

American Builder

OPPORTUNITY FOR AUGUST 1957

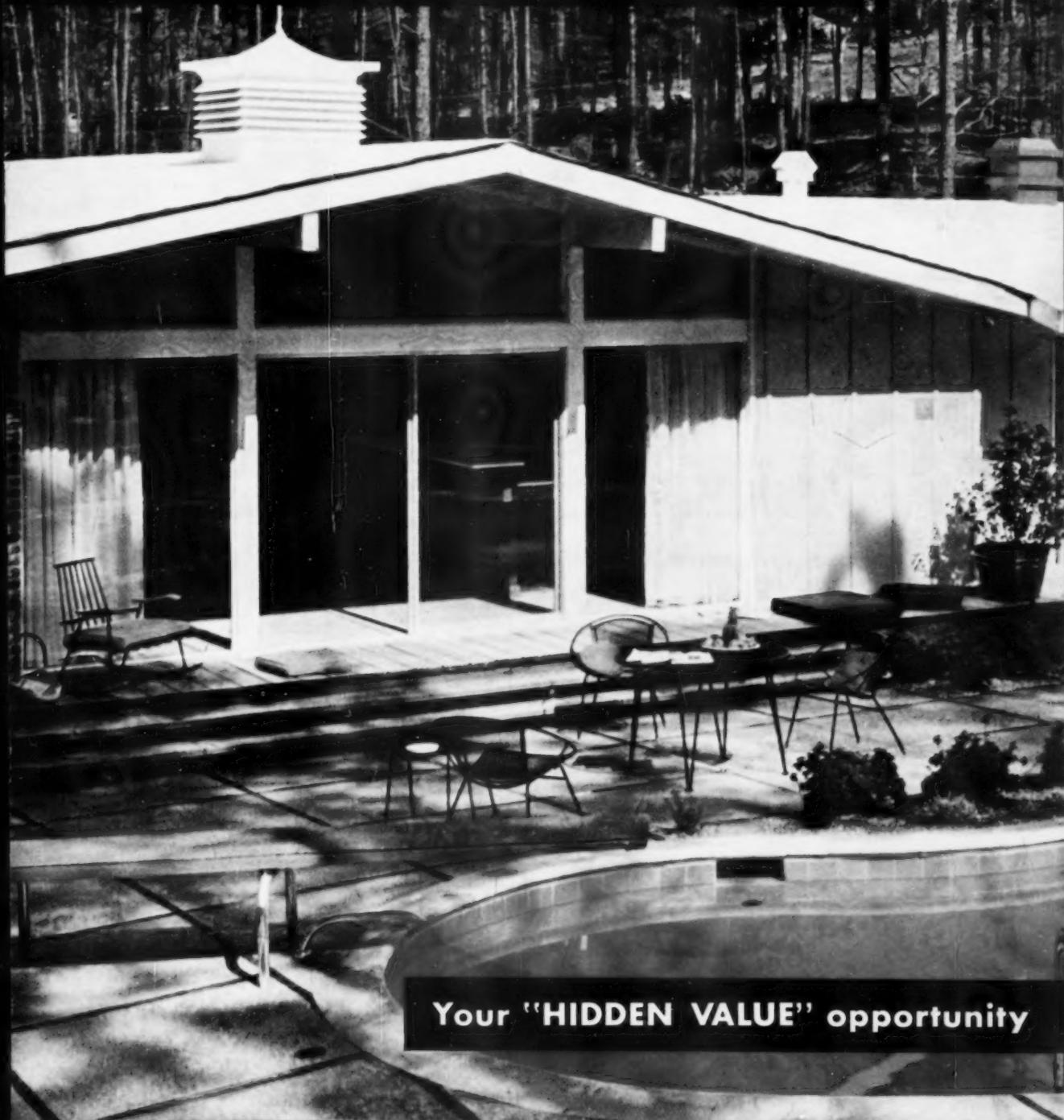
SPECIAL REPORTS:

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MERCHANDISING

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A Million \$ in Home Sales in 10 days!"

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SOUTH

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I. P. Jacobs

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Built-In Food Center

Best Sight
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Site ...



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QUALITY OAK FLOORING

Best sight at any building site — evidence that the floors will be Cloud's Lockwood Oak! Here's why —

No potential house buyer ever turned down a home because it has oak flooring.

Yet, thousands of prospective home customers have refused to sign-on-the-line for purchase of a new house because of some substitute flooring installation!

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There's no flooring like oak and no other oak flooring like Lockwood. No other flooring is so widely accepted by the public! Best sight at any building site!

**SEE YOUR
LOCAL DEALER**

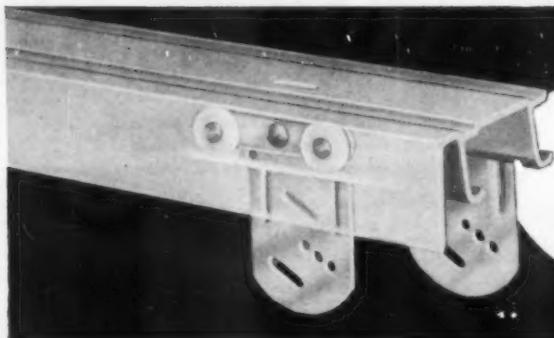
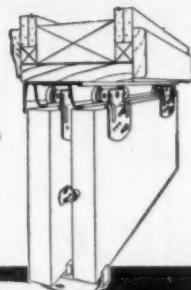


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SPRINGFIELD
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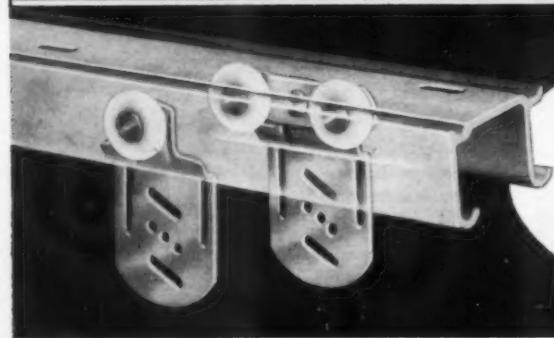
QUICKER, EASIER
and all ways better
FOR ALL SLIDING DOORS



600 SERIES

FIRST and only packaged sets with all these better features

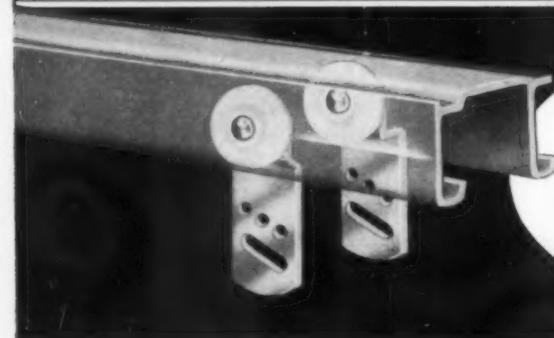
- Aluminum track with built-in fascia . . . etched and anodized. Fits standard head jamb. 1 1/2" headroom. Doors can be hung after hangers are attached.
- Twin nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



700 SERIES

Similar to 600 Series except track does not have built-in fascia or anodized finish

- Aluminum track . . . fits standard head jamb. 1 1/2" headroom. Doors can be hung after hangers are attached.
- Twin or single 1" nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



NEW! "THRIFTEE PAK" SET

FIRST and only set for BOTH 3/4" or 1-3/8" doors with all these features

- Aluminum track, 1 1/2" headroom. Doors can be hung with hangers attached.
- Big 1" nylon wheels. One piece, husky steel hangers with slotted screw hole for easier plumbing of doors.
- Nylon and steel door guide uses two screws.



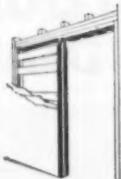
low as \$5.50 list

CONSTANT IMPROVEMENTS KEEP STERLING AHEAD OF COMPETITION — HERE ARE OTHER

FIRSTS FROM STERLING—



1058 Sliding Door Lock



1200 Pocket Door T-Frame



883 Pocket Door Pull



863 - 865 - 867 Surface Mounted Door Pulls

885 Door Cushion



878 Guide Strip



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John Sterling Corporation

RICHMOND, ILLINOIS
(McHENRY COUNTY)

FORMERLY STERLING HARDWARE MFG. CO. OF CHICAGO

The Opportunity Page

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

Look to the future

More and more signs indicate that predictions for a building boom in the years ahead will come true. (See AMERICAN BUILDER, June.) In the June issue of Houston Magazine, for example, D. D. Hutchison, president, Houston HBA, anticipates a "real building boom" for the area in 1960-70. Metropolitan Houston, he thinks, needs 20,000 homes a year by 1975 to house the projected population of 2,000,000 persons.

The new housing law

The best opportunity you've had in a long time has come with the 1957 Housing Act which President Eisenhower signed into law. Briefly, the law provides for lower down payments (to be put into effect at the discretion of the FHA commissioner), increased borrowing authority for FNMA and some controls over discounts. Although the new housing law doesn't give builders all the help they asked for, it's one of the best tools they've had to work with for some time. For more information on what's in the bill and what it can do for you see pages 11 and 19.

Merchandising—key to sales

Top notch reasons for builders wondering why merchandising is so important come from George E. Wilson, president, Rochester HBA, through the Mahoning Valley (Ohio) HBA's monthly magazine. "This year we are in a buyers' market and we are not housing people who are desperate for a place to live, but rehousing people who want an up-to-date modern home the same as they want a new automobile. We must do a much better job of merchandising than we have done in the past to sell this type of buyer who has plenty of time to shop around and make sure he is 100 per cent satisfied with the home he chooses. . . ." To find out what merchandising techniques builders across the nation are using see "Merchandising: how does yours stack up?" on page 76.

Next month is YOUR month



If you haven't made your National Home Week plans, don't forget the big "week" is Sept. 21-29. The official emblem (left) will be seen as posters, counter cards, mailing labels, "poster stamp" and windshield stickers. And, if you're planning to enter AMERICAN BUILDERS' NHW contest, be sure to see the rules on p. 106. An extra prize awaits the best "hidden value" merchandiser.

Let one do the work of two

There's more than one way to skin a cat. And there's more than one way to let buyers see the various style homes you build—particularly if you're building on more than one site at a time. A home-building company in Westchester County, N.Y., is offering prospective purchasers a choice of two separate developments in which identical houses are available. The builders, Meyer Zuckerman and George Newman, display three of their models at one site and three others at the second site. Buyers have their option of any house in either of the developments.

Take a second look

If you haven't included any rental housing in your future building plans, you might take a second look at the FHA Section 207 apartment program. This is especially true if your area is one in which new industry and business is springing up. For example, a recent "School for Home Buyers" held by the HBA of Metropolitan Washington for AEC personnel involved in a move of this agency to Germantown, Md., showed a need for apartment construction located in close commuting distance from the agency's new headquarters for a fairly large group.

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For large homes or smaller ones . . .
Hot Water Heat makes them more salable



Beautiful Fort Wayne, Indiana, home Heated with Thrush Radiant Hot Water Heat.



72° in the Living Area



74° in the Nursery



70° or less in the Bedrooms



65° in the Garage

THRUSH

Radiant HOT WATER HEAT EASY TO ZONE

ZONED RADIANT Hot Water Heat . . . the last word in home comfort and economy . . . helps sell homes. It adds far more to the value and desirability of the home than it costs. Different temperatures maintained automatically in different areas assure greatest fuel economy and real living comfort. Temperature control throughout the home is maintained without noticeable variation in any kind of weather.

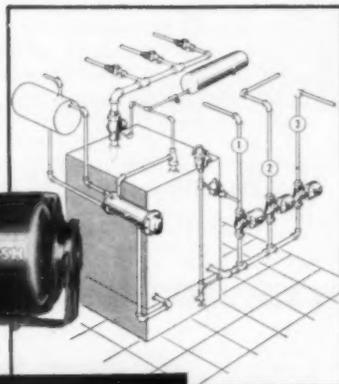
ZONING IS INEXPENSIVE

With Thrush System, zoning requires only three simple units for each zone . . . a Thrush Radiant Heat Control, a Thrush Water Circulator, a Thrush Flow Control Valve. Investigate now. Learn all about the latest developments in this new and better heating.

See our catalog in Sweet's or write Department G-7 for more information.



Thrush Water Circulator



Three Zone Thrush System

H. A. THRUSH & COMPANY
 PERU, INDIANA

"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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August 1957

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A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

NATIONAL...

offers *Superior*
prestressed pools!

► **NATIONAL** prestressed concrete pools are superior in that they will withstand severe temperature changes. Pool walls are designed and engineered to prevent cracking.



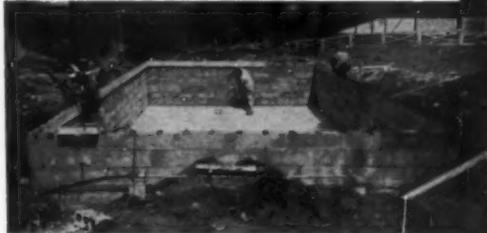
Excavation for pool showing steel reinforcement for floor and inside pool walls.

► **NATIONAL** offers the most complete line of the finest quality pool equipment and supplies. Our guarantee of satisfaction goes with every item. **NATIONAL** pools will meet all State Board of Health requirements.



Vertical pre-stressing steel rods are ready for specially grooved pre-cast wall sections to be placed over them. No heavy construction equipment needed. All work can be done with common labor.

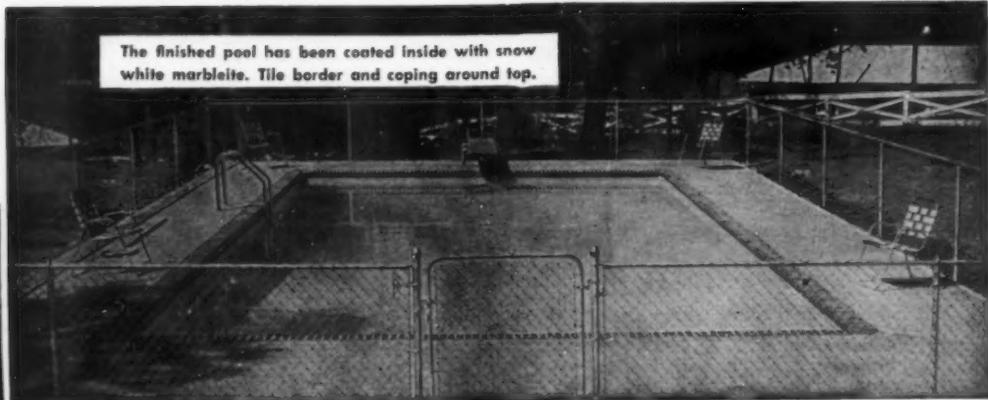
► Write us about our pool packages complete with the best filtration plant. Packages begin with 16' x 32' pools and go to Olympic pools.



Walls being pre-stressed by tightening nuts above plates of sheet steel, after concrete mixture has been poured inside pre-cast concrete sections. Prevents cracking. No wooden or other forms needed.

Valuable
franchises
are available.

The finished pool has been coated inside with snow white marbleite. Tile border and coping around top.



NATIONAL

pool equipment co.

Lee Highway

Florence, Alabama

Atwater 2-1620



AMERICAN BUILDER

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

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Builders, lawmakers speak out on American Builder's "Set your sights" program

A summary of this program (see opposite) was sent to all members of the joint Senate-House committee before they worked out the new compromise housing bill (page 19). Here are some of the earliest letters from members of this committee and the home-building industry expressing their reaction to the article.

The Editors

Industry will gear itself

Sirs: Your article . . . was excellent. I saw reprints of this in Washington during the board of directors meeting and they were presented to my public relations committee and in turn the association saw that each senator and congressman received a copy. I believe your figure of two million homes in 1975 is conservative and I think the building indus-

try will have to gear itself to this number or more by this time.

—John E. Bauer, secretary
National Assn. of Home Builders,
Washington, D.C.

Data support the need

Sirs: Who could argue with your contention that two million homes a year should be our industry's goal? You have presented adequate data which, in my judgment, support the need of such a production and I predict that the home-building industry will rise to the occasion.

—Nels G. Severin, first vice president,
National Assn. of Home Builders,
Washington, D.C.

Supports nine-point program

Sirs: I heartily agree with the opinions expressed in the editorial in the AMERICAN BUILDER in regard to the need for increased construction of new homes in this country in the next two decades. As a member of the Housing Subcommittee of the Senate Banking and Currency Committee, I have supported much of the program recommended in this editorial. The Senate, in its major housing bill of 1957, approved many of the items included in that nine-point program. FHA down-payments were reduced, FHA mortgage maximum was increased, and FNMA's borrowing authority was increased.

The Eisenhower Administration's proposal to increase interest rates on VA-insured mortgages has not yet been acted upon either by the Senate or the House of Representatives, although I have felt that this would be an excellent means of increasing home construction.

—Frederick G. Payne
Subcommittee on Housing, Banking and Currency Committee,
U. S. Senate

Sees nearly 1,000,000 in '57

Sirs: With respect to housing starts in 1957, I expect to see close

to a million, providing prevailing trends continue and there are no unexpected, untoward developments. These qualifications are necessary because the home-building industry does not function in a vacuum. For example, an international crisis, along the lines of the Suez incident, could have an indirect effect on the home-building picture.

The outlook for 1958 . . . is somewhat more promising than for 1957.

. . . The long-term home-building outlook . . . is excellent. Our population is growing rapidly. The national economy is strong and expanding. Real take-home wages are rising. There is a strong unfilled demand for new housing. All of these, as well as others, are favorable circumstances and presage a long-term upward curve on the home-building graph.

I would also like to congratulate you on the stimulating editorial you have addressed to the building industry and for the thought-provoking proposals you have advanced for a prospering housing economy in the future.

—Albert M. Cole, Administrator
Housing & Home Finance
Agency,
Washington, D.C.

Housing must compete

Sirs: The biggest responsibility of our home-building industry is to get out from under government patronage and subsidy and develop a program under which it can command its share of the available credit.

There is so great a demand for credit that it is creating a serious inflationary threat; and anything that is done by government to create artificial increases in credit for the benefit of any particular segment of the economy will only add to the inflation.

I am constantly reminded that there is a temptation to look at a chart like the one contained in your article and assume that to prove statistically that so many people

will be looking for homes in 1975 is justification for assuming that their needs must and will be met. If every person should be supplied with all the money needed to satisfy every legitimate desire, we would, on the one hand, have Utopia and, on the other, an insoluble economic problem.

I think the home-building industry, in competition with many others for the available consumer dollar, must be prepared to offer its wares and services competitively and leave the consumer to make his choice—whether he wants a new house or a new automobile or a trip.

—Wallace F. Bennett
Committee on Banking &
Currency
U. S. Senate

Lower FHA premiums?

Sirs: The "Set Your Sights" article was well done. There are variations on some of the specific recommendations which may or may not see the light of day in the future. For example, in NAHB's long-range program for a central mortgage reserve facility, we suggest that it be permitted to set the rates on both FHA and VA mortgages as a control device. Also, it is a debatable point at the moment whether FHA should lower its insurance premium or alternatively take greater risk than it has been taking up until now. . . .

—Joseph B. McGrath, legislative director
National Assn. of Home Builders,
Washington, D.C.

Opposes interest rate hike

Sirs: I agree with many of the points in your legislative program. In all candor I must say, however, that you seem to me to fall into a common error—placing too much reliance on raising the interest rate. In order to bring new housing within the reach of more people, it seems to me essential to *bring down* the rate. I am quite skeptical that

► This editorial outlined nine-point program

AN AMERICAN BUILDER EDITORIAL

Set your sights . . . 2,000,000 homes a year is this industry's goal

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

Why is it, they ask, that home building is sharply off from recent years while every other segment of the U.S. economy is operating at top production? Is it because we are over-built, over-priced, or unable to construct the kind of homes Americans want? The answer obviously is no on all points.

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

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

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

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

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

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

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

FIRST PAGE of article in June AMERICAN BUILDER pointed out economic factors indicating short- and long-range housing needs. Rest of article gave details, called for industry, government action.

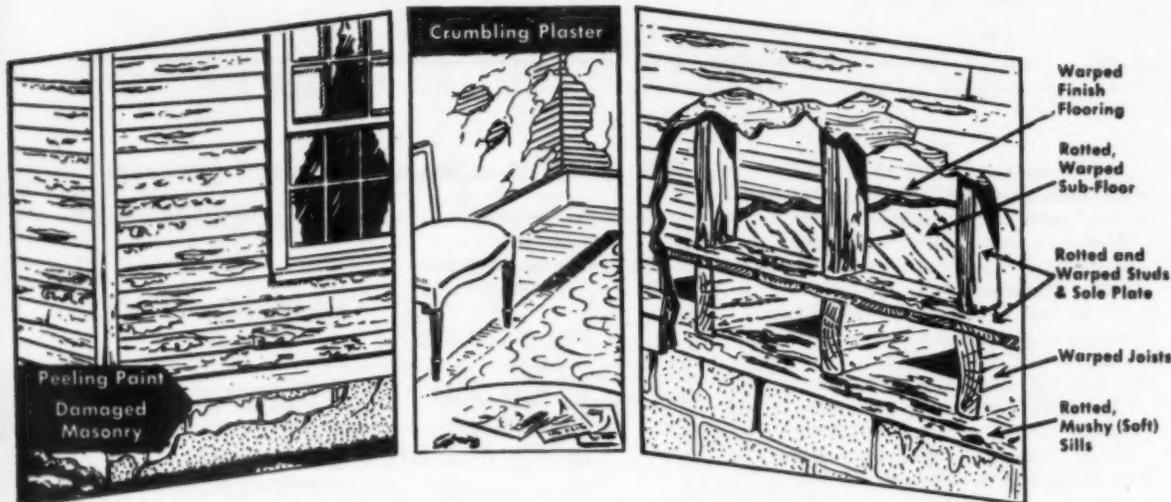
raising the rate would provide any substantial solution, since the business concerns which are most responsible for the increase in construction would find a small increase in interest far less burdensome than does the prospective home buyer. If we keep leapfrogging the interest rate upward, business concerns—which deduct half their interest costs in taxes and can pass on much of the raise to consumers—will still

be in the same position of relative advantage, while the higher the rate goes, the more individual buyers will be squeezed out.

I also find myself somewhat critical of your third chart because it tends to conceal the fact that the price of housing has been rising faster than average family income.

—Joseph S. Clark
Subcommittee on Housing
U. S. Senate

More Destructive than Termites!



CONDENSATION WILL MAKE PAINT PEEL, PLASTER CRUMBLE, WOOD ROT, AND MASONRY AND MORTAR DETERIORATE.

Insulation which is not protected by an adequate vapor barrier can allow considerable water vapor to flow into ceiling, wall and floor spaces, where if it condenses it may cause damage. It causes millions of dollars in repair bills annually. Vapor is a gas with 1/205,000 the density of water at 32°F. It flows from high vapor density areas to low.

Cold air can retain less vapor in suspension than warm air, and hence is an area of low vapor density. Vapor flows through plaster, wood, brick, stone, asphalt, building paper, and ordinary non-metallic building materials, in the direction of the least dense vapor area, usually the coldest. When it touches here a substance colder than the dew-point of the air which holds it, vapor condenses.

Condensation stimulates the growth of fungi and insects which greedily break down wood and cause timber rot. It causes paint to peel, plaster to crumble, iron to rust.

HOW TO MINIMIZE CONDENSATION

Almost impervious to vapor, scientific multiple aluminum also retards condensation-formation. The slight mass of the aluminum foil on the warm side (1/5 oz. per sq. ft.) quickly approximates the adjacent air's temperature (by conduction), and so can extract very little heat from the air. Therefore the adjacent air on the warm side remains warm and can retain its vapor

content in suspension, avoiding condensation formation. On its colder side, the aluminum foil is slightly warmer than the air adjacent to it. Since heat flow in conduction is from warm to cold, the added warmth enhances the ability of this air to hold more vapor without condensing.

The aluminum surfaces have a high 97% reflectivity to heat rays; a low 3% emissivity. The foils also reduce inner and outer convection. Conduction is slight through the preponderant, low density air spaces.

The U. S. NATIONAL BUREAU OF STANDARDS has prepared a helpful and informative booklet, "Moisture Condensation in Building Walls." Use the coupon and we will send a free copy.

THERMAL VALUES Infra Type 4 Parallel Insulation

Down-Heat C.042°=7% non-metallic insulation†
Up-Heat C.105°=3½% non-metallic insulation†
Wall-Heat C.068°=4¼% non-metallic insulation†

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

Type 6 also available

Can be purchased everywhere through your preferred local dealer.

†Determined by method of National Bureau of Standards in H.F.A. Research Paper 32.
†Calculated on basis of limiting thermal values cited in Fed. Specs. LLL-1-321b; HH-1-585; HH-1-521c; HH-1-551a.

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Send "Moisture Condensation in Building Walls."

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The Building Outlook

SMALL TALK

THE BIG QUESTION

How durable are your houses? That's a question home buyers are asking these days, according to a survey conducted by S & W Builders, Inc., Indianapolis, which handles homes prefabricated by the U. S. Steel Corp. The second most important question asked by prospective purchasers is about economy of maintenance.

CUT LOCAL RED TAPE

Action is needed at the community level to make it easier to sell more than 2,000,000 older homes each year, says Harold P. Braman, executive manager, National Savings & Loan League. "You can change title to a car . . . in a few minutes at slight expense," he said. "Look at the costs, time, red tape and irritation involved in transferring title to a house. This is a nationwide problem that requires action at the community level."

DO IT YOURSELF

Aren't you glad you're not living in Russia. Pravda has suggested that the thousands of Soviet workers who need new homes should build their own. That's just the opposite of what AMERICAN BUILDER stands for. Most Americans are so well-housed because they have professional builders put up their homes.

TOMORROW'S PREFABS

Within the next decade brick walled homes will be built in factories. That's the word from S. A. Bortz and Alexander Pupulidy of the Illinois Institute of Technology.

They also predict that these houses will contain insulation and the exterior and interior finish in one unit.

THE 1957 HOUSING BILL enacted by Congress contains enormous potential benefits for this industry. Everything needed to assure a sound long-range home building program in keeping with our population growth and housing needs is there. Some immediate improvement is bound to result.

FLEXIBILITY IS THE KEY to the new bill. It gives the FHA Commissioner authority to set low down payments, to control discounts and to set interest rates—which may be as high as 6% under the law. The tools are provided for an adequate home program.

WILL THE TOOLS BE put to work? There's a strong anti-inflation group opposing their use. We believe the administration will apply the provisions of the act sparingly at first, but enough to insure a reasonably good year in 1958. Certainly Congress has indicated it wants more homes built. The Republican party heads do too, but without undue inflationary pressure. Wisely administered, this bill will encourage a sound program that should satisfy both requirements.

1,000,000 STARTS this year are now assured and the outlook for 1958 is brighter because of the bill. Inventories of houses have been wiped out, vacancies are virtually non-existent. The housing need is acute. Competent authorities estimate it at 1½ million a year as of right now.

LOOKING AT THE GOOD in this bill, there's no doubt about its excellent long-term benefits. It firmly establishes the principle of low down payments for all. It encourages needed building of low-cost houses, as well as permitting easier terms for higher brackets up to \$24,000. It wisely centers responsibility for control of interest rates, discounts and building practices in the FHA Commissioner. If the bill is soundly administered so that building keeps pace with the present and future great housing need of this country, the American public and the building industry will know whom to credit. JOSEPH B. MASON



Another New and Bigger Forward Control 'Jeep' Truck

Here's the bigger, more powerful, 7,000-pound GVW Forward Control 'Jeep' FC-170 Truck:

- **Advanced Forward Control design!** The same new, advanced features that made the Forward Control 'Jeep' FC-150, an immediate success.
- **More cargo space on less wheelbase!** A 9-foot flatbed pickup box on a wheelbase only 103½-inches long! Bed is 27-inches from ground for back-saving ease of loading!
- **More efficient space utilization!** Compare it with any other 4-wheel drive truck — *only* the FC-170 gives you so much cargo space per inch of wheelbase!
- **All-time high for "big-load" maneuverability!** The FC-170 is the *only* 4-wheel drive truck to give you "go-anywhere" 'Jeep' maneuverability with a payload capacity of up to 3500-pounds.
- **Other outstanding features!** It's really a 4-wheel drive truck — *not* a modified 2-wheel drive truck, *not* a conversion! High-torque Hurricane 6-226 engine, time-tested and performance-proved • spacious Safety-View Cab • big wrap-around windshield • wide 63-inch tread for ground-gripping stability in off-road travel • shifts easily into 2-wheel drive for highway travel • with power take-off, operates a wide range of special equipment from winches to belt-driven machinery.

The newest addition to the 4-Wheel-Drive 'Jeep' family...ready for the bigger, tougher jobs!



SPACIOUS SAFETY-VIEW CAB puts you in a "Forward Control" position, gives you greater command of any driving situation.



EXTRA 4-WHEEL-DRIVE 'JEEP' TRACTION takes heavy loads to off-road areas impossible for ordinary vehicles to reach.

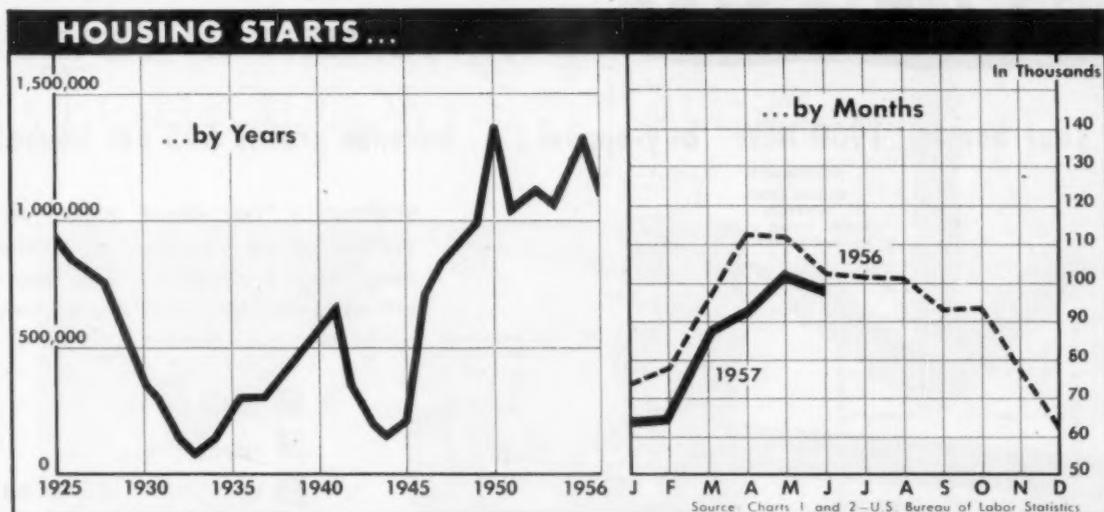
'Jeep' / *Forward Control*

4-Wheel-Drive **FC-170**

WILLYS... world's largest manufacturers
of 4-Wheel-Drive Vehicles

Willys Motors, Inc., Toledo 1, Ohio

Pulse of Building



Interpretations:

Using revised seasonal adjustments introduced annually with June data, the seasonally adjusted annual rate of total housing starts has remained close to 1,000,000 units throughout the first half of the year. Privately-owned starts, alone, averaged about 950,000 units on a seasonally adjusted basis. If the reduced down payments on FHA-insured mortgages, and other provisions of the new housing act, provide any stimulus to the present housing market, it is likely that starts for the year will go over 1,000,000.

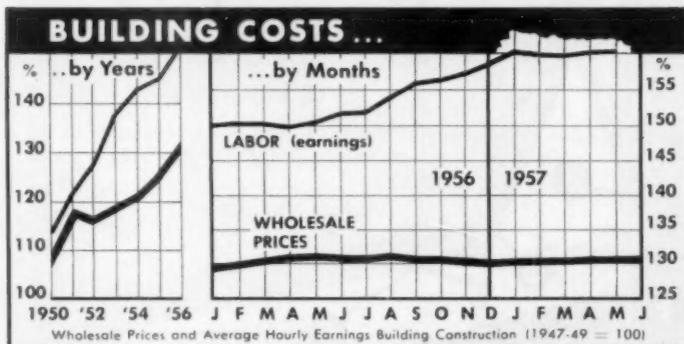
15 LEADING HOME BUILDING AREAS

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

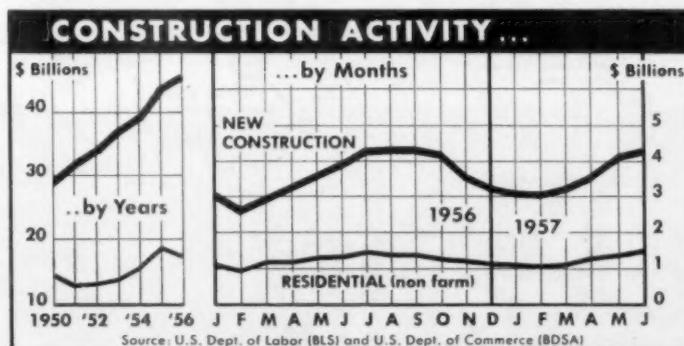
	Units	% Change Jan.-Mar. 1956-57
Los Angeles	21,853	-18
New York	11,452	-35
Chicago	9,499	-22
Detroit	4,564	-44
Miami	4,344	+1
San Francisco	3,748	-37
Philadelphia	3,592	-40
San Diego	3,409	+8
Baltimore	3,357	+5
Washington	2,606	-28
Phoenix	2,554	+12
Cleveland	1,999	-26
Atlanta	1,904	-26
Denver	1,890	-24
Milwaukee	1,827	-8

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

1 ENCOURAGING SIGNS are seen in the 97,000 June starts. Despite continued reports of tight money, the decline from May was only seasonal. The seasonally adjusted annual rate was about 985,000.



2 DENOTING RELATIVE STABILITY in building costs this year, the indexes of wholesale material prices and hourly earnings have held firm or moved only fractionally since the beginning of January.



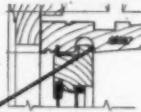
3 GAINS OVER 1956 in most types of work except new housing, stores and military facilities are reflected in record outlays for June and the first half of 1957 in total construction activity.

ALL NEW!
COMPLETELY RE-ENGINEERED

**FIRST AWNING WINDOW
ADVANCEMENT IN YEARS!**

give your homes "1960 NEW" buy-appeal . . . increase profits \$45 per house!

**MODERNAIRE
CLOSED HEAD
APERTURE**
Tightly sealed wood-
to-wood contact.

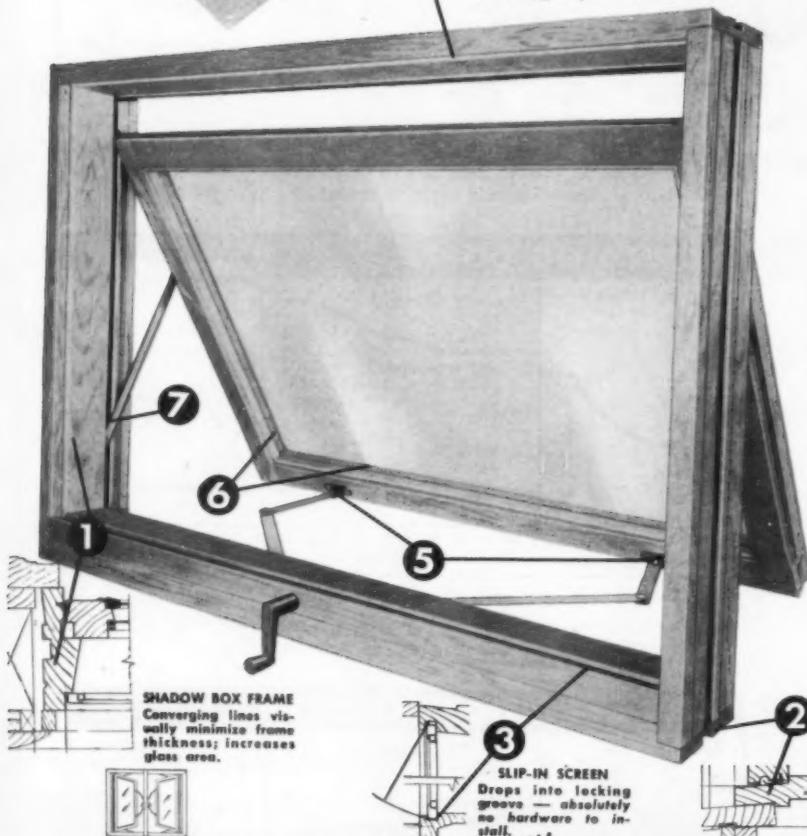


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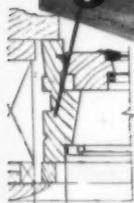
**OLD FASHIONED
AWNING WINDOW**
Open gap.



Modernaire's "Years-Ahead" window obsoletes all others. It looks better, operates easier, installs quicker! For fast house-selling-action, see these brand new, special Modernaire features TODAY!



- 1 SHADOW BOX FRAME
- 2 PRE-PITCHED FRAME
- 3 SLIP-IN SCREEN . . . no installation!
- 4 CLOSED HEAD APERTURE
- 5 Magic Link ROTO-OPERATOR pulls sash in at corners . . . saves you up to \$3.00 per window. Lever operator, locking handles or push-bar optional.
- 6 REMOVEABLE, REUSABLE, INSIDE WOODSTOP GLAZING, eliminates putty maintenance, allows glass replacement from inside.
- 7 TROUBLE-FREE WEATHERSTRIP & HARDWARE . . . mounted where paint, plaster, debris can't collect. Makes painting easier, faster!
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SHADOW BOX FRAME
Converging lines visually minimize frame thickness; increases glass area.



IDEAL FOR CASEMENT USE



SLIP-IN SCREEN
Drops into locking groove — absolutely no hardware to install.



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. . . all 4 sides for automatic sub-sill placement.

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LEARN HOW TO INCREASE PROFITS
AS MUCH AS \$35 - \$45
PER HOME

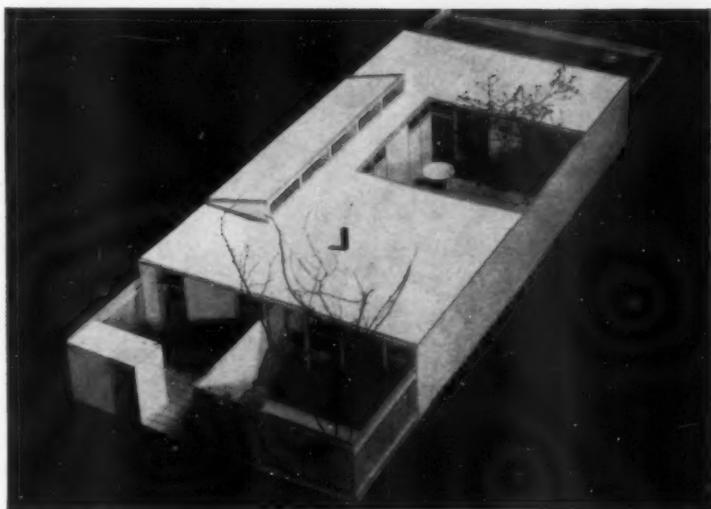
RUSH YOUR WINDOW SPECS TO:

Modernaire CORPORATION

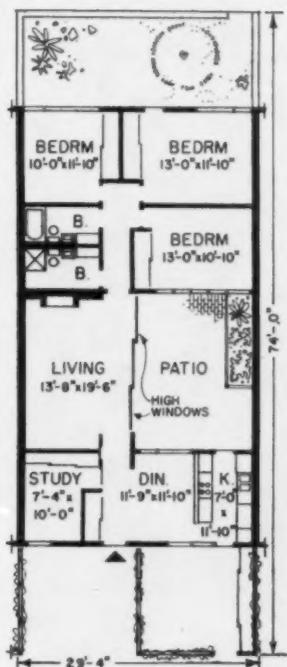
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Tomorrow's House



SINGLE UNIT is perfect rectangle, has windowless and doorless side walls so it will fit against adjacent units. Even by itself it's a handsome house.



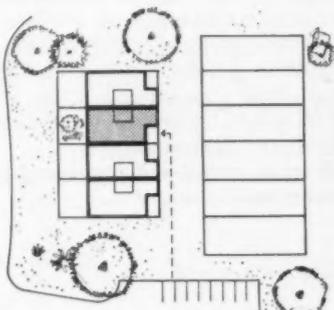
How to build suburbia in the city: here's an answer to row housing

Must row housing always look like an attempt to jam as much house into as little area as possible? Prof. Serge I. Chermayeff of the Harvard Graduate School of Design thinks not, and to back up his belief he has produced the good

looking house shown here.

Prof. Chermayeff hasn't stopped at appearance. Into a lot approximately 30'x75' he has been able to put a house with most of the features of modern suburban living: a small front yard, part decorative

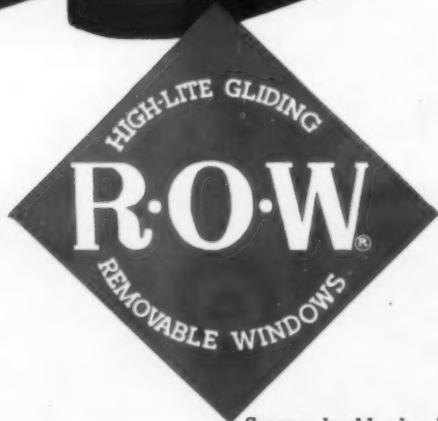
and part service, that insulates the house from the street; a back yard opening off the two rear bedrooms; and a patio in the center of the house that can be used as an outdoor living room. The city dweller has never been better off.



BLOCK OF SIX UNITS shows how each house retains a feeling of the outdoors despite its limited lot area and its proximity to its neighbors on each side.

Wood windows are better for homes—

BETTER HOMES HAVE REMOVABLE



Satisfied owners are your best "permanent" salesmen. For weather protection, easy operation and lasting beauty—R·O·W Quality Wood Windows have no real equals. A poor window is not a bargain at any price.

Pressure-tight R·O·W High-Lite Gliding Windows are distinctively styled to provide a smart modern flair. They look better—they work better and they are **INSTANTLY REMOVABLE** for easy and safe cleaning or painting—inside the home.

All R·O·W Windows are styled and engineered to make modern homes better.

See your local lumber dealer or write

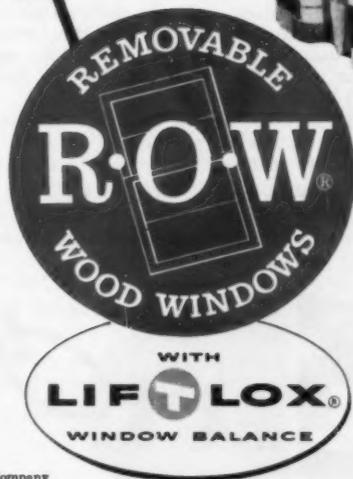
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R·O·W WOOD WINDOWS



It's easy to demonstrate the superiority of R·O·W Double-Hung Removable Wood Windows. Fine millwork, plus the lift-out feature, sets them apart.

Wood, itself, is a fine natural insulator. Removable wood windows are easier to clean and paint. R·O·W Double-Hung Wood Windows are beautifully balanced for finger-pressure operation. Toxic treated wood is carefully milled to blend with fine home furnishings. Yet, with exclusive LIF-T-LOX balance and the patented spring mechanism (which insures both weather-seal and easy removal), R·O·W Double-Hung Windows are competitively priced.



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AUGUST 1957



Fully protected by Borg-Warner's Alfol Aluminum Foil Insulation, homes by builder Herbert Praver of Miami, Florida are right and ready for low cost air conditioning at any time.

"Alfol Insulation keeps our homes right and ready for air conditioning"

"No question about it," reports builder Herbert Praver of Miami, Fla. "Today's homebuyers are air conditioning-conscious. Even those who cannot yet swing it, recognize central cooling as a 'must' for the future."

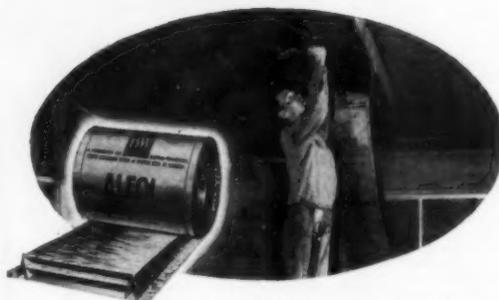
Saves on initial equipment

"And frankly," writes builder Praver, "that's one of the big reasons we feature Borg-Warner's Alfol Aluminum Foil Blanket. Insulated with Alfol, our homes are right and ready for low cost air conditioning at any time!"

As Mr. Praver knows, Alfol's efficiency may save up to \$400 in initial cooling tonnage alone. Insures lowest cost operating, too. And no wonder: In the famous Bureau of Standards summer comfort tests, it took only two layers of aluminum foil to surpass the thickest bulk insulations made! With Alfol you get as many as *three!*

Isn't it time *your* homes enjoyed the benefits of this "plus" selling feature? It's yours at no extra cost . . . because Alfol still costs no more than ordinary insulations.

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



Alfol gives your homes full insulation . . . plus a positive vapor barrier

Application of Alfol is rapid, positive, almost foolproof. Close-up of blanket shows how multiple aluminum foil sheets space themselves automatically to provide peak insulating efficiency. The separate vapor-proof backing affords a positive, *continuous* vapor barrier—the best obtainable, regardless of price. You get two-way protection . . . all in one low-cost product.



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GOING TO PRESS**SPECIAL
REPORT****New housing act:
what will it mean
to your future?**

**"1,000,000 starts this year
are now assured . . . Flexi-
bility is the key . . ."**

See page 11

**"It will act as a stimulus to the
buying public and a relief to
the builders."**

See page 22

**". . . will gradually improve
housing picture insofar as new
starts are concerned."**

See page 23

**". . . home ownership avail-
able to many not able to meet
the former requirements."**

See page 23

The wave of optimism which swept the home-building industry after President Eisenhower signed the new housing bill is being tempered by worries over whether the Administration would allow the full terms of the measure to go into effect. As AMERICAN BUILDER went to press, indications were that the favorable down-payment terms provided in the new law might be held up for some time. Reports were that some of the Administration's financial officials felt that any increase in construction activity would add to inflationary pressures.

In addition, the President's criticism of certain of the bill's provisions for FNMA spending indicated that some funds would be held up—at least for the current fiscal year.

As passed by Congress, the bill would give builders one of the best tools they've had to work with in a long time. While it doesn't solve all the "tight-money" problems facing the industry, it does go a long way toward easing them. The establishment of lower FHA down payment provisions and the increase in FNMA's borrowing authority could do much to stimulate starts for the balance of this year and in the years to come, according to builders contacted in a nation-wide telegraphic survey made by AMERICAN BUILDER. (See page 22.)

Although builders didn't get all they asked for, the new low down-payment provisions, if put into effect, are certain to open up the market to thousands of new home prospects. And, by increasing FNMA's borrowing power by \$650 million, the housing bill will pump much needed funds into the market.

The picture isn't entirely unclouded, however. Builders still have many unanswered questions in their minds. They're worried about whether lenders will accept lower down payments; they're wondering what the FHA commissioner and VA administrator will consider "fair" discounts. (The housing bill provides for them to fix "reasonable limits" on discounts among other charges.)

Despite the fact that these questions probably won't be answered for a while, the feeling is that "bad times" are on the ebb—that starts will certainly pick up for the balance of this year and that next year and the years to come will offer the best period for home building the nation has ever seen—if the bill is wisely administered.

Here's how the bill shapes up 

HERE'S WHAT CONGRESS DECIDED ON:

Low down payments; discount

In brief:

When the Housing Act of 1957 became a law, it provided the industry with some first-rate tools.

The increase in FNMA's borrowing authority by \$650 million, for example, means that lending institutions should have more money for new home mortgages. In the face of the tight-money situation, this is welcome news to builders who have been hard hit by the lack of financing.

The biggest boon, however, will come if the FHA commissioner puts the lower down-payment terms into effect. Whether this action would come was uncertain as AMERICAN BUILDER went to press.

One thing seemed certain: the green light is necessary on these lower terms if home building is to pick up for the balance of the year.

Reports indicate that many builders have made commitments with prospective purchasers which hinge on these lower terms. These commitments would be out the window if there should be a long delay by the FHA commissioner in approving low down payments.

Another provision which builders are watching is one which gives the FHA commissioner and the VA administrator the right to fix "reasonable limits" on fees, charges and discounts.

So many of the industry's problems have stemmed from discounts that this provision is of great importance.

It seems likely that it will be some time before any final decision is made on what are "reasonable limits" since these are to be determined by certain stated conditions. (See Discounts on next page.)

All in all, the Housing Act should do much to stimulate home building—if and when all of its provisions are set into motion.

Following is a detailed summary of three of the bill's major provisions—down payments, FNMA and discounts—and a brief outline of other provisions.

FHA VALUE	NEW DOWN PAYMENTS AUTHORIZED		REDUCTION IN DOWN PAYMENT
	DOWN PAYMENT OLD LAW	DOWN PAYMENT NEW LAW	
\$ 6,000	\$ 300	\$ 180	\$ 120
10,000	700	300	400
11,000	950	450	500
12,000	1,200	600	600
13,000	1,450	750	700
14,000	1,700	900	800
15,000	1,950	1,050	900
16,000	2,200	1,200	1,000
20,000	3,200	2,400	800
22,000	3,700	3,000	700
25,000	5,000	5,000	xxx

DOWN PAYMENTS

Low terms could open home ownership to thousands; some down payments cut \$1,000

The goal of reduced down payments has finally been reached with the establishment of this schedule:

3% down on the first \$10,000 of appraised value.

15% of the value in excess of \$10,000, but not over \$16,000.

30% of such value in excess of \$16,000.

The present law is continued, limiting builders' firm commitments to 85% of buyers' loan and requiring a 10% down payment where a house is not FHA-approved prior to construction and is less than one year old. Maximum mortgages of \$20,000 and 30-year terms are continued.

The lower down payment provisions hinge on a clause giving discretionary powers to the FHA commissioner. In establishing the lower down payments he is called on to determine that such action is in the public interest, taking into ac-

count (1) the national economy and conditions in the building industry, and (2) the availability or lack of financing for VA-guaranteed loans under the GI bill.

Obviously, this is one of the most important provisions in the entire act. Should the administration decide it does not want to stimulate home building, the FHA commissioner could decide not to put these lower down payments into effect immediately. Or, some other combination of down payments could be established.

NAHB has asked the commissioner to act as soon as the bill is signed. The need for the lower down payments is graphically shown by an AMERICAN BUILDER survey of local HBA presidents, which asked what lower down payments would mean in their areas. (See p. 22.) All indicated that lower down payments would help the industry to emerge from its slump.

The value of lower down payments can readily be seen in the above table. The very low down payments possible on \$10,000-and-under housing should take up much of the slack caused by the slow lending under VA. But some of the best advantages gained are in the \$14,000 to \$16,000 price range where the new schedule means reductions in down payments of from \$800 to \$1,000 as compared with the old schedule.

controls; FNMA \$\$\$

DISCOUNTS

Commissioner to decide on "reasonable limits" for fees, charges, discounts

For the first time since the 1950 housing bill, discount control provisions show up in the housing law.

Specifically, the act provides that the FHA commissioner shall fix "reasonable limits on the charges, fees, and discounts imposed upon the builder, seller or purchaser in connection with the financing of the construction or sale of any housing covered by a mortgage covered under the National Housing Act, whether or not such charges, fees, and discounts are imposed in connection with the financing under such a mortgage."

The bill also has the same provisions for the Administrator of veterans affairs in connection with VA loans.

In both cases, these limits "may vary in accordance with the terms of the mortgage involved, the geographical area in which the housing is located, and such other pertinent factors as the commissioner or administrator deem advisable."

Whatever amounts the FHA commissioner and VA administrator finally determine should be set for discounts, fees and charges, it seems unlikely that the agencies will be able to fix "reasonable limits" without a great deal of study and consultation with builders, lending institutions and other concerned groups.

One favorable factor, however, is the language in which these provisions are written. Since geographical location is to be considered, along with mortgage terms and "other pertinent factors," there should be a great deal of flexibility in the administration of this section

of the housing act.

It may be that discount controls will never go into effect.

When President Eisenhower signed the bill, he stated he was against such controls since they had "been tried before and have found to be unsuccessful in accomplishing their avowed purpose." This was NAHB's position when the bill was before Congress.

The President added that "Congress should remove this impediment to a healthy private housing economy early in the next session."

FANNIE MAE

Increase in borrowing authority means lenders will have more funds for home loans

Increased mortgage purchase authority in the secondary market has been provided for the Federal National Mortgage Authority. The new housing act increases FNMA's borrowing authority by \$650 million by authorizing the Treasury to purchase an additional \$65 million in FNMA preferred stock. (This is in addition to the previous \$500 million increase granted earlier this year.)

Although an increase of \$650 million in FNMA's borrowing authority falls short of what builders were hoping for, it does provide a brighter mortgage money outlook for the future.

With FNMA buying more of their mortgages, lending institutions will have a greater supply of funds with which to finance new mortgages.

The President's dissatisfaction with overall FNMA provisions will probably mean a hold-up in using all the funds provided for its various functions.

MISCELLANEOUS

Off-base military housing rejected; over-income families cannot stay in public housing

Other provisions of the bill cover these subjects:

- Low-cost housing: maximum limit on Sec. 203 (i) low-cost housing for outlying areas is raised from \$6,650 to \$8,000. Down payment is reduced from 5% to 3%.

- Urban renewal: down payments for one to four-family units under Sec. 220 are changed to conform with Sec. 203. No change is made in existing provisions for Sec. 221 low income housing.

- Rental housing: an extra \$1,000 in mortgage amount per room is authorized for Sec. 207 projects in high cost areas despite total number of rooms per unit.

- Slum clearance: federal capital grant funds increased \$350 million for one year; business relocation payments increased from \$2,000 to \$2,500.

- Public housing: room cost limits increased from \$1,750 to \$2,000 (except \$2,500 for elderly persons' units). More important, however, was the rejection of a proposal to permit over-income tenants to remain in public housing. Amendments to kill "workable program" requirements and limit new units to relocation of displaced families were also eliminated.

- Military housing: a special FHA program for off-base military housing was rejected.

- Other provisions: VHMCP was extended for two years. College housing loan funds were increased \$175 million and program expanded. But, interest rate increase was rejected. A farm housing research program for two years of \$600,000 was approved.

OPTIMISM TINGED WITH CAUTION:

How the industry reacted

Builders forecast brightening picture

Things definitely look brighter, remembering there are varying degrees of incandescence.

Those are the words of J. W. Walker, president, HBA of Metropolitan Atlanta. And, they just about sum up the results of an AMERICAN BUILDER survey of builders on the new housing bill.

The survey indicates that most builders are still worried about the availability of mortgage money and about discounts. But on the whole, they feel the new bill will open the FHA market to untold thousands who have not been able to get up down payments previously.

Here's what builders told us:

1,000,000 starts seen

"It is possible that we could reach our goal of 1,000,000 units . . ."—Frank Calcara, pres., HBA of Metropolitan Washington.

"1958 should show an increase in housing starts of approximately 15% over 1957."—Robert B. Snowden, pres., HBA of Memphis.

"The increase of starts effected by the proposal should exceed 20% locally and 10% on a national scale."—W. Roy Eargle, pres., HBA of Columbia (S.C.).

"Reduction in FHA down payments will replace in part some of the lost business due to shut off of VAs."—E. Price Hampson, pres., Albuquerque HBA.

"New housing bill . . . will cause an immediate upturn in the industry. It will act as a stimulus to the buying public and a relief to the builders. . . . I believe that adequate financing will be available and starts for 1958 will exceed 1,200,000."—C. Fred Dally, pres., HBA of Greater Seattle.

"If mortgage lenders accept 3% loans without penalizing them with additional discount it will help our area immediately—20% to 30%." Cecil Woods, pres., Norman (Okla.) HBA.



WILL HE OR WON'T HE? It's up to Norman Mason to put lower down payments into effect. New housing law gives power to FHA commissioner.

"Indications are that Nebraska lenders will hold to 10% down, but increased availability of mortgage money will tend to open market to lower income groups."—Keith H. Tobias, pres., Omaha HBA.

"In 1958, starts may jump to 1,300,000."—Joseph Singer, pres., HBA of Philadelphia and Suburbs.

"Builders . . . feel that the year 1958 will show increased housing starts by about 15% in this vicinity."—Leo C. Rush, pres., Portland (Ore.) HBA.

"Liberalized down payment structure will help, but will not replace present VA program. Builders expect 1958 to be better than 1957."—Richard Prigmore, pres., Colorado Springs HBA.

"GI commitments are rapidly running out. . . . With liberalized terms, this slack will be taken up

provided lenders accept lower down payments. . . ."—W. D. Coffman, pres., Minneapolis HBA.

"Expect 10% additional starts last half 1957 over first half. Anticipate total starts for 1957 nationwide, 950,000; next year, 1,100,000."—Joe Maberry, pres., HBA of Dallas County.

"Locally, I predict increase in \$12,-\$15,000 homes due to liberalized down payments."—Tom Rast, pres., Birmingham AHB.

"The future is brighter in home building field. I believe we will now have 900,000 starts in 1957 and probably 1,000,000 in 1958."—C. W. Kendall, pres., HBA of Palm Beach County (Fla.).

"In 1958, if we have lower down payments on FHA and if we can get our buyers qualified and plenty of money is available, we should build better than 1,000,000 houses."—Ralph Canine, pres., HBA of Des Moines.

"We feel liberalized FHA down payments will definitely stimulate sales depending on availability of mortgage financing."—Julian Rashkind, Tidewater (Va.) AHB.

"Builders . . . definitely feel that the liberalized down payment terms . . . will brighten picture—if realistic attitude is taken towards relationship of housing expenses and mortgagor's income."—Irvin Yackness, exec. vice pres., Builders Assn. of Metropolitan Detroit.

"Liberalized FHA will make prospects some brighter for this year, but comes too late to affect most builders programs. 1958 will be some brighter."—D. D. Hutchison, pres., Houston HBA.

THE OUTLOOK AT PRESS TIME

As AMERICAN BUILDER went to press, word came in that lower down payments might not go into effect until the Fall.

