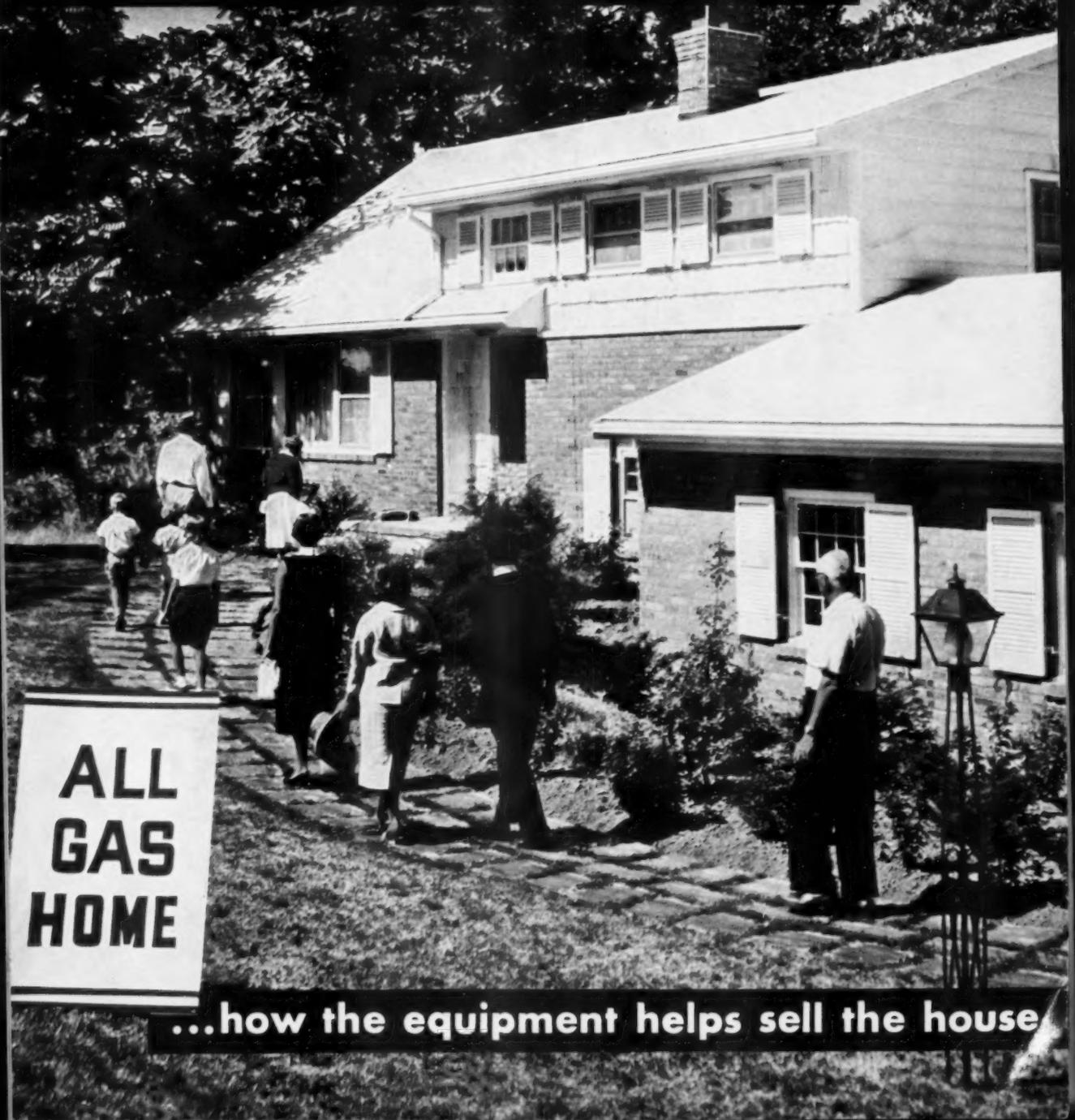


American Builder

OPPORTUNITY FOR SEPT. 1957

▪
Bringing
HIDDEN VALUES
out of hiding

★ A SIMMONS BOARDMAN TIME-SAVER PUBLICATION • 75c



**ALL
GAS
HOME**

...how the equipment helps sell the house

LARGEST BUILDER OF HOMES IN THE UNITED STATES

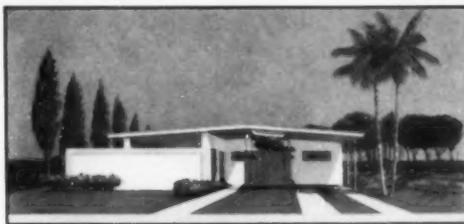
* Mackle recommends NuTone to "spark" new home sales!

Read What This Builder Says:

- * To meet the rigid needs of today's home market . . . we find that a house must be made "home" with the extra built-in features that count.

For this reason we chose NUTONE Built-In Food Centers as part of our new kitchens. We of the Mackle Company heartily recommend the use of NuTone products for this "extra home-pleasing need" to spark sales.

R. F. Mackle



The Star Lake Model . . . One of 25,000 homes planned by the Mackle Company.



Elliott, Robert and Frank Mackle

TOP U.S. BUILDERS
and ARCHITECTS CHOOSE . . .

NuTone Built-In Food Center

ONE Motor operates FIVE Appliances.



GRINDER MIXER BLENDER SHARPENER JUICER

Write for FREE CATALOGS
NUTONE, Inc., Dept. AB-9,
Cincinnati 27, Ohio.

U.S. and Foreign
Patents Pending

ONE
built
the co





Kwikset is built to take it

Kwikset "400" line locksets are made to take the roughest treatment and come back for more. Rugged construction from the finest materials and workmanship guarantee trouble-free performance for years.

A testimonial to Kwikset's proven dependability is the fact that more Kwikset locksets have been installed on new homes built since 1946 than any other lock. For locksets that assure permanent customer satisfaction... buy Kwikset.



America's largest selling residential lockset

KWIKSET SALES AND SERVICE COMPANY, Anaheim, California

NOW...

Modernaire

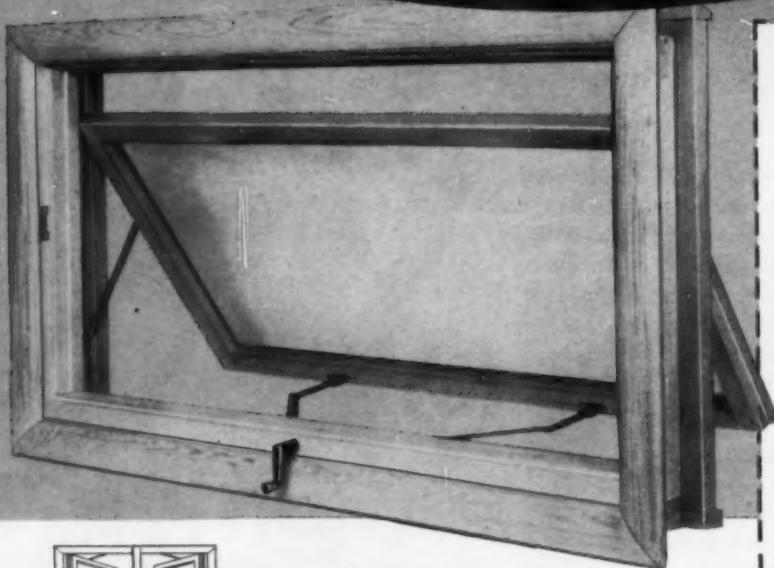
WINDOWS

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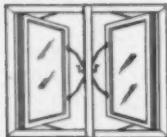
NEW, BUDGET-PRICED, FACTORY INSTALLED

ROTO-OPERATOR

POSITIVE, CORNER-TIGHT, SELF-LOCKING ACTION!



- THIS ROTO OPERATOR REALLY WORKS!
- Magic Link INSTANT RELEASE CLEANING FEATURE
- LIFE-TIME CONSTRUCTION; MACHINED GEARS
- FACTORY LUBRICATED
- IN THE ROOM, ONLY THE HANDLE SHOWS!
- NEW EXCLUSIVE SHADOW BOX FRAME
- REMOVABLE WOOD STOP GLAZING
- LOCKING HANDLES, PUSHBAR OR LEVER OPERATOR AVAILABLE
- SLIP-IN ALUMINUM SCREENS... NOTHING TO INSTALL
- ULTRAPANE INSULATED GLASS AVAILABLE
- OUTSIDE STORM PANELS INSTALL IN 1 MINUTE



IDEAL FOR CASEMENT USE



AT A TOUCH OF YOUR FINGER, THE MAGIC LINK INSTANTLY DISENGAGES... THE SASH OPENS TO 130° FOR EASY CLEANING FROM INSIDE SWAP — AND IT IS RE-ENGAGED! NOTHING TO TAKE APART... NO FASTENERS TO LOSE!

Now you can afford the "luxury" feature of Roto operated awning or casement windows on all of your building, prefab and modernization jobs. The heavy steel arms of Modernaire's specially designed, mass produced, precision mechanism pull in the sash corners for firm, absolute closing in both awning and casement applications. Need for ugly, extra locking devices to draw window closed is eliminated. Danger of wrecking mechanism or distorting sash by forgetting to open locks is ended. Best of all is the amazingly low price!

EXTRA PROFITS!

UP TO **\$300** PER ROTO UNIT

BY SPECIFYING MODERNAIRE WINDOWS! SEND US YOUR WINDOW SPECS AND LUMBER DEALER'S NAME. WE WILL FURNISH DOLLAR-AND-CENTS PROOF!

LEARN HOW TO INCREASE PROFITS AS MUCH AS \$35 - \$40 PER HOME

RUSH YOUR WINDOW SPECS TO:

Modernaire

CORPORATION

8400 KINSMAN ROAD • CLEVELAND 4, OHIO

The Opportunity Page

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

Get ahead of the game

If you want to find out what buyers want in their new homes, don't wait for someone else to tell you. Make your own survey. That's just what Samuel Walton, Long Island, N.Y., builder, did during April and May. Some 1,620 visitors to his Orchard Park development in Huntington were asked what style architecture they preferred, whether they wanted the living and dining rooms at the front or rear of the house and a host of other pertinent questions. Results of the survey were turned over to architect Herman H. York, who designed a model to conform as closely as possible to the majority viewpoint. It contains nine rooms, two baths, is of colonial style and has the living and dining rooms along the rear.

Get on the bandwagon

Here's how you can join forces with lenders in your area to help solve the problem of prospective buyers without enough cash for down payments. The NAHB and the U.S. Savings and Loan League have started a program designed to strengthen the financial position of prospective purchasers. This "Save For Your New Home" program is designed to promote regular savings for a definite purpose—owning one's own home. A secondary benefit would be to swell savings.

A compact merchandising aid

Here's a good way to get your merchandising program off the ground—especially if you don't have a professional advertising organization. In its current promotion program for builders, the Coleman Co., Inc., has issued a kit, "Let's Sell Houses," which shows how a builder can knit his realtor, suppliers and sub contractors into an effective sales team. Besides providing information on setting up an organization, planning a campaign and assigning the various merchandising tasks, the kit has a catalog of sales helps which can be

ordered through the company's distributors. A free copy of the kit can be obtained from the Coleman Co., Inc., Wichita 1, Kan.

NHW—Make the most of it

This is the month to get top value from your model homes. With National Home Week receiving so much publicity, buyers will be flocking out to see what you have to offer. One good thing to remember—appearance is important. If you've had a lot of traffic through your homes, they may need brightening up. A whisk of the broom or a vase of fresh flowers can do wonders. Women, particularly, notice these things. If you're exhibiting a model home during NHW, remember you're eligible for AMERICAN BUILDER's annual Best Model Homes Contest. Rules are on p. 136.

A word to remember

When you were back in school, your teacher probably told you to learn the meaning of a new word every day. Well, here's one that you'll be seeing and hearing a lot of from now on. It's "hydronics," and it's being promoted by the Institute of Boiler and Radiator Manufacturers as a term designating the "science of heating and cooling with water."

The search for money

Uncertainty over the future of government mortgage programs has builders looking for alternate private means of financing. For example, the Long Island Home Builders Institute has a committee seeking new ways to insure home loans through privately sponsored means. Such a plan, if found, would also eliminate the government's role in setting and enforcing certain building standards which many builders complain are too rigid. A privately-insured plan has proved very successful in Wisconsin. (See AMERICAN BUILDER, April, 1957.)

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

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Textolite Ideas

FOR YOUR
MERCHANDISING FILE



Birchwood Park kitchen features Textolite postformed counters and "Mix-or-Match" color styling. Fabricators: Formed Laminates, Inc.

Textolite® postformed counters strong sales feature in 2,600-home project!

General Electric postformed counters eliminate dirt-catching seams; add functional design and beauty.

Mr. Morris Sosnow, builder of mammoth Birchwood Park in Jericho, New York, knows that the sale of a home can be decided in the kitchen. That's why he specified Textolite postformed surfacing on kitchen counters in all his homes.

Priced at \$19,990 to \$30,000, over 800 homes have already been completed and sold. No wonder that, today, in Nassau and Suffolk Counties, so many jobs specify postformēd counters.

General Electric Textolite postformed surfacing eliminates dirt-catching corners; its no-drip lip edge keeps liquids off the floor. The surfacing resists stains and scratches; cleans with a swish. And, with over 80 attractive patterns and colors, Textolite offers the extra advantage of "Mix-or-Match" color styling.

Check your Yellow Pages under "Plastics" for the Textolite fabricator nearest you. Specify Textolite surfacing . . . it sells!



Combination desk-and-work counter in Birchwood Park kitchen shows "Mix-or-Match" program at work. Textolite surface matches General Electric appliances perfectly. Only Textolite offers the colors and patterns that make a "Mix-or-Match" program possible.

GET ON OUR "NEW-IDEA MAILING LIST"!

General Electric Co., Dept AB-9-7
P. O. Box 5911, Cleveland 1, Ohio

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

| | |
|------|------------|
| NAME | TITLE |
| FIRM | |
| CITY | ZONE STATE |

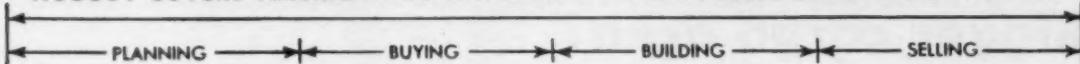
Textolite®

LAMINATED SURFACING

GENERAL  ELECTRIC

AMERICAN BUILDER

"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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September 1957

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A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION

Bigger cargo area!

Another new and bigger Forward Control 'Jeep' Truck—the FC-170—puts a big 9-foot platform stake body on a wheelbase only 103½-inches long. This 7,000-pound GVW workhorse has room for 49 bales of hay, 35 bags of cement, or 60 bushel baskets. And the bed is only 35-inches from the ground for back-saving ease of loading!



"Go-anywhere" action!

The new 'Jeep' FC-170 Truck sets a new standard for "big-load" maneuverability. It delivers payloads of up to 3500-pounds to areas ordinary vehicles can't reach. The spacious Safety-View cab puts you in a "Forward Control" position—lets you maneuver on or off the road with greater command of any driving situation!



Tough-job traction!

The extra traction of FC-170 4-wheel drive, and its wide 63-inch tread, take you "almost anywhere" with ground-gripping stability. It shifts easily into conventional 2-wheel drive for highway travel. The high-torque Hurricane 6-226 engine delivers real working power at low cost. It's ready for your bigger, tougher jobs!



New 'Jeep' *Forward Control*
4-Wheel-Drive **FC-170**

Willys... world's largest manufacturers
of 4-Wheel-Drive vehicles

...other members of the famous 'Jeep' family:



Forward Control
'Jeep' FC-150



Universal 'Jeep'



'Jeep' Utility Wagon

See 'Jeep' vehicles at your Willys dealer

Advertising

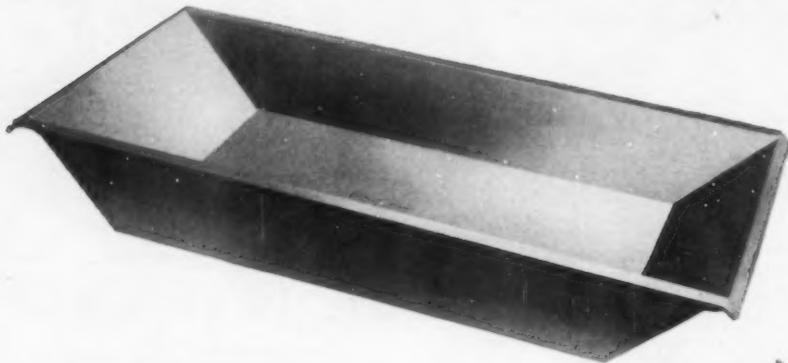
"The better you buy—the better you build—the better you sell" ©

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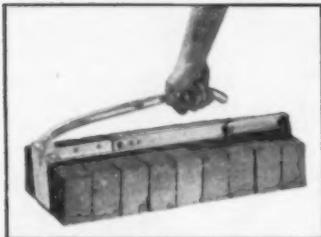
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take a good look at
Donley Steel Mortar Boxes

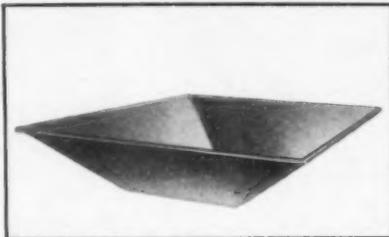


**Fast mixing and cleaning are assured . . . steel interior will not "dig up" or splinter . . . is free of rivets and other obstructions. *Leakproof construction provides accurate mix every time. *One piece (14 or 16 gauge) steel body with welded joints provides long service life. Entire top edge is angle-iron reinforced for rigidity and easy grip. Corners are rounded for safety. *Donley Mortar Boxes nest for storage . . . serve as weather-tight roof when turned upside down over perishable materials.*



DONLEY BRICK CLAMP

reduces handling time . . . quickly adjusts to carry from 8 to 13 bricks. It is strong and lightweight . . . picks up and releases load instantly.



DONLEY MORTAR TUB

is all steel . . . ideal for plastering, tile setting or small-job masonry. Easy to handle and to step across when used on the scaffold. It is leakproof, cleans quickly and can be used to mix small batches.

| SIZE, DIMENSIONS AND WEIGHTS | | | | |
|--|--------------|---------------|--------------|----------------------|
| Note: Number of box indicates approximate cubic foot capacity. | | | | |
| Order by No. | Width Inches | Length Inches | Depth Inches | Shipping Weight Lbs. |
| 31 | 42 | 110 | 12 | 190 |
| 22 | 42 | 86 | 12 | 155 |
| 14 | 36 | 68 | 12 | 124 |
| 9 | 28 | 70 | 10 | 79 |
| 6 | 24 | 53 | 9 | 52 |
| Donley Mortar Tub | 23 | 30 | 6 | 18 |

Write today for literature.



THE Donley BROTHERS COMPANY

13910 Miles Avenue, Cleveland 5, Ohio

6670-DB



AMERICAN BUILDER Impact

More on "Set your sights"

To The Editors:

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

2,000,000 not exorbitant

Sirs: The goal calling for two million homes does not seem exorbitant as far as can be foreseen at this time. With the increase in population, the demand for new homes should hit an all-time high. Then, too, with the high standard of living currently existing, more people are inclined to term their living quarters as outmoded and build new homes to assure themselves of getting all of the modern conveniences available today.

—Jack R. Worthman

John R. Worthman Inc., Fort Wayne, Ind.

Favors easier money

Sirs: I am happy to see such an aggressive, forward-looking program and agree with it in the main. I do not agree, however, that the VA interest rates should be increased.

I do not believe that home buyers should pay discounts on mortgages. Further, I would place more emphasis on a relaxation of the high-interest, tight-money policy.

—LeRoy Anderson

Subcommittee on Housing, Banking and Currency Committee, U. S. House of Representatives

A deepened responsibility

Sirs: This is not only a goal that our industry should strive toward, but above and beyond there is a deepened responsibility to our communities. It is certainly our thinking that if we fail to provide this necessary housing, in order to properly house all segments of our population, then certainly the federal government will be forced to public housing or otherwise to see that this need is met.

I strongly urge all the members of our industry, therefore, not only

to set this as our goal but to continue with much needed research and technical developments to the end that we can properly meet this need with good housing at prices that the public can afford to pay.

—Armand J. Ferland

Alphage Ferland & Sons Inc., Pawtucket, R. I.

Eagerly looking forward

Sirs: As soon as the estimates are clear enough to determine precisely what is needed and the credit sources are discovered to meet this demand, then the building industry will surely provide the material and labor in its creation.

I am eagerly looking forward to participating in such a program.

—Ernest G. Fritsche, president

Ernest G. Fritsche & Co., Columbus, Ohio

Long-range land planning

Sirs: I am pleased with your recommendation No. 9 concerning a program to make suitable land and facilities available to builders. It is my firm conviction that, unless this is done within the framework of orderly local government, either the needed developed land will not be forthcoming or a chaotic condition may result. As a case in point, I should like to cite the story starting on page 182 of the June 1957 issue of American Builder ("This low-cost house has to have low-cost land

under it"). Any one such development by itself creates no particular problem, but a multiplicity of these can and inevitably will. My complaint is not with the inexpensive housing or with the minimum facilities, both of which could and should be incorporated into an existing governmental structure, but is rather with the creation of many small areas incapable of maintaining themselves.

—Frederick E. Wegner, director, community facilities,

National Assn. of Home Builders, Washington, D.C.

Questions demolition rate

Sirs: As you outlined in the article, if we have the increase in population that seems to be indicated, there obviously will be a need for new homes, but the degree to which we wreck older homes, to my way of thinking, is somewhat of an imponderable, owing to the fact that all of us seem to have a sentimental attachment to a home, no matter what its age or condition may be. A house is not like an automobile that can be easily wrecked and the sentimental attachment easily removed, and I would somewhat question the degree of effect that possible increased wrecking in the future over and above the present rate would be on our market.

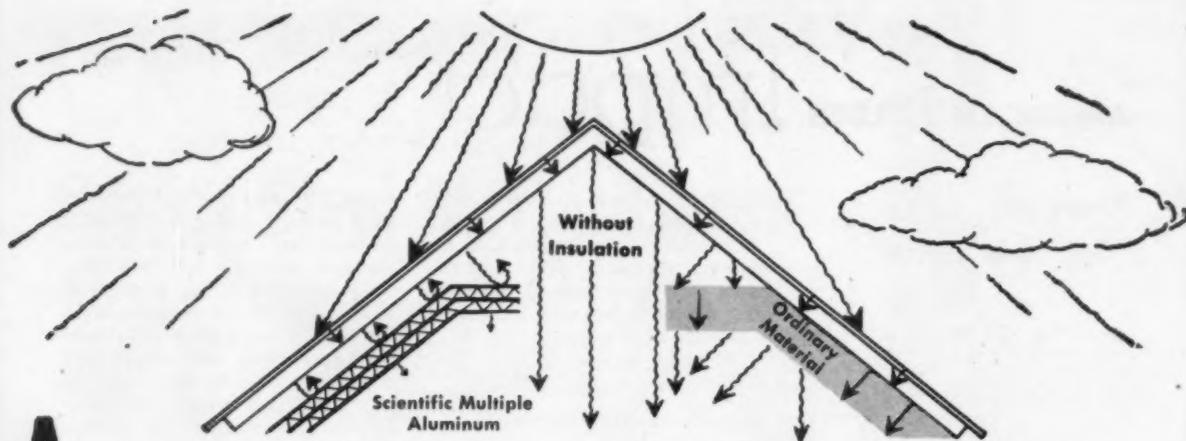
—Bruce S. Blietz

Irvin A. Blietz, Wilmette, Ill.



"Your duel can jolly well wait 'til after work hours."

(Cartoon by Virgil Partch—Courtesy Pomona Tile Manufacturing Co.)



An Empty Roof Space Would Be The Best Insulation Against Summer Sun, Were It Not For Radiation

Most summer heat flow through empty roof space is RADIATION. There is little CONDUCTION through low density air, and no CONVECTION downward.

Ordinary materials may retard heat for a time, but store a large amount of heat as compared to empty space. More dense, there is greater heat flow by *conduction* than through just air. Moreover, their surfaces have a heat ray absorptivity and emissivity of over 90% and radiate heat into the building through the day, sometimes into the night.

The solution: Use a material which has little substance, whose surfaces face deep reflective air spaces and absorb and emit little radiation. Gold or silver foil would be excellent, but tough scientific multiple aluminum, which weighs but 1/4 oz. per sq. ft., is inexpensive and almost as good, with a heat ray absorptivity and emissivity of only 3%.

Multiple aluminum is almost impervious to water vapor and is continuous, up to 750 ft. long. Infiltration under flanges is slight. The scientific construction of multiple layers of aluminum, fiber, and air spaces minimizes condensation formation on or within this type of insulation. Its slight mass is capable of little heat storage.

The National Bureau of Standards Booklet BMS52, "Effect of Ceiling Insulation Upon Summer Comfort" lists on Page 10 the relative effectiveness of the insulations tested in protecting ceilings against summer heat. First in effectiveness was two layers of aluminum foil (both

sides of each layer reflecting). Second was full thick (3 1/2-inch) ordinary insulation. (Use coupon to get the booklet FREE!)

Try this test: Tack or scotch-tape 3 sq. ft. of multiple aluminum (we will send it free on request) to the underside of a hot roof or ceiling, whether uninsulated, or insulated with ordinary material. Step in and out of the protected area beneath. The difference will be so marked you will need no thermometer.

To obtain MAXIMUM, *uniform-depth* protection against heat loss and condensation formation, it is necessary to use the new edge-to-edge multiple aluminum, each sheet of which stretches from joist to joist.

THERMAL VALUES

Infra Type 4 Parallel Insulation

Down-Heat C .042* = 7 1/2" non-metallic insulation†
 Up-Heat C .105* = 3 1/2" non-metallic insulation†
 Wall-Heat C .068* = 4 3/4" non-metallic insulation†

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

Type 6 also available

Can be purchased everywhere through your preferred local dealer.

*Determined by method of National Bureau of Standards in H.H.F.A. Research Paper 32.

†Calculated on basis of limiting thermal values cited in Fed. Specs. LLL-1-321b; MM-1-585; MM-1-521c; MM-1-551a.

Infra Insulation Inc., 525 Bway., N. Y., N. Y. Dept. B-9
 Bureau of Standards Booklet BMS52
 3 ft. square of multiple aluminum for test.

NAME _____
 FIRM _____
 KIND OF BUSINESS _____
 ADDRESS _____

The Building Outlook

SMALL TALK

CEMENT SUBSTITUTE

Even though the cement strike is over in most parts of the country, it may be some time before supplies get back to normal. FHA has provided for the acceptance of brick as an alternate material in building the footings of a residence. If your local FHA office is unaware of the new regulation, ask it to contact Washington for confirmation.

LOWER VACANCIES

Worry warts who keep insisting the nation is over-built should take a look at the latest vacancy rate. Figures released by the Commerce department show only 2.3% of all dwelling units available for sale or rent were vacant during the second quarter. This compared with 2.6% for the same period a year ago.

CONVENTION PLANS

If you expect to attend the 14th annual NAHB convention next January, it's not too early to begin making your plans. Starting Oct. 1, special attention will be given to NAHB members and members of the NHBA of Canada. Processing of applications from non-member builders and others in allied fields will get under way in November. Convention dates are Jan. 19-23. Preliminary plans call for fewer, but larger meetings this time.

ANOTHER TREND

Pre-planned space in new homes for a home workshop is becoming as important today as the handy, ground-floor utility room was in the post-war mushrooming of basementless houses. Builders are finding that the "do-it-yourself" trend means such a workshop is a "must" with many of today's buyers.

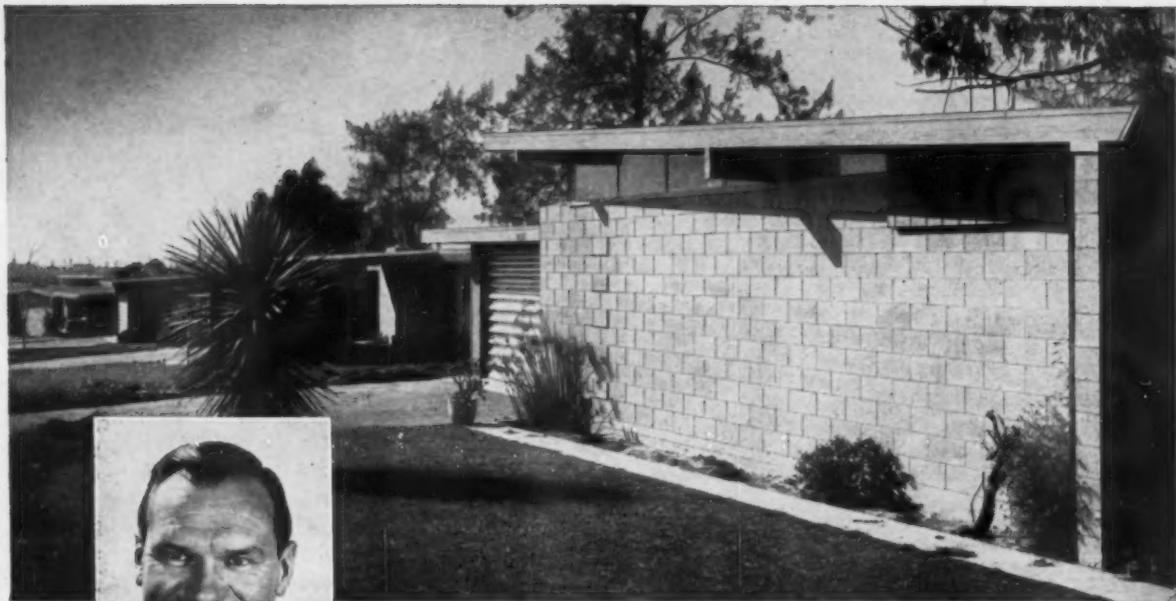
BRIGHTER DAYS ARE AHEAD FOR HOME BUILDERS.

The new FHA down payment schedule combined with a 5¼% interest rate should raise this year's starts to 1,000,000 and 1958's to 1,200,000. (See page 19.) Early reports indicate that builders are really set to use the new terms. Many FHA offices have been swamped with applications since Congress included the lower down payments in the Housing Act of 1957—and their implementation should lead to another deluge of applications. Builders agree that there are thousands of potential buyers more than able to meet monthly payments on new homes who had not been able to save up enough money for a down payment under the old schedule. The ¼% hike in interest rate will put FHA-insured loans on a more equal footing with conventionally-financed mortgages and should spur lenders to increase the number of FHA loans they will issue.

ONLY FLY IN THE OINTMENT may be discounts. Under the new regulations, the maximum discount allowable will vary regionally and will not be allowed to exceed 2½ points. Just how much trouble this will give builders is not certain at the moment. But discount controls have proven unworkable before and President Eisenhower indicated he would ask for their removal at the next session of Congress. (See *AMERICAN BUILDER*, August.) Here's how they are set, as determined by FHA insuring office jurisdiction.

- 1 point . New England, New York State.
- 1½ points . Penn., N. J., Del., Md., Washington, D.C.
- 2½ points . Mich., Idaho, Mont., Wyo., Nev., Utah, Colo., Ariz., N. M., Alaska, Hawaii, Virgin Is.
- 2 points . All other offices and Puerto Rico.

WITH THE COST OF LIVING CREEPING HIGHER AND HIGHER each month, all signs point to higher prices for new homes, as wages, material and land costs keep pace in the inflationary spiral. Almost every economic report forecasts a continuing rise in the price of all goods for an indefinite period of years. An example of what this spiral has meant to home building comes from James D'Agostino, president, HBA of Northern New Jersey. He reports that an analysis of the resale market in homes shows that a house built and sold for \$11,000 in 1950 is now being sold for \$19,000.



A typical concrete masonry FOREVER HOUSE in South Whittier, Cal.
Below: A street scene in the same project.

SAYS BUILDER GEORGE M. PARDEE, Jr.:

"Our concrete masonry houses are National Award Winners"

The FOREVER HOUSE, designed and constructed by Pardee-Phillips Construction Co. of Los Angeles, Calif., and Las Vegas, Nev., has been a National Award Winner for the past three years. These houses were so named because of their wide reputation for sturdy, durable concrete masonry construction. To quote builder Pardee:

"We built over 1500 3- and 4-bedroom, 2-bath FOREVER HOUSES. Each house featured concrete block walls and concrete driveways and terraces.

"Concrete block walls provide for permanency. They do not deteriorate like other less durable materials. An occasional paint job makes any concrete masonry house look like new in a hurry.

"Because of the high satisfaction and fine reception by the families now enjoying the beauty, safety, economy and insulation qualities of their

FOREVER HOUSES, we are planning to build 1,000 more of these budget-priced houses. Concrete masonry walls will be the top feature."

Like Mr. Pardee, builders throughout the country know that concrete masonry construction offers many advantages. They know that concrete masonry houses are economical to build and own. And they know that home buyers like the extra bonus features that come with concrete—unequaled resistance to storms, decay, termites and fire. *Concrete can't burn!*

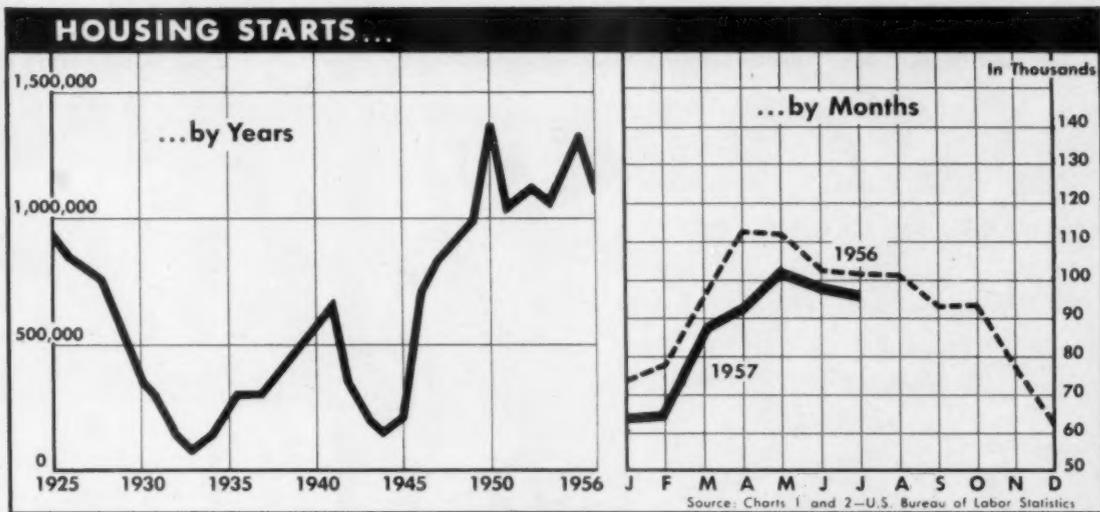
Take advantage of concrete masonry's added sales power to build extra house sales for you.

PORTLAND CEMENT ASSOCIATION

33 West Grand Avenue, Chicago 10, Illinois
A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work



Pulse of Building



Interpretations:

Despite continuing tight-credit conditions, housing starts leveled off at about 1,000,000 units (seasonally adjusted annual rate) with no signs of any weakness in the immediate future. Building permit activity steadied in July after a May-June decline. Significant downtrends were in areas affected by work stoppages, principally the West Coast. The opposing forces of higher interest rates on FHA mortgages and regulated discounts are likely to nullify one another in the increasing competition for mortgage funds.

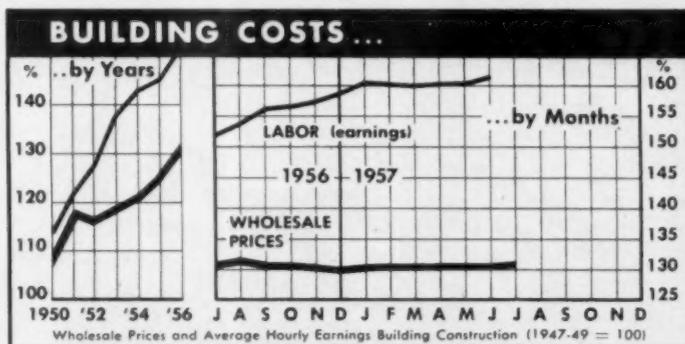
15 LEADING HOME BUILDING AREAS

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

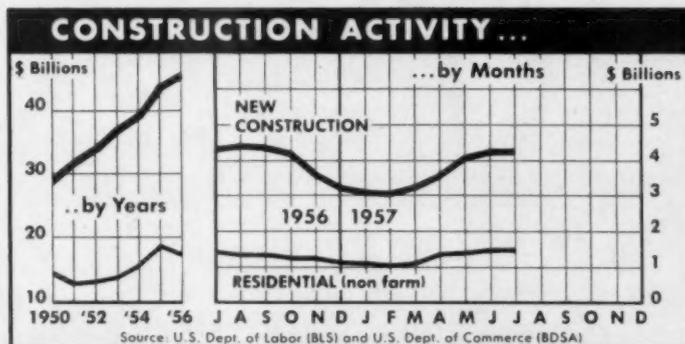
| | Units | % Change Jan.-Apr. 1956-57 |
|---------------|--------|----------------------------|
| Los Angeles | 29,796 | -14 |
| New York | 17,569 | -32 |
| Chicago | 13,677 | -23 |
| Detroit | 7,119 | -39 |
| Miami | 5,922 | +1 |
| San Francisco | 5,579 | -32 |
| Philadelphia | 5,453 | -38 |
| San Diego | 5,213 | +22 |
| Baltimore | 4,527 | +3 |
| Washington | 4,094 | -31 |
| Phoenix | 3,541 | +24 |
| Cleveland | 3,004 | -24 |
| Milwaukee | 2,711 | -9 |
| Atlanta | 2,660 | -24 |
| Denver | 2,660 | -24 |

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

1 STARTS HELD FIRM in July at 96,000. The 604,500 units started from Jan.-July represent an average seasonally adjusted annual rate of 1,000,000—off 12 per cent from the same 1956 period.



2 REFLECTING ADVANCES for metal products, materials prices rose in July for the first time since April—almost to the Aug. 1956 peak. Hourly earnings edged up in June for the third successive month.



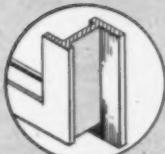
3 WORK STOPPAGES affecting construction somewhat dampened activity in July. Dollar volume failed to rise seasonally, but continued at about the high June level of 4.3 billion.

TESTS SHOW

UNSURPASSED WEATHERTIGHTNESS

for **WARE**
CASEMENT WINDOWS

... now completely weatherstripped!



Extra-strong 1-3/32" extruded sections stand up under heavier loads and usage.



3/16" ventilator web gives greater strength, prevents binding... makes possible tighter closing.



Broad faces of vented sections assure maximum weather protection thru greater metal-to-metal and weatherstripping contact.



Now completely weatherstripped—yet competitively priced

RECENT AIR INFILTRATION TESTS

by the Pittsburgh Testing Laboratory reveal an amazingly low infiltration factor of only .016 C.F.M. for Ware Casements... which is just a fraction of the standard of .50 C.F.M. set for these type windows by Aluminum Window Manufacturers Association CA-1 specifications.

The renewed popularity of casement windows in many areas is an added reason why it'll pay you to get all the facts on this competitively-priced, time-proven Ware casement... and the entire Ware line. Factory warehouses in Newark, Chicago, Houston and Atlanta. Write Dept AB-9.

Aluminum **WARE** Windows



Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida



MEMBER

Tomorrow's House

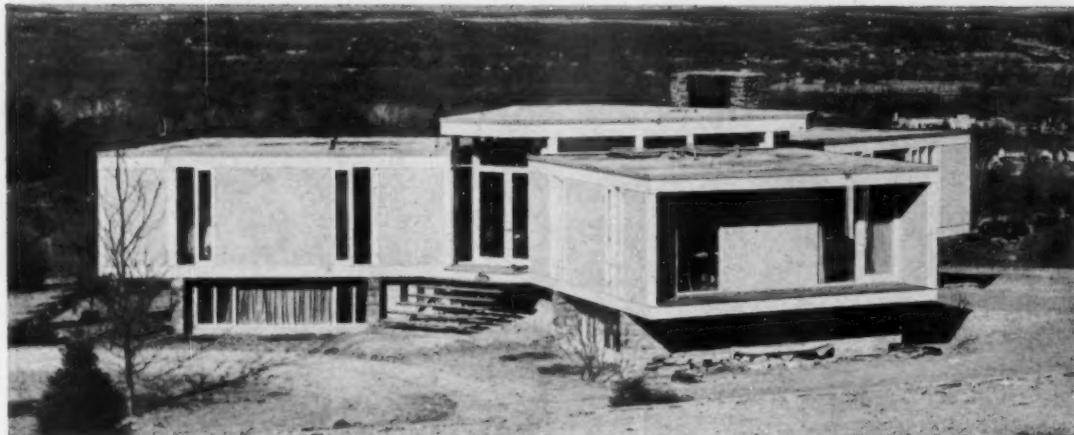


Photo: Joseph W. Molitor

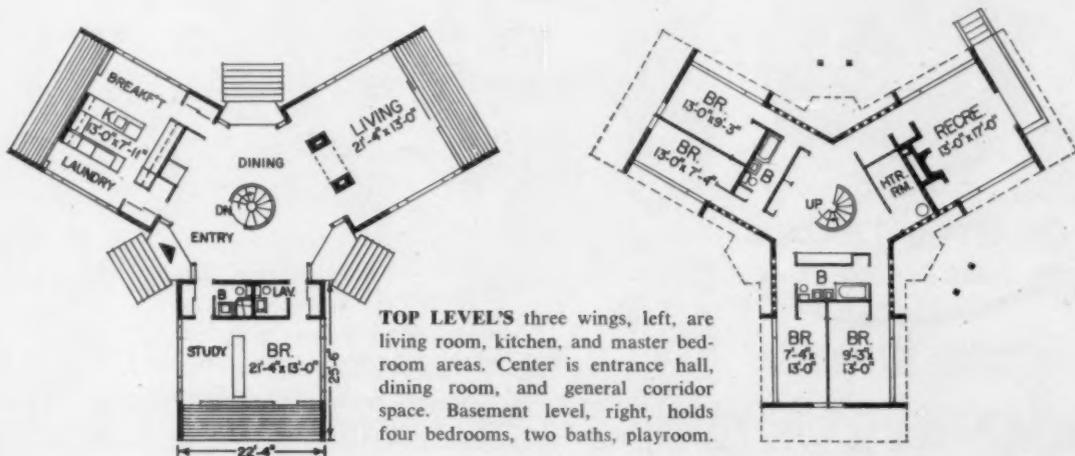
Solution to the privacy problem: build three separate wings

Separating the major zones of a house to provide adequate privacy and comfort is one of the thorniest problems an architect is called on to solve. John M. Johansen of New Canaan, Conn., has come up with the unconventional answer shown here, and the result is about as perfectly a zoned house

as you'll ever see anywhere.

There are extra benefits from the equilateral "Y" shape chosen by architect Johansen. Every room can open to the outdoors on at least two sides; and the size of the house permits the cellar to be raised out of the ground without the house sticking up too high.

Outdoor living gets the benefit of the triple-zoning too. The height of the first floor would make a patio hard to reach; instead, Johansen has provided each wing with its own porch, and by extending the side walls as well as the roof, has made it completely private from the rest of the house.



SECRETS THAT MAKE R.O.W

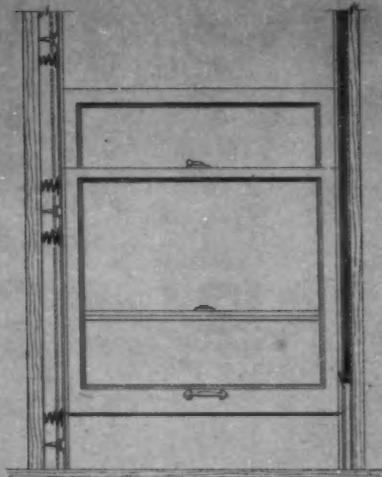
Exclusive heavy-duty (.020), metal guides provide trouble-free performance.

Fatigue-proofed, specially coated coil springs insure easy removal, snug weather seal.

R.O.W windows cost less, completely installed, than competitive windows. Installing cheaper wood windows or metal units results in service calls and owner dissatisfaction.

Special tapered coil springs are designed to hold sash in position or maintain snug weather-seal at all times.

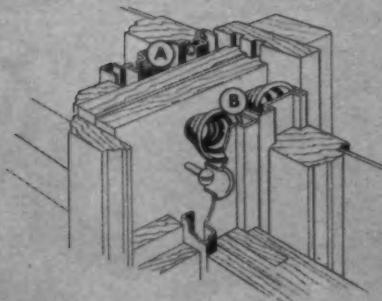
Patented screw-and-cup device permits easy pressure adjustment—eliminates unnecessary friction and binding.



Patented LIF-T-LOX balancing mechanism is "fool-proof" and rugged. Nylon bearings prevent wear between hanger and guide.

"Quiet-coated" springs insure efficient balancing. Wax impregnated lifting tab is pressure toughened.

With LIF-T-LOX balance, sash raise and lower easily and hold position. Exclusive LIF-T-LOX permits instant removal or replacement, without special positioning of sash.

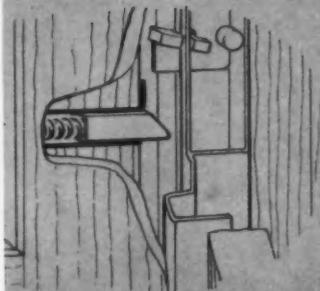


The springs which permit instant sash removal also provide pressure to eliminate drafts, dirt and rattles.

Mullion section here shows LIF-T-LOX (A) and Spring-Side detail (B).



R.O.W. and LIF-T-LOX are the registered trade marks of the R.O.W. Sales Company



The cadmium-coated, spring-activated LIF-T-LOX "plunger-latch," in sash, does not touch sash guides. It automatically re-engages with lifting tab regardless of sash positioning. When sash is replaced below the lifting tab, then raised, the plunger depresses to permit re-engaging.

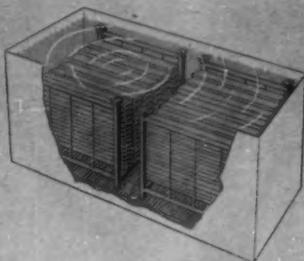
See your local dealer or write

R.O.W. SALES COMPANY

1356 ACADEMY • FERNDALE 20, MICHIGAN

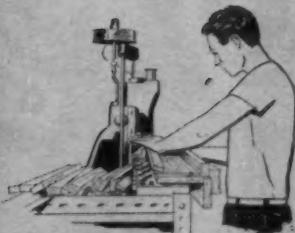
REMOVABLE WINDOWS BETTER...

Selected woods are chemically treated in R-O-W Window plants to make them water and insect repellent. This doesn't alter natural beauty or acceptance of residential finishes.



R-O-W windows are given "deep protection" by the special chemical solutions which serve to insure lifetime strength and beauty. Wood, unlike metal, is a natural insulator.

Only with high-capacity precision equipment can R-O-W windows be competitively priced in spite of having many exclusive features and superior quality.



Better fit and stronger construction is insured by modern production methods. Skilled craftsmen perform finishing operations and progressive inspection is rigid.



See your local dealer or write

R-O-W SALES COMPANY

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R-O-W and LIF-T-LOX are the registered trade marks of the R.O.W. Sales Company



Is the Sheathing you are using an effective barrier against moisture penetration?

USG® Gypsum Sheathing is, because it's made with its own covering of high-quality water-repellent building paper—two layers (front and back)—and has a water-resistant "asphalted" gypsum core.

Note the running water test pictured above. "After being held under a continuous stream of water for 60 hours," reads the report made on this test, "the gypsum

core of fireproof USG Gypsum Sheathing had absorbed only 2% of moisture by weight."

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

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



UNITED STATES GYPSUM

The greatest name in building



New housing act inflationary? Now we'll see . . .

AN EDITORIAL: Now that the Administration has permitted the new FHA down payments to go into effect and has allowed FHA to raise its interest rate to 5¼%, the home-building industry is at last in a position to show that it is no more inflationary than any other major industry.

Critics of the industry will still continue to cry that the country does not really need more homes and that home building should be kept under wraps. But, the American people need, want and can afford more and better homes. Congress expressed its desire—in the Housing Act of 1957—to help them get more homes. Now this objective has been respected by the Administration. Builders who have been spending most of their time beefing and looking at the future with jaundiced eyes (and perhaps, helping to scare away business with scare headlines) can now get back to the business of building and selling houses. There's no doubt of 1,000,000 starts in 1957 and 1,200,000 in 1958.

Will this amount of home building be inflationary? We don't think so. We asked a number of prominent builders and economists to express their views. Here's what they had to say.—THE EDITORS

. . . the industry doesn't think so

Competitive rates necessary

The solution to home-building financing problems must be found in making mortgages and construction credit competitively more attractive to investors, particularly in a general money market where demand for funds exceeds available supply. Interest rates must be kept flexible.

Walter E. Hoadley, Jr., tres., Armstrong Cork Co.

New terms essential

New FHA terms essential to provide housing opportunities for many typical American families now excluded from the market. One major result of the new terms will be to arrest the dangerous trend . . .

towards second mortgages and other unsound financing devices and to divert mortgage funds again into moderate price housing such as we had two years ago when the FHA and GI programs were really operating.

Nat Rogg, economist, NAHB

Right cure, wrong industry

It would appear that the anti-inflation medicine is not getting to the right patient—at least to some degree.

Emerson Mead, Fort Morgan, Colo.

More industry reactions

The industry speaks out . . .

Real estate—a form of savings

Inflation is dollar depreciation, essentially caused by rising prices and wages resulting in disregard for money savings. Purchase of real estate is a form of savings. Land is permanent and never without value whereas automobiles and similar goods have the inevitable short-term life to worthlessness. Rising consumer credit is definite evidence of increased spending for perishable goods, almost to a point of generating a centrifugal force in the exchange cycle. Any beneficial results from the Administration's recent announcement of lowered FHA down payment and increased interest rate could be completely nullified by the simultaneous imposition of discount control. Care must be taken to avoid recurrence of the mortgage panic of 1953 when stubborn government officials refused to recognize true value of money by imposing strict discount control. Discount and/or interest rate set on a regional basis should be sufficiently flexible to allow free flow of funds to areas most urgently in need of money and willing to pay the price.

Dale Bellamah, Albuquerque, N.M.

New terms are anti-inflationary

Lower down payments and increased FHA interest rates will require higher monthly payments. People to whom we are selling houses this year are sincerely complaining about monthly payments. I think the move that was just made is anti-inflationary, especially in view of the fact that little money will be available at 5¼%. Therefore, the forces will be downward in two directions: from the buyer—higher monthly payments will slow him down; from the banks—lower down payments will be unacceptable. I still insist that the inflationary factors in our economy are the spending by the government, especially in defense industries. When this is slowed down our inflationary pressure will be largely suppressed.

Alan E. Brockbank, Salt Lake City

A step in the right direction

Authoritative surveys show only 7% vacancies in Houston apartments. Housing shortage exists now, and will grow increasingly severe later in year, approaching crisis proportion in first quarter of 1958. Severe inflation of rents and home prices bound to result from this situation, if unrelieved. In the meantime, severe deflation for construction workers, home builders and the building-materials industry already is greatly damaging the economy. The only remedy for this inflation on one hand and deflation on the other is to restore normal financing for home building. . . . The government's latest move to channel more mortgage money into home building is an important step in the right direction. It should result in a material increase in starts in the low and medium price brackets where there is an enormous backlog of demand. Lower down payments will help, but even more important are the

regulations designed to end the practice of excessive discounting of mortgages which amounts to a black market in mortgage money for home-building purposes.

Frank Sharp, Houston, Tex.

Great force against inflation

Contrary to government opinion, home building with monthly, long-term amortization is the greatest source of compulsory savings in the United States. Home purchasers have acquired equity and assets at the cost of rent. This is the greatest force against inflation ever devised.

Thomas P. Coogan, pres., Housing Securities, Inc.

A positive strengthening force

The reduction in FHA down-payment requirements will be welcome news to families all over America who have been trying to obtain better housing on terms they can afford. . . . We in the housing industry share the conviction of the government's housing authorities that these new credit terms will not add to the inflationary pressures on the national economy. On the contrary, they should prove a positive strengthening force by channeling a greater share of existing mortgage funds into the production of lower-cost housing—where they are most needed. . . . The Administration also has taken a practical view of the competitive position of government-insured mortgages in the money market. For many months, most of the mortgage-lending groups have persistently advocated an increase in permissible FHA interest rates. . . . It is to be hoped that these lenders will accept this (new) rate increase both as an opportunity and a responsibility to provide an adequate flow of mortgage credit for families in the lower and middle-income groups who want and need good housing.

George Goodyear, pres., NAHB

Our last dose of adrenalin

I believe that FNMA is a thinly disguised method of direct government lending with inflationary results. I believe that all mortgage loans should compete in the market for money available, and that interest rates on conventional and insured mortgages should be allowed to fluctuate with the market. This would enable real estate to buy the money it needs in competition with other lenders who are now outbidding it. Any effort to increase mortgage lending on any other basis is, in my opinion, inflationary. The increase in FHA interest rate, I believe, will be beneficial to real estate. I consider lowering of down payment on FHAs of doubtful long-term value. We have now used our last dose of adrenalin. What will we do in the next housing slump, as mortgage loans without down payments will not be acceptable to mortgage lenders?

Roy Wenzlick, economist, St. Louis

More reactions on page 196

Dickerman's Column . . .

**Facts and figures
refute NHC claim
of income needed
to buy new homes**

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

It would be a sad day for the American people if they were to take the gratuitous counsel recently offered them by the National Housing Conference, which would prefer that families live in housing administered and regulated by the federal government rather than in their own homes. Fortunately, there is no evidence that the advice of this advocate of public housing will be heeded.



Dickerman

Using figures which have all the statistical validity of a three dollar bill to support the absurd contention that few American families can afford homes of their own, the conference warned publicly that "one way to go overboard is to use savings in buying a house."

Poppycock!

There are few, if any, better investments open to the American people than home ownership. The best authority for this is the American people themselves, with six of every ten families living in homes which they have purchased. A good privately-owned home is a real and lasting asset which contributes both to the security of the family and to the stability of our society and economy.

Remove home ownership from the American scene and you have destroyed the American way of life and a system of free enterprise which has made possible the highest standard of living the world has ever known. I wonder if the conference members were fully aware of the dangers to American society inherent in the course they advocated. I should like to think it was an ill-advised effort to attract newspaper

(Continued on page 214)

▶ Meet the builder

QUESTION: Why do you feel it pays to participate in a National Home Week Parade of Homes?



◀ **E. H. "Cotton" Jaroszewski, San Antonio, Tex.:** The many thousands who visit my home will be a stimulant to business because it will be the first time most of them see my type of home and construction.

Ray Troll, Youngstown, Ohio: A Parade of Homes affords an opportunity to display the latest in house design and creates and stimulates desires of the general public towards buying a new home.



◀ **Charles LoDolce, Hartford, Conn.:** NHW is sort of a send-off period for the fall. . . . NHW promotion cost to the builder is so small that he would be foolish not to take advantage of it.

Leslie Brock, San Diego, Cal.: Our experience has shown that active participation in a Parade of Homes means increased traffic through our model homes and increased sales.



◀ **W. Dean Smith, Omaha, Neb.:** We receive maximum cooperation of subcontractors and suppliers . . . in such a multiple presentation of homes on a simultaneous local and national basis.

YOUR SOUNDING BOARD: Let American Builder know what problems you like discussed. Write: Meet the Builder

New FHA rulings to spur buying, financing

In addition to lowering down payments, raising interest rates and setting discounts, FHA has announced several other changes in its regulations.

Under the new rulings, the first annual mortgage insurance premium will be deferred and the buyer will only have to pay one month's premium. This will materially lessen so-called closing costs. Previously, buyers were re-

quired to pay one whole year's premium in advance, as well as one month's premium towards the second annual premium.

A second change in regulations allows mortgage insurance to be available in multiples of \$50 instead of the previous \$100. This, too, is designed to lessen the closing cost burden on the purchaser in many instances. Until now, the insurance was available in multiples of \$50 only up to \$10,000. A buyer getting a \$12,995 mortgage, for example, could get insurance only on the \$12,900 portion and had to put up the other \$95 himself. Under the new plan, the buyer would only have to put up \$45.

The third new ruling by FHA is designed to channel more funds into the mortgage market.

The change will permit lending institutions which own FHA-insured mortgages to sell securities representing an interest in these mortgages to persons other than established lending institutions.

It is expected that industrial pen-

sion and welfare funds—estimated to have between \$44 billion and \$60 billion in resources—will be prime investors in this field.

FHA reported that trustees of these funds have shown strong interest in investing in the mortgage market. But until now, "the peculiar nature of the mortgage investment business" has blocked them.

Already, according to FHA, Instlcorp, Inc., is set to take advantage of the new regulations by issuing notes secured by FHA-insured mortgages. The firm is a subsidiary of Institutional Securities Corp. of New York which in turn is owned entirely by the New York Mutual savings banks.

Under the Instlcorp plan, the firm will buy government-backed mortgages, paying for them with proceeds from the sale of collateral notes to a pension trust fund.

The FHA said that Instlcorp will pledge all the mortgages as security for payments of these notes with the Savings Bank Trust Co. of New York as trustee.

LUMBER DEALERS . . .

How to keep up with new sales techniques

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

One of our committees was discussing a proposed sales training program for lumber dealer employees and a committee member said: "I know how tremendously important it is to train our employees to be friendly, cheerful and helpful to our customers, but we have told them that so often that I haven't the nerve to talk about it again, even though there's still a lot of room for improvement."



Northup

That statement brings out two important points about sales training. First, you have to keep at it if you want to get good, lasting results; second, the training has to be good if it is to accomplish its purpose. In other words, you can't get results by telling a man the right thing to do once or twice. And, you can't expect to hold his

attention very long unless your training program is good enough to capture his attention.

Our association is in the process of developing a program that will be good enough to get dealer salesmen interested in paying new attention to some old ideas. Everyone recognizes that the need for sales training in the retail lumber business never has been greater. Dealers are taking on new lines that salesmen need to learn about so they can tell customers accurately when and where to use them. Manufacturers of standard lumber yard products are introducing new and improved products that salesmen need to know about if they are to sell them intelligently.

In most every yard, there has been an upsurge of consumer trade. This means that scores of customers who know little or nothing about building materials or how to use them are coming to the yard for help and advice on a wide

variety of problems.

In addition, many employees are engaging in serious outside selling for the first time, following up inquiries, looking for home modernization business, and seeking orders from industrial, and commercial customers. The salesman has a far better chance of making a good showing if he has been trained for the work he is doing. Lack of training, in fact, is the principal reason why so many outside salesmen have failed to pay their way. Men who have to learn by experience alone too often become discouraged before they develop a workable formula of outside selling.

With so many new angles to present-day selling, it shouldn't be too difficult to devise a training program that will appeal to the veteran employee as well as the newer man. This would give our industry the steady step-up in selling ability that is needed to cash in on today's great merchandising opportunities.

The Denver story: rapid expansion

Denver is developing at a fast clip. Expansion is radial—spreading out from the center of the city to the suburbs. Population increases and a home-building boom have set the area rocking.

One example of the terrific strides made is in the suburban area of Westminster—Denver's fastest growing suburb this year. Population from April 1950 to April 1957 leaped 380.4%. Only 20 minutes from downtown Denver, the face of this suburb is undergo-

ing a radical change. What was once apple orchards is now being converted into new homes.

Other suburban areas have tripled and doubled their populations. Denver itself has gained 87,200 residents within expanded city limits since the last federal census.

What is this growth due to? There are many reasons which hold true not only for Denver but other western areas.

One is the growing craving for the outdoor life and the desire for a

view. The scarcity of choice vacant lots on which to build accounts for a second reason. Another is the location of new major industry in the suburbs. Housing always springs up near industry. Employees want to live near their jobs.

Inter-county metropolitan planners have problems to solve: traffic integration, sewage disposal, uniform zoning and services.

One suburb, Arvada, whose population in seven years jumped 334.1%, will soon have a new bypass highway route to relieve traffic congestion in the area.

Aurora, east of Denver on the main tourist track, also grew explosively. From April, 1950 to April, 1957 its population increased by 215.2%. The city is developing its own water supply program, and it is expected that by 1960 it will not be using Denver's main supplies. Aurora is also developing seven parks, a new municipal pool and a sewage treatment plant.

The incorporated city south of Denver, Englewood, grew from 16,869 to 29,000 in seven years—an increase of 71.9%. This progressive community has many shopping centers and every 10 days \$1,000,000 is spent in retail stores.

Littleton, which issued \$1,000,000 in building permits during the first five months of this year, has seen a population jump of 151.6%—from April, 1950 to April, 1957. This community is finishing a year-and-a-half planning job with the help of Federal aid, which covers studies on zoning, transportation and school needs.

Rapid growth of these suburban "bedroom communities" has created problems for Denver . . . mainly, how to get tax revenue in a fair manner from people who work in the city, use the city's facilities, but live and pay property taxes in the suburbs.

Denver and its suburbs believe it is undesirable to expand the city through annexation of big residential areas which would pay less in taxes than in cost services.

It is believed that development of the suburbs on an independent basis will ensure a well-integrated metropolitan city during the development years.

Camera on the West



BUILDER OF THE YEAR: William Bairns (second from left), West Los Angeles contractor, received the 1957 award given by the BCA of Cal. Con-

gratulating him are (L to R) Bill Tietz, Mayor Norris Poulson, Vern Huck, and Bob McIntyre. Trophy comes from Southern Cal.'s gas industry.



ONE OF THE LAST undeveloped areas above Sunset Strip (Los Angeles) is being converted into the \$12,-

000,000 Sunset-Doheny subdivision. Midwood Signature Corp. is preparing the sites, comprising 80 acres.



