IDEAS FOR 1958:
America's 30 top model homes
PROPERTY MANAGEMENT CORP. SAYS...

"NuTone BUILT-IN FOOD CENTER is a MUST"

IT'S A COMBINATION FOOD MIXER — MEAT GRINDER — BLENDER — SHARPENER — JUICER ... ALL BUILT-IN!

3. Food Blender 4. Sharpener
5. Large Mixer 6. Fruit Juicer

... Read what this West Coast representative of 9 important home-building organizations says about Nutone Built-Ins.

Homes carefully planned to meet the present day requirements of buyers in medium price range must include the latest in kitchen conveniences. The NuTone BUILT-IN Food Center is a MUST in this regard.

From the medium price homes in our Park Majestic to the higher price luxury homes in Large Vista and El Prado Estates, NuTone BUILT-INS have all been important factors in the sales appeal to buyers.

Property Management Corporation

Illustrated at top is one of the PMC best Selling Homes.

FREE Catalogs and Installation Data Write to NUTONE INC. Dept. AB12, Cincinnati 27, Ohio
There's quite a story behind it!

Cloud Kiln-Drying Protects Builders

...it's especially important right now—so insist on the "Safety-First" brand!

Cloud's Lockwood Oak Flooring

The long-range values of effective kiln-drying are well-recognized, but oak flooring that has not been properly kiln-dried and tempered can cause BIG, IMMEDIATE problems.

How about those new homes you builders have recently turned over to their new owners? Now that these houses are occupied and being heated, are you having complaints due to floors shrinking, buckling or cupping?

You eliminate these problems created by heat and humidity factors together with poor kiln-drying by installing Lockwood Brand Oak Flooring. Lockwood measures 2½" when delivered and laid, and it positively stays 2½" under normal conditions.

Cloud has perfected highly technical equipment which is operated by skilled personnel, to guarantee "safety-first" kiln-drying and tempering.

Scientific controls and alert supervision of Cloud's compartment, cross circulation, fan-type kilns make Lockwood Brand the oak flooring that doesn't shrink, warp, buckle or cup.

You save waste in time and materials, avoid damaging ill-will, and eliminate aggravating, costly adjustments by insisting upon Cloud's Lockwood Brand Oak Flooring for every installation.

P. S. to Building Material Dealers: Improperly kiln-dried oak flooring may warp and shrink even in the warehouse. This is another "safety first" reason favoring Cloud's Lockwood Brand Oak Flooring.

See your local dealer

Cloud Oak Flooring Co.

Quality Oak Flooring Since 1926

December 1957
QUICKER, EASIER
and all ways better
FOR ALL SLIDING DOORS

600 SERIES
FIRST and only packaged sets with all these better features
- Aluminum track with built-in fascia. . . etched and anodized. Fits standard head jamb. 1¾" headroom. Doors can be hung after hangers are attached.
- Twin nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slot:ed screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.

700 SERIES
Similar to 600 Series except track does not have built-in fascia or anodized finish
- Aluminum track... fits standard head jamb. 1½" headroom. Doors can be hung after hangers are attached.
- Twin or single 1" nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slot:ed screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.

NEW! "THRIFTEE PAK" SET
FIRST and only set for BOTH 3/4" or 1-3/8" doors with all these features
- Aluminum track, 1¾" headroom. Doors can be hung with hangers attached.
- Big 1" nylon wheels. One piece, husky steel hangers with slotted screw hole for easier plumbing of doors.
- Nylon and steel door guide uses two screws.
low as $5.50 list

CONSTANT IMPROVEMENTS KEEP STERLING AHEAD OF COMPETITION — HERE ARE OTHER FIRSTS FROM STERLING—

WRITE FOR OUR 24 PAGE CATALOG
See our Catalog in Sweets' Architectural or Light Construction Files

John Sterling Corporation
RICHMOND, ILLINOIS
(McHENRY COUNTY)
FORMERLY STERLING HARDWARE MFG. CO. OF CHICAGO
New loan plan proposed

Private fund pools to buy insured mortgages for the relocation of low-income families is the basis of a plan proposed by Eugene P. Conser, executive vice president, NAREB. The plan would be patterned after a Connecticut law which permits banks and insurance companies to create jointly an industrial development fund for loans to desirable industries whose credit standing prohibits usual bank financing. A similar low-cost housing fund in each community, he said, might allow placing many families in homes “they can buy rather than become tenants of the government. Thus, FNMA could be removed from the picture, the conservation and redevelopment of our cities and towns could progress, and the government could be eliminated from the direct ownership and operation of housing.”

A full-grown trend

“Two-car families are growing at a rate of 500,000 a year and it appears inevitable that the two-car garage will become an accepted standard for new suburban homes.” That prediction from Alan G. Rude, president, Universal C.I.T. Credit Corp., should set you to considering the double garage as a necessary part of your new homes. According to Rude, the house with a two-car garage moves faster on resale and is a much better investment for the home buyer, too, because in many sections of the country it is coming to be regarded as a “must.”

Good public relations

A “court of appeals” at which home buyers and builders can iron out disputes is a new service of the HBA of Schenectady. Henry Buerker, chairman of the association’s arbitration committee, said the aim of the service is to “demonstrate to the home-buying public that when they deal with a bonafide member of this association they will receive the same equity that they have the right to expect from any business or businessman.”

Home improvement—a new name

If you took part in the OHI campaign—or wished you had—you’ll be glad to know that the campaign has been extended on a permanent basis. It has a brand new name—Home Improvement Council—and a totally new approach to home improvement. Under the new setup, the program will be aimed directly at the consumer, urging him to start immediately on the improvement project he needs. And, remodeling and home improvement more than ever will be a multi-billion dollar annual bonanza for you to cut a slice of. (See American Builder’s November Forecast story.)

Enthusiasm—key to sales

Slow sales are often the fault of poor salesmen. Here’s some good advice on selling houses from Edwin A. Kramer, president, San Antonio Real Estate Board. “Enthusiasm is catching, just like the measles. Indifference and lack of enthusiasm are also catching. If the human race would court ‘our intended’ as we court a house and a prospect—from whence come our commissions—there would be few marriages.”

Manufacturer’s aid to builders

A new service to home builders has been established by the United States Plywood Corp. The service, whose aim is “to assist home builders in using modern materials more effectively,” is under the direction of Francis B. Peckham, who has been directing the company’s architect’s service department. Builders who wish information about new materials and techniques should contact their local U.S. Plywood representative.
Add long-wearing glamour to walls and furniture with KOROSEAL

SMART decorators and business owners look to Koroseal flexible material to provide beauty and minimize maintenance problems. The wide variety of patterns and colors give you the range needed to successfully and tastefully decorate in any period or motif. And many of the patterns come in two weights, a light weight for wall covering and a heavier material with an elastic back for upholstering.

Koroseal vinyl material takes the abuse that destroys and defaces many other materials. Easy to apply and work, easy to maintain, and easy on the eyes, Koroseal makes every interior beautiful—stays new looking for years.

Next job you have, look to B.F.Goodrich to supply the answers for your wall covering and upholstery problems. We will be happy to send you Koroseal swatches. Drop a card to B.F.Goodrich Industrial Products Company, Dept. B-12, Marietta, Ohio.
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American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emment St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y.

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"Concealed telephone wiring helps me stay on top of the market"

— says Mr. Chas. F. Byrnes, Builder, of Cincinnati, Ohio

"I believe in getting the newest features into my homes," says Mr. Byrnes. "One of those features is concealed telephone wiring. It helps me stay on top of the market.

"Telephone-outlets are a definite sales point. They're one of the first things we emphasize when talking with customers. Also, we mention concealed wiring and multiple outlets in our advertising, because we know they're conveniences that people are looking for. I wouldn't think of building a house today that didn't have telephone facilities built into it."

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

NEW 14" LIGHT BEAM
with 4" flange

Jones & Laughlin is now producing a 14", 17.2 lb. light beam. The new light weight hot rolled section, with a 4" flange, was developed by J&L structural engineers to meet the need for an additional light weight section in the design of apartments, schools, hospitals, shopping centers, parking garages, industrial and commercial buildings.

The new 14" light beam can be furnished in regular carbon or high tensile grades. For properties and design data on this new section, we suggest you refer to the American Institute of Steel Construction Manual.

Consult your J&L district sales office concerning availability of this new light beam, or write direct to Jones & Laughlin Steel Corporation, 3 Gateway Center, Pittsburgh 30, Pa.

<table>
<thead>
<tr>
<th>Properties for Designing</th>
<th>Properties for Detailing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nominal size</td>
<td>14 x 4 in.</td>
</tr>
<tr>
<td>Weight per foot</td>
<td>17.2 lb.</td>
</tr>
<tr>
<td>Area</td>
<td>5.05 in.$^2$</td>
</tr>
<tr>
<td>Depth</td>
<td>14.0 in.</td>
</tr>
<tr>
<td>Flange—Width</td>
<td>4.0 in.</td>
</tr>
<tr>
<td>Mean thickness</td>
<td>2.72 in.</td>
</tr>
<tr>
<td>Web thickness</td>
<td>3.10 in.</td>
</tr>
<tr>
<td>Axis X-X—I</td>
<td>147.3 in.$^4$</td>
</tr>
<tr>
<td>S</td>
<td>21.0 in.$^3$</td>
</tr>
<tr>
<td>r</td>
<td>5.40 in.</td>
</tr>
<tr>
<td>Axis Y-Y—I</td>
<td>2.65 in.$^4$</td>
</tr>
<tr>
<td>S</td>
<td>1.32 in.$^3$</td>
</tr>
<tr>
<td>r</td>
<td>.72 in.</td>
</tr>
<tr>
<td>Usual gage—g</td>
<td>2 1/4 in.</td>
</tr>
</tbody>
</table>

Jones & Laughlin
STEEL . . . a great name in steel

AMERICAN BUILDER
Hidden values drive is boon

Sirs: We certainly wish to compliment you on a very fine editorial program involving "hidden values" which should be a decided boon to suppliers, builders, and ultimate home owners. It certainly has been a long-needed approach for proper merchandising in the building industry and we are very happy to see a magazine such as AMERICAN BUILDER carry the ball on such an important undertaking.

—Thomas P. Koebel
Zegers Inc.
Chicago, Ill.

F.Y.I.

Sirs: I think your policy to present each executive officer with a complimentary copy of the AMERICAN BUILDER each month is commendable.

There is no doubt that the executive officers will find it of great value in better understanding all facets of the industry problems.

—Lawrence W. Nelson, Exec. V.P.
Minneapolis Home Builders Assn.
Minneapolis, Minn.

Sirs: Many thanks for your very kind offer to send AMERICAN BUILDER to NAHB executive officers. Around here we regard the AMERICAN BUILDER as the bible of the industry.

—J. H. Immier, Executive Secy.
Home Builders Assn. of Stark County Inc.
Canton, Ohio

As another service to the industry, we are sending complimentary copies of AMERICAN BUILDER to regional executives of the National Assn. of Home Builders.

Advertising and brand names

Sirs: My compliments on your very fine feature on outdoor advertising ("How They Use Road Signs to Sell Houses," Oct., p. 72). You gave your readers a very factual and comprehensive explanation, and in my opinion you chose some excellent examples of specific campaigns.

We are reprinting this article and will send a copy to all of the approximately 700 outdoor advertising companies that are members of our association.

—Ralph Glockler, manager
Local Business Develop. Dept.
Outdoor Advertising Assn. of America Inc.
Chicago, Ill.

Sirs: Your article is excellent and we certainly appreciate the boost given outdoor advertising.

—H. E. Schallon
Uhler and Co.
Dallas, Tex.

Sirs: The August 16 issue of

Printers' Ink carried a blurb reporting on a survey in your August issue. This survey was done among home builders and... went into quite a bit of detail on the promotion of brand-name products by builders in local advertising.

I am wondering if you could send us a copy of this survey. It sounds interesting.

—Robert J. Tiernan, manager
Sales Promotion & Merchandising
Better Homes & Gardens
Des Moines, Iowa

Sirs: I am a custom home builder, building about 20 homes per year. I develop sections of land with the idea of no two homes being the same.

I do very little advertising and I am the only one who sells homes giving my customers personal contact. I design all the homes and build them. I use top-name brands of merchandise. I watch your magazine regularly and when I see something in it that I'd like to get more information about, I send a letter and have got good results.

—Arthur M. Goebelt
Lincolnwood, Ill.

"He's used to much bigger roofing jobs."

(By Virgil Partch—Courtesy Pomona Tile Mfg. Co.)
Five-way protection is required of an insulation against (1) Condensation, (2) Vapor Flow, as well as against Heat Flow by (3) Radiation, (4) Conduction, (5) Convection.

An empty air space is a good insulator against heat flow by Conduction because of its low density. But air does not prevent heat flow by Radiation and Convection. Of all heat transferred through structural spaces, about 50% to 93% is by Radiation, depending on direction of heat flow. All but about 7% of the rest is Convection. The surfaces of scientific multiple aluminum have a high 97% reflectivity for heat rays; a low 3% absorptivity and emissivity. Its layers of aluminum drastically retard Convection. Conduction is slight through its preponderant low density air spaces.

Scientific multiple aluminum insulation is long and continuous and almost completely impervious to water vapor. Vapor infiltration under its flat, stapled flanges is slight.

Where multiple aluminum is used, fortuitous vapor and water (for instance rain) which intrude into wall and similar spaces, will gradually flow out as vapor through exterior walls and roofs as vapor pressure develops within; because vapor flows from areas of greater to less density. The vapor cannot back up through the almost impervious aluminum, so it flows out, because exterior walls and roofs have substantial permeability in comparison to aluminum, far greater than the required 5 to 1 ratio.

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

Some very interesting heat flow tests in roofs and walls with aluminum insulations, at Massachusetts Institute of Technology and Pennsylvania State College Engineering Experiment Station, including exposure of aluminum foil over a period of 10 years to fumes, dust, salt sea air and even spray, are described in a booklet, "Thermal Test Coefficients of Aluminum Insulation for Buildings." Use coupon for free copy.
The Building Outlook

SMALL TALK

A REAL SLEEPER

A virtual revolution in home architecture and prefabricated houses is on the way that will include even beds as part of mortgages. That’s the prediction of Jay Doblin, director, Institute of Design, Illinois Institute of Technology. The time is coming, he believes, when an entire home will be manufactured in a plant and will come equipped with wall and floor coverings and furniture.

POTENTIAL MARKET

Future urban renewal work will give builders a top-notch opportunity to provide homes for families who are forced to move from housing razed in “renewal” areas. Particularly, these potential home buyers are good bets to buy houses you take in trade.

CONSTRUCTION STANDARDS

Some revisions of certain FHA construction standards may be in the works after studies are completed by the Building Research Advisory Board of the National Academy of Sciences on the following subjects: amount of preservatively treated lumber necessary for effective termite control; properties of materials used in warm air heating and air conditioning ducts; and acceptability of materials used in house sewer pipe construction. Regarding slab-on-ground construction, BRAB will study effectiveness of concrete waterproofing agents; the need for a moisture barrier; and structural problems and standards for soundness.

FACT OR FICTION?

All the talk about the resurging popularity of two-story houses seems to be just talk. A recent U.S. Savings and Loan League report showed that only 4% of today’s new homes are two-story.

FINANCING PROBLEMS UNDER FHA, even with the new terms, probably will be with the industry for some time. Lenders are hesitating to make many loans with the new minimum down payments, according to the latest quarterly survey of mortgage markets conducted by the National Assn. of Real Estate Boards. This bears out results of an AMERICAN BUILDER survey. (See page 22.) Some of the regional comments received by NAREB: West, “Controlled discounts have dried up FHA money.” “FHA loans very selective and dependent in most cases upon 10 to 20 per cent down and 15- to 20-year terms....”

INTEREST RATES ON CONVENTIONAL LOANS, according to the NAREB report, moved upward in the third quarter of the year “in response to continuing demand and intensified competition from other borrowers.” Survey reports indicated that the supply of funds for conventional loans on new houses “continued to be satisfactory,” with 87 per cent of the U. S. reporting “ample” or “moderate.”

HELP MAY BE COMING FROM FHA to bring the housing industry and lenders relief from some of their knottiest problems. Edwin G. Callahan, head of FHA’s legal division in Washington, revealed that the agency is discussing proposed legislation that would raise the government limit on insured loans to $25,000 or $30,000. Another proposal under discussion, he said, is FHA insurance on capital loans for water and sewerage systems in small home developments. Also under test, he reported, is a “Small Town” program. Currently being tested in seven selected areas, the plan will allow local lenders in more remote communities to handle much of the inspections and red tape usually handled in FHA regional offices. Another topic under discussion: setting up of high-cost areas in creating housing for the elderly. If some of these suggestions gain approval of HHFA and the Budget Bureau, Callahan said, they “probably then will go before Congress for inclusion in the next housing bill.”

DESPITE FINANCING PROBLEMS, there’s a definite need for 1,100,000 starts in 1958. (See AMERICAN BUILDER’s 1958 Forecast, November.) Buyer interest, as evidenced during National Home Week, showed that the public is still definitely “house-hungry,” and anxious to buy. In Pittsburgh, for example, sales attributed to NHW were anticipated to be over $4,000,000.
Here comes Task-Force 58!

Just look at all they offer that's new and better... and you'll see why these new Chevies are the fleetest, sturdiest, handsomest dollar-savers yet! Meet Chevrolet for '58!

NEW LIGHT-DUTY APACHES
Thrifty Apaches offer three new Step-Vans complete with walk-in bodies. With high-capacity panels, pickups and four-wheel drive models, this expanded light-duty lineup has a dollar-saving answer to your delivery chores.

NEW MEDIUM-DUTY VIKINGS
Hardy Vikings roll in with nine brand-new models, offering new cab-to-rear-axle dimensions for improved semi-trailer, dump, stake and van-type operations. Options available boost GVW ratings all the way to 21,000 lbs.

FAMOUS 6's OR SHORT-STROKE V8's
The engine lineup is full of new pep and power—whether you choose a 6 famous for economy or a high-compression V8. Look over Task-Force 58 at your Chevrolet dealer's... Chevrolet Division of General Motors, Detroit 2, Michigan.

SEE THE LATEST EDITIONS OF THE "BIG WHEEL" IN TRUCKS—1958 CHEVROLET TASK-FORCE TRUCKS
Increases, chiefly for residential building, highway construction and public utility expansion, are expected to raise new construction expenditures next year to a record $49.6 billion, 5% above the anticipated $47.2 billion for 1957, according to joint Labor-Commerce estimates. Adjusted for price changes, this should make 1958 second only to 1955 in the physical volume of work put in place. It is anticipated that 1958 housing starts probably will include the largest percentage of apartments since 1949.

15 LEADING HOME BUILDING AREAS
Dwelling units in Metropolitan areas during the first seven months of 1957. (BLS)*

<table>
<thead>
<tr>
<th>Units</th>
<th>% Change Jan.-July 1956-57</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>50,727</td>
</tr>
<tr>
<td>New York</td>
<td>34,849</td>
</tr>
<tr>
<td>Chicago</td>
<td>26,216</td>
</tr>
<tr>
<td>Detroit</td>
<td>14,850</td>
</tr>
<tr>
<td>Miami</td>
<td>11,961</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>11,153</td>
</tr>
<tr>
<td>San Francisco</td>
<td>10,485</td>
</tr>
<tr>
<td>San Diego</td>
<td>9,192</td>
</tr>
<tr>
<td>Baltimore</td>
<td>8,727</td>
</tr>
<tr>
<td>Washington</td>
<td>8,345</td>
</tr>
<tr>
<td>Cleveland</td>
<td>6,807</td>
</tr>
<tr>
<td>Phoenix</td>
<td>6,424</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>5,508</td>
</tr>
<tr>
<td>Atlantic City</td>
<td>4,739</td>
</tr>
<tr>
<td>Seattle</td>
<td>4,681</td>
</tr>
</tbody>
</table>

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

1 **RISING 5,000 OVER SEPTEMBER,** October's 95,000 starts brought the seasonally adjusted annual rate to over 1,000,000 units for the 6th successive month. Indications are that '57 starts will be about 1,040,000.

2 **MORE DECLINES,** chiefly for Douglas fir and copper products, caused material prices to edge off again in October—to the lowest level since Feb., 1956. Average hourly earnings have been rising since mid-summer.

3 **AN OCTOBER RECORD** of $4.5 billion for new construction continued the summer-fall uptrend (seasonally adjusted), chiefly in residential and highway building. Private plant expansion has been falling off.
for the finishing touch to your higher priced homes

Rö-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 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
Tomorrow's House

Architect Joe Voska, Jr., of Chicago, came up with this futuristic conception of tomorrow's living while working on his master's degree at the University of Illinois.

Although the basic floor plan resembles many circular houses already built, the house is keyed to ideas which Voska envisions for the 1960's.

Among these inspired notions is a nuclear center where mother will dispense with bedmaking, washing, cleaning, food preparation and cooking—all at the touch of a but- ton. As the plan indicates, space is also allotted for one's futuramic auto plus the family “heliocar” (a nuclear age helicopter). A nod to the prosaic past is made with cone-shaped fireplace at the circle's center.
BUILDERS ARE REPORTING INSTALLATION SAVINGS OF OVER 50% WITH R-O-W WINDOWS—TWO THIRDS IN WINDOW PAINTING LABOR. Installing R-O-W Removable Wood Windows is a fast and simple procedure. Sash lift out to lighten the unit for easy handling—usually by one man. Nailing goes much faster, too, without the sash, and it can be done from inside the house.

Painting the sash separately, as a production operation, can cut time by two-thirds, plus eliminating the delays of one crew waiting for another.

R-O-W REMOVABLE WOOD WINDOWS COST MUCH LESS TO INSTALL, BUT THEY ARE WORTH MUCH MORE in your house because the extra value features of quality millwork, exclusive R-O-W Spring-Pressure Mechanism and the efficient LIF-T-LOX Balance can be demonstrated as clear points of superiority.

See your local lumber dealer or write

R-O-W SALES COMPANY • 1369 ACADEMY • FERNDALE 20, MICHIGAN
YOUR REPUTATION AS A BUILDER DEPENDS ON THE QUALITY OF PRODUCTS AND MATERIALS YOU USE. SATISFIED OWNERS ARE YOUR BEST SALES MEN. Unhappy owners usually attribute poor design or planning to “the architect,” without considering how much the original plans may have been altered. Many owners overlook all but the most glaring examples of poor workmanship.

But a window that sticks or rattles or leaks air or collects condensation—that’s something else—THAT’S THE BUILDER’S FAULT. And even after the fourth resale, new owners manage to find out who built the house.

The natural insulating quality of wood windows prevents condensation—keeps homes winter-warm and summer-cool. Spring-pressure R-O-W construction insures freedom from leaks and rattles and permits instant sash removal for cleaning or painting. With LIF-T-LOX, they are beautifully balanced.
...Installs faster
...Costs less to install
...Buyers have confidence in Copper

If your homes have full cellars, prospects can be shown the “hidden value” of Revere Copper Water Tube. But if you build on a slab, either with or without radiant panel heating, there is very little exposed piping. That’s when it becomes doubly important to use Revere Copper Water Tube.

For copper is accepted, without question, as the ultimate in building materials, by those who have the say on the financing of the houses you plan as well as by the ultimate home owner. In fact, builders have found copper a strong point in selling their homes.

And, of course, the important thing to you is that copper water tube costs less to install... can be installed faster, whether it be in the form of radiant panel heating, water lines, drainage and waste lines, vent stacks or air-conditioning lines. That’s not what we say, it’s what contractors, who do the installation, and builders, tell us!

One of the members of Revere’s Technical Advisory Service will be glad to talk with you regarding the many merits of using copper water tube and drainage tube, as well as Revere Sheet Copper for flashings, gutters and downspouts.

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Founded by Paul Revere in 1801
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We must raise our housing sights to maintain a high U. S. standard of living

With most of the forecasts for 1958 now in, it appears that once again the building industry is headed for a “million-house year.” To the tight-money men of the Administration and to some bankers and businessmen, this may seem adequate. But to American Builder’s editors (and to informed housing economists) such a program is not adequate—it is a disgrace and an outrage. We should be building many more houses to keep abreast of the housing need created by this nation’s population growth, new families, demolitions, and obsolescence. The building industry will not be making progress in 1958 with such a lean program; it will not even be standing still; it will be retreating.

1,000,000 homes a year is not a boom—it’s automatic, and nothing to boast about

Back in 1925—over thirty years ago—we had a housing boom that reached a peak of close to a million units. Since then our population has increased 55 million while our national productivity, as measured by the gross national product, has quadrupled. But the idea that a million starts a year constitutes a boom still persists. Actually, a million starts in 1958 will not be enough to keep up with new family formations (1,200,000) and demolitions (300,000) alone. In 1958 another million and a half newly-married couples will be out looking for places to live, They will have a rough time finding them.

