

American

AUG.
1958

Builder

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B U I L D I N G

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A S P E C I A L

R E P O R T FOR YOU

*For Your
Kitchen* →

NuTone Built·Ins

*For Your
Bathroom* →

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Cincinnati 27, Ohio

- Kitchen Built-Ins
 Bathroom Built-Ins

Bathroom by ELJER

BUILT-IN SCALE
folds into the wall and
solves the problem of
storing the scale when
it is not in use.



Bring Splendor and Value to Your Homes

NuTone Kitchen Built-Ins

1. Fresh, odor-free air in the kitchen with NuTone's Built-In Range Hoodfan
2. Protection for cabinets over Oven with NuTone's Built-In Oven Hoodfan.
3. Tidy, uncluttered kitchen counters with NuTone's Built-In Food Center.
4. A Home "Broadcasting Network" with NuTone's Intercom-Radio
5. NuTone Clock-Chime

NuTone Heat-A-Vent Lite is a
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and Light . . . ALL IN ONE!

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A NuTone CEILING HEATER keeps the bathroom toasty-warm in all seasons.

A NuTone BATHROOM FAN keeps the air odor-free and gets rid of steam.

A NuTone BUILT-IN SCALE recessed in the wall.

Ten years from now she'll still be pleased with

her Leigh Full-Vu
Folding Doors

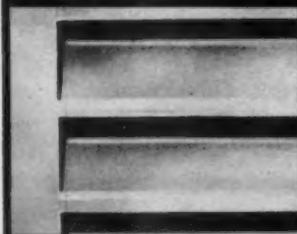


They catch her "buy-eye" and help sell her the home when she first sees them. And Leigh built-in quality keeps her happy after decades of use.

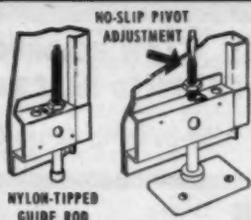
Leigh Full-Vu Folding Doors are beauties to behold and a joy to operate. The handsome steel panels glide aside at fingertip pressure to reveal all the closet space. Whisper-quiet nylon bearings and special sound-deadening construction for smooth, silent operation. And gentle-tension springs hold lightly but surely in opened or closed position.

Easiest of all to install, too! Leigh Full-Vu Folding Doors shave your installation costs while maintaining your reputation as a builder of truly fine homes.

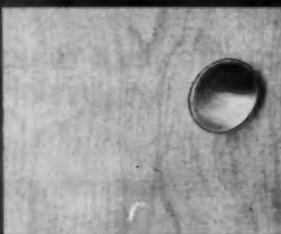
RECOGNIZED LEIGH QUALITY HELPS SELL HOMES FASTER



LOUVERED STYLE—has appearance of expensive wooden louvered door with the economy and dependability of steel.



DEPENDABLE—Full-Vu doors can't warp, sag or jump track. "No slip" pivot and guide rods align easily—hold permanently.



FINISHED in your choice of handsome biege prime coat or beautiful birch grain. Louvered style in prime coat only.



EASY INSTALLATION takes one man only 20 minutes, cuts your costs to a minimum. Sizes for all standard openings.

FREE—Colorful brochure with full information is yours on request. Write today.

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Leigh

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Aristocrat Mail Boxes
Full-Vu Bi-fold Doors
Ventilators
Range Hoods



NOW



with FASCIA TRACK

NEW 400 SERIES SLIDING DOOR HARDWARE AMERICA'S FINEST LOW COST LINE!

Rugged steel hangers. $\frac{3}{4}$ " Nylon Wheels with Oiled-for-life bronze bearings. Smooth, quiet door operation.

Two attractive Flush Pulls included in Thriftee Pak sets.

Extruded aluminum fascia track, heat treated for extra strength. Doors can be hung with hangers already attached—cannot jump track.

Sturdy Steel and Nylon Floor Guide. Mounts with just two screws.

EASY AND QUICK TO INSTALL • LOW HEADROOM—ONLY 1 $\frac{1}{2}$ "
QUALITY OF HIGH-PRICED HARDWARE

"Thriftee Pak" sets are available for by-passing doors of all popular sizes.



NON FASCIA TRACK
for top performance at
LOWEST COST

Track is extruded aluminum, heat treated for long life and extra strength. Same hangers and guide as with fascia track illustrated above.



ONE SET FITS EITHER
 $\frac{3}{4}$ " OR 1 $\frac{3}{8}$ " DOORS

OTHER SETS FOR
1 $\frac{1}{2}$ " and 1 $\frac{3}{4}$ " DOORS

For literature and prices write to:

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RICHMOND, ILLINOIS

The Opportunity Page

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

The mechanization story

We hope you've taken a good look at our cover this month—because it introduces an exciting concept of home construction. While the term "Mechanized Building" is relatively new, the idea behind it isn't. You'll find AMERICAN BUILDER's complete Mechanized Building story on page 61. In the meantime, here's how our construction editor defines it: (1) the manufacture of components that are completed as nearly as possible on the manufacturer's assembly line where efficiency is high, e.g., a plumbing wall with rough plumbing in it and finished wall tile on it; (2) utilization—at the building site—of such components, techniques and tools which increase speed and efficiency in building, e.g., truss construction which allows a house to be finished (up to a point) as one big room.

Profits from low-cost housing

Any misgivings you have about entering the low-cost field should be dispelled by the number of homes being sold in this price range. Most builders have found the low-cost market is "hot" right now. And, all indications are that this will continue for the next few years. (See, Meet the Builder, July issue.) A typical case is that of California builder Stanley M. Davis whose letter appears on this month's Impact page. The success this builder has found in the low-cost field can be duplicated by almost anyone who faces up to the fact that a tremendous market exists for low-cost housing.

Let yourself be known

Building good will and keeping your name before the public is a continuing task. It can be done in countless ways—on a small or large scale. One such device which costs relatively little is being used by an Ohio realtor, William S. Dalton. He keeps a supply of photo post cards which he uses to acknowledge phone calls or appointments. The photo on the back of the card is a black and white shot

of Mr. Dalton at his desk. You could also use a photo of your latest model house.

The biggest week in the year



From Sept. 6-14 attention of the nation's consumers will be focused on you and your homes. The official emblem of National Home Week (left) will be featured on posters, counter cards, mailing labels, etc. Everyone will be "new home conscious." NHW has grown more and more important to the industry each year. And this year, it assumes a greater importance than ever before. The economy is

leveling off and all reports indicate that buyers are entering the market in droves. This is your big opportunity of the year. Whether or not your community officially participates in NHW with a Parade of Homes, your houses are eligible for AMERICAN BUILDER'S NHW Best Model Homes and Hidden Value contests. (See page 106.)

The new MPSs

In the not too distant future, you'll be working under FHA's new Minimum Property Standards. Although the new rules are still in the "not quite ready" stage, you'll find there are a lot of major changes from the old MPRs. For a run-down on some of these changes, turn to p. 86.

The 49th opportunity

Alaskans live in houses and apartments just like everyone else. Although the population of our newest state is presently at the 200,000 level, it is anticipated that it will grow to 2,000,000 in the next decade—a tremendous opportunity for enterprising home builders.

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

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Custom Designs at Production Line Costs...



RAYNORS



of Overhead Garage Doors

The Mark of Quality



President Tyler — a well-balanced design in a two-car door



President Polk — note how the streamlined panels add length



President Fillmore — alternating panel design enhance brick veneer

Raynor's *Presidential Line* represents the ultimate in overhead garage doors . . . individual custom designs at *no extra cost!* There are literally hundreds of variations possible . . . permitting the builder to order the garage door he or his customer has personally designed.

This opportunity to individualize their homes with Raynor garage doors of original design is the sales clincher, the added sales appeal, builders need to sell homes faster. Install the Raynor Presidential Line . . . the "extra value" feature that means bigger sales . . . greater profits!

RAYNOR
Presidential Doors
Built with "Floating"
Carved Panels



An exclusive Raynor feature . . . allows the panel to expand or contract with variations in temperature and moisture conditions without separating or distorting the stiles and rails. Each panel is held firmly in place by the lock molding.

Originator of the Carved Panel Garage Door



RAYNOR MFG. COMPANY

Dixon, Illinois



Builders of a complete line of overhead type doors.

AMERICAN BUILDER

"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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August 1958

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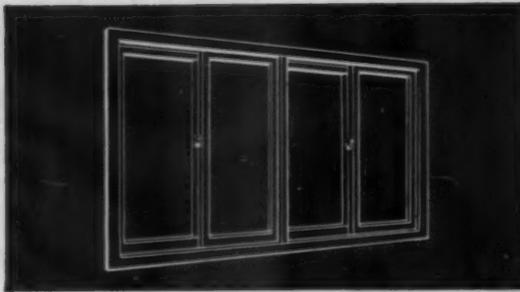
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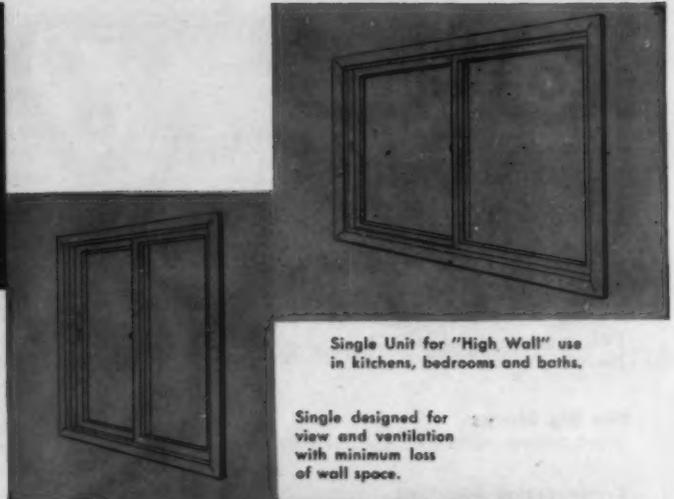
STYLED AND PRICED FOR YOU



Mullion Unit — Large glass areas for extra view and extra beauty.

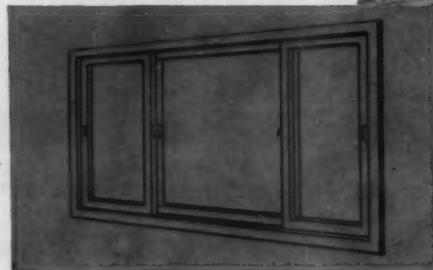
Whether you are a speculative builder or a straight custom contractor, your customers are getting harder to satisfy. People are looking for *extra* features, with a fresh architectural flair . . . at no extra cost.

The wide variety of R·O·W High-Lite styles and sizes not only *individualizes* homes, but (with the removable feature and spring-pressure seal) makes them more livable.



Single Unit for "High Wall" use in kitchens, bedrooms and baths.

Single designed for view and ventilation with minimum loss of wall space.



Triple Unit for the picture window look with a ventilation bonus.

Your sales will improve when you swing to these high-styled, high quality removable wood windows. Now you can get custom styling and extra features at stock window prices.



R·O·W SALES COMPANY • 1334 ACADEMY • FERNDALE 20, MICHIGAN

For Customer-Appealing Style and Quality at Low Cost . . .

Advertising

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

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For Customer-Appealing Style and Quality at Low Cost...

install the

BIG 3 VINYL SURFACES

*the only
full line of*



**VINYL
FLOORING...**



**VINYL
WALL
COVERING...**



**VINYL
COUNTERTOP**



...FROM A SINGLE RELIABLE SOURCE

for the profitable "BIG 3 package" story, write...



THE GENERAL TIRE & RUBBER COMPANY
BUILDING MATERIALS DIVISION • AKRON, OHIO

To The Editors:

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

They're 60 sales ahead of their construction starts

In this particular area of Southern Alameda County we are now building 247 homes of the type published in your magazine [June, p. 105]. At the moment we are approximately 60 sales ahead of construction starts and are stepping up our program to eight a day. We have an additional 356 lots in this area which we hope to build out this year.

Even though we are supposed to have a recession under way, these plans in this particular location are selling more rapidly than they have sold at any time in our history.

With approximately the same plans, we are building in the cities of Davis, Vacaville, and Fairfield and are finding considerable sales ahead of starts in Vacaville and Fairfield.

Stanley M. Davis
 San Leandro, Calif.

Plumbing codes

... Many codes and standards are antiquated and probably should be revised and upgraded. One factor that is often misunderstood is the fact that, in most cases, plumbing codes or standards in particular are the *minimum* requirements to ensure public health and safety, and are neither optimum nor recommended standards.

A. G. Stevens
 Director, Technical Dept.
 National Assn. of Plumbing
 Contractors

What about protection codes?

... The article on antiquated building codes [March issue] makes its point quite effectively. ...

The article does not mention the need for proper fire protection provisions in building codes. ... Antiquated codes lacking adequate fire protection features need to be re-

vised to recognize fire protection as well as new materials and methods of construction.

... Features that need to be incorporated are: firestopping at strategic locations and use of roof coverings that will not ignite from flying brands or give off flying brands under fire conditions. For commercial buildings it is necessary to give attention to as many fire protection matters as are included in the National Building Code. ...

E. W. Fowler
 Director of Codes & Standards
 The National Board of Fire
 Underwriters
 New York, N. Y.

How to reduce vandalism

Oklahoma now has enacted into law the finest vandalism law known to us. ... Vandalism on our houses from minors was very heavy until the passage of this law. ... Since parents have been made responsible for up to \$300 for malicious damage of their children under 18 years of age to the property of other people, such vandalism has been almost entirely eliminated.

Cecil W. Woods
 Norman Home Builders Assn. Inc.
 Norman, Okla.

Keep talking!

... We builders need to take our hats off to you for helping us to better serve the public for which

we work. Your help on our problems such as codes, merchandising, etc. are greatly appreciated.

Cecil E. Jennings
 Lubbock, Tex.

Ditto

... We are, indeed, very pleased with the fine story on our Riverlands project near New Orleans. Please extend our appreciation to those of your staff who assisted in developing the story. ...

David C. Slipper
 President
 Webb & Knapp Communities Inc.
 New York, N. Y.

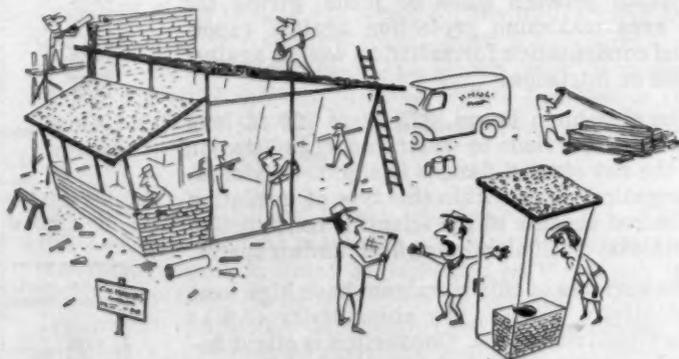
It's American Builder, 5 to 1

... We recently ran a four-page insert in the four leading building books. AMERICAN BUILDER out-pulled the three other books combined. The leads received from AMERICAN BUILDER have been turned into profitable business for Capitol Products Corp.

In addition to the insert, we also sent out a mailing under your list and the list of another leading building book. Although all the returns are not in as yet, returns from the mailing list of AMERICAN BUILDER are out-pulling the other magazine by over 5 to 1.

... Thanks.

Wallace Friedman
 Director of Advertising
 Capitol Products Corp.
 Mechanicsburg, Pa.



"But we didn't want *this* much glass!"

(Cartoon by Virgil Parich—Courtesy Pomona Tile Mfg. Co.)

Little Drops of Water (Condensation)

Ruined a Fine Home Cost over a Million Dollars to an Apartment Development

The owners of a path-breaking apartment development had to pay a repair bill of over a MILLION DOLLARS for ripping out condensation-soaked insulation and replacing damaged plaster walls.

It was necessary to move a fine country home to a new site—the state highway was coming through. It could not be done. The sills of the house had rotted on account of condensation in the walls.

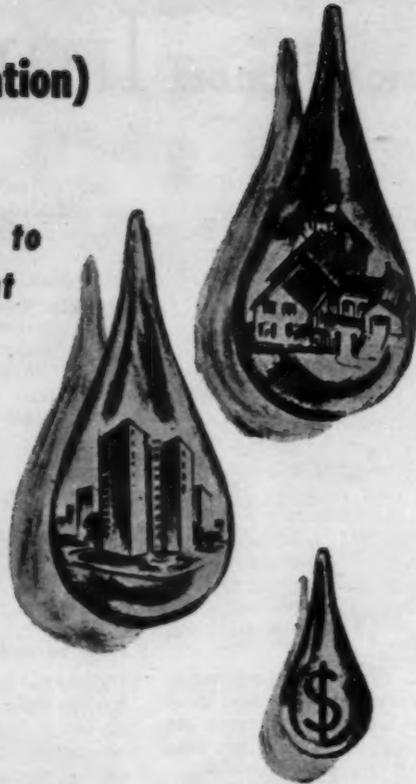
Today's tightly built, high-humidity houses create vapor problems. Vapor, which is a gas, has 1/205,000 the density of water at 32°F; about one millionth the density at 0°F. Sometimes there is excessive flow of vapor THROUGH walls and ceilings into cold building spaces. This enhances the formation of destructive condensation, especially where an adequate vapor barrier is lacking, or where there is one with too many breaks, or which while waterproof is not sufficiently vapor-proof.

METALS ARE THE BEST VAPOR BARRIERS

There is now a new, multiple aluminum, which forms a *continuous*, edge-to-edge barrier of uniform depth between studs or joists, giving the entire area maximum protection against vapor-flow and condensation formation as well as against heat loss or intrusion.

The aluminum layers, 375 ft. to 750 ft. long are almost impervious to water vapor. Infiltration under the flat stapled flanges is slight. Condensation formation, on or within this type of insulation is minimized because of the scientific construction of multiple layers of aluminum, fiber, and air spaces.

The surfaces of this aluminum have high heat ray reflectivity (97%); low absorptivity (3%); and low emissivity (3%). Conduction is slight because of preponderant air spaces of low density. Aluminum and fiber layers retard convection, outer and inner. It is available, prefabricated, as Infra Insulation, Type 6 or Type 4.



The U. S. NATIONAL BUREAU OF STANDARDS has published an informative booklet describing the destruction that condensation can cause and means of prevention. It is entitled "Moisture Condensation in Building Walls." Send us coupon for a FREE copy.

THERMAL VALUES*, INFRA RECTANGULAR INSULATIONS Non-metallic Insulation Equivalents†

	UP-HEAT	DOWN-HEAT	Cost, Installed‡
TYPE 3	C.143=2½"	C.046=7½"	6¢ sq. ft.
TYPE 4	C.105=3½"	C.038=8½"	8¢ sq. ft.
TYPE 5	C.081=4"	C.034=9½"	9¢ sq. ft.
TYPE 6	C.068=4½"	C.034=9¾"	10¢ sq. ft.
TYPE 9	C.043=7¼"	C.029=11¼"	15¢ sq. ft.

Types 1, 2, 7, 8 also available

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

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

‡Approximate cost, material and labor, new construction between wood joists.

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The Building Outlook

SMALL TALK

TENNIS, ANYONE?

Just about everyone knows that gasoline in England is called "petrol" and that the subway is known as the "underground". There are many other differences in our languages. So, on the bare chance you might want to extend your operations to "Old Blighty," here's a partial glossary of English building slang.

2½ round wires—8 penny nails
Rainwater stack—downspout
Tiles—shingles
Paveier—cement finisher
Chippie—carpenter
Sparks—electrician
Spread—plasterer
Brickie—brick mason
Skib—painter
Nob—head laborer
Gov'nor—job superintendent

ANOTHER SPUTNIK

Speaking of word meanings, a Russian "Sputnik" is more than an earth-circling satellite. A planned suburban community is known as a "sputnik city." Another interesting fact about home building in Russia: construction work is maintained 52 weeks of the year, even in temperatures of 20° to 30° below centigrade zero. Excavation is accomplished during the five or six months of warmer weather. Winter building is mainly the erection of pre-fab concrete panels.

MORE ON USSR

There's not much about Russia that we envy. But, the conditions under which building labor works will interest builders in our "union-labor" areas. They're reported in the May issue of Illinois Home Builders Journal. Workers are paid on a quota-hour basis. If they deliver over their quota, they receive a proportionately higher pay check; if they turn out less than quota, money is deducted.

GOOD NEWS FROM CLEVELAND indicates a major breakthrough in the fight against "antiquated building codes." The city has amended its building code and approved plastic pipe for street-to-house water service lines. The pipe division of Republic Steel Corp. reports this is the first such move by any large urban municipality. J. W. Owings, sales manager of the division, commended Cleveland officials for "streamlined handling" of proceedings. He believes the Cleveland ruling will serve as a precedent for other large metropolitan areas. This is just the kind of action advocated by *AMERICAN BUILDER* in its "Outrage" issue (March, 1958) and during *AMERICAN BUILDER*'s first Code Conference (May, 1958).

BULK OF THE PROVISIONS in the Senate's version of the housing bill (passed as *AMERICAN BUILDER* went to press) will be of great benefit to the home building and real estate interests. For example, the maximum amount of FHA mortgages for sale-housing was increased to \$22,500; maximum loans for rental houses were also increased as was the purchase limit for FNMA. The bill also provides for a much-improved trade-in plan.

ALTHOUGH THE MUCH-DISCUSSED "NEW LOOK" for public housing was almost entirely dropped from the Senate bill the so-called "windfall" and "local autonomy" provisions remain. There is much speculation that President Eisenhower may veto the bill if its final form (after House action) contains these hotly debated provisions.

ANOTHER MAJOR SENATE MOVE was to reject the U.S. Savings & Loan League's proposal for the insurance of the top portion of conventional loans—with a provision that the plan would be discussed again next year. However, there's a good chance the proposal will be included in the House version of the bill and that a compromise might be worked out in conference.

HOUSING BIAS will no longer be allowed by VA. When Bill Levitt announced plans for his third Levittown (see *AMERICAN BUILDER*, July) he indicated he would sell the homes only to white persons. New Jersey's state division against discrimination announced that VA had agreed to withhold loan approvals from any builder practicing discrimination because of race, creed or color.

SLIDING AND FOLDING DOOR HARDWARE

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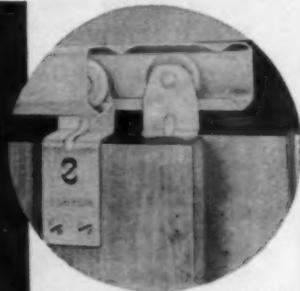


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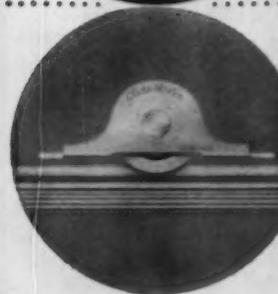


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for wardrobe, passageway and pass thru. Eliminates plates, rails or locking devices from floor.

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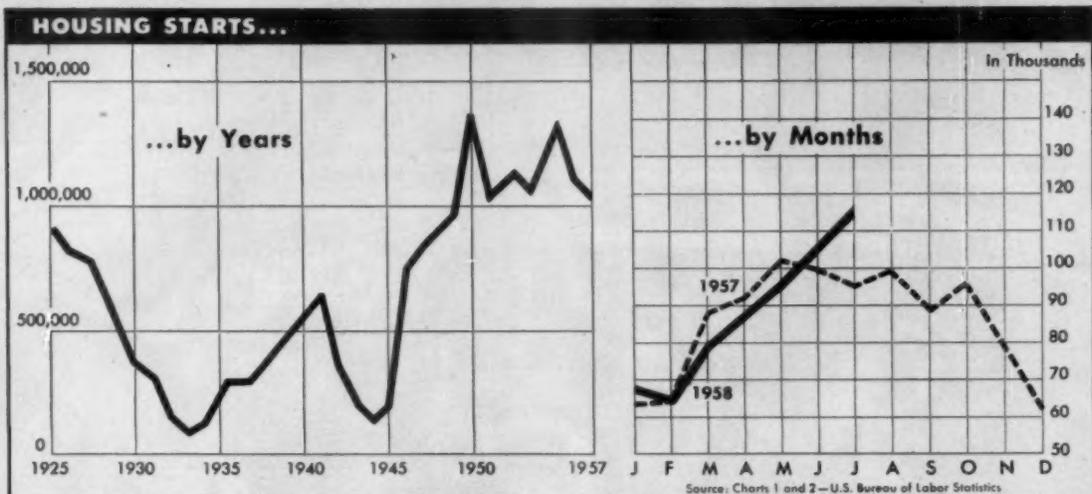


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Pulse of Building



Interpretations:

For the first time in 1958, starts reflected recent sharp gains in applications for government-backed loans. This June rise should be followed by a sizeable and steady uptrend extending into the fall. June FHA applications and VA appraisal requests continued at high levels, supporting forecasts of further substantial advances in starts. Starts under the VA direct loan program could account for well over 25,000 new units this year—in addition to those financed by private lenders.

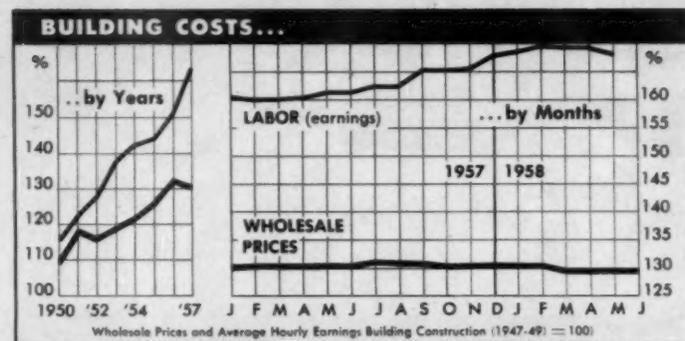
15 LEADING HOME BUILDING AREAS

Dwelling units built in Metropolitan areas during the first three months of 1958. (BLS)*

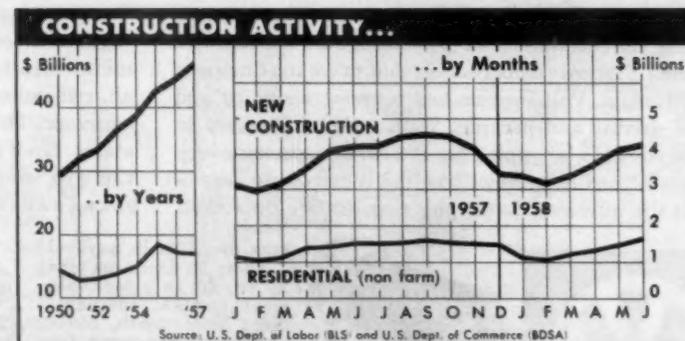
	Units	% Change Jan.-March 1957-58
Los Angeles	18,788	-14
New York	10,598	-8
Chicago	8,492	-21
Miami	4,885	+12
San Diego	4,554	+34
San Francisco	4,234	+13
Washington	3,831	+47
Phoenix	3,746	+47
Detroit	2,906	-36
Philadelphia	2,613	-27
Baltimore	2,500	-26
Denver	2,218	+17
Atlanta	2,131	+13
Seattle	1,921	+26
Columbus	1,644	+64

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

1 EXCEEDING ALL monthly totals since Aug., 1955, starts in June rose to 115,000, giving a seasonally adjusted annual rate of 1,140,000. Total Jan.-June starts were up 3% from the same period last year.



2 HOURLY EARNINGS edged off slightly in May to 167.5. Materials prices, moved chiefly by softwood plywood and copper products, rose again in June—but continued slightly below the all-time high.



3 A MORE than seasonal rise to \$4.4 billion in June brought construction activity for the first six months to \$22.1 billion—equal to the comparable '57 total. Private work was off a little; public was up.



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the Kombi is even more than a Panel Delivery! It converts to a comfortable station wagon in a matter of minutes just by putting the seats back in. But above all, remember: *a Volkswagen costs less to buy, run and maintain.* This we can prove! Sales and Service in 48 states. Look for the Authorized Volkswagen Dealer with this  emblem.

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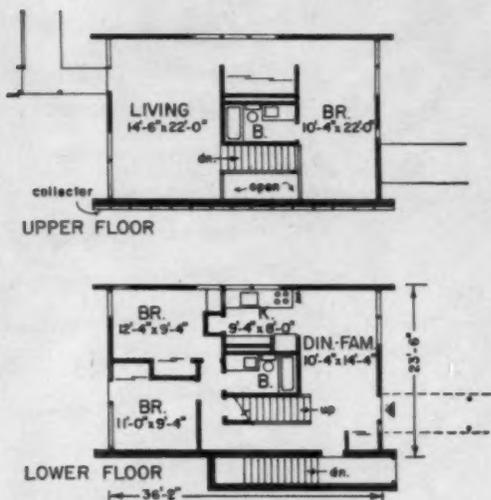
PICK-UP—1764-lb. payload... 45 sq. ft. floor area plus 20 sq. ft. in a lockable weather-tight compartment underneath. Sides and back drop down for easy loading.



PANEL DELIVERY—has 170 cu. ft. capacity... carries 1830-lb. payload. Top and sides... front and rear give you a bonus in space for distinctive advertising.

VOLKSWAGEN

Tomorrow's House



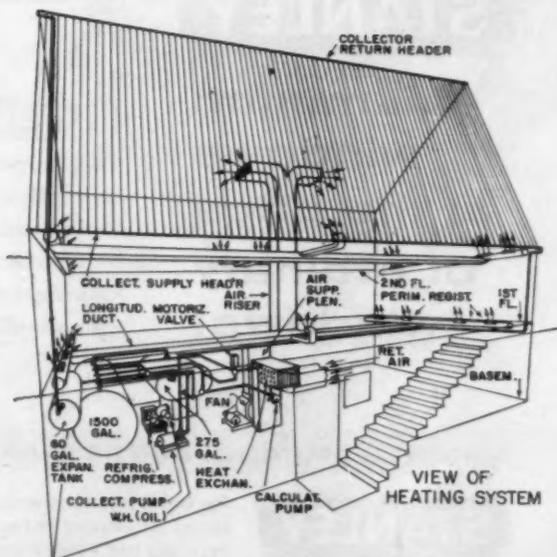
PLEASING DESIGN of exterior and plan is result of a good "marriage" between solar-heat needs and demands of modern living. Without solar system, house cost \$38,000.

Solar heating works in the North, too

"Is solar heat practical for homes in northern states?" That's what engineers at Massachusetts Institute of Technology set out to answer 20 years ago. The house shown here is their fourth experiment. Yet, it is the first designed for a house that meets all the needs of modern suburban living.

From it, MIT men have found that (1) solar heat in Massachusetts is as practical as in Arizona and (2) if units are mass-produced, it will be competitive with present-day warm-air or hot-water systems. Its initial cost, when machine-made, should be about twice that of conventional units. Fuel savings will make up the difference.

Like other solar systems, heat is collected in the glass and copper-tubed panels on the roof. Water in the tubes is heated and carried to a basement storage tank. From there, it goes to a heat exchanger, where the heat is released and blown through a conventional duct system with registers at the perimeter on each floor.



SOLAR HEAT is augmented in this house by conventional oil-fired hot-water system to cover long span of sunless days.

I DIDN'T BELIEVE IT... BUT



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JALOUSIE WINDOWS

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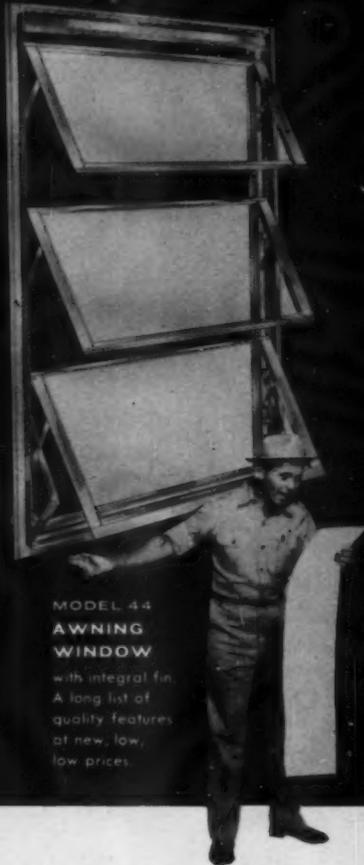
It's not hard to spot real bargains like these! I know Stanley quality — I've used their products for years. Homebuyers know, trust, and want Stanley products. In addition, Stanley windows are *really* pre-sold. They're advertised in The Saturday Evening Post and Business Week. Then, too, Stanley makes the windows I need, for any type opening—with or without fin. Most important of all—Stanley gets the windows to me when I need them.

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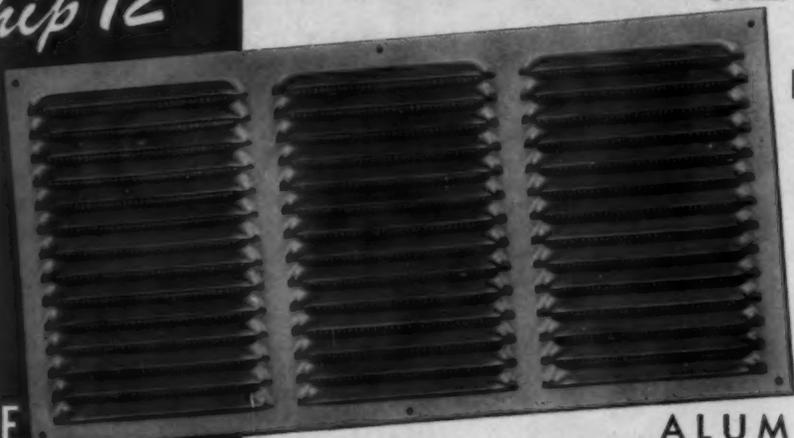
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• On June 29, citizens of Syracuse, N.Y., learned that \$50 million in new homes was being delayed by a city "no-water" policy.

• On July 1, the mayor said he was considering repeal of the "no-water" policy.

• On July 5, the state district sanitary engineer warned Syracuse to go easy on granting water. It's no wonder that...

Community Facilities

... Builders need more community cooperation

ON July 29, readers of the Syracuse (N.Y.) Herald-American learned what builders had known all along. A long-standing "no-water" policy of the city of Syracuse was delaying construction of an estimated \$50,000,000 in new homes on the southern and eastern edges of the city.

In a signed story, Joseph V. Ganley disclosed that property owners and builders in the towns of DeWitt and Onondaga had developed plans and were ready to build at least 1,000 to 1,500 homes immediately—if they could obtain city water. Thousands of other dwellings were planned for undeveloped vacant land in the townships when plentiful water supplies became available.

The delay in construction stems from a long-standing city administrative policy of not supplying water to communities in the suburbs adjacent to Syracuse. The policy was instituted by former Mayor Donald H. Mead after city engineers held that the city couldn't afford to supply additional customers outside of the city. They felt there might not be enough water for municipal residents in dry periods. Before Mead finished out his term last year, he changed his mind. He stated that the policy should be changed if the suburbs were to thrive. However, the "no-water" policy was continued by his successor, Mayor Anthony H. Henninger.

It has been estimated that the normal consumption of water by an average family is about 250 gallons a day. For the 1,500 houses which could

(Continued on next page)

A tale of 4 cities: some cooperate;

be built by about 1965, this would amount to only 375,000 gallons a day. Contrasted with this are the 2,400,000 gallons per day supplied by the city to just two commercial firms (outside of city limits) during 1957.

On July 1, builders in the area thought they had a green light. Mayor Henninger reported he was in the process of changing the "no-water" policy. He said that he had been making studies and holding conferences with both city and county officials leading to a change in policy under which the city would provide water where it could in the metropolitan area.

But builders were in for another disappointment. On July 5, the state district sanitary engineer, Irving Grossman, urged the city to move slowly in distributing water to adjacent suburban areas until major policy decisions are reached on sewage disposal problems.

He suggested the delay because a sewage disposal problem already exists in the area. Water and sewers are tied together, he said, and should be considered as companion planning matters.

Just where that left home builders was unresolved as AMERICAN BUILDER went to press. But, here are just a few of the new home developments planned—if and when the "no-water" policy is amended.

G & W Builders, 260 homes in the \$20,-\$30,000 range and 100 houses in the \$35,-\$40,000 range; Vito Fisco, 200 homes in the \$18,-\$25,000 class; Egan Real Estate, 70 houses in the \$38,000 range; Roney Real Estate, 30 homes at a \$20,000 average; Carl Skeele, 30-40 houses at \$20,000; Pomeroy Real Estate, 135 homes from \$18,000 to \$25,000.

In addition, another 400 homes totaling \$8,775,000 in value are planned—if water becomes available. Supervisor Calvin Hamilton of DeWitt estimates an area of at least 600 acres would develop swiftly as sites for 1,800 homes priced at \$25,000 and up—again, if water were available.

And in Onondaga, Carl Reinman owns and wants to develop 70 acres

just outside the city with 160 homes in the \$25,000 and up class. He reports the overall picture in the area indicates a potential of 600 homes on 300 acres.

As Ganley said: "It appears residential construction in metropolitan Syracuse is ready to sprout if it can be 'irrigated.'"

Talking things over is the best way to work out problems

● DALLAS

In areas where builders and civic officials do cooperate, amicable solutions to community facilities problems are generally found.

Such an area is Dallas County. The county—made up of 29 municipalities—uses a system whereby some 25 professional developers are in business strictly to serve builders. These developers have become specialists and are in addition to project builders who develop and build out entire tracts themselves.

Builders and developers follow municipalities strictly and do not have a problem of providing their own facilities. Most of the land in the county is under annexation by the various cities. Therefore, information is fully available as to drainage, hydraulic control and other matters. So, the speculator usually has the answers to his technical and annexation problems before he procures an option.

Because the city of Dallas has a highly-developed city planning organization, it has generally been quite realistic regarding costs to the developer and builder. Builders and developers have little difficulty being heard before the various city departments concerned with these problems.

Other than in occasional instances when local interests try to require unrealistic standards, builders in the Dallas area have little or no community facility problems.

It is obvious that where enlightened city officials are willing to cooperate with builders, homes get built and facilities are supplied—all with a minimum of difficulty.

● PITTSBURGH

Another area where close cooperation between builders and civic officials has paid off is Pittsburgh. As AMERICAN BUILDER reported in May, 1957, Allegheny county officials and builders were at odds over further septic tank installations. The HBA of Metropolitan Pittsburgh proposed state-approved package-type plants for as few as five houses where no large treatment plant could be economically installed. A bill supporting this proposal was introduced in the state legislature last session. Although it was defeated by one vote, it will be introduced again at the next session.

Other community problems in the area have also been resolved amicably. One recent case involved McCandless Township. Officials of the highly residential community recently revised its zoning laws, reducing minimum lot sizes from 20,000 to 10,900 sq. ft. in areas served by sewers and water. The action came after weeks of debate. Heavy pressure against the reduction came from persons who feared that smaller lot sizes might reduce property values.

The reduction was in line with a recommendation by a community planning service which had studied the problem for two years. It was also in line with recommendations by experts who were invited by the township's commissioners to give their views.

With approval of the commissioners, S. P. Parisi, executive director of the HBA, secured the services of several experts—including an architect and member of the Urban Land Institute, a public health engineer, and a subdivision evaluator for the FHA.

These men were unanimous in agreeing that smaller lot sizes would help put land in McCandless to its most valuable and best use. Restrictive legislation, it was declared,

some don't

carries a threat of making a community a backwater in the stream of progress. The cost of facilities, at a later time, would be an intolerable burden on residents of the township.

After hearing the testimony, the commissioners voted four to three for the smaller lot sizes.

Although the McCandless story is important in itself, Parisi cited it as an example of what can be done by public officials to secure competent advice in fields where they need help. The HBA has offered expert counsel to any community which desires it.

● INDIANAPOLIS

Felix deHebreard, president of the Marion County (Indianapolis) Residential Builders recently warned that orderly growth of the metropolitan area is being handicapped by "opposition to the changes that have to be made to cope with expansion." He backed up the charge by citing "several instances" where leaders of some communities are fighting to retain independence and stay as they are.

Builders pointed out that expansion can't be stopped—"even if a majority of people would want it slowed down." (A one million population is predicted for the area by 1972.)

Recent zoning specifications for outlying areas require residence lots twice as large as the zoning requirements for the same type of residences in the city. This forces families to buy bigger houses and lots than they can afford.

Another handicap to builders, said deHebreard, is the high cost of extending new water mains to serve new areas.

The Indianapolis Water Co. is requiring builders to deposit, without interest, funds equalling the entire cost of a water main extension. The deposit is returned only when a specified number of users is hooked on the line.

This ties up builders' capital. The extra cost has to be passed on to the home owners to help pay for a utility that eventually is used by the whole community.

Capsule comments

from across

the country . . .

ARKANSAS: "Several lively discussions between city officials and HBA committees have been held. Zealous new Little Rock city manager won't face cost problems realistically. Water main cost and paving requirements are big stumbling blocks. Biggest absurdity of all is proposed new subdivision code covering land 5 miles outside city limits. Situation in North Little Rock is equally bad. Only hope for solution is through more meetings aimed at realistic requirements with down-to-earth costs; also a concerted effort in next state legislature to repeal law giving city control 5 miles outside its limits."—Lawrence Witherpoon, exec. vice pres., Arkansas HBA.

TUCSON: "We have the best sewer sanitary facilities and extremely poor road system; a high property tax rate and over-crowded school facilities due to the fantastic growth of this area. We get cooperation in some fields. But the trend of upgrading . . . is so strong, a large percentage of our population is being priced out of the market. We are fighting back as best we can. . . . Too many builders are indifferent and unwilling to support a fight with money."—Sam Witt, pres., Tucson HBA.

GEORGIA: "Situation remains unsatisfactory. There has been some progress through local associations with codes, etc. But the battle is far from won. Urban renewal builders have a major task before them."—K. R. Sutton, executive director, HBA of Georgia.

DENVER: "There is an increasing tendency to require more expenditures by builders to provide desired facilities. In Feb., the association won a suit against Arapahoe County in the matter of its \$125 school fee. \$200,000 collected is now being refunded. Through appeal procedures, we are trying to obtain relief from ordinances and policies considered of doubtful legality."—Edward Rice, exec. vice pres., HBA of Metropolitan Denver.

LUMBER DEALERS . . .

Dealers urged to extend remodeling loans

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

The use of installment credit to finance repair and modernization jobs continues to creep up. This is an indication that more and more retail lumber dealers and home improvement contractors are becoming aware of the tremendous sales power this type of credit offers.



Northup

As reported in the *Survey of Current Business* issued by the U.S. Department of Commerce, the total of installment credit loans held by financial institutions for repair and modernization rose to \$1,996,000,000, in November, 1957, before the usual seasonal decline started.

That figure was more than double the amount for 1949. On the other hand, the total of all types of installment credit nearly trebled during the same period. Nevertheless, it shows that the use of time-

payment selling for home improvements has been growing. Moreover, figures for the first five months of this year show an increase in repair and modernization loans—whereas the trend in other installment loans has been slightly downward due principally to the lower sales of new cars.

Promotion pays off

This would indicate that the program of the Home Improvement Council and other efforts to step up consumer interest in home modernization are proving effective. Reports from dealers bear out this conclusion.

Although the advantages of time-payment selling are unquestioned, it is significant that about 20 per cent of the retail lumber dealers apparently do not use this sales tool, according to a survey made last year. Undoubtedly some of the other 80 per cent do not use it to the fullest extent.

One reason is that in some communities the local banks just

haven't wanted to handle this type of loan, disregarding the favorable experience of other lending institutions. Another reason is that too much time has been required to obtain approval of the loan applications in some communities.

Money goes elsewhere

Inability to use installment credit in the financing of home improvements is a real handicap. Sometimes a family isn't able to pay for a new kitchen or a room addition in 60 or 90 days. Sometimes the family can't have the advantages of installment credit such as the 36 or 60 months to pay permitted with an FHA Title I loan. If this occurs, it is all too likely that the family will use its available resources for a new automobile or a vacation trip and let the home improvement wait.

That isn't good business for the lumber dealer or for the home owner. Every effort should be made to have installment credit loans available everywhere.

DICKERMAN'S COLUMN . . .

Wanted: more complete housing data

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

We should know more about ourselves in the home-building industry.

Today's highly competitive conditions have focused new attention on the importance of more accurate information about the typical home buyer, the kinds and types of homes needed.



Dickerman

It is increasingly risky to build the same kind of house for the same kind of buyer as in the past. Only by obtaining facts about local and national markets can the intelligent builder plan his land acquisition, design, financing and merchandis-

ing to his best advantage.

Statistics taken by themselves are dry—but important. Intelligent use of sound statistics is an essential tool in good home-building business management.

The need is as great among suppliers as it is for the builder himself. Unfortunately the weaknesses—inaccuracies and total gaps—in construction statistics are greater than for any other major segment of our economy. These deficiencies frequently have been pointed out not only by those in the industry but by many outside who need to understand our complex industry.

Actually, construction statistics are in some ways better than they are credited to be. Reports on volume—number and value of homes

being built—are available in considerable detail. The problem is that it often requires effort (and sometimes money) to obtain them. Moreover, it takes experience and skill to understand and correctly interpret them.

Nationally, our greatest need is to know the characteristics of new homes being built—size, type, materials used, and so on. We are still relying on sample, privately-financed surveys made more than two years ago by the Bureau of Labor Statistics. These surveys provided a wealth of information, valuable not only to industry but to government policymakers as well. But there have been many changes in home building since

Continued on page 154

SURVEY was held on weekends to get male respondents. Of 2,784 interviewed, 45.5% were men—54.5% women.

**Without a crystal ball
Houston builders have
a pretty good idea of
their potential housing
market. A survey taken
at the recent Parade
told them . . .**



. . . 31% of the visitors will buy in the next year

Houston's Parade of Homes, recently held in Sharpstown, was a smashing success on two counts.

First a record crowd of 126,000 turned out and grabbed all but three of the 32 model houses. And since the Parade ended builders have seen a 30 per cent improvement in sales in the \$16,000 to \$20,000 bracket—the price of Parade models.

The second and equally important reason is that builders now have a long range view of their potential market.

The Houston Home Builders Assn. hired a team of researchers to survey Parade visitors and get the inside facts on the building market.

Gordon Neilson, executive vice president of the HBA reported that builders are using survey information to good advantage.

The most important bit of information uncovered was that 31 per cent of the respondents expect to buy or build a house within the next year. And over 60 per cent of the respondents now own their homes.