Meanwhile, FHA was said to be considering raising interest rates from 5% to 5¼%. Indications of this may lie in this statement by the President when he signed the bill: "The real solution for inadequate mortgage funds and excessive discounts is to permit the interest rates on Federally-insured and guaranteed mortgages to reflect the supply and demand for funds."

to the new housing bill

Lenders optimistic but more cautious

Lenders, while agreeing that the liberalized FHA terms will have some beneficial effects on home building, were more cautious. Here's what they told **AMERICAN BUILDER**:

"The lower down payments . . . may help home building, but they will also add inevitably to the inflationary pressures now threatening the housing industry. Since World War II, housing costs have run substantially ahead of the cost of living and per capita incomes. The 1957 legislation will tend to widen the gap still further. . . ."—Norman Strunk, exec. vice pres., U. S. Savings and Loan League.

"The liberalized down payment terms contained in the new housing law will undoubtedly provide some expansionary effect. With present record-high levels of construction (seasonally adjusted annual rate of \$46.9 billion in May) and with virtually full employment, I would anticipate additional inflationary pressures from these provisions. The National Assn. of Mutual Savings Banks has taken the position that the overall economy would be benefited more by tightening the down payment requirements at this time rather than liberalizing them, although it does not object to stand-by provisions for liberalization if the President felt that general economic conditions warranted."—Grover W. Ensley, exec. vice pres., NAHSB.

"One of our executives feels that the liberalized down payments on FHA loans will gradually improve the housing picture insofar as new starts are concerned. Unrealistic interest rates will still be a deterrent."—Mortgage Bankers Assn. of America.

"Easier down payments will stimulate demand, but this does not increase the flow of credit into mortgages. I do not expect the 1957 housing amendments to increase

the number of starts this year or next, unless Congress does something to remove the inconsistencies between federal credit policies and federal housing policies."—Harold P. Braman, exec. manager, National Savings and Loan League.

"New liberalized FHA down payments will be of some slight benefit to sales in this area but nothing spectacular will result. Our problem is customer more than credit . . . I do not expect any appreciable change in the volume of sales for the balance of this year in spite of new FHA terms."—Howard Edgerton, pres., California Federal Savings & Loan Assn.

"Locally, we anticipate an increase in home building due to lower down payments. Many builders have been holding back waiting for a clearer picture on the housing bill."—Fred Jackson, vice president, Dime Savings Bank of Brooklyn.

A good start—but money is still key

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

The Housing Act of 1957 is in the right direction but the degree to which it will stimulate home construction depends to a large extent on the future availability of mortgage money.

The lower down payment requirements for FHA-insured loans will make home ownership available to many not able to meet the former requirements, if lending institutions will make loans under the new liberal terms. It should also be noted that these new terms do not automatically go into effect, but the FHA Commissioner is given



Northup

authority to put them in effect.

The additional authorization for FNMA's secondary market operations should provide some additional funds for mortgages.

The provision in the new housing act directing the commissioner of FHA and the administrator of Veterans Affairs to fix reasonable limits on fees and discounts on FHA and VA loans, would not be necessary if Congress would provide for greater flexibility in the FHA and VA interest rates. It is, in my opinion, very doubtful that any formula for discount control will accomplish the desired end, particularly when the ceiling on interest rates remains at the present level. Any formula to limit discounts must recognize the differences between various sections of the country and many other factors which will, I believe, make it extremely difficult to administer this provision.

The new housing law continues to 1959 the operation of the voluntary Home Mortgage Credit Program scheduled to terminate this year. I assume that in the future the VHMCP will place more FHA-insured mortgages and fewer VA-guaranteed mortgages because of the 4½% interest ceiling on VAs.

The new housing law increases the maximum loan under the 203 (i) FHA program for low-cost housing in outlying areas where the Commissioner finds it is not practicable to obtain conformity with many of the requirements essential to the insurance of mortgages on housing in built-up areas.

Unfortunately, the new housing law does not provide for an increase in the interest rate on VA-guaranteed home loans. This, for all practical purposes, means the end of this program before its scheduled termination next year. The present 4½% rate is not competitive with other types of investment with greater yields.

All in all, under the new housing law, I look for 1957 to be a reasonably good year in new home construction although probably not as good as 1956.

DICKERMAN'S COLUMN . . .

How to make the new housing law work

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

The Housing Act of 1957, which President Eisenhower signed into law, will, with proper implementation by the Federal agencies involved, become a mighty milestone in the forward progress of American home building. Inherent in the act's provisions are opportunities for hundreds of thousands of substantial American families of moderate income to attain their goal of home ownership.

As the forces which this act has the ability to generate come into



Dickerman

full play, the obligations of every segment of the home-building industry must keep apace. The responsibility lies heavily upon the lending institutions to make the necessary mortgage credit available at terms our families can afford; upon the builders to insure sound workmanship and quality materials and equipment commensurate with price.

As the act was completed by Congress after long weeks of hearings and debate and was sent to the White House for final action, there were two disclosures of major importance which had a relationship to it.

One was unexpected, the other

a continuation of a trend which had manifested itself earlier.

The number of family formations, 1,190,000 during the 12-month period of March, 1956 to 1957, far exceeded the expectations of the Census Bureau and other authorities.

This is one prime indicator of the nation's housing requirements. Another is the vacancy rate, which dropped to 2.3 per cent as of the end of March.

These developments underscore again and again the immediate need for a greater volume of housing, which the Housing Act of 1957 has the capacity—and must be given the latitude to inspire.

HBA goes all out to bring new industry to L.I. area

Builders on Long Island, N. Y., who have just about run out of suitable home sites within commuting distance of New York City, are looking to outlying areas on which to continue their home building operations.

The problem, as they see it, is to bring new industry to the Island—then build homes for the thousands who would be employed by this new industry.

The builders have a tremendous stake in the future of Nassau and Suffolk counties—two of the three counties which make up the major part of Long Island. (The third is Queens county, a part of New York City, which is almost com-



EXPERTS in all fields of industrial development participated in the

LIHBI symposium designed to attract new industry to Long Island.

pletely built up.) A survey recently sponsored by the Long Island Home Builders Institute showed the majority of new and prospective home owners on the Island will be looking for local employment.

First step in the builders' plan was to sponsor an industrial symposium at which more than 100 industrial prospects were given a concentrated run-down of the Island's potential. An excellent panel of experts on every conceivable subject from gas and electric power to communication was supported by maps, illustrations, models of industrial centers, literature and industrial displays.

The panel members took an hon-

est approach to the problems industry would face on Long Island. Admitting that there were shortcomings and some disadvantages to locating on the Island, they nevertheless left the industrial prospects with the feeling that the advantages far outweighed the disadvantages.

Not only did the LIHBI take a giant forward step towards promoting industrial expansion of the area, but, perhaps more important, it engendered a lot of good will for itself—something builders could use more of in an era when they are being blamed for just about all the ills facing most suburban communities.

Photo courtesy Sacramento Bee



SURVEYING construction progress Built Homes. (L to R) Jerry Perich, Steve Morris, Roy Crawford.

How 10 builders defy tight money; open co-op tract

Tight money has made tract building on a spec basis a risky business. Builders have been finding it difficult to make substantial down-payments for raw land.

This situation became of much concern to Dave R. Porter, vice president and sales manager of the Sacramento, Cal., office of the Security Title Insurance Co.

He fathered the idea that culminates this month when the Pageant of Custom-Built Homes opens in his city.

His program is primarily designed to help builders put up "custom-like" homes in a development. There is little speculation for the builder, and his initial investment is only \$1,500.

Just as important, the plan shows how cooperative advertising is a powerful merchandising weapon.

Ten builders and one land owner

got together in this venture of mutual advantage. Here's how the enterprise started, and how the land was acquired.

According to Porter, the first step was to find suitable land for the Pageant. Raw land was ruled out. It would require an investor who was willing to put up a good deal of cash for finished lots.

Instead, a subdivision of 71 finished lots, lying adjacent to the North Ridge Country Club was chosen. Prices ranged from \$3,650 to \$4,750 with enough acreage for 129 more lots.

The land owner was more than glad to get in on the program. Business was slow selling on a lot sale basis. He felt that selling out of a development would pick up sales.

The next step was to get builders. There were more willing to join than the plan could accommodate. Ten were finally chosen.

The idea was that on 10 different lots each builder would put up a model house. The land owner gave the builders \$4,750 lots for \$3,800. He required \$1,000 down and the balance to be paid without interest when the model was sold.

Models range from \$18,000 to \$25,000. Buyers have their choice of model and lot. To keep the "custom-look," adjoining lots must have homes by different builders.

Everything will be on a presold basis. The buyer will enter into a building agreement with the builder. His down payment will pass through the builder to the land owner for the lot.

Promotion, handled by Louis Landau, will be on a huge scale.

To cover this program, each builder put up \$500; each subcontractor, \$50. The sales organization will receive a 5 per cent commission on each sale; 30 per cent of this goes for advertising.

Other interested parties are putting up money, too. General Electric said it would absorb a part of the advertising expense if five of the ten builders install GE kitchens.

For the 200 lots this subdivision will eventually have, there will be \$91,000 for advertising. No single builder could command this much attention on his own.

Porter anticipates a successful show. Proof: lenders have actually asked for loans under the program.

So many builders want to get into the venture, that plans are now underway for a lower-cost project.

Camera on the West

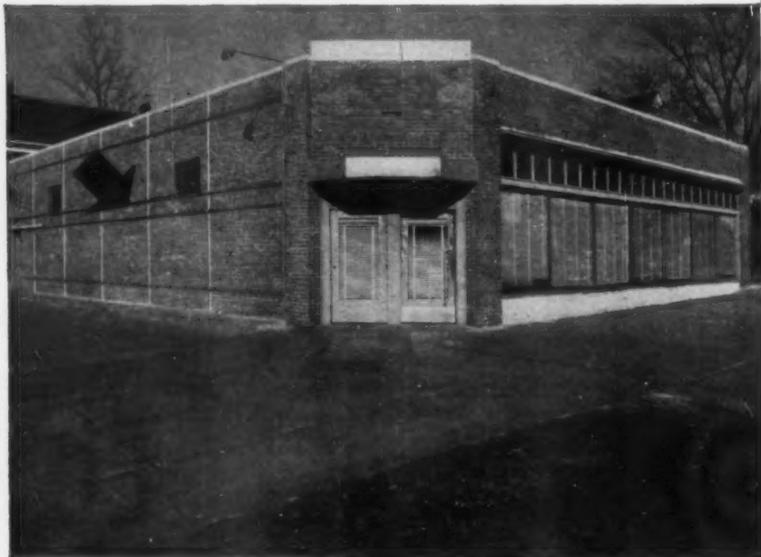
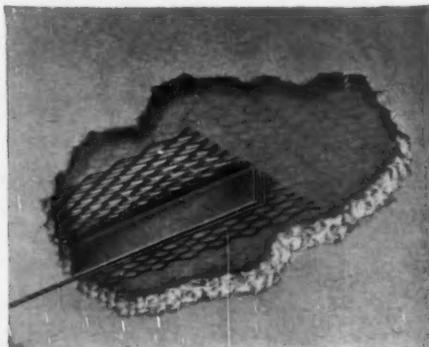


CELEBRATION: FHA birthday cake had 23 candles. Without this agency many builders couldn't operate. Cutting the cake are (L to R) Cyrus B.

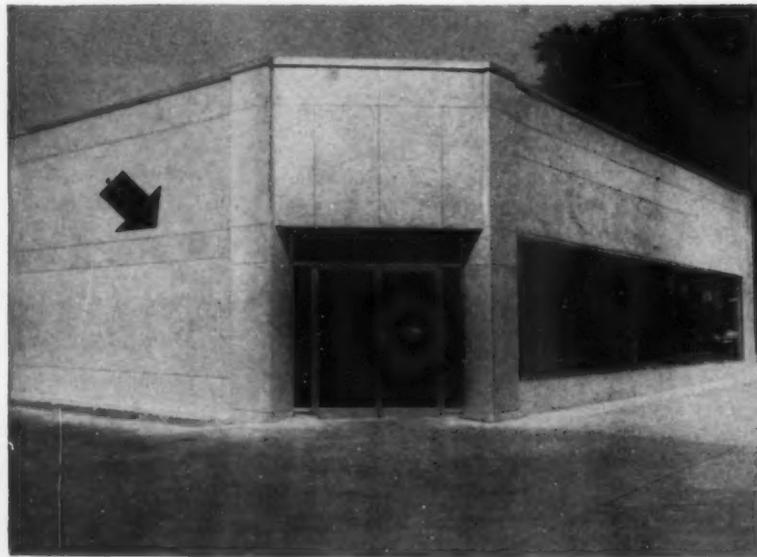
Sweet; Edith P. L. Gilbert; Norman P. Mason, commissioner, Albert M. Cole, administrator, HHFA; Ralph L. Vitale; and Dwight D. Townsend.

Modernizing in stucco?

low-cost expansion joint
helps do the job 3 ways better



Here's a building being prepared for the application of exterior stucco. At this stage, Penmetal Expansion Joint (see arrow) had been applied to left side only.



Finished remodelling job. Arrow points to Expansion Joint in stucco. Decoratively patterned, this aperture breaks the flat wall expanse, enhances the appearance of the building.

LONGER LASTING

Stucco jobs keep their new look longer when the Penmetal Expansion Joint is applied for *anti-crack protection*. A specially designed ground expands and contracts with any movement of stucco. This absorbs internal stresses and strains — greatly reduces the threat of cracking.

GREATER ECONOMY

Long-run savings on maintenance justify ten times over the small initial cost of a Penmetal Expansion Joint. What's more, the joint provides a work stop—no improvising, no special-order items. Saves time and labor, too; it's a one-piece joint and ground.

BETTER LOOKING

Many architects use the Expansion Joint to enhance the appearance of buildings. They have placed it in squares, rectangles, etc., to break the monotony of drab, flat, building sides. In this way, beauty plus crack resistance is achieved.

Planning to modernize in stucco? Then plan to take advantage of the many benefits of Penmetal's expansion joint. Also used for plastered walls and ceilings. Ask for details.

PENN METAL COMPANY, INC.

General Sales Office:

40 Central Street, Boston 9, Mass.

Plant: Parkersburg, W. Va.

District Sales Offices: Boston, New York, Philadelphia, Pittsburgh, Detroit, St. Louis, Dallas, Little Rock, Seattle, San Francisco, Los Angeles, Parkersburg





Mr. Winters discusses the details of every home he builds with the people who will be living in it. Telephone facilities are planned for the future as well as the present.

"Concealed telephone wiring belongs in personalized homes"

—says Mr. O. C. Winters, Custom Builder of Indianapolis, Indiana

"It's good business to give customers what they need," says Mr. Winters, "and that includes concealed telephone wiring. The desire for planned and built-in telephone facilities is growing markedly. It's part of the trend of the times towards more livable homes.



A home built by Mr. Winters. Concealed telephone wiring is one of its distinguishing sales features.

"People are discovering that concealed telephone wiring preserves the beauty of their rooms as well as adding great convenience. They're favorably impressed with the architect or builder who plans on it for them.

"Concealed telephone wiring belongs in personalized homes, and I know from experience that it helps sell them."

• • •

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

Working together to bring people together
BELL TELEPHONE SYSTEM



The Big Fleets buy

Here's what 1957 Ford truck users have to say . . .



Ford F-600 dump truck owned by Hardesty-Johnson Builders, Inc. Residential builders and developers Robertson, Missouri

"Ford trucks do the job, and they're as economical to operate as you could ask. Maintenance is at a bare minimum," reports Jerry Hardesty, Secretary-Treasurer.



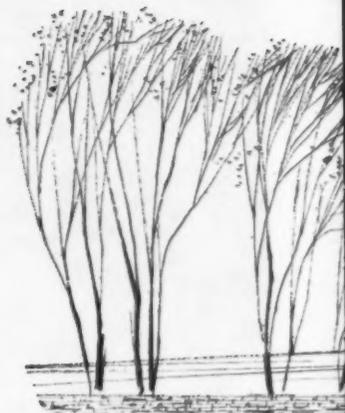
Ford T-800 tandem owned by Rappi & Hoenig Co., Inc. Building supply firm Rochester, New York

"We can get a bigger payload on our Ford concrete mixer than with many heavier trucks, and we've always had good performance," says George Hoenig, President.



Ford F-100 Styleside pickup owned by Tietz Construction Company Residential builders and developers Garden Grove, California

"The bigger bodies on the new Ford pickups let us haul more per load, do more in less time and save us money," says Bill Bregder, Vice President and Purchasing Agent.



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

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

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

And it costs less to run a Ford truck! Thanks to modern Short Stroke power and sturdy chassis construction, operating costs and "shop time" are reduced. Another important Ford plus is longer truck life—a fact certified by independent insurance experts.

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

*Based on comparison of manufacturers' suggested retail prices

more FORD TRUCKS than any other make!

Ford's Heavy Duty Models are big in power, big in capacity . . . up to 212-hp; max. GVW's 21,000 lb. to 45,000 lb.; max. GCW's to 65,000 lb.



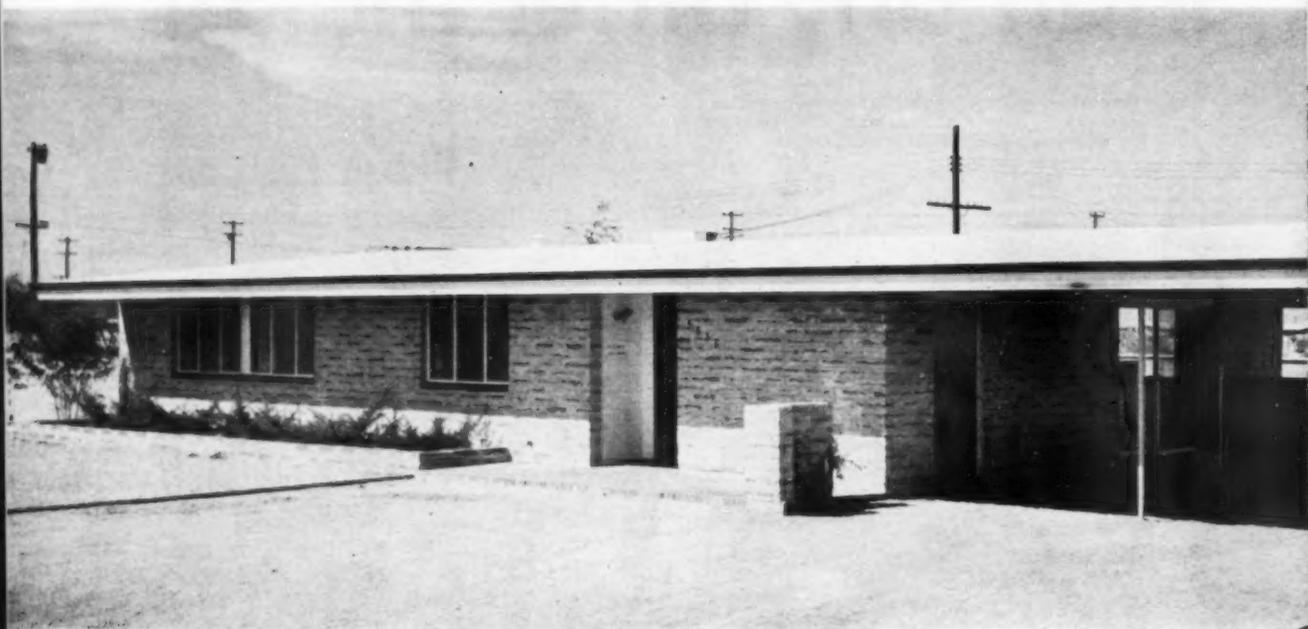
New Ford Medium Duty trucks offer you a choice of three modern Short Stroke engines—Six or V-8—139- to 181-hp. More rugged chassis construction, too.

FORD TRUCKS COST LESS

LESS TO OWN

LESS TO RUN

LAST LONGER, TOO!



BURNT ADOBE BRICK exterior gives "Custom-Flex" house a rugged western look. Low lines match range

TUCSON BUILDER GIST SHOWS . . .

How to give customers

“Well, the house is nice looking but my husband and I don't like the bedroom arrangement, and besides, we feel your price is too high.”

How many times has the builder heard this from prospects, and how many times has he wished for an easy answer?

Builder Tom Gist of Tucson has an easy answer because he planned ahead for just such queries. His reply: “With our multiple-plan system, Mrs. Prospect, you can just about choose any arrangement of bedrooms (or any other room) you prefer. As for price—the house you see here for \$17,728 can be bought for \$13,100 minus the extras we've installed.” This, then, is the core of Gist's Custom-Flex concept, exemplified in the house on these pages. Its foundation is flexibility.

Beginning with a soundly planned lay-out (see upper right, opposite page), Gist offers prospects nearly 40 floor-plan variations. Alterations beyond these basic plans are also available to buyers—at a price. Idea is patent pending, by the way.

Probably the most captivating sales argument in Gist's program is pricing. The buyer literally chooses his own sales price. Starting figure is \$13,100. For this money, customer gets a well-constructed house, sans appliances, carport and a long list of “luxury” items.

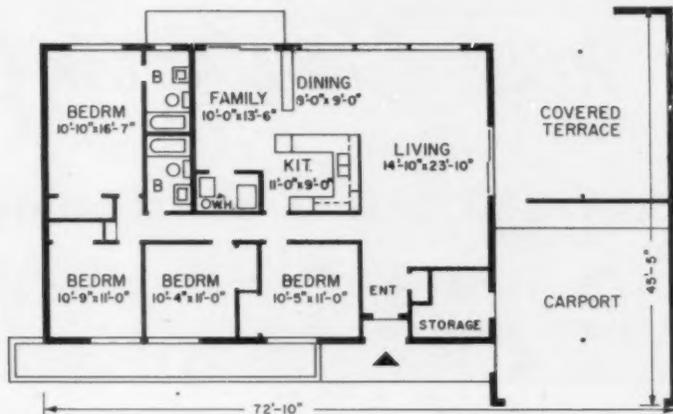
Gist's ceiling price, including all extras on the list is \$19,644. Home buyer, if he wishes, may go beyond this figure to build in features not in the Custom-Flex program.

Plan is merchandised like this: prospects visiting the model are given a detailed cost breakdown sheet. Salesman explains the Custom-Flex concept to both husband and wife, and the couple then begin their tour of the house. The model, incidentally, is packed with every extra, providing a silent but effective stimulus for parting with more cash than originally planned. As they move through the home, they check off the items on the list which they want built in. Back with the salesman, they choose their floor plan, and sale is consummated.

of the MONTH for August

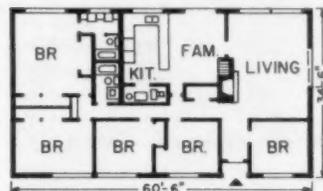
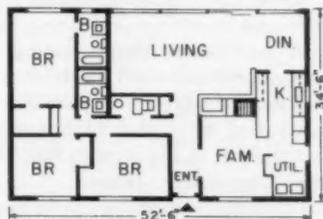
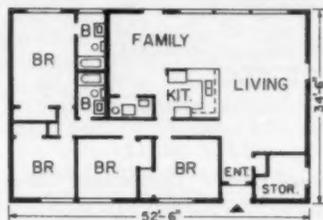


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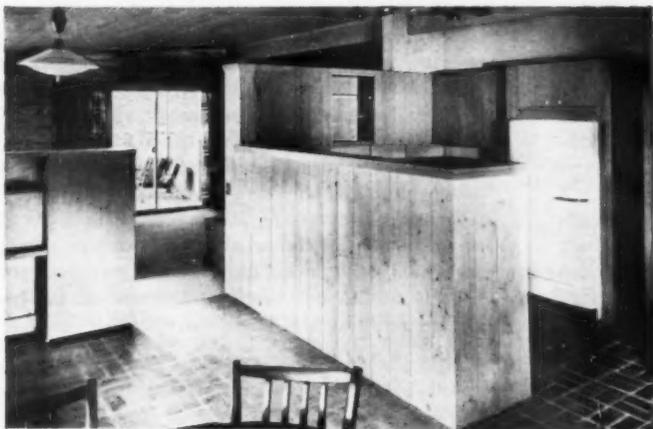


GENEROUSLY SIZED basic plan with carport goes for \$14,298. Without carport: \$13,100. Brick floors in kitchen, vestibule are among extras.

CUSTOM-FLEX CONCEPT is illustrated at right by four of about 40 alternate floor plans in program.



everything they want



MODEL HOME is fitted out with every extra on builder Gist's list to coax more cash from Mr. Prospect. Kitchen layout seen here is same in basic house, but colored cement floor replaces brick, and appliances go.

NATIONAL HOMES announces

new "Component" houses

...with 2x4 wall studs...designed
specifically for builders

Now! Many New Designs In Four Authentic Styles Created by These Great Architects!

Contemporary

Charles M. Goodman, AIA
Washington, D. C.

CAPE COD

Royal Barry Wills, FAIA
Boston, Mass.

Colonial

Emil A. Schmidlin, AIA
East Orange, N. J.

Southwest Modern

Reginald Roberts, AIA
San Antonio, Texas

National Homes "Component" Houses give you an immediate and effective way to control your building costs. This component system makes possible far greater economies than you could achieve with any other system.

With the National Homes basic package and available components, you can put much more flexibility into your operations . . . easily adjust your building program to the fluctuations of the market. Only a small basic staff and no special training is required to build with these National Homes "Component" Houses.

The basic house package can be purchased in 80 different floor plans. Any one of these plans is available with or without basement, and with either aluminum or wood windows, in Contemporary, Cape Cod, Colonial or Southwest Modern . . . by one of these four great architects. The basic package includes: Exterior walls with 2 x 4 studs, with factory-applied half-inch fibreboard, Plyscore sheathing or finish grooved or battened Masonite. Half-inch gypsum, with or without vapor barrier, is factory-applied to interior and exterior walls. The latter are with or without insulation. All gypsum applications are guaranteed

against nail popping. New roof truss system and gables available in either 3-12, 4-12 or 6-12 pitches. Flush and panel exterior doors. Flush panel passage, slide, or fold-doors—in paint grade or mahogany.

The following components can be added to the house package: Roof plywood sheathing, roofing, ceiling insulation, ceiling gypsum, sidewall insulation, plumbing, wiring, heating, fireplaces, air conditioning, bathroom fixtures, kitchen cabinets (white or sandalwood, with birch cabinet doors), electric kitchens, washers and dryers, garages and carports, wall and floor coverings, various exterior coverages (asbestos shingles, drop siding, locally-purchased masonry).

To build your sales and lower your costs, National Homes offers these important benefits:

Interim and permanent financing . . . Liberal local newspaper, radio and television advertising allowances . . . Free promotional advertising . . . Special open-house furniture packages . . . Special architectural services, site-planning and color styling . . . Elimination of inventory and warehousing . . . A one year guarantee of all materials and workmanship against latent defects.

● For further information, please write direct to George A. Cowee, Jr., Vice-President for Sales, National Homes Corporation, Lafayette, Indiana. Plants at Lafayette, Indiana; Horseheads, New York; and Tyler, Texas.

THE NATION'S LARGEST PRODUCER OF QUALITY HOMES . . .



Western Views

By **BILL RODD**

▼ **PLASTICS HOUSE OF THE FUTURE.** At a cost to date of over \$1,000,000, including three years of study and effort, the Monsanto Chemical Co. and 12 co-operating companies unveiled one of the most fantastic and yet practical homes ever opened for public inspection.

● Appropriately situated in the "Tomorrowland" area of Disneyland, near Los Angeles, the house is crammed with provocative ideas for the builder, architect, and engineer. It has mouth-watering conveniences and facilities for work-saving and gracious living.

● While its primary purpose is to lead the way to greater use of plastics in homes, and this is most effectively done with plastic walls, ceilings and floors, the visitor is even more impressed by the wealth of forward ideas in design and push-button living.

● Among the revolutionary ideas and products to be found in the house are a lavatory which can be electrically lowered for a child's use; a refrigerator and freezer with no doors to open—merely push a button and the shelves drop down from their enclosure in the upper wall; an elec-

tronic range concealed beneath a counter which rises to the top by push-button, and locks which can be actuated from a panel in the kitchen.

● The house also has telephones with "hands-free" transmitters and equipped with viewing-answering receivers which permit the user to see as well as hear the person at the other end. Other features: plastic, resilient floors of beautiful colors and textures; "Teraise" plastic wall coverings with striking new decorative effects.

● It is estimated that this house could be massed-produced from \$15,000-\$30,000. It would find a lot of takers in that range.

▼ **HIGHWAY RAISED 21 FEET.** Cohn Companies, builders, moved 1,400,000 cubic yards of dirt to raise a major highway as much as 21 ft. Purpose: to create a level and accessible area for 90 to 100 light manufacturing plants within 15 minutes of downtown Los Angeles. The Cohns, primarily home-builders, will erect and lease the plants and thus provide almost automatic buyers for the 2,000 homes and 550-apartment building they are begin-

WESTERN EDITOR

W. C. Rodd
8522 Lorain Rd., San Gabriel, Cal.

ADVERTISING REPRESENTATIVES

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L. B. Conaway
1220 S. W. Morrison, Portland 5, Ore.

ning to erect just over the hills from the manufacturing area.

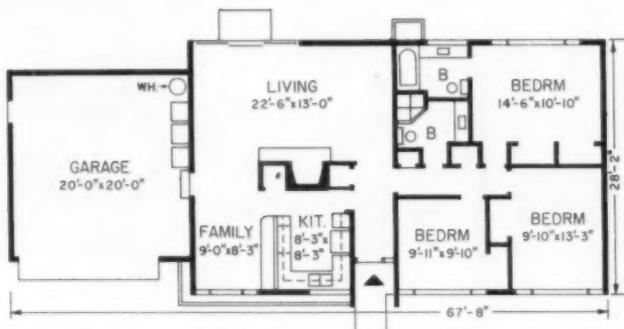
▼ **HEAT PUMPS** burn no fuel, use no water, yet keep homes warm in winter, cool in summer. About \$2,500 will pay for an average 3-ton unit to take care of a 1,600 sq. ft. home. In California, it is estimated that operating costs will not exceed \$12.50 per month for both heating and cooling. One hard-headed distributor, Chet Williams of Oakland, has so much faith in the General Electric Weathertron that he is concentrating all his efforts on it. In Palmdale, several hundred homes are being equipped with these units.

Western Advertisers Index

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NINE ELEVATIONS are available to the buyer. Most of the houses are built on 80' and 100' lots. Wood siding combined with stucco and recessed doorways gives this house an uncluttered look.

CIRCULATION of traffic is controlled by the use of the center hall system. Living area in the house is open. The fireplace also functions as a room divider. Two baths and lots of built-ins add glamor.



Western buyers ask about air conditioning. The smart builder plans ahead and installs a duct system

This house anticipates tomorrow's

Everybody talks about the weather but nobody does anything about it." This well-known expression doesn't apply to Harlan Lee, California builder.

The mushrooming air-conditioning trend in western areas prompted Lee to come up with an idea that anticipates his buyers needs.

He engineered the homes in his newest tract, Devonshire Woods in Northridge, for air conditioning without actually installing units.

The houses are built with larger than average insulated ducts. Lee has installed larger furnaces, registers and air-conditioning thermostats, and wired the houses to carry 220-volt electrical service. This costs him about \$375 on each house.

With the house prepared like this, the owner can install an air-conditioning unit when he moves in or at a later date.

Lee feels that his buyers appreciate this extra "hidden value", but he says it has to be sold. His salesman are carefully groomed to explain what has been done in the house and show how it will save the home owner money in the future.

As a sales aid, Lee set up a large display board which explains in chart form the air-conditioning

provisions. The chart also points up what would happen if the duct work weren't in and the owner wanted to install a unit at a later date.

He would have to replace an ordinary furnace with an air-conditioning unit and thermostat; tear out tin forced-air heating ducts and replace them with large self-galvanized ducts; tear out a wall and install a panel with wiring for 220-volt electrical service and add a minimum of 4" roof insulation. By providing a duct system Lee saves his customers an expensive remodeling job.

As optional equipment Lee offers a three-ton Utility Weatheramic air-conditioning unit for \$1,085 extra. This is financed by an additional \$585 down and \$500 added to the mortgage loan. The increase in payments is \$3.59 a month.

The houses are selling well, but because most people do not have the price of a new home and an air conditioner at the same time, Lee finds that about one out of every 10 customers buys the unit at purchase time. But they do go for this air-conditioning opportunity.

The house, which sells for \$19,995, was specially designed by Palmer and Krisel to accommodate air conditioning.



air-conditioning demand

UTILITY WHAT DOES... *ENGINEERED FOR*
AIR CONDITIONING
mean to you?

UTILITY APPLIANCE CORP.

AIR CONDITIONING HEATING EQUIPMENT
FOUND IN *Royal Homes* EQUIPMENT FOUND IN MOST OTHER HOMES

AIR CONDITIONING THERMOSTAT	REGULAR THERMOSTAT
AIR CONDITIONING REGISTER	REGULAR REGISTER
VENTILATION GRID WITH AIR DISTRIBUTION	USUALLY NO INDICATOR
OVERHEAD EXHAUSTS	USUALLY ALL PREVIOUS AIR (1) MARKS
SMALL SIZE OR FLOOR AIR PURGE, EQUIPPED WITH	REGULAR SIZE 1/4" DUCT
HEAT-DRIVEN HIGH CAPACITY BLOWER	SMALL SIZE TYPICAL AIR PURGE, EQUIPPED WITH
	DIRECT DRIVE LOW CAPACITY BLOWER

To have **REFRIGERATED AIR CONDITIONING** you have to do the following:

Royal Homes **OTHER**

ADD: THERMOSTAT

1. REPLACE PURGE WITH AIR DISTRIBUTION GRID WITH FLOOR AIR PURGE
2. REPLACE THERMOSTAT WITH AIR CONDITIONING THERMOSTAT
3. TEAR OUT WALL & INSTALL PANEL HEATING OR FLOOR AIR PURGE EQUIPPED WITH

MERCHANDISING AID: this board helps Lee sell houses. Here customers see what they can save by having an air-conditioning duct system. This "hidden-value" feature is starting to go big in the West.

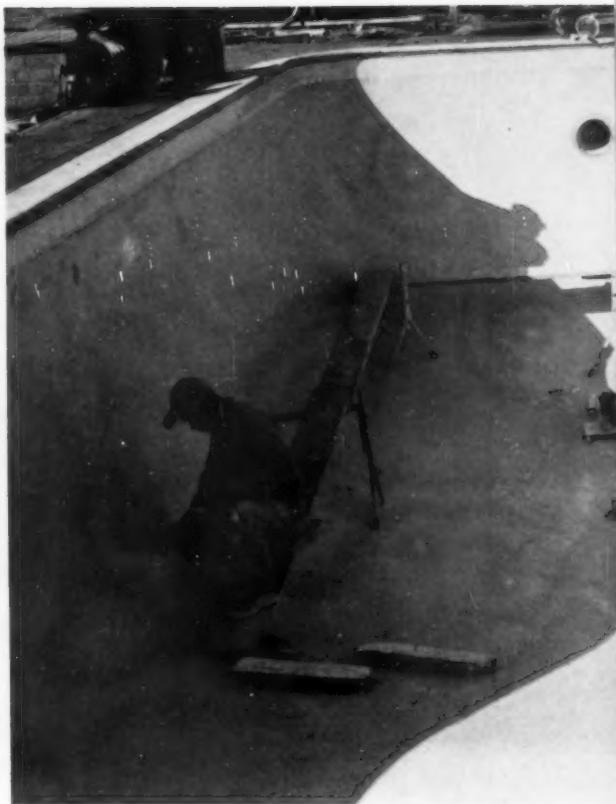


OVERHANG ROOF is ideal for the house with air conditioning. It acts as a sun shade and minimizes glare. Homes in Devonshire Woods are available with heavily insulated shake or rock roofs.

ONE OF THE LAST STEPS in pool construction is to apply the final white coat of cement. Your own craftsman can learn to handle this trowelling step after a few jobs. This is the idea behind the Baker package.

**American
Builder**
SPECIAL
WESTERN
SECTION

**It would cost you money to
sub-out a swimming pool like this,
but with this package ...**



... your own crews can be

Pools are more and more an integral part of western living. But they have created a problem for builders who want to include them as part of the sales package: how to cut installation costs.

One progressive pool company, Baker Pools, Rosemead, Cal., has come up with a "do-it-yourself" builder package that can save hundreds of dollars. The idea behind the Baker plan is to have the builder use his own crews when installing a pool, rather than sub-out the contract to a specialist.

Since most of the crafts employed in building a pool are used by the builder when putting up a house, the operation has proved very successful.

Baker supplies the engineered plans, lists exact quantities of materials needed for various sized pools, cooperates on local advertising and trains the contractor's personnel for a two-or-three-week period. All this costs the contractor nothing.

The franchise agreement stipulates that the builder must use Baker equipment in building, and the standard of quality is established and supervised by company representatives.

Backbone of the package, the cost estimate sheet, (see listing) shows the builder how much the operation will cost.

This pear-shaped pool at right was installed by a builder of luxury homes, William H. Roether of Los Angeles. It measures 12'x16'x30' and has a 13,000 gallon capacity. Costs came to \$2,097.16; optional equipment was \$110.76 extra. If Roether had given the job to a pool specialist, it would have cost five to six hundred dollars more.

Advantages of this plan: it lowers the costs for the builder and customer and provides a "time-saving" procedure of building a pool and house at about the same time.

Forming work can be performed by any good carpenter; excavation work is done by the same man who excavates for the house.

Builders who use the Baker franchise have pointed out its advantages. One contractor concentrates on selling pools between building jobs. Another in Oklahoma uses the plan as a merchandising aid—if the pool is built in conjunction with a new home, the owner gets it at cost.

COST SHEET FOR POOL BUILT BY ROETHER

(Includes Material and Labor)

Construction

Forming	\$ 40.00
Excavation—79 cu. yds.	125.00
Steel—163 bars (1,236 lbs.)	172.65
Rough plumbing	15.00
Gunite—(sub-contract)	520.00
Tile coping	188.00
Recirculating lines	195.00
Interior finish	225.00
	\$1,480.65

Essential Equipment

1 Filter w/ 1/2 hp pump	\$450.00
1 Filter aid—50 lb. bag	7.40
2 Ladder anchors—1 1/2" brass ..	11.60
1 Underwater light—500 watt ..	51.65
1 Deck box	10.25
1 Light conduit 1/2" x 36"	6.05
1 Main drain	35.00
1 Vacuum fitting	11.25
1 Fill spout	9.60
	\$592.80
Tax 4%	23.71
	\$616.51



swimming pool specialists



NINE CRAFTS were used to complete this pool. Usually the builder would sub-out all the work. With the Baker formula he uses his own men, except for one or two jobs.

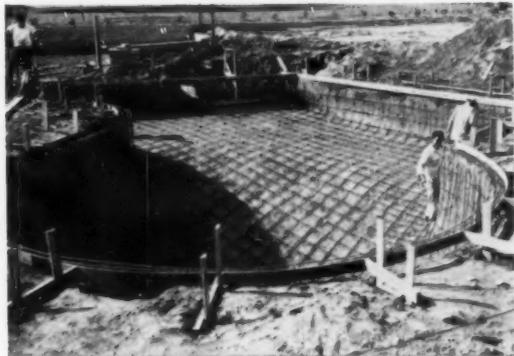
**Here are the jobs
your own crews can do**



Here's how the home-building trades can turn into pool builders



EXCAVATING the pool came to \$125. Roether's regular crew dug up 79 cu. yds. of earth. The same crew does the earth-moving work for Roether's new homes.



A MUST FOR ANY POOL is steel reinforcing. It prevents concrete from cracking. This work, performed by steel fabricators, required 163 bars (1,236 lbs.).



GUNITE is pneumatically applied concrete. The process forms a material of great density. This job, requires the know-how and tools of a specialist.



TILING AND COPING: one of the last steps before completion of pool, can be done by your own contractor. This work does not have to be subbed-out.



POOL PLASTERING requires a rich mixture of cement. Material dries rapidly and may be hard to handle. After a few tries your own masons should be experts.



CEMENTING THE APRON isn't any different than a cement job on a house. Roether used his own masons to do work. When crew finishes, the pool is completed.

BOURNE DUAL-FIN[®] ALUMINUM WINDOWS

Weathertight! Beautiful! Permanent! Economical!



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



EXCLUSIVE, PATENTED DUAL FIN CUTS INSTALLATION COSTS—KEEPS OUT WEATHER!

Bourne's patented Dual Fin is a 3/4" integral extension of the extruded aluminum frame, serving as a nailing flange in frame construction or an anchor flange in masonry construction. Any Bourne Window can be plumbed, squared and installed in five minutes. Exclusive capillary weather seal around all vent openings keeps out wind, dust and rain. Bourne has the right frame for every installation. Architects who specify Bourne Dual-Fin Windows assure lifetime satisfaction.



WRITE FOR NEW ILLUSTRATED CATALOG

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

DEALERS! ASK ABOUT THE PROFITABLE BOURNE FRANCHISE!



BOURNE PRODUCTS, INC., DEPT. AB, EL CAJON, CALIFORNIA

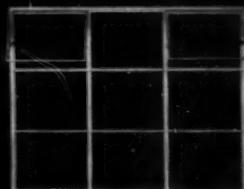
FOUR POPULAR STYLES



Bourne Aluminum Casements in a wide range of stock sizes.



Bourne Aluminum Jalousies for windows breezeways, porches.



Bourne Town & Country Windows for modern ranch house styling.



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

PROMPT SERVICE
ON SPECIAL-ORDER
CUSTOM DESIGNS

HOW BUILDERS SAVED $6\frac{2}{3}\%$ with FULLER'S PACKAGE PLAN

The cost of glass, aluminum and glazing increased 6 $\frac{2}{3}$ % last year. Builders who bought these products through Fuller's Package Plan were fully protected against this increase — saved \$30.00 to \$40.00 on the average home.

HERE'S HOW IT WORKS

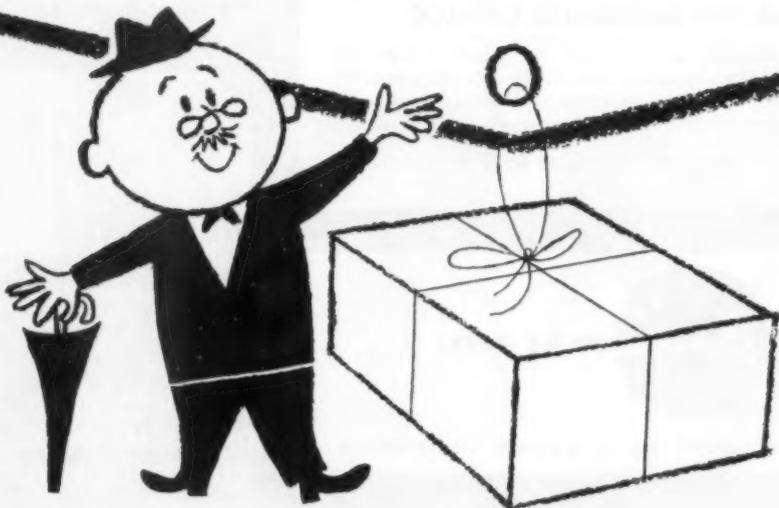
Fuller's Package Plan guarantees you a firm, competitive price on all Fuller Building Products used in your building program over an agreed time period of up to one year.

HERE'S WHAT YOU GET

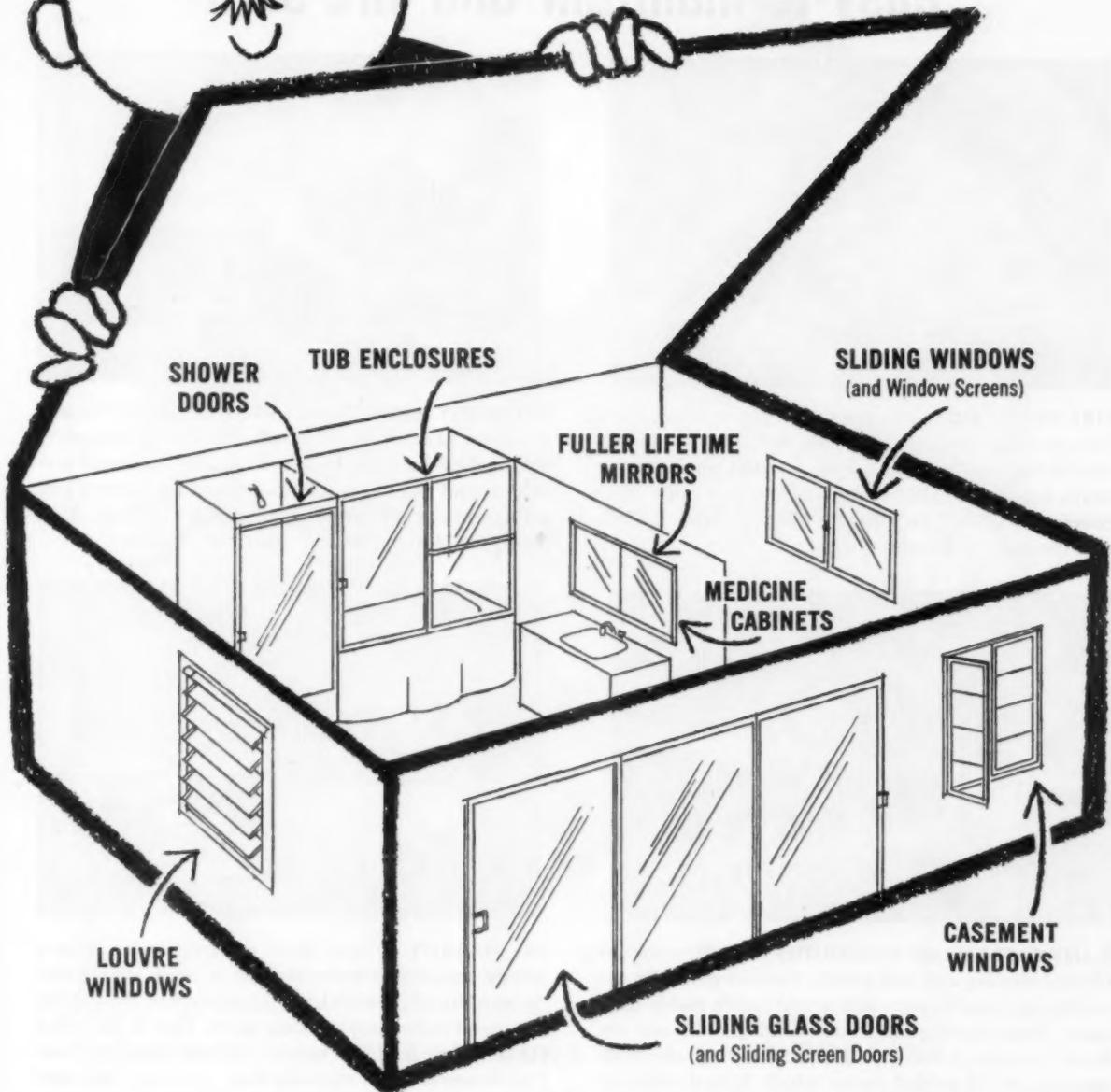
Protection from increasing prices • Accurate forecast • One company to deal with • One contract for your complete order • One delivery to expedite your order according to your schedule.

THE NEW TRIMVIEW LINE

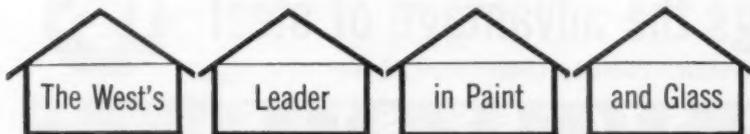
Fuller's new Trimview aluminum components for glass are unsurpassed in quality and beauty. Designed by glass experts, Trimview products are engineered to meet the standards of the builder; competitively priced to meet his building costs.



HERE ARE FULLER'S
NEW TRIMVIEW PRODUCTS



FOR FULL INFORMATION, contact your Fuller Sales Representative, or: Sales Manager, Glass Division, W. P. Fuller & Co., 301 Mission St., San Francisco 19, Calif.



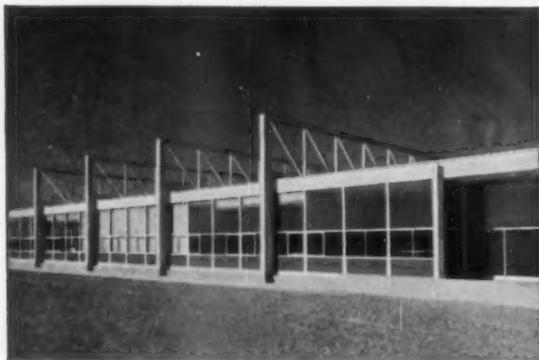
They're building with steel because it's permanent, economical, easy-to-maintain and fire-safe



FIRE PROTECTION was the number one reason this Oregon grain storage mill was built with steel. The owner lost his first mill to fire, so vowing it would never happen again, he specified USS Corrugated Roofing and Siding Sheets and USS Floor Plate for his new building. This also lowered his insurance costs.



NO COSTLY MAINTENANCE PROBLEM HERE: This new Uranium Mill on the Colorado Plateau is frequently attacked by sand and snow storms. For maximum protection and minimum maintenance, steel roofing and siding was the obvious answer for these buildings. Steel framework leaves interiors open and flexible.



MANY COST-SAVING POSSIBILITIES result from the use of steel framing and wall panels. Curtain walls, for example, are faster to erect and provide more usable floor space. Steel framing eliminates bearing walls and reduces amount of framing. The school pictured above features an all-welded frame which helped make it Utah's least expensive (per square foot) school.



THE STABILITY of rigid frame construction provides a greater capacity to withstand winds, snow, cranes and "bumps" from materials handling equipment. Steel spans also mean more clear working space. This is just what Hansen Lime & Stucco wanted for their new Salt Lake City warehouse and shipping shed... so they specified steel framing, and USS StormSeal roofing and siding.

For offices, plants, freight-handling, restaurants, theaters, churches, schools...

Give your buildings the advantage of steel

United States Steel Corporation • Columbia-Geneva Steel Division



UNITED STATES STEEL



Now! The Man from

PABCO

introduces new **PABCO-GLAS BUILT-UP ROOFING**
and **GLASS FIBRE-REINFORCED ASBESTOS FELT**

Here are the newest, most modern built-up roofing materials yet! Pabco-Glas (manufactured with genuine Owens-Corning Fibreglas mat) is lightweight, inorganic and available in base sheets, ply sheets, combination sheets; and mineral cap sheets in red, green, black, and silver. New Pabco *Glass-Fibre-Reinforced* Asbestos Felt

is lightweight, strong, fireproof... extra-flexible for fast, easy application. Ask the Man from Pabco to show you how to profit with these *new* Pabco built-up roofing materials. It pays to rely on Pabco for all your roofing needs.

PABCO BUILDING MATERIALS DIVISION
asphalt roofing • asbestos-cement • gypsum products
Fibreboard Paper Products Corporation, San Francisco 19, California

Profit from a trend
with GETZ
imported hardwood paneling

Beauti-Plank

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

Beauti-Panel

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

For your customer and prospect lists



The Mark of Quality on Imported Wood Products

231 Sansome St.
San Francisco, Calif.

563 E. Green St.
Pasadena, Calif.

160 Broadway
New York, N. Y.

NEW PRODUCTS FROM THE WEST



CONTEMPORARY INTERIOR and exterior wall in Beverly Hills restaurant of Rocklite masonry units.

Dramatize with lightweight concrete masonry units

Not only in the West, but all across the country, architects and builders are finding new uses for lightweight concrete masonry units and aggregates. Manufacturers have advanced the trend by offering masonry products in greater variety and more up-to-date designs.

Rocklite offers such a product. It can be used for an exterior wall, but can also serve as an attractive textured interior wall without any additional labor to alter or enhance the original surface. Rocklite units, of lightweight concrete masonry, are fire-resistant, insulating and soundproofing. This combination of dramatic styling and practical economy in a concrete unit makes it especially useful in commercial building. From Rocklite Products, Dept. AB, 1709 W. 8th St., Los Angeles 17, Calif. (No. Z67-W, p. 114).



DRAMATIC FRAMING for offices achieved with Rocklite units formed into a solid, eye-catching black wall.

GMcB Service... A major reason builders and contractors insist on HERMOSA TILE



FULL SPECIFICATIONS ASSISTANCE. Backing this installation was the accumulated knowledge of Gladding, McBean—a *specialized service* available to all builders and contractors to assist in every specifications detail.



WIDEST COLOR SELECTION. The wide, wide rainbow of Hermosa colors and decorative designs are brought right to the builder or contractor by the Hermosa sales representative—or can be seen in the convenient GMcB showrooms located throughout the West.

PERFECT FOLLOW THROUGH. This superior tile installation resulted from close coordination between the contractor and a Hermosa sales representative: from drawing board idea right through to the completed project.

No wonder builders and contractors rely on Gladding, McBean service. They know they can depend on the Hermosa field man's experience: in design selection, money-saving specifications, and knowledge.

Before you get underway with your next project, be sure to ask your Hermosa representative to give you the complete story on why Hermosa Tile just naturally gives you a superior installation. His full assistance is yours for the asking. He'll give you everything you need to give your job that Hermosa quality look.

...it costs less to use the best!

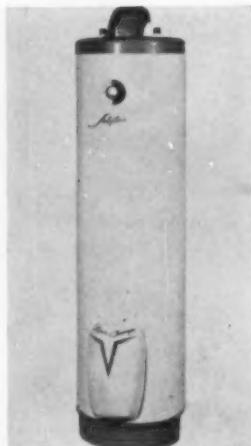
HERMOSA Glazed Ceramic TILE—a product of Gladding, McBean & Co.
LOS ANGELES • SAN FRANCISCO • SEATTLE • PORTLAND • SPOKANE • PHOENIX
MAIN OFFICE: 2901 Los Feliz Blvd., Los Angeles 39, Calif.



**Improved strength assured
with new diving board**

Scientifically improved laminated-wood diving board of selected Northern California Douglas Fir is available from Swimquip. A superior lamination process has been developed which results in greater strength in the lamination than in the wood itself. Both ends of board are capped with layers of fiber glass and polyester resin. Entire board plus mounting holes are coated with resin, making the moisture seal complete. Board comes in complete ready-to-install package, will sell for about \$89 retail in 12 ft. length. Swimquip Inc., Dept. AB, 3301 Gilman Rd., El Monte, Calif.

Circle No. Z68-W on reply card, p. 114



**Water heater has
efficiency built into design**

Innovations of design resulting in maximum efficiency are built into new water heater. Includes Jetglas-coated burner for increased inputs;

Jetglas coating on interior of tank; exterior finish which prevents rust and condensation. Exterior styling is enhanced by new door which covers all controls. Day & Night Mfg. Co., Dept. AB, 700 Royal Oaks Dr., Monrovia, Calif.

Circle No. Z69-W on reply card, p. 114

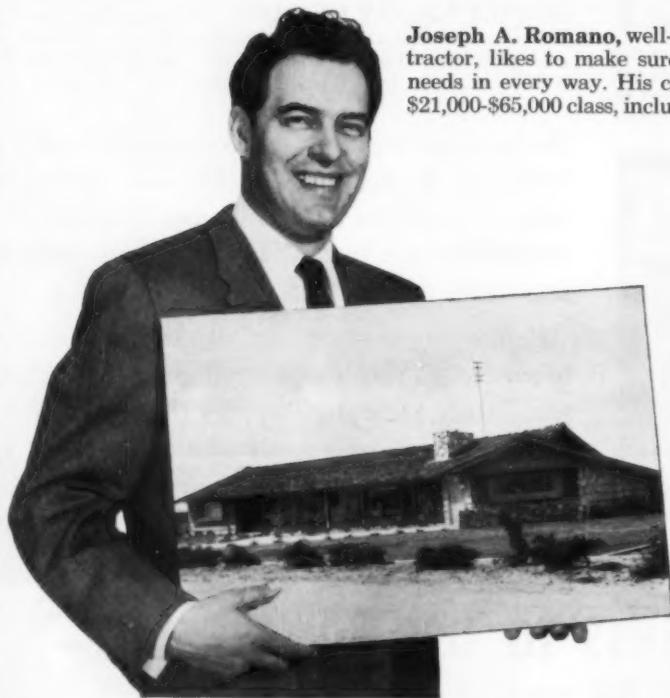


**Router bit designed
for new routers**

A counter-clockwise operating 1/4" router bit, designed specifically for use with new imported European routers, has been added to the O.C.E. line. The new bit, designated as the 404-CL, has a standard 1/4" shank and a 7/8" carbide insert. Price and Rutzebeck, Dept. AB, P.O. Box 30, Hayward, Calif.

Circle No. Z70-W on reply card, p. 114

Up to 8 phone outlets in newest homes!...



Joseph A. Romano, well-known Fresno, Calif., contractor, likes to make sure his homes meet buyers' needs in every way. His custom-built homes, in the \$21,000-\$65,000 class, include 5 to 8 telephone outlets.

To Mr. Romano, complete telephone planning is a *must* in quality home construction. Buyers look for it, and in Mr. Romano's own words, "Meeting customers' demands is one of the best ways to successful selling. That's why some of my most recent homes have as many as 8 telephone outlets." And it's also why other leading Western architects and builders include concealed wiring and plenty of phone outlets in their original plans.



Pacific Telephone

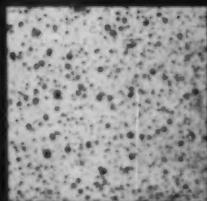
We'll be glad to help you plan built-in telephone facilities. Just call our business office and ask for our free Architects and Builders Service.

It pays to include Telephone Planning in every home you build!

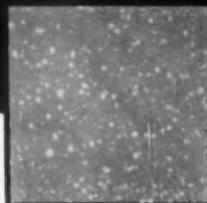
Now!

a ceramic glazed tile with a **New Look!**

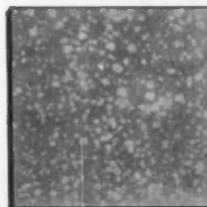
RAMONA *Starline*



S-30



S-93



S-88

Also available in:
white on pink, S-44,
white on tan, S-48,
white on yellow, S-15,
white on green, S-24.

Order your supply today!

Give Interiors a New Look—Enjoy New Profits!

This celestial pattern created by Pacific Tile and Porcelain Company adds color, texture and gives tile a New Look! The Ramona Starline sells on a competitive basis with plain color tile and is available in seven striking colors. Starline tile gives interiors a new look and is designed for use with Ramona-Wall, Trim and Krystal-glaze tile, and like the Ramona line, it is unexcelled in quality.

