

American Builder

★ A SIMMONS BOARDMAN TIME-SAVER PUBLICATION • 75c

OPPORTUNITY FOR SEPT. 1958

15
pages of
ALL-GAS
Model Houses



Keep your eye on building costs -see p.118

NuTone

Intercom

+
Radio
+
Music



*Easiest
to Install..*



*Easiest
to Operate*



Saves thousands of wasted steps. Pipes radio and music all over the home. Guard against intruders. Keeps ear on the child's activities.

Finest Inter-Com fidelity. Full Inter-Com, even when radio is on. Nine stations... variable rotary controls on all. Fully guaranteed.

AVAILABLE IN 4 BEAUTIFUL FINISHES—AM and FM MODELS.

Each set includes Master and 4 Remotes. \$129.50 to \$179.50 list.

EASIEST TO INSTALL because exclusive tip-out design of chassis allows freedom of both hands for wiring or installation. No need to balance chassis with one hand while wiring with other.

EASIEST TO OPERATE because NuTone's simplified control panel is designed for average housewife. Each station can originate calls to any room. No walking to distant rooms to adjust speakers.

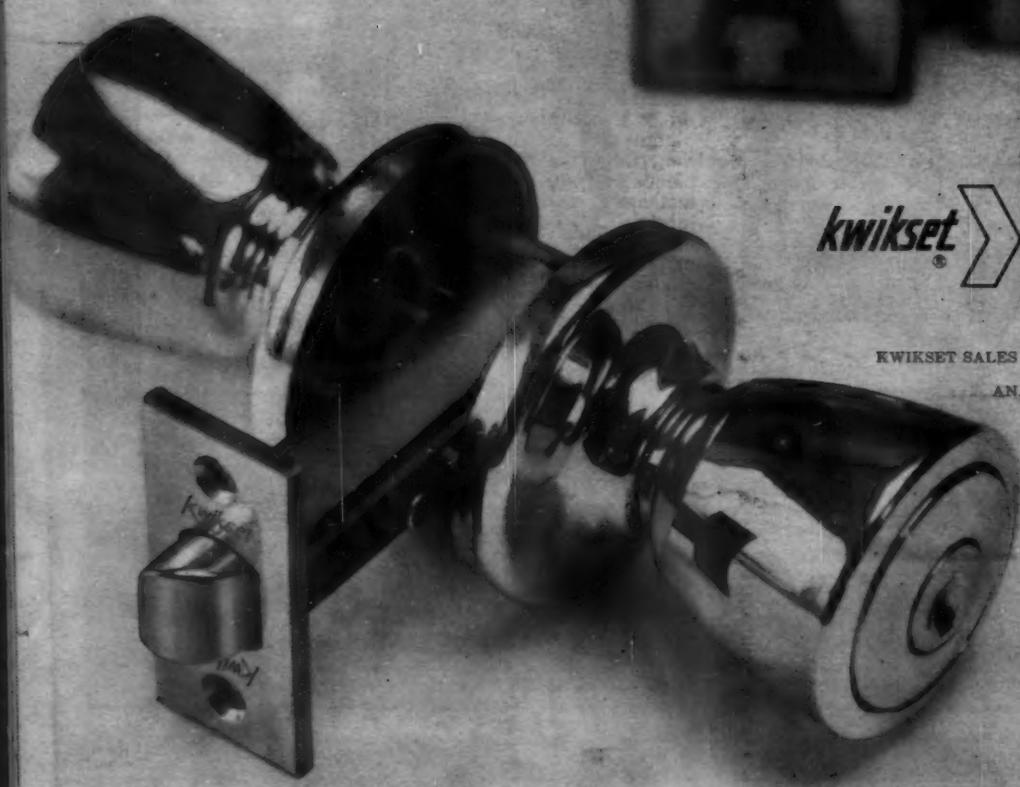
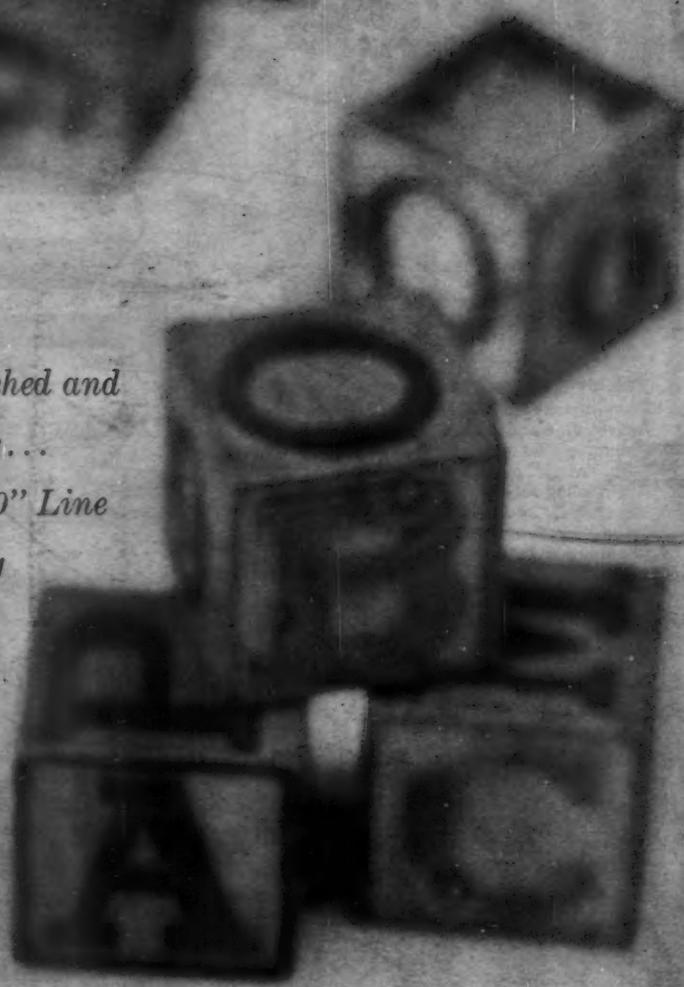