GASOLINE TRANSPORT COMPANY
LOUISVILLE, KENTUCKY



SACCANI DISTRIBUTING COMPANY
SACRAMENTO, CALIFORNIA



H. W. LAY & COMPANY, INC.
TAMPA, FLORIDA



The Big Fleets buy more than any other Ford Trucks cost less!

**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*



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GLASSCOCK BROTHERS
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FARMER'S OIL SERVICE
MERCED, CALIFORNIA



PIONEER ICE CREAM DIVISION,
THE BORDEN COMPANY, BROOKLYN, N.Y.



HUNTER PACKING COMPANY
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GOLDRING TRUCKING, FORT WORTH, TEX.



POWELL BROTHERS TRUCK LINES, INC.
ST. LOUIS, MISSOURI



BLAIR'S BUTANE, DINUBA, CALIFORNIA



STEVE WILSON, WHITE CITY, OREGON



WM. B. MORSE LUMBER CO.
ROCHESTER, NEW YORK

FORD TRUCKS make!*

LESS TO OWN

LESS TO RUN

LAST LONGER, TOO!



CITY OF RIVER OAKS, TEXAS



HIMES BROTHERS DAIRY, DAYTON, OHIO



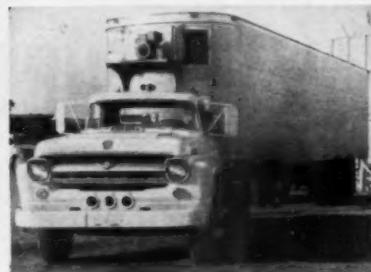
STAHL-MEYER, INC.
NEW YORK CITY, NEW YORK



WESTCHESTER COUNTY
VALHALLA, NEW YORK



7-UP BOTTLING COMPANY OF
TAMPA, FLORIDA

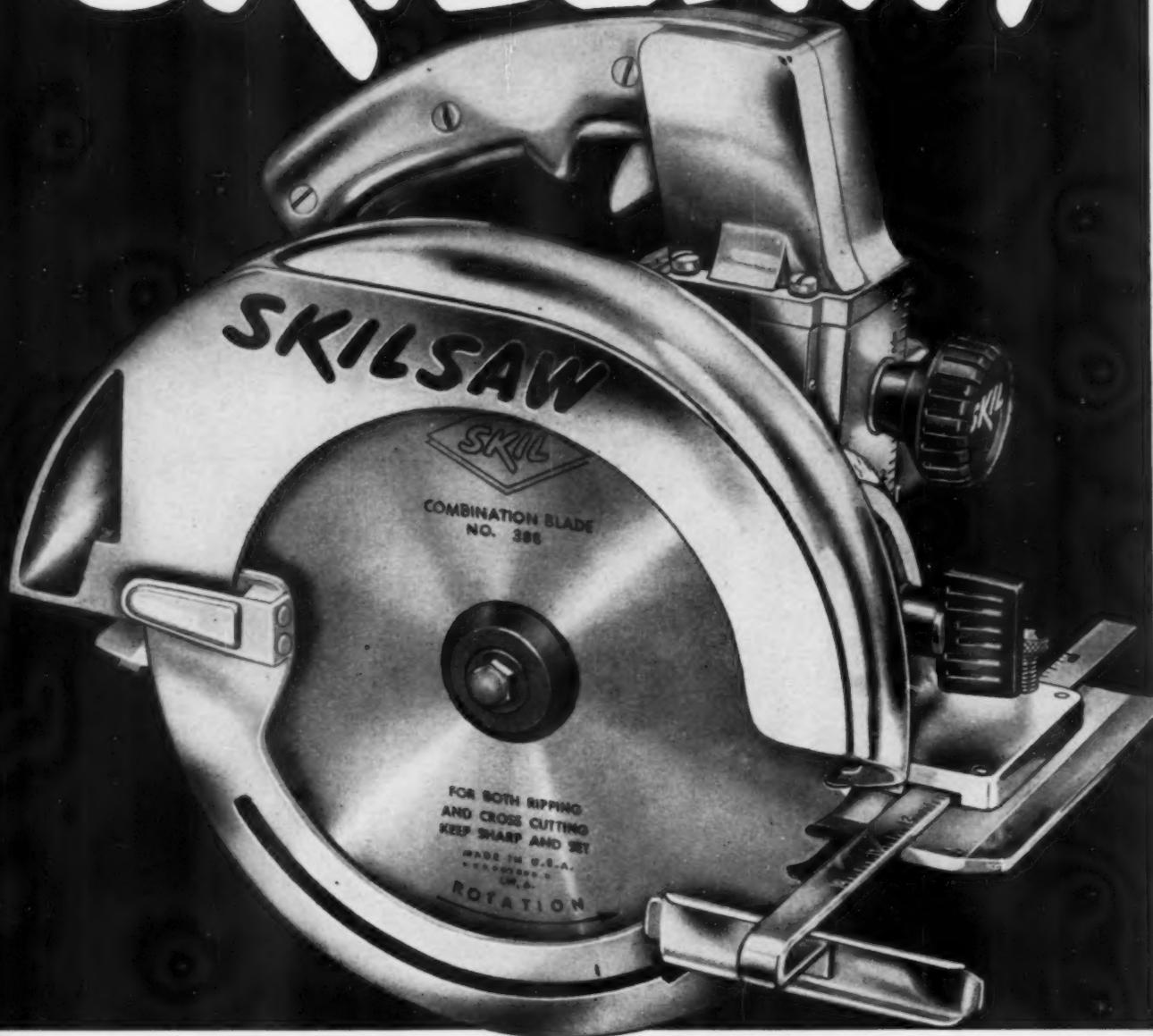


PATTI-BONO, DELANO, CALIFORNIA



SUBURBAN PROPANE CORPORATION
WHIPPANY, NEW JERSEY

SKILSAW!



with 14 SPECIAL FEATURES to help you

THESE—SAVE TIME

1. Simple blade-change lock
2. Precision depth adjustment
3. Single guide line for any cut
4. Interchangeable blade washers
5. Grease-plug lubrication

THESE—SAVE WORK

6. Powerful 12 amp. motor
7. Hi-angle helical gears
8. Contour-grip top handle
9. Built-in sawdust blower

THESE—SAVE MAINTENANCE

10. Ball-bearings throughout
11. Vari-Torque clutch
12. Strong aluminum foot
13. Die-cast aluminum housing
14. Enclosed, double-pole switch

PLUS—"FLOATING" TWIN GUARDS—TOP SAFETY ALWAYS

TWO NEW SAWS BEAT THEM ALL!

ON TEST AFTER TEST AGAINST COMPARATIVE MODELS

FASTER—Maintains TOP speed with or without load

MORE POWERFUL—Develops a NEW maximum in horsepower

TWO SIZES—7¼" Model 857 and 8¼" Model 858

SKIL scores again! New top-handle design in Super-Duty Saws. More power and speed *plus* convenient, easy handling. Completely new tools for the professional craftsman.

Every feature engineered to maintain SKIL quality and leadership. "Floating" blade guard and fast blade-change design are exclusive new features. Not available on any other brand. Improved helical gearing with new hi-angle cut for smoother operation. Ball-bearing construction throughout.

And convenience is the by-word. Precise depth adjustments possible with direct reading scales. Easily reset to compensate for blade sharpenings. Only one guide edge needed for either vertical or bevel cuts. Built-in sawdust blower keeps cutting line clear.

For over thirty-five years builders and contractors have proved one fact: you SAVE with SKIL tools. New SKILSAW Models 857 and 858 will provide even greater savings. Many new exclusive SKIL time-saving features. Highly efficient performance means more power to do jobs faster. In all—14 special features which add up to real savings—in time, work, maintenance. Plus, a new, low introductory price. Model 857—7¼" size—only \$99.50 and only \$115.00 for 8¼" Model 858. Price includes rip fence.

Feature for feature these new saws beat all other 7¼" or 8¼" models. On comparative tests for power, speed, efficiency, convenience—SKILSAW scores highest. Write today for more information or for an on-the-job demonstration by your local distributor at no obligation.

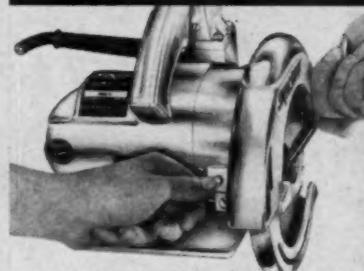


EXCLUSIVE!

Important new safety feature. Least possible amount of blade exposed at any time. Top and bottom blade guards rotate with blade. Another SKIL first—"Floating" TWINGUARDS.

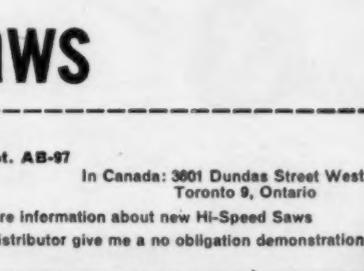


Maximum protection on deep cuts



EXCLUSIVE!

Fastest blade change on a power saw! Push-button lock engages saw shaft for fast, simple blade change. Operation completed in seconds. Easy, convenient.



Eliminates hazards on shallow cuts

SAVE with SKIL Hi-Speed Saws



Made only by SKIL Corporation, manufacturer of famous SKIL and SKILSAW products, Chicago 30, Illinois.

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In Canada: 3601 Dundas Street West
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____ Please send me more information about new Hi-Speed Saws

____ Please have local distributor give me a no obligation demonstration

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Quality Building Specialties



M-D *Nu*metal WEATHER STRIP PACKAGED DOOR & WINDOW SETS

DOOR SET WITH METAL & FELT DOOR BOTTOM
Completely packaged with all necessary strips, nails and instructions. Sets are available with or without metal and felt door bottom.

DOOR SET WITH THRESHOLD & EXPOSED HOOK
Packaged door sets are also available with metal threshold and exposed hook. Sets are complete with nails, screws and instructions—ready to use, ready to sell!

PACKAGED SETS FOR WINDOWS

Here again in one package is a complete weather strip set for one window. Available for all standard 28", 30", 32" and 36" double hung windows. M-D's packaged window sets save selling time . . . cut handling costs . . . make inventory easy.

SIZES AND STYLES

Door Sets in Stainless Steel or Bronze to fit 2'6" x 6'8" (30" x 80"); 2'8" x 6'8" (32" x 80");

3' x 6'8" (36" x 80"); 3' x 7' (36" x 84") available with any of following accessories: with EI-S Stain. Steel & Felt bottom, with EI-A Alum. & Felt bottom, with EI-B Brass & Felt bottom, with

Aluminum Threshold AF-1 1/4", with Brass Threshold BF-1 1/4", with Alum. Threshold AFT-3 1/2", with Alum. Threshold AFFT-3 1/2", with no door bottom Lock keeper strips in boxes of 25 or 50

M-D *Nu*-WAY WEATHER STRIP



Display takes small space . . . does big job of selling!



Fast-selling because it's so easy to put on. This is the "original" coil metal and wool felt weather strip. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



M-D On-GARD COIL WEATHER STRIP

The ideal coil metal weather strip which comes in handy rolls—100 ft. each in individual carton—8 sizes from 9/16" to 1 1/2" wide . . . or in 17 ft. rolls 1 1/2" in individual carton packed 12 to display. Available in stainless steel or bronze. Specify metal, width and lengths desired.

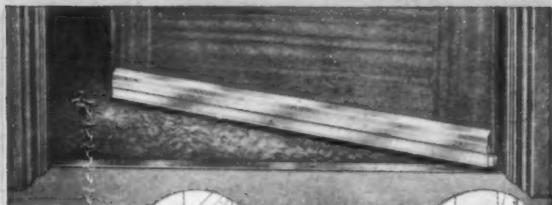


MACKLANBURG-DUNCAN CO.

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

Keep Weather Out...Keep Sales Up!

M-D *Nu-GARD* Automatic DOOR BOTTOM



UP

automatically to clear carpet easily when door opens

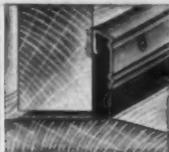


DOWN

snugly against floor to seal out drafts when door closes

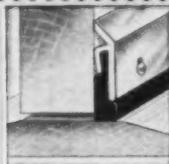


Here's the perfect door bottom for all doors. Completely solves old problem of clearing rug or floor every time door opens—felt strip automatically raises. Smartly designed and available in silvery-satin finish or anodized Albras (permanent brass color) finish on shield—neither will rust or tarnish. Packed in individual cartons for 28", 32", 36", 42" and 48" doors



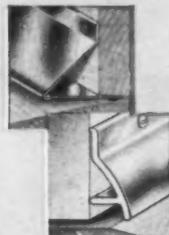
M-D *Metal* DOOR BOTTOMS

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths 28", 30", 32", 36", 42" and 48"—packed one dozen same length to carton. Special lengths also available



M-D Extruded Aluminum DOOR BOTTOM

Heavy duty door bottom with extra thick wool felt. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48"



M-D DRIP CAPS

for windows and doors

Prevents rain from draining or blowing under door or wood casement windows. At left is DCB Brass or DCA Aluminum. Holes punched, nails furnished—comes in any length.

Extruded Aluminum DRIP CAPS

New, heavy duty drip cap. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48"

M-D SPEED LOADS



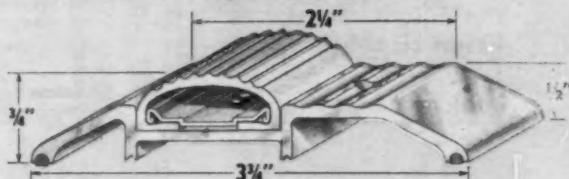
Meets Federal Specifications TTC-598 (Grade 1)

24 PACK

12 PACK

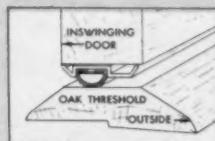
Now shipped in 12-pack or 24-pack, M-D Speed Loads are available in Off-White or White colors, with or without plastic nozzle. Off-White load without nozzle shipped unless specified. Freight prepaid and allowed on orders of four 24-packs (96 loads) or more. Remember to order in multiples of 12 or 24

M-D Extruded Aluminum THRESHOLDS



Now comes with vinyl calking strips on each foot

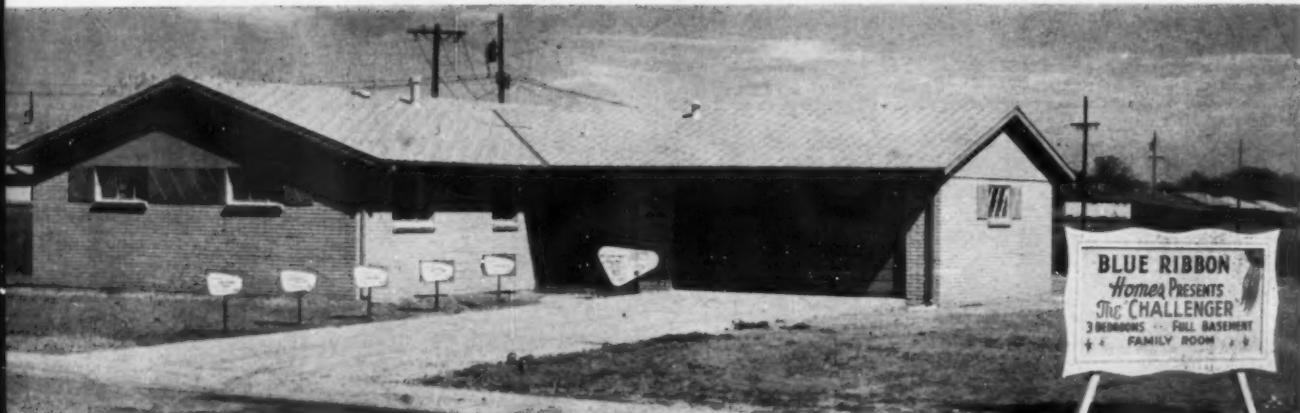
Now M-D Extruded Aluminum Thresholds Nos. AP-3 3/4 and AP-118 have vinyl calking strips along the outside foot on both sides, as well as the replaceable vinyl insert on top. Also available in Anodized Albras (brass finish—never tarnishes—never needs polishing).



Above is application on the bottom of a door of the AP-158 Threshold.

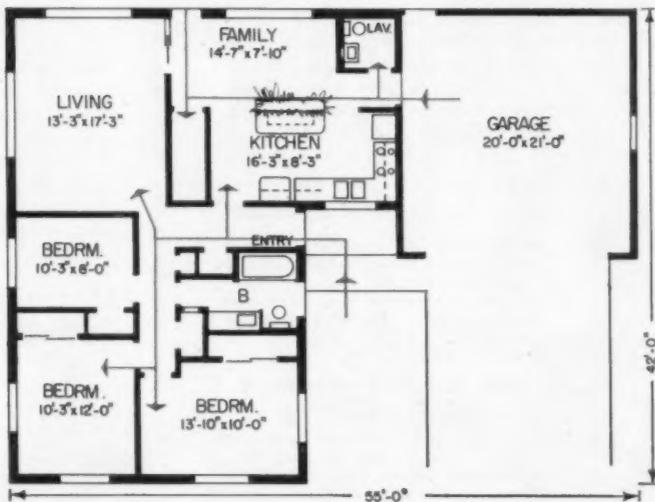
DEALERS Order direct today. Your order shipped promptly.

BUILDERS Sold by hardware, lumber and building supply dealers throughout the country.



HOUSE AND PLAN show basic "L" shaped design—popular throughout the country. Garage can be narrowed for one car, or eliminated altogether. Arrows in plan below show the routing which Blue Ribbon Homes built into its house. Pattern evolved from extensive customer research.

**Lesson to be learned
from this best-selling
Denver house:
listen closely to home-
seekers, and then . . .**



... build in a traffic pattern

Using their own salespeople as "listening posts" to determine what prospects wanted in a traffic plan, Blue Ribbon Homes of Denver, builders of this house, came up with the above, and have been selling it well at \$18,950 (which includes a two-car

garage; \$18,300 with one-car garage).

What does a good traffic plan mean? Just this:

- From the center entry hall, every room is accessible without having to walk through another room.
- Kitchen and family room are conveniently

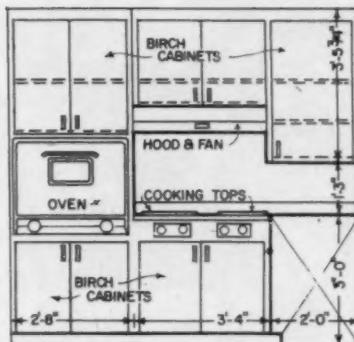
of the MONTH for September



WHAT

HOW

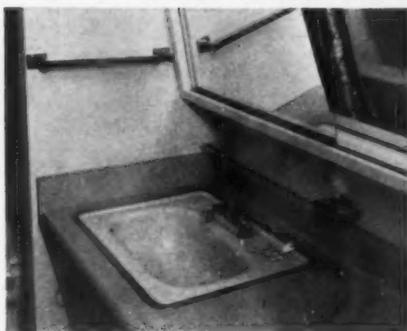
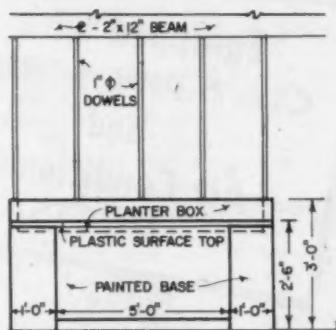
OVEN and counter-top range are well arranged in overall traffic pattern. Note that housewife can work from right to left; from refrigerator to preparation to cooking to serving.



WHAT

HOW

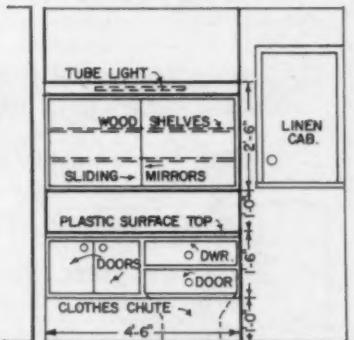
PLANTER is simple to build and makes a dramatic separation between kitchen and family room. Note that breakfast bar is directly behind it. Dowels make ivy climbers.



WHAT

HOW

BATH is probably the second most important room in the house to the wife. This builder made a beauty with pre-fab built-ins and easily workable surfacing, plus vanity-length mirror.



tuned to customer wants

reached by the rear entrance or by the door leading into the garage.

- Positioning of the half-bath off the family room permits the children to make use of it without tracking up any of the main house with dirt.

- Locating the basement stair well directly opposite the rear door so that any long objects destined for storage can be easily carried down.

- Arranging the kitchen built-ins so that the housewife's work is made easier.

CLAY PIPE *Helps Sell the house*



Equipped with
CLAY PIPE SEWERS
and
Air Conditioning
DUCTS

The public knows Clay Pipe is best. Survey after survey shows that homeowners prefer guaranteed Clay Pipe to any other type.

That's why it pays to specify Clay Pipe in the homes you build. It tells the public you build with reliable materials—from the ground up.

Only guaranteed Clay Pipe can't rot or rust . . . can't corrode . . . can't turn spongy from household detergents . . . can't squash out.

Clay Pipe's quality protects your reputation as a builder . . . insures the buyer against costly replacement. It's a selling feature that can't be overlooked in today's tightening market, so make the most of it.

Over the years, the public has learned a surprising amount about the permanence of Clay Pipe. People know it's the quality pipe that never wears out . . . and quality features sell homes.

NATIONAL CLAY PIPE MANUFACTURERS, INC.

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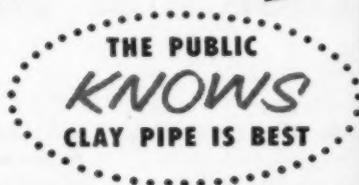
ATLANTA 3, GA.
206 Connally Building

CHICAGO 2, ILL.
Room 2100, 100 N. LaSalle Street

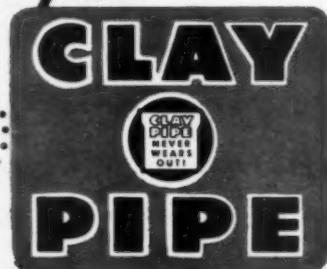
LOS ANGELES 15, CAL.
703 Ninth & Hill Building

COLUMBUS 15, OHIO
311 High Long Bldg., 5 East Long Street

C-597-J



Vitrified



Western Views

By **BILL RODD**

▼ TRADE-IN PLAN ADVANCES ENTIRE DOWN-PAYMENT.

Jules Saxe, enterprising San Francisco realtor, pleases both his builder and home-buyer customers. He advances the down payment, up to \$5,000, on the seller's old home if it is not off the market by the time the escrow on his new house must be closed. Saxe secures the loan by taking a temporary second mortgage on the house. This service costs the seller the usual 5% sales commission plus a flat fee of \$200 for the guaranteed trade-in feature. Under the plan the seller has several months to market his house at top value. If the house is not sold within six months Saxe will buy it at the previously agreed appraisal price. There is no charge to builders using this service.

▼
3 BATHROOMS IN TRACT HOMES. Don Wilson, one of the first builders to introduce 4-bedroom tract homes in the Los Angeles area, is out with another "first"—three all-tile bathrooms in his 1,300 sq. ft. homes in La Mirada. These houses sell

for \$15,440 and up. A plumber's dream—a bath for each bedroom.

▼ TACOMA BUILDERS SUFFER FROM MILITARY COMPETITION.

In accordance with a policy of encouraging military personnel to live on the base, 100 homes in the \$13,000 to \$15,000 price class are slated for construction in Ft. Lewis. This will draw many officers from Lakewood, the big Tacoma suburb which has been booming for years. As a result there is practically no speculative building going on and many builders have shut down entirely. A contributing factor is that buyers who have old homes to trade are finding they have to pay a premium of 12% to 15% on refinancing of old homes.

▼
PORTLAND TRACT BUILDERS EXPERIMENT WITH REMODELING DIVISIONS. Four prominent tract builders have experimented with remodeling. One of them has already discontinued. According to a local spokesman the consensus is that it is not as good a field as some thought it was, but not as bad as

others said it was. Will Fromme, Jr., partner in Fromme & Fromme, found that the tract builder who remodels has to learn a lot of new tricks. He said, "Overhead is much higher because of all the estimating and consultation with prospects. Construction costs are much higher because you have to work around the family. For example, plumbing may take twice as long if at the end of the day you have to reconnect to turn the water back on before leaving."

WESTERN EDITOR

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

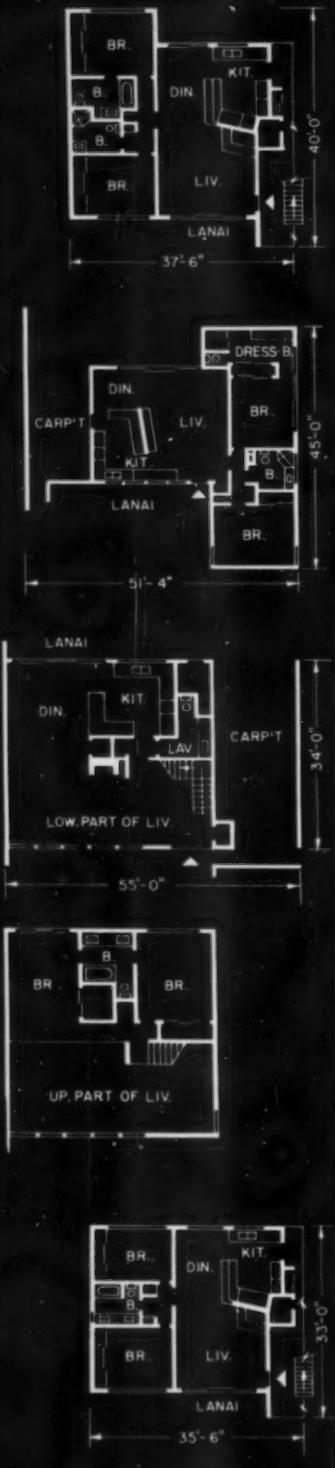
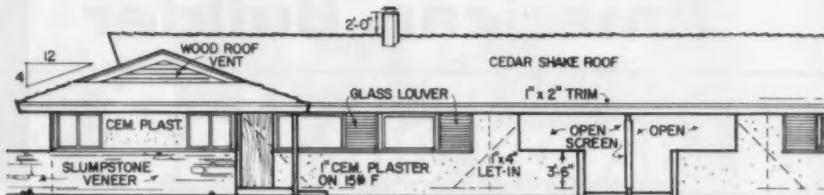
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SPECIAL WESTERN SECTION



What's cooking in California? Gas, gas, and more gas. The builders of these co-op apartments know how to sell them . . .

. . . they use 5 plans

Braemer co-operative apartments, Santa Barbara, is a case in point of what makes buyers fall in love. In this instance they went for the all-gas kitchens which are incorporated into the open plan of the apartments. A Formica-top bar serves as the divider. Built-ins include a Servel gas refrigerator, Western-Holly gas range and oven, and a Waste King dishwasher and disposer.

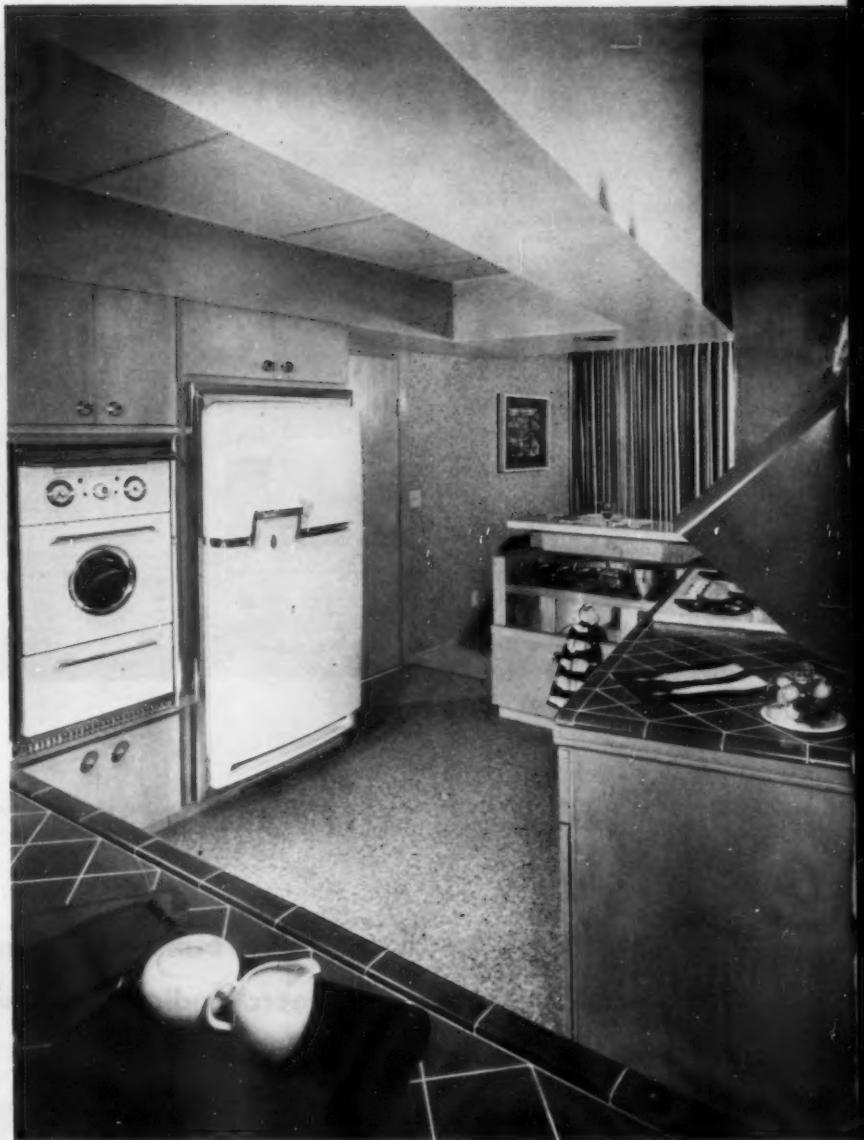
The garden-type apartments range in size from bachelor's (not shown) to 2-bedroom and 2-story studio dwellings. Prices start at \$15,500 and go to \$33,000. The development is by Rollefson Construction Co. of Los Angeles.



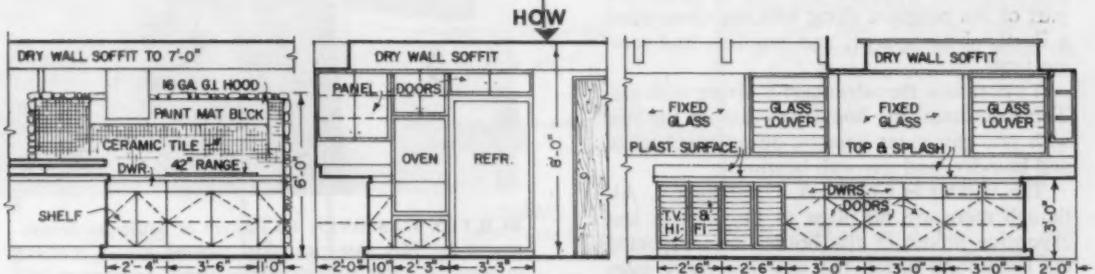
▲ **CONTEMPORARY** exterior: the two-bedroom apartment is part of this unit. Slumpstone masonry, detailed wood paneling and brightly colored stucco add to the modern look. Heavy cedar shake roof has deep overhang.

◀ **TRAFFIC IS EASY** with this unrestricted plan. Sliding glass walls in the dining area lead to a patio. Fireplace and beamed ceilings are featured. Braemar offers apartment living with the advantages of home ownership.

▶ **WELL-PLANNED KITCHEN:** built-in gas appliances were installed in the most serviceable areas. The room is open. Beyond the counter (far center) is the dining area; back of the stone wall (right) is the living room.



WHAT
and each has a gas kitchen



THREE VIEWS of the kitchen—from the range, from the oven and from the sink.

SPECIAL WESTERN SECTION



BRIGHT SIGNS played an important role in the promotion. These on the front lawn listed suppliers and service firms. Others, placed on roads, had a 3-D effect. All were supplied by the Portland Gas and Coke Co.



How a gas sales pitch

The inside story for bigger sales: build your homes to handle gas equipment and merchandise like mad

When an estimated 35,000 to 40,000 people turned out within a two-week period to see Mrs. America's Blue Flame Home in Portland, Ore., promotion sponsors knew they had performed a successful job.

The idea was sparked by Bucher Realty Co. which wanted a good show house to start sales in a new section of Cedar Hills subdivision.

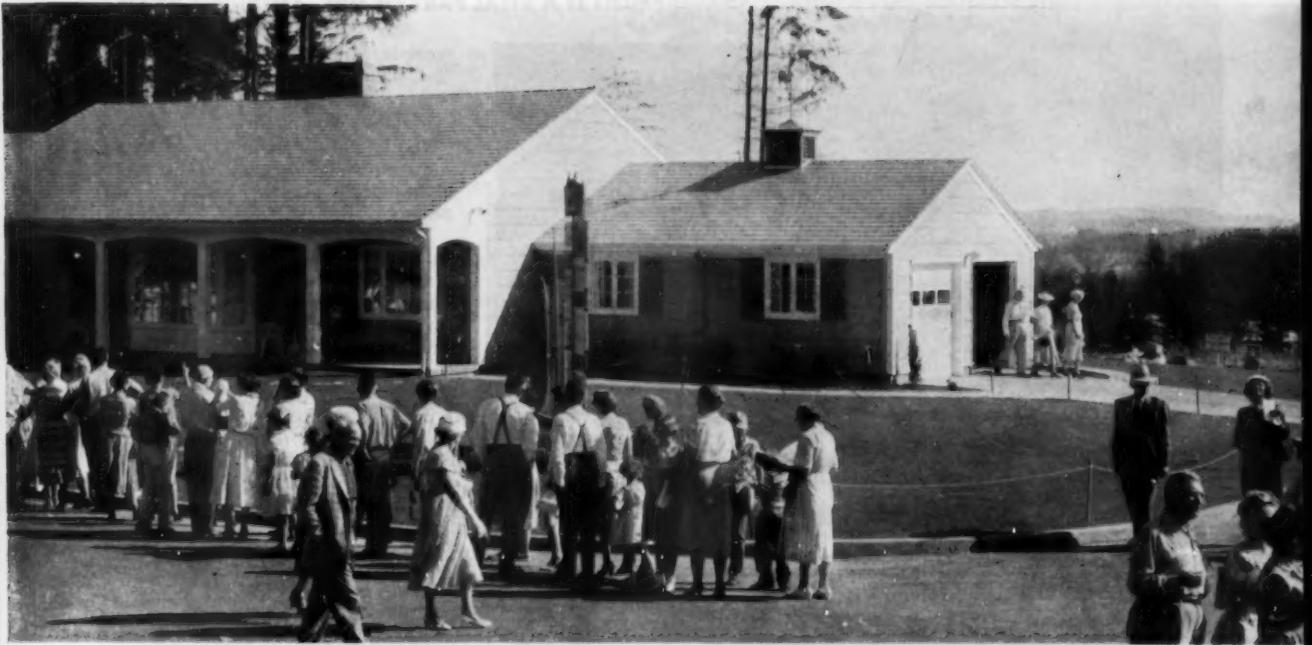
Since the entire region is gas-powered, the Portland Gas and Coke Co. became an integral part of the program along with the *Oregonian*, a Portland newspaper, and suppliers and service firms.

Visitors saw the advantage of living with gas. Top to bottom, the house was run on the fuel with two gas water heaters; an all-gas kitchen and laundry, and gas wall heating.

The builder is Charles S. Camplan Co. Although there are no plans to duplicate a less expensive model of the house, it is expected the promotion paved the way for many sales in Cedar Hills.



BUILT-IN GAS OVEN by Gaffers & Sattler is demonstrated by Mrs. America. Gas cooking top is centered in island at right; gas refrigerator stands recessed at left. The kitchen was designed by American Kitchens.



lured the crowds to this house



COLONIAL-STYLE home has a modern floor plan. There are few walls. Dividers and fireplaces break up the rooms. Bedroom wing has two baths.

BASEMENT is a functional area. Nearly half the space is devoted to storage. Designed by Universal Plan Service, the house has 2,567 sq. ft.

SPECIAL WESTERN SECTION: THIS NEWEST GAS EQUIPMENT IS A VITAL PART OF MRS. AMERICA'S HOME.



VIEW OF FAMILY ROOM and kitchen. Food can be served hot from island burners in the center. Built-in oven is at far point of the room.

Gas equipment will sell "hard" for you

All-gas homes are going over big. Nationally, more than 30,000,000 families use gas for cooking. Equipment manufacturers have in-

roduced advanced ideas that cut working time. This is what the home-buyer wants.

The kitchen and heating equip-

ment in Mrs. America's home is the "last word" in modern utilities.

A built-in oven and island range by Gaffers and Sattler features the latest devices for automatic cooking. The oven includes an automatic meat thermometer, time control and rotisserie.

The kitchen, an integral part of the family room, is separated from it by a four-burner cooking island. This island, which is tile-topped, was planned to receive hot cooking utensils safely, has a bar back with serving top and a hooded fan directly above it.

Heating equipment was carefully planned, too. The house has two gas hot water heaters—a 40-gallon unit on the utility side of the house and a 30-gallon unit on the bath side of the house.

A forced air heating system burning natural gas is provided with a General Electric furnace which has an output of 120,000,000 BTU's an hour. Its chimney flue also serves the two main fireplaces.

Customers will ask for these innovations; they can help you sell.

Built-in phone outlets build up a home's value!



... says Charles A. Hirschman, president of the California Pacific Construction Co., leading San Fernando Valley builders: "It would be unthinkable to build a home without concealed wiring and telephone outlets in the rooms which are used most."

No matter how you look at it, as a builder or a buyer, you want a well-built home above all. And one of the features that speaks for a "quality" home is Telephone Planning. As Mr. Hirschman says, "Telephone outlets in rooms used most, concealed wiring and color phones add much to the value of the home." You'll find them in homes like Mr. Hirschman's, built with an eye to better living and satisfied buyers in mind.



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!



WASHER AND DRYER are by RCA-Whirlpool. Dryer can handle 20 lbs. of wet clothes at a time, and has two separate drying cycles. Both units employ ultra-violet lamps to help sanitize clothes.

Buyers like luxury appliances

As the demand for gas equipment steadily grows, producers are including more and more luxury gadgets. In the Mrs. America home, the gas refrigerator sets the example. It makes half-moon shaped ice.

The gas dryer here also has many features to make work easier—three drying temperatures and an illuminated console top.



GAS REFRIGERATOR (Servel) produces half-moon shaped pieces of ice which are stored loose in a plastic basket. This eliminates cracking cubes out of trays.

Profit from a trend
with GETZ
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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).

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SPECIAL WESTERN SECTION



SELF-ALIGNING, the siding is easily applied by one man. Rabbeted joints eliminate the necessity of carefully lining up each piece.

What makes Super-Siding super?

The siding used in Mrs. America's house in Portland, Ore., has been on the market a few months, and so far has had an excellent performance record.

Put out by the Diamond Lumber Co., Portland, it goes under the name Super-Siding. Ralph Harris, building superintendent for the job, was pleased with it.

He said, "The carpenters liked it because it was light and easy to handle. I liked it because we didn't have to worry about getting it wet—it is primed. We have a lot of wet

weather here and this is an important feature."

Harris found the material easy to work with. After the first course had been applied, rabbeted joints provided self-alignment for the rest of the wall. No trimming was necessary since the sides and ends of the siding comes trimmed. Mastic is not needed.

When the second course was applied, the back of the siding fitted flush against the studding. This made it easy to nail the material securely so it didn't warp or cup.



EITHER HAND OR POWER TOOLS can be used. Cross-ply veneer face prevents splits in nailing—boards stay firmly in place.

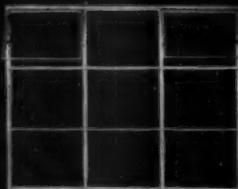
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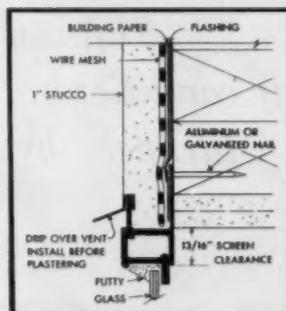
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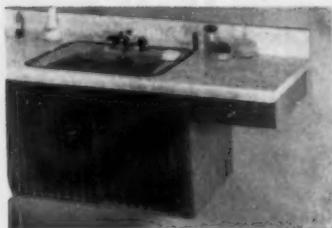


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WESTERN NEW PRODUCTS



Vanity is wall-hung

Fashionette vanities provide a full 12" floor clearance, can be installed simply without cutting or fitting. Tinted sink has one-piece Formica top. Cabinet has two large drawers, corrugated Fiberglas sliding door. From Sani-Top Inc., 4610 South Main St., Los Angeles 37, Calif.

Circle No. 561-W on reply card, p. 150



Easy-writing chalkboard

Bestile's new "Scribo" chalkboard is described as having superior wearing quality. Easy to erase as well as easy to write on, the board also can be washed with water, takes little trouble to keep clean. More information may be obtained from Bestile Manufacturing Co., Dept. AB, Ontario, Calif.

Circle No. 562-W on reply card, p. 150



Heater-light is pre-wired

Mission's improved overhead Heater-Light is completely wired at factory, has new plug-in assembly to eliminate overhead wiring-in during installation. Available with fluorescent lamp or as heater alone, both with new modernized grille design. Mission Appliance Corp., Dept. AB, 12611 Crenshaw Blvd., Hawthorne, Calif.

Circle No. 563-W on reply card, p. 150



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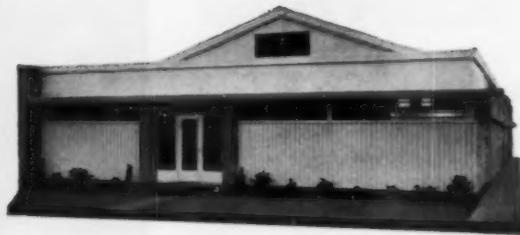
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Developer: C. S. Jones
Stone Supplier: Anaheim Builders Supply Co.
Masonry Contractor: Carl Jones

In preparing 15 custom designs for nearly 200 homes in the new Bellehurst country club community in the Buena Park - Fullerton area near Los Angeles, Architect James Wilde made widespread use of Palos Verdes Stone.

Its range of soft, neutral colors and distinctive texture gives pleasing variation to fireplaces, chimneys, planter boxes and wall accents, yet helps to integrate contemporary and traditional homes into an esthetically unified whole.

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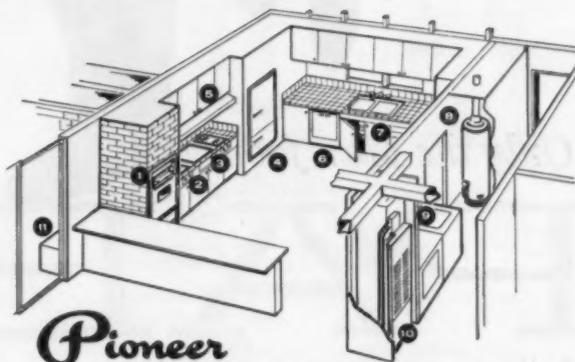
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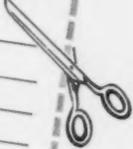
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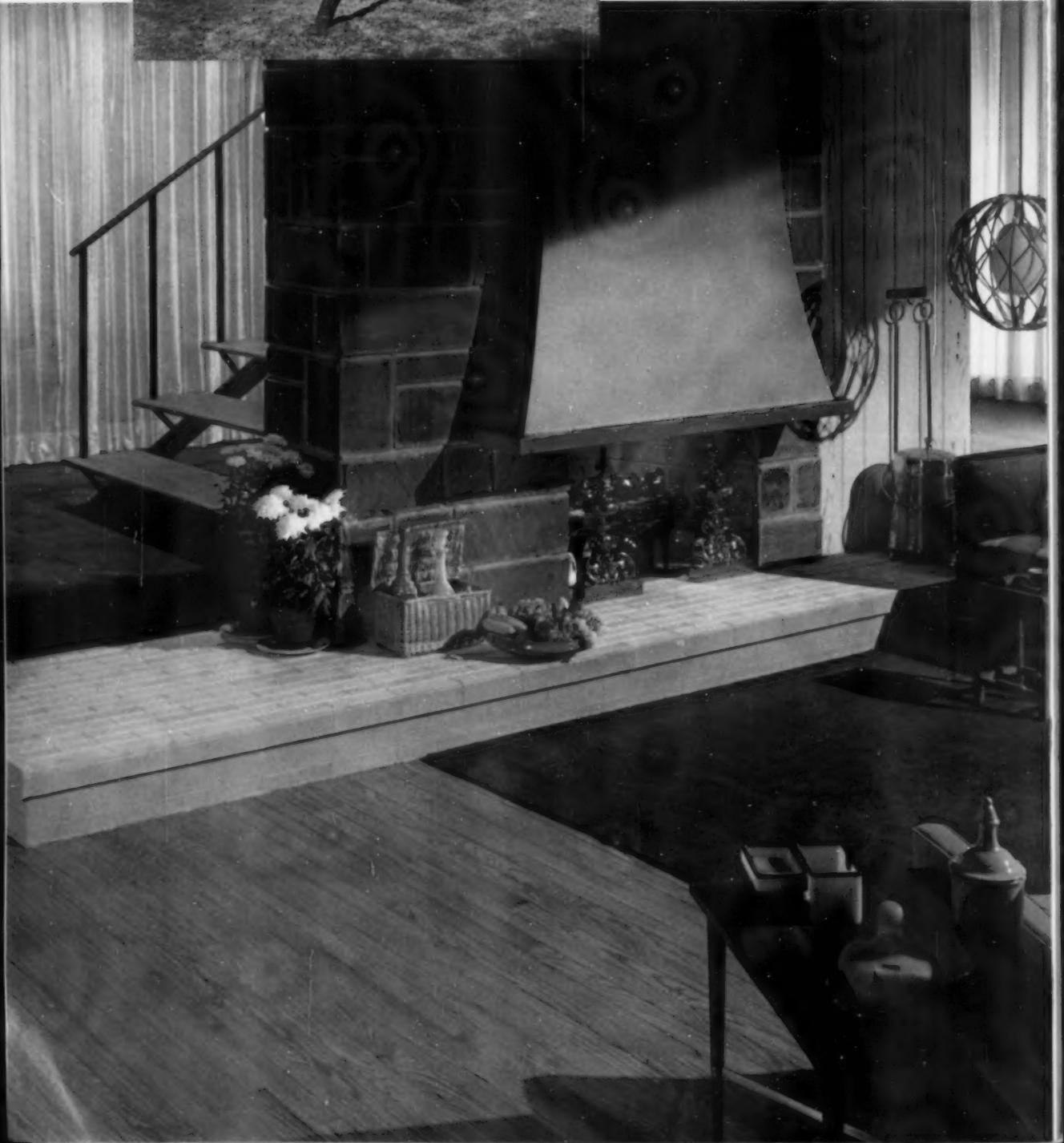
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National Oak Flooring Manufacturers' Association

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Color telephones displayed in the model home of Mr. Hadley's Parkway Manor tract favorably impress home buyers, point up attractiveness of concealed telephone wiring. Here Mr. Hadley (right) discusses the location of a display telephone with Thomas A. Williams of New Jersey Bell Telephone Company.

"Planned telephone outlets make sense to home buyers"

— says Mr. Charles F. Hadley, Builder, Cape May Court House, New Jersey

"Telephones have become an absolute necessity," says Mr. Hadley, "and today a builder has to provide for them during construction. I put several telephone outlets in every house I build—in the kitchen, in each bedroom, and in the living areas. I don't want my houses to be obsolete or old-fashioned before they're even on the market.

"Planned telephone outlets make sense to home buyers, and what makes sense to a buyer helps sell him. Conveniently placed outlets, plus

the fact that telephone wires are concealed in the walls, add greatly to the attractiveness of a house. There's no question in my mind but that planned telephone outlets are important selling points."

. . .

Your local Bell Telephone business office will be glad to 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





Interior designs by John and Earline Brice.

Build in sales-making décor
BEGIN WITH A BEAUTIFUL BACKGROUND
of plastic wall tile



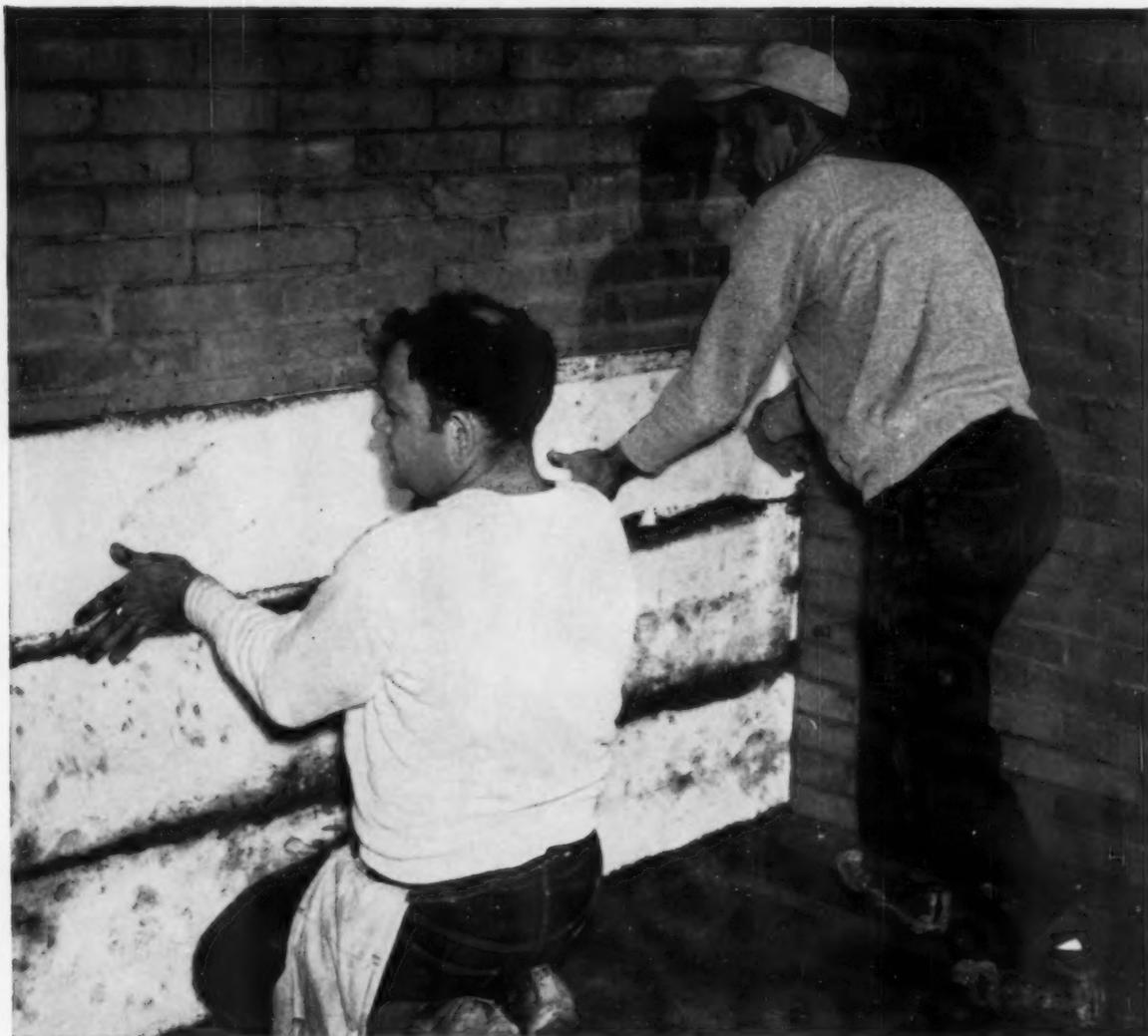
Delightful background for a child's room . . . wall and ceiling in colorful stripes of plastic wall tile squares made of Styron®. Lustrous square tiles also face the built-in bed. From dainty bedrooms to gleaming kitchens, Styron plastic tile will give your homes distinctive new beauty that *sells* .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



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

YOU CAN DEPEND ON



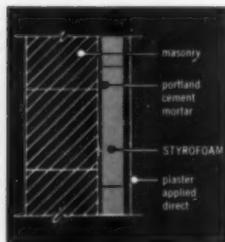


"RIGHT AT THE START," says W. H. Walrod, owner of Walrod Construction Company, Davenport, Iowa, "we save not only the expense of the wood for framing but the time needed to cut and fit the wood. We do away with the cost of installing insulation between studs and we side step the use of metal lath because

the plaster keys directly to the Styrofoam® insulation.

"The wall is made up of just three components: exterior brick, Styrofoam and plaster. The use of Styrofoam permits the use of a special large-size brick (12" x 6" x 2 3/4") which affords another saving in labor costs."

Styrofoam® insulation helps Iowa builder erect brick homes on frame-house budget



New masonry-insulation-plaster construction eliminates framing and lathing, reduces handling and installation costs, ups mortgage loan commitments



"CUTTING AND SHAPING Styrofoam* is almost effortless," says Mr. Walrod. "It can be scored with a knife and snapped off in any desired size."



"STYROFOAM bonds readily to the interior masonry surface. A uniform layer of cement mortar is applied by running the 1' x 9' boards through a coating trough."



"EVERY BUILDER recognizes the importance of lighter, easier to handle material. In this respect you just can't beat Styrofoam! A 10' x 12' room with an 8' ceiling requires about 20 sections of Styrofoam, which can be easily carried by one man in two trips."



FINISHED HOME, all brick veneer and fully insulated, will cost about the same as an identical house with conventional frame construction. The use of Styrofoam (Dow expanded polystyrene)

and brick increases loan commitments by mortgage companies an impressive 5%. In 1956, Walrod built several homes using masonry insulation-plaster construction.

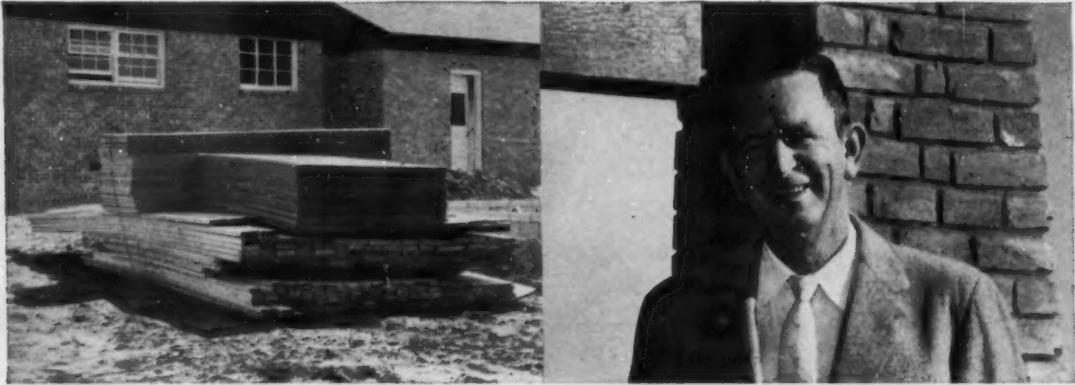
Mr. Walrod's construction costs are available to builders upon request. Write on your letterhead to The Dow Chemical Company, Midland, Michigan, Plastics Sales Department 1737Y.

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

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

Home designed by Dan W. Higgins



Insulite Sheathing "storybook" homes

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

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

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

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

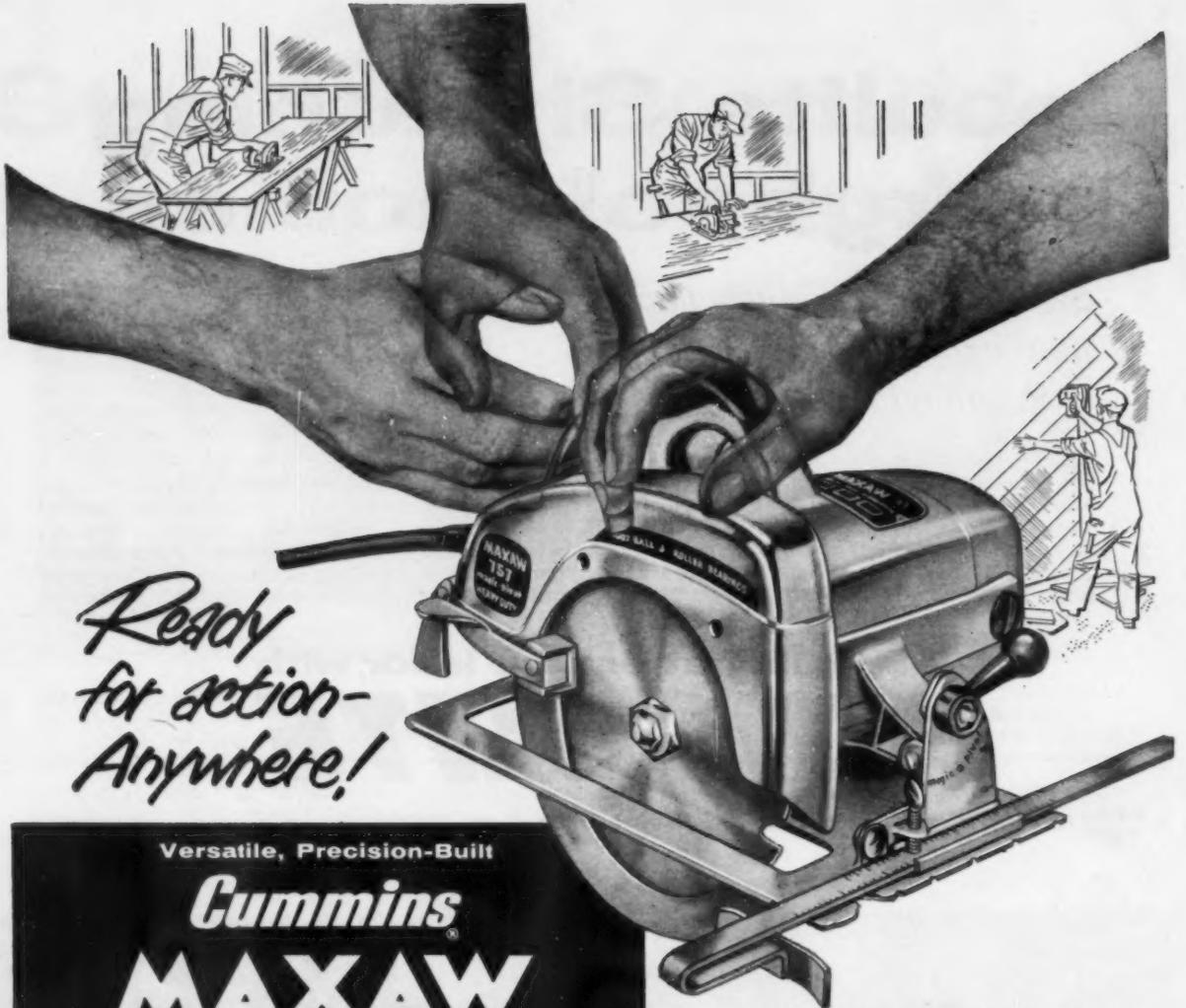
build better, save labor, with
INSULITE



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

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





*Ready
for action—
Anywhere!*

Versatile, Precision-Built

**Cummins
MAXAW**

Makes All Cuts In 2" Dressed Lumber!

Cummins professional quality and design show up fast when you put a MAXAW to work! Balanced for easy handling without fatigue... rugged and dependable for hour after hour operation! Exclusive magic-pivot gives MAXAWS the cutting capacity of power saws with greater blade diameter, yet MAXAWS have the heft, feel and maneuverability of finishing saws for interior trim. You save the price of an extra power saw with *one* double-duty MAXAW! See it — try it at your dealer's today!

NOW! Another Cummins "First"!

Cummins Double Action Sander
2 Sanding Actions in ONE Sander



Exclusive new KEY CONTROL! Simply turn the key for fast, efficient orbital sanding (Standard Finish) or straight-line sanding for hand-rubbed effect, no-chip end sanding (Super Fine Finish). 3-position auxiliary knob makes hard-to-reach spots accessible. Abrasive papers quickly change; self-cleaning action for long abrasive life. With Cummins super-powered motor, timing belt drive, heavy-duty ball bearing construction — \$49.95.

MAXAW 757 — \$69.95 (Illustrated)
6 1/2" blade cuts 1 1/2" @ 45°; 2 1/2" @ 90°.

MAXAW 7800 — \$84.95
7 1/4" blade cuts 2 1/4" @ 45°; 2 1/2" @ 90°.

Both models feature 100% ball and roller bearing construction. *Balanced Hand Grip* — "hand-saw" feel for easy handling. *Exclusive True Course Guide* — keeps blade on line, cut open. *Clutch-Like Blade Action* — prevents damage to motor or blade, eliminates dangerous kickback. *Full-Size Saw Shoe* — no wobble or sway; calibrated for accurate short cut-offs. *Pedestal Base* — simplifies blade changing. *Instant Adjustments* for bevel and depth of cut.

For Complete Details Write:

Cummins Portable Electric Tools

5055 N. Lydell Ave., Milwaukee 17, Wis.

Made by

John Oster

MANUFACTURING CO.,

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BONDWOOD'S
BEAUTY IS

DEEPER

THAN
THEM
ALL!



**HARRIS
BONDWOOD FLOORING**

A full 5/16 inch of durable
hardwood flooring.



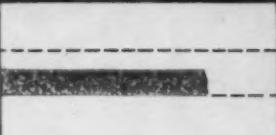
**LAMINATED
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BondWood has more wearing
depth than laminated blocks.



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FLOORING**

BondWood is thicker than
asphalt tile flooring.

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Send for free color brochure. See our catalog in Sweet's.

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

HARRIS MANUFACTURING COMPANY
604 E. Walnut St., Johnson City, Tenn.



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perfect fit for fine floors...

Long-Bell OAK FLOORING

Goes down beautifully. Every strip of Long-Bell Oak Flooring is machined to fit other pieces like a glove. The tolerances are hair-line close. Edges and ends are machined to exact specifications.