It’s the non-automatic second million starts that call for vision and action

Clearly something is lacking in our efforts as an industry to demonstrate the need for a sharply stepped-up home-building program. Top Administration advisors still seem to regard any increase above a million with distrust. Influential persons apparently agree. Yet vacancies are at dangerously low levels. There is no tangible evidence of overbuilding. Millions of Americans want and can afford new homes. Building should be stepped up to 1½ million starts a year by 1960 and 2 million by 1970. To throw more light on this subject, American Builder has brought together a group of top housing economists and asked their opinions. A first report on their discussion follows.—The EDITORS

Turn the page to hear what economists say
AT AMERICAN BUILDER’S CONFERENCE:

USA’s top housing economists say:

Herman B. Byer
Asst. Commissioner, Bureau of Labor Statistics

“We have nothing to worry about even if we build 1.5 million houses. We have the labor force and materials.”

William H. Shaw
Manager, Business Economics Section, E. I. du Pont

“Even if housing merely maintains its share of the consumer’s dollar we’ll have to build well more than a million units. We just don’t set our sights high enough.”

Arnold E. Chase

“Right now, mobility and migration are more important factors than family formations in appraising needs.”

Albert G. Matamoros
Associate Economist, Armstrong Cork Co.

“Demand for homes is growing, but intensity of desire varies sharply with social and economic groups. Blue-collar workers are prone to put their money in cars and gadgets; white-collar workers prefer houses.”

“There are vast differences

Before we can set our long-term sights for the homebuilding industry, we’ll have to decide exactly what target we’re shooting at. Are we seeking merely to fill needs? Or can we—should we—realistically aim for a potential market that within just a few years will be far greater than most builders realize?

What is our housing need? Top economists at AMERICAN BUILDER’s recent conference could not fully agree. This was the consensus:

When you talk of “needs” you talk of what people believe they must have to maintain their current (1957) living standards. When you talk of “needs” you talk of minimum housing requirements.

When you talk of “market,” on the other hand, you talk of potential. You talk of opportunity.

For example, according to Labor Bureau’s Arnold

“1,000,000 homes a year

No big selling problem involved. Here’s why:

- Migration. People are moving around, can’t always find enough houses where they move to. New houses must be built there. More in some areas (especially along the coastal regions of the country and around the Great Lakes), less in others.

- Demolitions. Wear and tear, new highway construction, social and cultural progress—all take their toll

The big question is: how

“Housing,” said Labor’s Herman Byer, “is always competing with other industries for the consumer’s dollar. In the ’20s a much higher proportion of this dollar was spent for housing than is spent today. Is the industry now presenting its product in the right way?”

Yes or no, no one denied the need for still better ways to tap a market that could yield perhaps a full million more sales yearly. Here are some of the targets the experts urged us to set our sights on.

- More house for less money. Said NAHB’s Nat Rogg: “We’ve just got to find better construction techniques. Home builders don’t realize it but much of their progress will come as a result of products and materials not yet invented. Builders must prepare for these now by starting to think of how to adapt them to their own methods.”

Added NAHB’s Ken Burrows: “Good low-cost housing will be especially important in a few years because of the make-up of the home market. That high birth rate of the ’40s means there will be many young marrieds looking for houses in the ’60s.”
"Your sights are set too low"

between 'needs' and 'market'"

Chase, between 1958 and 1960 we'll "need" 1 million houses a year. From 1960 to 1965 we'll "need" 1.1-1.2 million houses a year. From 1965 to 1970 we'll "need" 1.3-1.4 million houses a year. That is "need," expressed as minimum housing requirements to maintain 1957 standards. (The economists agreed, incidentally, that even these figures were probably understated.)

But, the economists unanimously agreed, if we set our sights realistically, we must consider factors in addition to those that produce mere need (migration, population growth, family formations, demolitions, rising incomes). We must consider developing market factors on top of the need factors. "The question," said du Pont's Bill Shaw, "is: how can we amplify the need that people feel? How can we trade them up?" Some answers to that question are given on these pages.

will be bought . . . . . ."

of housing. As demolitions increase, houses will have to be replaced.

- Population growth will resume its steep climb in the '60s. More houses will be needed. Bigger houses will be needed.

These, plus rising family formations and rising incomes, will just about assure builders of the automatic purchase of a million homes a year.

many more can we sell?

- Solutions to the land problem. We have run out of cheap land. Land with facilities or that can be readily developed is very expensive. What's more, if we suddenly built a lot of houses the price of land would go up out of all proportion. There will be no big low-cost housing market until we find some way out of this land-shortage problem.

- Better merchandising. If we are building better than people realize, let's show them we are. There's something wrong with our methods if we can't persuade more should-be home buyers that our product is worth saving for.

- Closer builder-manufacturer cooperation. More imagination in producing a better package for more people more economically. And more effective tie-in merchandising.

- Closer work with money suppliers. Said Rogg: "It is squarely up to the entire industry to produce a better product, explore and exploit their markets, and then to convince those who finance their work that their work is worth the risk."

William C. Bober
Economist, Johns-Manville Corporation

"By 1965 we will see a sharp rise in the number of young home wanters as a result of the tremendous increase in the birth rate after 1941."

E. E. Ashley
Director of Statistics and Reports, HHFA

"Our housing 'needs' will depend on our goals (including our living standards: how much replacement how soon?)."

Nathaniel H. Rogg
Director, Economics Dept. NAHB

"The coming population growth won't solve all market problems. All population growth does is provide opportunity—and it will provide a great opportunity for housing in the years ahead."

Anthony J. Nesti

"The experience of manufacturers of consumers durable goods certainly applies to houses: namely, U. S. families want better, more modern facilities. This creates a sizable additional market."
GOING TO PRESS

Builders talk about...

...1958's major problems...

- Financing
- Rising costs
- Profit squeeze
- Lack of land
- Discounts

A new year, but just about the same old problems. That's the way 1958 is shaping up according to most builders surveyed at press-time by AMERICAN BUILDER.

Although they definitely expect starts to be up during the coming year—anywhere from 7 to 20 per cent—builders are aware that they will still have to face the problems of tight money, rising costs, profit squeeze, lack of land and discounts. This holds true, particularly, for the first half of 1958.

Another fact established by AMERICAN BUILDER's survey: although the new FHA terms have helped the industry somewhat, a majority of builders are experiencing difficulty in getting lenders to accept low down-payments.

Because of the problems connected with FHA loans—not the least of which are discounts—more builders look to conventional financing as the means to boost starts.

A report from Dallas by Joe F. Maberry, president of the HBA, just about summed up the nationwide situation: "Starts are now at the lowest level in several years. However, the $25,000 to $40,000 market is strong with conventional financing and second liens. Starts in 1958 may be up slightly, not over 10 per cent. New FHA terms account for more lookers, but no increase in sales. Discounts are now higher than before increases in rate. The biggest problem for the industry in our area in 1958 is profit squeeze. Buyers balk at increase in costs."

The brightest note in the whole picture: most builders seem to have discarded the extremely pessimistic attitude they had a few months ago. They know they will continue to have problems, particularly during the first half of the year. But, looking ahead, the second half of '58 shows promising signs (see AMERICAN BUILDER's forecast, November) and builders are confident they'll be able to satisfy the need for 1,100,-000 starts.

...and here's what these builders are saying

"For 1958, the prognosis appears to be business as usual... We do not anticipate any marked increase in housing starts because new FHA terms are not influencing buyers to any degree. Financing is always the big problem in this part of the U.S. Besides financing, most builders will be troubled with the problem of fending off rising costs."

—E. Price Hampson, pres., Albuquerque HBA

"It is slow here this fall... Most loan companies still want 10 per cent down on FHA. We have the houses, but not the demand."

—Ralph Canine, pres., HBA of Des Moines

"Housing starts... should be up approximately 10 per cent... due to new FHA lower down payments. Financing and rising construction costs will be biggest problem..."

—E. W. Kendall, pres., HBA of Palm Beach County (Fla.)

"Home building... should increase by next spring due to influx of Air Force Academy personnel. Possible deterrent... might be..."

—W. D. Coffman, pres., Minneapolis HBA

"1958 should hold its own in conventional field, but new FHA regulations have had little impact here. One of the biggest problems is overcoming adverse "tight money" publicity of past year which gives the public the impression this is not a good time to buy."

—D. D. Hutchison, pres., Houston HBA

"I believe the present picture will improve by 10 per cent by the end of this year. New FHA terms are not providing much impetus. Besides financing, we feel that mortgage bankers' refusal to accept loans on houses under 1,000 sq. ft. will be biggest problem..."

—Cecil W. Woods, pres., Norman (Okla.) HBA

"We feel that starts will be up by an approximate 7 per cent in 1958. FHA terms are not currently providing great impetus. We believe it gives promise in the year ahead. Two problems, other than financing, face this industry in the year ahead: (1) to keep the cost of housing leveled off or lowered to assure more families of housing within their means; (2) to draw the industry together in cooperative methods of selling home ownership."

—W. D. Coffman, pres., Minneapolis HBA

"Expect 1958 starts to be 20 per cent higher than in 1957. Price bracket $30,000 and over which require conventional financing terms and interest expected to be the same as 1957 with our biggest problem coming from the sale of trade-in houses."

—Raymond S. Barry, Columbus

"We feel that starts in Tulsa will be down due to cut-back in GI houses and low down-payment FHA. Dollar volumes should remain steady. Our biggest problems for 1958 will be financing of low-cost houses; availability of suitable lots; and getting proper cooperation from local FHA office which we don't have."

—L. R. (Andy) Latch, Tulsa
$10,000 CHECK for scholarship fund, jointly sponsored by NAHB and AMERICAN BUILDER is presented to Michigan State University president, Dr. John A. Hannah (R) by former NAHB president Joseph Haverstick. At left is Robert Toll. Scholarship fund bears the name of AMERICAN BUILDER'S late editor, Ed Gavin.

FNMA's role in financing pre-fab homes was discussed by FNMA president, J. Stanley Baughman (R) at the fall meeting of Prefabricated Home Manufacturers Institute. At left is George Price, pres., PHMI. (Story on p. 25.)

Pictures in the news

VISITORS at the International Trade Fair at Izmir, Turkey, were treated to a trip through this three-bedroom redwood house, built by Modular Homes, Inc. Home was part of the official United States Government exhibit.

LOW-COST housing recently displayed in Germany. The roof section can be purchased for $4,000. When the buyer can afford another $11,000, the builder will lift up the roof and install a first floor, making a complete home.
HIC outlines '58 P.R. program

A far-reaching public relations plan has been outlined by Home Improvement Council to stimulate interest in remodeling work this coming year.

Highlights of the program are:
- A $125,000 “performance” contest with entrants submitting actual home improvement projects.
- Backing from consumer magazines, including assured distribution of some 15 million copies of the contest entry form, as well as merchandising and promotion efforts on behalf of contractors and dealers.
- A “saturation” promotion through newspapers in the spring with a complete special section, national advertising by HIC and related advertising by participants.

INITIAL meeting of board of directors, HIC, was addressed by the organization’s chairman Fred C. Hecht.

Central fund could even out loan market

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

To say there are serious gaps in the nation’s banking, money and credit structure while, at the same time, acknowledging the real contribution that the Federal Reserve System has made to the nation’s over-all economic stability is not contradictory. And no disservice is intended in saying there is an urgent need for a modernization of the structure—particularly as it affects the financing of residential construction—and a redefinition of objectives, responsibilities and authority of the FRB.

As a measure of difference between the days when the Federal Reserve was newly established and the present, the Federal debt in 1916 was $1.2 billion vis-a-vis $275 billion today. And, as events of the last three years have clearly demonstrated, debt management policies have had a major impact on interest rates and on the effectiveness of monetary policy, and on the mortgage market.

Of major concern to the home building industry, as well as a source of potential danger to the economy, are the inequities which have come about in the present management of money and credit. Today’s mechanisms for management lack flexibility and selectivity. They make no allowance for the acute sensitivity of mortgages to any changes in the capital market; or for the insensitivity of many other forms of investments—plant expansion, for example—to the changes that have been taking place in the name of fighting inflation. There is no allowance for the fact that some industries may be booming at a time when others are contracting.

There is still another element which must be considered in any appraisal of the effect of monetary policy upon home building. It is the attitude of the Federal government with regard to housing. It has been clearly demonstrated in recent years that the government, and particularly the Congress, has recognized the importance of providing better housing opportunities as a major end in itself, rather than as something to be determined solely by the play of free economic forces. This attitude has not been fully shared by the Treasury and Federal Reserve Board. The results have been disruptive to the home-building industry.

The time has come; indeed, the day is late, for the establishment of a new facility such as a Central Mortgage Bank which would meet the varied and complex requirements for the financing of residential construction. I believe such a bank is essential to the social, economic, and financial requirements of the country. Further, this facility could be established in harmony with our free enterprise system and without violence to other areas of investment.

The advantages that would accrue from such a facility are many. It would insure compatibility between the social and economic requirements and in this context it is well to remember there will be a sharp increase both in population and in household formation during the next decade. The feast (1955) and famine (1957) years of mortgage market would be evened out and the disruptions and dislocations, prevalent under present conditions, would be removed to the advantage of buyer, builder and manufacturer.

Such a facility would offer a vehicle for bringing new funds into the mortgage market and tend to ease the discrepancies that now exist in the channeling of funds into some geographical areas. Implicit in any central mortgage facility would be authority over interest rates, which now are in a maladjusted state because those fixed by the government are not consonant with the demands of the market.

There now exists in the Federal National Mortgage Association an instrument which could be readily converted into a true central mortgage facility. The need for this facility is apparent. The Congress should give immediate attention to this matter when it returns to work in January.
Prefabrication offers the greatest hope of correcting the situation which finds home building at a low ebb while the nation’s economy is at an all-time high, according to George S. Price, president of Prefabricated Home Manufacturers Institute.

Price, who is president of National Homes Corp., told delegates attending the fall meeting of PHMI that a prefabber can offset the effect of artificial monetary controls because of modern manufacturing methods, close cost control, aggressive merchandising, superior styling and a progressive system of financing.

He also called attention to the fact that prefab builders have greater assurance of obtaining necessary financing.

“This,” he said, “is because we have developed a nation-wide system of mortgage financing. Even in the existing tight-money market, we have been highly successful in obtaining the financing necessary to keep our builders operating on steady and profitable programs.”

Delegates attending the meeting also were told that the outlook for pre-fab homes in 1958 is bright because the expanding industry is gaining new markets.

Conrad (Pat) Harness, PHMI’s executive director, reported on surveys, which, he said, “indicate pre-fab manufacturers are holding their own despite the estimated 20 per cent drop in housing starts this year. Third quarter sales are ahead of the second, and prefabbers will sell between 90,000 and 100,000 houses this year.”

Looking ahead to 1958, Harness predicted that pre-fab brand-name homes will be larger, more flexible, “eye appealing in the manner of ‘magazine cover homes.’” He added that company lines have been enlarged to include more expensive models along with low-cost and medium-income housing to meet public demand.

A long-range prediction for within the next five to ten years was presented by Frederick K. Trask, Jr., New York investment banker and president of Lumber Fabricators, Inc.

Within that time, he noted, prefabrication is expected to account for 50 per cent of all housing starts and represent aggregate package values of not less than $5 billion.

He also said that the housing industry can grow into a $25 to $30 billion-a-year business during that period and predicted that home building will change from a highly decentralized, custom operation into a compact industry in which the dominating factor will be prefabrication.

Basing his predictions on what he termed a revolution in people’s attitudes toward homes during recent years and the growing number who had to be housed, Trask declared:

“Instead of looking upon the ownership of a home as something to be achieved only after many years of careful planning and saving, the young couple today looks for a small house and lot conveniently situated with respect to employment, school and shopping centers, and acquires it with a down-payment and monthly commitments not greatly different from the purchase of a new automobile.”
New products called vital to design of future roofs

Many structures now on the drawing boards can’t be built with the roofing materials and techniques available today, architect Anthony Ferrara told a recent meeting of the Building Research Institute.

"Available materials can’t meet the challenge of future construction," Ferrara said. "Roots are an aesthetic part of the structure rather than just a shelter for the interior..."

Ferrara called attention to the growing acceptance of plastic as a building material.

"At one time," he reminded his audience, "plastic, like any other substitute material, was distrusted because it was an imitation of other more expensive materials."

Ferrara predicted that we will eventually see colorful roofs made of plastic granules bonded together. These may be applied similarly to our present types of roofing, or possibly as panels which may be opaque or translucent, depending upon the architects’ planning. Home interiors will be flooded with a soft, diffused light during daylight hours.

Ferrara’s predictions were backed up by Robert P. Courtney, development engineer, Bakelite Co.

"There's a new, untouched market available for lightweight roof panels because of the predominance of one-story industrial and commercial buildings," he said. "We can now produce 4x8 standard panels with hardboard, metal or other types of facing. These sandwich panels contain a phenolic resin foam—the oldest synthetic plastic—which is low-cost and competitive with cellulose plastics. These thermosetting plastics are extremely stable...

"Looking into the not-so-distant future, I predict phenolic resins will have their greatest use as a core between rigid panels."

Robert N. Kennedy, plastics technical service, Dow Chemical Co., agreed that "thermoplastic foams have properties that make them highly suitable for roof insulation. They can be either molded or extruded into slabs or shapes.

"Increased use of air conditioning," he added, "calls for more, and better roof insulations and low-cost foams may be the answer to lower cooling and heating costs."

How lumber dealers meet today's market

The fact that retail lumber dealers’ sales to home owners are now as large as their sales to builders and contractors (as shown by a recent survey) is supported by the fact that dealers are steadily adding new lines of consumer items and materials adapted to the do-it-yourself market.

Almost without exception, dealers continue to stock and sell their traditional items—lumber, millwork, insulation, wood siding and wood flooring. But even in the short space of three years the percentage who handle such items as builders’ hardware, hand tools, ladders and lawn and garden supplies has increased sharply.

The change that has taken place in yards which once handled wood products only—lumber, wood lath, wood shingles, etc.—is shown by these figures on masonry materials taken from the survey:

- 69 per cent now handle brick.
- 79 per cent now handle cement.
- 67 per cent now handle clay pipe.
- 62 per cent now handle concrete block.
- 82 per cent now handle gypsum lath.
- 79 per cent now handle metal lath.

Other significant factors are these:
- 88 per cent now handle paint.
- 71 per cent now handle adhesives.
- 89 per cent handle glazing and caulking compounds.

Some of the more striking increases in the 3-year period are:
- The number of dealers handling vinyl floor tile has increased from 26 to 51 per cent. The number handling asphalt tile has risen from 46 to 55 per cent. The number of dealers stocking aluminum windows has risen from 46 to 65 per cent.

Equally significant are the findings on dealers’ merchandising practices. The number of dealers helping customers arrange for contractor services rose from 67 to 88 per cent in the three years. The number offering to help customers arrange for financing increased from 67 to 80 per cent.

When it is remembered that a good many dealers specialize strictly in builder and contractor sales, these increases become all the more striking.

There also has been an increase of 10 per cent in the number of dealers having one or more outside salesmen—the percentage now being 48 per cent as compared with 43 per cent three years ago.

"The further fact that 62 per cent of the dealers have built a new retail store or remodeled an existing store in the last five years gives additional evidence that the retail lumber industry is far from a static business—that it is keeping up with or ahead of the times, and is responsive to the needs of its customers."

HOMES on frontage road alongside San Bernardino Freeway are separated from traffic by a chain-link fence.

Home values: what happens when highways are built nearby?

If you have an opportunity to buy up land and build near a projected freeway—don't hesitate. The popular belief that residential property adjacent to highway construction depreciates a great deal in market value is far off base. A recent three-year survey made in California proved otherwise. There is only a slight depression in house value.

Results of the study were compiled by John F. Kelly, Headquarters Right-of-Way Agent for the California Division of Highways. According to Kelly, many prospective home owners believe that if a residence adjoins a freeway it is an unwise investment.

"Opinions of this type have grown to the point where several lending institutions have adopted definite policies limiting individual loans on homes alongside a freeway," he said. It follows that builders would hesitate to put up housing in these areas.

In view of the huge federal highway program underway, it is important for every builder to know Kelly's conclusions—facts which you can use and pass along to prospective buyers.

- The annual trend in resale prices among subdivision homes adjoining freeways follows a pattern consistent with the price trend of comparable homes.
- Resale averaged from one to two per cent less for residences adjoining freeways, as compared with similar homes one block or more away. This indicates there is a nominal depression in market value caused by close proximity to a freeway.
- However, Kelly pointed up that this slight difference can be attributed to the widespread doubt resulting from opinions that freeways have an adverse effect upon the market value of residential property. These opinions can influence the bargaining procedure that usually takes place between buyers and sellers during resale transactions. This procedure normally does not occur during the initial sale of subdivision homes where there is uniformity of prices.
- Financing has become so important in the marketing of residential property that it is singularly capable of influencing value. Where equal financing is available the freeway has no influence. However, where individual refinancing of a home is subjected to prejudicial influence by a lending institution, it follows that it will have a direct influence upon the property's marketability.
- Resale statistics reveal that residences adjoining a freeway can attain a higher price range than comparable residences. However, this occurred only among those residences which were located the greatest distance from the right-of-way fence and freeway traffic.
- At the present time, nearly all residences adjoining California freeways are within tract developments. There is ample evidence that pride of ownership is as strong among residents living alongside freeways as exists among the owners of comparable homes.
- Here is proof positive that highways are not detrimental to residential property.

The survey first appeared in California Highways and Public Works.

FRONTAGE ROAD alongside the Santa Ana Freeway has higher-priced tract homes built there.
Concentration on sound planning and basic quality make Summit Park an outstanding example of modern housing. The result has been not only a special citation by civic groups—but also a record of sales success. To date 203 houses have been built—203 houses have been sold to satisfied customers. Naturally, like so many builders who put quality first, the Herbert Construction Company installed plumbing fixtures by Richmond. The same clean-line styling, sparkling colors, lasting beauty and performance have a place in your future plans. Write for complete catalog, or consult Sweet's Catalog File.

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

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

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

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MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH
HEARTH, the symbol of the heart of the home, once more takes precedence in this Early American living room. Large brick fireplace forms "old-fashioned chimney corner" and provides inviting relaxed area.

Trading on a growing acceptance of "Early American" styles, builder O. B. Norton of Tyler, Tex., offers this adaptation designed by George Hicks. Its lesson to builders:

To give a house true character,

Out of California came "gingerbread" design.
A lot of people bought it "as is"—built-in birdhouses and all. Increasing numbers now like their Early American simplified.

An example of such architectural simplification, this house drew sincere praise from Tyler citizens, Tyler newspapers—and even some competitors.

In addition, builder Norton gives such prospect-pleasing planning as two full bathrooms instead of run-of-the-mill one and a half, access to the second bath from the back yard, a full terrace, and carport storage space which can be reached without walking around to the front of the house. He offers this package at $21,500 although expense was not spared in carrying out to the most minute detail of design the true Early American atmosphere. As illustrated, there is an abundance of brick on walls and fireplace, and exposed wide beams dominate the kitchen, family room, and living room. Without disturbing this pattern, builder Norton added up-dated comforts in air conditioning, built-in equipped kitchen, cabinets—keyed to easy living in Early American style.
of the MONTH for December

AUTHENTIC all-the-way styling created by continuous shingled roofline (also has plastic skylight) and carport with stable doors gives this home a unified-design look.

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Today's Western Pine Tree Farming Guarantees Lumber Tomorrow
EVENING SCHOOL FOR HOME BUYERS conducted by HBI of Los Angeles recently was a rousing success. Over 500 people attended on each night and many were turned away. Due to high interest in the subject matter, the two-hour sessions ran overtime. The lectures covered what the average person should know in order to buy a house intelligently — construction, architecture, and maintenance.

WESTERN PINE ASSN. told members at its semi-annual meeting in Portland that the drop in volume of business from tract operators is making it necessary to merchandise lumber directly to new home buyers to convince them of the wisdom of putting money into the house and not into gadgets.

"EVERYBODY TALKS ABOUT THE WEATHER but nobody does anything about it," said Mark Twain, but then he hadn't heard of the UCLA conference on designing indoor climates, recently held in Los Angeles. Bringing together scientists, industrialists, architects and consumers, the conference stressed the necessity for more progress in design. William A. Ray, president of General Controls Co., said the concept of introducing conditioned air through a single outlet is obsolete. Architect John Rex proposed a double shell structure as a means of eliminating ducts which waste space and create design problems.

PUBLIC ACCEPTANCE OF HOME STYLES is difficult to determine in advance. Recently Sacramento, Cal., was invaded by a Bay area builder whose contemporary homes are outstandingly successful in his own locality — and by a Los Angeles builder who introduced the Hansel & Gretel type of architecture so popular in the Southland. Neither type caught on in Sacramento.