William Manker, Harold Grieve, A.I.D. and Barbara Verrinder, outstanding in the fields of color design and decorating were members of the committee that selected the new Ramona Starline colors.

PACIFIC TILE and PORCELAIN COMPANY
Manufacturers of Ramona and Ceratile

Manufacturing Plant: 7716 East Olive St., Paramount, California, NEVada 6-3233, METcalf 3-1195
Sales Office and Showrooms: 832 North Cole Ave., Los Angeles 38, California, HOLlywood 3-2353
2213 15th Ave. West, Seattle 99, Washington, ALder 8991

MEMBER OF THE TILE COUNCIL OF AMERICA

*A new
name to
remember*

TAMCO
*Quality leader in
temperature appliances*



the Clipper
line of forced air
furnaces

the Barnes
line of floor and
desk wall furnaces

Two famous lines — one
source of supply . . .

stressing quality construction,
advanced engineering, and a new
progressive spirit of service to quality-minded
dealers, architects and builders. Interested?

Send for new literature and name of your nearest
TAMCO CIRCLE T representative.



TAMCO CORPORATION

1005 A STREET, SAN RAFAEL, CALIFORNIA

WESTERN NEW PRODUCTS



**Form interior office
partitions of sliding glass**

Privacy and practicality for interior office walls are combined in suggestion from Trimview. Obscure glass is framed in firm's aluminum sliding doors for office partitions. Plan allows for necessary privacy in offices while permitting passage into and between offices. From Trimview Metal Products, Dept. AB, Box 372, Covina, Calif.

Circle No. Z71-W on reply card, p. 114

**FIGHT
HEART
DISEASE**



*Help Your Heart Fund
Help Your Heart*





The Man from

PABCO

proves you get better-looking jobs with

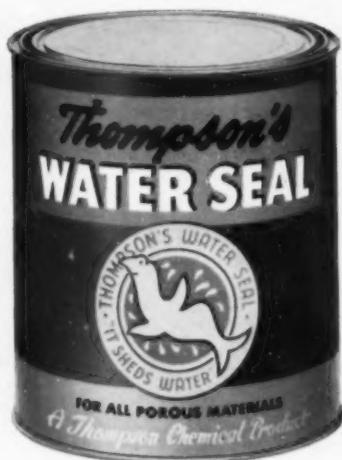
PABCO GYPSUM WALLBOARD

When you hang Pabco Gypsum Wallboard, jobs go fast . . . waste is cut to a minimum. But the really big difference between Pabco and other wallboards is the way Pabco decorates. Great! The secret's in the surface paper . . . which Pabco

makes in its own mills. This superior surface takes paint or texture better than any other wallboard you can buy. Jobs look better . . . are more satisfactory . . . right from the start. Call the Man from Pabco and make him prove it.

PABCO BUILDING MATERIALS DIVISION asphalt roofing • asbestos-cement • gypsum products
Fibreboard Paper Products Corporation, San Francisco 19, California

the one
SOLUTION
 for all these construction
 problems...



- ✓ **CRACKS IN CONCRETE SLABS AND PATIO** — Thompson's Water Seal helps prevent cracks, stains and dusting because it penetrates deep for hard water-repellent surfaces that are smooth and evenly cured.
- ✓ **SEEPAGE IN CONCRETE BLOCKS** — Thompson's Water Seal puts a deep-penetrating seal into concrete blocks to help maintain texture and color and to protect for 5 years or more against moisture seepage, leakage, stains, paint blistering and peeling.
- ✓ **JOB FOULED UP BY MOISTURE** — unlike surface-coaters, clear, colorless Thompson's Water Seal gives all porous materials a deep-penetrating seal for 5 years or more against moisture, alkalies, salt water, many organic acids — particularly valuable for door and window sections, masonry, plywood, basements, retaining walls, stucco.
- ✓ **EXTERIOR SIDING WARPS AND CRACKS** — Thompson's Water Seal penetrates deep into wood fibres — gives exposed structures protection for 5 years or more against weather and moisture that often cause warping, swelling, checking and grain-raising right on the job.

NEW BOOKLET WITH COMPLETE SPECIFICATIONS —

contains Thompson's Water Seal end-use specifications for porous materials in building and maintenance applications... and for TWS use with paints, floor hardeners and Thompson's Water-proofing Redwood Stain.

See your dealer for free copies or write to:



Thompson's

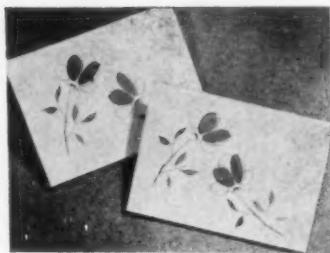
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WESTERN NEW PRODUCTS



Tile has "eye appeal" design

Latest glazed ceramic tile design by Gladding McBean, "Duet", captures artistry of roses yet maintains simplicity of style. Contemporary rose motif is ideal for bath or kitchen installations. Hermosa Tile Div., Dept. AB, 2901 Los Feliz Blvd., Los Angeles 39, Calif.

Circle No. Z72-W on reply card, p. 114



Rollers give floating action

Nylon drawer rollers assure floating action even for heavy, stubborn drawers. Economical rollers are easily and quickly installed on any type case or drawer with either center or side guide construction. Edsco Products, Dept. AB, 2319 W. Washington Blvd., Los Angeles, Calif.

Circle No. Z73-W on reply card, p. 114

Coating fills and seals

Cement base coating waterproofs masonry, needs no special primer. Masonry Kote does job from start to finish. Mixed with aggregate, it acts as mortar for patching; then regular mix is applied as coating. As a cement base it becomes an integral part of masonry. Kay-Tite Co., Dept. AB, 1717 Westlake, Seattle 9, Wash.

Circle No. Z74-W on reply card, p. 114



Pioneer

Sets exciting trends
for modern living!

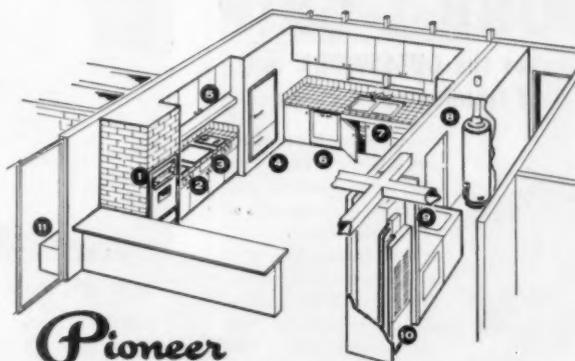


with the first complete line of home appliances

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

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

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



Pioneer

APPLIANCES FOR MODERN LIVING

1. Built-in Oven and Broiler
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5. Kitchen Vent Hood
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10. Forced Air Furnace
11. Hide-A-Way Air Conditioning Compressor

10 DECORATOR COLORS



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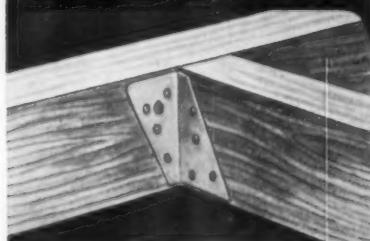
**WHICH METHOD
DO YOU USE TO
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TOE-NAIL

OR

DOUB-L-GRIP



**No framing member is stronger
than its connection...**

**TECO
CAL**

DOUB-L-GRIP

**takes the GUESSWORK out
of framing connections**



Joist to Header



Post to Beam



Stud to Plate



Stud to Sill

A toenailed joint is a *question-mark*. It is only as good as the skill of the carpenter who nails it...and the uncertain grain of the wood that is used.

A Teco-Cal Doubl-L-Grip saves time, money and worry because it guarantees accurate placement, a solid connection with known stress resistance. This is particularly important in earthquake, tornado and hurricane areas.

One size handles all 2x4 joints. Special 1 1/4" nails included.

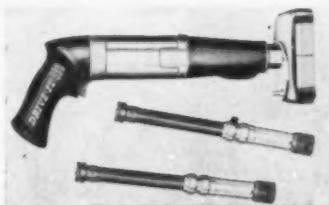
See your dealer or write for full information

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OF CALIFORNIA, INC.**

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**American
Builder**

New products



Duo-tool does more jobs

Power-actuated tool, "Twin-Master", has interchangeable barrels for driving 1/4" and 3/8" pins into concrete and steel. Really two tools in one, it can do almost 90% of all steel and concrete fastening jobs. Barrels are quick and easy to change, allow pin positioning for maximum and minimum power. Made of special alloy steels, tool has polyvinyl grip and chromium plated housing. Omark Industries, Dept. AB, 9701 S. E. McLoughlin Blvd., Portland, Ore.

Circle No. Z75-W on reply card, p. 114



Midget scaffold is time-saver

Ladder-type, midget scaffold saves time on the job. This portable rolling scaffold, only 4' long, 4' high and 2' wide requires little working space. Designed for safety, scaffold is equipped with brakes on all wheels. For easy accessibility the scaffold is open on one side. Notched planks furnished with it are placed in steps or as a platform as illustrated. More information from Superior Scaffold Co., Dept. AB, 5624 Bankfield Ave., Culver City, Calif.

Circle No. Z77-W on reply card, p. 114



Tile brightens interiors

Celestial Starline tile pattern provides a new dimension in decorating. Designed to add both color and texture to interiors, Starline gives "new look" to baths. Ramona Starline white on a tan tile background is used with plain tan trim in attractive shower shown above. Available in seven colors to suit any decor. Tile is economical, will sell at a competitive price with plain tile. Pacific Tile and Porcelain Co., Dept. AB, 832 North Cole Ave., Los Angeles 38, Calif.

Circle No. Z76-W on reply card, p. 114

**FOREST®
SANDALWOOD
Pre-Finished Hardboard**



When It's Up...

You're Done!

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

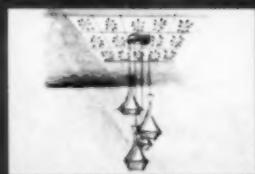
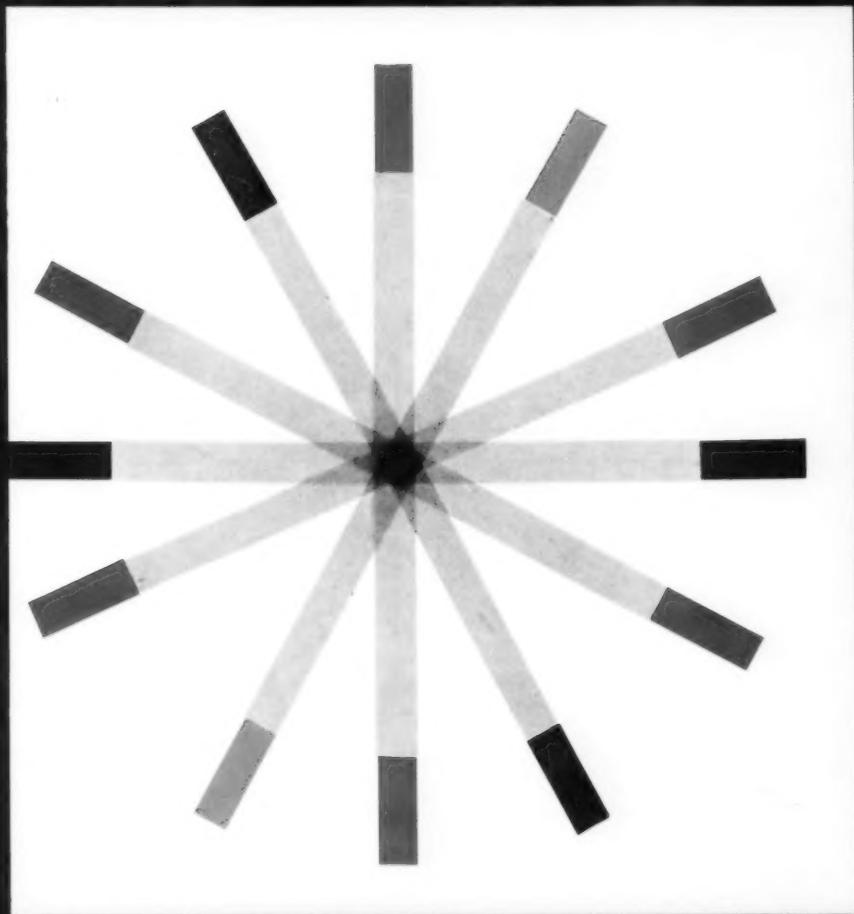
SANDALWOOD... new, light color makes ALL ordinary hardboard obsolete.



**FOREST®
HARD BOARD**

Wood In Its Finest Form

POMONA TILE



ROULETTE... BY PAUL McCobb

Pomona Tile introduces the second fascinating ceramic tile design in its "Distinguished Designer Series"... Paul McCobb's delightful Roulette. "In designing 'Roulette,'" says Mr. McCobb, "it was my intention to provide a decorative tile with great versatility of application. I believe it is equally effective when applied intermittently or as a repeat pattern." For additional information about Roulette, consult your nearest contractor or visit one of Pomona's convenient showroom locations: Los Angeles, San Francisco, Sacramento, Seattle, Salt Lake City, Long Beach, North Hollywood, Pomona, Phoenix, Denver, Dallas, Fort Worth, Kansas City, Arkansas City, St. Louis, Chicago, Memphis, and Nashville.



DISTINGUISHED DESIGNER SERIES: BASS · LASZLO · LIEBES · McCobb · SHEETS

Every inch of Floor and Wall Space is usable . . .



A typical radiant heated suburban development home.



Typical installation of steel pipe radiant heating coils on slab.

with "invisible" radiant panel heating

As the song says, "little things mean a lot" . . . to a woman. She chooses an automobile by its color, selects a television set for its cabinet . . . and may insist on a radiant panel heating system solely because it gives her complete freedom of decoration in her home. The *only* heating system that does, because every inch of floor and wall space remains *usable*. Why should a mere man object to her whims as long as there's horsepower under the hood, a clear picture from the T.V. set, and the heating system gives clean, healthful, draft-free comfort!

It is a fact that *women* have helped make radiant panel heating increasingly popular for individual homes, multiple dwellings and housing developments . . . up significantly last year among wet heat installations.

And, as in other wet heat systems, the *men* who design, specify and install, know that reliable steel pipe is first choice for heat transmission. Time tested through more than 60 years of hot water and steam applications, it also has the qualities of economy, durability, weldability and formability required for successful "invisible" radiant panel heating. In fact it's the most widely used pipe in the world!

Write for the free 48 page color booklet "Radiant Panel Heating with Steel Pipe" and 32 page companion booklet "Steel Pipe Snow Melting and Ice Removal Systems."

Steel Pipe
is First Choice

Committee on
STEEL PIPE RESEARCH

AMERICAN IRON AND STEEL INSTITUTE

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BRIXMENT

Better Mortar for Blocks

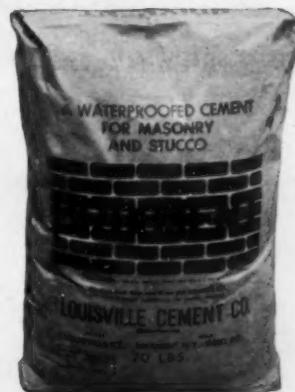


BETTER PLASTICITY

To build the best possible concrete-block walls, the bricklayer must use plastic mortar. The mortar must be plastic enough to stick to the long head joint. It must not drop off the edges of the block when the block is swung up, and lowered into place. It must remain plastic long enough to enable the bricklayer to tap the block down to the line, easily and accurately.

Brixment mortar provides this necessary plasticity. Moreover, it stays soft and plastic long enough to let the bricklayer level, plumb and straighten the unit and adjust it to its final position in the wall before the mortar stiffens.

Louisville Cement Company . . . Louisville 2, Kentucky



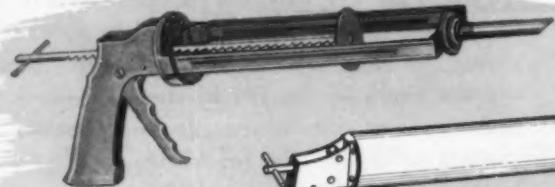
America's Favorite Calking Loads

Now comes to you in these handy convenient packs



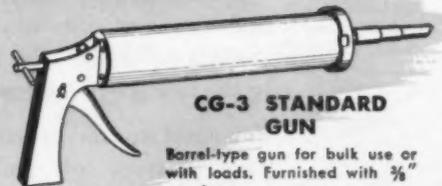
Now shipped in 12-pack or 24-pack, M-D Speed Loads are available in Off-White or White colors, with or without plastic nozzle. Off-white load without nozzle shipped unless specified. Freight prepaid and allowed on orders of four 24-packs (96 loads) or more. Remember to order in multiples of 12 or 24.

Meets Federal Specification TTC-598 (Grade 1)



CG-4 SPEED LOADER GUN

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



CG-3 STANDARD GUN

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



MACKLANBURG-DUNCAN CO.

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



Nu-CALK CALKING COMPOUND

in Bulk—Knife or Gun Grade



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

HAND SQUEEZE TUBES

for small jobs

No gun needed. Simply remove cap from built-in nozzle, fasten key over crimped end, turn key and start calking. Here's a fast-moving item for over-the-counter sales. Packed 12 tubes in a handsome "Silent Salesman" display carton that can be quickly set up on your counter.



Nu-Glaze GLAZING COMPOUND

Always stays "PUT"



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

Nu-Phalt PLASTIC ASPHALT CEMENT

for all jobs!

Ideal for sticking down asphalt shingles and floor tiles . . . for use on roofs, chimneys, flashings. Packed 10 loads to a carton . . . with or without plastic nozzle. Shipped without nozzle unless specified. Also available in 2 ½ and 10 lb. cans; 50 lb. pails; 550 lb. drums.



DEALERS

ORDER TODAY — your order will receive prompt shipment!

BUILDERS

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

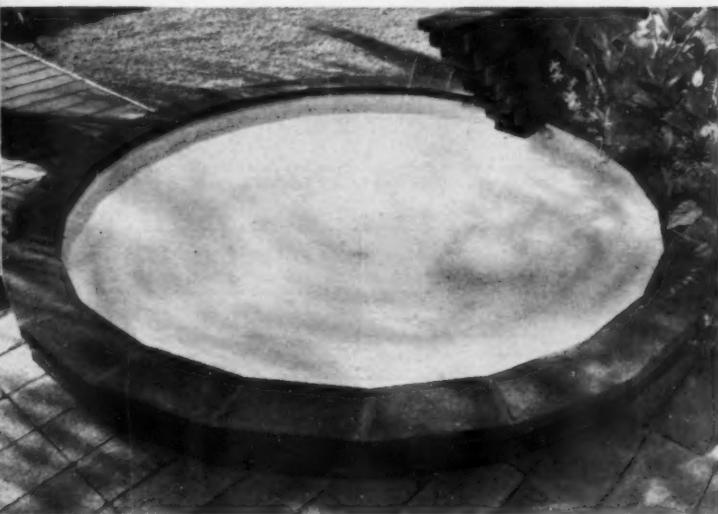
Add the extras that make the sale with Concrete Masonry



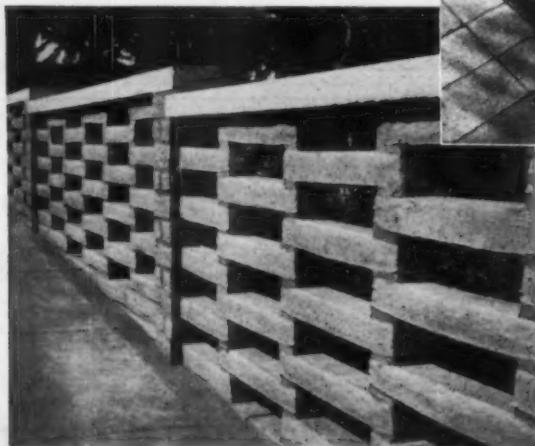
SMART CONCRETE BLOCK PATIO and inviting split block fireplace adds a bright sales feature at little cost. Outdoor Concrete Masonry "extras" give individuality to homes built from a basic plan.



SPLIT BLOCK PLANTER gives added charm to any type of home. This two-level planter makes neat transition to house foundation line—makes home look larger.



BLOCK POOL AND TERRACE with a novel split block fountain is a big plus for any property. Block is easy to work, vermin-free and requires practically no maintenance.



SLUMP BLOCK WALL adds a touch of casual country living at a down-to-earth price. Concrete Masonry offers the lowest in-the-wall cost in the building industry.



You'll find a gold mine of sales-producing outdoor living designs with concrete masonry in "Ideas for Your Outdoor Living Room." Ask your local NCMA member for a copy. He's a quality producer and a good man to know.

NATIONAL CONCRETE MASONRY ASSOCIATION • 38 SOUTH DEARBORN • CHICAGO

**HEY...
MAKE ROOM
FOR ME!**

**4,220,000
BABIES
WILL BE BORN
IN 1957**



ADD THE ROOM

WITH

**Shakertown[®]
GLUMAC[®]
UNITS[®]**



U. S. Patent 2,232,876. Other U. S. and Foreign Patents Pending.

• Deeply striated selected red cedar. Pre-stained in 12 exclusive Shakertown colors—including 4 NEW consumer-tested colors for 1957.

• Complete with matching colored nails for a finished job... all in one application. No brush coat necessary.

• Cedar Shakes electronically bonded to asphalt impregnated backerboard... performance-tested for weather protection and lifetime insulation.

For extra-fast application and maximum protection use matching pre-colored "Jiffy Corners." Available on specification with Glumac Units.

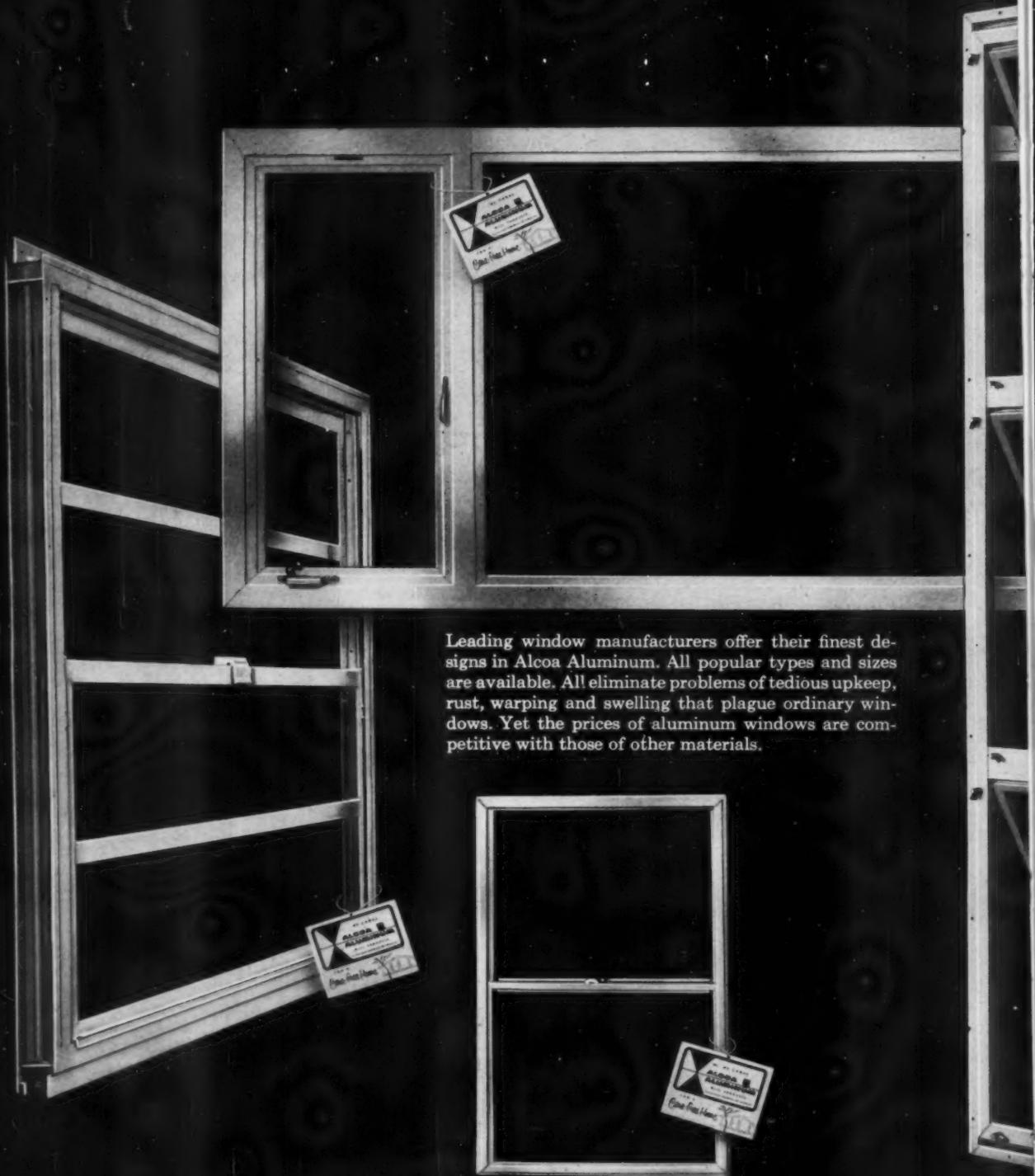
The whopping BIG 1957 Market is on its way! These babies will require more bedrooms, more play area... homes must be expanded to meet demands for added space. Versatile Glumac Units make home expansion more practical because they apply faster... more conveniently for the home owner. Builders save up to 70% in application time (22 Glumacs cover as much area as 400 separate pieces of shakes and undercoursing shingles). You'll do a better job at BIGGER PROFITS when you apply these labor-saving GLUMAC UNITS.

Write for your Free "Shakertown Builder's Bell-Ringer—1957"

Shakertown[®]
FIRST NAME IN CEDAR SHAKES

THE PERMA PRODUCTS COMPANY
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Alcoa gives *Care-free* aluminum



Leading window manufacturers offer their finest designs in Alcoa Aluminum. All popular types and sizes are available. All eliminate problems of tedious upkeep, rust, warping and swelling that plague ordinary windows. Yet the prices of aluminum windows are competitive with those of other materials.

windows a \$1,000,000 push



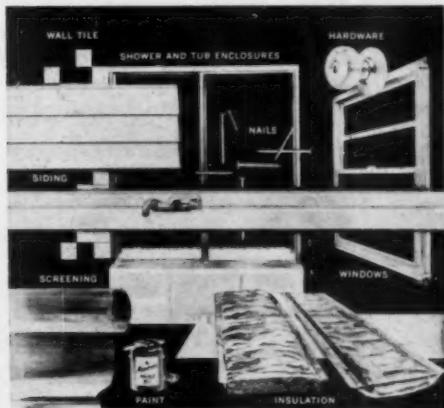
any home buyer appreciates a window that will never stick or warp. And he applauds a window that never needs a speck of upkeep to stay rustfree and smooth working. Aluminum windows are instantly recognized by home buyers everywhere as the mark of quality in a home. And when those windows are backed by this \$1,000,000 Care-free tag, the sale is practically made.

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. For complete catalog information from leading makers of aluminum building products, send your name and address to: Aluminum Company of America, 1965-H Alcoa Building, Pittsburgh 19, Pa.



Your Guide to the Best in Aluminum Value



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

not a single nail
in this beautiful

VIBRAPAC BLOCK HOME



Built for his own occupancy by a prominent Midwest business man, this beautiful residence embodies the most advanced practices in modern home construction. Not one nail, not one piece of wood was used anywhere! From basement to roof, from wall to wall, the entire structure is of Vibrapac Block and masonry supplemented by steel and glass. Completely fireproof, the home is one of the few in its area so rated by the insurance inspection bureau. It is also ruggedly resistant to storm, heat, cold, moisture and aging.

As usual, the many patterns and sizes available in Vibrapac Block made possible a variety of beautiful effects, especially indoors. Basket weaves, ashlar design, vertical and horizontal stacking and other treatments were applied with notable artistry . . . setting this home apart as one of the most distinctive to be seen anywhere today. Particularly noticeable are the restful tones of the block and the subdued quiet of all parts of the home.

Modular sizes, and the ease and speed with which Vibrapac Block can be laid, provided this home owner with marked savings in time, labor and materials. Vibrapac Block offers many construction, sales and profit advantages for your customers also. Complete literature on request. Write

BESSER Company

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1st in Concrete Block Machines

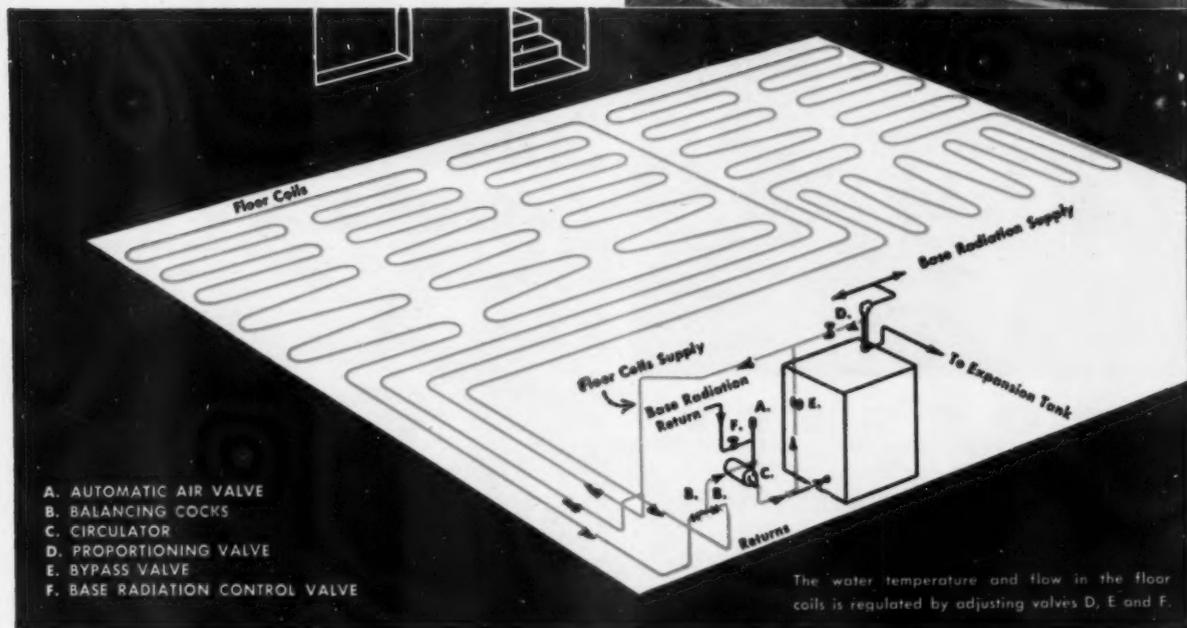


Proper selection of units, plus careful workmanship, had much to do with the charm and beauty of this Vibrapac Block home.



Exposed masonry walls add a touch of beauty to the interior. Even the fireplace is constructed of Vibrapac masonry units.

No cold floors in below-grade rooms of these split-levels



Builder Fleming says new radiant panel-base-board dual system passes test of winter

"I am convinced that a floor radiant-heating system is the only way to properly heat the below-grade rooms of split-level homes," says Joseph J. Fleming, a leading builder in the Wilmington, Del., area. "My buyers report complete satisfaction after a winter's occupancy and, of course, this means a lot to me and my reputation as a builder of quality homes."

Savings. "Substantial savings in installation costs are effected," Mr. Fleming continues, "by using Anaconda Panel Grids for the floor coils and by designing the dual system (see diagram) so that it is served by one circulator."

Below: Connecting Anaconda Panel Grids. Plumbing contractor Joseph Forrest, who helped design this dual system, says, "I knew we could save money with PG's for I had used them in my home." Anaconda Panel Grids furnished by the Bell Supply Company, Wilmington, Delaware.



Top right: Typical homes in Joseph J. Fleming's "Shipley Heights" development, Wilmington, Del. **Above:** Schematic diagram of PG radiant floor panel layout, showing how dual system operates with one circulator.

Anaconda Panel Grids, PG's[®], reduce costs in many ways. They are machine-formed radiant-heating coils, each containing 50 linear feet of Type L copper tube; $\frac{3}{8}$ " nom. size for ceilings, $\frac{1}{2}$ " nom. size for floors. PG's are ready to install, and by simply extending or contracting the grid by hand the center-to-center spacing can be varied to meet design requirements. Keep ahead of competition by offering radiant heating. Using PG's the installation cost is competitive with other systems.

For detailed information on Anaconda Panel Grids write for Publication C-6. Address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

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ANACONDA[®]
COPPER TUBE PRE-FORMED
PANEL GRIDS FOR
RADIANT-PANEL HEATING

Available through distributors of Anaconda Pipe and Tube



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Royal Oak Floors
SELL HOUSES

Because they are FAMILY FLOORS . . . and because Crossett Royal Oak Floors have special sales appeal to families. Their warmth, durability and beauty are basic appeals which help sell your homes—faster. You'll be delighted to discover the economy in laying Crossett Royal Oak Flooring on screeds when you are using concrete slab construction.

Have you checked these advantages?

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



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**Heat Pump
 Installation
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SONOCO
SONOAIRDUCT.



The perimeter heating-cooling system for this \$30,000 residence included a GE Weathertron heat pump and economical Sonoco SONOAIRDUCT fibre duct. Lightweight, long-length SONOAIRDUCT was easy to handle and level, thus saving time, labor and money in installation. By mitering the duct, all T-joints were made WITHOUT metal fittings.

Sonoco SONOAIRDUCT is made especially for gas and oil fired loop and radial perimeter, slab-floor heating systems where the duct is encased in dense aggregate concrete. It is aluminum foil lined. 23 sizes — 2" to 36" I.D., up to 50' long. Can be sawed to exact lengths on the job. Free installation manual available.

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 exceeds all

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The Arlington

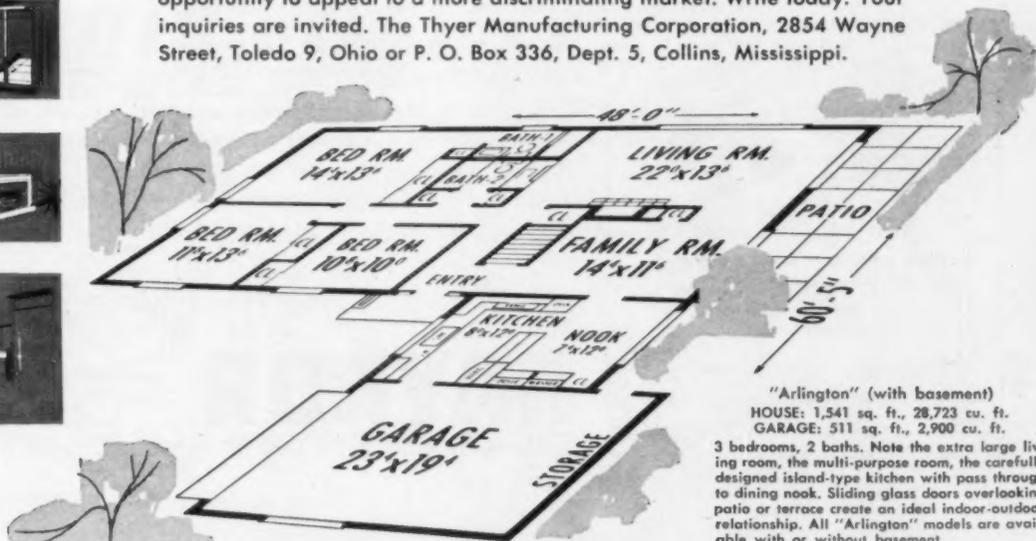
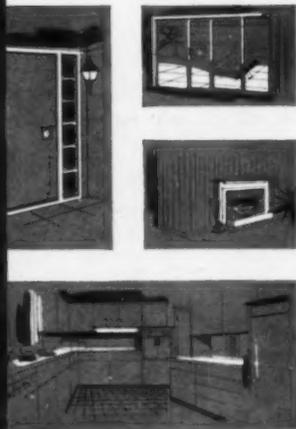
NO. 1 IN THE TRADITIONAL SERIES



...for the family that wants a home with a custom look

For those who appreciate fine quality and design Thyer presents the "Arlington" first in a series of traditional models by Richard B. Pollman, noted designer. Here is a truly exciting, new way to live . . . a home incorporating all the advantages of modern prefabrication with lavish attention to detail previously associated only with custom-built houses. This is your opportunity to appeal to a more discriminating market. Write today. Your inquiries are invited. The Thyer Manufacturing Corporation, 2854 Wayne Street, Toledo 9, Ohio or P. O. Box 336, Dept. 5, Collins, Mississippi.

STINCTIVE DETAILING



"Arlington" (with basement)

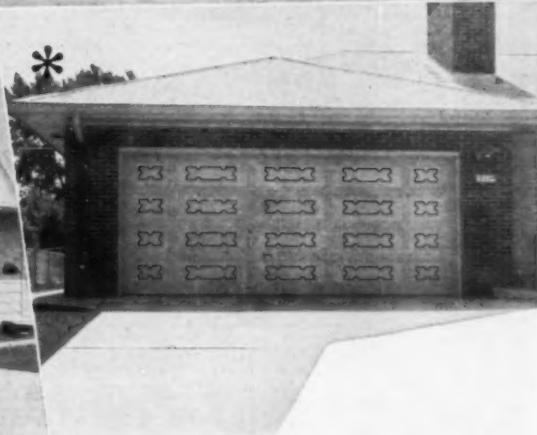
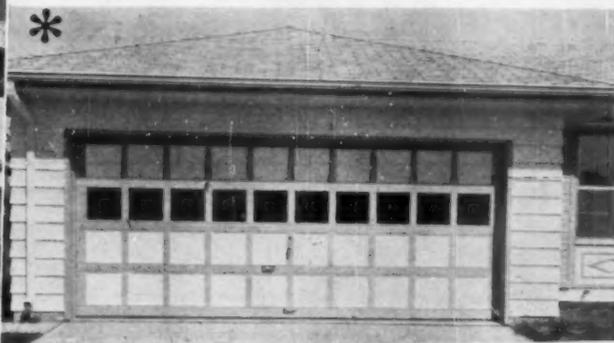
HOUSE: 1,541 sq. ft., 26,723 cu. ft.

GARAGE: 511 sq. ft., 2,900 cu. ft.

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



* Every Garage Has Identical Lines . . .
but *Individuality* is created by
RAYNOR OVERHEAD DOORS!



... Raynor Garage Doors give your homes that Custom-Built look



Just off the press

RAYNOR MANUFACTURING COMPANY
Dept. AB-3, Dixon, Illinois

Please send your new "Carved Panel" booklet and residential literature.

Name.....

Address.....

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If you're building homes using one basic design, there's nothing like RAYNOR Overhead Garage Doors to lend a note of individuality. What's more, you needn't pay a premium for this added sales appeal. RAYNOR offers a *complete* line of wood sectional overhead doors, with literally hundreds of variations possible, on a factory production basis. You'll find just the right Raynor door for any style architecture, any size opening. Free engineering counsel available for any unusual problems.

Look for This  Mark of Quality

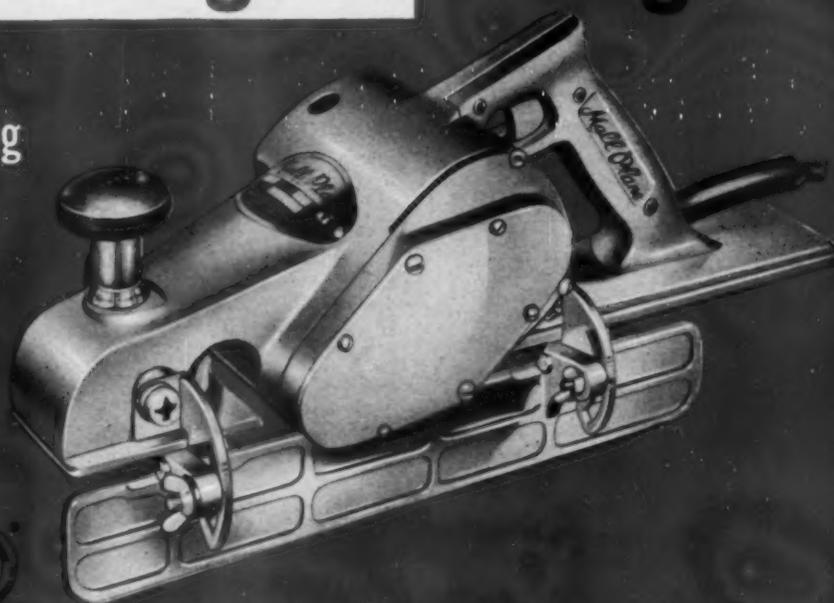
RAYNOR

RAYNOR MANUFACTURING COMPANY
DIXON, ILLINOIS

BUILDERS OF A COMPLETE LINE OF WOOD SECTIONAL OVERHEAD DOORS

now, in contractor tools, too,
if it's Remington, it's right!

fast-cutting
 electric
 plane leaves
 surface
 "sanded"
 smooth!



All of these great features make the Model 3P Door and Surface Plane right for you!

- Powerful ball-bearing motor for steady work, top performance!
- Two 3-inch steel cutting knives for smooth, rapid cutting!
- Depth cut is adjustable even while working; indicator shows depth from 0 to 1/4 inch!
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- Built-in trigger switch for instant power control!
- Perfect balance for easier handling; lightweight aluminum housing!
- Silent drive transmission, sealed bearings lubricated for life for greater dependability, longer, trouble-free service!

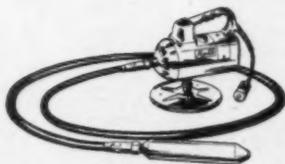
*Model 3P Door and Surface Plane. Universal motor, AC-DC, 25 to 60 cycles; 115 volts, 230 available; silent sprocket chain drive sealed in grease; 15 lbs. Comes with two extra blades, sharpening stone, steel case, 15 ft. cord, plug and ground. \$170.00**

Remington

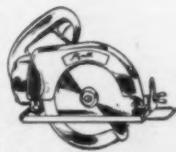
MALL TOOL COMPANY.

Division of Remington Arms Company, Inc.,
 25000 S. Western Ave., Park Forest, Illinois

Mall®



Concrete vibrators for every construction need.



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

* Prices and specifications subject to change without notice.

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

The rugged ball-bearing motor drives two 3-inch blades that cut up to 1/4 inch deep. And the depth is adjustable even while working!

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

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

MALL TOOL COMPANY,
 Division of Remington Arms Company, Inc., Dept. H34
 25000 S. Western Ave., Park Forest, Illinois

Please send free catalog on contractor and industrial tools.

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 COMPANY _____
 STREET _____
 CITY _____ ZONE _____ STATE _____

THE FINEST IN CEDAR SHINGLING



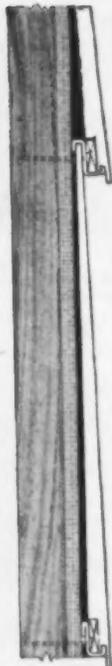
5 square feet at a time without face nailing!

(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, whether over Homasote sheathing or open studs.

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.

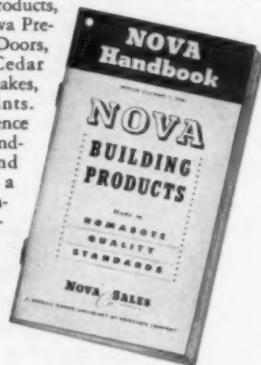


The Panelclip, with patented features, beats other forms of attachment easily. These are the facts: (1) by allowing a 15" exposure instead of the conventional 14", Panelclips save 7% in coverage; (2) they eliminate individual nailing of shakes, save 330 nails per square, cut labor costs accordingly; (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 Preframed Jalousie), Novafold Doors, Novasep Anchors, and Cedar Closet Lining—as well as Shakes, Shingles, and Shingle Paints.

We have great confidence in the value of the Nova Handbook to every builder and dealer. May we send you a copy now, without obligation? Please address Department H-20.



NOVA *Co.* SALES

TRENTON 3, NEW JERSEY

A wholly owned subsidiary
of Homasote Company

VERSATILE,
SPACE-SAVING

SLIDE-A-FOLD

DOORS

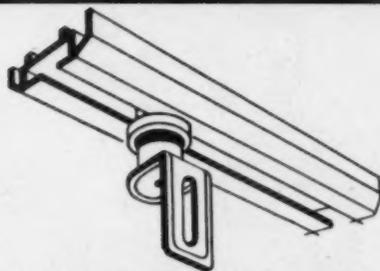
are

- ✓ easy to install
- ✓ smooth operating with



HAR·VEY SLIDE-A-FOLD DOOR HARDWARE

Slide-A-Fold Doors enable you to offer space-saving advantages, extra convenience and beautiful effects at low cost. A wide variety of Slide-A-Fold Door materials are available today, such as solid wood, hollow plywood, plywood, woven wood strips in wood frames, plantation shutters, West Indies screens . . . and screening, fabrics, glass and Plexiglas in wood frames. Regardless of the doors you select, use HAR·VEY Slide-A-Fold Door Hardware for low cost installation and dependable operation.

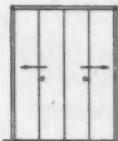


20 minutes is all it takes to install the average Slide-A-Fold Door with HAR·VEY Hardware. Extruded aluminum track with adjustable end bushings and nylon-sleeved pivots and guides permit even weight distribution and provide quiet, lifetime performance. No lubrication needed.

Low cost HAR·VEY Slide-A-Fold Door HARDWARE is available in complete sets — including hardware and two tracks



For Type SF1 Doors, 3/4" to 1 1/4" Thick
 SF1-18 for 1'-6" opening 3.98 set
 SF1-24 for 2'-0" opening 4.48 set
 SF1-30 for 2'-6" opening 4.98 set
 SF1-36 for 3'-0" opening 5.48 set



For Type SF2 Doors, 3/4" to 1 1/4" Thick
 SF2-36 for 3'-0" opening 6.59 set
 SF2-48 for 4'-0" opening 7.59 set
 SF2-60 for 5'-0" opening 8.59 set
 SF2-72 for 6'-0" opening 9.59 set

AMERICAN SCREEN PRODUCTS COMPANY

HOME OFFICE: 61 EAST NORTH AVENUE, NORTHLAKE, ILLINOIS

Midwestern Division: 505 W. Harrison, Plymouth, Indiana
 Southwestern Division: 8416 Lofland Drive, Houston, Texas

Western Division: 217 North Temple City Blvd., El Monte, California
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To help you sell the house you
30% MORE STRENGTH-
... when all concrete is



build, REMEMBER: - COSTS LESS THAN 10% reinforced with WIRE FABRIC!

Porches, driveways, patios, and sidewalks will benefit from the extra strength and the extra durability when reinforced with welded wire fabric. They will resist cracking . . . will stay smooth and new looking much longer . . . will add to the lasting value of homes you build.

A SALEABLE BENEFIT . . .

The higher quality that you put in a house when you use *reinforced* concrete is quality that you can sell! Consumers—home buyers—are learning about the advantages of wire fabric in advertisements in *Better Homes and Gardens* and in *Small Homes Guide*. They are learning that the

30% more strength that welded wire fabric adds to concrete actually costs them less than 10% of the cost of the concrete—only about \$25 in the average house. Your buyers are willing to pay that and more to assure long-term good looks for their property. They know *reinforcement* is one extra that they cannot add themselves.

TO HELP YOU SELL

Use concrete *reinforced with wire fabric* as an extra selling feature in your homes. Send for the free merchandising aids that will help you promote this feature. See your local building materials supplier, or send the coupon.

AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL, GENERAL OFFICES: CLEVELAND, OHIO
COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

USS American Welded Wire Fabric



UNITED STATES STEEL



FREE! Ad mats! Handouts! Brochures!
Booklets! Envelope stuffers!
A COMPLETE MERCHANDISING KIT

American Steel & Wire
Rockefeller Bldg.
Cleveland 13, Ohio

Rush me free merchandising kit to help me sell
the benefits of reinforced concrete in my homes.

Name

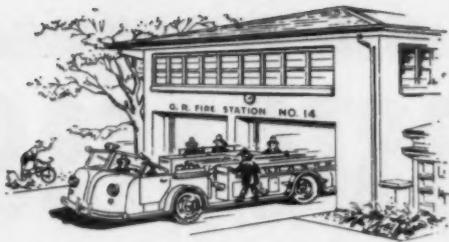
Firm

Address

City

State

when seconds count...



FIRE STATIONS COUNT ON RO-WAY DOORS

The alarm clangs! The engines roar into life and these Ro-Way doors get out of the way *fast*—electrically. The fire-fighters are on their way in seconds.

Fire stations the country over depend on Ro-Way overhead type doors for instant action, smooth operation, rugged dependability. And these qualities find ready acceptance for warehouses, commercial garages, freight terminals, service stations and other commercial and industrial applications.

Ro-Way sectional doors are engineered for long life. Built of selected lumber and Masonite® Dorlux® panels. Glued and steel doweled mortise and tenon joints give added strength. Seal-A-Matic hinges and

Taper-Tite tracks lock out even the worst weather yet permit instantaneous opening—fast, quiet operation on ball bearing rollers . . . all the work done by big, Power-Metered springs. Heavy-gauge hardware resists rust and corrosion because it's both Parkerized and painted after fabrication in Rowe's factory.

There are Ro-Way models for all commercial, industrial and residential buildings . . . standard and special sizes to meet any design problems.

FREE Architect's Manual

Complete details, drawings, etc. on the entire Ro-Way line. A big help in selecting the right door. Ask for manual 55.

there's a Rō-WAY for every Doorway!



COMMERCIAL
INDUSTRIAL
RESIDENTIAL



ROWE MANUFACTURING COMPANY

787 Holton Street • Galesburg, Illinois



*How many hammer strokes does it take
to nail up Sheathing on your average house job?*

We don't know either, but you can save up to 9000 hammer strokes—that's up to 1800 less nails—if you use Fireproof USG® Gypsum Sheathing. Try it out and see for yourself.

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

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



UNITED STATES GYPSUM

The greatest name in building



BUILDERS AND MASONS AGREE:

**"BENNETT Fireplace Products
save time and money for us . . .
. . . give greatest satisfaction
to home owners"**

Benefire THERE'S LESS TO DO
FROM HEARTH TO FLUE



MR. BUILDER—"Benefire takes all the guesswork out of fireplace construction. It's the complete fireplace form . . . and gives complete satisfaction to the owner."

MR. MASON—"Benefire's square shape simplifies brick-laying, cuts down time, saves up to a ton of masonry per job. Throat damper, combustion chamber, down-draft shelf and 'Ductops' are all built into the form."

Beneform THE ONLY CHOICE FOR
UNUSUAL FIREPLACES



MR. BUILDER—"Beneform does a terrific job . . . for projecting corner fireplaces, 2-sided or 3-sided openings, openings in 2 rooms, open all around, etc. . . . assures lower construction costs and smoke-free operation."

MR. MASON—"Because of its flexibility, Beneform allows a choice of chimney stack locations. And the heavy flange on all four sides is strong enough to carry any masonry load. No lintel bars required."

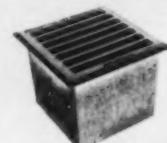
NEW DEEP-THROAT DAMPER BENNETT-
DESIGNED FOR FAST,
EASY INSTALLATION



MR. BUILDER—"For standard fireplace construction, I've found that the Bennett Deep-Throat Damper gives the most satisfactory performance. And it holds down construction costs."

MR. MASON—"The Deep-Throat Damper makes my work easier. It's sized and shaped for standard brick . . . saves cutting and fitting. New 10" deep throat insures maximum draft. Interlocking closure along entire top, and full overlap ends, prevents heat loss and cold down drafts."

**EVERYTHING YOU NEED FOR LOW-COST FIRE-
PLACE CONSTRUCTION**



SWEEPIT



LINTEL BARS



CLEAN-OUT DOORS



ASH DUMP

The Bennett line has all the accessories you need for every type of fireplace in demand today. For example:

SWEEPIT—Perfect for raised hearth and basementless homes. Sweep ashes into the galvanized pan. Easy to remove and empty.

CLEAN-OUT DOORS—Standard design, but with frame and door cast in attractive patterns.

ASH DUMP—Extra heavy cast iron . . . firebrick size frame seats deep in hearth, can't be dislodged.

LINTEL BARS—Each bar made from right weight and size of angle to support its span length without spring or sag.

Yes, builders and masons agree that Bennett Fireplace Products solve their fireplace construction and cost problems.

And, best of all, once the job is done the owner is happy about its performance and easy operation. The finished fireplace costs less. Smoke-free construction is guaranteed. The exterior of the fireplace is more beautiful. Extra heat is there when needed . . . and there are no cold floor drafts.



WRITE FOR THESE BENNETT CATALOGS

Ask for Form VC-133 for information on Benefire. The rest of the big Bennett line is covered in Catalog VC-100. Write to Bennett-Ireland Inc., Dept. C, Norwich, N. Y.

See your
LOCAL BENNETT SUPPLIER
for full details and low prices on the new Benefire, Beneform, and the complete line of dampers, ash dumps, grilles, grates, lintels, etc.

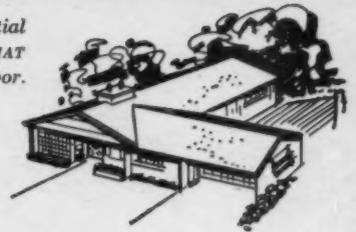


AUTHORITIES ON FIREPLACES

AMERICAN BUILDER

Architect: Mies van der Rohe
 Associate Architects:
 Friedman, Alschuler & Sincere
 Gen. Cont. Herbert S. Greenwald
 Plumbing Contractor:
 Economy Plumbing & Heating Co.
 Plumbing Wholesaler: Amston Supply
 Division of American Radiator and
 Standard Sanitary Corp.

Thousands proved in residential
 building—low in cost, the FIAT
 PreCast Floor also saves labor.



The new, six building luxury
 apartment project to be known as
 900 Esplanade and Commonwealth
 Promenade will have FIAT PreCast
 Shower Floors in every shower. Added
 proof that products by FIAT set the stand-
 ards of shower quality.

THE Plus IN 1238 Plush APARTMENTS

FIAT PreCast SHOWER FLOORS

Only the best is good enough on Chicago's
 fabulous "Gold Coast"

FIAT Shower Floors permanently answer the problem of shower floor leakage and high costs. Less product cost, less labor cost and less maintenance costs are the benefits of FIAT's one-piece unit cast in a solid, monolithic slab with genuine marble chips. The FIAT PreCast Shower Floor is simply placed into position and lead caulked to the drain outlet. Once this simple, fast, inexpensive job is completed, the shower wall may then be built of any type material desired; plastic or ceramic tile, marble, plaster or structural glass.

Send for specifications on the complete range of styles and sizes.

FIAT FIAT METAL MANUFACTURING CO.

9311 W. Belmont Ave. • Franklin Park, Illinois
 Since 1922... First in Showers / Packaged Showers • Doors • Floors
 Toilet Room Partitions

OTHER COMPLETE PLANTS: Long Island City 1, N. Y.; Los Angeles 63, Calif.; Orillia, Ontario, Canada





REPUTATIONS IN THE BUILDING TRADE, LIKE MASONRY WALLS, RELY ON DUR-O-WAL FOR STRENGTH

Throughout the nation leaders in the building industry are depending increasingly on Dur-O-wal, the masonry reinforcement of proven performance. This high quality, custom-fabricated reinforcement sets the standard for the world.

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BUTT WELD DEFORMED RODS

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Rigid Backbone of Steel For Every Masonry Wall

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STAIRWAY
problem ?

BESSLER
Disappearing
Stairways
may be the
answer!

Send coupon now

Bessler Disappearing Stairway Co.
1900-A East Market St., Akron 5, Ohio

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

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City Zone State



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

this blade won't
BUCKLE!



Disston-Carlson
BIG CHIEF, 10' only
\$3.25, 12'—\$3.50

The BIG CHIEF's wide 3/4" white blade stays rigid ... makes extended overhead and reach-in measurements easy!

And just look at all the other features you get in DISSTON-CARLSON BIG CHIEF Steel Tape Rules!

- Jet black numerals on a gleaming white surface for at-a-glance reading.
- Double graduations in feet and inches. Stud markings every 16".
- Patented easy action swing tip for accurate inside and butt-end measurements.
- Famous Disston 10-second blade change permits easy replacement.
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At better hardware and building supply dealers ... everywhere!

For free folders, write: Henry Disston Division, H. K. Porter Company, Inc., Philadelphia, Pa.



Henry DISSTON DIVISION

H. K. PORTER COMPANY, INC.

Factory-built masonry chimney saves you time, money and space

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

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

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

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

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

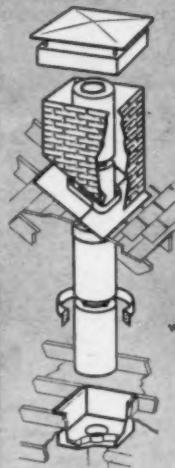
 **Van-Packer**
FACTORY-BUILT MASONRY
Chimney

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

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Van-Packer Fire Clay Tile Gas Vent



Completely packaged Van-Packer Chimney goes up in 3 man hours or less.



Snap-on housing cap
Brick-design panel housing in red, buff or white
Adjustable aluminum flashing
7" I.D. flue sections of 2100°F.
 $\frac{5}{8}$ " fire clay tile liner,
3" vermiculite concrete insulating wall, asbestos-cement jacket.

Section joints sealed with acidproof cement.

Drawband reinforces each section joint.

Support assembly has 4X safety factor—eliminates pier.



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



Attractive brick-design panel housing assures home buyer acceptance.

Van-Packer chimney housing in red, buff or white to blend with any home.