NEW CATALOG... Write NUTONE, Inc., Dept. AB-9, Cincinnati 27, Ohio

Name _____ Firm _____
Address _____ City _____ State _____

Simplicity...

*just three perfectly matched and
uniformly installed assemblies...
another reason why Kwikset's "400" Line
is America's largest selling
residential lockset.*



kwikset  *locksets*

KWIKSET SALES AND SERVICE COMPANY
ANAHEIM, CALIFORNIA

Sterling



NEW thriftee way to install trouble-free pocket doors

Low cost • Goes up fast • Warp-proofs the wall pocket
• Eliminates callbacks • Makes door slide smooth, quiet, easy

All-steel adjustable header. Easy to level.



Sturdy steel track is factory-installed in header... saves time and work. Cadmium plated steel hangers. Twin 1/2" nylon wheels with oiled-for-life bronze bearings. Doors can be hung or removed with hangers attached.



All-steel upright jambs attach easily to header. Simple to plumb.



All-steel header with adjustable mounting brackets.



Large rubber bumper cushions door in pocket. Limits sliding action of door so that pull is always accessible.



New floor plate for steel jambs makes installation simpler.



Nylon door guides fasten to finished jambs with two screws.



Package includes standard 2 x 4 header well or plaster wall construction. Complete kit includes header with pre-fastened track, upright jambs, twin oiled hangers, rubber bumper, floor plate, door guides plus all screws — instructions.

Another Thriftee-priced product with the fine quality of expensive hardware

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John Sterling Corporation

RICHMOND, ILLINOIS

The Opportunity Page

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

NHW is your big chance

The big month is here again. September, with National Home Week, is the best opportunity you have to cash in on a lot of good (and free) publicity. (And, don't forget AMERICAN BUILDER'S NHW contests. You'll find details on our Best Model Homes and Hidden Values Contests on p. 138.) NHW is also a good time to start using merchandising aids offered by your local utilities. For example, Bell Telephone companies are starting a special promotion to tie in with home builders. You can get full information from your local Bell office. One example of the kind of help utilities offer is illustrated in the "All-Gas" houses starting on p. 77. Every plug you get from a utility company is an extra sales aid. Take advantage of their promotional know-how.

A stitch in time

An article in a recent issue of the New Jersey Shore Builders Assn.'s bulletin reminded us to remind you: when you excavate for your new homes watch out for underground wires and cables. N. J. Bell Telephone Co. reported that in 1957 there were 126 cases of damage to underground cables caused by outside contractors. If you break through a utility line, it means more than inconvenience to local residents. Anyone damaging these lines is billed for repairs and loses valuable time on the job while repairs are being made. Check with local utilities before you start work.

What an opportunity!

You've all heard the "gloom boys" say there aren't as many opportunities in building as there used to be. Don't you believe it. Just read this statement by housing economist, Miles L. Colean. It appears in the preface to a new book, "Real Estate In American History." Said Colean: "... During the next 10 years, our population may grow by as much as 30 million people. . . . Simply to accommodate them with houses, factories, shops, schools,

streets and other structures needed for their living, education, work and recreation will require the building of the equivalent of six metropolitan areas the size of Chicago's in 1950. . . . If the 200 million people of 10 years from now are to enjoy a standard of living as much better than ours—as our present standard is above that of a decade ago—the total that we shall have to put into our building effort will come close to \$600 billion, or roughly the equivalent value of all our private structures (exclusive of land) existing today."

Remodeling facts

If the facts we laid on the table about remodeling (July) weren't strong enough, here's more evidence that remodeling is and can be big business. Some 80,000 home owners entered the Home Improvement Council's "How's Your Home?" contest. It seems they're itching to unload their savings in return for a new look in their "bare or sagging" homes. Some 45% want to add family rooms (or equivalent); about 50% want some work done in their kitchens; and slightly over 50% want a patio or outdoor screened area. Some of these families with cash to spend are probably in your own neighborhood. Take a look around.

It pays to trade

What are you doing about trade-ins? Nothing? Then, you'd better take a good look at recent FHA-VA applications. They're proof that there's a terrific market for used houses. Both agencies report big increases in requests for loans on existing houses. In fact, while June figures for new home loans decreased slightly over May, applications for existing houses rose. Something else we can't repeat too often: a good portion of your prospects already own homes. They must sell them before they can buy new ones. You'll miss the boat if your competitors offer to trade and you don't. We know that financing trade-ins has been rough. But the new housing bill contains provisions that will make it easier for you to finance these houses.

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

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Textolite Ideas



Courtesy United Metal Cabinet Corp.; national sales office, N.Y., N.Y.; factory, Pottsville, Penn.