Builders would like to capture a good part of this 60 per cent and

turn them into second-time buyers. But first they'll have to think seriously about adopting a trade-in policy, if they don't already have one.

Houston builders hit the nail on the head when they ran the Parade in the \$16,000 to \$20,000 price bracket. Over 24 per cent of the respondents plan to buy in this range. And of these, over one-third plan to buy within the year. (This was the highest percentage of definite buyers for any price group.)

Here are some other facts the survey brought to light:

- Over 37 per cent were still eligible for a GI loan.

- Weighing space against built-ins, 44 per cent wanted built-ins and compact design, and 47 per cent wanted more space. These close figures told builders they had a divided market on what is important in a house.

J. S. Norman, secretary of the HBA, plans to put this fact to use. He said, "We plan to use the survey information to determine built-ins and where to build homes."

Other facts the survey revealed:

- Most people didn't know what they would be willing to pay for

central air conditioning.

- In all price brackets the majority of respondents wanted a separate dining room.

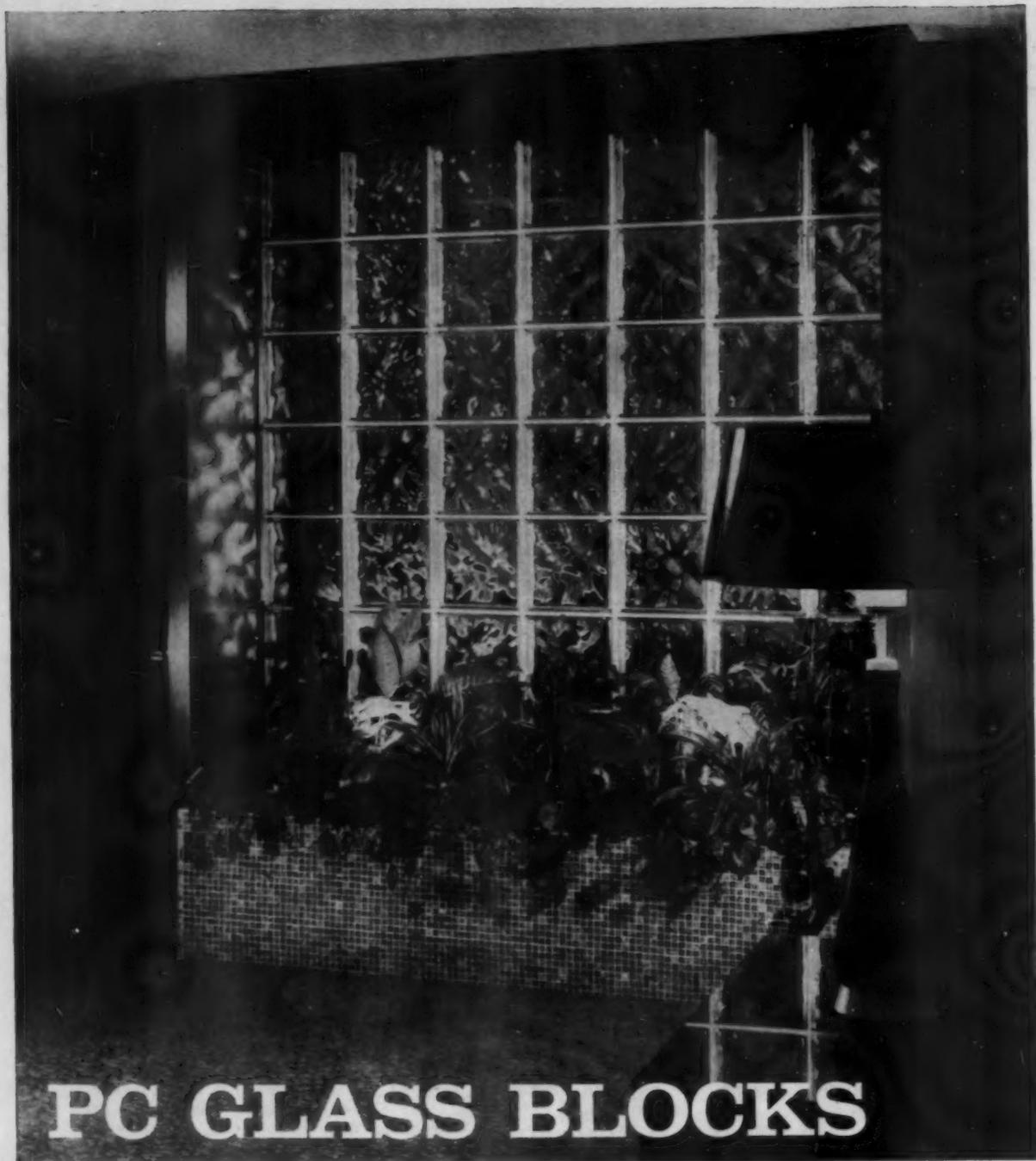
- Builders now have an excellent idea of what prospects believe Houston homes lack.

Raleigh A. Smith, treasurer of the HBA, said, "Our complete staff . . . is comparing results with homes now being designed, as well as with our recent fast and slow sellers for clues to more sales appeal."

The majority of Houston builders felt the survey would be a great help in planning future houses. However, they agreed that the more people were willing to pay for a house, the more realistic they were about what their money could buy.

Dick Wright, Wright Construction Co., said, "The survey indicates a desperate need for education of home buyers regarding what their dollars will buy. . . ."

President of the HBA, Robert W. Clemens, felt the survey was "immensely worthwhile." But like Wright, he believed, "The answers tend to be unrealistic in the lower price brackets."



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When your clients ask for "something different"

Lights and shadows; interest and warmth. That's what this panel of PC Glass Blocks brings to this setting. Reception room? Home? Retail store? Anyplace, really. The result is always a happy client. Write for product details. Dept. AJ-88, One Gateway Center, Pittsburgh 22, Pa. In Canada: 57 Bloor Street West, Toronto, Ontario.

P I T T S B U R G H **PC** C O R N I N G



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**Keeps Floors Permanently Dry for
less than 3½¢ per Sq. Ft.!**

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Here's a vapor barrier that combines the inert life of polyethylene film with the super strength of reinforced, waterproof Sisalkraft. Rip-free, it will keep floors dry forever.

Application? *Speed itself!* Just roll it out under slabs, basement

floors and in crawl spaces. Ask for Moistop in rolls of 72", 84" and 96" (all 1200 sq. ft.) at your lumber or building materials dealer.

NEW: Moistop now available in flashing size rolls. Moistop exceeds FHA & VA minimum property requirements.

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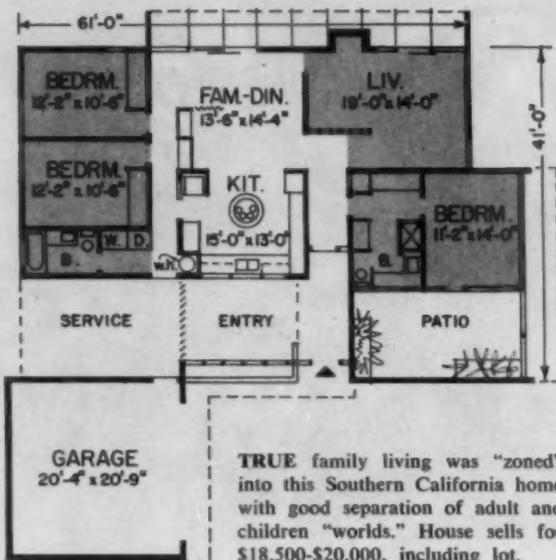
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SISALKRAFT PRODUCTS ARE AVAILABLE IN CANADA THROUGH ALEXANDER MURRAY & CO., LTD., MONTREAL

*Builder H. Cedric Roberts
& Sons and architect John
Kewell, AIA, believe the
house and site are an
integral unit. That's why ...*

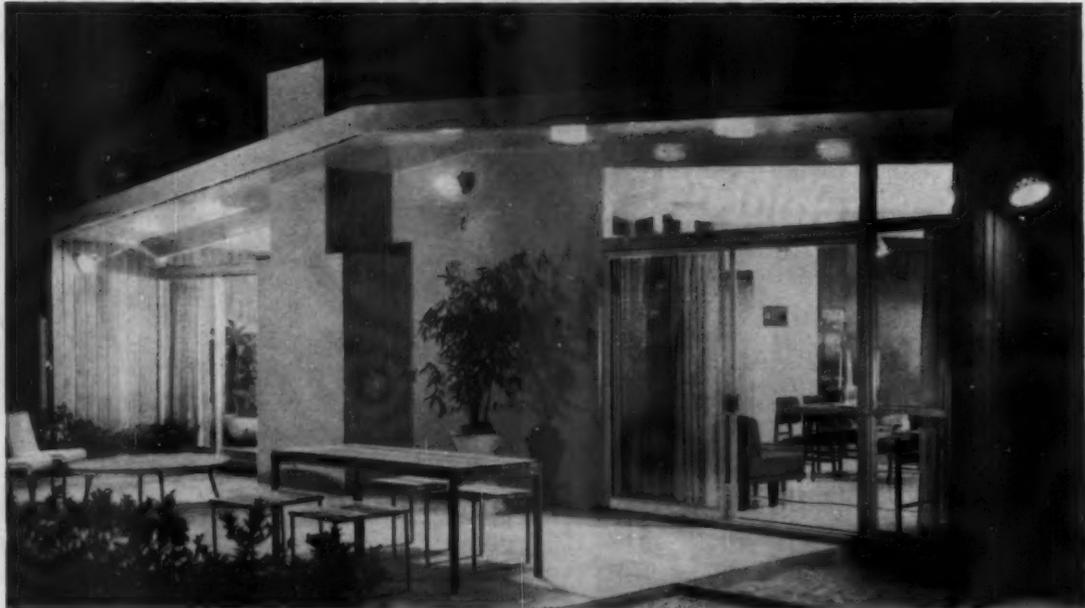


... They zoned the indoors



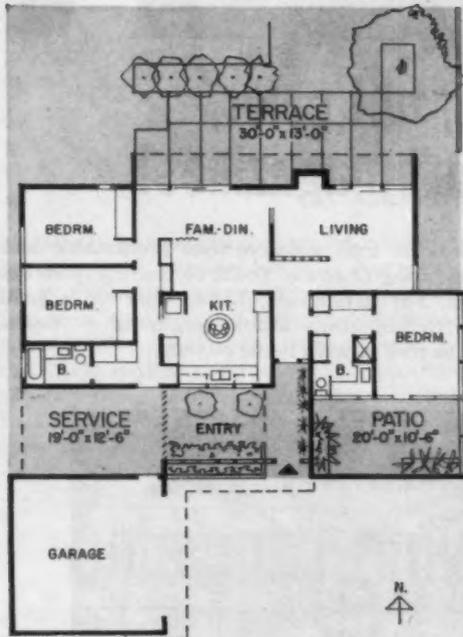
CIRCULAR cooking top and sink cover take away "kitchen look" from family-dining area.

of the MONTH for August



Photos by Dale Healy, Los Angeles

and the outdoors for living



TRANSLUCENT panels separate entry garden from street. Entry door may be opened from inside of house with special control. Concrete block on one side provides contrast for frame and stucco exterior. Wide eaves give protection from west sun.

EXTERIOR ZONING shows how entire property (home and lot) was considered as single living area. Every family activity was taken into account. (Note patio areas off master bedroom, living, family rooms; paved area off children's bedrooms.)

Biggest advertisement ever to dramatize concrete masonry!



4 consecutive full pages, full color, in the nation's top "home" magazines!

Next month, in *Better Homes & Gardens*, *House Beautiful*, and in *House & Garden*, millions of Americans will see concrete masonry in its modern role—beautiful, appealing, designed for gracious living.

An impressive 4-page tells the story of today's new forms of concrete masonry . . . its new patterns, textures and colors . . . how it fits every taste, any home style or locale.

All the versatility of today's concrete masonry, all its warmth and charm for modern living, the advertise-

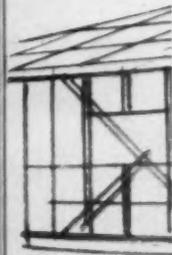
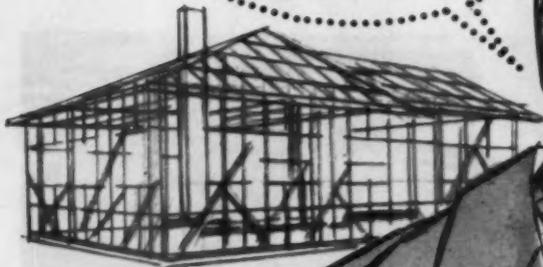
ment projects into a descriptive, promotable idea—*new-type Living Concrete*. You'll be hearing more about this idea. For nationwide, *Living Concrete* is gaining favor with important architects, builders, financial people, as well as with home buyers.

PORTLAND CEMENT ASSOCIATION

*A national organization to improve and extend
the uses of concrete*



*Builders, remodelers
cut labor, save time*



with **FOAMFLEX®**
DOORSTRIP



Patent Pending

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

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

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

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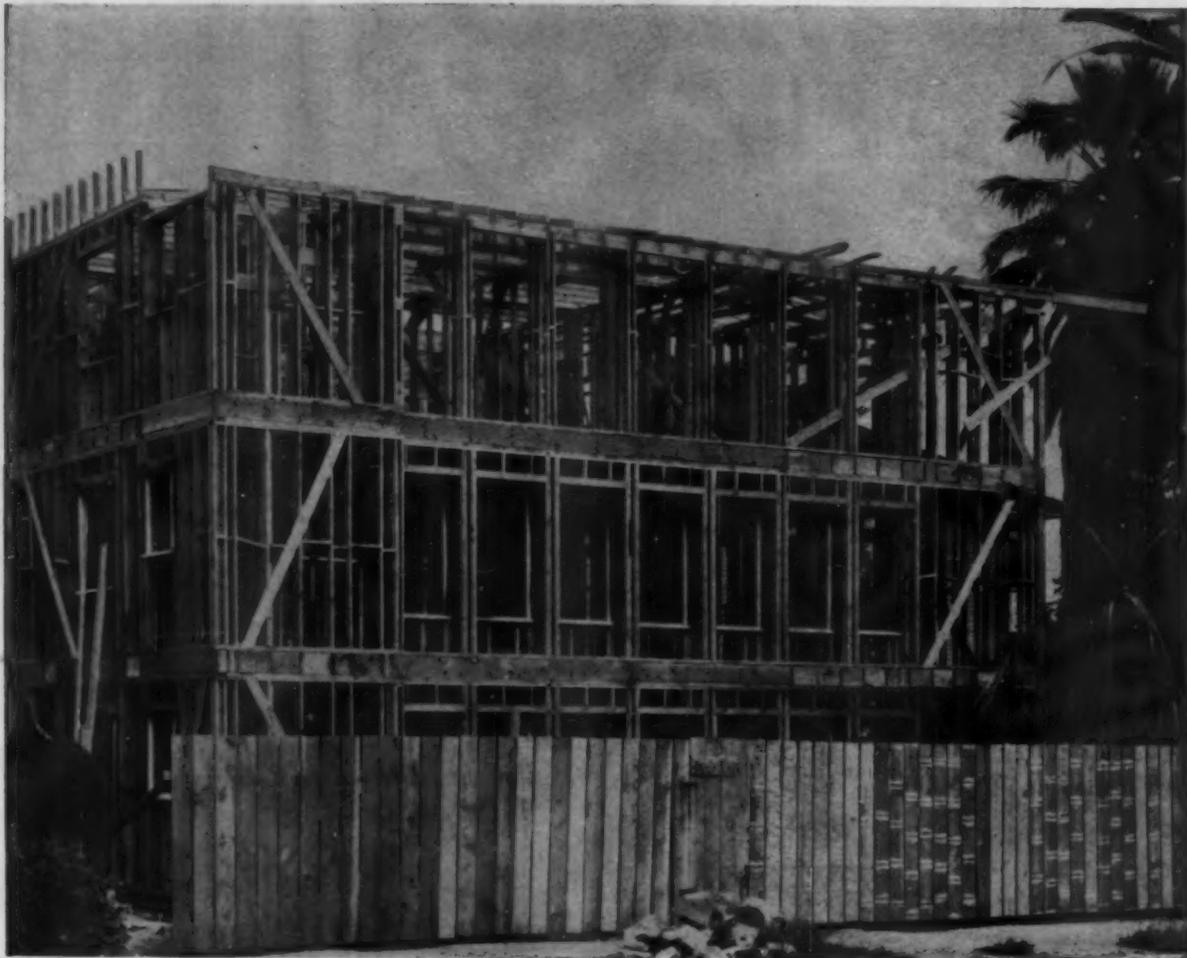


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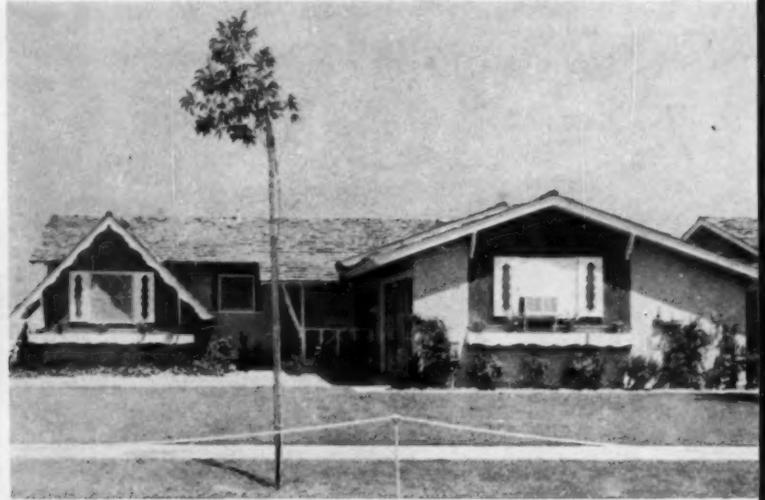
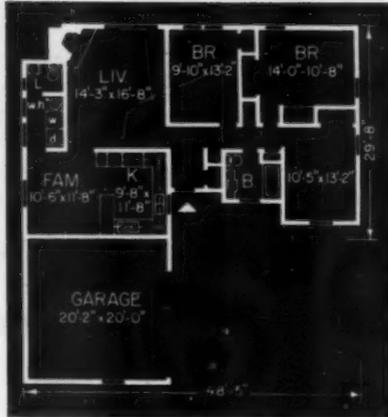
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member mills manufacture these woods to high standards of seasoning, grading and measurement
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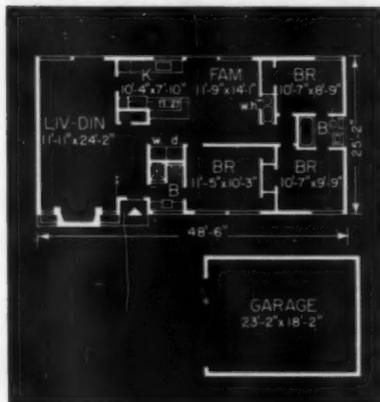


"TRADITIONALS sold fast for a period in 1957," Schneider said. But too much "birdhouse-effect" seems to be in disrepute today, he added. The president of Parkside Construction Co. gave a lot of house in his traditional homes—three bedrooms and a bath and $\frac{3}{4}$. Price: \$15,675.

IN CALIFORNIA:

Is this house a good seller? . . .

Last year, Nathan Schneider began Park 7 with contemporary houses. When the Hansel and Gretel trend swept L.A. he switched in mid-stream. But the public is fickle. To see what he's building today, turn the page.



SOLD QUICKLY at first. Palmer and Krisel designed these "moderns" with 12 exteriors. The wide overhangs, unique irregularity of the front, and the low price of \$14,700 intrigued buyers. When the Hansel and Gretel trend took over, these houses glutted the market for a while.

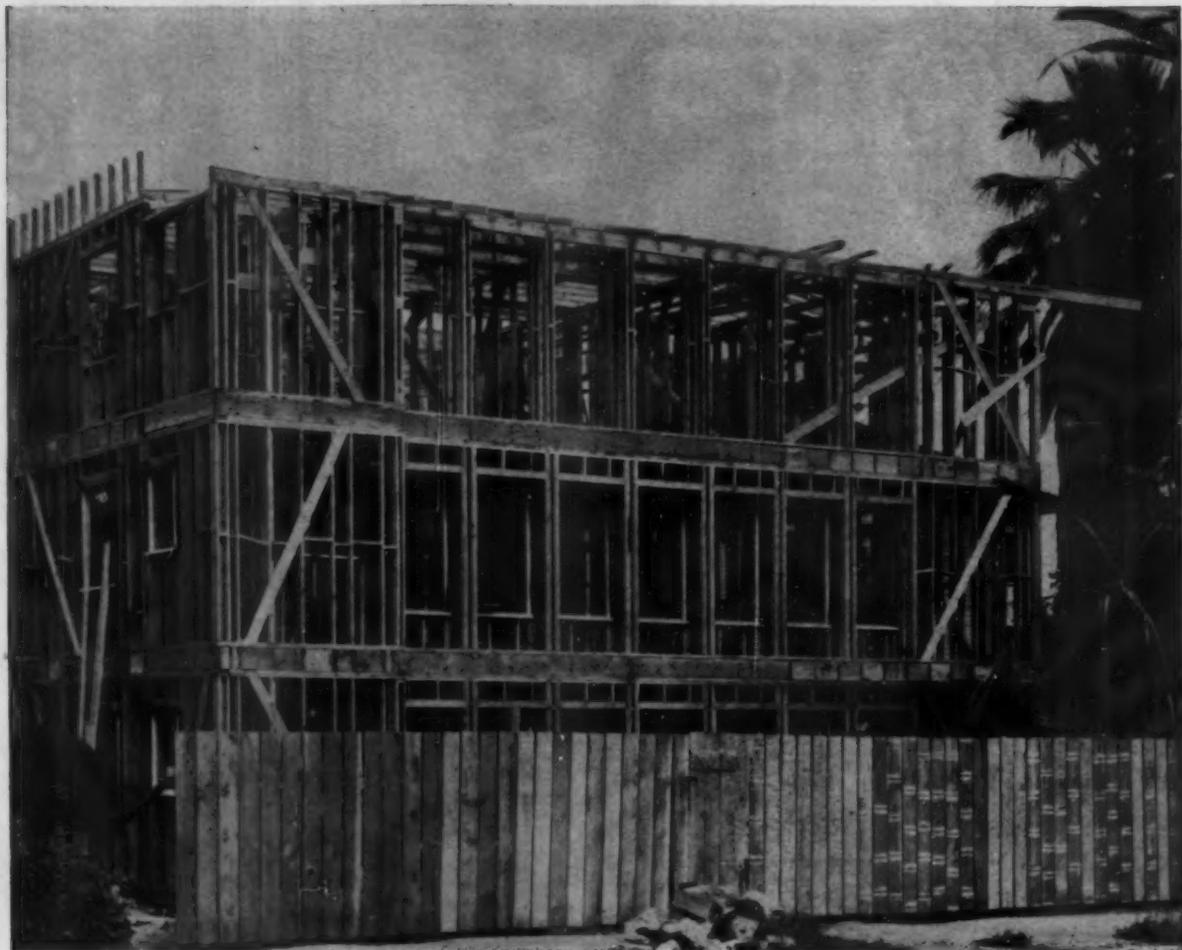
. . . Or is this the buyer's choice?

For rugged framing...

consider **DOUGLAS FIR**



the nation's first-line wood for structural purposes



DOUGLAS FIR'S load bearing capacity equals many mild steels. When you specify strong, durable Douglas Fir for framing you provide customers with homes and commercial structures that are built to last. For beams, posts, stringers and other structural purposes, it is manufactured in stress grades designed for ready and predeterminable use to sustain any given load. The straightness, stiffness and nail-holding power of Douglas Fir also add to its construction qualities. Dollar for dollar it provides a superior building value.

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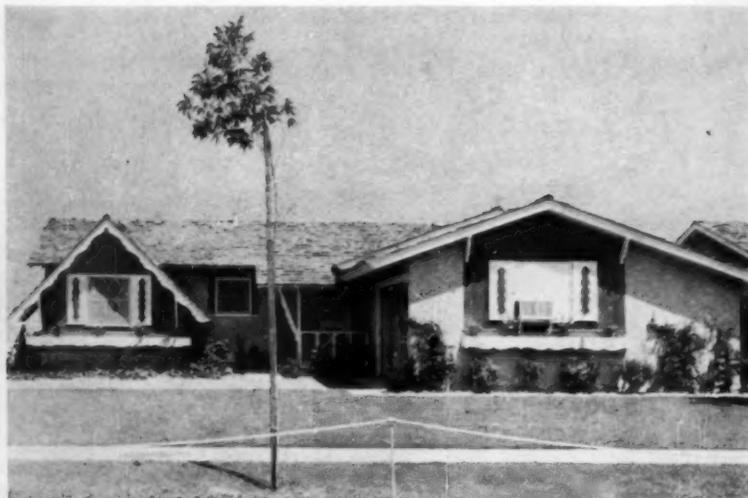
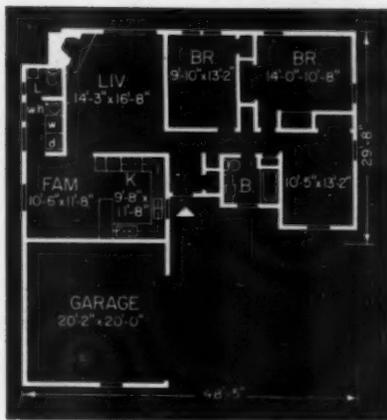


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member mills manufacture these woods to high standards of seasoning, grading and measurement
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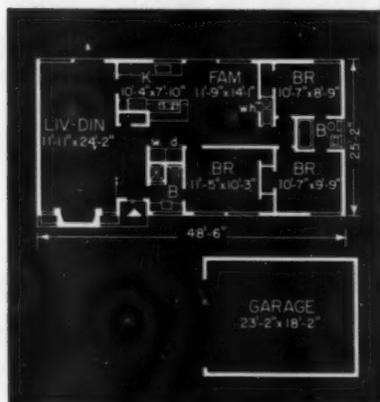


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. . . Or is this the buyer's choice?



Here are the houses buyers

It's neither "gingerbread" or extreme modern. It's a hybrid—a combination of both styles. Schneider is building these houses in his newest tracts in San Diego. Buyers like them—sales are good

Sales of 161 houses within six weeks told Schneider he had something the public wanted. He's sticking with this design because "it clearly indicates acceptance of 'modified traditional.'"

Schneider eliminated much of the "birdhouse" look. The diamond pane windows are modified and the shutters are gone. Cupolas and unnecessary gables were erased from the blueprints. Flower boxes are in—but not in every window. These houses have a clean look. One leans toward contemporary, the other toward traditional. They've proved to be a profitable compromise.

Hidden Values—quality flooring goes into Parkside houses

From the moment a home viewer enters the sales area, he is aware of the 2.4.1 method of subflooring used in Parkside houses. Large blowups and signs stress its durability and low maintenance.

This hidden value feature does two jobs at once.

A 1½" fir plywood panel combines the function of subfloor and underlayment in one piece. The panels are applied across girders on

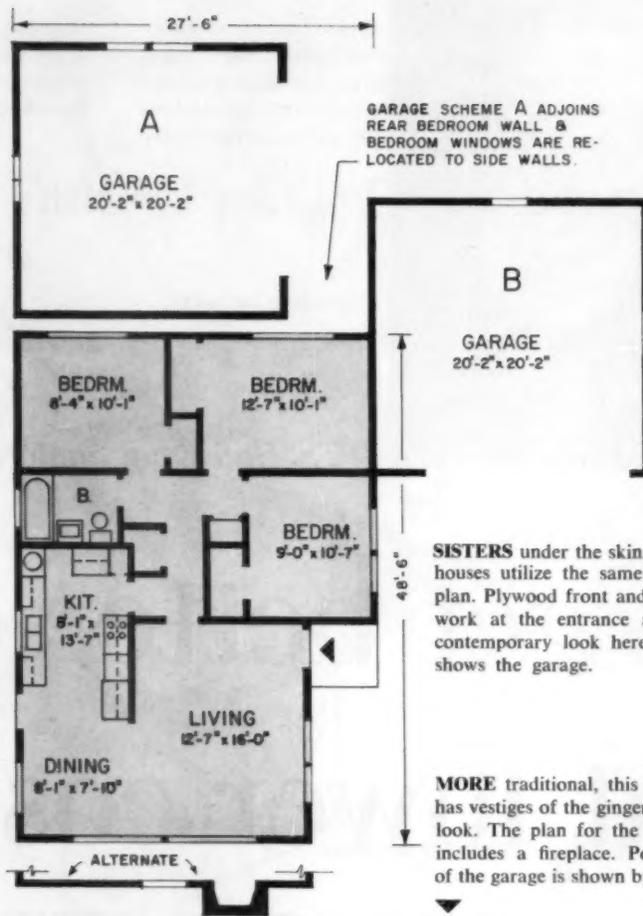
4' centers with all edges blocked. Schneider reported a labor and materials saving of about \$6,200 on 288 houses.

DEMONSTRATOR: Al Schneider, member of Parkside Construction, shows the 2.4.1 method of subfloor construction. It was first introduced by Douglas Fir Plywood Assn.





want today





W. S. Hamilton, Santa Barbara builder, says:

“I get better quality
at lower cost with
FULLER’S
PACKAGE PLAN”

“I specialize in fine custom homes and commercial structures,” says Mr. Hamilton, President of W. S. Hamilton, Inc. “And I find Fuller’s Package Plan gives me many advantages. I get quality materials throughout, plus the complete service and qualified installation

of these materials. I find them to be the latest and most advanced design. I also receive a substantial saving over buying individual items. And I am able to predict my cost more accurately and for a longer period of time. I’m completely sold on Fuller’s Package Plan.”

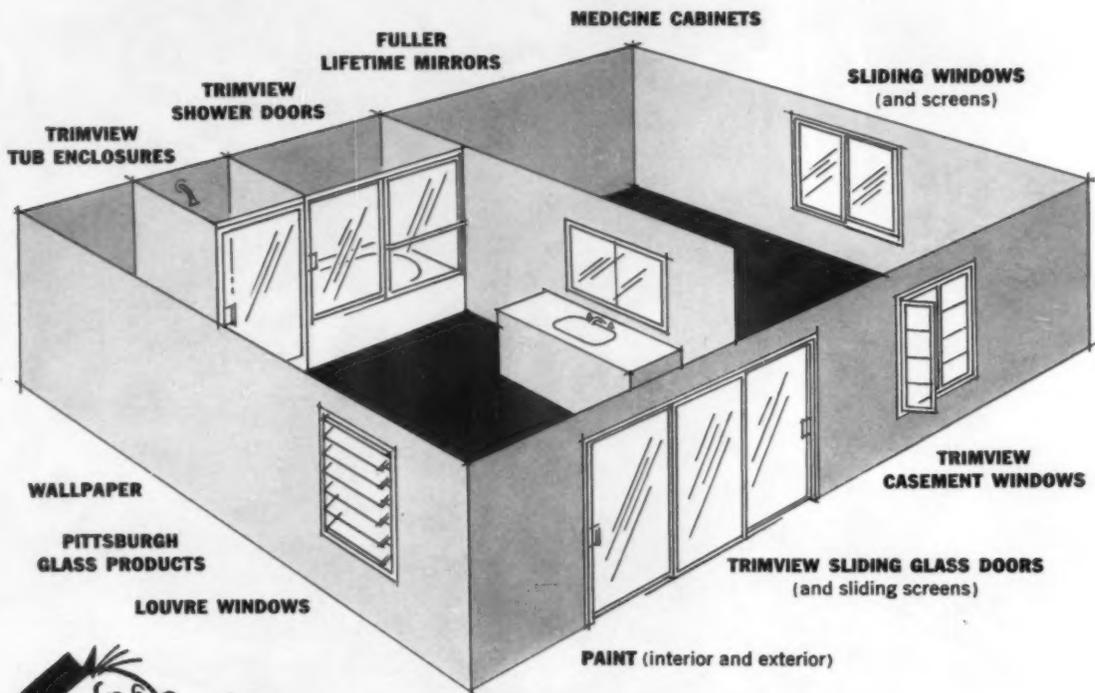
How the plan works

Fuller's Package Plan guarantees you a firm, competitive price on all Fuller Building Products used in your building program over an agreed time period of up to one year. You pay only this guaranteed price even though costs increase during the Package Plan period.

What the plan gives you

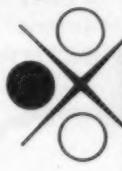
Under the Fuller Package Plan you get these exclusive advantages: Guaranteed protection against price increases • Accurate forecast of your costs • One company to deal with • One contract for your complete order • One delivery to expedite your order according to schedule.

Here are some of Fuller's Package Plan Products



How Fuller
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Help Sell
Your Homes

You add real sales appeal with Fuller's Package Plan Products. They put that extra touch of modern beauty in any home. Their quality speaks for the quality of your construction. They're engineered to meet your highest building standards. Yet they're competitively priced to meet your cost requirements. Join the many successful builders who save with Fuller's Package Plan. Look into it soon.

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Improve your profit-per-job with Pabco Gypsum Sheathing

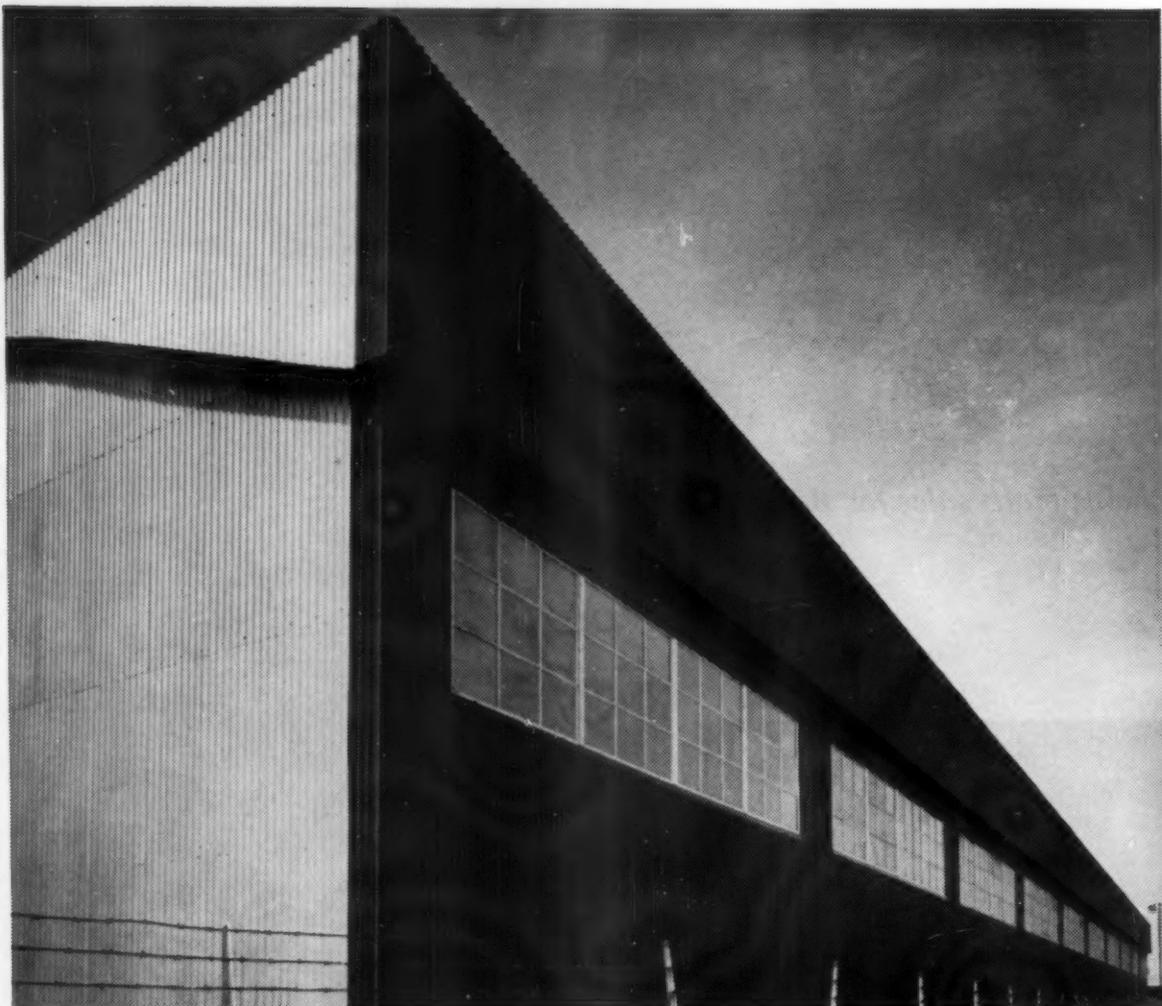
With Pabco Gypsum Sheathing, cutting loss is reduced to a minimum. Result? Less waste, lower material cost per job.

And Pabco Gypsum Sheathing is cut by scoring and snapping, not sawing. Fast! It requires fewer nails than other sheathings. Fast! One man can hang an average of 1000 square feet per day. Fast!

Improve your profit-per-job with highest-quality, uniform, water-repellent Pabco Gypsum Sheathing.

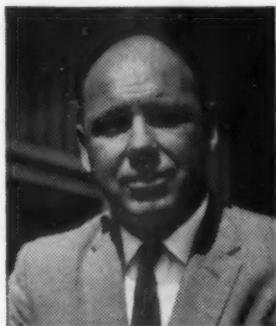
PABCO BUILDING MATERIALS DIVISION, Fibreboard Paper Products Corporation, San Francisco. District Offices: San Francisco, Los Angeles, Portland, Salt Lake City.

PABCO



Steel work by Dudley Steel Company, South Gate, California

"Building with steel saved us 50% in time and money"



JAMES M. STARKE

General Manufacturing Manager,
Gaffers & Sattler, Products of Utility
Appliance Corp./Mission Appliance
Corp., Los Angeles, California.

"We shopped around for other materials and methods, but the least expensive alternative would have cost us almost *double* what we paid for steel construction. In fact, we saved more than material costs — we saved time, too! Our contractor, Dudley Steel Co., of South Gate, used USS Galvanized Sheets, and did the whole job in just five weeks! Fastest construction estimate other materials could offer was 12 weeks! In short,

after the floor and foundations were in place, steel was faster, cost less, and gave us a handsome building, tailor-made to our requirements."

MORE INFORMATION about steel buildings can be obtained from your local steel building dealer. Or write, outlining your interests, to the address below. Columbia-Geneva Steel Division, United States Steel Corporation, Department AB 8 120 Montgomery Street, San Francisco 6.

GIVE YOUR BUILDINGS THE ADVANTAGES OF STEEL...USS STEEL



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*The touch of elegance
that upgrades
any home..*

Palos Verdes
STONE



helps make sales for BELLEHURST



Architect: James Wilde, A.I.A.
Developer: C. S. Jones
Stone Supplier: Anaheim Builders Supply Co.
Masonry Contractor: Carl Jones

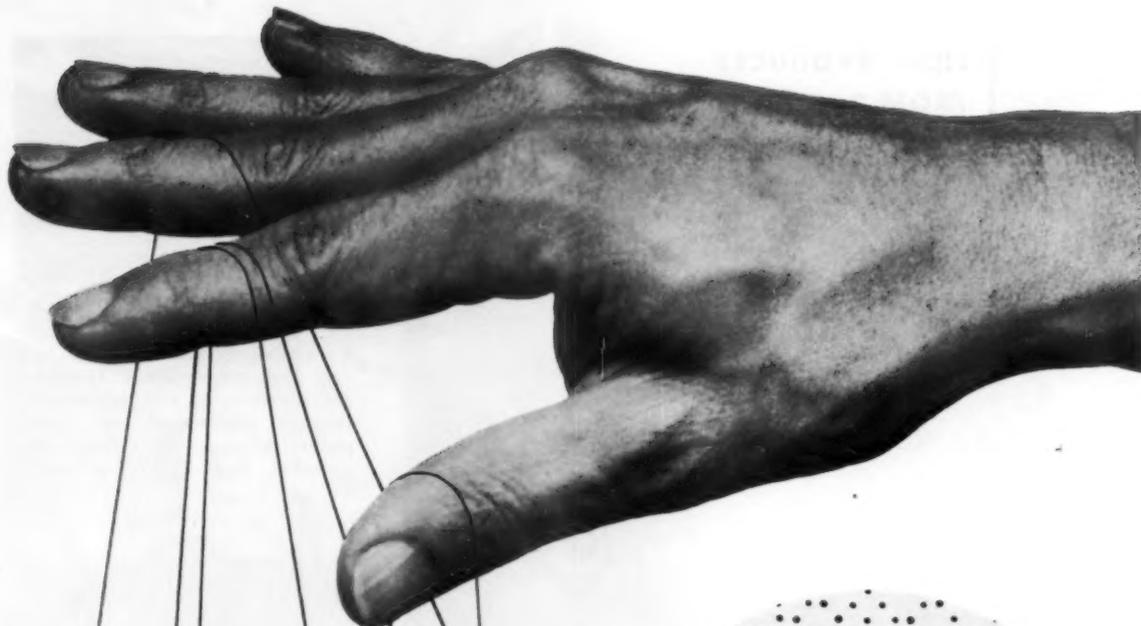
In preparing 15 custom designs for nearly 200 homes in the new Bellehurst country club community in the Buena Park-Fullerton area near Los Angeles, Architect James Wilde made widespread use of Palos Verdes Stone.

He employed its range of soft neutral colors and distinctive textures both to give variation to fireplaces, chimneys, planters and accent walls and to give distinction and identity to this new community. No two installations of Palos Verdes Stone are identical... each has its own individual charm and distinction... yet they help to integrate the different designs of traditional and contemporary homes into an esthetically unified whole.

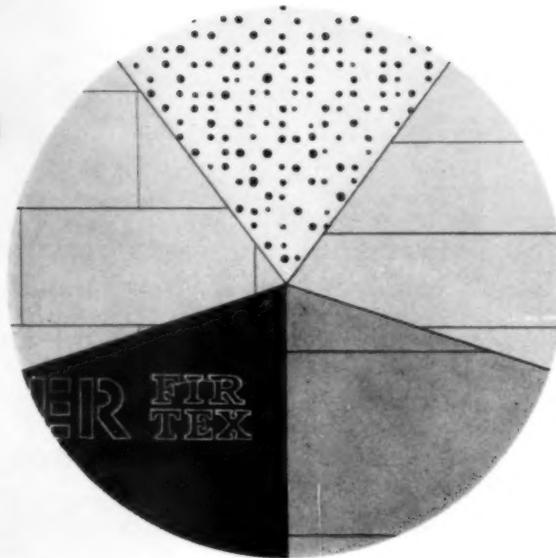
Since no other stone is quite like Palos Verdes Stone, home buyers are quick to recognize and approve it. Being natural stone, it is permanent, maintenance-free, always beautiful... a touch of elegance that lends distinction to any home. Nothing else adds so much visible value—at so little cost!

*A descriptive brochure and list
of dealers is available from*

PALOS VERDES STONE DEPT.
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612 SOUTH FLOWER ST., LOS ANGELES 17, CALIF.



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HEAT
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Whatever you're insulating against—noise, heat or cold—Kaiser Fir-Tex products serve you best. Roof Deck, Sheathing, Decorative Boards, Acoustical Tiles, Decorative Tiles, Hardboards, and Rock Wool are immediately available from your local Kaiser Fir-Tex dealer.

Remember, you get maximum insulation performance plus economy, beauty and versatility when you demand Kaiser Fir-Tex brand insulating products.



KAISER GYPSUM COMPANY, INC. Kaiser Building—1924 Broadway, Oakland, California

**NEW PRODUCTS
FROM THE WEST**

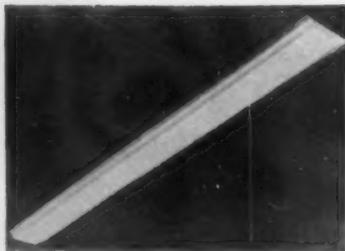


GLAMOR IN THE KITCHEN . . . the decorative three-light cluster in the center of this kitchen sets its luxury tone. From Vogue Lighting. (No. Z74-W, p. 114.) Other highlights: spots over working surfaces, fluorescent tube over range.

**Lighting: a glamor
factor in sales**



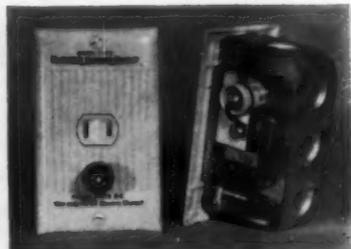
OUTDOOR DRAMA . . . even at night the appeal of outdoor patio is highlighted. Fixtures are strategically placed under patio overhang. Living room lighting combines to stress luxury of indoor-outdoor living. Fixtures are from Marvin Electric Mfg. Co. (No. Z75-W, p. 114.)



HIGH LEVEL lighting at low cost. New Argus series of recessed troffer luminaires use new high and very high output lamps. Designed for contemporary architecture, particularly commercial use. Completely integrate with ceiling construction. (No. Z76-W, p. 114.)



NIGHT LIGHT for terrace or lawn. Landscaping can be completed with a luxury touch . . . a terrace fixture to spotlight the lawn at night. This one, from Kim Lighting and Mfg. Co., focuses its light downward over a limited area. (Circle No. Z77-W, p. 114.)



NEW USE for outlet boxes. Wellsco's F-100 Electrical Shaver outlet can be installed in any standard electrical outlet box. Supplies direct current for any type AC/DC shaver. Gives more power and a longer life to the electrical shaver. Wellsco Electronic Products. (Circle No. Z78-W, p. 114.)



MOST VERSATILE BUILDING MATERIAL SINCE WOOD

No other material does so many jobs—inside and outside—so well, at such low cost. Use these tough new asbestos-cement panels as siding for every building . . . or for interior walls of commercial, industrial, and farm structures. Also ideal for fences, windbreaks, grain bins, growing benches. Pab-Flex and Pab-Rok sheets are fireproof, rot-proof, weatherproof, termite-proof. Smooth, stone-hard surface decorates beautifully. Large 4'x4' and 4'x8' sheets speed application. Cut by scoring or sawing.

Pab-Flex available: 1/8", 3/16", and 1/4". Pab-Rok available: 3/16" and 1/4".

Both meet Federal Specifications. Order from your building material supplier.