TRADE-MAKERS* is the name of an organization established in Los Angeles which is comprised of 30 high-grade real estate brokers who specialize in selling the homes taken in trade by builders. When a builder has a prospect with a trade-in he calls the organization. A broker in the prospect's neighborhood calls on the prospect. The broker, familiar with values in the area, makes an immediate appraisal. Usually the house is listed for 90 days at the owner's price with an agreement that if it is not sold the broker will buy it at his appraised price. This deal enables the broker to notify the builder at once so he can be sure of money to apply on a new-house purchase within 90 days. The big value to the builder is that even if his trade is clear across town he can be sure he is well represented by one of the 30 members of Trade-Makers.

APARTMENT VACANCIES in San Francisco have sunk from 5.3% in 1955 to 0.6% this year, according to the San Francisco Examiner. In San Mateo of 1,275 FHA-insured apartments only 10 are generally vacant at present.

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DECEMBER 1957
HOW PROUD CAN A MAN GET? Balch displays the Post's Blue Ribbon Citation for Wedgwood. One slogan that drew attention was, "Influential is the word for new owners of Albert Balch Blue Ribbon Homes."

"HIDDEN-VALUE" BENEFITS were pointed out to Wedgwood visitors by Seattle's Mayor Clinton and Balch. Signs, an important part of the promotion, showed prospects that even unseen materials had the Post's endorsement.
How do you establish buyer confidence? Albert Balch, Seattle builder, has the answer to this one—with brand names. That's why he tied-in with the Saturday Evening Post's Blue Ribbon Home promotion during National Home Week.

The program is simple; the results good. Branded, nationally known products advertised in the magazine are used in Balch developments and each bears the magazine's Blue Ribbon Citation for quality.

Balch further capitalized on the Post's backing by playing up the "Hidden-Value" benefits in his houses. One development, Wedgwood, is typical: decals, posters, and placards, displayed in heavy traffic areas, showed prospects that even unseen materials in the development are national brands.

Balch, who used the program on previous occasions, knows that it draws prospects and picks up sales. As he said, "It certainly pays to tie-in with a great name like the Saturday Evening Post."

Values" with a magazine tie-in

BI-LEVEL HOUSE with a "split entrance" has marvelous expansion possibilities, with a fourth bedroom and second bath on the lower level. Extras that made selling easy were a two-way fireplace and a large family-room-kitchen.

A BIG HOUSE for the money, it includes lot (65x110') and landscaping, sells for $24,250. Buyers liked its contemporary look heightened by vertical Western Red Cedar siding and a Pabco granite finished roof.

SILENT SALES MESSAGE: 18 prominently displayed signs pointed out "Hidden Values" and products. Wiring certificate came from electric industry.
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DECEMBER 1957

Other promotions for better sales, page 32-F >
Forest Sandalwood recommended for:
- Table Tops
- Cupboard Doors
- Wainscoting
- Wall Panels
- Wardrobe Doors
- Fixtures
- Remodeling

Sandalwood available in:
- 1/8", 3/16", 1/4"
- Panels — 4' x 4', 6', 10' and 12' long
- Punched — 2' x 4', 4' x 4', 4' x 8'
- Tongue & Groove — 16" x 8' by 1/4"
- Forall — 1/2" & 3/4" — 4' x 8'

Sandalwood...one of a complete line of FOREST Hardboards

Build-in a wonderful, washable, wear-resistant wall without any finishing whatever—no sanding, priming, painting or waxing. When Sandalwood is up...it's done! (See your local FHA office.) Color is permanent...baked in. Won't wear off or chip off...ever! Where paint is required, one coat covers with real depth of color. Too, Sandalwood will stand up to the roughest use without chipping or marring. Sandalwood combines a smooth, wear-resistant pre-finish in beautiful platinum color with the durability and water resistance of temper-treated hardboard. If you are not yet acquainted with Forest Sandalwood, write for information brochure and name of nearest dealer.

FOREST SANDBALWOOD... when it's up it's done

This beautiful, pre-finished wall of new washable, platinum colored hardboard for less than $25.00 (8' x 12')

FOREST FIBER PRODUCTS CO.
Box 68 AB
Forest Grove, Oregon

FOREST HARD BOARD

"Wood in its Finest Form"

SANDALWOOD... new, light color makes ALL ordinary hardboard obsolete
HERE IS THE GREATEST DEVELOPMENT FOR THE INDUSTRIAL WOODWORKER IN 20 YEARS!

Par-WOOD® A PRODUCT OF SCIENCE

through scientific research and use of SPECIALLY DESIGNED MACHINERY...
Par-WOOD! — the greatest wood product on the market today!
Sturdier... more Durable... Tougher... Par-WOOD does not Warp, takes a fine natural Finish... is Easy to WORK and Economical in USE.
Par-WOOD is the Board with a FUTURE... YOUR future... your PROFITS!

- Economical to buy!
- Will not WARP or BUCKLE.
- SAWS to a fine edge... takes screws and perfect edge-gluing.
- Takes a FINE NATURAL FINISH.
- Takes VENEERS and PLASTIC or other laminated finishes without tele-grafting.
- MAR-RESISTANT... MOISTURE-RESISTANT.
- Used for FURNITURE, CABINET WORK, SLIDING DOORS.
- Used for INTERIOR SIDINGS, PANELS, SOFFITS and CEILINGS.

Attention Boss! Sounds great... send!
**Merchandising continued: show your prospects how to furnish**

Capture a prospect’s imagination and you’ve got a sale. Albert Balch, keenly aware that the lady of the house is always interested in seeing how a model house can be furnished, staged a tie-in promotion with Standard-Grunbaum Dept. Store. Beside displaying signs in its windows, the store devoted one floor to furnished reproductions of the model. Visitor comments showed they liked the idea.

*More on merchandising, page 32-H*

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**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.*
with the first complete line of home appliances

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

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

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

10 DECORATOR COLORS

Pioneer THE MOST EXCITING NAME IN HOME APPLIANCES!

3131 San Fernando Road, Los Angeles 65, California
To stage a top-level promotion Balch used advertising media: radio, signs—and to hit his market with great impact—newspapers.

The Seattle Times, which co-sponsored the Parade of Homes, ran a special Sunday supplement featuring the Balch promotion. At the same time, the builder ran advertisements like the one above. The ad stresses the Post's “Blue Ribbon” and “Influential” theme.

A new concept in home selling emerges from the Post plan. It helps to sell the house as a total unit of quality—the hidden features as well as the obvious ones. This is important in today's market—buyers are "construction and brand-name conscious."
For the room her daughter will love... Eve Arden chooses the simple charm of birch Craftwall wood paneling!

Craftwall has that genuine hand-rubbed look—professionally pre-finished to give the most durable wood finish known. Every “plank” is hand-selected to show rich natural grain! Hardwood Craftwall for an 8’x12’ wall retails as low as $60.

The goal of most buyers today is a home that has the look of luxury. That’s why more and more builders are using Craftwall wood paneling to give rooms the “custom designed” look that helps clinch the sale. One beautiful way it can be done is illustrated by this charming bedroom, paneled in golden-toned birch Craftwall and featured in Better Homes and Gardens and other leading magazines.

Craftwall woods are wonderfully varied. Use Elm or Birch (two kinds), Maple, Cherry, Walnut, Oak, Mahogany or Knotty Pine. They all come in ¼” modular size panels (48”x96”, 48”x48”, 32”x48”, 16”x96”, or longer), easily installed with nails or Roddis Contact Cement.

With Craftwall there’s no maintenance problem. Its tough, smooth finish resists scuffs and stains, cleans like new with a damp cloth. No waxing is needed. And the home owner gets a written lifetime guarantee on his Craftwall from Roddis. Send the coupon below for complete Craftwall details. (In New York, visit Roddis’ Rockefeller Center Showroom, 620 Fifth Ave.)

Roddis also offers custom Hardwood Paneling... Doors... Wood Finishes... Adhesives... Plywoods and Timbers

Crayon, nail polish, even ink in the grooves won’t stain it. Craftwall wipes clean... needs no care.

Roddis Plywood Corporation, Dept. AB-1257, Marshfield, Wisconsin
Please send me your Builders’ Idea File on Craftwall wood paneling.

Name

Title

Address

City

State
THE 'HOLIDAY'

Now—designed for the new low cost market—that legion of America's ever-growing families who need space, more bedrooms, more baths, more play room—but at a price—with minimum down payment and minimum monthly payments.

With one objective in mind, that of providing absolutely the most house for the money on the market today—North American Homes have been designed by Don Scholz, one of America's premier designers, famed for his ability to bring the touch of beauty to designs which are coupled with the practical feel for what the buyer wants and needs.

In nearly every metropolitan area this is practically an untouched market. North American Builders operating in several major cities and using North American's recommended type of conventional financing or the new FHA terms are discovering a bonanza they could not believe existed, volume sales reminiscent of years past.

In support of these outstanding designs, North American Homes bring the most comprehensive program of assistance to builders ever assembled.

1. 100% financing for model display groups for one year.
2. Outstanding furniture and decorator package for display models at nominal rentals.
3. Layout and supervision of promotional program that has steered dozens of projects to outstanding sales records.
4. Complete construction and permanent financing.
5. Land development assistance in situations of merit.

NORTH AMERICAN HOMES
the horizon...

...now the BIG homes
for the NEW low cost market

THE 'HIGHLAND MEADOWS'

1416 sq. ft. plus garage
Complete package price $4675
Finished house price range $12,000-$14,000
[excluding land]

THE 'FIESTA'

4 Bedrooms — 2 Baths — 1240 sq. ft.
Complete package price $4730
Finished house price range $12,000-$14,000
[excluding land]

HOMES 2001 N. WESTWOOD - TOLEDO, OHIO - PHONE FR 1601
SCHOLZ HOMES, INC.
NOW: SCHOLZ HOMES &

EVERYWHERE EAST OF THE ROCKIES!

wanted: SALES PERSONNEL
IN THE
SOUTH and WEST

In order to develop the new areas being opened by these plant facilities, Scholz Homes is adding to its outstanding sales team.

Scholz Homes is the fastest growing manufacturer in one of America's great new growth industries—now the second largest in dollar volume of sales in the nation. This growth has been fostered by its outstanding designs which are known from coast to coast through continual editorial features in the nation's leading consumer, trade and architectural magazines.

North American Homes in the low cost volume market and the Scholz luxury Colonial and Contemporary Homes in the custom field provide complete coverage of the entire building market—making every builder anywhere a potential client.

In support of these famed designs and broad product range, Scholz Homes has the most comprehensive program of assistance to its builders in the industry, embracing:

1—100% financing for builders' model display groups.
2—Furniture and decorator packages for display models at nominal rentals.
3—Layout and supervision of promotional program that has steered scores of projects to sales records.
4—Complete construction and permanent financing.
5—Land development assistance in situations of merit.

The phenomenal record of growth has made the Scholz Homes sales organization one of the highest paid in the industry and of an unmatched caliber and esprit de corps. This is a 12 hr. a day job in its initial stages. To young men who can meet the qualifications of previous professional selling experience, a working knowledge of the building, real estate or financing fields and the financial ability to carry themselves for the six months period required to develop a territory and income on the straight commission basis which has been responsible for the exceptional earnings records, this may well be the opportunity of a lifetime to build a future in the area of your choosing.

Call or write today:
SCHOLZ HOMES, INC.
2001 N. Westwood • Toledo 7, Ohio
Phone: FR 1601
With the addition of two new plants at Kansas City, Mo. and Independence, La., Scholz Homes and North American Homes now provide complete, highly competitive coverage for builders throughout the Central West and South. For complete information call the Scholz sales representative nearest you.
“Bildrite saves money”

“That extra strength really helps,” says Ulmer. “Once the Bildrite goes on, walls stay solid and straight and plumb. Makes nice clean cuts around door and window openings. We find it’s easy on the saw blades, too.”

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

John L. Ulmer
has had 16 years experience as a builder, and has used Insulite products for the same length of time. He does much of his own designing and moves his own cabinet shop on wheels to each job.
"Yes, with Bildrite I've saved as much as 40% on labor costs," says John Ulmer of Little Rock, Ark.

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

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

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

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

build better, save labor, with

INSULITE

INSULITE, made of hardy Northern wood — Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota
"Here's Why I Spend a Little More and Use Follansbee TERNE Roofs!"

You have probably noticed too that prospective home buyers aren't particularly conscious of the roof—even though the roof is one of the most important features of any house.

"Now, since I've been putting Follansbee Terne roofs on all my houses, I have something that I can merchandise. Buyers are impressed when they hear that a Follansbee Terne roof will last as long as the house stands—that Terne is fireproof, weathertight, windproof, and can be painted any color, any time, to harmonize with the house exterior.

"My homes include air-conditioning and I sell the fact that a light-colored Follansbee Terne roof will reflect more of the sun's heat than any other type of roof. That means a substantial savings in air-conditioning costs for the home buyer.

"I've found that the beauty and serviceability of a Follansbee Terne roof is that added attraction that helps me sell my homes quickly."

Roofing and Sheet Metal Contractors everywhere will install Follansbee Terne Roofs.

FOLLANSBEE STEEL CORPORATION
FOLLANSBEE, WEST VIRGINIA

Terne Roofing * Cold Rolled Strip * Polished Blue Sheets and Coils
Sales Offices in Principal Cities
now, in contractor tools, too.

if it's Remington, it's right!

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

All of these great features make the Model 3P Door and Surface Plane right for you!
- Powerful ball-bearing motor for steady work, top performance!
- Two 3-inch steel cutting knives for smooth, rapid cutting!
- Depth cut is adjustable even while working; indicator shows depth from 0 to ½ inch!
- Bevel fence adjustable for angular work, removable for flat surface work!
- Built-in trigger switch for instant power control!
- Perfect balance for easier handling; lightweight aluminum housing!
- Silent drive transmission, sealed bearings lubricated for life for greater dependability, longer, trouble-free service!

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

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

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

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

For the names of nearby dealers and for a free catalog of the complete Remington line of Mall tools for construction and industry, just send the convenient coupon.
SURVEY REVEALS
MORE BUILDERS
Choose CLAY PIPE
...than ALL other types COMBINED!

 Builders answered this question in a recent survey by giving Clay Pipe more votes than all other pipe combined!

The reasons? Builders know they have to stake their reputations on materials—and they know through experience that no other pipe matches Clay Pipe's performance and guarantee. They also like the new longer lengths of Clay Pipe, and the new tight joints that speed laying and cut costs.

Only Clay Pipe does not corrode, rust, or crumble . . . does not turn spongy from household detergents . . . does not oval or squash out of round.

Clay Pipe is the "builder's pipe," because Clay goes in to stay!

THE PUBLIC KNOWS CLAY PIPE IS BEST
Brilliantly new in ultra-modern styling, SHADOWAL block marks the beginning of a new era in concrete masonry design.

You have been looking for something new and different in concrete masonry... something even more attractive and appealing than the new conventional units... here it is... SHADOWAL block... a standard modular concrete block with a pattern built into the face.

SHADOWAL block is both beautiful and versatile. The variety of patterns is limited only by the imagination of the designer. And these limitless patterns are made with just one basic SHADOWAL masonry unit. Enables you to build a beautiful masonry wall at a surprisingly low cost.

The industry is grateful to the NCMA for having originated this new and exciting block. And the Besser Company, world's leading manufacturer of concrete block machinery, welcomes the opportunity to use its experimental facilities and experienced personnel for the development of equipment to make SHADOWAL block a practical reality.

SHADOWAL block is available only from NCMA members. Ask your nearby NCMA plant for samples and literature.

BESSER Company
DEPT. 183 • ALPENA, MICHIGAN, U.S.A.
First in Concrete Block Machines
M-D Numetal 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 and handling costs, make inventory easy.

3' x 6'8" (36" x 80") 3' x 7" (36" x 84") available with any of following accessories: with El-S Stain. Steel & Felt bottom, with El-A Alum. & Felt bottom, with El-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 AFT-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 1/4" in individual carton packed 12 to display. Available in stainless steel or bronze. Specify metal, width and lengths desired.
Keep Weather Out... Keep Sales Up!

M-D Nu-GARD Automatic DOOR BOTTOM

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 Neumat DOOR BOTTOMS
Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths 28", 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.

M-D Extruded Aluminum Drip Caps

DEALERS Order direct today. Your order shipped promptly.

M-D SPEED LOADS
Meets Federal Specifications TTC-598 (Grade 1)

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.

New M-D Extruded Aluminum Thresholds Nos. AP-3% 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).

BUILDERS Sold by hardware, lumber and building supply dealers throughout the country.
Alcoa gives Care-free aluminum
anyone who has replaced a rusty hinge or polished a dingy doorknob can appreciate lasting, lustrous hardware of Alcoa® Aluminum. Hardware becomes a mark of extra quality in your homes when you choose aluminum. And when hardware is tagged with the Alcoa Care-free tag, it becomes a powerful sales tool.

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

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

Your Guide to the Best in Aluminum Value

Major hardware makers have brought out their choicest designs in Care-free aluminum styled to suit any architectural motif from traditional to modern. Polishing and upkeep are eliminated. No coating to peel or blister. Corrosion resistant. Priced competitively, too.

Use all these aluminum products to make your homes sell faster.
PRICES REDUCED
on the industry's most complete line of warm air heating units

A COMPLETE
Builder Promotion Service
FOR YOUR HOMES BUILT WITH
AMERICAN-STANDARD
YEAR-ROUND AIR CONDITIONING
Newspaper Advertising • Project Site Billboards
Tailor-Made Brochures • Model Home Display Cards
Newspaper Publicity

Don't spend a dime on any product that won't help you sell the house! Use American-Standard year-round air conditioning equipment and this complete, hard-hitting promotional support is yours.

Why settle for lesser brands when you can feature all the sales power, prestige and extra quality of American-Standard Furnaces at a new, irresistibly low cost?

With today's more discriminating home buyers, brand name merchandising has proved an essential sales tool. Nothing supplies quicker proof that you build quality homes than the famous brands you feature. No brand is more respected for quality and value than American-Standard. Insist that your heating and air conditioning contractor obtain complete details for you from his American-Standard Air Conditioning Distributor.

AMERICAN-STANDARD
AIR CONDITIONING DIVISION
ELYRIA, OHIO

Quality Protects Your Investment—AMERICAN-STANDARD Quality Is Available At No Extra Cost
now you can almost

DOUBLE

crack resistance
of plaster corners,
new tests reveal

KEYCORNER

DOES IT

galvanized
corner lath
how crack resistance of plaster corners was tested

A series of tests on crack resistance of plaster corners was recently completed by Edwin L. Saxer, Professor and Chairman, Civil Engineering Department, Research Foundation, University of Toledo. Here you see the design of the test specimens, and the assembly of the testing equipment.
Wall section A and wall section B held together only by plaster and the embedded reinforcing fastened to the gypsum lath by a few light staples.

Test panels were built so that a measurable force could be applied to the test panel so as to produce direct stresses on the reinforced corners of the specimens.

These specimens consisted of two parts: one, a section of wall 48 inches high and approximately 70 inches long; the other, a similar section, but only 16 inches long.

The construction of the frames and studding, as well as application of gypsum lath, complied with F.H.A. recommended practices.

These two sections were aligned in the shape of a "T" and were held together only by the plaster and the embedded corner reinforcing. The corner reinforcement was fastened to the lath by a few light staples before application of the brown coat.

At the juncture of the two sections, openings were provided so as to permit the application of loads which forced one section away from the other, thus bringing about a severe cracking tendency at the two interior corners.

Load was applied through a precision screw jack having a capacity of 10,000 pounds, and was measured by a 6,000 pound capacity proving ring having a sensitivity of 5 pounds.

The magnitude of the load required to produce the first crack was the criterion for evaluating reinforcing. However, all tests were carried beyond this point in an effort to gain some measure of the ultimate capacity of each material. As it turned out, it was not possible to ascertain maximum strength because the specimens failed in some way first, namely pulling the gypsum lath loose from the studding.

Based upon these tests it is concluded that KEYCORNER lath when embedded in gypsum lath and plaster angles provides better than $1^{1/2}$ to almost two times as much resistance to cracking than any of the other materials tested:

1. The results make it obvious that Keycorner imparts a strength when embedded not present in any of the other products tested.
2. The open mesh design of Keycorner does not impair the bond of the plaster to the lath.
3. The design of the welded wire product imparts only enough strength when embedded to resist cracking up to about one half the loads of the Keycorner design.
4. Reinforcing angles made from 21 ga. wire lath greatly reduce the bond strength between the plaster and the lath under the reinforcing and when embedded resist cracking up to about one half as much load as Keycorner.
5. Even though heavier and with wider flanges, the design of the 3" x 3"—2.5 pounds expanded metal lath cornerite imparts only enough strength to a gypsum lath and plaster angle to carry 59% as great loads, without cracking, as Keycorner lath.

Here's what tests reveal

This chart records the results of KEYCORNER, plus those of the other commonly used types of reinforcement tested by Saxer. They included 3" x 3"—2.5 lb. metal lath cornerite; 2" x 2"—18 ga. welded wire cornerite; 2½" x 2½" meshes—21 ga. galvanized wire.

<table>
<thead>
<tr>
<th>Type A</th>
<th>First Crack</th>
<th>Average</th>
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</thead>
<tbody>
<tr>
<td>Type A</td>
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<tr>
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<td>2nd Load</td>
<td>275</td>
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<td></td>
<td>Average</td>
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<th>First Crack</th>
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<td>250</td>
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<td>250</td>
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<tr>
<td></td>
<td>Average</td>
<td>250</td>
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</tbody>
</table>
see how easy it is to get extra crack resistance with **KEYCORNER**

*KEYCORNER*

**Four-foot lengths are packed in strong cartons, 1000 ft. per carton. This assures delivery to the job in good condition. Rolls are tight and compact to stand up under normal job abuse.**

**Keycorner is precision shaped to assure proper embedment in the plaster for maximum reinforcing value. It is easy to lap without interfering with plastering.**

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Wire gauge</th>
<th>2&quot;x2&quot;—4' lengths</th>
<th>Shipping wt. per package</th>
</tr>
</thead>
<tbody>
<tr>
<td>19</td>
<td>1000 ft.</td>
<td>65.5 lbs.</td>
</tr>
</tbody>
</table>

| 4' wide x 500' rolls | 1000 | 65 lbs. |

**Keycorner comes in preshaped form. It is made in easy-to-handle 4-ft. lengths, or in rolls. When lengths are cut from rolls, the pieces spring into shape to fit corners.**

**Keycorner is galvanized to prevent rusting before use, as well as to prevent rust streaks in the finished wall.**

*Use either nails or staples with Keycorner. For use over doors or windows, or as strip lath, it can be pressed flat to provide a smooth surface for plastering.*

---

Keystone Steel & Wire Company
Department AB-127
Peoria 7, Illinois

Please send me test report on Keycorner.

Name
Firm
Business
Street
City State

Keystone Steel & Wire Company
Peoria 7, Illinois

Keymesh • Keycorner • Keybead • Keyweld
Keystone Nails • Keystone Tie Wire
Keystone Furring Nails • Concrete Nails
All-new '58

DODGE PowerGiants

4-WAY LEADERS OF THE LOW-PRICED 3

Now—for the first time in truck history—one make leads the low-priced three all four ways! And that make is DODGE—all new for 1958!

From the future comes Dodge styling — handsome, sweeping, prestige-winning lines, richly trimmed in sparkling chrome.

From 40 years of truck experience comes remarkable engineering advances . . . outstanding performance, load capacities and economy.

See these great new trucks soon. And be sure to get your Dodge dealer's special 40th-anniversary deal before you buy any other make!

1. FIRST IN PAYLOAD! Advanced construction gives extra strength without extra weight, lets you haul up to 1/3 more, cut down on trips.
2. FIRST IN POWER! New 204- to 234-hp. Power Giant V-8's! Extra power cuts trip time, lets you pass more safely, reduces engine strain.
3. FIRST IN ECONOMY! Most advanced of all V-8 truck engines. Exclusive Power-Dome combustion increases gas mileage, cuts upkeep costs.
4. FIRST IN STYLING! All-new design! Deluxe chrome grille and trim . . . modern dual headlights . . . future-inspired lines . . . smart new colors.