Colorful General Electric Textolite[®] used as door facing on steel kitchen cabinets

United Metal Cabinet Corp., bonds Textolite to steel—provides extra-strong, easy-to-clean kitchen surfaces in luxury 19-story apartment building

Here's a *selling* idea that really works: these rugged steel cabinets, built by United Metal Cabinet Corp. of New York City, have bright, easy-to-install, Textolite surfacing on doors, end-panels, and counters.

Standard in every kitchen of this luxury apartment building, it's one of the most talked about features offered. Wives especially appreciate the practical advantages of Textolite: cleaning ease . . .

scratch- and stain-resistance . . . years of fresh, fade-proof beauty for their kitchens.

Why not put General Electric Textolite to work for you? See the full line of patterns in Sweet's Light Construction File, Cat. 7e/Ge. For expert advice on specific applications, call your Textolite dealer (listed in the Yellow Pages under "Plastics"); or write to Laminated Products Department, Section AB-89, General Electric Co., Coshocton, Ohio.



This 19-story penthouse and luxury apartment residence at 50 E. 79th St., N.Y.C., built by Fisher Brothers, features Textolite surfaced cabinets in every kitchen.

Textolite
LAMINATED SURFACING
GENERAL  ELECTRIC

"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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September 1958

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One of a series . . . from Abitibi

The Plus Differences of
PLATEBOARD
THE IMPROVED HARDBOARD

10 choices

. . . for smart appearance, new economy

in a wider range of applications!

You get *more to do more with*—from Abitibi! Example: The distinction of wood-graining in Plateboard—the improved hardboard . . . in *five pattern choices*, all available in both *Oak* and *Walnut* finish! It is market-minded *Plus-Differences* like this that make Abitibi your *new* best bet in hardboard! Why not write us for further information—today!

ABITIBI CORPORATION

GENERAL SALES OFFICES
Penobscot Building, Detroit 25, Michigan
Manufacturing Plant, Alpena, Michigan

in popular
Woodgrain

Abitibi

Better building products through
research in wood chemistry

The multi-million dollar Abitibi plant at Alpena, Michigan . . . where automated quality control teams with sales alertness to market needs to create the important new advances in *Plateboard* and *Insulation Board Products*. All available in mixed shipments, assuring rapid delivery to you.



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

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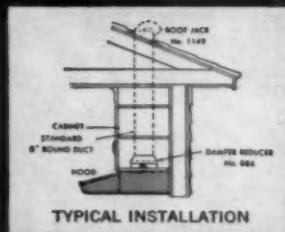
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Introducing the



FASCO function-AIRE

new low cost power range hood with the **Slim Trim LOOK**

HERE IT IS! The builders model of the popular slim trim power range hood by Fasco. This is the low-cost hood for projects and developments with glamorous style lines that fit so well with today's functional kitchens.

The FUNCTION-AIRE is a complete unit with light,

built-in ventilator and filter . . . completely pre-wired for quick and easy installation.

It will pay you to take a close look at this low-cost beauty . . . the Fasco FUNCTION-AIRE will give your kitchens that special sales appeal at modest cost to you. For complete information write Fasco, Dept. AB-958.

FASCO function-AIRE
is a completely equipped,
pre-wired unit that
installs in minutes!



Cut hole in cabinet 11½" x 9½"—1½" from back and ¾" from left side.



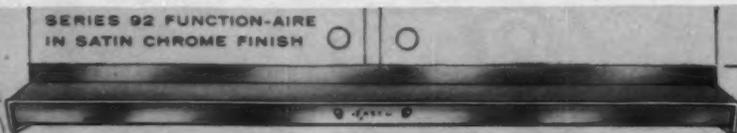
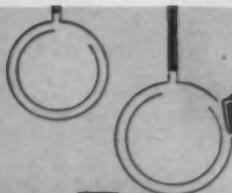
Fasten hood to cabinet. Use standard 9" round duct or a Fasco damper reducer Model 886 with 8" round duct.



Remove junction box cover and connect two white to white of line and black to black of line. Replace junction box cover.



Replace filter, install 60 watt bulb and the Fasco Function-Aire is complete . . . ready to go.



AMERICAN BUILDER Impact

To The Editors: -
American Builder
30 Church Street
New York 7, N. Y.

Hidden values

. . . *Hidden Values* are right down our alley because so many of the fine materials we produce are hidden or covered up. We like the way the AMERICAN BUILDER is taking publication leadership in the building field. . . .

F. W. Girdner
Bradley Lumber Co. of Ark.
Warren, Ark.

"A vital topic"

. . . I urge you to continue this pioneering attitude as expressed in your "Outrage" issue. . . . You have struck a vital topic. . . . There must be a great many, like myself, who will look to you for guidance and leadership. . . .

D. J. Linehan
Auburn, N.Y.

Outraged at "Outrage"

Referring back to your March issue and your article on page 86 on how \$1,000 can be trimmed off the cost of a \$12,000 house: any builder or construction worker, such as myself, who has any respect for good construction knows that the code in question isn't ridiculous. What's ridiculous is the short cuts suggested. The house illustrated even in compliance with the code is an inferior piece of construction simply because it is a frame house. The changes suggested for the most part would reduce this house to little more than a shack.