Carpenters can lay a really fine floor fast and easy. Homeowners like the looks of a Long-Bell oak floor better. And if you're a builder you find this oak flooring gives you still another selling feature, for it's obviously the best money can buy.

If you're a lumber dealer you discover that handling Long-Bell oak flooring opens up a high-volume, high-income business you may have been missing.

Why not look into it? Now, for instance. It's fast work for fine floors. Fast work for fine business, too.

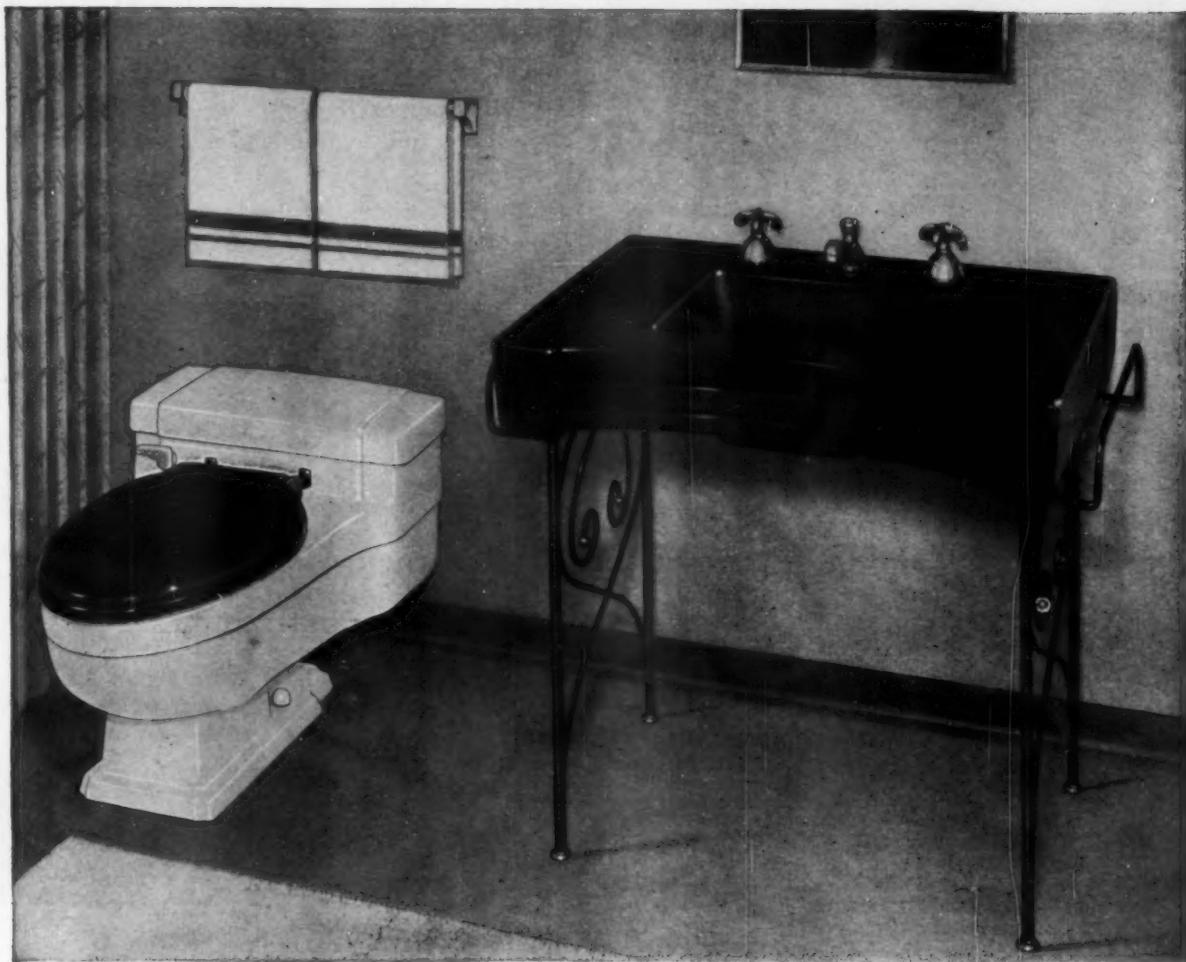
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Long-Bell

DIVISION

Kansas City, Mo. Longview, Wash.

Right Combination

FOR SALE AFTER SALE!



PRODUCED IN 41 DECORATOR COLORS PLUS SPARKLING BLACK AND WHITE

Here is the most wanted, therefore most *profitable* bathroom fixture combination you can offer. The industry's first Concave Lavatory* plus the famous Case Non-Overflow One-piece** Water Closet with the whispering flush.

The Case Wellington*** 300 Lavatory is the most wanted because it's the first *really comfortable* lavatory ever made for men and women. Gracefully curved for comfort and unusual beauty. Extra-spacious, wide, flat deck. Shown with art-designed wrought iron legs and towel bars all in one piece.

Legs supplied in decorator colors and sparkling black and gold. You already know *by* the Case One-Piece Water Closet and its customer-winning features like non-overflow bowl; safeguarding anti-syphon ballcock; pressurized cleansing rim flush; large water area; healthful seat height; time tested, with streamlined design in 41 colors and black and white. Ask your Case wholesaler or distributor or write:

by **Case**

*Available with Wrought Iron or Chrome Legs

**Patented

***Patent Pending

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YOUR HOMES
AGAINST ...**



STORMGUARD®

TWICE-DIPPED NAILS
in MOLTEN ZINC

THERE'S NOTHING LIKE 'EM!
 ✓ WON'T RUST, STAIN or STREAK
 ✓ HARD STEEL CORE . . . DRIVE BETTER . . . HOLD TIGHT!
 ✓ STRONGER THAN ALUMINUM . . . COST ABOUT 1/3 LESS!

Protect the houses you build from ugly, damaging "Rust-Spots" with Maze STORMGUARD nails. From Coast-To-Coast . . . positive All-Weather and Salt-Air protection!

Win customer satisfaction and F.H.A. approval. Remember—STORMGUARDS are dipped in Molten Zinc . . . not once, but TWICE!

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 • ROOFING • SIDING • TRIM

A TYPE FOR EVERY NEED . . .
 Anchor (ring-shank), Spiral, Barbed, Plain Shanks . . .
 Also Colored Siding Nails—11 stock colors . . . Full Range Of Sizes!

Handy-Packed 5 LB. or 50 LB. BULK CARTONS

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..... the fiberated aluminum reflective coating that waterproofs and insulates. **MORE ALUMINUM IN A BETTER VEHICLE MAKES ABESTO LUMICLAD LESS EXPENSIVE**

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AFTER THE ARCHITECT...THE ARTIST



New G-P prefinished paneling resists crayon—and more.

Hard plastic finish protects fine veneers against alcohol, oil, sunlight and soap.

There are many good reasons known to architects and builders for selecting hardwood plywood paneling. Now add two important new G-P developments:

Burnishing

After normal fine sanding, V-Grooved G-P paneling is burnished to a satin dry-shine. This treatment seals pores, eliminates raised fibres and gives a better base for finishing.

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Composition: Comparable to baked enamel with approximately 50% more solids by weight than most competitive paneling finishes.

Application: G-P plastic top coat is rolled on in a finishing plant constructed

in 1957. Methods, material and equipment are the newest in the industry.

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says leading Ohio builder**

“We started including carpet in the package price in 1955 because we believed it would pay its way and help sell houses,” says A. A. Treuhaft of the Keyes-Treuhaft Company in Cleveland, Ohio.

Keyes-Treuhaft found that carpet does sell the houses faster . . . from 25 to 50% faster.

Working with carpet retailers through a local decorator, Keyes-Treuhaft offers their customers the carpet they want when they want it — when they’re buying a new home. Because their cash and credit are tied up in the house, customers feel they can’t afford carpet which surveys prove they prefer 13 to 1 over any other flooring.

When it’s included in the price, it helps close the sale. Discuss this with your local carpet retailer. He can offer two extremely valuable services: 1. A broad selection of merchandise, with the showroom facilities and knowledge to service your buyers. 2. Skilled carpet layers to install wall-to-wall carpet.

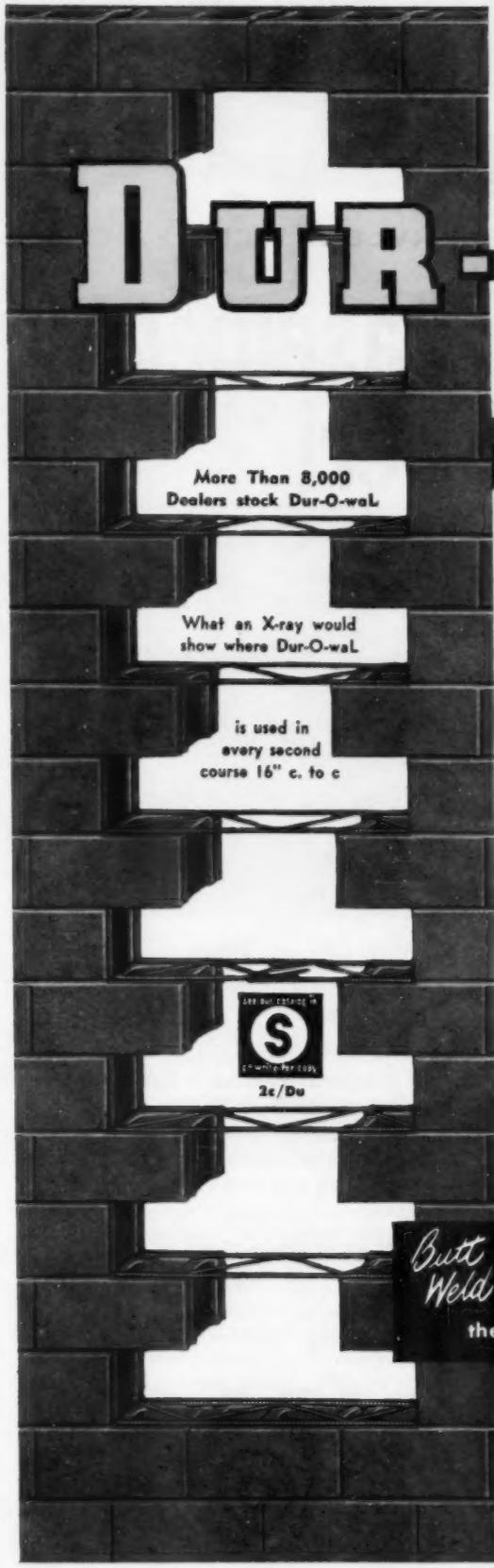
Your local lending organizations will be able to work out with you and your carpet retailer, the most satisfactory financing plans for you.

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

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

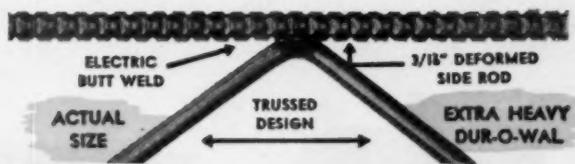
Offer carpets designed and made for the American way of life by these American manufacturers: Artloom Beattie • Bigelow • Cabin Crafts-Needtuft • Downs • Firth • Gullistan • Hardwick & Magee • Hightstown • Holmes Karastan • Lees • Magee • Masland • Mohawk • Philadelphia Carpet • Roxbury • Sanford • Alexander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

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DUR-O-WAL[®]

RIGID MASONRY WALL REINFORCEMENT

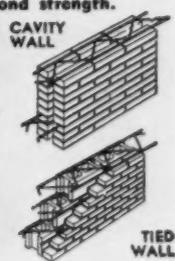
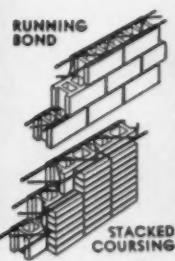


Mechanical bond every 8 inches of wall... Two mortar locks at each weld... Electric butt welds place all rods on a single plane; make possible uniform mortar joints... Trussed design causes side rods to work together... Conforms to ASTM std. A-82-34 for high tensile steel... 6-inch lap at splices develops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

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

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

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



SELECTION TABLE

| Wall Thickness | 4 in. | 6 in. | 8 in. | 10 in. | 12 in. | 13 in. |
|-----------------------|---------|---------|---------|---------|---------|---------|
| Extra Heavy Dur-O-wal | 4-EH | 6-EH | 8-EH | 10-EH | 12-EH | 13-EH |
| Wt. per 1000 lin. ft. | 247 lb. | 250 lb. | 257 lb. | 266 lb. | 276 lb. | 282 lb. |
| Standard Dur-O-wal | 4-S | 6-S | 8-S | 10-S | 12-S | 13-S |
| Wt. per 1000 lin. ft. | 178 lb. | 180 lb. | 187 lb. | 196 lb. | 207 lb. | 212 lb. |

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

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

| | Weight lbs. tensile steel per lin. ft. | Surface bond area—sq. in. per lin. ft. | Number of mortar locks per lin. ft. |
|---------------------------|--|--|-------------------------------------|
| Standard weight Dur-O-wal | 0.19 | 11.18 | 3 |
| Extra Heavy Dur-O-wal | 0.26 | 14.14 | 3 |



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

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- Dur-O-wal of Ill., 119 N. River St., AURORA, ILL.
- Dur-O-wal Products of Ala., Inc., Box 5446, BIRMINGHAM, ALA.
- Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD.
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POLYETHYLENE FILM

Ends Wet Basements Forever!

Now stop the age-old problem of keeping basements dry! Ger-Pak polyethylene film — the perfect moisture-vapor barrier material — permits no moisture transmission and will last the life of the building!

Lightweight, easy to handle and inexpensive, Ger-Pak is used by builders across the country who want unmatched moisture-vapor protection in basements, walls and concrete form liners . . . as well as superior dust sealing between floors. What's more, Ger-Pak is extremely versatile: protects material and equipment from the weather . . . covers unfinished doors and windows . . . enclosure in bad weather . . . terrific as a painting drop cloth . . . plus dozens of other on-the-job uses.

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To Meet FHA
Requirements

And only Ger-Pak offers the widest range of widths — from 10-inch for flashing all the way up to 40-foot. Available in clear or black. Ask your dealer about Ger-Pak today.

FREE samples and brochure are yours for the writing.

GERING
Polyethylene Film

GERING PRODUCTS INC., Kenilworth, New Jersey



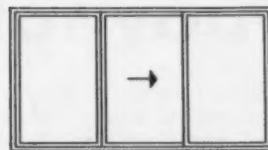
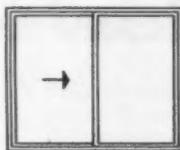
Fun's just a
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through **LUPTON** Aluminum Sliding Doors

Outdoor living comes closer to home when they can step out through this handsome, weathertight **LUPTON** Sliding Door. And you know it's the call of the outdoors that dictates many new-home purchases.

So offer your customers easy, delightful access to patio or sundeck through a modern **LUPTON** Aluminum Sliding Door. Three models—nine sizes—give you a style for the smallest to the largest budget. With its smooth-running, rattle-free sliding panels . . . low-sloped, no-trip threshold . . . double-row woven-pile weatherstripping . . . smart aluminum or Lucite pull-handle . . . and strong indoor latch—your prospects will go for a home equipped with a **LUPTON** Sliding Door.

See your **LUPTON** distributor (listed in the Yellow Pages under "Windows—Metal"). And while you're at it, find out how the four popular styles of **LUPTON** Aluminum Windows can add even more sell to your homes.



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

LUPTON

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West Coast Offices and Warehouses: 2009 East 25th Street, Los Angeles 58, Calif.; 1441 Fremont Street, Stockton, Calif.

Sales representatives and distributors in other principal cities.



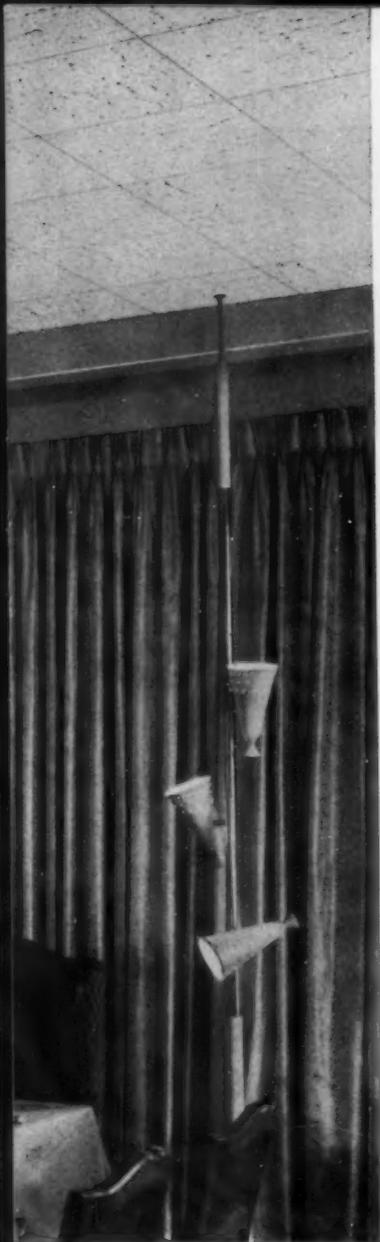
This beautiful new Textured Cushiontone ceiling has a special attractiveness that makes it particularly appropriate for living or dining rooms. In any room, Textured Cushiontone has the appearance of costlier materials, yet it's priced in the economical wood-fiber tile range.

How to make beauty,

Of all the sales features you can build into a house, there is no feature that costs so little yet pays you such handsome returns as beautiful new Armstrong Cushiontone Ceilings.

Armstrong Cushiontone adds a look of luxury that helps upgrade the value of your homes. What's more, noise-quieting Cushiontone ceilings give you a valuable merchandising tool called sound conditioning to help you sell your homes in an increasingly competitive market. Armstrong Ceilings are fast and easy to install. And they end costly callbacks to repair cracked ceilings after a house has settled.

To make sound-conditioning ceilings sell for you, remind your salesmen to tell prospects that Armstrong Cushiontone is a genuine acoustical tile that will ab-



The attractive Full Random Cushiontone ceiling in this model home helps convince the prospect's wife that the house will be a quieter, more pleasant place for her to live and work in.

peace, and quiet sell for you

sorb annoying household noises and keep their new homes more comfortably quiet. Prospects are also impressed when they learn that a Cushiontone ceiling is easy to keep clean and won't crack, chip, or peel as ordinary plaster ceilings will do.

New home buyers are reading about the comfort of sound conditioning with Armstrong Cushiontone in leading magazines. And on network television (Armstrong Circle Theatre) they're seeing how Textured

Cushiontone brings new beauty to ceilings. Your prospects will recognize the extra value of an Armstrong Ceiling when they see it installed in your houses. Find out how beauty, peace, and quiet can help close the sale in your next model home.

For complete information about Armstrong Cushiontone Ceilings, call your Lumber Dealer or write Armstrong Cork Company, 3909 Rider Avenue, Lancaster, Pennsylvania.

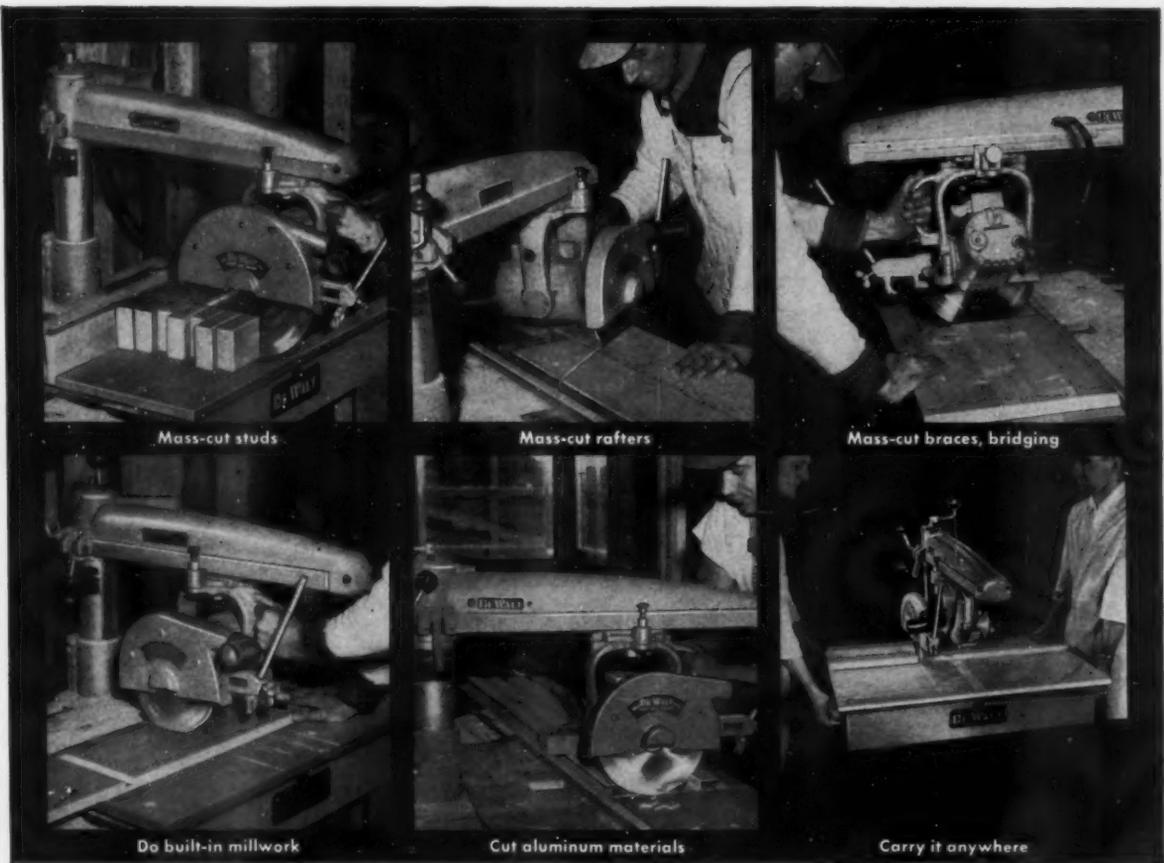
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Temlok Sheathing

Temlok Tile

Cushiontone® Ceilings



Frame 6 to 8 times faster—finish weeks earlier

AMF DE WALT OUT-CUTS HAND SAWS ALL WAYS!

See your local Franchised Dealer for the proof!

CUTS FASTER—An AMF DeWalt® Power Saw *gang-cuts* studs, headers, and braces—as many as seven 2 x 4's at one pass. Gives straight-line materials handling... sets up for mass-production cutting on the job site. Powerful direct-drive motor handles *all* cuts with *ease*. One operator keeps a *dozen* or *more* carpenters busy nailing.

CUTS STRAIGHTER, MORE ACCURATELY—DeWalt automatically gives perfect accuracy every time—allows repeated cuts from the same marking. Easy-to-read scales and quick-set adjustments eliminate need for special guides and other devices—provide machine-tool accuracy on every cut.

CUTS SAFER—Never any danger of a dropped saw with a DeWalt. Blade and motor are always securely and safely positioned on DeWalt's mechanical arm. All work travels straight on level table. Exclusive DeWalt features like Safety Key Switch, Power Brake, and Spir'Ator Safety Return increase safety still further. Statistics prove the original DeWalt design the safest of all.

CUTS EASIER, PRODUCES MORE—There's no weight to hold

with a DeWalt, no need to guide or fight the saw. Operator simply pulls saw across work. All controls are top-side for fast, easy set-ups. Operators everywhere *prefer* an AMF DeWalt.

CUTS LONGER, WITHOUT MAINTENANCE—Powerful DeWalt direct-drive motors are sealed for life—require no lubrication or maintenance. No "time-out" as with other power tools. Heavy-duty precision construction *keeps* DeWalt cutting, making money for you.

MAKES ANY TYPE OF CUT—A DeWalt gives you a *complete planing mill on the job*. Does everything from framing to built-ins and other extras that help sell houses... mean extra profits for you. Use it outside or inside—carries easily through doorways, sets up anywhere you need it.

PUT THESE ADVANTAGES TO WORK FOR YOU! Model GW just \$395 on Easi-Payment Plan. See a demonstration at your local DeWalt Franchised Dealer. **FREE BOOKLET—JOB-TESTED METHODS FOR CUTTING CUTTING COST.** Valuable new operator's book—Easy Ways to Expert Woodworking—just \$3.95. *Send the coupon now.*



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Please send FREE Booklet—Job-Tested Cutting Methods.
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QUALITYBILT WOOD CASEMENTS

Don't overlook the selling advantages of Qualitybilt Wood Casements for every room in the home. Prospects like their slim, modern lines, ease of operation, and thorough insulation. Completely weatherstripped... toxic treated for long life.

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KITCHEN CABINET UNITS • CABINET WORK • STAIRWORK • DISAPPEARING STAIRS • "FARLITE" LAMINATED PLASTICS

Leading manufacturers use Alcoa Aluminum to produce many types of insulation to meet your exact needs. There are blanket types covered with foil or pigment using fibrous insulation material or simply dead air spaces. There are paper surfaces covered with either foil or pigment. Insulating board and plasterboard are also available with foil laminated to one surface.

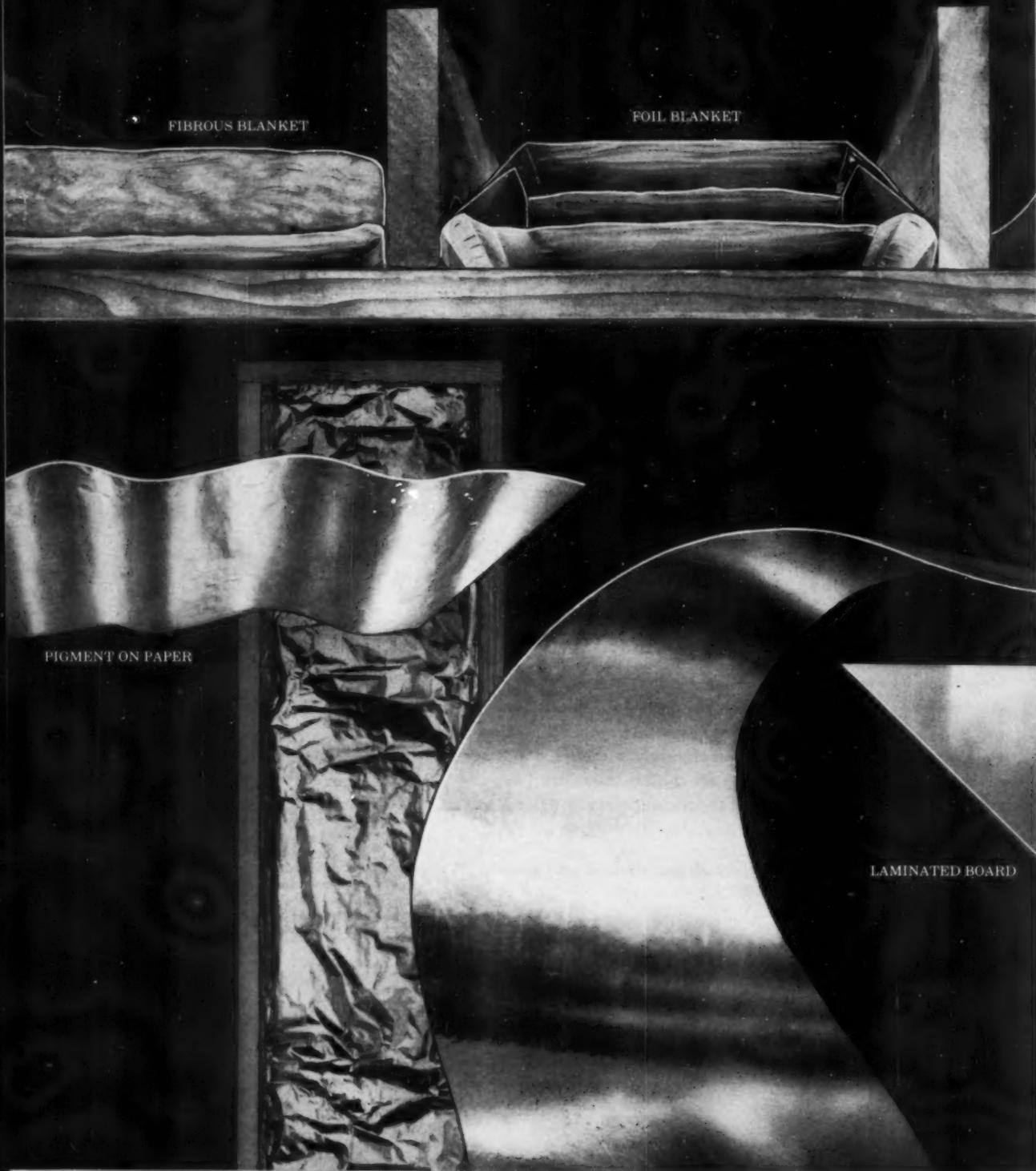
Alcoa gives aluminum-

FIBROUS BLANKET

FOIL BLANKET

PIGMENT ON PAPER

LAMINATED BOARD



clad insulation a \$1,000,000 push



FOIL ON PAPER

here's extra quality for your homes . . . and comfort everybody can afford. Install aluminum-clad insulation to bounce back furnace heat in winter and hot sun in summer. It's the *only* insulation that works all year 'round . . . saving fuel in winter and easing air conditioning in summer. Because a smaller furnace and air-conditioning unit are possible, equipment costs are much lower. For extra sales appeal, make sure the aluminum-clad insulation you install carries Alcoa's Care-free certificate.

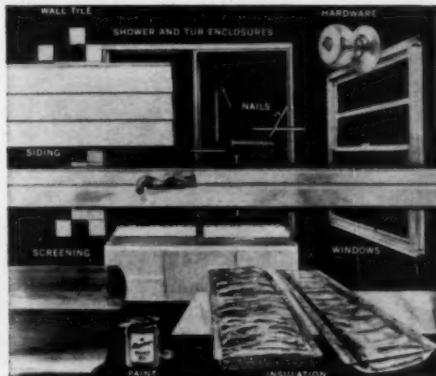
Right now, 40 million people are being presold on building products made of Alcoa® Aluminum through a million-dollar promotion . . . a tremendous schedule on television and in national magazines.

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:

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1965-J Alcoa Bldg., Pittsburgh 19, Pa.



Your Guide to the Best in Aluminum Value



These aluminum products complete the Care-free picture.



↓
 why builders look for this
 ← brand name on
 ↓

West Coast Hemlock

West Coast Hemlock is enjoying an increasing popularity among builders. They find that it is light and strong, easy to work, straight-grained, and relatively free from pitch pockets . . . an ideal species for light frame construction.

As finish lumber, West Coast Hemlock is a beautiful, light-colored wood. This feature, plus its remarkably straight grain, makes Hemlock an excellent species for both paneling and molding.

Builders know, too, that the well known Weyerhaeuser 4-Square trademark means that this lumber has been carefully and scientifically seasoned. Kiln-drying assures greater stability, long life, and excellent finishing characteristics. Whether it is framing, siding, sheathing, flooring, or paneling, the 4-Square brand name means that this lumber has been manufactured with precision, accurately graded, and carefully handled and shipped.

The structural advantages, beauty, and versatility of Weyerhaeuser 4-Square West Coast Hemlock Lumber explain its growing popularity among builders and architects. See this beautiful "Ability Wood" at the yard of your Weyerhaeuser 4-Square Lumber Dealer.

Weyerhaeuser Sales Company
ST. PAUL 1, MINNESOTA

WEYERHAEUSER
4-SQUARE

Home owners visiting dealer show-rooms have been admiring the richly textured beauty of TENEX. But wait until they see it installed. Each color in paint or stain that your customers apply gives TENEX's wood-mosaic surface an *amazingly different* character and beauty. Rooms take on new individuality—a new luxury look at low cost.

That's why we say TENEX *sells on sight* and sells in volume. More importantly—building material dealers everywhere are saying it too.

TENEX, the new wood wafer paneling is available in 4' x 8' and 4' x 16' sheets 1/4" thick.

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



TENEX TM REG sells on sight

handsome waferwood textured panel

Pack
River

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

**TREE FARM
PRODUCTS**
Engelmann Spruce,
White Fir, Larch,
Douglas Fir,
Albino White Pine,
Eastern Red Cedar,
Ponderosa Pine,
Lodgepole Pine

Member: National American Wholesale Lumber Association

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



You're smart to look at it their way

If you were doing the buying, you'd demand quality, beauty, and long life-expectancy in the materials used. And you'd trust and praise the builder who provided them.

For that praise, and for the profit-making reputation it brings, you invest wisely when you demand K&M Asbestos-Cement Siding and Roofing Shingles.

The Sunday-afternoon home-shopper goes for the bright modern colors of K&M Siding Shingles. And when you apply them with backer strips, you bring out long, modern horizontal shadow lines that add distinction to any house.

You can make a strong sales point of the famous Good Housekeeping Seal of approval awarded to K&M Shingles. This approval, along with the fact that K&M Shingles won't burn, rot, corrode, or need protective painting, gives you a double-barreled advantage when you talk roofing and siding with your prospects.

See our catalog in Sweet's Light Construction File, and then speak to your building-supply dealer. Or write to us for full information about beautiful, profit-building K&M asbestos-cement shingles.



SELL THE SILICONE TREATMENT. Another sales plus of K&M Siding Shingles—they're treated with miracle silicones to make dirt-carrying water "ball up" and run off. Unsightly siding streaks are therefore minimized!



KEASBEY & MATTISON COMPANY • AMBLER • PA.

AMERICAN BUILDER

STRIKING EFFICIENT INEXPENSIVE



Packaged

TRADE-WIND PATRICIAN VENTILATING HOOD

Here, for the first time, is outstanding appearance, performance and quality built into a striking ventilating hood at a remarkable price.

The Trade-Wind Patrician is supplied as a complete package, ready for quick, simple installation. This is what you get:

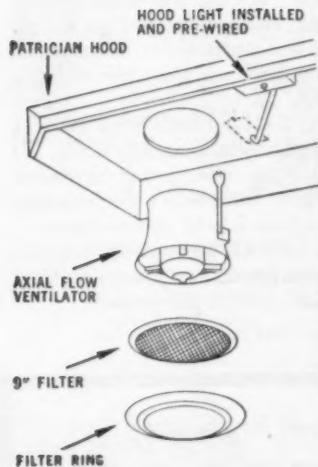
Hood in coppertone or satin chrome* with solid top cut out for ventilator (left, right or center). Hood completely pre-wired with light and on/off switch. Your choice of 5 lengths — 30", 36", 39", 42" or 48". Mounting holes and screws provided.

Ventilator—Trade-Wind's exclusive Axial Flow unit—quiet and delivering full capacity. Has remarkable pressure characteristics against duct resistance. Takes standard 7" round pipe. Back draft damper available.

Filter Grille. Big 9" diameter washable filter is quickly removed by unscrewing 2 wing nuts.

The Patrician is making house sales easier and profits longer. Get the facts today.

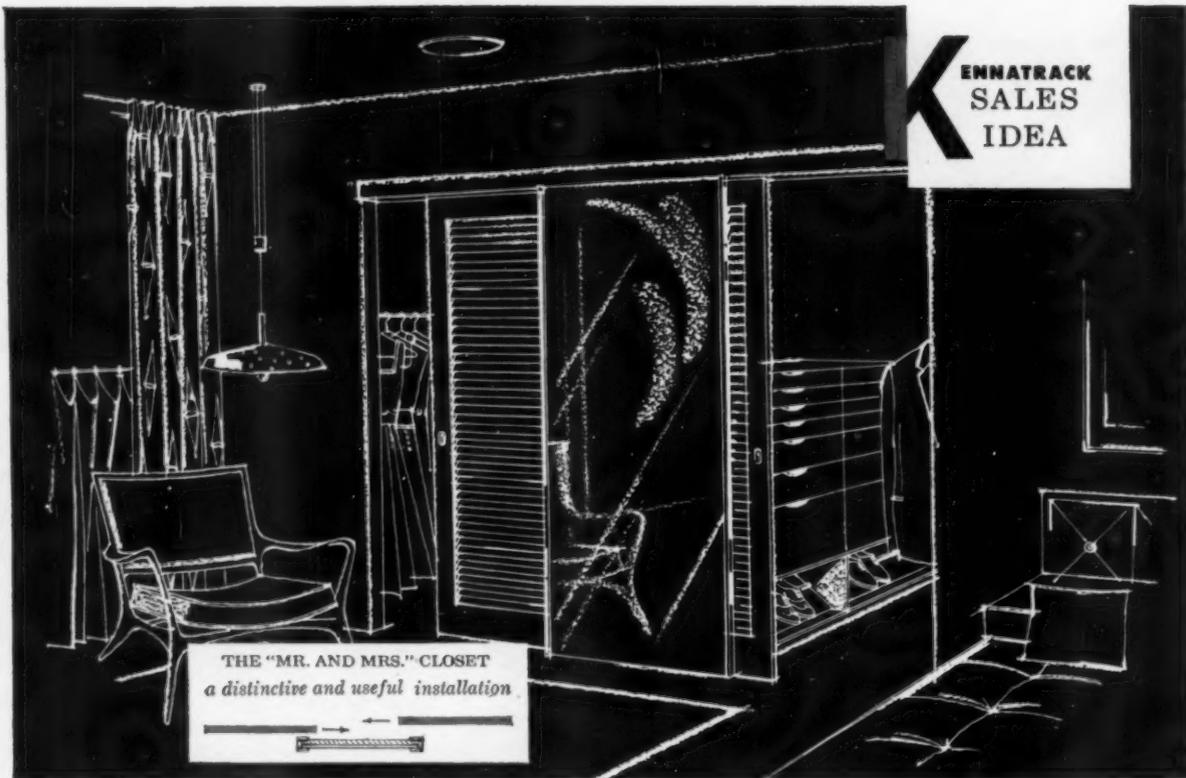
*White and colors also available.



Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BOULEVARD, DEPT. AB RIVERA, CALIF.

KENNATRACK
SALES
IDEA



THE "MR. AND MRS." CLOSET
a distinctive and useful installation.

MIRRORS AND GLIDING DOORS

with hardware by Kennatrack

Popular, space-saving "Mr. and Mrs." closet is a real selling feature... makes best use of room... keeps the mirror always in view.

Installation of a "Mr. and Mrs." closet is no trick at all with this Kennatrack sales idea and Kennatrack *Gliding Door Hardware*! The twin wardrobe shown above not only provides useful storage, but also con-

verts the usual "written-off" wall space between the wardrobes into an attractive and useful feature—a full-length, always-in-sight mirror—that will command immediate attention in your home.

The "Mr. and Mrs." is only one of the many space-saving ideas now being developed by a full-time staff of engineers and designers at Kennatrack, the world's largest exclusive manufacturer of hardware for sliding doors.

Whatever your particular needs may be, use Kennatrack *Gliding Door Hardware*. It's quiet, it's sound-conditioned, it's the free-moving hardware that's guaranteed to give trouble-free performance for a *housetime*! A complete line to choose from.

Write today for your FREE Kennatrack catalog. See why more architects specify, and more builders prefer, Kennatrack *Gliding Door Hardware*!



KENNATRACK is sound-conditioned; it *glides*! Only Kennatrack offers hangers with axles lubricated for life; eight floating, self-aligning nylon wheels. Deluxe or economy.



KENNAFRAME—the original patented all-steel, pocket frame. Prefabricated to save installer time, money. Warp-proof, trouble-free performance guaranteed.



KENNA-PAK—the all-steel header for by-passing doors with factory-installed track. Assembles in minutes; can be installed in time it takes to drive eight nails into two jambs.



KENNATRACK offers a full line of accessories, including patented Kennalock, door pulls, latches, stops, door guides—everything to complete installation.

For quiet and for quality

KENNATRACK®

SOUND-CONDITIONED GLIDING DOOR HARDWARE

Kennatrack Corporation, Elkhart, Indiana
A subsidiary of Ekco Products Company

© 1957



sell the Missus and you sell the home!

MATICO® FLOORS

give homes that **MORE-FOR-THE-MONEY** look

Here's a simple bit of sales strategy that works every time! Give your homes that distinctive, individualized luxury-look by installing MATICO high-style flooring . . . and the sale is half made! Yes, women really go for MATICO's fresh colors and original patterns . . . just as they appreciate its long-wearing,

work-saving qualities. Select nationally-famous, economical MATICO tile flooring for your next project and see how it helps sell on first inspection.

MATICO helps you sell the Missus with full-page, full-color ads in national magazines!



MASTIC TILE CORPORATION OF AMERICA

Houston, Tex. • Joliet, Ill. • Long Beach, Calif. • Newburgh, N.Y.

Rubber Tile • Vinyl Tile • Asphalt Tile
Confetti • Aristoflex • Parquetry
Maticork • Cork Tile • Plastic Wall Tile

Mastic Tile Corp. of America,
Dept. 5-9, Box 986, Newburgh, New York
Please send me free samples and full information about MATICO tile flooring.

Name.....
Address.....
City..... Zone..... State.....

It's a new way to build...



it's Insulite Primed Siding!

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

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

This new man-made successor to wood siding saws and nails beautifully . . . just like finest wood. But there are no knots, grain, splits or splinters. The 1/2" thickness of Insulite lap siding gives a beautiful shadow line effect without any special devices.

Insulite Primed Siding arrives neatly packaged. It nails up *fast*, whether you work with 8', 12' or 16' lengths of lap siding or the 4' by 8' vertical panels. Each piece, each panel arrives prime coated. Not on the face only . . . on face, ends, edges, in grooves on grooved panels; and back primed. Finish painting is rapid and economical. You save one coat of paint!

It's completely new and better building material. It's a new way to build. Want details? Write us—Insulite, Minneapolis 2, Minnesota.

New **INSULITE**[®]
Primed Siding



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



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

What could be simpler, or easier, or faster, than applying new Insulite Primed Siding? Just nail it on like wood lap siding. It saws and planes like wood, too. Nails drive easily, set perfectly, and hold tight. You save additional labor by applying *fewer* courses of *wide-width* Insulite Primed Siding.

Here's a multiple demonstration (left) of the great new features of Insulite Primed Siding, and a showing of the three types available. Men in foreground, working a length of horizontal siding, demonstrate fast, clean sawing and full, true dimensions. At top, carpenter applies batten strips to plain 4'x8' panel. At left, painter shows excellent coverage of paint on primed surface of vertical grooved panel.

BECAUSE

IT'S SO IMPORTANT

TO EVERY

SMART PROSPECT...



colorful, long-wearing
KENTILE® vinyl asbestos tile
helps you sell homes faster!

Yes, sales are easier to close with Kentile vinyl asbestos tile on the floors! That's because prospects know *only* Kentile vinyl asbestos has such beautiful, even marbleizing. What's more, it's greaseproof, stain resistant, easier to clean and so long wearing. In 3 handsome styles (Marbleized, Corktone, and Carnival) and a wide range of decorator colors. Can be used everywhere—even over concrete in contact with earth—yet costs only \$4.80 more than group "C" asphalt tile on an average 8' x 10' floor.

Furthermore, Kentile vinyl asbestos tile (KenFlex®) is pre-sold for you through smart, full-color, full-page ads in 12 of America's finest magazines, such as Look, The Saturday Evening Post, Good Housekeeping, Better Homes & Gardens, McCall's, True Story, and American Home, reaching a multi-million audience. Call your Kentile Flooring Contractor for details now! He's listed under FLOORS in your Classified Phone Directory.

TODAY'S SMARTEST FLOORS WEAR KENTILE

KENTILE FLOORS

AVAILABLE IN VINYL ASBESTOS • SOLID VINYL • CUSHION-BACK VINYL • CORK • RUBBER • ASPHALT TILE . . . OVER 150 DECORATOR COLORS



MUELLER CLIMATROL BUILDER BRIEFS...

... CLIMATE CONTROL FOR HEALTHFUL LIVING

Mueller Climatrol announces BIGGEST VALUE IN HEATING

EFFICIENT

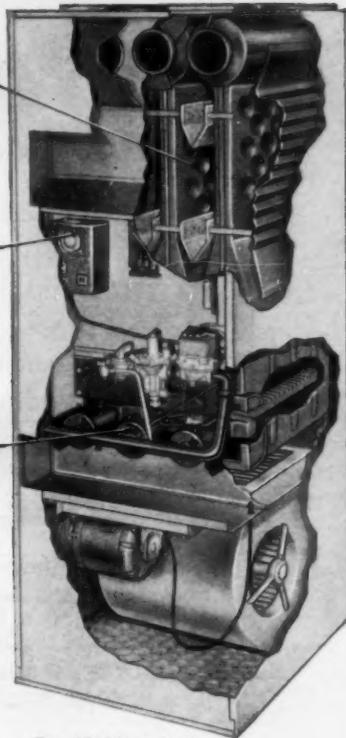
Better air "scrubbing action" with knobbed surface of heat exchanger

ECONOMICAL

Faster handling and installation — it's pre-assembled, pre-wired

RUGGED

Cast iron deep slotted burners, husky heat exchanger, solid casing



Type 130-131 sectional gas-fired highboys

Never before such high quality at this economy price—the latest in Mueller Climatrol's sensational Suburban-aire* line. This newly designed gas-fired highboy is packed with features all its own, including a knobbed surface heat exchanger that greatly increases efficiency by increasing "scrubbing action" of air, therefore giving better heat exchange. The 130-131 is a sure bet to set the season's sales pace. See the Yellow Pages in your phone book for the location of your nearest Mueller Climatrol Dealer.

Mueller Climatrol Warranties Offer Exceptional Protection For Residential Installations

In cooling, Mueller Climatrol not only protects you and your customers against defects in any part of the refrigeration cycle, but PAYS A LABOR ALLOWANCE should service be needed. Furnace warranty not only covers all parts for one year, but the heat exchanger for TEN!

Although Mueller Climatrol has always led the industry in forward-thinking research and development, in 1957 the company is centralizing and more than doubling its engineering, research and laboratory facilities. This expansion is in keeping with the booming demand for Mueller Climatrol heating and cooling equipment, and anticipates the requirements of continued future growth.

Mueller Climatrol Progress Flash!

For complete Mueller Climatrol product information see Sweet's Architectural and Light Construction Files.

Mueller Climatrol®

2021 W. Oklahoma Ave. • Milwaukee 15, Wis.

®Trademark®

New!

Milcor Access Door for Acoustical Tile

Door opens freely, to
make it easy to get
at utilities.

*Finishes flush with the plane
of the surrounding tiles*

It's new — it fits within the tile layer. There is
no exterior frame to break the smooth tile surface —
or to impair acoustical efficiency.

Being made of heavy-gauge steel, the door
can't sag or warp, swell or stick. It is fire-resistant.

Three sizes are available — 12" x 12", 12" x 24",
and 24" x 24". Catalog page 721-A describes
them in detail. Write for your free copy.

MILCOR® STEEL ACCESS DOORS



When installed, the Milcor
Access Door is hardly
noticeable.



Recessed door panel takes
standard acoustical tile up
to one inch thick.



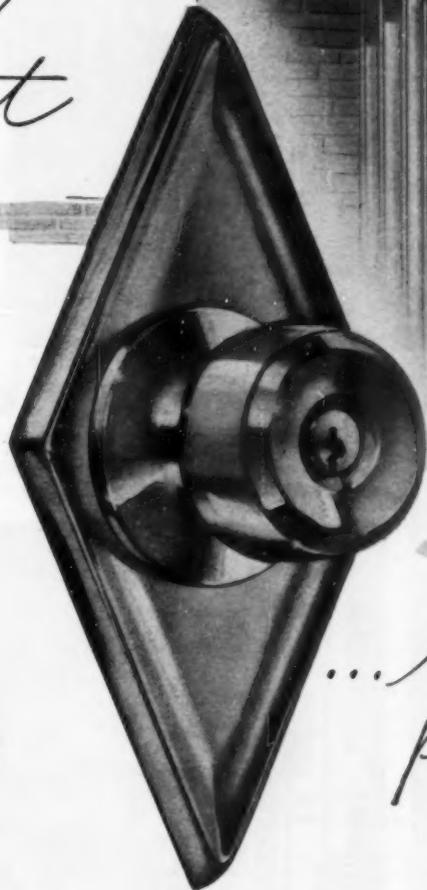
INLAND STEEL PRODUCTS COMPANY

Dept. U, 4025 West Burnham Street, Milwaukee 1, Wisconsin

ATLANTA • BALTIMORE • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • KANSAS CITY
LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW ORLEANS • NEW YORK • ST. LOUIS.

ML-108

*Out
front*



IN ALL
MODERN
FUNCTIONS
AND
POPULAR
FINISHES

*... in builders'
preference, too*

NATIONAL LOCKset . . . distinctively different lockset trim to beautify the exterior of the modern home. And yet, that's only one reason why builders everywhere are selecting NATIONAL LOCKset. Precision engineering . . . positive security . . . quick installation . . . long-term homeowner satisfaction . . . these head the list of unseen advantages that make it America's Outstanding Lockset Value. If you're not totally familiar with the lockset that's "out front", write for Catalog No. 400.

Specify it with confidence . . . Install it with pride



NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS • MERCHANT SALES DIVISION

entirely new
and wonderful way
to enclose bathtubs
and shower stalls



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

sliding folding tub & shower doors!



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

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



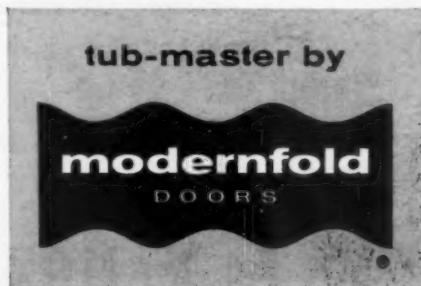
The New Door for Shower Stalls safe, easily cleaned and permanently beautiful.

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

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

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

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



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NEW CASTLE PRODUCTS, INC., NEW CASTLE, INDIANA • MANUFACTURERS OF MODERNFOLD DOORS • IN CANADA: NEW CASTLE PRODUCTS, LTD., MONTREAL 23

How the
equipment →
helps **SELL**
the house ↓



OPPORTUNITY TO CASH IN on national gas appliance merchandising is now greater than ever since availability of natural gas is growing at a rapid pace. Lines now reach 46 of the 48 states. Only Vermont and Maine are excluded, and plans are already underway to tie them in.

ALERT BUILDERS ARE AWARE of the latest innovations in gas equipment, and find it good business to keep their houses up to date by installing and promoting the newest features.

MORE BUILDERS HAVE MODELS which feature all-gas, as the succeeding pages tell graphically. They are influenced in no small part by merchandising help supplied by utilities and by manufacturers.

HOME-SEEKERS LOOK FOR built-in appliances today—especially in the kitchen. And, they're beginning to ask builders to include equipment like gas dryers, gas incinerators and refrigerators in the house package.

OVER 31,000,000 GAS APPLIANCES have been sold since 1950, or about a third of all units sold. According to American Gas Assn. and Gas Appliance Manufacturers Assn., future sales are going nowhere but up.

BUILDERS RECOGNIZE THAT gas is big business and getting bigger. A billion dollars a year is the expected net income of the gas utility and pipeline industry by 1965, reports AGA. This would represent a 63 per cent gain over 1956's estimated net of \$630 million.

WHAT | IS NEW IN GAS APPLIANCES
HOW | THE USES OF GAS HELP SELL

What's NEW for builders

1 HEATING: in Train Village, Calif., they supply an entire community with two LP tanks; are prepared for natural gas

A new and house-selling use for well-established source of fuel—LP (Liquefied Petroleum) gas—is pictured at right. The location: Train Village on U.S. 40, east of Auburn, Calif. The use: two 1,000-gal. LP gas tanks have been set at either end of the 34-house development to supply each home with fuel for a central gas heating system. Most of the homes also use gas for cooking, water heating and clothes drying, as well.

This tract, of course, was outside the natural gas lines, and yet the use of LP permitted realtor Patrick G. Train (developer of Train Village) to advertise homes as "completely equipped with all city gas conveniences."

Prospects attracted to the homes liked them (1) for the modern gas equipment inside and (2) because individual LP tanks had been eliminated from underneath kitchen windows.

Significant new trends in the field of gas heating, according to the Gas Appliance Manufacturers Assn., include the fact that there are less small-sized central heating units sold today. This means the heating needs of the homeowner are greater, and it also means that more home-seekers are willing to pay extra for adequate heat. The median size is now between 75,000 and 100,000 BTU's.

During 1956, 808,000 gas-fired warm air furnaces were shipped, and 1,700,000 individual gas room heaters were expedited by manufacturers (27 per cent of the last-named figure is represented by LP units). Both of these figures represent gains.

What can be expected in the years to come has been outlined by the American Gas Assn. It claims that from 1960 to 1974, 20 million new central heating units, 17.5 million floor and wall furnaces, and 42 million gas space heaters could be sold.

2 COOKING: on-site merchandising of new automatic burner control helps sell the house in Detroit's Golf View Manor

Latest innovation in the gas cooking field is the automatic burner control, and Sullivan-Smith, Inc., Detroit builders, have bid well for the prospect's attention by highlighting this feature in their model house. The eye-catching poster display at right was a cooperative product of the Michigan Consolidated Gas Co. and the builders. Combined merchandising efforts like this are typical throughout the country.

The builders were also following the latest trend by installing built-ins. Popular in the past, the idea of built-ins is now expanding at a lively pace. For instance, GAMA reports that during the first four months of 1957, 55,200 built-in gas ranges were shipped—an increase over the same period last year of 11.7 per cent.

Other new features of gas cooking equipment which builders are merchandising to good advan-

tage include: color—both the number of new shades and the degree of color blend and color match between appliances manufactured by two or more firms; safety controls to prevent children from being hurt; automatic meat thermometers in gas rotisseries, and more gas rotisseries.

There is also a custom trend to double ovens which builders are watching closely. The future is bright for both free-standing and built-in ranges, according to AGA. They predict that 77 million units can be sold during the fifteen years from 1960 to 1974.

A healthy percentage of this figure will be represented by built-ins. Backing for this premise comes from last year's figures, showing that 160,000 built-ins were shipped; and, from this year's estimate—that built-ins may provide 10 per cent of the gas range market.

in the seven uses of gas?



OUTSIDE NATURAL GAS lines, this California development nevertheless was advertised as "all-gas." The fuel

source: two 1,000-gal. LP tanks, one of which is shown here. Central heating source proved a sales aid.



TURNING SPOTLIGHT on automatic top-burner control helped sell this Detroit house which featured these Univer-

sal built-ins in the home "package." For full details on Sullivan-Smith merchandising, see page 78.

3 WATER HEATING: on-the-spot signs point up latest features; make a more saleable house

This Riverside, Calif., builder, with the use of a conservative display sign—see photo at right—has taken a Day & Night heater out of the realm of the neglected, and shown how it makes his house a better home. Smart merchandising? Yes. It once again proves that equipment *can* help sell the house. Gas water heater sales last year, incidentally, rose to 2,773,600, and the trend is to units with greater capacities. See more on Riverside merchandising on page 80.



4 LAUNDRY: this Oklahoma City development cashes in on brand-name recognition

The attractive sign at the right is one of about a dozen which line the highway leading to Ridgcrest Heights in Oklahoma City. The builders reckoned on the signs doing double duty, and rightly so. They made a path to the development entrance, and simultaneously promoted the best features of the houses—using the strength of brand-name identification. Sales of gas dryers are going up, too: from 368,000 in '55 to 1956's 450,000. More on Ridgcrest Heights on page 74.



5 REFRIGERATION: in Texas, they got customer attention with Mrs. America—on TV

A subtle and quite effective way to show how gas refrigerators fit into homes in the Dallas parade is demonstrated at right. Over Dallas' WFAA-TV, Mrs. America, right, talks of preparation and storage of food on Julie Benell's regular daytime homemaker show. Unit in the background is a Servel. AGA helped set this up for builders. Inclusion of refrigerators in the house package is becoming more of a reality every year. See page 84 for more on Dallas.



6 INCINERATION: in Cleveland, they tied in with the utility's power-packed TV promotion

Cleveland TV announcer Alan Douglas, right, explains advantages of gas incinerator to viewers. Sponsor is East Ohio Gas Co., and all builders in the area have benefited from such promotion. Tying in specifically is builder Nicholas Caputo, who installed Warm Morning gas incinerators in his latest development at Lyndhurst, Ohio. He used a new selling slant effectively, too: told prospects of unit's waste disposal value—and the worth of residue ashes as fertilizer.



7 AIR CONDITIONING: this Minnesota builder featured gas a/c in his brochure

During National Home Week last year, the Minneapolis Gas Co. and alert builders in the area joined forces to promote gas and houses, respectively. One of the house-selling aids which the utility provided those builders tying into the program is the brochure shown at right. Naturally, the builder profited from having his house publicized, but he also gained much by installing year-round gas air conditioning—a dramatic extra which made the homes more saleable.



OTHER USES: gas lamps are returning—to serve as lawn adornments; night light

Not all gas uses are confined to the seven residential applications described above. Builder Franklin A. West of Pittsburgh and the Peoples Natural Gas Co. cooperated on promotion of West's "King of Arms" project, site of the picture at right, where gas lamps were used on the lawn; gas-fired snow-removal coils used in the driveways. And, in Austin, Tex., gas was used as fuel in an outdoor barbecue pit. For new gas products, see page 93.





ALL APPLIANCES in the Ridgecrest Heights demonstrations are connected and working. In this photo, hostess has just dumped a pile of wet clothes into the gas dryer, and is explaining its operation to crowd.



EASE OF CLEANING with O'Keefe & Merritt's latest model built-in range is shown here by Ridgecrest Heights hostess. During week of previews for press and local VIP's, range and oven were used to prepare hors d'oeuvres.

IN OKLAHOMA CITY: THEY SELL BY STAGES . . .

. . . this equipment is previewed



BUILDERS Glenn E. Breeding, Russell Showalter, flank R. H. principals. M. H. North, Oklahoma Natural Gas Co., 2nd from left, and Joseph Schulte, pres., Holiday Kitchens, Inc., complete the quartet.

"If I were asked for the most effective way to make an impression on prospects for a new home, I would say: *demonstrate.*"

So counsels Joseph H. Schulte, president of Holiday Kitchens, Inc., and "architect of merchandising" in charge of promoting this Ridgecrest Heights development in Oklahoma City, Okla., for builders Glenn E. Breeding and Russell Showalter. (Schulte's firm offers a complete promotion "package" to builders.)

That his theory has been carried out in this development is graphically illustrated above. These pictures were taken—not in the model homes—but in a specially-constructed building designed just for display and demonstration purposes.

It is called "Holiday Showcase" (see photo at right). More unique than the building itself is the routing plan for visitors. With the use of wire-mesh fences and a strategically-placed turnstile, Holiday Kitchens makes it impossible to see the model homes without first watching the equipment demonstrated. Since all the equipment seen in the showcase is included with the houses, it's easy to see what these appliances go a very long way toward



MOST EFFECTIVE demonstration was made with air conditioning which gave welcome relief from hot summer sun in Oklahoma. Forced warm-air heating unit, air conditioner and gas water heater are Day & Night.



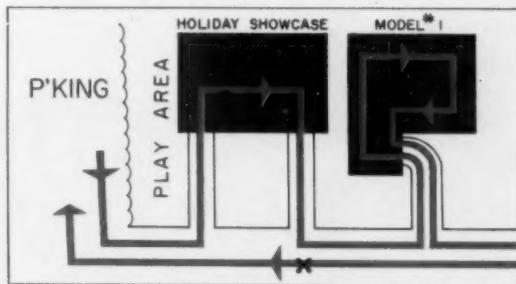
AUTOMATIC ICE MAKER and other new features of the Servel gas refrigerator were spotlighted by hostess, whose dress, incidentally, is decorated with tiny blue flames: the gas symbol. Scene is in showcase.

in "showcase" demonstrations

sewing up the house sale. The wives, especially, who are influenced by pretty kitchens anyway, were impressed with these live demonstrations.

There are four basic house designs in the Ridgecrest Heights project with prices starting at \$24,800.

Selling the homes is the responsibility of Magee & Saggau, Phoenix, Ariz. They are designed by architect Earl Kaltenbach, AIA, of San Fernando Valley, Calif., and decorated by Linda Carrier, AID, of Dallas, Tex.



SHOWCASE BUILDING at left is rectangular unit in schematic above. Unique is the way routing design makes visitors enter "showcase" before moving onto model homes, one of which is shown above (L-shaped plan).

**HOW GOOD MERCHANDISING
SELLS THE HOUSE** continued



In Columbus, Ohio:

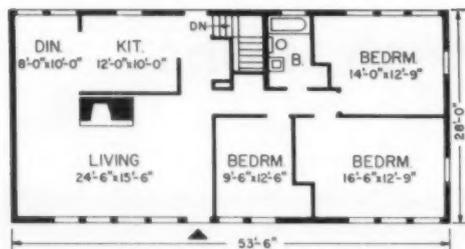
UTILITY . . .

REALTOR . . .

BUILDER . . .

SALES IMPACT was given Blue Flame Village by this cleanly-designed sign provided by gas company. Members of the "team" that backed project relax here against

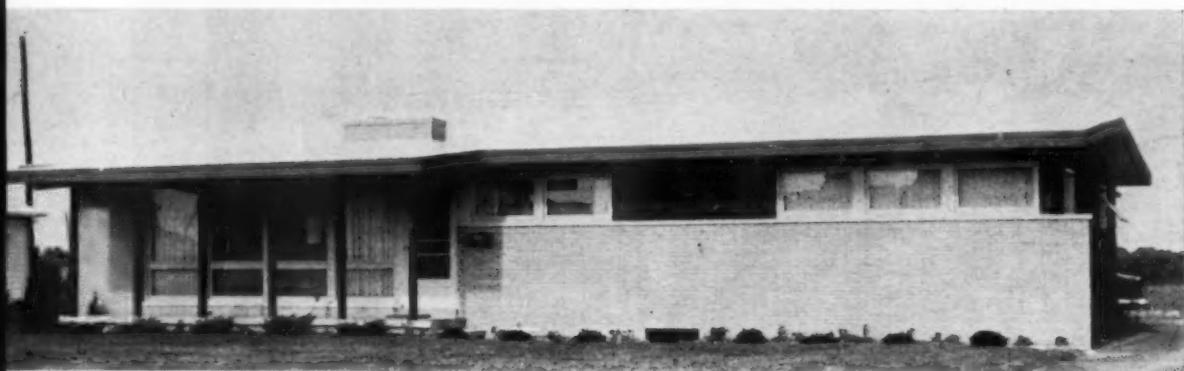
...they form a team



ROOMY BEDROOMS show up in plan of house below. Fireplace dominates living-dining area; "makes" the room.