TURN PAGE FOR FULL-LINE STORY
There's a '58 DODGE PowerGiant for every job...for every business...for every pocketbook

<table>
<thead>
<tr>
<th>Low-tonnage models</th>
<th>Medium-tonnage models</th>
<th>Heavy-duty models</th>
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<tbody>
<tr>
<td>Pick-up model 100</td>
<td>Model 400 Van Body</td>
<td>C.O.E. model 700</td>
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<tr>
<td>Town Panel model 100</td>
<td>Model 500 Stake</td>
<td>Model 900 Tractor</td>
</tr>
<tr>
<td>Town Wagon model 100</td>
<td>Four-Wheel-Drive W500 Chassis</td>
<td>Model T800 Mixer Body</td>
</tr>
<tr>
<td>Forward-Control model P500</td>
<td>Model 600 Tractor</td>
<td>Model T900 Dump Body</td>
</tr>
</tbody>
</table>

**CONVENTIONAL MODELS**

**G.V.W. Range**
4,250 lbs. to 9,000 lbs.

**Engines**
- 120-hp. 6-cylinder
- 204-hp. V-8

**4-WHEEL-DRIVE MODELS**

**G.V.W. Range**
5,100 lbs. to 10,000 lbs.

**Engines**
- 113- 120- 125-hp. 6-cyl.
- 204-hp. V-8
- 204-hp. V-8 (Heavy-Duty)

**FORWARD-CONTROL MODELS**

**G.V.W. Range**
6,000 lbs. to 9,000 lbs.

**Engines**
- 120-hp. 6-cylinder
- 204-hp. V-8

---

**CONVENTIONAL MODELS**

**G.V.W. Range**—11,000 lbs. to 22,000 lbs.

**Engines**—125- 130- 141-hp. 6-cyl.
- 204- (H.D.) 207-hp. V-8’s

**C.O.E. MODELS**

**G.V.W. Range**—15,000 lbs. to 22,000 lbs.

**Engines**—204- (H.D.) 207- 218-hp. V-8’s

**FORWARD-CONTROL MODELS**

**G.V.W. Range**—7,500 lbs. to 15,000 lbs.

**Engines**—120-hp. 6-cylinder
- 204-hp. V-8

---

**CONVENTIONAL MODELS**

**G.V.W. Range**
18,500 lbs. to 30,000 lbs.

**Engines**
- 218- 224- 234-hp. V-8’s

**C.O.E. MODELS**

**G.V.W. Range**
18,500 lbs. to 25,000 lbs.

**Engines**
- 218-hp. V-8

**TANDEM MODELS**

**G.V.W. Range**
26,000 lbs. to 46,000 lbs.

**Engines**
- 218- 224- 234-hp. V-8’s

**SCHOOL BUS MODELS**

**G.V.W. Range**
17,500 to 23,000 lbs.

**Engines**
- 218-hp. V-8
THEY'RE LOOKING for "saleability" in exterior design, plan, construction, "Hidden Values" and merchandising.

How these experts rated America's "best model" houses

Think of best selling features as you read about the winners in AMERICAN BUILDER'S National Home Week "Best Model Home" contest on the next 18 pages.

Do so because that is what the judges kept foremost in their minds as they selected the "best" among a record number of entries. Each judge, an expert in his own field of the building industry, based his choice of the best selling houses on five points.

These criteria are: well-conceived exterior design; a sound floor plan; intelligent, cost-saving construction techniques; use of quality materials and equipment—especially of "hidden values"; and creative merchandising.

In the photo above, the judges are (left to right, seated) J. W. Underwood, merchandising committee chmn., NAHB; Henry D. Norris, A.I.A., Atlanta, Ga.; William H. Scheick, exec. dir., Building Research Institute; George S. Goodyear, NAHB pres.; and Andrew W. Place, South Bend, Ind., builder; and standing: Joseph B. Mason, editorial director, AMERICAN BUILDER.

Here are the 34 houses they chose
AMERICA'S TOP MODEL HOUSES, continued

HANDSOMER than most $12,000-range houses, the model has simple lines with shutters adding a decorative touch at windows. Two bedrooms form one side of L-structure; king-size garage gives extra space for storage or play.

First Grand Prize:
Under $16,000 category.
Wedgwood Homes, Inc., Beaverton, Ore.

The judges' verdict: "best model

<table>
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<tr>
<th>GARAGE</th>
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HIGHLIGHT OF PLAN is an open arrangement in the living areas that goes a long way to solving traffic circulation problems. Entry gives direct access to all areas.

More details in future issues
As top winners, these models deserve more detailed attention than space permits. Both will be shown as forthcoming-issue Blueprint Houses—the Wedgwood in March, the Shroder in January.

The trim little top-award winner above is a very special package. For one thing, its size is deceptive: behind its unassuming facade lies a wealth of brilliantly organized space—a factor that pleased the judges most. That, plus an ambitious merchandising program. For builder Dwight Haugen knew he had a good house and proceeded to promote it to the hilt with various sales techniques, including a whirlwind saturation TV campaign. The cost of the house: $12,300 without land.

The other top-prize winner (opposite), built to sell for $29,250 without land, packs a total of 2,800 square feet of living space into its two levels. Excellent site planning sets each model into the natural contours of the gently sloping land. Although it borrows freely from Western designs, the house is basically in the style of Eastern contemporary home architecture. Outstanding feature of its plan is the pleasant blending of indoors and outdoors: there are three separate outdoor areas, in the form of flying decks and balconies, that tie in directly with indoor family areas.
THE OUTDOORS plays an important role in the design of this model. Here at the rear, living and dining areas are extended visually out onto a roofed terrace thirty-two feet long. Hilly terrain screens it from road.

First Grand Prize:
Over $16,000 category.
Shroder Company, Pleasantville, N.Y.

homes" in the U.S.A. today

LIVING-DINING area is separated from the family-kitchen area by a paneled island that contains a dual fireplace. Wood paneling is identical to exterior siding.

ON MAIN FLOOR two bathrooms, one on each side of hall, make good insulation between sleeping and living areas. Flexible lower level provides for later expansion.

Hidden values help make fast sales
HIDDEN VALUE of perimeter insulation is demonstrated on the building site by builder George C. Martin of Bollinger-Martin. While shirt-sleeved prospect listens attentively, builder Martin explains how fiber glass sheet will add to the life of slab; thus of the house.

They highlight “hidden values”;

HIDDEN VALUE of grade-marked lumber is still another item which Bollinger-Martin takes time to point out to potential customers. Significance of using this type of lumber is explained to each home-seeker who asks.

HIDDEN VALUE in steel-rod reinforced foundations (as well as steel mesh-reinforced slab) is high on the list of sales features carefully described to prospects, who are often taken to site like this, as a clincher.
STONE FACING is “big” in Kentucky, and contributes heavily to house's saleability. Clean ranch design, set-in front entrance and shutters also help to make this house move fast—the fastest-selling model in the tract.

$12,000 (WITHOUT LAND) is an exciting price for a well-planned house like this. Entrance foyer, separate dining room, family room-kitchen combination, outdoor storage space are features that swung the judges' choice.

sell faster from this model

HIDDEN VALUES inside the finished model are spotlighted by placards like these. Message on sink tells of long-wearing copper piping throughout, and card on toilet explains the efficient sewerage system included.

O ur cover house for this month, Bollinger-Martin's ranch model, shown above, is aptly chosen. It reflects the basic interpretation of AMERICAN BUILDER's Best Model Home Contest: saleability. Since its initial presentation some months ago, this model, the Fairfax, has consistently outsold all other models in the tract, according to Bollinger-Martin.

Good merchandising—including some first-rate “hidden value” promotions—went a long way toward creating sales. A notable portion of the program centers on a private swimming club of which homeowners in the development are members. The project is called “Plantation.”

More to appear in February
Bollinger-Martin sold 84 houses in the first two weeks after they opened their “Plantation” subdivision. The full story on the Bollinger-Martin houses (five models in all) will appear in AMERICAN BUILDER's February issue.

24 good merchandising ideas
REAR ENTRANCE to garage is a growing trend throughout the country and is one reason why this plan helped Fox & Jacobs win Award of Distinction in our contest. “Living core” idea is evidenced here with kitchen-den.

Award of Distinction:

Over $16,000 category.

Fox & Jacobs Construction Co., Dallas, Tex.

They've got 24 ideas to put

1. Aim your newspaper ads directly at people for whom house is priced. F & J calls project Flair-South “for those who live with a flair.”

2. Spend money for a lively colorful brochure which will capture attention of prospect. F & J uses 4-color covers on its pamphlet.

3. Consider use of teaser ads prior to breaking news of new homes. F & J made use of such ads in all media: papers, TV, radio, outdoor.

4. Make use of extraordinary media. Fox & Jacobs used taxi posters for both teaser campaign and announcement of tract’s opening.

5. Do the unusual at the home site during opening day. Flair-South had curb-to-curb carpeting on sidewalks to spotlight quality home.

6. Be sure that transportation is available to the tract. F & J purchased and runs special bus to city until Dallas transit comes out.

7. Highlight “hidden values”. One model in Flair-South was partially stripped—“an X-Ray house”. See more about this on page 74.

8. Display the brand-name products used in the construction of the house. F & J did, and profited from effects of manufacturer ads.

9. Make a stage presentation of the opening. Hire pretty models, dress them in frocks which carry the theme or name of the project.

10. Take advantage of your home show. F & J took a booth, had special literature printed as hand-outs—used them later in direct mail.

11. Give each salesman something distinctive to wear so people will know them. F & J gave each man cufflinks engraved: “Flair-South.”

12. Print your message on matchbooks; distribute them at your model house—at a home show. Fox & Jacobs also gave them to every supplier.
"Flair" into your promotion

13 Be proud enough of your homes to leave a permanent nameplate. F & J places a metal plate, suitably engraved, on inside of closet.

14 Dramatize cleanliness of house prior to homebuyers' moving in. F & J gives folder shaped like glove ("the white glove" treatment).

15 "People who live with a flair, play bridge," F & J discovered. Thus, they printed bridge score pads with subtle ad message on cover.

16 Spell out points that homebuyers don't understand. F & J found confused notions on trade-ins, published A-B-C pamphlet on subject.

17 Show that you are building a quality house for a quantity price. F & J printed a comparison chart, urged prospects to make comparison.

18 Build a booth that will attract visitors streaming through your local home show. F & J used scale models, color slides, lots of light.

19 Follow up your initial opening with a big newspaper blast. Flair-South had an entire newspaper section devoted to it by F & J.

20 Don't forego institutional ads during project campaign. F & J took an ad in paper's monumental one-time section, "The Dallas Story".

21 Engineer your publicity on a continuing campaign. Releases constantly go out on business, civic activities of Messrs. Fox and Jacobs.

22 Hire a well-known (in your town) interior decorator to plan colors, furnish model homes. F & J found this most advantageous.

23 Have your hostesses (and, of course, your salesmen) know all the hard-sell features of your model house—then see that they sell.

24 Sponsor a TV show. Fox & Jacobs presents a 15-minute newscast on KRLD TV. Commercials are designed to do an institutional job.

December 1957

An $11,800 best seller
GOOD LOOKS. Flat roofs are tricky things to handle, but this one turned out beautifully. Masonry construction is typical of the area, is warmed up by the trellis, and window box under the big window.

5 reasons why the judges made

For the second year in a row, John F. Long has produced a winner for American Builder's Best Model Homes Contest. The reason he took one of this year's top prizes is shown on these pages: an $11,850 knockout, including land.

For this price the buyer gets 1,500 square feet of well planned floor space under a handsome and surprisingly modern exterior, a carport, and a covered patio complete with barbecue. There may be a better value in the U.S., but we haven't seen it.

To clinch Long's prize-winning position, he presented a merchandising program of newspaper, radio, TV and outdoor advertising that would have sold the house at almost twice the price.
FLOOR PLAN. This is what really jolted the judges: Long offers 1,500 square feet of living space, two baths, patio and carport, all for $11,850. Note the excellent grouping of all plumbing fixtures.

HIDDEN VALUES MERCHANDISING. Under this "circus tent" Long has displays of all the invisible items that boost the value of his houses. It earned a top prize in "Hidden Values" contest.

CONSTRUCTION TECHNIQUES. The buyer sees these only in the price, but the builder knows they’re at the heart of the operation. Assembly-line techniques, power tools help pull cost below $7 a sq. ft.
AMERICA'S TOP MODEL HOUSES, continued

HOUSE-HIGH WINDOW and used-brick chimney form the dominant exterior touch to this $12,500 (without land) Bell & Valdez house. Carport can serve as patio.

JUDGES BASED greatest part of their decision to award this house a prize on its unusually good plan—with two full baths, a big family room, ample storage.

First Award of Merit:
Under $16,000 category.
Bell & Valdez, Bellevue, Wash.

Its plan made this house win

PULLMAN KITCHEN has been as steadily popular as the “U” design. Arrangement also improves circulation since it gives a second passage through living area.

The decision was so tough to make between this fine house and John Long's $11,800 best seller (on the previous pages) that the judges did the next best thing—declared a tie for First Award of Merit in the “under $16,000” category.

Although exterior design, construction techniques and merchandising were more than adequate, the plan of this house—called the Sunset—influenced the judges most of all. It did so because of the:

- Family room. This room was not only large and accessible from front or back of the house, but was positioned away from bedrooms so as not to disturb sleeping children during their parents’ parties.
- Storage. Unique use of space at end of family room was made for both indoor and outdoor storage. Side door to outside preserves continuous design of front elevation.
- Circulation. Entry and bedroom halls make all rooms accessible to one another.
First Award of Merit:
Over $16,000 category. Eichler Homes, Palo Alto, Cal.

This house scores on looks, price, and a world of space . . .

The glamor shot of this Eichler Home above is not out of keeping. The house is glamorous. And, in the West, where style trends move faster, it is proving a best seller in its class. Cost: $22,850 including land.

Designed by architects A. Quincy Jones and Frederick Emmons, the house makes dramatic use of low-pitched roof extension for patios, terraces, entryways. As the mother and child symbolize, this is indoor-outdoor living at its finest.

More on this Eichler Home
...here's how Eichler built space into this plan

A constantly pressing problem of the growing American family—space—is solved by this Eichler Home in two basic ways. First, by the inclusion of a fourth bedroom and a second full bath, and second, by creating a feeling of elbow room with glass door links to the outside, minimum partitions on the inside.

Marked on the idea-packed plan at the right are numbers corresponding to the photos appearing on these pages. A comparison will show how both the feeling and the reality of space are achieved in the house's construction.

Price of $22,850 also includes range, oven, disposer, and dishwasher.

AS ROOF EXTENSION on front elevation made a gardened terrace, so it forms a patio at the back, while glass doors off living room and master bedroom at the right create a strong sense of spacious living.
1. **UNIQUE USE** of sliding-glass doors on garage makes that space do double duty—as car-storage, or as an auxiliary playroom. House is also made to seem larger by extension of roof to form terraced entrance.

2. **HIGH CEILINGS** and lack of partitions between kitchen and all-purpose room again "make" space.

3. **HIGH CEILINGS** and lack of partitions between kitchen and all-purpose room again "make" space.

4. **WHITE BEAMS** naturally carry the eye from living room to patio; makes the room seem tremendous.

DECEMBER 1957

28 more good houses and plans
A quick look at twenty-eight

Here are the model-home entries the judges found worthy of Awards of Merit. Like the major winners, they were judged on exterior design, floor plan, construction techniques, quality materials and equipment (including “Hidden Values”) and merchandising. While most of them adhere to the open-plan theory in one form or another, you’ll find quite a variety in elevation and surfacing materials.

1. BELL & VALDEZ, Bellevue, Wash. Two-level model (upper level only shown); $14,850.

2. LYNBAR CONST. CO., Memphis, Tenn. Three-bedroom traditional; $13,550, with land.

3. BROWN & KAUFFMANN, INC., Palo Alto, Cal. One-level with attached garage, $14,750.

4. GIN-SON COMPANY, Atlantic City, N.J. Three-bedroom rancher; $8,200.
Award-of-Merit winners

Houses were judged in two categories—under $16,000 and $16,000 to $40,000, both without land. (Unless otherwise noted, prices listed do not include lot.) Many will be shown fully in future issues.

5

WARNER KANTER, INC., Cincinnati, Ohio.
Two-level model; $18,000.

6

H. C. HUBER CONST. CO., Dayton, Ohio.
Three-bedroom brick rancher; $9,000.

7

M. J. BROCK & SONS, Los Angeles, Cal.
Variable-plan model; about $15,500.

8

ALDON CONST. CO., Belleflower, Cal.
Ranch model; $17,400 with land.
GREEN ACRES, INC., Hartford, Conn. Split-level ranch model; $17,750 to $19,990.

STEWART & POTTER HOMES, Lynnwood, Wash. Split-level model; $14,950, with land.

BUSBY THE BUILDER, INC., San Antonio, Tex. Three-bedroom model; $25,000.


J. B. OWENS REALTY CO., Birmingham, Ala. Colonial-style model; $24,000.
SLAVIK BUILDERS, INC., Detroit, Mich. Variable-plan model; $21,23,000, with land.

ENACO, INC., Minneapolis, Minn. Split-level model; $16,000.

ALAN E. BROCKBANK, Salt Lake City, Utah. Brick, split-level; $14,500, with land.

ZUMMO ORGANIZATION, Islip, L.I., N.Y. Three-bedroom rancher; $15,390, with land.

GARDEN HOME BUILDERS, INC., South Gate, Cal. Three bedrooms and den; $8,975.

DECEMBER 1957

More award winners
AMERICA'S TOP MODEL HOUSES, continued


SANFORD D. ADLER, Los Angeles, Cal. Three-bedroom contemporary model; $17,750.

GEORGE M. HOLSTEIN & SONS, Costa Mesa, Cal. Four-bedroom model; $19,000.

FRASER CONST. CO., Oak Park, Ill. Brick split-level model; $31,750, with land.

YOUNG CONST. CO., Scottsdale, Ariz. Provincial-style model; $19,300.
HEMSTREET HOMES CO., Portland, Ore. Three-bedroom model; $28,000.

RITE-WAY BUILDERS, INC., Cedar Rapids, Iowa. Three-bedroom model; $24,950.

LEWIS & BRISTOW, Sacramento, Cal. Three-bedroom, split-level; about $27,500.

HALPER HOMES, INC., Newton Centre, Mass. Two-level model; $22,500, with land.

JOHN F. LONG HOME BUILDER, INC., Phoenix, Ariz. $19,550, with land.
Here's how the automobile industry has traditionally pointed up the "Hidden Values" under the hood of each new car model and here's ...

MILLIONS OF CARS are sold in the U.S. each year (many more than Americans actually need). Why? Because the auto industry keeps its potential customers constantly aware of its advances in quality construction. Above, a cutaway of the '58 Chevrolet displays its "Hidden Values."

...how Flair points up

What is the buyer getting besides the house he sees? In Fox & Jacobs' "Flair" house an X-Ray model shows him down to the last brick.

The walls and floors (where probably more construction values are hidden than anywhere else) are cross-sectioned for a complete buyer's inspection.

FROM OUTSIDE IN "Hidden Values" like insulation sheathing, trusses, window calking, extra paint are shown.

FOUNDATION VALUES dramatized by this cross section showing steel reinforcing, waterproofing.
BETWEEN THE HOUSEBUYER and the outdoors... what is he getting? Fox & Jacobs leaves no doubt with this wall cutaway which demonstrates quality timber, tight framing, solid foundation, return air space, insulation.

"Hidden Values" under its roof

Then a series of panels and displays demonstrate the other important hidden parts of the house: the water system, plumbing and piping; the heating and cooling systems; the electrical system.

Windows, drawers, countertops, locks are also similarly treated. More about Flair on page 60.

PLUMBING and water systems... no doubt what the buyer is getting for his money after he's seen this display.

HEATING AND COOLING system by Carrier completely shown along with operation diagrams and charts.

DECEMBER 1957

"Hidden-Value" winners and what they won, ahead
In American Builder's
"Hidden-Value" Contest
Here Are:

58 winners
and what
they won
for the best
merchandising
of "HIDDEN
VALUES"

FOX & JACOBS Construction Co., Dallas, Tex., took the top "Hidden-Value" merchandising award: an International Harvester truck.

Here, and on the next seven pages, are the names of 58 building firms or builders who were judged as outstanding merchandisers of the "Hidden Values" in their houses. The winners' names appear beneath photographs of the prizes they won.

As a special feature of American Builder's Best Model Homes Contest all entries, after being screened for regular Contest awards (story starts on page 55), were judged again for the methods in which the "Hidden-Values" in them were promoted.

Detailed stories on how these prize winners promote house sales by highlighting "Hidden-Values" will appear in subsequent issues of American Builder.

ELROCK CONSTRUCTION CO., Youngstown, Ohio, won this cabinet sink from Tracy Manufacturing Co. for its promotion of "Hidden-Value" merchandising. Sink has left- or right-hand bowl, stainless-steel top.

LEE CONSTRUCTION CO., Coral Gables, Fla., has been awarded Youngstown Kitchens' cabinet sink as a prize for outstanding "Hidden-Value" merchandising. The 54" standard cabinet has two drainboards.
JOSEPH SHAFFER CO. of Jacksonville, Fla., gets $100 credit on Superior Fireplace’s “Heatform” fireplace, plus a log rest.

ALDON CONSTRUCTION CO., Belleflower, Calif., received a “Hidden-Value” merchandising prize ... Zegers, Inc. “Dura-Seal” unit.

BOLLINGER-MARTIN, Inc. of Louisville, Ky., wins Capitol Products’ prize. It includes aluminum rolling door with screen; 5 prime slider windows, 5 combination storm-screen windows, 1 combination storm-screen door.

H. C. HUBER Construction Co., Dayton, Ohio, took a “Hidden-Value” merchandising prize. From Eljer Co., it received a lavatory, 5' tub and a water closet. Fixtures have brass appointments, will be given in white to winner.

PARKSIDE CONSTRUCTION Co., Westminster, Calif., gets a “Hidden-Value” award donated by Perfection Industries. Prize is gas-fired heating unit with modern cover pan, to blend with room decor. Unit has 100,000 BTU input.

FRASER CONSTRUCTION Co., Oak Park, Ill., receives this Welbilt-In oven, broiler and surface cooking unit. Welbilt Corporation donated the prize as an award for outstanding merchandising of “Hidden-Values” in a new house.
ITHACA BUILDING CO. of Moorestown, N.J., took this award for “Hidden-Value” merchandising from Ridge Door Company. Award is Regency model garage door with raised carved panels.

HALPER HOMES INC., in Newton Centre, Mass., gets a complete “Yorktowne Kitchen” donated by Colonial Products. Birch cabinets were won by firm’s promotion of “Hidden-Values” in its house selling.

WIGGINS BROTHERS, Charlotte, N.C., will receive hurricane protection from Flintkote Company’s award. Prize, for good merchandising of “Hidden-Values”, is “Seal-Tab” shingles for a whole roof job.

EARNEST HOMES INC. of New Orleans, La., was awarded a “Hidden-Value” prize donated by Kewanee Mfg. Co. Horizontal sliding windows for one of winner’s houses will go to Earnest Homes.

WARNER-KANTER INC., Cincinnati, Ohio, receives Modernfold Doors’ award of shower-stall doors and Tubmaster tub enclosures for the bathrooms of one house.

BUTTERFIELD HOMES, INC. in North Syracuse, N.Y., wins a built-in “Vacu-Flo” vacuum system. Merchandising award is given by H-P Products, Inc.

MIDLAND REALTY INC. of Madison, Wisc., receives a steel fireplace unit and steel basement entranceway. Both donated as “Hidden-Values” prizes by Heatilator, Inc.
EAKIN PARTNERS LTD. in Decatur, Ill., earned a prize for "Hidden-Value" promotion from Insulite Div. of Minnesota & Ontario Paper Co. Award is 1,000 sq. ft. of "Bildrite" sheathing.

ALAN E. BROCKBANK of Salt Lake City, Utah, gets a prize for his promotion of "Hidden-Values" in house selling. From Globe Lighting Products, it's a contemporary chandelier for dining room or hall.

RITE-WAY BUILDERS INC. of Cedar Rapids, Iowa, wins Rolscreen Company's prize. Pella wood folding door, 6'x8'/8" will be either of pine or mahogany.

EVON REALTY CORP., Falls Church, Va., took a "Hidden-Value" prize from Modular Building Components. Prize is modular fireplace components, including fireplace unit, grate, hearth, mantle, flues, etc.

NEW RICHMOND CONSTRUCTION CO. of New Richmond, Wisc., is awarded this portable heater from Master Vibra or Co. Forced-air heater has capacity of 100,000 BTU's per hr. Runs 12 hrs. on one fueling.

GARDEN HOME BUILDERS, INC., South Gate, Calif., took "Hidden-Value" prize of sliding-glass doors and screen, donated by Frank B. Miller Mfg. Co.

L. E. PICKARD of Pottstown, Pa., was awarded a disappearing stairway given by Precision Parts Corp. Super Deluxe attic model has hydraulic safety checks.

DECEMBER 1957

Who won what for merchandising. More ahead
MID-STATE BUILDERS INC. of Point Pleasant, N.J., will get a "Hidden-Value" prize for house merchandising from Van-Packer. Award is a factory-built, masonry, packaged chimney.

LEWIS AND BRISTOW of Sacramento, Calif., took this air conditioner from Coleman Company. "Hidden-Value" Contest prize is a 2-ton Coleman Polar-Pak, self-contained and waterless a/c.

MC MURRAY AND COMPANY, West Des Moines, Iowa, will receive Tait Mfg. Co.'s submersible pump as a "Hidden-Value" prize. "Dolphin" model is from Rapidayton Div.