I've worked in many housing developments myself and I've looked over construction techniques all over the country. Never in my experience have I seen or heard of rafters being placed at more than 16" centers, or plywood flooring less than 5/8" thick.

I did work on many homes with gypsum board sheathing. My opinion of gypsum board is, "I

wouldn't even use it to build a dog house."

Gypsum boards are simple, weak substitution for wood sheathing. Gypsum isn't water proof. It does not hold nails. I do agree with the suggested changes in regard to the prefab chimney, the 2x3 non-bearing partitions, thinner sheathing on the roof, and a less expensive heating system.

Mario Maletta
Philadelphia, Pa.

- We hold to the idea that the code in question is ridiculous. If builder Maletta would check with FHA and other responsible agencies, he would find the following:

Rafters 24" on center are perfectly adequate if roof sheathing is at least 3/8"; 1/2" subflooring is perfectly adequate if joist spacing is 16" on center; gypsum sheathing is used only where it does not have to hold nails. And it need not be waterproof—nor does any other siding material, since an adequate siding job doesn't let water in.

The house in question is not a shack; it is a well-built home, offered at an excellent price, approved by FHA, VA, and local authorities.

Heating codes

Your treatment of obsolete codes was most timely and provocative and should help focus more attention on localities with unfair code practices.

However, your article on how modernizing a code would save \$1,000 is in part quite misleading.

. . . [It] tends to create the impression that *most* local codes require radiant-heated slabs in split-levels. This, of course, is not true. And where it is, then it is only for the reason that radiant heat is about the only way to overcome the cold-floor problem in the basement of split-level homes.

We also feel that the alleged \$350 savings is erroneous. We know a great many builders who are offering hydronic heating for only slightly more than other systems, and not a few who are making it available at no extra cost.

Franklin Greene
Executive Director
Better Heating-Cooling Council
New York, N.Y.

- This is, of course, a particular local problem, not a universal one. The price of \$350 was given us from the builder's records.



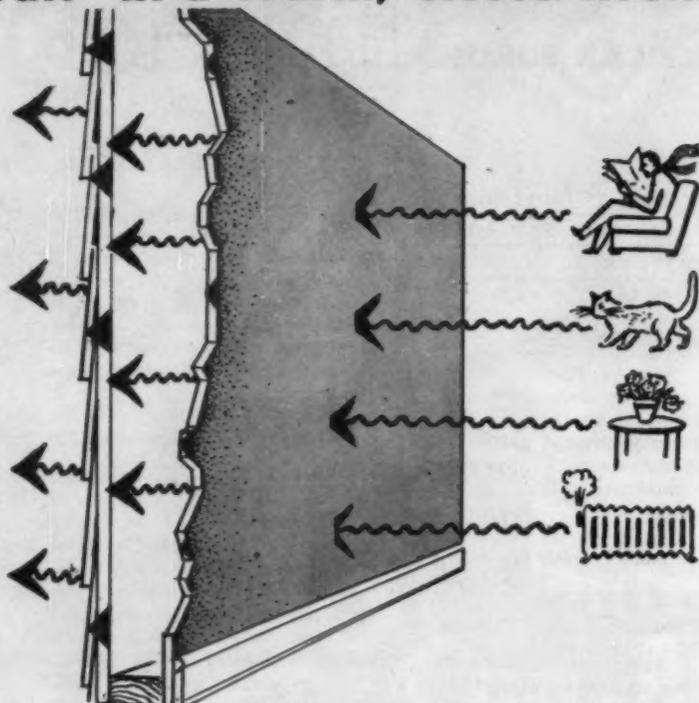
"Sure, I know I asked for a big picture window, but . . ."
(Cartoon by Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

Ever Feel a "Draft" in a Warm, Closed Room?

(RADIATION is the transmission through space of invisible heat rays. They have no temperature, only energy. When absorbed by a surface, their energy is transformed to HEAT. The surface of any object warmer than absolute zero—the Sun, You, Clothing, Wood, Plaster, an Iceberg, a Stove, a Chair, Paper, an Animal, will RADIATE to a colder surface.)

(CONDUCTION is the process by which a cooler object or particle is heated by direct physical CONTACT with a warmer one.)

(CONVECTION is the transfer of heat within air caused by the flow of the air itself.)



People often complain of "drafts" in a room with air-tight walls and windows. Why? To a large extent because, by Nature's law, warmth flows to cold by RADIATION as well as by CONDUCTION. Cold walls, too, draw heat out of contacting air by conduction, causing a downward current of cold air.

The exposed skin of people and the outer surfaces of their clothing lose heat as infra red heat rays flow from them with 90% emissivity to a cooler wall surface which has 93% absorptivity (and transforms the heat rays again to heat). If insulation is lacking, or has settled down, most of this heat is transmitted by radiation to the colder outer wall with 93% emissivity, absorbed, and then dissipated to the colder, outer air. So people are uncomfortable, perhaps only in spots. More fuel is then burned.

Multiple layers of aluminum in the wall space would retard convection; turn back heat rays with 97% reflectivity. When plaster is sufficiently warm, no net heat loss radiates from bodies to it; no current of cold air flows along the wall's surface. Comfort is maintained without unduly high temperatures or fuel costs.

