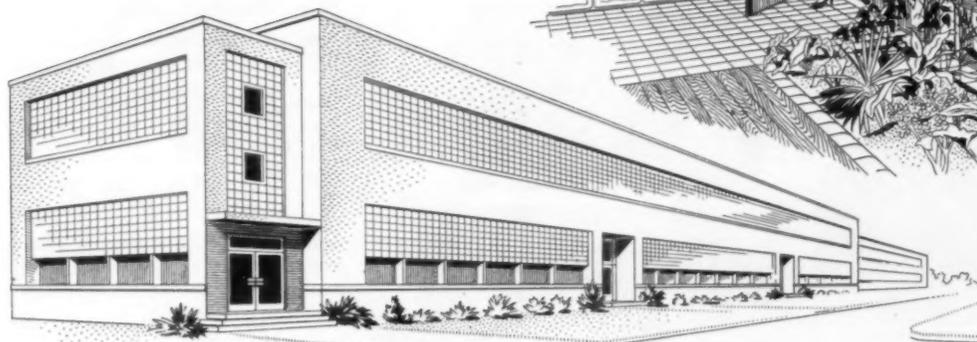
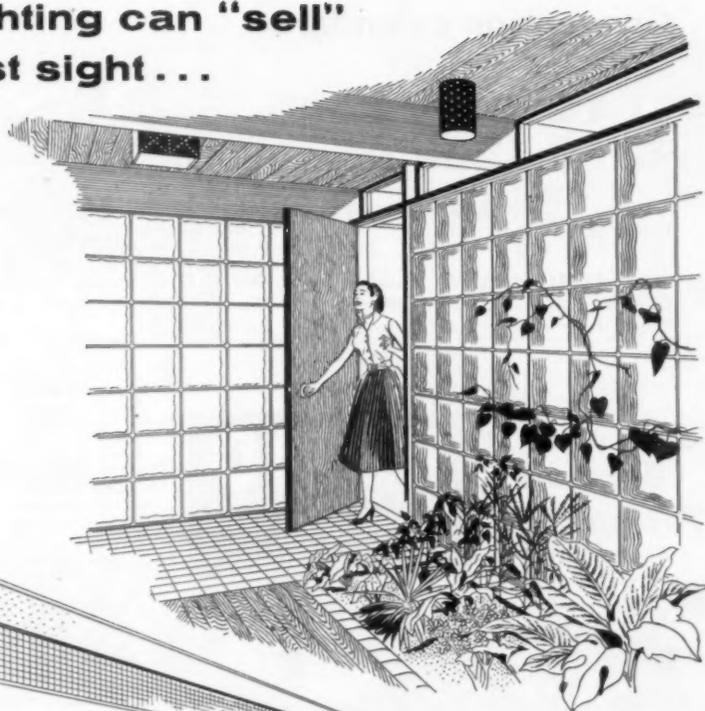
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Aug. 1-4: Michigan Assn. of Home Builders, 702 American State Bank Bldg., Lansing. Convention; Grand Hotel, Mackinac Island. George Goodyear, Ralph Johnson, guests. L. M. Saunders, chairman.

Sept. 27-28: HBA of Fairfield County, 2 Taylor Place, Westport, Conn. First state builders conven-

tion; Stratfield Hotel, Bridgeport. Martin J. Ryan, chairman.

The following associations are featuring a Parade of Homes:

* Indicates home show.

July 13-21: Colorado Springs Home Builders, 620 N. Tejon, Colorado Springs, Colo.

July 13-21: HBA of Knoxville, 1004 Tulip Ave., Knoxville, Tenn.

July 15: Omaha Home Builders, 8713 Shamrock Rd., Omaha, Neb.

***Aug. 11-18:** HBA of San Angelo, San Angelo, Tex.

Aug. 18-25: Austin Home Builders, 501 E. 11th, Austin, Tex.

Sept. 1-8: Oklahoma City Home Builders, 328 Biltmore Hotel, Oklahoma City, Okla.

***Sept. 6-16:** HBA of Sabine Area, P. O. Box 802, Beaumont, Tex.

***Sept. 7-15:** HBA of Delaware, 503 So. Maryland Ave., Richardson Park, Wilmington, Del.

Sept. 7-22: HBA of Metropolitan Pittsburgh, 1105 Standard Life Bldg., Pittsburgh 22.

***Sept. 9-15:** HBA of Spokane, 36 W. Mission Ave., Spokane, Wash.

***Sept. 13-29:** Building Contractors Assn. of Calif., 1571 Beverly Blvd., Los Angeles 25.

Sept. 14-22: HBA of Jacksonville, 1034 Hendricks, Jacksonville, Fla.

Sept. 14-29: Wichita Assn. of Home Builders, 1120 N. Broadway, Wichita, Kan.

***Sept. 18-22:** Builders Club of Peoria and Associates, 1217 W. Loucks, Peoria, Ill.

***Sept. 19-22:** Portsmouth HBA, 604 Elm St., Portsmouth, Ohio.

Sept. 19-29: HBA of Dallas County, 318 N. St. Paul, Dallas, Tex.

***Sept. 20-22:** HBA of Tri-Cities, Tenn. Peoples Bank, Johnson City, Tenn.

Sept. 21-28: Polk County Builders Assn., P. O. Box 1338, Lakeland, Fla.

Sept. 21-29: HBA of Tampa, 307 Morgan St., Tampa 2, Fla.

Sept. 21-29: HBA of Savannah, 408 Morel Bldg., Savannah, Ga.

Sept. 21-29: HBA of Decatur, 728 S. Oakland Ave., Decatur, Ill.

Sept. 21-29: Tulsa HBA, 5909 E. 15th St., Tulsa, Okla.

Sept. 21-29: San Antonio HBA, 403 E. Travis St., San Antonio, Tex.

Sept. 22-29: Montgomery HBA, 22 S. Perry St., Montgomery, Ala.

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247 COLORADO STREET
BUFFALO 15, N. Y.

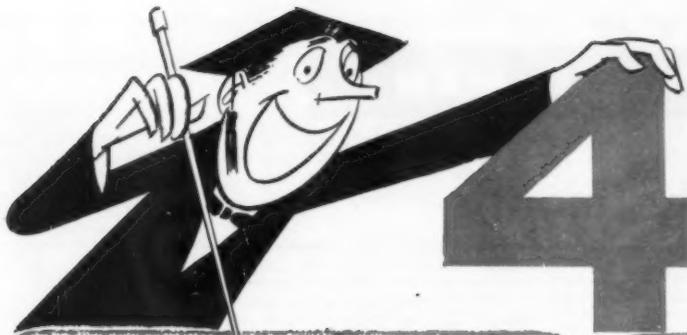
Please send further information on Vento Windows as checked.

<input type="checkbox"/> AWNING TYPE ALUMINUM	<input type="checkbox"/> STEEL BASEMENT
<input type="checkbox"/> PIVOTED, PROJECTED, ARCH'T'L	<input type="checkbox"/> FORMED STEEL LINTELS
<input type="checkbox"/> STEEL CASEMENT	<input type="checkbox"/> UTILITY
ARE YOU A <input type="checkbox"/> BUILDER	<input type="checkbox"/> DEALER <input type="checkbox"/> ARCHITECT

STREET.....