LEWIS AND BRISTOW, Bellevue, Wash., is the winner of Congoleum-Nairn's contest award. Gold Seal "Berylstone" vinyl plastic floor or Gold Seal Vinylbest "Brushwood" tile floor goes to winner.

M. J. BROCK AND SONS, Los Angeles, Calif., has been awarded a "Hidden-Value" Contest prize from Diehl Mfg. Co. Prize is "Pancake" package attic ventilator which fits between ceiling joints.

SINGING HILLS DEVELOPMENT, Dallas, Tex., has won complete hardware for a 3-bedroom home. Dexter Lock is donating this "Hidden-Value" Contest prize.
JOHN F. LONG HOME BUILDERS INC., Phoenix, Ariz., wins a new heating-cooling system from Lennox. System has indoor heat pump (shown) and outdoor compressor. Extra large for heating and cooling.

ENACO, INC. in Minneapolis, Minn., has been awarded a prize from Revere Copper and Brass. Prize is complete copper water tubing for the plumbing, heating and drainage lines in one home.

YOUNG CONSTRUCTION CO. of Scottsdale, Ariz., gets "Hidden-Value" prize of packaged prefab chimney from Condensation Engineering Corporation.

STEWARD AND POTTAR CONSTRUCTION CO., Lynnwood, Wash., will receive a "Hidden-Value" Contest prize from Jay Lighting Co. Prize is distinctive fixture of specially-treated brass.

MILLSBORO CONSTRUCTION CO. in Mansfield, Ohio, is winner of Ingersoll-Humphreys' bath fixtures. Includes wall-hung closet; end-outlet tub, vanity lavatory.

MORGAN REALTY, INC. of Dayton, Ohio, will receive a contest award from Gerber Plumbing Fixtures. Prize is set of three bathroom fixtures: tub, lavatory and water closet in choice of six pastels.

CREEKMORE CONSTRUCTION CO., Tulsa, Okla., will receive an award from Chattanooga Royal Co. Prize is a charcoal brazier for patio with electric spit.

DECEMBER 1957

Still ahead . . . 21 contest winners and prizes
M. SANFORD ABBEY, INC., of Rochester, N. Y., has been awarded a "Hidden-Value" prize given by Calder Manufacturing Co. Award is upward-acting garage door with raised sectional panels.

ALBERT BALCH COMMUNITY BUILDERS INC., Seattle, Wash., will receive a "Hidden-Value" Contest prize from National-U.S. Radiator. Award is Model K Packet hot-water heater.

CENTURY CONSTRUCTION CO., Miami, Fla., wins Reflectal Corporation's award for its merchandising program. Prize is 2,000 sq. ft. of Alfol Reflective Insulation, Type two.

EICHLER HOMES, Palo Alto, Calif., has been awarded A. O. Smith Corporation's gas water heater. Permaglas model PGO-50 is a 50-gallon capacity unit.

AURORA DEVELOPMENT CO. in New Orleans, La., gets Alliance Ware's contest prize of three bathroom fixtures. Includes double-bowl lavatory, recessed tub, wash down closet combination.

GIBRALTAR HOMES, East Anaheim, Calif., receives "Hidden-Value" Contest award of 75 bags of Zonolite insulating fill. Vermiculite insulation is lightweight, fireproof.

FURNEY BROTHERS Construction Corp., Minneapolis, Minn., has won a small broiler from L. O. Koven. Koven 75 comes completely packaged, wired and assembled.
GIN-SON COMPANY, Atlantic City, N.J., takes a contest prize from Berns Air King Corp. Award, for "Hidden-Value" merchandising, is a three-speed window fan with extra-thin styling.

BROWN AND KAUFFMAN, INC. of Palo Alto, Calif., will get a "Hidden-Value" prize from Meilink Steel Safe Co. Prize is two "Hercules" residential wall vaults.

THE SHRODER COMPANY of Pleasantville, N.Y., wins Rheem Manufacturing Company's water heater. "Holiday" model is trimmed in color; designed for kitchen or playroom.

LYNBAR CONSTRUCTION CO. of Memphis, Tenn., has been awarded a prize of Roto-Glo Quiet switches, duplex outlets and wall plates from Pass and Seymour.

HEMSTREET HOMES CO., Portland, Ore., has been awarded prize from Superior Electric Co. . . . three "Luxtral" units which allow graduate light control.

IRI EDWARDS CONSTRUCTION CO., Woodinville, Wash., has won an award from Macklanburg-Duncan Co. Includes weatherstripping, closet rods, thresholds, screen grilles.

JOHN A. AYLOR of Oxon Hill, Md., has been given Fasco Industries' prize for merchandising promotion. Fasco's new Power Ventilating Hood plus a bathroom ventilator are the award.

GEORGE M. HOLSTEIN & SONS, Costa Mesa, Calif., has won "Hidden-Value" Contest prize from Curtis Companies. Award is Style-Trend wood folding doors.

Six more winners and prizes ahead
WESTCHESTER, INC., of Miami, Fla., will receive Rowe Mfg. Co.'s prize. It's a four-sectional residential Ro-Way garage door, given the firm for its merchandising of "Hidden-Values" in a house.

LOUIS WEEKS JR. CONSTRUCTION CO., Memphis, Tenn., will be awarded eight of these 100-watt recessed lighting fixtures. Prize is donated by Atlas Electric Product Co.

ZUMMO ORGANIZATION, Islip, Long Island, N.Y., gets a "Hidden-Value" Contest prize from Ruberoid Co. Award is Autoclaved clapboard siding, a combination of asbestos fiber and Portland cement.

LOUIS WEEKS JR. CONSTRUCTION CO., Memphis, Tenn., will be awarded eight of these 100-watt recessed lighting fixtures. Prize is donated by Atlas Electric Product Co.

GREEN ACRES, INC. of Hartford, Conn., took a "Hidden-Value" Contest award for its house merchandising. Prize, from Kwikset Sales & Service Co., is complete set of locks, knobs, etc. for a home.

CLARENCE THORNE of San Antonio, Tex., has been awarded a prize for "Hidden-Value" merchandising from Koppers Co. The prize is 5,000 board feet of pressure-treated builders' lumber or 1,000 board feet of "Wolmanized" pressure-treated framing lumber. Either delivered to job site.
Millions Listen when Cathy Climatrol Says, "This Makes it a Real Home!"

THAT'S Cathy Climatrol — symbol of success for builders who feature Mueller Climatrol. Star of our national advertising campaign — appealing to interested, able-to-buy prospects. Cathy projects a vital message. Dramatizes the fact that Mueller Climatrol comfort is one of today's biggest values for healthier, happier family living.

1957 has been Mueller Climatrol's Year-Round Comfort Sells Parade of Homes

Read the reaction of Midwest builder N. L. Fredricks whose "Parade" home featured the Mueller Climatrol combination unit:

"Sold the model opening day, with a big assist from Mueller Climatrol year-round unit. It gave us something special to offer in comfort."

This installation — like almost half of those in the "Parade" — included heating plus provision for cooling, for little more than the cost of a heating unit alone.

GET BIG-NAME SELLING SUPPORT into your homes with Mueller Climatrol Suburbanaire® — premium quality at a popular "builder's price." Write for full details, or see your man from . . .

Mueller Climatrol

Division of Worthington Corporation

DECEMBER 1957
This concrete-block house ties good design to an $8,750 price tag

A C. King, Fresno, Cal., has felt for some time that the nation's basic housing need lies in low-cost quality units. Predictions of 1958's market potential seem to bear out the wisdom of King and other builders like him who have spent money and effort developing a low-cost project house.

King chose reinforced lightweight block as his basic building material because it requires low maintenance, has high insulation value, withstands earth shocks.

He sticks to two models with deluxe versions of each, 12 elevations and 8 color schemes. Attesting to his success, sales have been hitting two a day. In the expensive Palm Springs area his minimum price runs $2,000 higher. Designer: D. Pravitz; Engineer: Hugh O'Neil.
G. E.'s 9' 6" kitchen center, 4x4' Formica breakfast bar are some of the items included in the deluxe models.

Inside: prefinished surfaces 
save money, save maintenance

---

**QUANTITY MATERIALS LIST**

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade Beams</td>
<td>307 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Slab 6&quot;</td>
<td>16 cu. ft.</td>
<td></td>
</tr>
<tr>
<td>Entry Slab 6&quot;</td>
<td>743 cu. ft.</td>
<td></td>
</tr>
<tr>
<td><strong>CONCRETE WORK</strong></td>
<td></td>
<td><strong>Actual + 5%</strong></td>
</tr>
<tr>
<td>Grade Beams</td>
<td>307 cu. ft.</td>
<td>780 cu. ft. or</td>
</tr>
<tr>
<td>Slab 6&quot;</td>
<td>16 cu. ft.</td>
<td>29 cu. yds.</td>
</tr>
<tr>
<td>Entry Slab 6&quot;</td>
<td>743 cu. ft.</td>
<td></td>
</tr>
<tr>
<td><strong>CONCRETE BLOCK AND ACCESSORIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slab</td>
<td>6-6 x 10-10 wire</td>
<td>1,000 sq. ft.</td>
</tr>
<tr>
<td>Wall Dowels</td>
<td>15 Diam. Bars</td>
<td>50 pieces</td>
</tr>
<tr>
<td>Vapor Seal</td>
<td>55/2 felt</td>
<td>1,000 sq. ft.</td>
</tr>
<tr>
<td>Grade Beam</td>
<td>1/2 Diam. Bars</td>
<td>360 lin. ft.</td>
</tr>
<tr>
<td>Walls</td>
<td>8&quot; x 8&quot; x 8&quot; Concrete Block</td>
<td>700 sq. ft.</td>
</tr>
<tr>
<td>Walls</td>
<td>6&quot; x 8&quot; x 8&quot; Concrete Block</td>
<td>161 sq. ft.</td>
</tr>
<tr>
<td>Anchor Straps</td>
<td>Metal</td>
<td>2 pieces</td>
</tr>
<tr>
<td><strong>FRAMING LUMBER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plate</td>
<td>4 x 8</td>
<td>140 427</td>
</tr>
<tr>
<td>Living Room Header</td>
<td>2 x 12</td>
<td>72 144</td>
</tr>
<tr>
<td>Rafter Blocking</td>
<td>7 x 6</td>
<td>130 250</td>
</tr>
<tr>
<td>Header at Bedroom</td>
<td>2 x 12 2/16</td>
<td>32 64</td>
</tr>
</tbody>
</table>

SLIDING ROOM DIVIDER at den, adds extra square feet to living area when needed. Other prefinished surfaces include: birch cabinets, hardwood paneling, insulated roof-deck ceiling, asphalt tile.

For unusual framing ideas
CONCRETE-BLOCK HOUSE, continued

Ideal building materials and advanced construction methods: two keys to low cost

ROUGH-IN PLUMBING is completed before the slab is poured (left). Masons find light block easy to handle; King likes its low cost.

WHAT

HOW

3 PLY BUILT-UP ROOF'S

BEVELED 4x8” acts as bond beam, top plate and header for doors and sash. No heel cut in 3x6’s is needed.

WHAT

HOW

24 GA. G.I.

2x4 BLOCK 24" O.C.

ATTRACTIVE incandescent lighting at ridge, lights living, dining area. 2x3’s are used for non-bearing walls.

Blueprint Product List for the Month of December

Cal-lite pumice block; E-Z Block-Fin aluminum sash; Hollyview sliding-glass doors; Weslocks hardware; Flintkote roofing and decking; Yorktowne birch cabinets; Formica counters; Dunne-Edwards paints; General-Sentinal hot-water heater; Bestile Aluminum; tile; Utility furnace; Arctic Circle cooler; Universal-Rundle plumbing fixtures; Marvin fan; G. E. kitchen center.
New...

408
SCREEN and
STORM DOOR
LATCH

by National Lock

- Skillfully Styled
  Doric design seamless concave knob, attractive escutcheon and lever handle.

- Completely Reversible
  Can be used on either right or left hand screen and storm doors.

- Constructed of Quality Material
  Assures long-term dependable service.

- Compact and Adjustable
  Requires only 1 1/2" mounting space for doors 3/4" to 1 1/8" thick.

- Prevents "lock-out"
  Automatically unlocks when latch bolt is depressed.

This all-new latch provides positive action. Nylon bolt assures quiet operation. Easily installed on wood or aluminum doors. Handy template and instructions are printed on flap of box. Free display demonstrator. See your supplier or write for information sheet Form 2118. Get complete details today.

EASY TO INSTALL

No Mortising Required

Quality Hardware ... all from 1 source

NATIONAL LOCK COMPANY
Rockford, Illinois
Merchant Sales Division
Olin Polyethylene Film
gives low-cost protection
against weather

Keeps Jobs on Schedule for
Garmer and Stiles Company

Carl Mitchell and Ralph Hulshizer, job superintendents for Garmer and Stiles Company, general contractors, Des Moines, Iowa, kept their jobs on schedule through snow, sleet and freezing rain by using Olin Polyethylene film as a wind and weather break.

Carl has this to say about his experience: “It’s the best thing that ever hit the building business. We used it to ‘close in’ a job we had at Friedman Motors when the weather turned bad. Without the use of any heat, Olin Polyethylene kept the temperature 20 degrees warmer inside.”

Ralph puts it this way: “All you have to do is use it once to be sold. Besides using it as a ‘wind-break,’ material cover and curing blanket, I also use it to thaw ground! Here’s what I mean. I couldn’t start working on a Thriftway Store job because the ground was frozen solid. Then I thought of using Olin Polyethylene as a tent over the area, and put in two gas salamanders. In no time the ground softened and we could start work.”

Here are some more facts about Olin Polyethylene Carl and Ralph gave us:

“I’ll spend only about $700 this year on Olin Polyethylene. Compare that to the $3,000 I spent on tarps last year.”

“By using Olin Polyethylene as a ‘wind-break’ instead of tarps, we’ll save roughly 50% in time and labor.”

“Olin Polyethylene is transparent. We don’t need any costly lighting.”

“When you cover materials with Olin Polyethylene, the men can see what’s underneath.”

Olin Polyethylene is a permanent multi-use moisture barrier that will help you build better for less. For more information, mail in this coupon.
COMMERCIAL BUILDING — product report

WOOD BEAMS supported by jacks, mid point under concrete blocks and Omnia planks, aid in leveling floors.

Why this block-and-beam deck saves building time

A new contender for the concrete floor and ceiling market has cropped up in the last few months and is creating a good deal of interest on the part of builders, architects and concrete-block manufacturers.

The system, called Omnia, is lightweight and flexible in its construction and assembly. There is no extensive formwork required. No heavy lifting cranes are needed. Component parts of the system can be handled by man. Its manufacture is simple, can be (and is being) set-up in all parts of the country with little capital investment. For more data write: Omnia Construction Corp., 30 S. Broadway, Yonkers, N. Y.

LIGHTWEIGHT PLANK is key to system. Shallow concrete base is pre-cast to expanded metal-lattice girder. Reinforcement is added as load and span require.

TYPICAL application of system shows its flexibility. The planks form the soffit for blocks. Poured concrete, together with planks, form reinforced concrete rib.
Market research: how to profit

... as Charlotte, N.C., did it:

**IMPRESSED** by the fact that someone wanted to know their personal preferences on housing, Carolinians eagerly divulged valuable information on Charlotte HBA forms. Over 3,000 replies were obtained, classified and studied.

**DOWN PAYMENT** and closing costs on this Wright Homes, Inc. prefab were awarded by builders as inducement to fill out questionnaires.

**THIS WRIGHT** model is called the Jupiter. It figured heavily in promotion at the Parade of Homes; drew favorable comment itself.

The men and women intent upon filling out questionnaires, above, are from Charlotte, N.C., with few exceptions. This is important to the builders in Charlotte, whose association planned, made up, distributed and catalogued the information from these questionnaires.

Why? Because the answers are from people in the market for Charlotte's 1958 houses. They represent local wants. The responses can be accepted by Charlotte builders as highly accurate for their area.

There is no denying that information gathered at the national level is vital to Charlotte builders. For instance, they and builders everywhere can benefit by studying the results from the recently completed Congress on Better Living (reported here on a following page).

Yet, national data—however good—is better when the country-wide trends are pinpointed at the local level. That's why the Home Builders Assn. of Charlotte was impelled to conduct its own survey in its own community. (Some de-
Details of the survey were included in the November American Builder, page 76).

Put in the works two years ago, the Charlotte survey was made in early September concurrent with the group's Parade of Homes.

Since the Parade was held at two sites—the first showing homes from $12,500 to $15,250, and the second featuring houses ranging from $28,500 to $45,000, a fair cross-section of Charlotte home prospects was reached.

This, plus the fact that each person completing a questionnaire was a home prospect (or he wouldn't have paid 25¢ and driven several miles to attend the Parade), prompted the Charlotte HBA to conduct the questioning during a Parade.

So as to be clear, and not so easily mislaid, questionnaires were printed on 8½x11” tagboard (a light, flexible cardboard).

Questions were worded as simply as possible to avoid any misunderstanding. To answer a question, a participant had only to make a check, or jot down a number which corresponded to one of several choices. Except for name and address, no writing was necessary for the participant.

Two or more attendants were constantly present at the tables set up for answering the questionnaires. They helped visitors, made sure replies were complete.

A key question in the survey was: “What do you think the new home you would like to own today should cost?” Ten categories from “Under $10,000” to “Over $40,000” were included as choices. The replies to all other questions were then linked to the price bracket which the participant chose. This screening made the answers doubly meaningful. The responses now can be used by both the low and medium-priced tract builder and the custom builder.

Typical of the questions: “Do you prefer to have the builder put in the lawn and shrubs at a cost of about $200 rather than do the landscaping yourself?”

Builders found that an overwhelming majority wanted landscaping completed when they moved in. They noted that this held true in every price category, and was most pronounced in the $15,000 to $18,000 bracket.

National trends in housing preferences will be tested locally by Alabama builders and buyers

Alabama’s second state homebuilders’ convention will devote a major part of its program to finding out what Alabama women like and don’t like in their new homes. There may be an idea in this for about 100 other HBA’s:

First, you get an agenda of the recent Congress on Better Living sponsored by McCall’s magazine.

Second, you invite the local delegate to the Congress to help you moderate a regional panel.

Third, you ask a representative group of women home-owners to join the panel. Suggestion: the Birmingham HBA has invited owners of houses in the last two Parades of Homes.

The program will be moderated by McCall’s delegate to the national Congress on Better Living, Mrs. Keith Russell of Birmingham.

Results of Alabama regional conference, held Nov. 26 in Birmingham’s Tutwiler Hotel, will appear in the January issue.

... here’s what Birmingham will adapt from McCall’s-sponsored national research
Research at the national level can shape your future, too

What was started last year by the Housing and Home Finance Agency as a determined and somewhat revolutionary method of learning what people wanted in housing has blossomed into an accepted (and expected) event—now sponsored by McCall's and the Women's Housing Congress, Inc., called the Congress on Better Living.

Industry sponsors of WHC include Better Heating-Cooling Council, the Copper and Brass Research Assn., the National Assn. of Plumbing Contractors, Plumbing Fixture Manufacturers Assn., and the Portland Cement Assn.

Held Oct. 9-11 at the Shoreham Hotel, Washington, D.C., the meeting drew 100 homemakers (a word wives shudder at, incidentally) from all sections of the United States.

HERE IS WHAT THE WOMEN'S CONGRESS WANTS IN HOUSING

- More privacy was high on the list of women's wants as expressed by delegates to the Congress. This means a den or equivalent for the men, a playroom for the children, and a room set aside from the bathroom where wives can primp privately.
- And, speaking of baths, they want two, the second one preferably located off the rear door, so that the children can use it without tramping through the house (with wet muddy shoes).
- Kitchens should be bigger and better equipped. Seems the delegates want to get the kitchen back in family life as the old-time hub of household activity, since they spend much time there.
- Family room is now considered a “must” by the delegates, “and it should be off the kitchen.” They also expressed a preference for a floor plan that puts the family room-kitchen combination far enough from the bedrooms.
- Prefabs are growing in popularity with women, if the Congress is an indication. It seems that freedom of room planning permitted by prefab packages is most attractive to the ladies.
- Garage is universally preferred—but not to house the family auto. Instead, it is used to store the garden equipment, and such paraphernalia as tricycles, bikes and baby carriages.
- One-story homes are runaway favorites, according to the wives. In the same breath, most delegates expressed distaste for the split-level design in its conventional form.
- More fireplaces are in order, apparently. The wives refuse to relinquish their sentimental hold on these old-time necessities, despite the fact that today's homes are, for the most part, heated quite efficiently by the furnace.
- Picture windows were voted down unless the view outside warranted it. The ladies also voiced their disapproval of small bedroom windows set high on the wall. They want to look out.
- More electrical outlets were desired—preferably about six feet apart. Fancier wall and overhead light fixtures were acclaimed. And, they considered the dishwasher the most wanted new appliance; a clothes washer the most useful.
Low-cost method for installing strip oak floors over concrete slab foundations


2. With moisture barrier in place, apply mastic to secure screeds over entire slab surface or in "rivers" along lines where screeds will be positioned.

3. For screeds, use flat, dry 2x4s in random lengths from 18" to 30". Screeds should be preservative treated to prevent rot or termite damage.

4. Lay screeds flat side down in staggered pattern on 12" centers at right angles to proposed direction of finished floor. Lap joints at least 4".

5. Leave a minimum gap of 1" between ends of screeds and baseplate around edges of room to allow for normal expansion of the finish flooring.

6. Use only tongue-and-groove and end-matched strip oak flooring. Blind nail to each screed. Stagger end joints for strength and appearance.

7. Wide baseplate along two walls is recommended to provide a good nailing surface for flooring ends, increasing rigidity of the installation.

8. Sand and finish flooring in usual manner, or use prefinished flooring. This installation method has proved successful in thousands of homes.

You know you're right when you use oak floors...in any home

Mail for FREE installation manual

National Oak Flooring Manufacturers' Association
807 Sterick Building,
Memphis 3, Tenn.

Please send free copy of "How to install hardwood strip floors over concrete slabs."

Name:
Address:
Questioned about kitchens, builders and manufacturers say:

- "Women head straight for the kitchen in a model home." . . . "If the kitchen wins approval, the rest of the house is likely to win approval, too." Consensus of opinion: the kitchen is a vital merchandising feature of the house.

- Buyers want bigger kitchens. Builders surveyed say they're giving them just that.

- Space-planning the kitchen is another buyer "must." More eating space (of the breakfast variety) is one highly-rated convenience. More builders are space-planning kitchens, according to our survey. They divide it into a food-preserving and storage area, meal preparing area, and clean-up area.

- Open planning for kitchens is preferred by buyers, survey results showed. Most often joined with kitchen: family room, dining, or laundry area. The old-fashioned closed-off kitchen still attracts a lot of buyers, though.

- The kitchen "bought" today is the one that is better lighted, better color coordinated. Advice from our survey: "Personalize your kitchens to match the rest of the house." . . . "Spend more effort on window lighting and color in the kitchen." Paint, wallpaper or wood paneling, tile, plastic laminates (in that order) rank high as wall-covering choices.

- Laundry equipment is preferred outside the kitchen area. But the kitchen is being expanded to take in other appliances, many supplied by the builder. Builders find that the garbage disposer ranks in popularity immediately after the built-in range and oven. Ventilating hoods and refrigerators are next "included" items. Extra "come-ons": indoor barbecues, intercoms, special cabinets.

Kitchens are one of your most important sales features.

... buyers want more

OPEN-PLANNING effect is increased with use of "off-the-floor" type cabinets. Feeling of more space is gained by use of three 24" deep wall cabinets placed on a frame equipped with furniture-type legs. Extra light for the kitchen (as well as storage space) comes from the sliding-door pantry cabinets hung above the countertop. This steel cabinet wall also makes good use of space by including necessary built-ins (range and oven), as well as counter eating space. From Youngstown Kitchens. (No. D3, p. 108). Other equipment most often included with house to make it sell: garbage disposer, ventilator, refrigerator, dishwasher, clothes washer, clothes dryer, separate freezer.
That's why . . .

focus on kitchen planning

INDIVIDUALIZED KITCHENS with color and personality of their own are another buyer request. Here, wallpaper, beamed ceiling, soffit shelf beam, wood cabinets do the trick. Curtis Co. (No. D2, p. 108).

BIGGER KITCHENS that are better planned, better lighted are wanted. Planning divides kitchens into areas for: 1) food preserving (back right); 2) food preparing (left foreground); 3) cleaning up (center background). By Geneva Kitchens (No. D1, p. 108).

SEPARATE PLACE for laundry equipment other than the kitchen is preferred by more home buyers. In foreground is Western Holly's "Kook-Center" (No. D4, p. 108). This built-in unit saves valuable kitchen space by combining gas range tops, two gas ovens, utility shelf, ventilating fan, light and a covered grill which provides a flush working surface.