Pabco Building Material Division, Fibreboard Paper Products Corporation, San Francisco, California.

NEW! PAB-FLEX

Flexible Asbestos-Cement Board

NEW! PAB-ROK

Utility-grade Asbestos-Cement Board

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more than just
the rear!**



The State Steel Circulating Fireplace functions with all the efficiency of a hot air furnace. Heating the whole room...and more.

And because of its exclusive design you save money! *No smoke shelf to build.* It's built for you. And the sidewalls are straight requiring *no corbelling* in with the masonry.

Our free brochure shows how you can save up to \$25.00 in labor and materials—and gives the name of your nearest dealer.

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WESTERN NEW PRODUCTS

BUILT-IN SPICE CABINET, latest kitchen convenience, can be installed quickly. Simply fits between studs and fastens with screws. Of heavy aluminum, comes with baked enamel frame and colored trim. Holds nine removable spice trays. D'Anco Mfg. Co., Dept. AB, 2612 E. Colorado St., Pasadena, Cal. (Circle No. Z70-W, p. 114.)

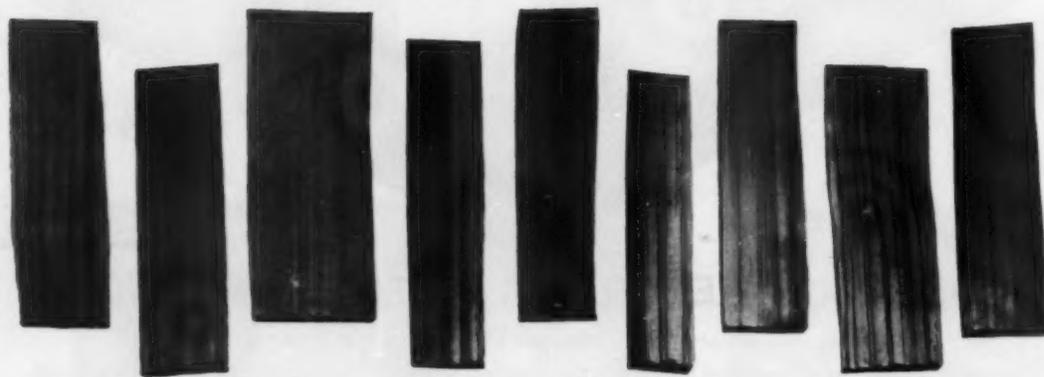
DOOR-CONTROL HINGES are now available for residential interior doors. Provide both closing pressure and damping action. Are fully adjustable and easy to install. Spring and hydraulic units are concealed, allowing varied installations. Bakewell Products, Dept. AB, 1128 Missions St., S. Pasadena, Cal. (Circle No. Z71-W, p. 114.)

SAFE, SOLID SCAFFOLDING is provided by Waler Jacks. For a variety of concrete jobs, can be used on 2x4, 2x6 or bottom walers. Comes in two models. Can be bolted to wall or not. Superior Scaffold Co., Dept. AB, 5624 Bankfield Ave., Culver City, Cal. (Circle No. Z72-W, p. 114.)

BATHROOM BUILT-INS include a convenient built-in-the-wall health scale. Puts it out of the way, yet is easy to use. Easily installed in bedroom or dressing room as well as bath. Finished in chrome or white with colored scales. Davis Steel Products, Dept. AB, 606 S. Hill St., Los Angeles 14, Cal. (Circle No. Z73-W, p. 114.)

like fingerprints...

NO TWO SHAKES ARE ALIKE



In making hand-split shakes—as with any truly hand-crafted material—uniform appearance is not desirable, nor is it even possible! Uniform quality, however, is another matter. *Quality can be controlled.*

When you see the Certi-Split label beneath the bandstick of hand-split cedar shake bundles, you know that quality *has been controlled.* Specify and insist on Certi-Split. It is your assurance of *top grade, full count and uniform quality.*

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B.C.





**J&L
CONTROLLED-QUALITY
NAILS**

J&L NAILS . . .

**now standard in new 50 lb. carton
and the familiar 100 lb. carton
. . . at no extra cost**

Nail inventory is more complete with J&L's new 50-pound cardboard carton, now available at no extra cost.

J&L's colorful 50-pound carton, made of 275-pound test board, is tough and durable with a two-piece telescoping design. Hand holes facilitate handling.

The full-weight carton is only seven inches high. Other dimensions are 9" x 9", 10" x 10" or 11" x 11", depending on the nail

size. The new package permits fast, easy stacking with no waste of storage space.

In addition to the standard cartons, J&L's fast turnover line of nails is also pre-packaged in one-, five-, 10- and 25-lb. boxes.

Next time you order, ask for J&L controlled-quality nails. Get name of your nearest supplier by writing to Jones & Laughlin Steel Corporation, 3 Gateway Center, Pittsburgh 30, Pa.



Jones & Laughlin Steel Corporation

PITTSBURGH, PENNSYLVANIA



Spruce up homes

★ MAIL BOXES



No. GB-500 Gold Lid on Black Box



CITY MAIL BOXES

Choice of 5 gorgeous color combinations! Never rust, tarnish or need polishing.



FREE engraved name plate available with every box!



No. BG-501 Black Lid on Gold Box



No. BB-502 Black Lid on Black Box



No. GG-503 Gold Lid on Gold Box



No. AA-504 Anodized Aluminum Lid on Aluminum Box

Here's a sales feature you can really talk about! As shown above, a blank name plate is attached to the face of each box. Inside the box is an order blank and an envelope. Your customer can get his name engraved Free on the name plate by sending the order blank and the plate to us in the envelope provided. We'll engrave the plate and mail it back to your customer. No work involved for you, but we tell your customer the plate is engraved through special arrangements with you.

EXTRA-LARGE SIZE

13" wide, 8 1/4" high, 6 3/8" deep

MADE OF HEAVY GAUGE ALUMINUM—SOLID CONSTRUCTION

MAGAZINE HOLDERS AND SCREWS FOR INSTALLING INCLUDED

MACKLANBURG DUNCAN CO.
QUALITY BUILDING SPECIALTIES
SINCE 1920

BUILDERS For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers throughout the country!

DEALERS Order today! Your order shipped promptly! All M-D products are fast sellers, nationally advertised.

Spruce up SALES with...

in ANODIZED ALUMINUM



KING SIZE MAIL BOXES

Big enough to hold largest magazines

Here's the answer to your customers' demand for a big, roomy mail box.



(Above) No. GB-700 Gold lid on black box
(Right) No. BB-702 Black lid on black box



No. BG-701 Black lid on gold box



No. GG-703 Gold lid on gold box



No. AA-704 Anodized aluminum lid on aluminum box.

KING SIZE
16 3/4" wide
8 1/4" high
6 3/4" deep



Rural MAIL BOXES

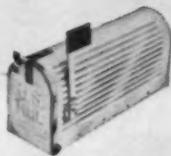
Made of extra heavy gauge aluminum. Lifetime finish. Meets govt. specifications for No. 1 size. 3 anodized finishes.



ALBLACK — Permanent Anodized black color.



ALBRIGHT — Permanent Anodized chrome bright.



ALACROME — Permanent natural aluminum finish.



ALBRAS Permanent Anodized brass color.



MAIL BOX HOLDERS

Here's what every rural mail box needs. M-D Mail Box Holders fit all standard rural mail boxes. Sturdy! Rust-proof! Easily installed.



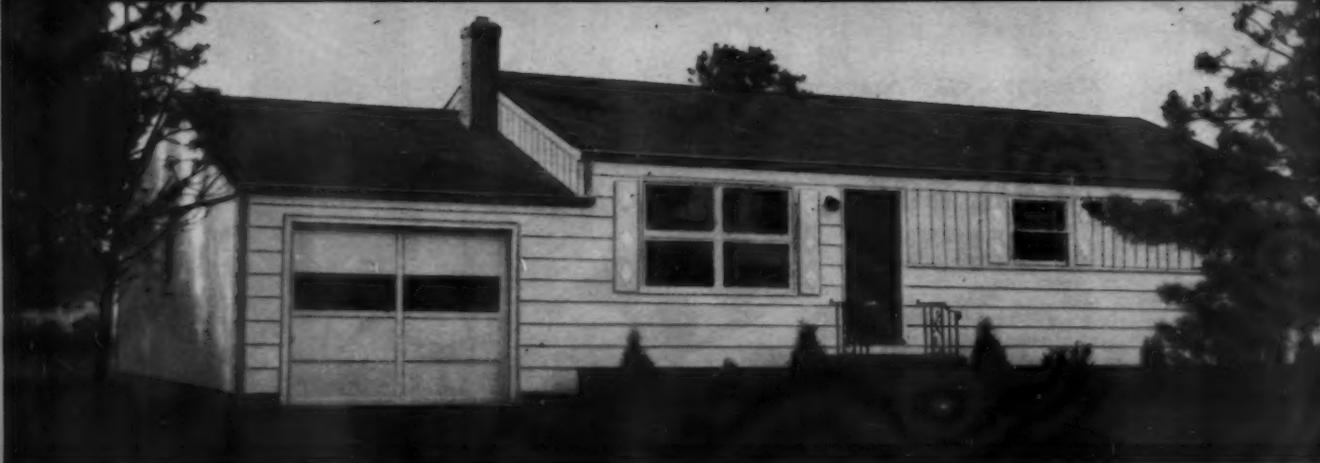
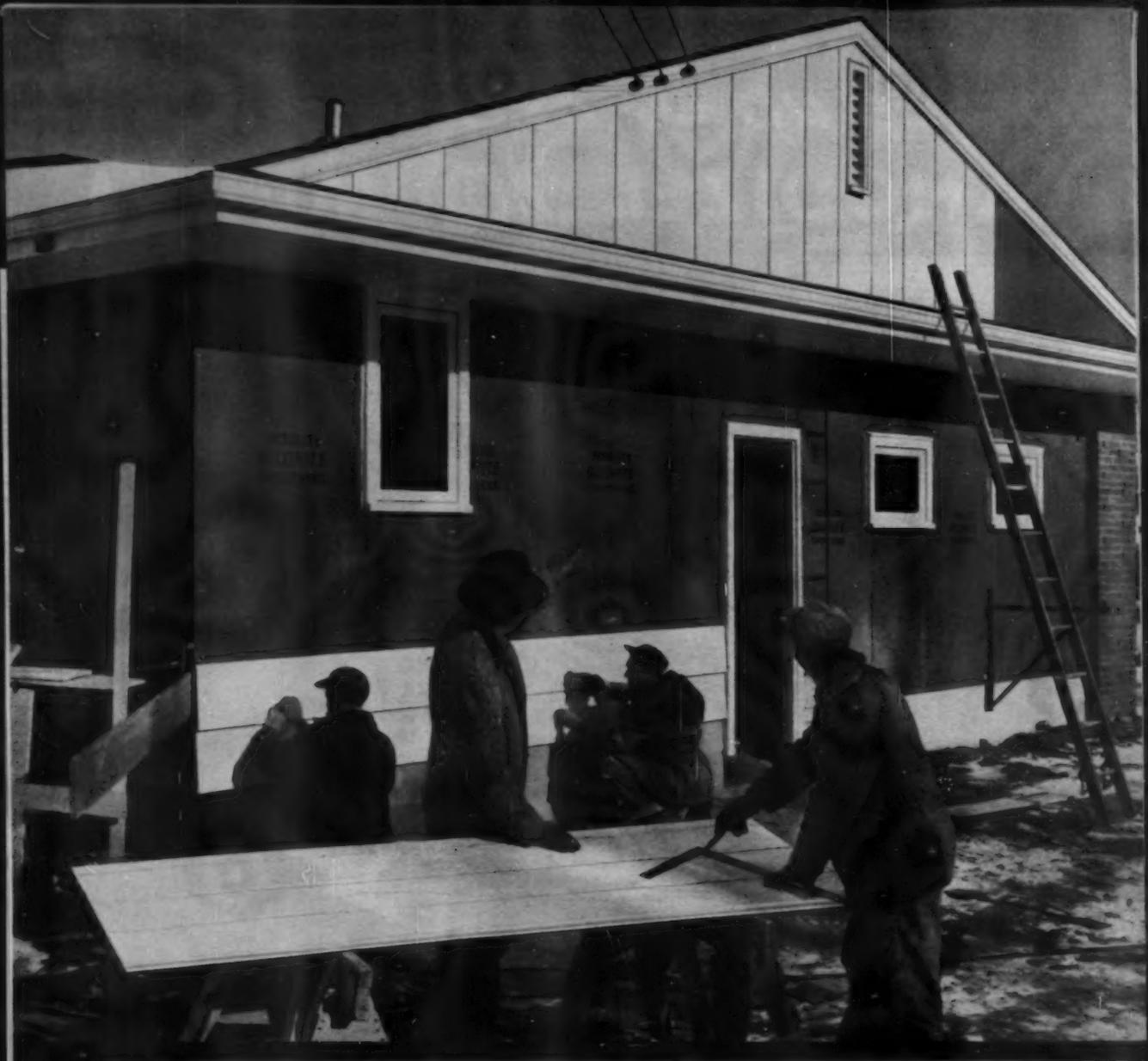
No. 44 for 4" x 4" wood posts.

No. 150 for 1 1/2" metal pipe.

MACKLANBURG-DUNCAN CO.

BOX 1197 • OKLAHOMA CITY 1, OKLAHOMA





Attractive design features of Insulite Primed Siding, including its deep shadow lines, are evident in this Robinson Construction Co. home at Warwick, R. I. Upper

photo shows another typical Primed Siding project, where horizontal boards are used on sidewalls, with vertical grooved panels on gable ends. Insulite Sheathing adds extra quality.

New England builder outsells "traditional" materials with new Insulite Primed Siding!

The home shown below at left is a popular, fast-selling model in a project near Providence, R. I., built by Robinson Construction Co. It's a trim, pretty house priced at \$12,200 to \$12,700 . . . 5½ rooms, full basement, gas heat, attached garage and many nice extras. The handsome exterior you see is Insulite Primed Siding—a new, revolutionary man-made material.

Every home buyer in this project has been given the choice of Primed Siding or a favorite "traditional" material . . . and the Primed Siding homes have out-sold all others.

Price, in this instance, is not a factor. But sharp-eyed New England home buyers have looked closely and

found that Insulite Primed Siding provides hairline joints . . . generous 1¼" horizontal overlap . . . snug, flat coverage . . . square ends, clean edges . . . and the beauty of heavy shadow lines.

Through all of New England, Insulite Primed Siding has had rapid acceptance. And across the nation, more than 15,000 Primed Siding homes have been built in the product's first year on the market.

Would you like literature showing application methods for Primed Siding, and detailed cost-comparison forms which will let you figure your own savings? It's information that means *extra profit*—on homes from \$10,000 to \$100,000. Write us today—Insulite, Minneapolis 2, Minnesota.

build better, save labor, with

INSULITE®

Primed Siding



Insulite Division, Minnesota and Ontario Paper Co., Minneapolis 2, Minnesota

Percy Robinson learned carpentry in England as a youngster . . . then came to America and mastered the art of New England-style building. During 40 years here, he has built at least 2,000 homes; and present

project will add 73. Robinson uses 12' and 16' lengths of horizontal Primed Siding; 4' x 8' vertical grooved panels for gable ends. Shutters, too, are made with Primed Siding, painted bright yellow for handsome trim effect.



"Talk about fast acceptance . . . I've never seen a new material catch on with our home buyers the way Insulite Primed Siding has."



"It looks like wood, and makes a very handsome exterior . . . but we don't have to worry about knots, splits or splinters."



"Carpenters like it . . . say nothing cuts so quick and clean as Insulite Primed Siding. And painting is perfect, with one less coat."

the reinforcement that does

KEYWALL

GALVANIZED MASONRY JOINT REINFORCEMENT



The Chicago Sun-Times Building contains newspaper offices, printing facilities and rented office space. Architects: Naess and Murphy. General Contractor: George A. Fuller Company.

Masons like to use Keywall. It easily unrolls in place on the wall. It's easy to lap at corners without adding thickness to the joint. Mortar flows readily in, under and around Keywall to give full embedment and a complete bond. Masons find Keywall easy to handle on the scaffold.

Keywall is made for the following wall thicknesses: 4", 6", 8", 10" and 12".

the reinforcement that does what masonry joint reinforcement is supposed to do.. fights cracks!

Resistance to stresses that cause cracking is a basic purpose of masonry joint reinforcement. While it does increase the ultimate lateral strength of masonry walls, architects and builders depend on masonry joint reinforcement mainly to eliminate damaging and unsightly cracks caused by shrinkage during curing and aging.

The basic multi-directional design of Keywall assures superior resistance to cracks.

This has been demonstrated repeatedly on jobs from coast to coast. The new Chicago Sun-Times building is just one example.

Keywall-reinforced walls in the new Sun-Times building show far greater resistance to cracks than comparable walls with other masonry reinforcements, extensive studies reveal. Keywall was used to reinforce exterior masonry backup walls and interior partition walls of the Sun-Times building.

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keycorner • Keybead • Keywall • Keymesh • Welded Wire Fabric



Department AB-88
Keystone Steel & Wire Company
Peoria 7, Illinois

Please send me complete information on Keywall.

Name _____

Firm _____

Street _____

City _____ Zone _____ State _____

even
blindfolded .

Now straight cuts come automatically — with MAXAW's exclusive True Course Guide! Follows the cut like a rudder to assure straight-line sawing... keeps cut open, prevents binding or stalling, speeds cutting, saves motor. MAXAW offers 8" blade performance with a 7¼" blade — deeper angle cuts with less weight and bulk, twice as many sharpenings per blade, easier handling. Heavy-duty dynamically-balanced Cummins-built motors assure top power, compactness and dependability. Let MAXAW speed your construction jobs — see your Cummins dealer now!

you can't run
a cut off course ...

Cummins MAXAW®

MAXAW 7800

100% ball and roller bearing construction! Only 7¼" saw with 8" cutting capacity...cuts 2¾" at 45° angle!

\$84.95

MAXAW 757

100% ball and roller bearing construction! 6¾" blade cuts 1¾" at 45° angle!

\$69.95

Prices slightly higher in Canada

Exclusive
True Course
Guide



FINGER-TIP DEPTH
ADJUSTMENT gives
instant depth control



FINGER-TIP BEVEL
ADJUSTMENT simple
lever, calibrated quad-
rant for any bevel cut



BLADE SIGHTING SLOT
view cutting edge at any
angle... CALIBRATED
RIP FENCE GUIDE assures
accurate cuts



SAFETY GUARD re-
tractable, telescop-
ing, with safety grip

Cummins Portable Electric Tools
5055 N. Lydell Ave., Milwaukee 17, Wis.

Please send me more information on Cummins MAXAWS!

Name _____

Address _____

City _____ Zone _____ State _____

© 1956 J.O.M.C. Made by *John Oster* Manufacturing Co.



How Dodge saves you money by matching your truck to your needs

Dodge medium- and heavy-duty trucks have always been built from a wide range of "Job-Rated" components to match a truck exactly to your job. This means that you aren't forced to pay for capacity you don't need, and you don't get under-sized units that shorten your truck's life. Just look at the range of components today's line of *Power Giants* offers:

In power, there are Sixes from 125 to 141 hp., Power-Dome V-8's from 204 to 234 hp. Exclusive Power-Dome V-8 design reduces harmful carbon deposits, greatly reducing the need for engine overhauls to maintain maximum power.

In payload, numerous Dodge medium- and heavy-duty models offer G.V.W.'s from 11,000 to 46,000 lbs., G.C.W.'s from 30,000 to 65,000 lbs. in gradual

steps. A wide range of "Job-Rated" axles, transmissions, tires, springs and other components makes possible gradual increases in capacity and assures you a dependable, economical truck because it fits your job exactly.

In economy, Dodge provides the thriftiest and most efficient engine and transmission combinations. A range of eight engines and eight transmissions, including automatic Torqmatic, makes this possible. You save on gasoline, too, because Dodge engines operate efficiently on regular gasoline!

Priced competitively throughout the line, in many models Dodge is priced *lowest!* No matter what Dodge *Power Giant* your job calls for, you'll be agreeably surprised at its thrifty price tag. See your Dodge dealer soon, and get his special 40th Anniversary deal!

DODGE *PowerGiants*



Radiant baseboards keep heating units out of the way, hardly visible. More flexibility in furniture arrangement is possible.



Thrush Water Circulator

MOTHERS WANT TO BE SURE OF WARM FLOORS!

That's why they prefer

THRUSH

Radiant Hot Water Heat!

CHILDREN will play on floors . . . and mothers want them to be warm and comfortable. They realize that their children's comfort depends on good, even heating. Radiant hot water heat is the most modern and dependable heating available today. It is clean, quiet, uniform and more economical in fuel consumption.

Thrush Radiant Hot Water Heat is ideal for use with modern heating units. It is easy to zone and low in installation cost because forced circulation permits smaller pipes, valves and fittings. Specify hot water heat in the homes you design and build.

See our catalog in Sweet's or write Department G-8 for more information.

H. A. THRUSH & COMPANY
PERU, INDIANA

MORE* FOR YOUR MONEY

WITH STANDARD SIZE, LOW-COST

PAINE Century DOORS

*More beauty . . . longer service . . .
better construction adds up
to greater value for your
door dollar!

Almost all flush doors look alike. But the real difference in flush door quality comes in the core. Many "cheap" flush doors have cores of flimsy cardboard or scrapwood pieces hidden between the face panels. But not Paine CENTURY Doors — despite their low, low prices. They have scientifically-engineered, "trellis" type cores installed with all the woodworking craftsmanship that has made Paine the leader of the door industry for over 106 years. The hardwood face panels — birch, oak or Philippine mahogany — are *hand-matched* for grain and color and are available with the new Super Satin Surface that's so velvety smooth you have to feel it to believe it! To get the most value for your door dollar insist on Paine CENTURY Doors. Don't take a substitute. Look for the CENTURY name stamped on one end of the door. You'll be glad you did!



Only PAINE Century DOORS have these features . . . backed by over a million successful installations since 1954.



These doors feature a unique new Super Satin Surface. Can be beautifully finished by sealing door edges and applying one coat of paste wax.

The "trellis" type core is scientifically engineered and carefully installed for rigidity and long, dependable service.

Hardwood face panels are carefully hand-matched for grain and color — a quality feature of Paine Century Doors.

Over 106 years of woodworking craftsmanship and over one million successful installations are back of Paine Century Doors.

PAINE
LUMBER COMPANY, LTD.
ESTABLISHED 1853 • OSHEOSH, WIS.

For premium quality — America's finest — ask about the Paine REZO Door — available in any wood species, in any size.

*Trademark "Super Satin Surface" and "Trade M" in "SSS" — Use licensed on products bearing a license issued by Super Satin Surface, Inc. that includes the quality controls of the "Trade M" system.

4 practical reasons why



1 117% More Power

CARPENTER: "The point I want to make is that I'm satisfied with the portable saw I'm using. But I would like to ask what you believe is the difference in your Model 77?"

SALESMAN: "The difference is so great that we offer it as proof of the SKILMANSHIP built into this saw. Consider the horsepower that this Model 77 generates. At maximum it has 117% more power than other models of the same size and price. It means power for even the toughest cuts."



2 Worm Drive Produces Hi-Torque

Q. "Oh, I agree that a high horsepower rating is impressive. But what guarantee do I have that this power gets to the blade—that it will cut fast in wet lumber or resinous wood?"

A. "Model 77 has the only real guarantee offered in any power saw. It's made with worm gearing. It produces tremendous torque to keep the blade cutting at high speed in just the situations you mention—wet lumber or resinous wood. And it is easier to cut accurately, too."

This was the first opportunity this builder had to try a SKIL Model 77 Rear-handle Saw. His local distributor salesman gave him a simple ten-minute demonstration which proved how practical this saw is on the job. For example, with 117% more power, this builder found he could cut any material faster and easier, saving time and effort. The tremendous torque provided more versatility. He could count on sustained blade speed in any material. No stalls. No slow downs.

What's more, the in-line vision resulted in more cutting accuracy. The work fit exactly after every cut.

After the demonstration the builder gave the Model 77 a trial for several days and proved to himself the high power, tremendous torque, easy sighting and on-the-job value of this saw. You, too, have the opportunity to see and try any one of the eight rear-handle models with blade sizes from 6½" to 12". Ask your local SKIL distributor for an on-the-job Proof Test.

this builder switched to SKIL



3 Rifle Sight Cutting Accuracy

Q. "Why do you think it is easier to cut accurately with this rear-handle type of saw?"

A. "Because you can see the cut. With the blade on the left side, I can see the sighting notches as well as the blade. When you can see the cut, you know it's accurate. The rear handle design gives better balance too. Centered over the line of cut, it gives rifle sight cutting accuracy."



4 Free on-the-job Trial

Q. "Would you let me make a couple of cuts with it? I've never tried a rear-handle saw and I'd like to see for myself."

A. "I can do more than that, sir. I am going to leave this saw with you today. Use it on the job every day for ten days—if you like. Give it as much abuse as you can. Try it in all types of material, on all types of cuts. Prove it to yourself. Prove the value of more power, hi-torque and rear-handle operation."

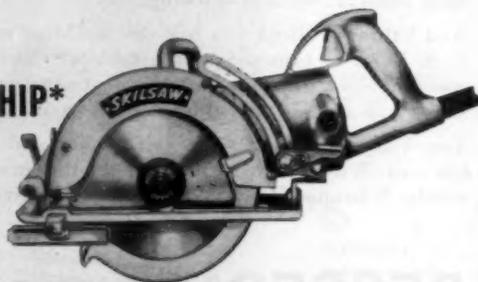


Made only by SKIL Corporation, manufacturer of famous SKIL & SKILSAW products, 5033 Elston Ave., Chicago 30, Ill. In Canada: 3601 Dundas St. W., Toronto 9, Ontario.

Proof of SKILMANSHIP*

SKIL 7¼" Model 77 Saw

Built to perform. Built to last. Built for action on every cut in lumber up to 2". It has the heft, the "feel," the look of a portable power saw. In every feature a Builder's saw.



*SKILMANSHIP is the ability of SKIL Tools to do any job with more power, easier handling and top performance.



Beauty

- WITHOUT PAYING A PREMIUM!

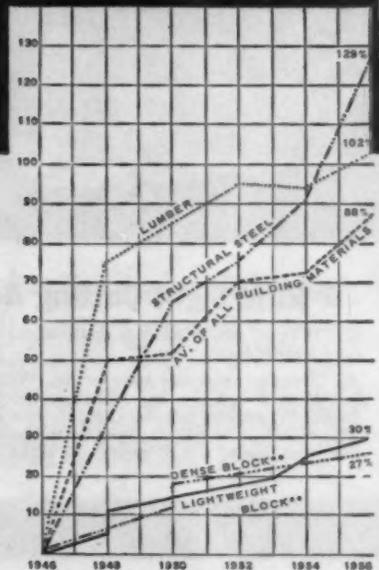
**Price Trends of Principal Building Materials
Emphasize the Economy of Concrete Block ...**

Your new building must have beauty and dignity ... something substantial, enduring and eye-appealing. At the same time, it *must stay within strict budget limitations*. To meet all these requirements, use Vibrapac Block — the popular, versatile building material.

Vibrapac Block ... in the creative hands of capable architects and builders ... has become, in effect, a new building material. It is available in a variety of patterns and modular sizes that enable architects and builders to create a myriad of beautiful effects ... basket weaves ... ashlar patterns ... running bond ... vertical stacking, etc.

And Vibrapac Block is a low cost building material. Data compiled by the U. S. Dept. of Commerce (see table at right) emphasizes the economy of concrete block masonry. In addition, the ease and speed with which Vibrapac Block can be laid, provide marked savings in time, labor and materials.

Yes, Vibrapac Block gives you beauty and permanence at an amazingly low cost. Why not learn more about this modern building material? Your nearby Vibrapac Block plant will gladly give you all the facts.



Price trends of various building materials as compiled by U. S. Department of Commerce.

BESSER Company

DEPT. 103 • ALPENA, MICHIGAN, U. S. A.

First in Concrete Block Machines



Low-height units, in running bond, were used for this attractive California home.

Note the charm and beauty of this exposed Vibrapac Block residence.



GEORGE SAYS...

**"Drawers
hang
easy..."**

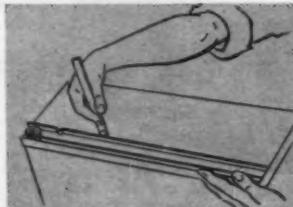


with the
Washington

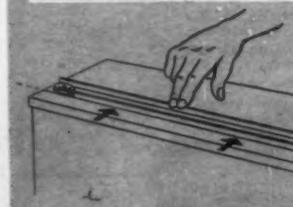
NO. 2000 DRAWER SLIDE™

Installation costs go down . . . adaptability goes up . . . with this rugged, inexpensive, rust-proofed drawer slide. New grease-packed ball-bearing or axle-bearing wheels operate smoothly and quietly. Offset mounting screw holes on right and left slides permit adjacent use on narrow partitions. Slotted mounting holes provide precise adjustment. Installs on face frames narrow as $\frac{3}{4}$ ".

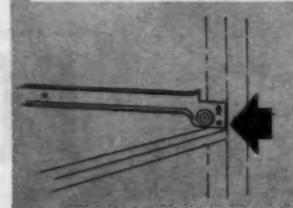
Actual cabinet and drawer member lengths: 17", 19", 21", 23", 25", 27" and 30".



1
Marking
for drawer
member



2
Placing
member on
drawer



3
Cabinet
member tab
for accurate,
quick
placement



For more information see your dealer or write:
WASHINGTON STEEL PRODUCTS, INC.
Dept. AB-5, Tacoma 2, Washington



what goes
UNDERNEATH
makes the
big difference
in flooring, too!

WAVE GOODBYE TO "WAVY FLOORS"

You don't know what trouble is, until you've had a costly call-back caused by "wavy floors".

Today, with the popular use of thinner vinyl tiling, underlayment must have *finished floor smoothness*. A base any less perfect will distort floor covering surfaces — wild grain patterns and defect outlines will telegraph right through.

To meet this new need, Pope & Talbot has engineered a particleboard underlayment *with finished floor smoothness*. This new board has no grain; no defects. And it often costs less than the problem materials now in common use. Specify new **POPE & TALBOT PARTICLEBOARD**. Available now for immediate delivery.

Call your supplier, or write for detailed information

Thicknesses: $\frac{1}{8}$, $\frac{1}{4}$, $\frac{3}{8}$,
11/16, $\frac{1}{2}$, and 1-inch.

Standard Sizes: 4x8, 4x6,
and 4x2 ft.

Special sizes on order.

Available in five basic
composition grades:

100% Shavings
75% Shavings-25% Flakes
50% Shavings-50% Flakes
25% Shavings-75% Flakes
100% Flakeboard

3024 Northwest Front Avenue, Portland 10, Oregon

PARTICLEBOARD
AND FLAKEBOARD

POPE & TALBOT INC.

forest products since 1849

**THYER
HOMES**

South

Presents "THE WESTERNER" 170 SERIES
manufactured in Mississippi
to Southern requirements
960 sq. ft.



Build livability with a distinctive flair
.. for your \$13,500 and under market!

Here's Thyer's answer to the revitalized building market. Never before has so much livability been offered in this low price range!

Prospective buyers can see immediately the unique individuality that has rarely been available to the lower income bracket.

Variations in elevation accentuate this individuality . . . make neighborhood planning easy and eye appealing.

The elevations shown have a similar floor plan, yet have been modified to fulfill the buyer requirements in their respective areas. Both are available *now* and fully acceptable to local building codes and financial interests.

Don't overlook this opportunity to build with one of the nation's top home manufacturers! There are many diversified plans and elevations for all price ranges. Contact the nearest Thyer Division shown below.



**THYER
HOMES**

Presents "THE WESTPOINT"
MANUFACTURED IN THE NORTH
TO AREA SPECIFICATIONS
912 LIVABLE SQ. FT.

**THYER
HOMES**

WRITE TODAY FOR
THYER'S 'GOLDEN KEY'
BUILDER OPPORTUNITY



The Thyer Manufacturing Corp.
2857 WAYNE STREET, TOLEDO 9, OHIO
P.O. BOX 445, COLLINS, MISSISSIPPI



use latex paints!



**Decorating simplified,
speeded up
in 1,200 unit
housing project**



Builders and painting contractors are finding that latex paints keep work schedules up to date because they are easy to apply and dry fast enough for a second coat the same day. And paint washes out of equipment easily with plain water.

Bailey-Lewis-Williams of Virginia, Inc., painting contractors, recently completed a 1,200 unit housing project at Fort Bragg, North Carolina. They used latex paints both inside and out on all walls and ceilings except in kitchens and bathrooms.

J. A. Jones Construction Company was general contractor on these frame and concrete block units which were constructed under strict government supervision. Bailey-Lewis-Williams found that latex paints easily met or surpassed all government standards for performance. The ease of application and generally high performance of latex paints helped in completing the project ahead of schedule!

From application to clean-up to home owner satisfaction, you can't beat latex paints. For names of manufacturers in your sales area, write THE DOW CHEMICAL COMPANY, Midland, Michigan, Coatings Sales Department 2108G-1.

YOU CAN DEPEND ON



AMERICAN BUILDER

**Big News
for Builders!**

**Cupples Low-Cost,
SINGLE-HUNG
BALANCED**

Aluminum Window Now Has



ZIP OUT; ZIP IN
Simple, foolproof
device permits
easy removal
of sash.

REMOVABLE SASH

Another first for Cupples! This thoroughly tested and proved window is now ready for your homes. It has all the features that have won wide acceptance for Cupples single-hung windows . . . PLUS REMOVABLE SASH. That means it can be cleaned easily from the inside.

Now you can recommend and use Cupples new single-hung window in split-level and two-story homes as well as in single-story dwellings. And keep this in mind. Although it is precision built like all Cupples windows . . . automation makes it possible to price this window lower than any previously built. Be among the first to use it. You'll please your customers, make more money for yourself.

Look at these other features!

- Integral fin-trim—just 4 nails to install.
- Equipped with the finest mechanical balance, assuring whisper soft operation.
- Weatherstripped with metal-backed fabric.
- Stronger, more rigid. Dust and draft-free.
- Never binds or sticks. Never needs painting.
- FHA approved. No service call backs.
- Meets the specifications of the Aluminum Window Manufacturers Association.

MORE OUTLETS WANTED! Write for details.

Cupples

PRODUCTS CORPORATION
2656 South Hanley Road • St. Louis 17, Missouri



cedar shortens the trail...



...from house start to home sale



In today's market, *Quality Street* is the profitable route between *start* and *sale*. All along the way, you'll see beautiful homes of cedar. Because cedar shingle roofs and cedar shake walls—like no other materials you could choose—create that tasteful blend of *obvious good taste* and *lasting good looks*. Cedar will sell your houses...and you!

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B.C.



YOUR BEST "OUTSIDE SALESMAN" IS CEDAR

ELIMINATE THESE
FIVE STEPS



Clean up — brush sand



apply first coat



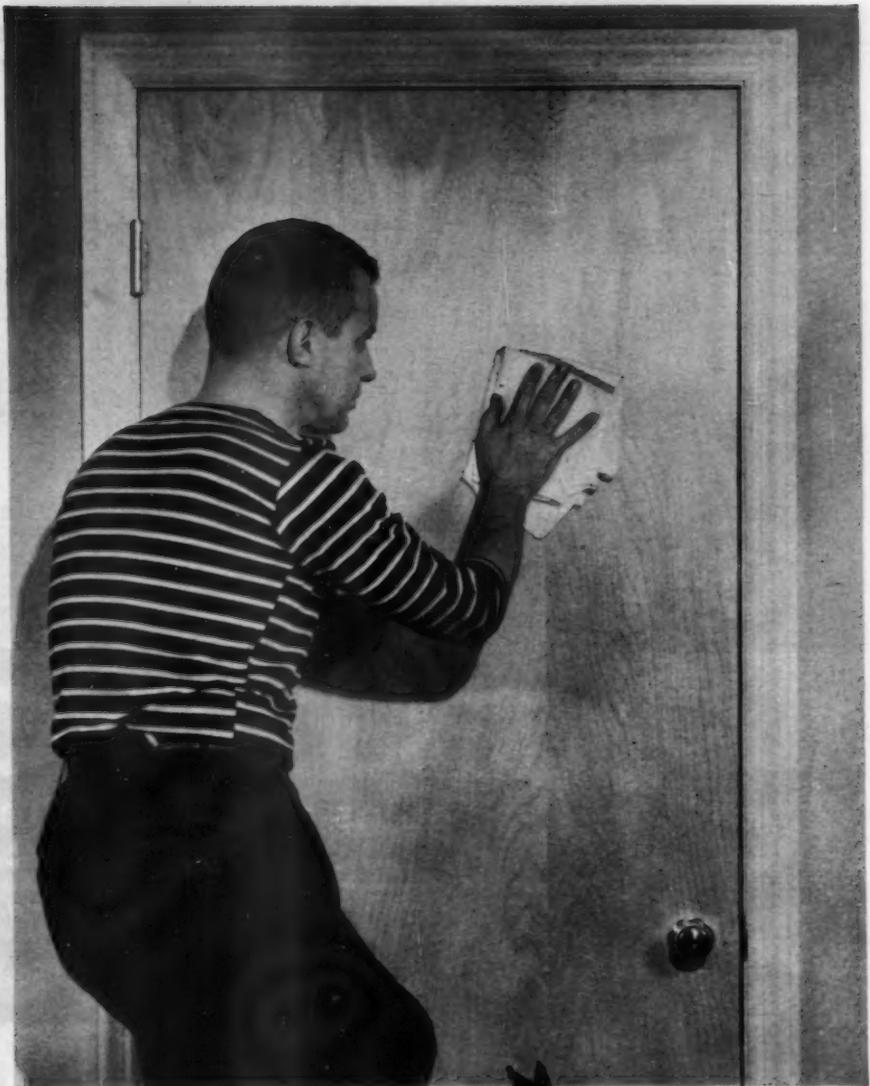
brush sand



apply second coat



brush sand



GLOSSY AS A CAT'S BACK
AFTER A SINGLE COAT OF WAX



GIBRALTAR FLUSH DOORS SAVE AT LEAST 75% OF FINISHING COSTS!



They are shipped from the factory Surface-Sealed and Satin Smooth. Whatever finishing is done is optional — depending on the degree of brilliance desired. The Beauty is Built-in.

Most builders just wax; others use 1 coat of paint or varnish.

Nobody does any sanding.

Everybody saves at least 75% of finishing costs.

Gibraltar FLUSH DOORS

GENERAL PLYWOOD CORPORATION, 3131 W. Market Street, Louisville, Kentucky

***Super Satin Surface** and "Triple S" or "SSS" are trademarks owned by GPC (General Plywood Corporation) and used by GPC and Licensees on products having a Super sealed or Super Micro-sealed surface that satisfies the quality standards established by GPC."



FOUNDATIONS AND BACK-UP

Feature-packed block is ideal for foundations and back-up. Here's why: Extreme durability. Minimum of moisture absorption. Full protection against vermin and rodents. Block even acts as its own insulator—providing indoor comfort for warm winters and cool summers. Fire-safe, too!



BLOCK

begins and ends with Quality

With block go permanence, dignity and economy—modern day musts for smart homes, shops, schools, churches, industrial and municipal buildings. Low initial and in-place costs of block are

marked contrasts to other leading construction materials. Block is available everywhere for prompt delivery. Consult your local NCMA member on any phase of modern block construction.

National Concrete Masonry Association • 38 South Dearborn • Chicago



EXTERIOR AND INTERIOR WALLS

Economical block requires almost no maintenance . . . age can only enhance its natural beauty. Block's versatility offers a myriad of personalized wall patterns, all fashioned in distinctive good taste. Further, block is fast and easy to lay up.

SPECIAL ACCENTS

Boundless block—inexhaustible in its utility—builds attractive windbreaking fences to withstand severest weather conditions, builds handsome patios matching the rugged activity of outdoor living . . . privacy partitions . . . carports . . . you name it, you can build it with concrete masonry.

newest from virdden

to add sales appeal to your new homes

Pulldowns!



Gain immediate interest with this new concealed-rod pulldown. Beautiful pebbled brass in new Mylar scratch-resistant finish.

V-1580



Perfect for your ranch-type homes. Finish is glowing copper with black trim. A beauty. Inexpensive, too.

V-1791



Decorator touch at a budget price. Ceramic glass has an unusual polka dot design. Brass trim.

V-1553

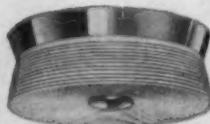


Ceiling Fixtures!



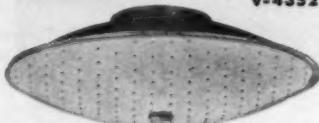
Just right for your lovely homes. Polished brass shade is perforated for added interest.

V-4520



Set your home apart with the cool beauty of chromium. Excellent in hallways, kitchens, family rooms.

V-4352



Good taste in any room. Especially effective when used with matching pulldown V-1553 shown opposite.

V-5443

Outdoor Lanterns!



Traffic stopper... use this new modern twin post lantern. Excellent accent to set off the smart lines of your contemporary homes.

V-7920

New economy post light. Traditional design that will gain added interest and attention.

V-7813



Warm welcome shines from this lovely lantern. Tells prospects your homes are built with extra care.

V-7930

Ask your Virdden Distributor about our Model Home Plan

Yes, these days *extra sales appeal is necessary* to sell new homes. And it is so easy to get with Virdden Lighting. Shown here are just a few of our newest designs. Each styled to add the magic that makes prospects (especially women) remember, desire and buy your homes.

Let Virdden fixtures sell for you. They cost no more — and there are literally hundreds to choose from. See your Virdden distributor or write for our new catalog. Fill in your name at the bottom of this ad. Mail it to John C. Virdden Co., Dept. AB, 6103 Longfellow Avenue, Cleveland, Ohio.



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Member American Home Lighting Institute

Your Name

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Your City

NEW TOPLITE "TWO-BY-TWO"...

First low-cost, sun-controlling glass roof panel



This is Toplite "Two-by-Two." Factory prefabricated and individually packaged for easy on-the-job installation. Sits flat on roof; no costly curb required. Overall height is only 3".

In this handsome living room, Toplite "Two-by-Two" brings cool, diffused, glare-free daylight in through the roof. You'll find countless uses for this new, low-cost skylight in *your* homes!

Looking for that "different" touch that can lift your homes out of the ordinary and into the "best seller" class? Toplite "Two-by-Two"—the first low-cost, sun-controlling glass roof panel designed for homes—may be your answer.

With Toplite "Two-by-Two," your dream floor plans can become an exciting reality. . . . Interior kitchens, baths, hallways, utility rooms—always a daylighting problem—can now be flooded with natural, cheerful daylight—and at extremely low cost.

Toplite's excellent insulation qualities reduce heat

loss in winter . . . annoying condensation is virtually eliminated. During hot summer months, Toplite "Two-by-Two's" built-in prisms reflect solar heat, help keep your homes comfortably cool.

Prefabricated, individually packaged Toplite "Two-by-Two" panels are easy to handle, easy to install. Fit flat on the roof; no costly curb needed.

Call your dealer for complete details on new Toplite "Two-by-Two" Roof Panels. Or write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-8, Toledo 1, Ohio.

TOPLITE ROOF PANELS
AN  PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO



Easy-to-use corrosion-resistant nails of Alcoa Aluminum reduce labor costs by eliminating time-consuming countersinking and puttying. They drive easily—are etched to hold tightly.



Easy to live with, too, aluminum nails and fasteners end ugly stains on painted surfaces, save money by eliminating unnecessary painting. They last longer and safeguard appearance.

Use aluminum nails and fasteners... sell *Care-free* living

When you build with nails and fasteners of Alcoa® Aluminum, homes go up faster and sales are made more easily. Expensive labor costs for countersinking and puttying are eliminated. Lightweight aluminum is easier to handle... drives smoother... is etched to hold securely. New, stronger shanks cut down losses from bending. And when prospects learn that ugly stains on siding and other painted surfaces will never be a problem, they'll know that this is a home designed for Care-free living. Alcoa makes aluminum nails in all standard shapes and sizes, as well as aluminum screws, nuts and bolts. Be sure you fasten aluminum with Alcoa Aluminum Fasteners.

Like all building products made of Alcoa Aluminum, the best aluminum nails and fasteners bear this Alcoa Care-free tag. Look for the Alcoa Care-free tag on aluminum nails and fasteners you use. Aluminum Company of America, 1965-H Alcoa Building, Pittsburgh 19, Pennsylvania.



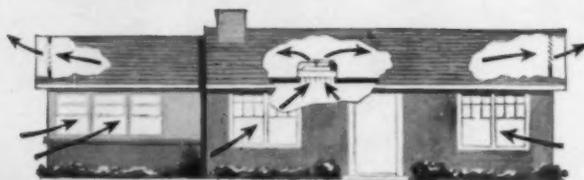
"ALCOA THEATRE"
Exciting Adventure
Alternate Monday Evenings



R&M-HUNTER

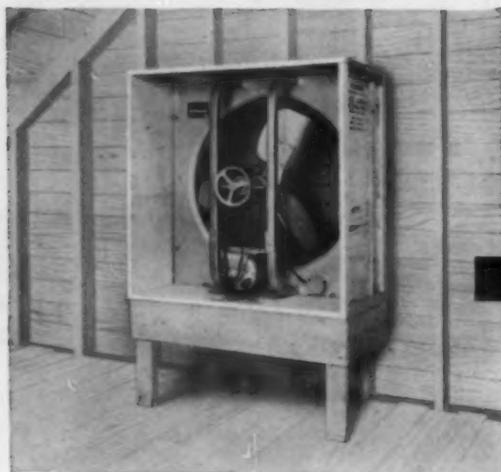
HOME VENTILATING FANS

for cool comfort at low cost



CEILING INSTALLATION

Package Attic Fan (BV-Type) rests on attic floor or joists over a pre-framed opening. Automatic or motorized shutter fastens to ceiling with flanges covering raw edges . . . no decorating problem. Wiring is simply a matter of connecting to power supply and installing control switch. Buyers recognize the brand name R&M-Hunter as top quality.



WALL INSTALLATIONS

R&M-Hunter's A-Type Fan is suitable for gable, sidewall, suction box, stairwell and basement installations. Shipping case serves as a prefabricated mounting plenum. This versatile fan is designed for vertical or horizontal discharge. Either automatic or motorized wall shutters can be used.