Cooperative effort is a potent force when determination and dough join to promote an idea. It worked in Columbus where a utility, the Ohio Fuel Gas Co., a realtor, J. Newton Jones, and five builders pooled their forces to create a community with merchandising impact. The result: Blue Flame Village—an entire tract fueled by gas.

Previously, there had been all-gas "houses of enchantment" in Columbus, but never a whole development. This new approach caught public



PORCH-PROTECTED glass wall off living-dining area shows good sun-control planning. Brick facing provides nice balance for glass expanse, and blends well with slim

portion of siding above it. This is product of builders Roger Berlin and Bob Defenbaugh—one of five firms constructing all-gas houses in Blue Flame Village.



permanent entranceway. (L to R) J. W. (Bill) Potter, Jr., Ohio Fuel Gas Co.; J. Newton Jones, pres., Northwest Real Estate; one of the builders, G. R. (Ray) Mathers.

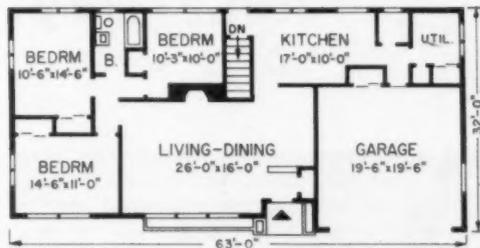


SALES BROCHURE was prepared by utility as part of its cooperation in project. Included in it are house sketches, plans, photos of builders, gas equipment.

to put power in their promotion

attention, and crowds jammed the opening of each house. (Every house in the project was designed differently. See page 184 for land and house planning.)

Typical of the gas company's aid was its preparation and distribution of the handsome booklet in the upper right-hand corner of this page. It included sketches and plans of all the homes; photos of the builders and of realtor Jones. It also highlighted equipment, added a list of the suppliers.



ENTRANCE PLAN is good here, as planter well separates dining room. All homes in project have cellars.



STONE SIDING sets this house off from others. Ranches, two-stories and splits are all included in the development. R. D. Morlan was the builder here. House retreats from

the more modern look at left, yet is sufficiently un-conventional to command a good price. There are designs in project to please everyone. Prices vary widely, too.

HOW GOOD MERCHANDISING SELLS THE HOUSE: DETROIT



EXCELLENT USE of what would otherwise be a bare and not-so-attractive basement is made by builder Vincent

Sullivan in this Detroit, Mich., development. Display panels are well laid-out, and are kept well-lit.

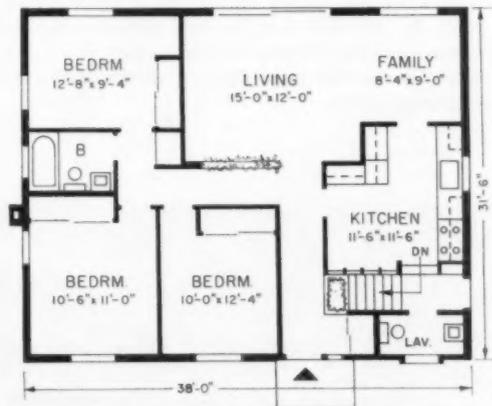
They display brand-name

“As you can see from the displays here, your new house will include heating, cooking and water-heating equipment fired by gas and, for an additional charge, you may have a gas refrigerator, dryer and incinerator.”

Such is the sales approach of Sullivan-Smith representatives who have their “pitch” laid out for them in handsome displays—set up in the basement of each model house. This is not just selling, it is marketing—a concept discussed by AMERICAN BUILDER (see August 1957, page 76).

When prospects have seen the brand-name products on exhibit, and have seen the house itself, they don't have to go outside to talk terms. Sales offices are cubicled off in basement.

Typical of brands represented in project are Serval, Bryant, Lochinvar, General, Republic, Hamilton and Calcinator.



HALF-BATH is well placed for children coming in from play. Planter makes a good divider in living room.

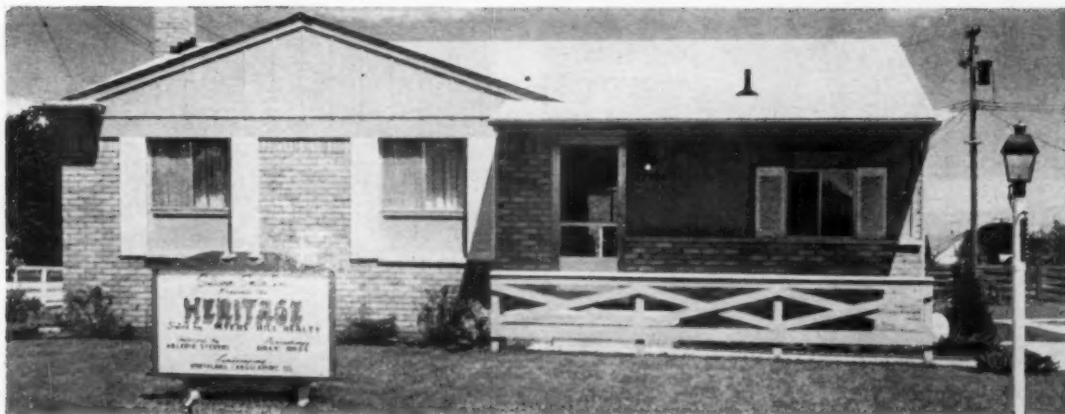
...in the basement



BRASS TACKS POINT in sale has been reached here by S-S salesman and home prospects—none of whom have to

travel outside the model house to reach office. Both display panels, left page, sales cubicles are in basement.

products and nail down sales ...



EYE-APPEALING fence helps give this house a "homey" look, and all-gas equipment inside made buyers think

well of it. The house is one of several ranch designs in the development, which is called Golf View Manor.

of this model house

SEPTEMBER 1957

They told a potent story ▶

HOW GOOD MERCHANDISING SELLS THE HOUSE continued



... **IN ENTRANCEWAYS**, Sun Gold's University Hills story was smartly told with this modern tile wall. Clearly labeled and neatly landscaped, its size matches the scope of this 1,500-acre, 2,400-house development.



... **WITH NEWSPAPERS**, president R. H. Walter of Sun Gold spread the word with dominating full-page ads, of which this is a typical sample. Blue-flame symbol of gas and line "Gas does it better" ran with each ad.

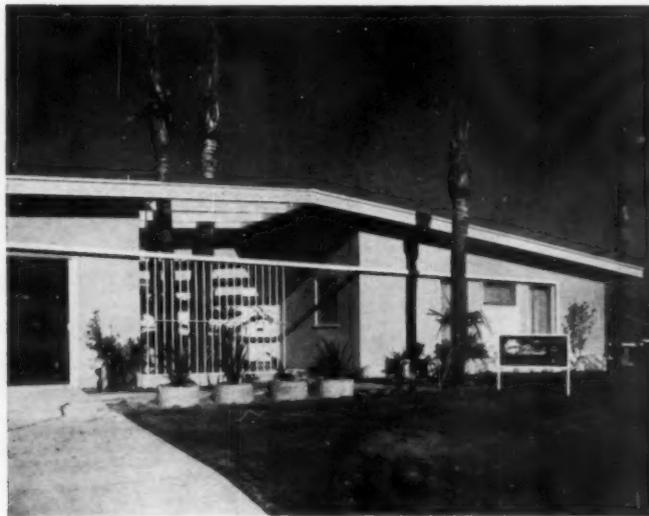
... **ON BILLBOARDS**, Sun Gold combined some fine institutional advertising with directional pointers. Notice how design serving as "University Hills" background matches lattice-work divider in model house below.

**There's a lesson to be
learned from University Hills
in Riverside, Calif.:**

A good story told well in



... **AT POINT OF SALE**, Sun Gold is still pounding away at prospect's sales resistance with house signs which resemble its billboards. High points of house and fact that gas is used make good check points.

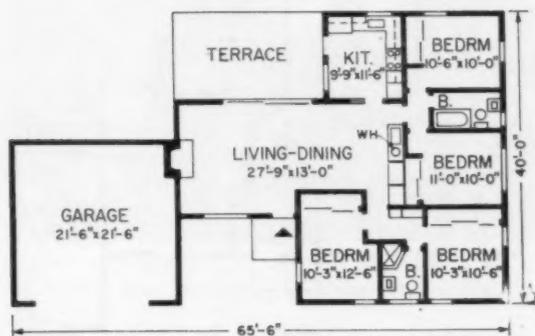


GOOD DESIGN is always a top selling aid, and Sun Gold has done it here with an open court, lattice-fenced entrance. Trees inside court lend a climactic touch. Single roof line creates large-house impression.



many places spurs sales . . .

. . . and all-gas equipment played a leading role in building
a highly marketable package in this 2,400 house project



FOUR-BEDROOM PLAN for this particular model was a fine sales drawing card, despite the fact that rooms are small. Available in the project are two-, three- and four-bedroom plans, plus a choice of 48 elevations.

“**S**aturation” is a term ad agencies use to describe a concentrated campaign which takes advantage of all media to blanket a specific area with the client’s message. It’s proven highly effective when done skilfully for short periods of time. This is essentially what Sun Gold’s president, R. H. Walter, did to get his University Hills development off the ground with a bang.

Beside the well-executed merchandising which appears on these pages, builder Walter—in close cooperation with the local gas utility—ballyhooed his project with brochures, direct mail stuffers, pre-opening parties, bumper strip cards, car and bus cards, on-site displays of gas appliances (in the garages), and an extensive drive for publicity.



HIGH-POLISHED finish, glass door, oven-heat indicator and automatic oven clock control spark kitchen. This and built-in range are Caloric.



40-GAL. CAPACITY gas hot-water heater amply fills needs of this modern home for personal, clothes and dish washing. Unit is by John Wood.



SALES-AIDING extra is this gas incinerator by Caloric. Oak Hill prospects definitely like the idea of ending trash, garbage collection worries.

COVER HOUSE—MIDDLETOWN, N. J.:

This builder put together

“Where you can live as you always meant to . . .” is the slogan which runs through all the advertising for this cover-picture house.

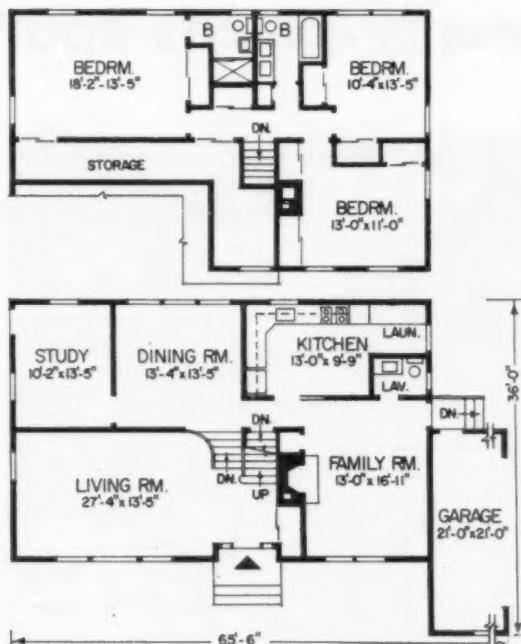
To builders hardened by constant use of expansive language in ads, this may sound like an understatement, but it sells houses.

Here are the sales points the ads hammer home: the project is convenient to local shopping and only 60 minutes to New York City; it is situated in rolling wooded country that is ideal for gracious living; a panel of seven architects and five builders designed the houses, and appliances in the home package are all-gas. As the photos above indicate, this means gas for cooking, water heating, incineration, refrigeration, heating, and clothes drying.

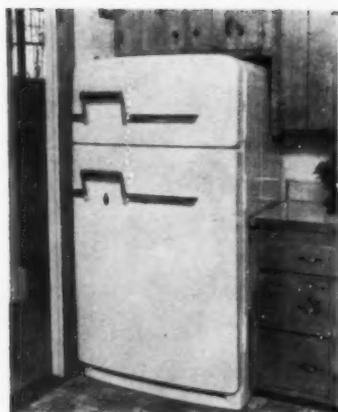
Builder J. R. V. M. (Jake) Lefferts has chosen some 500 acres of what is probably the choicest land in the area to develop his Oak Hill project, of which this \$32,900 model house is a typical sample. (Prices start at \$26,000.)

He has packed the homes with good architectural details and all-gas equipment.

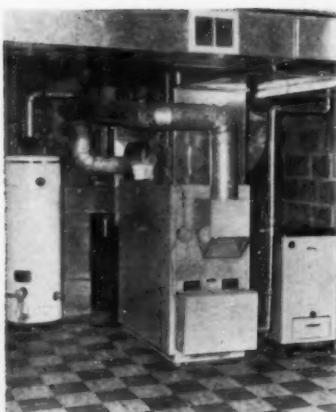
To relate the size of the lots to the prices, builder Lefferts has established a firm policy not to build on less than a half-acre. In many cases this includes not only a score of beautiful shade trees (they took very good care not to eliminate them), but a meandering brook (there are two on the site). At presstime, sales were moving ahead of the anticipated rate.



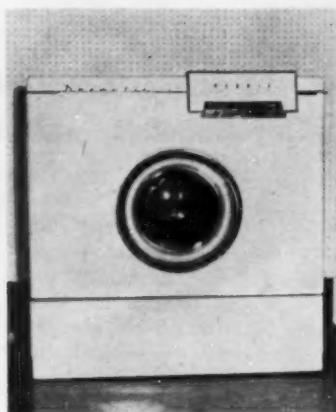
SPACE LUXURY is provided by this plan on both floors. Huge storage areas, oversized bedrooms, den and family room give \$50,000 living for \$32,900. Note that fireplace makes family room live up to its name.



IMMEDIATE APPEAL is registered by home-seekers for refrigerator (Serval). Buyers today aren't interested in getting appliances separately.

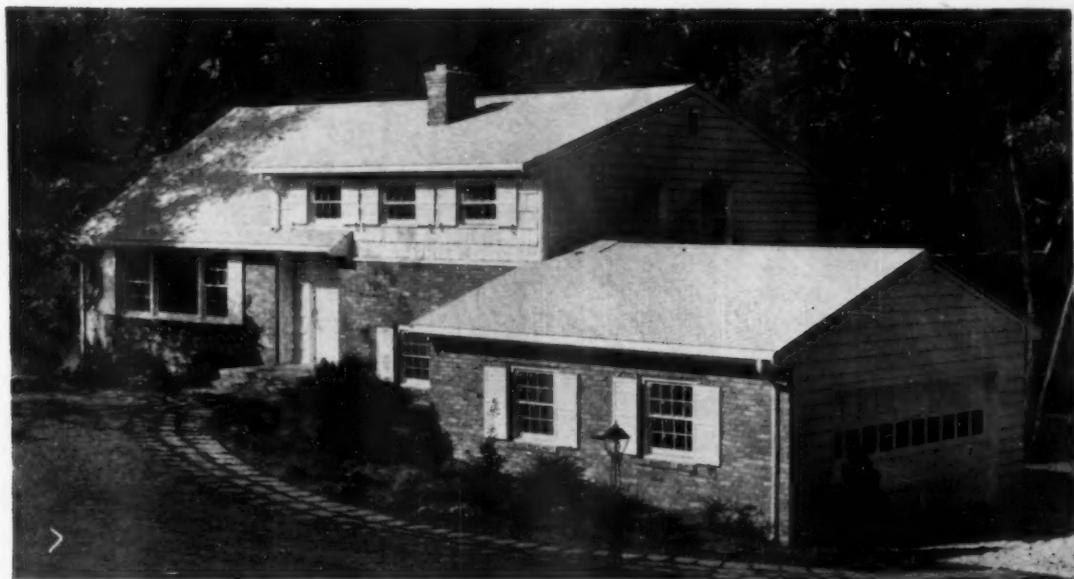


FORCED WARM-AIR heat throughout Oak Hill houses is provided by Hart, Crouse Oneida Royal unit. Gas-fired, it is AGA-approved winter a/c.



CONVENIENCE of clothes washing and drying in a single unit is afforded Oak Hill residents by this Bendix Duomatic washer-dryer combination.

an all-gas picture . . .



MUTED COLORS of used brick give this home a settled, lived-in look. Notice how the design fits the land's

contour. (See cover.) Careful attention is given each house plan so that land and house blend naturally.

. . . of gracious living

SEPTEMBER 1957

Parades are promoted with gas ▶

All-gas houses draw big crowds everyday in San Angelo's "parade of homes"

Over 20,000 people came out to this 18-house San Angelo, Tex., parade of homes, and one of the major reasons for their coming was the all-gas kitchens in every home.

On hand to give the show some extra zip was Mrs. Texas (Mrs. Mildred Campbell of LaGrange, Tex.) who helped out by on-site cookery demonstrations (as did Mrs. America below).

A total of 100 gas appliances were installed in the 18 homes, and promotion of both house and appliances was carried on in newspapers, radio and television.

Prominent in the merchandising of both this and the Dallas parade below was the Lone Star Gas Co. Total advertising exposures topped five million.



CROWD WAITS here to enter San Angelo, Tex.'s parade of homes. Only a small portion of the 2,000 who turned out opening day are seen in this photo. By show's end, over 20,000 people had trooped through the 18 houses on display. All-gas equipment contributed much to their coming.

In Dallas, a "parade" promotion is sparked by Mrs. America and modern kitchens

A chance to see Mrs. America in person, and 71 new gas-appliance equipped homes brought out 209,884 people to Dallas' parade. (Mrs. America is Mrs. Cleo Maletis of Portland, Ore.) Lone Star Gas Co. helped here, too.



HELICOPTER brings Mrs. America to parade. She's greeted by Jim Bailey, past pres., Dallas HBA; L. G. Lee, Jr., chmn., and the Hal McGraw's.



MODERN KITCHEN in Dallas parade home is reigned over by Mrs. America (Mrs. Cleo Maletis of Portland, Ore.) who served as hostess. According to Dallas HBA, she gave the parade a "tremendous lift"—made it the most successful in Dallas history. All equipment in this kitchen is gas.

*An integrated
family living area
by **MUTSCHLER***



—courtesy Family Circle Magazine

Three vital home areas—kitchen, dining and laundry—are smoothly integrated in this beautiful new kitchen by Mutschler. Though blended, each area does not interfere with work patterns of another. Such a kitchen is no happenstance. It's the result of careful planning, backed by years of specialized experience. That's why our kitchen planning services are valued by architect and builder alike . . . why we think you'll be interested, too. Send coupon to learn how the services of a Mutschler kitchen specialist may be made available to you . . . at no extra expense.



*first name in the
kitchen since 1893*

MUTSCHLER BROTHERS COMPANY
Dept. 9107 Nappanee, Indiana

Please send complete information on your kitchens and planning services.

name _____

firm _____

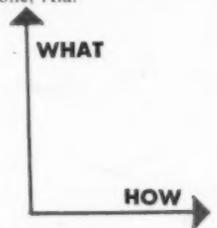
address _____

city, state _____

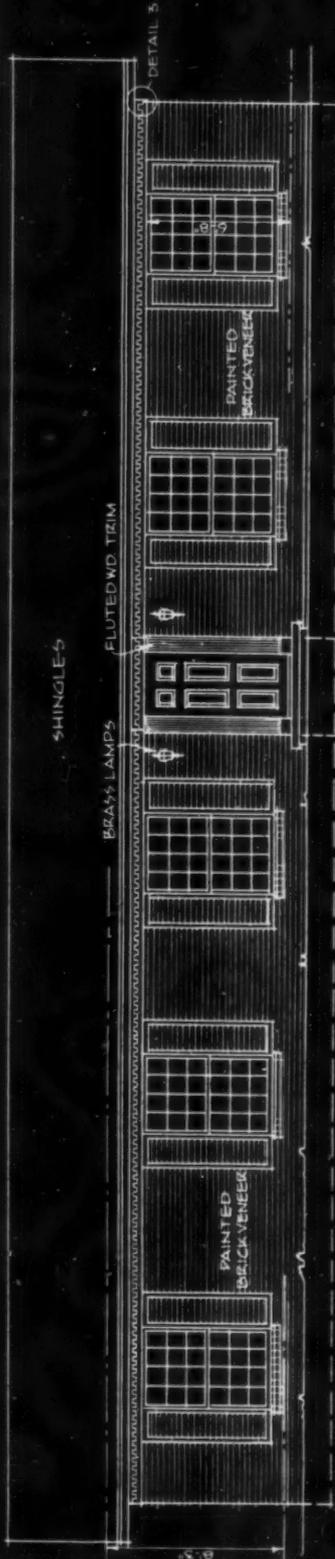


BUILDER C. C. Engdahl shows prospective customer his 1957 Parade of Homes model in Mobile, Ala.

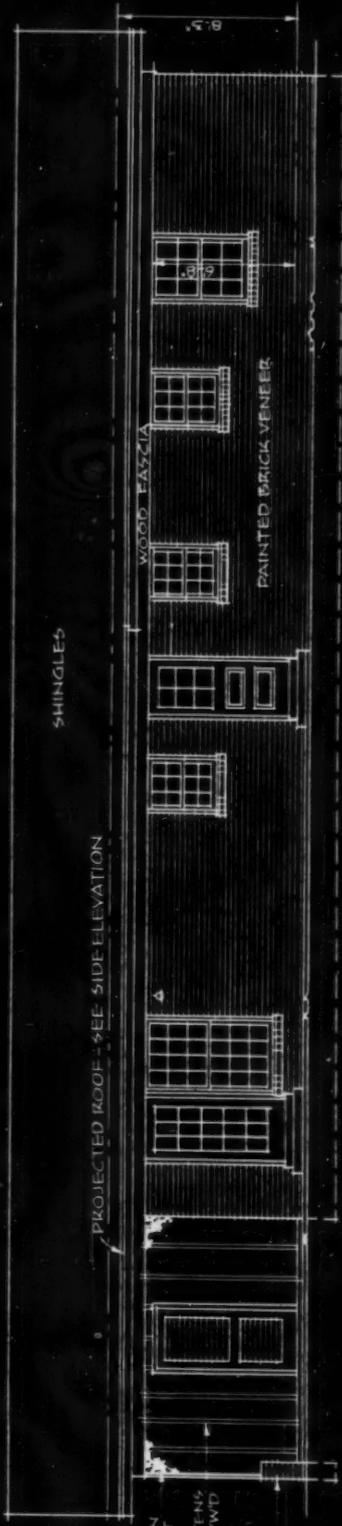
**This builder parades
a value-packed home
laced with eye appeal**



**AMERICAN
BUILDER
BLUEPRINT
No. 245**



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

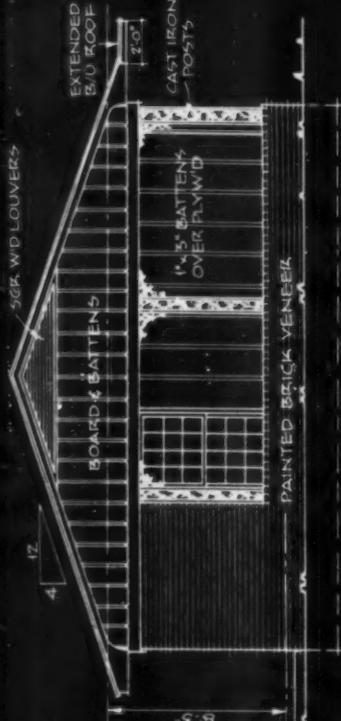


REAR ELEVATION
SCALE 1/8" = 1'-0"



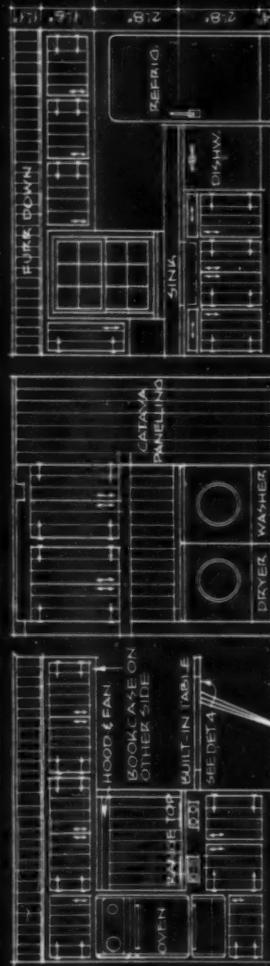
LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"



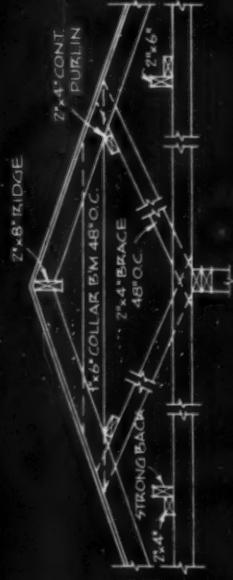
RIGHT SIDE ELEVATION

SCALE 1/8" = 1'-0"



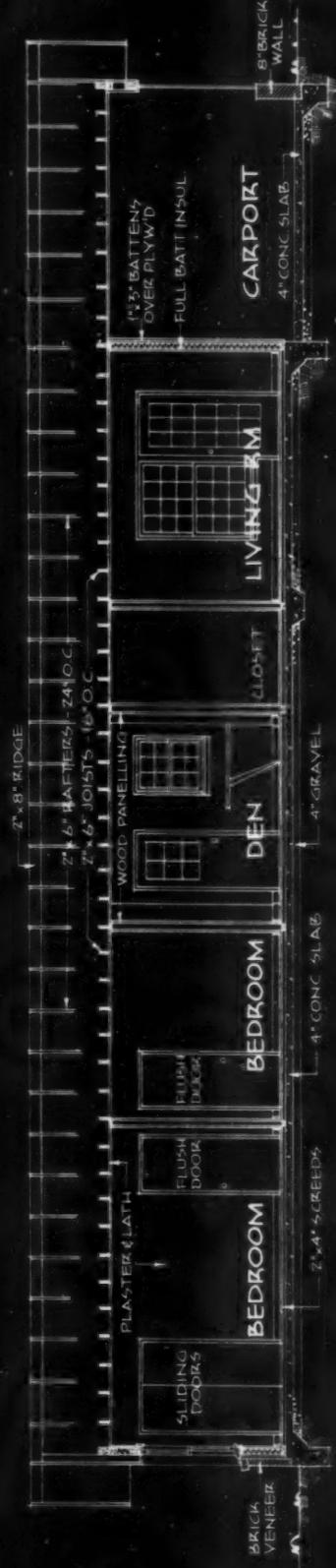
KITCHEN ELEVATIONS

SCALE 3/16" = 1'-0"



ROOF BRACE DETAIL

SCALE 1/4" = 1'-0"



CROSS SECTION B-B

SCALE 1/8" = 1'-0"



BUILDER C. C. ENGDahl shows off counter range, one of the gas appliances that help "customize" his houses.

Kitchen opens into family room, as shown in blueprint, is in itself a major "custom touch" sales feature.

THIS BUILDER PARADES VALUE . . .

. . . he customizes with all-gas

| QUANTITY MATERIAL LIST | | |
|-----------------------------------|----------------------------------|---------------|
| House | Frame and Brick Veneer | Ranch House |
| Area | | 1,625 sq. ft. |
| CONCRETE WORK | | |
| Location | Actual | Actual +5% |
| Foundation Footing 2'0" | 367 cu. ft. | |
| Slab 4" | 567 cu. ft. | |
| Grade Beam | 80 cu. ft. | |
| CONCRETE ACCESSORIES | | |
| Location | Description | Amount |
| Slab Reinf. | #6 10 x 10 wire mesh | 1,700 sq. ft. |
| Mopped Asphalt Felt | | 160 lin. ft. |
| TILE WORK | | |
| Location | Description | Amount |
| Bath Floor | Ceramic | 100 sq. ft. |
| Bath Walls | Ceramic | 250 sq. ft. |

(Continued on page 204)

Today's development builder has a tough problem: buyers, tired of all-the-same housing, want individually designed homes; but the builder, to keep costs down, must standardize.

There's no simple, single answer, but Builder C. C. Engdahl has come up with a way of "customizing" a development house that goes a long way towards a solution: include, inside and out, the house features you think most buyers would want if they were planning their own custom homes.

Being in a natural gas area, Engdahl very logically decided to add the value of low-cost gas operation to the complete line of appliances and equipment he thought buyers would want in their own custom homes. Range, oven, refrigerator, clothes dryer, hot-water heater and heating plant all are gas operated.

There's an extra for the economy-minded buyer: Engdahl estimates that year-round heating and cooling for the house will cost under \$100 a year.



WHITE BRICK VENEER sets off the wall-length shutters, gives an "Old South" look. Big lot (half acre) adds to

the luxury feeling. Carport is in rear, at right, hidden by the extended front wall and big window.

THIS BUILDER PARADES VALUE . . .

. . . and sells southern charm



CAREFUL ATTENTION to detail helps the overall attractiveness of the house. Door trim is unusually ornate, carefully finished. Old fashioned lamps on either side of the door add further charm.



SET-BACK FRONT DOOR, although somewhat more expensive to frame, pays off by giving a warmer feeling of welcome. Front stoop of tile is handsome, easy to clean. Front door is old fashioned panel type.

Selling a luxury-priced house like this (\$23,000 without land, \$27,750 with) requires, besides just plain value, something best described as charm—in this case, southern charm. Engdahl has accomplished this with a blend of richness—the white brick, oversized front windows—and dignified simplicity of design. Coupled with extreme attention to small details, this produces a house that looks and feels like more than its selling price.

Engdahl considers VA discounts in his area too heavy, has financed his houses either through the old FHA, with a \$4,500 down payment, or with a conventional mortgage, with \$7,500 down.

**PRODUCTS USED IN THIS MONTH'S
BLUEPRINT HOUSE**

Chadwick gas oven and counter range; Servel gas refrigerator; Bendix clothes washer and gas dryer; Iron Fireman gas furnace; Hodges gas water heater; General Electric dishwasher; American Standard plumbing fixtures; Laurel air conditioner; Moe light fixtures; Flintkote roof shingles and 2x8 T & G sheathing; Barnett windows; Owens-Corning glass; Meyer cord flush doors; Mt. Vernon oak floors; Azrock vinyl kitchen floor; 4" blown Fiberglas ceiling insulation; 2" Fiberglas batt wall insulation; Stylon bathroom wall tile.

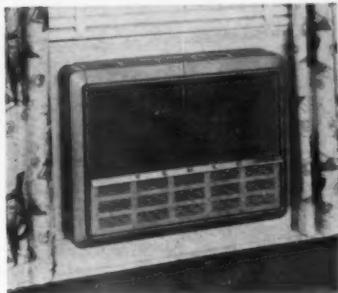
New products: here are some of the latest gas products

Newer styling . . . more safety . . . efficient operation with these units



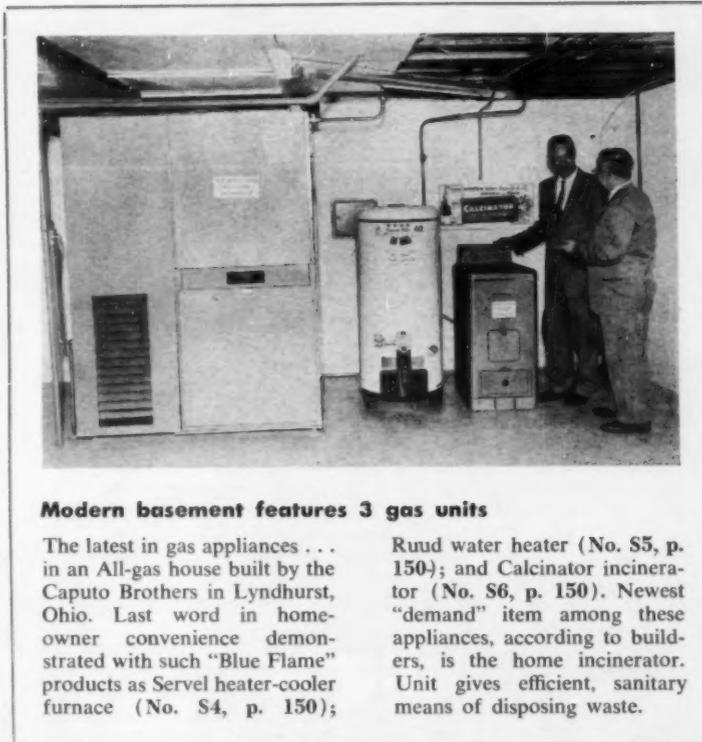
Cooking made easy

Convenience is selling keynote of well-placed gas oven in modern kitchens. Compact built-in design with controls at finger tips eliminates both wasted space and motion. Also shown is the precision engineered built-in gas top unit. Has both valve handles and air intake located on the unit top. Popular 33" model requires just one cut-out, insures rapid installation. Tappan Stove Co., Dept. AB, 250 Wayne St., Mansfield, Ohio. (Circle No. S1, p. 150)



Gas heating cuts costs

Versatile Thru-the-Wall gas heater is easily installed through 8" cut in any wall, in little time and with less expense. Requires no chimney or



Modern basement features 3 gas units

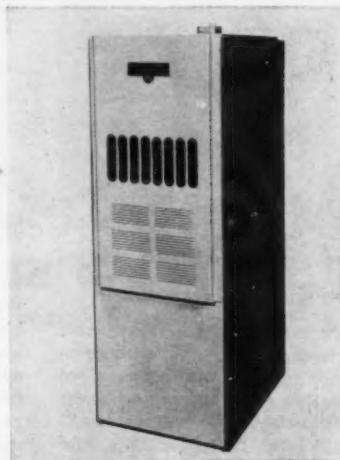
The latest in gas appliances . . . in an All-gas house built by the Caputo Brothers in Lyndhurst, Ohio. Last word in homeowner convenience demonstrated with such "Blue Flame" products as Servel heater-cooler furnace (No. S4, p. 150);

Ruud water heater (No. S5, p. 150); and Calcinator incinerator (No. S6, p. 150). Newest "demand" item among these appliances, according to builders, is the home incinerator. Unit gives efficient, sanitary means of disposing waste.

flue, is hooked up to pre-engineered vent and gas line. Allows both zone-controlled and perimeter heat, and assures constant, even heat. Temco, Inc. (Circle No. S2, p. 150)

Gas furnace meets demands

Answering builder-buyer demands for an efficient heating unit with adaptability plus modern design is the new gas furnace model at right. Allows ultimate in installation possibilities. New Lo-Hi-Boy can be installed in an alcove, closet, utility room or attic. When matched with a blending return air drop, the unit makes the ideal basement furnace. Armstrong Furnace. (Circle No. S3 on page 150)

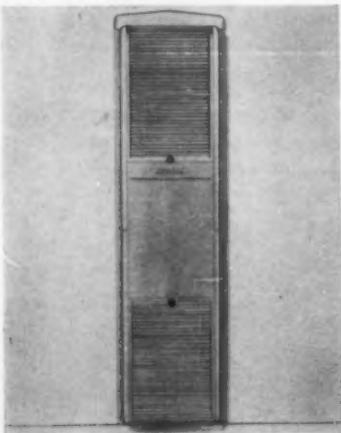




This new range is automatic all the way

Gas ranges with an array of automatic features make gas cooking "automatic all the way." Oven control turns oven on, keeps temperature even, turns it off with split-second timing. New "Roast Minder" keeps watch over internal temperature of roasts. At pre-set

point alarm sounds and oven goes off. Even on the top of range, and in built-in griddle "Tem-Trol" heat control keeps precise temp control, prevents burning and boiling-over accidents. Geo. D. Roper Corp., Dept. AB, Rockford, Ill. (Circle No. S7, p. 150)



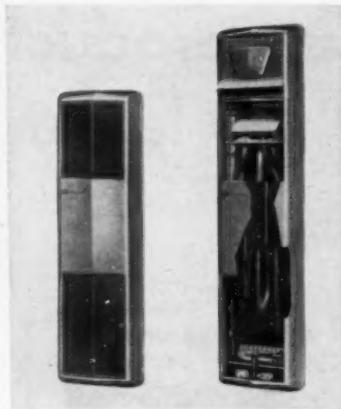
Heater gives even warmth

More comfortable yet inexpensive home heating is possible with revolutionary gas-fired wall heater. Cool air is drawn in at the top and warm air forced out at the bottom, eliminating wasted heat at ceiling and cold floors. Vented forced-air

counter-flo heater comes complete with fully automatic controls built-in. Desired temperature can be easily dialed. Models are designed to fit between standard 16" o.c. wall studs, is vented to outside with standard type wall vents. Phantom view (right) features exclusive diffusion-type three-speed automatic blower which may be added to either single or dual-wall models, shows burner, and corrugated combustion chamber which increases heating surface and permits more air to flow through

Solves space problems

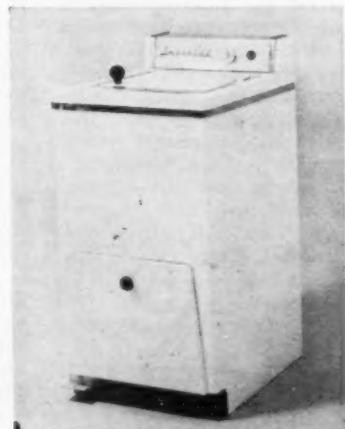
Areas such as converted attics, attached garages, and "add-on" rooms which present heating problems can be inexpensively but efficiently heated with gas-fired wall heaters. Easily installed recessed wall heater (left) fits between standard 16" o.c. wall studs, is vented to outside with standard type wall vents. Phantom view (right) features exclusive diffusion-type three-speed automatic blower which may be added to either single or dual-wall models, shows burner, and corrugated combustion chamber which increases heating surface and permits more air to flow through



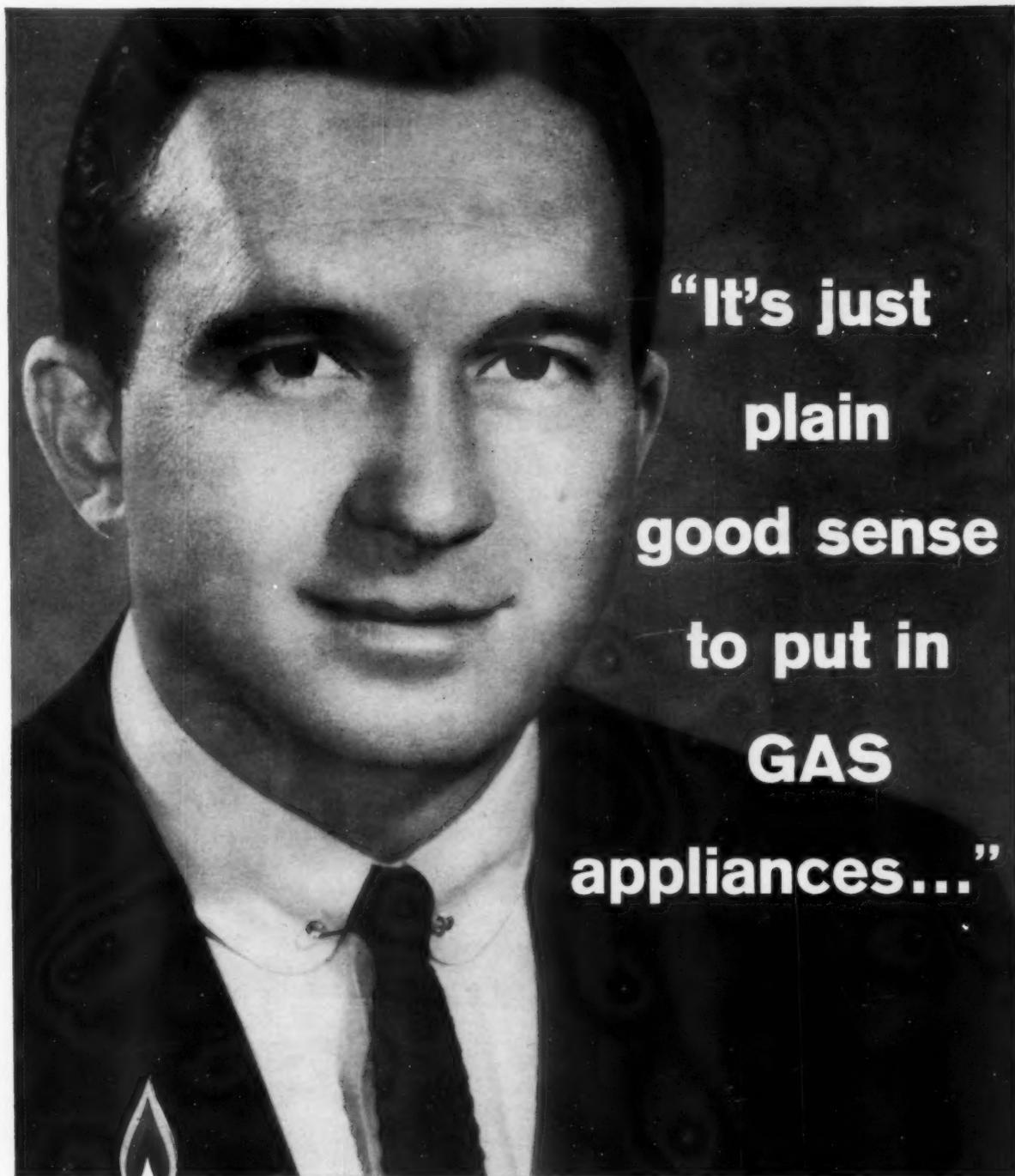
heater. All heaters equipped with safety shut-off. Six models available. Automatic controls, "Tri-Matic" blowers optional. More information from Coleman Co., Inc., Dept. AB, Wichita 1, Kans. (Circle No. S9, p. 150)

Incinerator comes into kitchen

Taking its place alongside other kitchen appliances, modern gas incinerator features exterior styling



which complements kitchen or utility room motifs. Available in yellow or blue, Imperial has both easy to reach controls and foot pedal loading door operator. Engineering features include air-pool "suspended incineration," gas burner with safety shut-off, automatic timing of burning cycle, and stainless steel flame spreader that affords six points of flame impingement instead of just one. Majestic Co., Inc., Dept. AB, Huntington, Ind. (Circle No. S10, p. 150)



**"It's just
plain
good sense
to put in
GAS
appliances..."**



... says Willard Woodrow, *Bullder*

*Aldon Construction Company
Los Angeles, California*

GAS APPLIANCES MAKE HOUSES EASIER TO SELL

AMERICAN GAS ASSOCIATION



Willard Woodrow says:
*"Gas in the kitchen
helps sell the
whole house."*

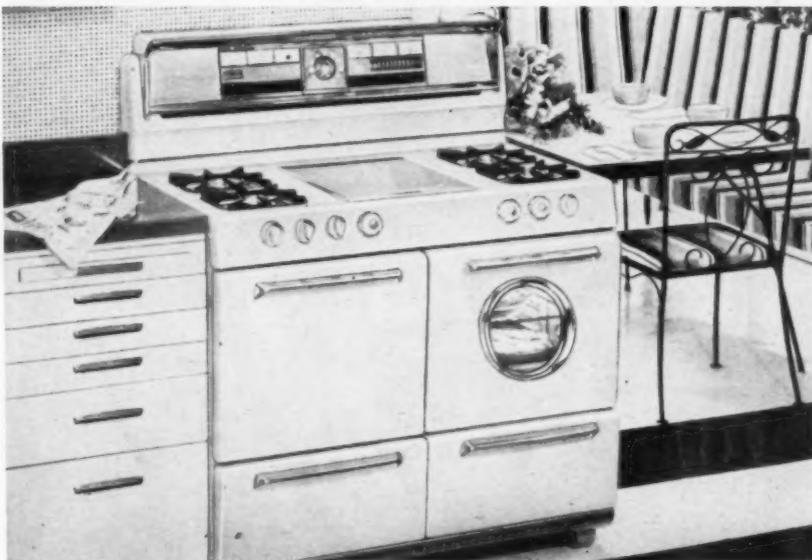
A GAS range really pays off!

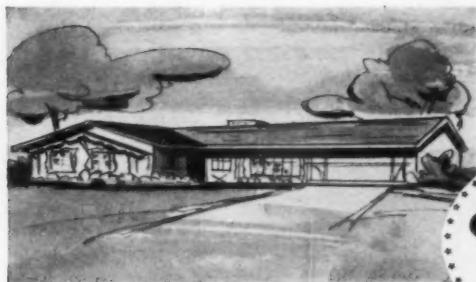
SAVES you money on purchase price. It's easy to install . . . makes kitchen planning easy, too. Built-in units adapt easily to modern homes. Free-standing ranges are available in many sizes, many burner arrangements.

Best of all, home buyers know a Gas range will save *them* money month after month on utility bills.

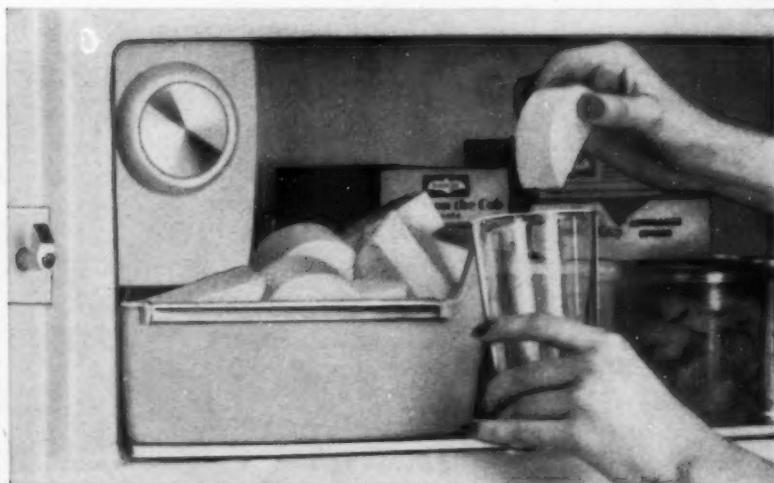
And the automatic features on today's new Gas ranges are terrific sales aids!

- Burner-with-a-Brain, new automatic top burner
- Clock-controlled oven
- Rotisserie for barbecuing right indoors
- Built-in meat thermometer that tests the roast
- Handy top griddle that converts to extra work space
- Slide-out, oven trays to catch spillovers
- Instant on-off heat for quicker, better cooking
- Automatic lighting of all pilots
- Choice of white or pastel colors
- Easy to clean





The automatic ice-maker clinches lots of sales . . .



***and only
a GAS
refrigerator
has it!***

Prospective buyers are fascinated by it. And while they're watching it in action . . . waiting for it to hatch another batch of ice cubes, there's a chance to talk up the other wonderful sales points of a Gas refrigerator.

- 10-year warranty—twice as long as any other refrigerator.
- No costly upkeep—because there are no moving parts in the freezing system to wear out. Real savings for the home-owner on repairs and replacements.
- Lasting dependability—more than four million Gas refrigerators have been built to date and more than three and one-half million are still in use.



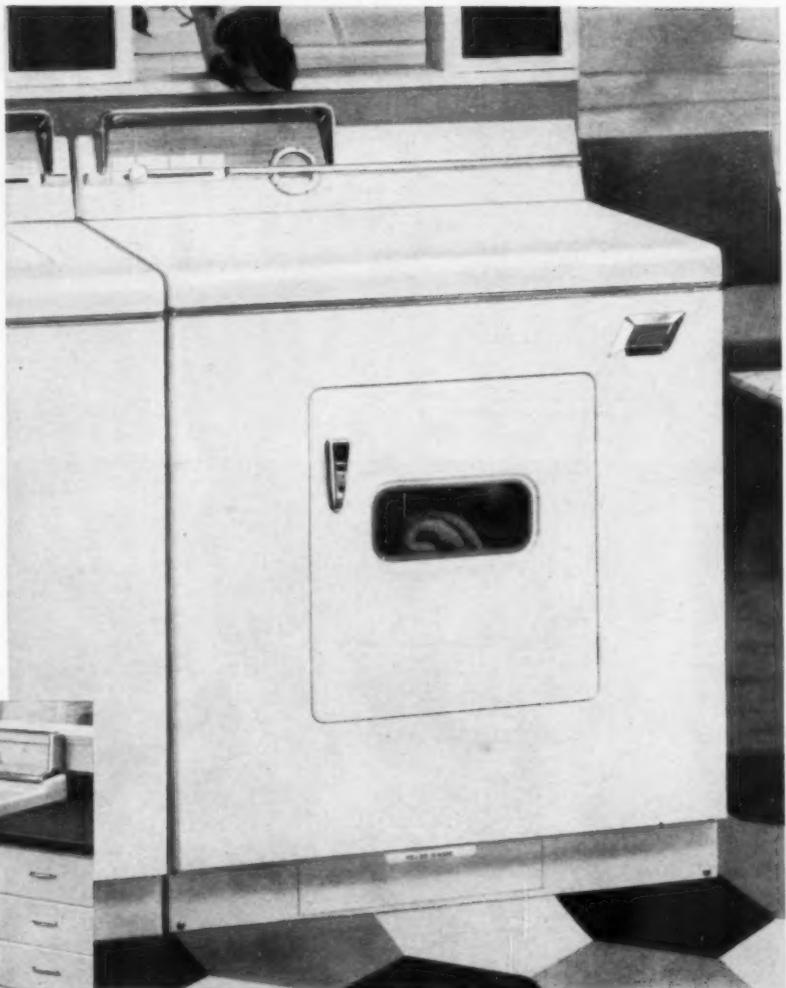


Willard Woodrow says:
*"Gas in the laundry
helps sell the
whole house."*

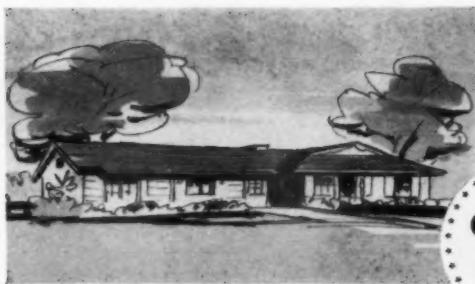
Home buyers are pre-sold on **GAS** for clothes-drying!

No wonder Gas clothes-dryers are so popular! They cost you less to install—and look at these big advantages they offer the home-buyer:

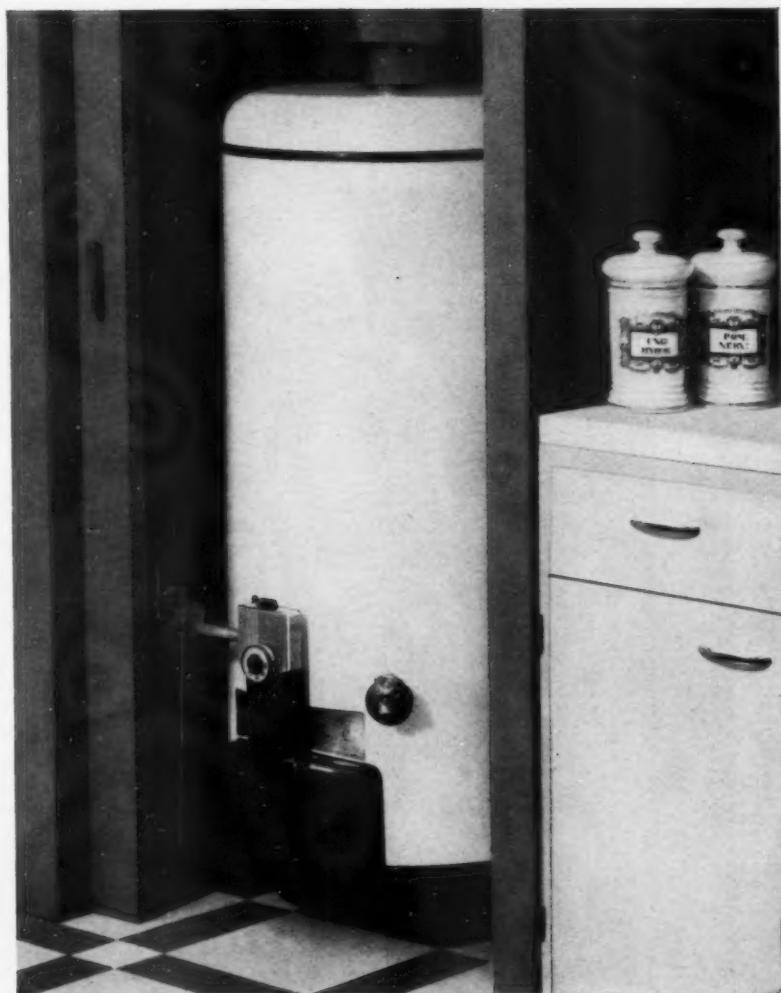
- **Faster drying!** Instant on-off heat ...no long warmup wait. Other types of dryers take as long as 18 minutes to reach proper heat.
- **Safer drying!** Flow of heated air is perfectly controlled for gentle, thorough drying. Clothes can't scorch, sheerest fabrics dry safely.
- **Thriftier drying!** Gas dries clothes for pennies a load. No other automatic clothes drying method is nearly so economical.
- **Completely automatic drying!** Gas gives completely automatic control of temperature . . . automatic starting and stopping, too.



Gas clothes-dryers are also available in washer-dryer combinations. They do the entire laundry chore with just one setting of the dial. They're wonderful space-savers in small homes, too.



Promise them all the hot water they want—with an automatic **GAS water heater!**



It's designed to meet today's stepped-up hot water needs . . . speedy recovery guarantees the constant supply of hot water required by automatic washers and all other family demands. Home buyers want just that—and they know they get it *economically* with Gas. It's a good buy for the builder, too! Here's why:

- Costs less to buy and install.
- Easy to install—can also be completely built in.
- Available in many styles and sizes. There's one to fit any plan.
- Looks good—units can be obtained in colors to match scheme of kitchen or utility room.



Willard Woodrow says:
*"GAS 'weather-conditioning'
guarantees year-round
comfort—and quicker sales!"*

GAS for heating is easy to sell— it's nature's thriftiest fuel!

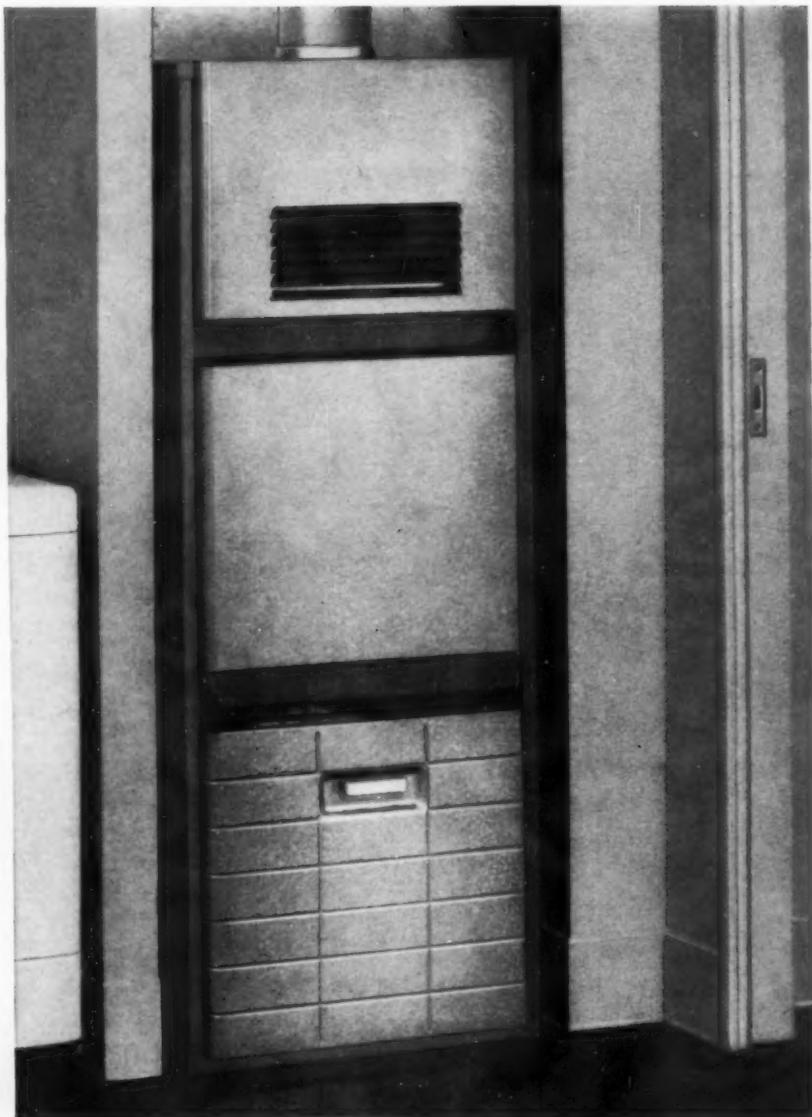
Home buyers like Gas for heating because it's so economical. And only Gas can offer the clean, dependable heat today's home buyers demand. It's easy to sell because the buyer knows it's better—and it's better for you, too.

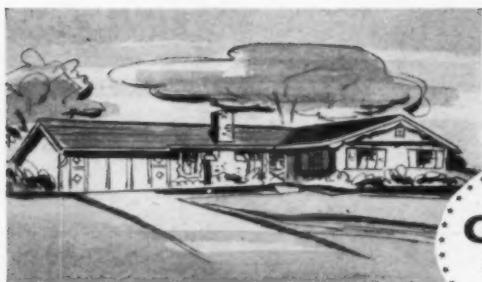
ADAPTS TO ANY FLOOR PLAN

Gas furnaces are factory-engineered to fit any house, with or without basement. Ideal for modern single-floor dwellings.

DOES AIR-CONDITIONING, TOO

A modern Gas furnace can be converted into a year-round weather-conditioner simply by adding a cooling unit. Furnaces and cooling units are engineered to work in perfect harmony.





Gas air-conditioning means cool comfort all through the house!



What a sales point this is! All the buyer has to do is flick a switch and change the weather. Its quiet operation is still another plus! And here's why it's great for you:

SIMPLE INSTALLATION

Only one unit to put in, no expensive connections necessary.

SAVES FLOOR SPACE

One compact cabinet does the work, beats the heat.

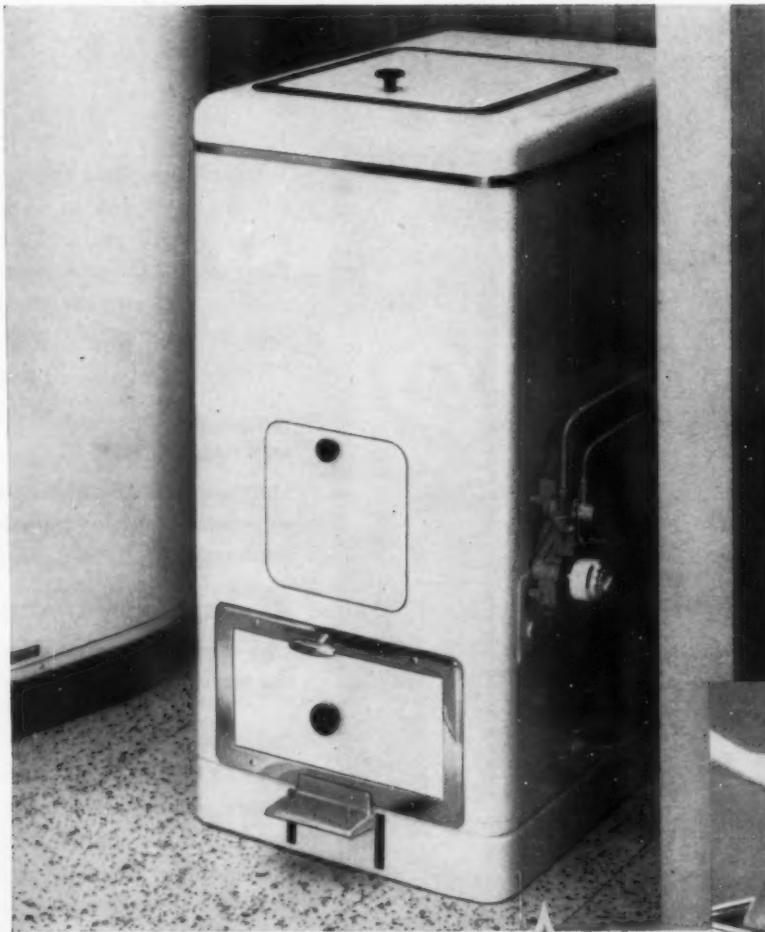
GUARANTEED FOR FIVE YEARS

Your investment is protected. No moving parts in the cooling system—no expensive repairs.

Willard Woodrow says:
*"Here's an 'extra' that
always helps make
a sale!"*



A GAS incinerator sells itself!



You'll like the easy installation—no sewage connections necessary. And a Gas incinerator takes up a minimum of floor space . . . fits perfectly into today's compact house planning. Can be installed in utility room or basement. Best of all, it costs no more than a sink disposer . . . does twice the work . . . gives you twice as big a selling point!

- Ends smelly garbage cans, dependence on garbage collectors.
- Burns all household refuse except metal or glass.
- Leaves no messy residue, reduces refuse to a fine ash (excellent for fertilizer) that needs to be removed only once or twice a month.
- So economical to operate—costs only pennies a day in most areas.



ONLY **GAS** 

does so much more...for so much less!

The modern, economical fuel for automatic cooking • refrigeration • water-heating • clothes-drying • house-heating • air-conditioning • incineration.

4 Screws and 5 minutes

... all any handyman needs to install

Dixie's New 4 Burner Countermaster

Economical installation, plus beauty and sturdy construction, make the new DIXIE four-burner Countermaster or the DIXIE two-burner Countermaster top choices for builders all over America. DIXIE ovens install easily, too, and connections are quickly accessible through broiler.

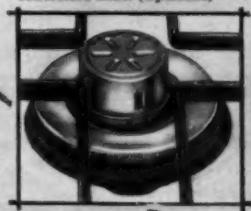


2 BURNER COUNTERMASTER

Custom-built appearance with economical price and easy installation. DIXIE's two-burner Countermasters are growing in popularity every day.