CITY AND STATE.....

NAME.....



REASONS WHY IT'S
GOOD BUSINESS TO
INSIST ON **Donley**
FIREPLACES



1. COMPLETE RANGE OF TYPES AND SIZES



2. FASTER, EASIER INSTALLATION



3. HOMES SELL FASTER



4. TROUBLE-FREE OPERATION

IT TAKES A LOT OF PLANNING TO MAKE A HOUSE A HOME . . . because there are many important details that contribute to customer satisfaction. Take the fireplace for example. When you specify a Donley Fireplace Damper, you are assured of efficient draft control, guaranteed corrosion resistance, ease of operation and long service life.

Builders like the easy-to-install features of the Donley Fireplace Damper . . . turned-up front flange makes it simple to locate forward of the flue and well above the fireplace opening for successful operation . . . damper can be butted right up to the facing material.

The Donley Fireplace Damper is available with either tapered or square ends to meet the requirements of conventional and contemporary fireplaces.

For complete details write for Donley's new 80-page illustrated "Book of Successful Fireplaces" . . . cost 75 cents.

THE **Donley** BROTHERS COMPANY
Miles Avenue Cleveland 5, Ohio

7404-DB

THE DONLEY BROTHERS COMPANY
13910 Miles Avenue • Cleveland 5, Ohio

Gentlemen: Enclosed find 75 cents
for "Book of Successful Fireplaces".

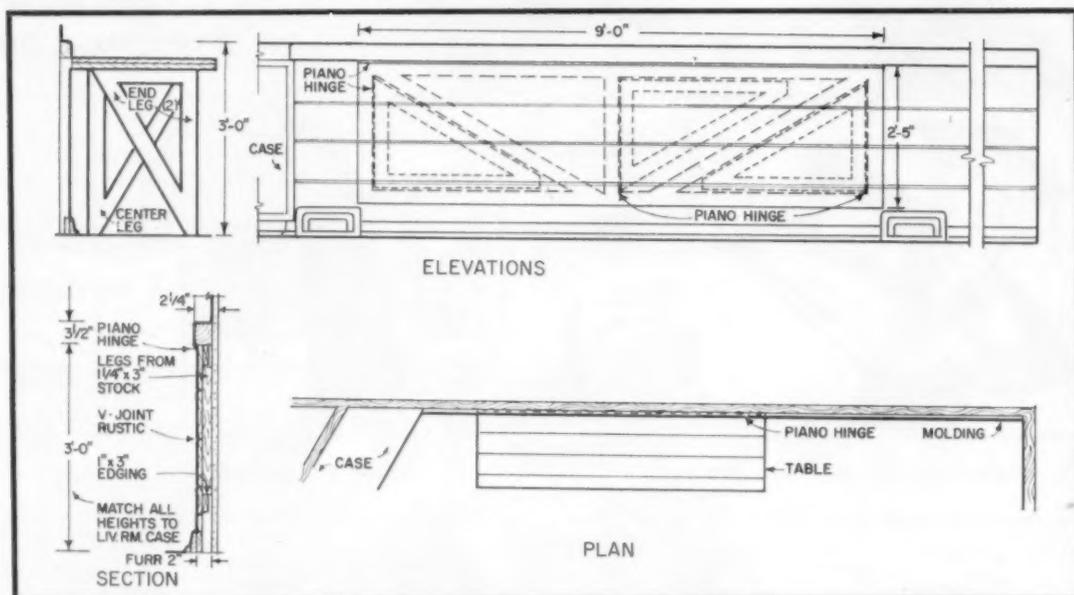


Name _____

Street _____

City _____ Zone _____ State _____

Better detail of the month



Fold-in table serves as buffet, bar

Here's an idea for a compact fold-in table that was designed to give the house that additional table-top space when needed. It can be tucked neatly away when not in use. It can go into any room of the house where waist-high paneling is going to be used. Its use is especially good in the small house where floor space is at a premium and in the dual-purpose family

room for informal family eating. Built-in furniture is a good builder sales bet. Built-in furniture adds to the total cost, but it also adds to the *livability* as well as *salability* of the house. Built-in furniture is part of that package of things that can make last year's house seem obsolete.

Piano hinges are used quite extensively in the construction of the

unit. When in a closed position, the unit is entirely suspended by the hinges which keep the top straight and rigid. They are situated in the "V" groove of the rustic siding and are hardly noticeable.

If you decide to build this table from the above details, be sure to bevel the bottom 1x3 edging to ensure ease of operation of the table. Clips hold bottom edge to wall.



RUSTIC WOOD wall paneling is used to build this attractive fold-in table that complements the wall surface.

To accommodate the thickness of the table, the wall is furred out two inches. See above drawings.

ALL-PURPOSE PAINT



A new one-coat vinyl plastic all-purpose paint, suitable for both interior and exterior applications, is announced by the Wooster Seal-Kote Company, Wooster, Ohio.

Known as "Seal-Kote" (T.M. Registered), the ready-to-use liquid paint can be applied on either wet or dry surfaces. On damp masonry, inside or out, it prevents further water penetration. However, Seal-Kote is formulated to permit free and constant "breathing" through its

plastic film, thus releasing all internal moisture.

Seal-Kote is recommended for cement and cinder blocks, concrete, brick, wood, plaster, wallboard, Celotex, stucco, all types of masonry. It does not bleed or discolor even when applied over asphalt. No special surface preparation or primer is necessary before its use.

As its smooth surface is easily washed, Seal-Kote remains attractive far longer than ordinary paints. It covers extra smoothly, is non-fading and does not blister, crack, chalk, chip or peel in extremes of heat and cold. In addition, it is highly resistant to mild industrial acids, alkalis, grease, oils, fats and dirt.

Seal-Kote can be applied by brush, roller or spray gun. Dries 1 to 2 hours. 10 attractive colors. Write for Bulletin LL-2421.—The Wooster Seal-Kote Company, Wooster, Ohio.

ADV.

Black & Decker TOOL OWNERS AGREE
Let the men who
make 'em—fix 'em!



Swift Service says:
 "Local Black & Decker
 Factory Branch
 Service
 means longer life,
 better performance
 for your B&D Tool!"

Free Tool Inspection
Standard B&D Guarantee

Look under *Tools-Electric* in *Yellow Pages* or write us for address of nearest Factory Service Branch. **THE BLACK & DECKER Mfg. Co., Dept. S4207, Towson 4, Md.**



Black & Decker®
 QUALITY ELECTRIC TOOLS

NOTICE!

FHA NOW REQUIRES UNDERWRITERS' LABEL ON COMMERCIAL STANDARD SEPTIC TANKS...

Effective July 15, 1957, all metal septic tanks installed on FHA-insured construction must carry the Underwriters' Laboratories label as positive proof of compliance with Commercial Standard 177-51.



Meet this new requirement
 with SAN-EQUIP Septic Tanks



For over 35 years San-Equip has led the way in providing safer, more dependable sewage disposal for homes beyond the sewer lines. Now every San-Equip Septic Tank built to Commercial Standard specifications offers the following features:

- **UNDERWRITERS' LABEL** as evidence of factory inspection for complete compliance with the Commercial Standard.
- **20-YEAR GUARANTEE** against failure due to corrosion or structural failure.
- **HEAVY HOT-DIPPED COATING** of mineral asphalt inside and out—plus an extra bituminous emulsion coating on critical inner surfaces.