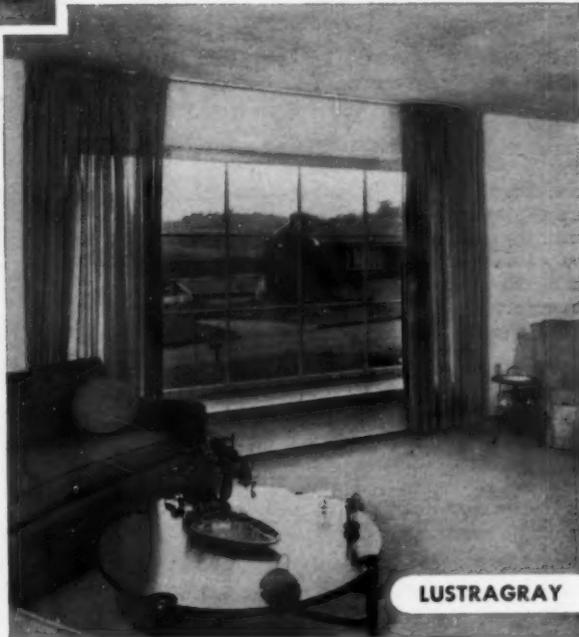
GLARE REDUCING SHEET GLASS



Progressive builders interested in modern glazing for modern homes use AMERICAN LUSTRAGRAY. Two views below show (left) glare through clear glass vs. (right) no glare through LUSTRAGRAY. Note how the neutral gray tint of LUSTRAGRAY actually sharpens the view.



CLEAR GLASS



LUSTRAGRAY

American LUSTRAGRAY

gives "northern light" through southern exposures

By providing more comfortable living with soft, controlled daylighting, AMERICAN LUSTRAGRAY sheet glass increases the saleability of your homes. It allows maximum viewing pleasure from windows and glass doors by reducing glare. Another comfort feature is reduced heat transmission.

The attractive, sparkling appearance of LUSTRAGRAY

has a very unique effect. Viewed from the exterior, LUSTRAGRAY is dark enough to afford interior privacy and yet the occupant is provided "clear glass" vision.

Use AMERICAN LUSTRAGRAY in your new homes; it is economical as well as functional. LUSTRAGRAY is available through more than 500 glass jobbers. Check your classified phone directory for listing.

American LUSTRAGRAY DATA

- Thicknesses: $\frac{3}{16}$ " , $\frac{1}{2}$ " , $\frac{1}{4}$ "
- Maximum Size: 6' x 10'
- Slightly larger sizes on request when available

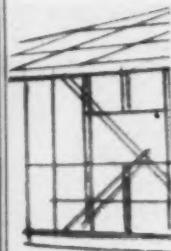
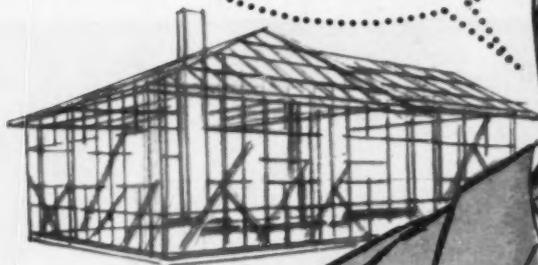


American
WINDOW Glass COMPANY
PITTSBURGH, PA.

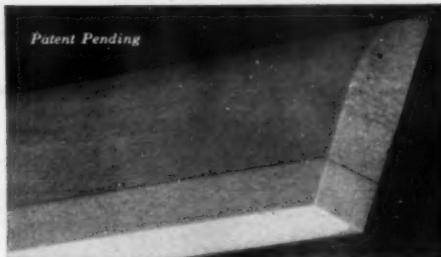
PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.
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WSW 6778

*Builders, remodelers
cut labor, save time*



with **FOAMFLEX®**
DOORSTRIP



Patent Pending

VINYL FOAM BONDED TO WOOD 1/4" x 5/8"
CLEAR BEVELED MOLDING

Pre-cut lengths speed installation, cut labor costs, eliminate waste; installs in just minutes with saw, hammer and nails. Just cut to size and nail. No unsightly metal parts. Foamflex becomes an attractive part of any door frame or casement window.

Foamflex is completely airtight, waterproof, weatherproof. Silences closing doors, makes air conditioning more efficient. Will not absorb moisture—will not freeze. Stays flexible at 50 below zero. Can be painted over without hardening. Molds to warped and uneven surfaces.

Packaged in two 7' lengths and one 3' length, plus package of nails. This unequaled weathertight seal, amazingly simple and practical as it is, sells for much less than ordinary door seals!

JW Mortell
COMPANY

Since 1895 Technical Coatings For Home and Industry
DETROIT, MICHIGAN • KANKAKEE, ILLINOIS • LYNDHURST, NEW JERSEY
Available at your hardware or building supply dealer.



"Bildrite saves money



"That extra strength really helps,"

says Ulmer. "Once the Bildrite goes on, walls stay solid and straight and plumb. Makes nice clean cuts around door and window openings. We find 'it's easy on the saw blades, too.'"

Insulite Wool cuts cooling costs.

As most of his new homes are completely air conditioned, Ulmer uses Insulite Fiberglas Wool in foil-enclosed batts to insure highest efficiency and lowest cost for cooling units.

John L. Ulmer

has had 16 years experience as a builder, and has used Insulite products for the same length of time. He does much of his own designing and moves his own cabinet shop on wheels to each job.



on any type of home"

"Yes, with Bildrite I've saved as much as 40% on labor costs," says John Ulmer of Little Rock, Ark.

In the beautiful River Ridge district of Little Rock, Arkansas, John Ulmer builds, on the average, 12 homes per year. Right now he's building custom houses ranging from \$50,000 to \$100,000.

For homes in this class, Ulmer quite naturally chooses many materials that are costly in themselves, and extremely expensive to apply. But when it comes to sheathing, he finds that economy in application goes hand-in-hand with finest quality.

"I wouldn't consider using anything but Bildrite," he says. "It's far and away the strongest sheathing on the market. It saws quick and clean. And we never have any trouble putting it on even if it happens to be exposed to rain. Why, I'd save money with Bildrite on *any* type home . . . \$12,000 to \$100,000."

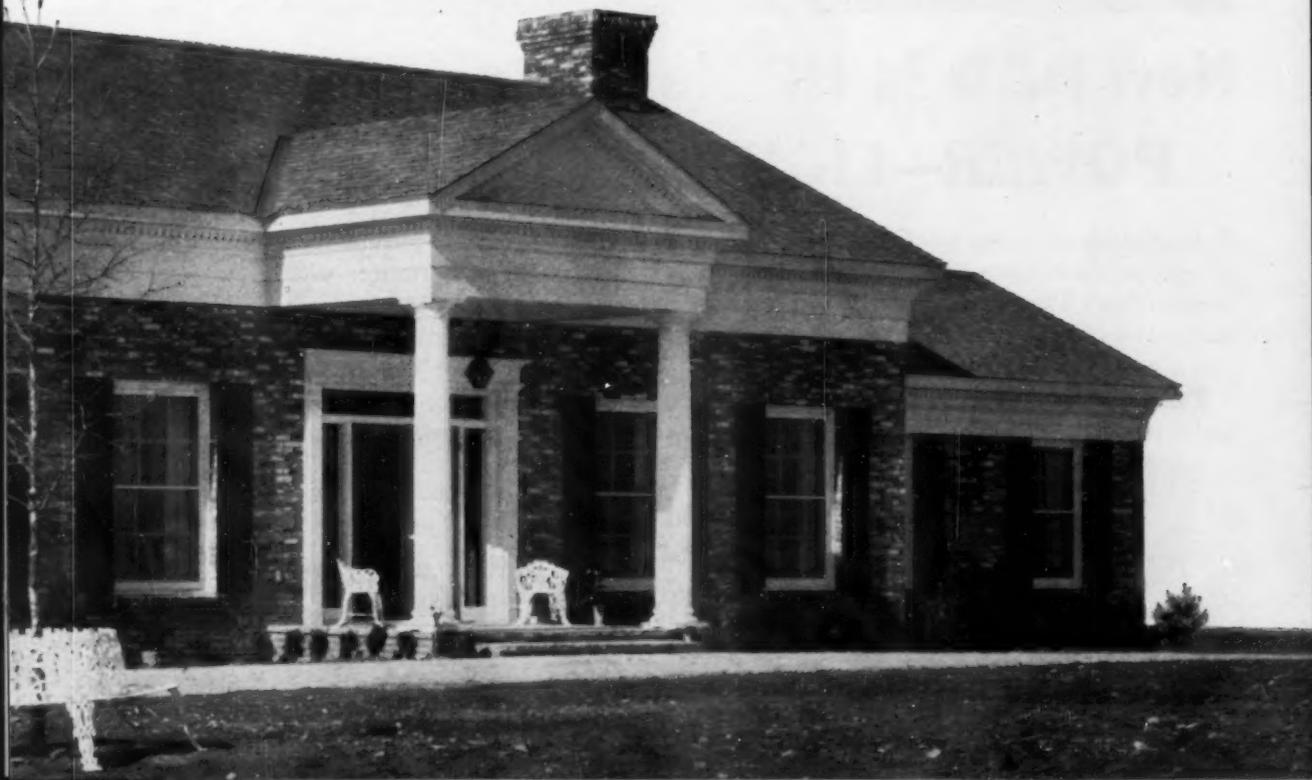
Are you looking for ways to build your homes stronger . . . better insulated . . . with vapor permeable walls . . . and yet save 40% or more on sheathing labor costs as compared to wood? Then look to Insulite Bildrite Sheathing. For information, write us—Insulite, Minneapolis 2, Minnesota.

build better, save labor, with
INSULITE



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

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

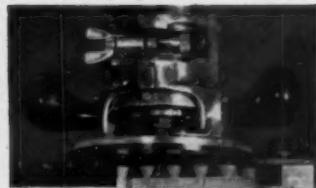




Black & Decker Gives You:



POWERFUL, LIGHT: Full 1/4 HP motor, yet tool weighs just a little over 6 lbs.



EASIER HANDLING: Specially designed handles fit palm. Switch operates without releasing handles.



ACCURATE ADJUSTMENT: Exclusive micrometer-type depth adjustment with calibrated depth dial speeds accurate positioning.



FAST CHANGING: Stands on end for fast changing or sharpening bits and cutters, adjusting for cutting depth.

New B&D 3/4 HP Heavy-Duty Router for POWER—LIGHTNESS—ACCURACY

A maximum of power packed into a minimum of weight! That's the new Black & Decker 3/4 HP Heavy-Duty Router, one of the lightest, most compact routers on the market . . . *perfect* for fast finishing and fitting!

This B&D Router offers special features to make handling easier and work go faster. Com-

pare the power and performance of the new Black & Decker Router with any other on the market. Then compare price and you'll be sold! For more information, write: THE BLACK & DECKER MFG. Co., Dept. H-108, Towson 4, Maryland.

**B&D Heavy-Duty Router
Only
\$59⁵⁰**



B&D ROUTER KIT gives you Router, six popular bits, Straight and Circular Guide in handy metal kit for only \$88.00—Save \$5.75.

Find Your B&D Supplier in "Yellow Pages"

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Black & Decker®

World's Largest Maker of Electric Tools

RUGGEDNESS AND BEAUTY HELP CINCH HOME SALES

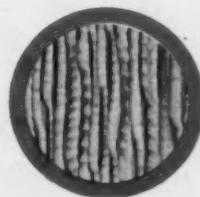
SIMPSON FIR PLYWEAVE

Fir Plyweave attracts prospects because it is not only beautiful—it is also a rugged plywood paneling that keeps its beauty under rough treatment! It's the kind of a plus that sells homes on sight!

Plyweave is also popular with builders because it goes up quickly. It comes in easy-to-handle 4 x 8. sheets and its deeply-embossed, textured surface makes nail holes almost invisible—no time-consuming puttying required. Its special pattern butts without matching.

And although Plyweave is low in cost, it adds greatly to the appearance value. So for the magic touch that makes your homes sell, use Simpson M & M fir or redwood Plyweave. It can be stained, painted or two-toned. It can be put up vertically, horizontally or in squares.

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



This section of Plyweave shows the deeply-embossed pattern.



Simpson
M & M
PLYWOOD & DOOR PRODUCTS

Simpson Logging Company, Sales Office,
Plywood & Doors, Room 801-A,
2301 N. Columbia Blvd., Portland 17, Oregon

FREE Plyweave sample together with Simpson's new 36-page booklet, "Manual on Finishing Plywood" has 68 full-color finish illustrations plus decorating ideas and suggestions for the use of plywood in the home.

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

PLEASE PRINT

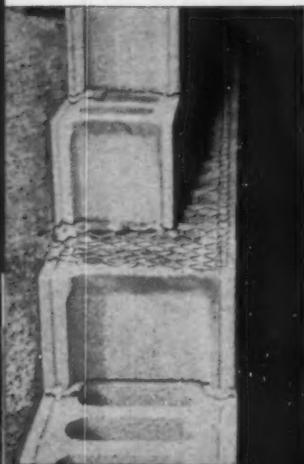
PD-72



Brickmason Ted Ehman, working on the Russellville Indiana High School, likes the way Key-Wall can be iapped without interfering with embedment or adding thickness to the joint. This is particularly important at corners. With Key-Wall, masons find it just as easy to reinforce corners as on straight runs.



It's the Key 12" mortar tain



It's so easy to lay up face brick the way Mr. Hand does it. With Key-Wall on the top course of 12" foundation units, a better mortar bed for the brick is obtained, as well as reinforcement.



Another reason Mr. Hand rates Key-Wall the best is because it is so easy to tie in curtain walls. On this job, an 8" block was tied into the outer wall, with Key-Wall being used as reinforcement at every joint. Short lengths are used for convenience.



Mr. Ehman finds that mortar flows in, under and around Key-Wall to give exceptional bonding and provide full mortar embedment. Key-Wall is galvanized for protection against weather, assuring a strong bond. It is easy to store on the job. 200-ft. rolls are compact, and can be carried with ease.

I sure like

KEY-WALL

galvanized masonry reinforcement

says Lamoin Hand, Jr., partner in the Cutshall Construction Company of Akron, Ind. "As a contractor and journeyman bricklayer, I like Key-Wall the best. The rolls are easy to handle. They can be stored any place without rusting. They take very little space on the job. Besides, I can put Key-Wall in every

other joint instead of every third or fourth joint and build a better wall. For example, on the Russellville, Indiana High School, we used Key-Wall on every other course rather than every third course as specified for other reinforcements. I like Key-Wall, and so do my men."

AND HERE ARE OTHER ADVANTAGES OF KEY-WALL:

- It rolls out in 200 ft. lengths without joints • It's so easy to cut and fit, easy to handle • You get effective resistance to cracks • You get increased lateral wall strength • You save on material cost • You save on handling and storage

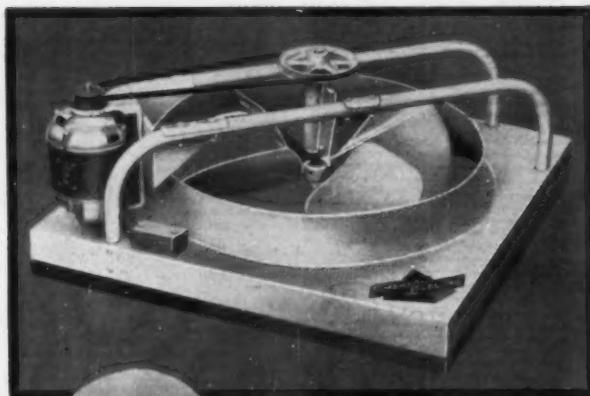
KEYSTONE STEEL & WIRE COMPANY

PEORIA 7, ILLINOIS

First Choice With Builders and Buyers

EMERSON-ELECTRIC ATTIC FANS AND VENTILATORS

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

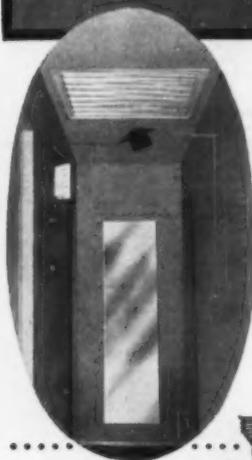


Builders, coast-to-coast, have found that Emerson-Electric attic fans and ventilators help sell homes faster. They're easy to install . . . give trouble-free service . . . priced within project budgets.

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

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

Write for complete data. Ask for Fan Bulletin No. 1050.
THE EMERSON ELECTRIC MFG. CO.,
ST. LOUIS 21, MO.



Lifetime lubricated ball bearings in motor and fan shaft. The 24" fan, 5200 C.F.M. list price only \$80.75, ceiling shutter list \$27.85; 30" fan, 7000 C.F.M., \$90.30, ceiling shutter \$31.00; 36" fan, 10,800 C.F.M., \$107.15, ceiling shutter \$37.65. Prices subject to trade discounts. Two-speed models also available.



Selling Better Living to the Nation



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



EMERSON-ELECTRIC



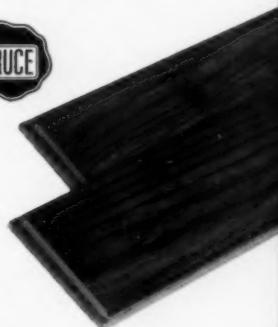
of St. Louis

Since 1890



Dark for distinction

There's dramatic appeal in the dark finish of Bruce Fireside Plank . . . a low-cost solid oak floor with charm for any home. Alternating 2¼" and 3¼" strips create the interesting plank effect that is accentuated by wide but shallow side bevels. Bruce Fireside Plank is completely finished at the factory for beauty, durability, and on-the-job cost savings. Write for color booklet. See our catalog in Sweet's Files. E. L. BRUCE CO. Memphis 1, Tennessee

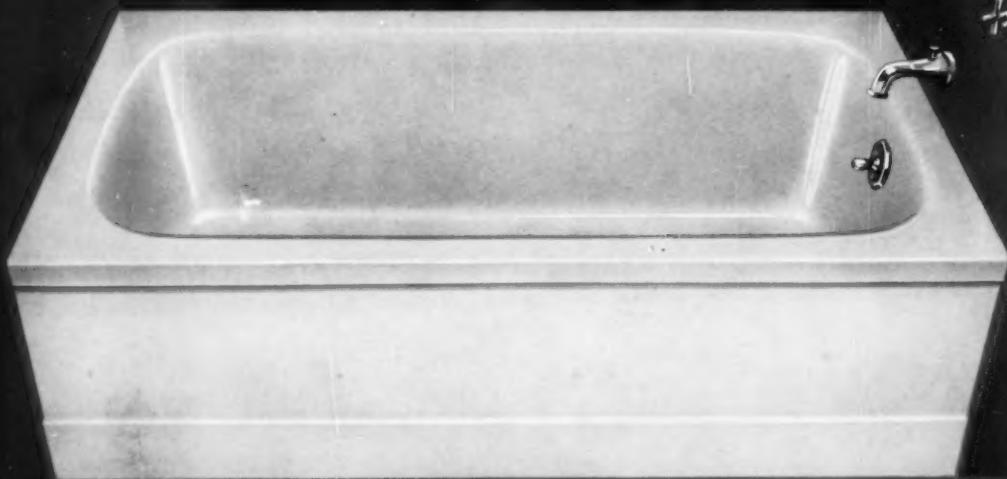


Bruce

Fireside Plank
Floor
Naturally Beautiful

ANNOUNCING!

*The ideal tub for
budget-spaced, budget-priced homes*



The FREMONT

by **BRIGGS BEAUTYWARE**
6 inches shorter outside—full size inside

Now! Briggs answers the increasing demand for a bathtub that fits the special requirements of limited space and budget. The new Fremont recess model with right (B-100) or left (B-101) outlets fits in just 4½ feet, yet the interior is *full sized*. Manufactured to Briggs quality specifications, yet tagged with a truly competitive price! In Briggs' 5 decorator colors and white.

SPECIFICATIONS • Only 4½' long, but full height (16¼") • Free-standing steel construction • Stain-proof (acid-resisting) porcelain • Leakproof wall flange • Straight front, non-slope back give full-size bottom surface with only 4½' in outside dimension.

BRIGGS

B E A U T Y W A R E

BRIGGS MANUFACTURING COMPANY • DETROIT, MICHIGAN

How to take advantage of the hidden value

opportunity . . .



Remember, the buyer doesn't have X-ray eyes

You are probably overlooking one of your best selling tools.

We have named this overlooked idea *Hidden Values*. As its name implies, a Hidden Value is a part of the house that cannot be readily seen, yet contributes to the life, strength, or quality of the house. It may be a planning or construction technique, it may be a manufactured product, or it may be the use or treatment of that product. Whichever it is, it contributes to a better house, and we feel that it should be pointed out and merchandised just as strongly as any of the more obvious "glamor" items which usually hold most of the spotlight. Here's why:

First, you — as a reputable builder — will benefit from advertising the Hidden Values you build into your houses. If you make known, for example, that you are doing a better waterproofing job on your cellar than Builder X down the street, a buyer will understand that even if he has to pay a little more for your house, he's getting extra quality to justify the cost.

Second, Hidden-Value merchandising will increase competitive pressure on quality: Builder X must upgrade his waterproofing job or lose sales. *Quality* competition will be as important as *price* competition.

Third, the building industry as a whole is building a better house today than ever before. Since that house is competing with dozens of other items for the consumer dollar, dramatizing its quality will point up its value as the best long-term investment a family can make.

In this month's Blueprint House story, you'll see how an Atlanta builder promotes the Hidden Values he puts in his homes. In the story on Aurora Gardens in New Orleans we've pointed out other Hidden Values that we feel could and should be promoted. And there will be more Hidden Values in future issues. Remember, the buyer doesn't have x-ray eyes.



**FORMULA FOR SELLING FAST
IN TODAY'S SLOW MARKET . . .**

. . . build tract houses with that

In an industry unique for its adaptability to consumer demand, here is a builder who stands above the crowd in delivering the needs of home-seekers.

Actually, he is over-delivering value—both visible and *hidden*. He is Ernest B. Norman, Jr., developer of Aurora Gardens, pictured on these pages.

Why does Norman take such pains to give customers what they want? Because of law—the most potent law in American business: supply and demand.

Remembering that house prospects don't have X-Ray eyes, Norman goes one step further and points up the *hidden values* which make his houses a solid buy.

Question: did customizing Aurora Gardens pay off? The figures speak for themselves. In the newest section, over 90 homes were sold in the first

three months to the tune of \$2,250,000. Price range is from \$18,000 to \$25,000.

What has builder Norman done? In a market flooded with choosy buyers frightened by news of "tight money," he has created his own seller's market *with houses priced well above the national median*.

How has he done it? By building in quality inside and out; by adding custom touches; by highlighting "*hidden values*"; by expert community planning; by landscaping, tree preservation, and by merchandising every conceivable plus feature right to the hilt.

So well did Ernest Norman lay out the Aurora Gardens community and with such care did he and designer Barbara Gibson create the basic models that it was one of ten communities to receive NAHB's neighborhood development award. In addition, it was featured on Dave Garroaway's

. . . build in custom touches and



NO COOKIE-CUTTER LOOK here in Aurora Gardens, where individual design, landscaping set custom look.

"special look"...

NBC-TV show, *Today*.

These accolades and high sales figures resulted largely because planner Norman spent hard cash and two years in researching customer wants. After singling out those features "most wanted," he incorporated them into the development. Typical among them are:

- Preservation of as many trees as possible.
- Individualized house design.
- Built-in ranges and ovens with birch cabinets.

To seal this saleable package, the company adds what most prospects didn't think to ask for—*hidden values*—items which add to the life, strength or value of the house, but can't be seen in the finished structure.

At Aurora Gardens, this includes copper flashing, sealed sheathing, cast-iron soil pipe, steel reinforced driveways, vinyl vapor barrier and copper tubing throughout the house.



LONG ROOF LINE extended for carport, shading overhang gives model singular distinction, curb-appeal.



HOUSE-WIDE PORCH lends old South veranda charm to this model, one of 11 in well-planned development.



WIDE OVERHANGS and hip-roofed carport make this otherwise plain house a good seller at Aurora Gardens.

build in "hidden-value" quality



Remember, the buyer doesn't have X-ray eyes



FORMULA FOR SELLING FAST continued

Build in custom touches your



BOOK SHELVES were among a host of built-ins which home-seekers wanted. Note fine wood parquet floor.



NOVEL TOUCH provided at Aurora Gardens is built-in storage drawers—found in higher-priced homes.



PLANTERS were high on the list of consumer wants, since New Orleans climate permits year-round gardening.



LOUVERED SHUTTERS give dramatic appearance to interior of windows, also help keep out southern sun.



DOOR-DEPTH SHUTTERS are in harmony with exterior window treatment; sidewalks, landscaping add.



CUSTOMIZING SUPREME is this ceramic tile-topped dressing table, mirror, storage cabinets in bath.



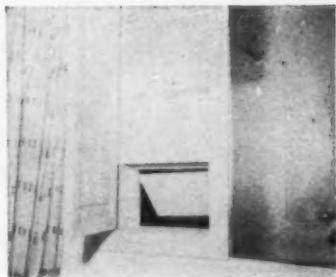
GOOD DESIGN shows up in plan. Adding to house's livability are such things as sheltered entrance from carport.

◀ **QUIET ARCHITECTURE** makes this model a steady seller with its brick facing, poured concrete driveway.



CUSTOM TOUCHES begin to show up en masse when living-dining area is viewed from this angle. Among them: African mahogany paneling in dining room (at far end); built-in ceiling light over dining table; unobtrusive ceiling diffusers for heating, cooling (emphasis on cooling), and sliding glass doors behind drapes opening onto patio.

customer can see



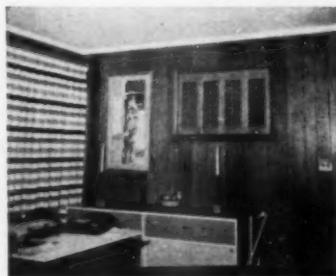
BUILT-IN bathroom shelves, laundry chute with louvered cabinet door brought "Oh's;" from housewives.



OVEN AND REFRIGERATOR, both optional, are flush for best use of space. Folding wall gives privacy.



UNIQUE HERE are the sliding-glass panels in ceiling-hung cabinets. Jalousie door to carport is plus feature.



MAHOGANY PANELING, tap-light switches, built-in ceiling light, and louvered shutters make extras here.

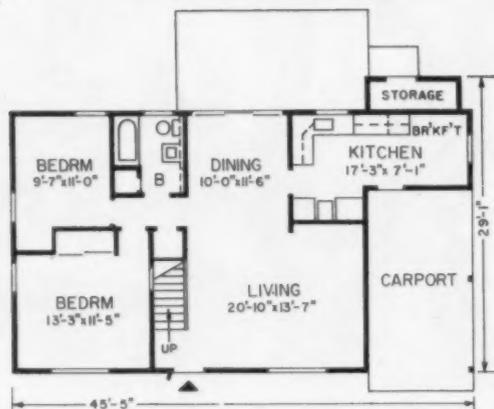


INTERIOR SHUTTER theme is carried into bath, where jalousie, ring rack and ceramic tile provide appeal.

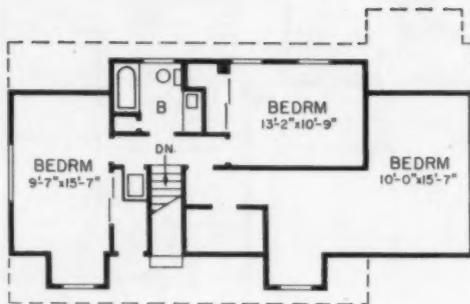


SLIDING PEGBOARD doors lend individuality to room-length bathroom shelves. Basin towel bar is well placed.

FORMULA FOR SELLING FAST continued



HIDDEN VALUE in floor plan is over-sized living area in a moderately large house—over 1,700 sq. ft. Idea of two of five bedrooms on first floor is no longer foreign to home-seekers used to ranch styles. Entrance is good.



HIDDEN VALUE which soon becomes apparent to prospects are generously sized bedrooms, walk-in closets on second floor. Completed house at right is aimed at the conventionally-minded house-seeker who balks at modern.

Sell them on the "hidden



HIDDEN VALUE in the truest sense of the word is cast-iron soil pipe which Norman lays before foundation goes down. Care is taken to seal joints with poured lead.



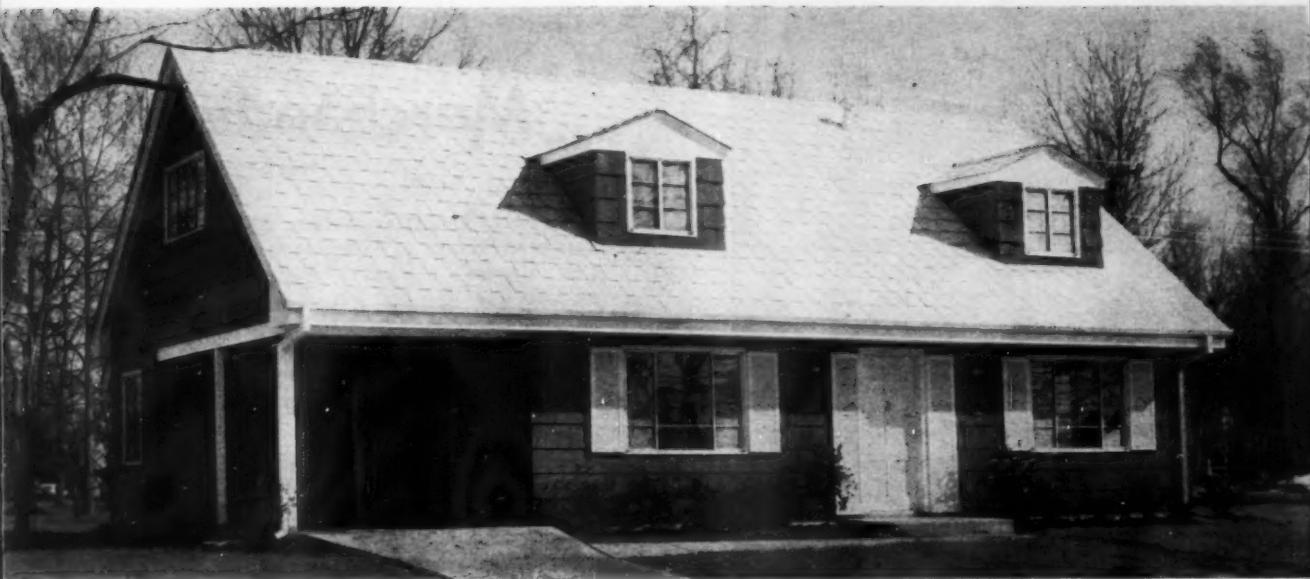
HIDDEN VALUE is this copper tubing which plumbers are preassembling here before frame goes up—a step which cuts time and labor costs from the overall expense.



HIDDEN VALUE here is the spreading of polyethylene vapor barrier—almost a necessity in the high-moisture New Orleans area. Product is Visqueen by Visking Co.



HIDDEN VALUES as well are edge-laminated sheets of southern pine lumber used to provide a tight roof economically without sacrificing quality construction methods.



values" they can't see



Remember the buyer doesn't have x-ray eyes



HIDDEN VALUES add up here—starting with copper flashing at sill, mastic sealed sheathing joints, and extending to USG sheathing with intrinsic insulation value.



HIDDEN VALUE added to every house at Aurora Gardens is steel-wire reinforced driveway. Sidewalk is put in with similar reinforcement—gives sidewalk longer life.



HIDDEN VALUE which strays slightly from basic interpretation, but, nevertheless is quality construction: use of long-lasting, easy-maintainable cedar shakes.

Merchandising:

"You could almost say quality differences in products have become so minute in many cases that success in today's market depends almost completely on who does the best job of creating demand for his product through advertising and promotion and full use of the sales organization."

—F. W. Mansfield, Marketing Research Director
Sylvania Electric Products

Nothing is changing the home-building business today more than a maturing attitude toward marketing and merchandising. Selling and advertising, once the departmental kingpins in many companies, are giving way to these twin forces.

Actually, this concept is not new. Leading builders have been preaching it for years, pleading for the industry to adapt the theories and techniques of marketing, as advocated by business schools, to home merchandising. Selling, they insist, is more than just a salesman's job.

This evolution has come with a changing market. Tight money and keener competition have made prospects fewer and fussier. Rising income, more education, and better taste have battered the old ideas of the home market.

To learn how builders are adapting their merchandising strategy to these changing conditions, AMERICAN BUILDER made a nationwide survey during April and May among home builders in every price and volume range. Among the several hundred who replied to the three-page questionnaire, 20% have been in the home-building field more than 20 years; 24%, only five years or less, indicating little likelihood that rigid theories or unseasoned notions would weight the results. As for size, last year 71% built 20 houses or less; 11%, 21-50; 12%, more than 50. Six per cent didn't keep count. This year 64% are putting up 20 or less; 12%, 21-50; 10%, over 50; and 14% still aren't sure.

Results of the survey follow on the next few pages. If every house you build "sells itself," or if you already know how to merchandise better than you do, don't bother reading on. If not, this information can—and should—help you make some important decisions in the months ahead.

▶ How much do builders spend for merchandising?

Three out of five invested \$100 or less per house in 1956 (see Chart III, opposite page). But more than a third spent only up to \$40. This pattern held pretty much for the country as a whole, although builders in the West and South tend to more



the \$10,000,000 community
that offers you **EVERYTHING!**

53-FOOT PATIO-RANCH!
ON 1/3 ACRE... '84

KENDALL PARK

1956 Selling 97 units quarterly in all states... A member of Home Corp.



family growing?
move to 
LINDA MAR



how does yours stack up?

liberal outlays: in the West 32% budgeted over \$100, as did 23% in the South, compared with 21% and 20% in the Northeast and North Central, respectively. More than 40% of builders in the latter two regions spent \$40 or less.

Altogether, 43%, the largest group, spent no more than \$500 on merchandising for all their houses last year. Another 10% spent \$501-1,000; 7%, \$1,001-2,500; 7%, \$2,501-5,000; 2%, \$5,001-10,000; and 8%, more than \$10,000. Some 23% didn't know or did not answer.

What percentage of gross income goes into merchandising?

Builders still don't set aside much. Last year about one out of five invested less than 1% and only 17% said they spent more than 2%. Here are the figures by regions:

Percentage of gross income spent for merchandising, advertising, promotion in 1956:

	West	South	N.E.	N.C.	U.S.
Under 1%	30%	30%	21%	13%	22%
1-2%	13	10	7	10	10
Over 2%	19	18	15	18	17
No reply or don't know	38	42	57	59	51

Which advertising media do builders prefer?

By far, newspapers are used more than any other medium. And classified tops the list (see Chart I, top right). Especially when ranked by order of importance. For example, outdoor advertising (painted bulletins and 24-sheet posters), shown as second choice in the chart at right, is actually a very poor second to newspapers among first-ranking media: 38% ranked classified newspaper first and 27% preferred newspaper display, but only 6% mentioned outdoor as their first choice.

However, painted bulletins are the top second choice. The 24-sheet poster is used more by big-volume builders, hence was ranked second by only 2%.

Taken together, these two outdoor forms of advertising are still shaded by newspaper display and classified, taken together, as a second medium. In choosing their third medium, builders lean toward both outdoor and direct mail.

Air media (radio, TV) make their strongest bids as second, third, and fourth choices to supplement other advertising. (Continued on page 78)

CHART I. WHICH ADVERTISING MEDIA REGULARLY USED
(By percentage of builders)

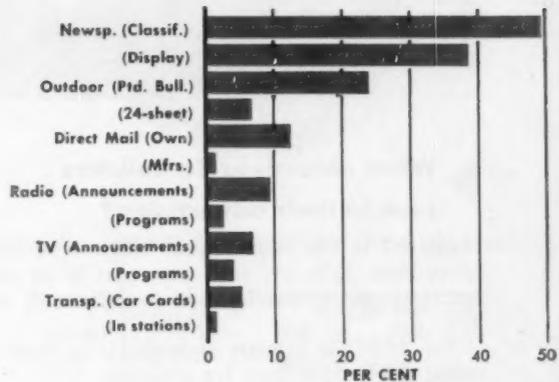


CHART II. WHY BUILDERS ADVERTISE
(Most frequent objectives)

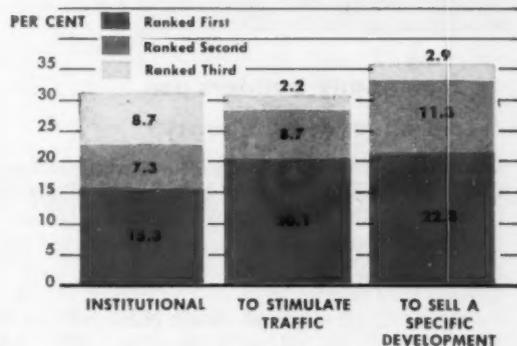


CHART III. HOW MUCH BUILDERS SPEND PER HOUSE FOR MERCHANDISING, ADVERTISING, SALES PROMOTION



HERE'S HOW AMERICA'S HOME BUILDERS SHAPE THEIR MARKETING,



What objectives do builders seek in their advertising?

Hard sell is the main reason builders advertise. More than 22% say their first goal is to sell a specific house or development (see Chart II, page 77).

For 20% the primary objective is to stimulate traffic and provide leads for salesmen.

Institutional advertising—to establish name, goodwill, reputation, etc.—matters most to 15%.

Hard sell also tops the list of secondary objectives among those builders who first seek to stimulate traffic or establish goodwill.

How many builders use an advertising agency?

Less than 10% for the country as a whole. Biggest use is in the South, where 15% do. Smallest use is in the North. See regional breakdown below:

Use an advertising agency:

	West	South	N.E.	N.C.	U.S.
Yes	11%	15%	6%	6%	9%
No	55	62	65	62	62
No reply	34	23	29	32	29

How do real estate brokers figure in builders' sales?

In the South more than three out of five builders use a broker. In the West, slightly less than half do so. For the country as a whole the proportion of those who rely on such specialists (or are themselves) totals 55%.

Use real estate broker:

	West	South	N.E.	N.C.	U.S.
Yes	49%	63%	51%	57%	55%
No	40	32	42	26	35
No reply	11	5	7	17	10

How many salesmen do builders regularly employ?

Not counting themselves or their brokers' sales force, only one out of four regularly uses one or more salesmen. Southern builders use them most; western builders the least. Here's the line-up, regionally:

How many salesmen regularly employed?

	West	South	N.E.	N.C.	U.S.
None	51%	43%	49%	38%	45%
1-2	9	22	15	12	14
3-5	6	13	1	10	7
Over 5	4	5	4	2	4
No reply	30	17	31	38	30

How do builders pay their salesmen?

Overwhelmingly, the preferred basis for compensation is a percentage of the sale price of the house. Nearly 29% pay their sales staff this way (see Chart V, opposite page). Only 10% give the salesman a flat sum per house and 6% hire on a straight salary. Some 56% of the builders consider this information too confidential or "really don't know."



ADVERTISING, SALES PROMOTION STRATEGY

What part do trade-ins play in merchandising?

A third of all builders engage in trade-ins regularly or occasionally. Western and southern builders are the most active in this respect; those in the North Central seem least interested (although trade-ins today account for some 35% of all home sales).

Engage in trade-ins:

	West	South	N.E.	N.C.	U.S.
Yes	32%	32%	13%	17%	22%
Occasionally	11	12	13	8	11
No	45	52	59	46	51
No reply	12	4	15	29	16

How many promote brand names of products used in houses?

More than half the builders in every region but the North Central "always" or "usually" point up the well-known names of the products they put into their houses. The South is the most brand-conscious of all: 65% play up pre-sold product lines as a regular part of their over-all merchandising efforts.

Promote brand names of products used in houses:

	West	South	N.E.	N.C.	U.S.
Always	28%	33%	28%	18%	26%
Usually	28	32	27	28	28
Seldom	9	12	15	16	13
Never	9	5	7	5	6
No reply	26	18	23	33	27

Best place for brand-name promotion seems to be at the model house, where more than a third of all builders do it (see below).

How promote brand names?

	West	South	N.E.	N.C.	U.S.
Advertising	26%	37%	18%	12%	22%
At model house	34	43	33	31	35
Sales talk	9	13	11	11	11

CHART IV. HOW MANY BUILDERS FURNISH A MODEL HOME

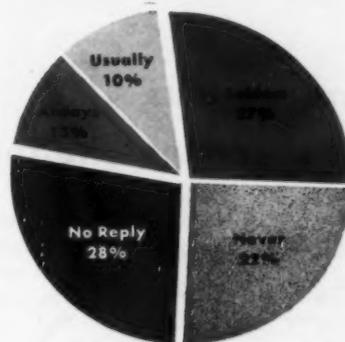
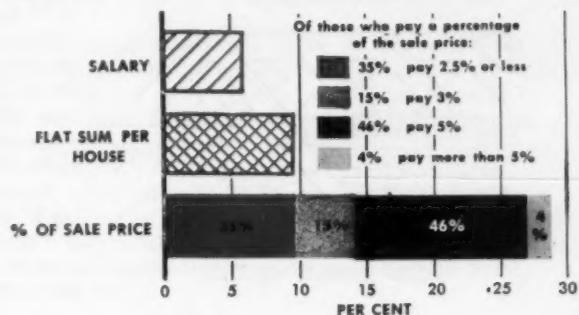


CHART V. HOW BUILDERS PAY THEIR SALESMEN



How many builders furnish a model home?

The South and West are more partial to this kind of merchandising (see Chart IV, above).

In the South 17% always furnish their models and 15% usually do so. In the West, 20% always and 11% usually. Builders in the Northeast apparently shrug their shoulders at such glamor treatment: 30% seldom furnish, 28% never do.

NAHB GRADUATES ARE MORE MERCHANDISING-MINDED

More than 62% of the builders who've taken one of the five merchandising courses given to date by the NAHB figure advertising and sales promotion expenditures as a regular part of their budgets. However, barely 20% spend more than 2% of their unit selling price on such business-building activities, according to a survey by Theatre for Industry (Ira Mosher Assocs.), which conducts the courses for the association. Other findings turned up by the more than 400 ques-

tionnaires returned by these merchandising-minded builders:

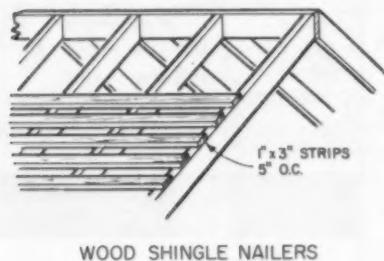
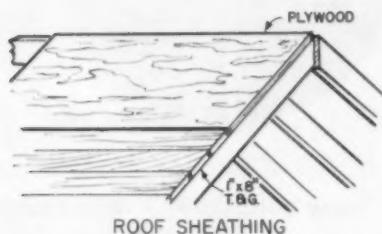
- 77% have their own sales force
- 31% use an outside sales agency
- 86% sell from a model home
- 34% use an advertising agency
- 85% use newspaper classified advertising
- 84% use newspaper display advertising
- 74% use road signs or billboards
- 43% use radio
- 24% use television

Data by JOSEPH STEINBERG, professor, and

Construction Technology Department,

FOURTH IN A SERIES

Roof sheathing: the three basic types



The house to be worked with is a 40'x26' ranch with a 6" pitch roof and 2' side overhangs. The roof area is about 1,360 sq. ft., or 13½ squares. A waste factor of 10% should be allowed, so the roof will be figured as 15 squares.

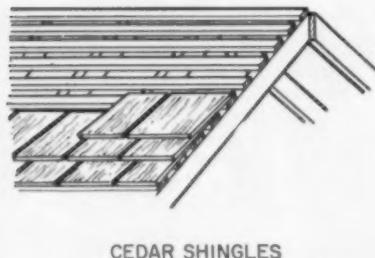
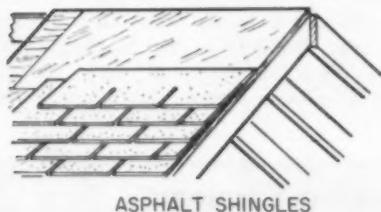
While labor costs vary, for this article a carpenter will be paid \$3.20 an hour and his helper \$2.40 an hour.

Commonest roof sheathing is ½" plywood. As with all materials in this article, its cost will vary with quantity purchased; here it is priced at 14 cents a sq. ft., \$14 a square. Labor cost will be about \$4.30 a square. Total cost is \$18.30 a square, or \$275 for the house in question.

Pine sheathing board, 1x8", is another commonly used roof sheathing. It costs in the neighborhood of \$120 a thousand bd. ft. The waste factor for sheathing boards is 33% rather than 10%, so the sample roof is figured as 18 squares at \$12 a square, or \$216. Labor cost is figured from 15 squares, and is \$5.50 a square, or \$83. Total cost, \$299.

For wood shingle roofs, 1x3" roofer strips are used, spaced on 5" centers, to allow the shingles to "breathe." Their cost is 3 cents a lineal foot. Labor cost is 5 cents a lineal foot. The sample roof requires 84 lengths of 40' each, or 3,700 lineal feet, with 10% waste. Total cost, \$296.

Roofing: estimating asphalt and cedar shingles



Most common roofing is 210# asphalt shingles which cost around \$8.50 a square. Labor also is about \$8.50 a square. The 15# felt under the roofing costs about \$1 a square laid, so the total cost of the job is \$18 a square. An extra square should be allowed on the sample roof for covering the ridge. The total cost, figuring 16 squares, is \$288.

If a heavier roofing is desired, 250# shingles can be used. Their cost will be about \$9.50 a square. Shingles with cement under the butt to lock it down also can be used; the cost for the 210# weight is about \$9.50 a square.

White or red cedar shingles will cost about \$20 a square. They are nailed to the 1x3" nailers previously noted; labor cost is \$9 a square. Total roof cost, \$29 a square. Cost of the sample roof, \$435. Add another \$20 or so for metal ridge flashing, and the total is \$455.

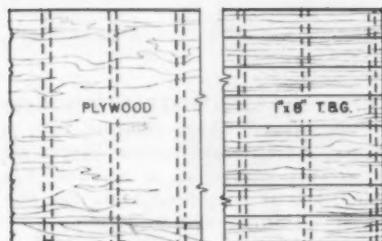
For roof pitches under about 3½ inches, it is recommended that 4-ply built-up roofing be used. Assuming the sample house to have a 3" pitch roof and 2' overhangs, the roof area will be 1,300 sq. ft., or 13 squares. No waste need be figured. Price will be about \$20 a square for labor and materials, or \$260, plus 25 cents a running foot for the gravel stop around the roof edge. Total cost, \$296.

roofing, sheathing and siding

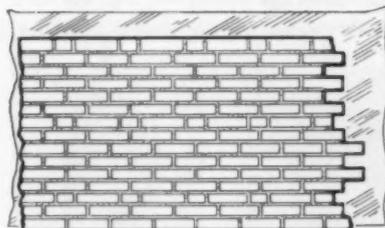
MARTIN STEMPLE, associate professor

New York City Community College

Sidewall sheathing and brick veneer siding



SIDEWALL SHEATHING



BRICK VENEER

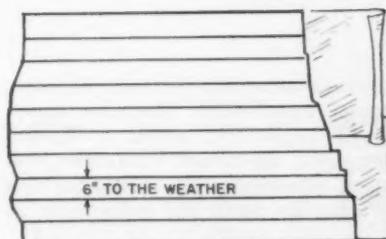
For the sidings to be estimated in this article, the two most widely used sheathing materials are $\frac{3}{8}$ " sheathing grade plywood, and 1x8" pine boards.

Plywood of sheathing grade will be priced at about \$111 a thousand sq. ft., or 11 cents a sq. ft. Labor to put it up will cost about 4 cents a sq. ft. Total cost for the job is then 15 cents a sq. ft. If we give the sample house walls 8' high, the outside wall area to be sheathed will be about 1,200 sq. ft. In an average house, waste will be more or less balanced by the window and door area. Total sheathing cost will then be about \$180.

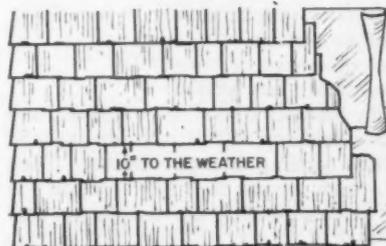
If 1x8" pine is used, about 25% waste should be allowed beyond the door and window area. The materials cost is about \$120 a thousand bd. ft., or 12 cents a bd. ft. (The waste factor will take care of the conversion from board feet to square feet.) Labor will be about 6 cents a sq. ft. Total price is 18 cents a sq. ft., or \$216.

Brick veneer, while generally a subcontracted item, can be estimated as follows. Cost of brick, mortar, and ties, 40 cents a sq. ft. Labor, with bricklayer at \$3.70 an hour and helper at 2.30 an hour, plus scaffolding costs, 67 cents a sq. ft. Total, \$1.07 a sq. ft., \$1,284.

Wood siding: clapboard and painted shingles



BEVEL SIDING



WOOD SHINGLES OR SHAKES

In this article, bevel siding will be 1x8", laid up 6" to the weather. If a greater exposure is used, the labor will decrease from the cost noted below in the proportion of the exposure increase. If the exposure were increased to 8", for example, there would be a 25% decrease in the labor cost.

If 1x8" siding is used 6" to the weather, its area must be 33% greater than the wall area. Door and window area can be assumed to balance the waste allowance.

Clear A grade red cedar bevel siding will cost about 20 cents a sq. ft. Labor (with siding 6" to the weather) will be about 4 cents a sq. ft. Add 33% to the wall area of the sample house, and the cost for 1,600 sq. ft. is \$384.

Prepainted shingles, or shakes, can be used for siding with or without a backer course. The backing produces a heavier shadow line, and will be more attractive. The shakes are generally laid up 10" to the weather.

Cost of the shakes is about 17 cents for each square foot covered. Labor is 10 cents a sq. ft. If doors and windows cancel the waste factor, the total house cost is \$324. Shingle undercourse will add $3\frac{1}{2}$ cents a sq. ft. material cost, about 8 cents a sq. ft. labor cost, or about \$138 for the house.

Controlled decentralization

Cost-conscious builder Ray Johnson has had to create smooth-running organizational machinery to turn out his low-cost houses in quantity and still maintain quality

Time: now. Place: site of a ranch house being constructed. Situation: builder is up on the roof rolling out felts preparatory to shingling.

Question: will this builder ever become an economic giant in the construction industry? Answer: in 99 per cent of the cases—no. Why: because he has not learned the basic formula for growth—delegation of authority.

However, Ray Johnson, president of Regent Homes, Inc., has learned it, and has grown, and is growing.

Regent's structure (see chart) functions like the triangle it patterns—lines (of organization) flowing from a central point to a firm base (the operating companies). Johnson, viewing his decentralized operation objectively, calls Regent a "service organization," a "coordinating unit."

Regent does no building. This portion of the operation is handled by one of its seven companies, such as Norwalk Construction Co. in Bellflower, Calif.

What Regent does do is capitalize each of its companies and choose top personnel, which consist of a general manager, a construction manager and a sales-finance manager. Next step in getting a company off to a good start is picking an office site and hiring six salesmen (the number chosen as best to fill but not overload each firm's functioning). All men in the operating companies are paid on a commission basis. Its size depends on the number of houses sold.

Regent also negotiates and furnishes the financing, does the buying, arranges contracts with all subs, furnishes advertising and merchandising service and determines policy.

As most builders know, a decentralized managerial system doesn't operate efficiently all by itself. It needs direction, and most important—control. This much-needed control is achieved by Regent in many ways. Typical is the handling of finances by "Builders' Disbursing Service". All payments to sub-contractors are made by B.D.S. This not only checks on the flow of work, but relieves the operating companies from having to concern themselves with such details.

When financing the actual construction of a Regent house, the set-up works like this: after loan has been approved, Building and Loan companies pay

DEGREE OF DECENTRALIZATION begins to become apparent when chart at right is analyzed. All men whose pictures appear are heads of their companies or services. Ray Johnson, whose photo appears at the top, presides over it all from office in Pasadena.

These seven men head up the



W. W. Butler,
Gen. Mgr.,
Trident Construction Co.



Stanley B. Watson,
Pres., Gen. Mgr.,
Celinda Construction Co.

the Regent operating units (like Norwalk, Trianon, etc.) in progressive installments. These are immediately forwarded to B.D.S., which is bonded against mingling any of the money. This means that every payment on a particular job is held for that job. The progressive payments are apportioned as follows:

- 20 per cent when foundation is finished.
- 30 per cent after rough framing is completed.
- 25 per cent as soon as plaster is up.
- 15 per cent on notice of completion.
- 10 per cent during lien period.

Such interplay between operating companies and Regent's direct subsidiary, B.D.S., affords the kind of control which lending agencies admire. They admire them to such a point that Ray Johnson has all the money he can possibly use during the current year.

makes this business grow

L. H. Thompson
Metropolitan
Merchandising Co.



Ray A. Johnson
Pres., Regent Homes, Inc.

Frank Hughes,
Exec. Officer,
Builders Disbursing
Service



field organizations of Regent Homes in L.A. area



James Trotter,
Gen. Mgr.,
Tri-Crown Construction



Jack Cunningham,
Gen. Mgr.,
Mesa Construction Co.



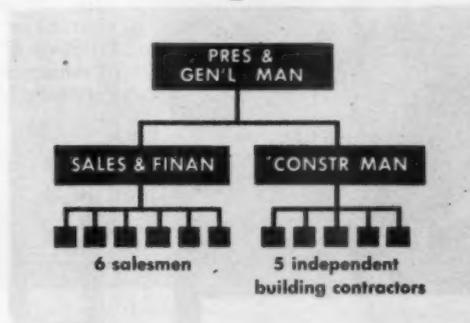
Donald DeVore,
Gen. Mgr.,
Evolid Construction Co.



Bill McPeak,
Gen. Mgr.,
Norwalk Construction Co.



Tex Essert,
Gen. Mgr.,
Trianon Construction Co.



THIS CHART shows structure of each of Regent's seven operating (or field) companies. Donald DeVore, directly above, heads one of these firms, as do the six men to his left and right. All are on commission. Commission is based on number of houses sold.

It is the operating companies' responsibility to sew up the sale from leads uncovered by their own salesmen and by Regent's merchandising service direct mail campaign. It is also their responsibility to oversee each of the jobs which they contract for. And, their duties include selection of building contractors (usually about five) whose crews actually put up the houses that the operating companies sell.

The building contractor, in turn, assumes entire responsibility for building the homes correctly and

his men—that changes are reflected in ordering out lumber or other components.

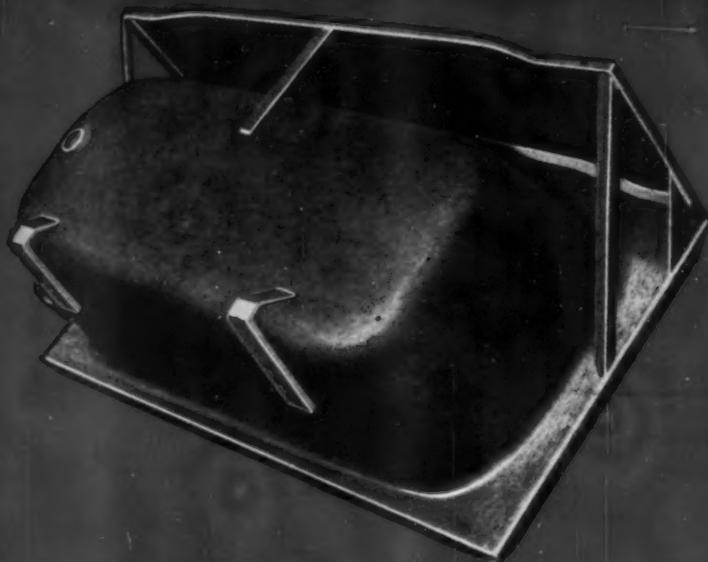
- Coordinating the work of all sub-contractors.

within the cost figures established. If they run under, he gets the savings. He is also held for:

- Double-checking the lot to be sure the house can be placed as indicated in the sales agreement—to make sure there are no trees or other obstructions.

- Making certain that any changes from the standard plan are covered in plans given to

How new Eljer developments simplify installation . . . add sales appeal!



Simplifies installation!

Eljer formed-steel bathtubs may be installed at a substantial saving in time. With just 3 bearing surfaces (see picture) these baths

may be quickly positioned and shimmed level, even on rough solid floors. Moreover, wall clips anchor bath to studding for extra rigidity. Result: fast, sturdy installation.



Adds sales appeal! The new Eljer line of brass fittings . . . most modern in the industry and completely renewable . . . help give bathrooms the modern look that sells homes faster. With Eljer fittings and Eljer fixtures you get the very latest in bathroom beauty. One source—one responsibility—at no extra cost!

Find out more about all Eljer products, including steel kitchens. Call your Eljer wholesaler or write Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.

ELJER*

DIVISION OF THE MURRAY CORPORATION OF AMERICA

*ELJER . . . the only name you need
to know in plumbing fixtures



Blueprint House of the Month. Builder: Boyd-Jackson Corporation, Atlanta, Ga.

Gold Bond Grainboard Decorator Panels add SELL to this "Blueprint House of the Month"



Here's Boyd-Jackson's attractive recreation room. Gold Bond Grainboard Decorator Panels also help sell your houses when used in attics and hallways—or for accent walls or closet lining.

There's "quality" and "sell" written all over this beautiful model home, built by the Boyd-Jackson Corporation and picked by *American Builder* magazine as its August "Blueprint House of the Month." The whole story is told in this issue, but we wanted to remind you about the smart way Boyd-Jackson put "sell" into the walls of the basement recreation room.

These walls are finished with new Gold Bond Grainboard Decorator Panels, panels designed to give your houses a high-fashion low-cost added attraction. Boyd-Jackson chose exciting HEATHER—you may pick unique SILVERBARK, distinctive WHEAT, warm TUMBLEWEED or traditional KNOTTY PINE—all of them sales-tested finishes. And you build your wall and finish it in one operation!

For all the facts on how to use these new paneling beauties at their selling best, call your Gold Bond® representative or write Dept. AB-87, National Gypsum Company, Buffalo 2, New York.

GYPSUM WALLBOARD PRODUCTS

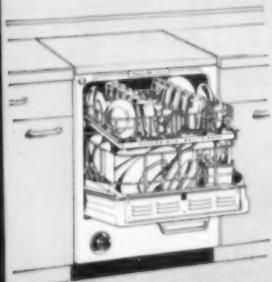
NATIONAL GYPSUM COMPANY



"There's a good reason



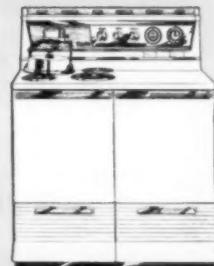
The Hotpoint Line is the Builder's Line of Appliances—offering you perfect combinations for homes in every price bracket!



Hotpoint Dishwashers offer Spot-Less Washing, Spot-Less Rinsing, Spot-Less Drying.