BUILT-INS are particularly popular because of the space they save in kitchen planning. Here, G.E.'s free-standing 1958 refrigerator-freezer (No. D5, p. 108) is their "Straight line" unit that fits flush against wall (back and sides), lines up with adjacent cabinets. "Magic corner" hinges permit door to be fully opened without side clearance space.

KITCHEN EXTRAS, most builders agree, are worth their weight in sales appeal. Ventilating hoods are increasingly popular with buyers. Other newer extras . . . built-in barbecue, inter-coms, special cabinets to hold bottles, trays, etc. Above, Stanthony's ventilating hood and "Electramic" broiler (No. D6, p. 108), which barbecues with ceramic refractory coals.
HOW TWINDOW® HELPS YOU

TWINDOW - Metal Edge.

For large windows and where maximum insulation is needed, this type is ideal. It is constructed of two panes of \( \frac{3}{4}'' \) clear-vision Plate Glass, with a \( \frac{3}{4}'' \) sealed air space between. Its stainless steel frame, a Pittsburgh feature, eliminates bare glass edges, protects against chipping or marring of the glass. This unit is extremely easy, safe and quick to handle.

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IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

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TODAY'S HOME BUYER knows that the truly modern home is the one that has Twinpow insulating glass. He realizes that, no matter how efficient the roof and wall insulation might be, the windows, too, must be insulated—if his home is to have complete insulation.

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DORMITORIES - SCHOOLS
HOUSING PROJECTS

GLIDE-ALL® Sliding Doors

are Specified for Spacious Living

Here GLIDE-ALL Sliding Doors provide decorative panels for the generous storage areas in the bedrooms and halls of this apartment—one of hundreds for the Lake Meadows Multi-apartment project in Chicago. Architects: Skidmore Owings & Merrill. Contractors: Turner Construction Co.

A compact wardrobe unit, one of hundreds in Butterfly Hall on the campus of Michigan State University. This is a typical example of GLIDE-ALL Door installations in many University dormitories across the country. Architects: Ralph E. Colder, Detroit, Michigan.

Wherever maximum closet space in a confined area is desirable, GLIDE-ALL Doors make it practical and economical—like in this example of a remodeled guest room in the Sherman-Lincoln Hotel, Indianapolis, Indiana.

REASONS WHY:
Provide More Storage Space Where floor space is at a premium, floor-to-ceiling GLIDE-ALL Sliding Doors provide the most accessible, easy-to-use storage facilities.

Quality Appearance — Operation — Service Modern design, durable construction and smooth operation are features of GLIDE-ALL Doors that appeal to architects and builders from coast-to-coast.

Greater Economy The simple installation of GLIDE-ALL Sliding Doors saves construction time and materials—and the efficient production methods used in making them assure the lowest unit cost. On the job adjustment, for perfect, smooth, operation, is quick and simple and positive—an important factor where multiple installations must be efficient and trouble-free.

Whether your building plans require two or two thousand units of storage space, in any type rooms, you too will profit by specifying GLIDE-ALL Sliding Doors—in 8’ floor-to-ceiling or standard 6’8” heights, from 36” to wall-to-wall widths.

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

GLIDE-ALL DOORS ARE A PRODUCT OF
Woodall Industries Inc.

DETROIT 34, MICHIGAN

AMERICAN BUILDER
The Payoff
Departments

New Products and Catalogs..................106
Builders' supermarket for "hidden-value" new products and literature. Use the reply card, page 108.

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TV wiring... adds a lot of "hidden-value" at little cost

Here's a "hidden-value" product that won't remain hidden from your potential home-buyer very long. Once this system of built-in television wiring is pointed out to him, the customer, already well-versed in the ways of TV, will be quick to recognize its advantages and value.

This packaged Wiring Kit from Mosley Electronics usually can be installed for less than $30. It provides up to four attractive plug-in outlets which allow for moving the TV set around; or will operate four different sets from a single antenna. Also included in the package: 300 Ohm Line, multi-set coupler, wall-feed entrance line fasteners.

The built-in wiring can be easily installed by your electrical contractor. The actual antenna or mounting mast, however, should be left to the buyer and television technicians who have special knowledge of local TV problems. (Circle No. D7, page 108.)

**MERCHANDISING TAG** to highlight "hidden-value" TV Wiring System. Also: four outlets, multi-set coupler, 300 Ohm line, lead-in entrance.

**BLOCK DIAGRAM** shows four wall plates covering combination AC-TV sockets. Television wiring is connected in multi-set coupler which feeds in antenna power.

**OUTLETS ARE MOUNTED** on standard ganged outlet boxes. The metal barrier plate complies with electrical codes, separates AC power and TV services.

**MULTI-SET COUPLER** installs in attic, crawl space, basement or behind plumbing access panel. Feeds antenna power equally to all outlets.

More "hidden-value" products ahead
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Supermarket

Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .
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D1 Geneva cabinets
D2 Corian cabinets
D3 Youngstown Kitchen cabinets
D4 Westinghouse Kraft Center
D5 G. E. refrigerator
D6 Sanyony ventilator

NEW PRODUCTS
D7 Massey TV wiring
D8 TECO trusses
D9 Dnne steel stud
D10 Deming water system
D11 Armstrong insulaion tiles tile
D12 Schlegel wienermans
D13 Hosing pipe fitting
D14 Nider threshold
D15 Moyer electrical outlets
D16 Celiteax shingles
D17 Mason vercer
D18 Industrial Wire brackets
D19 Flexano panel
D50 General cabinet kitchen
D51 Alumaxx faucet
D22 Window shades Miss. Assoc.
D23 Dornellek kitchen units
D24 Fabrew window grilles
D25 Jut double sink
D26 Tennesse range unit
D27 Fibreboard wallboard
D28 Magneclean compactor
D29 Globe aluminum siding
D30 Trade-Wind filter
D31 Balsam modular windows
D32 Baywindow kitchen cabinets
D33 Emerson-Frye ventilating hood
D34 Sinclair back-ops
D35 Hobart dishwasher
D36 Flora plastic panels
D37 Morden antique glass
D38 Tiled vanity-countertop
D39 Multilevel cooking range
D40 Wasco showerwall
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DECEMBER, 1957
Trusses offer "hidden-values"

Trussed rafters can be erected in little time using spiked boathook, and Trip-L-Grip nailed in place before erection. Teco connected trussed rafters give savings in labor as well as time. Timber Engineering Co., Dept. AB, 1319 18th St., N.W., Washington 6, D. C.

Circle No. D8 on reply card, p. 108

Steel studs are nailable

Nailable steel studs for hollow wall plaster construction have new one-piece construction. Of light, zinc-coated steel, they are easy to handle, yet rigid. Require no stud shoes or attachments. Offer "hidden-value" advantages of added strength, and economy. Donn Products, Inc., Dept. AB, 672 Bassett Rd., Westlake, Ohio.

Circle No. D9 on reply card, p. 108

"Hidden-Value" weatherseals

Two new metal weatherseal shapes used to seal sliding windows and doors against stationary or movable surfaces have been introduced. Both "U" channels are wool pile lined. One (shown) has pile on one outside leg surface; other has pile on three outside surfaces. Schlegel Mfg. Co., Dept. AB, Rochester, N. Y.

Circle No. D12 on reply card, p. 108

Delivers increased capacity

Deming has expanded its line of multi-stage shallow well centrifugal and deep well jet water systems to include new 2, 3 and 5 HP units. These "hidden-value" systems deliver increased capacity from greater well depths. The Deming Company, Department AB, Salem, Ohio.

Circle No. D10 on reply card, p. 108

How to select insulation

Selecting the correct roof insulation for added "hidden value" is simplified by new slide rule based upon certified C values. Side shown determines C value needed to meet specified U value. Other side gives necessary U value. Armstrong Cork Co., Dept. AB, Lancaster, Pa.

Circle No. D11 on reply card, p. 108

Threshold assures protection


Circle No. D14 on reply card, p. 108

Give wiring flexibility

Greater flexibility in planning wiring systems is possible with new right or left surface angles, in- and-outside corner, and "T" sections. Multiple-outlet system, which adds "hidden-value" to house, now includes all elements needed for any type of wiring installation. A. H. Massey, Inc., Dept. AB, 111 Third St., Derby, Conn.

Circle No. D15 on reply card, p. 108

Hurricane-resistant shingle

New hurricane-resistant shingle is self-sealing. Easy application design features "hidden-value" adhesive "dash-strip." Sun's heat seals adhesive to tabs, forming wind-safe bond. Aluminum foil strip prevents sticking while handling. Celotex Corp., Dept. AB, 120 S. LaSalle St., Chicago, Ill.

Circle No. D16 on reply card, p. 108
Your key to economy and dependability

LEVITON
U-GROUND
DEVICES

Yes, Leviton is your key to cost-economy because Leviton has the know-how of mass producing Wiring Devices — gained over almost half a century of manufacturing experience. Leviton knows how to keep quality at the top, and prices at the bottom. There’s no need to sacrifice quality for the sake of economy, either. Leviton has absolute quality control — from selected raw materials to completed product. That’s your key to dependability.

New available: a new combination switch and U-ground outlet; a complete line of 3-wire U-ground caps and connectors; single and duplex receptacles, receptacles on covers — all in either tandem or parallel types. Duplex receptacles are also available with grounding terminals for individual outlets.

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Chicago • Los Angeles • Leviton (Canada) Limited, Montreal

Coating assures safety

Durable topping for steps and floors provides tightly-bonded, resilient coating which is slip-proof. Another “hidden-value” safety product, X-L Veneer is easily trowled on, can be applied over concrete, wood, steel, tile or glass. Monroe Co., Inc., Dept. AB, 10703 Quebec Ave., Cleveland 6, Ohio.

Circle No. D17 on reply card, p. 108

Time-saver centering bracket


Circle No. D18 on reply card, p. 108

Finish is “hidden value” boon

Finishing masonry in less time at less cost possible with new Plexfil. Product smooths porous masonry in one operation, serves as both filler and primer. “Hidden-value” product forms perfect undercoating for paint. Information from Plextone Corp. of America, Dept. AB, Newark, N.J.

Circle No. D19 on reply card, p. 108

AMERICAN BUILDER
"These windows can take it"
says Sid Naham, Maryland builder

"I've been using steel windows continuously for twenty years," reports Mr. Naham, president of Naham Construction Co., Inc., of Silver Spring, Md. "You know, windows get a lot of abuse during construction and in the home. My experience proves steel windows can take it.

"What's more, with steel sash I get the most window area for the least money. I'm using steel casement windows with inside-outside trim in my Newcastle, Adelphi Heights and Glen Haven projects."

Take it from Mr. Naham and from successful builders everywhere, your best buy is steel windows. They're easy to work with, they resist damage, and they go in fast.

Once installed, they give trouble-free service. And their clean, modern lines add greatly to the appearance of your homes, especially when the sash is painted to harmonize with your inside and outside color schemes. Available in many popular types and designs. You'd be wise to use steel windows in the next homes you build!

BUILD FASTER...SELL FASTER WITH

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DECEMBER 1957

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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."

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FREE installation manual available upon request.
NEW PRODUCTS...

Nook adds glamor to kitchen
Wall-hung kitchen nook adds beauty, saves seating space in the action center of the kitchen. Features lightweight, snap-on installation, and low cost. Complete packaged units are available in two styles and many colors to fit any color scheme. Dormalex Co., Dept. AB, 50 Mechanic St., Buffalo 2, N.Y.

Circle No. D23 on reply card, p. 108

Decorative grilles snap-on
News on windows for builders is "In fact, our display ads and listings in the Yellow Pages account for a quarter to a third of our contracts. We just got a $10,000 contract from an out-of-towner who found us through the Yellow Pages. And recently we were asked to bid on a million dollar job by a man who saw our ad in the telephone directory."

Get your share of out-of-town as well as local contracts by advertising in the Yellow Pages. Include complete sales information in your display ads and list your firm under all appropriate headings. Call your telephone business office for details.

Sink features easy controls
Highly styled sink with stainless steel sink bowl, anti-splash rim and drainboard features single-action faucet for hot or cold water with slow or fast pressure. Luxury, time-saving extra, is a deck-mounted push button detergent dispenser. Just Mfg. Co., Dept. AB, King Ave., Franklin Park, Ill.

Circle No. D25 on reply card, p. 108

"Our Yellow Pages ad brought us the chance to bid on a million dollar contract"
says ROBERT HUNSICKER
L. W. HUNSICKER CO., Allentown, Pa.

"In fact, our display ads and listings in the Yellow Pages account for a quarter to a third of our contracts. We just got a $10,000 contract from an out-of-towner who found us through the Yellow Pages. And recently we were asked to bid on a million dollar job by a man who saw our ad in the telephone directory."

Get your share of out-of-town as well as local contracts by advertising in the Yellow Pages. Include complete sales information in your display ads and list your firm under all appropriate headings. Call your telephone business office for details.
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Figure all the costs—material, time, labor, waste and nails—and you'll find you can offer your prospects the plus structural advantages of PlyScord at less net cost to you. Exact savings vary from area to area, but builders report 3/8” panels over 24” rafter spacing save $2.00 and more per square. PlyScord roof decking goes down fast. Requires fewer nails. Stable, resists buckling. Finish roofing looks better, is easier to apply on firm, solid PlyScord decking.

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the best construction, in-place cost, specify PlyScord

3. Use inexpensive PlyScord backing for tile, hardwood

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Thin range takes little space
Drop-in range permits valuable kitchen space directly below the unit. Only 3" deep, self-contained unit, including controls, drops into a single counter cutout. Tennessee Stove Works, Dept. AB, Chattanooga, Tenn.

Wallboard handles easily

Compactor is self-contained
Self-contained vibratory compactor, Powr-Pactor, features vibration-free engine and operator's handle. Minimizes operator fatigue, as it is designed for operating ease and efficiency. Provides variable frequency and force. Maginniss Power Tool Co., Dept. AB, 154 Distl Ave., Mansfield, Ohio

Aluminum siding saves time
Aluminum siding bonded to insulating board leaves no exposed nails or nailing strips when applied. Allows simple, speedy, one-man application. Eliminates costly accessories. In two colors. Globe Siding Products Co., Dept. AB, 2217 Schrage Ave., Whiting, Ind.

Easy-to-reach filter slides
The aluminum slide filter shown above is within easy reach over the range. Slides out like a drawer, is cleanable with soap and water. Available for all Trade Wind blower type ventilators for cabinet installation over a hood. Trade-Wind Motorfans, Dept. AB, 7755 Paramount Blvd., Rivera, Cal.

Modular windows insulated
"Twindow" insulating glass is now available in modularly-dimensioned multi-purpose windows. Specially recommended for savings of heat transfer. Offered in eight ventilating and eleven fixed sizes. Rolscreen Co., Dept. AB, Pella, Iowa.

Luxury unit saves space
"Dimensional Kitchens" for updated living feature cabinets with doors, drawers, of Textolite or Formica in variety of grains, patterns and colors. "Squared off" lines on cabinets provide custom look. Raygold Industries, Inc., Dept. AB, Railroad Ave., Copiague, N.Y.
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factory-inspected, laboratory-tested

To qualify for DFPA grade-trademarks, manufacturers must pass rigid and continuous inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. Use of grade-trademarks may be withdrawn if quality is not satisfactory.

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DFPA grade-trademarks mean quality Fir Plywood

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Buck-ups are time-savers

Adjustable Buck-ups save time, are reusable, quickly set metal door frames. Eliminate cutting, fitting etc., of wooden bucks. One end is clamped to frame, and other to stud; aligned and locked in set position. Available in two models. Sinclair Industries, Inc., Dept. AB, 1317 Kentucky Ave., St. Louis 10, Mo.

Dishwasher at work-top level

Modern built-in dishwasher adds extra convenience to the compact kitchen. Illustrated is Model KD-42 unit placed at work-top level to eliminate wasted motion. Provides easy column type installation. Can also be installed next to built-in ovens. Hobart Mfg. Co., Dept. AB, Troy, Ohio.

Tilting hood cleans easily

NEWLY-DESIGNED ventiling hood tilts with push button action for easy cleaning. Self-contained unit can be simply installed with duct concealed in wall... saving valuable cabinet space. Also features hidden fan and light units. Emerson-Pryne Co., Dept. AB, P. O. Box 698, Pomona, Cal.

Circle No. D33 on reply card, p. 108

Circle No. D34 on reply card, p. 108

Circle No. D35 on reply card, p. 108
BEGIN WITH A BEAUTIFUL BACKGROUND of plastic wall tile

Beginning with a handsome entry wall, you can extend sales-making decorative features all through your homes with plastic wall tile made of Styron®. Square tiles make the patterned wall of this entry not only beautiful, but completely practical . . . a sought-after feature in today's wonderfully livable homes. Many decorator-styled colors and versatile tile shapes, plus light weight and easy, cost-saving installation . . . all give free rein to your decorative ideas in Styron plastic tile.

The interiors you design in Styron plastic tile will live up to your finest homes, for your certified dealer can guarantee the quality of tile, mastic and installation. Let him help you give your homes this permanent, easy-care beauty.

THE DOW CHEMICAL COMPANY, Midland, Mich., Plastics Sales Dept. PL1560G.
Ideas are BH&G's stock in trade.
The practical, you-can-do-it sort of ideas that concern families who are eager for ways to live better. Maybe it's a wonderful dinner party menu with recipes clipped from BH&G's food pages. Or how to make room for a new Hi-Fi set. Or training Rover, the pup, to stay out of the road. Or planning a family vacation by car next summer. BH&G's readers really "live by the book" at home or away from home. And "the book" is Better Homes & Gardens, the family idea magazine. The ideas in Better Homes & Gardens are the kind that set Mother and Dad and the kids to buying instead of just wishing. That's what makes BH&G unique among all other major media, and a wonderful place for advertisers to show their wares.

Meredith of Des Moines...

America's biggest publisher of ideas for today's living and tomorrow's plans
How Zegers promotion program helps builders sell new homes

What do these new homes have in common?

It's quality! From coast to coast, trend-setting, quality-built homes have one feature in common—beautiful, practical wood windows equipped with Zegers Dura-seal Metal Weatherstrip & Sash Balance—helping to make a new home today's best investment.

Three leading builders tell you why:

LOS ANGELES
Willard Woodrow, Alden Construction Co.: "Even in sunny California, weatherstripped windows are necessary to seal out dust, dirt, drafts, and make air conditioning more efficient and economical. Zegers Dura-seal weatherstripping makes window operation effortless...it rates high with our customers."

CHICAGO
John R. Lewis, Fair Elms Homes: "Dura-seal helps Windy City weather outside, saves up to $100 a year on heat costs. And you can raise or lower a Dura-seal window with just one finger!"

WORCESTER
Matthew C. Ciccolo, Matty Ciccolo Builders, Inc.: "Wood windows are better...Dura-seal aluminum weatherstrip and spring sash balance makes them the best! Dura-seal is built to last a lifetime."

Here's another ad in the powerful Zegers program that is helping builders across the nation sell new homes! This new campaign features leading builders...has them tell why they use Dura-seal Metal Weatherstrip & Sash Balance.

It's a BIG campaign—Life's 26 million readers will see each ad in the series.

It's a COMPLETE campaign—and much MORE! Every ad will also...

SHOW quality-built homes across the country that have Zegers-equipped wood windows.

QUOTE the trend-setting builders of these homes...tell why Dura-seal weatherstripping is important.

SELL the advantages of nationally advertised products throughout the home.

PROMOTE the purchase of a quality-built new home as today's best investment.

MERCHANDISING AIDS HELP CLOSE SALES

An "Advertised-in-Life" sticker on each Zegers-equipped window calls the prospect's attention to this feature...gives builders a strong selling point.

Builders can also obtain folders and booklets to distribute to prospects. This literature makes buyers window-conscious, helps them remember homes that feature quality construction.

Zegers Dura-Seal is the only product in its field to offer a complete consumer advertising and merchandising program. Write for information today.

Zegers, Incorporated, 8090 South Chicago Avenue, Chicago 17, Illinois.
Thousands of Contractors Rely on the New Bostwick Expanded Corner Bead

As straight as a string . . . no crooked ends . . . no bows . . . that's it every time with Bostwick Expanded Corner Bead. All this is due to a brand new Bostwick expanded corner bead machine. It has electronic controls to bring you product uniformity. That's how Bostwick can give you these six time-saving features, and no call-backs for premature repairs at six cents per minute:

1. Straight end to end
2. Ends sheared square
3. Plaster key to the edge of the bead
4. Uniform width wings having same angle to the nose
5. Special non-pee galvanized coating
6. Special expanded small mesh wings

Your dealer can get Bostwick quickly if he doesn't have it in stock. You won't like a substitute as well. Want a sample? Write today.

THE BOSTWICK STEEL LATH COMPANY
103 HEATON AVE. - NILES, OHIO

Put the POWER PUNCH back in your Black & Decker tools

with GENUINE FACTORY BRANCH SERVICE

* Free Tool Inspection
* Standard B&D Guarantee

Look under "Tools-Electric" in Yellow Pages for address of your nearest FACTORY BRANCH. Or write direct for address of nearest branch to:
THE BLACK & DECKER MFG. CO., Dept. 54212, Towson 4, Md.

a MUST... in every modern HOME!

the MOSLEY Television Lead-in Wall Plate Socket!

Now—more than ever, MOSLEY AC/TV Wall Plate Sockets are a true necessity in today's modern home building! Complete mobility of TV set assures the buyer of versatile arrangement of furnishings in the new home!

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

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

Type AC-1PK, List Price $1.87
Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In brown or ivory. Other types available.

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

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

AMERICAN BUILDER
GOOD workmanship is one of the most important factors in preventing leaky brick walls. Good workmanship includes wetting the brick—completely filling the head and bed joints—and back-plastering the face brick before the back-up units are laid. Expect trouble when the face brick are not parged. Even if the space between the face brick and the back-up units is slushed, it cannot be completely filled with mortar. Voids are left between the mortar and the brick, through which water may enter, trickle down and leak to the inside of the wall.

Brixment mortar enables the bricklayer to back-plaster quickly and easily. Brixment mortar has great plasticity, high water-retaining capacity and bonding quality, great resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.
on your sales force!

The lasting beauty of hand-rubbed natural birch plus smooth modern styling... these are powerful "salesmen" that help sell homes equipped with Yorktowne Natural Birch Kitchens.

Sales trends prove increasing preference for wood kitchens... and here Yorktowne assumes leadership because of:

- Appearance... Hand-rubbed natural birch.
- Fine Furniture Construction.
- Built-in Conveniences.
- Flexibility... 175 models in local warehouse stocks for on-the-job delivery.

New brochure gives full information and specifications. Write for your copy today.

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NEW PRODUCTS . . .

Plastic panels for multi-use
Pretty yet practical Filon panels, ideal for in or outdoors, are available in twenty colors which provide varying degrees of light transmission. Of reinforced Fiberglas and nylon, panels are shatterproof. Filon Plastics, Dept. AB, 2051 E. Maple Ave., El Segundo, Cal.

Circle No. D36 on reply card, p. 108

Range has "built-in" assets
Built-in Monarch range has step-saving features. Control panel is located on the back splash in easily accessible position. Stainless steel rim seals cooking top to counter. Oven also has controls at eye-level. Malleable Iron Range Co., Dept. AB, Beaver Dam, Wis.

Circle No. D39 on reply card, p. 108

Use glass to decorate
Rolled glass in Lozenged Antique pattern with distinctive diamond design adds a new note to decorating. Provides better light control while assuring privacy. Available in clear or gold tints. Maximum size: 48x100". Mondial United Corp., Dept. AB, 625 Madison Ave., New York 22, N.Y.

Circle No. D37 on reply card, p. 108

Grapevines for Showerwall
Acrylite, noted for translucency and light transmission, is available in new Showerwall pattern. Wild grapevines weave against a gold threaded background for interesting bathroom decor. Thirteen shower and tub enclosures. Wasco Products, Inc., Dept. AB, Bay State Rd., Cambridge, Mass.

Circle No. D40 on reply card, p. 108

Single lavatory-vanity bar
Lavanette, a self-contained lavatory-vanity, adds convenience and beauty to bathrooms. Available in eight pastel color combinations. Steel construction top. From Toledo Desk & Fixture Co., Dept. AB, Maumee, Ohio.

Circle No. D38 on reply card, p. 108

Designed with women in mind
One feature of these modern cabinets is that careful designing and planning cuts much of the fatigue out of kitchen work. Cabinets come in a selection of over 200 patterns and sizes. I-XL Furniture Co., Dept. AB, Goshen, Ind.

Circle No. D41 on reply card, p. 108

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AMERICAN BUILDER
This beautiful Simpson Toasted "V" Groove rift grain redwood plywood paneling can be the difference that makes the sale! It has a distinction about it that prospects like.