Be prepared to meet the new FHA requirement by specifying San-Equip Septic Tanks on every job. Distributed by leading plumbing wholesalers.

San-Equip
 SEPTIC TANKS

Vega Industries Inc., San-Equip Division, Syracuse 5, N.Y.

CONTRACTORS! Booming business and dud prospects don't go together . . . knowing where the "live ones" are—that's what you need!



Write for a better way to make your profits go up

Advance information about new projects makes the difference between boom and bust when you do business with the construction industry. Dodge Reports not only give you early notice—they help you follow through by telling you whom to contact and when the job is out for bids (even who's bidding) on just the kind of work you want. If you'd like to know how to pin-point the "live" prospects that will help make your profits rise, just read and mail this coupon today.

TO: **DODGE REPORTS**, DEPT. 175, 119 WEST 40th STREET, NEW YORK 18, N. Y.

Yes! I'd like to pin-point my prospects by knowing in advance who's going to build, what, when, where.

I want to know whom to contact and when to submit bids.

I'd like to see some Dodge Reports, and I'd like a copy of your booklet that tells how to use this accurate, daily, up-to-the-minute construction news service.

I understand that I can pick just the area in the 37 Eastern States and the type of construction activity that interests me. Also, that I won't have to wade through mounds of data to find the information I need.

I'm interested in General Building House Construction Engineering (Heavy Construction)

In the Following Area: _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



MEET THE BUILDER

(Continued from page 25)

because proper salesmen-estimators are at a premium. There is a need for constant supervision of all jobs. A lack of construction knowledge, creative ability and ideas also is a disadvantage.

Q. Is there much competition?

Yes, there is plenty of competition, but competition is what creates work in the modernization field. Remodeling is composed of a number of specialties, but there is little competition if you are selling ideas rather than a price.

Q. What advice do you have for home builders who wish to get into the remodeling end of the business?

In remodeling work the builder must be a better salesman than he is in selling houses. When a builder sells a house he is selling a tangible item. The customer sees his model, likes it and buys it. In remodeling he is selling an intangible because he is selling the idea until the actual job is complete—the customer does not see the finished job entirely until completion. The builder in remodeling today must sell livability. He must add new personality to the old house. He should be able to show his prospective customers how he can update their buildings and give them the individuality that a tract builder fails to give his homes. In remodeling, quality products should be used rather than filling in with any type of product that meets the budget. The average customer does not know exactly what he wants or needs. The contractor should be in a position to expose the customer to available products and show him how to get the livability he wants. In remodeling, the builder should know how to suggest color schemes, types of windows, doors and other products which are left up to the architect when new homes are built.

Q. What is the outlook for remodeling?

Most older homes need remodeling. Many newer homes have not and are not meeting the needs of a growing family and more space and livability are needed. New trends in living standards call for family rooms and additional bathrooms, breezeways, patios, etc. So, there is without question a huge and ever-growing market.

LET ELMO

PONY LINE TOOLS

FINISH CEMENT

FASTER! BETTER!



When you save time you save money . . . and quality finishing gets repeat business. The one-man Elmo Pony Trowel combines strength and light weight, and will finish cement even after it has set too hard for hand finishing! The initial cost is low and the complete set of attachments will utilize your present electric drill equipment—with no fumes to bother about.

OPERATES ON 1/2", 3/4" OR 1" DRILL

CONCRETE TROWEL SHOWN

GRINDER

SCRUBBER

POLISHER

WRITE FOR FULL INFORMATION:

ELMO MFG. Inc.

ALBION, INDIANA

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.

Improved BOSTROM Levels

These Instruments now have Coated Lenses, 16 Power, 1 1/4" Objective Lens, Internal Focusing, Dust Cap and Sun Shade.



No. 4
BOSTROM
Contractors'
Level

Most Simple, Accurate, Durable and Complete Leveling Instruments in their price range.

Used and Endorsed by Builders and Contractors everywhere.

Sold on guarantee of satisfaction or money back.



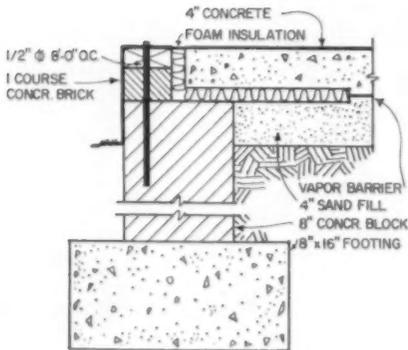
No. 5
BOSTROM
Convertible
Level
Detachable Compass when desired.

BOSTROM Levels are carried in stock by distributors from coast to coast. Write today for literature, prices and name of our distributor near you.

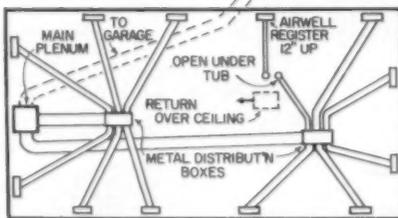
BOSTROM-BRADY MFG. CO.
535 Stenwall St., S.W., Atlanta 3, Ga.

IDEAS FROM NAHB RESEARCH HOUSE, P. 22.

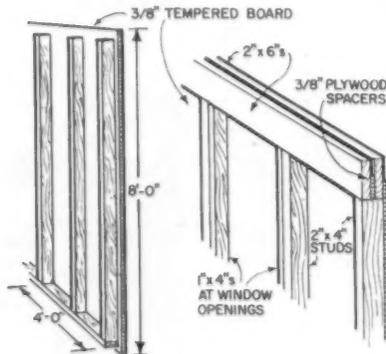
Technical Guide: here are 20



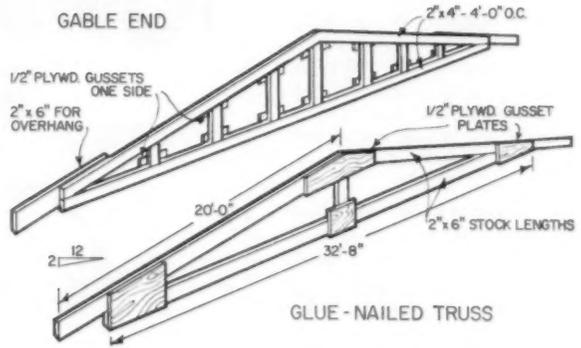
1 NEW TYPE, 1" edge insulation costs less, made of unrefined plastic. The piece under slab is 12" wide; the other, at the edge, is 4" high. A 4-mil polyethylene vapor barrier is used over sand fill.