R & M - HUNTER FEATURES

- Two speed motors optional on 24", 30" and 36" sizes
 - Certified air deliveries from 5100 to 16000 cfm
 - Sound-tested ball bearings on frame and motor
 - Heavy-duty motor, rubber mounted
 - Built-in thermal overload protection
- Fan guaranteed 5 years; motor and shutter, 1 year



Write for catalog

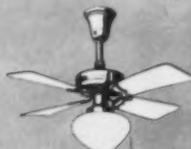
HUNTER DIVISION-ROBBINS & MYERS, INC.
2610 Frisco, Memphis 14, Tenn.



Package Attic Fans



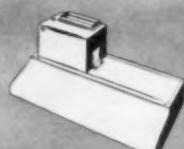
Industrial Fans



Ceiling Fans



Exhaust Fans



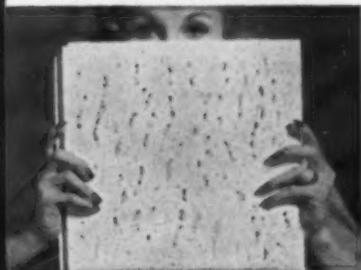
Range Hood Ventilator



Cushiontone adds warmth and beauty to this beamed ceiling. Picture it in your model house.

This amazing new Armstrong Ceiling soaks up noise and gives your homes today's smart new look

Quiets any room. Armstrong Cushiontone Ceiling Tile absorbs up to 75% of the noise that strikes it.



HUNDREDS OF builders agree Armstrong Textured Cushiontone *belongs* in any room in the home.

Cushiontone's rich, textured surface adds a look of luxury to any decorating scheme. And, especially in today's open-planned homes, Cushiontone's ability to soak up noise is an extra benefit prospects will welcome.

Plan to use Cushiontone ceilings in your next model house. When you do, take advan-

tage of the free services of the Armstrong Bureau of Interior Decoration. Skilled designers at the bureau will show you how to color-harmonize rooms and suggest other decorative ideas that will appeal to your prospects.

For more information about Armstrong Ceilings and the free decorating service, contact your Lumber Dealer or write to Armstrong Cork Company, 3908 Rider Ave., Lancaster, Pa.

Armstrong BUILDING MATERIALS

TEMLOK ROOF DECK

TEMLOK SHEATHING

TEMLOK TILE

CUSHIONTONE CEILINGS



Scored Tile, in new Crystalline Glazes, used in an entrance hall designed by Emily Malino Associates. Walls: 315 Cr. Tan in Scored Design SD-1. Floor: 345 Cr. Cobalt in Scored Design SD-4. Color Plate 82.

This Entrance Hall is a Real Sales Feature!

It's cheery and charming with walls and floors of American-Olean's new Crystalline Glazed Tiles. They have a rich textured surface as decorative as it is rugged. On floors, they'll last a housetime without waxing, scrubbing or replacement.

Architects and builders are using Crystalline Glazes

and Scored Tiles* to create new and different decorative effects not possible with other materials.

Crystalline Glazed Tile is made in thirteen new colors, as well as in four Scored Tile designs—permitting hundreds of different patterns and color combinations. Send for full color booklets which give complete information.

AMERICAN-OLEAN TILE COMPANY, INC.
1344 Cannon Ave., Lansdale, Pa.

Please send me Booklets 1020, "Crystalline Glazes and Scored Tile", 421 "New Ideas in Tile", and Color Chart GC-1.

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*PAT. APPLIED FOR

CERAMIC TILE
**American
Olean**

Special report

This is your future

Mechanizing doesn't mean the builder becomes just a little cog in a big wheel. On the contrary, mechanizing makes the builder more than ever the big wheel itself

IS THE HOME BUILDER, as we know him today, on his way out? Some people in the building industry seem to think so. They see the builder gradually turning into a mechanic who nails houses together the way he's told; or else as a sort of sub contractor who takes orders from big operators.

WE DON'T AGREE. We think, on the contrary, that the builder is strengthening his position as an independent businessman who plans, buys, builds and sells. And he's doing it through mechanization.

MECHANIZATION means a great deal more than just using machines. Mechanization means applying modern factory efficiency to the building of houses. It means that the small builder has the tools, the techniques and the products to compete almost on even terms with the large builder. And it means that the building industry as a whole can better compete with the producers of automobiles, television sets, and other consumer goods.

NOT SO LONG AGO it didn't take much to build a house. A hammer, a saw, and a set of chisels and a man was in business. Today, building is moving fast in the direction of the professional builder. And the professional builder is the mechanized builder.

IT'S NOT WHETHER A BUILDER is small, medium, or large that counts. It's whether he's looking backward or looking forward that will determine his future in tomorrow's home-building industry.

The big opportunity lies in mechanization 

MECHANIZED BUILDING



This is the largest consumer



... and it must compete for the consumer's dollar with smaller products

In both size and price, a home is the biggest purchase an American family makes. It is also the most important, and no less so today than it was 33 years ago. Yet between 1925 and 1958, that portion of the consumer dollar spent to purchase housing has dropped some 33 per cent.

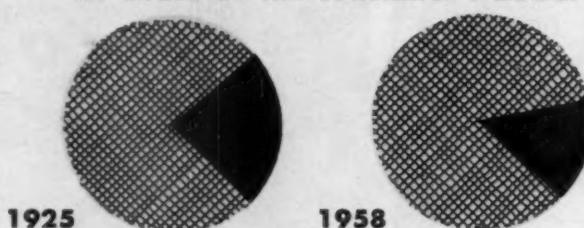
A large part of this money has been siphoned off into automobiles, television sets, deep freezers, and similar appliances. Most of these items were either luxuries or non-existent in 1925. Now they're available at prices the consumer considers bargains—and in too many cases, better bargains than a house.



product being sold today ...



Home building has not been holding its share of the consumer's dollar



that have lent themselves particularly to mechanized production

The key is mass production. The car, the TV set and the home all are complex items. But the first two are relatively small units, ideally suited to assembly-line production. Their complexities are easily broken down into many simple, repetitive operations. They are built efficiently, hence cheaply.

A house, on the other hand, is comparatively huge. At best, only parts of it can be built on the assembly line. The actual erection, and of course all site work, must be done in the field. Therefore, it's here in the field that the great mechanizing opportunity lies.

AUGUST 1958

Homebuilding is only partly mechanized ▶

The home-building industry is pretty well mechanized up

Photo courtesy Homelite Corp.



Plywood: power chain saw . . .



conveyor to ovens . . .



automatic sanding machine . . .



Roofing: continuous felt rolls . . .



rapid asphalt application . . .



tab adhesive, on automatically . . .



Windows: high-speed extruding . . .



multiple punching and shaping . . .



assembly-line fabrication . . .

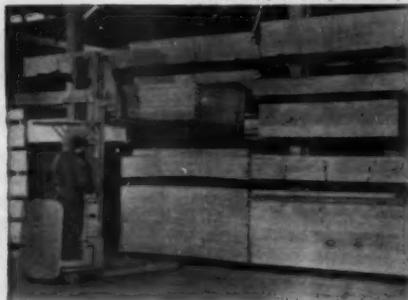
Today the great opportunity for builders lies

The factory door is the point at which the building industry divides on mechanization. Inside, building products are produced in a modern, efficient way; otherwise manufacturers couldn't compete. But outside, houses generally are built very much the way they were thirty years ago.

No efficient factory would permit the laborious hand cutting of materials. Yet there are many builders today who don't own even a hand power saw, not to mention the dozens of other power tools that do their jobs in a fraction of the time that it takes to do it by hand.

to here →

Photos courtesy U. S. Plywood Corp.



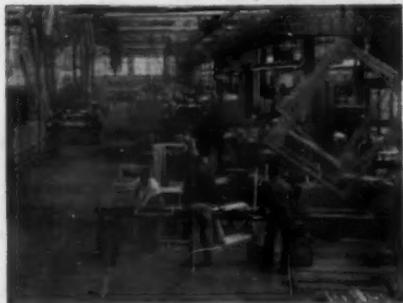
high speed machine handling.

Photos courtesy Ruberoid Co.



palletized handling and storage.

Photos courtesy General Bronze Corp.



fast conveyor handling.



In the field: hand fitted, hand nailed.



In the field: hand fastened in small pieces.



In the field: hand carried, hand installed.

beyond this point →

No efficient factory would make a part that it could buy ready-made for less cost. Yet a majority of today's homebuilders are ignoring the many available pre-built components which can be bought from a manufacturer more cheaply than they can be built on the job.

Of course, more could be done inside the factory too. Manufacturers can go much further in engineering and building bigger and more complete components. But it's in the field that mechanization is just beginning to take hold. And it's in the field that the big opportunity for the builder lies.



Will house come to factory ...

Today, this old debate is academic. Both things are happening at once. For the mechanized builder, the important thing is not where the "factory" is, it's the advantages of assembly-line techniques

The question of whether a house can be built more efficiently in the factory or in the field has long been hotly debated. But as soon as it is viewed in the light of mechanization, the argument ceases to exist.

The answer is that houses can be built efficiently in both places. Mechanization is concerned with the factory not as a building with a roof on it, but as an assembly line. And assembly-line efficiency can be achieved both under the

factory roof and in the field.

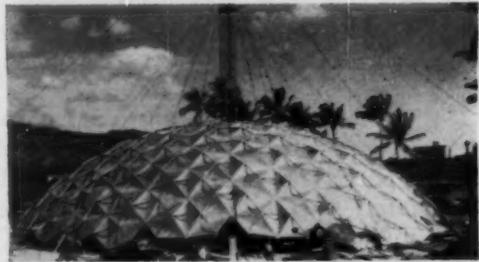
The assembly line is just as accessible to the small builder as to the large. The one in the picture at the right was set up in the field by a 400-house a year builder. But the carpenter who cuts his studs all at once is using an assembly line too; so is the builder who builds a prefabricated house, or uses LuReCo components, or pre-hung doors. He's using the manufacturer's assembly line, not his own, but

the principle remains the same for both.

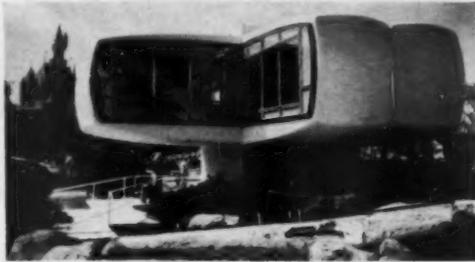
The mechanized builder draws the line wherever he chooses. If he builds only a few houses, he may prefer to buy and assemble large components. If he's a big builder, he may do better setting up his own "factory." The important thing is that, in both cases, he is mechanizing. And the more of his job he can put on this mechanized basis, the better value he can offer.

Don't confuse designs like these with mechanization

Advanced designs like these are often mistaken for "mechanization". They are not. Mechanization means not the house itself, but the methods used to build it. It is true that each of these designs make possible the use of new mechanizing techniques. The design, however, remains the "WHAT", while mechanization is the "HOW" that builds it.



Buckminster Fuller's geodesic dome



Monsanto Chemical Co.'s plastic house



Elliot Noyes' concrete bubble house



... or "factory" come to house?

AUGUST 1958

Mechanization has nothing to do with size ▶



SMALL BUILDER John Cass of Seymour, Conn., believes in power tools and panelizing. See page 70.



MEDIUM BUILDER Bob Schmitt of Berea, Ohio, bases his mechanization on precise scheduling, meshing all building operations. See page 72.

Successful mechanizers agree . . .

. . . It's not how big you are,

"The invention of all these machines by which labor is so much facilitated and abridged seems to have been originally owing to the division of labor."

British economist Adam Smith wrote these words in 1776, when the Industrial Revolution was just beginning. Today, with home building starting on its own "industrial revolution," they

have the same validity they had 180 years ago.

The "divisions of labor" and the labor-saving machinery Smith speaks of apply equally well to the small and the large builder. They represent the

PROOF:
**What size
builder
uses this?**

This small power saw is being used by a carpenter whose company plans 2,500 houses for 1958. No matter how big the builder, there are certain fundamental jobs he has to do on any house. The cutting operation is one of them.





BIG BUILDER Andy Place of South Bend, Ind., uses power wherever it is faster than hand labor (see page 74), and mechanizes his site work as well (see page 160).



HUGE BUILDER Bill Levitt of Levittown, N. J., operates a "factory" in the field. The key to his efficiency of production is the specializing of his crews. See page 76.

it's how well organized

degree to which both have organized their operations for the greatest efficiency. Mechanization depends not on how big a builder is, but on how efficiently he has set up this organization.

The builders pictured above all are successful mechanizers. They all have organized their businesses so that their houses are built with a minimum of wasted time and a maximum of labor efficiency. And they all offer superior house values.

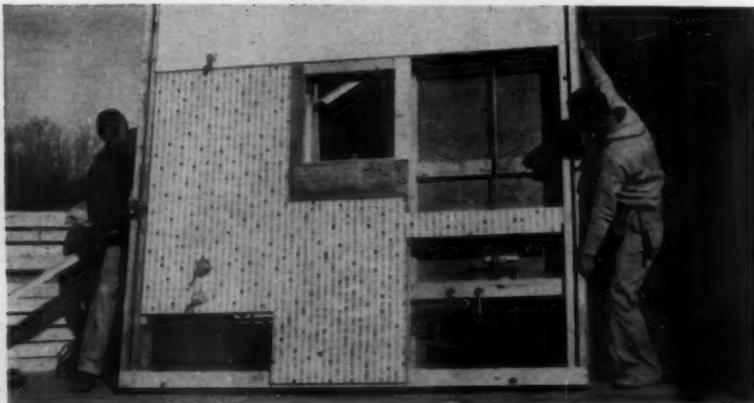
One of the builders is geared to five houses a year; another to over a thousand. Naturally, the

machines and the organization each uses will be very different. But the principles on which they operate will be the same. Each will use the products, the techniques, and the tools that enable him to build houses as efficiently as possible.

One more point should be emphasized. There is nothing cheap or jerry-built about the houses of any of these builders. All four are building homes of the highest quality. Mechanization is for them not an excuse for bad building, but a tool that lets them offer more house for less money.

PROOF:
What size
builder
uses this?

This large component is being installed by a builder who generally does 10 to 15 houses a year. It is part of a package that includes the complicated rough plumbing, tile, walls, and floors for two full baths.



MECHANIZED BUILDING



SMALL BUILDER John Cass believes in mechanizing because . . .



“LuReCo is a big factor in my building. We have the house under roof in two days at the most. We can use a small crew, which is more efficient than a lot of men. And LuReCo makes it much easier to figure a custom house accurately.”

... He can use smaller crews with the

To John Cass of Seymour, Conn., mechanization means two things: panelized construction (LuReCo), and power tools.

Says Cass: “The way I’m set up, if I did nothing but new houses, I could do seven LuReCo’s a

year. And I have just a three-man crew, including myself, with two extra helpers once a week.”

Cass’s mechanizing shows up in his prices. He builds at an average of \$12 a foot, while his competition runs as high as \$14 for the same house.

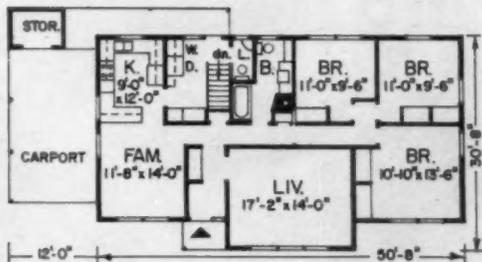




“Power tools make a big difference in efficiency. We have two more table saws and a joiner that we either use in the shop or truck to the job. We use hand tools so seldom, they’re getting rusty.”

right tools

“With this radial saw, we can handle our framing fast enough to compete with anybody. If we can’t get power into the job, there’s a generator in back. When we’re through, we drag it home.”



“This LuReCo model is a ‘Women’s Congress’ house. We built it for about \$17,000. And even with our small crew, if we can stick with the job, we can have it finished in two months.”



MECHANIZED BUILDING



MEDIUM BUILDER Bob Schmitt is an old hand at efficient building



Mechanization means he can house for less

For builder Bob Schmitt of Berea, Ohio, mechanization starts on the drawing board and ends when the house is sold. From foundation to paint, every operation is scheduled and timed. Any cost-cutting idea is studied not just for itself, but for how it dovetails with all other parts of the job, both before and after.

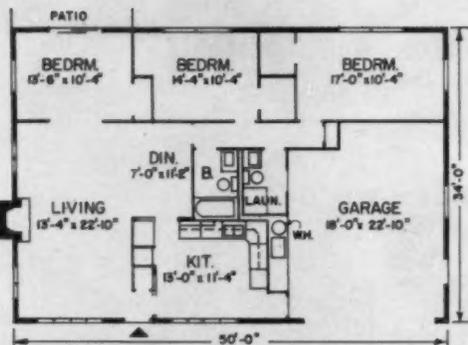
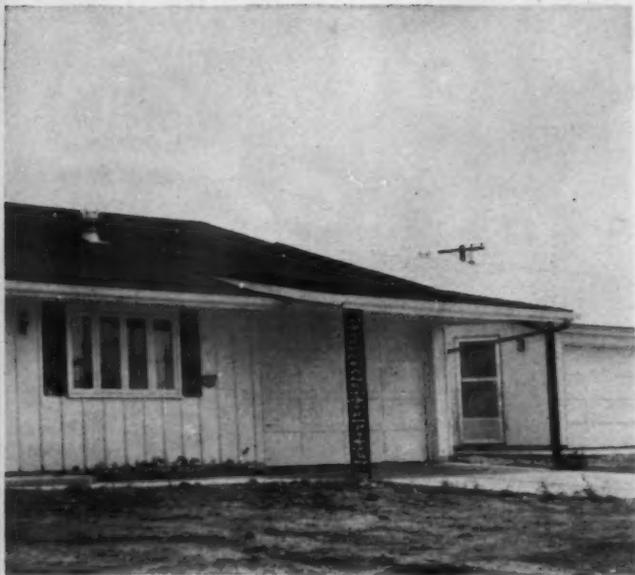
So important is this assembly-line scheduling to Schmitt that he has invested \$60,000 in earth-moving machinery alone. This is a big capital outlay for a builder his size. But by being able to operate on schedule, where a sub-contractor might hold him up, he is making money.

The truss is a key component for Schmitt. Besides getting him under roof quickly, and giving him one-big-room finishing economies inside, it gives him more area for the money.

"With a truss," says Schmitt, "I can apply my method of building to a very deep house, and get space very economically. If I take the average 28' deep house and make it 32' deep, that extra space will cost me about \$3.30 a square foot. If I add the same area by increasing the length, my cost would go over \$4.20 a foot. And this doesn't include the additional cost of a wider lot for the longer house."



“Having the equipment to move material is very important in scheduling. We buy in quantity, and store in a central spot. Then when we need the material, we have it in a matter of minutes.”



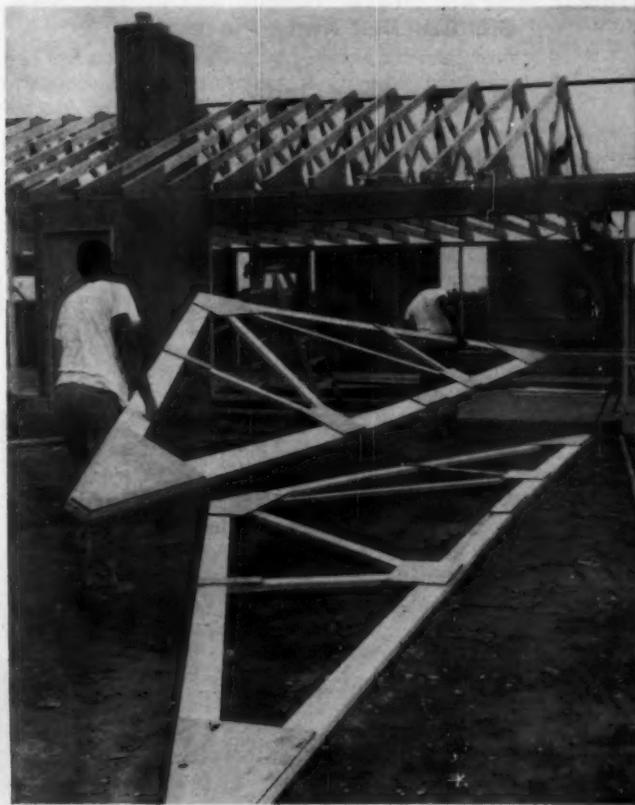
““The 34' deep plan gives economies by itself. One reason is it's cheaper to make trusses longer than to use more of them, as in a longer house.””

““The 34' depth lets us offer this house, with 1,300' of living area and 400' of garage, for \$17,200, exclusive of land. Our garages are finished, and cost as much as living area.””

offer more
money



““We use this trencher mostly for digging foundations. Two men can do a 2,000 sq. ft. house in an hour and a half. The trenches are exactly 8" wide, so we don't waste concrete.””



““A 34' truss is practically as easy to handle as a 32-footer. And if you take advantage of all its possibilities, a truss can save you better than \$1,000 a house over conventional framing.””



BIG BUILDER Andy Place
of South Bend, Ind.,
believes that mechanization
starts at the service box



“We find an electric vibrator saves time by floating out the water more quickly. Also it compacts better. We can use a stiffer mixture, which is stronger, and less cement, which is cheaper.”

From the foundation up,

To builder Andy Place, mechanization means power instead of muscles wherever possible. And the sooner he can get electricity onto the job, the better he likes it.

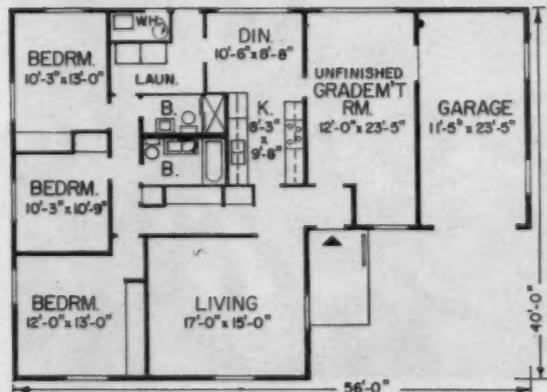
“The wonderful thing about electricity is that it’s so cheap, and you can do so many things with it,” says Place. “Our power costs us less than \$10 a house for everything.”

To make sure he has juice when he needs it, Place has the local electric light company bring in service two weeks ahead of construction.

“We put the boxes in between houses, and no more than 200’ apart,” he says.

Place considers the utility’s power preferable to using portable generators.

“We used to use generators. But when they broke down, we were in trouble. Of course you need them in an emergency.”



“This is our newest house, designed to sell at \$17,500. A lot of the ideas in it are strictly experimental—we call it our research house.”



“This is the compressor end of our compressor-pneumatic stapler rig. The stapler drives a divergent point staple up to about 1½” long, and it has tremendous holding power.”



“One man with a stapling gun can keep up with two men laying and tacking down roof sheathing. We can do the whole roof in four hours. The only problem is loading the gun fast enough.”

power is the key to efficiency



AUGUST 1958

For the huge builder, mechanizing means specializing ▶

MECHANIZED BUILDING



HUGE BUILDER Bill Levitt runs a field "factory." For him...



... Mechanized building is the

At Bill Levitt's rate of house production—between one and two thousand houses a year—mechanized building means factory efficiency in the highest degree.

Here is assembly-line building at its peak. Specialized crews are assigned to each operation. In some cases, a crew may do nothing but framing; another hangs doors all day. And this specializing goes so far as to produce a man who does nothing but install exterior glass stops all day.

The aim of all this specialization is, of course, efficiency. Levitt's framing crews have reached such proficiency they can frame the house shown here in a day. A door crew can hang an interior door literally in a matter of seconds.

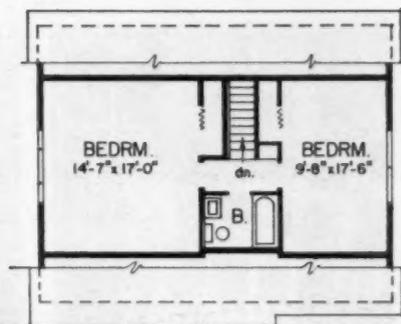
The result is in the price. Levitt offers the house shown here for \$12,490. The buyer gets 1,350 sq. ft. of living area, including cost of schools, swimming pools and play grounds.



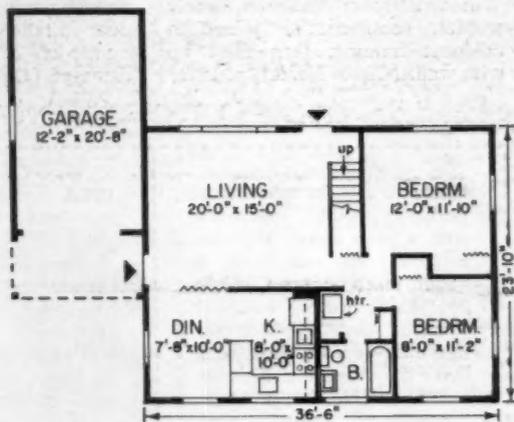
ON A JOB as big as Levitt's, even the simplest operations are mechanized. This stone facing is an optional item, yet the applicator has a special pneumatic hammer rig for it.



◀ **THIS IS** the assembly line. Framing crews have just moved down what was a row of slabs two or three days ago. They will be followed by roofing and sheathing crews, and other specialists.



Second floor plan



First floor plan

assembly line



INVESTMENT in highly specialized tools is justified when there is high volume. This mortar gun follows the machine in the picture at left, does the job far faster than would be possible by hand.



NEW LOOK has been given to one of Levitt's most popular models by Architect Herman York. Steep roof permits two rooms and bath upstairs with no dormers. House sells for \$12,490.



IDEA . . . Faster framing, done with the help of a Structural Windowwall from Andersen. Whole window component is joined to adjacent framing, then tilted up with wall. (Circle No. Z1, p. 114.)

IDEA . . . Try a taping machine to smooth joints between wall and ceiling boards. Mechanization savings in time: about 1000%. See June American Builder, p. 88.

IDEA . . . One man, one-half hour or less, to install this prefabricated component door unit. This one is from Ready-Hung, which also has an exterior unit. Mechanization of door installation helps to eliminate on-the-job carpentry, construction damage. (Circle No. Z2, p. 114.)



IDEA . . . in the near future perhaps you'll mechanize with a brick panel. SCPI has a panel out, one brick in width, that's designed to be a 2½" thick bearing wall with stacked joints. Speeds up, simplifies construction. See Feb. '58 American Builder, p. 206, or (No. Z3, p. 114)

IDEA . . . New plastic products make it easier to form and handle interior house components. One experimental example: Crane Co.'s prefabricated plastic bathroom. It features plastic tub, sink and toilet as integral parts of the walls and floors. No fixture installations needed.



IDEA . . . Let your shinglers shingle, not lug material. They'll do the job faster. Motorized conveyor lifts any compact parcel. See p. 182, March '58 American Builder.



IDEA . . . Anything from thick plaster to thin paint can be applied with some type of pneumatic spray gun. Results: a more professional job, by fewer men, in fewer working hours.

IDEA . . . Reduce labor 50% with new eaves overhang component. Story on p. 150.

IDEA . . . Masonry wall system cuts siding time in half. See page 111, this issue.



IDEA . . . Ceiling goes up faster with an air-operated tacker. Scaffold keeps equipment organized for speed. (No. Z4, p. 114.)

BUILDING ideas

IDEA . . . Mechanize the finishing jobs, too. For contemporary or ranch-type homes there's a new king-size gutter. One-piece unit comes 20' or longer. It's easy to install and eliminates extra soldering. Information from Roof Drainage Manufacturer's Institute. (Circle No. Z5, p. 114.)



IDEA . . . How to mechanize your materials handling. Add a special boom attachment to a front-end loader. It hoists material to 2nd and 3rd story. Attachment is from Sherman. (No. Z8, p. 114).



IDEA . . . Three nails a second is the record for this electric nailer. Speeds, by three to five times, nailing of subflooring, roof sheathing, trusses. This one, from B & H Homes. (No. Z11, p. 114.)



IDEA . . . Interior component parts provide a major mechanization step. You can, for example, buy a complete bathroom package from Apsco Mfg. (No. Z6, p. 114). See American Builder, Feb. '58, p. 80.



IDEA . . . Mechanize your brick laying. SCR Process includes self-elevating scaffold, new guide-line system. (No. Z9, p. 114.)

IDEA . . . Trusses not only make a stronger house, they go up without bearing partitions, let you close in the shell of the house within a day or two. In the winter, install heat at this stage, and cold can't slow you down. In any season, you can work regardless of the weather.



IDEA . . . On-site power tools are the first and most important step in mechanizing. If power isn't available, a generator is a must. Above, Homelite's. (No. Z7, p. 114.)



IDEA . . . The tractor is the basic machine for handling your earthmoving. Attachments for excavating, scraping, hauling and handling can be bought step-by-step as you further mechanize your operations. This one's from Ford. (Circle No. Z10, p. 114.)

Selling Homes is
the Gas furnace cools



**ARKLA-SERVEL
SUN VALLEY***
All Year® Gas Air-Conditioner
*now at new low cost for
Builder and Buyer, too!*



SHOW THEM how wonderful a Gas furnace can be! A simple dial setting—and presto—the compact Arkla-Servel Sun Valley* circulates gentle warm air to every room in the house. Gas is the cleanest fuel there is. And your prospects never have to worry about late fuel deliveries, either—dependable Gas is piped right into their homes.

ONLY GAS 

*Trademark. Product of Arkla Air Conditioning Corp., Evansville, Ind., & Shreveport, La.

much easier when...

in summer, too!

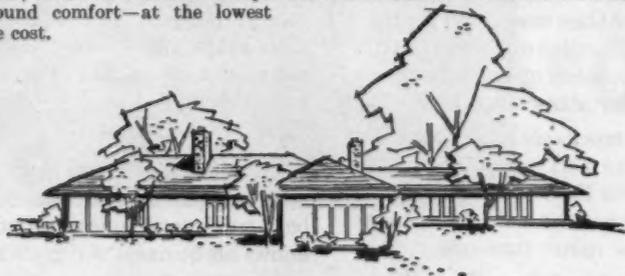
DESIGNED BY ARCHITECT GEORGE HEMENY, A.I.A.



SHOW THEM the most effective way to beat any heat spell. No more spot-cooling a couple of rooms... no more drafty fans. The Arkla-Servel Sun Valley* cools every room in the house from a single compact unit. With the Sun Valley*, you can offer your prospects a home heated in Winter, cooled in Summer—complete and convenient year-round comfort—at the lowest possible cost.

SHOW THEM how a single and simple thermostat looks after them night and day. They merely set the thermostat to a desired temperature, and the Sun Valley* maintains that degree of heat or cooling with dehumidified air around the clock. They're safe from all kinds of weather... safe from maintenance difficulties, too—protected by Arkla's five-year performance warranty. Available in two sizes: Model 500, three-and-a-half tons, Model 750, five tons.

AMERICAN GAS ASSOCIATION



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



"OUR FORD PICKUPS AVERAGE 19.3 MILES PER GALLON"

*Says G. M. Welty, Welty and Son Plumbing and Heating Co.
Hesston, Kansas*

"We build a handy tool box in each side of our '58 pickup, and there's still plenty of extra loadspace"

"Ford's Short Stroke Six gives us the gas-saving performance we need. Our 1955 Ford pickup, with Overdrive, has over 28,000 miles on it and we're still getting top gas mileage! And Ford's modern Six has plenty of 'get up and go,' too.

"Loadspace is another mighty important feature with us and our

Ford Styleside pickup has room to spare. Even with a built-in tool box on each side we still have more loadspace than most other pickups! Ford's handsome appearance makes people sit up and take notice, too—helps attract business.

"Ford trucks are sure dependable . . . they're always ready to go. We had a 1952 Ford with 67,000 miles on it and never touched the engine except for minor tune-ups.

"All our Fords have *Custom Cabs*

and what a difference it makes! We drive about 95 miles to pick up our supplies and the greater riding ease and comfort of Ford's *Custom Cab* really show up. The small extra cost is money well spent, believe me. We'll never buy anything but a *Custom Cab* again!

"We like Ford service, too. Our local Ford Dealer has some of the best truck mechanics around. He knows his business and gives really good service."



Handsome appearance of the '58 Ford Styleside pickup owned by Welty and Son Plumbing and Heating Co. helps attract business. Two of their trucks on the job (above), are being used to help install a completely new heating system in this farm home.

Built-in tool boxes in Welty and Son's 1958 Ford pickup serve as useful storage bins for tools and spare parts. The custom-built boxes can be opened easily and quickly from the top to provide direct access to commonly used items.



Bring extra savings to your business . . . make your next truck a FORD!

Official registrations for 1957 show that *American business buys more Ford trucks than any other make.* There are many reasons for this popularity . . . many reasons for you to make your next truck a Ford!

Ford trucks are your best buy! Ford's initial costs are low and resale value is traditionally high. The modern Ford Styleside pickups are the lowest-priced models available with full cab-wide body . . . giving you 23% more loadspace than any traditional pickup box.

Only Ford offers the economy of Short Stroke power in all engines, Six or V-8. And Ford's Heavy Duty V-8's offer new, advanced durability features. The modern Ford Six, available in Light and Medium Duty F- and P-Series trucks, is equipped with an economy carburetor that gives you up to 10% greater gas mileage. It's plenty peppy, too, with more horsepower per cubic inch than any other six in its class.

Ford's rugged cab and chassis construction means these new '58s are built to last. All this plus the proven fact that Ford trucks last longer adds up to America's No. 1 truck value.

See your local Ford Dealer for the latest in '58 trucks or the best in A-1 used trucks.

FORD TRUCKS COST LESS

- **LESS TO OWN**
- **LESS TO RUN**
- **LAST LONGER, TOO!**

Finance the easy one-stop way! Ask about the new **FORD FLEET TRUCK FINANCE PLAN!**



NEW ROOF DESIGN is key to the visual aspect of this small suburban shopping center in Burien, Wash. It is

With this roof system: 14,040

There's been a definite need in the light-construction industry for a low-cost—yet esthetically pleasing—roof design for the small suburban shopping center. This new and excitingly different roof design may be the answer.

The roof resembles the *McCall's* Better Living House which **AMERICAN BUILDER** featured as a Better Detail of the Month in the June issue. The latter consisted of four bays and was framed with conventional 2x6 framing members.

The roof of the Yeakel and Powell store building, illustrated here, was built of flat pre-built lumber-framed plywood components that function as a series of inclined diaphragms. These were built in sections on the ground. This enabled the builder, Powell Construction Co., to cover the 14,040 sq. ft. in nine hours. In-place cost of the roof surfaces including materials, labor and erection time was 80 cents per sq. ft.

The roof system was developed by architect Jack M. Bryant working with structural engineer Harvey H. Johnson, both of Seattle, Wash.

UNDERSIDE of 10' overhang was finished with resin over-laid $\frac{5}{8}$ " plywood and painted white. For the interior ceiling, $\frac{5}{8}$ " plasterboard was used, nailed to 1x4 furring strips which also served as vent strips.





120'8" long, and consists of 23 inclined planes 5'7½" wide, pitched 1' from front to rear.

sq. ft. covered in 9 hours

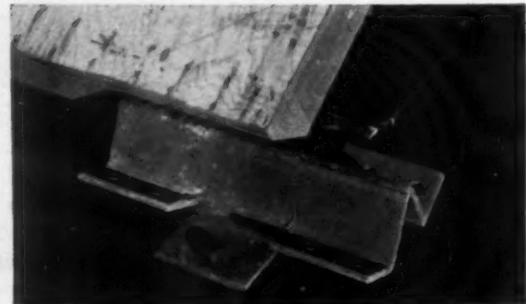


CRANE lifted pairs of panels for the first five bays in 105 minutes. Rest of the bays, after they were completed on ground were erected in 7 hours.



HALF-INCH bolts drew up pairs of panels forming valleys. ⅝" Fir Plywood, 5'6"x4', was nailed to frame of 3x4's, alternating with 2x4's on 2' centers.

TWO ⅝" angle irons welded together form custom-made support bracket to which four corners of four panels are screwed. Bracket is bolted to beam or plate.



Here are FHA's new minimum

The almost-completed revision of the old MPR's into the new MPS's will affect all builders who plan FHA financing.

As this issue of American Builder went to press, final approval was pending. But these are some changes you'll work with

▶ The right to appeal a local decision is spelled out

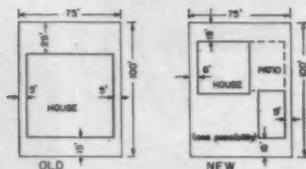
Builders always have had the right to appeal a decision of their local FHA inspectors. However, it was never before spelled out in the MPS's. Now it is. If a builder feels a complaint is warranted he writes out the details in duplicate. One copy goes directly to FHA in Washington, and the second sheet goes to the builder's field office. In this way, the builder knows his appeal has been promptly routed to the Washington office.

▶ There are "escape clauses" for special local conditions

The new MPS's are more detailed than ever before. There is the danger that being meticulous about minimum standards could be restrictive—for both inspector and builder. These sections act as an escape valve. Called "Special Considerations," they permit freedom of planning where local conditions or local practices don't realistically correspond with the rules. There are "Special Considerations" clauses in the lot-planning, building-planning, and construction chapters of the new specifications.

▶ Plot planning is changed for more flexibility in siting

There are important changes in plot planning. A detached dwelling on an interior lot can still be no more than 30 per cent of the lot, but the requirements for rear and side yards have changed. Minimum distance from rear building line to rear property line is now 15' instead of 25'. The sum of side yard dimensions, measured along the front building line,



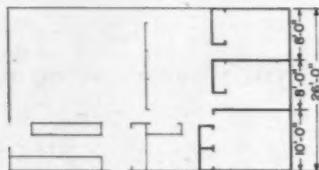
is now 15 per cent of plot width, but not less than 10'. The intent here, although it may not seem so at first glance, is to give the builder more flexibility. It's no longer true that just rear yards are used by homeowners

property specifications

for their outdoor living. In new homes today, it's just as often the side yard, or even the front yard. The reduction in depth for the rear yard recognizes this change.

► Minimum room sizes are now defined differently

In changing minimum room sizes, FHA officials aimed at simplifying the breakdown in types of room arrangements. They've achieved this by boiling everything down to two sections. One is headed "Separate Rooms" and the other "Combined Rooms." Generally speaking, the minimum room sizes have been upgraded by an average of 10 sq. ft. Since the categories have been changed, it's difficult to compare sizes, but that's about what it amounts to. One change for the better: instead of calling for a minimum size for each bedroom, the new MPS's call for total bedroom space plus the size for the minimum bedroom. For



instance, in a three bedroom house, total space must be 280 sq. ft., but the minimum bedroom can have just 80 sq. ft. Another new addition is that minimum dimensions are set up for each room. In the bedroom, for example, it's 8'.

The new MPS's: for the first time, a cooperative effort

The newest rewriting of FHA's Minimum Property Specifications is an important milestone for the building industry. For the first time, FHA asked the industry itself to suggest and to criticize proposed changes.

This has involved a staggering amount of work for FHA, industry representatives, and particularly the NAHB committee who worked on behalf of the home builders. But the feeling on both sides is that the results are well worth the work. There will be disagreements of course; but these should not be allowed to hide the fact that the FHA and the building industry sat down together, considered each others' point of view, and that the resultant MPS's are truly a joint effort.

None of the sections in this article is yet official. The ones at the end of the next two pages are particularly subject to possible revision. But in all likelihood, most of the parts will be approved as presented here.

► **For kitchens, storage is now figured by the square foot**

Kitchen storage is now figured in square feet, so discard your lineal foot measurements. Total shelving in wall and base cabinets must be 50 sq. ft., plus 11 sq. ft. for the counter top, and another 11 sq. ft. for drawers. This applies to *all* houses, no matter how many bedrooms. MPS revisers felt the needs for a three-bedroom family differ very little from the needs of a one- or two-bedroom family as far as kitchen ware and eating utensils are concerned. More flexibility is allowed, too, for depth of wall shelving. Now, instead of an 11" minimum, FHA permits 4" minimum and sets an 18" maximum.

► **Builders get a break on planning general storage**

General storage has been upgraded from 150 cu. ft. plus 50 cu. ft. per bedroom, to 200 cu. ft. plus 75 cu. ft. per bedroom. The new provision reads, "This space may be excess closet space, separate closets, conveniently accessible attic space, or similar space." Thus, closet space over the minimum required for each bedroom may now be included in general storage. This will allow a builder more flexibility in his planning.

► **For big basements, not such heavy window requirements**

Light and ventilation in basements can now be one per cent of basement floor area, instead of two per cent. FHA recognized the problem builders had with large basements, which, under the old provision, called for an inordinant number of windows. The new specification will still provide adequate light and air.

These changes are still being discussed, but chances are

Insulation gets considerable rewriting. The old "U" values are out. Now, regardless of what the outside design temperature is, a house cannot have a calculated hourly heat loss of more than 55 times the number of square feet of floor area. And perimeter insulation must now be used only to contribute toward this figure.

Termite protection has one important change. Treated wood is entirely excluded from the new specs. Reason is the Building Research Advisory Board told FHA that treated lumber should be used *all* through a house for adequate protection. Although the Wood Preservative Institute disagreed violently, that's the way it stands. The following are

now the approved methods of protection: poured-concrete foundation, reinforced poured-concrete caps, metal shields, or soil treatment.

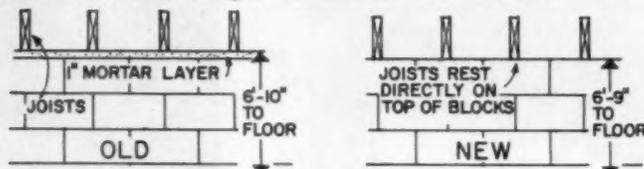
Built-up roofing will have to be four-ply rather than three-ply. This is one provision builders will make a lot of noise about.

Gutters can be omitted more easily. New wording in this section will make it easier for inspectors to pass a house without them if they aren't necessary.

Drywall no longer needs to be back-blocked along a horizontal butt with a piece of 2x4. A glued piece of the drywall itself will be acceptable.

Now block basement heights come out right

One important change has been made in ceiling heights. Now the clear height between the basement floor and the bottom of floor joists can be 6'9", instead of 6'10". Prior to this, many builders who didn't use wood sills had to spread an inch of mortar over the top course to fill out the requirement. FHA recognized this as a needless cost to the builder.



The split-level can sit lower in the ground

An alteration has been made in the relation between habitable space and finished grade—one that, again, permits more flexibility. Now, the average finish grade elevation, at exterior walls, shall not be more than 48" above finish floor of a habitable room. This means, of course, that at one point along the exterior wall the variance between finished grade and finish floor could be 6' as long as the average along the entire wall was 4'. Previously, the finished grade could be no more than 36" above the finished floor.

Laundry and utility rooms become less restricted

Artificial light is now acceptable in laundry or utility rooms. This means they now can be designed as completely inside rooms.

good they'll be part of the new MPS's

Paint may be accepted on the basis of its thickness rather than the number of coats. FHA is considering a device that accurately measures the thickness, will make the approval of a paint job a simple, quick matter.

Water heaters will be rated in thousands of BTU's per hour rather than peak load delivery. And warranties on storage heaters are to be dropped from ten years to five.

Electrical changes in the new specs will generally follow the National Electrical Code. Some major changes: instead of a duplex between doors, or door and fireplace in the living room, there must

now be outlets enough so that no useable wall space is more than 6' from one; there must now be at least one outlet for each 8 lin. ft., or major fraction thereof, of counter work space in the kitchen; and at least one 20-amp circuit shall be provided to serve *only* the outlets in the kitchen, dining room, and laundry.

Other items: for the first time, FHA will have a section on air conditioning, and the possibility of requiring a guarantee on the equipment is liable to stir up a storm. Another new section will cover septic-tank absorption beds, hitherto only mentioned by FHA. And ribbon driveways will now be acceptable curved as well as straight.

FINE COORDINATION of horizontal and vertical lines in this house's design are as dramatic at night as in the day—if not more so. Living area opens onto cantilevered balcony which overlooks gently sloping valley.



**Award of Merit: under
\$16,000 class. Bell
& Valdez, Bellevue, Wash.**



*You should be thinking
about entering your
Best Model House in
American Builder's 1958
contest. See page 106*

Does your model house stack up

Your house won't look exactly like this Bell & Valdez winner in last year's AMERICAN BUILDER Best Model Home Contest. But it's going to have many of the B & V model's attributes. How many? Why not rate your house by comparing it, feature for feature, with this split-entry model's winning points. Last year's judges were impressed by:

- Fresh architectural styling. Bell & Valdez and architect John M. Anderson have taken materials available to any builder and arranged them in a striking way. The result is a house that breaks away from conventional design, and still is not too radical for the middle-income market.
- Sound floor plan. Its split entry, besides lending drama to the front elevation, is an intelligent way to maintain privacy in the living and sleeping wings. Guest closet fits neatly over stairwell to lower floor. Remainder of the plan is a fairly standard separation between living and sleeping

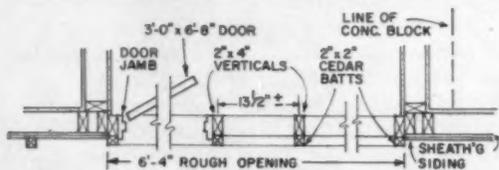
areas. A notable exception, however, is the bedroom-bathroom area. (See blueprint opposite flip page.) To save on plumbing costs, the present plan is best. But Bell & Valdez can revolve the sleeping wing to any position the buyer wants. It's as if this wing were a "component." Also impressive: two full baths and two fireplaces.

- Low price. There is 1,150 sq. ft. of finished space on the upper level, 550 sq. ft. of unfinished recreation and utility space downstairs, plus the double garage—all for \$14,850 without land.
- Good sales technique. B & V took a truly professional approach to merchandising their house. Advance and continuing newspaper advertising and publicity, sleek-looking brochures, balloons for the kids, and many other ideas were used to promote this and one other model.
- Advanced construction. Builders used many new products and techniques. (See blueprint.)