It is planked with toasted "V" grooves embossed at intervals of 5, 11, 9, 7, 10 and 6 inches across the width of each panel. Every second groove falls 16 inches O. C. to serve as built-in stud locators for nailing. And because the edges of these panels are beveled, joints don't show.

Toasted "V" groove paneling is low in cost, yet it adds many, many dollars to the appearance value of your homes. So for the strikingly beautiful wood that helps make homes sell on sight use Simpson Toasted "V" Groove redwood plywood paneling. Simpson Toasted "V" Groove plywood paneling is also available in fir, Philippine mahogany and knotty pine.
"Carpet helps us sell homes 100% faster"
says leading Tulsa builder

“90% of our buyers wanted carpet in their new homes. It was only common sense to include it in the price,” says Jim Nuckolls, Tulsa, Oklahoma builder.

“We started in 1956 and today we sell 90% of our houses complete with carpet. Very few, if any, other builders in this area do this, so it gives us a tremendous jump on sales.”

Mr. Nuckolls firmly believes in carpet as a selling tool because research proves women prefer carpet 13 to 1. But when they’re buying a new house, their cash and credit are tied up. They feel they can’t afford carpet. When you include carpet in the purchase price of the home, it’s another reason for them to buy.

Working with local carpet retailers, you’re able to offer your customers the widest possible selection of colors and patterns — no inventory necessary, no installation problems. The customer gets her new house complete with carpet she’s always wanted and you’ve made another sale.

Why don’t you talk to your local carpet retailer about including carpet in your houses? He can offer two extremely valuable services: 1. A broad selection of merchandise, with the showroom facilities and knowledge to service your buyers. 2. Skilled carpet layers to install wall-to-wall carpet. Your local lending organizations will be able to work out — with you and your carpet retailer — the most satisfactory financing plans for you.

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

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

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

CARPET INSTITUTE, INC., 350 Fifth Avenue, New York 1, N. Y.
ARDOX spiral nails provide higher count per pound

ARDOX spiral nails cost less per nail because the user gets more nails per pound. The spiral in the nail results in lower weight per nail. For example, there are approximately 4,100 more nails in a 100 lb. box of 2½ x 10½ ARDOX spiral nails than there are in a 100 lb. box of similar length common nails.

Get the facts about this superior, threaded-to-the-head nail, made from J&L high quality, higher carbon steel. For complete information on how ARDOX full spiral nails can cut your costs, write to the Jones & Laughlin Steel Corporation, Dept. 439, 3 Gateway Center, Pittsburgh 30, Pennsylvania.

**ARDOX** spiral nails... a great name in steel

**INCREASED HOLDING POWER**
The ARDOX full spiral shank nail develops up to twice the holding power of equivalent common nails... gives you stronger, longer-lasting construction. Graph proves holding power of eight penny ARDOX nails driven into white pine, 10% moisture.

**LESS SPLITTING**
The ARDOX spiral nail turns like a screw when driven... threads its way into the wood with minimum fiber damage. The stiffer shank of the ARDOX spiral nail, with less metal bulk, greatly reduces the tendency to split.

**EASIER DRIVING**
Despite greater holding power, the ARDOX spiral nail actually requires less driving force. It speeds construction, reduces operator fatigue. Laboratory and field tests prove that ARDOX spiral nails are up to 30% easier to drive.
Trend-setting California Home
Features Translucent Glass

A partition of lovely Luxlite Glass is a high point of interest in this Merit Award House, featured in House and Home Magazine. The golden glow of flattering, diffused daylight forms a decorative backdrop for living and entertaining. Yet privacy is adequately protected. Glass was used extensively throughout the entire structure, an indication of the growing use of this versatile and beautiful material by today’s architects.

Make light a part of your plans. Specify figured glass by Mississippi. Available at better distributors in a wide variety of patterns and surface finishes.

Write today for free literature.
Address Department 34.

CATALOGS...

SWIVEL LIGHTS, both residential and commercial, pictured in a four-page catalog from Prescolite. These swivel-type fixtures of heavy duty diecast construction shown in standard, decorator, plated or shade-style finishes. Prescolite Manufacturing Corp., Dept. AB, 2229 4th St., Berkeley 10, Cal.
Circle No. D 53 on reply card, p. 108

MODULAR AND STANDARD sizes plus glass sizes of Ulaco lifetime aluminum horizontal sliding windows in a new catalog. Information on two-fin series adaptable even in cedar shake and drop siding construction. Southern Sash Sales & Supply, Dept. AB, 818 20th St., Sheffield, Ala.
Circle No. D 54 on reply card, p. 108

ACOUSTICAL MATERIALS information is offered in a 22-page catalog from Armstrong. Explains how to select the proper material; discusses installation methods. Gives photos, material selection chart. Armstrong Cork Co., Dept. AB, Lancaster, Pa.
Circle No. D 55 on reply card, p. 108

PLUMBING FIXTURES manual is arranged for time-saving quick reference. In 90 pages it illustrates complete line of brass fixtures, vitreous china and steel enamel ware. Gives technical features and dimensional drawings. Gerber Plumbing Fixtures, Dept. AB, 232 N. Clark St., Chicago 1, Ill.
Circle No. D 56 on reply card, p. 108

WINDOW FEATURES are given in a four-page brochure. Details the wearing, usability qualities of aluminum jalousie windows. Gives installation and specifications as well as complete detail drawings. Stanley Building Specialties Co., Dept. AB, 1890 S. E. 146th St., North Miami, Fla.
Circle No. D 57 on reply card, p. 108

HOW QUALITY WINDOWS “sell” the home buyer, subject of an eight-page booklet from Zegers, explains importance of quality windows and illustrates proper weatherstripping. Highlights Dura-seal and complete sash which snaps in and out easily. Zegers, Inc., Dept. AB, 8090 S. Chicago Ave., Chicago 17, Ill.
Circle No. D 58 on reply card, p. 108
CreZon overlaid plywood siding is

HELPING HIM CLOSE THE SALE

"Sold!" What single word rings more happily in a builder's ear?

Helping to close that sale is siding of CreZon overlaid plywood. Because homes with CreZon siding find a ready market—they look better, last longer and slash maintenance cost over the years—important sales features for today's discriminating buyers.

And siding of CreZon plywood is one "extra" that actually saves time and money in construction. Easy-to-work CreZon plywood siding goes up in a hurry with a minimum of trim loss.

You save, too, on paint and painting time because the velvet-smooth CreZon surface requires no excessive priming and sanding. There is no grain pattern that must be hidden! Two coats do the job of three.

Use CreZon overlaid plywood on your next job. Discover the "extra" that actually saves you money. For technical information, see Sweet's Light Construction File E, Architectural File E, or A.I.A. File 19-E-5.

CREZON OVERLAID PLYWOOD IS AVAILABLE UNDER VARIOUS TRADE NAMES FROM THESE LEADING MANUFACTURERS AND THEIR DISTRIBUTORS:

Diamond Lumber Company
Portland, Oregon

Georgia-Pacific Corporation
Portland, Oregon

Edward Hines Lumber Company
Chicago, Illinois

Mount Baker Plywood Inc.
Bellingham, Washington

Roseburg Lumber Company
Roseburg, Oregon

St. Paul and Tacoma Lumber Co.
Tacoma, Washington

United States Plywood Corp.
New York, New York

Walton Plywood Company
Everett, Washington

Also available in Canada through:

Canadian Western Lumber Co.
New Westminster, B.C.

MacMillan & Bowater Ltd.
Vancouver, B.C.

Western Plywood Co., Ltd.
Vancouver, B.C.

Another quality product by

CROWN ZELLERBACH
There's no need to compromise—on cost, on capacity, on job versatility—when you look to Hopro for your equipment needs. You pick truck-mounted models like the half-yard, full-swing Model 360 or the Model 200-DTM which handles up to 30" buckets... available in 24 or 36 GPM or the extra heavy-duty new 72 GPM hydraulic system with triple tandem pump and split valve bank! All weather, good visibility cab is available as optional equipment. To use power you already have, there are models CTM or RTM for crawler or wheel tractor mounting, either self-powered or PTO trailer types. Or, if a completely integrated self-propelled unit fits your picture best, select the Model 185 SPR rubber-tired Hopro or the Model 190 SPC crawler unit. All twelve models give you Hopro's feather-touch full-hydraulic operation with a wide selection of backhoe or shovel buckets, log grapples, magnets or crane equipment.

Discover how you can cut equipment costs—right now and over the long pull—with one of these work-hungry, heavy-duty Hopros. Get the facts on the money-saving Hopro that's built for you!

STAIRWAY problem?

BESSLER Disappearing Stairways may be the answer!

Send coupon now

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

Please send free catalog, wall chart, prices and discounts.

Name __________________________ Address __________________________

City __________________________ Zone ______ State __________________________
BRAWN
to lift
50% Bigger Loads

With up to 1,000 pounds greater built-in weight, the International® 350 Utility tractor has a rated front-end loader capacity up to 50% higher than lighter weight rigs of similar power rating. Here's brawn and power for high production...to help you cut unit labor costs. Equally important, traditional IH quality minimizes down-time...reduces maintenance.

No matter where your job is located, there's one of 5,000 IH sales-service dealers located nearby.

Call your IH dealer today for a demonstration. For free catalog, write: International Harvester Co., Dept. AB-12, P. O. Box 7333, Chicago 80, Illinois.

Heavy-duty front axle is one reason why the International 350 Utility tractor stands up to continuous loader work with ½ cu yd bucket taking "bites" up to ¾-ton. Greater built-in weight also increases trenching yardage with big-capacity backhoe.

Match International utility power to your job! Six International tractors on rubber give you job-matched size and capacity—whether you need 10 hp runabout power or an 8,300-pound pull. Above, International W 450 handles a 2¼ cu yd self-loading scraper or 8 cu yd elevating scraper.
RE-ATTACHMENT is about to take place between tractor and Snap-On backhoe. No tools are needed—pin can be removed and put in by hand.

THIS IS THE WAY operator would leave Snap-On-Digger to use other equipment on the tractor. Attaching can be done in 30 seconds. (No. D42, p 108).

EARTH-MOVING BUYING GUIDE

Versatility: the key to economy

For the relatively small builder, an investment in a piece of earth-moving equipment is quite likely to be the biggest single investment that builder will make in his business career. That it will pay for itself must be taken for granted—otherwise it wouldn't have made sense to buy the machine in the first place. But it is quite possible that in many instances, and with a little judicious shopping around, the small builder can find a machine that will handle not only the job it was originally intended for, but a host of other jobs as well.

We've covered the most versatile gadget in the field—the small tractor—extensively in an October '57 story, but since it is by far the most popular machine for builders, particularly small builders, we've included it with the quick-removing backhoe above. Its manufacturer claims that it can be unhooked in 30 seconds, leaving the tractor free for easier maneuvering, or for the attachment of other machinery. Let's hope this leads to the development of quick-releases on other tractor attachments.

The machine shown at the right would probably be bought by the larger builder who is doing land development on a big scale, not just on a lot-by-lot basis, but who is just as careful with his money, and who would be just as happy to get a lot of different machinery built into one unit. The builder who buys, say, the backhoe, can buy parts that will give him the additional services of a shovel, and a crane of varying lengths, with which he can use a concrete bucket, a clamshell, or a dragline.

Finally, a memo to manufacturers: make the most out of your machinery. The more versatile it is the better the builder will like it.
CRANE BOOM handles concrete bucket, can also swing drag-line bucket. Similar, but smaller boom can be used on the smaller machine below. Both would pay off best in big scale land development.

in all sizes of equipment

CRANE—excavator combination is this new unit by Bucyrus-Erie. The type 30-B crawler unit can be fitted with backhoe (shown), shovel, or various types of cranes. (No. D43, p 108).

BESIDES standard attachments such as backhoe, this Le Roi “Tractair” carries its own compressed air for pneumatic tools and attachments. (No. D44, p 108).

SPECIALIST in loading is this Hough “Payloader”. Big rubber tires give it speed and mobility, let it run on highways. (No. D45, p 108).

NEWCOMER in the growing field of small bulldozers is the Minneapolis-Moline “Golden Crawler” shown here. (No. D46, p 108).
IDEAL COMBINATION for light grading and landscaping is this Ford tractor with front-end loader and adjustable rear blade. (No. D47, p 108).

THE SMALL "CRAWLER" is becoming an increasingly popular compromise between the tractor and bulldozer. Oliver makes this one. (No. D48, p 108).

BULLDOZER BLADE as well as loader can be used on small crawlers. This is John Deere's Model 420 crawler. (No. D49, p 108).

EASIER HANDLING for the Caterpillar "Traxcavator" is provided by this automatic bucket positioner which holds bucket at set angle. (No. D50, p 108).

NEW lowbowl scraper is designed for use with the Caterpillar D 7 Bulldozer. Capacity is increased 27% over preceding models. (No. D51, p 108).

SMALL CRAWLER built by J. I. Case Co. can carry loader, dozer blade, angle dozer, hydraulic scarifier, and hydraulic backhoe. (No. D52, p 108).
DO YOU KNOW that for as Low as $4,000.00*
You can buy a TRACTOR LOADER, and SHAWNEE "D65" BACKHOE Complete with Bucket!

The SHAWNEE "D65" Backhoe, although low in cost, has all the quality features of the most expensive backhoes. The "D65" is equipped with double acting precision built cylinders, has replaceable bronze bushings at all moving points, all welded box frame booms, and is designed to permit easy installation or removal.

* 6000 Pounds Digging Force at Bucket Teeth
* Price varies with different makes of tractors.

Manufactured by
SHAWNEE MANUFACTURING COMPANY, INC. • 1947-31 North Topeka Ave., Topeka, Kansas
Division of Stearns Manufacturing Company, Inc.

homes you build beyond the mains are

EASIER TO SELL WITH A MYERS FOR THE WELL

Quality-minded buyers recognize nationally advertised products as an important standard of value. In pumps and water systems, Myers is the name they know best. A long-standing, consistent program of national advertising for more than 80 years has established Myers as a quality name with more than three generations of home buyers.

This reputation for building quality products, along with the fine reputation of local Myers dealers, is the most important reason why more and more buyers are confidently selecting houses beyond city water mains.

You can cash in on this buyer confidence in the Myers name by making certain that your new homes beyond city water mains are equipped with Myers quality pumps, water systems and conditioners.

Myers WATER SYSTEMS AND WATER CONDITIONERS
THE F.E. MYERS & BRO. CO. Ashland, Ohio • Kitchener, Ontario

Ejectors® Reciprocating Submersibles

AMERICAN BUILDER
FORD GIVES YOU MORE FOR '58

MORE POWER
MORE SELECTION
MORE HANDLING EASE
MORE MOBILITY
MORE ECONOMY
NEW FORDS GIVE

NEW FORD POWERMASTER

...MORE EASE OF HANDLING

Work-easy power steering is available for all Ford Tractors to give fingertip steering control even in curbed areas, on soft ground or over rough terrain. Ford's power steering* gives 90% assist—leaves just enough manual control for the operator to retain "feel" of the wheel. No steering wheel kickback, no lost motion... and the sharp reduction in operator fatigue shows up dramatically in the form of increased production!

*Standard on Row Crop Models. Optional on others.

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<th>EFFORTLESS, ONE-HAND STEERING</th>
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<td>TRACTOR LOAD</td>
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The most powerful Ford Tractors ever! There’s a wide choice of new Ford All Purpose Tractors — in both the economical Workmaster series and the husky Powermaster series. Ford’s new All Purpose Workmasters and Powermasters give you full range of equipment selection . . . from the Special Utility models, lowest cost work horsepower on the market, right on up through the fully equipped deluxe Model 861 Powermaster. All new Ford Tractors are available in gasoline or LP-Gas models. There’s no waste investment for unneeded “frills” with the new Ford Tractors. Buy horsepower, weight and equipment to exactly fit your job! See your Ford Tractor and Equipment Dealer — or write Industrial Department, Tractor & Implement Division, Ford Motor Company, Birmingham, Michigan.

Ford’s new Powermasters and Workmasters are available with choice of 4-speed or 5-speed transmissions. Four speed transmission can accommodate an “over-under” auxiliary transmission giving 12-speeds forward, 3 reverse and 3 PTO. They’re your answer to any speed need from one-mile-per-hour creeping for finish grading and transplanting to more than 20 mph for fast transport.

Four-speed transmission models also accommodate a reversing transmission for work with a fork lift. All controls are simple, no high-priced “specialists” are needed to operate Ford Tractors and equipment. Any man on your job can keep the work moving on schedule!
Power steering and "live" PTO are now being offered as factory options for the Fordson Major Diesel — already famous world over for fuel economy. Power steering adds still more mobility and ease of handling to the FMD, and with live PTO you can make still more use of the tractor's tremendous lugging power and versatile 6-speed transmission. Choose from four special utility and fully equipped models. Amazing economy — Unbiased tests give dramatic proof of the FMD's amazing economy of operation. Still further savings are offered by FMD "Special Utility" models — work horsepower at a rock bottom price for industrial jobs where no hydraulic system is needed. And the same emphasis on money-saving is also found in Ford's gasoline and LP-Gas model tractors . . . low original investment, low operating cost, low maintenance cost. More of the economy that has always been traditional with Ford! See your Ford Tractor and Equipment Dealer.

YOU SEE MORE FORDS BECAUSE THEY SAVE MORE MONEY!
General Electric Thinlines
Help Nashville Builder
Sell Houses*

"We wanted an air conditioner thin enough to fit neatly through the wall yet powerful enough to cool a whole house," says John Wilson, builder of the Thompson Lane Park Project in Nashville. "That's why we decided on General Electric Thinlines.

"Thinlines sure helped us sell houses! Better than 90% of our customers wanted them. And they could be included in the FHA or VA mortgage."

Mr. Wilson found that just one 1-hp Thinline (10,500 BTU's) could completely air condition an 800-square-foot house. In his larger homes just two Thinlines were needed.

Consider compact, powerful Thinlines for your next job. They're so thin they fit easily almost anywhere—in windows or right through the wall. And there's no plumbing or ductwork needed.

Thinlines come in 1/2, 3/4, 1 and 1 1/2 hp models. See your General Electric Room Air Conditioner retailer for full details.

General Electric Company, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL ELECTRIC

On the inside there's no unsightly overhang because the Thinline is only 16 1/2 inches deep. And the Thinline's smart, trim styling blends neatly with any décor.

On the outside Thinline's aluminum grille looks well with the building—keeps its good looks for years.
How to do it better

Indirect lighting-trough design costs less

We have been so pleased with the attractive indirect lighting setup used in our new homes and even in a church that we thought other builders might profit by it. Simplicity is the keynote since all three pieces of the trough are cut from one 10” board. The table saw is set at approximately 35 degrees and the rip fence set in place.

Piece no. 1 adds width to trough bottom and facilitates easy nailing to wall. No. 2 becomes front of trough and hides fixture. The fixtures are single-strip fluorescent. The effects with this simple arrangement are no less than amazing and most satisfactory. Eugene Landis Ephrata, Pa.

Wood ground speeds natural stone installation

In working with ledgerock or any other type of natural stone, particularly in random pattern, the difficult job of cleaning the finished face of the stone work can be eliminated through the use of a ½ x ¾” plaster grounds (preferably cedar). The wood ground is placed flush with the outside edge of the stone face, and mortar is piled behind it and screeded level with the top of the ground. Dry portland cement sprinkled over the new mortar before the next stone is laid gives better bond and prevents “bleeding”.

As each succeeding course of stone is laid, the wood ground is removed from the lower joints, leaving uniform joint thickness as well as depth, without the use of special joint rakers or “slickers”. Clean-up time is also cut to a minimum.

W. D. Coffey Rochester, N. Y.

Install your sills while concrete is soft

Sills can be put on the tops of foundations easily and quickly if done right after the concrete is poured, while it is still soft. Have sill treated with a wood preservative and with the bolts already in them.

When concrete is up to grade, start setting sills on the soft mix. The bolts can be easily pushed into the soft concrete. Hold the sill onto proper grade by use of temporary nailing, weights or spacers (see drawings).

M. Markway Jefferson City, Mo.

Straightedge speeds cornice alignment

A quick and accurate method of aligning cornice blocks goes as follows: first, nail the blocks to the building following the chalk line. Next, level the blocks at the extreme ends of the straightedge. By holding the straightedge under the loose blocks they are easily nailed up to a straight line.

Richard Johnson, Portland, Conn.
"THERE'S LESS TO DO, FROM HEARTH TO FLUE"

HERE'S WHY "BENEFIRE®" SAVES MY TIME—
CUTS FIREPLACE CONSTRUCTION COSTS

"Thanks to Benefire, I show a bigger profit from fireplace jobs. It's the complete fireplace form. Just set it on the firebrick hearth on a 1/2" bed of fire clay. Bottom flange forms a neat, tight junction with hearth... speeds up construction, seals against heat and smoke leaks."

"Here's another timesaver. Benefire's smoke dome provides a complete form all the way up to the flue tile, saves 'free-hand,' stepped corbelling. Dome is angled to bring flue directly in center of unit. Where larger flue tile is required, just cut the two light 'tack welds' with a cold chisel, bend out top to fit flue."

... and these exclusive BENEFIRE features make a hit with the homeowner

1. Tight seal flange prevents smoke leaks into room.
2. Dome design insures smoke-free draft.
3. Exclusive rotary damper controls provide just the right amount of draft to suit conditions. Nothing to get out of order.
4. New Tight-Seal Throat Damper seats tightly all around without packing... no annoying drafts when fireplace is not in use.
5. Depth and height of opening carefully proportioned to give broadest view of the fire and the most radiant heat.

See your LOCAL BENNETT SUPPLIER... for full details and low prices on the new Mason-Designed Benefire Unit, and the complete line of dampers, ash dumps, grilles, grates, lintels, etc. Write to Bennett-Ireland Inc., Dept. C, Norwich, N.Y. for complete catalog.

"It's easy to lay up masonry. Benefire's square sides do away with fussy, diagonal courses. Big air chambers occupy more space... save masonry, provide greater heating capacity. 'Ductops' are real timesavers... serve as ready-made forms that simplify ductwork."

"Talk about fast work! We set the flue in place on top of unit, and keep right on going. No waiting for mortar to dry below the flue, as is necessary with a standard fireplace or other makes of fireplace forms. What counts, too, is by using Benefire I save up to a ton of masonry on many jobs yet I can guarantee a perfect fireplace every time."

"It's easy to lay up masonry. Benefire's square sides do away with fussy, diagonal courses. Big air chambers occupy more space... save masonry, provide greater heating capacity. 'Ductops' are real timesavers... serve as ready-made forms that simplify ductwork."

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1. Tight seal flange prevents smoke leaks into room.
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IF LENGTH is needed to enclose a long patio or an entire side-yard, this design fits the purpose well with its simplicity, easy construction.

USING CONCRETE pier for 4x4" post (see bottom right for detail), this fence is easily assembled with a 2x4" base and 1x4" t & g face. Cap runner is simply a 2x6".

IF HEIGHT is needed, this attractive combination of slats and posts will turn the trick. Designs like these add much to the overall appearance of any house.

SIMPLE but unique use of two 2x4's as post caps makes application of 1x2" slats an easy task. 2x8 bottom stringer is needed to balance width of cap boards.

1958 IS THE YEAR FOR CUSTOM EXTRA

Here are eighteen new ways

APPLICATION of good design to garden border is accomplished with a twist of the panels. When landscaping is added to house, this fence can be a potent selling aid.

SPACER BLOCKS hold 1x10" panels in place, and 1x8" cap runner draws the whole border rigid. Instead of concrete pier, treated post is driven bare below frost line.

BLEND with house appearance is achieved here with height and angled panels. Fences like this are perfect for not-so-private project housing—could turn the sale.

WHERE garden border, left, featured open panels, these panels were closed to provide the maximum in privacy. 2x6 cap runner steadies the unblocked panels.
to build fences

A good fence can add to a good house. It can also make a low-cost “Plain Jane” look more luxurious. The fence designs on these pages show the variety of uses to which they can be put, and suggest the unending patterns an alert builder can employ to enhance the overall appearance of his house.

In these days of an increasingly competitive building market, you can’t overlook any opportunity to increase the saleability of your houses. You will have to give your customers those custom touches—those extras that will distinguish your product from that of your competitors.

This is the first of a series of articles. The series will be called “Building Custom Extras” and the basic idea of these continuing stories is to provide you with a wide choice of “extra” designs, so that whatever house you build, there should be a detail here which will fit into its plan. In the future, these articles will discuss fireplaces, patios, breezeways and other good, “extra” house features.

Simplicity of design to permit fast construction with basic materials and modular material sizes is at the core of these fences. This selection of easy-to-build “extras” was done to give the maximum in design at the minimum cost and labor.

EXPLDED view of pier detail shows simplicity of its construction. Use of strap iron and bolts permits expansion and contraction to take place without cracking or splitting post. Straps are bent for strength.