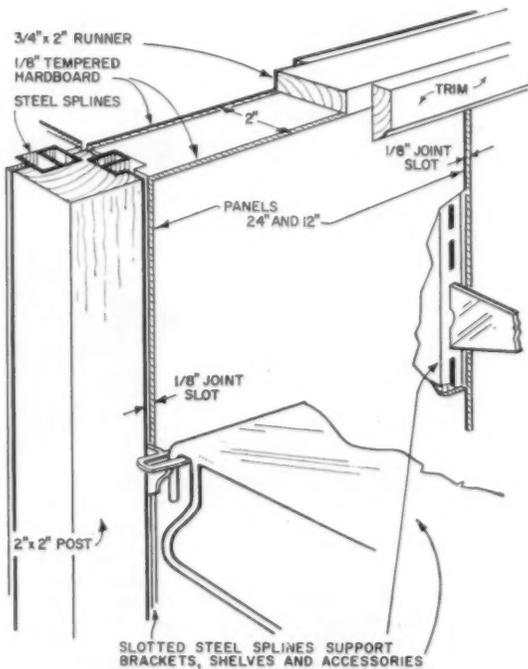
2 TWO DISTRIBUTION BOXES supply even flow of warm, cool air. Ducts radiating from boxes are 4, 5 and 6" in dia. Perimeter duct system would have required 180 lin. ft. of 12" ductwork.



3 LuReCo WALL PANELS simplify exterior wall construction. The window panels have 1x4 studs. Note how Masonite batten board overlaps top double 2x6 as well as the sill plate at bottom.

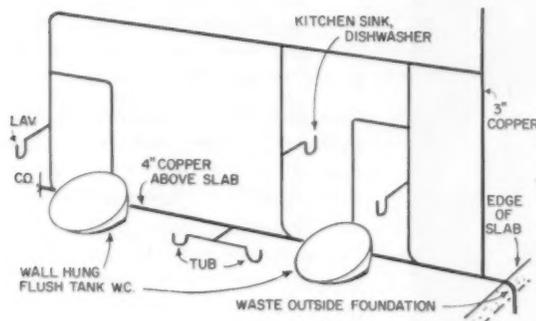


4 SPECIAL GLUE-NAILED king post truss utilizing 2x6's was developed to span 32'8" width of house. Roof trusses were put in place with two carpenters and two laborers in four hours. Gable-end trusses were designed to provide a flush exterior surface at lower cost than king-post trusses.

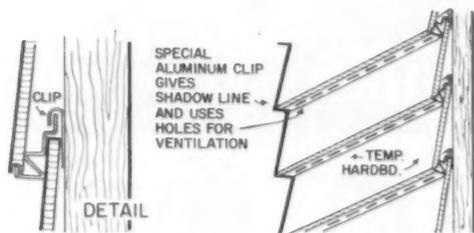


5 INTERIOR WALL SYSTEM FEATURES stressed-skin construction with a hollow core. Trade name of wall is "Duo-Wall" by Masonite Corp. Facing is 1/8" tempered hardboard which is available in 1' and 2' widths, 8' high. Significant aspect of system is slotted metal spline.

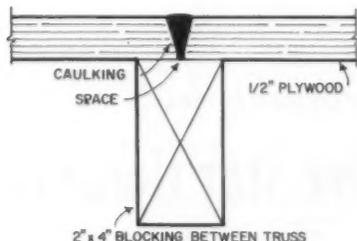
time-saving research ideas



6 **ADVANCED PLUMBING SYSTEM** has building drain above slab. The 4" copper drain projects through side wall with a 90-degree elbow and then drops straight down to sewer located below frost line. Foamed plastic insulation encases the exposed pipe, protects it against frost.



7 **"SHADOW-VENT" SIDING** eliminates louvers at gable ends of roof. Hardboard is used again, this time simulating clapboard siding. New perforated aluminum clip provides a shadow line and continuous venting at each joint. Air comes up from eaves through perforated soffits.



8 **NEW ROLLER-APPLIED PLASTIC ROOF** over 1/2" plastic-coated plywood might have a life expectancy of 50 years. The 4x8 sheets are chamfered to provide a 3/8" space for caulking. Two coats of Neoprene plastic were applied in factory. The last 4-mil thick layer is applied at job.

More ideas designed to help you build

better for less . . .

9 \$175 SAVINGS could have been made if 8"x20" grade beam with two 1/2" rods top and bottom were used instead of typical foundation shown at far left.

10 PANEL FINISHES, interior and exterior, have experimental plastic coatings.

11 PORCELAINIZED STEEL wainscoting panels for bath are backed with undercoating.

12 "MODULAR FRAME" aluminum awning windows fit rhythmic 16" or 24" spacing of studs.

13 "SOFT" KITCHEN FLOOR has 1/16" foam-rubber-backed inlaid linoleum.

14 LOW-COST WOOD FLOOR over slab is set in mastic. It's expected to be on par price-wise with light-colored asphalt.

15 RUBBER-BACKED CARPETING is also low cost, cemented directly to concrete slab.

16 PLASTIC HARDWARE is made of a new long-wearing material, "Zytel" by DuPont.

17 TWO-COAT EXTERIOR paint job over special primer is expected to last 20 years.

18 URETHANE CALKING at sill plate reduces air infiltration. It's hoped eventually to eliminate need for anchor bolts.

19 RUBBER AND PLASTIC materials were used for flashing throughout research house.

20 RADICALLY NEW KITCHEN cabinets by Philco can be ordered by the foot, have reversible colored doors for R. or L. hanging.

NAHB RESEARCH COMMITTEE

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 Armstrong Cork, Lancaster, Pa.; American Steel Door Co., Detroit; Borg-Warner, Chicago; L. A. Darling Co., Bronson, Mich.; E. I. Du Pont, Wilmington, Del.; Frigidaire, Dayton, Ohio; G. E. Lamp Dept. of General Electric Co., Cleveland, Ohio; Construction Materials Div., General Electric Co., Bridgeport, Conn.; Masonite Corp., Naperville, Ill.; Lumber Dealers' Research Council, Washington, D.C.; Nickey Bros. Inc., Memphis, Tenn.; Philco Corp., Phila, Penn.; Place & Co., South Bend, Ind.; Kawneer Co., Niles, Mich.; Fiberglas Corp., Washington, D.C.; Independent Nail Co., Bridgewater, Mass.; Luxor Products Co., Akron, Ohio; Mohawk Flush Doors, Inc., South Bend, Ind.; Dow Chemical Co., Midland, Mich.



Air enters at floor line, is warmed by Webster Baseboard heating element, and emerges at top of enclosure. You get high comfort . . . low fuel cost . . . trouble free equipment with decade-proved Webster Baseboard Heating.

Decade-Proved
WEBSTER
BASEBOARD HEATING
All-New for 1957

for any home, new or modernized

Now . . . give your homes the heating system that puts them out ahead — in sales, in profits, in customer-satisfaction.

Give them the decade-proved Webster Tru-Perimeter Forced Hot Water Baseboard Heating — now better than ever and at a new low price . . . improved appearance . . . easy installation. Same high comfort level . . . same low fuel cost. Call your Warren Webster Man, or write for Bulletin C-680.

Warren Webster & Company, Camden 5, N. J. Since 1888. Offices in principal U. S. cities and Canada.

Webster's Finest Product . . . the Warren Webster Man

WARREN WEBSTER
 HEATING . . . COOLING

FREE MOST VALUABLE BOOK FOR BUILDERS!

Goldblatt

1,000 TOOLS THAT BUILDERS USE!
MANY TOP QUALITY TOOLS NOT SOLD ELSEWHERE!