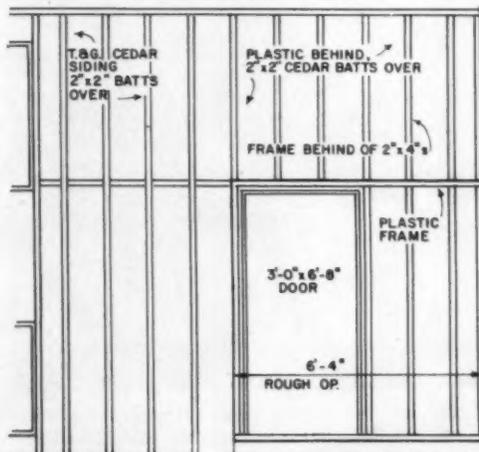
with this prize-winner?

WHAT
↑
↓
HOW



STRONG vertical lines are given to overall house design by 2"x2" batts. As the drawing shows, the obscure plastic fits between the batts and the 2"x4" verticals. Design is simplicity itself—yet how effective the result is.

VERTICAL styling is continued beyond the glass with 2"x2" batts, which are set over tongue-and-groove cedar siding, also set vertically. Door is Philippine mahogany, leads to slate-floored entryway, then to split stairwell.





1 DESIGNED for the woman who does the work, this kitchen was a real crowd-pleaser. Note clean-lined cabinets, more than ample work space.

WHAT

HOW

**Here are two good reasons why
this blueprint house is selling**

**AMERICAN
BUILDER
BLUEPRINT
NO. 255**



2 FIRST of two fireplaces is surrounded by smart wood paneling. Windows provide giant "picture".

This house sold well because of an intelligently planned kitchen (which opens onto back patio), and a living room that buyers felt they would enjoy living in, plus several other features. Among these are the baths with built-in vanities and the slate-floored entryway. Bell & Valdez also merchandised the brand-name products in their house with success. These included: Kaiser Gypsum sheathing and foil-backed vapor barrier; cedar siding; Durell aluminum windows; Libbey-Owens-Ford glass; Weiser hardware; oak, Amtico rubber and Gold Seal vinyl floors; United States Gypsum insulation; G. E. Textolite counter tops; Visqueen vapor barrier; Rheem hot water heater; Mastro plastic tile; Roscoe gas heating system; American Standard plumbing fixtures; Trade Wind ventilating fan; and as optional extras: General Electric dishwasher, disposer, dryer; built-in oven and range and refrigerator.

See p. 174 for estimating take-off

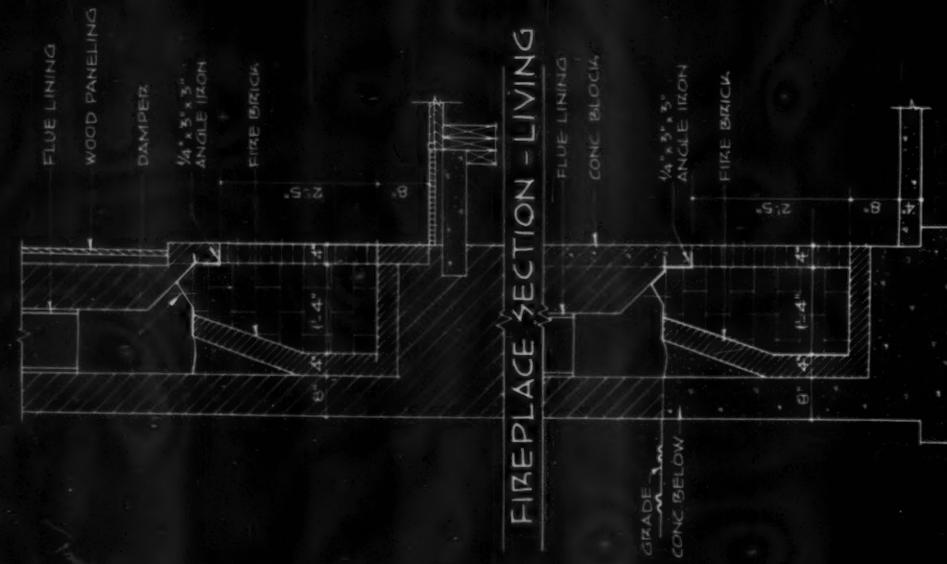




RIGHT SIDE ELEVATION
SCALE 1/8" = 1'-0"



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



FIREPLACE SECTION - LIVING

FIREPLACE SECTION BASEMENT
SCALE 3/16" = 1'-0"





Low Cost KITCHEN NOOK

The Ultimate in Kitchen Seating

Add the sales impact of glamorous color and high styling. A Dormalux Nook will set your houses apart at a cost far less than most built-ins.

Join the top merchandisers... test this space saving feature in your next home on our money-back guarantee. The quality is tops... hardwood frames... fabric-backed vinyl upholstery... choice of colors.

Dormalux Nooks are nationally advertised, eligible for FHA and VA financing. Stocked by kitchen distributors in all principal cities. *Write for details today.*

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40 MECHANIC STREET • BUFFALO 2, N. Y.

Fast tool repairs for
Black & Decker tool owners



Genuine
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PARTS & SERVICE
available near you

- ★ Free Inspection
- ★ Standard B&D Guarantee



Look in Yellow Pages under "Tools Electric" for address of nearest FACTORY SERVICE BRANCH

Or write direct for address of nearest branch to:

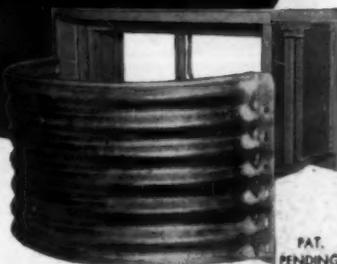
BD *Black & Decker*
QUALITY ELECTRIC TOOLS

FREE! USE and CARE HANDBOOKS are available for each B&D Tool. Specify tools you own, write: THE BLACK & DECKER Mfg. Co., Dept. S4208, Towson 4, Md.

FOR THE NEW LOOK IN POURED
CONCRETE BASEMENTS

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BUCK WINDOWS
(STEEL BASEMENT WINDOWS
WITH BUILT-IN POURING FORM)

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SAVINGS!**



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- FAST INSTALLATION • EASY TO HANDLE • NO SEPARATE WOOD OR STEEL BUCKS REQUIRED
- PROVIDE COMPLETE INSIDE — OUTSIDE TRIM!

CONVENTIONAL 2-LITE

Buck Window (3 sizes) for any poured concrete wall thickness... and brick veneer. Properly installed, no lintels needed.

AREA WALLS (OPTIONAL FEATURE)

Specially designed to fit Buck Window—screw right to window frame. 6 standard sizes—round and straight types.

FOR "WALK-IN" BASEMENTS!



RANCH TYPE
BUCK WINDOW



HOPPER VENT
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ALUMINUM SLIDER
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CASEMENT
BUCK WINDOW

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STREET _____

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STATE _____



"TWINDOW Insulating in homes for the

says RICHARD D. BROOKS, Builder
Grand Rapids, Michigan



Architect: George B. Savage,
Grand Rapids, Michigan



Glass is absolutely essential greatest year-round comfort,"

ONE OF THE LARGEST BUILDERS of better type homes in Grand Rapids, Michigan, Mr. Brooks knows from long, practical experience the value and exceptional advantages of Pittsburgh's TWINDOW. What's more, it's his opinion that: "The day is not too far distant when TWINDOW insulating glass will be used as generally in homes as window glass is used today."

Builders all over the country have proved to their profit that TWINDOW increases the "buy-appeal" of any home immeasurably, regardless of its price class. And through Pittsburgh's extensive and consistent advertising over the years, buyers know that TWINDOW keeps rooms cooler in summer, warmer in winter. They know it reduces cold air downdrafts, increases the room's usable space, cuts down window fogging and icing, muffles outside noises. And TWINDOW completely eliminates storm windows, because it is "storm sash" in permanent form. It actually helps to lower heating and cooling costs.

Just as other builders have discovered, Mr. Brooks further states: "I have found that the cost of TWINDOW is just about the same as for single pane windows plus storm sash. In addition, TWINDOW units are easily, safely and quickly installed."

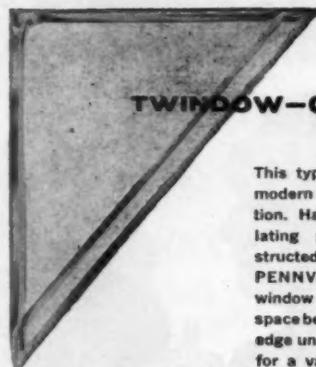
Why not do yourself a real service and send for our information-packed booklet on TWINDOW insulating glass? Write today to Pittsburgh Plate Glass Company, Room 8247, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

TWO TYPES OF TWINDOW



TWINDOW—METAL EDGE

This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of $\frac{1}{4}$ " clear-vision Plate Glass, with a $\frac{1}{2}$ " sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safer, quicker, and easier.



TWINDOW—GLASS EDGE

This type is just the thing for modern window wall construction. Having exceptional insulating properties, it is constructed of two panes of $\frac{1}{8}$ " PENNVERNON®—the quality window glass—with a $\frac{3}{16}$ " air space between. TWINDOW—glass edge units come in popular sizes for a variety of window styles.



TWINDOW® . . . the windowpane with insulation built in



SYMBOL OF SERVICE FOR SEVENTY-FIVE YEARS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

Add an **EXTRA**
Selling Point...Feature
VITREOUS Fixtures by
RICHMOND

The Fastest Growing Name in Plumbing Fixtures

You know the advantages, the extra quality of vitreous china fixtures by Richmond...*emphasize them to your customers* and boost your sales!

Sell the housewife with the freedom from scratching and staining—due to the superior glaze. Tell her how easy it is to clean the extra-smooth surface of a vitreous fixture, that it will *always* be easy to clean because the finish resists both acids and alkalis—and point out that most household cleaners are made with an alkali base.

Explain to her husband how the 2200° glazing temperature—hundreds of degrees hotter than even metal fixtures are glazed—means better fusing and penetration to provide this superior quality finish with its extra resistance to abrasion.

Sell them both with the perfect match of Richmond's many sparkling colors, the beauty of Richmond's many styles such as the luxurious yet practical fixture illustrated here. And be sure to stress the extra value fine vitreous china will add to their home... despite the fact that quality Richmond vitreous products cost no more than ordinary fixtures.

RICHMOND
PLUMBING FIXTURES

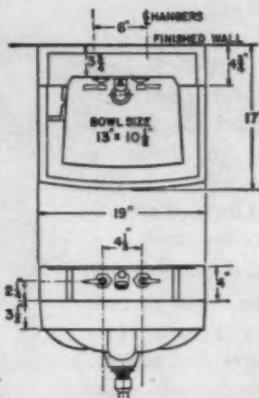
Division of Rheem Manufacturing Company
16 Pearl Street, Metuchen, N. J.



BERKELEY: G-160

19 x 17

Rectangular bowl • Anti-splash rim
Compression supply and drain
Fitting with 1 1/4" O.D. tailpiece Leg holes
Concealed front overflow
Rear outlet • Built-in soap dish



A complete line of styles and sizes to fit all homes, all tastes, all pocketbooks. Richmond Vitreous China Fixtures available in:

BERMUDA CORAL • CANARY YELLOW
FERN GREEN • QUAKER GRAY
TROPIC TAN • AZURE BLUE
MELLOW RED
AND EXCLUSIVE "WHITER WHITE"

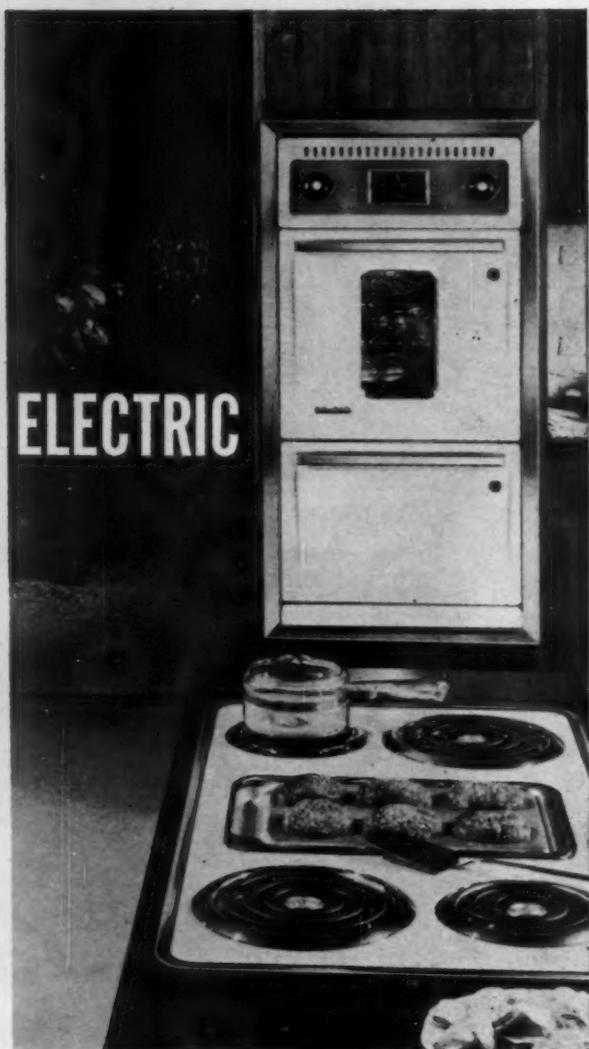
"... And you'll be proud
of the name
Richmond on your
Plumbing Fixtures"



RICHMOND CREATES THE FINEST BATHROOM AND KITCHEN PLUMBING FIXTURES • HEATING EQUIPMENT
OTHER RHEEM PRODUCTS, WATER HEATERS • WATER SOFTENERS • WEDGEWOOD GAS RANGES • STEEL CONTAINERS



GAS or... ELECTRIC



NOW! you can offer either
at no extra cabinet cost!

Whether the prospect wants gas or electric, you can now give him whichever it takes to sell the house, with no change of cabinets. Same size opening is used for ovens and cook tops in either gas or electric of corresponding models. And, when you offer prospects the new Suburban, you're offering *the built-in range with all the features most women want . . . all the features Home Economists all over the country have said women want!* Your prospects will see and want these features in the Suburban unit you put in your kitchens . . . just as they see them pictured in black and white and in full color ads in leading home magazines.

GET YOUR VALUE-PACKED PRICE FROM YOUR LOCAL DISTRIBUTOR—SEND COUPON TODAY!

Get all the facts about Suburban—You'll be amazed at the low price!

suburban

America's Finest Built-in Range

Samuel Stamping & Enameling Co., Dept. AB-88, Chattanooga, Tenn.

I'd like to have the facts about Suburban.

Gas Electric

Name _____

Address _____

City _____ State _____



HERE'S THE FAMOUS NAME

**Use this complete merchandising
package with The "OVERHEAD DOOR"
—the famous-name, low cost product
every prospect knows
—to demonstrate obvious quality
and value in your model home!**

One-fourth to one-third of the very face of your model home can be a demonstrator that wins sales faster! Simply use The "OVERHEAD DOOR" and powerful sales aids available to every home builder. Then the largest moving part of your model home—a beautiful, weather-sealed wall that glides out of sight with a fingertip lift—quickly shows the quality, craftsmanship and precision construction that goes into your homes.

By including the famous radio-controlled Ultronic Door Operator (1 & 2) in your model home, you gain additional showmanship . . . dramatize prestige, push-button living in your model home!

Note the items available from your distributor of The "OVERHEAD DOOR" . . . then use them to win more sales—faster! They'll help you take full advantage of national and local advertising!



THAT HELPS SELL HOMES!

- 1 Dashboard-demonstrator of Ultronic control.
- 2 Magic-box containing Ultronic operator.
- 3 Colorful wall chart of styles and sizes.
- 4 Beautiful literature showing all advantages.
- 5 One-year Warranty given with each installation.
- 6 Dramatic mobile presenting sales points.
- 7 Smooth-operating door as self-demonstrator.
- 8 Sign to identify The "OVERHEAD DOOR."
- 9 Yard sign to show that you build with the best.
- 10 Option of 15 raised and routed designs.
- Sales training on dramatic demonstration of The "OVERHEAD DOOR."
- Local newspaper advertising materials.



OVERHEAD DOOR CORPORATION

General Offices: Hartford City, Indiana
 Manufacturing Distributors: Cortland, N. Y.; Hillside, N. J.;
 Lewistown, Pa.; Marion, Ohio; Nashua, N. H.
 Manufacturing Divisions: Dallas, Tex.; Portland, Ore. • In Canada: Oakville, Ont.



IT TAKES A WINDOW LIKE

this

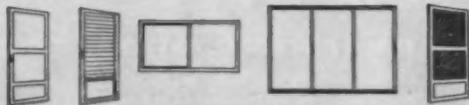
TO SELL TODAY!

Capitol PRIME SLIDING WINDOWS
have features no other can match

Capitol is the first manufacturer to design a prime sliding window with a *positive* airtight, weather-tight seal. The new Capitol aluminum prime slider uses a special compressive vinyl seal and employs a new design of the meeting rails that is so efficient that wind-driven water at hurricane force cannot get through!

Sell Capitol and you'll further benefit from the product development and sales experience of Capitol, world's largest manufacturer of aluminum doors.

Keep in mind that you can get your aluminum combination storm doors and windows from Capitol, too.



PRIME WINDOWS • ROLLING GLASS DOORS AND SCREENS • COMBINATION DOORS AND WINDOWS • JALOUSIES • EXTRUSIONS

Capitol



**RIGID FRAME . . . EASY OPERATION
 . . . NOT A RATTLE**

Heavy aluminum extrusions are welded into a rigid frame, reinforced by the strength of a fixed center bar. This design plus perfectly mitered corners make sagging or warping impossible. Sliding sections have nylon guides. Units slide freely at the touch of a finger.

**PATENTED FINGER-TIP
 AUTOMATIC LOCK**

This is the finest sliding window lock made today. Attractively designed, it opens at the touch of a finger . . . automatically locks when the window is closed. It's truly fool-proof.

EASY, TROUBLE-FREE INSTALLATION

With the simplicity of design and easy-to-follow instructions on every window, improper installation is virtually impossible.



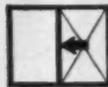
**A wonderful sales opportunity . . .
 ROLLING GLASS DOORS**

by **Capitol**

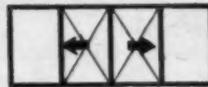
You can capitalize on the growing demand of homeowners for modern rolling glass doors with the complete line of magnificently engineered doors by Capitol.

Available in two and four-panel units, in widths from six to sixteen feet, in various heights to eight feet, Capitol rolling doors appeal to the builder because of their sound engineering, quality construction, ease of installation.

Perfect machining, careful assembly and factory checking assure trouble-free installations. You may have Capitol rolling doors with 1/4" plate or Thermopane.



TYPE O-X



TYPE O-X-X-O



**A SINGLE SOURCE . . . SINGULAR SERVICE
 for all your aluminum doors and windows**

CAPITOL PRODUCTS CORPORATION

Mechanicsburg 108, Pa.

Please give me complete information as soon as possible on

- Capitol Prime Sliding Windows
- Capitol Rolling Glass Doors & Screens
- Capitol Combination Storm Doors & Windows

NAME _____

COMPANY _____

ADDRESS _____

TELEPHONE _____

Again in '58: American Builder

... BEST MODEL HOMES CONTEST:

Any builder can enter his model homes in either or both of the contest's prize categories

▶ **What six nationally famous judges will look for in awarding "Best Model Home" plaques:**

American Builder again will conduct its widely publicized National Home Week "Best Model Homes Contest." Any model home on display during National Home Week is eligible for entry.

The judges will spotlight model homes that best express the purpose of National Home Week—more saleable houses. Entries will be scored on five counts: (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment, including Hidden Value products; (5) merchandising.

A top-flight jury headed by Nels Severin, President, and J. W. Underwood, Merchandising Committee Chairman of NAHB, will select winners. Other judges: Neil Connor, Dir. Architectural Standards Div., FHA; E. W. Smith, V.P., Owens-Corning Fiberglas Co.; William Scheick, Exec. Dir., Building Research Institute; and Joseph Mason, Editorial Director of American Builder.

▶ **Why you'll find it good business to enter this contest . . .**
What you'll gain:

Here's why American Builder's Best Model Homes Contest is important to you: (1) Award-winning entries will be published in American Builder's December 1958 issue. (2) Other award winners will be published as feature articles in successive issues of American Builder during the year 1959. (3) Award-winning entries will be displayed at the 1959 NAHB convention in Chicago. (4) Winners will be publicized in local newspapers by American Builder's press relations staff.

▶ **Entries will be judged in two price categories: houses under \$16,000; houses \$16,-40,000:**

There will be 18 awards in each category. Top winners in both categories (houses under \$16,000 and houses from \$16,000 to \$40,000) will receive awards in the form of plaques. One builder in each price category will be given a Grand First Prize. Similarly, American Builder will give an Award of Distinction and a First Award of Merit in each price category.

The judges will also select 15 houses in each category for Awards of Merit.

All awards will be announced shortly after judging. They will be presented to winners at the NAHB convention in Chicago, Jan. 1959. A reception will be given by American Builder in honor of the winners of both contests.

▶ **Plan to show a model house during NHW and take these steps as a contestant:**

1. Contest entries must reach American Builder, 30 Church St., New York 7, N.Y., not later than Oct. 10, 1958. Send to Contest Editor.
2. Entries must include: blueprints of complete working drawings and floor plan; interior and exterior photographs; a list of major materials and equipment including Hidden Values; samples of advertising and promotional material.
3. Entries may include rough detail drawings of special features; brief descriptions of economical construction techniques; newspaper publicity.
4. Include a letter giving name of builder or company; address; architect; price; location; sales results; date of local NHW promotion.

presents two builder contests...

... HIDDEN VALUES CONTEST:

Over 50 prizes, worth \$25,000, will be given to winners, including the International truck, below



INTERNATIONAL truck, left, was awarded to Fox & Jacobs of Dallas last year. Their Hidden-Value display above.

▶ How to enter the Hidden Values Contest:

In addition to the Best Model Homes Contest (see page opposite), American Builder will sponsor a Hidden Values Contest. The idea: how you have merchandised Hidden Values in your model home. To enter: (1) Submit by Oct. 10, any house on display during NHW. Send to Contest Editor, American Builder, 30 Church St., New York 7, N.Y. (2) Include photos of Hidden-Values displays, samples of promotional literature, advertising, results of campaign. (3) Explain why you found this promotion successful. (4) Include a photo of builder, floor plans, a list of products. Winners in the December American Builder.

▶ What a Hidden Value is; more about prizes:

A Hidden Value is a product that adds to the life, strength or value of the building, but whose presence cannot be seen. (Here are some Hidden Values: wood preservatives; reinforcing wire and rods; adequate wiring; insulation; flashing; quality piping, vapor and moisture barriers.) About the prizes: Over 50 prizes, worth \$25,000, will be given including an International truck like the one given last year (see above). Forty-nine other prizes, consisting of building products, have been donated by manufacturers. And remember, you can enter either contest individually or you can enter both contests with one entry.

**DONORS AND
THEIR PRIZES
SO FAR IN
HIDDEN VALUES
CONTEST**

ALLIANCEWARE, INC.

Curved front B-33 tub (in color) plus lavatory

AMERICAN MACH. & FDRY. CO., DEWALT DIV.

One DeWalt GW1 model wood-working machine

AMERICAN RAD. & STD. SANITARY CORP., YOUNGSTOWN KITCHENS DIV.

Servi-center cabinet sink, 54" long

BORG-WARNER, INGERSOLL-HUMPHRIES DIV.

1 No. 4240-V wall-hung closet combination; 1 No. C-3800 vitreous china lavatory; 1 No. I-2400 cast iron bathtub

CONGOLEUM-NAIRN, INC.

Gold Seal Beryllstone vinyl and treadlite foam rubber under-cushion (\$300 worth)

CURTIS CO.'S SERVICE BUREAU

2 china cabinets design: C-6520

THE FLINTKOTE CO.

SEAL-TAB shingles (\$300 worth)

KEWANEE MFG. CO.

Sliding windows for a home. At least \$300 worth

KOPPERS CO., INC.

Builder-winner may have 5,000 bd. ft. of his own lumber treated or receive 1,000' from Koppers

KWIKSET SALES & SERVICE CO.

Locksets for a house

LENNOX INDUSTRIES, INC.

Electronic air filter

MASTER VIBRATOR CO.

1 small portable heater

ROWE MFG. CO.

Two-car, 4 section, 4-panel wide door

A. O. SMITH CORP.

Water heater

THEODORE EFRON MFG. CO.

3 triplex tub enclosures

TRADE-WIND MOTORFANS

Space-saver hood and ventilating fan

Fast, low cost remodeling made easy by
PLASTER-WELD

Permanently bonds new plaster to old... or to any sound surface!

Example
of
PLASTER-WELD
at Work



Ambassador Hotel, Milwaukee, Wis.

Need for new washroom caused lobby wall to be broken through. Plaster-Weld was applied to old surrounding painted wall to facilitate blending of white coat from patch over old wall. One of many applications for this versatile bonding agent. General Contractor: Kurtchenreuter Company; Plasterer: L. W. Roan.

For as little as 2c per square foot, you can now permanently bond new plaster or cement to any surface. Think what a difference this can mean to you in the cost of remodeling, renovation or new construction!

From "One Coat Plastering" of homes, garages and club rooms... to finishing concrete ceilings, beams and columns of large office buildings, apartments and hotels... and refinishing any structurally sound surface... Plaster-Weld gives you an easy, job-proven way of obtaining permanent, ageless bonds that never let go!

Plaster-Weld is the original and patented liquid bonding agent approved by F.H.A. and New York Board of Standards and Appeals... so you can recommend and use it with confidence. Easy to apply... just like paint. For permanently bonding new concrete to old concrete, specify Weld-Crete, another Larsen product. Get fact-packed literature from your Building Supply dealer, see Sweet's File, or write direct to Larsen Products Corporation, Box 5756F, Bethesda, Md.

cut concrete costs up to 6%... eliminate call-backs...



Compact sub-base with Maginniss POWR-FACTORS!

Maginniss vibratory compaction assures uniform density of sub-base... eliminates voids... prevents loss of mortar... reduces concrete required up to 6%! And, compacted sub-base stops slab settling and cracking... eliminates expensive call-backs for repairs.

Find out how Maginniss Powr-Factors will cut concrete, labor and call-back costs on all your jobs. See your Maginniss distributor today! Maginniss Power Tool Company, 154 Distl Avenue, Mansfield, Ohio.

Maginniss Power Tool Company
154 Distl Ave., Mansfield, Ohio
Yes, I want to know more about the Powr-Factor for compacting sub-base.

name _____
address _____
city _____ zone _____ state _____



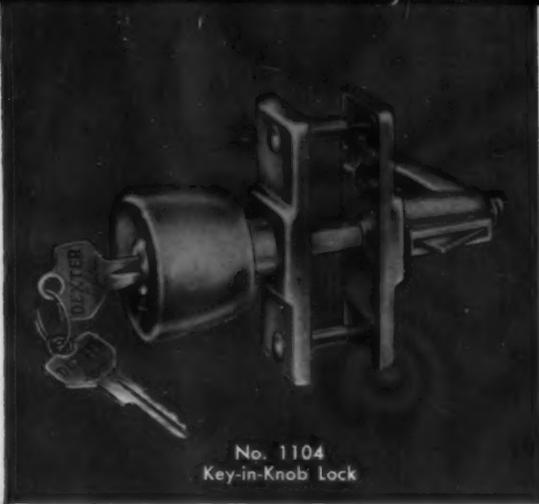
MODEL PP-18 POWR-FACTOR
Up to 7,000 rpm, 4,000 lbs.
adjustable force, gasoline powered.

AA-7022

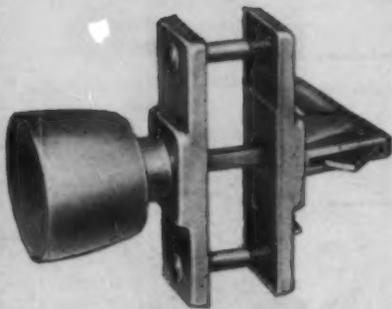
The Payoff Departments

- New Products and Catalogs**..... 111 →
Builders' supermarket for information on brick components, other new products and catalogs.
- Buying Guide**..... 142 →
Heating . . . what are builders getting today?
- Technical Guide**..... 146 →
Slabs go over uncompacted fill with this pier system.
- Cost Saver**..... 150 →
This eaves-overhang component reduces site labor 50%.
- How To Do It Better** 152 →
How to minimize ridging and beading in dry wall construction.
- Land Planning**..... 160 →
The tractor: key to mechanized earth-moving.
- Ask The Experts**..... 166 →
Builder plans to use garage roof for patio. Is his structural plan strong enough?
- Better Detail Of The Month**..... 172 →
On small load-bearing walls like this . . . an entire trussed roof structure.
- The Month Ahead**..... 178 →
Things for builders to think about during September.

*New... for screen
and combination
doors of metal
or wood*



No. 1104
Key-in-Knob Lock



No. 1106 Slide Lock.

New brass or aluminum finishes, new tulip knob, new smooth-working functions in companion key-in-knob and slide locks. There's one for every screen and combination door — and each one is loaded with Dexter quality features. Tie bolt construction. Knob and lever handle are pressure cast aluminum. Solid steel spindle, stainless steel bolt, strike and escutcheons. Hard, lustrous finish of weather-protecting, baked-on aluminum or brass pigmented enamel. Adjustable, surface-mounted strike; no edge hole required — only three small cross holes — for fast, easy installation. Write for new brochure.

**DEXTER LOCK
DIVISION**

Dexter Industries, Inc.,
Grand Rapids, Michigan

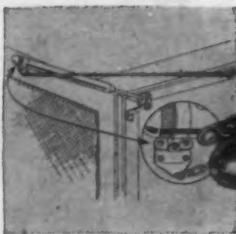
In Canada: Dexter Lock Canada Ltd., Galt,
Ontario • In Mexico: Dexter Locks, Plata
Elegante, S.A. de C.V., Monterrey • Dexter
Locks are also manufactured in Sydney,
Australia; Milan, Italy and Porto, Portugal.



No. 1104J — has long
lever handle for jalousie
doors.

No. 1106J — has long
lever handle for jalousie
doors.

No. 1102 Economy Slide Lock — same as 1106,
but has standard knob instead of tulip design.



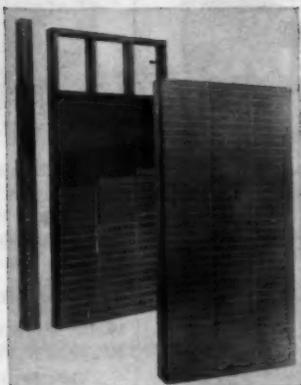
No. 80 Dialmatic Door Closer.—
installs in minutes, adjust closing
speed with twist of wrist.
No. 45 Spring Chain Stop — zinc
plated steel, easily installs on
metal or wood doors.

WORLD'S LARGEST MANUFACTURER OF LOCKS FOR SCREEN AND COMBINATION DOORS

LOCKS BY DEXTER

A MECHANIZED BUILDING IDEA:

**Brick
components
like this ...▶**



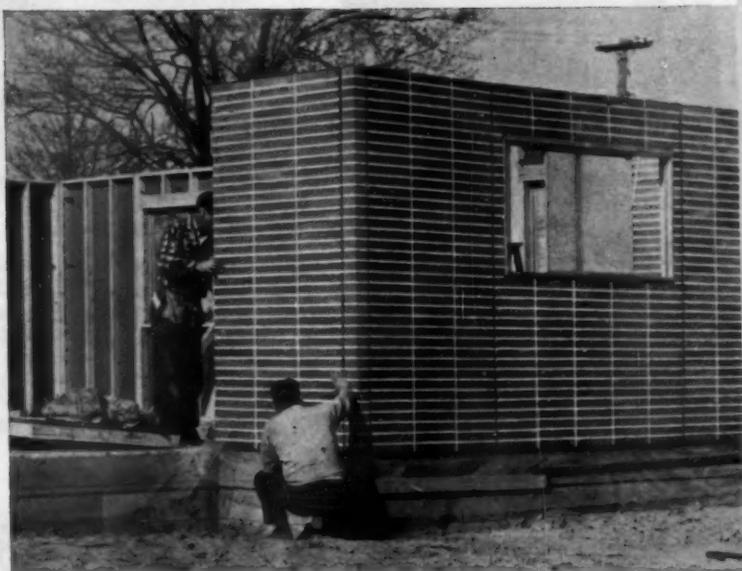
**... speed
up wall
construction ▶**

It now takes only 89 minutes for three men to put up all four walls of a house.

It was done on this house in Holland, Mich., and the men weren't magicians. They did it easily using Redibrik masonry components. Only tools necessary were a hammer and a wrench. The "magic" lay in the time-saving building material.

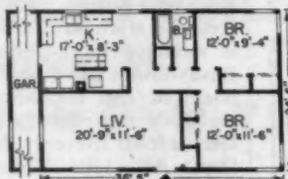
Each 4x8 wall component combines 40 lin. ft. of 2x4's with 32 lin. ft. of insulation board and 108 Redibrik masonry brick units. All this comes to the job fabricated, caulked and finished . . . ready for action.

When completed, the walls of this house look as though they were laid up conventionally. The difference shows only in time- and labor-saving. Use of this mechanized building method gets four masonry walls up in 89 minutes. Details on units and machines to make them from Redibrik. (No. Z33, p. 114).



MEN SIMPLY BOLT each masonry component securely to the next. The finished wall has double studs every 4'. These, with 4x4's at each corner, provide strong frame construction.

... on an \$8,000 house



AVERAGE cost of Redibrik components for this two-bedroom house was \$825. Plan includes roughly 1,000 sq. ft. of house.



Cabot's STAIN WAX

Leaders in the building field prefer Cabot's Stain Wax for paneling and woodwork because it

- gives the rich color of a penetrating stain
- gives a soft lustrous wax finish
- seals and protects the surface — keeps out moisture
- goes on easily and quickly
- brings out the beauty of all types of wood

Available in 9 appealing colors, White and Natural

A quality product from Cabot Laboratories — manufacturing chemists since 1877

Samuel Cabot

Write today for color card.

SAMUEL CABOT INC.
825 Oliver Building, Boston 9, Mass.

Please send color card on Cabot's Stain Wax



Panels for economy

Prefinished plywood paneling is designed for "on-the-wall" cost saving. Panels come permanently finished and factory-jointed for perfect fit. Save installation time. Available in variety of woods with pre-finished moldings to match. Welsh Plywood Corp., Dept. AB, P. O. Box 5126, Memphis, Tenn.

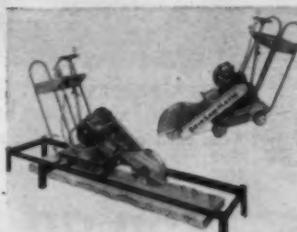
Circle No. 234 on reply card, p. 114



Sander has big capacity

Sander features an extra-large 4"x24" abrasive belt. Model 564 is 7" high, 6½" wide, 13" long and has lightweight aluminum frame. Rear loop handle and front knob make it easy to use. Comes with six abrasive belts. Porter-Cable Machine Co., Dept. AB, 123 Exchange St., Syracuse 4, N.Y.

Circle No. 235 on reply card, p. 114



Add to saw's uses

Convert a BrikSawMatic or BrikSaw quickly to a light duty concrete or track saw. Cutting head is mounted on pedestals on the Ready-Con cart. Crank on dashboard of cart mechanically feeds the blade into material being cut. Details from Eveready Brikaw Co., Dept. AB, 1104 Union, Kansas City 1, Mo.

Circle No. 236 on reply card, p. 114

available
at last!

HOPPY

SPLIT
IMAGE
TRANSIT

accurate!
inexpensive!
simple!



\$ 6.95
ONLY RETAIL

Amazingly accurate
LEVEL AND
INCLINE MEASURE!

Easy as a camera to operate!
One man — ALONE — can do any leveling or incline measuring — down to a fraction of an inch!

A THOUSAND USES!
Carpentry Leveling
Brick Laying
Foundation Work
Yard Grading
Irrigation
Drainage
Patio & Terracing
Guttering
Masonry
Duct Installation
Contour Plowing
ETC.

OVER 2 YEARS OF EXHAUSTING RESEARCH!
GUARANTEED PRODUCT SATISFACTION!

Call your Hardware-Lumber jobber TODAY.

Another Quality product by HOPPY
HOPKINS MANUFACTURING CORP.
Emporia, Kansas

You are entering the **American Builder**

Supermarket



Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .**



BUSINESS REPLY CARD

First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

5 cents Postage will be paid by

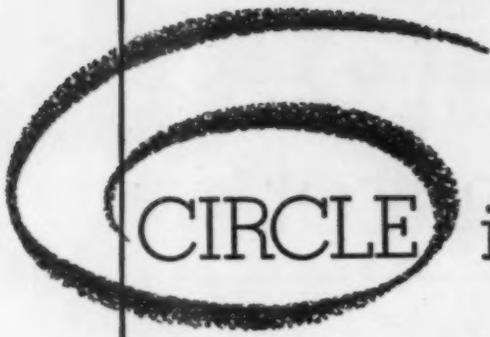
Business Manager

AMERICAN BUILDER

30 Church St.

New York 7, N. Y.





CIRCLE items below

...and mail this

postcard today

FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

MECHANIZATION PRODUCTS

- Z1 Anderson Windowfall
- Z2 Ready Hung door unit
- Z3 Structural Clay Products brick panel
- Z4 Fastener Corp. tacker
- Z5 Roof Drainage Mfrs. Institute gutter
- Z6 Apco bathroom package
- Z7 Homelite generator
- Z8 Sherman attachment
- Z9 Structural Clay Products
- Z10 Ford tractor
- Z11 B & H Homes electric nailer
- Z12 Proctor wall jack
- Z13 Hoogh Plyfoamer
- Z14 Diamond Lumber Co. plywood panel
- Z15 Simpson Forestone roof decking
- Z16 Reiman & Georgan hoist and bucket
- Z17 Remington stud driver
- Z18 Jones Uniforms suit
- Z19 Botch stapler
- Z20 Apco plumbing panel
- Z21 Goldblatt trowler
- Z22 Fastener tacker

BUYING GUIDE:

- Heating**
- Z23 Spl-Bol-Fin Corp.
- Z24 Airtemp Div., Chrysler
- Z25 Typhoon Air Conditioning Co.
- Z26 Frigidaire Div., General Motors
- Z27 Richmond Plumbing Fixtures
- Z28 Sweeney Heater
- Z29 Rheem Mfg. Co.
- Z30 Embassy Steel Products
- Kelvinator Div., American Motors

- Z31 B. F. Goodrich
- Z32 Westinghouse Corp.

NEW PRODUCTS

- Z33 Redibrik masonry components
- Z34 Welsh Plywood panels
- Z35 Parker-Cable sander
- Z36 Eveready BritSaw Co.
- Z37 Fosco Industries, Inc. ventilator-light
- Z38 Pioneer Plastics Corp. laminates
- Z39 Shelf-A-Matic shelves
- Z40 Clyde Mfg. Co. steel bender
- Z41 U. S. Ceramic Tile Co. both accessories
- Z42 Alcoa, Inc. windows
- Z43 Superior Fireplace Co. barbecue
- Z44 Lorenz Products, Inc.
- Z45 Nat'l Oak Flooring Mfrs. barrier system
- Z46 Vermont Marble Co. tile
- Z47 Monarch Rubber Bashing
- Z48 P. F. Corbin door knobs
- Z49 Hopkins Mfg. Co. transit
- Z50 Celotex Corp. insulation
- Z51 John E. Hoeking Co. pipe fittings

CATALOGS

- Z52 Elico Laminated Products
- Z53 Zonolite insulating concrete
- Z54 The Hess-Snyder Co. pipe
- Z55 Mastic Tile tile colors
- Z56 Devco & Reynolds points
- Z57 AirLite Div., Commander Door
- Z58 New Castle Products, Inc.
- Z59 Formica Corp. laminated plastics
- Z60 Showersfold Door Corp. both enclosures
- Z61 American Screen Products hardware

- Z62 American Steel & Wire Div., U. S. Steel
- Z63 Revco, Inc. kitchens
- Z64 Metal Building Mfrs. Assn. buildings
- Z65 Delta Products plastics
- Z66 Stylcraft Homes, Inc. prefabs
- Z67 Reynolds Metals Co. aluminum

- Z68 American Sto-Dri Co. paints, primers
- Z69 Monsanto Chemical Co. wood finishes

WESTERN NEW PRODUCTS

- Z70-W D'anco Mfg. Co. spice cabinet

- Z71-W Bakewell Products
- Z72-W Superior Scaffold Co.
- Z73-W Davis Steel Products scale
- Z74-W Vogue Lighting fixtures
- Z75-W Marvin Electric fixtures
- Z76-W Lighting Dynamics luminaires
- Z77-W Kim low lighting
- Z78-W Wallace shaver outlet

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Act Now!—Service on This Card Expires in 90 Days

AUGUST, 1958

NAME (Please print) _____

STREET _____

CITY _____

ZONE _____

STATE _____

PLEASE CHECK YOUR FIELD OR OCCUPATION

- Builder or Contractor
- Sub-Contractor or Building Trades
- Building or Planning Own Home
- Architectural
- Engineering
- Manufacturer or Producer
- Other
- Distributor
- Finance
- Realty
- Organization
- Government
- Student or Teacher

I wish to enter a subscription to American Builder for one year (\$3.50)

3 years (\$7) New Renewal

Signature _____

Cincinnati Builder Discovers...

INSTALLATION OF GENERAL ELECTRIC AIR CONDITIONING PAYS OFF IN GREATER CUSTOMER SATISFACTION...



North, south, east and west—
home builders everywhere
are discovering it's
good business to install
GENERAL ELECTRIC
year 'round "Whole-House"
Air Conditioning.



Among the many noted builders who have discovered the advantages of installing General Electric Heating and Air Conditioning is Mr. Kenneth Hammond, President of Kenneth Hammond, Inc. of Greenhills, Cincinnati, Ohio. Says Mr. Hammond:

"Our Cincinnati project, located within the Village of Greenhills, Ohio, consists of 1200 home sites. Construction was started several years ago and over 550 homes have been completed.

"However, because of the enthusiastic response to Air Conditioning we are now providing it in the majority of our homes.

"General Electric has an excellent reputation in our project and we have had virtually no service problems. Our customer satisfaction has well repaid us for our decision to install General Electric Air Conditioning."

This coming from one of the Midwest's leading builders leaves little for us to add—except to note that a recent FHA directive encourages installation of air conditioning as an integral part of new homes. In fact, the FHA directive warns, "Within a few years any house that is not air conditioned will probably be obsolescent."

Plan now to install General Electric "Whole-House" Air Conditioning in your new homes. Air Conditioning can be added at little extra cost to a new General Electric Gas or Oil Furnace providing a year 'round air conditioning "package." Units that may be installed independent of the heating system are also available. For full information contact your General Electric Air Conditioning dealer—he's listed in the yellow pages of your phone book. General Electric Company, Air Conditioning Department, Tyler, Texas.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

AIR CONDITIONING DEPARTMENT TYLER, TEXAS

AUGUST 1958



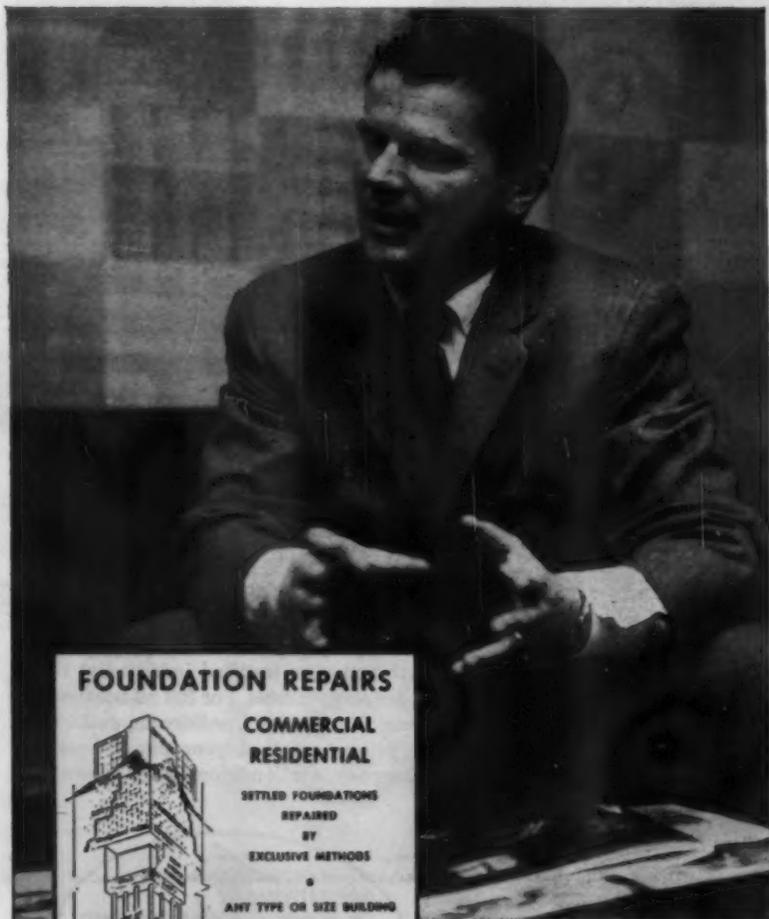
115

"We know a great number of calls come in through the Yellow Pages!"

says GRANT RENNE, JR.
GRANT RENNE & SONS, INC., Kansas City, Mo.

"Many of our callers refer specifically to the diagram in our Yellow Pages ad, so we know that the classified directory is pulling for us!"

Contractors in all lines of work find the Yellow Pages a most profitable way to get new business. Be sure the homeowners and businesses in your community can find you easily — under appropriate headings. A Directory representative will be glad to help check your present directory program. Call the telephone business office.



FOUNDATION REPAIRS

COMMERCIAL
RESIDENTIAL

SETTLED FOUNDATIONS
REPAIRED
BY
EXCLUSIVE METHODS

•
ANY TYPE OR SIZE BUILDING
•

SINCE 1875

Grant Renne & Sons INC.
BALtimore 1-6076
1960 VINE

THIS ¼-PAGE YELLOW PAGES AD (shown reduced) PLUS ads and listings under 5 other headings turn contractor-seekers into Renne customers!

NEW PRODUCTS . . .



Ventilator, light combine

Designed with the builder in mind, new ventilator light features easy 3-step installation. Unit is pre-wired. Needs only one initial wiring step. For bath and utility room, has quiet impeller unit, snap-in grille, and "Slim-Trim" look. Fasco Industries, Inc., Dept. AB, Rochester 2, N.Y.