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



The Hotpoint Line of 9 Ranges offers the right model for every home—plus an Electronic Cooking Center.

for the crowd...

He's right, of course. And that reason is dynamic merchandising. In today's competitive market, it takes well-planned selling material to bring crowds of prospective buyers to model homes.

That's why Hotpoint has developed for qualified builders a sales promotional program which is unequalled in the industry. It is unequalled because of its scope—and because Hotpoint will tailor-make all of the materials to sell your homes to your market.

You supply your Hotpoint Distributor's Builder Specialists with the facts and the features of your homes. Then Hotpoint merchandising experts will go to work planning and preparing everything you need to arouse sales action in your community.

Your teaser advertising and advance publicity will start to work prior to your Grand Opening—to let the public know that "something big" is about to happen.

Your selling campaign will reach its climax during Opening Week—with newspaper and radio publicity and advertisements. At the home site, you'll have brochures, directional signs, and point-of-sale material.

Then follow-up advertising and publicity will maintain a flow of prospects until your last home is sold.

There's a good reason why Hotpoint expends so much effort to help qualified builders sell homes. We want builder business and we know that the way to get it is to earn it.

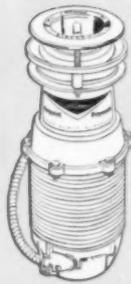
For details on Hotpoint's merchandising support, contact your Hotpoint Distributor's Builder Specialist today.

Hotpoint

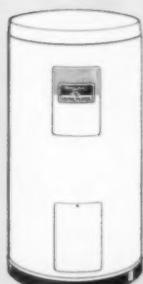
(A Division of General Electric Company)
5600 West Taylor Street, Chicago 44, Illinois

Before you plan your show house for the Parade of Homes or National Home Week, be sure to ask about the spectacular Hotpoint Home Selling Program.

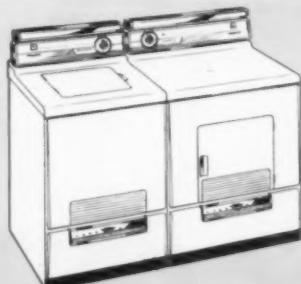
There's nothing like it in the industry!



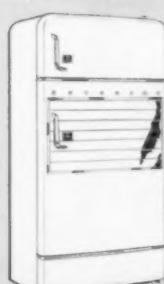
Famous Hotpoint Disposall® Food Waste Disposers in two models.



Electric Water Heaters in 3 styles—Built-In, Round, and Table-Top Models.



The Hotpoint Home Laundry Line—5 Washers, 7 Dryers, 1 Washer-Dryer combination, 5 style-matched pairs!



Hotpoint Over-Front Design highlights 2 Refrigerators, 7 Refrigerator-Freezers, 3 Chest Type, and 2 Upright Freezers.

Phone your nearest Hotpoint Distributor's Builder Specialist!

- ALA. Birmingham, BI 4-4521
Mobile, HE 2-3511
Montgomery, MO 5-8160
- ARIZ. Phoenix, AI 8-6271
- ARK. Little Rock, FR 5-1231
- CA. Fresno, AD 7-4175
Fresno, AA 8-4711
Los Angeles, BA 3-8861
Oakland, GI 1-5451
Sacramento, GI 2-8976
San Bernardino, SA 9-1071
San Diego, BE 4-7381
San Francisco, MA 1-5131
- COLO. Denver, AM 6-0671
- CONN. Bridgeport, FO 7-5356
Hartford, JA 3-0815
- DEL. Wilmington, OI 6-7761
- D. C. Washington, HU 3-6820
- FLA. Jacksonville, EL 5-2616
Miami, NE 4-6194
Orlando, OR 5-2043
Tallahassee, TA 3-0874
Tampa, TA 2-7179
W. Palm Beach, TE 3-5676
- GA. Albany, HE 2-1581
Atlanta, PI 5-5747
Augusta, AU 3-7778
Savannah, AD 6-0621
- IDAH. Boise, BO 3-2594
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- MASS. Boston, AL 4-2050
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Worcester, PL 4-3293
- MICH. Detroit, VE 8-8351
Grand Rapids, GI 9-4452
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Minneapolis, FE 6-1621
St. Paul, MI 6-2631
- MISS. Jackson, JA 4-2585
- MO. Joplin, MA 4-1875
St. Louis, OI 2-2100
Springfield, SP 2-4442
- NEBR. Omaha, JA 6073
- N. H. Manchester, MA 5-9754
N. J. Newark, TA 4-1101
- N. MEX. Albuquerque, AL 2-0179
- N. Y. Albany, AL 4-1201
Binghamton, BI 3-5448
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Buffalo, SU 7150
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- N. C. Asheville, AS 3-6650
Charlotte, ED 2-8521
Charlotte, ED 3-0566
Fayetteville, FA 2-3641
Greensboro, GR 5-3426
Greenville, 7244
Raleigh, TE 4-4372
- OHIO Akron, JE 5-4143
Cincinnati, MA 1-0600
Cincinnati, RE 1-7185
Cleveland, HE 2-2500
Columbus, AX 1-4625
Dayton, HE 4694
Youngstown, RI 4-0122
- OKLA. Oklahoma City, MU 5-5585
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Dallas, RE 2-6451
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El Paso, EL 3-7561
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- UTAH Salt Lake City, EL 9-8771
- VT. Essex Junction, ES 8-3301
- VA. Hampton, HA 3-0717
Norfolk, RI 2-7189
Richmond, BI 6-4948
Roanoke, RO 4-2260
- WASH. Seattle, EV 3021
Spokane, KE 3-1731
- W. VA. Bluefield, DA 5-6131
Wheeling, CE 2-8400
- WIS. Appleton, RE 3-4020
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Home-buyers know you're a *Quality Builder*



Home-BUYERS' preference

for Hotpoint is built on their appreciation for Hotpoint's consistent superiority—in performance, in features, and in beauty.

Home-BUILDERS' preference

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

When you add these advantages to the competitive Hotpoint builder-pricing structure, you know why more and more successful builders are swinging to Hotpoint!

Hotpoint COOKING CENTERS

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

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

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

when you offer them Hotpoint Built-Ins

Hotpoint MODULAR KITCHENS

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

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

Hotpoint REFRIGERATORS

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

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

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

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

look to Hotpoint
for the finest...first!

CUSTOMLINE • RANGES • REFRIGERATORS • AUTOMATIC WASHERS
CLOTHES DRYERS • DISHWASHERS • DISPOSALLS® • WATER HEATERS
FOOD FREEZERS • AIR CONDITIONERS • TELEVISION
HOTPOINT CO. (A Division of General Electric Company)
5600 West Taylor Street, Chicago 44, Illinois

AMBERGLADES MODEL home tapped new market with colorful architectural details, quality products, custom look. Boyd-Jackson's promotion created sales in all four subdivisions from this model at prices from \$16,000.



Norris Jackson Boyd

This prize winning Atlanta team tells you how . . .

. . . they outcompete with custom-



WIVES AND KIDS like this kitchen-family room, which has 8' sliding doors opening on a protected terrace. U-shaped kitchen is separated from family room by dining bar. Cabinets and paneling are matching plywood.

Here's a prize example of what a talented team can do to build a house that *outsells*. Boyd-Jackson of Atlanta use it as a model home to spark sales in four subdivisions: Amberglades, Sexton Woods, Hillside Glen and Dogwood Acres.

Henry Jackson, the 27-year-old president of Boyd-Jackson, says it is "team action" that brings success: design, production, cost-control. He surrounds himself with experts in each line, makes them part of the company. It's no accident, therefore, that he was a prize-winner in **AMERICAN BUILDER'S Best Model Home Contest** last year.

Each house has a special "custom look," at prices from \$16,000 to \$36,000. The team includes Henry D. Norris, A.I.A.; C. Fort Boyd, a builder for 20 years; W. Waring Milam, C.P.A., supervisor of a cost-control system using a Burroughs Sensimatic; Edward C. Jackson, office supervisor.

SPECTACULAR POOL (by Paddock) gave extra sales pitch, created much talk. Living, dining, family rooms and kitchen all open on pool enclosed by planting. Henry Jackson staged press party here.



EKTACOLOR prints by Rodney McCay Morgan

quality building methods



Remember, the buyer doesn't have X-ray eyes



AUGUST 1957

Turn page for quality blueprint details ▶



STEP RIGHT OUT to the pool, this living room suggests. It has sloped ceiling, prefab fireplace, dining area at right.

How the team blueprints its best-selling ideas

WHAT

HOW

AMERICAN
BUILDER
BLUEPRINT
NO. 244

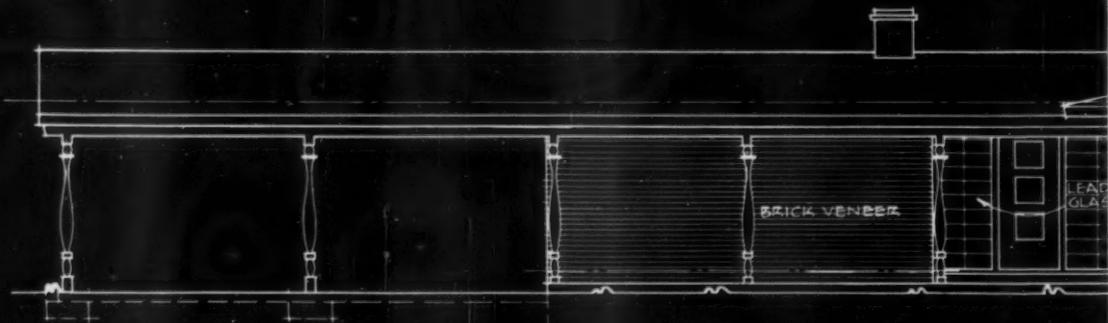
The blueprints opposite are crammed with details that only a skilled architect working closely and sympathetically with an experienced builder could produce. They include custom touches and design ideas often found only in special-order homes.

Placing of sliding-glass doors is cleverly done to open the living, dining and family rooms to the pool. Post-and-beam construction makes possible the sloping high ceilings and the "open" plan. Kitchen is well laid out to save steps, provide good cabinet storage, and a gay "eat bar." Architect Henry D. Norris, A.I.A. of Atlanta, advised on site placement, color selection and many other aspects.

QUANTITY MATERIAL LIST

House Type and Style	Frame	Ranch
Area		1,900 sq. ft.
CONCRETE WORK		
Location	Actual	Actual + 5%
Foundation Footing	490 cu. ft.	
Pier Footings	16 cu. ft.	
Cellar and Entry Slab	475 cu. ft.	
Carport Pier Footing	40 cu. ft.	
	1,021 cu. ft.	1,072 cu. ft. or 38 cu. yds.
BRICK AND BLOCK WORK		
Location	Description	Amount
Walls and Piers	12" x 8" x 16" Block	2,330 Block
Walls and Piers	8" x 8" x 16" Block	420 Block

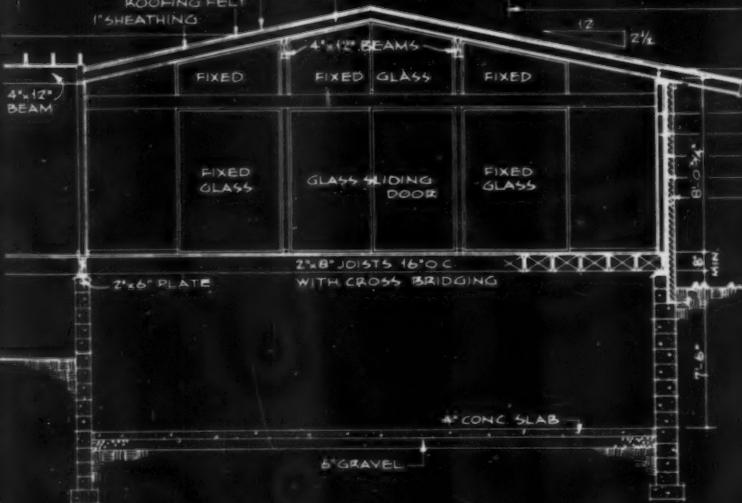
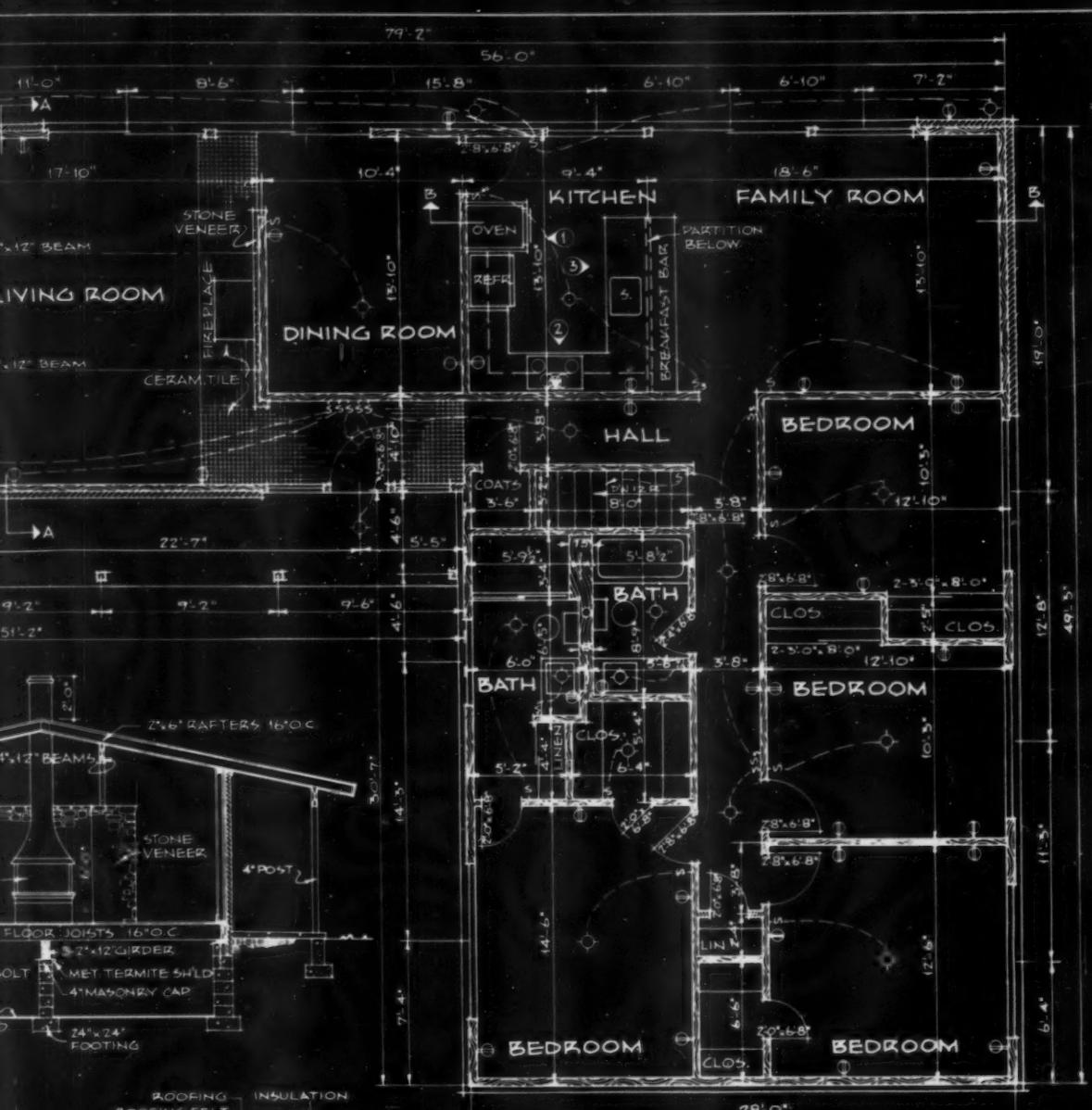
(Continued on page 184)



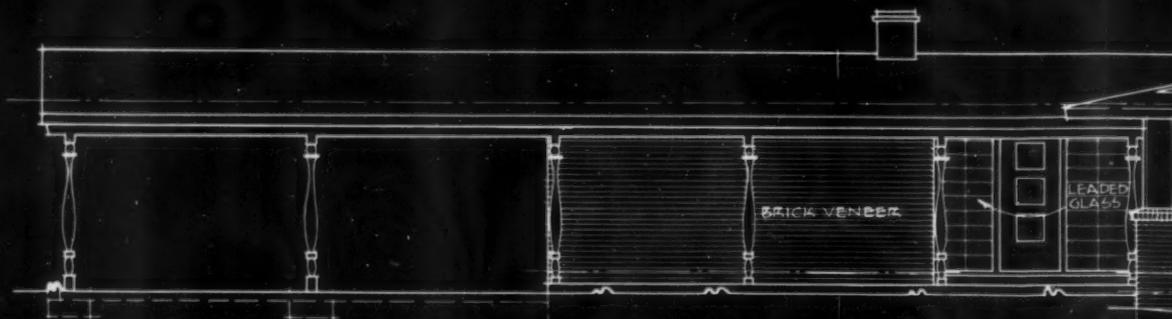
AMERICAN BUILDER BLUEPRINT SERIES.

8-57

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

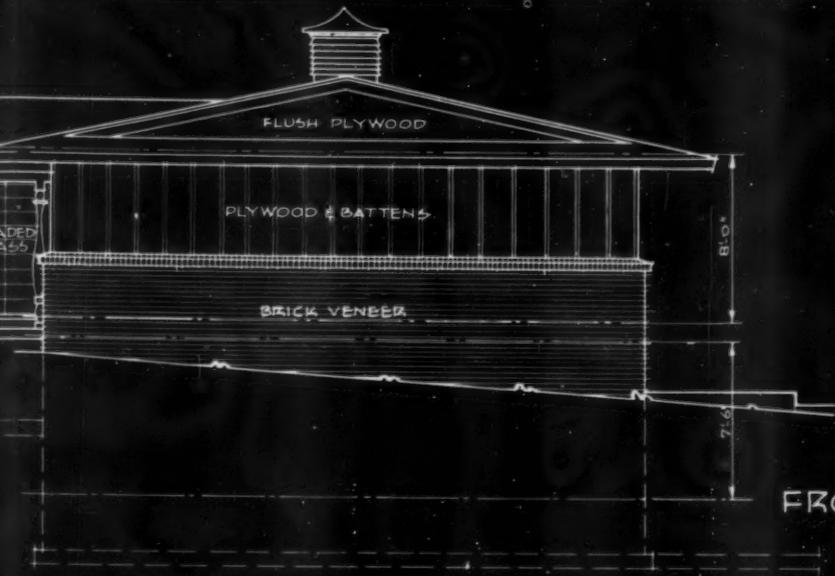


**SECTION
B-B**
SCALE 1/8" = 1'-0"



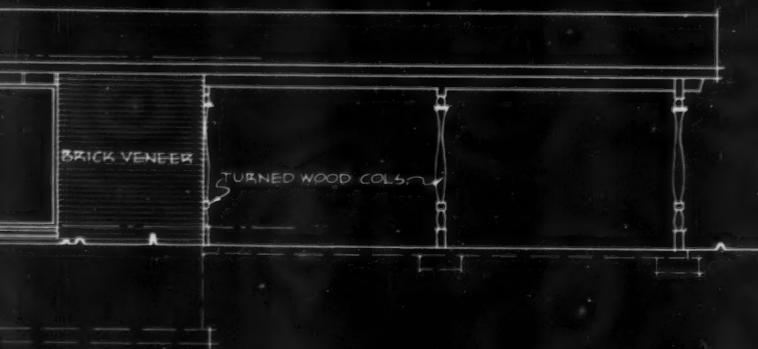
AMERICAN BUILDER BLUEPRINT SERIES.

8-57



FRONT ELEVATION

SCALE $\frac{1}{8}'' = 1'-0''$



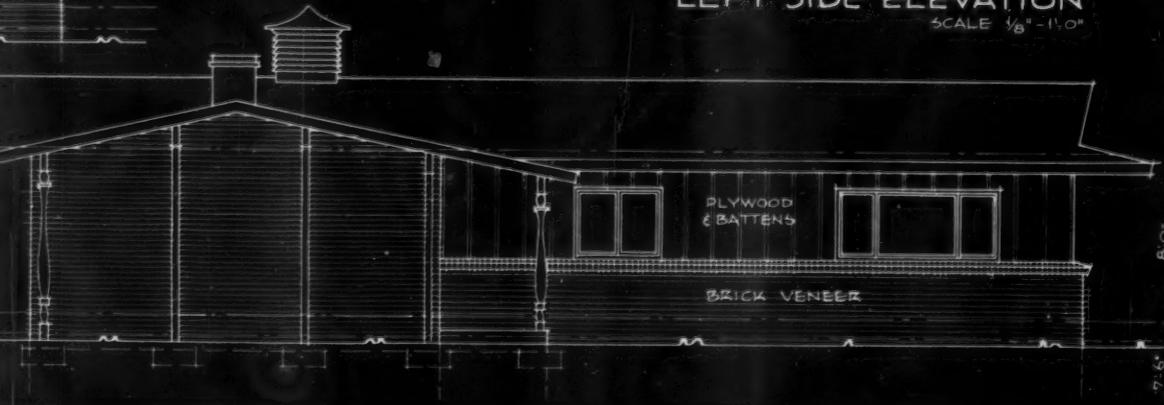
REAR ELEVATION

SCALE $\frac{1}{8}'' = 1'-0''$



RIGHT SIDE ELEVATION

SCALE $\frac{1}{8}'' = 1'-0''$



LEFT SIDE ELEVATION

SCALE $\frac{1}{8}'' = 1'-0''$





X-RAY DISPLAY in basement of model calls attention to quality products with emphasis on "Hidden Values."

How they sell "Hidden Values"



Remember, the buyer doesn't have X-ray eyes

Boyd-Jackson not only believe in quality products, but carry on an aggressive campaign to merchandise them to the public. Since many are hidden from view, Henry Jackson devised his "X-Ray House" idea pictured above. The displays are portable and can be moved from house to house. Jackson believes that buyers want quality products and will pay more for them. But they must be dramatized and merchandised, he says.

HIDDEN VALUES featured by Boyd-Jackson include: termite treatment (Geltz Pretreat); 4" insulation (Owens-Corning); perimeter heating-cooling with insulated ducts (Carrier); extra-size floor joists (Douglas Fir); 100 amp. wiring with ample outlets; truss roof (Teco); copper tubing (Revere); crack-proof dry wall (National Gypsum); vapor barrier in slab (Visqueen); extra electric capacity for dryer, washer.

... and here's what "Hidden Values" mean to you

Top-level merchandisers in the home-building field say that builders are not getting full value from the quality products they install—*particularly those hidden from view*. There is a great sales making potential in these "Hidden-Value" products. Manufacturers are spending millions to improve and ad-

vertise them. Builders can make more sales, and get an edge on competition by devising new ways to merchandise "Hidden-Value" products. To encourage such merchandising, AMERICAN BUILDER has announced a "Hidden Value" contest with an International truck as first prize. See page 106.

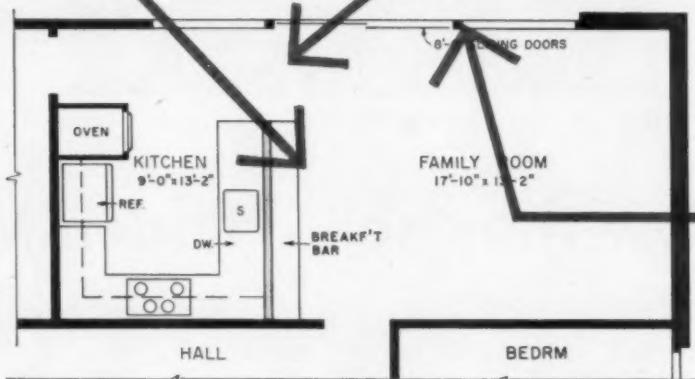


CLEVER EAT BAR in foreground separates kitchen from 18½' long family room. Sliding-glass doors to terrace are at left, with view of pool from kitchen. Area is decorated as one unit. Plywood paneling used on walls and cabinets.



U-SHAPED kitchen is compact, colorful with yellow fixtures, walnut cabinets, copper vent hood, ceramic tile. Equipment: built-in Hotpoint cooking units, range and dishwasher, Nutone hood and blender, Talk-A-Radio.

"FINEST FAMILY ROOM we ever saw" is what buyers said. It's one big, friendly room done in warm wood tones; yet kitchen part is well organized, and family area comfortably laid out for TV watching, play or relaxation.



They sell a family room that

Typical of Boyd-Jackson's custom-quality design is this family room in the Amberglades model home. It's the biggest selling feature of the house. Incidentally, it has proved so popular that similar versions of it are being incorporated in other models. The entire kitchen and family-room area—27

ft. long—opens in a spectacular way to terrace and pool. There's a prow-shaped roof projecting out 5 ft. to protect the glass wall beneath.

Architect Henry Norris has imparted numerous high-quality custom touches to give the room a special appeal. The entire area is paneled with dark



ROOM WITH A VIEW, for sure. Entire kitchen-family room area seems to extend right out to the cool terrace.

takes you right outdoors

walnut plywood. The kitchen cabinets are finished in the same wood, as is the breakfast bar. The Vinyl tile floor is of beige color, and again, the same material carries through both rooms, making them both seem larger.

The 17'10"x13'2" family room is just the right

size for family activities. There's a TV in one corner. The breakfast bar partially separates the U-shaped kitchen area, screens the work counter which has a sink and dishwasher. The kitchen area itself is a compact 9'0"x13'2" with all the electrical equipment built in.

American Builder BUYING GUIDE

Results of this month's
survey show . . .

BUILDERS . . .

BUYERS . . .

PRODUCERS agree . . .



. . . you'll have to think air

Why will air conditioning sell houses for you in '58? It's more than a hot mid-summer reflection; more than an optimistic manufacturer's prediction. This time everybody's talking the same way . . . They're all in favor of air conditioning.

Our survey results showed builders all over the country (northern states included) are installing more and more a/c in new houses. At a time when a good merchandising program is a "must," they find that air conditioning does its own selling . . . because the house buyer WANTS it.

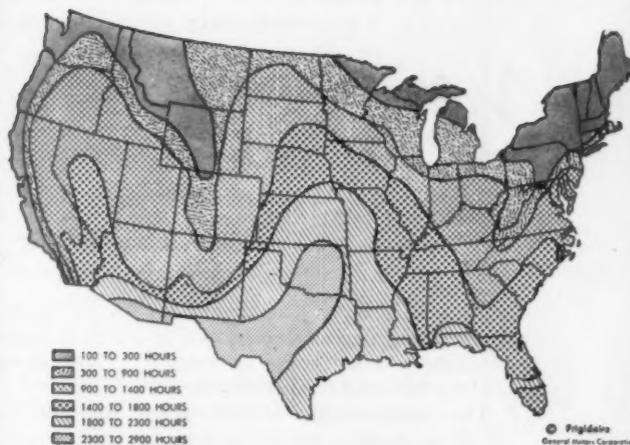
Whether you decide it's the warmer weather this country seems to get each year (see Frigidaire's "hot weather" map above, right), the increasing spending power of the consumer, or the continually improving a/c equipment on the market that's responsible for the air-conditioning boom . . . sooner or later you'll feel the demand. The sooner you recognize it, the quicker you'll sell. You'll sell not only in the new-homes field, but in remodeling contracts, in motel, office-building and church jobs, too.

In 1956, Air Conditioning and Refrigeration Institute figures showed a sale of 1,770,000 air con-

ditioners (central and room units). The '57 estimate is somewhat above 2,000,000 units. The Institute predicts: "More than 4,000,000 homes in the U. S. have some type of air conditioning now and it may be close to 5,000,000 by 1958."

More than anything else, these figures prove the necessity of becoming as air-conditioning conscious as is the U.S. consumer. This consumer, when he thinks of a new home, thinks of comfort as well as price and includes air conditioning as part of that comfort. The air-conditioning conscious house-buyer knows a lot more today about its proper use and advantages, too (see "the buyers speak up" on following page). He knows, for instance, that the cost of a/c will be returned in savings on family health, tempers, use of the house, cleaning, etc. He knows that proper insulation, shade, etc. help keep his a/c operating costs down. He knows that if he can't afford the cost of air conditioning when buying his new home, then he wants, at least, a heating system to which air conditioning can be easily added.

So great is the increased demand for air conditioning among homeowners that in one case (the



CAN THEY REALLY USE AIR CONDITIONING?
Yes. Map prepared by Frigidaire (No. Z1 p. 114) shows average number of hours outside temperature passes 80° during the warm seasons.

◀ **THEY'RE REALLY BUYING** houses with air conditioning. Ed Schwartz, salesman at Lester Robbins' Rockland Homes, N.Y., explains a/c benefits to the Walsh family. Central a/c is by Rheem. (No. Z2 p. 114)

conditioning to sell in '58

California Federal Savings and Loan Assn. of Los Angeles) a loan association has made it its policy to require roughing-in for air conditioning when making loans on homes costing \$20,000 and up. According to the association's vice president, Arthur Neelley, the roughing-in would include a return line in homes with slab floors, larger and insulated ducts, adequate space for the a/c unit. He estimated that the \$250 to \$300 cost for this work would be well under the expense of installing a complete a/c system later.

In choosing between central air conditioning and room-by-room units, AMERICAN BUILDER'S survey found more builders favoring central a/c for new houses. They favored room a/c for remodeling jobs, offices, motels, etc. These opinions were not unanimous, however. Some builders feel that room units are less expensive and preferable in a small house; and that they are also the best solution in a multi-floor house with a great deal of glass fenestration. Other builders feel that central a/c is just as effective and economical for remodeling since today's variety of a/c systems assures at least one to fit an existing heating system.

- ▶ More than 4,000,000 U.S. homes have some air conditioning right now. January '58 estimate . . . close to 5,000,000 air-conditioned homes.
- ▶ In the South builders are starting to put central a/c in \$10,000 houses.
- ▶ Further North, buyers of \$15,-\$20,000 houses are demanding a/c and getting it.
- ▶ A California Loan Assn. requires a/c roughing-in for \$20,000-up home loans.
- ▶ Merchandising homes is getting easier. (See next page for "how-to" details).

YOU'LL HAVE TO THINK AIR CONDITIONING IN '58 continued

► Other builders will tell you . . . a/c can boost house sales for you

If you need more than figures (like those on the preceding pages) to convince you that air conditioning is a big house salesman . . . how about the experiences of other builders?

Our survey results turned up one trend in the South to include central a/c in \$10,000 homes. No doubt this is the bottom a/c price, but builders

of \$15,-\$20,000 houses report their buyers are demanding air conditioning *and* getting it. "We'd die without air conditioning," commented one St. Louis housewife. And so, in Glasgow Village, St. Louis, a \$13,950 house offers an added two-ton cooling unit for about \$500. In another St. Louis development, "Florissant," builder Charles De Smet offered optional air conditioning. He was surprised to find that more than half his buyers wanted it with their original purchase. Complete package cost from \$14,500 to \$18,990.

The trend toward a/c in low-cost housing has been slower to gather speed in the North and Midwest, but there's no doubt today that it's arrived. Builder Lester Robbins' Rockland Homes in Rockland County, N.Y., are one proof among

► Home buyers speak up . . . they want air conditioning and they know more about it



Housewives Brand, Blevit, Franks, Mitty

The best salesmen in the world for air-conditioned homes are the housewives who live in them. Lennox Industries, Inc., asked a panel of Chicago area women what they thought about air conditioning. Their comments proved that they are sold on it. Here's what some of them said:

"It (a/c) affected my housekeeping . . . I find I can cook a meal instead of going to cold meals . . . We have talked some of our neighbors into getting air conditioning." . . . Mrs. Faye Mitty, Skokie, Ill.

"I find that my house keeps very clean. I keep the same draperies and spreads all year around. . . it is amazing how . . . dustless my house, in general, remains." . . . Mrs. O. Blevit, Chicago.

"I have two small children and have wondered about the effect of their running in and out of the

► Manufacturers offer a better product . . . and will help you sell houses with it

What do manufacturers in an industry whose rise has been every bit as spectacular as that of television think about their product?

They agree that air conditioning almost sells itself. Customer acceptance (see above) and appreciation of a/c are major reasons for rising sales.

Today's air conditioner has more advantages

than it had before. It is less noisy. It takes less space. It is easier to install, both in old and new houses. This installation ease is due to the widening variety of a/c systems and the increasing flexibility within each system.

Operating costs are going down, too. Reasons: improved equipment and smart construction procedures used in building or remodeling houses. One manufacturer discussing the building techniques that can save on the cost of air conditioning points out: "It's cheaper to insulate properly than to buy a larger capacity a/c."

Room units are rising in sales more rapidly than central systems. They have also decreased in price by almost 40% in about 10 years. Biggest uses: existing homes, remodeling, in motels,

many. They sell houses for \$17,990 with air conditioning as an option.

If you haven't tried air conditioning your houses yet, most builders agree that the best way to start is to provide a heating system to which a/c can be added. Then offer the air conditioning as optional.

Cost-savers for the air-conditioned or potentially air-conditioned house: (1) have maximum solid wall area on west (warmest) side of house and, if possible, a north-south orientation; (2) adequate insulation in roof and sidewalls; (3) under-eave ventilation at gables, exhaust fan in kitchen; (4) double-glazed windows, weather-stripped windows and doors; (5) roof overhangs, shade trees, awnings; (6) light-colored exterior surfaces for reflection.

house in the summer" . . . Mrs. P. L. Brand, Wilmette, Ill. "The pediatrician said . . . 'Those lucky children. If you keep the temperature between 12 to 15° cooler than it is outside, they will have no ill effects'" . . . Mrs. C. Wengerhoff, Skokie, Ill.

"We found that the savings in oil, with a new oil burner . . . pays for the power bill for the air conditioner in a hot summer . . . My husband is retired and . . . we do a great part of work at home . . . with air conditioning, now I work upstairs in a cool 72°" . . . Mrs. Leslie Franks, La Grange, Ill.

Other comments: "Hay fever is relieved" . . . "The minute we get home, we relax" . . . "It's such a comfort to be able to sleep at night."

apartments and offices.

But central air-conditioning sales are rising rapidly, too. Most manufacturers questioned said the home-building trend was to more central a/c.

To meet the growing demand for a/c, manufacturers have continued experimentation in their search for units that can be more easily installed in the house (with prefab or Fiberglas ducts); more easily stowed out of sight; more easily added to existing heating systems. (The Better Heating-Cooling Council recently announced five new methods of adding cooling to hot water systems (No. Z3, p. 114).)

And to keep that demand growing, manufacturers now offer a variety of aids to merchandise your air-conditioned house. (See right.)

Here's how manufacturers will help you sell houses . . .

- ▶ **AMERICAN-STANDARD's** air conditioning Div. will cooperate on a sales brochure, gives display cards, literature. (No. Z4, p. 114).
- ▶ **AIRTEMP DIV.**, Chrysler Corp. will suggest complete promotion program including advertising, signs, etc. (No. Z5, p. 114).
- ▶ **ARMSTRONG FURNACE** has a "Mr. Builder" promotion kit tied in with its Climate Conditioners. (No. Z6, p. 114).
- ▶ **CARRIER** covers advertising, publicity, merchandising, even a TV commercial script in its "Blueprint to help Builders." (No. Z7, p. 114).
- ▶ **COLEMAN CO.** features posters, souvenirs, floor runners, directional signs for the model home. (No. Z8, p. 114).
- ▶ **FEDDERS-QUIGAN** will help merchandise with model-home signs and promotional literature. (No. Z9, p. 114).
- ▶ **FRIGIDAIRE's** personalized builder's plan includes outdoor decorations, ad mats, sales cards. (No. Z10, p. 114).
- ▶ **GENERAL ELECTRIC** offers outdoor signs for model homes, variety of advertising layouts. (No. Z11, p. 114).
- ▶ **LENNOX** has a promotion-timing calendar, outdoor and indoor signs and cards, brochures. (No. Z12, p. 114).
- ▶ **RHEEM MFG.** aids include variety of signs, informative a/c catalog, envelope stuffers for mailing. (No. Z13, p. 114).
- ▶ **A. O. SUTTON** will cooperate with plenty of outdoor and indoor signs, model home-kits, etc. (No. Z14, p. 114).
- ▶ **WILLIAMSON CO.** features an outdoor sign, literature. (No. Z15, p. 114).

**IN 1937 . . . there were
only 4,000 swimming pools
in the United States.**

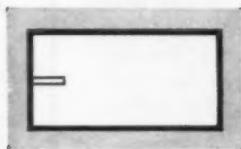
**BY 1957 . . . 89,000 pools
had been built; 57,000
of them for private
residential use TODAY . . .**

. . . pools like these

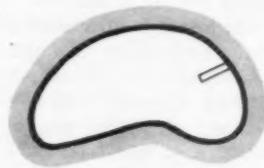
Three hundred cars pulled up in front of the model home at Edgewood Park, Babylon, Long Island, on the first June day it was opened. In an area where house sales are down, builders Ross and Goldin attributed the crowd (and early sales results) to their BIG attraction . . . a 15'x22' pool included with their \$19,990 house. (House and pool are above, right.)

In the South or on the Pacific Coast this story might be fairly commonplace, but on Long Island or in any other Northern or Midwest area it was news . . . another proof that builders all over the U.S. are cashing in on the mounting consumer demand for home swimming pools—a demand which has grown to such proportions over the last 20 years (figures above) as to take the pool out of the luxury market for good.

Not all these pools are individual pools, since many large tract builders find one community pool just as effective a sales enticement. But the biggest "swing" is to the private pool—either optional or included in

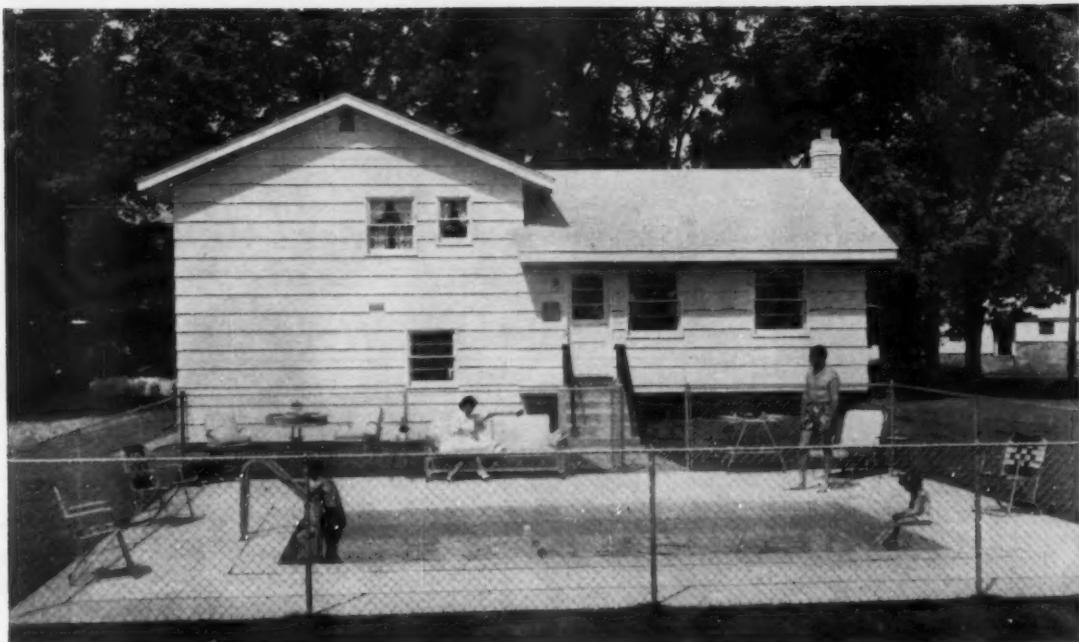


RECTANGULAR



KIDNEY





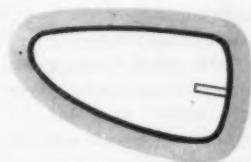
ON LONG ISLAND, N.Y., builders offered house and pool for \$19,990. By Crown Swimming Pool (No. Z17, p. 114).

are selling houses

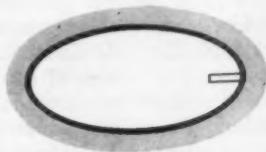
the overall house cost. The current record, according to *Swimming Pool Age*, is held by John Long of Phoenix who offers a \$9,800 home complete with a 14'x28' pool.

Once you have checked local water regulations and possible safety laws, your smartest bet is to contact a reputable local pool firm or branch of a national outfit.

Manufacturers can offer almost any shape pool to fit lot requirements (sketches of most popular shapes are below); almost any size and price-range (like Paddock Pools at left No. Z16, p. 114); and a wide choice of structural types. Concrete pools still lead in popularity, particularly form-poured and the newer, less expensive gunite type. Right behind them are plastic-lined pools, and prefab Fiberglas types which offer light weight, toughness, and quick installation. Also to be considered before you decide—stone masonry jobs, and the new steel and aluminum pools.



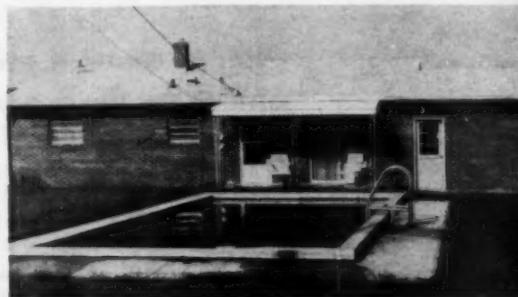
TRIANGULAR



OVAL



IN SPEEDWAY, IND., V. K. Nelson offered a Paradise Pool (No. Z18, p. 114) with \$24,500 house.



IN HANOVER, N.J., an International Swimming Pool (No. Z19, p. 114) completed outdoor area.

How to build a pool, p. 176; more pools, p. 115 ▶

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. Entries will be scored on five counts, each of equal weight: (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment, in-

cluding "hidden value" products; (5) merchandising. A top-flight jury headed by George S. Goodyear, President, and J. W. Underwood, Merchandising Committee Chairman of NAHB, will select the winners. Other judges include Andrew W. Place, South Bend, Ind., builder; Henry D. Norris, A.I.A., Atlanta, Ga., architect; William H. Scheick, Executive Director, Building Research Institute; and Joseph B. Mason, Editorial Director of AMERICAN BUILDER. 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.

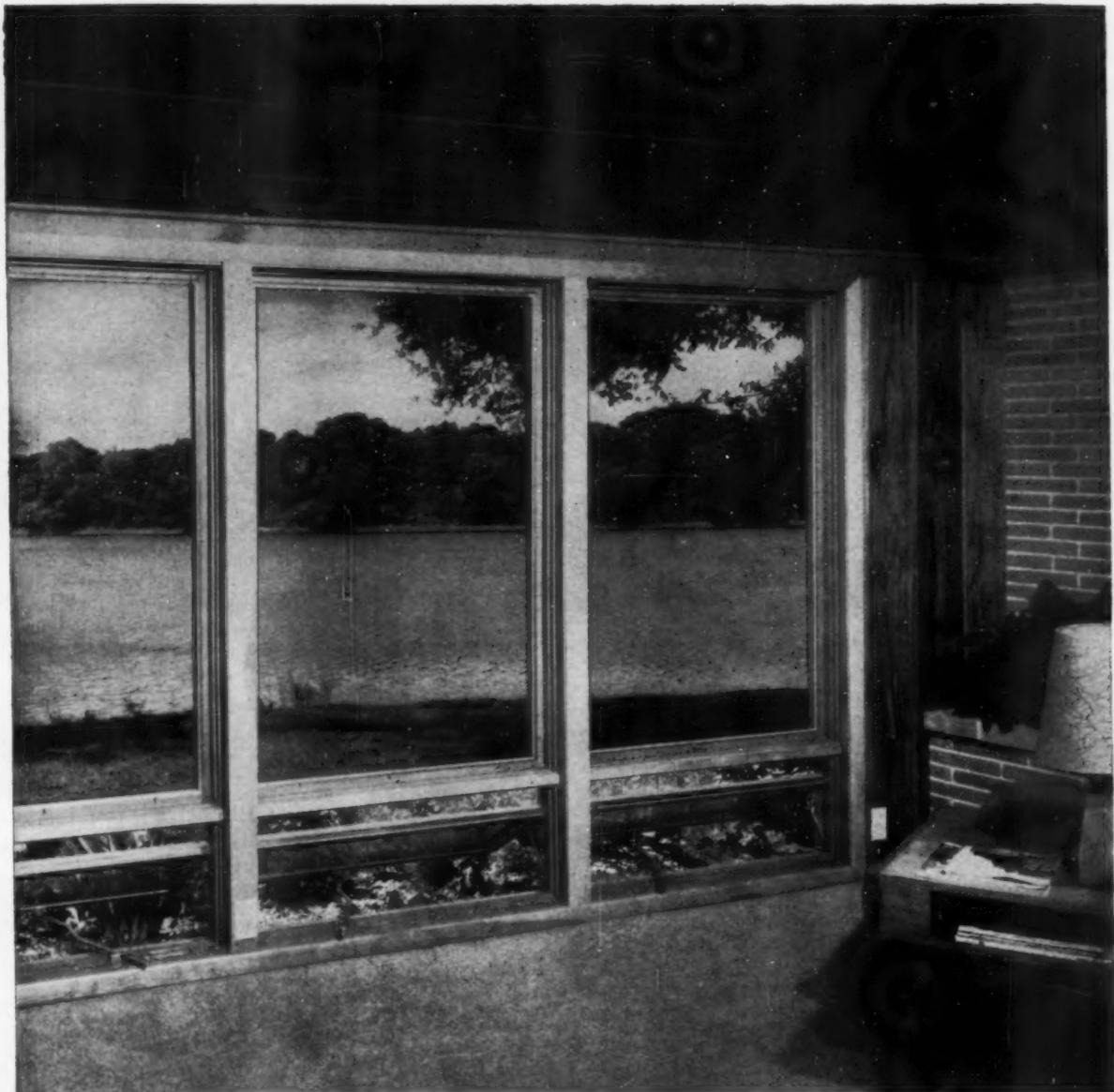
**This American Builder
SPECIAL PRIZE for the best
builder-merchandising of
"hidden values"**

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, 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"? It is a product or technique that adds to the life, strength or value of the building, but whose presence or inner quality cannot be seen in the finished building. Some "hidden values": wood preservatives such as treated lumber, protection 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.



GAIN ARCHITECTURAL FREEDOM with infinite combinations of PELLA MULTI-PURPOSE WINDOWS. Fifteen fixed and vented window sizes are all compatibly proportioned. And how *well* windows harmonize with other wood. No extra cost for PELLA's exclusive CLIDE-lock underscreen operator. Self-storing storm sash and self-storing wood or metal frame screens.



**WOOD
MULTI-PURPOSE
WINDOWS**

ROLSCREEN COMPANY, Dept. I-87, Pella, Iowa

Please send me your literature on PELLA MULTI-PURPOSE WINDOWS.

FIRM NAME _____

ADDRESS _____

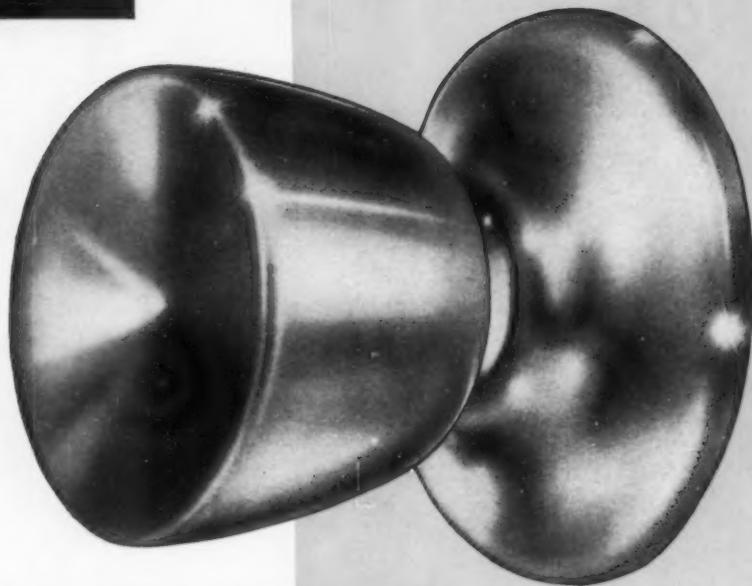
CITY _____ ZONE _____ STATE _____

ATTENTION MR. _____ TEL. NO. _____

The Payoff Departments

- New Products**.....111 →
Add "hidden" convenience with telephone planning.
- Catalogs**.....112 →
"Hidden Value" catalogs give you plenty of sales aids.
- Merchandising Ideas in Action**.....147 →
Capsule case histories of successful sales promotions.
- Land Planning**.....150 →
They build their own lakes to create choice waterfront property.
- How To Do It Better**162 →
Best method of bridging one-story house, garage.
- Ask The Experts**.....174 →
Can I safely remove collar beams?
- Technical Guide**176 →
How to build a practical, low-cost swimming pool.
- Convention Calendar**.....182 →
Check this list for meetings you want to attend.
- The Month Ahead**.....190 →
Things for builders to think about during September.

NOW



ALUMINUM

DEXLOCK

With satin anodized finish for long-lasting beauty

Now Dexlock, the low cost Dexter lock with the high quality Dexter look, is available in solid aluminum. It's finished with a brilliantly smooth, satin anodized lustre that won't corrode or tarnish. And the moving aluminum parts are protected against wear by stainless steel bearings in roses. *Plus* all the other important Dexlock features: Factory pre-assembled tie screws. Extra-easy cylinder removal for re-keying. True self-aligning latch to assure fast installation and smooth operation even if edge hole is bored out of line. Solid brass cylinder plug—not die cast or powdered metal. Concealed tie screws. Steel interior parts. New tulip knob. Fits standard Dexter boring for all residential doors.

Dexlock also in solid brass or bronze, standard or two-tone finishes including chrome and black anodized aluminum.

New sample mount for Dexter dealers



BY

DEXTER

NO LOCK INSTALLS FASTER THAN A DEXTER

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

In Canada: Dexter Lock Canada Ltd., Galt, Ontario. • In Mexico: Dexter Locks, Plata Elegante, S.A. de D.V. Monterrey
Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal

Sell hidden conveniences . . . like "telephone planning"



PHONE COMPANY installer places advance wiring during construction. Right, conduit and advance wiring.

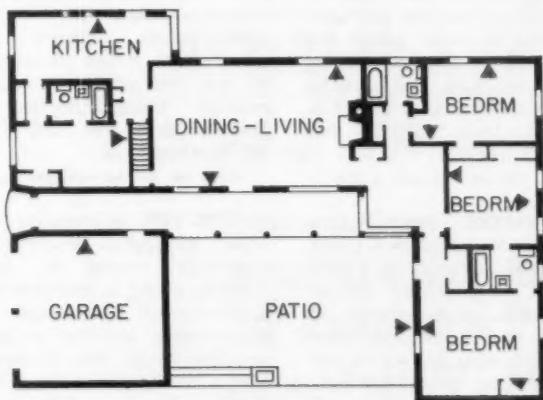
If you're looking for a strong sales feature that will help you plan a better house as well as catch the buyer's eye . . . try telephone planning.

This "hidden value" needn't remain hidden, either. Bell Telephone provides signs, seals and literature to tell the story to your buyers.

Biggest appeal is the convenience of well-placed telephone outlets. There's also the low cost of having

phone wires and outlets placed before interior walls are covered; the guarantee that the home's interior won't be marred by exposed wiring; and the fact that plenty of outlets add to the resale value of the house.

Often, advance wiring (at right in photo above) can be placed in walls in place of a conduit (at left) for more installation economy. Bell Telephone. (No. Z20, p. 114.)

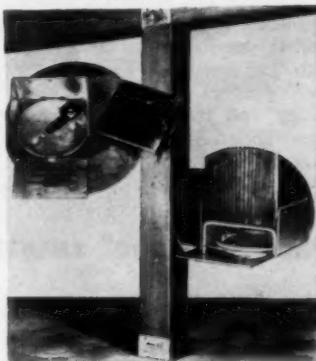


HOW TO PLAN for phone outlets (arrows) in a four-bedroom layout by

Bell Telephone. Plans for split levels, ranches, two-stories are available.



SIX-INCH THICK insulation of spun mineral wool batt suggested as "hidden value," particularly for builders of air-conditioned homes. From Baldwin-Hill Co. (No. Z21, p. 114).



PORCHES, CARPORTS, etc. will have "hidden value" protective anchorage when 4x4 posts are installed in concrete with Adjustable Ancor-Eez Information from Woodmack Products. (Circle No. Z22, p. 114).



FOR MOTELS, SUBDIVISIONS, etc. the "Du-O-Ject," a "hidden value" duplex pneumatic sewage ejector lift station which gives fast, continuous action. Manufactured by Smith & Loveless. (Circle No. Z23, on p. 114).

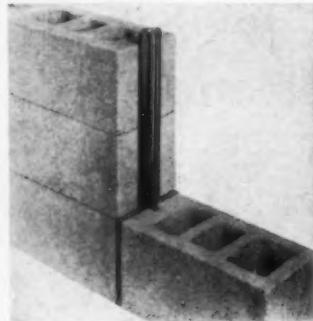
Use "Hidden Value" products to sell quality construction



Film protects foundation

Polyethylene film applied to surface of foundation blocks serves as an effective moisture barrier between earth and concrete. This "hidden value" product of Bakelite is easily applied and long lasting. Visking Corp., Dept. AB, P.O. Box 1410, Terre Haute, Ind.

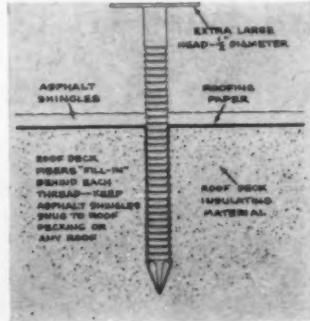
Circle No. Z24 on reply card, p. 114



Joint sealer controls leakage

"Hidden protection" against water leakage at control joints in cement block and masonry wall construction provided by "Titewall" sealer. Design gives optimum efficiency, permits easy installation. Serviced Products Corp., Dept. AB, 6051 W. 65th St., Chicago, Ill.

Circle No. Z25 on reply card, p. 114



Nails have new design

Triple-duty roofing nail offers "hidden" advantages such as tremendous holding power due to anchor shank design, extra large head and larger underhead area which helps prevent wind damage. Dipped in zinc, won't rust stain or streak. W. H. Maze Co., Dept. AB, Peru, Ill.

Circle No. Z26 on reply card, p. 114

"Hidden Value" catalogs give you plenty of sales aids

THREE BASIC TYPES of plastic pipe offering numerous "hidden values" are explained in Crescent's 16-page catalog. Advantages, methods of installation, applications, and points to consider in selecting proper type for particular job are presented. Crescent Plastics, Inc., Dept. AB, 955 Diamond Ave., Evansville, Ind.

Circle No. Z27 on reply card, p. 114

USEFULNESS of polyethylene as "hidden value" in construction in a six-page booklet by Spencer. Highlighted are three major uses: for concrete work; as a moisture vapor barrier; for protective coatings. Easy to handle and inexpensive. Information from Spencer Chemical Co., Dept. AB, Dwight Bldg., Kansas City 5, Mo.

Circle No. Z28 on reply card, p. 114

PREVENTING CORROSION by new method is described in four-page brochure. Moisture and corrosion protection comes from Glasfab torch tape. "Hidden value" product is used where moisture exists on spandrel beams, sills, flashings and concrete floorings. From Twinsburg-Miller Corp., Dept. AB, P. O. Box 207, Twinsburg, Ohio.

Circle No. Z29 on reply card, p. 114

HOW TO USE versatile stainless steel in the home is one feature of the Electromet Review. Informative brochure, complete with photos, gives ideas on "hidden" and unhidden values of stainless steel for roofing, flashing, in kitchens, baths. Electro Metallurgical Co., Dept. AB, 30 E. 42nd St., New York, N. Y.

Circle No. Z30 on reply card, p. 114

SAFETY WITH "hidden value" product outlined in six-page brochure which gives recommendations for safe chimney construction and specifications for clay flue lining. Detailed illustrations show component parts, and brochure also includes table of dimensions. Clay Flue Lining Institute, Dept. AB, 161 Ash St., Akron 8, Ohio.

Circle No. Z31 on reply card, p. 114

HOW TO PREVENT water damage to masonry with Hydrocide S-X Colorless coating is presented in a catalog from L. Sonneborn. "Hidden value" product gives superior resistance to water absorption compared to untreated surface or surface treated by other products. L. Sonneborn & Sons, Dept. AB, 404 Fourth Ave., New York, N. Y.

Circle No. Z32 on reply card, p. 114

LOW TEMPERATURE pipe covering of Styrofoam, a plastic foam, is presented in thorough technical and price brochure. "Hidden value" feature, Styrofoam, acts as excellent vapor barrier, requires no extra coating. From Glo-Brite Products, Inc., Dept. AB, 6415 N. California Ave., Chicago 45, Ill.

Circle No. Z33 on reply card, p. 114

EASY FOUNDATION FORMING presented in Simplex's Bulletin F-1026 describing a new, low-cost way to form foundation walls for "floating slab" homes. Simplex "hidden value" form system described step by step with photos of actual operations. From Simplex Forms Systems, Dept. AB, 5200 N. Main St., Rockford, Ill.

Circle No. Z34 on reply card, p. 114

PLASTIC PIPE, outstanding "hidden value" product is described in an eight-page catalog by Supplex. Flexible piping is inexpensive, rust and rot proof, light weight, chemical resistant, and can be installed in a few hours. Also features long continuous lengths without fittings. Supplex Co., Dept. AB, Garwood, N. J.

Circle No. Z35 on reply card, p. 114

You are entering the **American Builder**

Supermarket



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



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- Z3 Better Heating & Cooling Council
- Merchandising Aids**
- Z4 American Standard
- Z5 Airtemp Div. Chrysler
- Z6 Armstrong Furnace
- Z7 Carrier Corp.
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- Z10 Frigidaire
- Z11 General Electric
- Z12 Lennox Industries
- Z13 Rheem Mfg. Co.
- Z14 A. O. Sutton
- Z15 Williamson Co.