In summer, the process is identical except for direction. Heat flow by radiation, conduction and convection is retarded by the multiple sheets of aluminum in the outer wall space. Interiors of rooms stay cooler, and the plaster surfaces are also often cooler than the body. Some heat would then leave the body for the colder wall surfaces, increasing body coolness and comfort.

You'll enjoy, as well as profit from reading

Alexander Schwartz's recently published manual: "Heat Flow by Radiation in Buildings, Simplified Physics." The scientific background of heat flow, specific information on how to control it, data on the various types of multiple aluminum insulation, ratings of insulation performance, and installation techniques under many conditions are interestingly discussed in this liberally illustrated 48 page manual. A FREE copy is yours for the asking.

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	UP-HEAT	DOWN-HEAT	Cost‡
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TYPE 4	C.105=3½"	C.038=8¾"	5¢ sq. ft.
TYPE 5	C.081=4"	C.034=9½"	6¢ sq. ft.
TYPE 6	C.068=4½"	C.034=9¾"	7¢ sq. ft.
TYPE 9	C.043=7¾"	C.029=11¼"	12¢ sq. ft.

Types 1, 2, 7, 8 also available

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

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

‡Average installation rate is 2000 sq. ft. per day per man.

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The Building Outlook

SMALL TALK

TIMES DO CHANGE

W. M. Kiplinger observes in a recent issue of his publication that back in the '30s we were asked to buy an apple to help the unemployed. Now we have to buy an auto. What we wonder is what we'll be asked to buy 10 years from now. (We hope we know.)

MORE CHANGES

"Years ago we did our entertaining inside the house, went to the 'powder room' outside. Now we do the opposite."—Armand J. (Gary) Garipey (well-known sales trainer)

STILL MORE CHANGES

Dave Bollinger, real estate editor, *Pittsburgh Press*, reminded us of the perennial movie favorite, "Mr. Blandings Builds His Dream House." Myrna Loy told her architect she must have four bedrooms and four baths. Cary Grant sadly remarked that he expected the home to cost \$10,000. They were appalled when it came in at \$18,000. That was in 1948. What a difference 10 years makes. One thing hasn't changed: buyers still want the most they can get for their money.

MORE CHANGES AHEAD

Around the year 2000, homes should be quite different than they are today, says Harry J. Quinn. The South Holland, Ill., builder-architect makes these predictions. There will be no sewers or water mains. Sewage and garbage disposal will be accomplished by means of chemical disintegration. Water will be supplied from moisture in the air. Electric wiring and underground cables will disappear. The atom will control the switch for refrigeration and lighting. And, of course, the house will be mobile. Futuristic design, he says, calls for a foundation pinpointed on a type of gyroscope.

MORE AND MORE SIGNS THE RECESSION IS ENDING:

(1) Manufacturers' orders and sales rose slightly—and contra-seasonally—in June over May. For the first time this year factory hirings ran ahead of separations. (2) Publishers, radio, TV report ad outlays are rising—with a big improvement expected early next year. (3) Businessmen have markedly slowed the rate at which they have been cutting inventories. (4) The Federal Reserve Board boosted margin requirements on stock purchases to 70% and authorized the San Francisco Federal Reserve Bank to increase the discount rate from 1 $\frac{3}{4}$ % to 2%—the first public action to restrain credit since the business upturn began last spring.

DESPITE THE "FED'S" ANTI-INFLATION ACTION, indications are that the government will continue to pursue a strong "pro-housing" policy to insure continued economic improvement. Last month another \$100,000,000 was released to FNMA to purchase low- and moderate-priced home loans under its special assistance program. This raised to \$850,000,000 the amount made available to the agency since the program started in April. It insures adequate financing for new homes in the months ahead.

MORE GOOD NEWS: as far as the recent business recession is concerned, the average American consumer hasn't panicked. That's evident from the latest report of the Survey Research Center, University of Michigan. Despite what the country has been through in recent months, consumer confidence has remained on an even keel since last December's survey was made. Most important fact for the homebuilding industry is that additions and improvements to their homes was rated top place in what consumers want. A new house ranked number three.

GREATEST INCREASE IN STARTS will continue in the target areas of migration. That's how the University of Miami's Bureau of Business and Economic Research sees it. (See page 19.) It's logical. With new factories come more workers—and the need for more homes. Whether new industries come into your area because of the billion dollar highway program or through such projects as the St. Lawrence Seaway (see page 134), they're bound to affect your future plans. Such industrial expansion can change you from a small builder to a large builder. Keep an eye on industry in your area.

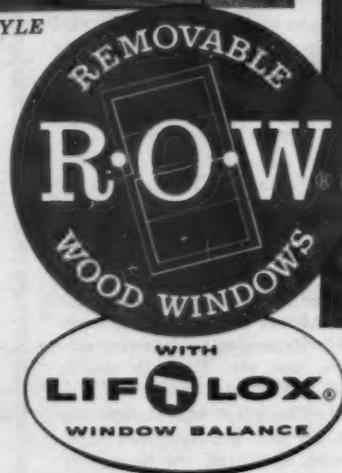
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The built-in performance features of R-O-W windows can be demonstrated convincingly. Beautifully balanced with R-O-W LIF-T-LOX, they lift out immediately for safe and easy cleaning. Spring-pressure weather seal is built in, too. No other windows can match the built-in performance of R-O-W Removable wood windows.