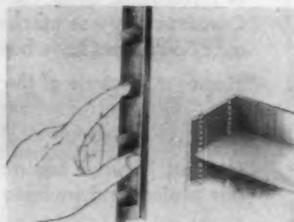
Circle No. 237 on reply card, p. 114



Walls surfaced with laminate

Prefab offices (above) are surfaced with Pionite laminate mounted in a foamed polystyrene core. Fit easily into floor space and provide functional, movable installations. Available in solid colors and wood grains. Also feature easy maintenance. Pioneer Plastics Corp., Dept. AB, Salem, Mass.

Circle No. 238 on reply card, p. 114



Push-button shelving

Adjustable shelf track allows shelves to be raised or lowered by push buttons. Vertical tracks are durably constructed; designed to blend with any wood or metal. Allow spacing of shelves to accommodate various size items. Two styles available. Shelf-A-Matic, Dept. AB, 833 Oakmere, N. Muskegon, Mich.

Circle No. 239 on reply card, p. 114

HALL-MACK

bathroom accessories

put a sparkle in her eye...



...and convenience and utility at her fingertips!

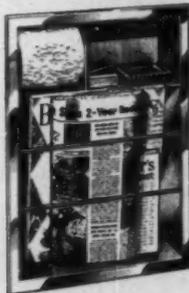
You can always be sure of enduring loveliness and the utmost in convenience and utility when you specify or install HALL-MACK Bathroom Accessories.

Bathrooms today have become one of the most important "showplaces" in the home. The *right* bathroom accessories and styling are of greater importance now than ever before. A modern, clean bathroom, with beautiful chromium plated Hall-Mack Accessories is the first choice of more and more builders, architects and plumbers . . . and more and more quality-conscious home owners and buyers everywhere.



New Concealed Scale — built in the wall for utmost convenience and safety.

Relaxation Unit is handy, useful, convenient — recessed for cigarettes, ashtray, magazines.



Concealed Lavatory Unit. Revolving door hides soap, tumblers and brushes



HALL-MACK COMPANY Division of **TEXTRON INC.**
1380 W. Washington Blvd., Los Angeles 7, California AB-8

Please send your FREE color booklet of new bathroom ideas

Name _____

Address _____

City _____ Zone _____ State _____

Sold by leading plumbing, tile, and hardware dealers everywhere.



SCORBORD

TRADEMARK

NEW member of the STYROFOAM® family cuts fitting time up to 80% in foundation perimeters and cavity walls

Scorbord® is a real "snap" to use!

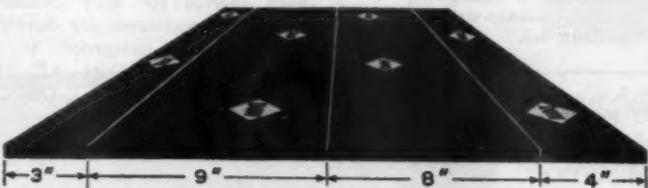
This newest rigid insulation board actually reduces sawing, cutting and fitting time to a bare minimum. Why? Simply because it can be snapped off to almost any desired width. Clearly marked pre-scorings at strategically located intervals make fittings easy as can be. Your labor costs go down, while the quality of your house goes up!

Developed by Dow after more than a decade of experience with Styrofoam®, Scorbord is specifically designed for use

along the edges of concrete slabs, along foundations and in cavity walls. Its many outstanding properties (see below) give it *permanent* insulating efficiency and unyielding resistance to water and moisture.

Scorbord has a compressive strength of over 2,000 lbs. per sq. ft. It has excellent strength and rigidity, yet weighs only 2.4 oz. per board foot, making it the lightest of all commonly used rigid foam insulations. It has no food value to attract rodents or other vermin and effectively resists rot, mold and deterioration.

PROPERTIES OF SCORBORD



Thickness 1 inch
 Width 24 inches
 Length 8 feet
 Density 2.5 lbs./cu. ft. average
 Compressive Strength 2,000 lbs./sq. ft. minimum

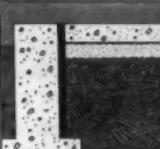
Thermal Conductivity ("K" factor)
 Less than 0.28 at a mean temp. of 40°F.

Water Resistance Properties
 Capillarity—none
 Water absorption—less than 0.1 lbs./sq. ft.
 (Water pickup on surface of samples tested under a 10' head of water for 48 hours.)

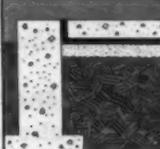
SCORE MARKS are positioned to provide boards of 3, 4, 8, 9, 12, 17, 20, 21, or 24 inches in width.)

USE SCORBORD FOR

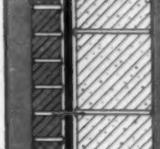
VERTICAL PERIMETER INSULATION



HORIZONTAL PERIMETER INSULATION



CAVITY WALL INSULATION




Ask a Building Supply Dealer for this new descriptive folder on Scorbord, or write to us for your copy. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. 1907E-1.

*SCORBORD and STYROFOAM are trademarks of The Dow Chemical Company

YOU CAN DEPEND ON



The **NEW**
McQuay
STAINLESS STEEL FLUE
**PACKAGE
CHIMNEY**

Designed and engineered by McQuay, and suitable for all fuels, (Type A) this new package chimney has a 7" stainless steel flue with aluminum interliner and outer casing. The interliner is supported by the exclusive McQuay stainless steel tension spring spacers for strength, rigidity and durability.

This McQuay thermo siphon design permits quick drafts and even temperatures from top to bottom for peak efficiency. There is nothing to deteriorate, nothing to collect soot. Roof housing is large, measuring 16" x 20" with a 20" x 24" cap.

For the best results, and for greatest economy, recommend and use this McQuay package chimney on every job. Territories are now being assigned. Write McQuay, Inc., 1699 Broadway Street N.E., Minneapolis, Minnesota.

Meets the Original and More Severe Underwriters' Laboratories Standards 103, March, 1956

McQuay
Means Quality

ECONOMY—Costs from one-third to one-half as much as brick installed. All pre-assembly has been done to eliminate costly on-the-job time and labor.

SAFETY—Listed under the re-examination service of Underwriters' Laboratories, Inc., and on the approved list of F.H.A. and V.A.

QUICK AND EASY INSTALLATION—Average installation time is less than one hour after openings are prepared.

LONGEST SERVICE LIFE—Flue is of stainless steel to permanently withstand effects of combustion gases. Starter box and starter sections are in one unit. Standard 24", 18" and 12" sections give any desired length.

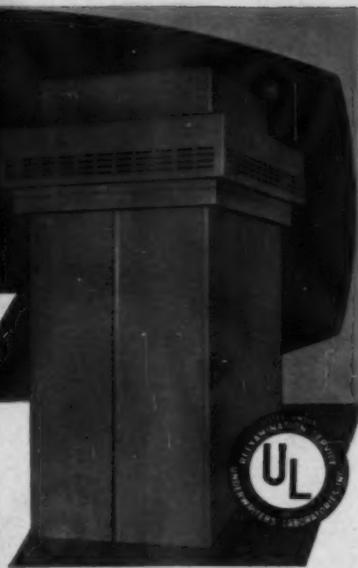
LIGHT WEIGHT—Load on support joists is only 9 pounds per foot of chimney length.

SHIPPED COMPLETE—with easy-to-follow instructions for installing. Units are individually packaged.

McQuay INC.



AIR CONDITIONING
HEATING
REFRIGERATION



McQuay stainless steel tension springs separate and firmly position stainless steel flue.

NEW PRODUCTS . . .



Bender is a time-saver

New steel bender for builders. Allows builder to shape and bend reinforcing steel, on job site, to any shape required. Weighs only 12 lbs., can be set up in minutes. Is easily operated. Provides absolute accuracy and uniformity. Clyde Mfg. Co., Dept. AB, Bridgeway & Turney, Sausalito, Cal.

Circle No. 240 on reply card, p. 114

News in bath accessories

Now . . . bathroom accessories in clay tile. They're functionally designed, come in 40 colors. Feature smooth contours and gravity drain shelves for easy cleaning. Bath-Aid Accessories are durable, stainproof and fadeproof. U. S. Ceramic Tile Co., Dept. AB, 217 4th St., N. E., Canton 2, Ohio.

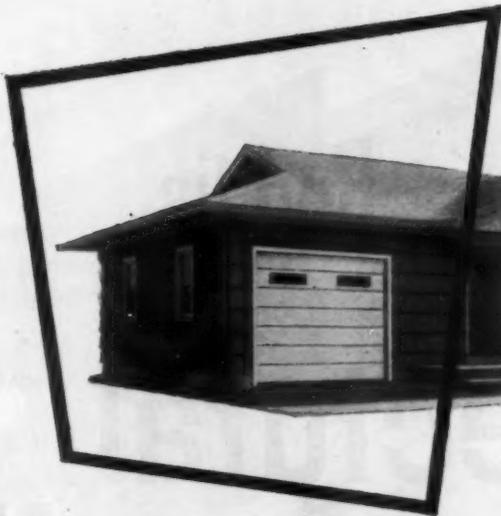
Circle No. 241 on reply card, p. 114



Window fits any opening

All-aluminum . . . this double-hung replacement primary window is available from Alasco. Designed to fit any standard opening. Designed to be contained in single track of conventional window. Automatic latch features positive locking control. Alasco, Inc., Dept. AB, 225 S. Forge St., Akron 8, Ohio.

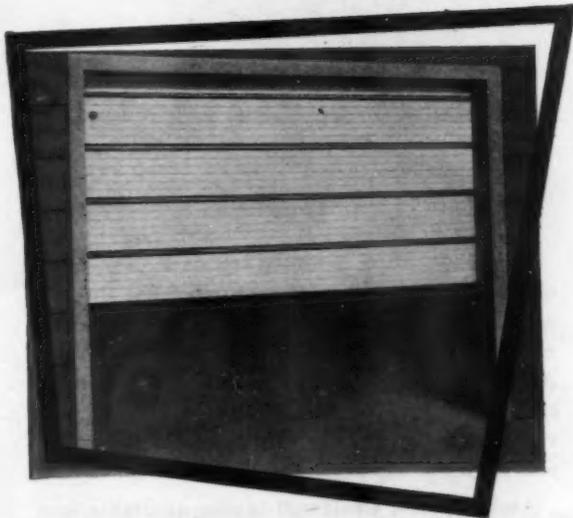
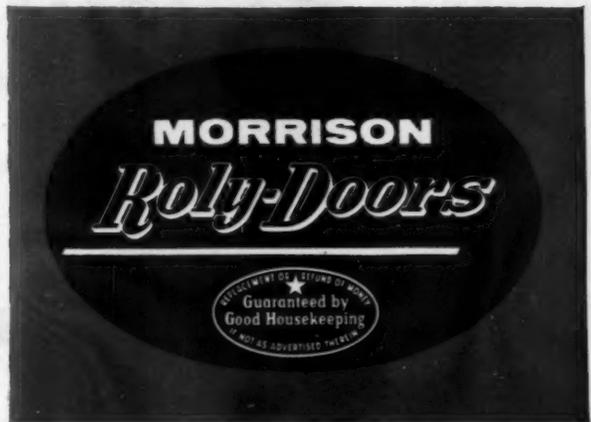
Circle No. 242 on reply card, p. 114



Lifetime attractive appearance

of 7-section steel Roly-Doors adds bonus value to any building—at the right price!

**OPEN and
SHUT case for
MORE home sales**



*Fingertip opening,
closing from any position*

is just one sales-appealing feature of 7-section steel Roly-Doors.

NOTHING PUTS MORE VALUE and sales appeal into your homes—at such reasonable cost to you—as modern, clean-lined steel Roly-Doors! They blend perfectly with any style from ranch to split-level. Their precision steel construction means touch-and-go operation. They can't pinch fingers, rot, warp or sag. Radio-controlled operators for all models. Here's open-and-shut quality for any home you build—in a range of prices that leave you plenty of room for profits.

Write today for all details on Roly-Door Steel and Wood Sectional Overhead Doors in sizes for every residential, commercial and industrial installation—plus name of your nearest dealer-installer.



ROLY-DOOR DIVISION

MORRISON STEEL PRODUCTS, INC., 644 Amherst St., Buffalo 7, N. Y.

Also manufacturers of Mor-Sun Heating and Air Conditioning and Morrison Service Bodies.

announcing! **Roddis**

7/16" architectural craftwall

FACTORY-FINISHED WOOD PANELING

installs direct on studs...no underlayment!

Another Roddis "first"! New, veneered paneling of exceptional strength and rigidity . . . with a new "solid feel". Gives many of the advantages of $\frac{3}{4}$ " material yet costs far less!

Now! Many of the characteristics of the finest $\frac{3}{4}$ " plywood paneling . . . at real cost savings . . . with Roddis' new $\frac{7}{16}$ " Architectural Craftwall!

Sturdy and solid-feeling, Architectural Craftwall is made from choice, hardwood veneers bonded to a $\frac{3}{4}$ " center of Timblend, Roddis' amazing man-made board.

This exclusive Timblend center makes the big difference! A unique, wood blend shavings board, Timblend gives extra strength and rigidity . . . assures maximum freedom from movement after installation. Architectural Craftwall stays put!

Installation is simplicity itself. Architectural Craftwall goes up fast . . . directly on studs or furring strips. No costly, time-consuming underlayment needed. Install with Roddis Contact Cement. Or use nails if preferred.

Sound reduction properties are impressive, too. Tests prove acoustical values of Architectural Craftwall are comparable to plaster or drywall construction.

A wide choice of woods and styles enhance your design possibilities. Select from Birch, Silver Birch, Maple, Oak, Walnut, Elm, Cherry or Mahogany. *Each is completely factory-finished, ready to install.* Available V-grooved at 16" intervals or V-grooved, cross scored and pegged. All panels V-grooved at veneer joints also. In regular plywood sizes . . . *plus lengths to sixteen feet.*

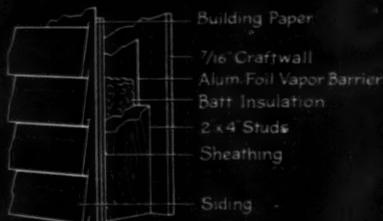
Architectural Craftwall is also available in standard or special size panels, *without grooves*, with matched flitches in the wood of your choice.

For free sample and information on how Roddis' $\frac{7}{16}$ " Architectural Craftwall can give any paneling installation new beauty, greater strength—at lower cost, just send the coupon.

Now... no underlayment required... apply direct to studs and save on material and labor. Rigid new $\frac{7}{16}$ " panels are easy to work with. Once up, they stay put... no movement on the wall! Perfect for both commercial and residential use.

Exclusive New-type Construction. Hardwood veneer bonded to $\frac{3}{8}$ " center core of extra-stable Timblend. Backed with protective veneer that is sealed to lock moisture out.

Prefinished veneer facing — Sealed veneer backing
 $\frac{3}{8}$ Timblend center



So easy to install. Apply direct on studs with Roddis Contact Cement or nails, if preferred.

BUILDERS

Roddis $\frac{7}{16}$ " Architectural Craftwall is a NEW kind of wood paneling! There is nothing else like it in the market. You get permanent, deep-grooved beauty, plus a real "solid feel". $\frac{7}{16}$ " Architectural Craftwall panels work and handle like $\frac{3}{4}$ " material... but cost far less. Test Architectural Craftwall yourself! Coupon brings free sample and specifications.

Roddis Plywood Corporation
 Marshfield, Wisconsin, Dept. AB-958

Please send free sample and information on $\frac{7}{16}$ " Architectural Craftwall.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

RODDIS PLYWOOD CORPORATION
 Marshfield, Wisconsin

They may look alike, but...



**There's
only
one**

ORANGEBURG® Brand!

Like black cats, all bituminous pipe may look alike... but there's only *one* genuine Orangeburg.

It's the quality not the color that has made Orangeburg *THE* brand name in bituminous pipe.

Be sure you deliver Orangeburg *quality* on every job you install. It's your assurance of satisfied customers.

Experience shows that famous brands are the best, year after year, because they give you highest quality. Whenever you buy Orangeburg make sure you get the *genuine*. Look for the name "Orangeburg" on pipe and fittings.

ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y., Newark, Calif.

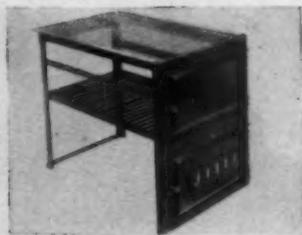


ADVERTISED IN
LIFE



Exclusive Orangeburg Fittings, featuring Taperweld Joints, simplify installation.

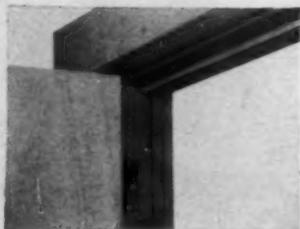
NEW PRODUCTS...



Barbecue for outdoor living

Barbecue unit fits easily into shell of stone, brick, cement, or cinder block. Is 21½" high, 25½" long and 18½" wide. Of all-steel construction, unit is completely flanged. Has adjustable fuel grate and removable cooking grill. Superior Fireplace Co., Dept. AB, 4325 Artesia Ave., Fullerton, Cal.

Circle No. 243 on reply card, p. 114



Jamb goes on dry wall

Here's a split-metal jamb to be applied after drywall application. It adjusts to various stud and dry wall dimensions. Allows for wood stop; eliminates latch rattles and metallic sounds. Installation is simplified. Lorenz Products, Inc., Dept. AB, 4820 N. Central Ave., Chicago 30, Ill.

Circle No. 244 on reply card, p. 114



Moisture barrier is low cost

New barrier system protects floors against moisture from concrete slabs. Insures trouble-free flooring installation. Method saves time, labor and material. Barrier system is part of screeds-in-mastic technique. Details from Nat'l Oak Flooring Mfgs., Dept. AB, 814 Sterick Bldg., Memphis 3, Tenn.

Circle No. 245 on reply card, p. 114



THE ROOF THAT
Never Wears Out!

Ruberoid American Thatch® roof shingles will never wear out because they're made of fireproof asbestos-cement. Copper storm anchors protect butt edges against wind damage. A wide range of dramatic two-tone colors with Ruberoid's famous Duroc® finish to seal color in, seal dirt out. American Thatch is luxury roof beauty that is built to last. See your Ruberoid dealer. For more information ask for American Thatch folder #1343. Write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

American Thatch®

ASBESTOS SHINGLES

The RUBEROID Co.

ASPHALT AND ASBESTOS
BUILDING MATERIALS

MASONITE

Makes the News



Laugh at the weather! Dense, hard and strong, Masonite panels defy extremes in temperature and humidity.

Still leading the siding revolution...

Still giving you extra selling power!

MASONITE exterior panels

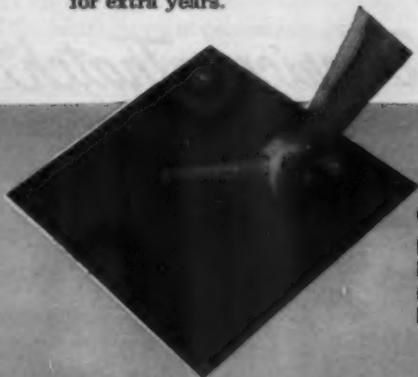
Six years old and winning new friends every day! Masonite's line of revolutionary new siding products is still giving builders new ways to make homes more attractive, with lowered costs...still giving home owners better-looking, longer-lasting exterior walls.

Today you can get any architectural effect you're looking for, through one or a combination of Masonite® exterior panels. All are super-resistant to wind and moisture, heat and cold. All are super-strong, to resist bumping and scraping. All are free from knots and grain, cracking or splintering; every inch is usable; waste is held to the minimum. And all present a surface that's easy to finish, that holds paint for extra years.

Here, in brief, are the revolution-makers:

1. *Shadowvent® Siding*. Unique mounting strip supports panels, hides all nails, speeds application.
2. *Ridgeline®*. Striated texture. Can be stained or painted. In panels, lap siding or shingles.
3. *Panelgroove®*. Smooth-surfaced 4' panels with grooves in regular or random spacing.
4. *Ridgegroove®*. 4' panels combining textures of Ridgeline and Panelgroove.
5. *Tempered Presdwood®*. 4' panels for panel and batten applications.
6. *Lap Siding*. Panels up to 16' long; 12", 16" or 24" wide. With or without wood Shadowline strip.

Give your houses the cost-cutting, strength-building advantages of these revolutionary siding materials. They're available with factory-applied prime coat. Your local lumber dealer stocks Masonite Exterior Products.



GIVE IT THE HAMMER TEST!

Place a section of Masonite siding on a flat surface. Hit it with your hammer—hard! Notice the results. Where else can you get a panel with such impact resistance? Grainless, it won't dent or crack; mistakes in hammering cause no problem. Here's a feature you can demonstrate.



Masonite panels and siding cut, fit easily with minimum waste.



Faster finishing. Many Masonite panels available in Primocote® for better, quicker finishes.



Mix 'em and match 'em. A wide variety of designs heighten appeal, accent featured areas.



MASONITE

©Masonite Corporation—manufacturer of quality panel products.

MASONITE CORPORATION
Dept. AB-8, Box 777, Chicago 90, Ill.

Please send me your free, illustrated brochure giving descriptions and specifications of Masonite exterior products.

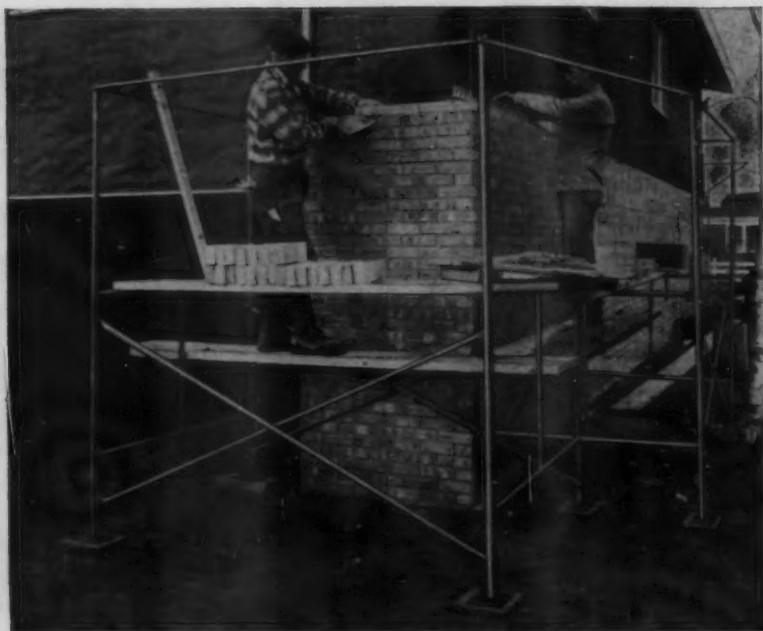
Name

Firm

Address

City State

Zone County



Low-Cost Steel Scaffolding Fits All Light Duty Needs

Light but Sturdy Scaffold Saves Time Everywhere

4-BY-4 Scaffold Advantages:

- ★ Frames made from high-carbon structural steel tubing — assembled by master welders — treated with rust-inhibiting enamel, inside and out.
- ★ Frames are rigid and strong — yet light and balanced for easy handling, transporting and storage.
- ★ Horizontal planking supports every 16 in. permit waist-level material platforms.
- ★ All frames have a built-in ladder.
- ★ Scaffolds can be used safely at heights to five stories.

SAFWAY 4-BY-4 STEEL FRAMES EASIER TO HANDLE AT JOB, ON TRUCK AND IN YARD

YOU SAVE TIME—save money—every time you handle Safway 4-BY-4 steel scaffolding!

In your yard and on the truck, these light four-ft. square frames permit easy one-man handling and compact storage. On the job, they are easily passed up to any level and assembled in place.

Safway 4-BY-4 scaffolding is made from high-carbon structural steel tubing—nature's strongest form—and rigidly welded. Rated capacity is 50 lbs. per sq. ft., with a liberal safety factor. 4-BY-4 is recommended for work up to five stories high.

Multiple planking levels spaced 16 in. apart provide working and material platforms wherever you need them—make it easy to follow brick or block walls as work progresses.

Even on the smallest jobs, Safway 4-BY-4 pays off through faster scaffold erection, minimized worker fatigue and better craftsmanship. 4-BY-4 is priced so low it makes wood scaffolding obsolete!

GET COMPLETE DETAILS!

No matter what type of job you are taking on, call your nearby Safway office for scaffold planning and erection service. Ample local stocks available for sale or rental. And write today for free BULLETIN 68 to . . .



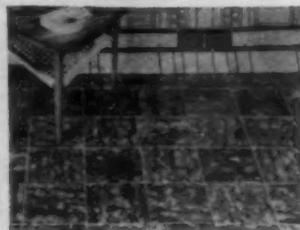
- RENTED and
- SOLD by distributors everywhere

SAFWAY

STEEL PRODUCTS, INC.

6221 W. State St., Milwaukee 13, Wis.

NEW PRODUCTS . . .



Marble for family room

New thin tile that gives rich marble look is installed in this family room. Venetian Coppertone blends with decor of room. It's easily laid, is durable and easy to care for. Thin marble tile comes in 18 colors and 3 sizes: 8x8", 12x12", and 8x12". Vermont Marble Co., Dept. AB, Proctor, Vt.

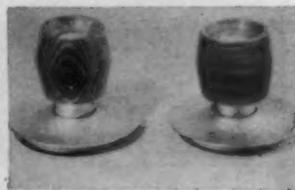
Circle No. 246 on reply card, p. 114



Flashing comes "prefab"

Prefab roof vent flashing is a one-piece unit molded from Du Pont neoprene. Flexible flashing features fast, safe, weather-tight installation. Needs only a non-hardening caulking compound to make installation complete. Above, type "B" flashing on a standard vent pipe. Monarch Rubber Co., Dept. AB, 574 Lincoln Park, Hartville, Ohio.

Circle No. 247 on reply card, p. 114



"Wood" knobs introduced

Decorative doorknobs have been developed which add a note of warmth and style to interiors. Stratawood is the new laminated wood material used. Knobs come with vertical or horizontal graining. Are specially shaped to fit comfortably in the hand. P. F. Corbin, Dept. AB, New Britain, Conn.

Circle No. 248 on reply card, p. 114

NEW HIGHER POWER
 INSTALLATION EASE
 LOWER PRICE

LAU VENTILATING HOODS
 FIT ANY RANGE, ANY OVEN



LAU OFFERS THESE
 BUILDER-DESIGNED PRODUCTS, TOO.



LAU Attic-Exhaust Fans



LAU Wall-Nook Fold Away Table



LAU Wall-Vanity Bath Cabinets

Biggest buy—the new LAU Champion Range Hood. Cop-pertone, Silvertone, or Stainless in 30" through 48" sizes. Two washable aluminum filters—two lights—quiet, two-speed centrifugal blower. Push-button controls. Mitered corners. Pre-wired to junction box for fast installing. Splash plates to match.

Budget buy—the new LAU Challenger Range Hood. Cop-pertone or Silvertone baked enamel in 30" through 48" sizes. Aluminum filter—mitered corners—knock-outs for right or left side installation of optional 7" fan units that can be installed singly or in pairs. Double light and "plug in" for fans pre-wired to junction box. Splash plates available.

Package buy—the new LAU Oven Hood for all standard ovens. Includes ducts, hood, switch, filter, and fan. Easy to install—easy to clean—removable filter—takes minimum cabinet space.

Write for literature and price list.

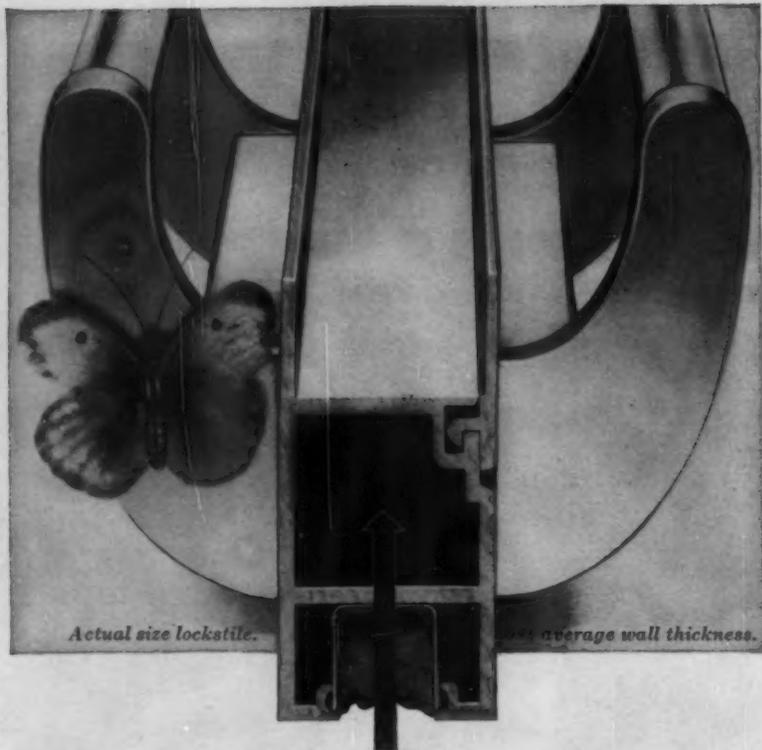
NOTICE: Several good distributing territories available.
 Write if you're interested in the full LAU line.



THE LAU BLOWER COMPANY

FAN DIVISION: 2027 Home Avenue, Dayton 17, Ohio

Other plants in Kitchener, Ontario, Canada and Irwindale, California.



HOW BRAUN BACKS UP THE BEAUTY OF MILLER SLIDING GLASS DOORS

Because a door's performance is vital, Miller's use of heavy tubular sections—with their engineered method of construction—produces a door unmatched for strength and design freedom.

For maximum weatherproofing Miller double-seals the vents with Schlegel Certified woven pile (silicone treated). All aluminum frames are Alumilited for durability and permanent satin finish. Thus the beauty of the lines (2 in aluminum, 1 in steel) is backed by strength and dependability...plus strong selling aids and national consumer advertising. Write for name of your stocking Distributor. See Sweet's Arch. File 16d/Mi.



sliding glass doors by

Miller

Frank B. Miller Mfg. Company, Inc. • Department A.B., 3216 Valhalla Drive • Burbank, California

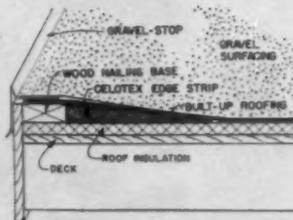
NEW PRODUCTS . . .



Transit handy for builders

Split-image transit is designed for builders. Can measure incline down to the thinness of a dime at 25 feet. Of durable plastic, it's lightweight and easy to operate. Has been thoroughly tested. Hopkins Mfg. Co., Dept. AB, Emporia, Kans.

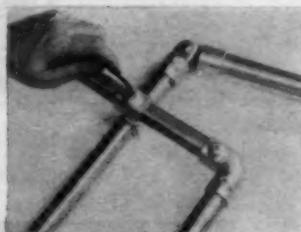
Circle No. Z49 on reply card, p. 114



Insulation controls drainage

Sketch above shows flat roof deck construction using new insulation board product. Designed to prevent sharp bends in roofing felt. Graduating slope of the roof using these edge strips results in better water drainage control. Strips come in 4' lengths. Celotex Corp., Dept. AB, 120 S. LaSalle St., Chicago 3, Ill.

Circle No. Z50 on reply card, p. 114



Fittings slip on

Slip-on fittings slip on pipe or tubing, and are tightened quickly. Eliminates threading, welding and bending of pipe. Pipe structures, in circles, curves or up and down, can be erected easily. John E. Hosking Co., Dept. AB, 1704 Howland Ave., Cincinnati 23, Ohio.

Circle No. Z51 on reply card, p. 114

Find the firm going places...you'll find **FIRESTONES!**



Whether you operate one truck or twenty trucks, you can't buy a tire that costs less per mile than Firestone. Billions of miles of carefully kept fleet records prove Firestone truck tires outwear all others.

Firestone has always built extra stamina into every Firestone truck tire. But now Firestone brings you a brand-new kind of tire rubber—Firestone Rubber-X. Exhaustive truck tire tests proved Firestone Rubber-X is the longest wearing rubber ever used in tires!

Teamed with S/F (Shock-Fortified) cord, Firestone Rubber-X means still more trouble-free mileage, still lower costs per mile. No wonder now more than ever, more going concerns go on Firestones! Ask about Firestone Rubber-X at your Firestone Dealer or Store. That's the place for fast, dependable service, too!

**YOU CAN'T BUY A TUBELESS OR TUBED TIRE
THAT COSTS LESS PER MILE THAN FIRESTONE**

Copyright 1958, The Firestone Tire & Rubber Company

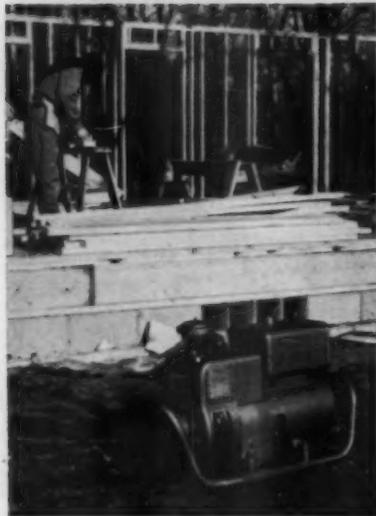


TRANSPORT® SUPER ALL TRACTION®

Firestone

BETTER RUBBER FROM START TO FINISH

Onan
ELECTRIC PLANTS
ELECTRIC PLANT NEWS



"With Onan Portable Power . . .

We set a record for framing 50 houses!"

"We had no utility line within miles of a new development so we bought an Onan 2,500-watt unit," reports a Midwest builder. "With that one Onan keeping two crews busy, we framed 50 houses faster than I thought possible."

An Onan plant gives you plug-in power right from the start for all kinds of power tools. Eliminates delays, hookup charges and long power cords. Onan portable plants combine light weight with 4-cycle dependability and long life. Carrying cradles and 2-wheel dollies available for easy moving on the job.

Gasoline models from 500 to 10,000 watts air-cooled . . . up to 150 KW water-cooled.

New 3KW all-purpose Diesel



One-cylinder, air-cooled, full Diesel engine. All standard voltages. Lower fuel cost, less maintenance and longer life give you lowest cost portable power. Vacu-Flo cooling permits enclosed installations.

ONAN SDRP DIESELS—Higher capacity 3KW full Diesel Plants for low-cost power generation.

See your Onan distributor or write for information

D. W. ONAN & SONS INC.

2528A University Avenue S. E.
Minneapolis 14, Minnesota

CATALOGS . . .

CHURCH CATALOG gives helpful ideas on church construction. Packed with pictures. Shows variety of arch and beam forms. Includes sketches and technical data plus five floor plans. Rilco Laminated Products, Inc., Dept. AB, W-811 First National Bank Bldg., St. Paul 1, Minn.
Circle No. 252 on reply card, p. 114

TECHNICAL DATA file filled with information on insulating concrete. Complete series of specification sheets on systems of lightweight roof construction are offered. File contains properties, data, and diagrammatic drawings on seven systems. Zonolite Co., Dept. AB, 135 S. LaSalle St., Chicago 3, Ill.
Circle No. 253 on reply card, p. 114

EASY INSTALLATION pipe completely covered in an eight-page, illustrated brochure. Describes varied uses of bituminous fiber pipe. Pipe is strong, lightweight, comes in handy 8' lengths. Can be quickly sawed on the job to meet specific requirements. Lists other advantages. The Hess-Snyder Co., Dept. AB, Massillon, Ohio.
Circle No. 254 on reply card, p. 114

TILE COLORS are shown on 1958 color comparison charts. Comparison guides include all major brands of asphalt and vinyl asbestos tile. Also cover patterns such as marble, terrazzo, tweed and cork. Handy reference guide gives complete picture of the range of colors and patterns available. Mastic Tile Corp., Dept. AB, Box 128, Vails Gate, N.Y.
Circle No. 255 on reply card, p. 114

INTERIOR PAINTS with a new vinyl base are described in brochure. Sample colors show numerous muted tints and tones available. Can be brushed on, rolled, or, if properly thinned, sprayed on surface. Dries quickly to a true flat finish. Devoe & Reynolds Co., Inc., Dept. AB, 787 United Nations Plaza, New York, N.Y.
Circle No. 256 on reply card, p. 114

NEW OVERHEAD DOORS highlighted in latest catalog from Airflite. Sketch shows construction details such as three-ply exterior water-proof panels, full-length locking rods. Features listed include low cost, quiet operation, lightweight, ready-to-install package. Airflite Div., Commander Door, Inc., Dept. AB, Holmes, Pa.
Circle No. 257 on reply card, p. 114

Shorelaire
INDUSTRIAL QUALITY FANS

AT SPECIAL PRICES



FOR BOTH VERTICAL & HORIZONTAL INSTALLATION
WESTINGHOUSE—G.E. MOTORS
S.K.F. BALL BEARING FAN SHAFT

Model	Blade C.F.M.	Size	Ht.	List Price	Dealer Cost
30-I.S.	7,585	30"	12"	\$ 99.95	\$49.90
36-I.S.	10,121	36"	12"	\$115.00	\$56.15
42-I.S.	12,523	42"	12"	\$135.00	\$57.40

Write for Catalog showing our complete line of industrial fans and name of your nearest distributor.

DISTRIBUTORS WANTED

C & H Air Conditioning Fan Company, Inc.
1591-1623 DeKalb Ave., N.E.
Phone Jackson 5-0443 ATLANTA 7, GA.

CUT OFFICE OVERHEAD AND SAVE PRECIOUS \$

Our new, illustrated 1958 catalog leads the way to efficiency with thousands of top quality office, accounting and stationery items priced to save you money.

W2 Forms a Specialty—Every Employee Must Have One! (Send for Samples!)



Write for Your Free Copy of Our 100-Page Catalog Today! No Salesman Will Call

Industrial Division
ACCOUNTANTS' SUPPLY HOUSE
305 Canal St., N. Y. 13, N. Y. AB-3

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FIRM NAME

ADDRESS

CITY STATE



"No home is modern without concealed telephone wiring"

—says Mr. F. J. Mallerdino, Builder, of Chicago, Illinois

"I'm putting at least five telephone outlets in every house I build," says Mr. Mallerdino. "They're conveniently located, with the wiring neatly and attractively concealed in the walls. I point them out to prospects, and I advertise them.

"In order to be competitive, a builder has to put as many modern features as he can into the homes

he builds. And I'm convinced that today no home is modern without concealed telephone wiring."

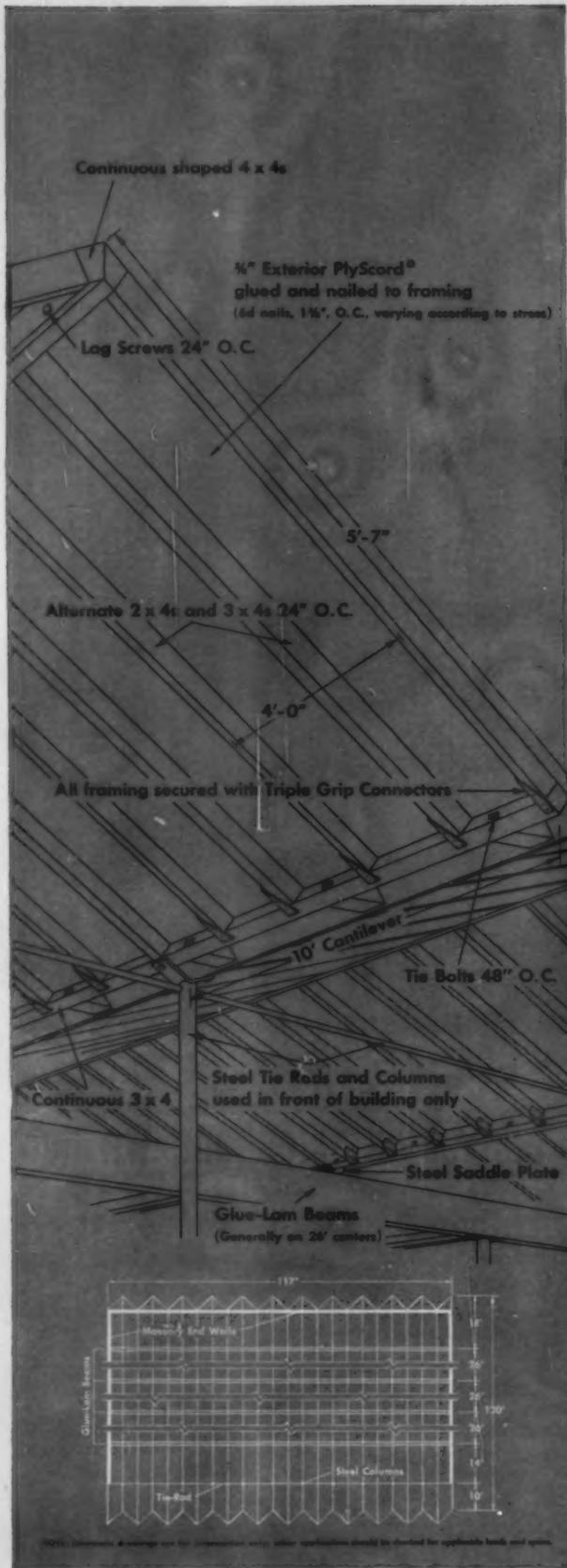
* * *

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

BELL TELEPHONE SYSTEM



New low-cost covers



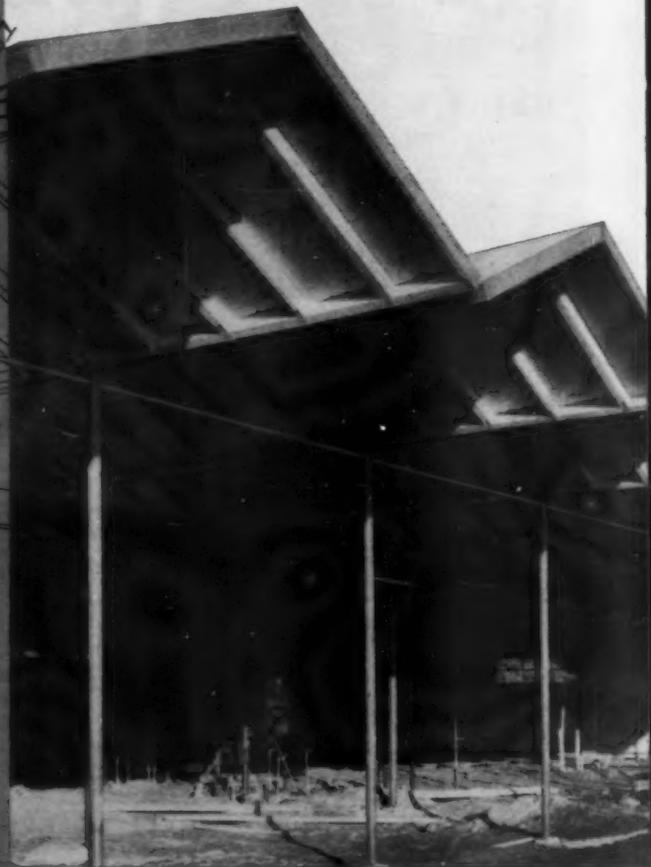
YEAKEL-POWELL BUILDING

LOCATION: Burien, Wash.

ARCHITECT: Jack N. Bryant, A.I.A.

STRUCTURAL ENGINEER: Harvey H. Johnson

CONTRACTOR: Powell Construction Co.



fir plywood folded plate roof 14,000 sq. ft. in only 9 hours

Fabricated on the job with common labor, new roofing system costs 10-20% less than conventional construction—provides attractive appearance, superior structural values.

THIS PRECISELY ENGINEERED folded plate roof—the first of its kind using lumber-framed plywood sections in series—offers several unique advantages:

Low cost and fast job-site assembly using common labor. Plywood components were installed by a 6-man crew in less than nine hours. Total costs, including all labor and materials, came to less than 80c per square foot—a figure some 10 to 20 percent less, locally, than joist or truss construction accomplishing the same clear floor area.

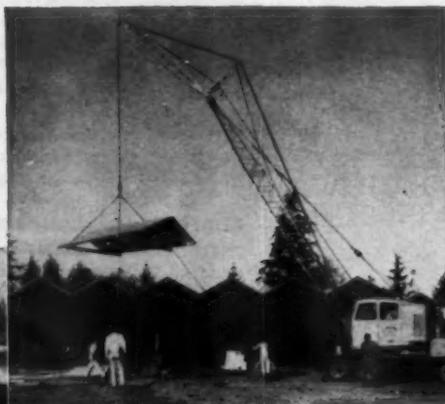
Structural simplicity. The roof consists of 11 plywood folded plates which rest on four glue-lam beams.

Each of the inclined planes is a rigid plywood diaphragm, paired to form a giant self-supporting inverted V-beam which spans 10 feet from valley to valley and 26 feet from beam to beam. Posts, trusses and purlins are eliminated and the architect estimates that spans could be almost doubled where called for by the design.

Design adaptability. The plywood folded plate system provides large, clear floor areas and freedom in arranging—or rearranging—interior partitions. The folded plate creates an unusually attractive profile, with bays defining individual store areas.

FOR INFORMATION about fir plywood folded plate construction or other data—write
DOUGLAS FIR PLYWOOD ASSOCIATION
TACOMA 2, WASHINGTON
—an industry-wide organization devoted to research, promotion and quality control

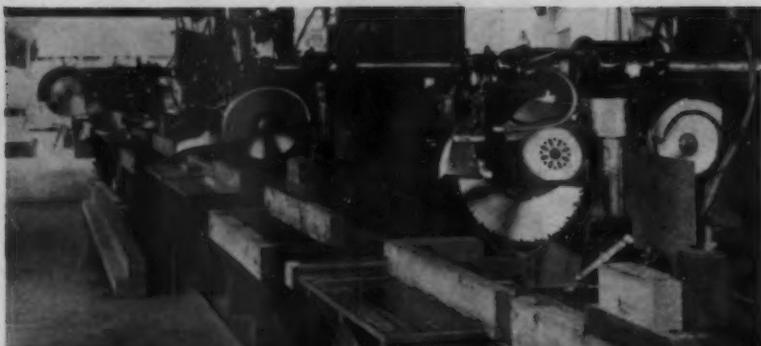
Always specify by DFPA grade-trademarks



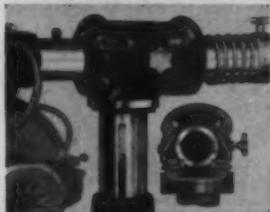
Fir plywood folded plate components were built on ground, crane-lifted into position in pairs. Heaviest lift was about 1,000 lbs. Contractor was impressed with the ease with which his crew assembled and erected sections.