- ★ JOINT-TAPING TOOLS
- ★ NAILING, LIFTING and CUTTING TOOLS
- ★ SKIM-COAT TOOLS

NEW METHODS EXPLAINED!

Goldblatt Tool Co.
 1912 Walnut, Kansas City 8, Mo.

LATEST **BIG** CATALOG SELLS **FACTORY-TO-YOU** ...OR BUY FROM DEALER

LIMITED SUPPLY OF **FREE CATALOGS!**

SEND FOR YOUR COPY NOW!

AMERICA'S MOST MODERN . . . CONVENIENT . . .

GYRO **SINGLE HANDLE MIXING FAUCETS**
 Guaranteed **DRIPLESS**

		
FOR KITCHENS	FOR SHOWERS	FOR LAVATORIES

Specified by America's Leading Home Builders and Architects
 WRITE FOR FREE CATALOG TO
 GYRO BRASS MANUFACTURING CORP., WESTBURY, L. I., N. Y.

Attract YOUR Home Building Prospects with
Better Homes & Gardens Five Star Home Designs

For further information write:
 Better Homes & Gardens, 5 Star Plans,
 1716 Locust St., Des Moines 3, Iowa

HOW TO GET THEM OFF THE ROAD AND INTO YOUR HOUSES

(Continued from page 116)

Tally is sold on radio now. "It's done more to pep up our sales than any other single thing," he says. "This year it will get two-thirds of our merchandising budget—\$5,200 worth."

Current radio schedule, which Tally plans to keep in force throughout the rest of the year, calls for:

- Two 30-minute popular music programs on Sundays, during which he gets four taped commercials plus ad libs thrown in by the announcer. These are aired between 10 a.m. and noon—cost \$50 apiece;

- 30 one-minute spots a week. These are concentrated on Friday, Saturday, and Sunday—ten each day between 8 a.m. and 4 p.m.—cost \$3 each.

- Rx for results. Through trial and error, Tally and his wife, June, who actively oversees all company operations—from bookkeeping to decorating—have worked out a merchandising - advertising - promotion formula that embraces the following fundamentals:

- Don't try to sell by advertising. Just extend an invitation, but . . .

- Make it strong. Create excitement, stir up enthusiasm by . . .

- Playing up importance of location, convenience, self-contained community.

- Playing up custom tailoring available to everyone.

- Playing down financing angle. No give-away financing. Although 90 per cent of their sales are VA-backed, ads never mention qualifications of veterans.

- Use radio in preference to other media.

- Use a model home—and start planning it 'way in advance as it "always takes more time than you allow."

- Decorate kitchens and baths to the hilt as these two rooms are the most completely furnished.

- Don't promote too many products as "it only confuses the buyer." (Do have a display house, however, to show products used in the homes.)

Here's how one current radio commercial weaves in most of these points:

Background Music: "The New Look"

Annrc: Walter L. Tally Inc. has done it again! Yes, again this noted builder has produced a new concept

in suburban living with the *New Look*. You have heard and read much about split level, bi-level, tri-level, and up-down houses. Now comes the *New Look*. Come to Northwoods (that's Northwoods) to see the *New-Look* split level. This new house is completely furnished by Ray Lang Inc., the South's foremost decorator, featuring a custom kitchen with Hotpoint Customline appliances, four bedrooms, two baths, garden room,

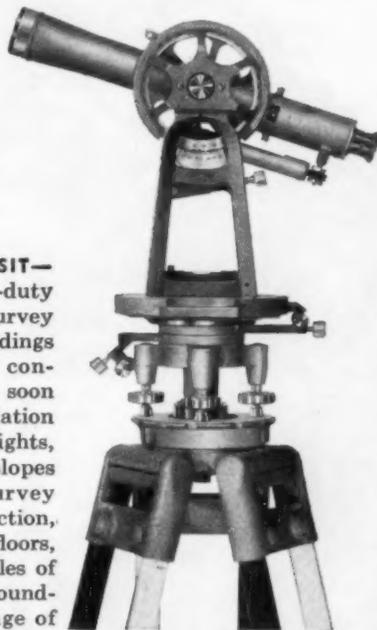
"indoor-outdoor" living room, and many other up-to-the-minute features. Come out to Northwoods today. Take the Buford Highway to Northwoods Shopping Center, turn right at McClave Drive and follow our signs. Friendly representatives of Doraville Realty Co., sales agents, will be glad to give you further details.

Supplementing their regular line, the Tallys maintain a custom-building program at Northwoods.

the sight
is right with a

DAVID  WHITE

8200 CONSTRUCTION TRANSIT—designed especially for heavy-duty work in connection with all survey and check-up operations on buildings and road construction. The contractor will find the 8200 will soon pay for itself in aligning foundation piers, plumbing walls and uprights, checking walls, ascertaining slopes for tiling, locating buried survey stakes, general highway construction, landscape, interior leveling of floors, shafts and sills, obtaining angles of any desired degrees, running boundary lines, checking every stage of construction from the ground up and doing any number of those day-to-day construction jobs.



RETAILS AT **\$345⁰⁰**

Write for NEW Instrument Catalog

UP TO THE MINUTE IN DESIGN • DOWN TO THE SECOND IN ACCURACY!



8006 Farm and Light Construction Level-Transit—for finding differences in elevation, running lines for curbs and sidewalks, plumbing walls, ascertaining slopes for tiling and drainage, etc. Retailers at **\$69.75**



8114 Builders' 12-inch Dumpy Level—indispensable for measuring elevations, laying out foundations, running lines, laying bricks, contouring, etc. Retailers at **\$139.50**



8300 Universal Builders' Level Transit—also designed for all survey and check-up operations in buildings, road construction, plumbing walls, etc. Retailers at **\$187.00**

Prices slightly higher west of the Rocky Mountains

DAVID WHITE INSTRUMENT COMPANY
2051 North Nineteenth Street, Milwaukee 5, Wisconsin

MORE THAN **8,000 DEALERS**

to supply you

DUR-O-WAL



Rigid, custom-designed Dur-O-wal prevents cracks

It's a friendly hand that extends Dur-O-wal—the patented steel reinforcing for masonry walls. Dur-O-wal widens the horizon of masonry design; assures lasting, flawless beauty in masonry walls. Available everywhere.



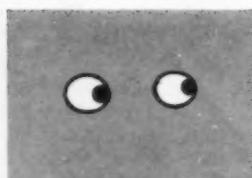
Trussed Design

Butt Weld • Deformed Rods

DUR-O-WAL

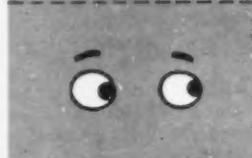
RIGID BACKBONE OF STEEL FOR EVERY MASONRY WALL

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



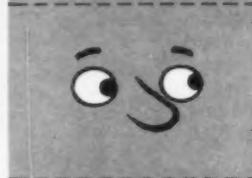
Looking

for Quality Hardware At Low Cost?



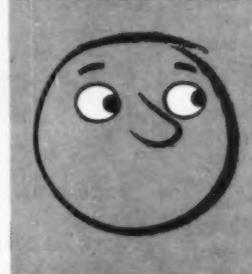
Looking

for Hardware That Is Unconditionally Guaranteed?



Looking

for NEW Ideas in Cabinet Hardware?