SWIMMING POOLS

- Z16 Paddock Pools
- Z17 Crown Swimming Pools
- Z18 Paradise Pools
- Z19 International Pools

NEW PRODUCTS

- Z20 Bell Telephone Co. telephone planning
- Z21 Baldwin-Hill insulation
- Z22 Woodmack Products' Anchor-Eaz
- Z23 Smith & Lovelass "Duo-O-Ject"
- Z24 Viking Corp. film

- Z25 Serviced Products joint sealer
- Z26 W. H. Maze roofing nail

CATALOGS

- Z27 Crescent Plastic pipe
- Z28 Spencer polyethylene
- Z29 Twinsburg-Miller Glasfab torch tape
- Z30 Electro Metallurgical stainless steel
- Z31 Clay Flue Lining Inst.
- Z32 L. Sonneborn & Sons masonry coating
- Z33 Glo-Brite Styrofoam
- Z34 Simplex Forms form system
- Z35 Supplex Co. plastic pipe
- Z36 Amcrete Corp. pools
- Z37 Swimquip pool equipment
- Z38 Nat'l Pool Equipment Co.
- Z39 Shirley Corp. cabinet lavatories
- Z40 Keasby & Mattison roof
- Z41 Marsh kitchen cabinets

NEW PRODUCTS continued

- Z42 U. S. Pool prefab pools
- Z43 Cascade Pools prefab pool
- Z44 General Electric a/c
- Z45 Chrysler Airtemp a/c
- Z46 Coleman air conditioner
- Z47 Hastings portable hoist
- Z48 Fedders-Quigan a/c
- Z49 Worthington furnace

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- Z51 Ventilated clothes bin
- Z52 Roseman Niler rake
- Z53 Deluxe Saw & Tool saw blade
- Z54 Home Comfort shelves
- Z55 Webb Industries shower
- Z56 Allied Chemical & Dye, Barrett Div. shingles
- Z57 Holiday prefab house
- Z58 Texas Quarries stone
- Z59 Republic Steel building
- Z60 Mosaic Tile scenic tile
- Z61 U. S. Metalite Shejax
- Z62 Stewart-Warner heating-cooling unit
- Z63 Peine folding doors
- Z64 Simpson Logging tile
- Z65 Gestia-Bacon air duct
- Z66 Stylon Corp. ceramic facing
- WESTERN PRODUCTS**
- Z67—W Rocklite concrete units
- Z68—W Swimquip diving board
- Z69—W Day & Night water heater
- Z70—W Price & Retzebacks' router bit
- Z71—W Trimview sliding glass door
- Z72—W Gladding-McLean tile
- Z73—W Edco drawer rollers
- Z74—W Kay-Tite cement coating
- Z75—W Omork Industries tool
- Z76—W Pacific Starline tile
- Z77—W Superior midget scaffold

AUGUST, 1957

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

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CATALOGS . . .

LUXURY POOLS at low cost presented in brochure from Amcrete. Precast pool walls go up in four hours; swimming pool is completed in eight days. Complete information on shapes, sizes, precast methods, and installation. Amcrete Corp., Dept. AB, P.O. Box 288, Ossining, N.Y.

Circle No. Z36 on reply card, p. 114

COMPLETE POOL information given in a sixteen-page catalog plus eight page supplement by Swimquip. Covers all swimming pool, deck, filtration materials including heaters, chlorinators and safety equipment. Swimquip, Inc., Dept. AB, 3301 Gilman Rd., El Monte, Cal.

Circle No. Z37 on reply card, p. 114

BUILDERS' PROBLEMS of swimming pool structure, design, filtration system, fittings, etc., are discussed in a 24-page colorful catalog from National. Information on operation and maintenance included. Complete specifications, data available. National Pool Equipment, Dept. AB, Lee H'way, Florence, Ala.

Circle No. Z38 on reply card, p. 114

ECONOMICAL CABINET lavatories which offer the latest in design plus quality construction are described in literature from Shirley Corp. Porcelain steel tops and steel cabinets with baked enamel colored finishes. Shirley Corp., Dept. AB, Indianapolis, Ind.

Circle No. Z39 on reply card, p. 114

HOW TO USE insulated weather-proof roof decking presented in eight-page booklet by Keasby & Mattison. Economical, fire-resistant, non-corroding Insulpanel consists of wood-fibers with waterproof asphalt compound and surfaced with asbestos fibers and portland cement. Keasby & Mattison, Dept. AB, Ambler, Pa.

Circle No. Z40 on reply card, p. 114

WELL-PLANNED and styled kitchens are presented in a colorful twenty-page catalog by Marsh. Kitchens designed for traditional to contemporary styling are illustrated as examples of many variations possible. Packaged units are easily installed. Marsh Furniture Co., Dept. AB, High Point, N.C.

Circle No. Z41 on reply card, p. 114



**Sign of a
Smart
Businessman**



He's standing proudly by his Esther Williams Swimming Pool Distributorship sign because he knows he's made a smart deal. Many men all over the country are making good money in this great new business.

Big Promotion...Fast Action...Now
Full-page ads in "Life," "Better Homes and Gardens" and other media—NBC-TV—and sensational tie-in with Pepsodent now paying off in loads of leads. *You start fast and set up your market for big promotions coming. Heaters make for year-round selling.*

Installation Simplified

All concrete pool. New designs and techniques make installation no problem. Complete, finest-quality pool equipment, exclusive features and Good Housekeeping Seal make sales easy.

And Esther Williams, Too!

The greatest name in swimming sets you up as the leader in your area as soon as you hang up your sign. Esther Williams is the magic name that gives you prestige, product identity and sales.

Exceptional Profit Picture

Big sales this year and bigger years ahead assure big profits. Five-figure investment needed for working capital varying with area potential. You stock and sell our dealers. We furnish complete sales, advertising, installation procedure.

The Time To Start Is Today!

It's easy to get started. Write to: *International Swimming Pool Corporation, 41 Court Street, White Plains, N. Y. Largest organization in the industry.*

Dealerships Also Open

**ESTHER WILLIAMS
SWIMMING POOLS**



ESTHER WILLIAMS
SWIMMING POOL UNITS



Read what Builder C. Fort Boyd says about Rusco Windows



Pictured above are, left to right: Mr. Henry D. Norris, A.I.A., Mr. Henry H. Jackson and Mr. C. Fort Boyd. Mr. Norris is the architect for all Boyd-Jackson homes.

"We have used over five thousand Rusco windows in nearly five hundred houses in the last five years. *Since we started using Rusco windows, we have never had to send a man back to adjust, repair or replace a single window. We have not had a single report of window trouble.*

... Rusco windows are inexpensive because we are able to obtain a very wide variety of window types and arrangement. This enables us to produce a wide range of homes, distinctively, without resorting to change of structural methods or measurements.

... We know of no Rusco window that does not work as well today as it did four or five years ago."

RUSCO

AMERICAN BUILDER

RUSCO WINDOWS SPECIFIED!

FOR BLUEPRINT HOME-OF-THE-MONTH!

(See pages 90-99 of this magazine)

Built by the Boyd-Jackson Corp. of Atlanta, Ga., this attractive home is typical of the many architecturally designed Boyd-Jackson homes that have won national recognition every year since 1952. And like *all* Boyd-Jackson homes, it features Rusco metal windows.

Imaginative use of these versatile windows has made it easy for Boyd-Jackson to build a wide variety of distinctive homes without costly changes in structural methods or dimensions.

Rusco windows help keep building costs low. They come as complete packaged units—install in minutes. There's no on-the-job glazing, painting or later adjusting. During

the past five years, Boyd-Jackson has installed more than 5,000 Rusco windows and has never had to adjust, repair or replace a single one!

Throughout the country hundreds of leading builders, like Boyd-Jackson, specify Rusco metal windows to make their homes easier to build—easier to sell! So why not include Rusco windows in all *your* new home plans? They're available in either hot dipped galvanized steel with "White Beauty" baked enamel finish or in satin-smooth natural aluminum. Write today for free literature. The F. C. Russell Company, Department 7-AB-87, Cleveland 1, Ohio. In Canada: Toronto 13, Ontario.

—the window that brought a new look to building!



"We've Beat Competition by using Symons 'Champ' Forms"

"A new contractor can go in with a "green" crew and with Symons "Champs" can set up a foundation to compete with the best. I'm 100% sold on them."

Chuck Davy has already used one set of Symons "Champ" Forms 46 times and they're still in good shape. Now, on a new 66-home project he plans to use those same forms again.

Symons "Champ" Form provides for Chuck Davy and all builders an efficient and accurate form at a cost approximately 20% less than Symons Standard Panel Form. Designed primarily for light commercial and residential construction, it is equally satisfactory for high pours, where strength and durability are "musts."

A 2 x 4 frame with 2 x 4 cross members that lay flat against a 3/4" plywood face make up a Symons "Champ" Form panel. Cross members are placed on 12" or 24" centers. Chuck Davy is using the 12" O.C. panels. Rail plates like the one illustrated below, located at each end of the cross members, transmit the pressure directly to the tie.

Symons "Champ" Forms may be rented with purchase option.

SYMONS FORM HARDWARE • Simple • Inexpensive • Labor Saving



Connecting Bolt



2-Way Form Tie



Tightening Wedge



Rail Plate



Water Plate

OTHER SYMONS FORMS—Wood-Ply • Wood with
Steel Cross Members • Mag-Ply • Steel-Ply • All-Mag

Symons CLAMP AND MFG. CO.

4261 Diversey Avenue, Dept. H7, Chicago 39, Illinois

We are interested in Symons "Champ" Forms, please send detailed information.

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Firm Name _____

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NEW PRODUCTS . . .



Expandable swimming pools

Prefab plastic swimming pools are available in many shapes. Oval model is made in eight basic molds, four or more can be bolted on site. Of Celanese polyester resins, reinforced with glass fibers, pools are expandable. United States Pool Corp., Dept. AB, Scotch Plains, N.J.

Circle No. Z42 on reply card, p. 114



Prefab pool cuts cost

Luxurious swimming pool features at economical price. Cascade prefab pool comes complete for \$995 including panels, liner, filtration and recirculation system, plus chemicals. Designed for fast installation. Cascade Pools, Dept. AB, Box 95, Hamilton Square, N.J.

Circle No. Z43 on reply card, p. 114

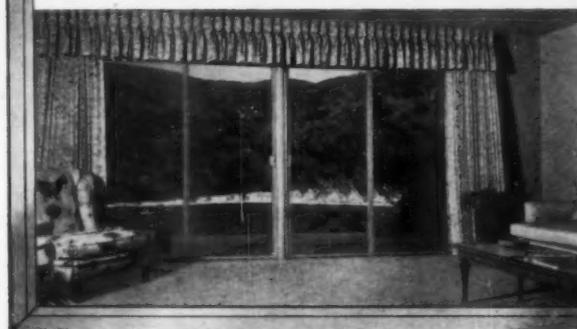


Individual air conditioning

Individual Thinline air conditioning units, mounted through the wall, are ideal for homes with multi-floor construction and glass expanses. Provide complete air conditioning with individual area control. General Electric, Dept. AB, Appliance Park, Louisville 1, Ky.

Circle No. Z44 on reply card, p. 114

Did you say
Water-tight?



yes...we said water-tight!

Plus all these added extra features...

- ★ LOWER SELLING PRICE
- ★ UNHANDED SLIDING UNITS
- ★ ALUMILITE FINISH
- ★ UNSURPASSED BEAUTY

Capri
CADET

ALL ALUMINUM SLIDING GLASS DOORS

The new Capri CADET all aluminum sliding glass door was engineered and designed with the sliding door gliding to the outside of the stationary door. This innovation, plus Schlegel wool pile weatherstripping, provides water tightness at interlocking stiles and threshold, where most leakage problems occur. It prevents damaging leakage from driving rain . . . saves floors . . . saves carpets. The outside sliding door design eliminates interference with draperies, furnishings and deep pile carpeting. Install with pride the all new Capri CADET with the outside slide.

For luxurious "4 seasons" protection . . . install the Custom Deluxe Capri Continental Series sliding glass doors especially deigned for one inch insulating glass or one-quarter inch plate glass. There's none finer!

Write for complete details on the Capri lines and the name of your nearest dealer.

Dealerships open in some key areas.

T. V. WALKER & SON, INC. 217 N. Lake St. — Burbank, Calif.

Please send information.

Dept. AB-87

Budget Priced Capri Cadet

Custom Deluxe Capri Continental

NAME _____

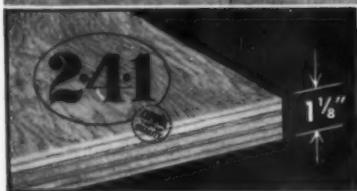
COMPANY _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

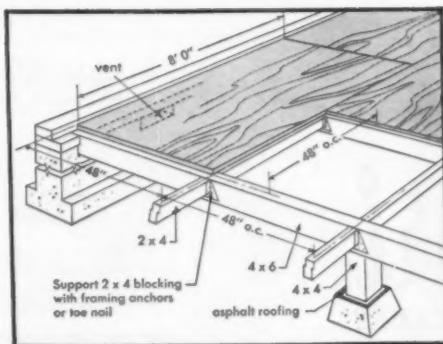


3 ways to cut

1. Use new 2-4-1 plywood as combined subfloor-underlay over framing 48" o. c.

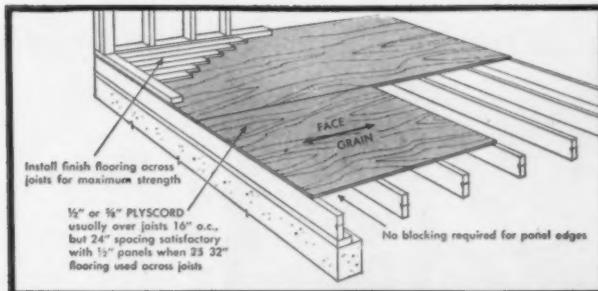
2-4-1 is the new 1 1/8" plywood that makes possible the revolutionary "panel and girder" floor construction system that saves from fifty to five hundred dollars per house.* It also gives you markedly superior construction. You save on both framing costs and application time. And because 2-4-1 has structural strength *plus* smooth surface, it serves as *both* subfloor and underlayment. More savings!

*Actual savings reported by builders vary with local wages, size of house and type of floor construction previously used.



2-4-1 is both subfloor and underlay. Inset 2 x 4 blocking supports panel edges. Drawings below show how girders set flush with footings improves appearance by lowering house about 12 inches.





2. PlyScord® subflooring cuts application time in half, adds strength and rigidity.

PlyScord provides a smooth, dry, level working platform. It saves as much as 50% in application time. Requires fewer nails. Finish flooring goes down faster, too. Building paper may be completely eliminated. PlyScord subfloors are firm, solid. Rigid plate-like action gives added protection against windstorm or earthquake.

FOR COMPLETE INFORMATION about fir plywood floor construction, specifications, etc. write for free "Plywood Light Construction Portfolio." (Offer good USA only.) Douglas Fir Plywood Association, Tacoma 2, Washington.



floor construction costs

3. Resilient flooring looks better longer over smooth fir plywood underlayment.

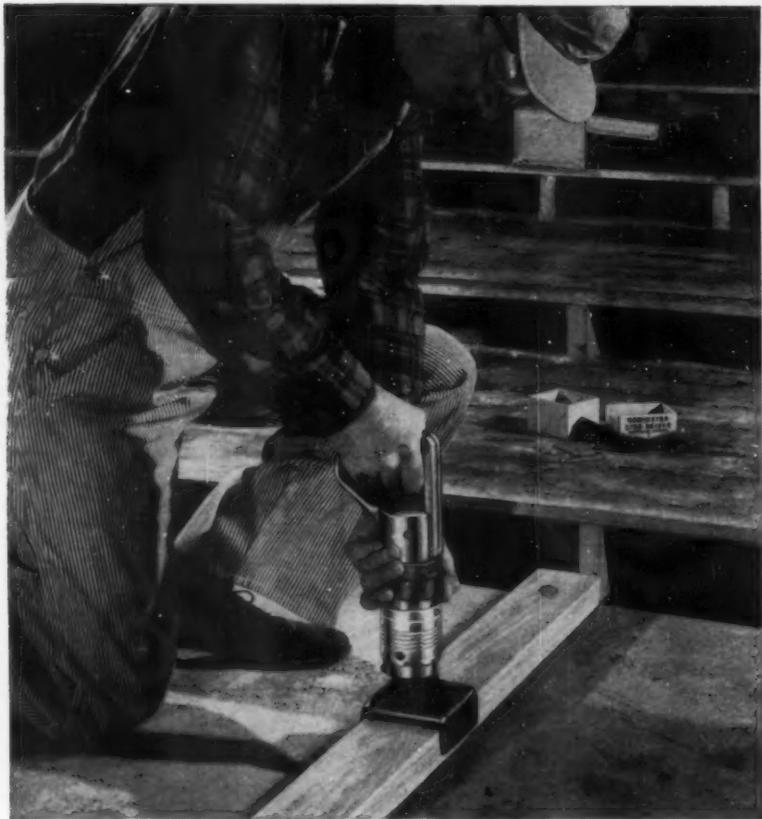
Tile and linoleum lay flat, stay flat—with no unsightly seams or nailhead show-through—over smooth, solid fir plywood underlayment. It's an ideal base for wall-to-wall carpet installations, too. Easy to cut, fit and fasten, fir plywood grips nails firmly so they won't work up to mar the appearance of finish floor coverings.



Fir Plywood

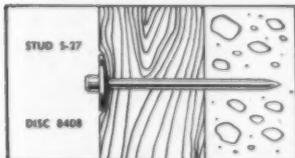
means quality construction

Just one of **101** Stud Driver uses!



No outside power, no pre-drilling—

Anchor partition plates or furring strips in seconds with the Remington Stud Driver



The job pictured above calls for a 1/4" Remington S-27 Stud with 22 caliber Power Load. Stud sets arrow-straight, solidly, permanently—no cracking of concrete or wood.

You save time, cut construction costs with this cartridge-powered fastening tool. It sets up to six 1/4" or 3/8" diameter studs a minute in concrete or steel. Barrel change-over takes just 90 seconds. You can take the tool anywhere, use it anywhere—no wires, no pre-drilling. Over 40 Remington Studs to choose from, plus scientifically graded 22 and 32 caliber Power Loads give the versatility needed for light, medium and heavy-duty fastening.

TAKE ADVANTAGE of this modern fastening tool in your own work. Clip and mail coupon for valuable booklet.



Industrial Sales Div., Dept. AB-8
Remington Arms Company, Inc.
Bridgeport 2, Conn.

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

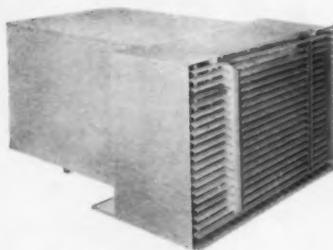
Name _____ Position _____
Firm _____
Address _____
City _____ State _____

Remington



**STUD
DRIVER**

NEW PRODUCTS . . .



Cooling economically

Home air conditioner comes complete with ductwork, thermostat, ceiling diffusers, and return grille. Low-cost system can be installed in many ways and can be attached to forced-air heating system. Chrysler Airtemp Div., Dept. AB, 1600 Webster St., Dayton, Ohio.

Circle No. Z45 on reply card, p. 114



Space-saver air conditioning

Air conditioning small homes is simplified with new horizontal waterless unit which fits into attic or crawl space. Ducts for cool air are of glass fiber, coated with aluminum foil. Refrigeration equipment is in compact metal cabinet. Coleman Co., Dept. AB, Wichita 1, Kans.

Circle No. Z46 on reply card, p. 114



Low-cost, portable hoist

With "Hoist-It" and simple set of wall brackets two men can quickly and safely raise any type attic air conditioner. Portable unit can be taken apart and assembled fast, saving time and labor. Has many applications. Hastings Air Control, Dept. AB, Omaha 5, Neb.

Circle No. Z47 on reply card, p. 114



you know you're right when you specify by **DFPA*** grade-trademarks

**factory-inspected,
laboratory-tested**

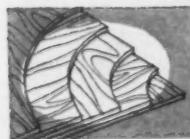
To qualify for DFPA grade-trademarks, manufacturers must pass rigid and continuous inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. *Use of grade-trademarks may be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

**right grade, right
quality for every job**

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

Be sure you can tell the difference.

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



← Proper construction—inside and out



↑ Adequate strength, rigidity and stiffness



← Dependable glue-line



EXT-DFPA



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



DFPA grade-trademarks mean quality

Fir Plywood



Carl Schiller and Donald Schiller

"Yellow Pages get us quality sales leads at low cost"

says DONALD SCHILLER
SCHILLER HOME IMPROVEMENT CO.,
Detroit, Michigan

"Our only advertising is in the Yellow Pages of the Detroit telephone directory," says Donald Schiller. "We're completely sold on their power to pull quality prospects. When people telephone or drop in, after seeing one of our Yellow Pages advertisements they're usually ready to place an order."

Mr. Schiller's experience is typical of contractors across the country. For new business . . . for repeat business . . . to reach newcomers in town . . . it pays to have your sales messages under appropriate headings in the classified telephone directories, where people look for the products and services you sell.

For further information, call the Yellow Pages representative at your telephone business office.

COMMERCIAL • INDUSTRIAL • RESIDENTIAL

REMODELING

FIRE REPAIRS
STORE FRONTS
ADDITIONS
ALTERATIONS
Porch Enclosures

**CITY VIOLATIONS
CORRECTED**
Office Partitions

MASONRY & PLUMBING
Office Partitions

**HOUSE RAISING
AND LEVELING**
Office Remodel

**STEEL BEAMS
OFFICE PARTITIONS
EMERGENCY SERVICE**
Handy Services

**EXPERT WORK
CLOSE SUPERVISION**

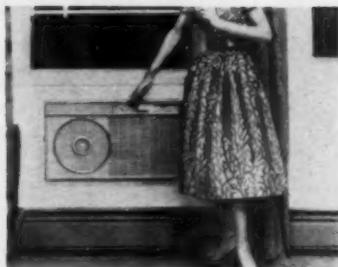
Call
ME before
3-1513

FREE ESTIMATES
NO MONEY DOWN — F. O. A. TERMS

Schiller Construction Co.
14615 WYOMING

THE SCHILLERS have this display ad (shown here reduced) under *Contractors*. Another ad, 7 listings appear under such headings as *House Raising and Store Fronts*.

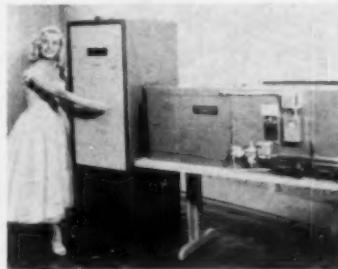
NEW PRODUCTS . . .



Built-in air conditioner

Specially engineered Wall-Fit air-conditioners are designed for easy, economical, through-the-wall installation. Compact units give clean lines in any type wall construction. Controls on top. Fedders-Quigan Corp., Dept. AB, 58-01 Grand Ave., Maspeth, N.Y.

Circle No. Z48 on reply card, p. 114



Cuts down on noise

Counterflow and horizontal units by Worthington feature quiet operation due to unique floating heat exchanger. Also has a drawer-type blower section to make adjustments easy. High static blower for adding air conditioning. Worthington Corp., Dept. AB, Harrison, N.J.

Circle No. Z49 on reply card, p. 114



"Time-saver" custom railings

Slip-on design makes railing assembly easy. Provides quick, inexpensive method of pipe fitting, eliminating threading or welding and reducing cutting. Stronger, more attractive railings. Hollaender Mfg. Co., Dept. AB, 3841 Spring Grove Ave., Cincinnati, Ohio.

Circle No. Z50 on reply card, p. 114

Two Superior Products to Stop Moisture Through Floors... at Low Labor and Material Cost!

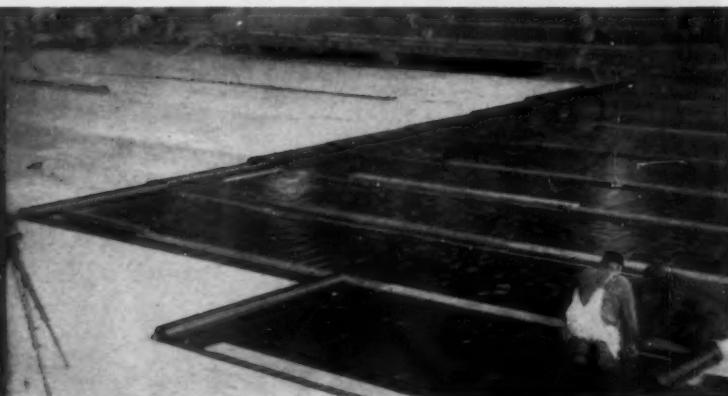
SISALKRAFT VAPORSTOP

Rot Resistant,
Tough Vapor Barrier



SISALKRAFT MOISTOP

Polyethylene
and Sisalkraft



These Products Meet FHA and VA Minimum Property Requirements

These two tough vapor barriers protect against moisture migration from the ground, thereby helping to prevent rotting of structural members, loosening of floor tile, paint failures, etc.

They are tops for quick application on any job. Handy job size rolls mean economy, no waste. Just unroll over the fill or in the crawl space.

Sisalkraft Vaporstop gives you a low-priced yet completely effective product to stop moisture penetration.

Sisalkraft Moistop combines the permanency of polyethylene and the strength of Sisalkraft. There is no better product available anywhere. *Both* give you quality at low cost!

See your lumber or building material dealer or write:

American SISALKRAFT Corporation

Chicago 6 • New York 17 • San Francisco 5

THE PUBLIC KNOWS THE VALUE OF PROTECTION AGAINST DAMAGING MOISTURE. YOUR USE OF SISALKRAFT MOISTOP OR SISALKRAFT VAPORSTOP CAN BE A BIG SALES FEATURE IN SELLING HOUSES.

Other Products in the SISALKRAFT LINE

Orange Label Sisalkraft — Reinforced, waterproof building paper

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

Sisolation — Reflective insulation and vapor barrier

Sisalite — Pure polyethylene film

Sisal-Glaze — New plastic glass replacement

PITTSBURGH'S continuing, large-scale and growing demand for TWINDOW

CAMPAIGN APPEARS IN LEADING MAGAZINES:

	CIRCULATION		CIRCULATION
SATURDAY EVENING POST	4,841,087	SUNSET	571,502
BETTER HOMES & GARDENS	4,283,678	HOUSE & GARDEN	508,705
AMERICAN HOME	3,100,975	HOUSE BEAUTIFUL	652,637
LIVING FOR YOUNG HOMEMAKERS ...		608,772	

The really modern home has TWINDOW... the twin-glass windowpane with insulation built in

It keeps homes warmer... cooler in summer... and eliminates the need for curtains.

Live in gracious comfort the whole year 'round with TWINDOW the windowpane with insulation built in

- Rooms are warmer in winter, cooler in summer
- Heating and cooling costs are lower
- Windows are cleaner
- Dusty curtains are reduced
- Glass has a "warm window" or "perfectly" look
- The frame and sash eliminate extra joints

TWINDOW
the world's finest insulating glass!

TWO TYPES OF TWINDOW

PITTSBURGH GLASS
PITTSBURGH, ZENITH & GLASS COMPANY
IN CANADA: CANADIAN SYSTEMS INDUSTRIES LIMITED

BUILD IT BETTER WITH

Pittsburgh Glass

AMERICAN BUILDER

advertising program is creating a big ... the world's finest insulating glass!

TWINDOW, Pittsburgh's twin-glass windowpane with insulation built in, has the support of the most comprehensive advertising program in the industry. Full-page, full-color advertisements, such as the three shown here, consistently appear in the *Saturday Evening Post* and home service magazines having a total circulation of nearly 15,000,000. Many of these homemaker-subscribers are located in your own community.

This advertising program has done much to "sell"

prospective home buyers, as well as home owners interested in renovating their present houses, on the benefits to be derived from installing TWINDOW in every room. They know that TWINDOW keeps rooms warmer in winter . . . cooler in summer, reduces heating and air-conditioning costs, eliminates the expense and bother connected with storm sash.

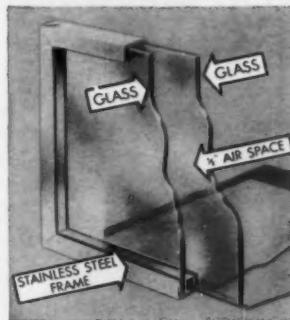
Builders all over the country agree that TWINDOW is as necessary and important to comfortable year-round living as is roof and wall insulation. What's more, they have found that TWINDOW insulating units cost no more than single pane windows plus storm sash.

Your houses will sell faster with more and larger windows. Include the comfort and advantages of TWINDOW and watch your sales grow even more. Remember, more and more people are becoming aware of the fact that: "No home is truly modern without TWINDOW!"

TWO TYPES OF TWINDOW®

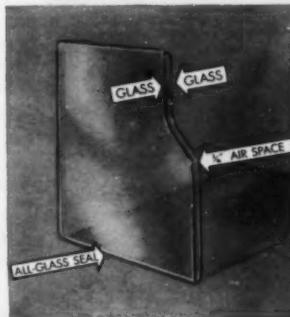
METAL EDGE.

Ideal for large windows and where maximum insulation is needed most. Constructed of $\frac{1}{4}$ " clear-vision Plate Glass, with $\frac{1}{2}$ " sealed air space between. Exclusive stainless steel frame means no bare edges to chip or mar. It means easier, quicker and safer handling, too.



GLASS EDGE.

Constructed of two panes of $\frac{1}{8}$ " PENNVERNON®—the quality window glass—with a $\frac{3}{16}$ " air space between them. The high insulating value makes these units ideal for modern window-wall construction. Available in popular sizes for a variety of window styles.



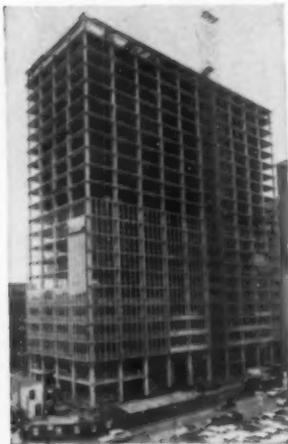
PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



On raceways like these *Shure-Set*® wins by 20 lengths



New Illuminating Co. building,
Cleveland, Ohio.

The sooner you finish a job, the more profit you make! The sooner a building is occupied, the quicker the investment pays off.

Take these duct raceways, for instance. They had to be secured to Haydite slabs. Instead of using expansion bolts involving drilling, filling each hole with lead plugs and driving in expansion screws, the contractor used SHURE-SET . . . and saved up to 15 minutes per fastening.

SHURE-SET makes any fastening in mortar, concrete or light steel easier, faster because it drives like a nail and holds like an anchor. SHURE-SET uses no cartridges, just hammer power—makes each hammer blow effective.

Save time and money with SHURE-SET . . . a valuable companion tool to RAMSET, the powder-actuated fastening system.

Catalogs describing SHURE-SET and RAMSET are yours for the asking. Write for both today.

Shure-Set
Trademark

HAMMER-IN FASTENING TOOLS
PATENTS PENDING
BY THE MAKERS OF *Ramset*® PRODUCTS

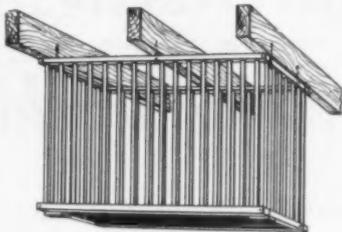
Ramset Fastening System

WINCHESTER-WESTERN DIVISION
OLIN MATHIESON CHEMICAL CORPORATION

12113-H BEREA ROAD

CLEVELAND 11, OHIO

NEW PRODUCTS . . .



Space-saver clothes bin

Designed for homes without a laundry chute, new ventilated clothes bin is installed on first floor joists beneath convenient closet with small area of floor boards removed. Clothes can be quickly, easily discarded. Ventilated Clothes Bin Co., Dept. AB, Hamburg, N.Y.

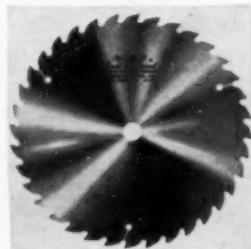
Circle No. 251 on reply card, p. 114



Tool speeds landscaping

Landscape tool does four operations in one. Roseman Tiller Rake scarifies and rakes rutted, compacted ground; then levels, grades, rakes. "Time-saver" product requires no hand labor. Roseman Tractor Equipment Co., Dept. AB, 2610 Crawford Ave., Evanston, Ill.

Circle No. 252 on reply card, p. 114



Faster, smoother cutting

Quality saw blade, Deluxe-Radi-All is designed for steady production. Precision tool performs all radial and swing arm operations. Features less operator fatigue due to smoother, faster operation. Deluxe Saw & Tool Co., Dept., AB, 500 E. Main St., Louisville 2, Ky.

Circle No. 253 on reply card, p. 114

ORANGEBURG[®]

SP Plastic Pipe

*A completely new flexible plastic pipe
made only by Orangeburg...engineered to meet today's
challenging piping requirements.*



ADVERTISED IN
LIFE

COMPARE THESE ADVANTAGES

- **Slit-proof**
(no "pin-holing")
- **Greater strength**
- **Higher heat resistance**
- **Resists acids, alkalis, salts**
- **Unaffected by detergents or soap solutions**
- **Light, flexible, easily handled**
- **Lengths to 400', fewer fittings**
- **Low installed cost, lasting service**



APPROVED FOR DRINKING
WATER SERVICE BY NATIONAL
SANITATION FOUNDATION

ORANGEBURG MANUFACTURING CO., INC.
Orangeburg, N. Y. Newark, Calif.

Slit-proof! Stronger—Gives superior service

Orangeburg SP is a new, stronger, flexible plastic pipe that gives superior performance. Takes higher pressures, higher temperatures. Defies rough-handling, hot sun, sub-freezing temperatures. Does not corrode. Won't crack or break. Has a super-smooth bore that increases flow capacity, prevents build-up of pressure-reducing deposits.

Orangeburg SP is the only flexible plastic pipe made from a superior new-type polyethylene resin which took ten years of research to perfect. This resin's extremely high molecular weight gives exceptional strength and service life... superior qualities found only in Orangeburg SP Plastic Pipe.

PROVED SUPERIORITY—Exhaustive tests prove Orangeburg SP Plastic Pipe is *completely slit-proof*—free from "pin-holing"! Exceeds every test known for polyethylene pipe!

IDEALLY SUITED FOR water service lines, jet wells, underground sprinkler systems, swimming pools, water and drainage lines during construction, chemical process lines, air-conditioner units—and many other installations. Sizes: ½" to 2".

SPECIFY ORANGEBURG SP—made to metal-pipe diameters, weighs only ⅓ as much as steel, installs faster and at less cost. Opens many new cost-saving applications. Send coupon now for full facts.

Backed by **ORANGEBURG** - a 64-year reputation for quality.

ORANGEBURG MANUFACTURING CO., INC.
ORANGEBURG, N. Y., Dept. AB-87

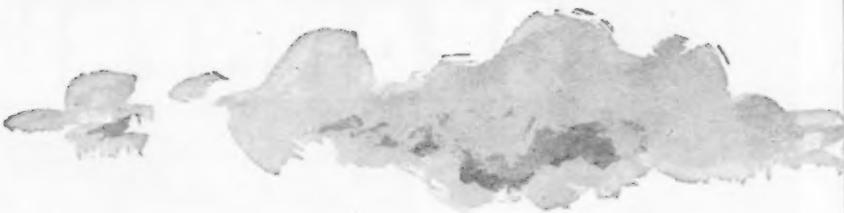
Send descriptive literature on new Orangeburg SP Plastic Pipe.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____



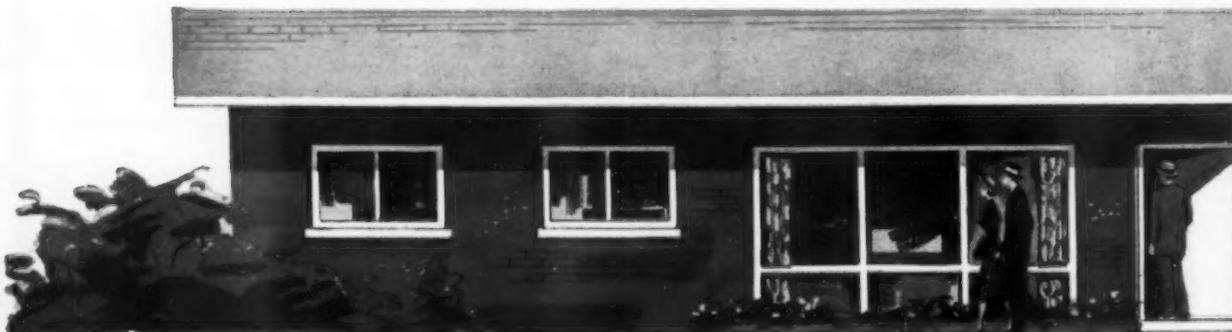

MORE BUILDERS CHOOSE

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

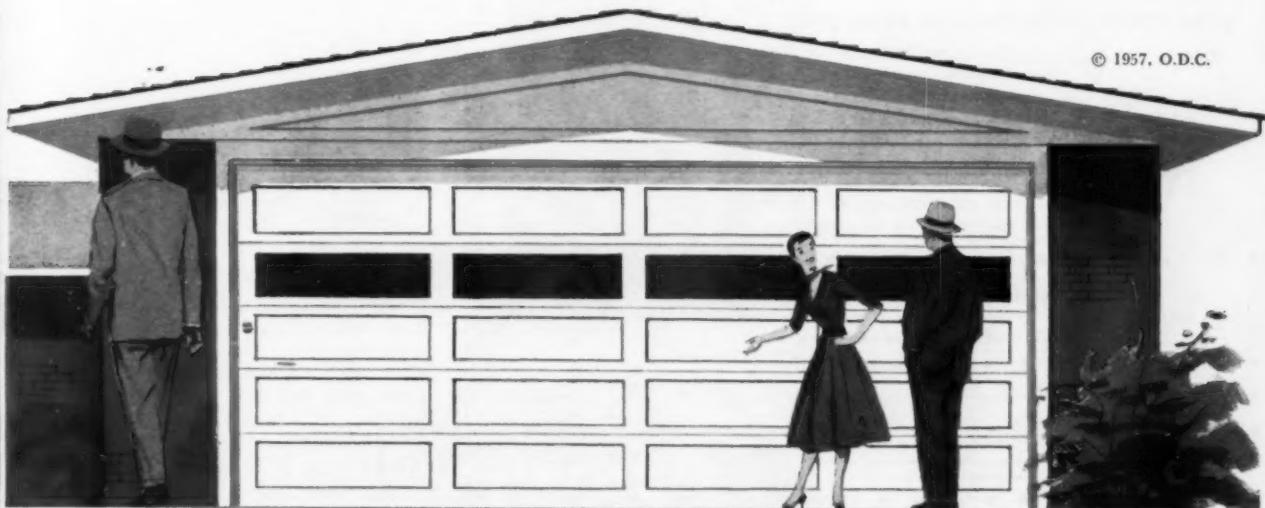
OVERHEAD DOOR

TRADE MARK

THAN ANY OTHER BRAND

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

© 1957, O.D.C.



now the only
double hung windows
with **3-WAY**
ACTION



IT SLIDES UP!
Looks and works like a regular
double hung window.

IT SLIDES DOWN!
With full-height up-
and-down movement
of both sashes.



IT TILTS!
Both sashes can be
tilted easily inward to
any desired angle.



The TWIN/TILT WINDOW is a complete wood unit that operates on newly designed hardware which requires no weights, no pulleys or cords. Works easily and quietly, without rattles, sticking or binding. Hundreds of sizes in beautiful modern designs. All windows are completely assembled, with glass and hardware installed.

AVAILABLE PRE-GLAZED WITH 1/2" THERMOPANE INSULATED GLASS • FULLY WEATHERSTRIPPED • TILTING DOES NOT INTERFERE WITH STORM SASH OR SCREEN • ALUMINUM SCREEN • WORKS PERFECTLY WITH AIR CONDITIONER

Contact the distributor in your area

SOME PROTECTED DISTRIBUTOR AREAS OPEN

Does not require stocking complete unit — hardware will fit your stock modular double hung frames and sash.



BROWN-GRAVES CO.
AKRON 1, OHIO

* T.M. Reg. Pending U.S. Pat. No. 2,666,235

• mail
• this
• coupon
• today!

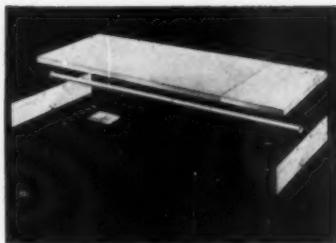
BROWN-GRAVES CO.
Dept. AB-151-857, Akron 1, Ohio
Please send catalogs and complete details.
I am a builder architect dealer

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Gives healthful, full-window no-draft ventilation. Perfect for nurseries — bathrooms — bedrooms.

Easy, safe, outside cleaning from inside the room. True "sable-top" cleaning without stretching, without ladders, without any danger — and without interfering with screen or storm sash.

NEW PRODUCTS . . .



Fits all shelving needs

X-Panda shelves which can be compounded to any length, feature 101 installations. Units are quickly and easily installed using standard brackets and shelves. Cost comparable to wood shelving. Home Comfort Mfg., Dept. AB, 3300 N. E. Adams St., Peoria, Ill.

Circle No. Z54 on reply card, p. 114



Two-way adjustable shower

Shower device, Perma-Jet, is adjustable for both height and spray. Shower head, attached to flexible stainless steel extension, adjusts easily by moving holding clip up or down extension. Designed for perfect spray. Webb Industries, Dept. AB, Bay Village, Ohio.

Circle No. Z55 on reply card, p. 114



Modern look shingles

Shingles designed for use on modern ranch-style homes stress the horizontal line. Have longer tabs than standard, which repeat dominant lines of house. Shadow band accents long, narrow look. Barrett Div., Allied Chemical & Dye, Dept. AB, 40 Rector St., N.Y.C.

Circle No. Z56 on reply card, p. 114

AMERICAN BUILDER

KOHLER ELECTRIC PLANTS

Portable, on-the-job power
that cuts
work time

Model 2.5M25, 2500 watts,
115 volt AC. Manual starting.



Compact, smooth-running, portable Kohler electric plants, insure maximum efficiency and reliability for drills, saws, planers, grinders, vibrators, pipe threaders and cutters wherever your work is done. Light-weight, low-cost 2500 watt model has 4 receptacles, carrying frame. Two-wheel, rubber-tired hand cart available. Other sizes 500 watts to 50 KW. Write for folder 3-E.

Kohler Co., Kohler, Wisconsin
Established 1873

Plumbing Fixtures • Heating Equipment • Electric Plants • Air-cooled Engines • Precision Controls

KOHLER OF KOHLER



SYNTRON ELECTRIC HAMMER DRILLS

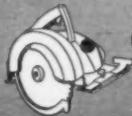
...the only Electric Hammers available with automatic, self-rotating drill bit.

SYNTRON Electric Hammer Drills are designed for fast, easy drilling in concrete. Constructed for long, dependable service, employing the electromagnetic principle, they will maintain their efficiency day after day with a minimum of maintenance. SYNTRON'S exclusive automatic rotation of drilling bits provides ease of handling in any position. Available in sizes to meet every drilling need. Capacities from 3/8" to 2" diameter.

Builders of quality equipment for more than a Quarter-Century.



GASOLINE
HAMMER
PAVING
BREAKERS



BELT
DRIVEN
ELECTRIC
SAWS



VIBRATORY
CONCRETE
COMPACTORS

Write for complete catalog data — FREE

SYNTRON COMPANY

618 Lexington Avenue

Homer City,

Penna.

Project Builders Don't Want Help!

They don't want help from people who know less about their problems than they do.

Project builders do want help from experienced experts. Like American Houses, for example, who is now under contract to help builders supply over \$45,000,000 of Capehart Military housing. For details, if you are east of the Mississippi, fill in the coupon below.

American Houses, Inc.

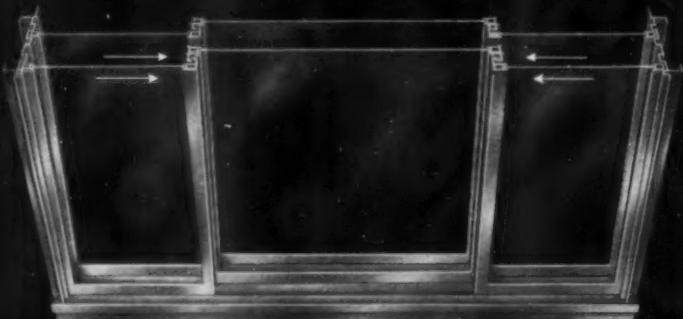


American Houses, Inc., Dept. AB-857
S. Aubrey and E. South Sts.
Allentown, Penna.

As a project builder east of the Mississippi, I want to know what kind of help American Houses can give me.

Name _____
Firm Name _____
Address _____
City _____
Zone _____ State _____

Eliminate cost of Insulating Glass



with the Glamorous

Fleetlite

PICTURE SLIDE

Double Windows for Insulation

Direct or Indirect Ventilation

Double Weatherstripping
on all four sides



1 1/4 inches of air space between glass provides superior insulation.

THIS WINDOW STOPS

**WIND
DUST
NOISE
HEAT
COLD**

All sash cleaned from the inside.

Opens at finger touch... gliding on nylon bearings.

FLEET OF AMERICA, INC.

2009 Walden Avenue • Buffalo 25, N. Y.

Gentlemen: Please send literature as checked below.

Name

Address

City



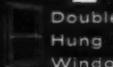
Sliding Glass Doors



Jalousie Windows & Doors



Sliding Windows



Double Hung Windows

NEW PRODUCTS . . .



Living space from waste space

Normally wasted hall space becomes living space in two-bedroom Mardi-Gras house with living area of 1,260 sq. ft. Includes spacious family room, kitchen, separate dining area. Holiday House Mfgs. Corp., Dept. AB, P.O. Box 8097, Fort Worth 12, Tex.

Circle No. Z57 on reply card, p. 114



Long, low look in stone

Low look in stone possible with contemporary Austone cut in new dimensions for modern design. Has double-faced beauty, both split-faced and sawed. Features 25% more coverage. In three grades. Texas Quarries, Inc., Dept. AB, P.O. Box 91, Austin, Tex.

Circle No. Z58 on reply card, p. 114



Quick assembly building

All-metal "Standard building", available as complete package, delivered to job site ready for fast assembly. Includes roofing, siding, windows, doors. Roofing, siding of galvanized panels. Republic Steel, Truscon Div., Dept. AB, 1130 Albert St., Youngstown, Ohio.

Circle No. Z59 on reply card, p. 114

Jiffy

SAWHORSE BRACKETS



- NO NAILS
- NO BOLTS
- NO SCREWS
- EASY TO CARRY
- EASY TO STORE

Now you can have a sawhorse when you want it . . . in a jiffy! All you need are Jiffy Brackets and 2x4s. Set up and knocked down instantly. Easy to move from job to job. Take little storage space when not in use. All-welded construction; stronger than 2x4s used for crossbar and legs.

Ask your hardware or building supply dealer for Jiffy Sawhorse Brackets; or, write us direct.



GRAND HAVEN STAMPED PRODUCTS CO.
Grand Haven, Mich.

COAST-TO-COAST

the NATION'S BEST *Lux-Right* AREAWALLS

COMPLETE LINE • ALL SHAPES
ALL GRADES • ALL SIZES



Originators and
Largest Producers
Of Steel Areawalls

We fabricate the most complete line of ready-made, easy-to-install, galvanized, one-piece steel window well walls. Any size, height, shape or grade. In this complete line, we have a top-quality areawall for your job.

THREE SHAPES: Streamlined-Straight and Round for regular installations, and Square for Accessways and Casements. Special sizes too, including "mammoth specials."

IMPERIAL LUX-RIGHT, hand-dip galvanized after fabrication, The National Leader. Economy Lux-Right for medium-priced homes. Thrift-T for low-priced projects.

We prepay freight on 12 units or more.
Dealers Everywhere, or write for FREE Folder.
AB-6-7

SAINT PAUL CORRUGATING CO.

Equal Educators of Most Metal Products for 72 Years
SOUTH END WABATHA BRIDGE • SAINT PAUL 1 MINN

Only LUFKIN Chrome Clad MEZURALL Tape Rules

OFFER
ALL THESE
ADVANTAGES

- STRONG PLATED STEEL
CASE LASTS LONGER
- CHROME CLAD LINE
RESISTS RUST
- MARKINGS BONDED TO LINE
STAY EASY-TO-READ



EASY TO READ
MARKINGS
THAT ARE DURABLE

First choice of the building trades. Lufkin Mezurall Tape Rules are practical and compact—ready for instant use. Durable jet-black markings are easy-to-read. Exclusive Chrome Clad blade will not chip, crack, or peel and has a self adjusting end hook. Concave blade extends farther unsupported for one-man use. Blade is easily replaceable without use of tools. In 6, 8, 10 and 12 foot lengths.

CHROME CLAD
3/4" WIDE LINE
ALSO AVAILABLE

16" centers indicated.
Graduated feet and
inches. 10 and 12 ft.
lengths.

BUY LUFKIN TAPES • RULES • PRECISION TOOLS
FROM YOUR HARDWARE, LUMBER OR TOOL DEALER
THE LUFKIN RULE CO., Saginaw, Mich. • New York City • Barrie Ontario

412

BETTER MEASURE WITH LUFKIN

the reversible, removable top plate in *Broan* Range Hoods makes ALL jobs easy



One installation will convince YOU

Specify a Broan range hood for one of your next homes. Note how the reversible, removable top plate with rectangular and circular knock-outs is ready made for steel or wood cabinets. No extra cutting or fitting is involved. Then choose from three ventilating systems available — all made by Broan — the blower or fan that best meets the requirements of the job. Next examine the rich beauty and fine craftsmanship

of these versatile hoods and see for yourself the full flood lighting, and the five push-button controls that are eye high and at arm's reach.

This one experience will convince you that your kitchen will be better, your costs lower, your customers more satisfied. Try it and see. Write for the name of the Broan distributor nearest you and for a fully illustrated specification bulletin.

Broan MANUFACTURING CO., INC.

Specialists in Quality Ventilating Equipment for 25 Years

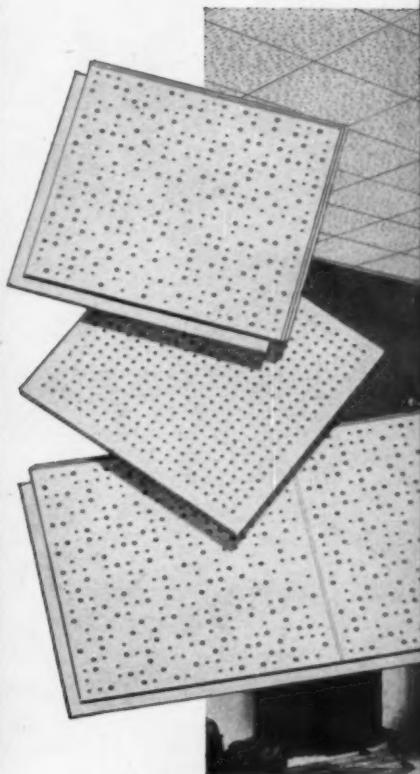
938 West State St.
Hartford, Wisconsin

near Milwaukee

Now! Johns-Manville brings you

3 exciting new

in the industry's most complete line of



1 World's Strongest Insulating Board

Strongbord is the strongest $\frac{1}{2}$ " Insulating Board Sheathing on the market! So strong it can be used without corner bracing. Designed to meet FHA requirements. Both asbestos and wood sidewall shingles can be applied directly to Strongbord, using special ring barbed nails following J-M specifications.

2 New Fibretex Acoustical Panels

NOW! 4 Insulating Board Plants located to give you finest service!

Johns-Manville is completing a new plant at Klamath Falls, Ore. and recently has constructed a new plant at North Bay, Ont. which is now in operation. These factories, in addition to others already in operation at Natchez, Miss. and Jarrett, Va., assure prompt, reliable service for all your Insulating Board requirements.



products

Insulating Boards



Each Fibretex Panel contains hundreds of small noise traps which absorb up to 75% of the room noise that strikes them. Panels are prefinished in white. Furnished with Lightning Joint or with square edge. Panels are 12" x 12", and 12" x 24", 1/2" and 3/4" thick. All panels come in uniform and random drilled pattern.

3 New 3 in 1 Insulating Roof- deck

Provides in one unit and operation: (1) a beautiful finished ceiling; (2) insulation; (3) a structural roof deck for patented Seal-O-Matic® Asphalt Shingles or built-up roofing. Comes with or without vapor barrier and in thicknesses of 1 1/2", 2" and 3" to meet climatic conditions. Designed to meet FHA requirements.

FREE! more information on the industry's most complete line of Insulating Board products

- Strongbord
- Fibretex Acoustical Panels
- Insulating Roofdeck
- Decorative Wall Plank

- Decorative Ceiling Panel
- Building Board (large size sheets that build, insulate, decorate)
- Shingle Backer (for use with Colorbestos® sidewalls)

Name _____
 Address _____
 City _____
 County _____ State _____



Johns-Manville

Check products of interest, address Johns-Manville, Box 111, New York 16; in Canada, Port Credit, Ontario.

ShoDoCo

World's Most Respected Name in the Manufacture of Glass Shower Enclosures

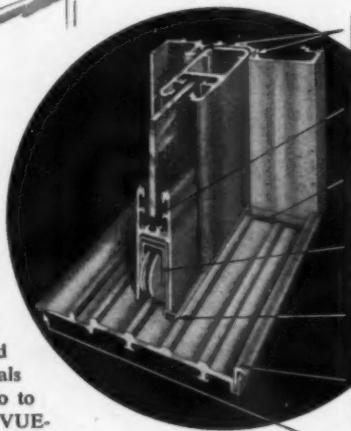
presents the newest . . .



Vue-Lume[®] ROLLING GLASS DOORS

The World's first rolling glass doors with "All-Points Weatherseal, and "Unconditional 12 Year Guarantee

- * Vue-Lume's exclusive AP (All-Points) Weatherseal of deep pile mohair at threshold, header, interlocker and jamb seals as snug as a refrigerator.
- * The sturdiest engineering design, the most exacting mechanical tolerances, and the finest quality materials obtainable allow ShoDoCo to unconditionally guarantee VUE-LUME Rolling Glass Doors for 12 years—another industry "first."



- DOUBLE WEATHERSEAL
- DEEP GLASS PENETRATION
- CAST CORNER SECTIONS
- ADJUSTABLE ROLLERS
- ADJUSTABLE WEATHERSEAL
- SPECIAL CONDENSATION DAM
- NO-TRIP THRESHOLD

Exclusive PermaSatin finish, developed by ShoDoCo, gives Vue-Lume Doors beauty and hardness never before seen in aluminum.

Made in 6' 10" and 8' heights, there are 24 standard sizes in 2, 3, and 4-panel models with widths up to 24' — plus custom sizes to fit any opening — America's most complete range and line of standard models.

For name of your nearest distributor and further information, fill out this coupon and mail to:

Shower Door Company of America
AB-857
1 Permalume Place, N.W., Atlanta, Ga.

Name _____
 Address _____
 City _____
 State _____



WORLD'S LARGEST MANUFACTURER OF SHOWER ENCLOSURES

NEW PRODUCTS . . .



Great events depicted in tile

Multi-colored wall tile depicts major scenes in American history. Modern design glazed ceramic tile provides new note to wall decorating. Nine different scenes, particularly for children's rooms, baths, recreation rooms, schools, etc. "Patriot Series" includes Pilgrims, Washington, Betsy Ross, Spirit of '76, Wagon Train. Shown above, Christopher Columbus insert. Mosaic Tile Co., Dept. AB, Zanesville, Ohio.

Circle No. Z60 on reply card, p. 114



"Walking scaffold" speeds job

Insulating job can be done quicker and easier at less cost with Shujax which elevate user to comfortable, efficient working height. Primarily of aluminum, have adjustable spring and level arrangement. Compact, easy to use. U. S. Metalite Corp., Dept. AB, Box 447, Lafayette, Ind.

Circle No. Z61 on reply card, p. 114

the NEW LOOK in roofs!

FRY 3-D Shado-Bilt

290 LB.

ASPHALT SHINGLE

ROOFING

20-YEAR



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

FULL-VALUE BONDED

▶ The most exciting development in asphalt shingle roofing since the advent of color! Amazing *three-dimensional* effect . . . strikingly beautiful . . . that shouts "A Fry Roof!" from as far as you can see it. Prospects look . . . admire . . . then *want* it. Yes, the new Fry "Shado-Bilt" is its own salesman. About all you have to do is tell the home-owner about Fry's **FULL-VALUE** 20-Year Bond . . . and the deal is clinched!



LLOYD A. FRY ROOFING COMPANY

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

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



TYPICAL ILLUSTRATION from national advertisement shows prospects looking at a model home. Windows, and their insulation, are important to home "shoppers".



Reserve your free copy...

A kit full of sales aids and selling ideas that put *Thermopane* solidly on your sales force . . . display cards (like the one above), selling literature, hard-hitting selling sentences for your salesmen to use or to include in your advertising, newspaper mats, radio and TV suggestions—a wealth of material any merchandising-minded builder will appreciate. Ask your L·O·F Glass Distributor or Dealer to reserve one for you. Or write to Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.

Sign of Extra Value

that can sell for you



Thermopane[®]
INSULATING GLASS

What's happening here can happen in *your* model home. These house hunters have spotted this sign on a window glazed with *Thermopane* insulating glass. They're reading, "SAVINGS IN HEATING COSTS", "NO STORM SASH TO BUY", "MORE COMFORTABLE HOME, SUMMER AND WINTER". And they know you're giving them a better house for the money because . . .