The folded plate provides distinctive profile, freedom in placement of interior partitions. The front was given a 10' overhang to cover store entrances. Underside was covered with medium density overlaid plywood to provide smooth, check-free paint base.





ten comet "senior"
radial arm saws
build profits for
washington builder



**SMOOTH, HEAVY DUTY
CUTTING IN TOUGH, HIGH
PRODUCTION OPERATION**

When the going is rough and rugged day after day... year after year... the COMET "Senior" carries the load... at a profit. Massive steel "arm" glides, free of maintenance, on 8 permanently lubricated ball bearing rollers, fully dust protected... moves completely out of the way after the stroke. Exclusive COMET return-spring enables presetting of cut-off strokes... assists blade return and increases production up to 20%. Ask your dealer about the COMET "Senior," with 3, 5, or 7½ hp... or write direct for full information.

There is a COMET "Cost-Cutter" Engineered for You . radial arm saws, table saws, band saws, shapers, jointers and specialized cutting machines. Packaged power feeds available for all COMET machines.

COMET Manufacturing Company a Division of The Siegler Corporation
2033 Santa Fe Avenue, Los Angeles 21, California, dept. AB-8

COMET. 

CATALOGS . . .

WALL COVERING ideas illustrated. Pamphlet describes varieties of vinyl-coated fabric wall covering. Shows wall texture, Japanese silk for oriental styling, an abstract geometric pattern for contemporary styling, a tapestry or woven fabric for traditional. Easily applied. New Castle Products, Inc., Dept. AB, New Castle, Ind.

Circle No. Z58 on reply card, p. 114

DECORATIVE ART with laminated plastics is the subject of a 6-page Formica catalog. Explains decorative art in plastics with original paintings, artlay, and inlay processes. Illustrates murals, designs and art treatments sealed into durable Formica. From Formica Corp., Dept. AB, 4614 Spring Grove Ave., Cleveland 32, Ohio.

Circle No. Z59 on reply card, p. 114

BATHROOM FASHION NOTE . . . in attractive brochure from Showerfold. Describes tub and shower enclosures of flexible, extruded polyethylene panels hinged with aluminum sections. Fit all standard tub and shower enclosures. Available in decorator colors. Showerfold Door Corp., Dept. AB, 6585 W. Warren Ave., Detroit 10, Mich.

Circle No. Z60 on reply card, p. 114

HARDWARE BULLETIN details full line of Slide-A-Fold hardware. This four-page bulletin features new Har-Vey model "B" hardware for folding doors. Easy installation is described along with photos showing actual construction. Gives door sizes and openings. American Screen Products Co., Dept. AB, 61 E. North Ave., Northlake, Ill.

Circle No. Z61 on reply card, p. 114

REINFORCING CONCRETE completely detailed in this informative material. Explains how and why reinforcing keeps concrete slabs, sidewalks, driveways from cracking. Material shows welded wire fabric in various applications. American Steel & Wire Div., United States Steel, Dept. AB, Cleveland 13, Ohio.

Circle No. Z62 on reply card, p. 114

TREND-SETTING KITCHENS are illustrated in color catalog from Revco. Catalog will help you plan a kitchen to suit individual tastes and requirements. Shows how built-in refrigerators and freezers fit into country or city, formal or informal kitchens. Revco, Inc., Dept. AB, Deerfield, Mich.

Circle No. Z63 on reply card, p. 114



**NATIONAL LOCKset®
NEWS**

Builders:
CASH IN ON THIS

SUMMER SPECIAL

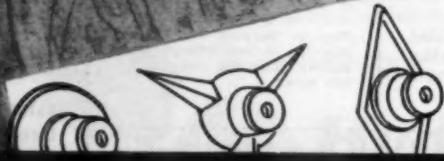
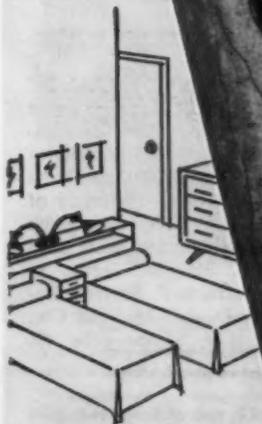
**NOW...INSTALL NATIONAL
LOCKSET WITH 5" BACKSET
AT NO ADDITIONAL COST**

NOW order NATIONAL LOCKset with 5" backset . . . at the regular 2³/₈" backset price. Save \$1.20 on every 5" lockset you buy! Place an ample order for your summer and fall requirements. This special, limited offer expires October 15, 1958.

**Decorative trim on interior
doors increases the value
of the homes you build**

NATIONAL LOCKset enables you to install auxiliary trim on interior doors . . . at no premium lockset price, other than cost of the decorative escutcheon. Here's a real opportunity to add more beauty, value and "sellability" throughout the homes you build. See your dealer who handles Medalist hardware NOW. Install it with pride.

SPECIAL OFFER . . .
Special combination 2³/₈" - 5" backset jig is available. Ask your dealer.
TIME IS LIMITED



Specify it with confidence . . . Install it with pride
MEDALIST HARDWARE DIVISION

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS

CATALOGS . . .

METAL BUILDINGS and their "magic" . . . explained in a new 6-page brochure. Shows varied uses of pre-engineered metal buildings for schools, churches, stores, and farms. Lists such features as low-erection cost, low maintenance. Sketches show basic types available. Metal Building Mfgs. Assn., Dept. AB, 2130 Keith Bldg., Cleveland 15, Ohio.

Circle No. Z64 on reply card, p. 114

PLASTIC PRODUCTS for construction. Latest news on them in a colorful brochure from Delta Products. "New Shapes In Plastics" shows various products produced by vacuum, vacuum snap-back, drape and stretch forming. Illustrates the wide variety of plastic materials. From Delta Products, Dept. AB, 1400 Henderson, P. O. Box 1440, Fort Worth 1, Tex.

Circle No. Z65 on reply card, p. 114

PREFAB LINE is introduced in complete kit from Stylecraft. Fact sheets give floor plans and information on various models. Details services to builders, erection, financing, promotion plans for homes "designed with the builder in mind." From Stylecraft Homes, Inc., Dept. AB, 1032 Lee St., Des Plaines, Ill.

Circle No. Z66 on reply card, p. 114

ALUMINUM FEATURES from roof to threshold of the "House of Ease" are pointed out in Reynolds catalog. Gives information about siding, windows, hardware, ductwork, etc. Describes qualities of aluminum products such as durability, easy maintenance. Reynolds Metals Co., Dept. AB, 2500 So. Third St., Louisville 1, Ky.

Circle No. Z67 on reply card, p. 114

PAINTS, PRIMERS, FINISHES . . . all covered in informative kit from Sta-Dri. Gives applications and uses of masonry paint which stops water and decorates. Shows colors available. Colorcaster also shows 54 contemporary colors for interior and exterior plastic paint. American Sta-Dri Co., Dept. AB, Brentwood, Md.

Circle No. Z68 on reply card, p. 114

CLEAR SEALER AND PRIMER is one of the wood finishes and sealers presented in a colorful catalog. Clear synthetic resin sealer penetrates below surface of wood. Seals against moisture and uneven stain or paint. Brochure describes applications, colors and coverages. Monsanto Chemical Co., Consumer Products Div., Dept. AB, St. Louis 1, Mo.

Circle No. Z69 on reply card, p. 114

FOR A SLIGHT CHARGE . . .

PAINTING POINTERS are given in a fact-filled booklet. Provides answers to on-the-job painting questions. Contains surface area charts and tables, a 16-page dictionary of painting terms. Information given on estimating labor and costs on a painting job. Send 25 cents to Painting Contractors' Service Bureau, Archer-Daniels-Midland Co., P. O. Box 839, Minneapolis 40, Minn.

SLIDE-CHART calculates heat gain through windows. Gives detailed data quickly. Can be adjusted for latitude, season, window orientation and time of day. Aids in planning air-conditioning installation. Price: \$1.00. Reflectal Corp., Dept. AB, 310 S. Michigan Ave., Chicago 4, Ill.



The new custom-finished
BRENTWOOD* PATTERN
in Nova Shake-Panels

The Brentwood Pattern produces a fresh, striking exterior no other shake can offer. This entirely new shake finish comes only on Nova Shake-Panel, 16 1/2" x 46 1/2". The smooth Cedar texture is striated at random intervals with heavy, tapering V-grooves. The ends of the panel are V-grooved to form invisible joints and present an unbroken pattern across the building.

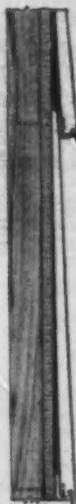
This custom-finished panel surprisingly has the same low price as regular Nova Shake-Panels. And all the construction features of Nova Shake-Panels are there. The highest-grade Cedar Shakes are electronically glued and pressed onto a standard wood-fiber backer. The waterproof glue is not used in spots, but on almost the entire surface to be adhered. Wide shiplaps give a positive joint.

The Brentwood-Pattern Panel is nailed conventionally over sheathing, with the application economies of fast coverage. For full data, use the coupon.

*Pat. Pending

For the best in Shake finishes
... Nova Shake-Panel

The regular Nova Shake-Panel has a grade of Shakes all its own—S1 Novagrade. A polymerized paint finish on the shakes is equal to a first-grade exterior house-paint job. In addition, this top-quality panel offers the choice of conventional nailing—or application with the Panel-clip, with or without sheathing. This is the only shake-panel that can be used without facenailing. Use the coupon for full data.



NOVA SALES
Co. Trenton 3, N. J.

A wholly owned
subsidiary of
Homasote Company



Send the literature and/or specification data checked:

- Nova Shake-Panel Novafold Doors
 Nova Shakes Nova Cedar Closet Lining
 Nova Brentwood Pattern Shake-Panel

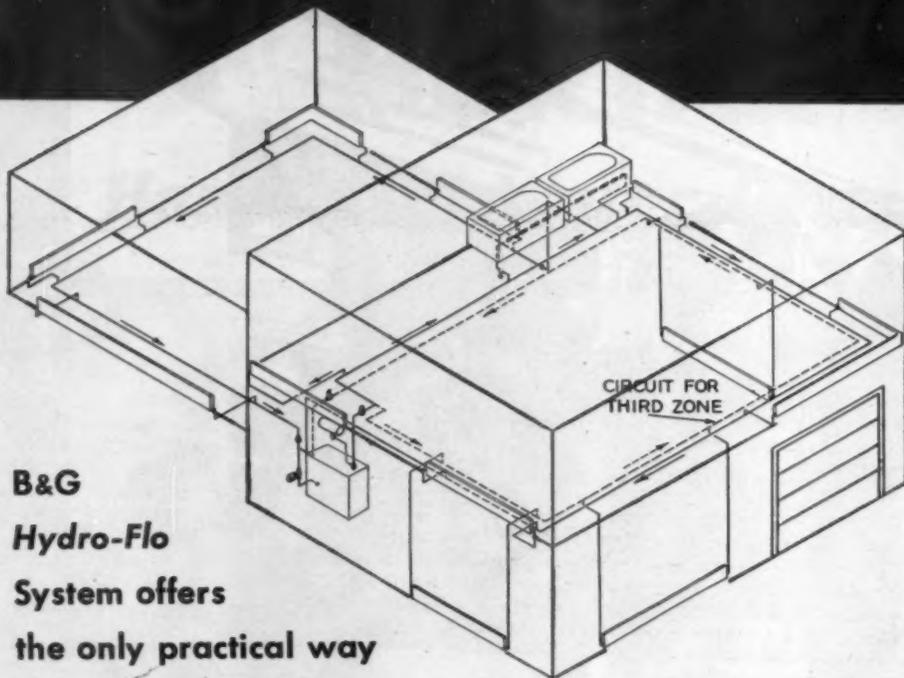
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CITY.....ZONE.....STATE.....H-39

LOW COST ZONING

with Forced Hot Water Heating



B&G
Hydro-Flo
 System offers
 the only practical way
 to zone-control the
 heating of both conventional and split-level houses



B&G BOOSTER
 ...key unit of the B&G
 Hydro-Flo System

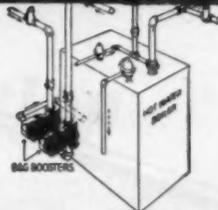
Engineered for compactness, silent operation and years of service, this electric pump circulates boiler water for heating the house. It is built with precision manufacturing methods which translate good design into superior product... permit mass production with custom-built quality.

The B&G Booster has a solid reputation for quiet, dependable and long-lived operation. That's why over two million units have been sold to date!

The growing popularity of split-level homes and their need for zoned heating gives added value to the easy zoning characteristics of the B&G Hydro-Flo Forced Hot Water System. Only a minimum of simple, dependable equipment is required.

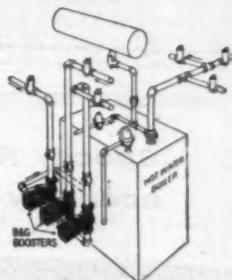
The tri-level house illustrated above is heated with a baseboard system which can be optionally installed in one, two or three zones. For one or two zones, the basic piping plan is not changed—the three zone system requires a short additional piping circuit.

A two-zone effect can be achieved, if desired, with only one pump. The balancing valves installed in the return lines from the two piping circuits can be adjusted to maintain either a uniform temperature throughout the house or to provide different temperatures in the living-dining-kitchen area and in the bedroom-recreation-garage area.



Two zone system

By introducing a second pump, completely automatic temperature control in two zones is effected. Each zone pump is controlled by a thermostat which permits the occupants to vary the temperature in the respective zones as desired. The piping differs from a one zone system only in the return connections to the boiler.



Three zone installation

With three B&G Booster Pumps installed, each level of this tri-level home is under individual thermostatic control, permitting three different temperatures in the same house. The economy in fuel and the added comfort is obvious when it is considered that each section of the house can be warmed to a degree consistent with its functions.



Hydro-Flo SYSTEM

BELL & GOSSETT
 COMPANY

Dept. FJ-11, Morton Grove, Illinois

Reg. U.S. Pat. Off.

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

PUT YOUR MONEY IN EXTRA VALUE...

but don't "Gold-Plate" the drain!



Specify Republic Steel Pipe for maximum economy in waste line service

Selecting building materials for economy as well as reliability helps you gain a competitive edge in today's housing market. The more you save, the more you can invest in extra-value features with proved sales appeal.

This is the reason why it will pay you to specify Republic Steel Pipe for waste line service. It provides immediate savings for you plus a lifetime of trouble-free service for your buyer.

Beyond initial low cost, however, steel pipe offers you relative stability in price and availability. As a result, profit robbing estimate variations and installation interruptions are

eliminated. And since one grade of steel pipe meets all requirements, you encounter no costly problems caused by installing the wrong grade.

Finally, Republic Steel Pipe provides unexcelled workability. In the hands of any reputable plumbing contractor, Republic Steel Pipe assures a fast, economical installation.

Now is the time to take full advantage of the extra-value potential of steel waste line piping. For complete information, contact your Republic Pipe Distributor or write Republic Steel Corporation, Department AB-5702A, 1441 Republic Building, Cleveland 1, Ohio.

REPUBLIC STEEL

World's Widest Range of Standard Steels and Steel Products



BRIXMENT MORTAR

Has Better Water-Retention



Place a dab of Brixment mortar and a dab of ordinary cement-and-lime mortar on a brick. Wait a minute, then feel each mortar.



The one that stays plastic longer will be the one having the highest water-retention. Feel the difference with Brixment mortar!

—AND HIGH WATER-RETENTION IS ESSENTIAL TO WELL-BONDED, WATERTIGHT MASONRY

Water-retaining capacity is the ability of a mortar to retain its moisture, and hence its plasticity, when spread out on porous brick.

High water-retaining capacity is of *great importance* in mortar. If the mortar does not have high water-retaining capacity, it is too quickly sucked dry by the brick; the mortar stiffens too soon, the brick cannot be properly bedded, and a good bond cannot be obtained.

Brixment mortar has high water-retaining capacity. It strongly resists the sucking action of the brick. Brixment mortar therefore requires less tempering, stays smooth and plastic longer when spread out on the wall. *This permits a more thorough bedding of the brick, and a more complete contact between the brick and the mortar.* The result is a better bond, and hence a stronger and more water-tight wall.

LOUISVILLE CEMENT COMPANY, LOUISVILLE 2, KENTUCKY

Cement Manufacturers Since 1830

Heating ...

What are
builders
getting
today? →

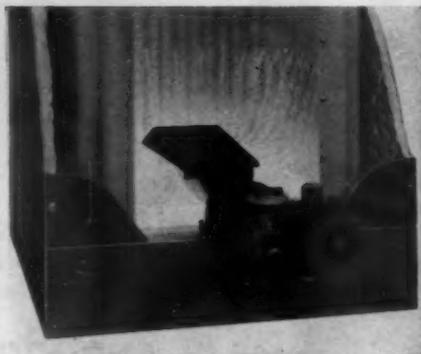
(This is a summing up of American Builder's latest national survey—one in which we discovered that the average home builder spends from 3-5% of total house costs on heating. Are manufacturers delivering value for the builder's dollar? Here are the answers.)

BETTER STYLING



UNOBTRUSIVE baseboard unit is the norm today for hot-water systems, because home buyers demand it. This system by Spi-Rol-Fin is zone-controlled (Circle No. Z23, p. 114).

NEW IDEAS



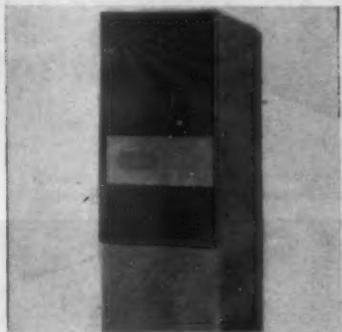
INCREASED efficiency captures more heat from gas flame in a forced warm-air furnace. Most prominent feature in Airtemp Div.'s new "downsweep" burner. (Circle No. Z24, p. 114.)

CHANGING FUTURE

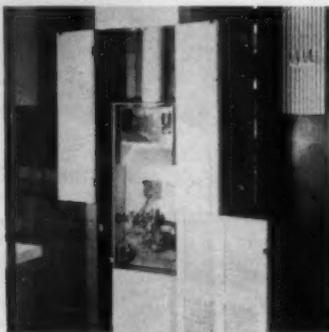
By 2000 A.D., your sons will be installing solar heating systems in their new houses without a second thought. (See this month's "Tomorrow's House," p. 15.) But for the next few years changes will not be so drastic.

In the years immediately ahead, however, there are some things builders and manufacturers tell us are coming:

- Electric heat. This emerged as the number-one trend. Principal reasons cited were the saleability of its easy mainte-



TYPICAL of today's clean-lined warm air units is new hi-boy by Typhoon. It fits as easily in family room as basement. (No. Z25, p. 114.)



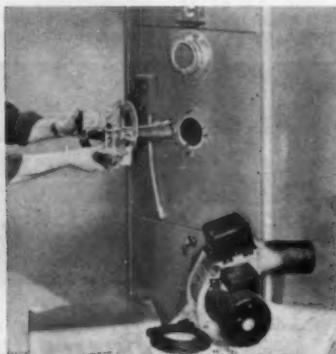
SAVING much-needed floor space is a strong feature of today's heating equipment. This trim gas furnace is by Frigidaire. (No. Z26, p. 114.)



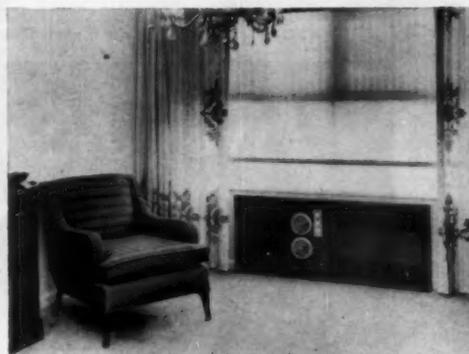
HYDRONIC (or wet heat) systems are getting improved styling today, too. This attractive gas-fired boiler is by Richmond. (No. Z27, p. 114.)



RADIATION is the heating principle employed by Spencer's new ceiling "baseboard" system. Said to be quite competitive. (No. Z28, p. 114.)



QUICK change-over is advantage of conversion gas burner by Rheem for its oil furnaces. Good news for builder-remodelers. (No. Z29, p. 114.)

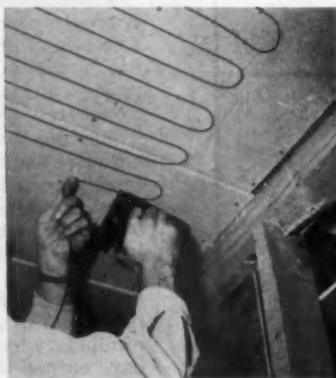


NEW IDEA in combining wet heat (by convection) with summer cooling are "Weather-Twins" by Embassy and Kelvinator. (No. Z30, p. 114.)

nance and the probability of utility rates going down.

- Heat pumps. A growing contender for the market, this combination heating and cooling unit may dominate the field sooner than you think. One firm, The Mathes Co. of Ft. Worth, Tex., believes heating costs can be lowered in the next few years through using improved heat pumps.

- More combination units. In both forced hot-air and hot-water systems, summer cooling will increasingly be added.



MANY RADIANT heating systems are on market today: electric, hot air, hot water. This is Goodrich's vinyl electric compound. (No. Z31, p. 114.)



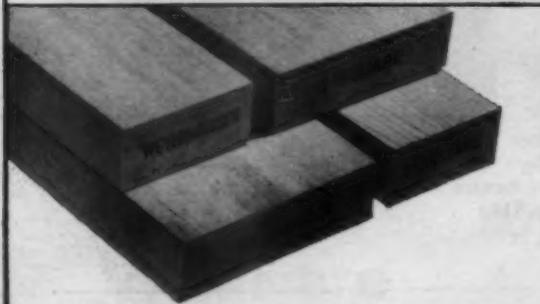
MORE manufacturers are producing heat pumps every year. Westinghouse was one of the first. Here is a unit from its line. (No. Z32, p. 114.)



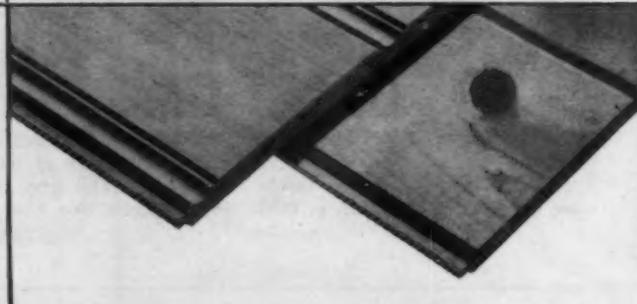
BOARDS: Seasoned before surfacing to size. Available in a wide range of species and grades.



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DIMENSION: Scientifically kiln-dried framing lumber contributes to sound, durable construction.



PANELING: Kiln-Dried Panelings come in a wide choice of species and patterns...also beautiful plywood panelings.

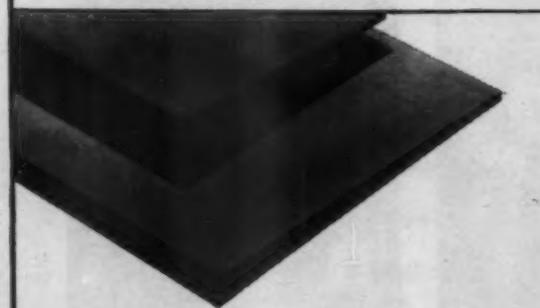
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4-SQUARE

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END-MATCHING eliminates waste and reduces building time. End-Matched items include wall and roof sheathing, sub-flooring, finish flooring, drop siding, and ceiling.



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Basically better because...

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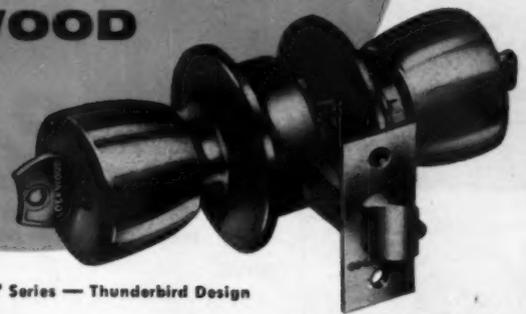
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and end

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LOCKWOOD SPEEDRIL takes the hard work out of lockset installations . . . is foolproof and speedy . . . *cuts installation costs.*

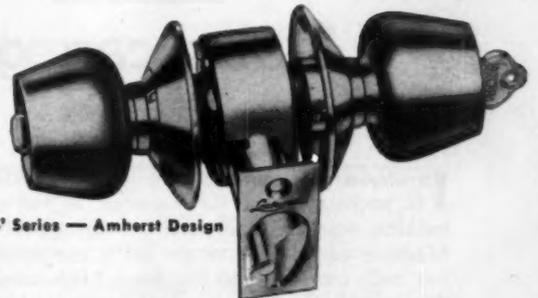
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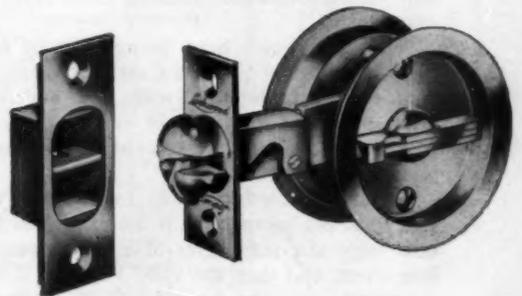
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LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.



SIX-INCH LAYER of washed gravel is spread over the uncompacted backfill in this foundation. Note hilly site, the reason why so much cutting and filling are necessary in this area.

HOW TO BUILD IN HIDDEN VALUES

Slabs can go over uncompacted

In southern Virginia, where lots of backfilling is necessary and the material is red clay, builders who use slabs have a settling problem. Machine compaction of the fill is one solution, but both builders and the local FHA consider this intermediate-pier method better and more economical.

The slab shown here, being built by former NAHB president Edward Carr, is typical. First, footers and foundation walls are built. Then come piers 16" square, built of 8" blocks. They are carried up to the same height as the side walls.

Backfill is now brought in, to within 6" of the pier tops. No compacting is done. Builder Carr's next steps are: a 6" layer of gravel, a polyethylene sheet, and then the slab. The slab is now a structural unit. Should the backfill settle completely away from it, the slab will neither drop nor will it crack.



DOTTED LINE indicates pier position. Mesh must be lifted an inch off barrier as the concrete is poured.

Length of slab	Maximum spacing center to center of piers		
	6 ft. Minimum pier footing 115 sq. in.	7 ft. Minimum pier footing 130 sq. in.	8 ft. Minimum pier footing 175 sq. in.
Up to 45 ft.	6x6—10/10	6x6—8/8	6x6—6/6
Over 45 ft. Up to 60 ft.	6x6—8/8	6x6—8/8	6x6—6/6
Over 60 ft. Up to 75 ft.	6x6—6/6	6x6—8/6	6x6—6/6

TABLE shows minimum size and gauge of reinforcing wire used under intermediate-pier supported slabs.

GUIDE FOR THE MONTH OF AUGUST

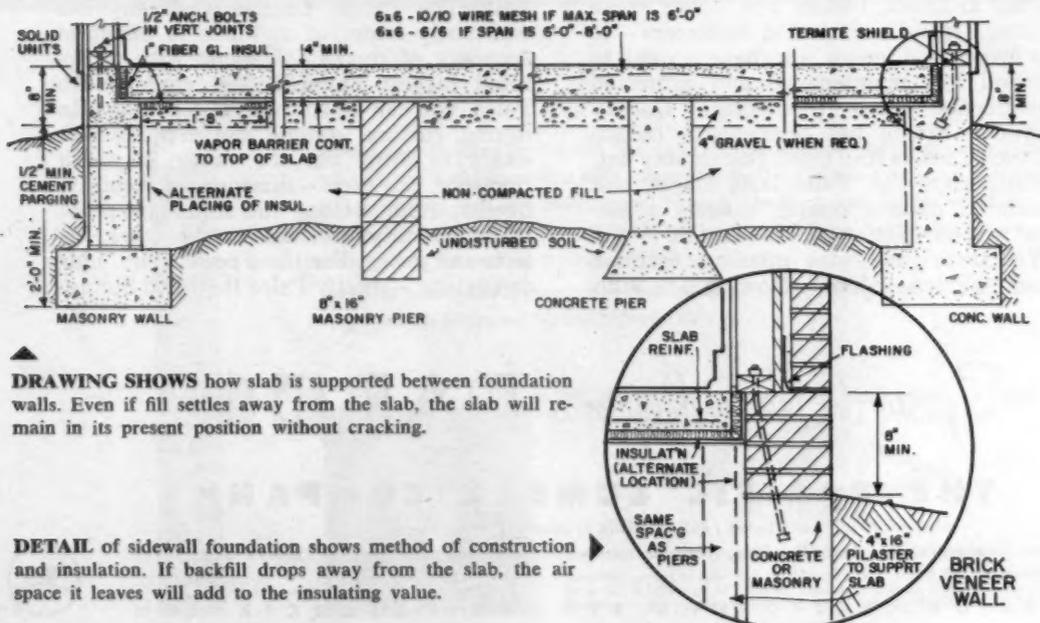


CROSS-SECTIONAL photo of slab shows backfill, layer of gravel, vapor barrier and steel mesh. Blocks at right are the top of one of the piers. Clay pipe sections are heating ducts.

fill with this pier system

WHAT

HOW



DRAWING SHOWS how slab is supported between foundation walls. Even if fill settles away from the slab, the slab will remain in its present position without cracking.

DETAIL of sidewall foundation shows method of construction and insulation. If backfill drops away from the slab, the air space it leaves will add to the insulating value.



Everyone benefits from the "hidden values" in PALCO Redwood Siding

To the architect, builder and dealer whose futures depend on satisfied customers — to the owner and lender who have a right to demand low maintenance and protected investments, Palco *Architectural Quality* Redwood Siding has permanent "hidden values." Corners stay tight. Boards stay flat. Nailing stays put. Paint lasts longer, and unpainted natural beauty outlasts a lifetime without a moment's attention.

Yet there's no extra premium cost for these "hidden values." Now in its 90th

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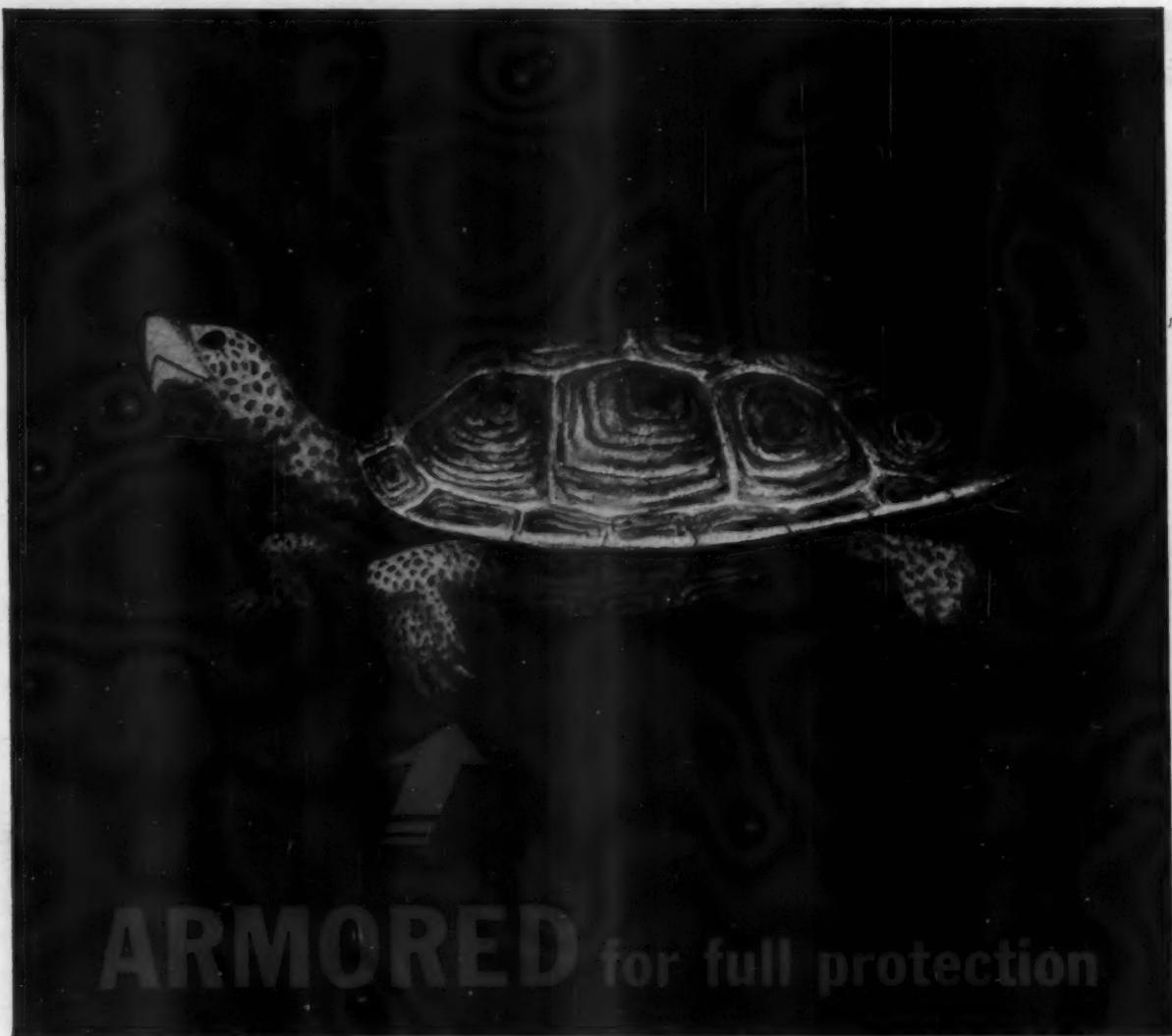
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Speed up your building program . . . cut installation and painting costs . . . and sell with pride . . . when you use Simpson Overlaid Plywood siding.



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RELY ON

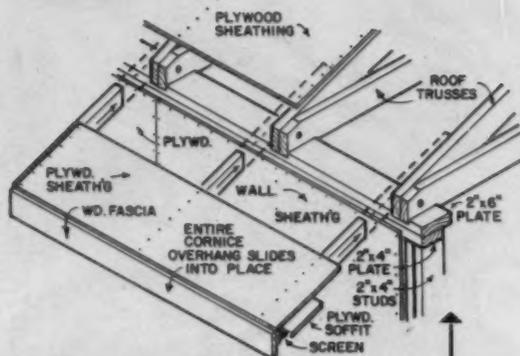


PLYWOOD

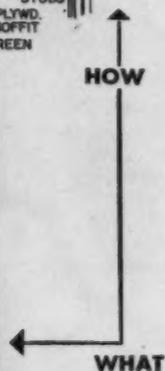
How to save 30% on installation and finishing costs, write:
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C O S T S A V E R F O R A U G U S T

Mechanization:
this eave overhang
component . . .



TWO MEN position component. Plywood soffit rests on frieze board.



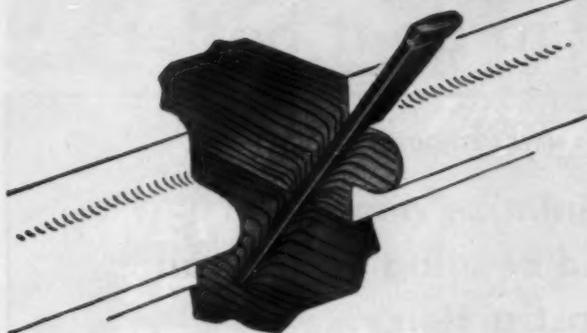
. . . reduces site labor 50%

A. C. Milne gets around in the field a lot in his work as a regional sales manager for American Houses. One consistent complaint he found is that builders say its costs a lot to put up eaves overhangs. As a result, Milne came back with an idea for his company and John K. White engineered the eaves-overhang component shown above. According to American Houses, use of the component reduces site labor by 50 per cent compared with building a knocked-down overhang. The overhang is of plywood sheathing, outlookers, and a screened soffit. These parts are preassembled into a single 8' long component. The unit slips into place; requires no measurement or judgment by the builder's crew. Once lifted into position, the component is temporarily retained by leverage of the outlooker against the roof sheathing until the outlooker is permanently nailed to the upper chord of the truss. Result: Another example of mechanized building at work with fewer nails used, fewer pieces of leftover lumber, less on-site labor, more time saved.



OUTLOOKER (2x4) is nailed to upper chord of truss. Before nailing, the component supports itself by leverage of outlooker against roof sheathing.

Why LaBelle Cut Nails hold tighter, longer



LaBelle Special Hardened Cut Nails cut and wedge their way into wood so that the wood fibers work like the barbs on fish hooks. This keeps floors tight, solid and silent for years.

Cut from solid steel, LaBelle Nails have four sharp corners and tapered shanks. They are available in many types—from 1½" to 8" long. For details, see our representative or write to Wheeling Corrugating Company, Wheeling, W. Va.



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LaBelle Cut Nails are stocked in Boston, Buffalo, Chicago, Columbus, Detroit, Kansas City, Louisville, Minneapolis, New Orleans, New York, Philadelphia, Richmond, St. Louis. SALES OFFICES in Atlanta, Houston

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BECAUSE... In-Sink-Erator national ads and merchandising aids really help you sell!

BECAUSE... In-Sink-Erator offers a disposer for every builder need. Ask us!

See our catalog in Sweet's light construction file, No. 9a/In; Sweet's architectural file, No. 24a/In; or write, wire or phone In-Sink-Erator Mfg. Co., Dept. **AE-88** Racine, Wis.

In-Sink-Erator

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OF THE GARBAGE DISPOSER

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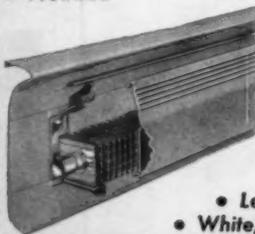


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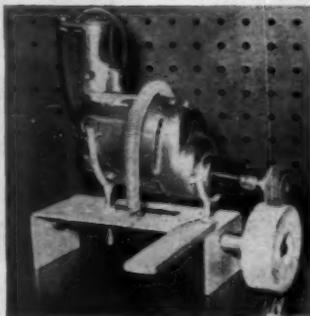
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- Lengths From 2 to 20 ft.
- White, Copper, or Chrome

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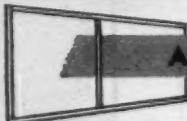


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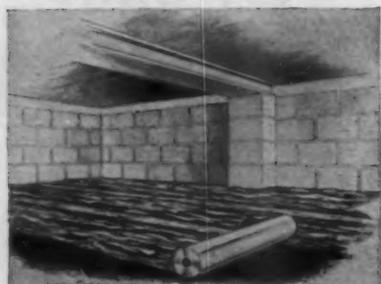
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from
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DURETHENE film offers permanent protection because it is completely unaffected by normal temperature or sudden temperature changes. It's flexible, handles easily, ages well and won't crack or break. Besides being water-resistant and rot-proof, DURETHENE polyethylene film also resists tearing, puncturing and rough handling.

This amazing material has an endless number of uses: as a sidewall moisture barrier, for curing concrete, for machinery and material protection, and for flashing around windows, doors and foundations. DURETHENE film is light in weight—1,000 square feet of 4 mil film weighs less than 20 pounds—and it's available in widths up to 40 feet, 100 feet long in black or clear. Four mil DURETHENE film meets FHA requirements.

For more information on DURETHENE polyethylene film, write to Koppers Company, Inc., Plastics Division, Durethene Dept. AB-88, Pittsburgh 19, Pennsylvania.



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How to do it better

HERE'S A NEW METHOD:

Minimize ridging and beading in dry-wall construction . . .



**START
WITH . . .**

. . . two stopping strips cut from scrap wallboard. Tack them in place at the 4' level of the joint along each side of the stud.



**END
WITH . . .**

. . . nailing dry walls to studs over the back blocking. Blocking is toe nailed to 10" stopping strips that were covered with adhesive.

Here's the most recent construction idea to add "hidden values" to your dry-wall installations. It has been developed by the U.S. Gypsum Co. which also recently came out with the mastic-nail-on system featured as our Technical Guide in the February '58 issue. For more data write U.S.G. direct.

Use green lumber when building concrete forms

In constructing concrete forms, it is better to use green lumber than well-seasoned wood for the project. Well-dried lumber has a tendency to draw the moisture from the concrete, while green

lumber already holds a sufficient content of moisture. In case dried lumber is the only stock available for forms, a liberal coating of old crankcase oil to the lumber will eliminate much of the tendency to draw moisture from the cement.

Robert Beasley, Jackson, Mich.
(Continued on page 154)

TRADE-WIND SETS THE FASHION

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the **CAMBRIDGE**
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**SPACE
SAVING
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the **CONCORD**
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Choice of 3 hoods in new trend-setting style for that custom look in every kitchen.



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DICKERMAN'S COLUMN

(Continued from page 24)

they were made. Moreover, the latest survey of NAHB's Builders Economic Council indicates that the industry is reversing the trend of recent years toward higher priced homes. It is questionable how long we can continue to use 1956 data without being in serious error.

Remodeling facts needed

Another major need in national statistics is more information about the home "fix-up" field. Virtually our only firm figures come from a Bureau of the Census sample survey of expenditures on owner-occupied homes during the first five months of 1954. The main finding of that limited study was that the home modernization and repair market was far larger than had been realized. Up-to-date statistics on what is happening in this multi-billion dollar field are lacking. Surely no other major industry would try to operate with so little information.

Other requirements in our national statistical system are for better information on changes in

the existing housing inventory; characteristics of the home-building industry itself; and facts about home buyers particularly those who pay all cash or use conventional financing. Moreover, greater accuracy is needed in the statistics we do have.

Some figures available

At the local level there is wide variation in the availability of statistical information. Only a handful of cities have well-established, comprehensive statistical reports. On the other hand, a considerable amount of free information is available in nearly every sizable community in the country.

Population, new construction activity, employment and other data are often already being gathered and need only to be put together in such a way as to be useful to local builders and suppliers. Additional information usually can be obtained either through professional market research services or by cooperative efforts. A number of NAHB affiliated associations have taken surveys of what the

home buyer wants in his new home. This provides both good information and good public relations. Others are putting together systematic market reports.

Analysts to review data

NAHB has both recognized the statistical problem and acted to alleviate it. As a step toward better understanding of the available statistics—and what is needed in the way of additional data—an informal meeting of economists was held recently at the National Housing Center. A full-scale meeting of market analysts in the building-products field will be held at a future date. They will review available market data and study the ways of interpreting them.

Better market potential

Through such cooperative efforts the home-building industry can gain a better understanding of itself and its markets. There is good reason to believe that substantial areas of potential demand are being neglected and that a higher and more stable production is possible. It is only when plans are based on full knowledge of the facts that we can achieve maximum efficiency—and tap the full potential of the housing market.

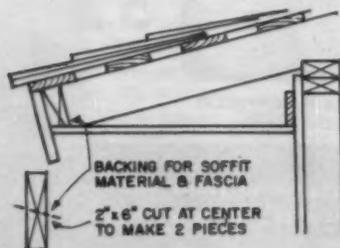
HOW TO DO IT BETTER

(Continued from page 152)

He saves 25% in lumber on soffit backing

When framing cornices, 2x4's are sometimes used at rafter ends to provide backing for the underside of the soffit, as well as for the fascia board.

We cut 2x6's down the center, as shown below, making two pieces out of the one 2x6. By doing



this, there is a savings in both lumber and labor.

Arthur N. Nelson
Kansas City, Mo.

Starter plate simplifies gable construction

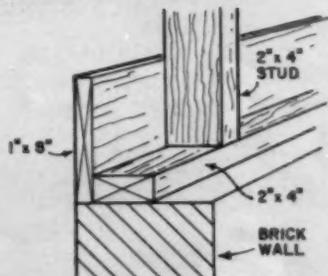
On brick houses with gable ends and/or gables in front or back, we nail a 1x8 and a 2x4 together like this:

We make it the length of the gable and put it at a height to provide nailing for the frieze board which runs under the overhang in front and around the home.

This makes a nice straight ledge upon which to rest gable studs. It also provides the proper offset for the brick (assuming the gable ends will have siding).

With this arrangement the fiber board sheathing is nailed directly on top of the 1x8. The bottom of the 1x8 is in line with frieze of the overhang. The siding is then applied on the gable end making a neat and practical job.

Thomas Draisma
Grand Rapids, Mich.



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FIFTEEN PAGES OF ALL-GAS HOUSES

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EXCLUSIVE FLUSH-DIGGING! Entire mast and boom assembly shifts from center to either side for flush digging alongside buildings, fences, by trees, and other obstructions. Only Davis offers this advanced feature!



YOU ALWAYS FACE YOUR WORK! Seat and control assembly is mounted on a mast assembly... swing to face the job regardless of operating angle. You work fast because bucket is visible, controls at your fingertips.

Maneuverability more than any other factor governs the time you take to complete a job. That's why you're money ahead with the advanced maneuverability features of a Davis Loader-Backhoe!

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Alert Controls Let You Handle Machine with Ease — All controls are independent and located for fingertip convenience... respond lightning-fast to your touch. Ease of handling reduces operator fatigue to increase production.