Look for the second article on custom extras in a forthcoming issue

Twelve more ways to build fences
Above are eight ideas for fences each making use of various woods, plywoods and hardboard panels.

1958 IS THE YEAR FOR CUSTOM EXTRAS, continued

**Fences: 12 more ideas**

**WHAT**

**HOW**

**PRIVACY** and decorative effect is achieved here. Fence is strung on 4x4" posts with 1x6" frame for top, bottom stringers and sides. Horizontal strips: 2x4's. Verticals: 1x2's.

**ANGLED BOARDS** create this fence. Boards are narrow or wide according to scale of area to be enclosed, are generally staggered. A. Quincy Jones, Architect.
All eight of these ideas were designed by architect Ragnar C. Qvale for the Delhaven Co., builder in Los Angeles.

for you to choose from

CHECKER PATTERN. Frame with short 2x4” girts toe-nailed to 2x4” posts. Cover squares alternately with short 1x4” V-edge siding (shiplap or T&amp;G).

Bruce Heiser, Architect.

VERTICAL LOUVERS. Plan angle of louvers so that “blind” side is toward public traffic. Angle of 45° is most common.

Architect: Harwell Hamilton Harris.

DECEMBER 1957

Photos on these two pages: courtesy of California Redwood Association.
How to locate leaks in hot-water slab coils

**QUESTION:** We would like information on the procedure necessary to find a leak in a heating system imbedded in a concrete slab.

The water loss amounts to approximately 10,000 gallons for a period of three months. There is no evidence of moisture about the building or any exterior walls.

We have tried “Stop Leak” to no avail. We have also tried to locate the leak without success. Can you suggest means other than the ones previously stated.

**Savastio Construction, Inc.**
Hershey, Pa.

**ANSWER:** One method of finding leaks in the hot-water coils is to utilize condensation to show you where the leaks are. To create the conditions for condensation: keep the house cold, open the valves and permit the hot water to flow through the pipes. This rapid change will cause condensation of moisture to form on the concrete, thus outlining the pattern of the heating coils. Where the leak occurs, an irregular pattern will become visible on the slab directly over the rupture in the coils.

To repair the leak, cut away the concrete and solder or weld the coils. To prevent further leaks in the system, have it checked to see if you have the proper amount of expansion joints. For example, 100' of copper water tube, subjected to 100°F change will expand or contract approximately 1/4” in length. If the joints are not originally built into the system something has to give.

**Steinberg and Stemple**
New York City
Community College

Will blown sand reduce effect of insulation?

**QUESTION:** Sand up to 1/4” thick has blown through the roof louvers onto the loose rock wool ceiling insulation installed between the joists. Will this sand cut down the insulation quality of the rock wool? If so, what is the best way to restore it?

**Kenneth G. Overbury**
Albuquerque, N. M.

**ANSWER:** We doubt that the 1/4” sand covering the loose rock wool will cut down materially the insulation’s resistance to heat flow. It wouldn’t be practical to remove it with a vacuum cleaner because the mineral wool would be sucked up with the sand.

You are, no doubt, in the dust-bowl area. We would suggest that some provision be made to prevent sand from entering your attic when dust storms occur.

**National Mineral Wool Assn.**
Greater UNIFORMITY of GRADE
 SPELLS GREATER BEAUTY,
 PERFORMANCE AND ECONOMY WITH

PALCO® Architectural Quality Redwood

VERTICAL GRAIN GRADES

- CERTIFIED DRY CLEAR HEART V.G.
  PALCO® REDWOOD

The very finest available. Vertical grain that can't "shell out"—rich redwood colorings throughout—the full benefit of all features found only in heart redwood.

FLAT GRAIN GRADES

- CERTIFIED DRY CLEAR HEART PALCO® REDWOOD

The finest flat grain available, with full benefit of all heartwood qualities. PALCO Architectural Quality features the pattern surface cut from the bark side to prevent raised shell grain.

A selected grade of vertical grain containing some clear sapwood—unsurpassed as a paint surface—often chosen for decorative value of color contrasts where more durable heart qualities are not essential.

- CERTIFIED DRY A GRADE V.G.
  PALCO® REDWOOD

A selected grade of vertical grain containing some clear sapwood—unsurpassed as a paint surface—often chosen for decorative value of color contrasts where more durable heart qualities are not essential.

Where clear heart is not required, painting is indicated, or decorative color variation is desired, A Grade containing some sapwood may be specified. PALCO Architectural Quality again insures controlled manufacture to prevent "shell out."

Redwood is so different from any other lumber that it requires its own unique grade marks. Whereas "A Grade" compares with the top grade in other soft woods, redwood offers an even higher quality in "Clear Heart," with its exclusive properties of resistance to weather, insects, decay, swelling, shrinkage or warping.

Performance of redwood is vitally dependent on specification of the proper grade for each job. Through the most rigidly controlled manufacturing in the industry, PALCO Architectural Quality offers the highest uniformity of grade—plus the fact that all resawn siding is vertical grain, and flat grain production is controlled so that pattern is run on the proper face, thus avoiding raised shell grain even under severe exposure. Only PALCO gives you this assurance...yet it costs no more.

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- "From Out of the Redwoods"—colorful booklet showing how PALCO Redwood and Redwood Products are produced.

NAME

TITLE

COMPANY

ADDRESS

CITY

ZONE

STATE
Convention calendar ...


Dec. 7: Staten Island Home Builders, 80 Bay Street, Staten Island 1, N. Y. Fourth annual dinner dance; Tavern on the Green. René Allegre, chairman.


1958

Jan. 7: Home Builders of Maryland, 7 E. Lexington St., Baltimore 2, Md. 38th annual banquet; Lord Baltimore Hotel. Guest speaker, George Goodyear, President NAHB. Jack B. Candler, chairman.


ROTO TYPE RANCH WINDOWS

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH

NEW! Hope's Roto Type Ranch Windows offer these exclusive advantages:

V Underscreen roto operators open and close ventilators easily, quickly.

V Flat type screens, with bronze wire mesh, need never be touched.

V New, wider muntins are in pleasing proportion to panes — provide unequalled strength and rigidity.

V May be glazed with standard units of "Thermopane" and "Twindow", eliminating storm sash, or with single panes of sheet or plate glass.

V Ventilators project outward at bottom; awning effect permits ventilation even in rainy weather.

Hope's Roto Ranch Window shown above costs less than $50.00 with worthwhile quantity discounts.

Write for Bulletin 145-AB for Full Information.

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THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS

156 AMERICAN BUILDER
Ask your local NCMA member for a copy of the new booklet "Split Block Architecture."

National Concrete Masonry Association - 38 South Dearborn Street - Chicago
No time lost when concrete is

SPECIAL WINTERIZED

with SOLVAY CALCIUM CHLORIDE

You save four ways when you order ready-mix that is "special winterized," including SOLVAY Calcium Chloride:

1. You save overtime finishing, because it sets faster.
2. You save delays in form removal, because it develops high early strength.
3. You save delays between operations.
4. You can save up to 50% on protection time.

For the low cost of adding 2% of SOLVAY Calcium Chloride to concrete, you can actually maintain warm weather working schedules in winter. And you get better concrete! Ultimate strength at one to three years is actually 8 to 12% greater. Your product is more workable. With lower water-cement ratio, you get denser, more moisture- and wear-resistant concrete.

SOLVAY Calcium Chloride speeds but does not change the normal chemical action of portland cement. Impartial tests by the National Bureau of Standards prove its advantages in cold weather construction and concrete work. It is recommended or approved by leading authorities, including American Concrete Institute and Portland Cement Association.

Write now for full data!

SOLVAY PROCESS DIVISION
ALLIED CHEMICAL & DYE CORPORATION
61 Broadway, New York 6, N. Y.

### QUANTITY MATERIALS LIST

(Continued from page 91)

<table>
<thead>
<tr>
<th>Header at Den Window</th>
<th>Location</th>
<th>Description</th>
<th>Actual</th>
<th>Actual + 10%</th>
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<tbody>
<tr>
<td>3 x 6</td>
<td>1 1/4&quot; x 6&quot;</td>
<td>1,700 sq. ft.</td>
<td>1,870 sq. ft.</td>
<td></td>
</tr>
<tr>
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<td>1 1/4&quot; x 6&quot;</td>
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<td>1,700 sq. ft.</td>
<td>1,870 sq. ft.</td>
<td></td>
</tr>
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<table>
<thead>
<tr>
<th>Door Schedules</th>
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</thead>
<tbody>
<tr>
<td>Exterior Doors</td>
</tr>
<tr>
<td>Size</td>
</tr>
<tr>
<td>3&quot; x 6&quot; x 1 1/2&quot;</td>
</tr>
<tr>
<td>3&quot; x 6&quot; x 1 1/2&quot;</td>
</tr>
<tr>
<td>Interior Doors</td>
</tr>
<tr>
<td>Size</td>
</tr>
<tr>
<td>3&quot; x 6&quot; x 1 1/2&quot;</td>
</tr>
<tr>
<td>3&quot; x 6&quot; x 1 1/2&quot;</td>
</tr>
<tr>
<td>Sliding Doors</td>
</tr>
<tr>
<td>Size</td>
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<tr>
<td>3&quot; x 6&quot;</td>
</tr>
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<td>3&quot; x 6&quot;</td>
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### SHEATHING & ROOFING, ETC.

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roof Decking</td>
<td>1 1/4&quot; x 6&quot;</td>
<td>1,700 sq. ft.</td>
</tr>
<tr>
<td>Roofing</td>
<td>Built-up</td>
<td>1,700 sq. ft.</td>
</tr>
<tr>
<td>Gable Siding</td>
<td>Ext. Plywood</td>
<td>30 sq. ft.</td>
</tr>
<tr>
<td>Gable Siding</td>
<td>1 x 6 or Plywood</td>
<td>30 sq. ft.</td>
</tr>
<tr>
<td>Under Ridge</td>
<td>G.I. Soffit</td>
<td>34 sq. ft.</td>
</tr>
</tbody>
</table>

Note: The waste factor is determined by the type of material used and the method of installation.

### TILE

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bath Floors</td>
<td>Ceramic</td>
<td>23 sq. ft.</td>
</tr>
<tr>
<td>Bath Walls</td>
<td>Ceramic</td>
<td>104 sq. ft.</td>
</tr>
<tr>
<td>House Floors</td>
<td>Asphalt or Rubber</td>
<td>800 sq. ft.</td>
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### MILLWORK

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<thead>
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<th>Location</th>
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<tbody>
<tr>
<td>Fascia</td>
<td>1 x 6</td>
<td>64 lin. ft.</td>
</tr>
<tr>
<td>Beam Trim</td>
<td>1 1/2&quot; Hard Board</td>
<td>64 lin. ft.</td>
</tr>
<tr>
<td>Base</td>
<td>1 x 4</td>
<td>260 lin. ft.</td>
</tr>
<tr>
<td>Pole Sockets</td>
<td>1 1/2&quot; Diam.</td>
<td>30 lin. ft.</td>
</tr>
<tr>
<td>Closets</td>
<td>1 x 3</td>
<td>30 lin. ft.</td>
</tr>
<tr>
<td>Hooks</td>
<td>1 x 4</td>
<td>36 lin. ft.</td>
</tr>
<tr>
<td>Shelving</td>
<td>1 x 12</td>
<td>60 lin. ft.</td>
</tr>
<tr>
<td>Moulding</td>
<td>1 1/2&quot; quarter round</td>
<td>100 lin. ft.</td>
</tr>
<tr>
<td>Frieze Trim</td>
<td>1 1/2&quot;</td>
<td>100 lin. ft.</td>
</tr>
<tr>
<td>Partition Covering</td>
<td>1 1/2&quot; x 8&quot; Redwood</td>
<td>80 sq. ft.</td>
</tr>
<tr>
<td>Carport</td>
<td>Redwood Panels</td>
<td>80 sq. ft.</td>
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### KITCHEN CABINETS

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<tr>
<td>Counter</td>
<td>6'6&quot; x 3'0&quot; x 1'0&quot;</td>
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</tr>
<tr>
<td>Sink Counter</td>
<td>7'0&quot; x 3'0&quot; x 3'0&quot;</td>
<td>1</td>
</tr>
<tr>
<td>Sink Hangers</td>
<td>9'6&quot; x 3'0&quot; x 1'0&quot;</td>
<td>1</td>
</tr>
</tbody>
</table>

Material breakdown prepared by Joseph Steinberg, professor, and Martin Stempel, associate professor, Construction Technology Dept., New York City Community College.
GRANT FOLDING PANEL
HARDWARE GOES
BEST WITH YOUR HOMES

because only Grant no. 2500 hardware gives you 7 excellent reasons for buying, plus the exclusive new Grant Passageway Set.

- **FULL HARDWARE RANGE**: two door sets for 1'6", 2'0", 2'6" and 3'0" openings — four door sets for 4', 5' and 6' openings.

- **COMPLETELY ADJUSTABLE**: vertically and horizontally — simple too.

- **UNIQUE JAMB BRACKET**: keeps doors off floors, positively, eliminates need for any hardware on floor.

- **FAST INSTALLATION**: goes up in minutes, and you won't be called back either!

- **QUIET OPERATION**: homeowners will feel doors glide smoothly, noiselessly.

- **REINFORCED BRACKETS and GUIDES**: heavy duty, insure perfect, long-time operation.

- **ANTI-SAG FEATURE**: extra setting holes on guides give added protection against call-backs.

you've learned to depend on Grant hardware, the nation's fastest moving line of sliding hardware ... and you'll be glad you installed the 2500 line because, quality and price considered, there's none better.

Write for your copy of the award-winning Grant catalog with full information on the 2500 line.

and the remarkable passageway set, with completely hidden hardware, will be a wonderful "extra" that your prospects will be glad you installed.

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944 long beach avenue, los angeles 21, california

DECEMBER 1957
Need Portable Heat?

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SALAMANDERS
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3 TYPES
9 MODELS
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The all new No. 1700
BLOWER HEATER
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PORTABLE LP-GAS HEATERS
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GET CLEAN, INSTANT, LOW COST HEAT — ANY-
TIME, ANYWHERE — INDOORS, OUTDOORS — FROM
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IN PORTABLE HEAT SINCE 1933.

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Keep your eye peeled for...

...American Builder's

1958
PRODUCT SHOW ISSUE

Everything new or different in building products and equipment will be on dis-
play in our January issue.

YOU CAN'T AFFORD TO MISS IT!

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
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power equipment while it makes profits
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this booklet! Write today!

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COST CUTTER

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Accurate, razor-like cut any way
of grain. Quick adjustments to
45 degrees or 90 degrees. Miter,
bevels, squares, chamfers—hun-
dreds of uses! A time saver on
every job.

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Shelton, Conn.
Now! Give any room the warmth and charm of wood-grained panels

MASONITE

ROYALCOTE
Misty Walnut

New! An attractive wood-grain pattern applied at the factory to a sturdy, grainless hardboard panel... made by Masonite, the name your customers know.

And the decorator grooves at 16" intervals enhance the appearance of Royalcote Misty Walnut...minimize nailing and joint problems.

Think of the possibilities for pleasing your customers. This brand-new, 4' x 8' panel brings new luxury, new economy to new homes, new rooms in existing homes. A splendid wall panel for offices, stores, lobbies and other commercial installations.

Ask your lumber dealer about Masonite® Royalcote Misty Walnut. Or send the coupon for the full story.

MASONITE CORPORATION, Dept. AB-12, Box 777, Chicago 90, Ill.

Please send me more information about Masonite Misty Walnut, at no obligation to me.

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

MASONITE PRODUCTS

DECEMBER 1957
Here are five ways support to

Probably one of the biggest facets of today's remodeling market is the application of veneers to older wood or stucco buildings.

Whether applied to stores, churches or homes, there are good reasons for the use of veneers. In many cases where veneers have been applied, the wood surfaces were in quite good condition. The veneer was added to dramatically change the lines and appearance of the building.

If you, as a builder, or your client are contemplating the application of a veneer, investigate the cost of application for the conventional stone, clay or concrete veneers. Installed properly, masonry veneers wear well without fading and extend the life of the building.

Applied over old frame structures, masonry veneers add to the building's structural stability. It has been said that the veneer over frame combines the best qualities of masonry and frame construction.

Here is what to look for in a good masonry veneer job:
1. Ample anchorage and support for the veneer backing.
2. Good construction of masonry work. 3. The maintenance of at least 3/4" air space between the veneer and existing wall.

Anchoring veneer: when anchoring the masonry veneer to the existing framing, use a non-corrosive metal tie. Use one tie for every 2 sq. ft. of wall surface. Space them not more than 24" horizontally or vertically. For best anchorage of the tie to the frame wall, the tie should be nailed.
GUIDE FOR THE MONTH OF DECEMBER

to give better
masonry veneer

through to the studding wherever possible (drawing left).

Framing around windows, etc.: see the drawing to the
right. Steel angles may also be used to carry the veneer
over the top of existing porches, bays or entries. When
used, the angles should follow the slope of the roof and be
firmly fastened to the studs with lag bolts. Because of the
increased wall-thickness, it is necessary to extend the win-
dow and door sills and to install additional moldings over
the existing frames.

Flashing and caulking: the heads of all openings should
be properly flashed, as well as the sills of all windows and
the juncture of adjoining roofs with the veneer. In areas
of heavy rainfall accompanied by high winds, continuous
flashing should be installed at the base of the wall, just
above the grade line. Weep holes should be provided at
this level to permit any moisture that may penetrate the
wall to drain to the outside. The use of weep holes in ver-
tical joints over openings and under window sills is also
advisable.

It is equally important that the perimeter of all windows
and door openings be caulked between the wood sur-
round and the masonry. Caulking should be used at the
top of the veneer where it joins the projecting eave.

Masonry workmanship: all mortar joints should be full
and tight with complete bonding of the mortar with the
units. Mortar joints should be tooled as soon as the mortar
reaches its initial set.

4. REINFORCED concrete haunch
supported by non-corrosive hang-
ers bolted to the top of the foundation
is satisfactory for the one-story veneer
wall. No excavating is necessary.

5. ANGLE IRONS are the simplest,
but the least desirable support to
use. Careful analysis of the loads ap-
plied to the angle must be made. Con-
fine this method to the one-story.

AROUND the door and window open-
ings the supporting steel angles should
be firmly lag-bolted to the studding.
The angles should extend into the
veneer at the opening at least 4".
Better detail of the month

A cast cylindrical foundation supports an unusual fireplace

With the availability of packaged chimneys and fireplaces, the design, construction and placement of today's fireplace are limited only to the imagination of the designer. Earlier this year in the Better Detail of the Month we showed how a Chicago architect, Marvin Fitch, customized the outward appearance of a pre-fab fireplace. This month we show a very unusual fireplace, in both appearance and construction, which utilizes a pre-cast stack. Designed by Seattle Architect Zema Bumgardner, the fireplace features a circular reinforced concrete foundation. Two concentric Sonotube forms were used in construction. Support for the fireplace extends up through the insulated crawl space.
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CATALOGS...


Circle No. D 59 on reply card, p. 108

TRADITIONAL HOMES with all the advantages of modern design and convenience in a series of pre-fab styles by American Houses. "President" series includes three- and four-bedroom houses in one-floor, split level and two-story elevations. American Houses Inc., Dept. AB, P.O. Box 239, Allentown, Pa.

Circle No. D 60 on reply card, p. 108

FLOOR TILES, of asphalt or vinyl, in marble tones, cork hues, terrazzo tones... all in two new 4-color catalogs from Azrock. Each catalog includes color chart of complete line, installation photos, specifications and recommended uses. From Azrock Products Div., Uvalde Rock Asphalt Co., Dept. AB, Box 531, San Antonio, Tex.

Circle No. D 61 on reply card, p. 108

FIREPROOF, RUGGED house of Vibrapac concrete block illustrated in pamphlet from Besser Co. Combined with steel and glass, Vibrapac house is described as completely fireproof, resistant to storm, heat, cold, aging. Besser Co., Dept. AB, Div. 175, Alpena, Mich.

Circle No. D 62 on reply card, p. 108

GAS-VENTING CATALOG gives complete line of vent-pipe and fittings for gas-burning devices. Dura-Vent system requires minimum space, is adaptable to any building requirement. Gives pipe selection chart plus specifications. Dura-Vent Corp., Dept. AB, 2525 El Camino Real, Redwood City, Cal.

Circle No. D 63 on reply card, p. 108

GAS RANGE FEATURE, Roast-O-Grill, is described in a colorful four-page brochure. Among cooking features described are convenience, extra cooking capacity, and automatic top burner control. George D. Roper Corp., Dept. AB, Rockford, Ill.

Circle No. D 64 on reply card, p. 108

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DECEMBER 1957
The Month Ahead

**This May Hurt a Little**

We're fast approaching that time of year when Uncle Sam takes the big bite. Here are a few items we've gathered together from money men who have been through the mill:

1. Save every single scrap of paper that has anything to do with the money you spent in any way. In the event the Internal Revenue Department audits your return you may have to be able to account for every penny.

2. Check your return very, very carefully; you may make an honest mistake, but the IRD will look at it with a jaundiced eye, and if they make you prove out every single item, it will take time and cost you money.

3. By the same token, any time the IRD goes over your return with a fine-tooth comb, there's a good chance they'll find some little thing to catch you on; this, again, will be a nuisance and cost money. If you file an amended return, you'll get an automatic audit—another reason to be accurate the first time; and the same holds true if you ask for a refund of any overpayment. Better to have it credited against next year, if you can.

**Here's How**

Those who plan to attend the NAHB convention, Jan. 19-23, should register through their local associations; or, if they are not association members, write to: Paul S. Van Auken, Convention and Exposition Director, NAHB, 140 S. Dearborn, Chicago 3, Ill. The sooner you register, the better the chance of getting reservations you want.

**This We Like**

From the entire staff of American Builder, our best wishes for a Merry Christmas and a Happy New Year.

You'll need all the help you can get

Building a house these days is a complex business. You have to be an engineer, a business man, a mortgage man, a bookkeeper, and a few dozen other people all rolled into one if you want to be successful. You have to be able to build a house economically enough to compete with other builders, and you have to know what equipment belongs in it to make it as saleable as possible. It's a tall order.

All of this is leading up to the strongest of recommendations that you beg, borrow, or hitchhike a ride to Chicago in January for the National Assn. of Home Builders convention. There is no place or time in the country where there will be available to you such a concentrated load of information on any and all subjects remotely related to building.

**Both Bread and Butter and Glamor**

For the bread-and-butter end of the business, there are panels and lectures on every phase of your business, from planning the house to closing the mortgage. Better building methods and cost-cutting ideas will be presented by the best builders in the country. The only problem you'll have is deciding which sessions to attend; you'd have to be quintuplets to get to all of them.

The other major part of the convention is, of course, the products exhibition. Almost every major manufacturer of building products will be present to show you ideas in "glamor" items, "Hidden Value" products, and the tools and materials that you use to build your houses.

**In January, a Convention "Guide Book"**

The January issue of American Builder will be the annual products issue, and it will serve a two-fold purpose. If you plan to go to the convention, it makes an ideal guide book to the products you especially want to see.

If you can't get to the convention, the products issue will serve as the next best thing—a guided magazine tour through the new products. But, as they say, there's no substitute for going out to the ball park and seeing the real thing. Get to Chicago if you possibly can.
Builders using Gold Seal Vinylbest* "Brushwood" offer customers a welcomed PLUS in their new homes. Casual, easy to live with, yet so thoroughly up-to-date, Brushwood* is a brand new Gold Seal Vinylbest floor tile. The modern grained effect fits magnificently with natural woods or informal appointments. "Brushwood" is exclusive with Vinylbest—the all-purpose tile that's used (and useful) throughout the house from basement to attic. Gold Seal Vinylbest "Brushwood" is easy to install . . . saving costly labor. Tough—but—lovely Vinylbest, with its special high gloss, shrugs off dirt . . .

defies grease, moisture, alcohol, solvents . . . and lasts for years and years. And . . . only a damp cloth is needed for cleaning. Gold Seal "Brushwood" Vinylbest fully meets FHA Title 1 requirements.

See "Brushwood," in a variety of colors and the rest of the Vinylbest tile line at your Gold Seal dealer's. While you're there, take a look at the other famous Gold Seal floors† so many smart builders are using nowadays. They all make building and selling easier, faster, and more profitable for you.
New Innovations in smart Cabinet Hardware!

These attractive hardware creations, illustrated below, are among the recent additions to our extensive line. The No. 712 Magnetic Catch has flush strike mounted on door eliminating unsightly projections. Permanent magnet has approximately 14 pounds holding power.

The No. 214 Concave Pulls here illustrated are made in two sizes, 1½ and 2 inches in diameter and are made of solid brass. The Semi-Concealed Hinges are designed in a variety of styles to accommodate different types of cabinet doors.

A large list of National products are now available in the new “Visual Package,” strong polyethylene bags which protect the merchandise from loss or damage.