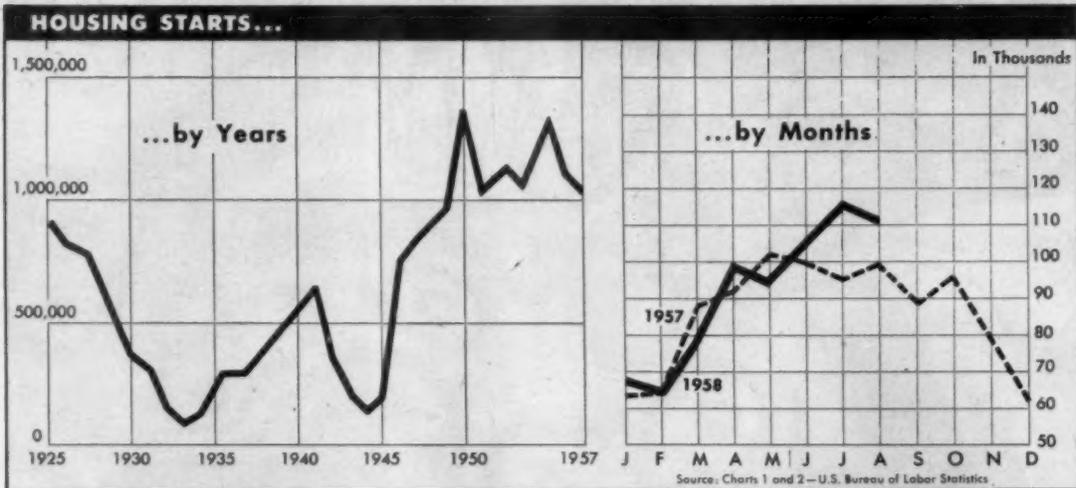


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Pulse of Building



Interpretations: 1

For the third successive month, housing starts exceeded year-ago levels. The 7-month total of 645,000 is nearly 6% over the comparable '57 figure. Continuing high FHA-VA applications and the economic recovery make it unlikely that activity in succeeding months will fall behind '57. It is conceivable that '58 starts could exceed all years' except '50, '54 and '55. Strong evidence for continued gains lies in June-July permit activity. Normally down, this year it moved generally upward.

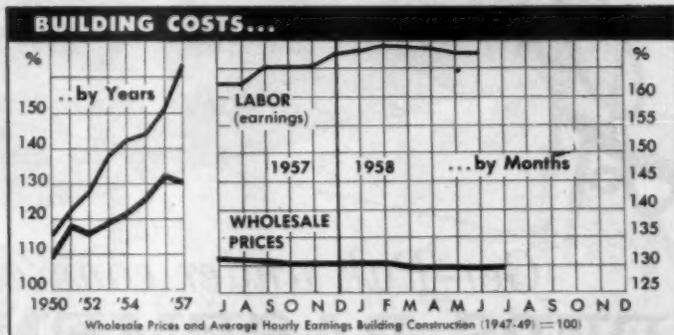
1 RISING CONTRA-SEASONALLY, private starts in July hit 107,300 (spurred by FHA-VA). These combined with public starts for a total of 111,000, giving a seasonally adjusted annual rate of 1,210,000.

15 LEADING HOME BUILDING AREAS

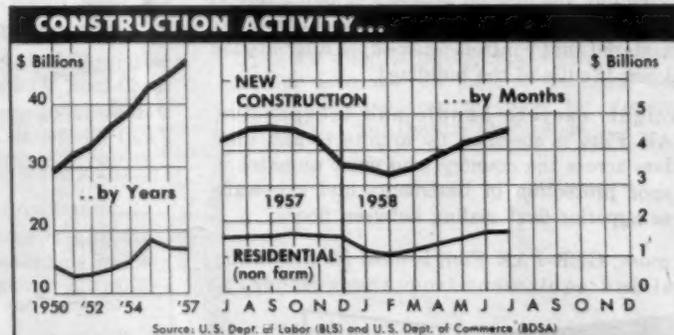
Dwelling units built in Metropolitan areas during the first four months of 1958. (BLS)*

	Units	% Change Jan.-April 1957-58
Los Angeles	25,204	-16
New York	18,557	+4
Chicago	11,254	-18
Miami	6,254	+6
San Francisco	6,205	+11
San Diego	6,080	+17
Washington	5,562	+36
Phoenix	5,167	+46
Detroit	5,014	-30
Philadelphia	4,360	-20
Denver	3,389	+27
Baltimore	3,207	-29
Atlanta	3,124	+17
Seattle	2,943	+35
Cleveland	2,574	-14

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



2 EDGING UP for the third successive month, materials prices reflected gains in softwood plywood, Douglas Fir lumber and copper products. June hourly earnings remained at the April-May levels.



3 SEASONAL GAINS in July's new construction reflected strength in housing and store building as well as a spurt in military projects. These were partially offset by the steady slide in industrial building.

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Lightweight, easy to handle and inexpensive, GER-PAK Film is specified by architects and used by builders across the country who want unmatched water-vapor protection in basements and side-walls as well as superior dust sealing between floors.

What's more, GER-PAK Film is ideal for protecting material and equipment from the weather...

to close-in unfinished doors and windows... as painting drop cloths... plus dozens of on-the-job uses.

And GER-PAK Film offers the widest range of widths—from 10-inch for flashing all the way up to 40-foot. Available in CLEAR, BLACK and special opaque WHITE. Ask your dealer about GER-PAK Film today!