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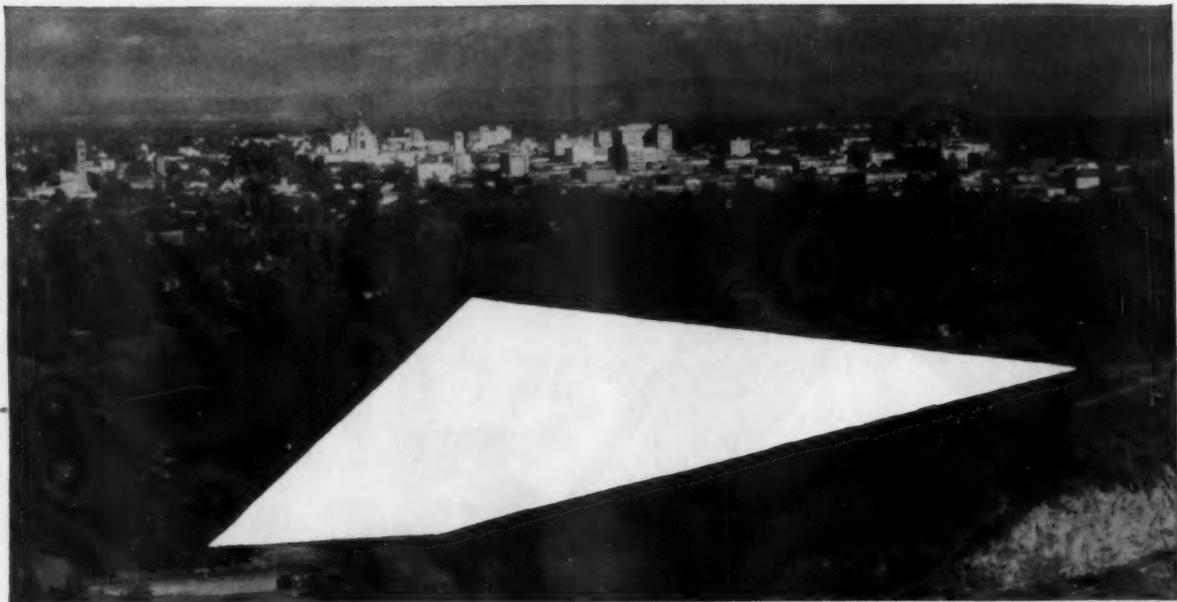
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LAND PLANNING
SECTION

The tractor: key to mechanized



Andy Place is a builder who believes in mechanizing his building from the ground up. And for ground work, he considers the tractor the most important item for the mechanized builder. See p. 74.

"We have five tractors," says Place, "and I think we'd have to close up shop and go home if we didn't have them."

Place is a big builder (he builds 150 homes in a normal year), but he considers the tractor just as important to the small builder as the large one.

"If I were a little builder," he says, "I'd buy just one machine and have a lot of attachments. I wouldn't try even five houses a year without it."

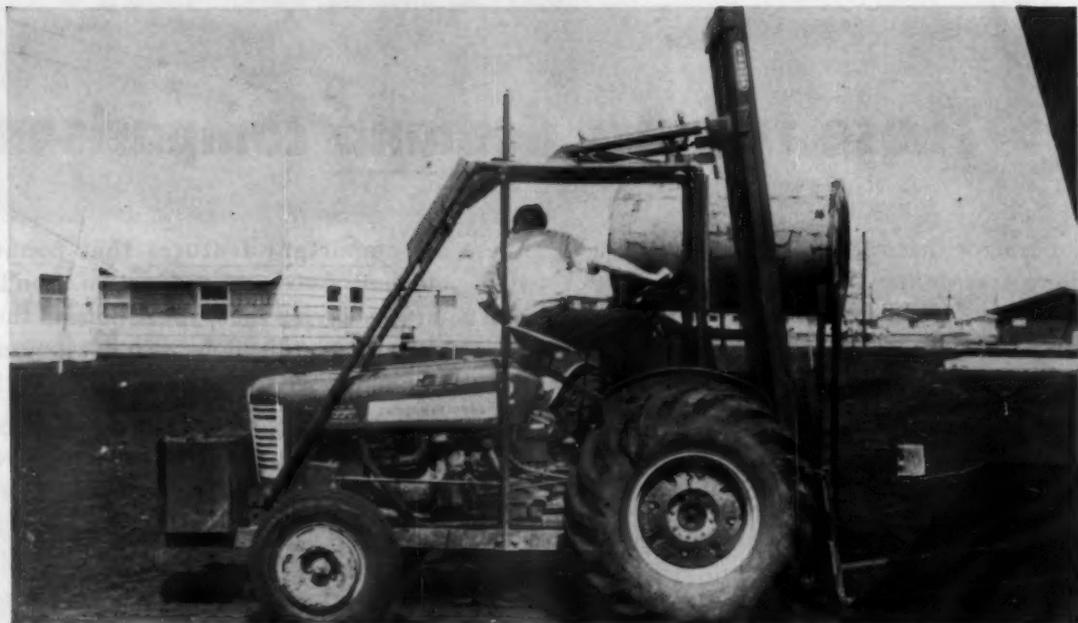
Digging and trenching are the most expensive

operations a builder has in a small lot; so Place thinks the backhoe and the front-end loader are the first attachments a builder should buy. Next would be the fork lift, which can be either a permanent one, as in the picture, or a part of the front-end loader, interchangeable with the bucket.

"This isn't strictly earth-moving," says Place, "but it's something your earth-moving equipment can use. It's great for unloading and putting loads up on roofs. It will save a lot of time and money."

Finish grading and landscaping are the other major jobs Place does with his tractors. Attachments are available to turn, rake, de-stone, seed, and fertilize a building lot.

Finally, Place believes that the money spent on a tractor and its attachments is a sound investment, for any size builder. "If you don't get your money back in five years," he says, "something's wrong."



FORK LIFT attachment can be a permanent installation, like this one, or an additional attachment for the front-end loader. Though not an actual earth-moving item, it is a valuable bonus that goes with the small tractor.

◀ **BACKHOE** and front-end loader are the most important parts of a tractor rig. The small builder may want them to be detachable, but Andy Place uses this one so much that he keeps it as a permanent setup.

earth-moving



SMALL PAN, or scraper, is easily maneuverable, handy for use between houses. It can grade, carry away dirt, or cart it in to fill low spots. And in a pinch, it can truck blocks, bricks, or kegs of nails.



PREPARATION of ground for final seeding is done quickly with this attachment, that rakes, breaks up dirt clumps, and finally combs the ground out smoothly.



SEEDING attachment presses grooves into the soil, sows the seeds, then covers them up. Says Place: "It may pay for itself just through the grass seed it saves."

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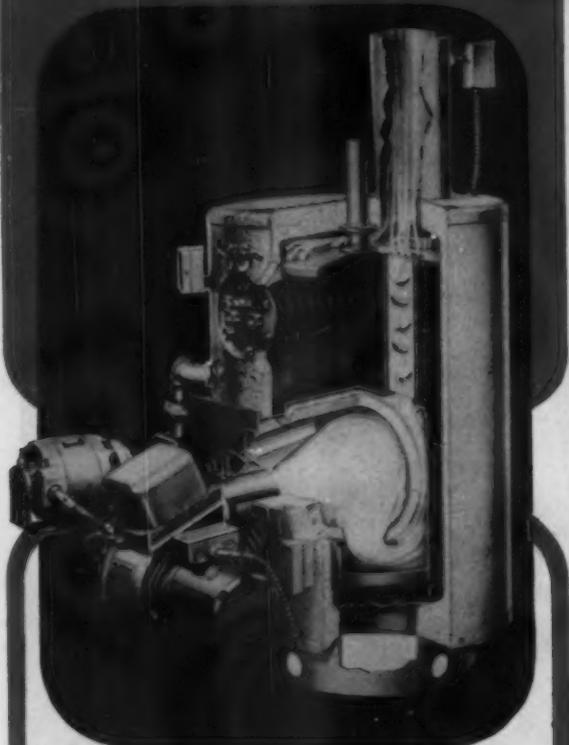
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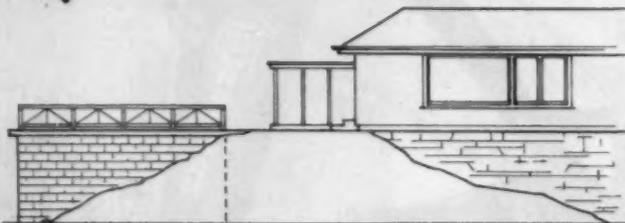
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Ask the experts...

I plan to build a garage in a hillside like
this and use the flat roof as a patio...



... will 3x12's two feet o. c. be strong
enough to carry the load of the patio?

The garage is 24x24'. Its walls are made of 8" concrete block, 11 courses high. There are no center posts contemplated.

The patio will be made of 3/4" Bluestone flagging on a wire lath and cement base.

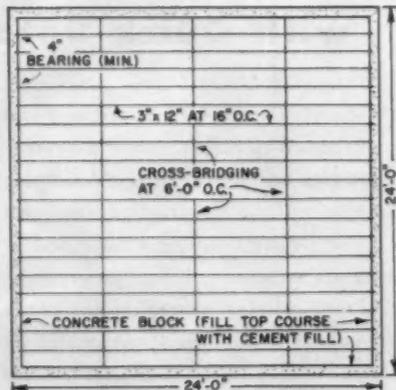
I had in mind to use 3x12 timbers 24" o.c., or 2x12 timbers 16" o.c. The decking will be of 5/8" Plyscord sheathing.

Sam Geiger
Westbrook, Conn.

Here's the solution to your problem...

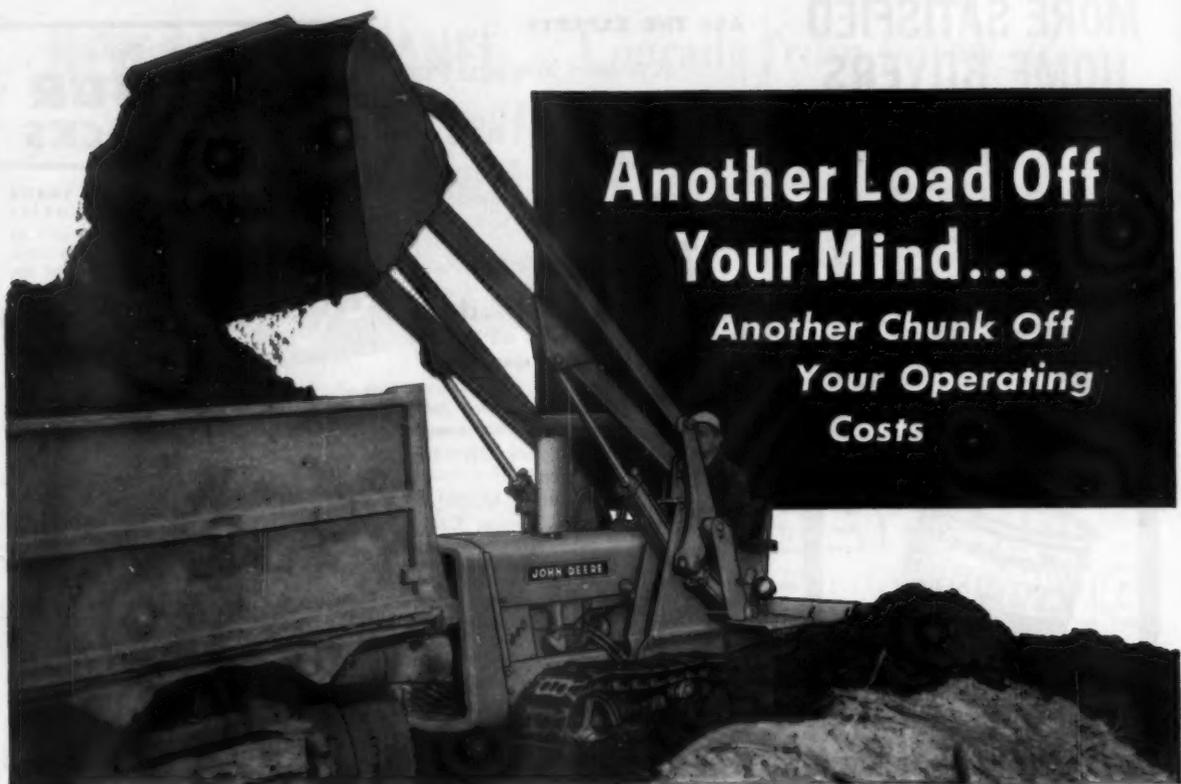
LOADING:
LIVE LOAD 40W/D'
3/4" FLAGSTONE 9
1" CEMENT BASE 12
5/8" PLYWOOD 4
TIMBER GIRDER 5
TOTAL 70W/D'

USING 16" SPACING:
w = 70 x 1.33' = 93.5W/I
M = $\frac{w \cdot l^2}{8} = 15$
S = $\frac{w \cdot l^2}{81}$
 $\frac{93.5 \times 24^2 \times 12}{8 \times 1450} = 56.6^{13}$
V = 93.5 x 12 = 1120 #
H = $\frac{1.5 \times 1120}{30.2} = 56.4W/D'$
O.K.
∴ 3" x 12" SATISFACTORY



... YOUR best bet is to run the 3x12's 16" o.c. and brace them with cross bridging every 6'. Geo. Kennedy, Structural Eng.

(Continued on page 168)



Another Load Off Your Mind...

Another Chunk Off
Your Operating
Costs

Many optional features, including a new, clutch-type direction reverser, add to the versatility and operating speed and ease of John Deere Industrial Power Units. Pictured here is the "440" Crawler-Loader.

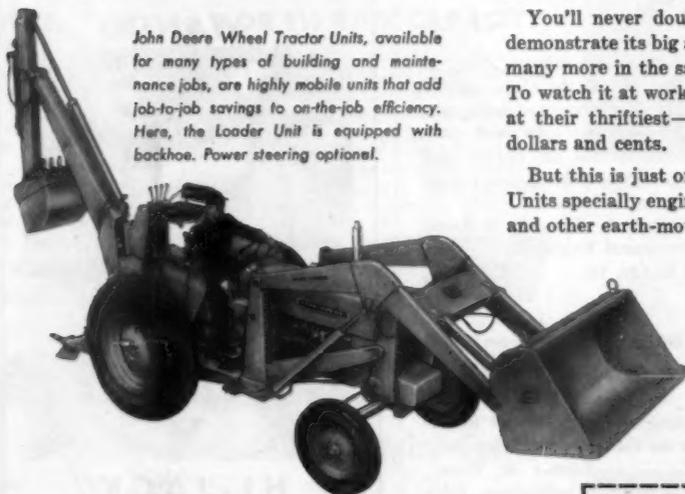
JOHN DEERE Industrial Power Units

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But this is just one of a complete line of John Deere Industrial Power Units specially engineered to handle all types of digging, loading, hauling, and other earth-moving and materials-handling jobs. And each one offers the same, unmatched advantages in greater-than-ever fuel economy, smooth, continuous performance, easy maneuverability, and low-cost servicing and maintenance.

John Deere Wheel Tractor Units, available for many types of building and maintenance jobs, are highly mobile units that add job-to-job savings to on-the-job efficiency. Here, the Loader Unit is equipped with backhoe. Power steering optional.



The John Deere Credit Plan makes it easy for you to pay for cost-cutting equipment as it earns money for you.



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Please send information on John Deere Wheel- and Crawler-Loader Units and other John Deere Power Units for use in public works construction and maintenance.

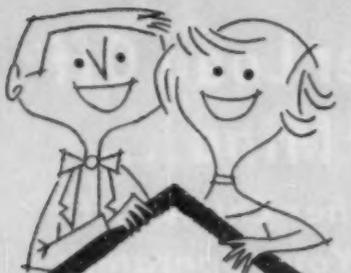
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- ⊞ Prevents wood checking, cracking—inside and out
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- ⊞ Prevents efflorescence of plaster, stucco, brick
- ⊞ Moisture proofs concrete floors prior to laying asphalt or vinyl tile

Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

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Sold by paint, hardware and building supply stores.

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ASK THE EXPERTS

(Continued from page 166)

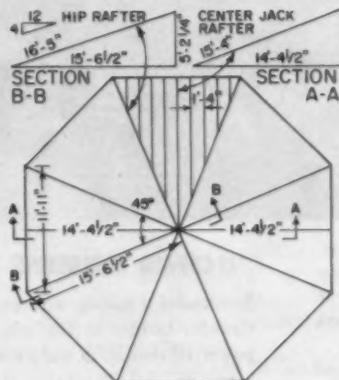
How to frame an octagon building

QUESTION: I have a problem that several people have tried to help me with but to no avail.

I would like to know what the cuts are for framing an octagon shaped building. What I would like to know is how long the hip rafters are and the cuts for the jacks. The span is 28'9" with a 4 in 12 pitch.

I have been a reader and subscriber of your magazine for some time now and enjoy your "How-to-do it" section very much.

Forrest G. Quinn
Santa Monica, Calif.



ANSWER: In the above diagram you'll find all of the data needed to lay out your proposed octagonal roof. The sectional view A-A gives the dimensions for the center jack cuts. B-B shows dimensions for all of the hip rafter cuts.

George A. Kennedy & Assoc.
Structural Engineers
Chicago, Ill.

Latest data on insulation

QUESTION: Will you please tell me where I may secure the latest engineering data on the theory of insulation with the use of various materials?

Linton A. Wood
Worthington, Ohio

ANSWER: A booklet put out by the University of Illinois, entitled "Insulation in the Home," published by the Small Homes Council, vol. 43, no. 39 should fill your needs as you outlined in your letter. Address your request directly to the Small Homes Council, Mumford House, University of Illinois, Urbana, Ill.

Lift Tilt-up Walls Fast with

PROCTOR WALL JACKS

SAVE TIME and LABOR
ELIMINATE INJURIES

Two men with a pair of Proctor Wall Jacks have the lifting capacity of ten husky men. The exclusive, patented Proctor "Safety Stop" holds the wall firmly in place while it is being nailed by the same two men who operated the jacks. No backs strained. No injuries. Time and money saved on every tilt-up job.

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Lifts beams and trusses into position in a jiffy.

per pair . . .
only \$150.00
F.O.B. Seattle, Wash.

Order your Jacks today or send for full information

Dealer Inquiries Invited

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HI-JACK

Every builder, every carpenter needs a HI-JACK. Pays for itself in one job.

HI-JACK lifts as it "climbs" up a finished 2 x 4 or 4 x 4; operates much like a car jack. Lifts to a height equal to the length of timber used.

2 x 4 model lifts 1,000 lbs. RETAIL \$24.50
4 x 4 model lifts 2,000 lbs. RETAIL \$35.50

Both models have 100% safety factor. Write for complete details.

OLYMPIC Foundry Co.

IRON FOUNDERS
5200 Airport Way Seattle, Washington

NEW PLASTIC PANEL you can talk about and sell!



- Higher light transmission in industrial colors.
- Greater weather endurance.

Yours in new, extra-wide 48" coverage size at same low cost of ordinary plastic panels! New size solves dealer inventory problems, saves labor and fastening costs. Eleven decorator colors, strength and load capacity exceeding industry standards, uniform thickness, fire and heat resistance, new resins, new manufacturing process. Get all the facts about new Butler Stylux—write:



BUTLER MANUFACTURING COMPANY
Dept. 105, 3241 N. 7th St. Trafficway,
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FOR THE "ONE TIME" OR REGULAR USER!



1 OR 1½ BAG CAPACITY

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- Dumps hydraulically
- Attaches in minutes
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Precision Miter & Joint Cutter

A multi-duty cutter for right or left hand 45° miters or any adjusted angle to 90°. Accurate, razor-like cut any way of grain. Fine tool steel knives. Compact design. 8" wide, 23" long. Portable. A time saver on every job!

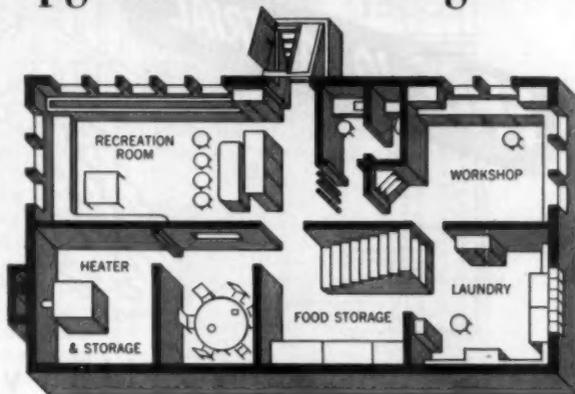
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Upgrade from below grade!



BASEMENT PRE-PLANNING Sells Homes Faster!

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Sold by all leading lumber and building supply dealers.

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Send free copy of "Basement Pre-Planning" booklet with literature on Bilco Doors and Stair Stringers
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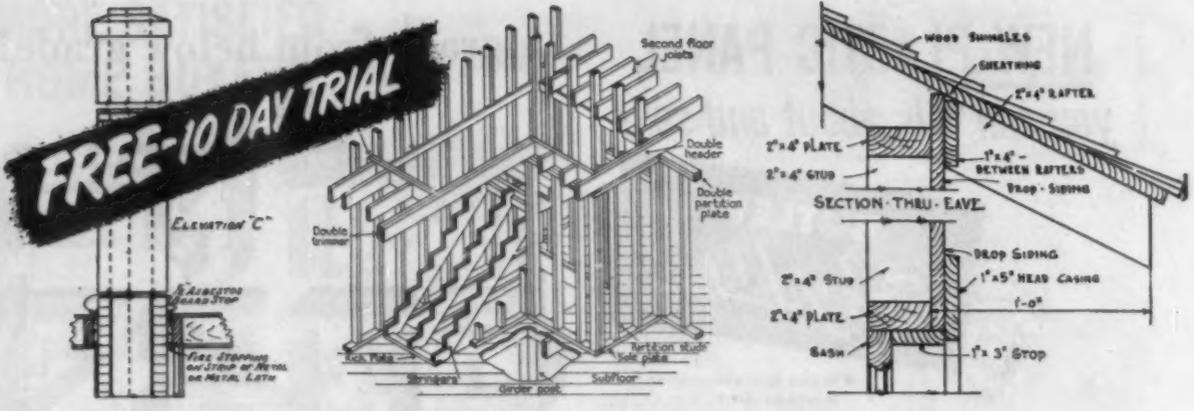
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- Interior walls finished in plaster, in plywood • Wall panels
- Mouldings for interior trim • Stair construction • Windows
- Sash details • Window framing details • Doors and door trim
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IDEA . . . One man can make use of mechanization with a wall jack like this one from Proctor. Rigged as gin pole, it lifts huge beams; holds them in place. Only one man needed for job. (Circle No. Z12, p. 114.)



IDEA . . . Assembly line construction. Your houses can be broken down into component parts, lined up for on-the-field assembly, using tilt-up construction. A Hough Payloader readies materials. (No. Z13, p. 114.)



IDEA . . . An 8'-wide fir plywood panel is available now from Diamond Lumber Co. Developed for prefabbed or component wall and roof sections. In thicknesses up to 1". (No. Z14, p. 114.)

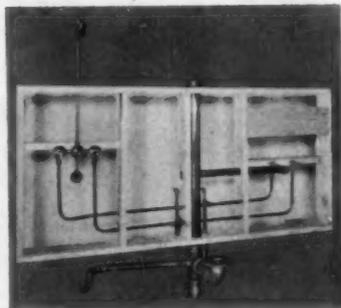
IDEA . . . "Combination" materials speed up your operations, save money at the same time. An example: Simpson Logging's Forestone Acoustical Roof Deck. This and similar products combine roof decking, insulation, acoustical treatment and an attractive ceiling finish. Material is easy to handle, takes one man or a two-man team to apply. (No. Z15, p. 114.)

IDEA . . . for roofing, commercial and otherwise. Gravel or stone can be lifted to roof quickly with a new hoist and bucket system. Hoist has trolley track to move load from edge for safe unloading. From Reiman and Georger, with 400 lb. capacity. Bucket has toggle lock bottom. (No. Z16, p. 114.)

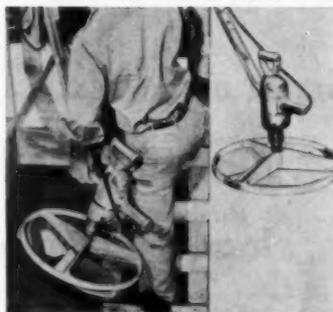
IDEA . . . for anchoring almost anything. A powder-actuated stud driver from Remington. This multi-purpose mechanizer can easily anchor wood to steel or concrete, steel to steel, or threaded fasteners directly into steel or concrete. Powered by a 22 caliber blank cartridge. Special safety arresting device. (Circle No. Z17, p. 114.)

IDEA . . . a precut roof unit which supplies you with a complete roof framework. Glulam beams and steel haunch connectors bolt together, easily, on the job site. You can choose from varying pitches and from spans from 24' to 100'. Jones Roof Structures has named it their "Uniframe." (Circle No. Z18 on page 114.)

IDEA . . . Finish your roof faster. A heavy-duty stapling hammer can cut roofing time in half. A stapler, (like Bostitch's H4 Heavy Duty), can apply a shingle in six quick swings. Tool can also be used for applying siding, metal lath to studding, and other similar, time-consuming operations. (No. Z19 on card, p. 114.)



IDEA . . . A pioneer in the component field is Apsco's plumbing panel. Now available in many different models. Panel will suit almost any house you build. Its drainage system fits standard stacks. (No. Z20, p. 114.)



IDEA . . . A lightweight, aluminum trowler. Designed for small concrete finishing jobs. One man can finish up to 2,000 sq. ft. of concrete an hour. This one is from Goldblatt. (Circle No. Z21, p. 114.)



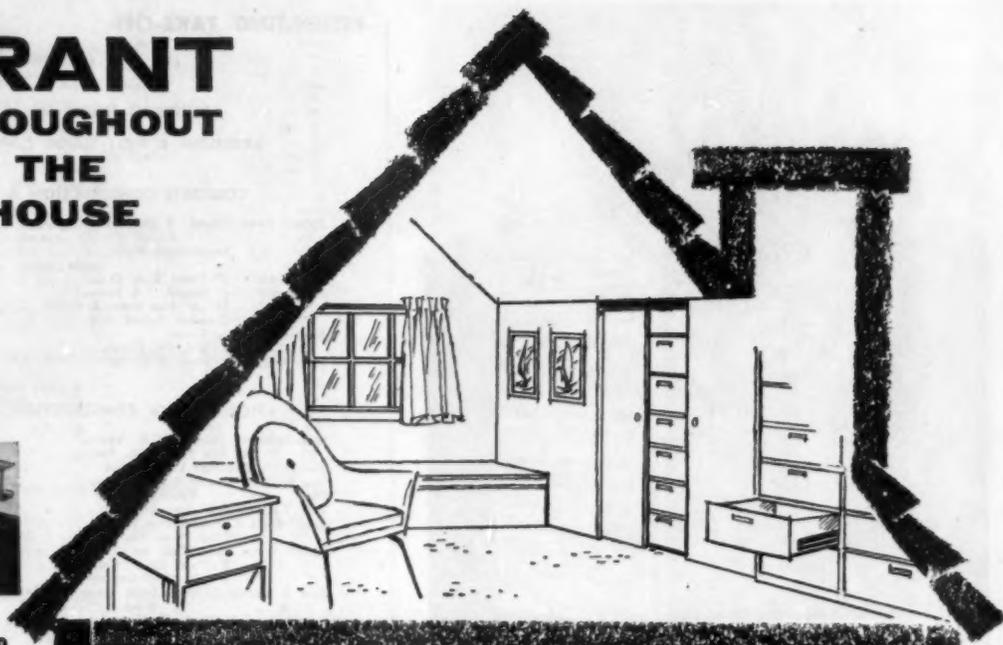
IDEA . . . Any number of your fastening operations can be mechanized with a hammer tacker. Operates easily in one hand, cost is low. Fastener Corp. (No. Z22, p. 114.)

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ROCKET 1000/6000 SLIDING DOOR HARDWARE

- remarkably priced
- choice of single or double wheel
- aluminum or steel track
- reversible sets for $\frac{3}{4}$ " or $1\frac{1}{2}$ " doors
- fully adjustable



In every room, in every house, wherever sliding hardware is required, the best move is to Grant — the one source for competitively priced, quality sliding hardware.

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— widest range of styles to choose from

Drawer Slides

— side or underneath mtg. types for all loads

Drapery Hardware

— adaptable to wall or ceilings with all accessories

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— for shower stalls and tubs — 5 styles to choose from

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— most substantial door made, in all standard sizes

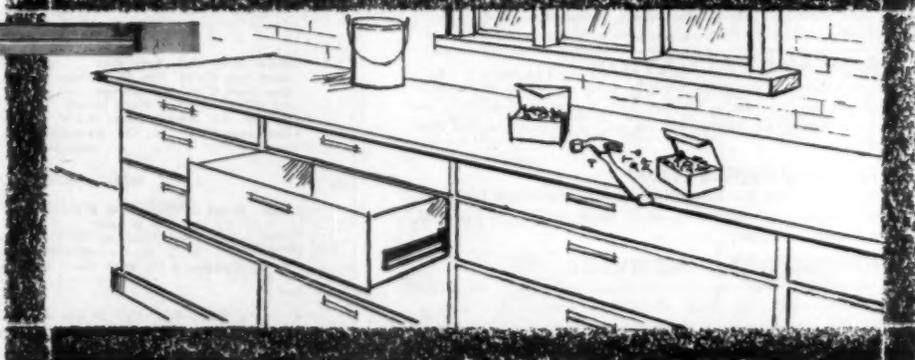
Folding Panel Hardware

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GRANT SLIDING HARDWARE

NO. 335 SLIDE

- installs quickly, easily, every time
- low cost • carries loads up to 100 lbs./pair • positive stopping action • only $\frac{1}{8}$ " side space required • extra large rollers



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sliding door hardware • drawer slides • drapery hardware • folding doors • tub enclosures • pocket frames • pulls • special sliding hardware



Broan Motordor WALL FAN -

for men who buy equipment
for what it does... and what it saves

When your reputation is riding on the performance of the equipment you recommend, that's the time to put your chips on Broan and the trouble-free, fool-proof Motordor fan that backs up your good name. Check out these great Motordor features; think through what they do for you. You'll find no other fan on the market delivers greater work-horse service at a lower installed cost.

● GREATER AIR VOLUME

Special Broan design 6-wing blades in Venturi orifice on the 8" and 10" Motordor Fans provide significantly greater ventilating power.

● MOTORIZED DOOR OPENING

Patented mechanism with separate motor provides full and quiet opening and positive closing. No insect penetration. No annoying damper flutter or slap — no back-pressure to reduce efficiency.

● EASY INSTALLATION

All Motordor fans are complete package units — ready for installation. Only Broan provides a 12" fan with motor-operated door requiring no assembly, no framing on the job — to give you the lowest installed cost.

● QUIET OPERATION

Motordor fans are the standard of comparison for silent operation. They are especially recommended where quiet running is essential. All have 3-speed switches.

● DEPENDABLE SERVICE

A five-year warranty backs up every Motordor installation you make... your guarantee of satisfactory, trouble-free service. And back of this is Broan's reputation as a successful, dependable manufacturer, in business for more than 25 years.

Adapts to any wall thickness; solves many difficult installation problems. See your electrical supply house, or write for full information.

BROAN REGIONAL WAREHOUSES: Boston, Mass.;
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BROAN MANUFACTURING CO., INC.
946 W. State St., Hartford, Wis. (Near Milwaukee)
Specialists in Quality Ventilating Equipment for More than 25 Years

ESTIMATING TAKE-OFF

(Continued from page 92)

BLUEPRINT HOUSE NO. 255

BASEMENT & FIRST FLOOR 2,300 sq. ft.

CONCRETE CONSTRUCTION & FINISH

2500# Conc. Found. & Chim. Footing	150 cu. ft.
" " " & " " Forms	185 sq. ft.
" " Foundation Wall	580 cu. ft.
" " " " Forms	1,645 sq. ft.
" " 4" Floor Slab O.G.	1,165 sq. ft.
" " 6" Hearth " & Forms	10 sq. ft.
" " 12"x6" Step Form & Finish	25 lin. ft.
" " Chimney Found. Fill	10 cu. ft.
Monolithic Floor Finish	1,075 sq. ft.
" " Wd. Flt. Finish	60 sq. ft.
Kraft Paper " Prot. & Cur'g.	1,200 sq. ft.

BRICK & BLOCK CONSTRUCTION & VENEER

Face Brick 4" Chimney C.B. Veneer	195 sq. ft.
" " 4" Fire Place C.B. Facing	10 sq. ft.
Com. " Chimney Construction	100 cu. ft.
Fire Brick 4" Hearth & F.P. Lining	50 sq. ft.
Tile " Paving	10 sq. ft.
V.T. T.C. 12"x12" Flue Lining	25 lin. ft.
Conc. Block 8" Foundation Wall	95 sq. ft.
" " 4" Int. Wall Facing	35 sq. ft.
2500# Conc. 12"x18"x2" Splash Blocks	4 units
" " 2"x7"x6" Chim. Cap.	1 unit
" " 2"x10" Wall Coping	3 lin. ft.
Acid & Mortar Exposed Brick Clean & Paint	195 sq. ft.
" " Block " & "	130 sq. ft.
Mastic Door & Wind. Caulking	250 lin. ft.
Flagstone 2" Vest Paving	30 sq. ft.

LUMBER FRAMING & CONSTRUCTION

4"x8" Fir Garage Columns	15 lin. ft.
4"x10" " Floor Beam	65 lin. ft.
3"x10" " 30"oc Floor Joists	520 sq. ft.
3"x10" " 48"oc " "	575 sq. ft.
3"x10" " Deck Joists	15 lin. ft.
2"x10" " " "	20 lin. ft.
2"x6" " 16"oc Part. Studs, S&P	85 sq. ft.
2"x6" " 16"oc Roof Joists	1,600 sq. ft.
2"x6" T&G Floor Lining	1,095 sq. ft.
2"x6" Fir Roof Blocking	140 lin. ft.
2"x6" " Ridge Board	50 lin. ft.
1 1/2"x1 1/2" Fir Cant Strip	165 lin. ft.
2"x4" Fir 16"oc Wl. Part. Studs, S&P	2,905 sq. ft.
2"x4" " 24"oc Dick. Wl. " S&P	120 sq. ft.
2"x4" " Wall Sill	80 lin. ft.
2"x4" " Fire Place Blocking	10 lin. ft.
2"x4" " Stair Nailers	10 lin. ft.
2"x4" " Deck Planking	100 lin. ft.
2"x4" " Window Columns	70 lin. ft.
2"x4" " 16"oc Part. Studs, S&P	70 sq. ft.
1/2"x6" T&G Pn. Roof Lining	1,165 sq. ft.
1/2"x6" " Cod. Expos. Roof Lining	435 sq. ft.
1/2"x6" " Pine Wall Lining	1,130 sq. ft.
1"x2" Fir 12"oc Wall Furring	35 sq. ft.
Plywd. Fir 1/2" Floor Lining	125 sq. ft.
15# Felt Floor Isolation	1,095 sq. ft.
Rock Wool 2" Coll. Batt. Insulation	1,165 sq. ft.
Wood Misc. Furring & Grounds	
Mesh Vent Screening	30 sq. ft.
Metal Structural Hardware	

METAL MISC. & ORNA. WORK

Galv. Steel 4"x2" Area Way	2 units
Cast Iron 8"x36" Fire Pl. Damper & Acc.	2 units
Cast Iron 8"x4" Ash Dumps	1 unit
1/4"x3"x3" Stl. Fire Place Lintels	10 lin. ft.
1/2" Stl. 12" Anchor Bolts, N.&W.	10 units
Cast Iron 8"x8" Clin. Out Door & Frame	2 units

METAL SHEET WORK

Galv. Metal 8" Crvl. Step & Flashing	165 lin. ft.
" " 8" Cap & Base "	20 lin. ft.
" " Porch Flashing	15 lin. ft.
" " 2"x3" Rein Leaders & Acc.	30 lin. ft.
15 Yr. Compo. 4 Ply Roof Cover & Flash.	1,600 sq. ft.

GYP. BD. 1/2" WALL & CEIL BOARDING

Gyp. & Insul. 1/2" Coll. T.J. Board'g.	1,110 sq. ft.
" " Basement T.J. Board'g.	990 sq. ft.
" " 1/2" Wall "	3,180 sq. ft.
" " Lath 1/2" C.T. Wall Lining	260 sq. ft.
Metal Corner Beads	30 lin. ft.

WOOD EXT. & INT. MILLWORK

1 1/2" Wh. Pine 3"x6"8" Ext. Door & Trim	1 unit
1 1/2" Bir. Ven. 2'6"x6"8" Int. " & "	6 units
1 1/2" Bir. Ven. 2'6"x6"8" Int. Door & Trim	2 units
1 1/2" " " 5'4"x6"8" Sld'g. Door & Trim	1 unit

1 1/2" " " 6'x6'8" " " & " "	2 units
1 1/2" " " 5'x6'8" " " & " "	1 unit
1 1/2" " " 4'x6'8" " " & " "	1 unit
2"x10" Cedar Fascia Board	165 lin. ft.
2"x6" Deck Top Rail	35 lin. ft.
Plywd. Ven. 5'x1 8"x2x6" Bth. Cabinet	2 units
1/2"x8" Cedar Beveled Siding	1,010 sq. ft.
1"x8" T&G Vert. Wall Siding	100 sq. ft.
2"x2" Wall Siding Battens	60 lin. ft.
1"x2" " " " "	140 lin. ft.
1"x2" " " " " Cap Board	95 lin. ft.
1"x2" Wh. Pine Wall Siding Base	235 lin. ft.
Plywd. Fir 1/2" Ext. Wall Paneling	50 sq. ft.
1"x8" Cedar Inter " " "	35 sq. ft.
Oak & Pine 2"Ex3" Stairs	2 units
" " 3" Stair Railing	15 lin. ft.
Cedar or Fir 8'x7' Fish. o.v. Door & Hdwr.	2 units
3/4"x9 1/4" Lam. Fir D4S Roof Beams	155 lin. ft.
Plastic 3'x6'8" Fldg. Door & Hdwr.	1 unit
Dbl. Cl. Glass Door & Wind. Panes	280 sq. ft.
Obc. " " " "	60 sq. ft.
Metal Finish Hardware	

PREFINISHED KITCHEN CABINETS & ACCESSORIES

Wood 6'2"x2'x3' Sink Cab. & Acc.	1 unit
" " 7'3"x2'x3' Base " & " "	1 unit
" " 10'9"x1'x2'6" Wall " & " "	1 unit
" " 3'1'x2'6" " " & " "	1 unit
Formica Counter Tops	27 sq. ft.

OAK FINISH FLOORING

Oak 3/4" Finish Flooring	795 sq. ft.
Machine Floor Sanding	795 sq. ft.
Varnish Floor 2 Coats	795 sq. ft.

ALUM. SASH FIXED & PROJ. WIND., F&T

Alum. Sash 4'x4' Fxd. & Proj. Wind., F&T	1 unit
" " 6'9"x3'6" Fxd. & Proj. Wind., F&T	1 unit
" " 11'6"x4' Fxd. Wind., F&T	1 unit
" " 11'6"x3'6" Fxd. Wind., F&T	1 unit
" " 16'x3' Fxd. & Proj. Wind., F&T	1 unit
" " 7'x3' " & " " "	1 unit
" " 7'x3' " & " " "	1 unit
" " 5'x3' Fxd. & Proj. " " "	1 unit
" " 3'x2' " & " " "	2 units
" " 8'6'x7' Gl. Ext. Slid. Dr., Sdl., F&T	1 unit

PLASTER & LATH CEILING FINISH

Keen Plaster Shower Ceil. 3 Cts. O.L.	10 sq. ft.
3.4# Metal Shower Ceil. Lath	10 sq. ft.

CERAMIC FLOOR & WALL TILING

Ceram. Mastic Bthrm. Wall Tile	165 sq. ft.
" " Floor " " "	60 sq. ft.
" " Mastic 6" Bthrm. Wall Base	45 lin. ft.
" " Shower " Tile	90 sq. ft.
" " Floor " & Recept.	10 sq. ft.

ASPHALT & RUBBER FLOOR & BASE TILING

Asphalt Floor Tile	100 sq. ft.
Rubber 4" Wall Base	35 lin. ft.

PLUMBING SYSTEM & FIXTURES

Water Service Connection & Piping	1 unit
Gas " " " & " "	1 unit
Sanitary " " " & " "	1 unit
Storm " " " & " "	1 unit
Lavatory, Piping & Accessories	2 units
Bath Tub, " & " "	1 unit
Water Clo., Piping & Accessories	2 units
Kitchen Sink, " & " "	1 unit
Shower, " & " "	1 unit
Gas Warm Air Furnace & Accessories	1 unit
Elec. H.W.Hr., Piping & Accessories	1 unit
Hose Bibb Pip., & Accessories	2 units

HEATING SYSTEM & FIXTURES

Gas Warm Air Furnace & Accessories	1 unit
" " " Ducts & Registers	12 units
" " " Temp. Control Equipment	1 unit
" " " Furnace Vent & Accessories	15 lin. ft.
" " " Breaching & " "	1 unit

ELECTRICAL SYSTEM & FIXTURES

Electric Service Connection	1 unit
" " Panel & Switch	1 unit
Light Outlets & Wiring	17 units
Convenience Outlets & Wiring	23 units
Switch Outlets & Wiring	14 units
Light Wall & Ceil. Fixtures	17 units
Entr. P.B. Chime & Wiring	1 unit
Fan, Connection & Wiring	1 unit
Telephone Serv. Connection & Accessories	1 unit
Television Antenna & Wiring	1 unit
H.W. Heater Connection & Wiring	1 unit
Furnace Connection & Wiring	1 unit



Let's Give Bostwick Corner Bead a Performance Rating

You be the judge as to which or all of the following Bostwick expanded corner bead features are most valuable to you. Remember, your labor costs are 8¢ per minute or more.

Bostwick bead is straight and has no upshoots on the ends. You do not need to cut off the ends or do a makeshift, time-consuming job. The wings are full width. The small size of the openings and the number of strands speed driving of standard-size bullets or nails. It is important that the strands of the corner bead are plentiful and heavy.

COMPARE THE STRANDS

Bostwick	Mfg. B	Mfg. C	Mfg. D
28 strands	26 strands	24 strands	28 strands
@ .073"	@ .066"	@ .063"	@ .063"

Mr. Contractor: Every minute you save on erecting Bostwick corner bead earns 8¢ for you or more. Your dealer can get this popular bead for you quickly and you'll get beautiful plastered walls too.

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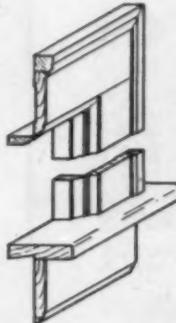
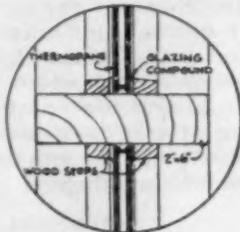
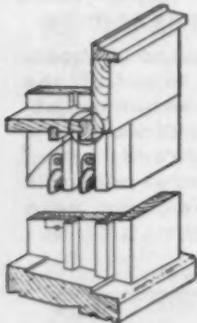
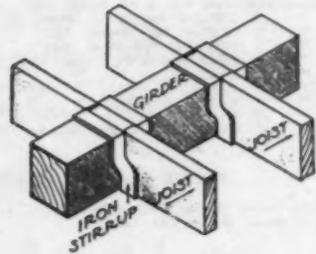


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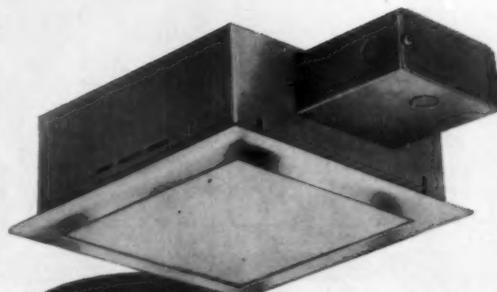
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The Month Ahead

STILL "OUTRAGED"

Ever since our March "Outrage" issue on codes, we've been getting letters from builders telling us about troubles they've had with their own local codes. One of the most widespread sore spots seems to be trusses. Old specification codes don't mention them at all; and too often, when the local inspector has the option of allowing them, he plays it safe and says no.

The inspector's problem is that he has no way of testing a truss himself. Actually, of course, a correctly designed and built truss is not only a more economical way to build a roof, it's stronger as well. The problem is how to prove it.

YOU CAN HELP US

There's a way in which you can help us, and yourself as well. If you have had a difficult time getting trusses approved in your area, we'd like to have you write and tell us what happened. What kind of a truss did you try to have approved? If it was rejected, on what grounds? If you succeeded, what sort of proof did the job?

This information will help us to determine what sort of proof is most often needed locally to prove to building inspectors that a truss is a sound building component.

Write to: Construction Editor, American Builder Magazine, 30 Church St., New York 7, N. Y.

MORE ON REMODELING

For those builders who are interested in remodeling, here's something that might help you sell some additional touches on bigger jobs.

The Home Improvement Council has a contest underway (it goes until July 1959) for the owners of remodeled homes. A first prize of \$25,000, and \$25,000 more in other prizes, will go to the persons whose homes, in the judges' opinion, are most improved by remodeling. Write HIC, Dept. B, 2 E 54th St., New York 22, N. Y.

National Home Week—for any size builder

Many small-volume builders seem to feel that National Home Week (the second week in September this year) is just for the well-heeled builder. 'Tain't so.

Suppose, for instance, you're a custom builder who normally does a couple of spec houses a year. You can use an idea we've brought up here before: try to have one of the specs ready just in time for National Home Week, dress it up, and splurge a little on advertising.

Or if your area is setting up a big show with planned tours through lots of models, by all means try to participate. In addition to your own advertising, you'll get the benefit of special ads as well. Don't forget American Builder's contest too—see p. 106.

If you can't sell 'em, join 'em

But what if you're a builder with no spec house and no parade house to show? There's still a way you can benefit from National Home Week, and it's free. Take a notebook, and maybe a Polaroid camera, and make the grand tour with the customers. Pick up all the brochures you can get. Write down all the good ideas you see. Take pictures of things you can't sketch.

We're not suggesting that you copy someone else's house. But looking at other builders' ideas, you'll stimulate your own imagination, and you'll find yourself coming up with fresh approaches to old problems.

And if you're a parade house builder, and you see a guy wandering through your house with camera and notebook, swiping your cherished secrets, don't throw him out. It's been proven time and again that the more good houses there are in town, the more every builder benefits. And if this doesn't soothe you, go over and see what you can swipe from him.

A new survey on flooring

In an early issue of American Builder, we're going to show you a most interesting report on resilient flooring. The Building Research Institute has sent out some 7000 questionnaires to builders, contractors, dealers, and architects. They've asked for a full report on what sort of troubles crop up the most in resilient flooring, and what should be done about it. The report will be presented at a special BRI conference in Washington on September 17 and 18. It will be accompanied by reports and technical data from manufacturers and researchers.



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