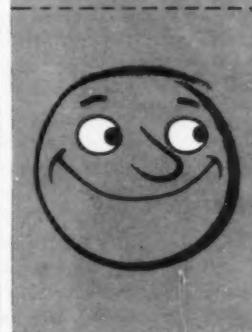
Looking

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.



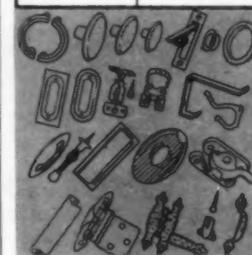
No. 555—New, semi-concealed hinge, with the luxury look, that is much easier to install.



No. A-30—Permanent Magnet Catch with balanced power. Holding power up to 15 pounds.



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



AJAX
HARDWARE OF PRESTIGE

Ajax Hardware Sales Co.
4355 Valley Blvd.
Los Angeles 32, Calif.

**BUILD FASTER,
BUILD BETTER . . .**

**WITH RILCO
LAMINATED MEMBERS**



"Recommend Rilco laminated wood members very highly—durable, time-saving, quality appearance, natural color"—prison chief engineer.

Outside dormitory, Michigan reformatory, Ionia, Michigan
19 trusses, 50' span spaced 12' oc
275 trusses, 26' span spaced 2' oc
4 lintel beams 22' long.

RILCO LAMINATED PRODUCTS, INC.

W811 First National Bank Building, Saint Paul 1, Minnesota
DISTRICT OFFICES: Newark, N. J.; Fort Wayne, Ind.; Tacoma, Wash.

RILCO
works wonders with wood

WAGNER GARAGE DOORS

see our catalog in

S Sweet's

or write for copy

WAGNER MANUFACTURING CO.
AB-57 CEDAR FALLS—IOWA



time
proved
quality

in the wall
**SLIDING
DOOR
FRAMES**



**WARDROBE
HARDWARE**

NORDAHL MANUFACTURING CO. 180 WEST ALAMEDA, BURBANK, CALIFORNIA

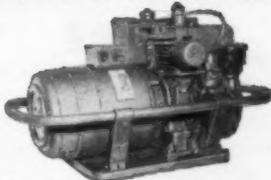
Now!
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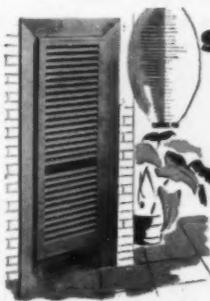
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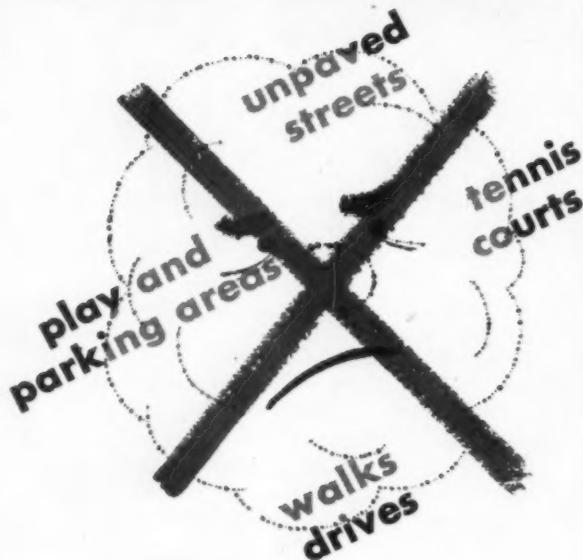
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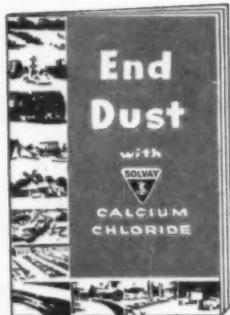
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... Tells where and how to apply, quantity needed.

Mail coupon now!



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Please send, without cost, a copy of the book "End Dust with Solvay Calcium Chloride."

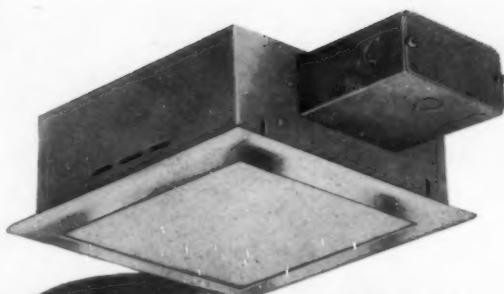
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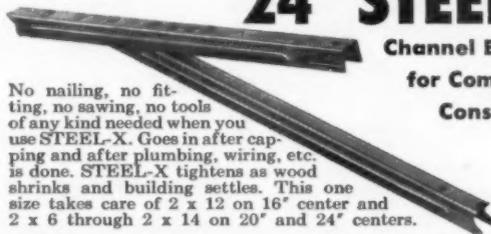
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- BUILDING LAYOUTS
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- ACCURATELY OBTAINS 90° ANGLE FOR LINE RELATIONSHIP
- FOLDS UP TO FIT TOOL BOX



\$5.00
Postpaid

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Please send Line Square(s) to

NAME

ADDRESS

CHECK ENCLOSED \$

MEET THE BUILDER

(Continued from page 25)

the hour on a pre-determined hourly price. (This is a potential gold mine.)

Q. How do you promote and advertise this service?

We have an advertising and public relations agency. All advertising is done through newspaper, direct mail and signs, plus personal calls and referrals. (We have found an excellent source for remodeling work is the local realtors.)

Q. What are the advantages and disadvantages of operating a remodeling service?

Advantages: It promotes new and future clients for our new homes. (There are many times when an owner is undecided whether to remodel his present home or buy a new one.) If we sincerely feel that remodeling his present home is unwise, we will advise him accordingly and the way is paved for us to show him the advantages of buying and moving into one of our homes. Or, by doing a good job for the client and making him completely happy, he then becomes a walking and talking advertisement for either the Custom Construction Co. or the Osmundsen Co. to his relatives and friends.

It gives us an excellent diversification of our activities.

It creates additional income with a minimum added overhead.

We use Custom Construction Co. to service the Osmundsen Co. warranty work and at the end of each month it is reimbursed by the Osmundsen Co. for this work.

Disadvantages: We receive a good deal of competition from the small inexperienced builder who at the time may be out of work and is both anxious and capable of taking a job away from us for his wages only.

To service a job properly it takes a more complicated and tighter expediting schedule due to the minute details involved.

Q. What advice would you offer other builders who wish to start such a service?

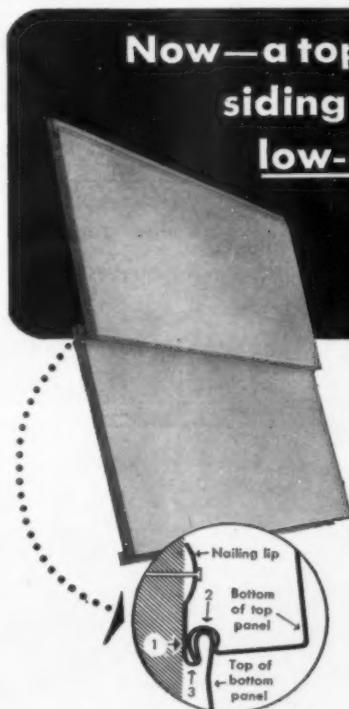
Take plenty of time and study the area thoroughly first. Line up a good dependable financing source. (This is the key to most remodeling work.) Through our

experience we have found it is best to use a separate crew and keep them on remodeling work only. We feel that you cannot have a man doing new work one day and remodeling work the next and become quick and efficient at either one. Above all, build up a good sound organization that can give three things: quick, efficient and dependable service.