AUTOMATIC BURNER

One burner has Dixie's special thermostatically controlled heat. (Optional)



Gentlemen:
Please send me your illustrated brochure containing additional information and prices:

Name: _____

Address: _____

City: _____ State: _____

Dixie Products Inc. Dept. 7AB, Cleveland, Tennessee

DIXIE PRODUCTS, INC. Cleveland, Tennessee

Only
Regulaire
Guarantees
EVEN HEAT



Regulaire guarantees

EVEN HEAT ALL OVER THE HOUSE

Regulaire is the *exclusive, patented* "automatic brain" of a Perfection furnace that sends constant currents of warm air through the house. No intermittent blasts of heat . . . an even flow of warmth, from floor to ceiling, from corner to corner.

Regulaire guarantees

LOW OPERATING COST—Regulaire furnaces give steady, even heat . . . no fuel-wasting blasts of heat. They keep the warm air circulating to reduce heat-loss out doors and windows.

Regulaire guarantees

TROUBLE-FREE SERVICE—Regulaire naturally and automatically adjusts to the heat requirement . . . no mechanical parts to wear out or break down. And Perfection dealers are experienced home comfort specialists who guarantee every installation.

*Only Perfection
 has Regulaire*

THERE'S A PERFECTION AIR CONDITIONER DESIGNED TO MATCH EVERY PERFECTION FURNACE

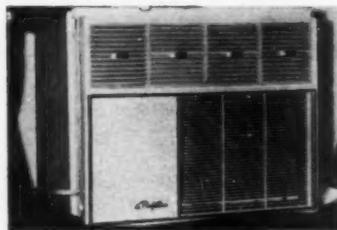
LEARN MORE ABOUT REGULAIRE
 —Send in for Bulletin FG7B-H. It quickly explains Regulaire even heat.

Perfection DIVISION OF HUPP Corporation

Guaranteed Comfort Since 1888

PERFECTION INDUSTRIES • CLEVELAND 10, OHIO

NEW GAS PRODUCTS



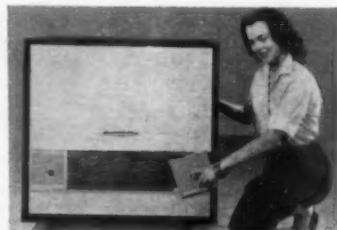
Heaters blend with room decor

A new leather-like finish due to a textured baked enamel surface gives Consolaire gas heater an up-to-the-minute decor. In mahogany or light blonde tone, it will blend with any color scheme. Line has vented and unvented models and "safety cool" cabinets which deliver 98% of heat from front of the cabinet. Baffles and spun glass keep sides and top cool. Perfection Ind., Dept. AB, 1135 Ivanhoe Rd., Cleveland 10, Ohio. (No. S11, p. 150)



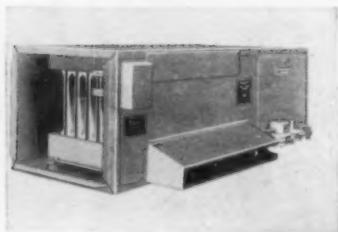
Range guided by "signal center"

Latest innovation for a gas range . . . a "Tel-a-Tronic signal center." Divided into seven sections, panel plots cooking status of rotisserie, oven, automatic griddle, grease saver, etc. Range also features large rotisserie, fifth burner, full depth high broiler. Gaffers & Sattler, Dept. AB, 4651 E. 50th St., Los Angeles 58, Calif. (No. S12, p. 150)



Contemporary styling for heater

Contemporary styling plus better performance featured in Duo-Therm "Contempo" space heater. Twin-flow heat circulation provides two separate streams of freshly-circulated warm air which can be directed up, down, left or right. In brown mahogany finish. Appliance Div., Motor Wheel Corp., Dept. AB, Lansing, Mich. (No. S13, p. 150)



Versatility in low, modern furnace

Featuring low, horizontal styling, the Bryant gas-fired furnace unit measures only 17½" from base to top. Compact design and small size allow easy installation, eliminate problems in modern homes constructed with low-pitched roofs. Slide-in drawer-type burner assembly provides greatly simplified component access. Bryant Mfg., Dept. AB, 2020 Montcalm, Indianapolis, Ind. (No. S14, p. 150).



Water heaters designed for kitchen

Kitchen-cabinet design of automatic gas heaters permits water heaters to be easily installed beside appliances. Feature built-in draft diverters which allow full cupboard space immediately above heaters. Upright model (also shown, left) available with vertical draft diverters for top vent opening. Space provided within cabinets for all piping give neat, compact appearance. Handley-Brown Heater Co., Dept. AB, Jackson, Mich. (Circle No. S15, p. 150)



Eye-appeal built-into ranges

Built-in ranges also have built-in eye appeal. Dramatic styling incorporated with convenience features highlight new gas ranges. Trapezoid-shaped glass panel gives oven new look, better oven vision. Compact controls in similarly shaped recessed panel are conveniently placed at eye level. Cooking top has four stainless-steel burner bowls. Tennessee Stove Works, Dept. AB, Chattanooga, Tenn. (Circle No. S16, p. 150)

And Perfection Guarantees COMPLETE COOLING



Certified capacity guarantees

COMFORT ON THE HOTTEST DAY

The certified capacity of Perfection air conditioning completely conditions the air. Only a full-powered unit can cool, dry and circulate fresh clean air on even the hottest day. Perfection has that full-power!

Certified capacity guarantees

LOW OPERATING COST—Perfection air conditioning gives more cooling per watt. Full-sized cooling coils, condensing coils and full-powered compressors on Perfection units give really efficient summer cooling.

Certified capacity guarantees

TROUBLE-FREE SERVICE—The reserve power found in Perfection's certified capacity air conditioning handles any problem. No complaints when the temperature rises. And Perfection dealers are home comfort specialists who guarantee every installation.

Perfection has
Full Capacity

THERE'S A PERFECTION FURNACE DESIGNED TO MATCH EVERY PERFECTION AIR CONDITIONER

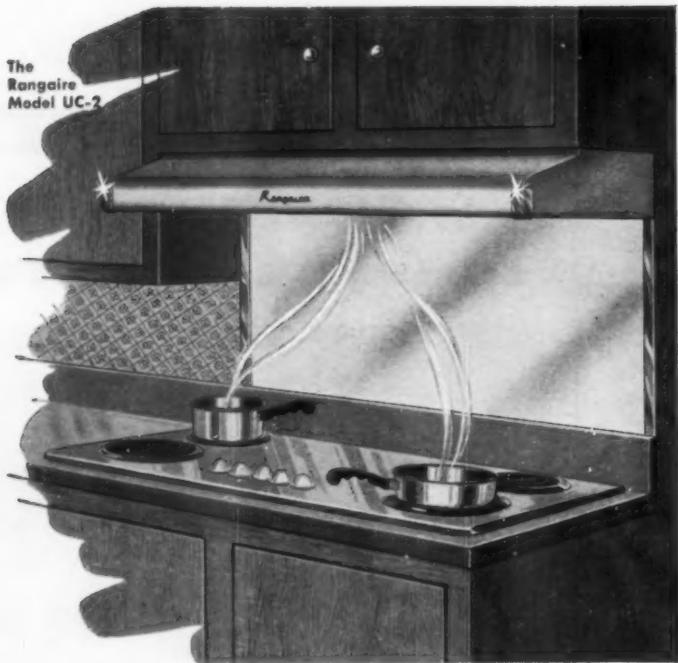
YOU'LL LIKE THE NEW TUCKAWAY—
The air conditioner that fits where others won't. Send in for Bulletin AC7A1-H.

Perfection DIVISION OF HUPP Corporation

Guaranteed Comfort Since 1888

PERFECTION INDUSTRIES • CLEVELAND 10, OHIO

The Rangaire Model UC-2



World's most complete line of kitchen stove hoods, featuring the

Rangaire



The Rangaire Island UC2



Address Dept. A

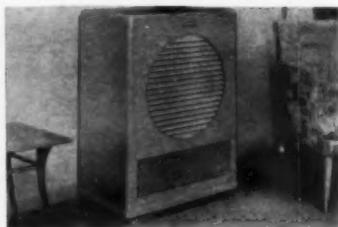
ROBERTS MANUFACTURING COMPANY • CLEBURNE, TEXAS

The Rangaire, above, is the fastest selling kitchen stove hood on the market. Its decorator styling, efficient squirrel cage-type exhaust unit, permanent-type aluminum foil filter, chrome trim, frosted light panel and stainless steel grille have sales appeal home builders and remodelers can't resist. Investigate the Rangaire... and the complete Ranger line... for better business sake!

Baked Enamel in All Major Appliance Colors — In All Sizes

Write for illustrated literature showing all models, specifications and prices.

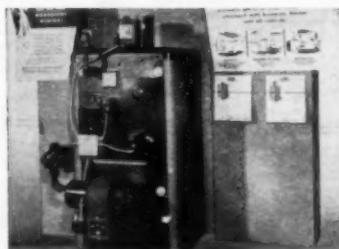
NEW GAS PRODUCTS



Heater has decorator touch

Luxurious concept in heating at low cost describes new Console fully automatic gas heater. A complete system, it heats, circulates, filters. Inexpensively installed. Corolaire Heater Corp., Dept. AB, 1422 Euclid Ave., Cleveland 15, Ohio.

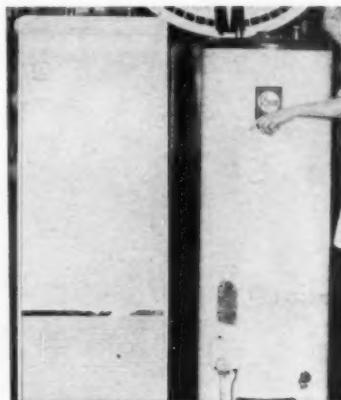
Circle No. 517 on reply card, p. 150



Boilers better sized

In sizes suitable for small to medium houses, automatic gas or oil-fired steel boilers have modern, compact styling. Provide clean hot water heat in winter. Completely packaged. Kewanee Boiler Div., Dept. AB, 101 Franklin St., Kewanee, Ill.

Circle No. 518 on reply card, p. 150



Compact water heater

Illustrating modern custom cabinet look is Holiday, left, automatic storage gas water heater. Features increased hot water, safety engineering. Rheem Mfg. Co., Dept. AB, 7600 S. Kedzie Ave., Chicago 29, Ill.

Circle No. 519 on reply card, p. 150

Straight out of TOMORROW
for your profit TODAY

... two *Fashion* -Styled Controls
by WHITE-RODGERS



the fabulous new

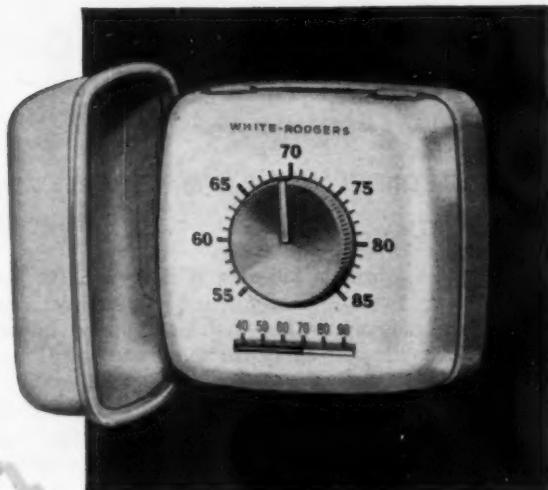
Fashion **PUSH BUTTON**
heating-cooling thermostat

PushButton, year-'round temperature control is now combined with the powerful, sales-motivating styling of the Fashion. Sub-bases to fit any heating-cooling system... backed by the name that's famous for quality controls... White-Rodgers!

the incomparable

Fashion **THERMOSTAT**

Styled to sell with the right shape
... the right color... smart hinged cover,
can be painted to match the wall, no
dials peek through. Ideal for replacement
of outmoded thermostats... Inconspicuous
baseplate covers any spots left by
old-style controls.



Both thermostats are equipped with latest design dial-type adjustable resistor... can be set to match any primary control

For full, profit-making details... contact your local White-Rodgers office — or write, wire or phone us today!



TEMPERATURE CONTROLS for MODERN COMFORT

WHITE-RODGERS

ST. LOUIS 8, MISSOURI

TORONTO 8, CANADA

CRANE



Get the extra selling help of Crane Quality Heating...*at no extra cost!*

You can choose just the right heating system (hydronic or warm air) for your homes from Crane's complete quality line.

Today, the equipment used in a home has to be more than just mechanically sound. It has to have a strong quality reputation with prospective home buyers so that it can carry its share of the selling load.

Crane quality heating passes such a test with flying colors. And the best part is: A Crane heating system costs no more than the brand you're using now.

Of course, Crane does *more* than just give you a prestige name in heating at a competitive price. It also offers these other important advantages:

Crane Sunnyday boilers are so dependable that Crane guarantees the sections for 20 years. Crane was the first to offer this big selling feature to help builders close more sales. Complete range of sizes for all types of gas or oil.

Crane Sunnyland warm air systems give you your choice of many furnace sizes, gas or oil fired, in four different styles plus year-round air conditioning.

Why not make sure your home heating systems

carry their share (or more) of the selling load? Just tell your heating contractor you want a Crane heating system for your next houses.

(In plumbing, too, ask for Crane quality)

CRANE CO. 836 South Michigan Avenue, Chicago 5
VALVES - FITTINGS - PIPE - PLUMBING - KITCHENS - HEATING - AIR CONDITIONING

There's a Crane quality system for any home

Sunnyday 15 Sunnyday 2WG Sunnyday 26 Sunnyland Counterflow Furnace

Sunnyland Basement Furnace Sunnyland Hi-Boy Furnace Sunnyland Horizontal Furnace

SWAY HER "HOME-BUYING DECISION" WITH THE NEW

Caloric

BUILT-IN GAS RANGE



Usually it's the woman who makes the final decision "to buy or not to buy." And what woman doesn't base her home-buying decision largely on the kitchen? She'll like this completely new Caloric oven-broiler unit... the separate top burner units that can be conveniently placed to save steps, save time. (She can choose from 7 porcelain enamel colors, plus bright and satin metal finishes.)

Install this beautiful Caloric Built-In and watch it "swing the sale."



MEAT THERMOMETER provides precise, automatic control in roasting. Thermometer is set and inserted. Turns oven off automatically when meat is done.



MORE SPACIOUS OVEN is 1 1/4 inches deeper. Complete oven-broiler unit looks larger, but fits the same cut-out dimensions of previous Caloric Built-In gas ranges.



THERMO-SET TOP BURNER gives same temperature control to top burner cooking that's available in oven cooking. Makes every pot and pan "automatic."



NEW! ROTO-ROASTER rotisserie lets family have a barbecue any day of the year. Meats come out moister and more tender than conventional oven-roasted meats.

Caloric®

THE BUILT-IN GAS RANGE SPECIFIED BY LEADING HOME BUILDERS FOR AMERICA'S BEST HOMES
CALORIC APPLIANCE CORP., TOPTON, PA. • RANGES • DRYERS • BUILT-INS • DISPOSERS

CALORIC APPLIANCE CORP.
 DEPARTMENT AB-L
 TOPTON, PA.

Please send me full descriptive literature on the new Caloric Built-In Gas Ranges.

Name _____

Address _____

City _____ State _____


Heatmaster®

**GALVANIZED
OR
GLASS LINED**

POSITIVELY
CANNOT
CHIP, CRUMBLE,
OR CRACK

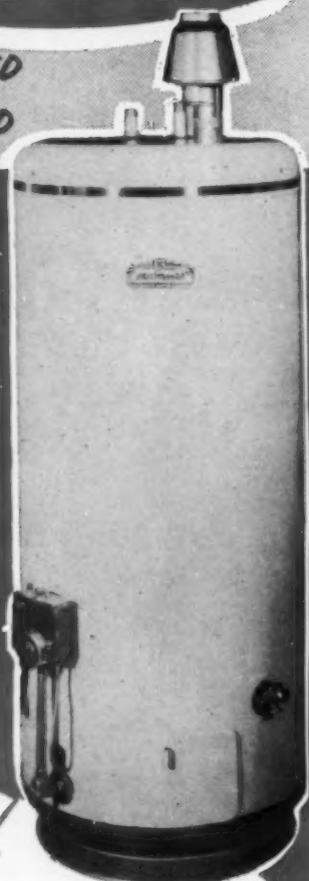
HIGH PRESSURE
RESISTANCE

NO EXPOSED
STEEL

SAFER—
LONG-LASTING

NO EXPOSED STEEL

RUST-PROOF



Koven
automatic **GAS or ELECTRIC**
WATER HEATERS

- lower fuel costs
- 100% automatic safety
- smart looks
- sturdy construction
- long-life
- trouble-free operation
- precision engineering

available in
a variety of
sizes and
models

Nationally
Advertised

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

BURNHAM BASE-RAY

Since 1873

the heating that
SELLS the house



Heating that adds new spaciousness, beauty and comfort to a house is a powerful selling point for you. BASE-RAY® does just this . . . in two ways. First, this comfort-giving Hydronic® heating requires only the space otherwise occupied by ordinary wood baseboard. It eliminates bulky radiators and hot register blasts. Second, BASE-RAY makes every square inch of floor space more usable. Cold spots near picture windows or north walls are eliminated. A continuous line of sunny radiant heat surrounds the entire home at ankle height. Floor-to-ceiling temperatures vary less than 3°. It's the evenest heating known! Your customers will be delighted with the complete freedom of furniture arrangement. BASE-RAY's cast-iron construction lasts a lifetime, too. To bring out the best in a house, insist on BASE-RAY heating!

Available in two sizes: No. 9 (9 $\frac{1}{8}$ " I-B-R rated at 3.45 sq. ft. per lineal ft. No. 7 (7" I-B-R rated at 2.35 sq. ft. per lineal ft.

*Hydronics: The science of heating and cooling with water.



Series Loop installation cuts costs over 48%. BASE-RAY becomes part of the main.



No plings! No expansion noises! BASE-RAY is absolutely silent in operation.



Fully water-backed, holds heat after burner is off, gives evenest heating.

Burnham Corporation

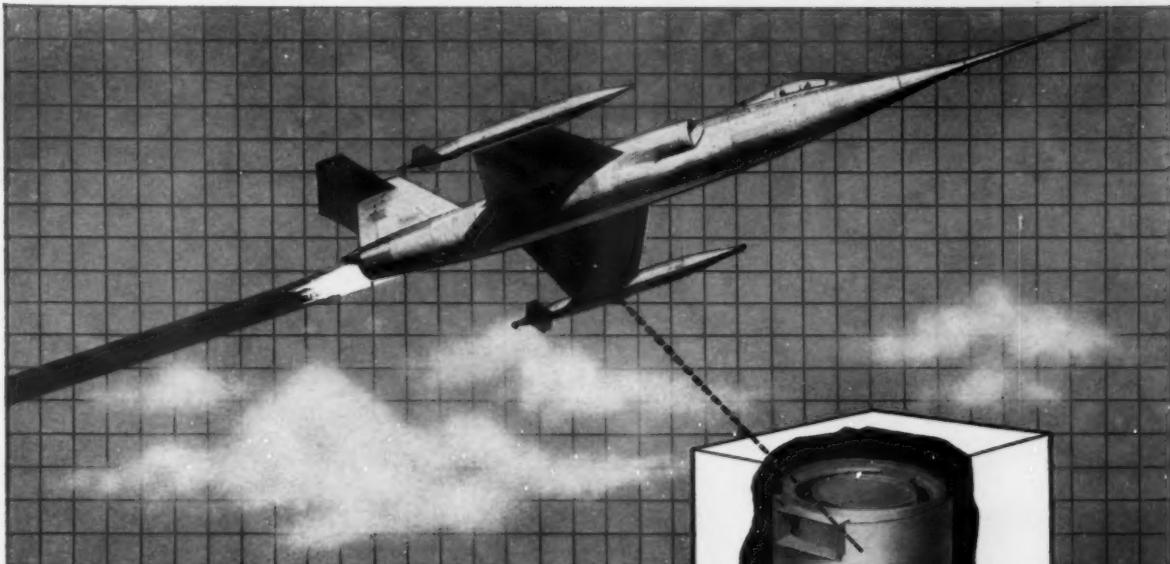
HEATING & COOLING DIVISION
IRVINGTON, NEW YORK
FIRST IN THE MANUFACTURE OF BASEBOARD HEATING
MEMBER OF THE BETTER HEATING—COOLING COUNCIL

Burnham
BASE-RAY
wears like
iron because
it's made
of iron.

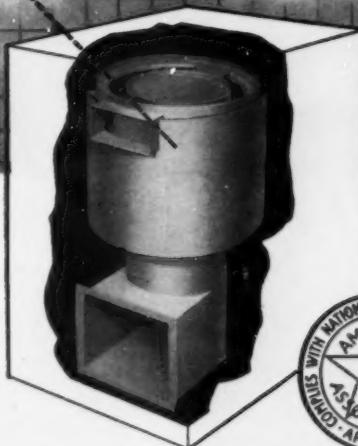


Burnham Corporation AB-97
Irvington, New York
Please send me full data on BASE-RAY
and a copy of your new ratings and
installation guide.

Name.....
Address.....
City.....State.....



**made like a jet
... to help speed up
your sales!**



In today's housing market, quality-conscious consumers are looking for deep-down value in the homes they buy.

That's why TEMCO gas furnaces are helping to move quality-built homes faster. Only TEMCO furnaces have heat exchangers finished in Ceramic-Clad* . . . a high-temperature porcelain enamel finish similar to that used in the combustion chambers of jet engines.

This means TEMCO's Ceramic-Clad heat exchangers can withstand temperatures far higher than any heating unit will ever reach . . . and

never burn out, never rust out (TEMCO heat exchangers are warranted in writing for 20 years!).

Ceramic-Clad heat exchangers are featured in TEMCO Lo-Boys, Hi-Boys, Gravity Furnaces, and Counter-Flow Furnaces. TEMCO air conditioning is available for use in combination with forced-air equipment . . . and Ceramic-Clad heat exchangers eliminate the danger of corrosion from the condensation that always accompanies summer cooling.

Give your houses an extra selling point with TEMCO gas central heating equipment.

*Trademark Registered

TEMCO, inc.
NASHVILLE 9, TENNESSEE
"Gas Heating Specialists for the Nation"

"THE COMPLETE LINE OF GAS HEATING EQUIPMENT"
ROOM HEATERS • FLOOR FURNACES • WALL HEATERS • UNIT HEATERS
WARM AIR FURNACES AND AIR CONDITIONING

.....
TEMCO, Inc., Dept. C-202
 Nashville 9, Tenn.

• Please send me the full story on TEMCO's
 • exclusive Ceramic-Clad process and the complete
 • line of TEMCO Automatic Gas Warm
 • Air Furnaces.

Name

Firm Name

Address

City Zone State

.....

"women go straight to the kitchen"



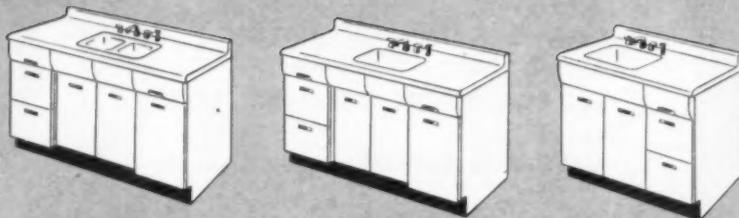
**DO YOUR BEST SELLING
THERE WITH...**

**Beauty Queen
KITCHENS**

SINK CABINETS

of enduring steel

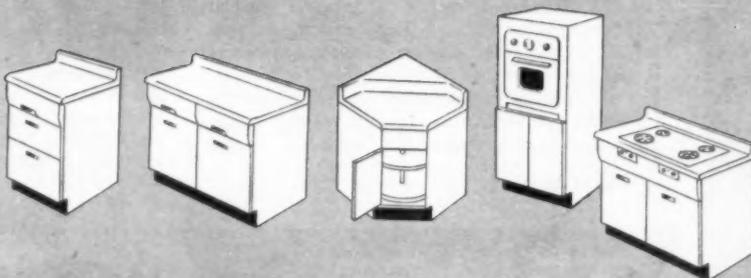
72", 66", 60", 54", 42" long to fit any size or shape of kitchen. Models with double and single bowls. Porcelain enamel steel tops or fabricated plastic tops in your choice of color. Cabinets are easily adaptable for gas cooking tops



BASE CABINETS

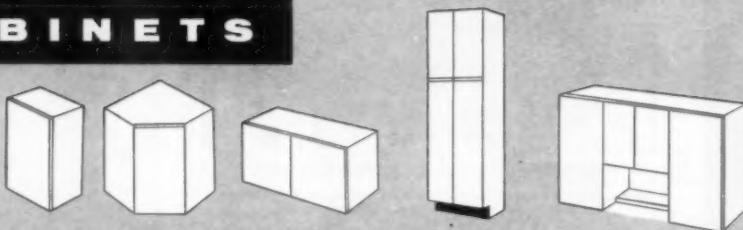
for custom built appearance

Styles and sizes from 9" to 36", lets you plan any arrangement of drawer, cupboard storage and counter space. Cabinets are finished with baked Dulux enamel, with your choice of 12 colors. Counter tops are fabricated locally from specified materials.



WALL CABINETS

Storage space galore, made available with matching Styline wall cabinets. Special cabinets are included in the line to house built-in gas oven, and burners.

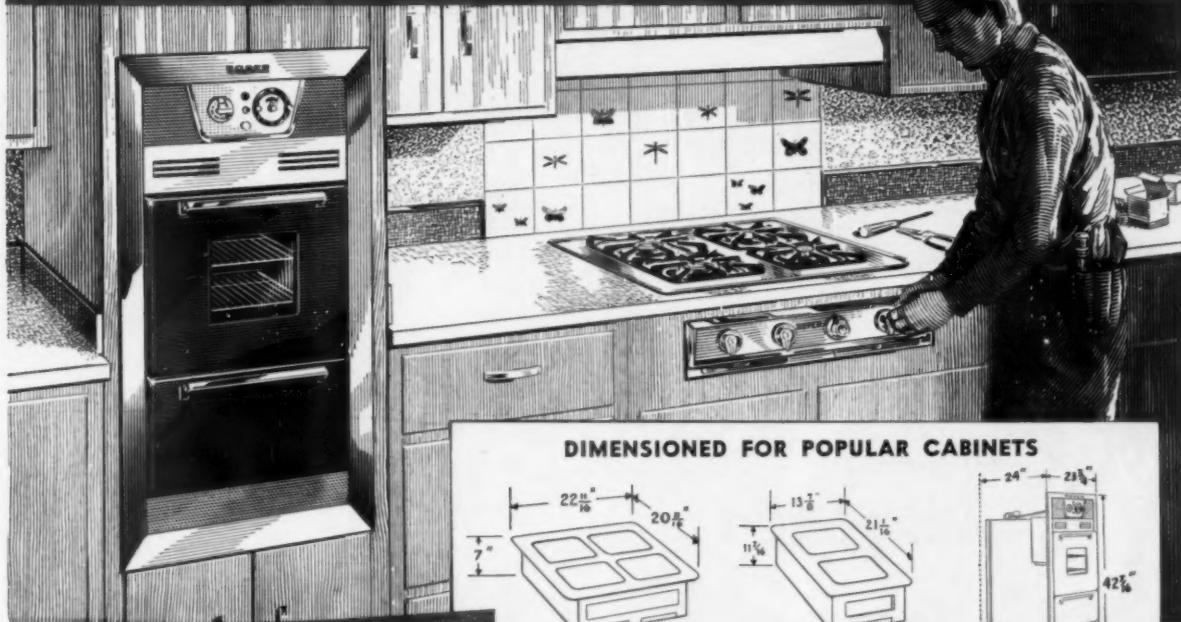


CHOICE OF 12 COLORS TO MATCH MOST APPLIANCES

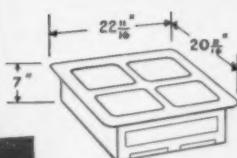
WRITE FOR CATALOG 57A

TOLEDO DESK & FIXTURE CO., MAUMEE, OHIO

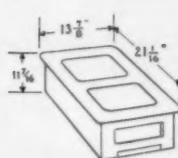
COSTS LESS TO INSTALL



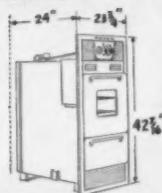
DIMENSIONED FOR POPULAR CABINETS



4-burner surface unit



2-burner surface unit



oven-broiler unit

ROPER

"arRANGEable"

BUILT-IN GAS RANGES Cut Installation Costs... INSURE MORE CLEAR PROFIT

- ★ Smartly styled... choice of colors
- ★ Built to highest Roper standards
- ★ Feature-packed... Value-priced

Sized to fit standard 24" cabinets, Roper Built-Ins need no costly, time-wasting alterations. They cut crew time, give more clear profit. For faster, easier sales, feature them in your houses. Send for details today.



Prices on Request

Today's Hottest Feature!

ROPER Tem-Trol

AUTOMATIC TOP BURNER HEAT CONTROL

Women love it... sales prove it! Roper "Tem-Trol" controls cooking heat, makes any ordinary utensil automatic. A Roper exclusive.

GEO. D. ROPER CORPORATION
Rockford, Illinois

Geo. D. Roper Corporation
Rockford, Illinois

Send me prices and full information about Roper "arRANGEable" Built-In Gas Ranges.

Firm Name _____

Individual _____

Address _____

City _____ State _____

I am a _____
(type of business)

My Building Material Supplier is _____
(name)

_____ (city)

AB 957

PREWAY

Gas Bilt-in Kitchen

for forward-thinking builders
for forward-looking owners



Here's new, true convenience in surface cooking that will excite women . . . PREWAY'S deluxe Counter-chef surface unit featuring a thermostatically controlled burner. Housewife simply selects the degree of heat wanted, sets the dial and forgets it. The special "Thermal Eye" does all the pot-watching.



Women are consistently "sold" on this handy automatic convenience . . . PREWAY'S dependable meat thermometer. Just set the indicator to Rare, Medium, or Well . . . and thermometer turns oven off automatically at the very minute roasts or fowl are deliciously done to a turn.

Since 1953 no one in the field of built-in appliances has grown faster than PREWAY — not even the industry itself. You see the reason for it here — crisp, pace-making design . . . plus leadership in fast-running, low cost, drop-in installations that save money for forward-thinking builders. Everything is readily accessible; simple connections easily made in the very minimum of time.

For the sales side of building, PREWAY provides the forward-look in picture frame appearance and the newest look in automatic conveniences — every wanted feature that attracts, influences and sells women on the kitchen of a home.

Full information is yours for the asking . . . the most complete line of built-in appliances. You'll be glad to know, too, that there is a PREWAY distributor in your area ready to give you the service you need to keep your building schedule on time. Write today.



Inc.,
8957 Second Street, North
Wisconsin Rapids, Wisconsin

Since 1917 one source, one responsibility for gas and electric Bilt-in ranges, range hoods, Bilt-in refrigerator-freezer, oil and gas heaters, electric heaters.

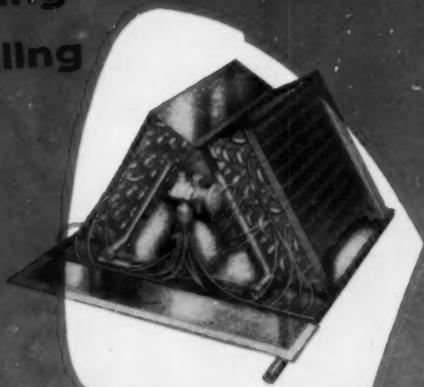
now, adding Cooling

to Williamson Heating
is as easy as installing
a telephone!

Yes, you can now delay that important "Yearound Air Conditioning" decision until your home is completed and your buyer decides whether he wants cooling added to his heating equipment immediately or not. Simply install a WILLIAMSON Warm Air Furnace with a cooling coil enclosure—the latter at practically no extra cost. When the buyer decides on cooling it can be added almost as simply as adding a telephone.

Remember, Williamson has a size and a type of central cooling unit and furnace to fit any size home you are building. No water required—no costly plumbing.

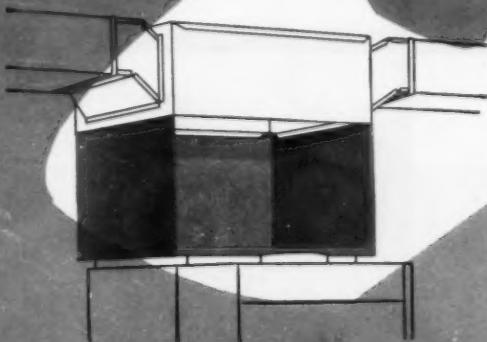
See our 12 page insert in SWEET'S Light Construction File.



"A" Type
Plenum Coil

WILLIAMSON

High Boy with
Cooling Coil Enclosure



Outdoor Waterless
Refrigeration Condensing Unit
(for all Wethermatic units)

THE WILLIAMSON COMPANY

3330-1-9 Madison Road, Cincinnati 9, Ohio

Send me further information on WILLIAMSON'S
Plan for adding Summer Cooling.

Builder
Name _____

Address _____

City _____ Zone _____ State _____



Cleveland Builder says:

**"200 TAPPAN BUILT-INS
LAST YEAR . . . and I bet
I didn't spend 20 minutes
on service problems"**



Simon Zalben, vice president and general manager of Marvin Helf, Inc., one of Cleveland's largest builders, goes on to say: "Naturally when anyone installs 200 Built-ins, they expect some problems. But with Tappan all I ever had to do was pick up a phone, call the Tappan distributor—and that was it! We never had one second complaint."

It works the same the country over for all builders. Because Tappan backs up its Service Guarantee with AUTHORIZED TAPPAN DISTRIBUTORS who cover every county in ALL 48 STATES! Every one of them has factory-trained personnel who know Tappan Built-ins inside and out.

Post-sale call-backs really eat into profits, as you well know. So get the facts on Tappan's new Gold Ribbon Built-ins—the most dependable, the easiest and most economical of all to install! Tappan has a full line of gas ovens that fit standard cabinets, and a choice of surface units that drop-in without costly fitting problems.

WANT INFORMATION?

You'll get it the same day. Write, wire, phone Bob Davis, Sales Manager, Built-In Division, Dept. A-97, Tappan Stove Co., Mansfield, Ohio

**There is a Tappan Gas Oven and
Surface Unit for every kitchen plan.**

TAPPAN

gives the biggest choice of all!



HIDDEN VALUE in VULCAN TRIMLINE BASEBOARD



Hidden Value in... **VULCAN DESIGN**

TRIMLINE's modern design combines maximum efficiency with charm and beauty. TRIMLINE blends easily with interiors and offers home owners hidden heating comfort and a "house-time" of trouble-free service.

Hidden Value in... **VULCAN MATERIALS**

TRIMLINE Baseboard Radiation is made of premium-grade American Materials — built to last. Strong, quality-tested copper water tube and hard aluminum fins (that maintain rigidity) form Vulcan's exclusive radiation.

Hidden Value in... **VULCAN CONSTRUCTION**

Fins are permanently embedded in tube by double-locking patented bond that provides better, quicker heat distribution. Home owners are assured greater heat output with no increase in fuel consumption. Fewer parts, with one-piece top and back, mean lower installation cost.



The
VULCAN
Radiator Co.

775 CAPITOL AVENUE, HARTFORD 6, CONN.

Write for FREE Catalog Today

THE VULCAN RADIATOR CO.

775 Capitol Avenue.
Hartford 6, Conn.

FREE DESIGN CATALOG — please send me at no obligation your TRIMLINE Catalog 54, giving Dimensional Data, I-B-R Ratings, Heating System Design and Piping Design Chart.

NAME

COMPANY

STREET

CITY ZONE STATE



A complete line of Oil and Gas-Fired Warm
Air Furnaces for every type of installation...
each backed by a 10-year Warranty



Kaustine FURNACES

... *for* **SALESPower
AND PROFITS!**

Another typical home KAUSTINE
EQUIPPED for more SALESPower and
greater PROFITS



► Today's successful builder offers buyers a value-packed home featuring components of recognized quality and proven acceptance... and no feature has greater SALESPower than *Top Quality Heating*. You can not say TOP QUALITY more convincingly than when you say KAUSTINE HEATING.

Today's successful builder also chooses components that help him effect the economies that insure his PROFITS. Kaustine Engineering and Factory Assembly enable him to do this by materially reducing installation costs. Then too, Kaustine compact designs save valuable floor space.

FOR FULL INFORMATION WRITE DEPT. AB-9



Kaustine

HEATING THAT SELLS

There is a Kaustine Furnace or Winter

Air Conditioner for every type of home

AGA Approved UNDER 1957 REQUIREMENTS

BUILT-IN WALL HEATERS



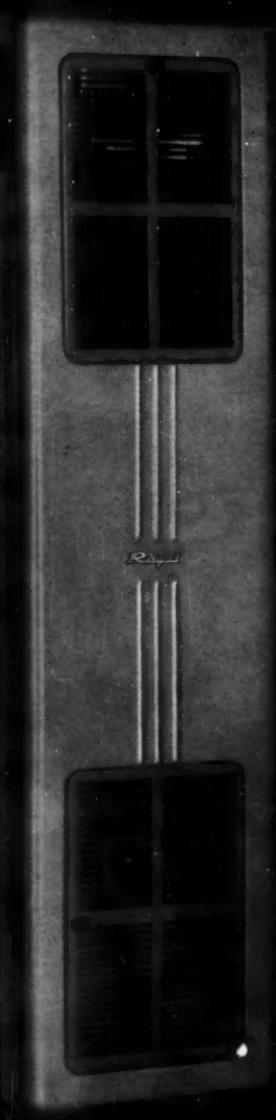
by



RECESSED VENTED WALL HEATERS — GAS FIRED



Model 5762-B



Model 5762

- ★ **Quiet!**
Porcelainized Inner Units
Eliminate Popping and
Cracking.
- ★ **Efficient!**
Proven performance in
thousands of homes. No
heat blast, just gentle flow
of warm air.
- ★ **8 New Models**
- ★ **Single or
Dual Units**
- ★ **Inputs of**
25,000 BTU/hr
35,000 BTU/hr
50,000 BTU/hr
62,000 BTU/hr

SNAP-IN
GENTLE WARMTH
FURNACE-TYPE
BLOWER

OR
WITHOUT
BLOWER

COMBUSTION
CHAMBER
**GUARANTEED
20 YEARS**



Silent as a Kitten

CHATTANOOGA ROYAL COMPANY

Chattanooga, Tennessee

Makers of ROYAL GAS HEATERS
ROYAL CHEF BARBECUE GRILLS

"A Youngstown Kitchen..."

Complete Youngstown Kitchens
Steel Kitchen featured
in September 14th
"Saturday Evening Post" and
October "McCall's"
advertisements.



Feature Youngstown Kitchens for the happiest Sales-Room in your Model Homes

Quality Protects Your Investment — AMERICAN-Standard Quality Is Available At No Extra Cost!

the happiest room in the house!"



Here's Why *this slogan, backed by big 10-point Home-Selling Program makes Youngstown Kitchens the builder's best buy!*

- **Consistent National Advertising!**
- **Quick Delivery from over 80 Distribution Points!**
- **Easy Installation in Any Kitchen Area!**
- **Free Decorating Service and Kitchen Design!**
- **Free Sales Training for Your Salesmen!**
- **Free Promotional Displays and Many Other Home-Selling Aids!**

Yes, HAPPINESS can sell homes for you. Here's a national advertising theme that goes right to your prospects' hearts. They're sold on the famous Youngstown Kitchens name that has built the standard in kitchen cabinetry, through the years. They're sold on Youngstown Kitchens style through powerful, colorful ads in the nation's leading magazines. Now couple these potent selling factors with a promotion that spells out just what they're looking for in your new home...and they'll come, look at your model homes, linger in the Youngstown Kitchens and be *sold* on your house... Making you the Happiest Builder in Town.

FOR FULL DETAILS SEE YOUR YOUNGSTOWN KITCHENS DISTRIBUTOR OR MAIL THIS COUPON TODAY:

 **Youngstown Kitchens**

DIVISION OF **AMERICAN-Standard**
WARREN OHIO



YOUNGSTOWN KITCHENS
Dept. AB-9
Warren, Ohio

Please send me complete details on your new Home Selling Promotion.

NAME _____
STREET ADDRESS _____
CITY _____ STATE _____



choose the Hardwick **QUARTET UNIT...**
 ...or the famous **DUETS**



Install four burners in a kitchen counter for *half the cost* of double-burner units. The new, HARDWICK Quartet provides complete range-top needs, offers the luxury of a built-in range yet costs less to buy, less to install.

Choose beautiful HARDWICK Gas Built-in Units, whichever installation you prefer. Both Quartet and Duet Units match handsome built-in HARDWICK Oven... the top-performer in the built-in field. Equipped with amazing Cold Air Pump that keeps unit and surrounding walls cool. Both oven and surface burners have connections in front so installation is easy, quick and less costly.

HARDWICK Built-In gas ranges—available in copertone, white enamel, or combination chrome and stainless.

HARDWICK AUTOMATIC GAS RANGES

Hardwick Stove Company • Cleveland, Tennessee

Please send me full information on Hardwick Built-in Gas Ranges

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Advertised in

Ladies' Home Journal

McCall's

Farm Journal

Better Homes and Gardens

Beauty to catch the eye...quality to clinch the sale...

high-style birch cabinets by

CURTIS

See the warm glow of beautiful birch in these high-style wood cabinets. Note the beautiful grain patterns—true pictures in wood. Feel the warmth of wood; test its sturdiness. Examine the fine Curtis craftsmanship that spells quality in every line...the host of features that mean modern convenience. Then you'll know why Curtis birch cabinets are eye-catchers and sales-makers, why builders and home owners so often depend on them to set the tone for the entire house. And remember—Curtis kitchens are *easy to install* in any size kitchen, any shape. They are sold by Curtis Woodwork dealers who offer a free kitchen planning service.



CURTIS

WOODWORK

heart of the home

Write for colorful literature on
Curtis kitchens, Silentite windows and other
woodwork.



Curtis Companies Service Bureau
200 Curtis Building
Clinton, Iowa

AB-9-57

- I want to know how Curtis kitchens and other Curtis Woodwork can help me sell houses.
- I am interested in the Curtis Kitchen Sales Plan.

Name

Address

City State

"Nothing cheap about this builder!"



If you believe that cheap products are poor bargains, and that only proven quality can assure customer confidence; if you're sick of sloppy installation, and realize that only competent, trained craftsmen can assure customer satisfaction; if you're tired of tricks and gimmicks, and want to get the sound, professional selling help that only quality-minded Lennox provides . . . you owe it to yourself to have a talk with Lennox, or with your Lennox Comfort Craftsman.

(AGA Advertising Continued)

Notice how his homes feature Lennox?"



*A tip to take the
sag out of sales*

If your sales are slipping, now is the time to ask yourself WHY? Too much competition for your prospects' dollars? People too particular? Prices too high?

There's a mighty important reason for sagging sales that many builders now realize. Lennox' experience with the buying public has established this indisputable fact: *the builder who cuts costs by using inferior products loses the confidence of his prospects—and then inevitably loses sales.*

Lennox name sells for YOU!

Take a cheap furnace, for example. Prospects are quick to spot poor quality in the unit that heats the home. The builder's prestige is bound to suffer. But watch the gleam of recognition—and satisfaction—when customers discover Lennox! Man, there's quality that's never, *never* cut! And people know it! The name that meant warmth in Grandmother's day means dependable heating to home-hunters today. And this dependability, by actual proof, pays off directly in greater customer confidence . . . greatly increased sales.

Here's what we mean by Lennox *quality*: products designed with such imagination and manufactured with such care that no other maker can match them for performance. That's the kind of quality that's engineered into every part of every product made by Lennox—world's largest manufacturer of warm air heating and air conditioning equipment. Feature Lennox, and your homes will never be labeled *cheap!*

An expert on your team!

What means almost as much to you as the superiority of Lennox products is the way Lennox follows through. Take the Lennox Comfort Craftsman right in your community, for example. He is factory-trained by factory engineers to make superb Lennox equipment perform to perfection. His service is part of our obligation—to make sure your customers get all the comfort and enjoyment Lennox equipment is built to provide.

This expert serves right on your staff, and works directly with Lennox. As each of his jobs is done for you, another customer sings your praises . . . and helps you sell your homes.

Super-charged promotion aid!

There's one more vital reason why Lennox is a much bigger bargain than any low-priced heating or air conditioning product. Lennox quality shows up in our selling help, too. There's no wasting a builder's time with gimmicks and "weak-sister" sales tricks. Lennox spent two years developing a complete, sound home-selling plan—the Woman's Touch Program—designed exactly for these competitive times. Packed with power, this program is working wonders for builders over the nation. It's ready to go to work for you . . . NOW!

Don't let selling problems get you down. If you need help to take the sag out of your sales, get in touch with your local Lennox Comfort Craftsman right away . . . or mail the coupon below to Lennox today!

More families buy

LENNOX

World leader in all-season

air conditioning for the home



© 1957 Lennox Industries Inc., Heating and Air Conditioning, founded 1895; Marshalltown and Des Moines, Iowa; Syracuse, N. Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver.



*For information,
call your Lennox
Comfort Craftsman,
or mail coupon today!*

**Lennox Industries Inc.
Merchandising Dept. AB-9
Marshalltown, Iowa**

Gentlemen: Please send information about Lennox heating and air conditioning, and about your *Woman's Touch* program, including details of the *Woman's Touch* model home promotion package and your national competition for home-feature ideas.

Name

Firm

Address

City Zone State

NEW!



**RHEEMGLAS
High Recovery**

Demand-Rated Gas Water Heaters

Demand-Rated. Now, you can offer your home buyers new, *higher* recovery with a complete new line of Rheemglas gas water heaters—thanks to remarkable, new engineering advances from Rheem! These Rheemglas water heaters are *Demand-Rated* to deliver all the hot water today's modern appliances demand—all the time! **Famous Rheemglas lining.** Rheemglas gas water heaters are *lined* to meet the demands of modern homes, too! For Rheemglas, made from famous Rheem *Frit*, stands up better and resists the chemical action of hot water—tankful after tankful! **Made to be seen.** As modern *outside* as they are inside! They're water heaters home owners can live with. All are color-styled, slim and trim, designed to fit in anywhere—beautifully!



YOU CAN RELY ON



THE BIG NAME IN COMFORT PRODUCTS FOR THE HOME

central air-conditioning systems, warm-air furnaces,
wet-heat boilers, plumbing fixtures, water softeners

Home Products Division of Rheem Mfg. Co. / Seattle • South Gate, Calif. • Houston • Chicago • Sparrows Pt., Md.

**Customers
fall in line, too
...if you sell
the right ones!**

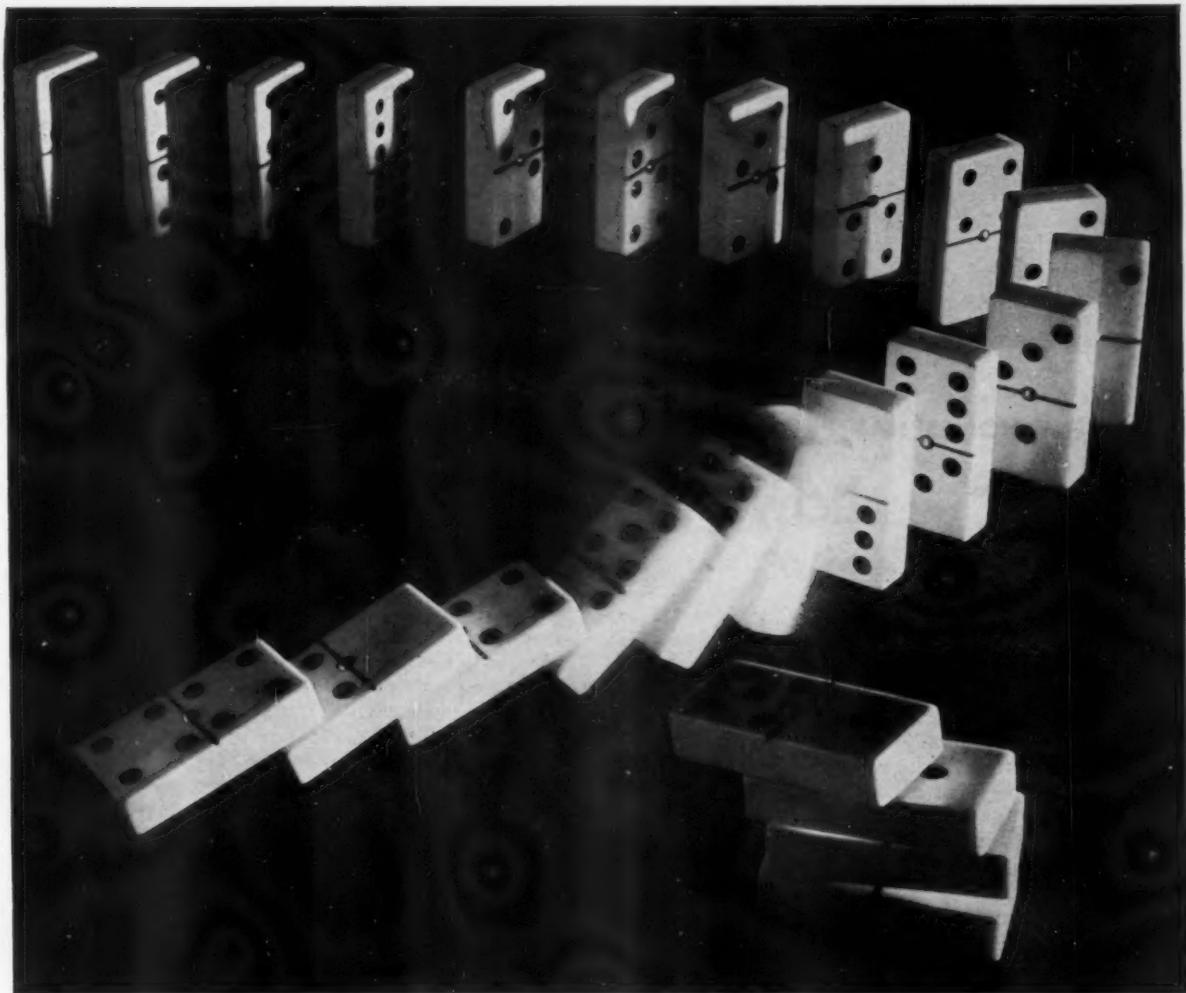
Most builders know the value of key home-buying customers. They're the people who set the living trends and buying habits. They influence the others around them. That's why they're so highly prized as customers.

National advertisers have been trying to woo and win these same people for you for years. But, up till now, nobody knew for sure how to influence a large concentration of them in every community.

Now, one of the most highly respected research men, Alfred Politz,

has discovered how INFLUENTIALS can be reached through *one* magazine. His recent study shows that 8 out of 10 of the millions of Post readers recommend or talk about things they see in the Post to other millions around them.

"There are thousands of POST-INFLUENTIALS in every community who use and talk about products advertised in The Saturday Evening Post, and, therefore, they are helping you, Mr. Builder, sell houses in which you have Post-advertised products."



The Saturday Evening
POST
A CURTIS MAGAZINE

Sells the POST  INFLUENTIAL
-the mass market of active influence



REGENT HOMES HAS PROVEN:

Low-cost, isolated lots can

Traditionally, builders have bought land, developed it, built on it and sold the combined product of house and land. In the matter of land, Regent Homes makes what is probably the most unusual break with tradition. It neither owns, nor makes any attempt to purchase lots.

Its entire area of concentration is aimed at (1) convincing lot-owners to invest in their property with a rent-producing Regent home; (2) persuading home-seekers with moderate incomes to purchase a lot and build a low-priced Regent home on it, and (3) supervising the construction of each house.

Metropolitan Merchandising Service, a wholly-owned subsidiary of Regent, conducts a powerful direct-mail campaign to lot-owners and prospective Regent Home buyers. Two samples of its work appear above, right page. Upon receiving answers from prospects, MMS turns them over to the operating company in whose area the lead developed. Armed with these opening wedges, field company

salesmen start hitting the prospects' doorbells. (See 2nd of a series on Regent in August *AMERICAN BUILDER* for role of operating companies in firm's managerial hierarchy.)

More than half of Regent's volume is represented by construction on lots which already contain houses. As an example, one fringe around the downtown Pasadena area was quite fashionable years ago, but with business expansion, has since been re-zoned for rental units. Regent has reaped a healthy slice of this business because its operation is engineered to its needs.

Then, there are sections of municipalities zoned for two or more houses or for multiples. Regent has capitalized on these areas, too, sometimes building eight consecutive units for rental.

Finally, there are individual lots in poor neighborhoods, where high-cost construction is out of the question. Regent easily moves in—and such new building helps update the run-down sections.

THIRD OF A SERIES



◀ **RESULT OF** well-aimed mailers is seen at left where foundation is staked out for another Regent home on lot owned by residents of frame house at right. They were sold on the idea of investing in an income-providing deal.

EYE-CATCHING mailers like these are constantly going out to owners of lots on which a Regent Home could be built. These are sent by Regent-owned Metropolitan Merchandising Service; field company salesmen follow up leads.

be bonanza building sites



FLEXIBILITY of Regent Homes plan shows up clearly here. The new white stucco Regent home stands on a lot between two older houses. The lot it fills was vacant for

many years, simply because no builder could afford to construct a house within the price range commensurate with other homes in the neighborhood. Regent could.

1 They let the buyer take a trip right through the walls of this house to see the "HIDDEN VALUES" they've built in



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

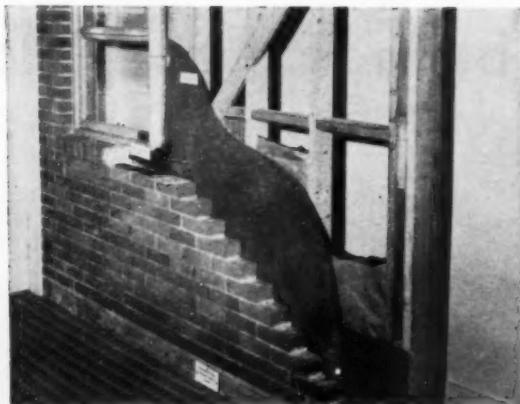


OVER THE ROOF and through the walls—but it's not to grandma's house they go; grandma's house could

Val Zimmerman takes prospects on a guided tour through—but *literally* through—his model X-ray house in Milwaukee. What's more, he provides an extremely detailed program for the tour, a 20-page booklet that explains every stripped-

How you can merchandise

2 These X-ray exhibits dramatically point out the "hidden" qualities that create more house for the buyer's money



"EXPLODED" wall shows construction from the outside in, permitting inspection of quality insulation.

What is a "hidden value"?

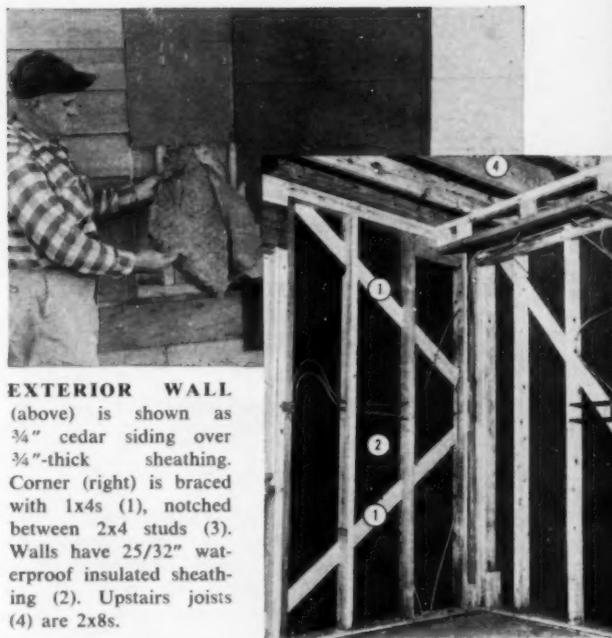
It is a product or technique that adds to the life, strength, or value of the building, but whose presence or inner quality cannot be seen in the finished building; e.g., wood preservatives such as treated lumber; reinforcing wire and rods; adequate wiring; insulation; flashing; quality piping; vapor and moisture barriers.

Convinced that their latest house is good enough to "sell itself" to Dallas families, Dave Fox and Ike Jacobs have cut away a whole corner of a room in one model to show construction of the wall from the inside out, have done the same with the garage to show construction outside in. They



never pass the examination prospects give Val Zimmerman's X-ray house. Roof is part glass.

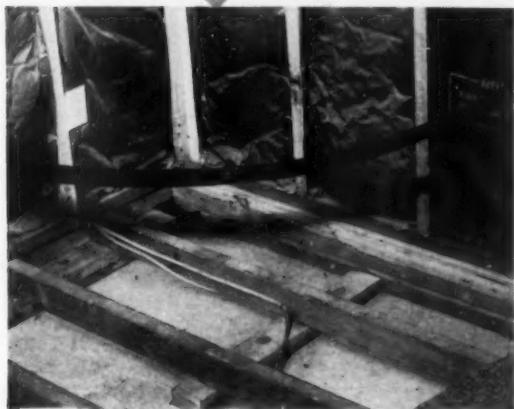
down step along the way. Masonry, flooring, roof, studs, millwork, wiring, plumbing, insulation, sheathing—all are left exposed to prove "quality is more than paint deep." Second-time buyers especially "take this house apart."



EXTERIOR WALL (above) is shown as $\frac{3}{4}$ " cedar siding over $\frac{3}{4}$ "-thick sheathing. Corner (right) is braced with 1x4s (1), notched between 2x4 studs (3). Walls have $2\frac{5}{32}$ " waterproof insulated sheathing (2). Upstairs joists (4) are 2x8s.

"hidden values"

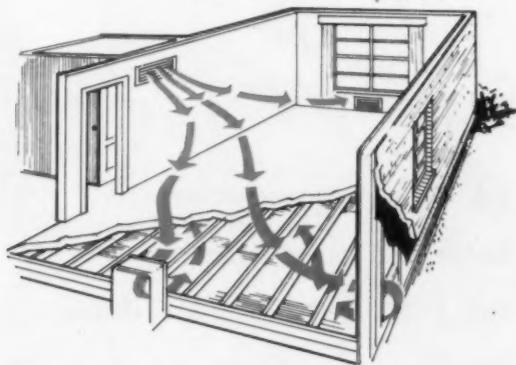
WHAT



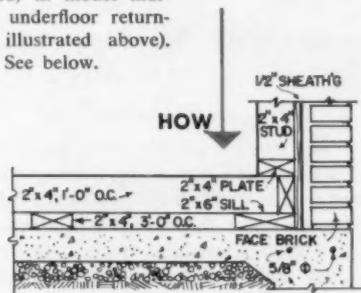
FULL-THICK mineral wool insulation insures top efficiency of underfloor heating, cooling distribution.

even expose the floor to demonstrate their revolutionary return-air system and put a glass door on the closet housing the air-conditioning system and hot-water heater. Colored ribbons stretch from various features to explanatory signs all about the house, point out built-in quality.

HOW



ARROWS (in red) in model indicate air flow in underfloor return-air system (as illustrated above). How is it done? See below.



How to merchandise

"HIDDEN VALUES" continued

3 They tied in their hidden-value promotion to tell the maintenance-free story. Result: 100 houses sold in three months

A quick hypo for sagging sales turned up in a tie-in promotion pointing out the concealed advantages of aluminum. Builder Edward Rose of Detroit and Reynolds Metals Co. put together some little-known facts in an advertising and publicity campaign to show home buyers how, for



D. E. MUNRO, Edward Rose sales director (right), and DuPont Yager, Reynolds executive, ferreted out hidden values that aluminum adds to house.

example, aluminum eliminates expensive replacement or tedious repainting of gutters, flashings, and downspouts (aluminum never rusts, never needs painting); how aluminum floor underlay creates a positive vapor barrier; etc. Result: a near-sellout of 107 homes in three months.



Remember the buyer doesn't have x-ray eyes

4 How a manufacturer helps the builder carry the ball at the point-of-home purchase to make the buyer want this "hidden value"

Like many builders, William A. Torok of Chicago uses a lot of quality products that do not readily catch the buyer's eye. It takes showmanship to make these products a selling point. Take weatherstripping and sash balance, for example. What makes one kind better than another? And



IDENTIFICATION of nationally advertised brand (embossed on metal weatherstrip) helps Torok salesman Albert Peters (R) point out hidden value of quality windows to prospect. Buyers are told to look for this mark.

how do you make sure the prospect knows a better brand is used? Zegers Inc., who manufactures the kind Torok uses, advertises the brand nationally. At the point of purchase, Torok receives the window units complete with sticker on each window pane. The brand name is also embossed



ROOF AND CHIMNEY FLASHING, gutters, downspouts were shown to be of "the lifetime metal," saving home owner time and money.

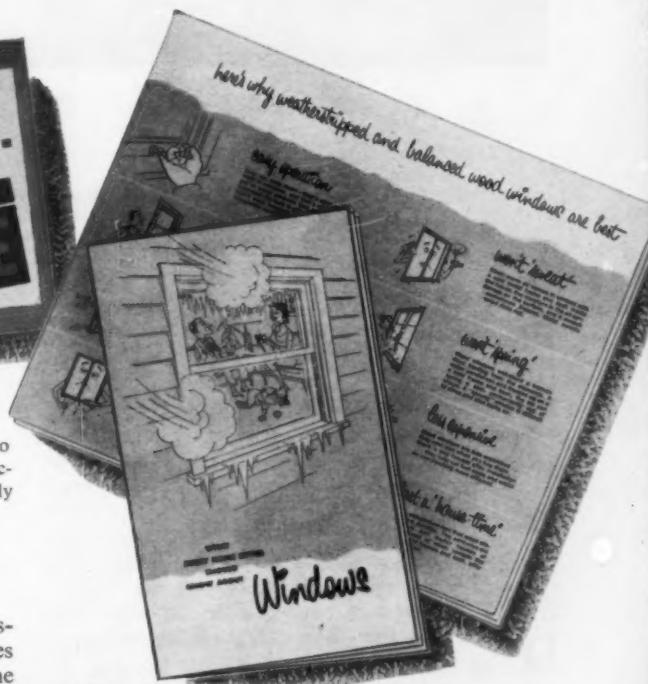
FULL-PAGE cooperative newspaper ads (top, right) and brochures illustrated and described "hidden" advantages of aluminum materials, pointed out better resale value of house built with such quality products.