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Tomorrow's House

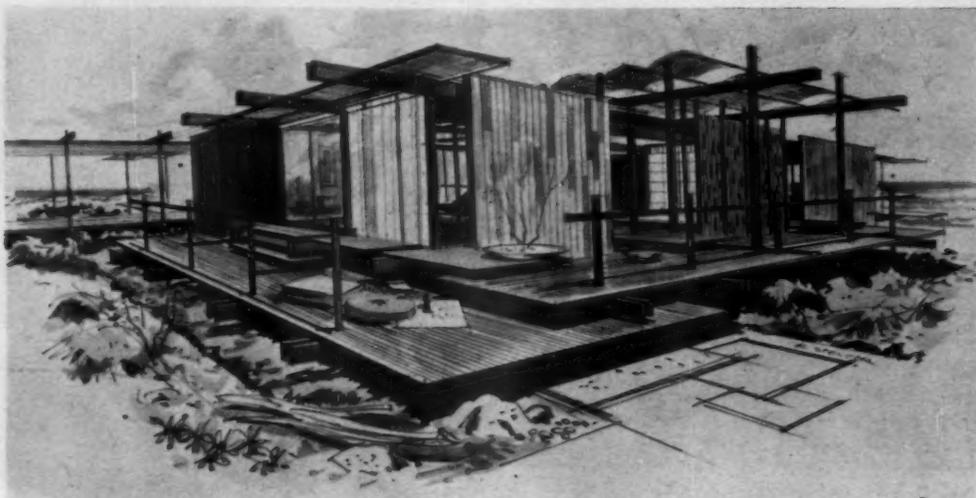
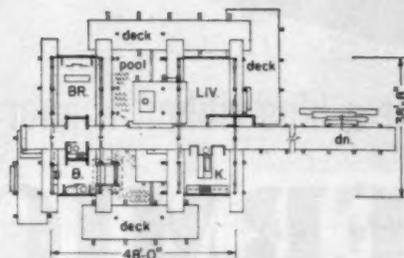
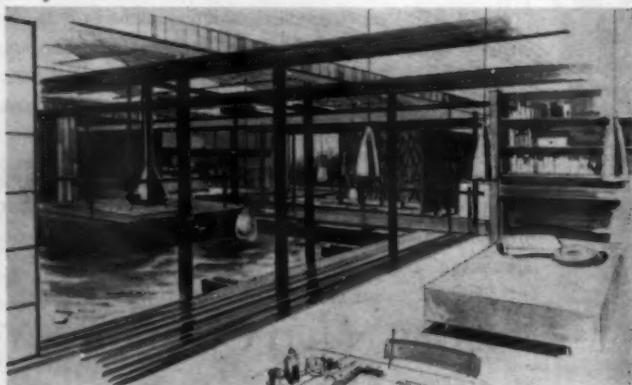


Photo-drawings: courtesy Southern Counties Gas Co.

A bold idea for outdoor living: build inside a series of decks

Wooden decks in this unusual California beach house really pay lip service to the indoor-outdoor concept. They extend the living area beyond the conventional four walls, and nearly double the house's 1,000 sq. ft. All living space radiates from a central court and large pool. Builder: George D. Buccola. Arch.: Smith & Williams, AIA.



TWO identical rectangles adjacent to a central court and pool make up the house. One is the living area; the other for sleeping. Decks are of Douglas Fir Plywood.

BEDROOM becomes larger with dressing room and sunken tub left open to the area. View looks across the pool to the living room deck with its outdoor fireplace.



One of 10,000 attractive Stoneson-built homes in the San Francisco area.



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Bermico is tough cellulose fibre, thoroughly impregnated with coal tar pitch, that is naturally waterproof, root-proof and resistant to acids and alkalis. Convenient 8-foot lengths make Bermico easy to lay. Joints are quickly sealed with a few hammer taps.

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12-MONTH HOUSING SURVEY INDICATES

PLUS

**factors in
building economy
are nation-wide**

**University of Miami survey
shows upward trend developing**

**U. of M. Ups Its
Forecast of Starts***

New England	+1,000
Middle Atlantic . . .	+3,000
East North Central	+2,000
West North Central	+2,000
South Atlantic	+6,500
East South Central	+2,800
West South Central	+4,300
Mountain	+2,800
Pacific	+6,000

* Previous survey: 12-month period ending 3/31/59; Current survey: 12-month period ending 6/30/59.

An upward trend in residential construction is developing and can be expected to result in higher levels of nonfarm housing starts."

These optimistic words preface the University of Miami's revised housing forecast for the 12 months ending June 30, 1959. The survey was made by the University's Bureau of Business and Economic Research, under the direction of Reinhold P. Wolff. (The previous survey was for the 12-month period ending March 31, 1959.)

Brightest aspect of the forecast is that there is no area in the country in which starts are expected to be lower than the previous forecast indicated. A few areas stayed at an "even" level.

Much credit for the more optimistic outlook is given to relaxed credit conditions. Particularly important, according to the forecast, is the change from tight to more relaxed conditions for conventional loans.

"The favorable effect of this trend," the report states, "will express itself in substantially higher loan volume and increased building activity in the field of single-family dwellings."