Q. What is the outlook for the re-

modeling field?

In our area we feel the outlook is excellent due to the fact that most of the housing has not yet reached the point where remodeling is a real necessity rather than a luxury. Contra Costa County is a fairly new and rapidly growing area. Since 1955, and as each year passes, proportionately more and more homes need attention in some phase of remodeling or additions.



Now—a top quality aluminum siding designed for fast, low-cost installation...

TRIPL-TITE

...With the New, Exclusive 3-POINT INTERLOCK!

Once the bottom course of Tripl-Tite is installed, additional panels can be added easily, quickly and in perfect alignment. While each panel is being fastened, it rests on the panel below it. Applicator does not have to hold panel in place—a common fault with old-fashioned types. Also, no time-consuming, repeated leveling operations are necessary.

In addition, Tripl-Tite's unique 3-point interlock construction assures a firm, watertight seal that won't rattle.

Furnished with or without insulation backing board!

Available in six baked-on enamel colors



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You Save 3 Ways

By building your own
TECO
TRUSSED RAFTERS
Using Teco Design Data
and Wedge-Fit-Split Rings.



1 FABRICATION



- Only a minimum of equipment is needed.
- Fabrication is simple with Teco Fabricating Bench Design.
- Bore and groove in one operation.

2 SHIPMENT



- Ship Teco trusses folded — save 35% shipping space per truss.
- Ship knocked down — save 80% shipping space per truss.

3 ASSEMBLY



- Assembly is fool-proof — no jig is needed.
- Teco Wedge-Fit split rings automatically align truss members.
- Truss assembles only one way — the right way.

Send for Free Teco Fabricating Bench Design and step-by-step data on "How to Build Teco Trussed Rafters".

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The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.
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Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2¼ inches wide. 2 inches maximum. Signature cuts and trade names allowed.

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Opportunity become our dealer outlet any area where we have no established dealer. Dealer price approx. 1½¢ per ft. (\$14.50 per 1000 ft.) Effective reinforcement against cracks. Select territories still open.

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More than 500,000 children with damaged hearts look to medical research... supported by the Heart Fund... for a brighter tomorrow.

Their hearts need your help today. Give generously.

HELP YOUR HEART FUND  HELP YOUR HEART



This man is looking into your future

How does it look? Rosy? Free of cancer? You hope! But hoping isn't enough. Of every 6 Americans who get cancer this year, 3 will die because science still has no cure. It will take research . . . lots of research . . . to find that cure. And research, let's face it, takes money.

Instead of just standing by with hope, pitch in and help. Send your dollars . . . whatever you can afford . . . to the American Cancer Society today. You'll be bringing yourself and everyone else that much closer to a sure future. Send your check to "Cancer" in care of your local Post Office.

American Cancer Society

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"SERIES 50"
SLANT ROOF TYPE
VENT**



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- ★ **USE WITH FANS**—8" diameter stack fits round duct.
- ★ **STURDIER CONSTRUCTION**—full .025" aluminum, 26-gauge galvanized steel, screen securely attached.

Available in galvanized steel or aluminum, the "50 Series" Roof Vent is **YOUR** best answer to the demand for a vent that installs without trouble, that looks and performs well, and provides top quality at the right price.

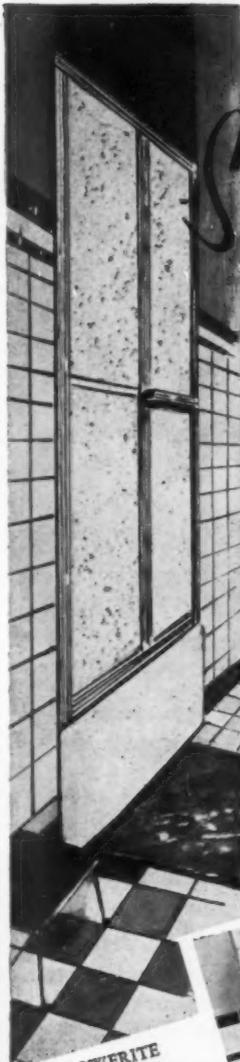
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BIGGEST margin of PROFIT...

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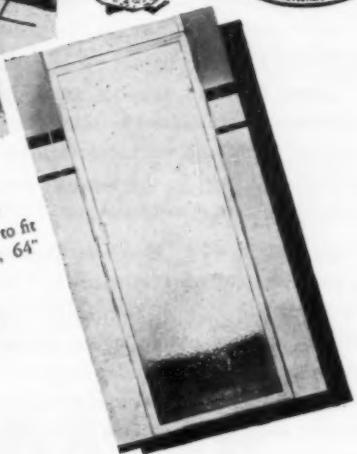
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SHOWERITE STANDARD SHOWER DOOR
Available in 2 models to fit 24" or 26" opening, 64" high.

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A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work

MATERIALS LIST (Continued from page 111)

Window Lintels	4" x 4" x 1/4" x 3'0"	2
Anchor Bolts	1/2" x 15" Bolt	30 Pieces

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Studs	2 x 4	230/8	1840	1227
Plates	(3) 2 x 4	—	600	400
Bathroom studs	2 x 6	10/8	80	80
Bathroom Plates	(3) 2 x 6	—	30	30
Rafter Plate	2 x 8	—	210	280
Ceiling Joists Bedroom	2 x 6	7/18	126	126
Ceiling Joists Front Bedrooms	2 x 6	24/12	288	288
Ceiling Joists Liv. & Fam. room	2 x 8	16/16	256	342
Ceiling Joists Kit. & Foyer	2 x 6	12/10	120	120
Girder	(2) 2 x 12	2/12	24	48
Rafters	2 x 6	84/14	1176	1176
Rafters	2 x 6	15/12	180	180
Ridge Board	2 x 8	—	112	150
Collar Beams	1 x 6	50/8	400	200
Bridging	1 x 3	—	240	60

SHEATHING, FLOORING, INSULATION, ETC.

Location	Description	Actual	Actual + 10%
Roof Sheathing	1 x 8 T & G	2700 sq. ft.	2970 sq. ft.
Roofing	210 sq. ft. Asphalt Shingle	2700 sq. ft.	2970 sq. ft.
Roofing Paper	30 lb. felt	2700 sq. ft.	2970 sq. ft.
Gable Sheathing	1 x 8 T & G	220 sq. ft.	242 sq. ft.
Gable Siding	Grooved Hardboard	136 sq. ft.	150 sq. ft.
Front Siding	Hardboard	136 sq. ft.	150 sq. ft.
Batts	1 x 4 S4S	100 lin. ft.	110 lin. ft.
Ceiling Insulation	2" Batts	1420 sq. ft.	1562 sq. ft.

Note: The waste factor is determined by the type of material used and the method of installation.