ALUMINUM NAILS, used on all exterior surfaces, were cited as rustproof, doing away with stains and reducing periodic painting expense and adding up to a house that looks better longer.



REMINDER of "hidden" quality (sticker attached to every window pane) gives name of millwork manufacturer who supplied window unit, serves to prominently mention brand name again.

on the parting stop itself. Then, while the prospect is looking over the house, Torok demonstrates the quality of the product by having him try "the little finger test" (to see how easily a well-made window lifts), the "lit-match test" (to show sure fit). This "hidden value" comes into the open.



FULL FACTS are explained to buyer in give-away booklet, "What every home buyer should know about windows," which keeps prospect aware of quality.



STORY in PF—The Magazine of Prefabrication—added to national publicity for W. G. Best Homes Co., Effingham, Ill., helped dealer ad campaign.

AMERICAN BUILDER'S Award of Merit is presented to W. G. Best (right), president of W. G. Best Homes Co., and John W. Kelsey (center), vice president, by Walter R. Browder, editor of the magazine, at the NAHB convention.

Prefabbers Win Awards at NAHB Meeting For Homes, Land Planning, Merchandising

Prefabricated home manufacturers and dealer-builders received a number of awards at the recent NAHB convention in Chicago for models, land planning and merchandising.

Top winner of the Special Merit Awards presented in the American Builder's model home contest was W. G. Best Co.'s "Mid-American." In the over-\$10,000 class, the Best home was selected not only on its architectural merits, but also on its salability and the builder's merchandising ability.

Winners in the American Builder's contest were picked by a panel of judges representing every phase of the building industry and reflect the respect and preference noted in the reports of HBEA's "Women, 1936" and an American Builder survey of the kind of homes builders wanted to see in their

awards in the under-\$10,000 class were selected because of excellent design, good construction techniques and ingenuity.

A model by Lambert Inc., Fort Payne, Ala., was given a special award given an award built by S. W. Warner, Jr., Homes, Okla.

PRESTIGE newspaper ads, publicity in San Francisco bay area helped Brown & Kauffmann sell out its houses.

Meadow Park homes win National Award from "American Builder"

Meadow Park

\$450 DOWN!
20 year 6% home

Get a new home with a down payment of only \$450.00. The rest you can pay in 20 years at 6% interest. This is a real home for the money. It's a new home with a new design. It's a home that's built to last. It's a home that's built to give you the best of everything. It's a home that's built to give you the best of everything.

Get a new home with a down payment of only \$450.00. The rest you can pay in 20 years at 6% interest. This is a real home for the money. It's a new home with a new design. It's a home that's built to last. It's a home that's built to give you the best of everything. It's a home that's built to give you the best of everything.

off in goodwill and sales

a prospective client," says Clyde Meredith of W. G. Best Homes, Effingham, Ill. "Our salesmen have found it easier to discuss our homes because of the publicity. . . ."

"The publicity and the advertising in connection with this award received very favorable and widespread comment throughout San Diego, where the model was built," according to Louis L. Kelton, vice-president of Bollenbacher & Kelton Inc., Los Angeles. "It undoubtedly helped our sales."

Adds Walter R. Sant & Sons' sales agents, The McCarthy Co., Los Angeles: "Our sales staff reports that there's no doubt about the awards influencing sales, particularly on the model that won. They say it assists them to close sales."

Perhaps the most indicative comment comes from Ronald L. Campbell, vice-president of David

D. Bohannon Organization, San Mateo, Calif.: "Our sales manager reports that the award very definitely aided in our sales program. . . . The award was of real importance to us and the effort involved on our part in preparing the material for you, your work in assembling and judging the material and issuing the award, are a major contribution to the development of fresh, new, functional home plans, better exterior designs and the creation of new ideas in outdoor living for the home owner.

"We find that the thinking that goes into the preparation of one of these presentations . . . provides a stimulus for our staff that is rewarding in not only the production of a better product, but also in an increase in the sale of our homes."

Enough said! Deadline for entries in the 1957 contest is Oct. 21. See next three pages for details.



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 special prize winners (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.

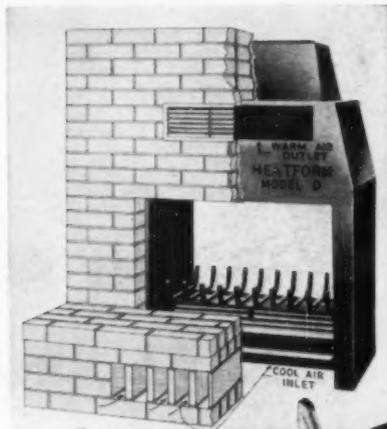
Here are additional prizes for the best builder-merchandising of "hidden values"

Builders now gearing their 1957 AMERICAN BUILDER Best Model Homes Contest entry to capturing top award in promoting *hidden values* have new incentives to spur them on. In addition to the International A-110 Series truck, winners will receive the fine products pictured here—plus a Heatilator fireplace and Heatilator Service-way, service entry for basements, made by Heatilator, Inc., (learned at presstime). See pp. 130-133 for data on how to merchandise "Hidden Values."



MODERN Welbilt-In oven, broiler, surface cooking unit are prizes offered by Welbilt Corp., Maspeth, N.Y., to a "hidden values" merchandising winner.

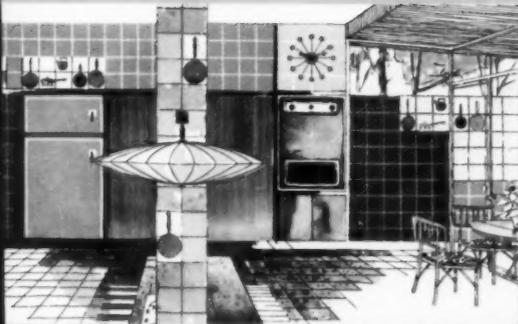
\$100 CREDIT on this Model D Heatform fireplace will be given by Superior Fireplace Co. ▶



▲
HANDSOME Protecto Log Rest by Superior Fireplace Co. will also go to "hidden-values" winner. Retail price of unit is \$12.50. Firm will give #37A or #32S Heatform fireplace, or credit on Model D, above.



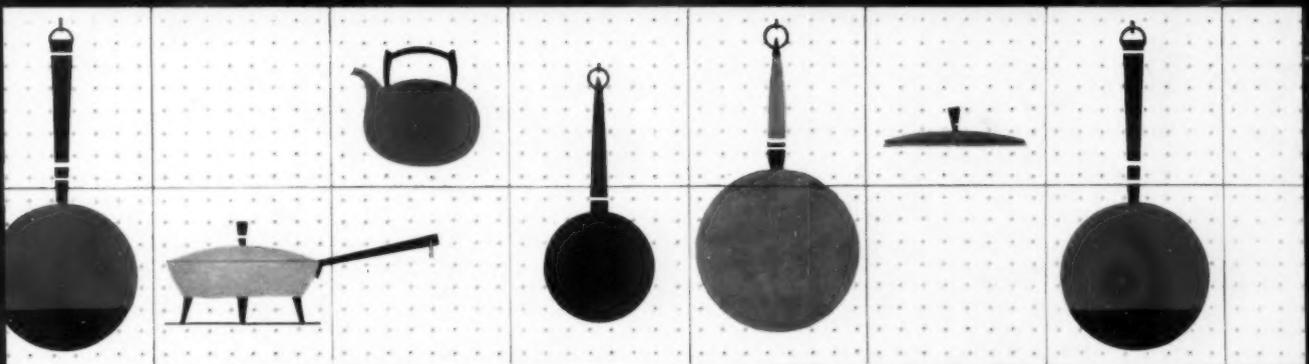
◀ **LAVATORY**, 5' tub and toilet are prizes to be donated by Eljer Co. In photo here are Arnold E. Thiesfeldt (L), ad. mgr., and Loren H. Bonnett, gen. sales mgr. for Eljer. All fixtures feature brass; are white.



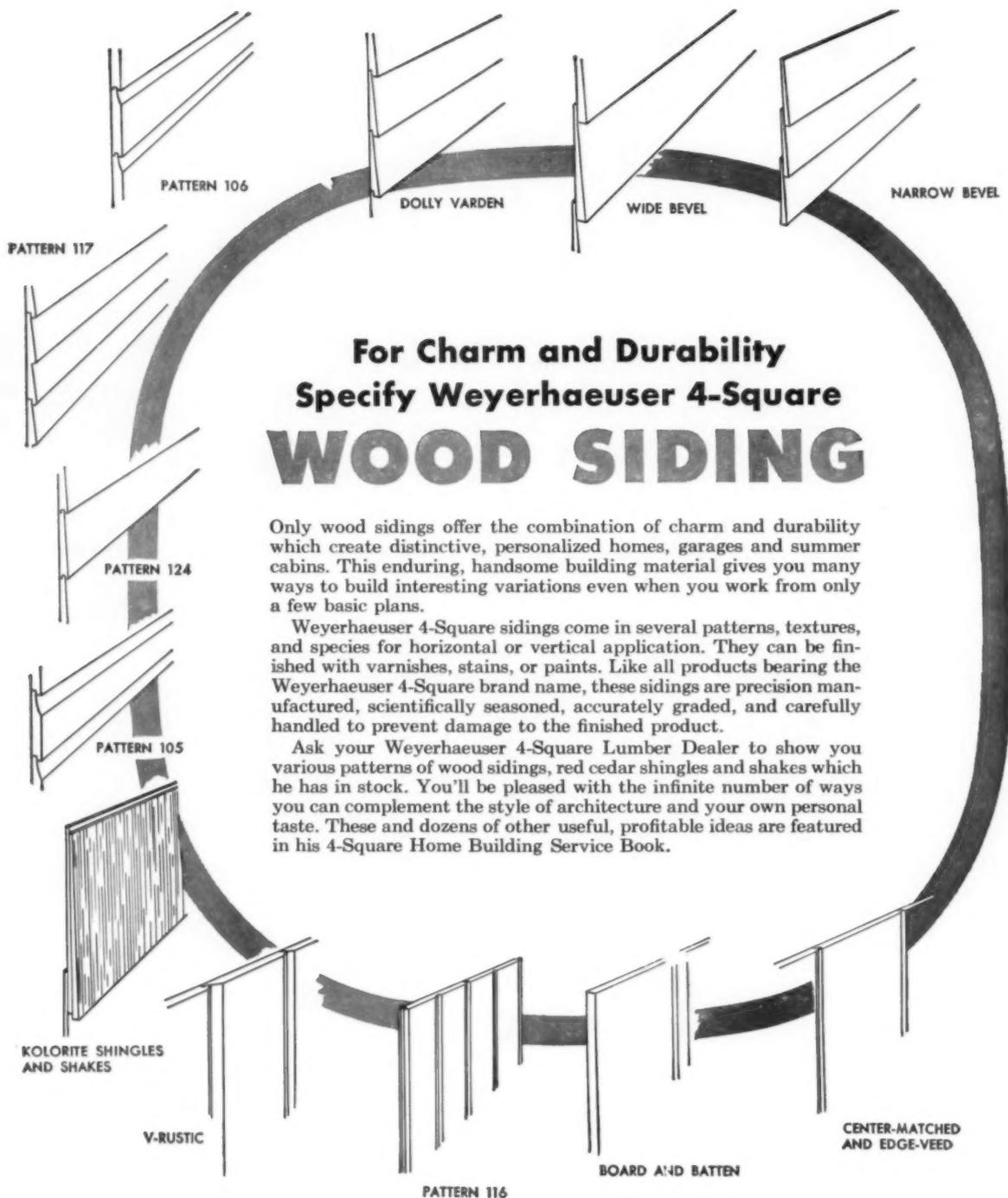
POTPOURRI...BY PAUL LÁSZLÓ

Pomona Tile introduces the third ceramic tile design in its "Distinguished Designer Series"... Paul László's Potpourri, a delightful medley of colorful kitchenware. "Ceramic tile is, by nature, lively and bright," says Mr. László. "These inherent qualities are emphasized even more by good design... which adds new appeal to any interior decor." For additional information about Potpourri, consult your contractor or visit one of Pomona's convenient showrooms: 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 • Nashville. Executive Offices: 629 North La Brea Ave., Los Angeles 36, California.

DISTINGUISHED DESIGNER SERIES: BASS · LÁSZLÓ · LIEBES · MCCOBB · SHEETS



POMONA TILE



**For Charm and Durability
Specify Weyerhaeuser 4-Square
WOOD SIDING**

Only wood sidings offer the combination of charm and durability which create distinctive, personalized homes, garages and summer cabins. This enduring, handsome building material gives you many ways to build interesting variations even when you work from only a few basic plans.

Weyerhaeuser 4-Square sidings come in several patterns, textures, and species for horizontal or vertical application. They can be finished with varnishes, stains, or paints. Like all products bearing the Weyerhaeuser 4-Square brand name, these sidings are precision manufactured, scientifically seasoned, accurately graded, and carefully handled to prevent damage to the finished product.

Ask your Weyerhaeuser 4-Square Lumber Dealer to show you various patterns of wood sidings, red cedar shingles and shakes which he has in stock. You'll be pleased with the infinite number of ways you can complement the style of architecture and your own personal taste. These and dozens of other useful, profitable ideas are featured in his 4-Square Home Building Service Book.



WEST COAST HEMLOCK—one of the variety of species—is often called the "Ability Wood" because it is so versatile, serving dependably for framing and sheathing as well as for flooring, siding, molding, and other finish uses.

WEYERHAEUSER
4-SQUARE

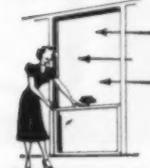
WEYERHAEUSER SALES COMPANY • ST. PAUL 1, MINNESOTA



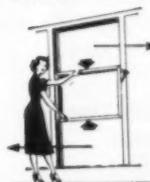
3-WAY VENTILATION



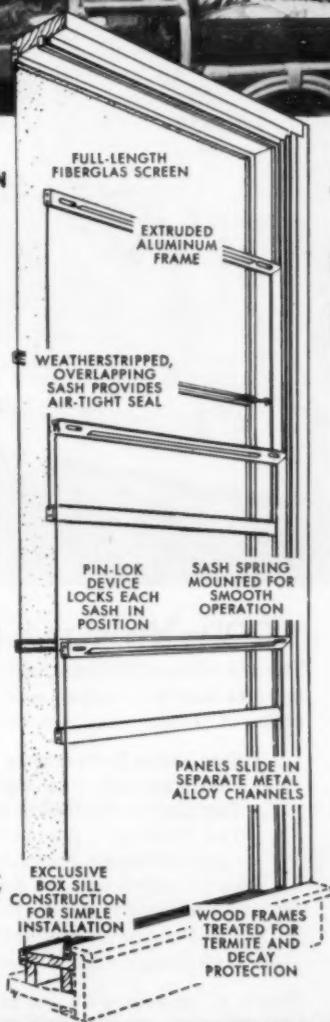
All panels at top — screened ventilation below head level.



All panels at bottom — draft is off floor and feet.



Panels all at center — creates "thermo-air" circulation.



Sell the Porch Enclosure known and approved by Architects, Builders and Homeowners.



"DeVAC GlassWalls" stands for a quality product and effective promotion—a combination that spells sales for you.

The expert eye of the architect or builder recognizes the superior design and construction features that have made this Porch Enclosure the first choice for fine homes everywhere. To the homeowner, one of the strongest selling points is the fact that the DeVAC porch enclosure combines both windows and full-length screen in a single unit. And all three—the architect, the builder and the homeowner—are familiar with DeVAC GlassWalls as a result of nationwide promotion and advertising in leading home magazines. Yes, "DeVAC GlassWalls" is a name your customers know and respect.

Write for complete details, prices and specifications.

DeVAC, INC. Exclusive Distributorships Available in Select Territories

Dept. 69, 5900 Wayzata Blvd., Minneapolis, Minn.

The Hotpoint Line is the BUILDERS' Line of Dishwashers

With the Hotpoint Full Line you satisfy all home-buyers and make maximum sell-up profits!

Now you can add an important profit to every home sale by "selling up" famous Hotpoint Dishwashers.

Only the complete Hotpoint Line offers you the right model in every price range—and the dollar-making opportunity to "sell-up" your home-buyers.

IT'S AS SIMPLE AS A, B, C TO INCREASE YOUR NET PROFIT-PER-HOME . . .

model mA. America's *Good* Dishwasher—whose value cannot be equaled at the low Hotpoint price . . .

model mB. America's *Better* Dishwasher—offering added important advantages to the housewife . . .

model mC. America's *Best* Dishwasher—the deluxe appliance whose reputation for superb performance is recognized by women everywhere.

If you install the mA Dishwasher in your model home, it's very easy—with Hotpoint sales aids—to sell-up most prospects to the mB or mC. They add only a few cents to the monthly payment. If you install an mB in your model home, it's easy to sell-up to the mC.

Every time you sell-up, you increase your profit-per-home—at no cost to yourself.

Contact your Hotpoint Distributor for details—and for Hotpoint low builder prices.



GOOD—Model mA

For the economy-minded, this unit offers all the features that have helped earn Hotpoint the reputation of always being first with the finest.

- Pushbutton Convenience
- Fully Automatic Dual-Detergent Dispenser
- Two Complete 5-Minute Washes
- Two Thorough 1-Minute Rinses
- Hygienic Electric-Heat Drying
- Easy Loading from the front
- Service-for-8 Capacity
- Two-Position Upper Rack
- Extra Manual Control Dial

Here's a famous name brand—with enthusiastic acceptance among women—at a special low price.



BETTER—Deluxe Model mB

The big profit unit that features everything offered by mA models, *plus*—

Roll-R-Racks that roll out separately for easier loading—preferred by women 4 to 1 over ordinary racks.

Most women appreciate the luxury of Roll-R-Racks and only a few words from your salesman will "sell up" most prospects to this higher profit model.



BEST—Spot-Less Deluxe Model mC

The finest dishwasher of them all! This famous model features everything that mB units offer

plus

- Automatic pre-rinse that showers food particles away before washing starts.
- Spot-Less washing that scrubs away every trace of food soil and dulling film.
- Spot-Less rinsing that prevents drops from forming and drying as spots.
- Spot-Less drying for sparkling results.
- Lighted control dial for greater convenience.

Here is the "glamour touch" for any kitchen. It is probably the *most wanted* appliance in America. Its superb performance places it in a class by itself—and selling up your prospects insures them of enduring satisfaction—and it adds important dollars to your profit-per-home.

LOOK FOR THAT

With the Hotpoint Full Line
it's as easy as A, B, C to make
maximum Sell-Up Profits

Hotpoint

DIFFERENCE!

(your customers do!)

HOTPOINT CO.

(A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois

Cantor and Goldman express their pride in the eye-pleasing effect achieved by

FLINTKOTE Thikbut Shingles and FLINTKOTE Asbestos Siding

that helped make Fleetwood Park a

500 unit sellout in 5 months

"We give credit to the architects and designers, of course; but what people see is the Flintkote roofing and siding that set off the lines of the good looking ranch and two-story and split level houses—that make Fleetwood Park the commercial success it is today."

Those words of praise from Saul Cantor and Paul Goldman, the builders, carry a message to you . . . and to every builder, contractor and dealer who is aware of the importance of clear-through quality, a wide color range in popular tints and the outstanding *beauty* that wins plaudits from everybody.

You'll find buyers recognize FLINTKOTE quality and appreciate FLINTKOTE beauty. It pays to promote FLINTKOTE products, as featured in "BEST in the HOUSE" in Good Housekeeping.

Phone your FLINTKOTE supplier and have him show you the FLINTKOTE promotional material that helps influence prospects for your properties.

THE FLINTKOTE COMPANY, BUILDING MATERIALS DIVISION
30 Rockefeller Plaza New York 20, N. Y.



FLINTKOTE Thikbut 12" Strips go on in jigtime. The interesting colors harmonize with and set off the FLINTKOTE Asbestos Siding on houses in this fast-selling New Jersey development.



FLINTKOTE Asbestos Siding with Dura-Shield—Silicone finish provides "color interest" and a lifetime of protection against water and fire. The water repellent Dura-Shield silicone treatment sheds moisture like a leaf.



FLINTKOTE

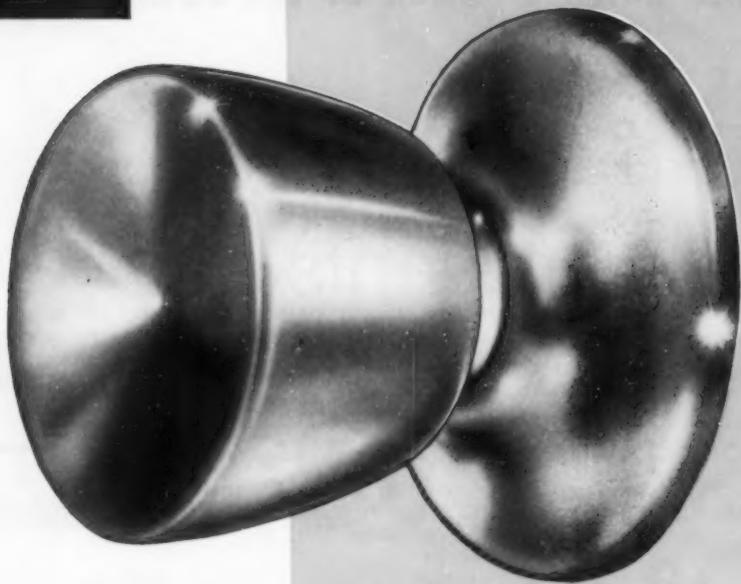


...Style and Color Leader since 1901

The Payoff Departments

- New Products and Catalogs.....147 →**
Manufacturers and builders report on what sells in structural and masonry materials. Builders supermarket for new products and literature. Reply card, page 150.
- Merchandising Ideas in Action.....182 →**
Capsule case histories of successful sales promotions.
- Land Planning.....184 →**
How to fit a development into its economic surroundings; when you mix your models, keep your skyline smooth.
- How To Do It Better190 →**
A new method for "dogging" trimmers.
- Ask The Experts.....198 →**
How a flat roof solves breezeway problem; how to prevent walls from skewing during construction.
- Keeping Up With The Law.....200 →**
Courts hold union may organize part owners, managerial employees.
- Convention Calendar.....202 →**
Check this list for meetings and home shows you want to attend.
- Technical Guide208 →**
How to build "Hidden Values" into kitchen cabinets.
- Better Detail of the Month.....212 →**
How to build in a corner sink and make the most of the space.
- The Month Ahead.....218 →**
Things for builders to think about during October.

NOW



ALUMINUM

DEXLOCK

New sample mount for Dexter dealers



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.

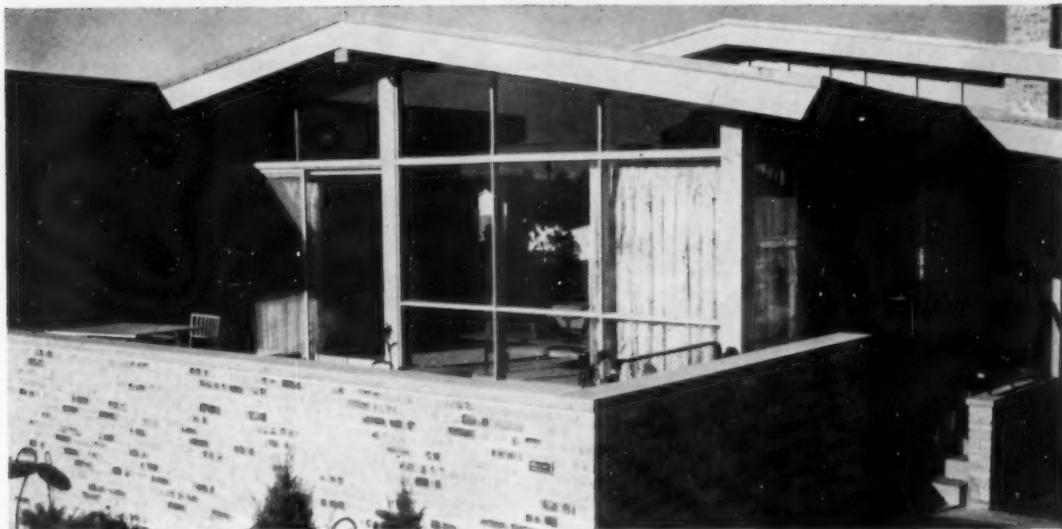
Dexlock also in solid brass or bronze; standard or two-tone finishes including chrome and black anodized aluminum.

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



EXPOSED CONSTRUCTION MATERIALS like the brick, glass, wood beams and plywood in house above are

top-rated among house buyers today. House is U.S. Plywood's (No. S20, page 150) Weldwood House.

BUILDERS, MANUFACTURERS REPORT ON:

What sells in structural and masonry materials

Home buyers today are looking for textured surfaces in a new house. Builders and manufacturers surveyed by **AMERICAN BUILDER** agree that wood and brick (or a combination of the two) are tops in buyer preference. But rising quickly with the textured surface trend are materials like

stone, concrete blocks and stucco finish. Exposed masonry construction, plus a liberal use of glass walls, make a real best-seller house, our survey showed. And newer materials, like patterned concrete blocks, treated woods, modular stone units, insulated glass make building a best-seller easier.



CONCRETE BLOCK comes into its own with a patterned surface. As an exposed wall, it gives design variety. Natl. Concrete Masonry Assn. (No. S21, p. 150.)

◀ **NATURAL STONE** like Palos Verdes (No. S22, p. 150) is moving indoors and out to supply demand for textured surfaces. Here combined with wood, glass.



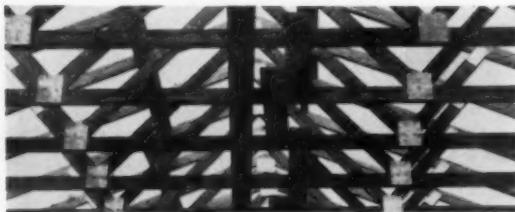
STEEL IN FOUNDATION used in flooring system with 2.4.1 Plywood Panels. Time-saving method allows five

men to install floor in three hours. Jones & Laughlin (No. S23, p. 150) 24' Junior Beams are used here.

TIME-SAVING CONSTRUCTION METHODS

Prefabbed, precut, manufactured structural units are the growing answer to time- and cost-saving house construction.

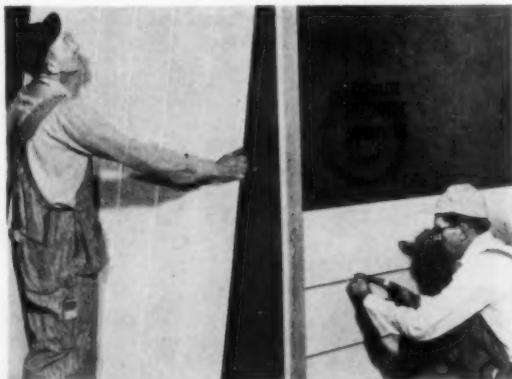
Builders and manufacturers report increased use of such methods as trussed rafters in roofing; modular panels of siding and flooring; quick and reusable concrete forming systems for foundations. Other construction trends: more use of steel in foundations and framing, increased use of aluminum panels in homes. Ahead: a prefabricated panel of clay brick for exterior walls.



TRUSSED-RAFTER ROOF saves time because trusses can be erected and sheathing applied almost immediately. Above, H-Brace Inc. (No. S24, p. 150) trusses. Teco (No. S25, p. 150) trusses also widely available.



ENGINEERED CONCRETE FORMING equipment can be used and reused for foundations. Average labor on large project for setting, bracing, pouring and stripping was 27-32 man hrs. per basement. Waco (No. S26, p. 150).



PRIMED SIDING in either horizontal or vertical patterns comes in large panels designed to cut down on time needed to finish the exterior house walls. Those above from Insulite (No. S27, p. 150).

You are entering the **American Builder**

Supermarket

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



BUSINESS REPLY CARD

First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

4 cents Postage will be paid by

Business Manager
AMERICAN BUILDER
30 Church St.
New York 7, N.Y.





CIRCLE items below

...and mail this postcard today

FREE INFORMATION . . . on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

GAS PRODUCTS

- \$1 Tappan Stove oven
- \$2 Temco, Inc. wall heater
- \$3 Armstrong furnace
- \$4 Servel furnace
- \$5 Ruud water heater
- \$6 Calcinator incinerator
- \$7 Geo. D. Roper stove
- \$8 Suburban wall heater
- \$9 Coleman wall heater
- \$10 Majestic incinerator
- \$11 Perfection heater
- \$12 Gaffers-Sattler range
- \$13 Motor Wheel heater
- \$14 Bryant furnace
- \$15 Handley-Brown water heater
- \$16 Tennessee Stove range
- \$17 Corolair heater
- \$18 Kawene boiler
- \$19 Rheem water heater

BUYING GUIDE

- \$30 U.S. Plywood Weldwood house
- \$31 Nat'l Concrete Masonry Assn. concrete block

- \$22 Pafos Verdes natural stone
- \$23 Jones & Laughlin beams
- \$24 H-Brace, Inc. trusses
- \$25 Teco, Inc. trusses
- \$26 Waco concrete forms
- \$27 Inselite primed siding

NEW PRODUCTS

- \$28 Owens-Illinois glass block
- \$29 Tennessee Stone Tenn-quartz
- \$30 Besser Co. concrete block
- \$31 Zonalite roof tile
- \$32 L.O.P. colored spandrel glass
- \$33 Azrock Products cork tile
- \$34 Stay-Tite caulking compound
- \$35 Watco wood finish
- \$36 Jones & Laughlin spiral nail
- \$37 Eveready Brikaw blade
- \$38 Flexible Tubing venting kit
- \$39 Decra vinyl wall covering
- \$40 Kitchen Maid beverage holder
- \$41 Fluoro Plastics door knob

Mail This Postcard Today—We Pay the Postage Act Now!—Service on This Card Expires in 90 Days

- \$42 Sterling Precision bathtub
- \$43 Miller flushing gun
- \$44 Southern Coating & Chemical water repellent

CATALOGS

- \$45 Alpha Portland Cement concrete ideas
- \$46 Malvern Brick color card
- \$47 Louisville Cement brick walls

- \$48 Universal Form Clamp concrete forms
- \$49 Drywall trim
- \$50 Straitsville Brick heating duct
- \$51 Frantz garage doors
- \$52 Kaiser aluminum in schools
- \$53 American Houses prefabs
- \$54 Dept. of Agriculture paint information
- \$55 RCA-Whirlpool ice maker

- \$56 R. G. Coffman ornamental products
 - \$57 Poolquip swimming pools
 - \$58 Mutechler cabinets
 - \$59 Asbesto Cement roofing
 - \$60 Sierra Electric outlets
- WESTERN PRODUCTS**
- \$61—W Sani-Top vanity
 - \$62—W Bestile chalkboard
 - \$63—W Mission heater-light

SEPTEMBER, 1957

NAME (Please print) _____

STREET _____

CITY _____ ZONE _____ STATE _____

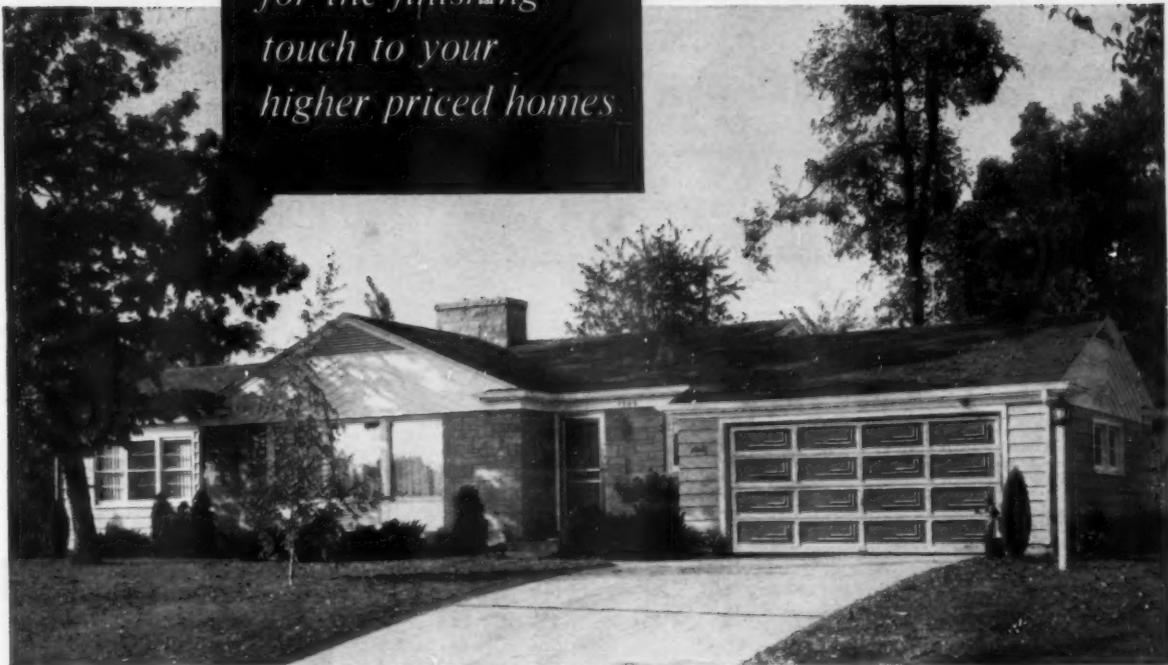
PLEASE CHECK YOUR FIELD OR OCCUPATION

- | | |
|--|---|
| <input type="checkbox"/> Builder or Contractor | <input type="checkbox"/> Distributor |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Building or Planning Own Home | <input type="checkbox"/> Realty |
| <input type="checkbox"/> Architectural | <input type="checkbox"/> Organization |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Government |
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I wish to enter a subscription to American Builder for one year (\$3.50) 3 years (\$7) New Renewal

Signature _____

*for the finishing
touch to your
higher priced homes*



RO-WAY GARAGE DOORS

If you're like most builders today, you're building bigger homes . . . better homes . . . with more of the deluxe features most buyers want.

For the finishing touch, the touch that adds a lot of value at little cost, install RO-WAY garage doors. In the complete RO-WAY line you'll find standard and special styles and sizes . . . models for virtually every headroom requirement . . . more than 40 decorative panel designs for individualized custom appearance.

And back of all this beauty is unmatched RO-WAY quality. Selected kiln-dried lumber. Precision-fit millwork. Mortise and tenon joints both glued and steel-pinned. Rabbed sections. Taper-Tite track and Seal-A-Matic hinges for easy

opening, weather-tight closing. Quiet, smooth-gliding ball bearing track rollers. Power-Metered springs individually balanced to the weight of the door. And all hardware *doubly* protected against rust and corrosion—both Parkerized *and* painted after fabrication.

And for the last word in convenience, include a specially designed, completely dependable RO-WAY electric operator with either push-button or remote radio control.

That's RO-WAY—the quality designed, quality built garage door that adds the finishing touch to your homes for lasting owner satisfaction. Call in your experienced, helpful RO-WAY distributor, or write to Rowe for full details.

there's a Ro-Way for every Doorway!

RESIDENTIAL
COMMERCIAL
INDUSTRIAL



ROWE MANUFACTURING COMPANY • 790 HOLTON STREET • GALESBURG, ILLINOIS

SEPTEMBER 1957

151

Vacu-FLO[®] ATTRACTS MORE HOME SALES

ARCHITECT-BUILDER HARRY J. QUINN

Suburban Home: E2122H 1-788
Chicago Plans: W446H 8-1023

FaceSetter Homes, Inc.

SOUTH HOLLAND, ILLINOIS

Mr. N. E. Hovey,
Director of Sales
H-P Products, Inc.
Louisville, Ohio

Dear Mr. Hovey:

Without a doubt the most outstanding feature of our model homes is the Vacu-Flo Built-in Vacuum Cleaning System. Public reaction to this unique piece of equipment is tremendous on both male and female members of our home seeking families.

The housewife's reaction to the built-in vacuum cleaning equipment is spontaneous and has the 100% approval from all who have seen it.

When all the advantages are demonstrated; such as the dustless cleaning because of outside exhaust, convenience of operation with no machine or electrical cord and the powerful suction; Vacu-Flo is quickly recognized as a real advancement in built-in home service.

Our Vacu-Flo display and demonstration is a very important part of our sales program to the potential home buyer.

Sincerely,

Harry J. Quinn
Harry J. Quinn, President
FACESETTER HOMES, INC.

HJQ:c



United States Plywood Corp. Weldwood Model House — Vacu-Flo equipped — by FaceSetter Homes Inc.



"Without a doubt the most outstanding feature of our model homes is the Vacu-FLO[®] BUILT-IN CLEANING SYSTEM."

says Architect-Builder HARRY J. QUINN



Every feature of Vacu-Flo built-in vacuum systems makes an exciting demonstration but Vacu-Flo's convenience and powerful dustless cleaning make it the most practical built-in service you can provide. Just plug in the hose at wall inlets — makes for easiest, fastest and cleanest homes . . . a real merchandisable attraction at moderate cost.

BUILDERS EVERYWHERE ARE PROFITING WITH VACU-FLO'S BIG SALES POWER

Thousands of Vacu-Flo installations throughout the nation are increasing more and more interest and demand for Vacu-Flo. Every builder can profit by featuring easily installed Vacu-Flo in any price home.

USE THE COUPON TODAY

H-P PRODUCTS, INC., Dept. A Louisville, Ohio

Please send me Vacu-Flo brochure:

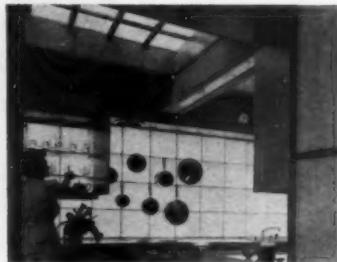
Name _____

Address _____

City _____ Zone _____ State _____

Check if: Architect _____ Builder _____ Homeowner _____

NEW PRODUCTS . . .



Glass blocks add daylight

Solar-selective glass is used in this house to supplement and condition light from conventional windows. Wall areas are given glass block and ceilings have same type top-lighting panels. Result is even distribution of diffused daylight. From Owens-Illinois Glass Co., Dept. AB, Toledo 1, Ohio.

Circle No. 528 on reply card, p. 150



Stone cut in modular heights

Tennquartz meets demand for modular veneer with its smooth-sawed natural building stone. Recommended for both exterior and interior use, stone has machine-broken standard face heights and standard masonry beds. Tennessee Stone Co., Dept. AB, 705 Broadway, N.E., Knoxville, Tenn.

Circle No. 529 on reply card, p. 150



Design with concrete blocks

New uses for concrete block illustrated above in house with exterior and interior walls of exposed concrete masonry. Varying patterns of the blocks plus different ways in which they can be laid up produce numerous interesting wall designs. Besser Co., Dept. AB, Alpena, Mich.

Circle No. 530 on reply card, p. 150

Aluminum-clad insulation makes this large, new house as economical to heat and cool as an ordinary small house.



With **ALUMINUM-CLAD INSULATION**
this Maryland home was heated and air conditioned
for one year for \$300—or \$25 a month

This is a test home in a Washington, D.C., suburb. It has a heated and cooled area on three floors of 4,590 sq ft. For the year ended May 1957, carefully kept records show that the cost of operating furnace and central air conditioner to maintain a mean 73 degrees was \$301.68—or \$25.14 a month.

Low? Yes—but economies like this are the rule when adequate insulation, surfaced with ALCOA® Aluminum, is installed in walls and ceilings. During winter, aluminum-clad insulation keeps furnace heat *in* to cut fuel expense. During summer, it is the most effective insulation known for keeping *out* radiant heat.

And this is important to both builder and buyer: aluminum-clad insulation cuts original equipment costs. In this case, for example, specifications with FHA-minimum insulation would have called for a

225,000-Btu furnace and 5-ton air conditioner. But with aluminum-clad insulation, only a 175,000-Btu furnace and a 3-ton air conditioner are needed.

It works out the same way for smaller houses, too, of course. Aluminum-clad insulation pays for itself in lower equipment costs, then gives year-round comfort . . . in a Care-free home that costs less to heat and cool.

ALCOA does not make insulation of any kind, but ALCOA Aluminum is used by many manufacturers to produce several types of insulation. ALCOA's new book about insulation, *Comfort Everybody Can Afford*, has been written especially for builders. Mail the coupon today for your free copy.



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

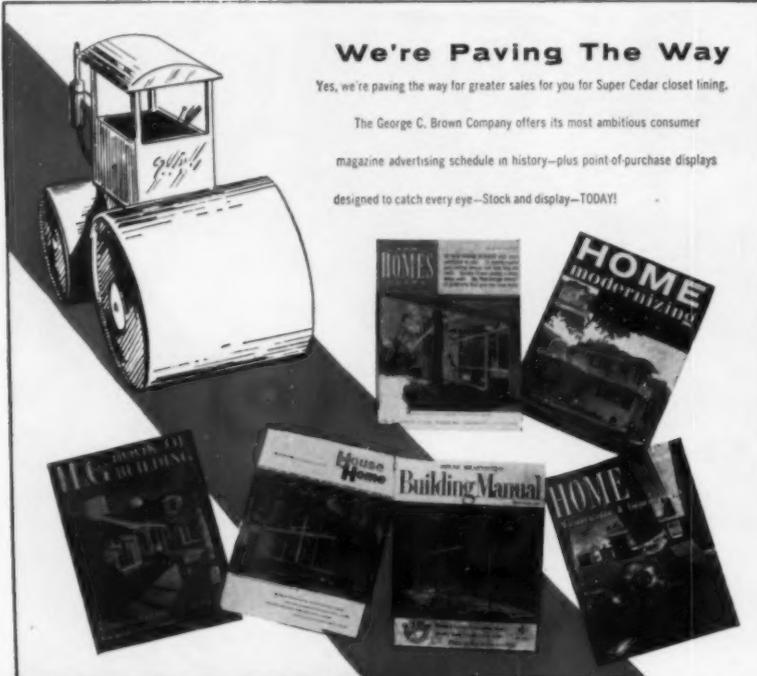
Gentlemen: Please send my free copy of your new book about insulation: *Comfort Everybody Can Afford*.

Name _____ Title _____

Firm _____

Street _____

City _____ Zone _____ State _____



We're Paving The Way

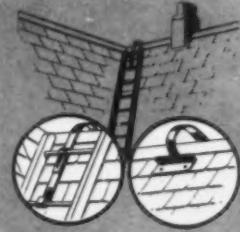
Yes, we're paving the way for greater sales for you for Super Cedar closet lining.

The George C. Brown Company offers its most ambitious consumer magazine advertising schedule in history—plus point-of-purchase displays designed to catch every eye—Stock and display—TODAY!

GEO. C. BROWN AND COMPANY INC.

Super Cedar CLOSET LINING GREENSBORO, N. C.

"TROUBLE SAVER" Scaffolding Accessories



LADDER HOOKS

Has pivot that allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 lbs.



ADJUSTABLE ROOFING BRACKET

Provides safe staging at any pitch. Suited to all kinds of jobs, any type of roofing. Holds 2"x10" plank. Weight, 5¼ lbs.



LADDER JACKS

ONE MAN JACK
Adjusts to any pitch on either side of ladder. Weight, 20 lbs. a pair.



RAIL-TYPE JACK. Use of side rails of ladder for support provides extra safety. Weight, 24 lbs. a pair.



"TROUBLE SAVER" SHINGLERS

Two sizes. "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by just two nails. Can be removed without raising shingle.

• **BE SURE TO WRITE** for complete information on all "Trouble Saver" Scaffolding accessories. Dept. AB

THE STEEL SCAFFOLDING COMPANY, INC.
856 Humboldt Street, Brooklyn 22, N. Y.
Telephone: EVERgreen 3-5510

NEW PRODUCTS . . .



White look with roof tile

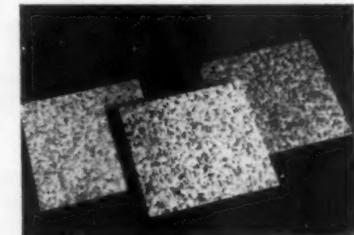
Precast, insulating, concrete Bermuda Roof Tile gives an eye-appealing, white, terraced effect to roof. Applied on top of built-up roofing, it protects indefinitely. Lightweight, may be painted. Size: 19½"x12"x2½" (at thickest point). Zonolite Co., Dept. AB, 135 La Salle St., Chicago 3, Ill.

Circle No. 531 on reply card, p. 150

Spandrel glass in 18 colors

Colorful patterns for modern glass-clad buildings are suggested by Libbey-Owens-Ford with its new Vitrolux spandrel glass. Black, white and 16 standard colors ranging from golden olive to cinnamon and chocolate are available. LOF will also make almost any non-specified color on special order. Vitrolux begins with ¼" polished plate glass, then has opaque ceramic color fused on back or inner glazing surface. Color film is about 15-ten thousands of an inch in thickness and is fused onto glass at high temperature. Maximum standard size is 48x84". In special orders, size may be increased to 60x84". L.O.F. Glass Co., Dept. AB, 608 Madison Ave., Toledo 3, Ohio.

Circle No. 532 on reply card, p. 150



New cork hue added

A third cork hue, "Tangiers" has been added to the Azrock asphalt tile line. New color gives Azrock three natural cork hues: light, medium and dark; all available in ¼" thickness. Can be installed on almost any flooring. From Azrock Products Div., Dept. AB, Box 531, San Antonio, Tex.

Circle No. 533 on reply card, p. 150

speaking of 2-ball-bearing hinges...

**ONLY A HAGER
HAS
THE EXCLUSIVE**

"Life-Time Bearing"

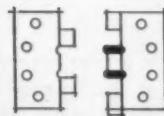
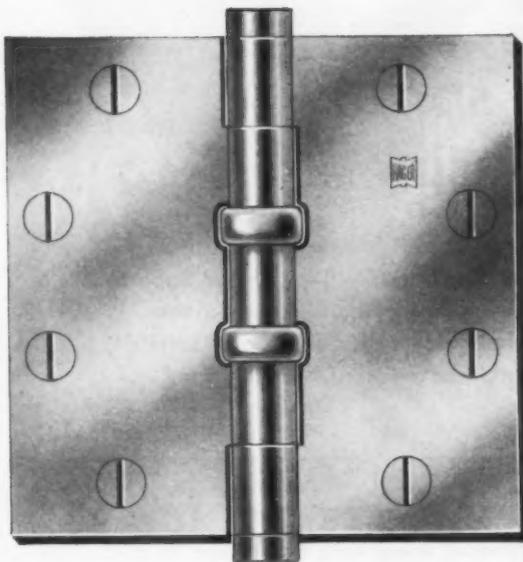
**PERMANENTLY ANCHORED IN THE KNUCKLE
WITH CASE HARDENED STEEL—NOT BRASS**

In the wear-away zone (zone of bearing anchorage) soft brass rubs steel in other leading hinges and they sometimes fail. Not so with Hager!

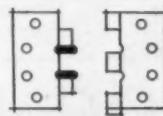
Hager's advanced, two-knuckle-bored construction puts steel against case hardened steel in this failure zone. The result is flawless ball bearing performance—life-time performance.

Yet you pay no premium for Hager's superior design and material. Compare and discover: Hager 2-ball-bearing hinges are unequalled in the industry!

These same life-time features are also a part of the Hager 4-ball-bearing hinges.



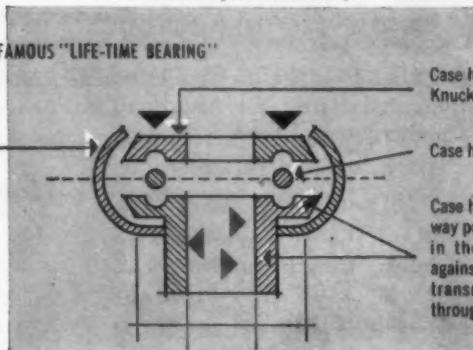
NOT THIS ...
not one-knuckle-bored with wear-away brass to anchor the bearings. (Bearings finally fall out when pin is removed)



BUT THIS ...
two-knuckle-bored construction with bearings anchored with case hardened steel.

EXPLODED CLOSE-UP OF HAGER'S FAMOUS "LIFE-TIME BEARING"

Brass outer shell permanently fixed. Protects raceways and balls from dirt. Contains lubricant in bearing.



Case hardened steel top raceway. Knuckle rides on this.

Case hardened carbon steel balls.

Case hardened steel bottom raceway permanently fixed. Puts steel in the zone of lateral thrust against pin. Carries vertical thrust transmitted from top raceway through balls.

▼ VERTICAL THRUST
LATERAL THRUST

(Both stainless steel raceways and balls are available on stainless steel ball-bearing hinges.)



EVERYTHING HINGES ON HAGER

© 1957 C. HAGER & SONS HINGE MANUFACTURING CO. • ST. LOUIS 4, MISSOURI

CONTRACTORS! There's a lot of useless back-breaking digging involved in uncovering new construction business . . . unless you have someone breaking ground for you . . .



We help do your spadework for finding business

Trying to uncover new construction business by looking everywhere is the costly way to get the jobs you want. The best, most economical method is to let Dodge Reports pin-point exactly the kind of construction activity you're looking for right in the area you serve. If you'd like to see how this timely, accurate daily report service can get you more and better business, just read, then mail this coupon today.

TO: **DODGE REPORTS, DEPT. 177, 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 _____





we
DARE
you!

to try

GENERAL



Gibraltar **FLUSH DOORS**
and Satin Seal PANELS

together in the next home you build!

YOU'VE EVERYTHING TO GAIN-NOTHING TO LOSE!

**HERE'S WHAT
YOU'LL GET**

- The powerful added sales appeal the paneled room brings to any home.
- The **combination** of Gibraltar doors and SatinSeal panels gives you a beautifully paneled room in a price class with lath and plaster. How's it possible? By practically complete elimination of finishing costs!

You can't miss - that's why we dare you!



GENERAL PLYWOOD CORPORATION
3131 W. Market Street, Louisville, Kentucky Dept. A.B.

*"Super Satin Surface" and "Triple S" or "SSS" are trademarks owned by GP (General Plywood Corporation) and used by GP and Licensees on products having a Super sealed or Super Micro-sealed surface that satisfies the quality standards established by GP.

WINDOWS to sell with...

by TRUSCON

Lovely to look out... beautiful to see... easy to sell! Truscon Steel and Aluminum Windows are the mark of gracious living for any home. And every Truscon window installation offers builders conveniences and extra sales values.

Low installation cost... easy to install. Every Truscon window unit is carefully made to exact engineering specifications and inspected to assure fit-right installation. Available from 24 conveniently located warehouses without delay.

Color styling... Truscon Steel Windows are delivered with Bonderized protective coating, ready for color-matched decorator finishing to meet home-buyer plans. Simply paint them as you paint the room interiors.

Forget maintenance problems forever... Homeowners prefer Truscon Steel and Aluminum Windows because they never warp, never stick, never sag. Specially designed weatherstripping keeps weather out, comfort in - reduces fuel bills and air conditioning costs.

Quality product with a national name... pre-selling home-buyers through extensive national consumer advertising and promotion. Get the facts firsthand. Mail the coupon below.



138 Double-Hung

Ever popular, low cost Truscon 138 Double-Hung Steel Windows are now available in new high, wide, and handsome sizes up to 5 feet wide and 6 feet, 5½ inches high for picture window luxury with double-hung window open-and-close conveniences. Delivered complete, assembled, ready for installation.



REPUBLIC



World's Widest Range of Standard Steels

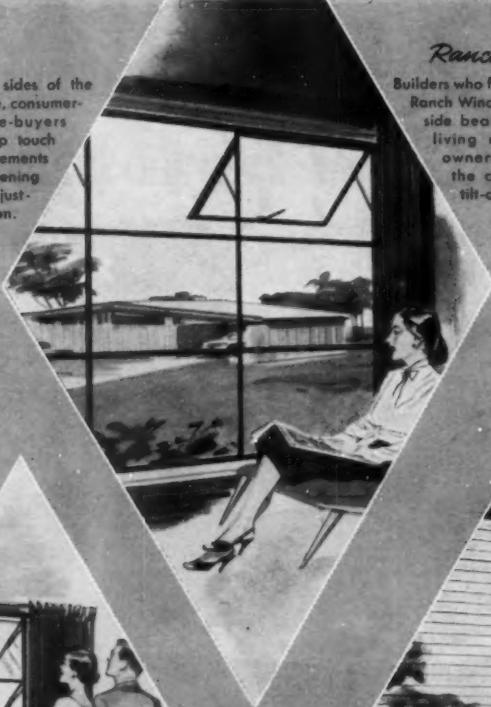
Casements

It's easy to wash both sides of the window from the inside, consumer-conveniences home-buyers like. Light, fingertip touch adjusts Truscon Casements over the full opening range — gives just-right ventilation.



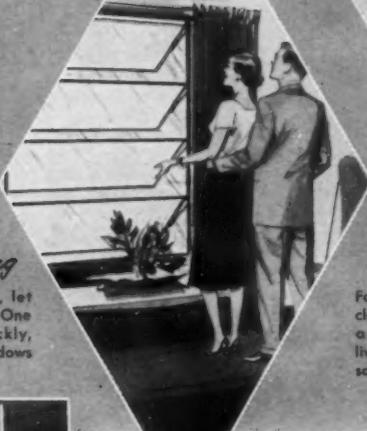
Ranch

Builders who feature Truscon Ranch Windows bring outside beauty up to the living room. Home-owners are sold on the convenience of tilt-out ventilators.



Aluminum Awning

Ventilating panels swing out, let fresh air in, even when it rains. One handle moves all vents quickly, easily. Another example of windows to sell with . . . by Truscon!

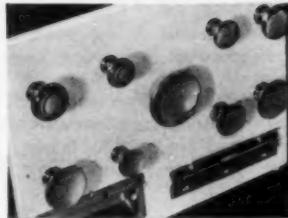


Jalousies

For porch, breezeway enclosures, room dividers — a low-cost investment in living pleasure, adds quick-sale value to any home.



REPUBLIC STEEL KITCHENS with built-in features home-buyers want most add just the right touch to any home, offer complete flexibility from stock units. See your distributor or send coupon today!



Highest quality, bright, builder's hardware is made from Republic ENDURO® Stainless Steel. For lifetime service, beauty, be sure to specify stainless steel hardware for your building program.

STEEL

and Steel Products

REPUBLIC STEEL CORPORATION
Dept. C-4425
3128 East 45th Street • Cleveland 27, Ohio

Please send me information regarding the following subjects:

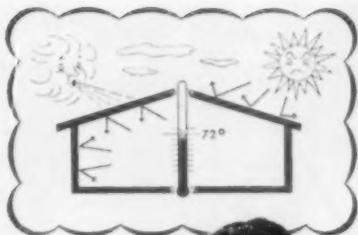
- Truscon Aluminum Windows Truscon Steel Windows
 Republic ENDURO® Stainless Steel Republic Steel Kitchens

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____



"We'll be warm in winter's cold—cool in summer's heat... Thanks to ***REFLECT-O-RAY***"

Proof of the product is in its performance—and its relation to costs. That's why a growing number of builders are taking advantage of insulation materials faced with REFLECT-O-RAY. In new or remodeled homes, costs are lower... insulating results better for REFLECT-O-RAY helps keep homes winter warm and summer cool. Its millions of tiny, sparkling, mirror-like flakes (which are bonded to

tough, durable kraft) provide a *more efficient* type of heat reflecting surface. "Young Moderns" appreciate your sound judgement of usage, too, because it means savings in both fuel and air-conditioning efficiency. There's no need to fret about condensation build-up either because REFLECT-O-RAY is a natural "breather." For *comfort everyone can afford* use only insulations faced with REFLECT-O-RAY.

*REFLECTIVE "BREATHER" SHEET FACING

FOR INSULATION BLANKETS AND BATTS UTILIZING

ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is an Aluminum Pigmented product of

THE APPLETON COATED PAPER COMPANY

APPLETON, WISCONSIN

NEW PRODUCTS . . .



Adheres to wood and metal

New "hidden-value" product, "Rubber Caulking Compound" is neoprene-based, has firm adhesion to wood and metal. For use wherever an adhesive, waterproof seal is needed. White in color, requires no mixing. List: \$22.50 gal. Stay-Tite Products Co., Dept. AB, 9400 Steiny Ave., Cleveland, Ohio.

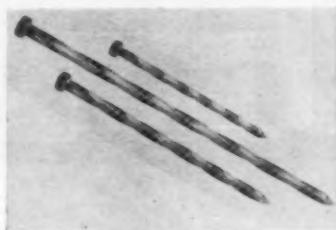
Circle No. 534 on reply card, p. 150



Finishes, preserves floors

Penetrative treatment for all wood surfaces, old and new, interiors and exteriors with Watco's "hidden value" Wood Finish and Preserver. Product tightens wood, fills and seals pores, strengthens wood fibers. Information from Watco Sales Co., Dept. AB, 1640 20th St., Santa Monica, Calif.

Circle No. 535 on reply card, p. 150



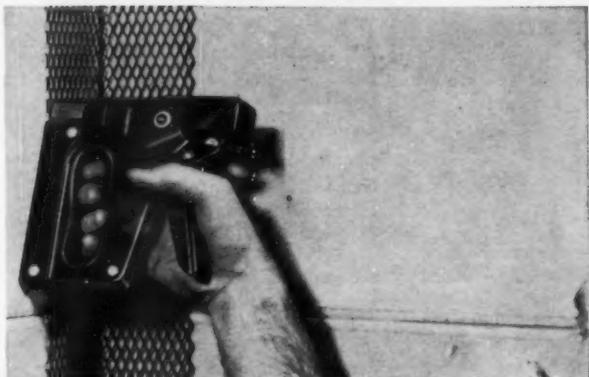
These nails hold better

"Ardox" spiral nail of high carbon steel is threaded-to-the-head and offered as costing less than common nail. Also featured in this "hidden value" product: increased holding power, easier driving, less splitting. Jones & Laughlin Steel Corp., Dept. AB, 3 Gateway Center, Pittsburgh 30, Pa.

Circle No. 536 on reply card, p. 150

add the strength of **STEEL** to your plastered walls...

with Gold Bond Metal Accessories



Safe-Edge® CORNERITE

For Inside Corners—has finished smooth edges for handling ease. There are no sharp edges to contend with and application is quick and easy. Accurate factory forming assures edges that lie flat against plaster base. No additional bending or cutting is necessary on the job.



ARCH CORNER BEAD

For Outside Corners—will do *two* important jobs. Can be used straight for strong exterior corners, or cut and form it *on the job* for any style arch! Just snip one flange and form by hand—won't kink or break. Exclusive truss-like design gives added reinforcement.



METAL CASING BEADS

For Door and Window Trim—cost less than wood trim and are less expensive to install. Factory mitered corners eliminate the need for additional cutting and fitting on the job. You can terminate plaster and install trim around doors and windows in one fast operation.

For more information on Gold Bond® Metal Accessories, write Dept. AB-97, National Gypsum Company, Buffalo 2, New York.

METAL LATH ACCESSORIES

NATIONAL GYPSUM COMPANY

Gold Bond

BUILDING PRODUCTS

Esther Williams
says:

**"Get Into This
Great
New Business
With Me"**



**Esther Williams Swimming Pool
DISTRIBUTORSHIPS OPEN
for Able Businessmen...**

Big profit opportunities in the booming swimming pool business with the largest organization in the industry.

New-Type, All-Concrete Pool—Sells as a package complete with all finest equipment. Exclusive features, Good Housekeeping Seal make sales easy.

Million-Dollar Promotion—Means volume sales for you. NBC-TV "Home Show"... full pages in Life, Better Homes & Gardens and other publications... sensational promotion tie-in with Pepsodent... dynamic local support.

And Esther Williams, Too!—The greatest name in swimming sets you up as the leader in your area as soon as you hang up your sign. Esther Williams is the magic name that gives you prestige, product identity and sales.

Action Now Gets Results Now—The biggest season ever is just ahead. You stock and sell our dealers in an exclusive area. Five-figure investment required for self-liquidating inventory, with profit potential of \$25,000 to \$250,000 per year.

DEALERSHIPS OPEN

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

Make good profit this year—write now.

INTERNATIONAL SWIMMING POOL CORP.
Largest Organization in the Industry, Esther Williams,
President 41 Court Street, White Plains, N. Y.



ESTHER WILLIAMS SWIMMING POOL UNITS

**American
Builder**

New products . . .



Blade does wet-cutting

A reinforced blade that can be used for wet-cutting has been announced by Eveready. The 3-ply breakage-resistant "Tuffie" blade comes in 14" diameters and in complete range of specifications for cutting all types of masonry materials: hard, medium and soft. Economical and safe to use. Eveready Brik saw Co., Dept. AB, 1509 S. Michigan Blvd., Chicago 5, Ill.

Circle No. 537 on reply card, p. 150



Dryer venting in one kit

A new line of Flex-Vent Kits for outdoor venting of automatic clothes dryers has been announced by Flexible Tubing Corp. This line of "hidden value" venting includes a complete kit for any type of dryer venting installation and for any make automatic clothes dryer on the market. This versatile line of venting equipment can be used for basements, kitchens, utility rooms, and wall, window, and sill installations. Flexible Tubing Corp., Attn. Howard W. James, Dept. AB, Guilford, Conn.

Circle No. 538 on reply card, p. 150



Electric driven 6-ft. SPEED KING mixing terrazzo flooring

**SPEED KING. Plaster-Mortar Mixers give
you Jaeger-quality features at dollars-ahead prices**

Timken shaft bearings with lifetime seals. Fast, thorough "figure 8" pugmill mixing with four sets of 3-blade paddles for a smoother, more even tempered material that is easier to spread or spray. Drums of special abrasion-resistant steel. Gasoline or electric drive with shift lever power engagement, designed for long belt life, quiet operation.