They've been PRESOLD ON THERMOPANE

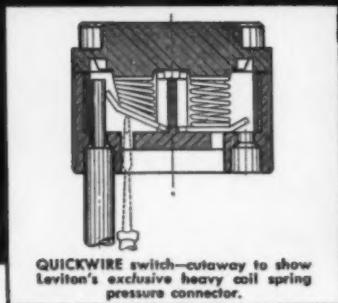
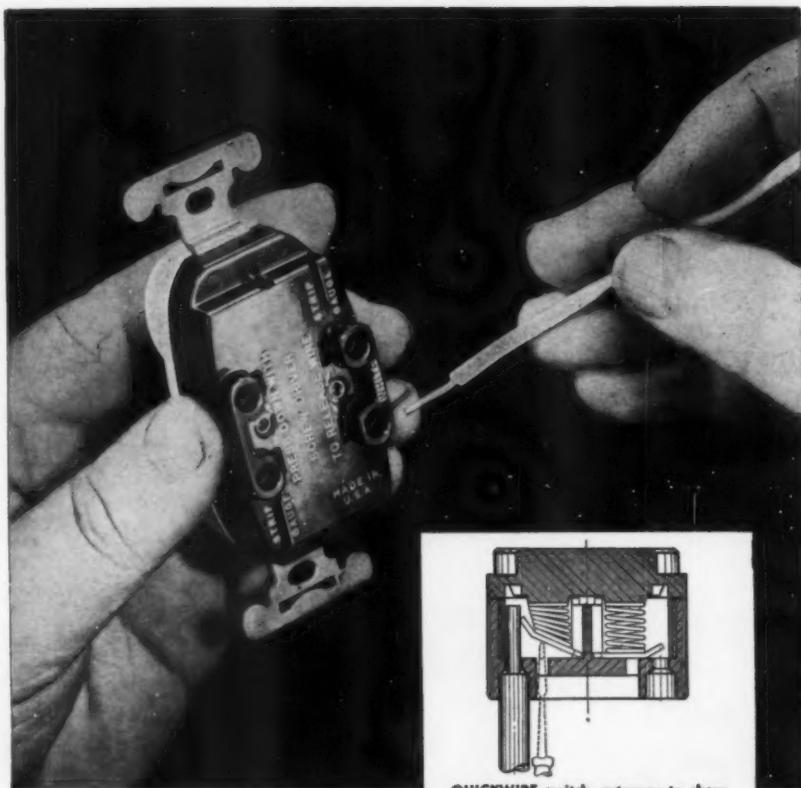
... IT'S BEEN NATIONALLY ADVERTISED FOR 13 YEARS!

This year alone, over 44,000,000 messages on *Thermopane* are directed at home buyers. Big, colorful ads in *Life*, *Better Homes & Gardens*, *House Beautiful*, *American Home* and other consumer publications. Cash in on this tremendous advertising program that can be merchandised locally to promote house sales. Ask for the Merchandising Kit offered at left.



Thermopane
INSULATING GLASS

LIBBEY • OWENS • FORD— a *Great Name in Glass*



QUICKWIRE switch—cutaway to show Leviton's exclusive heavy coil spring pressure connector.

EASILY THE BEST!

— Quick and easy installations are done best with

NEW LEVITON **Quickwire**

spring type, screwless terminal switches and receptacles.

QUICK—because there are no wire loops to make, no screws to loosen and tighten. **EASY**—because you simply strip the wire and push it into hole. **BEST**—because Leviton's exclusive heavy coil spring connector holds the wire in place firmly, making permanent contact. To release, simply insert a screwdriver into the release hole.

You save time, money, labor costs when you use QUICKWIRE spring lock switches and receptacles. Simple, easy-to-read instructions are molded into the Bakelite on each device. Deeply recessed wire wells prevent exposure of bare wire. Fully enclosed housing, plaster ears, and handy strip gauge marking on each device.

QUICKWIRE receptacles are available in brown or ivory phenolic. Switches have either brown or ivory toggles and the same famous Leviton switch mechanism—known for service and dependability the world over. And both devices meet UL, CSA and Federal Specifications, of course.

Your best jobs are done with ...



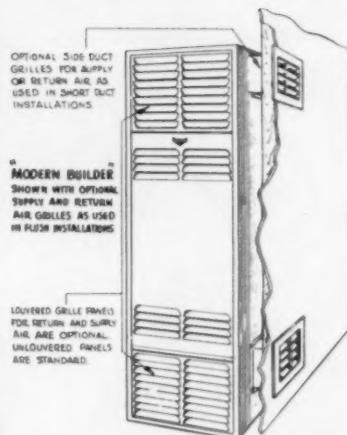
For full information write:

LEVITON MANUFACTURING COMPANY • BROOKLYN 22, N. Y.

Chicago • Los Angeles • Leviton (Canada) Limited, Montreal

For Best Results Use Wire By AMERICAN INSULATED WIRE CORPORATION

NEW PRODUCTS . . .



Economical summer cooling

Single heating-cooling unit takes summer cooling out of the luxury class by using same casing, blower, warm air, and return ducts for both heating and cooling. Hence air conditioning can be added economically later. Stewart-Warner Corp., Dept. AB, 1826 Diversey Pkwy, Chicago 14, Ill.

Circle No. Z62 on reply card, p. 114



Door solves opening problems

Versatile Rezo-Fold doors can be used for closets, hallways, or room dividers. Complete doors and hardware available in two, four-door units. Require no floor track or guide because tongue and groove fitting meeting stiles guarantee snug closed fit. Colors harmonize with decorating motifs. Paine Lumber Co., Dept. AB, Oshkosh, Wisc.

Circle No. Z63 on reply card, p. 114

Hall-Mack's
enduring beauty
makes
lightwork
for everyone

Here's bathroom beauty without upkeep... Hall-Mack's beautifully chrome plated accessories make light work for everyone—add sparkle to each bathroom. With Hall-Mack, homeowners enjoy so many conveniences—so many modern features that lift any bathroom out of the ordinary.

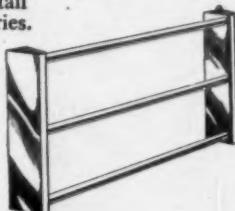
There are several complete lines of matched accessories in a wide variety of original designs and ideas—to blend with any bathroom style or budget... their gleaming chrome finish gives years of wear with *only* minutes of care.

With Hall-Mack, you're sure to find a style and size which will best suit your taste and needs. When planning, modernizing or building—install Hall-Mack for the finest in bathroom accessories.

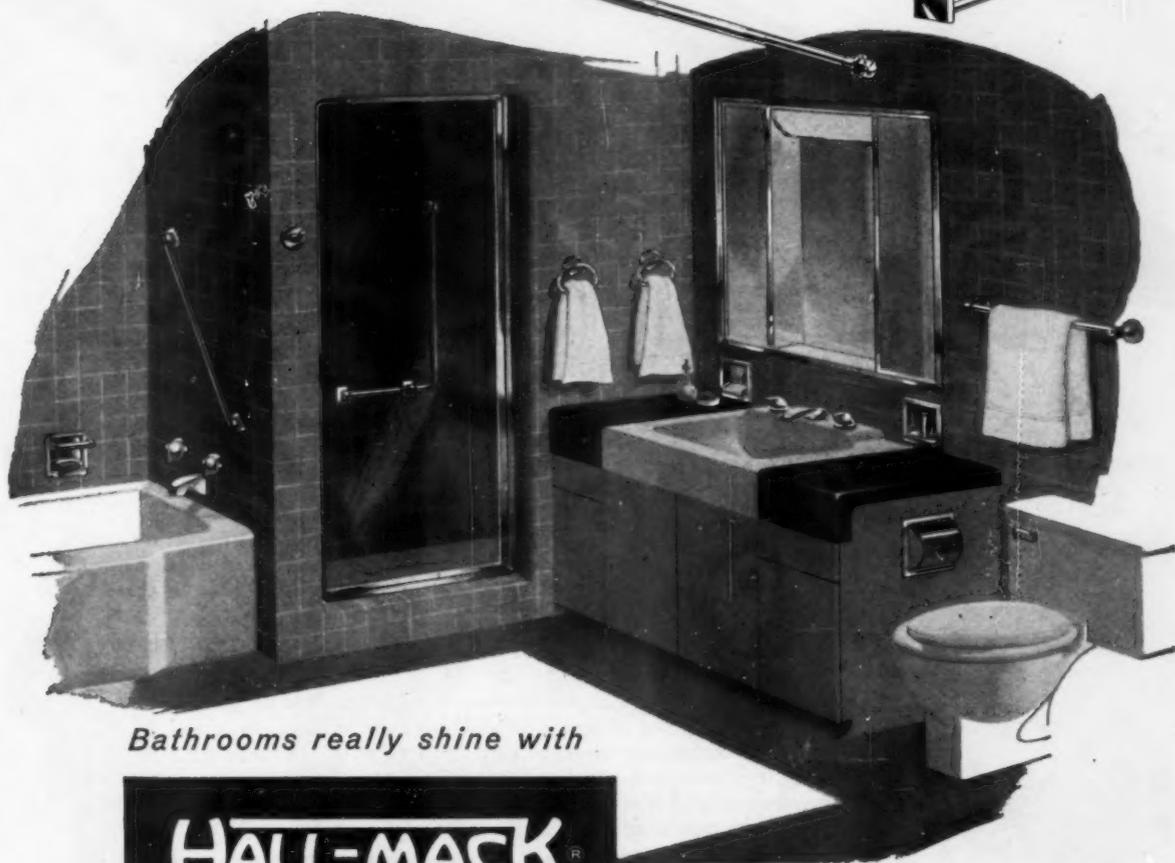
concealed lavatory unit, revolving door hides soap, tumblers and brushes



electric WARM-DRI rack keeps towels dry and warm



recessed Tow'lescope—concealed utility bar for drying nylons, lingerie—for guest towels



Bathrooms really shine with

HALL-MACK[®]

bathroom accessories

in sparkling *chrome!*

HALL-MACK COMPANY

DIVISION OF TEXTRON INC.

1380 West Washington Blvd., Los Angeles 7, California

Please send your FREE color booklet of new bathroom ideas.

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

AB-8

Here's drama —



NEW GOLD BOND TRI-DEK...

Houses are harder to sell today — but surveys show that *one* type of construction is selling — spacious open-beam. Now Gold Bond offers you a new roof deck slab, Tri-Dek, to help you build open-beam faster, better... and with more profit.

Tri-Dek is three products in one — roof deck, insulation, and finished ceiling — applied in one operation. You save time, material, money. And Tri-Dek offers you these three extras, too:

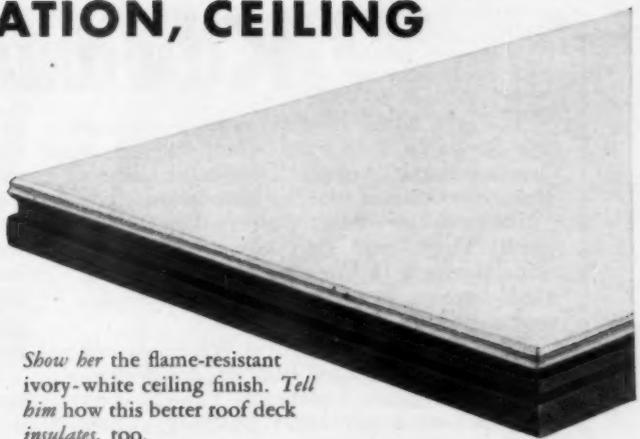
1. Tongue and groove on *all four sides* — makes solid base for finished roofing.
2. Self-sealing joint on all four sides available with vapor barrier in the 2" and 3" thicknesses. Saves caulking. Tri-Dek in 1½" thickness for mild climates is made without seal or barrier.
3. Every 2' x 4' and 2' x 8' slab has the built-in strength and rigidity that results from Gold Bond's unique Fiberlok process.

New Tri-Dek helps make prospects dissatisfied with their old-style homes; creates the urge to buy — *your* houses. Call your Gold Bond® representative for more information — or write Dept. AB-87, National Gypsum Company, Buffalo 2, New York.

INSULATION ROOF BOARD

that sells houses!

ROOF DECK, INSULATION, CEILING

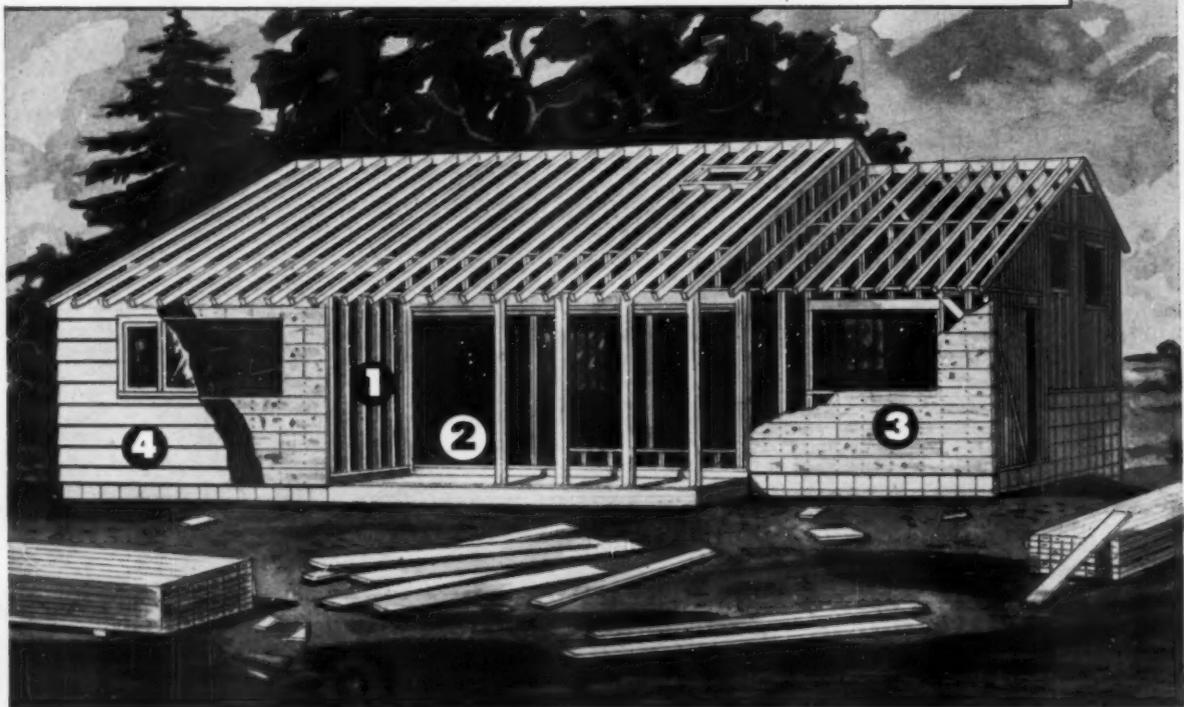


Show her the flame-resistant ivory-white ceiling finish. Tell him how this better roof deck insulates, too.

NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS

QUALITY LUMBER CREATES EXTRA BUILDING VALUES



Many Builders Prefer Weyerhaeuser 4-Square Kiln-dried Lumber

Today's home buyers have a sharper eye for value than ever before. Many are "second home" buyers. They have learned the importance of sound construction... the "hidden values" which protect their investment. They know that kiln-dried lumber adds strength to the structural framing of their home . . . protects against warping and shrinking.

That is why builders use Weyerhaeuser 4-Square trademarked lumber. All Weyerhaeuser 4-Square Lumber is kiln-dried to help deliver many extra building values

to homeowners: (1) Kiln-dried Framing and Rafters; (2) Kiln-dried Joists; (3) Kiln-dried Sheathing; (4) Kiln-dried Siding and Finish items.

Weyerhaeuser 4-Square Lumber is available in a broad choice of species, grades, and items. Every item is scientifically seasoned for greater stability and nail-holding properties. The lumber is also uniformly graded and precision manufactured.

These are values which home buyers appreciate . . . values which help builders deliver "more" for the money—while enhancing their reputation as quality builders.



WEST COAST HEMLOCK—one of the variety of species—is often called the "Ability Wood" because it is so versatile, serving dependably for framing and sheathing as well as for flooring, siding, molding, and other finish uses.

WEYERHAEUSER

4-SQUARE

WEYERHAEUSER SALES COMPANY • ST. PAUL 1, MINNESOTA

**Looking for new ways to
pep up your sales?
Capsule case histories
of successful sales
promotions show
how other builders do it**

▶ **Accent on design sells
"junior executive" market**

If you're selling \$19,-24,000 houses, stress design, planning, and layout—not price and square footage. So says Lyall S. Angevine, sales manager of Spratlin-Millard Co., Atlanta, who ought to know. Slanting his firm's radio, newspaper, and direct-mail promotion that way, he sold every house built in that price range from June 1956 to January 1957.

Primary audience was the junior executive, with \$8,-12,000 annual income. Primary merchandising theme: "Cadillac location at Chevrolet prices: prestige neighborhood, lots of design and small features."

The radio campaign began one week before the subdivision opened. Twenty one-minute announcements were bought each weekend over WQXI, at \$5 a spot. They were spotted preceding or following newscasts, baseball games, and musical variety programs between 11 a.m. and 5 p.m.

Newspaper advertising—both display and classified—was continuous; brochures were mailed to apartment dwellers and newcomers to Atlanta, later followed up by phone calls.

▶ **Newspapers go it alone,
sell 300 in six months**

An imaginative newspaper advertising campaign last year sold 300 families on the advantages of living in a New Jersey suburb. Using virtually no other advertising, builder Edward L. Sands sold out his entire subdivision in less than six months.

Over-all cost of the promotion, between April and September 1956, averaged \$100 per house.

Houses in the community, called Kendall Park, in Franklin Park, N.J., ranged from \$12,990 to \$14,990.

Objective of the drive was "to acquaint urbanites with the advantages to be found in suburban dwelling (i.e., community sewers, water, school, shopping center) in a formerly rural area," according to Sands.

The ads varied from 400 lines to half pages (1,250 lines) in four metropolitan dailies and two local papers.

Only other medium used was outdoor advertising: five painted bulletins within 12 miles of the development.

This year the same formula has so far sold 138 of 275 houses to be built in a nearby subdivision, Kendall Park East. Prices in the new section range from \$13,990 to \$15,990.

▶ **Get 'em while they're
hot—by mail**

One way a Florida builder keeps his prospect list hot is by writing directly to out-of-towners while they're still scouting the Sunshine State as a future home. Many people inquire about housing before moving there. They subscribe to local newspapers, write to the chamber of commerce, ask friends to investigate for them.

"The largest number of inquiries reach us via chamber of commerce bulletins," says Charles C. Allen, sales manager of Clair-Mel Builders Inc., Tampa. "Our first move, usually, is to mail a typical descriptive folder concerning our new home developments. If the inquirer then requests more detailed and specific information, we write letters answering any questions they may have.

"If it appears the 'prospect' will be unable to qualify for a new VA- or FHA-financed home, we then concentrate on the merits of 'resales,' or slightly used homes."

Costs, says Allen, are relatively minor. "We consider it good long-range publicity. And we can actually trace a few sales directly to this program."

IDEA OF THE MONTH



BUILDER William Cross (C), MC Ollie Henry show Amsden's "TV Home of the Week."

**TV, anyone? Tie-in
helps builder, dealer**

In picture-conscious, TV-titled 1957, few merchandising devices can match the pulling power of an illustration. Builders tying in with Amsden Lumber Co., Wichita, Kan., have drawn as many as 600 people to their Sunday showings as a direct result of one 1½-minute spot on the latter's Saturday night television program.

Through its ad agency, Lago & Whitehead, Amsden sponsors the 30-minute "Science Fiction Theater" over KAKE-TV at 9:30 every other week. Each time, a different builder-customer is chosen to advertise his homes. Photos of the houses, on flip cards, accompany a live commercial and interview with the builder. Amsden pays all costs—TV time, film, photos, props.

Usually the builder ties in with a small newspaper at the weekend he appears on the program, advertising his house as the "TV Home of the Week."

One recently featured builder cut his per-unit selling time from nine weeks to under three weeks. Another upped his prospects for custom work by 300 per cent and was able to cut his speculative work in half.

All of which is, of course, subsequently reflected in Amsden's own sales volume.

**No. 3 of a series . . . File
but don't forget**

AMONG RECENT DEVELOPMENTS

- THE NEW, IMPROVED HOMASOTE BEVELED SIDING
- THE NEW HOMASOTE GROOVED VERTICAL SIDING

There's always NEWS in HOMASOTE

Now it's 4' x 8'



- * for walls and ceilings
- * in 4' x 8' panels
- * with 12" or 16" tile designs

- * You erect — in one piece —
- thirty-two 12" tiles
- or eighteen 16" tiles

Also available — for acoustical treatment — with random perforations

Here—exclusively and for the first time—in 4' x 8' panels—is a weatherproof, linen-surface, sound-deadening tile board—equally satisfactory as wall tile and for ceilings, *and indoors or out*. The special 3-stage groove joinings—at sides and ends—mean beautiful "unbroken" coverage of any wall or ceiling area, large or small. These panels are supplied either plain or painted (white) one coat, one side.

Now add the standard structural strength, the insulating value and the permanently crackproof quality of $1\frac{1}{2}$ " weatherproof Homasote. You build lasting beauty into sound construction.

The panels—with their groove-lap joints—actually measure $48\frac{3}{16}$ " x $96\frac{3}{16}$ " in order to give the full 4' x 8' coverage. With no gluing—and many fewer nailing and handling operations—eighteen 16" tiles or thirty-two 12" tiles go into place at a time. This means true economy in application.



3-stage groove-lap joint on both sides and ends

Every tile is straight and true—no matter how many panels are used. The 3-stage groove-lap joints continue the tile pattern accurately, allow for expansion and contraction. Their sturdy edges withstand even rough handling.

Here is a wholly new product—for new construction and for modernization—a product to boost your sales *right now*. Get the facts on Homasote PANL-TILE and start telling them to your customers.

Write us for illustrated literature and also for your copy of The Homasote Handbook. It took almost 40 years to write this 68-page book on the **know-how** of building; we have yet to find an architect, builder, dealer or home owner who did not find new (and often unexpected) values in this book. Write us today. Kindly address your inquiry to Dept. H-1.



HOMASOTE

COMPANY • TRENTON 3, NEW JERSEY

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

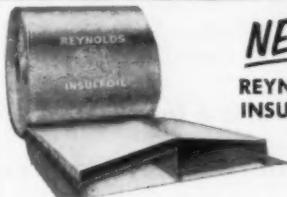
Add the Proved Sales Power of these Nationally Famous...

GUTTERS WITH A GUARANTEE!



REYNOLDS [®] Lifetime ALUMINUM GUTTERS and DOWNSPOUTS

Builder after builder proves the *extra* sales power in the nationally known name of REYNOLDS Lifetime ALUMINUM GUTTERS and DOWNSPOUTS...extra sales power at little or no extra cost! It's a plus that goes beyond the natural beauty of rustproof, non-staining aluminum. It's value you can *promote* by a great prestige name. And this prestige is raised still further by the guarantee that goes with these gutters and downspouts. The Job Warranty Certificate you give your customer is an impressive selling feature...assuring finest quality materials and an expert installation, maintenance-free for years. Give your homes this powerful sales plus! Available in Ogee Embossed, 4" and 5" sizes, and Half-Round 5" and 6". Check your supplier. Write for full information. Reynolds Metals Company, Building Products Division, Louisville 1, Kentucky.



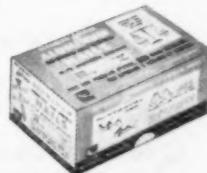
NEW!
REYNOLDS
INSULFOIL
T.M.

The efficient Cellular Reflective principle developed into full stud-to-stud insulation. New INSULFOIL provides up to four reflective-faced cells... self-spaced by a unique centerpost. Clean, economical. 16" and 24" widths, in rolls of 250 and 500 sq. ft. Write for booklet.



Reynolds Lifetime Aluminum Flashing. Rustproof and corrosion-resistant. Won't stain, looks better, costs less. In 50' rolls. 0.19" thick, 14", 20" and 28" wide.

Reynolds Lifetime Aluminum Nails. The rustproof, no-stain nails that have eliminated counter sinking and puttying! Wide range of types and sizes.



REYNOLDS ALUMINUM BUILDING PRODUCTS

See "Circus Boy", Sundays, NBC-TV. Watch for Reynolds on "Disneyland", ABC-TV Network.



WHAT

NEWEST PROJECT is Sherwood Lake, above, in Milford, Mich. White area in foreground is a dam. Lake will later be considerably extended off to the right. The lake is presently constrained by two temporary dams.

AERIAL SURVEY PHOTO, at right, shows the original land with future lake boundaries and lots marked off. Job is planned to the last ditch before any land actually is purchased, "key parcels," vital to lake, negotiated first.

Jim Cole is a land engineer.

Lou Easlick is an earth-moving contractor. By pooling their talents . . .



Lou Easlick (L) and Jim Cole

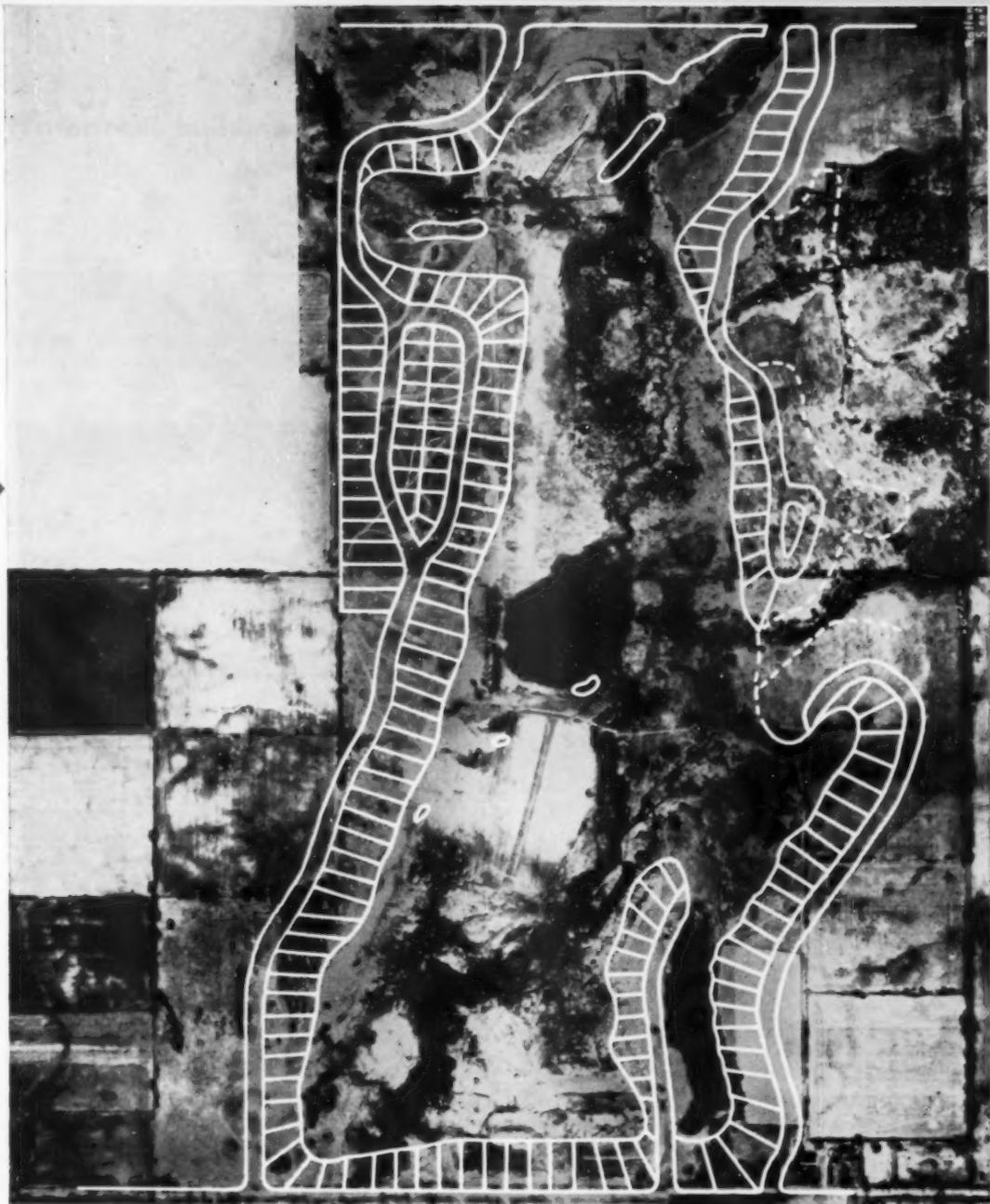
... they build their own lakes to

Show Jim Cole and Lou Easlick a piece of high, dry, perfect building land and they'll just yawn and change the subject. But show them a low, scrubby area that's half under water, and before you know what's happened, another development is under way.

In the fall of 1953, Cole came to Easlick, a successful earth-moving contractor from Sebewaing,

Mich., with no money, contracts for 120 acres of swamp that he'd bought for a dollar down, and an idea that the swamp could be turned into a lake, a lot of water-front property, and a nice profit. Easlick listened, then staked Cole to the use of a drag-line crane on credit over the winter. Cole built his lake, and the property, only about forty-five minutes from the center of Detroit, sold almost imme-

HOW



create choice waterfront land

diately. This convinced Easlick. He took on Cole as a partner, and they built lakes in earnest.

Since then, Cole and Easlick have sold some 400 lake-front sites at prices ranging from \$2,500 to \$10,000. They own 2,600 acres, of which a little more than half is developed, and figure that they have about two years' work left ahead of them.

"Everybody wins on the deal," says Cole. "We

can't afford to pay \$1,000 an acre for good land, but the \$400 we pay for 'junk' is better than the owner could get anywhere else, and low enough for us to be able to develop it. We buy just the area we're going to work with, and no more. People won't move way out here for just plain building lots, but waterfront is something else again. We build the lakes, and the lots sell themselves."

Here's how the swamps are turned into lakes

WHAT

HOW



ROUGH EXCAVATING of the future lake bottom is done with dragline cranes. Cole-Easlick uses six of them like the one shown at right. Before joining with Cole,



Easlick was known as a specialist in "mud and muck" operations; now the two of them take on many "impossible" earth-moving and engineering jobs for outside firms.



FINAL GRADING has been done on the bottom here, and lake is beginning to fill. Areas close to shore drop off sharply to prevent weed growth, but vegetation is left in



the middle for fish to feed on; the result has been phenomenally well-stocked lakes. The company keeps five bulldozers busy on digging and grading operations.



PASTURE LAND like that at left needs no work at all to go on the market (this beautiful land on Lake Sherwood will sell for close to \$10,000 for a half-acre lot).



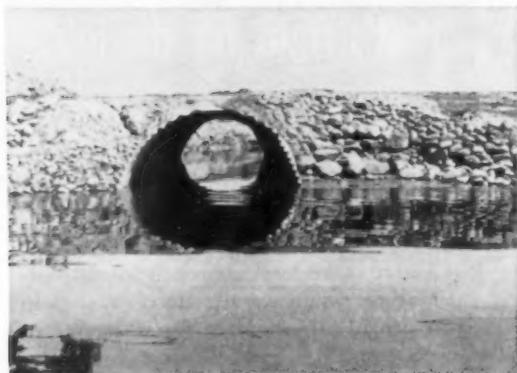
Where land is lowered or filled, as at the right, it is seeded, not just to make it as attractive as possible, but also to help hold the ground together.

Waterfront building sites like this ...

ONE OF COLE'S early lake developments is shown here. In later projects he did less channel digging than here, stuck more closely to the natural land contours. The only unsold lots in this project are on the peninsula at left, where filled areas are being allowed to settle before they are built on. This development was made by enlarging an already existing lake.



... are built from ideas like these



CULVERT UNDER THE ROAD connects the separate lakes together to make up a chain. This one is large enough to allow a good-sized outboard to pass through it.



ISLANDS LIKE THIS occur when there is a high point in the middle of an area to be flooded. They are left up, and when the lake is formed, become "swimming islands."



DRAIN AT END OF LAKE SHERWOOD serves as overflow to maintain a constant water level, also allows the whole lake to be drained dry for future cleaning.



NOVEL SALES AID is this speed boat, which allows buyers to look at property from the water. Lake Sherwood lots have been sold as fast as they have been divided.



MODEL 200 DTM 57-72 — Handles up to 30" buckets, has 200° *continuous* swing. New 72 GPM hydraulic system has triple tandem pump and split valve bank. Mounts on two-ton or larger truck.

YEARS AHEAD

HOPTO
DIGGER • SHOVEL • CRANE

Your **BEST** choice

... with a choice
of twelve models
to fit your
requirements!



MODEL 360-57-90 — Half-yard; 360° *continuous* swing. New 90 GPM hydraulic system with triple tandem pump and split valve bank. For truck or carrier mounting.

There's no need to compromise—on cost, on capacity, on job versatility—when you look to HOPTO for your equipment needs. You pick truck-mounted models like the half-yard, full-swing Model 360 or the Model 200 DTM which handles up to 30" buckets . . . available in 24 or 36 GPM or the extra heavy-duty new 72 GPM hydraulic system with triple tandem pump and split valve bank! All weather, good visibility cab is available as optional equipment. To use power you already have, there are models CTM or RTM for crawler or wheel tractor mounting, either self-powered or PTO trailer types. Or, if a completely integrated self-propelled unit fits your picture best, select the Model 185 SPR rubber-tired HOPTO or the Model 190 SPC crawler unit. All twelve models give you HOPTO's feather-touch full-hydraulic operation with a wide selection of backhoe or shovel buckets, log grapples, magnets or crane equipment.

Discover how you can cut equipment costs—right now and over the long pull—with one of these work-hungry, heavy-duty HORROS. Get the facts on the money-saving HOPTO that's built for you!



TRACK TRACTOR MOUNTED



WHEEL TRACTOR MOUNTED



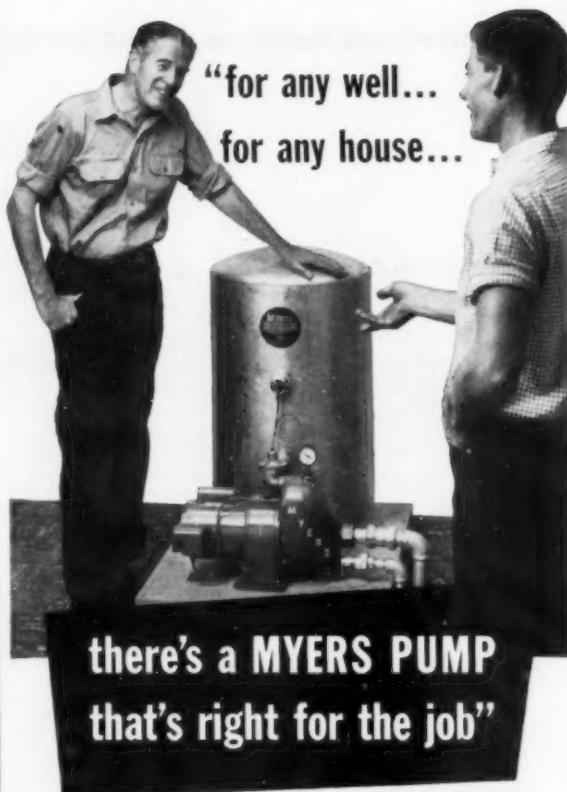
COMPLETE TRACK UNIT

Write **TODAY** for complete information on the HOPTO that's right for you!



BADGER MACHINE COMPANY

DEPT. 23, WINONA, MINNESOTA

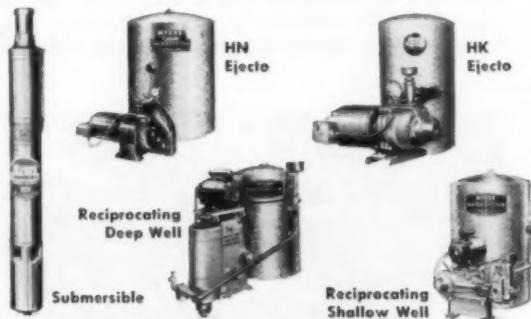


"for any well...
for any house..."

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

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

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



Myers [®] **WATER SYSTEMS**

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

FREE BOOKLET! Write today for informative booklet covering Myers complete line and answering water-supply questions.

BELIEVE IT OR NOT!
this is all you pay for a new
CASE® "320" LOADER-BACKHOE

\$5,580

Complete, FOB Factory—Plus freight and taxes
 (Price subject to change)



*See and Compare it
 before you buy!*

A free demonstration will quickly convince you that the new Case "320" industrial rubber-tired loader-backhoe will outperform and outlast any competitive rig on the market. In addition, it will save you hundreds of dollars in first cost because the entire unit — tractor, loader, backhoe, even the engine — is built and factory-mounted by Case, with only one manufacturing profit. There are no "hidden extras" . . . no messy split responsibility on warranty or service. So, by all means, if you are in the market for a wheel-type loader-backhoe, call your nearest Case Industrial Dealer. Let him demonstrate the advantages of the new Case-engineered, Case-built "320" — before you buy!



1st in Quality
 for over 100 years

*Clip . . . mail
 for quick action*

**Look at the EXTRA FEATURES you get
 for ONE LOW PRICE!**

1. Complete machine engineered and built as a **HEAVY-DUTY INDUSTRIAL UNIT** — not just a converted farm tractor with light-duty attachments.
 2. **Effortless power-steering** — enables you to turn front wheels with two fingers—even when tractor is standing still.
 3. **High-speed shuttle transmission** — lets you go forward or back up (at 27% faster reverse speeds) — without shifting gears.
 4. **Heavy-duty ONE-PIECE drop-forged front axle** — instead of conventional three-piece axle.
 5. **Deep box-section hoe-boom and dipper-stick** — stronger by far than competitive backhoes.
 6. **Hydraulic foot-pedal swing control** — cuts cycle time, swings boom full 180°.
 7. **Extra-wide telescoping stabilizers** — anchor tractor firmly on hillsides and when digging hard ground.
 8. **Husky 1/2-yd. loader bucket** — has automatic power-leveling, 60° grading angle.
 9. **Cushioned backrest seat** (instead of steel "plow-bucket") — flips over instantly for operating backhoe or loader.
- NOTE:** These are just a few of more than 35 exclusive features you get with the Case "320" wheel-type loader-backhoe.

J. I. CASE CO., Dept. H1407, Racine, Wis., U. S. A.

- Send full details on Case "320" Loader-Backhoe
 Send name of nearest Case Industrial Dealer

Name _____ Position _____
 Company _____
 Address _____
 City _____ State _____

"My Henry Digs Faster -- Handles More Materials"



—Says Max Reinhardt, contractor of Pontiac, Ill.

Digging ditches for water and sewer lines is Max Reinhardt's business. His equipment must dig, backfill, handle pipe and load various types of material . . . must do all these jobs speedily and economically.

After thorough testing, his ultimate choice is HENRY.

He states: "My Henry Backhoe and front end loader digs faster and handles more material than any similar outfit I have operated."

Get full details on the Henry Hydraulic Backhoe Super C-10H and the Henry Industrial Shovel from your nearby dealer. Or write to us for free literature.

"You can do it BETTER with a HENRY!"



MANUFACTURING COMPANY, INC.

1700 N. Clay St. • Topeka, Kansas

PARTS AND SERVICE FROM COAST TO COAST



Mr. Reinhardt's HENRY BACKHOE digs a ditch for a sewer line in a Pontiac residential district. Though soil is laced with tree roots, digging goes ahead smoothly.



Henry Industrial Tractor Shovel makes quick work of loading excess dirt into dump truck. Shovel easily loads over 8½ feet.

a MUST...
in every modern HOME!

the MOSLEY
Television Lead-in
Wall Plate Socket!

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

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

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

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



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

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



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Mosley Electronics, Inc.

8622 ST. CHARLES ROCK ROAD, ST. LOUIS 14, MISSOURI



Type AC-1PK.
List Price \$1.87

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

NOW YOU CAN PAY-AS-YOU-BUILD



New, modern power equipment like Generators, Power Trowels, Transit Levels — can be yours to USE while you take . . .

UP TO 12 MONTHS TO PAY!

FREE! Full details on the new Pay-As-You-Build plan that lets you pay for new power equipment while it makes profits for you! Send for your free copy of this booklet! Write today!



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SQUARE

JUST LAY IT ON THE LINE

- BUILDING LAYOUTS
- SAVES TIME
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- FOLDS UP TO FIT TOOL BOX



\$5.00
Postpaid

Builder's Line Square Company
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Please send Line Square(s) to

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"The DAVIS 210 BACK-HOE



...is the only machine that could dig this footing..."

SAYS D. L. DECKER
CONSTRUCTION CO.

... BECAUSE IT HAS AN EXCLUSIVE FLUSH DIGGING FEATURE!

"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 tractor and back-hoe combination can give you so much — on any tractor — at such a reasonable cost. Back-hoe is available truck mounted.

DAVIS BACK-HOES AND LOADERS are sold and serviced everywhere in the U. S. A. and Canada by better dealers! Available for most popular tractors.

For name of dealer call Western Union by number and ask for Operator 25, or write for literature (please specify make of tractor).



This is the operator's eye view of the work accomplished for D. L. Decker with the "flush digging" Davis 210 Back-hoe.

DISCOVER
DAVIS

For More Profit!

MASSEY-HARRIS-FERGUSON INDUSTRIAL DIVISION
FORMERLY MID-WESTERN INDUSTRIES, INC.
1009 SOUTH WEST STREET DEPT. AB WICHITA 15, KANSAS



We help you "catch" more new business

When you're looking for new construction business, Dodge Reports can help you "catch" just the jobs you want . . . because Dodge Reports cover the whole field of construction, tell you precisely what jobs are coming up and when. In addition, they tell you whom to contact and when bids are wanted (even who's bidding) If you'd like to see how you can get more and better business right in the area you serve, then read and mail this coupon today.

TO: **DODGE REPORTS**, DEPT. 176, 119 WEST 40th STREET, NEW YORK 18, N. Y.

Yes! I'd like to see how to get more business 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 _____



Right: John Deere Crawler-Loader working in marl (half earth and half rock). Outfit owned by Fred W. Woody, Rt. 2, Smyrna, Georgia, and operated by Carl Everett.



Owners Agree...

You Can't Beat a **JOHN DEERE** for Holding Costs Down

FRED WOODY, SMYRNA,
GEORGIA, SAYS:

"I like the John Deere because of its low initial cost and because I find it is very inexpensive to operate. It performs nicely, is fast-loading, and works well in close places. It has an extra-good, strong, fast lift. The general-purpose bucket raises plenty high for all ordinary trucks. It just can't be beat for its size!"

DOING THE JOB EFFICIENTLY . . . on time . . . has been a John Deere tradition for nearly 120 years.

But the feature of modern John Deere mobile work units that always brings a smile of satisfaction to the owner is the real, measurable, dollars-and-cents savings he makes in initial cost, operating cost, and maintenance.

Mr. Fred Woody, service station operator and contractor, not only finds that the dealer's claims for his new crawler-loader's operating costs are all true, but he is outspoken in his satisfaction with the outfit's all-around performance.

He agrees with thousands of John Deere Crawler owners the country over: "It just can't be beat for its size."

★ ★ ★

These are money-making days for the man with the right equipment. Be sure you have the full story on the John Deere Crawler, the tractor that has made more friends in a shorter time than any other tractor on the market. Look in your phone book classified section for the name of your nearest John Deere industrial dealer.



JOHN DEERE
Industrial
Tractors and Equipment

Backed by nearly 40 years of tractor manufacture for dependable service and quality.

Send for FREE LITERATURE

JOHN DEERE • Industrial Division
Moline, Ill. • Dept. D33M

Please send me your latest literature on the John Deere Crawler and Equipment.

Name _____

Title _____

Firm _____

Address _____

City _____ State _____

Actual road tests prove Dodge outpulls "other two" low-priced trucks by 32%



Dodge gives you *Extra Pull* . . . cuts running time and maintenance costs



Here is definite proof that Dodge gives you a big power advantage that will pay off on your hauling jobs.

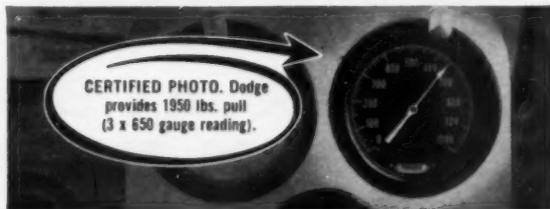
All three low-priced trucks were recently compared side by side in a grueling series of performance tests. The dynamometer test shown here is only one of them. And in each test . . . *climbing power* . . . *passing power* . . . *pulling power* . . . Dodge proved the outstanding truck of the low-priced three.

Extra power does it. From 204- to 232-hp. V-8's, Dodge Power Giants deliver the extra power you need to handle your hauling jobs faster, with less engine strain. Naturally, less strain means less wear, fewer repairs as you pile on the miles.

See proof for yourself. Certified results of all the comparison tests are in your Dodge dealer's showroom. Look them over and we think you'll be convinced that your next truck should be a Dodge.

DODGE

PowerGiants



DODGE and competitive trucks were tested for pulling power by towing a special dynamometer truck. Gauges measure maximum pulling force exerted. To convert this force into pounds, gauge reading is multiplied by three.



TRUCK C, pulling the same dynamometer truck as the Dodge, was unable to equal the Power Giant mark in repeated tries. Gauges show Dodge outpulled Truck C by 32%.



TRUCK F in its turn pitted all its pulling power against the Dodge, to no avail. The sealed, accurate gauges reveal clearly that Dodge offers most "pull power" of the low-priced 3.

MOST POWER OF THE LOW-PRICED 3



Introducing the greatest advancements made to date in tractor mounted backhoes

Sherman Products announces *all new* digger for Ford Tractor with increased output to speed digging and reduce costs. New features make it faster with less maintenance and longer life.

WHAT you are really buying when you purchase a backhoe is not a group of parts but the capacity to dig holes at the lowest possible cost. This means you need a fast digger with low maintenance expense.

Now, Sherman presents an *all new* power digger that meets these requirements! It is faster, will outlast and requires less maintenance than any comparable backhoe.

Here are the reasons why it is faster:

- Breakaway capacity of 9000 lbs.—greater than any comparable backhoe.
- Fast and powerful because short hydraulic lines reduce friction power loss. And the exclusive pump drive in combination with the Sherman Planetary Step-up Transmission contributes to greater speed than conventional systems, as does the outstanding pump pressure of 2000 psi.
- Wide work radius and long reach—an *uninterrupted* arc of swing of 188°, a 12 ft. reach below grade, a loading height of 9 ft. 2 in., an 18 ft. reach from axle at grade, a 15 ft. 8 in. length of excavation from one tractor position.
- Steady hold on sloping or uneven ground because the hydraulic stabilizers, individually controlled, give both lateral and angular support with an 8 ft. spread and a 12 in. by 14 in. foot plate for maximum ground contact.
- Dismounted in a few minutes by simply removing six pins and four bolts.
- Efficient, all purpose shovel with quick adjustment for straight walls or high loading; full rollback for heaped, non-spilling loads; tapered side cutting edges to prevent binding; replaceable teeth.
- Comfortable, adjustable seat and full, anti-skid deck to permit leg position changes.

Here are the reasons for lower maintenance:

- Heavy-duty main and swing frames of steel plate, weldment construction.
- Full length sub-frame, box construction.
- Reinforced boom, "stress-design", box construction with crowd cylinder operating inside for complete protection.
- Heavy cable chain couples the twin, single acting swing cylinders to swing sheave.
- Reinforced dipstick of "stress-design", box construction.
- Oversized hydraulic reservoir for maximum oil cooling. Its central location and independent suspension eliminate possibility of leaks due to operating stresses.

Don't take our word for it. Put the Sherman on any job and *clock it* with a stopwatch. Prove to yourself that the Sherman saves you money.

For details of this new Model 54F, write for Bulletin No. 766.

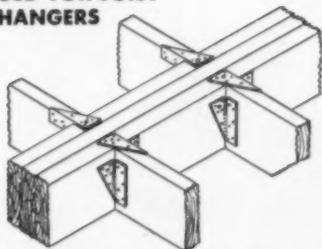
Your Ford Tractor Dealer
Sells it and Services it

Sherman
PRODUCTS, INC.
ROYAL OAK, MICHIGAN
POWER DIGGERS • FRONT END LOADERS • FORK LIFTS



Framing with
Trip-L-Grip FRAMING ANCHORS
is Economical Easy
Accurate . . .

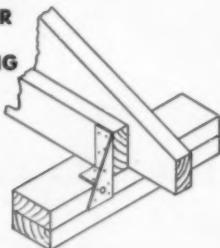
USE FOR JOIST HANGERS



Eliminate Notching - Ledger Strips - Strap Hangers - Shimming - Floor and Ceiling Joists are Levelled.

one size fits joists from
2" x 4" to 2" x 12"

USE FOR ROOF FRAMING



Securely anchors rafters to plate - ties roof down against uplifting winds - automatically spaces trusses - eliminates toe-nailing.

SEND TODAY For Free Booklets
Descriptive and technical data on the uses of Trip-L-Grips as joist hangers and for roof framing.



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Please send me FREE copy of booklets "Trip-L-Grip Framing Anchors as Joist Hangers" and "For Stronger Joints in Roof Framing."

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Firm.....

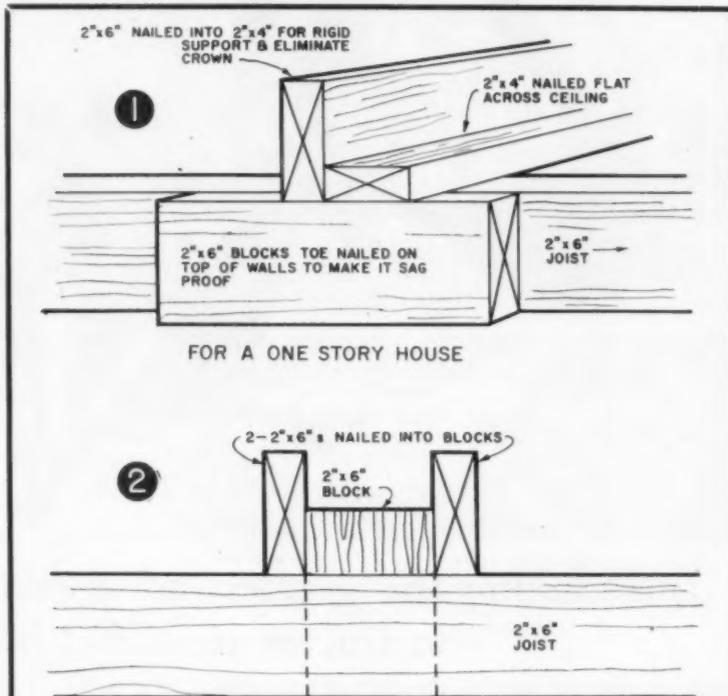
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TRAINING YOUR MEN

How to do it better



FOR A ONE STORY HOUSE

FOR 20'-0" JOISTS IN A TWO CAR GARAGE

Best method of bridging one-story house, garage

The best method of bridging for ceilings in new one-story homes, and one that has made a good impression on buyers, is the method shown above. It's solid, ties in your outside walls that have no rafters, reduces crowns in 2x6 joists to a mini-

mum. It also keeps your joists 16" O.C. in the center of the room, and adds strength to the ceiling. On two-stall garages with 20' joists, we nail blocks on joists and use two 2x6's.

Tom Draisma
Grand Rapids, Mich.

Time saving jig

To save time when installing door pulls on cabinets having several doors of approximately the same dimensions, a simple jig can be used for locating and drilling holes for the installation of the pulls. A piece of 3/4x4x8 1/2" hardwood stock can serve as the main body of the jig. To this, add two 3/4x3/4" cleats

at right angles and flush with the outer edges. The jig can be held satisfactorily with one hand and the holes drilled with a portable electric drill with the other, thus simplifying the installation.

J. Gailard Hall
Ashland, Ohio
(Continued on page 164)



AS ADVERTISED TO
12 MILLION READERS
IN

★ ★ ★ SHOW-HOUSE ★ ★ ★

Bermico advertising in *Saturday Evening Post* and *Better Homes & Gardens* pre-sells your customers — helps build Bermico into a real profit-maker for you!

BERMICO®

For house-to-sewer and house-to-septic tank connections.

THE FAST-HANDLING, MONEY-MAKING PIPE FOR BETTER PROFITS!

- It lays easily and fast
- Requires no cement or compounds
- Gives water-tight joints
- Will not rust or shatter
- Comes in convenient 8-foot lengths — and in all diameters from 2" to 6"
- Has the only complete line of fittings made of the same material as the pipe

Bermico Sewer Pipe and **Bermiseptic®** Perforated Pipe for septic tank disposal beds are made from tough cellulose fibre, impregnated with pitch. They're root-proof, corrosion-proof, unaffected by boiling water or temperature changes, strong, light weight, and exceed Federal specification SS-P-356.

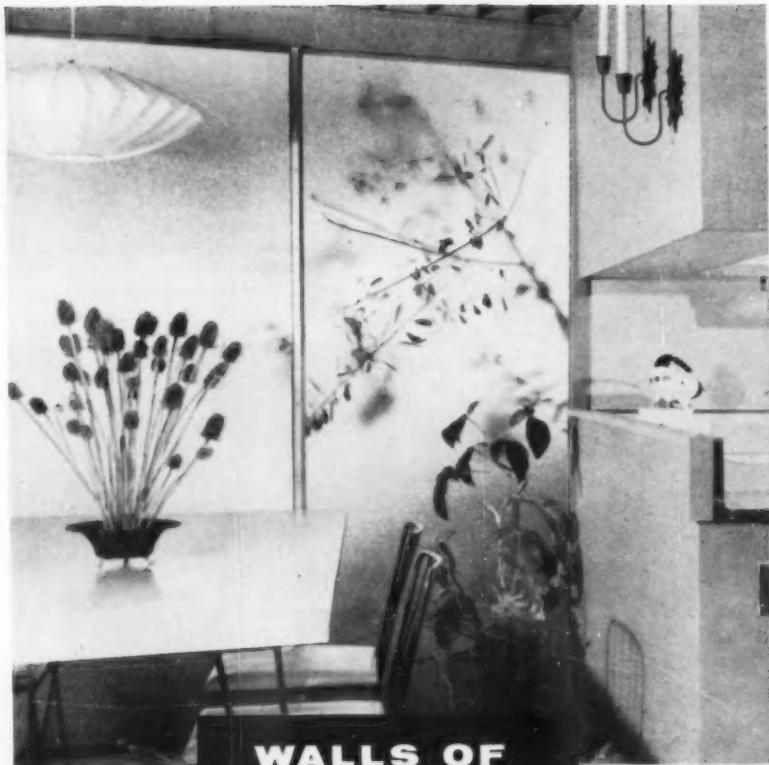
SEND FOR FREE SALES AIDS: Sewer Pipe Catalog. Septic Tank Installation Booklets. Dealer Tacker Signs. Envelope Enclosures With Your Imprint. Address Dept. BH-8, our Boston Office.



BROWN COMPANY

Berlin, New Hampshire

General Sales Office: 150 Causeway St., Boston 14, Mass.



WALLS OF
Sunshine
Brighten 1957
Prize Design

Architect: Pierre Koenig
 Photo by: Julius Shulman

Trend-setting California Home Features Translucent Glass

A partition of lovely Luxlite Glass is a high point of interest in this Merit Award House, featured in House and Home Magazine. The golden glow of flattering, diffused daylight forms a decorative backdrop for living and entertaining. Yet privacy is adequately protected. Glass was used extensively throughout the entire structure, an indication of the growing use of this versatile and beautiful material by today's architects.

Make light a part of your plans. Specify figured glass by Mississippi. Available at better distributors in a wide variety of patterns and surface finishes.

Write today for free literature.
 Address Department 34.

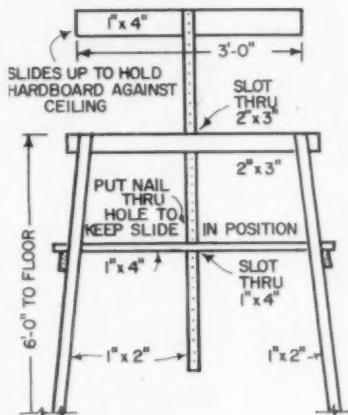


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How to do it better . .

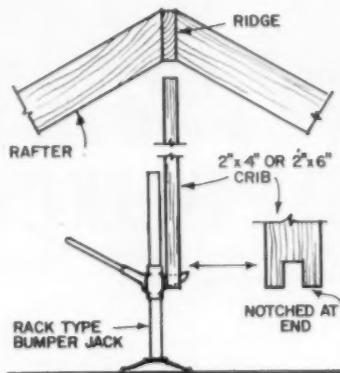
(Continued from page 162)

Trestles aid ceiling application of dry-wall and plywood



We use the above trestle to put sheetrock and plywood on the ceiling. It is made of scraps and with its use, one man can put sheetrock on the ceiling as easily as he can on the floor. The set-up consists of two light trestles about 6' high with a sliding top that can be elevated to the ceiling. One man can do a perfect job without any strain or extra effort.

Walter Rinehart, Warren, Ore.



Taking the sag out of the roof

After having tried several methods of taking the sag out of a roof ridge while a building is under construction, I have standardized on the method utilizing a rack-type bumper jack and a 2x4 or 2x6 crib which extends up fitting under the ridge. Since a rack-type jack is used, there is no tendency for the jack to turn while jacking.

Max Sorensen, Dallas, Tex.



I like it...

**because it has
that quiet,
restful feeling**

There's a big trend towards *more quiet* in the home. Increasingly, home buyers are becoming noise-conscious, especially in open-plan houses where untamed sound can rub nerves raw.

Nu-Wood® acoustical tile on ceilings is the answer. It takes the nuisance out of kitchen noises, TV noise, playroom noise.

Two kinds of Nu-Wood acoustical tile are available for your choice. There's the random-drilled style, with the noise-trapping holes distrib-

uted in a pleasing, irregular pattern. There's the regular-drilled tile, with the holes in soldier-like formation. Both types have a unique, light-reflecting surface that makes rooms brighter and more cheerful. Both have the narrow, painted bevels that make a ceiling look "all-in-one."

Both types of Nu-Wood acoustical tile are easy to apply—with staples, Nu-Wood clips, nails or adhesives. Both are designed for lifetime service. Wood Conversion Company, Dept. 118-87, First National Bank Building, St. Paul 1, Minnesota.

Sold by lumber dealers

NU-WOOD

acoustical and decorative tile





RADIANT COMFORT HEATING

B & G *Hydro-Flo*

...the finest in living comfort for homes



SUMMER COOLING



SNOW MELTING



HOT FAUCET WATER



To custom-built luxury homes or low cost multi-unit developments, a B&G Hydro-Flo

ONLY *Water* OFFERS ALL FIVE

Why penalize your homes with inferior comfort equipment when *it's easier to sell the best*? A B&G *Hydro-Flo* System adds genuine distinction and sales value to any home...offers all the immediate and potential advantages which only *circulated water* can provide.