MILLWORK

Exterior Trim Location	Description	Amount
Frieze Board	1 x 6	130 lin. ft.
Fascia	1 x 6	110 lin. ft.
Fascia Molding	1 x 2	110 lin. ft.
Louvers	20" x 24" Screened	2 Pieces
Louvers	14" x 24" Screened	1 Piece
Shutters	Wood Batten	4 Pieces

Interior Trim Location	Description	Amount
Base	1 x 4	420 lin. ft.
Ceiling Molding	1 x 4	420 lin. ft.
Clothes Pole	1 1/2" diam.	27 lin. ft.
Pole Sockets	Wood	5 Pair
Cleats	1 x 3	65 lin. ft.
Hook Strip	1 x 4	50 lin. ft.
Shelving	1 x 12	110 lin. ft.

DOOR SCHEDULE

Exterior Doors Size	Description	Amount
3'0" x 6'8" x 1 3/4"	Flush S.C.	1
2'8" x 6'8" x 1 3/4"	F.P.S.C.	1
2'6" x 6'8" x 1 3/4"	Flush S.C.	1
8'0" x 7'0" x 1 3/4"	O.H. Door	1
Interior Doors		
2'6" x 6'8" x 1 3/4"	Flush H.C.	3
2'0" x 6'8" x 1 3/4"	Flush H.C.	4
Sliding Doors		
2'6" x 6'8"	—	4
2'3" x 8'0"	—	2
3'0" x 6'8"	—	2
3'0" x 6'8"	Glass	4
		Total 23

Note: All door are to be ordered from the door schedule to include door frames, trim, casings, stops, saddles, etc.

WINDOW SCHEDULE

Size	Description	Amount
6'0" x 3'0"	Casement	2
4'0" x 3'0"	Casement	1
6'0" x 5'0"	Casement	1
1'6" x 2'0"	—	1
3'0" x 2'0"	—	1
		Total 6
Aprons	1 x 6	40 lin.
Stools	1 x 8	40 lin.

Note: All windows are to be ordered from the window schedule complete to include frames, sash, trim, stops, casings, etc.

KITCHEN CABINETS

Location	Size	Amount
Sink Counter	6'0" x 3'0" x 2'0"	1
Oven Counter	2'6" x 3'0" x 2'0"	1
Oven Hanger	2'6" x 2'0" x 2'0"	1
Pantry Closet	2'10" x 7'0" x 2'0"	1
Range Counter	6'0" x 3'0" x 2'0"	1
Range Hanger	1'0" x 1'6" x 1'0"	2
Counter	5'0" x 3'0" x 1'0"	1
Counter Hanger	8'6" x 2'0" x 1'0"	1
Range Hanger	1'2" x 1'6" x 1'0"	1
Hanger	0'10" x 2'0" x 1'0"	1
		Total 11

Note: All counters include counter tops and back splash

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

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- Easily rigged on the job
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360° operation. 500 to 2500 lb. capacities. Optional type of power. Champion electric shown.

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Street

City State

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Report to contractors



Operator finds it a "snap" to finish basement slab with new Master 29" trowel. He gets a smoother finish, too.

Power trowels cut cost... do better job than hand finishing

Whether you use the Master 24" trowel or the new 29" model, you *make more money easier, with a power trowel on the job.* You do a better job too because you can use drier mix; pull up grout better when you float; work any slump concrete.

The Master 24" and 29" both save you time . . . get you up off your knees. They're so easy to operate even a beginner turns out a professional float, sweat or smooth job the first time. Naturally, you'll cover more area faster with the 29" trowel, but both are ideal for small and medium sized jobs. They have wide steel blades, automatic clutch, stable design and plenty of power . . . make troweling with a Master as easy as A B C. And the 29" model has convenient push-pull blade adjustment on the handle that lets you change angles without stopping the trowel or breaking your back.

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The Month Ahead

POOL YOUR IDEAS

Luxury ideas are proving to be great sales aides in the higher-priced houses. On a hot July day, a swimming pool can do more to nail down a buyer than anything else we know. This may sound like an expensive proposition, but actually pools are cheaper than you might think. Next month we're going to give you a fast look at the swimming pool market and what pools as part of the housing package can mean to you.

KEEP 'EM COOL

Also on tap for the August issue of American Builder is a buying guide on air conditioning. As equipment costs go down, and increased efficiency lowers operating costs, air conditioning moves steadily, if slowly, toward becoming a standard item. You'll want to know the latest in the field, and find out what it can do to perk up your sales.

"HIDDEN VALUES"

In a recent NAHB conference on "Builders' Buying Habits," builders and manufacturers alike pointed out that while the "glamor" items in a house generally get the lion's share of the merchandising, the "hidden values" like lumber, utilities, etc., also can be promoted. Starting in August, we're going to point out these hidden values, and show you how they can work for you.

THE BITE

By July 31, you must file the forms showing the taxes and old age benefits withheld from your employees, and pay the amount due for the second quarter of the year.

Waiting for the next move

Like most builders, your attention over the next few weeks will probably be centered on Congress. But while it's too early to predict the final form of the new FHA schedules, there are strong enough probabilities to let you start preliminary planning right now. It looks as though down payments will be 3% on the first \$10,000, between 10% and 15% on the next \$6,000, and 25% on the remainder to \$20,000.

The greatest liberalizing, then, will be in the lower price ranges. The down payment on a \$12,000 house will be around \$600—not as nice as VA's \$240, but a lot better than FHA's present \$1,200. So if the present credit situation has pushed you out of the low-priced market, maybe you should start thinking about getting back in.

More on the small-volume builder contest

September first is the deadline for the third leg of NAHB's contest for small-volume builders. This time they want you to submit your secrets on materials scheduling and handling. Entries should be mailed to Construction Department, National Assn. of Home Builders, 1625 L. St., N. W., Washington, D. C.

Keep your models clean

July and August are the months that see the peak loads in traffic through your model houses. You don't need to be told that these crowds, with the best intentions in the world, can be amazingly destructive, both inside and out, but there are a few ways you can minimize damage.

Polyethylene film can be a great protector. It comes in sheets more than adequate to cover the width of the biggest room you have, and can keep out mud and general scuffing while still showing off your floors and rugs.

Definite traffic barriers are a must to protect your walls and furniture, but even they may not be enough. We heard of a mother who ducked under a rope in one builder's model and changed her baby's diapers right on the couch. Left a big damp spot, as you'd expect. Best solution here is to provide some sort of nursery or baby sitting service, and keep all kids out of the house.



Blue waters, sunny shores, tropic nights and waving palms of the Caribbean vacation land inspired this New Formica® Nassau pattern.

Six beautiful Formica Nassau colors are calculated to put home prospects in a buying mood when you blend them in kitchen, bath and on feature walls the house over.

Also just being introduced are Formica Colorgrains (color tinted wood grains) and new Picwoods including Cherry and Teak.

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The designs of the hardware are modern and practical with precision construction throughout to insure the ultimate in friction-free operation regardless of varying temperature changes or strenuous daily use.

We recently introduced a new "Visual Pack" that can be furnished dealers when they order. Hardware and all component parts are visible at a glance when on display in these polyethylene bags. Full information regarding the limited number of hardware items now available in this new "dress package" will be supplied upon request.



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