See your Speed King dealer, or send for catalog and low prices.



Speed King 3 1/2 Tilling Concrete Mixer. Jaeger features, popular priced

SPEED KING Manufacturing Co., 521 West Spring Street, Columbus 16, Ohio

Division of The Jaeger Machine Company

*Builders, remodelers
cut labor, save time*



with **FOAMFLEX[®]**
DOORSTRIP



Patent Pending

VINYL FOAM BONDED TO WOOD $\frac{1}{4}$ " x $\frac{5}{8}$ "
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.



Mortell

FOAMFLEX

DOORSTRIP

NEW
VINYL
FOAM and WOOD
WEATHERSTRIP
Permanently Bonded
by Exclusive
Process

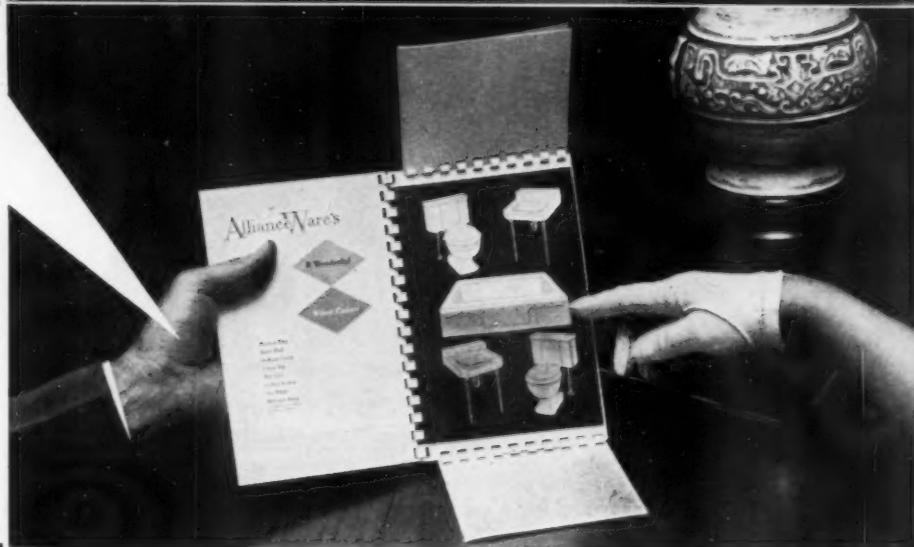
- Water- and weatherproof
- Long lasting
- Easy to apply
- Flexible, clean and color

AllianceWare®

"This brand new 16 page, 4 color bathroom book called *Bathing Beauties* by AllianceWare is loaded with ideas that sell. Including AllianceWare's *Lifetime Guarantee* on 12 gauge bathtubs ... the best bathroom sale closer yet."



"To sell AllianceWare's big bathroom exclusive *Duotone Bathtubs*, here's a real sales idea. By simply flipping the pages you can show your customer every possible AllianceWare Bathtub Color Combination."



PERMASHEEN PORCELAIN ENAMEL ON STEEL

- ... Bathtubs
- ... Lavatories
- ... Sinks

VITREOUS CHINA

- ... Water Closets
- ... Lavatories

AllianceWare, Inc.

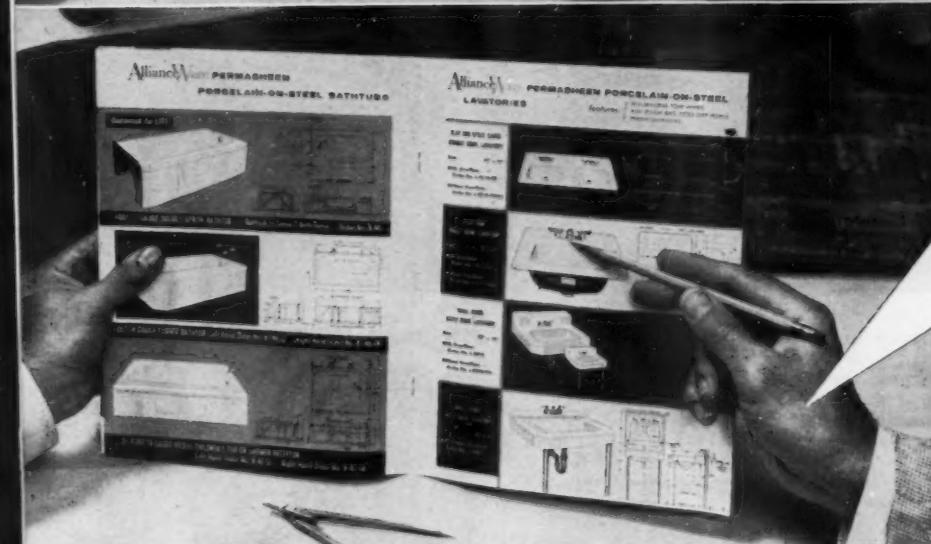
ALLIANCE, OHIO • KILGORE, TEXAS • COLTON, CALIFORNIA

an  subsidiary

For Selling Action!



"Color is the big news in bathrooms. This new *Pocket Color Selector* shows actual reproduction of AllianceWare's eight wonderful water colors for bathtubs, lavatories, water closets and kitchen sinks."



"New 12 page catalog showing 6 bathtub, 5 lavatory, 3 water closet and 8 kitchen sink models. Includes AllianceWare's 5 foot Double Apron and 3½ foot Junior Bathtubs as well as the new Double Bowl Lavatory."

**For
Selling
Action**

Mail This Coupon to
AllianceWare, Inc.
Post Office Box 809
Alliance, Ohio

Gentlemen:

Please send me samples of your . . .

- 16 page Four Color Bathroom Book
- 12 page Product Line Catalog
- Pocket Color Selector
- Duotone Color Coordinator

- Builder
- Architect

My Plumbing Fixture Source:

Company _____

Address _____

City _____ Zone _____ State _____

My Address is:

Company _____

Address _____

City _____ Zone _____ State _____

Requested by _____



Streamline® QUALITY COPPER TUBE
chosen for these magnificent
apartments . . . the CAPRI AIRE and
PHOENIX TOWERS . . . the ultimate in
comfortable, carefree, modern living

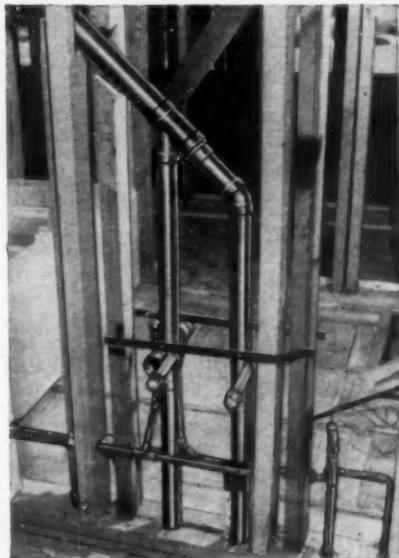
These two fabulous co-operative apartments . . . one at Phoenix, Arizona, the other in La Jolla, California . . . are setting the pace for a new kind of casual American living. Architects have designed both these luxurious buildings for an absolute maximum of comfort and operating efficiency. It was only natural that copper, the modern

pipng material, was used for plumbing systems in both projects . . . a decision certain to pay handsome dividends in trouble-free service for the life of the building. Rust-proof and practically clogproof, as well, copper's ease of installation is credited with keeping overall cost-of-installation below that of competitive material.



La Jolla Capri Aire, at La Jolla, California, combines outdoor and indoor living in a delightful grouping of lavishly-finished co-operative apartments in which quality materials and careful workmanship are combined to produce these attractive dwellings with distinctive California styling. Lionel V. Mayell, who has created a number of these beautiful co-operatives in other western cities is the developer of the Capri Aire project. The general contractor is the Del Anderson Construction Co., San Diego, and plumbing and heating installation is being handled by Ben Huntington and Sons, also of San Diego. These one-, two-, and three-bedroom apartment homes feature sound- and weather-conditioning, a swimming pool, ultra-modern radiant heat, and . . . of course, miles of Mueller Brass Co. Streamline copper tube.

In the Capri Aire co-operative, space-saving copper tube in long standard lengths is easy to handle and quick to install.



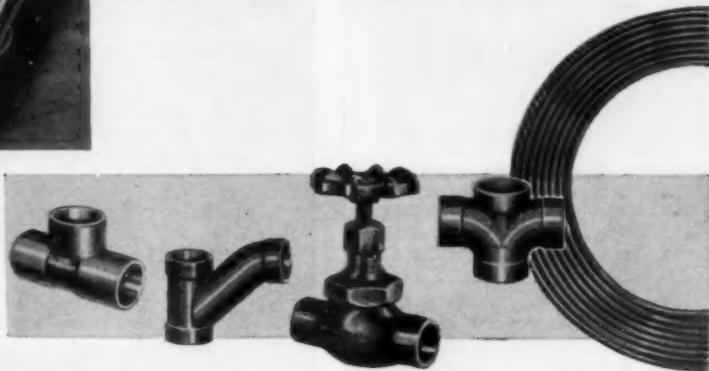


The \$3 million, 14-story Phoenix Towers (above) . . . a 60-apartment co-operative unit in Phoenix, Arizona, was designed by Ralph C. Harris. The Del C. Webb Construction Co. was the builder, and Ralph W. Applegate Realty & Investment Co. of Chicago is the agent for the building. John Armer, the plumbing and heating contractor, points with understandable pride to this carefully-installed system. Armer's general superintendent on the Phoenix Towers installation was Mr. Bud Lindquist. In reviewing the project, Lindquist was extremely enthusiastic about copper, both from a standpoint of overall economy of installation, ease of handling, and the saving of valuable space as well. Little wonder, then, that the use of copper for supply and drainage systems is constantly increasing!



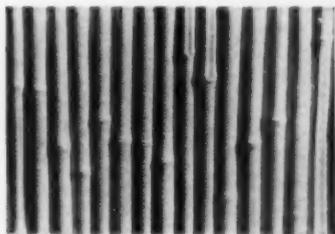
Gleaming copper drain lines from lavatory and closet in the Phoenix Towers co-operative provide valuable evidence to buyers of these apartment-homes that the builders have lavished more than mere extraneous beauty on the construction of these "apartments of the future". Long-lasting Streamline quality copper, like the drainage lines shown here, will assure years of complaint-free service and reliability.

There is a complete range of Streamline tube and solder-type fittings for every installation need. Versatile, easy-to-install copper adds the finishing touch to the master plumber's finest work in both drainage and supply. Send today for kit No. 15 containing helpful information on copper for drainage, and Mueller Brass Co.'s catalog on Streamline copper tube and fittings, too. These two guides will help you plan better supply and drainage systems the modern way.



MUELLER BRASS CO. PORT HURON 10, MICHIGAN

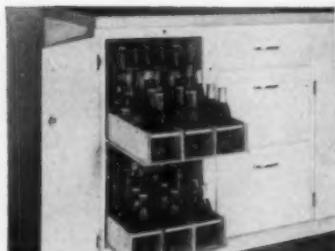
NEW PRODUCTS . . .



Texture your walls

Decro-Wall's new Bamboo pattern gives pole-like form and knobby-jointed texture of bamboo to walls. Dimensional vinyl wall covering is easy to apply, durable and washable. Bamboo comes in white or natural, may be painted. Retail: 50¢-\$1.30 per sq. ft. Decro-Wall Corp., Dept. AB, Yonkers, N.Y.

Circle No. 539 on reply card, p. 150



Hides beverages away

Special base cabinet for beverage storage has two slide-out drawers with egg-crate type partitioning to protect bottles against breakage or spillage. Compartments vary in size to accommodate different types of bottles. Kitchen Maid Corp., Dept. AB, Andrews, Ind.

Circle No. 540 on reply card, p. 150



Individualize with door knobs

Decorative door knobs, compression molded from DuPont "Lucite" acrylic resin are now suggested for individualizing a door. "Lucite" makes them strong, shatter-resistant, non-tarnishable and weather-resistant. In variety of patterns. Fluoro Plastics Inc., Dept. AB, 4546 Baker St., Philadelphia, Pa.

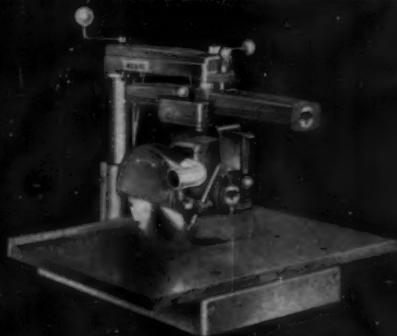
Circle No. 541 on reply card, p. 150

ROCKWELL-BUILT



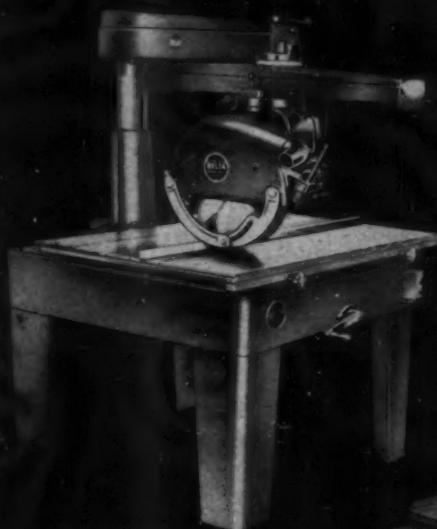
DELTA 12"-14" RADIAL SAW

- 2 and 3 hp single-phase; 3 and 5 hp 3-phase
- 12" saw cuts 3 3/8" deep; 14" saw cuts 4 3/8" deep
- Rips to center of 60" panel
- Cross-cuts 1" stock to 18" wide



DELTA 9" RADIAL SAW

- True 3/4" hp
- Cuts 2 1/2" deep
- Rips to center of 48" panel
- Cross-cuts 1" stock to 15" wide



DELTA 16"-20" RADIAL SAW

- 3 hp single-phase; 5 hp single-phase 3-phase; 7 1/2 hp 3-phase
- 16" saw cuts 5 1/8" deep; 20" saw cuts 7 1/8" deep
- Rips to center of 77" panel
- Cross-cuts 1" stock to 25" wide



DELTA 10" PORTABLE RADIAL SAW

- 1 1/2 hp single-phase; 2 hp 3-phase
- Cuts 3" deep
- Rips to center of 50" panel
- Cross-cuts 1" stock to 16" wide

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DELTA radial saws CUT COSTS

There are two sound reasons why Delta Radial Saws are cutting costs—in the shop and on the job—for builders throughout the country:

First, they give you *more* power—all you need for any job from light interior finishing work to heavy mass-production cutting.

Second, they're precision-built to the highest standards of quality—give you years of lasting accuracy under punishing everyday use.

AND ONLY DELTA GIVES YOU ALL THESE EXTRA ADVANTAGES:

EXCLUSIVE "TURRET ARM" ACTION—With Delta's double over arm construction, pivot point always stays over the center of the table for greater capacity, versatility, accuracy and safety.

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SEE THE ENTIRE DELTA RADIAL SAW LINE—Get all the facts—compare—then make up your *own* mind! Your Delta Dealer is listed under "TOOLS" in the Yellow Pages of your phone book.



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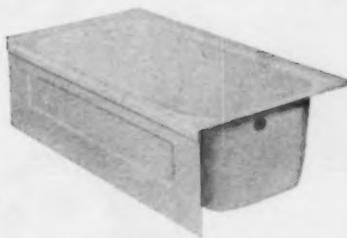
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Rockwell Manufacturing Co.
646J N. Lexington Ave., Pittsburgh 8, Pa.

- Please send catalog information on complete Delta Radial Saw line.
- Please send names of my nearest Delta Dealers.

Name _____ Title _____
Company _____
Address _____
City _____ County _____ State _____

NEW PRODUCTS . . .



Now, tubs of fiber glass

Strandglas bathtubs are light enough to lift with one hand, yet both strong and durable. Made of fiber glass, the tubs are described as highly-glossed and attractively-styled, moderate in cost, and easy to install and ship because of light weight. Sterling Precision Corp., Dept. AB, 1302 Expressway Dr., Toledo 8, Ohio.

Circle No. 542 on reply card, p. 150



Cleaner aids piping

Flushing gun to aid in cleaning out of drains, sewers and other plumbing is suggested by Miller. Without removing wall or pipe, gun releases air pressure on solid shaft of water to melt sand, dirt and other debris. Information from Miller Sewer Rod Co., Dept. AB, 4642 N. Central Ave., Chicago 30, Ill.

Circle No. 543 on reply card, p. 150

Prevents moisture seepage

Aquacide, the new "hidden value" silicone water repellent, prevents moisture seepage on outside walls, above-ground foundations, chimneys, walks, driveways, etc. Made with 5% resin solids, it holds water and moisture seepage to well under 1% in almost all cases. Useable on new or old construction: on brick, mortar; concrete, cinder and slag blocks; on concrete, stucco and porous tile. Lines masonry pores with invisible water-proof coat. Gallon covers 75 to 150 sq. ft. List: \$4.98. Eugene W. Jackson, Dept. AB, Southern Coating and Chemical Co., Sumter, S.C.

Circle No. 544 on reply card, p. 150



**Yes...it's really a modern house
...that's why it has NU-WOOD Sheathing**

You can give the home owner more for his money in sturdiness and weather-tightness—and save time and building costs, too—when you use Nu-Wood® Sheathing.

These big, smooth Nu-Wood panels go up in a hurry. They are easy to cut, easy to nail and reduce waste to a minimum. They are asphalt impregnated for weather resistance—

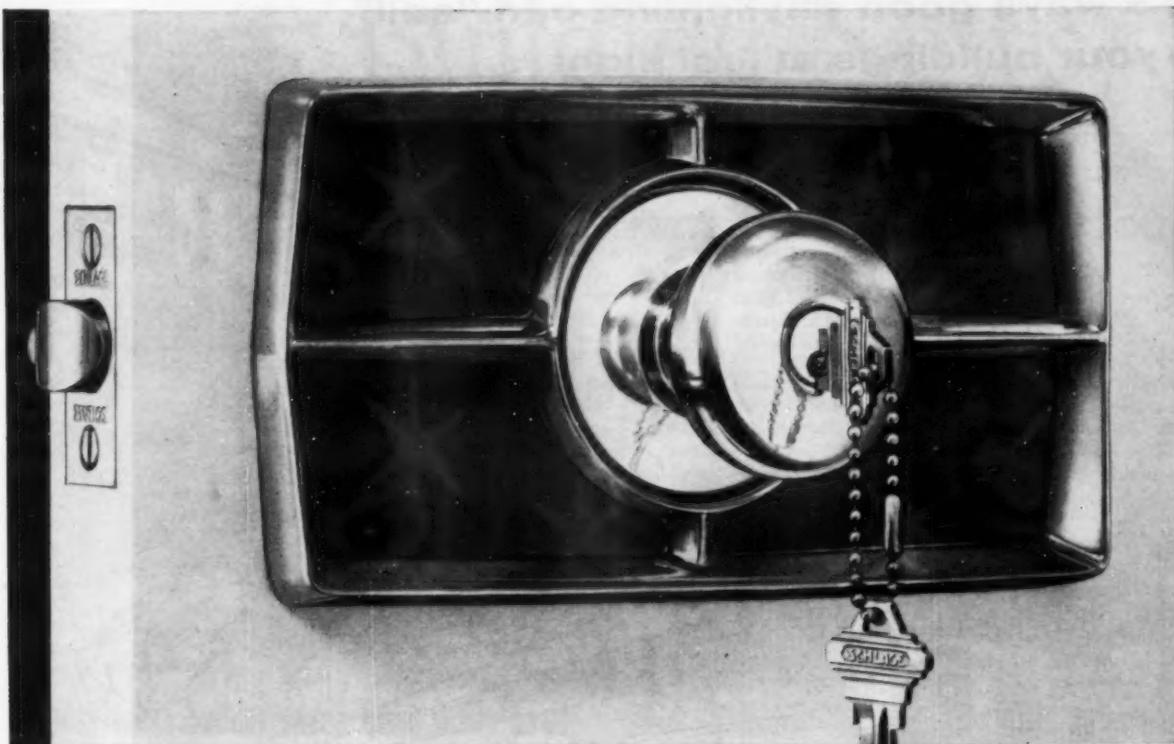
and they add extra insulation.

Nu-Wood Sheathing is one of a trio of quality Wood Conversion products. The other two are Balsam-Wool® sealed insulation with reflective liners for cutting heating and air conditioning costs, and Nu-Wood acoustical tile to take the nuisance out of noise. All three help add the extra quality that sharp-eyed home

buyers demand today. Wood Conversion Company, Dept. 118-97, First National Bank Building, St. Paul 1, Minnesota.

Sold by lumber dealers

NU-WOOD
insulating sheathing

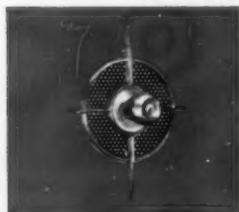


Mark of a Modern Builder

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

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

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



Continental open-back escutcheon,
with Saturn design lock.



Manhattan open-back escutcheon,
with Tulip design lock.

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

Send for New "Lock Fashions" Brochure #651-Y-9
For illustrated applications of Schlage "Color Accent" escutcheons
and complete information on Schlage residential and escutcheon
designs, write today for this handsome, 4-color, 12-page brochure
to Schlage Lock Co., P.O. Box 3324, San Francisco.

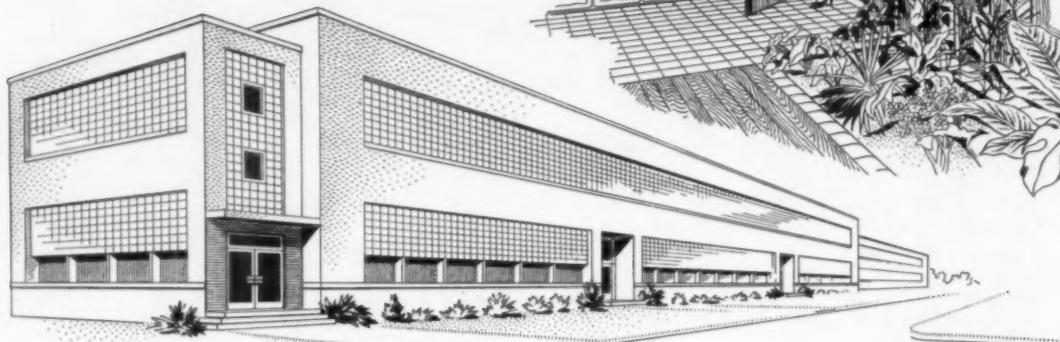
SCHLAGE
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SCHLAGE LOCK COMPANY, SAN FRANCISCO • NEW YORK • VANCOUVER, B. C.

3 ways good daylighting can "sell" your buildings at first sight . . .

IN ENTRANCE HALLS

... Controlled, glare-free daylighting by Owens-Illinois Glass Block adds cheer and beauty to foyers. Panels of glass block provide a distinctive architectural effect to the exterior of your homes.



IN FACTORIES

... Building a new factory? Modernizing an old one? Let light-directing glass block solve your daylighting problems. Easy to install. Go in at the same time as concrete block or modular brick.



IN GARAGES

... Owens-Illinois Glass Block panels banish dark corners, assure privacy. Require minimum maintenance—a quick hosing keeps them sparkling bright.

Plan now to add the versatility and sales appeal of Owens-Illinois Glass Block to your new buildings. For information or help with a specific problem, write Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
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GENERAL OFFICES • TOLEDO 1, OHIO



Building News

UNITED STATES PLYWOOD CORPORATION



Forty thousand sq. ft. of Weldwood Porc-Lin-Ply were used for fascia of soffits in this shopping center in Valley Stream, N. Y. $\frac{1}{16}$ " thick panels weigh only 1.75 lbs./sq. ft. Hard, semi-matte finish panels in 9 colors are easily wiped clean.

Pennsylvania builder saves time, saves paint, saves money with Duraply Lap Siding

Here's one example of how Weldwood Duraply Lap Siding can help you cut remodeling (or new building) costs.

For an exterior remodeling job, Contractor Clarence Fry of Greensburg, Pa., chose Duraply Lap Siding. He found the wide 12" x 8' panels were easy to handle, cut his application time drastically over other types of siding.

Duraply is exterior-grade plywood with a smooth, tough Crezon[®] overlay bonded to the face plies. Mr. Fry reported that the supersmooth Crezon surface eliminated the need for a third coat of paint. Highly abrasion-resistant and completely weatherproof, Duraply is easy to saw, nail, or plane.

Lap siding panels of Duraply are cut 12" x 8' and 16" x 8' in $\frac{3}{8}$ " thickness, packaged 10 to a carton. Furring strips are preattached to the bottom edges to give a deep shadow effect. Backup wedges are included in each carton.

Duraply is also available in large panels 4' x 8', 4' x 9', and 4' x 10' in five thicknesses from $\frac{1}{16}$ " to $\frac{3}{4}$ ". V-grooved, for random plank effect, or plain, these big exterior siding panels need no sheathing, can be nailed directly to the studs.

Troubled with door complaints?

If warped and sticking doors are costing you money in customer complaints and adjustments—as is the case with many builders—then it will pay you to investigate the savings possible with Weldwood "Stay-Strate" Flush Doors.

Maximum dimensional stability, incombustible Weldrok mineral core, high heat insulation, vermin- and decay-resistance, complete weathertightness, over 30 decibels sound reduction—these are just a few of the advantages you get with "Stay-Strate" Doors. Available in all standard sizes. Guarantee—for the life of the installation against warping, twisting, or manufacturing defects—includes labor charges for hanging and refinishing.

Porcelain-faced building panels offer beauty, durability, economy, easy installation

Porcelain-enamel-faced plywood panels that are easy to handle and will not crack or shatter, now offer you unlimited design possibilities in new building construction or remodeling. These new laminated facing panels, called Weldwood Porc-Lin-Ply, are suitable for both indoor and outdoor use.

Porc-Lin-Ply panels stand up to all types of weather. The handsome surface is unaffected by heat or temperature changes. It won't fade, peel, or stain—resists scratching, denting, and chipping.

Porc-Lin-Ply's exterior-grade Weldwood plywood core and rust-resistant steel back assure that the panels stay flat, yet they are light weight and can be cut with bayonet-type power saws right on the job.

Installation time and labor costs are lower than with conventional materials. Special Weldwood Porc-Lin-Ply extruded aluminum moldings speed up your job and give a clean, trim appearance.

TWO-INCH NOVOPLY FOR BUILDERS

Now you can install partitions without 2 x 4 framing. New 2-inch Novoply provides the dimensional stability needed. It's light in weight and fully guaranteed against warping, permits quick partition installation, cuts labor and material costs, saves space, offers good appearance on both sides, and can be painted, stained, or finished natural.

Novoply, a 3-ply engineered panel of resin-treated wood flakes and chips, has no grain. That means small left-over pieces don't go to waste due to grain direction. Ideal also for counter tops under plastic laminates, Novoply has a flat, smooth surface that takes glue evenly. There's no grain show-through on plastic tops.

Novoply costs less than most plywood or quality lumber. Panel sizes: thicknesses from $\frac{3}{8}$ " to 2". Widths and lengths: 48" x 72"; 48" x 84"; 48" x 96"; 48" x 120"; 36" x 72"; 36" x 84"; 36" x 96"; 30" x 72"; 30" x 84"; 30" x 96"; 30" x 120"; 24" x 72"; 24" x 96". Also: 64" x 72" and 72" x 144", unsanded only. Special sizes on order.

Reader Service Coupon

United States Plywood Corporation
55 West 44th Street, New York 36, N. Y. AB9-57

- Please send me the 48-page Weldwood[®] Catalog
- Please send me more information on:
 - Weldwood Porc-Lin-Ply[®] Building Panels
 - Weldwood Duraply[®] Siding
 - Weldwood "Stay-Strate"[®] Doors
 - Novoply[®] Paneling and Core Stock

NAME

COMPANY

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CITY STATE



new outlook
for bright and airy modern rooms

BEE GEE★ / casement and picture windows
MODERN WOOD

Bee Gee's glamorous picture windows, corner picture windows and high-style casements trap every bit of sun, air and view for truly impressive window beauty. Unique ventilation features protect the health and comfort of the whole family. It's the "Wife-Approved" window ...the ideal combination of window beauty and controlled ventilation that adds more glamor and authentic styling to every type construction.

WINDOW IS ONE COMPLETE UNIT—Factory pre-fitted universal frame, glazed sash and hardware.

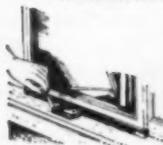
CONTROLLED VENTILATION—Air enters from three directions as desired.

LOWER COST INSTALLATION—Simply set the Bee Gee Window in the wall and nail in place. *Ideal for replacement of old-style windows.*

CLEAN THE OUTSIDE FROM THE INSIDE—without stretching, without ladders, without danger.

OVER 170 STYLES AND SIZES—A window for every room, every style of architecture.

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crank operator.
Instant finger-tip control. Works with Bee Gee automatic storm sash or screen in place



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CATALOGS . . .

"CRAFTSMANSHIP IN CONCRETE" series by Alpha Portland Cement includes three pamphlets: "hot-weather concreting," "winter concreting" and "steel-trowel finishing." Complete with step-by-step "how-to" illustrations plus plenty of informative pointers on such steps as scheduling, curing, placing and finishing the concrete. Alpha Portland Cement Co., Dept. AB, 15 S. Third St., Easton, Pa.

Circle No. 545 on reply card, p. 150

COLOR CARD BRICK in eight shades is illustrated with full color photos from Malvern Brick. Structural clay bricks come in choice of several textures and in both standard and a variety of modular sizes. Colors are turquoise, ivory, black, stardust black, pink, white, chocolate and grey. Malvern Brick & Tile Co., Dept. AB, Malvern, Ark.

Circle No. 546 on reply card, p. 150

DRY BRICK WALLS and how to secure them is the topic of an 18-page catalog from Louisville Cement. Complete step-by-step action photos showing such processes as bed joints, head joints, cross joints, closures, nail holes, parging, etc. Also includes list of other technical pamphlets and articles on the subject. Available from Louisville Cement Co., Dept. AB, 501 S. Second St., Louisville 2, Ky.

Circle No. 547 on reply card, p. 150

TIME-SAVING and money-saving in concrete forming illustrated in brochure from Universal. Besides citing features of Uni-Form Panel System, pamphlet gives a number of on-the-job photos. Also lists other catalogs on concrete forming for builder. Universal Form Clamp Co., Dept. AB, 1238 N. Kostner Ave., Chicago 51, Ill.

Circle No. 548 on reply card, p. 150

A DRYWALL TRIM that's all steel and permanent is described in a four-page pamphlet. Ten types of trim for door jambs or windows are pictured with detail drawings, specifications and complete installation information. Catalog may be obtained from Drywall Trim, Dept. AB, 2408 N. Farwell Ave., Milwaukee 11, Wisc.

Circle No. 549 on reply card, p. 150

NO HEAD ANGLE ADJUSTMENTS TO MAKE!

Clipper

"SAILS RIGHT THRU"
®
SUPERMATIC MASONRY SAW

HI-LO CONTROL WHEEL

Does Everything!

YES... HI-LO does everything! Without turning off motor, you position Cutting Head, ready to cut any material from wall tile to concrete block—at any height—from 0" to 17".

- No levers or knobs to pull
- No slides, gears or unnecessary parts to wear out
- No down time—more production time



SUPERMATIC has over 30 outstanding features found on no other masonry saw—including the specially designed 2 H.P. G.E. motor... Heavy Duty Sta-Level Cutting Head with giant size shaft and housing and the all new conveyor cart you can't cut in two. Ask for FREE TRIAL!



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THERE'S A CLIPPER BLADE
FOR EVERY JOB!
DIAMOND...
BREAK-RESISTANT...
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Call collect for FREE TRIAL on a SUPERMATIC or SELECT-A-NOTCH Masonry Saw Today. Priced from \$335.

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NEW

LOW-PRICED *Cub* PORTABLE HEATERS



SILENT GLOW



MODEL 90

Weights only 78 lbs.
80,000 to
100,000 BTU's.

Save . . .

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Save . . .

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the lowest cost heat you can use

Only Silent Glow "Cubs" offer these money saving features. • 100% fuel utilization for maximum economy and efficiency • Thermostatic control for selection of desired heat thus eliminating fuel waste • Patented Flame Filter to provide radiant heat as well as circulating heat at no extra cost. Plus eight other dollar saving features and these added advantages—

MAXIMUM SAFETY—A completely enclosed flame that burns like a miner's lamp. This means freedom from dangerous unburned fuel and smokey fumes. Plus the added safety of thermostatic controls to prevent overheating.

RUGGED CONSTRUCTION—Built like a battleship with minimum weight. Completely welded, no parts to get loose. Tubular fuel tank for rugged, on the job use.

EXTREME ADAPTABILITY—Easy and ready to use. Rolls anywhere. Ideal for heating personnel, preheating materials, thawing frozen equipment. A model to meet every need. Up to ONE MILLION BTU's. Remember . . . they are cubs in size and bears for work!



Be Prepared! See them at your dealer or write direct.

THE SILENT GLOW OIL BURNER CORP.

862 WINDSOR ST., HARTFORD 1, CONN.

CATALOGS . . .

HIDDEN VALUE HEATING information in an eight-page brochure about Ceramiduct. This new, low-cost heating duct material can be used for radial or perimeter heating. Specifications, installation plans, sectional drawings of duct system, design information, required duct sizes all included. From Straitsville Brick Co., Dept. AB, New Straitsville, Ohio.

Circle No. 550 on reply card, p. 150

LATEST STYLES in residential overhead garage doors from Frantz. A 16-page catalog features photos of many different styles of doors together with close-ups of special hardware used on the units. Sketches on how to prepare door openings as well as detailed specifications. Frantz Manufacturing Co., Dept. AB, Sterling, Ill.

Circle No. 551 on reply card, p. 150

ALUMINUM IN SCHOOL construction handsomely and informatively presented in a 64-page booklet. Illustrated with 88 photos and drawings, it reports on economical school planning, uses of aluminum in new schools, and applications of aluminum in construction. Kaiser Aluminum, Dept. AB, 919 N. Michigan Ave., Chicago 11, Ill.

Circle No. 552 on reply card, p. 150

TRADITIONAL HOMES with all the advantages of modern design and convenience in a series of pre-fab styles by American Houses. "President" series include three- and four-bedroom houses in one-floor, split level and two-story elevations. Less expensive series include "Federal" houses, "Patriot," "Emblem" and "Freedom." All by American Houses Inc., Dept. AB, P.O. Box 239, Allentown, Pa.

Circle No. 553 on reply card, p. 150

HOW TO SELECT and use paints is told in a bulletin designed to help the builder and homeowner choose the right type of paint for his purpose. This publication by the U. S. Dept. of Agriculture groups hundreds of kinds of house paints into six general types and describes the advantages and limitations of each. Also discusses natural finishes for wood siding and trim. U. S. Dept. of Agriculture, Dept. AB, Washington 25, D. C.

Circle No. 554 on reply card, p. 150

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.

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CITY _____

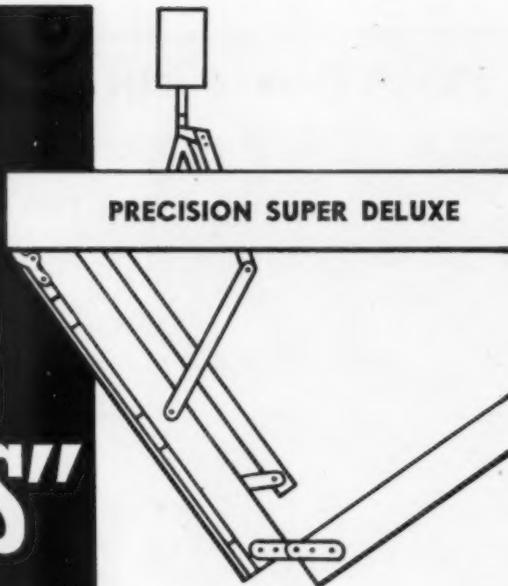
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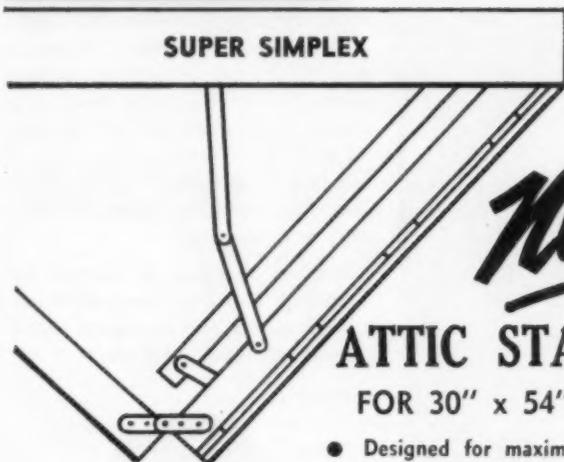
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2
"BIG BOYS"



PRECISION SUPER DELUXE



SUPER SIMPLEX

NOW

ATTIC STAIRWAYS
FOR 30" x 54" OPENING

- Designed for maximum width installation with 16 O.C. ceiling joists. Simply

cut one joist, put in headers for rough opening. Both the Precision Super Deluxe and the Super Simplex attic stairways are big, heavy and sturdy. Treads are wider — Stringers are heavier. Now, storage of larger things in the attic is possible and it's easier to get things up and down.

WRITE TODAY or see your Precision dealer for information on these big, heavy attic stairways.

PRECISION PARTS CORPORATION

400 AB North First Street

Nashville, Tennessee

Please send me information on the Precision Super Deluxe and the Super Simplex folding attic stairways.

Name _____

Address _____

City _____ Zone _____ State _____

Manufacturers of America's Most Complete Line of Disappearing Stairways.

CATALOGS . . .

AUTOMATIC ICE CUBE MAKER for homes, offices, schools described in a pamphlet from RCA Whirlpool. Shows several installation possibilities of the appliance, together with some action shots. Specifications and full details. Whirlpool Corp., Dept. AB, St. Joseph, Mich.

Circle No. 555 on reply card, p. 150

ORNAMENTAL PRODUCTS in iron and aluminum for porch posts, brackets, railings, valances, grilles and grates presented in a 50-page, fully illustrated catalog. Also such specifications as installation information and price listings. Obtain from The R. G. Coffman Co., Dept. AB, Orlando, Fla.

Circle No. 556 on reply card, p. 150

HOW TO PLAN, equip a pool is presented in literature from Poolquip. Planning for both public and private pools. Ten-page illustrated catalog describes quality equipment: ladders, diving boards, pumps, filters, etc. Price list available. Poolquip Mfg. Corp., Dept. AB, 2497 N. E. 36th, Fort Worth 11, Tex.

Circle No. 557 on reply card, p. 150

"HIRE A KITCHEN SPECIALIST," an eight-page catalog, describes design, installation and decoration service for builders. Includes full color photos of special kitchen features, sketches of "design original" kitchens and complete specifications of hardwood kitchen units. Mutschler Bros., Dept. AB, Nappanee, Ind.

Circle No. 558 on reply card, p. 150

NEWEST METHOD of application for asbestos-cement roofing shingles to low slope decks highlighted in 15-page manual. Details methods of application for all types. Gives specifications and detailed drawings. Available from Asbestos-Cement Products Assn., Dept. AB, 509 Madison Ave., N.Y. 22, N.Y.

Circle No. 559 on reply card, p. 150

CONTEMPORARY DESIGN in new line of grounding-type receptacle and electrical outlets, "Sierraplex", from this four-page brochure. Photos show the line designed to blend with any room decor. Complete descriptions, sizes, etc. From Sierra Electric, Dept. AB, 15100 S. Figueroa, P.O. Box 85, Gardena, Cal.

Circle No. 560 on reply card, p. 150



Gerald B. Cox, Architect • H. George Schloemer, Contractor



ADD CHARACTER TO HOMES with PELLA WOOD CASEMENT WINDOWS. The only ventilating wood casements strong enough to carry 24" x 60" glass. And the only windows with built-in Rolscreens... that roll up and down like window shades. PELLA CASEMENTS can be furnished with PELLA'S OWN dual glazing panels or insulating glass.

WOOD CASEMENT WINDOWS

SEPTEMBER 1957

ROLSCREEN COMPANY, Dept. 1-93
Pella, Iowa
 Please send helpful 20-page book,
 "Library of Window Ideas."



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CITY _____

ZONE _____

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ATTENTION MR. _____

TEL. NO. _____

"Wesglas"®

**THE TUB THAT
MOVED UPSTAIRS**



• Upstairs or downstairs—
"Wesglas" laundry tubs are beautifully functional. Fiberglas® resists chipping, cracking and even mild acids and drain solvents.

"Wesglas" Manor Model features: 1 Gleaming white baked enamel cabinet with stainless steel rim; 2 Removable overflow tube—washer empties through tube without disturbing use of tub; 3 Full 21 gallon capacity tub, plus generous storage area.

TRADE MARK—OWENS CORNING FIBERGLAS



There is a "Wesglas" tub for every job requirement



Dual Twin Model 8-55-2—has two Fiberglas tubs joined with a stainless steel strip. Also available in single tub model. Newport model features tub—less stand for counter top installation.

Chalet Model C-54—features an enameled steel cover. Tub can be used with the cover in place.

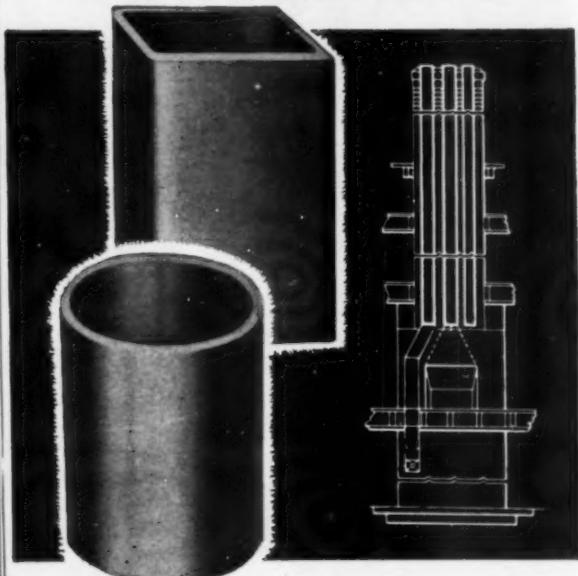
Fiberglas cover in Manor model is handy to use as a tray for damp laundry.

Sold nationally through plumbing supply wholesalers.



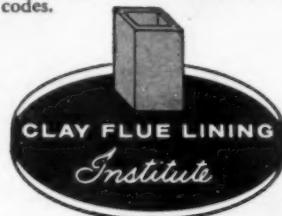
WESSELS CO. 1625 East Euclid, Detroit, Michigan

CLAY FLUE LINING *Stops acid attack* ON CHIMNEYS



No furnace accomplishes complete combustion. Whether gas, oil, or coal is used as fuel, chemical vapors are released into the chimney which mix with moisture to form corrosive acids. Clay Flue Lining is *completely unaffected by chemical attack*—guards metal flashing, aprons, metal lath, masonry mortar, asbestos stops, and withes against deterioration. Clay Flue Lining is 100% fireproof, and its smooth inner surface resists dangerous accumulations of soot. No wonder Clay Flue Lining is accepted everywhere as the *one best chimney fireproofing material*, approved and demanded by progressive building codes in every state.

WRITE FOR: "Recommendations for Chimney and Flue Lining Construction." This bulletin is a manual for safer chimney design and a practical guide for those concerned with construction and local building codes.



You Can Trust This Mark of Quality

CLAY FLUE LINING INSTITUTE

161 Ash Street, Akron 8, Ohio

CONTACT AN INSTITUTE MEMBER WHEN YOU WANT THE BEST

American Vitrified Products Co., Cleveland 14, Ohio; Dee Clay Products Co., Inc., Bloomington, Ind.; The Evans Brick Co., Uhrichsville, Ohio; The Kaul Clay Manufacturing Co., Toronto, Ohio; The Kopp Clay Co., Malvern, Ohio; Larson Clay Pipe Co., Detroit 34, Mich.; Malvern Flue Lining, Inc., Malvern, Ohio; Mill Hall Clay Products, Inc., Mill Hall, Pa.; Natco Corp., New York 17, N. Y.; Peerless Clay Corp., Toronto, Ohio; Straitsville Brick Co., New Straitsville, Ohio.

Plants in Indiana, Michigan, New Jersey, Ohio and Pennsylvania, serving the eastern half of the United States.



Cerald B. Cox, Architect • H. George Schloemer, Contractor



THESE WOOD FOLDING DOORS harmonize beautifully with interior wood trim, paneling, and furniture. Select from natural veneers of pine, oak, birch, Philippine Mahogany. And PELLA DOORS feature *new whisper quiet operation*. Available in stock and custom sizes.

WOOD FOLDING DOORS

SEPTEMBER 1957

ROLSCREEN COMPANY, Dept. I-92
Pella, Iowa
 Please send literature
 featuring PELLA WOOD FOLDING DOORS.



FIRM NAME _____

ADDRESS _____

CITY _____

ZONE STATE _____

ATTENTION MR. _____

TEL. NO. _____

Capsule case histories of builders' successful sales promotion campaigns highlight their objectives, techniques, results

▶ **Human "signposts" guide prospects to remote site**

Are your houses hidden? Hard to find? City laws prevent you from putting up directional signs? Maybe you can skin the cat the way Hintz Construction Co. did recently in Orange County, Calif.

Because of the fine quality of the residential area concerned, billboards were verboten. Hintz faced a tough job of directing prospects to its tract in a desirable but virtually obscure rural location. The firm's sales agents, Gilbert J. Hayes & Assoc., however, came up with an ingenious substitute: *human "signposts."*

Home seekers drawn to the general area by advertising found brightly costumed young men capering along the main routes, be-decked with signs pointing the way and equipped with power megaphones to give oral instructions. Drivers were thus guided from a newly constructed freeway through a maze of semi-rural roads to the remote location of the Riverview Estates development. And, hundreds who were just out for a Sunday ride were attracted to the site by the unusual stunt.

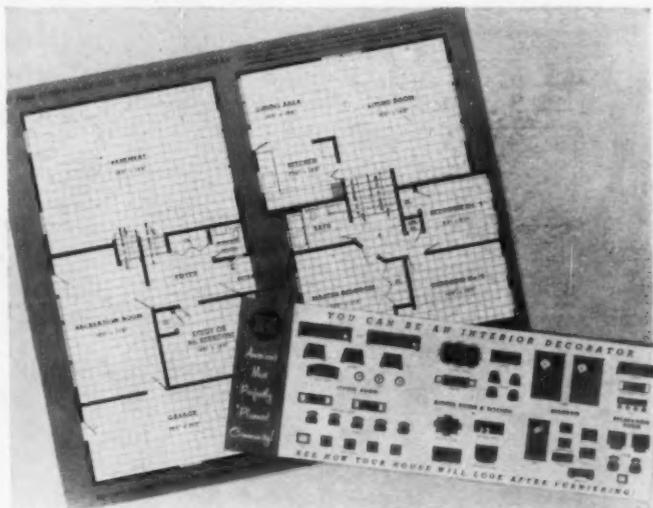
As a result of the promotion, several hundred visitors attended the two weekend parties held to announce the opening of the tract and over 30 homes were sold.

▶ **Sell the woman first (she'll sell the man)**

The hand that rocks the cradle often picks out the family house. That's why one midwestern builder directs his advertising to the Mrs.

Ray M. Fraley, co-manager of Private Homes Inc., Rapid City, S. D., figures a good way to reach the feminine ear is by radio while the woman of the house is doing her chores. He used this approach recently to build prestige for the firm's new Robbinsdale Terrace

IDEA OF THE MONTH



"See how your house will look after furnishing!" New Jersey builder Lester Robbins has added a dimension to his merchandising strategy by giving prospects scaled furniture pop-outs (see illustration) along with floor plans of his

houses. The device gets buyers to actually visualize themselves living in the new homes, according to Keyes, Martin & Co., Newark, the firm's ad agency. Located in Rockland County, N.Y., three- and four-bedroom splits start at \$17,990.

No. 4 of a series . . . File but don't forget

addition and promote inquiries leading to the designing, building, and selling of the higher-priced houses in this section.

Fraley found the ideal format at a local radio station. KOTA devotes a large portion of its broadcasting day to music, news, and home-making. Polly Weedman, KOTA's woman's program director, has a big, loyal following among the distaff. Twice every week during the campaign she told her listeners about the attractions of the new development—weaving the commercials into her news features. She talked about the beauty of the location, explained the fine qualities of the neighborhood, em-

phasized the convenience of schools, shopping center, swimming pools; described the interior layout and design of the houses, and generally enchanted her female audience with the delights of home-ownership.

After the campaign got under way in July last year an increasing number of women came out to look over the houses. They liked what they saw, got their husbands to look at the stock plans and think about adapting them to their needs. By April of this year a large number of the 95 houses built in the company's older and newer communities were sold to families first attracted by this radio campaign.

NEW Case® "320" Wheel-loader beats anything in its class!

Imagine being able to buy this heavy-duty Case INDUSTRIAL wheel-type loader for *only a few dollars a month more than the cheapest light-duty loader mounted on a "converted" farm tractor*. How can Case do it? Simply because all major components for the new Case "320" industrial wheel-loader are *built and factory-mounted by Case*, with just ONE manufacturing profit. You also gain the important advantage of just *one warranty, one service source*, for the complete machine.

And don't forget — the Case "320" is a much heavier, tougher machine all the way through, with 18% larger self-leveling bucket . . . unbreakable, one-piece drop-forged front axle . . . more powerful engine and hydraulic pump . . . heavy-duty industrial bumper and radiator guard . . . comfortable backrest seat . . . and many other exclusive features that insure maximum output, with minimum upkeep. For more details and name of nearest Case Industrial Dealer, mail handy coupon below.
Do it now!

Less than **\$3000**

FOB Factory, plus freight and taxes. Grader blade, shuttle transmission, power steer and larger tires optional at extra cost. (Price subject to change without notice.)

Value comparison chart

| Feature | Case "320" (L-2) | Mfr. "A" | Mfr. "B" |
|----------------------------|---------------------------|----------------------|-------------------------|
| Bucket capacity | 13 cu. ft. | 11 cu. ft. | 11 cu. ft. |
| Power-leveling | YES | NO | NO |
| Pump capacity | 15 GPM | 13 GPM | 8 GPM |
| Engine displacement | 148 cu. in. | 134 cu. in. | 134 cu. in. |
| Max. torque and RPM | 128 @ 1100 | 110 @ 1450 | 105 @ 1150 |
| Front axle | 1-piece forged industrial | 3-piece agricultural | 1-piece Ind. w/spindles |
| Tires — Standard | | | |
| Front | 6.00-16 (6-ply) | 6.00-16 (4-ply) | 6.00-16 (4-ply) |
| Rear | 11-24 (4-ply) | 11-28 (4-ply) | 11-24 (4-ply) |
| Ind. bumper and rad. guard | YES | NO | NO |
| Ceremetalllic clutch | YES | NO | NO |
| Backrest seat | YES | NO | YES |
| Weight — Tractor & Loader | 4875 lbs. | 4268 lbs. | 4106 lbs. |

Above data based on latest specification sheets available to us at time of printing.

1st in quality for over 100 years



Clip... Mail for free catalog

J. I. CASE CO., Dept. J1407, Racine, Wis., U.S.A.

- Send free catalog on Case "320" wheel-loader.
- Send name of nearest Case Industrial Dealer.

Name..... Title.....
Company.....
Address.....
City..... State.....

C-1-78

LAND PLANNING
SECTION



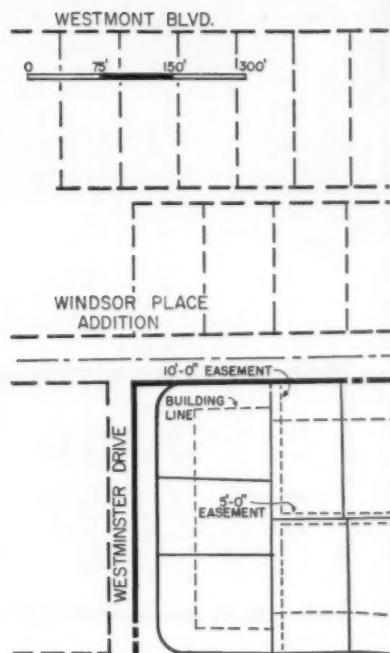
\$ 34,000



\$ 31,000



TO THE SOUTH is this area of smaller houses, mostly \$20,000 and under.



From a low-priced area at one end
of the street to a high-priced,
close-to-school section at the other end,
this development is a lesson in . . .

...how to fit a development



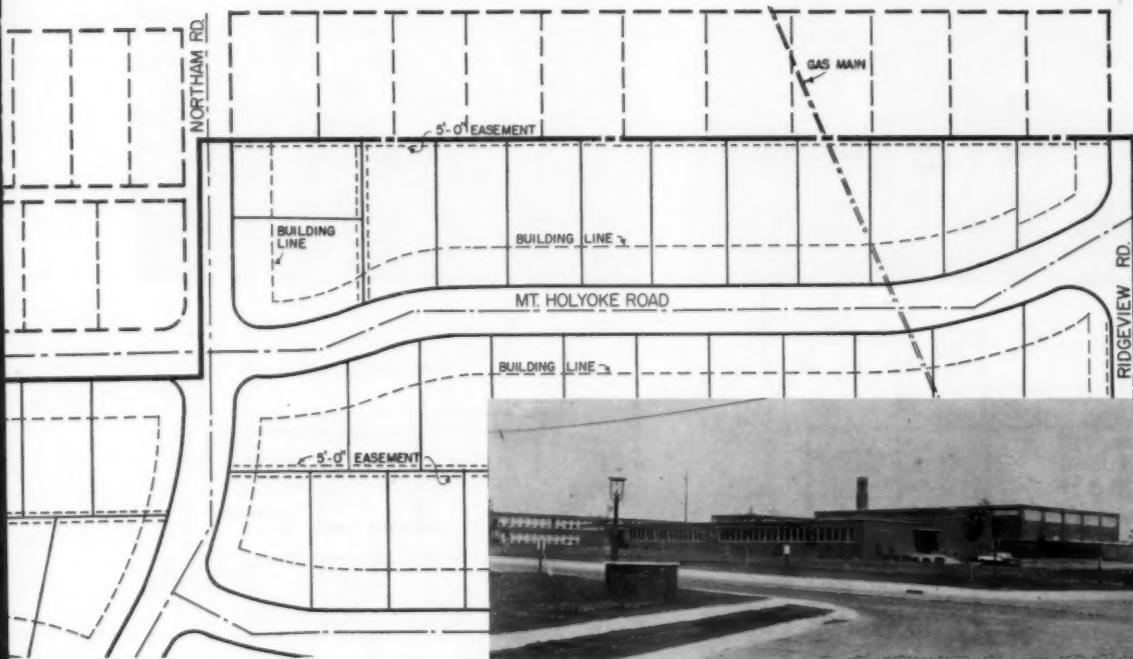
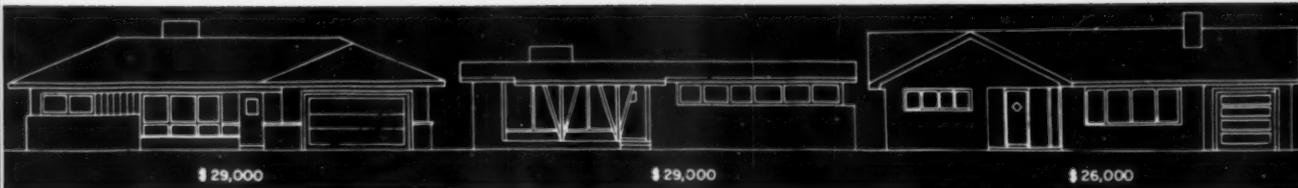
Developer Jones

Opening a new tract in an already developed area has its advantages. Buyers aren't worried about being miles from civilization; shops, schools, and other facilities are usually already built; and there is the security of moving into a section whose overall character is already set.

But there's another side to the coin; that beautifully salable piece of land with nice houses all around has some problems.

When developer Newt Jones bought 22 prime acres outside of Columbus, Ohio, for Blue Flame Village (see p. 76), the problems were part of the deal. To the south of the new tract was an area of \$20,000 houses, while to the north was an area of fewer, higher-priced houses in the high thirties, and a brand new high school which was a virtual guarantee that if values changed at all, they'd go up.

Besides being a land developer, Jones is a real-estate broker, and is the sole agent for Blue Flame Village. Thus in addition to his sense of community responsibility, he had his own financial well-being to think of. If he let a builder put a \$30,000 house next to the low-cost area, he'd have a tough time selling it, and the builder might take a loss. This



TO THE NORTH, new high school assures that values here will stay high.

into its economic surroundings

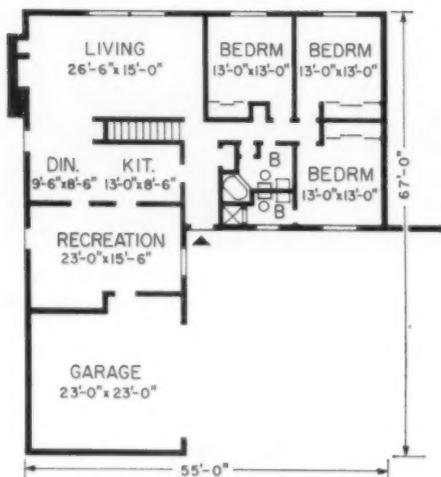
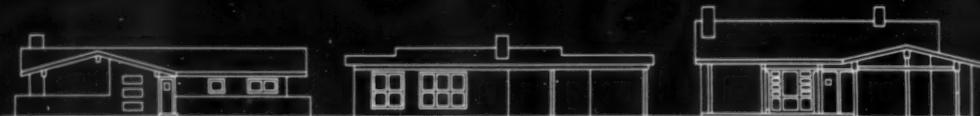
would hit Jones both in the present, with a lower commission, and in the future, when the builder decided not to take another lot. On the other end of the street, a \$20,000 house in the high-priced section would sell like a shot, but it would tend to depress the potential values of the surrounding lots, and would also represent a loss, since a \$30,000 home could have been sold there.

Jones did two things: first he hired an architect, because the houses had to fit together design-wise (see next page) as well as price-wise. Then he set up a sort of house value scale, starting with houses around \$20,000 on the south and working up to around \$35,000 as he went north. Builders who bought lots would have to build houses priced

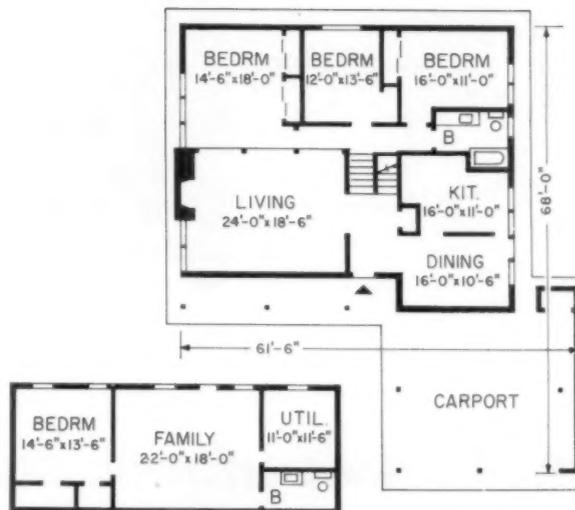
at or close to the valuation assigned by Jones.

The idea worked well. As shown above by a few random houses along a typical street, the price increases are gradual enough so that no house devalues its neighbor. Likewise, no house looks a great deal more or less expensive than its neighbor. From end to end, there's a big change, but from house to house, it's negligible. This is ideal.

For land developers who are troubled by lagging sales, Jones' operation may have an idea: he sells his lots to builders at cost, then makes his profit as the real-estate broker when the house is sold. The overall profit is less, but the lower land cost to the builder means a lower house price, and a consequent faster turnover for the developer.



ALREADY LOW in actual height, this ranch looks even lower because of the brick wall running out on either side. House, built by G. R. Mathers, cost \$29,500.



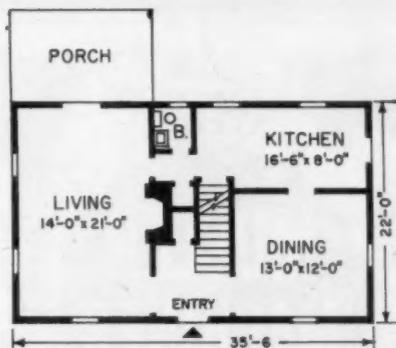
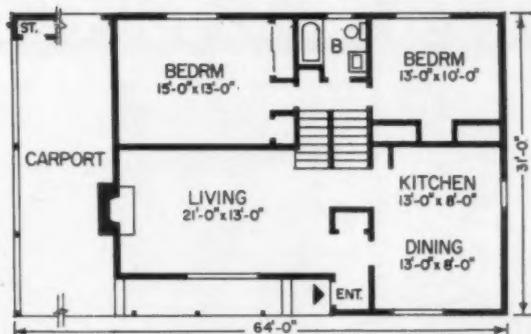
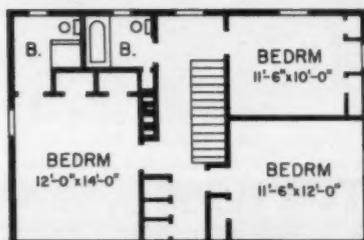
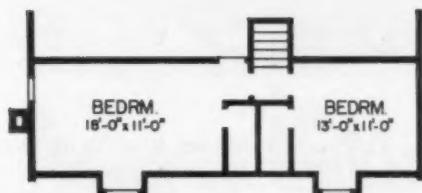
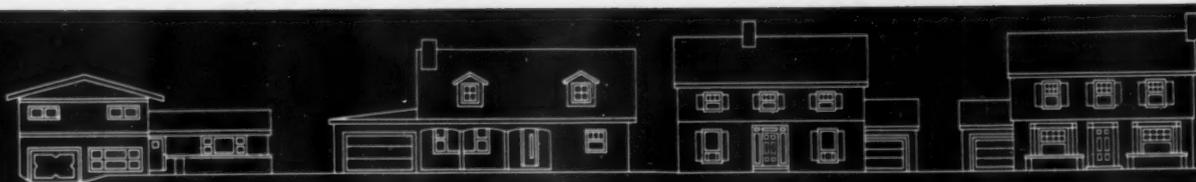
ALTHOUGH IT LOOKS like a ranch from the front, this is actually a front-to-back split. Big carport helps the illusion. Builder is Charles Harper; price is \$25,800.