Money can't buy finer, yet the benefits of the B&G *Hydro-Flo* System are within the cost limits of the modest home. This system offers not only the best in heating but an option of such additional features as summer cooling, snow melting and zoning. These features can be included originally, or added when the owner's budget permits.

The basic B&G *Hydro-Flo* System enriches a home with *radiant warmth*... warm, draftless floors... uniform temperature... *superior heating by any standard!* Plus a limitless supply of hot faucet water, economically heated by the same boiler that heats the house.

Most easily zoned—ideal for split-level homes

For split-level homes, the B&G *Hydro-Flo* System challenges comparison! The simplicity of equipment, piping and controls permits the necessary zoning in the most economical and dependable manner. *Better heating at smaller cost!*

SYSTEM

in every price bracket



SIMPLIFIED ZONING



System adds sales-making distinction



THE B & G BOOSTER PUMP

The key unit of a B&G *Hydro-Flo* System is the Booster Pump. This electric pump is used to circulate water for heating the house in winter, cooling it in summer and for snow melting panels.

The B&G Booster and auxiliary *Hydro-Flo* equipment can be installed on any hot water heating boiler. A majority of boiler manufacturers include *Hydro-Flo* units as standard equipment on their "package" boilers.

Quiet, vibrationless operation and long-lived dependability are the outstanding characteristics of the B&G Booster. Over 2,000,000 of them have been installed to date!

Get the complete story—send for color illustrated booklet.



*Reg. U.S. Pat. Off.

BELL & GOSSETT

COMPANY

Dept. EX-11, Morton Grove, Illinois

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



"We get the most window for the money"

says Al Cissel, Washington area builder

"We use steel windows all the time," said Mr. Cissel, vice president of J. C. Conley Construction Co. "They cost less than other types of window and they cause a lot less trouble. They let us put big ranch windows into our houses at a bargain price. Steel windows with steel surrounds are the easiest and cheapest to install, and they're the only type of window that can really stand up under the banging around they get on the job. The result is our buyers rarely ever have a complaint."

Here's why so many builders prefer steel windows:

1. They give you the most window area for the least money.
2. Steel windows with steel casings can be installed quicker and cheaper than any other type.
3. Strong steel windows resist on-the-job knocks and jolts far better than any other type.
4. When installed, steel windows operate smoothly and easily, and give less trouble—result in fewer complaints—than any other type. They do not warp or stick in any kind of weather.
5. Steel windows are available in many designs and modular dimensions. Especially popular are casement and awning types that can be washed from the inside, and take inside screens and storms.
6. Steel windows can be painted to harmonize with your inside and outside color schemes.

Steel windows, the strongest windows money can buy, are made from solid, specially rolled steel sections. Many of the manufacturers of the country's best-known windows use steel rolled by Bethlehem.



A small section of J. C. Conley's Riverdale Woods. This 134-house development in Riverdale, Md., just east of Washington, D. C., uses steel windows throughout, including big ranch windows.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

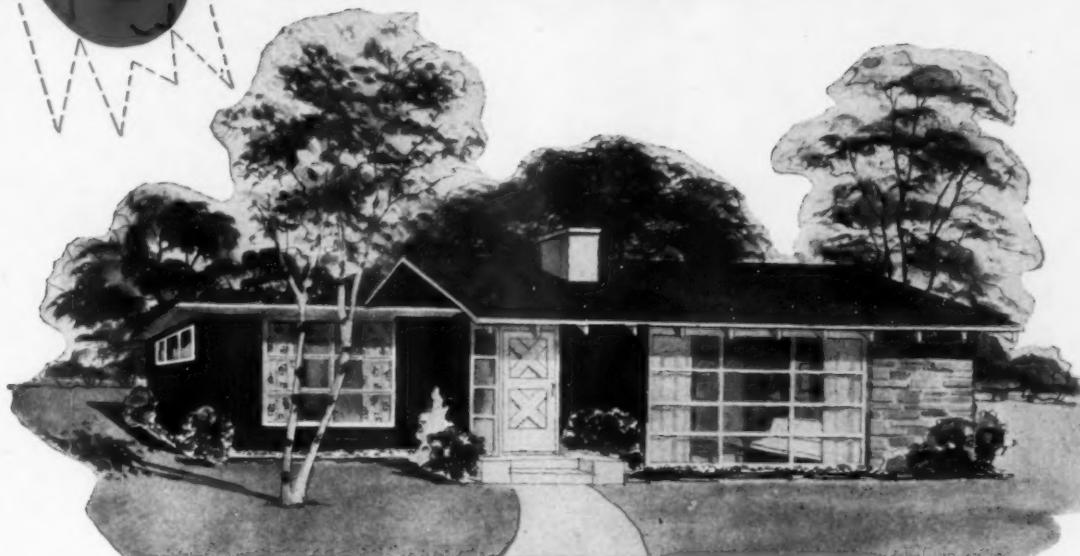
BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS





SOMETHING NEW UNDER
THE SUN
PERMABILIT® HOMES



**THE LOOK OF LUXURY
FOR LESS THAN YOU THINK!**

Only Permabilt can offer a home that will suit all tastes, meet all climate requirements, living habits and regional traditions. Why? Because *only* Permabilt offers so many sensibly planned, professionally designed models built of the finest materials to incorporate advanced equipment. And...all Permabilt homes are completely "packaged" for faster, dollar saving on-site erection regardless of weather conditions.

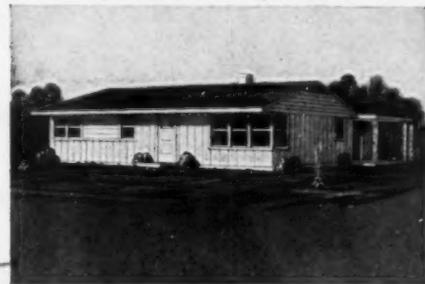
If you are an established middlewestern builder and you've wanted a line of homes that actually create customers and sell themselves, don't miss this timely and profitable opportunity. Write now—write today for complete detailed information, prices and fast delivery schedules to: Manufactured Homes, Inc., 335 S. Kalamazoo Ave., Marshall, Mich.

PERMABILIT HOMES ARE BOTH NATIONALLY AND LOCALLY ADVERTISED TO HELP YOU PRE-SELL YOUR CUSTOMERS.

THE CORAL GABLES . . . another charming Permabilt creation, this practical split-level home is engineered for comfortable, gracious living in any climate. Available in a variety of floor plans.



THE CHATHAM . . . an attractive, versatile ranch home affords a feeling of spaciousness without sacrifice of cubic content. Available in a variety of floor plans—room arrangements to suit every need.



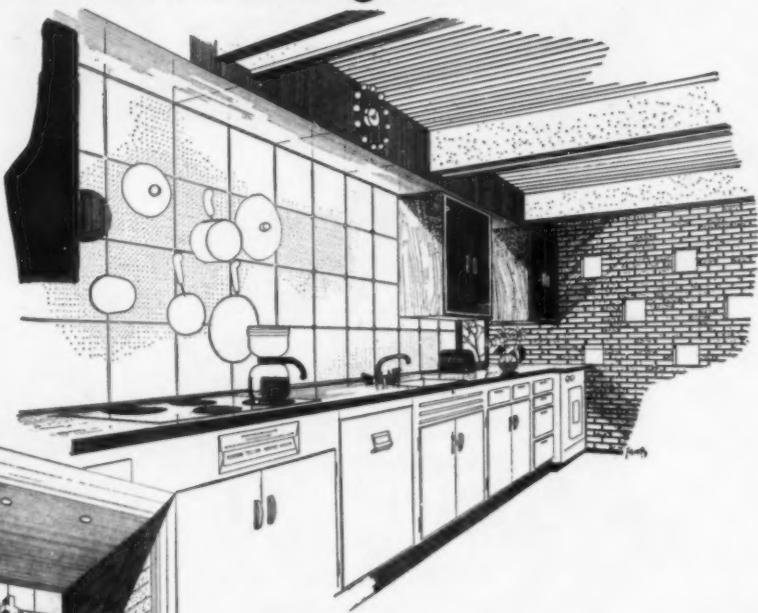
THE DUNDEE . . . similar in nature to the Chatham above, the Dundee better suits a deep, but narrow lot. Extremely large bedrooms with many windows; garage may be substituted for car port, when desired.



3 ways to build DAYLIGHTING SALES MAGIC into your new buildings...

KITCHENS

Here's a kitchen with brightness and cheerfulness built right in. Glass block panels flood working surfaces with soft, diffused daylight; easy to clean with a damp cloth.



STORE FRONTS

Glass block is a "natural" for modernizing store fronts or in the construction of new stores. Go in at the same time—and in the same way—as modular brick and concrete block.

BATHROOMS

Clearing panels of glass block provide plenty of diffused daylight and complete privacy. In cold weather, its high insulating efficiency keeps bathrooms warm and draft-free.



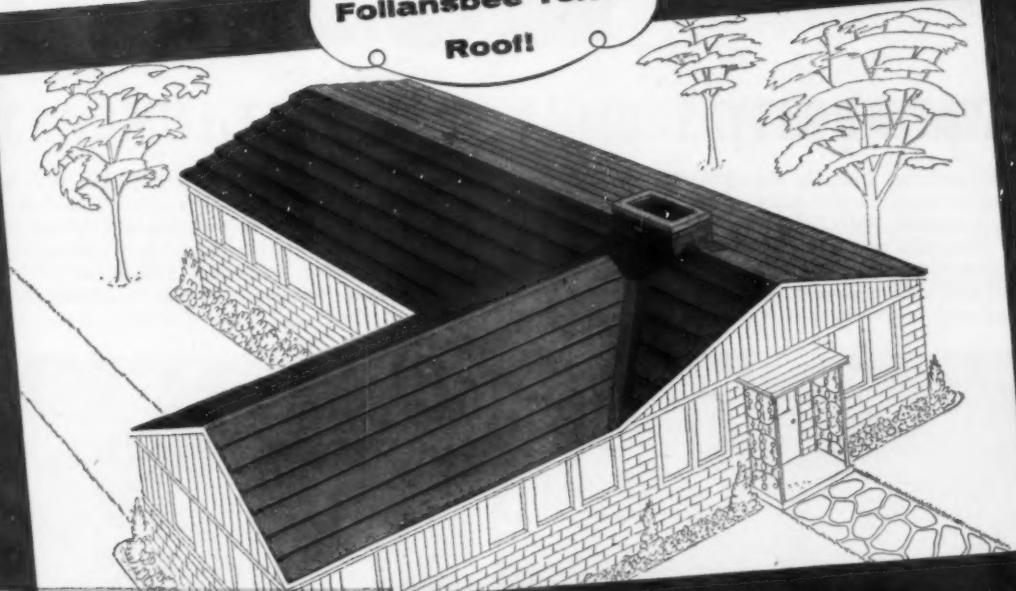
Start to plan now to use versatile Owens-Illinois Glass Block in your buildings. For information or help with a specific problem, write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
AN **(I)** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Quality They Can See...

A
Follansbee Terne
Roof!



The **NEW**
Bermuda Roof
of
Follansbee Terne

A Bermuda roof of Follansbee Terne will give your houses a distinctive beauty that prospective buyers can see—a visible quality that sells its value!

If you would like more particulars about the Bermuda roof of Follansbee Terne, we will be happy to send you additional information about installation and cost. Other data also appears in the Architectural and Light Construction Files of Sweet's Catalog.

... and a Terne Roof Will Sell Your Homes!

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

They will be impressed to know that a Terne roof will last as long as the house stands... a Terne roof is fireproof, weather-tight, windproof and can be painted any color, anytime, to harmonize with the house exterior. And if the house is air conditioned, a light-colored Terne roof will reflect more of the sun's heat than any other type of roof.

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

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



FOLLANSBEE

STEEL CORPORATION

FOLLANSBEE, WEST VIRGINIA

Terne Roofing • Cold Rolled Strip • Polished Blue Sheets and Coils
Sales Offices in Principal Cities

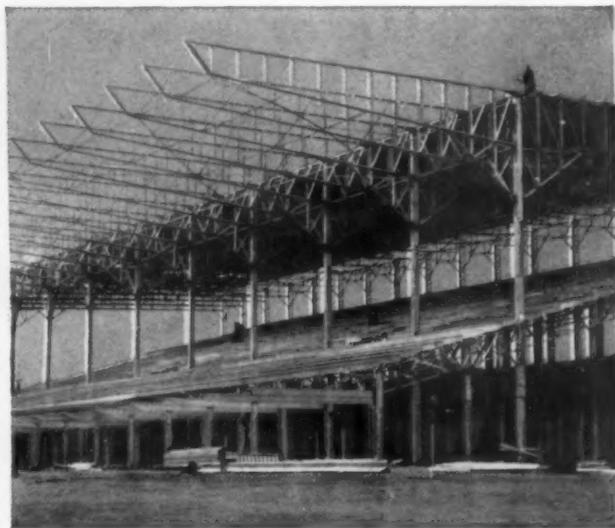
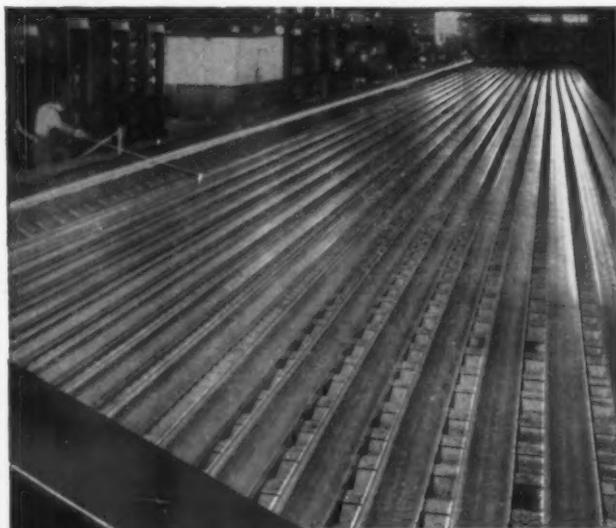
WHY DESIGNERS SPECIFY JUNIOR

1. AVAILABILITY

Identified projects, designed for JUNIOR BEAM construction, are assured of a reliable source of supply by Jones & Laughlin. JUNIOR BEAMS, in 6", 8", 10" and 12" sizes, are produced to fit your needs . . . with delivery when you need them. When you build with JUNIOR BEAMS you eliminate costly delays in procurement and fabrication.

2. VERSATILITY

The versatility of JUNIOR BEAMS is illustrated in this grandstand where they are used as floor beams, purlins, stair risers and in built-up columns by Holston Steel Structures, Inc., Bristol, Tennessee. JUNIOR BEAMS can be used in a wide range of cost-cutting applications, such as floor and roof construction, ship-building, truck and trailer frames.



JUNIOR BEAMS offer extreme versatility for use in residential and industrial construction, schools, hospitals, commercial buildings. JUNIOR CHANNELS, for stairway construction, and JUNIOR BEAMS are available from the mill and from principal fabricators and warehouses. Investigate the many advantages of these two hot-rolled structurals today.



BEAMS

3. ECONOMY

Contractor on this job saved 56 man-hours using JUNIOR BEAMS as floor joists. Floor construction was completed in 19 man-hours as compared to 75 man-hours for conventional wood joist construction by Steinkamp & Company, Batesville, Indiana. JUNIOR BEAMS are low in cost, light in weight, and easy to erect by welding or bolting for all types of construction.



4. MODERN APPEARANCE

Exposed JUNIOR BEAMS permit added height in this modern home of J. Leonard Rush, Detroit architect. These JUNIOR BEAMS were used on a 30-foot span, allowing for unusual design features. The roof is supported by the JUNIOR BEAMS on three-inch diameter steel pipe columns. Costs for this type of roof were only half the cost of wood-frame construction.



Simply mail this coupon for additional information...

Jones & Laughlin
... a great name in steel

Jones & Laughlin Steel Corporation
Dept. 493, 3 Gateway Center
Pittsburgh 30, Pennsylvania

Have representative call

Send information on JUNIOR BEAMS and JUNIOR CHANNELS

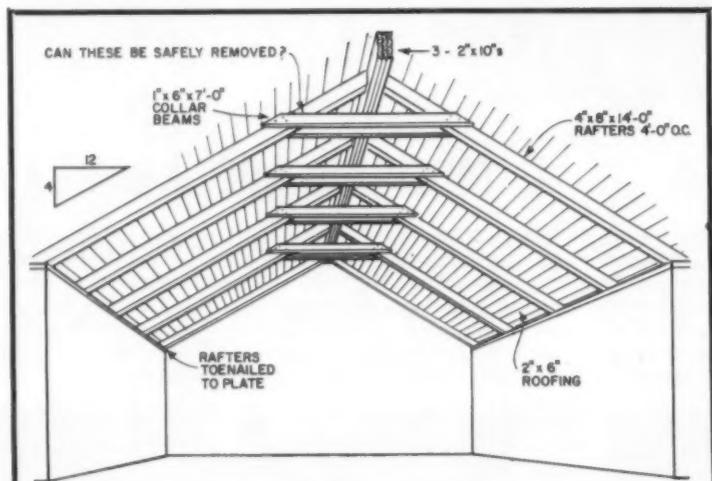
Name _____

Title _____

Company _____

Street _____ City _____ State _____

Ask the experts...



Can I safely remove collar beams?

QUESTION: Your advice will be appreciated on whether it is safe to remove collar ties. If not perhaps a more attractive member can be used. I've often seen open beam ceilings in building magazines without explanation of the construction. I am constructing a house with an open beam ceiling, using 4x8 rafters 4' O.C. I now find that the 1x6 ties are objectionable in appearance and seem unnecessary.

John G. Hooper, Mich.

ANSWER: If the collar beams are removed, there are two possible detrimental effects:

- 1) The rafters may not be of large enough cross-sectional area and they may bend under load.
- 2) The second and more detrimental effect may be that the walls will be pushed out of plumb and be caused to bow.

You can remove the 1x6 collar beams and in their place install gusset plates designed to meet your fancy.

Home sites on stripped land?

QUESTION: I am building in an area where it is customary for entire farms to be stripped of topsoil. This soil is used for mushroom growing.

Would you advise against purchasing this type of ground for development purposes? What difficulties would be encountered in growing grass after the top soil has been removed?

J. H. Polley, Pa.

ANSWER: We would suggest you contact Pennsylvania State College. They have an excellent turf research department and would probably be better acquainted with specific problems of your area. If they are unable to help, Dr. William Daniels of the Agronomy Dept., Purdue University, might give some sound advice on topsoil problems. He's connected with the Midwest Turf Research Council and has been helpful in the past.

How to sink a well?

QUESTION: I am building a house in the country. I will have to sink a well for water and as I have never experienced this work before I would appreciate information from you.

H. C. McMillan
Windsor, Ontario

ANSWER: Try to determine the approximate location of water, then determine the type of soil that the water is in. Assume you have sand and gravel, then purchase a sand gravel wellpoint, with some sections of pipe. Then rig a tripod with a weight and start driving. When you have driven each section, make sure that the joints are caulked and turned tight before driving the new section. Test with a drop line at each section so as to determine when you have hit water. When you draw up a wet line, set your pump on top of your last section of pipe. Draw out about 20 gallons of water and then send a small sample to the local Board of Health for sample analysis.

Exterior finish on log siding

QUESTION: We would like your advice as to the best type of material to use on 2x8" log siding to obtain a natural finish.

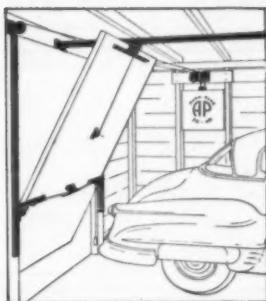
Modern Home Mfg. Corp.
Biwabik, Minn.

ANSWER: We have enclosed a copy of the circular 771 issued by us on the subject. It has been our experience that there are a number of fairly good commercial finishes on the market, but it must be remembered that a clear finish is inherently less durable than a pigmented coating. You cannot expect more than 1/3 to 1/2 the life from these materials that you would expect from a good paint. The best material depends upon the exposure and the personal opinion on appearance by the user. The only way to select a material is to observe how some of them look after a year or so, and choose one that looks the way you want your finish to look.

Francis Scofield
National P., V & L. Assn.

50-50 PUSHOVER ALLITH GARAGE DOOR HARDWARE

- USE YOUR OWN OR ANY STANDARD DOOR
- NO MAINTENANCE COSTS
- SIMPLIFIED INSTALLATION
- ADAPTABLE FOR ANY TYPE GARAGE



MANUFACTURED BY
ALLITH
PROUTY, INC.
DANVILLE,
ILLINOIS

ALLITH hardware works with equal efficiency on either custom or mill-made doors. All working parts simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Write for details.

BUILDERS CONTRACTORS DEALERS

Advertise Your Homes — Your Business — in the Middle of the Street with New, Effective . . .



BUMPA-TEL SIGNS



SIZES — 12" x 40" and 17" x 40". All signs custom made to fit car for which it is ordered. Please include make, model and series. 12" x 40" recommended for 1957 cars.

CONSTRUCTION — Sturdy panels are 20 gauge steel finished in auto grade synthetic enamel. Frames are of strong, 1" aluminum tubing. Mounting brackets are rustproofed and plated.

Brochure and Additional Information on Request

Place them on salesmen's cars, your own car and the cars of key personnel. Each car becomes a powerful salesman.

Installs in approximately 30 minutes, then, on and off in seconds without tools. Bracket conceals between bumper and guard. No damage to car.

CAR SIGN complete with bracket and maximum of 80 letters on enamel background.....\$18.00

SCOTCHLITE — 24-hour highest reflective material produced by Minnesota Mining. Maximum of 80 letters.....\$26.50

REVERSE LETTERING — Add per line.....\$1.50

TRUCK PANEL — Specify size.....\$7.75

Please write for prices on special art and design service.

All Prices F.O.B. Mounds, Illinois

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Day or Night

specify...Cabot's

for distinctive
coloring
and years of wear...



for shingles,
rustic siding

Cabot's STAINS

More and more leading builders are discovering the advantages of using Cabot's Stains instead of paint to bring exciting color and longer wear to shingles, rustic siding and shakes.

HERE'S WHY! *Cabot's Stains:*

- add years to the life of the wood
 - will not crack, peel or blister
 - will outlast paints — cost less than 1/2 as much
 - need no priming or thinning
 - need no sanding or scraping
 - are easy to apply and maintain
- 18 beautiful shades from reds, browns, greens and driftwood grays to light pastels and dramatic deep tones.

A quality product from Cabot Laboratories
...manufacturing chemists since 1877

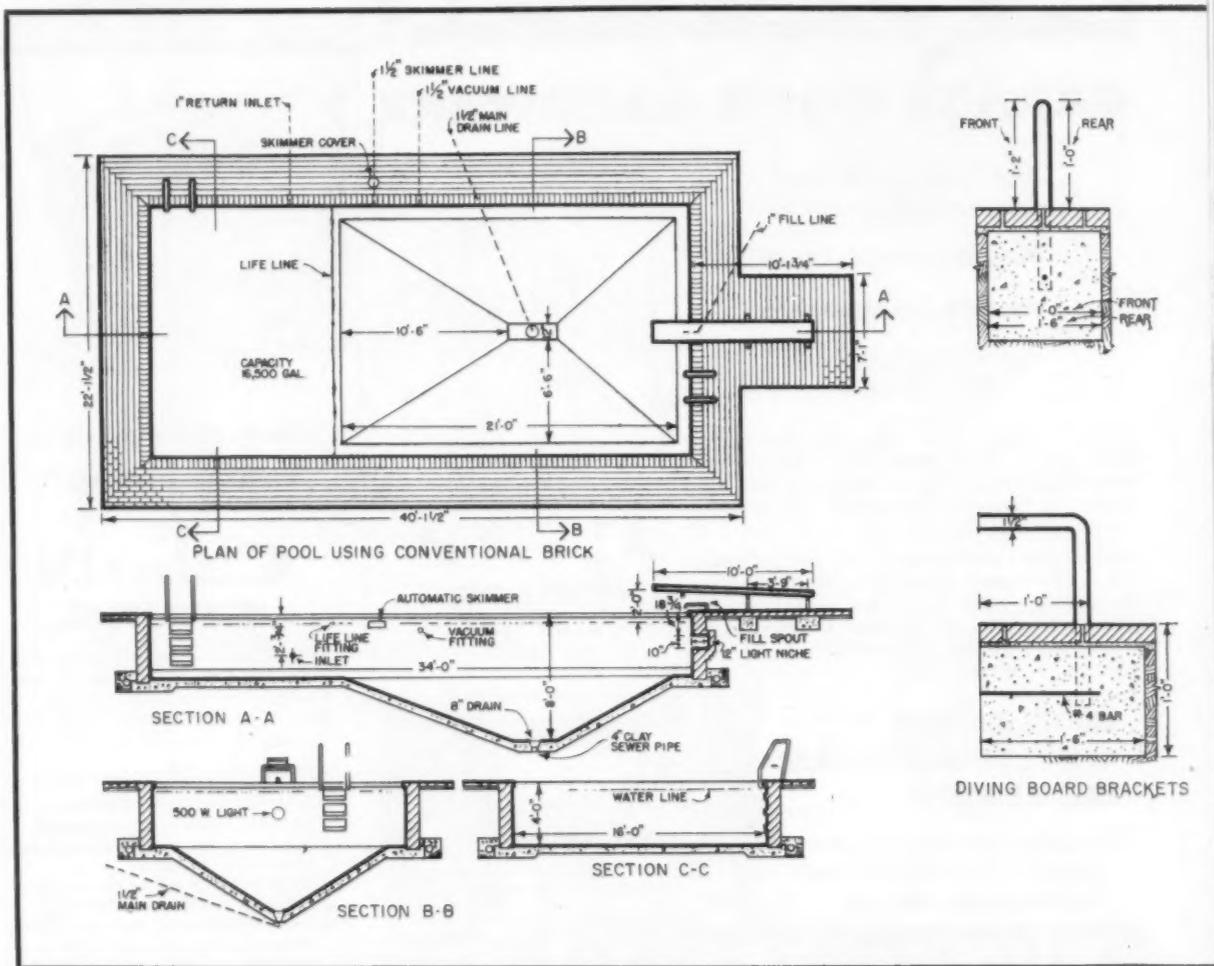
Samuel Cabot

Write for your copy
of the Cabot Stains
color card today.



SAMUEL CABOT INC.
825 Oliver Building, Boston 9, Mass.

Please send copy of Cabot Stains color card.



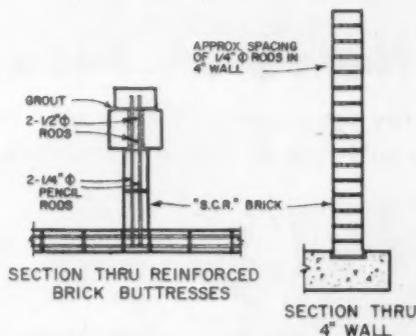
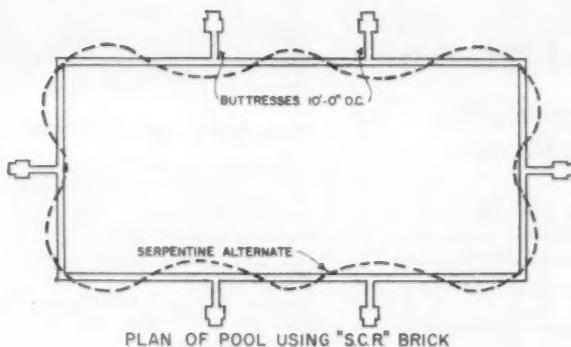
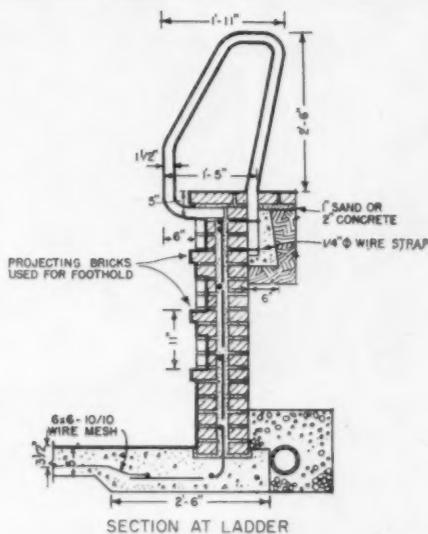
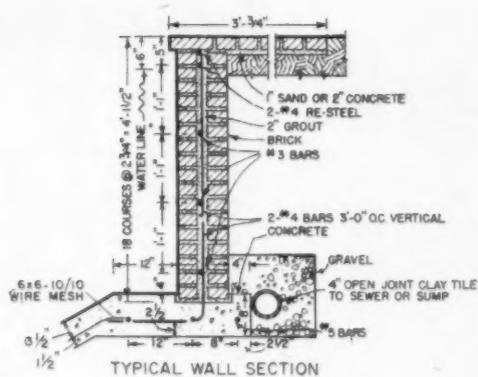
Technical guide: how to build a

There have been many unusual construction ideas developed in the past few years for family-sized swimming pools. They range from plastic liners to complete aluminum and steel-fabricated installations. Here are two low-cost brick pools designed recently by the Pacific Northwest Brick and Tile Assn., Seattle. No franchise or special construction equipment is required to build them and the pools are priced to come within the range of the average home owner's pocketbook. Depending on locality, the complete installation costs approximately \$2,500 to \$3,000.

Swimming pools are big business—over \$400 million a year. Many families are beginning to real-

ize that if they can afford a car they can afford a pool. Builders have a big stake in this ever increasing market. Here are some figures to consider: In 1948, 2,500 residential pools were counted. Jan. 1, 1957, there were 57,000. This year it is estimated that more than 35,000 pools will be built. (See page 104 for more on pools and how builders as using them as an aid to selling their homes.)

The residential type brick pool shown above is 16x34' in size. It meets the rigid requirements of quality construction. The advantages of using the reinforced brick masonry for pool construction are: structural strength, flexibility of plan, low moisture and thermal expansion, little maintenance, and the



practical, low-cost swimming pool

choice of natural brick colors.

In the sectional view above, through the ladder, note how the brick is projected forming ladder steps. The construction of the alternate SCR brick pool is also very interesting. The ease in which it can be built into any shape gives it an advantage over the conventional brick pool. Its four-inch SCR brick walls are reinforced with 1/4" pencil rods and backed-up with brick buttresses 10' O. C.

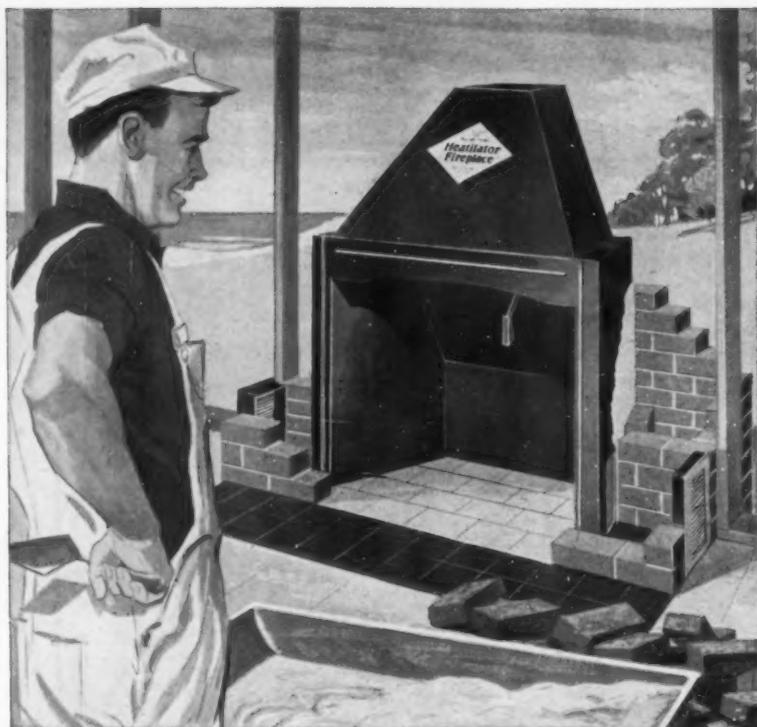
All the materials used in the basic shells of the above pools are found in any lumber dealer's stock. The special equipment such as diving boards, filters and pool hardware present no buying problem since there are several manufacturers who sell direct to

builders on a non-stocking basis.

Here is a cost breakdown for the conventional brick pool:

Concrete—concrete and reinforcing steel . . .	\$500.
Masonry—brick and steel for walls and labor to build in pool equipment	\$950.
Plumbing—material and labor	\$165.
Electrical—material and labor	\$40.
Equipment—including filter, lights, diving board, etc. as shown per plans and specs	\$650.
Basic pool shell with filter system	\$2,400.
Pool including equipment and walkaway . .	\$3,000.

For more data and specs, write to: SCPI Construction Center, 328 3rd Ave., Seattle 99, Wash.

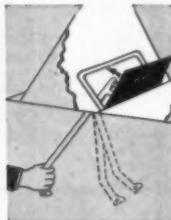


Big News in Fireplaces

The only fireplace unit complete from hearth to flue with the exclusive Pressure-Seal Damper



Complete from hearth to flue—This new unit provides a scientifically designed form for the masonry complete from hearth to flue. Saves time and labor. And it helps assure a fireplace that will operate efficiently without smoking.



Pressure-Seal Damper—The exclusive Pressure-Seal Damper seals the chimney throat tight when the fireplace is not in use. This holds in winter heat and keeps out cold down-drafts. It also prevents costly summer air conditioning from escaping up the chimney.

Here's the fireplace unit builders all over the country have been asking for. It's the all-new Heatilator *Pacemaker* Fireplace...engineered for the future.

Other important points to remember

1. The Heatilator Fireplace Unit circulates heat evenly to all corners of the room and adjoining rooms.
2. Heatilator Fireplace Units have outsold all others 3 to 1. They are the known and requested brand. They have been advertised nationally for more than 20 years.

Get the new Heatilator catalog today. Write HEATILATOR INC., division of Vega Industries, Inc., 828 E. Brighton Ave., Syracuse 5, N. Y.

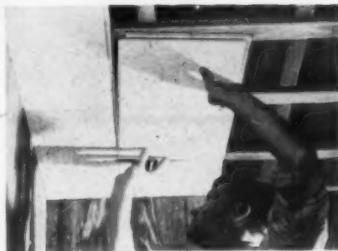


HEATILATOR®

Pacemaker

FIREPLACE UNIT

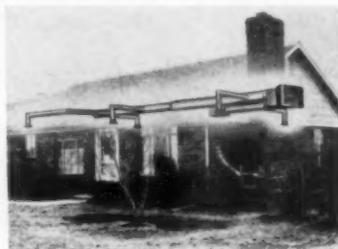
NEW PRODUCTS . . .



Tile designed for quiet living

Noise-absorbing tile, now made tongue-and-groove and flanged for error-free application, is also economical. Forestone, a woodfiber material with a fissured surface, has both qualities of beauty and high sound absorption. Simpson Logging Co., Dept. AB, Shelton, Wash.

Circle No. Z64 on reply card, p. 114



New duct is self-insulated

Efficient glass-fiber air duct combines reliable thermal and acoustical insulation with outstanding air handling characteristics. Versatile air distribution duct system is easily installed at low cost. Convenient sizes. Gustin-Bacon Mfg. Co., Dept. AB, 210 W. 10th St., Kansas City, Mo.

Circle No. Z65 on reply card, p. 114



New face with ceramic tiles

New horizon of design possibilities is illustrated on fashionable store front finished with handsome, large-size pieces of ceramic tile. Magna-Tile comes in 15 plain and antique colors, is frost-proof and sized for economy. Stylon Corp., Dept. AB, Milford, Mass.

Circle No. Z66 on reply card, p. 114

HOPE'S Since 1818

ROTO TYPE RANCH WINDOWS

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH



Hope's Roto Ranch Window shown above costs less than \$50.00 with worthwhile quantity discounts.

NEW! Hope's Roto Type Ranch Windows offer these exclusive advantages:

- ✓ Underscreen roto operators open and close ventilators easily, quickly.
- ✓ Flat type screens, with bronze wire mesh, need never be touched.
- ✓ New, wider muntins are in pleasing proportion to panes — provide unequalled strength and rigidity.
- ✓ May be glazed with standard units of "Thermopane" and "Twindow", eliminating storm sash, or with single panes of sheet or plate glass.
- ✓ Ventilators project outward at bottom; awning effect permits ventilation even in rainy weather.

Write for Bulletin 145-AB for Full Information.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

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, 517 North Market St., Wooster, Ohio.

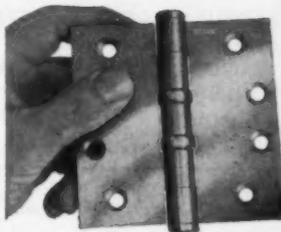
ADV.



more and more builders are saying:

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GRIFFIN[®]
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Cat. # 540



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Template Butts, Button Tips
with permanently attached Bearings

Here's the "dependable line of hinges to use in all light construction work" . . . that's the trade's way of saying, "We like to buy and use Griffin products."

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Permanence*

PORCELAIN ENAMEL PANELS
by *National*



Whether for new construction or modernization, it will pay you to consider the advantages of National Architectural Porcelain. It's weatherproof, can't fade, re-

quires a minimum of upkeep, and will retain its good looks indefinitely. Too, it's very economical and is furnished in any color, size, and style to meet your specifications.

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Plants:
Carnegie, Pa. and
Charlotte, N.C.

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TOMORROW**



**NEEDS YOUR HELP
TODAY**

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.

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HELP YOUR
HEART

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A WEBS AND ENLAW PROJECT

WAGNER GARAGE DOORS



see our catalog in
S Sweet's
or write for copy

WAGNER MANUFACTURING CO.
A.B.57 Cedar Falls, Iowa

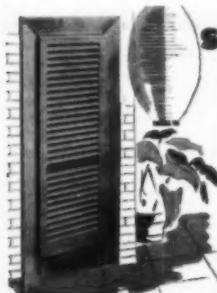
SELL HOMES FASTER...

BY CUTTING HEATING COSTS WITH INTERNATIONAL'S NEW SLENDER COUNTERFLOW OIL-BURNING WALL FURNACE!

WRITE FOR INFORMATION TODAY!

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3800 Park Ave. • St. Louis 10, Mo.

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WARMS FLOORS!
powerful blower delivers warmth to floors in every room!

time
proved
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in the wall
**SLIDING
DOOR
FRAMES**



NORDAHL

**WARDROBE
HARDWARE**

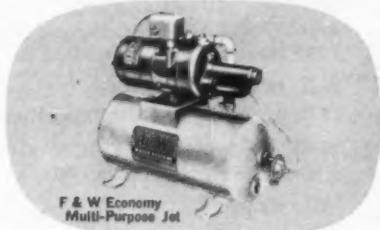
NORDAHL MANUFACTURING CO. 180 WEST ALAMEDA, BURBANK, CALIFORNIA



HOMES BEYOND THE
WATER MAINS WITH

F&W
WATER SYSTEMS

SELL QUICKER, EASIER



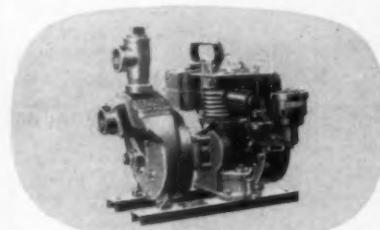
F & W Economy
Multi-Purpose Jet

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



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



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

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

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

AUGUST 1957

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



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The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.
Rates—\$7.50 minimum for 40 words or less. 15c for each additional word.
Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2 1/4 inches wide. 2 inches maximum. Signature cuts and trade names allowed.

POSITION OPEN

Salesman wanted to call on builders and dealers in Gulf Area. Old established product with national acceptance. Car necessary. Box 267, American Builder, 30 Church St., New York 7, New York.

REPRESENTATIVES WANTED

Nationally known manufacturer of built-in kitchen fans and ventilating range hoods selecting agents selling to wholesale trade. Must be calling on builder and electrical contractor to help pre-sell the line. Positions open in following states: Alabama, Arkansas, Florida, Georgia, Iowa, Kansas, Kentucky, Maryland, D. C., Mississippi, North Dakota, South Dakota, Nebraska, Oklahoma. Address replies to Box 268, American Builder, 30 Church St., New York 7, N. Y.

**American Builder reaches
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any other building
publication!**



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get windows with the
CALDWELL SPIRAFLEX?!

To be sure, everyone would have been happier had they done so, for with *Spiraflex* there's no slip, no creep, no bind!

Spiraflex is the first 1-piece weatherstrip-balance unit to offer true counterbalance with spiral sash balances.

There is no practical substitute for the quality window with Caldwell Sash Balances or Spiraflex balance-weatherstrip combination.

THE CALDWELL GUARANTEE

All Caldwell Sash Balances are guaranteed to provide positive lifting power for the lifetime of the building. Backed by Caldwell's 69-year reputation for making quality products and standing behind them.

CALDWELL TAPE BALANCES
for Residential, Commercial and Institutional Sash. Widest range of types and sizes of tape balances made.

CALDWELL SPIREX
for Residential Windows. The spiral balance that can be adjusted easily and quickly, after installation.

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THE SPIRAFLEX
Combination weatherstrip—sash balance for Residential Windows. A superior 1-piece weatherstrip with spiral balances for true counterbalance. Factory assembled into a single unit.

For additional information or name of your Caldwell representative write to:

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68-B Commercial Street, Rochester 14, N. Y.

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

Convention calendar . . .

Aug. 1-4: Michigan Home Builders, 702 American State Bank Bldg., Lansing. Convention; Grand Hotel, Mackinac Island. Geo. Goodyear, R. Johnson, guests. L. M. Saunders, chm.

Sept. 27-28: HBA of Fairfield County, 2 Taylor Place, Westport, Conn. First state builder's convention. Stratfield Hotel. Bridgeport. Martin J. Ryan, chairman.

The following associations are featuring a Parade of Homes.

*Indicates home show.

Aug. 18-25: Austin Home Builders, 501 E. 11th, Austin, Tex.

Aug. 25-Sept. 2: Omaha HBA, 8713 Shamrock Rd., Omaha 14, Neb.

Aug. 25-Sept. 1: Texas Panhandle HBA, Box 1803, Amarillo, Tex.

Sept. 1-8: Oklahoma City Home Builders, 328 Biltmore Hotel, Oklahoma City, Okla.

***Sept. 6-12:** HBA of Sabine Area, P. O. Box 802, Beaumont, Tex.

***Sept. 7-12:** HBA of Delaware, 503 South Maryland Ave., Richardson Park, Wilmington, Del.

Sept. 7-21: 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:** BCA of Calif., 1571 Beverly Blvd., Los Angeles 25.

Sept. 14-22: HBA of Jacksonville, 1034 Hendricks, Jacksonville, Fla.

Sept. 14-29: Wichita Home Builders, 1120 N. Broadway, Wichita, Kans.

***Sept. 18-22:** Evansville HBA, 1100 S. Grand Ave., Evansville, Ill.

***Sept. 18-22:** Builders Club of Peoria, 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., Rm. 207, First Peoples Bank Bldg., Johnson City, Tenn.

Sept. 21-28: Polk County Builders Assn., P. O. Box 1338, Lakeland, Fla.

Sept. 21-29: National Home Week.

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: HBA of Stark County, Canton, Ohio.

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. 21-29: Waco Home Builders, P. O. Box 3215, Waco, Tex.

Sept. 22-29: HBA of Rockford, 707 Central Bank Bldg., Rockford, Ill.

Sept. 22-29: Quad City Home Builders, P. O. Box 482, Davenport, Iowa.

Sept. 22-29: HBA of Greater St. Louis, 205 N. Meramec Ave., St. Louis, Mo.

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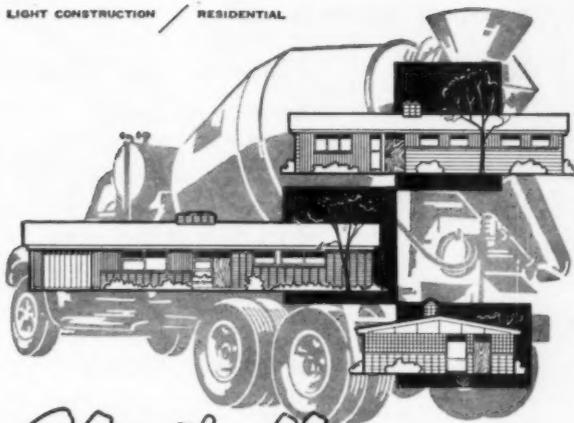
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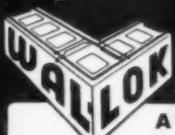
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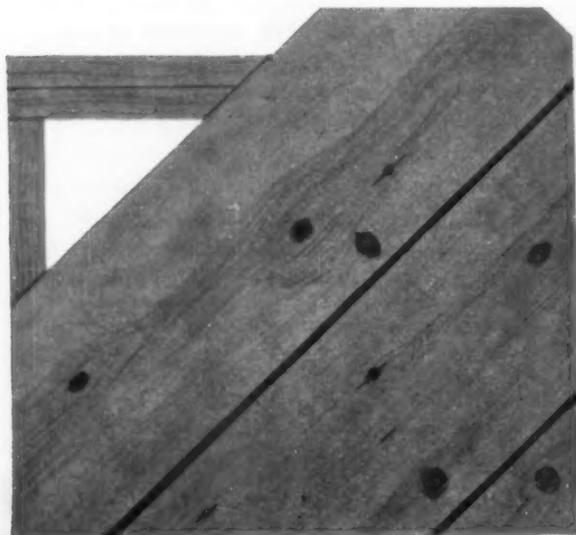
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QUANTITY MATERIAL LIST

(Continued from page 92)

Walls	4" Brick	1,420 sq. ft.
Fireplace Wall	4" Stone	60 sq. ft.

TILE WORK

Location	Description	Amount
Bath Floors	Ceramic	95 sq. ft.
Bath Walls	Ceramic	240 sq. ft.
Liv. and Foyer Floor	Ceramic	112 sq. ft.
Lower Level Bath Walls	Ceramic	176 sq. ft.
Lower Level Bath Floor	Ceramic	48 sq. ft.

DRYWALL

Location	Amount
Walls	approx. 6,400 sq. ft.
Ceilings	approx. 1,900 sq. ft.

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Sill	2 x 6	—	238	238
Girders	(3) 2 x 12	—	300	600
Floor Beams Left	2 x 10	22/20	440	734
Floor Beams Rear Right	2 x 8	23/14	322	430
Floor Beams Front	2 x 10	56/14	784	1,307
Box Header	2 x 10	—	90	150
Box Header	2 x 8	—	30	40
Bridging	1 x 3	—	480	120
Porch Header	(2) 2 x 12	—	104	208
Beams at Rafters	(2) 2 x 12	—	368	736
Posts	4 x 4	20/8	160	214
Bathroom Studs	2 x 6	14/8	112	112
Bathroom Plates	2 x 6	—	42	42
Studs	2 x 4	600/8	4,800	3,200
Plates	2 x 4	—	1,500	1,000
Rafters Left	2 x 6	45/18	810	810
Rafters Left	2 x 6	45/14	630	639
Rafters Right	2 x 6	39/18	702	702
Rafters Right	2 x 6	39/14	702	702
Ridge Board	2 x 8	—	120	160

SHEATHING, FLOORING, ROOFING, INSULATION, ETC.

Location	Description	Actual	Actual + 10%
Sub Floor	1 x 4 S4S or Plywood	1,900 sq. ft.	2,090 sq. ft.
Finish Floor	Wood	1,650 sq. ft.	1,815 sq. ft.
Finish Floor	Asphalt Tile	1,250 sq. ft.	1,375 sq. ft.
Roof Sheathing	1 x 6 T&G or Plywood	3,460 sq. ft.	3,806 sq. ft.
Roofing	Roofing Felt	3,460 sq. ft.	3,806 sq. ft.
Siding	Plywood and Battens	400 sq. ft.	440 sq. ft.
Side Wall	1 x 6 T&G or Plywood	1,734 sq. ft.	1,907 sq. ft.
Wall Insulation	2" Batt	1,700 sq. ft.	1,870 sq. ft.
Ceiling Insulation	2" Batt	1,900 sq. ft.	2,090 sq. ft.
Kitchen	WP Plywood	130 sq. ft.	143 sq. ft.
Kitchen	Linoleum	130 sq. ft.	143 sq. ft.
Anchor Bolts	1/2" Diam.	28 Pieces	31 Pieces
Gable	Flush Plywood	72 sq. ft.	79 sq. ft.

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

MILLWORK

Exterior Trim Location	Description	Amount
Fascia	1 x 8	340 lin. ft.
Frieze Board	1 x 6	160 lin. ft.
Cupola	Wood	1 Piece
Interior Trim Location	Description	Amount
Base	Wood	830 lin. ft.
Clothes Pole	1 1/2" Diam.	36 lin. ft.
Pole Sockets	Wood	7 Pair
Cleats	1 x 3	80 lin. ft.
Hook Strip	1 x 4	64 lin. ft.
Shelving	1 x 12	152 lin. ft.
Stairs	12 Risers	1 set

DOOR SCHEDULE

Exterior Doors Size	Description	Amount
3'0" x 6'8" x 1 3/4"	Flush S.C.	1
Interior Trim Size	Description	Amount
2'8" x 6'8" x 1 3/4"	Flush H.C.	6
2'4" x 6'8" x 1 3/4"	Flush H.C.	1
2'0" x 6'8" x 1 3/4"	Flush H.C.	8
Sliding Doors	Description	Amount
3'0" x 8'0"	Wood	4
4'0" x 7'0"	Glass	6

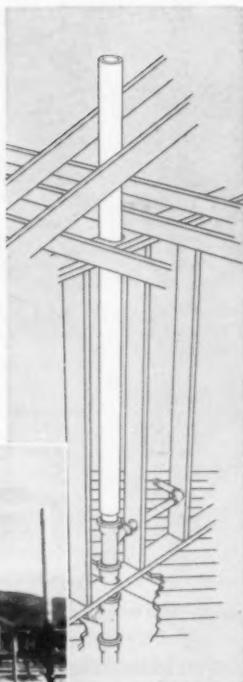
Total 26

Note: All doors are to be ordered from the door schedule to include doors, door frames, trim, casings, steps, saddles, etc.

(Continued on page 186)

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947 single lengths

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Vent Pipe!



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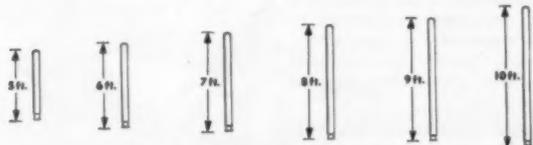
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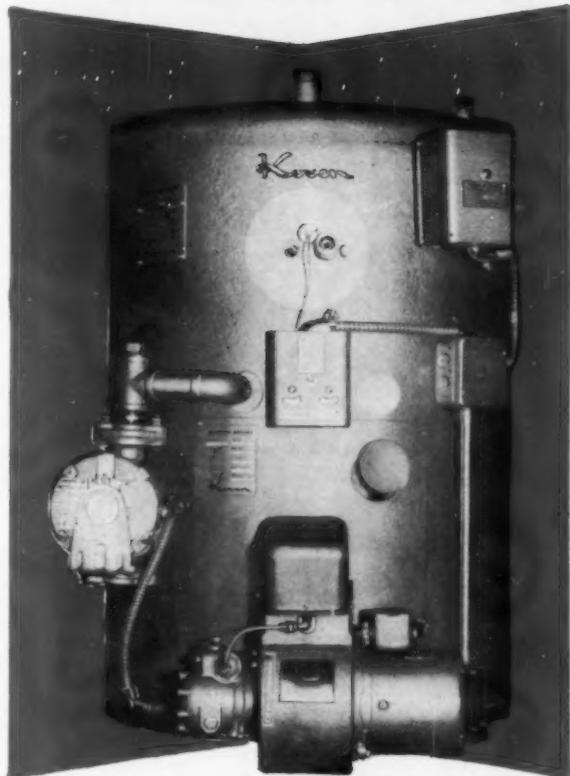
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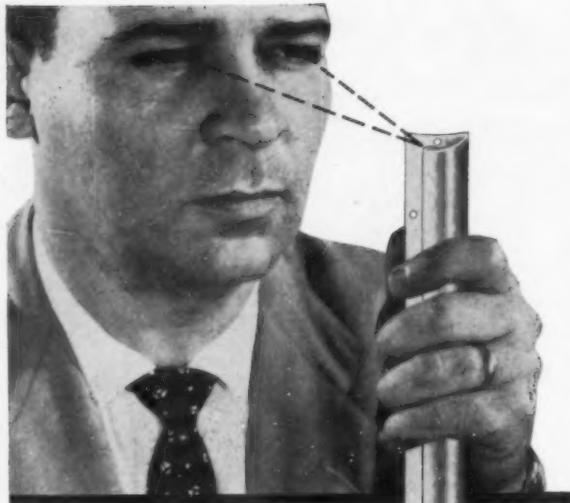
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QUANTITY MATERIAL LIST

(Continued from page 184)

WINDOW SCHEDULE

Size	Description	Amount
3'0" x 7'0"	Leaded Glass	2
5'0" x 2'0" (2)	Gang of 4	1
4'0" x 3'0" (2)	Triangle fix.	1
5'0" x 7'0"	Fix Glass	2
4'0" x 7'0"	Fix Glass	2
8'0" x 3'0"	Casement	5
4'0" x 3'0"	Casement	1
Total		13
Aprons	1 x 6	60 lin. ft.
Stools	1 x 8	60 lin. ft.

Note: All windows are to be ordered from the window schedule in gangs as specified complete to include, frames, sash, trim, casings, mullions, etc.

KITCHEN CABINETS

Location	Size	Amount
Sink Counter	7'0" x 3'0" x 2'0"	1
Range Counter	5'0" x 3'0" x 2'0"	1
Counter	2'6" x 3'0" x 2'0"	1
Hanger	3'6" x 2'6" x 1'0"	1
Ref. Hanger	3'0" x 1'0" x 1'0"	1
Hanger	3'0" x 2'6" x 1'0"	1
Hanger	2'0" x 2'6" x 1'0"	1
Range Hanger	3'0" x 2'0" x 1'0"	1
Formica Top	approx. 36 sq. ft.	1
Total		9

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The Month Ahead

NAHB CONTEST

The fourth chapter in NAHB's "Small Volume Builder" contest is deadlined for Nov. 1. The subject is how you sell yourself in your community—how you contribute to your own and the home building industry's prestige. Entries go to Natl. Assn. of Home Builders, 1625 L St. N.W., Washington, D. C.

SCHOOL'S IN

Here's an idea for helping potential buyers get a feel of the new community. September is school month, and a majority of your buyers will have children of school age. Try posting maps in your models to show the location of the schools that serve the area, and also the routes of the school buses. You may get yourself some sales, and in any event, you'll be doing the community a favor.

STORM WARNINGS

The midwest already knows all about this, and of course it never storms in California, but September is hurricane month along the Eastern Seaboard. We talked to some of the Texas builders who didn't float away, and we've talked in the past to hurricane veterans, and they all say that the big problem is not so much the wind as the wind-driven water that ruins a partly finished house. It might pay to start thinking about some sort of storm procedure—polyethylene battened over openings, for instance; and as an extra seal, plywood "storm windows," and the like—before the wind hits. It won't help a bit afterwards.

(And not just on the East coast, either. As this went to press, Louisiana was licking its wounds after Hurricane Audrey. Better check again on your insurance, too.—Ed.)

The big splash—National Home Week

Coming up in September is the biggest and best promotion ever conceived for builders—National Home Week. From Sept. 21 to Sept. 28, every form of advertising media will be pushing the advantages of owning bigger and better homes, and the result will be a home owning atmosphere that you simply must take advantage of, whether you build two houses a year or two hundred. And this year there's a new housing bill to add even more buyer interest.

The Parades are the most spectacular products of National Home Week, but there are lots of other ways to get into the act. Check with your local Association chapter and see what it is doing. Check with the local newspapers and see if and when they're running special sections, or what they plan to do in their real estate pages. Check your local retail lumber dealer, and see if he's planning anything you might participate in.

Then, when you've decided how best to advertise your house, go over the house itself and bring it up to a high polish. If you've been considering adding some extras, get busy on it right now. You want it finished by Sept. 21.

Our "Best Model Home" contest, with an extra

National Home Week also means AMERICAN BUILDER'S Best Model Home contest. We published the rules in June, but in case you missed them, they're in this issue on page 106. Read them carefully, and be sure to note the deadline: Oct. 21. You should start getting your entry together right now.

Note also the newest phase of the contest—the builder who best makes use of "Hidden Values" merchandising—and the prize, a new International Harvester pickup truck.

For September: how to merchandise gas

For the past year, sales have been a sore subject with most builders. That's the reason we've been bringing you more and more features on merchandising. Next month we're going to narrow this down a bit, and show you how builders around the country are using gas and gas appliances to help their sales. You can't help but find ideas that will be useful.

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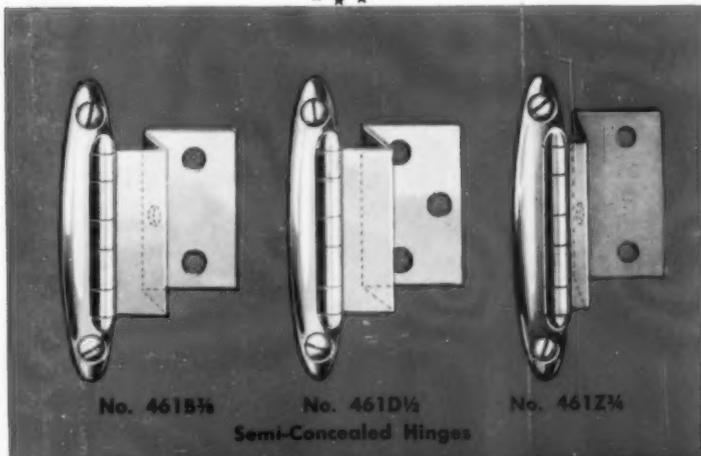
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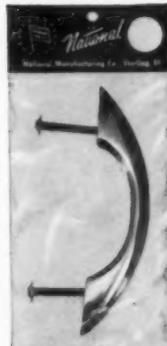
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