LAND PLANNING continued

When you mix your models,

A gradual rise in prices along a street can mean a rise in roof lines as well. Since this part of the country likes splits and colonials as well as ranches, developer Newt Jones decided he'd have to exercise careful architectural control over the

houses that went up in Blue Flame Village. When a builder submitted a proposed plan, Jones set it up beside its neighbor's elevations. If it clashed, as would a low-roofed modern with a two-story colonial, it had to be changed to blend in.



THIS CAPE COD is actually a four-level split. The basement plan is not shown. House has four bedrooms, three baths. Built by Mathers, price is \$29,800.

HIGHEST HOUSE on the street is this two-story colonial. Modern in construction, it sticks to the old fashioned floor plan. Built by Col-Met Builders for \$35,000.

keep your skyline smooth

Jones was in no way tyrannical in his architectural control—quite the opposite in fact. As the photographs of the four houses above show, he has allowed the building of almost every architectural style imaginable, from modern to old New England.

The house profiles across the top of the page are of seven consecutive houses along one street. The style changes from ranch to colonial, but it's a gentle change and, most important, the overall skyline is smooth and harmonious.

COMPLETE LAWN PREPARATION WITH JUST ONE TOOL!



ROSEMAN TILLER - RAKE

Landscapers Greatest Money Maker

THIS ONE TOOL With Pitch Control Wheel **DOES IT ALL!**

• Scarifies • Grades • Levels • Tills • Spreads • Pulverizes • Finish Rakes

The Roseman Tiller Rake not only grades, levels, spreads and finish rakes, but, IN ADDITION, scarifies, hard, rutted and compacted ground, where necessary, tilling and pulverizing the soil into a perfect seed-bed.

One man does it all quickly, effi-

ciently, and perfectly at tremendous savings.

You, too, can save considerable money, do more work, in a shorter time, and plan your jobs better without weather worries, with the Roseman Tiller Rake.

Write or phone for literature and prices today

ROSEMAN TRACTOR EQUIPMENT CO.
2620 RIDGE ROAD EVANSTON, ILLINOIS, U.S.A.
PHONE: AMBASSADOR 2-7137



PLASTER AND MORTAR MIXERS
5 sizes 2 to 12 Cu. Ft.
Electric or gasoline.
Power throw-out on smaller models, disc clutch on larger.

MULLER MIXER

MULLER MACHINES

4 BLADED POWER TROWELS
24", 29", 34", 44" dia.
B & S Air-cooled engines. Clutch and speed controls on handle.



**cost less
last longer
and produce more**



3½ Cu. Ft. NON-TILTING CONCRETE MIXER
Drum 36" dia x 27" wide B & S Air-cooled engine 4.5 Hp. at 2700 RPM

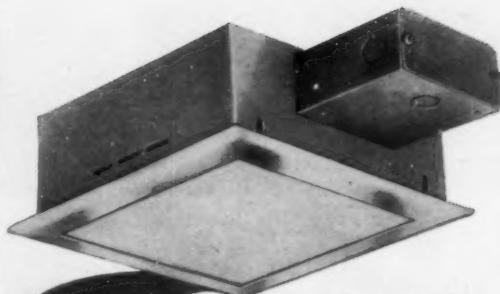
CONCRETE MIXERS TILTING TYPE
3, 3½, and 6 Cu. Ft. (mixed concrete)
Electric or gasoline. Timken bearings.



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



1. ONE PIECE FRAME WITH OUT WELDING MARKS.



2. Fibre glass gaskets prevent light leakage.



3. New torsion spring hinge frame



advanced recessed lighting by ATLITE

Six Glass Designs

Seven Finishes

Send for **NEW ILLUSTRATED CATALOG** of the complete ATLITE line.



ATLAS ELECTRIC PRODUCTS CO.
319 Ten Eyck Street, Brooklyn 6, New York

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!



TOOL COMPANY
1912 WALNUT STREET · KANSAS CITY 8, MO.

PORTABLE POWER

Anywhere... Anytime!

• SPEEDS WORK
• CUTS COSTS

EXTRA OVERLOAD CAPACITY!
DEPENDABLE DUTY!
MINIMUM MAINTENANCE REQUIRED!

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KATOLIGHT PORTABLE POWER PLANTS
Give you quick, dependable power when and where you want it. Crews can operate electric drills, saws, lights, grinders, sanders, paint sprayers and other necessary electrical equipment without delay . . . even beyond reach of regular M-line power. No bothersome powerline hook-ups. Available on dollies or trailers. A. C. Models from 350 watts through 75 KW., and up.

WRITE FOR NEW FOLDER!

**YOUR DAVIS DEALER IS REALLY DEALING
... SEE HIM NOW!!!**



You..

**WOULD GUESS THIS DAVIS RIG
HIGHER THAN IT ACTUALLY IS...
...after you compare what you get!**

When you compare all the features of the Davis Loader-Backhoe with all the others, you would just naturally think it would cost more.

The truth is, it actually costs less than most other makes. And now is the time to see your Davis Dealer for a deal!

The Davis Loader-Backhoe does have more to offer that will save you time and make you more money. Visibility is just one. The loader has strength built in so no braces mar your vision. You sit high on the backhoe so you can see exactly where you're digging and the seat moves with the boom to let you always face your work.

Consider utility, maneuverability, strength, quick detachability, quality construction and power (with 7,000 to 10,000 pounds of breakaway on the backhoes) you will come up with the same answer that thousands of backhoe and loader users have, "Davis is the best buy, bar none." Better get in to see that Davis Dealer today!

Davis Loaders and Backhoes are available for all popular models of International, Ford, Fordson Major, Ferguson, Case, Massey-Harris, Allis-Chalmers, Oliver, John Deere, and Minneapolis-Moline Tractors.

SOLD AND SERVICED EVERYWHERE BY BETTER DEALERS

For the name of your nearest dealers call Western Union by number and ask for Operator 25... or write direct. Please specify make of tractor.



...and look what it does!
Only the Davis 210 Backhoe can dig flush alongside of a building like this. It has three interchangeable digging positions—from either end or from the center of the frame. It utilizes an exclusive rotary hydraulic boom swing cylinder that provides 200° continuous operating arc.



**MASSEY-HARRIS-FERGUSON, Inc.
INDUSTRIAL DIVISION
1009 SOUTH WEST ST. DEPT. AB WICHITA 15, KANSAS**

You Save Ways

By building your own
TECO
TRUSSED RAFTERS
Using Teco Design Data
and Wedge-Fit-Split Rings.



1 FABRICATION



- Only a minimum of equipment is needed.
- Fabrication is simple with Teco Fabricating Bench Design.
- Bore and groove in one operation.

2 SHIPMENT



- Ship Teco trusses folded — save 35% shipping space per truss.
- Ship knocked down — save 80% shipping space per truss.

3 ASSEMBLY



- Assembly is fool-proof — no jig is needed.
- Teco Wedge-Fit split rings automatically align truss members.
- Truss assembles only one way — the right way.

Send for Free Teco Fabricating Bench Design and step-by-step data on "How to Build Teco Trussed Rafters".

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Washington 6, D. C.

I am considering trusses for.....
homes.

Please send me Free copy of Teco
Fabricating Bench Design and "How to
Build Wood Frame Teco Trussed Rafters".

Name.....

Firm.....

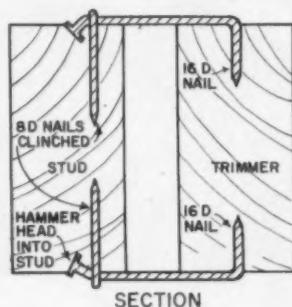
Street.....

City, Zone, State.....

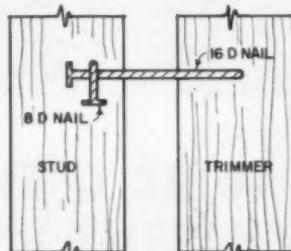
American
Builder

TRAINING YOUR MEN

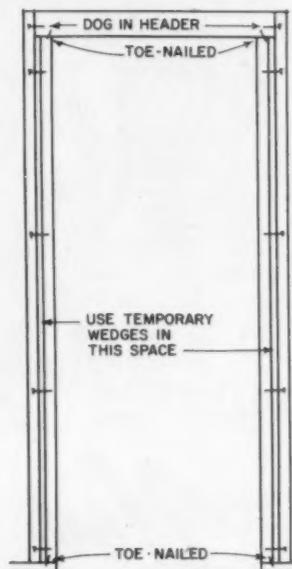
How to do it better



SECTION



ELEVATION



ELEVATION OF DOOR FRAME

Here's a new method for "dogging" trimmers

Here is a new method for setting trimmers in rough door and window openings. We have been using it now for over a year and find it quicker and stronger than old method of employing wood shingle shims. To begin with the trimmer is plumbed and toenailed top and bottom with the crown facing the stud. One or more wedges are used temporarily in straightening the trimmer, and can be removed when trimmer is secured.

To secure the trimmer in position, 16 penny nails are driven into each side of it about one inch. Then they are bent toward the stud and the head hammered into the

stud. Then, 8 penny nails are clinched over the 16's so that the head of 16's can't pull out. These form an efficient "dog" that will keep the trimmer from twisting and won't loosen as the lumber dries. This method can also be used to keep the header from the studs.

I use four "dogs" to each side of a trimmer but less can be used.

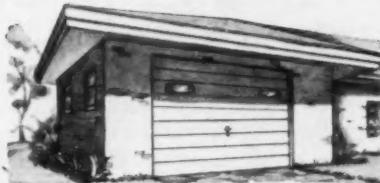
After one trimmer is set, a spreader, cut to the outside dimensions of the frame, can be used top and bottom to speed setting of the opposite trimmer.

John Bond, Canoga Park, Calif.

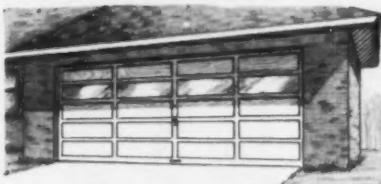
(Continued on page 193)



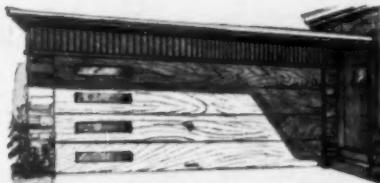
ONE-PIECE WOOD



ONE-PIECE STEEL



PANELED SECTIONAL



FLUSH SECTIONAL

...thinking about garage doors?

Well if you are, regardless of your garage door problems, Morgan-Wightman can fill your needs . . . and at the lowest possible prices!

Windsor Sectional Doors are made of top quality Douglas Fir, with hardwood dowels and waterproof glue, shipped ready for painting. Extra heavy hardware, oil tempered springs and weathertight seals are yours at no extra cost when you buy Windsor Sectional Doors. Extension or Torsion type springs as you prefer.

Windsor One-Piece Doors are available in steel or wood. Steel doors are zinc-coated, resistant to rust and corrosion . . . come complete with hardware and rubber seal strip. Wood doors are made of the finest Ponderosa Pine (toxic treated) . . . are shipped with weatherstrip, locks and the famous Frantz "Over-the-Top" Hardware.

Send today for more information on Windsor Garage Doors or for a copy of our free catalog, listing more than 8,000 building material items! Just clip the coupon below and attach to letterhead or other identification.



SEND NOW FOR OUR LATEST CATALOG
No Cost—No Obligation

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1541 Salzman Ave., St. Louis 20, Mo.

Please rush me your new free catalog.

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COMPANY _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

MORGAN-WIGHTMAN
ST. LOUIS • CHICAGO

Working Together to Finish the Job Fast

They make a money-saving, time-saving pair . . . a Bosch (Germany) Builder's Hammer and a Homelite Carryable Generator. You pick up and set up this gasoline-engine-driven generator anyplace fast. You plug in your easy-to-operate Bosch Hammer and do your chiseling, gouging, or drilling fast. This Homelite 115 volt AC generator delivers full 1500 watts yet weighs only a carryable 90 pounds. Close voltage control and generous overload capacity assure top performance from your power tools, floodlights, and other electric equipment. Other models available up to 5000 watts. How about a free on-the-job demonstration? Simply write, or call your nearest Homelite representative right now.

HOMELITE
A DIVISION OF TEXTRON INC.
509 RIVERDALE AVE., PORT CHESTER, NEW YORK
MANUFACTURERS OF CARRYABLE PUMPS
GENERATORS • BLOWERS • CHAIN SAWS



Complete Line of Homelite Carryable Construction Equipment Now Available



Self-Priming Centrifugal Pumps . . . Carry these lightweight, dependable pumps anywhere. Non-clogging design . . . 28 foot suction lift . . . capacities up to 15,000 g.p.h. . . sizes from 1½" to 3". Diaphragm pump also available.



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Carryable Gasoline Engine-Driven Generators . . . Lightweight Homelite generators can be carried and used anywhere to provide high-cycle and 115 volt power for your electric vibrators, tools, and floodlights. Complete range of sizes up to 5,000 watts . . . all standard voltages.

HOMELITE

a division of Textron Inc.
PORT CHESTER, NEW YORK

SEPTEMBER 1957

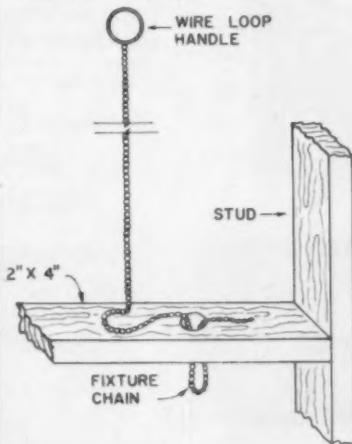
American Builder

How to do it better . . .

(Continued from page 190)

Fixture chain for fishing

Electric fixture chain can prove better for fishing electric wires down through fire stops and the like than the usual string-and-weight or steel tape.



The chain, as shown in the drawing, is simply dropped close to the blind opening and allowed to pile up until part of it falls across the hole. The weight of this part will carry the rest of the chain down through. A big wire loop at the top will prevent the chain from dropping through all the way if it is dropped.

H. Lineback, Stillwater, Okla.

To prevent rotting

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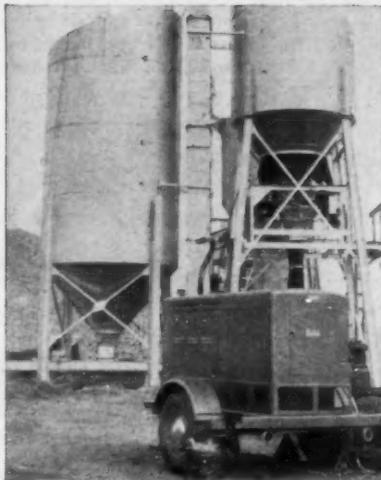
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193

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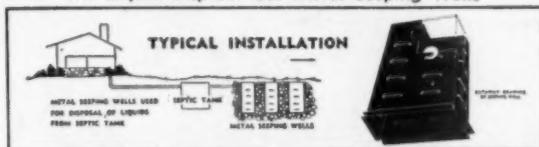
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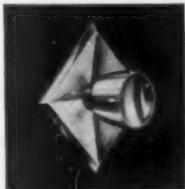
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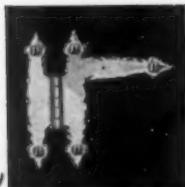
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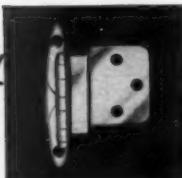
Tulip knobs designed to compliment the highly-popular tulip design lock sets. Matching back plates in round, diamond and square. All standard finishes.

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Early American flush and offset H and H & L types; semi-concealed hinges; knobs and pulls. Available in hammered antique copper, hammered black, and forged-edge smooth-surface polished brass.

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A very modern, semi-concealed cabinet hinge that is luxurious yet low priced. Rounded design permits faster installation by concealing slight misalignments. No. 555 is available in all standard insets and finishes.

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Outstanding design. Beveled-edged, concave drawer pulls and matching back plate. Available in all standard finishes including polished copper.



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that sell today's home and nothing contributes more to the appearance and sales-appeal of a house than good cabinet hardware. In addition to standard functional items AJAX offers you four high-style lines that compliment the many finishes in today's kitchens. The price is very right, too. Send for free catalog.

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Larch is a strong, beautiful wood that can be used ideally for either structural purposes or for many types of interior architectural woodwork.

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HOW

HEATFORM

The Superior Heat Circulating Fireplace Unit

HELPS SELL HOMES

Ninety percent of the people building or buying homes want a fireplace.

They expect the designer and builder to give them a fireplace that will deliver to the home the largest possible volume of smoke-free heat. There is only one way to meet these specifications and that is to build the fireplace around the HEATFORM unit.

Countless thousands of home owners now enjoying the comfort provided by the HEATFORM fireplace, with economy of fuel consumption, are telling their friends and neighbors, "Don't buy or build a home without a HEATFORM heat circulating fireplace."

A HEATFORM fireplace costs but little, if any, more. It is a complete double-walled form, built to proper angles and dimensions. It consists of fire-box, throat, smoke-dome, and properly hinged and operated damper. It is a perfect guide for the masonry walls (hearth to flue), replacing some materials and time necessary to construct the ordinary fireplace... a matter of vital importance to the multiple home builder.

HEATFORM is the only heat circulating fireplace unit made in four models and various sizes to accommodate both conventional and multiple opening fireplaces. The smart builder is capitalizing on the 35-year reputation of HEATFORM and has found a HEATFORM fireplace is one of the major selling features of the home. HEATFORM is your insurance against heat waste and smoke trouble.

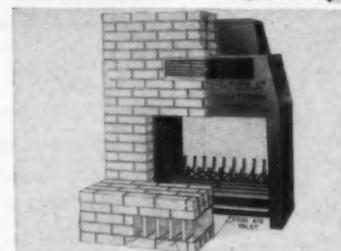
We offer #37-A or #32-S HEATFORM & Protecto Log Rest to winner of "Hidden Value" Contest.



MODEL "A" with front warm-air outlet for greater heating efficiency and economical installation. Warm air could be taken from side outlets and through the mantel shelf or carried to the ceiling height, if desired.



MODEL "S" corner fireplace, with view of fire from front and either side. Model "M" (not shown) provides view of fire from front and both sides.



MODEL "D" for fireplaces serving two rooms, with a cool-air inlet and warm-air outlet in each.

Exclusive HEATFORM Advantages:

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- more heating surface. Air chambers surround the firebox and also the upper throat, with connecting air passages through and at each end of the throat, to eliminate dead air pockets and increase velocity of air circulation
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SURVEY . . .

(Continued from page 20)

"The changing nature of family formations requires easier terms today to hold demand constant. Increased FHA interest rate will help mortgages compete on more even terms with corporate and government claimants for credit. Cutting back new construction puts pressure on prices of existing homes. As about two old houses change hands for each new house sold, forcing up prices of older houses can be much more inflationary than permitting adequate new housing activity."—Robinson Newcomb, economist, Washington, D.C.

"Low down payments are just what we've been trying for. They will favor the general public who . . . were not able to save up enough for a down payment under the old schedule. Personally, I don't think the interest rate should have been raised to 5 1/4 % or that there should be a ceiling on the discount. Our local FHA office has been swamped ever since Congress included lower down payments in the new housing act."—E. H. "Cotton" Jaroszewski, San Antonio.

"Action . . . was much needed in the home building industry. It will put people in a position to buy homes who can afford the monthly payments, but were not able to accumulate the down payment needed under the old law. Insurance companies should be more eager to lend money under the 5 1/4 % interest rate. It will be generally good for the whole economy."—Ray Troll, Youngstown, Ohio.

"We're glad to see it. It's a step in the right direction, but it will have a long-range effect, rather than an immediate effect. There will be no immediate help in this area as far as more mortgage funds are concerned. What we need is a system of discounts and a down payment schedule to attract investors into our business. We also need a change in the habits of the investing public."—W. Dean Smith, Omaha.

"First reaction from builders and lenders in San Diego indicates the majority feel that as far as California is concerned the ceiling on discounts may well tend to counteract most of the good effect of the other action. It would appear that the mortgage market for loans in excess of \$15,000 may be even tougher than at present unless FNMA's \$15,000 ceiling is raised."—Leslie Brock, San Diego.

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\$2³⁹
(10 FT.)

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6-8-10-12 FOOT LENGTHS



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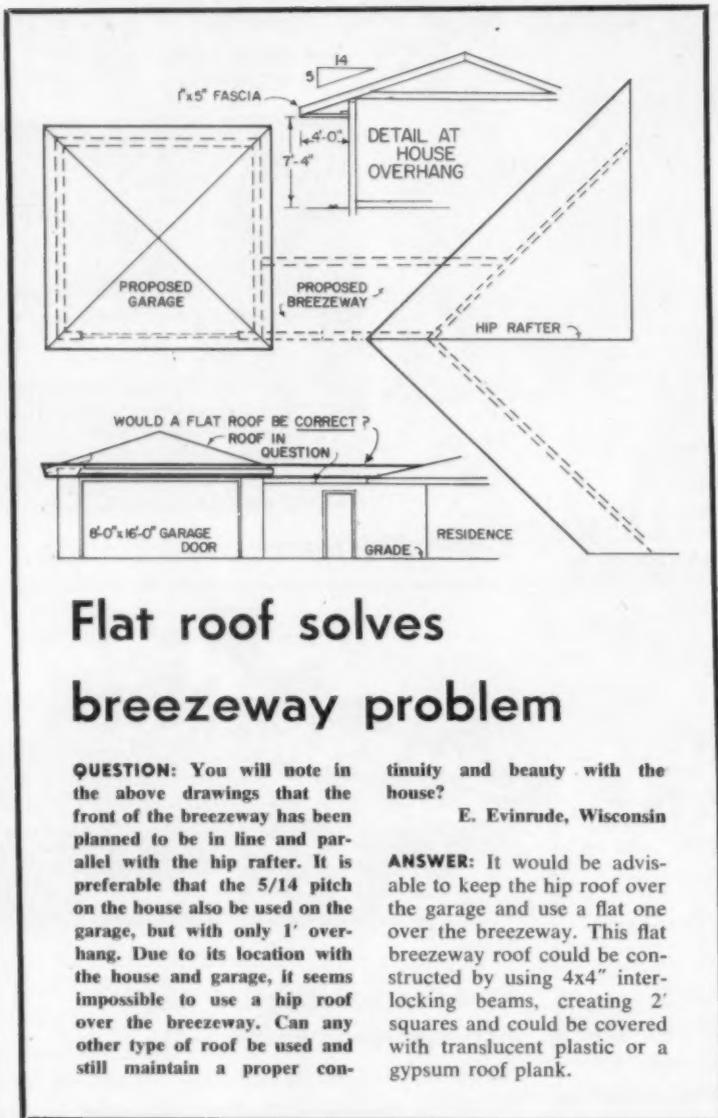
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random ashlar that lays up fast — creates an impressive, natural beauty that's difficult or impossible to attain with other materials. Used on one or more elevations, it's the answer to rapid construction of higher profit, prestige homes.

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Ask the experts . . .



Flat roof solves breezeway problem

QUESTION: You will note in the above drawings that the front of the breezeway has been planned to be in line and parallel with the hip rafter. It is preferable that the 5/14 pitch on the house also be used on the garage, but with only 1' overhang. Due to its location with the house and garage, it seems impossible to use a hip roof over the breezeway. Can any other type of roof be used and still maintain a proper con-

tinuity and beauty with the house?

E. Evinrude, Wisconsin

ANSWER: It would be advisable to keep the hip roof over the garage and use a flat one over the breezeway. This flat breezeway roof could be constructed by using 4x4" interlocking beams, creating 2' squares and could be covered with translucent plastic or a gypsum roof plank.

Is there a method for using 3/8" drywall without studs?

QUESTION: After our last job we found that we had a considerable amount of 4x12' sheets of sheetrock on hand. Can I use some type of channel iron as plates?

H. Sack, Michigan

ANSWER: The U.S. Gypsum Co. does not presently recommend the use of 3/8" drywall as a solid partition but some trial jobs have been made using 1/2" and 5/8" core units laminated together making a 1 to 1 1/4" core. To this core unit a face layer is laminated making a 2 or 2 1/4" solid partition.

How to prevent walls from skewing during construction

QUESTION: I have been having trouble with hips roofs on L-shaped houses. (See sketch)

I used 2x6 rafters 16" on center with 2x8 ridge boards.

The walls are square and plumb (and braced) when I start the roof, but by the time the sheathing is on, the roof and walls are out of line leaving the overhang crooked.

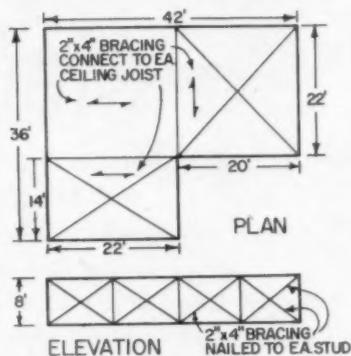
Is there a right and wrong place to start on hip roofs and valleys? How can I brace the walls to prevent this?

Iowa Builder

ANSWER: To prevent your walls from skewing during roof construction, I would suggest a thorough bracing system, both horizontal and vertical, of the L-shaped exterior wall system.

The 2x4 bracing can be temporary or made a permanent part of the stud wall, which would give the building great rigidity.

As an addition to the vertical bracing shown in the elevations above, I would recommend adding



a horizontal bracing system, as shown in the plan. This would keep the walls in good alignment with respect to each other. These braces also can be temporary or permanent.

The details of installation of the bracing would vary with your particular wall construction, but as an experienced builder you probably will have no difficulty.

George A. Kennedy & Associates
Chicago, Ill.

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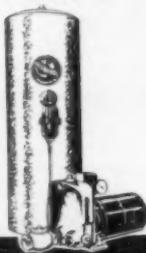
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Available in 12, 18, 24, 30,
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American Builder

KEEPING UP WITH THE LAW:

Courts decide unions may organize part owners, managerial employees



By **JOHN F. MCCARTHY**
Attorney-at-law

A recent decision by the Appellate Court of Illinois involved the problem of whether a union may attempt to organize supervisory or managerial employees and part owners of a business. Employers generally feel that such union activities are improper. The Court decided that such attempts were legal and that their propriety from a union and business point of view was for the union and employers to decide. See *Collins v. Barry* (1956) 11 Ill. App. 2d 119, 136 NE 2d 597.

In the case under discussion, one Charles R. Collins was a supervisor or manager, and one C. B. Waterford, Jr., was a partner, and thus one of the owners of the business in question. The Union demanded that each become a dues-paying member. When this was refused, a strike followed.

In reaching its conclusion, the Illinois Court relied upon the earlier and very significant decision of the United States Supreme Court in the case of *Senn v. Tile Layers Protective Union*, 301 U.S. 468. The facts in that case present a very interesting problem. The contracting tile layers operated small businesses and employed only a few men. Generally the owners worked along with their employees. This was true of Senn, the employer in that case. The Union claimed that under those circumstances, for the protection of its members, no owner should work as a tile layer unless he also was a dues-paying member of the Union. Senn agreed to employ union men and pay union

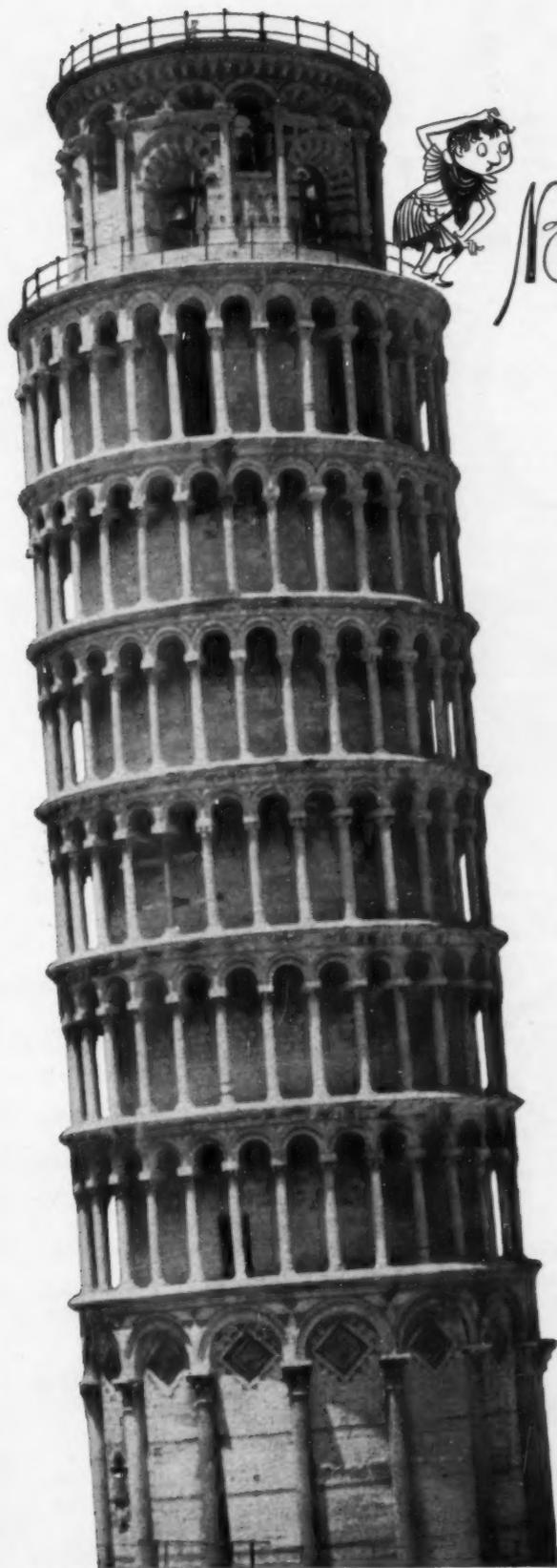
wages, but insisted on his right to work without becoming a union member. As a matter of fact, he could not qualify as a union member because he had never served the apprenticeship which the Union required.

In the Senn case a strike occurred and picketing commenced. Litigation followed, and the case ultimately came before the United States Supreme Court. That Court held the Union's conduct to be proper and refused to order an injunction enjoining the strike and the picketing. In discussing that case, the Illinois Appellate Court said:

"On appeal the question before the Supreme Court of the United States was whether the decisions of the state courts, on the facts found, took Senn's liberty or property or denied him equal protection of the laws in violation of the Fourteenth Amendment. Senn's right to work in his own business with his own hands, which the union regarded as harmful to the interests of its members, was opposed to the right of the workers to seek by lawful means to induce Senn to agree to unionize his shop and to refrain from exercising his right to work with his own hands. The judgment of the State Supreme Court was affirmed, resulting in the denial of an injunction against peaceful picketing. We concur in the decision."

* * *

"If unionizing of owners of businesses is a proper labor objective, the unionizing of owners' agents is equally proper."



Bonanno of Pisa

DIDN'T FIGURE ON THE CALCULATOR THAT PRINTS!

Bonanno really can't be blamed too much, however. The "99" Calculator just wasn't standard equipment for builders in 1174 A.D.

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Convention calendar . . .

Sept. 8-12: NAHB executive officers' conference. Villa Hotel, San Mateo, Cal. Harry E. Smith, chairman; 1950 El Camino Real, San Mateo.

Sept. 23-28: HBA of Hawaii, 1210-1 South Queen St., Honolulu 14. Mid-Pacific Housing Conference. Those interested in attending contact Walton Onslow, NAHB, Washington, D.C.

Sept. 25-29: Tidewater HBA, 2118 Granby St., Norfolk, Va. Building and allied trades exhibit. Norfolk Municipal Auditorium. Paul M. Waters, chairman.

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.

***Sept. 6-12:** HBA of Sabine Area, Beaumont, Tex.

***Sept. 7-15:** HBA of Delaware, Richardson Park, Wilmington, Del.

Sept. 7-21: HBA of Metropolitan Pittsburgh, Pa.

***Sept. 8-15:** HBA of New Haven County, North Haven, Conn.

***Sept. 9-15:** HBA of Spokane, Wash.

***Sept. 13-29:** BCA of California, Los Angeles 25.

Sept. 14-22: HBA of Jacksonville, Fla.

Sept. 14-29: Wichita, Kans., HBA.

***Sept. 18-23:** Evansville, Ill., HBA.

***Sept. 18-22:** Builders Club of Peoria, Ill.

***Sept. 19-22:** Portsmouth, Ohio, HBA.

Sept. 19-29: HBA of Dallas County, Dallas, Tex.

***Sept. 20-22:** HBA of Tri-Cities, Johnson City, Tenn.

Sept. 21-29: National Home Week.

The associations listed below are featuring Parades (*or home shows) during this week:

Assoc. HBA of Sacramento, Cal. Polk County Builders Assn., Lakeland, Fla.

HBA of Tampa, Fla.

HBA of Savannah, Ga.

HBA of Decatur, Ill.

HBA of Rockford, Ill.

HBA of Greater Lafayette, Ind.

Marion County Residential Builders, Indianapolis, Ind.

Quad City HBA, Davenport, Iowa.

*HBA of Lawrence, Kan.

Master HBA of Worcester County, Worcester, Mass.

HBA of Greater St. Louis, Mo.

HBA of Lincoln, Neb.

*HBA of New Hampshire, Manchester

HBA of Stark Co., Canton, Ohio Montgomery County Builders Assn., Dayton 2, Ohio

*HBA of Lake County, Ohio

*Allen County HBA, Lima, Ohio HBA of Mahoning Valley, Youngstown, Ohio

Oklahoma City, HBA

Tulsa, Okla., HBA

Nashville, Tenn., HBA

San Antonio, Tex., HBA

Waco, Tex., HBA

Utah Valley HBA, Orem, Utah

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VENTO Steel Casement Windows

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if

necessary; ventilator frames constructed from the same heavy sections as the outside frame to provide greater rigidity and stronger ventilators.

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metal to metal contact plus metal to weatherstrip. Effortless operation . . . nylon roller blocks at all friction points permit finger tip operation.

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| <input type="checkbox"/> PIVOTED, PROJECTED, ARCH'T'L | <input type="checkbox"/> FORMED STEEL LINTELS |
| <input type="checkbox"/> STEEL CASEMENT | <input type="checkbox"/> UTILITY |
| ARE YOU A | <input type="checkbox"/> DEALER <input type="checkbox"/> ARCHITECT |
| <input type="checkbox"/> BUILDER | |

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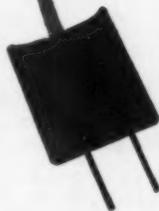
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The Saturday Evening Post,
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**Johns-Manville
TRANSITE BUILDING SEWER PIPE
WITH THE RING-TITE COUPLING**

QUANTITY MATERIAL LIST

(Continued from page 91)

BRICKWORK

| Location | Description | Amount |
|----------|-----------------|-------------|
| Walls | 4" Brick Veneer | 930 sq. ft. |
| Wall | 8" Brick | 38 sq. ft. |

DRYWALL

| Location | Description |
|----------|-----------------------|
| Walls | approx. 3,200 sq. ft. |
| Ceilings | approx. 1,325 sq. ft. |

FRAMING LUMBER

| Location | Size | Pieces | Lin. ft. | B.F.M. |
|-------------------|------------|--------|----------|--------|
| Screeds | 2 x 4 | — | 1,850 | 908 |
| Studs | 2 x 4 | 640/8 | 5,120 | 3,414 |
| Plates | (3) 2 x 4 | — | 1,200 | 800 |
| Ceiling Joists | 2 x 6 | 51/26 | 1,326 | 1,326 |
| Rafters | 2 x 6 | 66/16 | 1,056 | 1,056 |
| Collar Beams | 1 x 6 | 20/16 | 320 | 160 |
| Rafter Braces | 2 x 4 | 66/10 | 660 | 440 |
| Purlins | 2 x 4 | — | 140 | 94 |
| Stringback | 2 x 6 | — | 140 | 140 |
| Stringback | 2 x 4 | — | 140 | 94 |
| Ridge Board | 2 x 6 | — | 70 | 94 |
| Carport Header | (2) 2 x 12 | 2/12 | 24 | 48 |
| Outriggers | 2 x 4 | — | 140 | 94 |
| Window Headers | (2) 2 x 6 | 20/8 | 160 | 160 |
| Fascia Blocking | 2 x 2 | — | 140 | 47 |
| False Beam Header | 2 x 4 | — | 36 | 24 |

ROOFING, SHEATHING, INSULATION, SIDING, ETC.

| Location | Description | Actual | Actual +10% |
|--------------------|---------------------------|---------------|---------------|
| Finish Floor | Oak | 1,100 sq. ft. | 1,210 sq. ft. |
| Roof Sheathing | 1 x 6 T & G 210# Compo | 2,272 sq. ft. | 2,499 sq. ft. |
| Roofing | Shingles | 2,272 sq. ft. | 2,499 sq. ft. |
| Ceiling Insulation | 2" Batts | 1,320 sq. ft. | 1,452 sq. ft. |
| Wall Insulation | 2" Batts | 1,156 sq. ft. | 1,272 sq. ft. |
| Kitchen | WP Plywood | 128 sq. ft. | 141 sq. ft. |
| Kitchen | Linoleum | 128 sq. ft. | 141 sq. ft. |
| Wall Sheathing | Gypsum Board | 1,520 sq. ft. | 1,672 sq. ft. |
| Siding | Board & Batten | 300 sq. ft. | 330 sq. ft. |
| Gable Sheathing | Gypsum Board | 150 sq. ft. | 165 sq. ft. |
| Gable Siding | Board & Batten | 150 sq. ft. | 165 sq. ft. |

Note: The waste factor is determined by the type of material used and the method of installation.

MILLWORK

| Exterior Trim Location | Description | Amount |
|------------------------|-------------|--------------|
| Fascia | 1 x 6 | 210 lin. ft. |
| Soft | WP Plywood | 288 sq. ft. |
| Fascia | 1 x 2 | 144 lin. ft. |
| Fascia Blocks | 2" x 2" WP | 426 pieces |
| Frieze Board | 1 x 6 | 132 lin. ft. |
| Louvers | Wood | 2 pieces |
| Shutters | Wood | 10 pieces |

| Interior Trim Location | Description | Amount |
|------------------------|--------------|--------------|
| Base | 1 x 4 | 400 lin. ft. |
| Cl. Pole | 1 1/2" diam. | 25 lin. ft. |
| Pole Sockets | Wood | 4 pair |
| Cleats | 1 x 3 | 16 lin. ft. |
| Hook Strip | 1 x 4 | 40 lin. ft. |
| Shelving | 1 x 12 | 60 lin. ft. |
| Beam Lumber | 1 x 4 | 72 lin. ft. |
| Beam Lumber | 1 x 6 | 36 lin. ft. |

DOOR SCHEDULE

| Exterior Doors Size | Description | Amount |
|----------------------|--------------------|--------|
| 3'0" x 6'8" x 1 1/2" | 6 Panel | 1 |
| 2'8" x 6'8" x 1 1/2" | 15 Lite | 1 |
| 2'8" x 6'8" x 1 1/2" | 6 Lite 2 Panel | 1 |
| 2'6" x 6'8" x 1 1/2" | Two Panel Louvered | 1 |

| Interior doors | Description | Amount |
|----------------------|-------------|--------|
| 2'6" x 6'8" x 1 1/2" | Flush H.C. | 4 |
| 2'0" x 6'8" x 1 1/2" | Flush H.C. | 3 |
| 1'6" x 6'8" x 1 1/2" | Flush H.C. | 3 |

| Sliding Doors | Description | Amount |
|---------------|-------------|--------|
| 2'6" x 6'8" | — | 1 |
| 2'0" x 6'8" | — | 6 |

Total 21

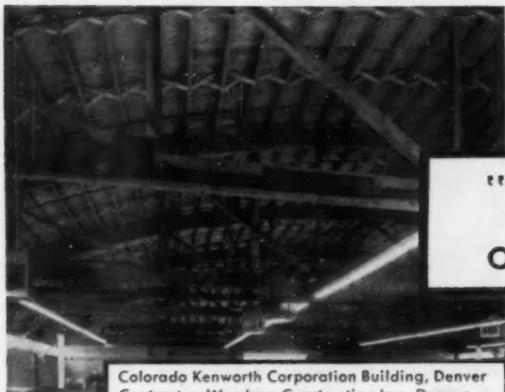
Note: All doors are to be ordered from the door schedule complete with doors, door frames, trim, casings, stops, saddles, etc.

WINDOW SCHEDULE

| Size | Description | Amount |
|-------------|-----------------|--------|
| 4'0" x 6'0" | 12 over 12 D.H. | 7 |
| 2'0" x 3'0" | 6 over 6 D.H. | 3 |
| 3'0" x 4'0" | 6 over 6 D.H. | 3 |

Total 13

(Continued on page 207)



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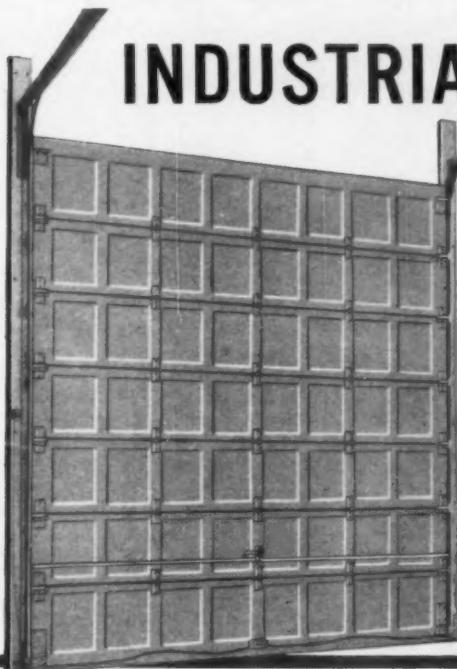
Colorado Kenworth Corporation Building, Denver
 Contractor: Warsham Construction Inc., Denver
 Architect: International Associates, Inc., Denver
 Six 90' span Rilco monocord trusses spaced 20' oc.



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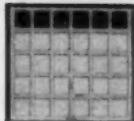
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● A lighter door but ideal for many requirements.
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QUANTITY MATERIAL LIST

(Continued from page 204)

| | | |
|--------------|-------------|-------------|
| Aprons | 1 x 6 | 60 lin. ft. |
| Steels | 1 x 8 | 60 lin. ft. |

Note: All windows are to be ordered from the window schedule complete with frames, sash, trim, casings, stops, etc.

KITCHEN CABINETS

| Location | Size | Amount |
|-----------------------|--------------------------|--------|
| Range Counter | 3'6" x 3'0" x 2'0" | 1 |
| Oven Counter | 2'0" x 3'0" x 2'0" | 1 |
| Oven Hanger | 2'0" x 1'6" x 1'0" | 1 |
| Range Hanger | 7'6" x 1'6" x 1'0" | 1 |
| Laundry Hangers | 5'0" x 3'0" x 1'0" | 1 |
| Sink Counter | 7'6" x 3'0" x 2'0" | 1 |
| Hanger | 1'0" x 3'0" x 1'0" | 1 |
| Hanger | 6'0" x 1'6" x 1'0" | 1 |

Total 8

Note: All kitchen cabinets are to be ordered from the schedule to include Formica Tops and Back Splash.

Material breakdown prepared by Joseph Steinberg, professor, and Martin Stempel, associate professor, Construction Technology Dept., New York City Community College.

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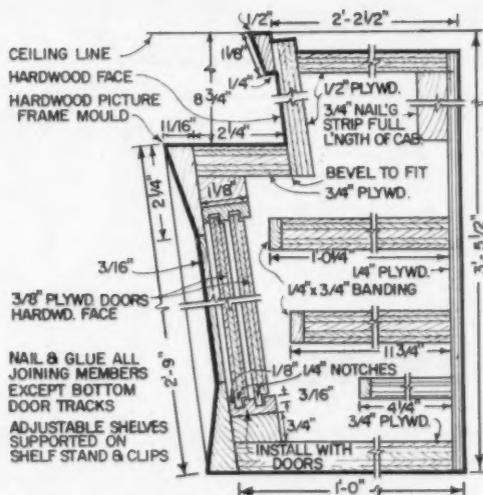
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Technical guide: how to build



ULTIMATE IN KITCHEN CABINET compactness. Phone book rests snugly under phone. Planning desk, serving cart can be pulled out as needed. Dishes, linens are stored above.

WHAT HOW

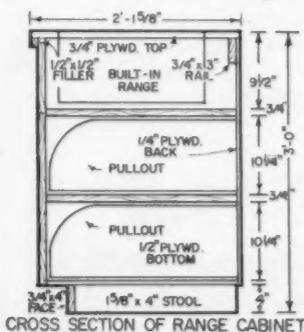


CROSS SECTION OF UPPER CABINET

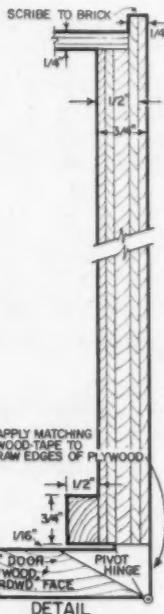
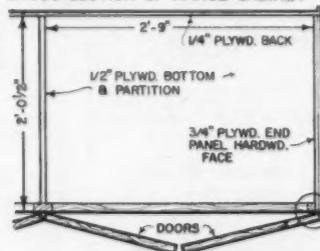


UNDER BUILT-IN RANGE, two large pull-out shelves provide convenient storage for pots and pans. Narrower versions are designed for canned goods, every can is easily seen.

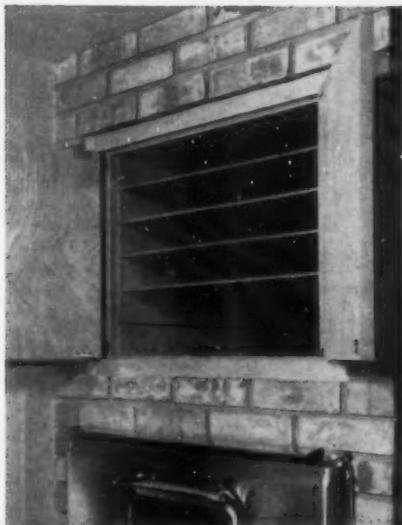
WHAT HOW



CROSS SECTION OF RANGE CABINET

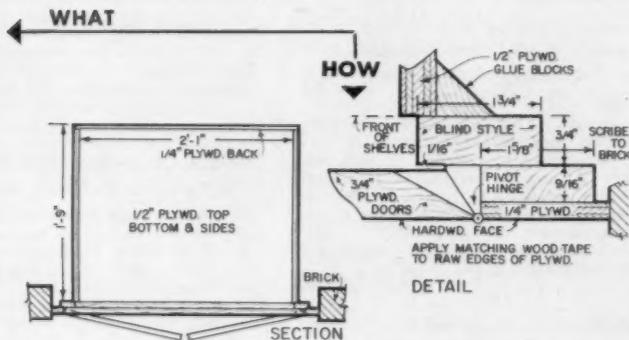


"Hidden Values" in kitchen cabinets

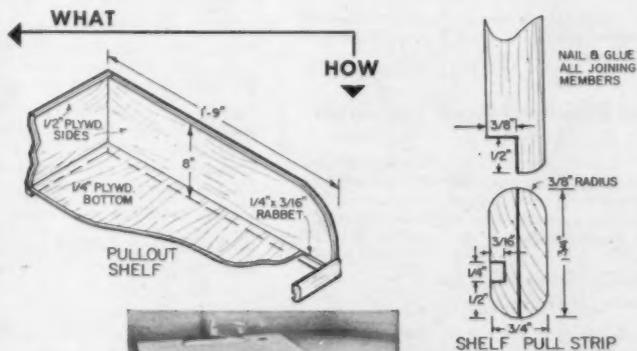


TRAY STORAGE above oven provides a special niche for usually hard-to-store trays, platters. Half-inch plywood shelves, $3\frac{3}{8}$ " O. C., ride in rabbeted slots of plywood sides.

Organized storage space is a basic feature of Seattle builder Elmer V. Moss's kitchen cabinets. He is as much concerned about a cabinet's usefulness as he is about the overall beauty of his kitchen. Each cabinet is designed to do a specific job: to insure economy of movement and maximum utility. Pots and pans are no longer heaped helter-skelter on deep shelves. Instead, pull-out shelves are employed, just the right depth. Eliminated forever is the blind groping for that pan in the back of the cabinet. In his area, Moss's name has become synonymous with good kitchen design.



PULL-OUT SHELVES under oven are similar to those under range. Half-inch plywood side piece for pull-out shelves, not shown, is 21" deep by $16\frac{3}{4}$ " tall with a slide 8" from top.



See page 212 for a completely new approach to the much neglected under-sink area

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Guide to landscaping property for maximum use and enjoyment, including site and house location, drainage, drives and sidewalks, lawns and other plantings. 288 p. 6 x 9. Illustrated. 1956. (#151) **\$4.95**

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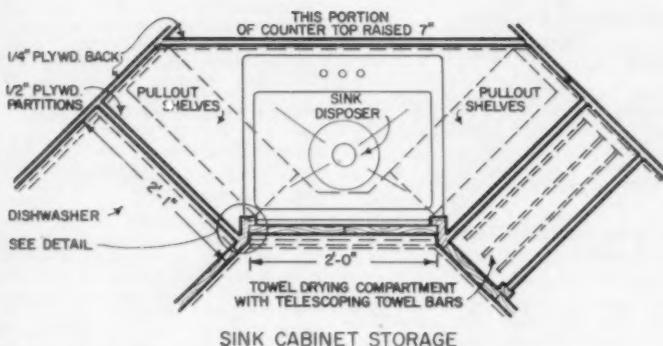
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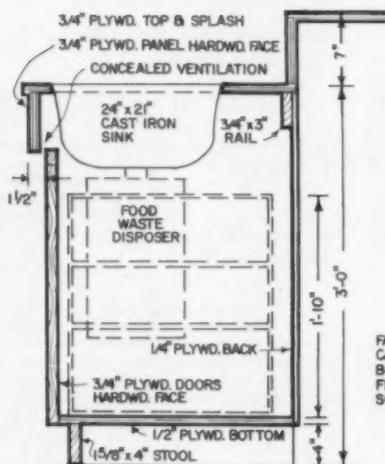
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Better detail of the month

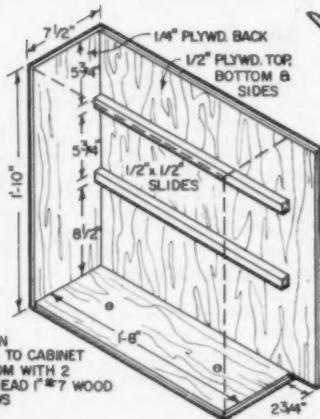


NEATNESS is no struggle with the specially designed shelves nestled around the food disposer for soaps and cleaners.

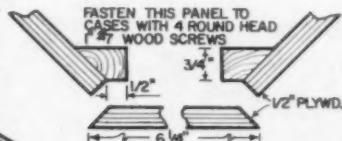
How to build in a corner sink . . .



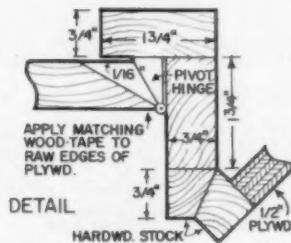
CROSS SECTION OF SINK CABINET



FASTEN CASES TO CABINET BOTTOM WITH 2 FLATHEAD 1" #7 WOOD SCREWS



FASTEN THIS PANEL TO CASES WITH 4 ROUND HEAD #7 WOOD SCREWS



DETAIL

DETAILS show how to construct the corner sink cabinet assembly. Refer to page 208 for details dealing with the shelves.

. . . and make most of the space

A corner-sink arranged in the manner of Seattle Builder Elmer V. Moss (as shown in the above photo and plan view) would make a highly efficient addition to any kitchen plan. Aside from the pull-out feature for soaps and cleaners, a dishwasher is just a step

to the left. To the right is a towel-drying compartment with its telescoping bars for dish towels and cloths. The broken lines in the plan and sectional drawings above refer to the position of cases for the sliding shelves. Should the plumbing or food disposer require servicing,

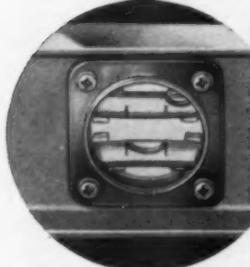
the compact assembly can easily be dismantled. This can be accomplished by first removing the shelves and then unscrewing the two 1" flat-head No. 7 wood screws that fasten the sliding-shelf cases to the floor of the plywood cabinet. One right and one left case are required.

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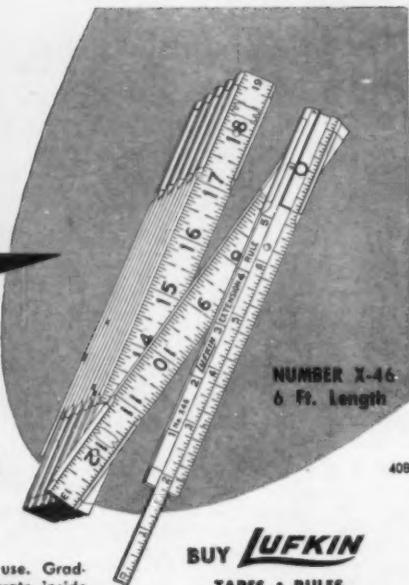
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DICKERMAN'S COLUMN

(Continued from page 21)

headlines, rather than a serious attempt to undermine and change the philosophy of home ownership.

Regardless of intent, the figures cited by the group in support of its public housing position (purportedly based on a survey made in eleven large cities) have been given some currency and should be placed in proper perspective.

FHA's average income

The conference claimed that a family required in 1956 a minimum annual income of \$6,300 to purchase a \$10,000 house. The Federal Housing Administration, which has insured mortgages on 3.4 million throughout the United States, says that the average buyer of a house which it values at \$10,000 has an annual income of \$5,300. This is the average income, not the minimum. As a matter of fact, an FHA analysis of income groups purchasing FHA-insured houses shows that those in the \$300-\$349 a month bracket bought homes which averaged \$10,242 in price.

Foreclosures negligible

Could these modest-income families and the other families who purchased FHA-insured homes afford them? The public housing proponents apparently don't think so. But again, the best authority is the people themselves. Only four-tenths of one per-cent of the FHA insured Section 203 houses have required foreclosure.

Figures are out of line

The conference also used another device to "scare" families away from home ownership and presumably into the waiting arms of public housing. It produced figures purporting to show that it requires \$105.32 monthly to pay for and maintain a \$10,000 home. While obviously costs of utilities, fuel and taxes vary from city to city, it is significant that the FHA estimates that the prospective total housing expense for a \$10,000 FHA-insured home averages \$86.00 a month.

I am well content to leave it up to the good judgment and sound common sense of the American people to evaluate the merits of the comparative figures and to determine whether they are going "overboard" in investing their savings in private homes.

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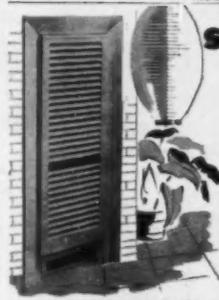
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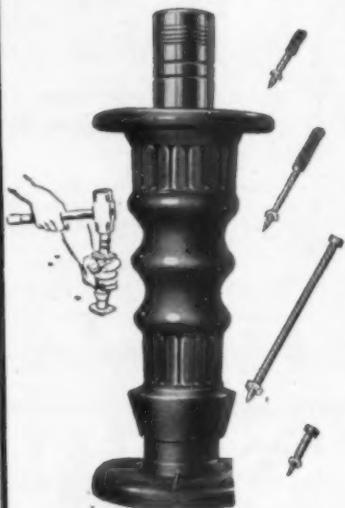
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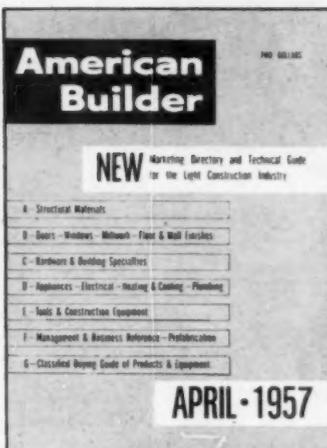
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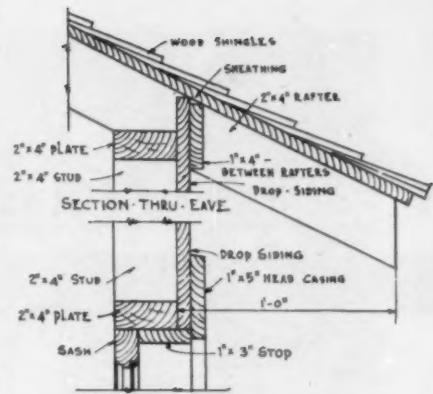
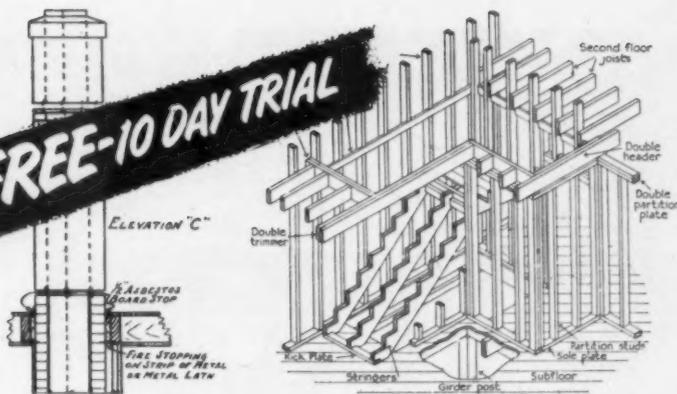
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The Month Ahead

AN OLD FRIEND

If you manage to get to the NRLDA Exposition, you'll meet an old acquaintance—or at least his second cousin. **AMERICAN BUILDER** is going to publish an "Exposition Daily" similar to the "Convention Daily" you've seen for so many years at the NAHB Conventions in Chicago.

NAHB CONTEST

The fifth lap of NAHB's contest for the small-volume builder is deadlined for the first of November. They want to know how your cost estimating system works.

We assume that if you're still in business, your system works, but perhaps you're putting more time into it than you should.

A SMART COOKIE

Speaking of the small-volume builder, his biggest problem these days is getting enough production efficiency so he can compete on a price basis with the big builder. In October we'll introduce you to an Ohio builder who's small, but one of the smartest we've ever seen. You're bound to get ideas from him.

IT NEVER STOPS

On September 15th, if you're a partnership or an individual, the third quarterly installment of your estimated 1957 income tax is due. If you're a corporation, file your declaration of estimated 1957 tax, and if it's over \$100,000, pay 5 per cent of it.

MORE GRAVY

Be sure to look at the latest contest news on p. 136. In addition to the truck being given for "Hidden Values" promotion, there are some new prizes being offered.

NRLDA Exposition—for builders too

Your retail lumber dealer and you are in the same business—getting houses built—and what's good for him is usually good for you too. That's why the National Retail Lumber Dealers Association Building Products Exposition is important to you.

The time is Nov. 4-7; the place, Philadelphia's Convention Hall. Note it down.

What's in it for you?

Why should you, a builder, be interested in a lumber-dealer shindig? Two reasons:

First, you'll get a preview of the next year's products your dealer will be selling you, and maybe also new ideas on old products. This may help you get one jump ahead of your competition on your spring models.

Second, NRLDA is making a pitch especially to you. The last day of the exposition, Thursday, is to be Building Industry Day. NAHB members and architects in the area will be sent formal invitations, and according to Marty Dwyer, Exposition Director, any and all builders from anywhere in the country will be more than welcome. For builders interested in component construction (and if you're not you should be), there will be a special demonstration of LuReCo components, as well as a lot of other important stuff. It'll be well worth your while.

If you want to attend the exposition, hotel reservations can be made by writing the NRLDA Housing Bureau, c/o Phila. Convention Bureau, Juniper and Filbert Sts., Phila. 7, Pa. The sooner the safer. The NRLDA fee is \$5 per day, \$14 for all four days.

Weather—fair, but getting colder

To the homebuyer, it's still summer; to the builder, who has to keep months ahead of himself, it's close to the middle of winter, and plans have to be made accordingly.

If you're a remodeler, you should be scheduling as many inside jobs as possible—interior painting is particularly good foul-weather work. If you're a new home builder, next month's issue will have a checklist of cold weather ideas to help get you into next spring without frostbite.



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With this type of door there is never a sacrifice of valuable floor space—as would be required with the conventional swinging door.

It's ideal for clothes closets, supply and storage cabinets—or as room dividers in the home, office or factory.

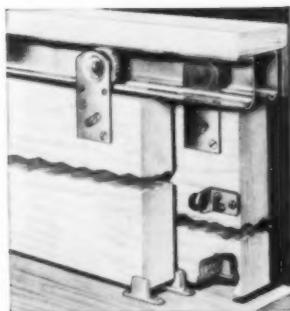
Hangers have large $1\frac{3}{8}$ inch diameter wheels of Nylon—they never need lubrication.

A specially designed rail made in 44, 56, 60, 68 and 92 inch lengths, provides a rigid track.

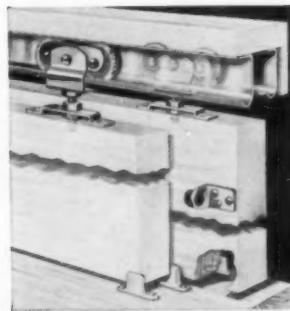
**Two styles —
each with distinctive
features**



Fits any thickness of door... Simple to install



No. 182 Single Wheel Hanger



No. 185 Two Wheel Hanger

National MANUFACTURING CO * **STERLING ILLINOIS**