PRESENT "HIGH-START" REGIONS TO MAINTAIN PACE:

Migration areas are most favored

WESTERN

Target areas of migration—in which a proportionately large amount of new homes have been built during the past five years—are expected to continue to account for the greatest number of starts.

One of these areas—the West—will have nearly one-fourth of the total building volume for the 12-month period, according to the Miami University forecast.

Approximately 288,000 units—representing the largest amount of construction since the record year of 1955—are forecast. Compared with the University's earlier forecast, this represents a gain slightly better than the national average.

Within the western region, the mountain states of New Mexico and Arizona will be the leaders. Especially sharp rises are due for Phoenix and Albuquerque. Denver is also high on the list.

Other areas which are expected to have outstanding gains are Sacramento and San Diego. Los Angeles, meanwhile, should exceed its 1957 volume, but not reach its 1956 figure. The San Francisco-Oakland area also runs ahead of 1957—but trails behind 1956 levels.

Selected western cities show these forecasted increases over 1957 starts for the 12 months ending next June 30: Denver, from 8,200 units to 9,000 units; Phoenix, from 11,800 units to 13,600 units; Tucson, from 3,200 units to 3,500 units; Seattle, from 8,000 units to 9,000 units; San Diego, from 16,000 units to 18,800 units; and San Francisco-Oakland, from 19,000 units to 22,000 units.

SOUTHERN

For the period ending next June 30, a total of 368,000 nonfarm starts is forecast for the southern region. This is 14,000 more than were predicted in the earlier survey and around 40,000 more units than in 1957.

In the South Atlantic states, best gains are expected in Florida

where 83,000 new starts are anticipated during the period. The area of Miami-Fort Lauderdale will approximately maintain its 1957 volume of 31,000. The Orlando and Tampa-St. Petersburg areas will score moderate gains over 1957, while Jacksonville is expected to enjoy an even better rate of increase.

Other South Atlantic areas with better-than-average anticipated gains are Georgia, Maryland, Virginia and the District of Columbia.

The East South Central division is expected to show better-than-national advances. Alabama, which had upward trends in the past years, should continue its level of construction—or improve it. Tennessee and Kentucky should experience better-than-average gains.

In West South Central states, improvement over national rate will be even more spectacular.

Texas, for example, is expected to have a total volume of 75,700 units for the forecast period—3,700 more than previously forecast. This will be a gain of over 9,000 units over 1957 figures. Lesser gains are anticipated in Louisiana.

Selected southern cities show these forecasted increases over 1957 starts for the 12 months ending next June 30: Baltimore, from 12,000 units to 13,000 units; Tampa-St. Petersburg, from 15,200 units to 17,400 units; Orlando, from 4,000 units to 4,800 units; Dallas, from 10,100 units to 13,700 units; and El Paso, from 3,800 units to 5,200 units.

NORTH CENTRAL

Because of the business recession, the North Central region is not expected to increase its starts as vigorously as the remainder of the country. It is anticipated that 298,000 units will be built in this region—only about two per cent over the earlier forecast. However, this is considerably over the 1957 figures.

In Ohio, 54,800 units were put up in 1957. The outlook for the forecast period is 61,000—an improvement of 1,000 over the earlier forecast. Improvement can

also be expected in Illinois. Chicago starts, in particular, should be considerably higher than the last forecast indicated—46,500 units compared with 44,000 units.

Kansas City, Omaha and Minneapolis-St. Paul areas are expected to maintain the favorable trends they have been experiencing. Their gains will be at the rate of national advances.

In Wisconsin, steady trends have been maintained throughout the recession. A good volume of new starts can be expected in the 12-month period.

Selected North Central cities show these forecasted increases over 1957 starts for the 12 months ending next June 30: Columbus, from 5,900 units to 6,400 units; Indianapolis, from 4,600 units to 5,000 units; Chicago, from 42,500 units to 46,500 units; St. Louis, from 8,300 units to 9,800 units; and Omaha, from 2,950 units to 3,200 units.

NORTHEAST

During the forecast period, the Northeast will account for 215,000 units. This is 4,000 more than in the previous survey. Even with this improvement, the region will not quite reach its 1956 level.

Of the gains, about 1,000 units will be found in the New England states; the remainder will be distributed over the Middle Atlantic states.

New Hampshire, Rhode Island and Connecticut should attain gains comparable to the national level.

Better gains will be found in some of the metropolitan areas of the Middle Atlantic states. The New York-North East New Jersey area—which had reached a very low point in the construction trend—is expected to rebound and score better-than-national gains in the period ending next June 30.

The areas of Allentown, Philadelphia and Pittsburgh, especially, are expected to improve beyond the national average.

Selected Northeast cities show these forecasted increases over 1957 starts for the 12 months ending next June 30: Boston-Lowell-Lawrence, from 8,750 units to 10,000 units; Providence, from 2,700 units to 3,000 units; New York-North East New Jersey, from 66,750 units to 71,000 units.

BUILDERS SEE VARIED EFFECTS

Housing bill goes down the drain

Builders reacted with mixed emotions to the news late last month that there would be no general housing bill this year.

At press time *American Builder* asked a number of key builders and industry leaders for comment on what Congress' failure to act will mean.

Said NAHB President, Nels G. Severin: "It will be a depressive factor on housing starts for the rest of the year. . . The bill has far reaching factors that will affect home builders in years to come. . . It's a great shame something can't be salvaged out of the bill before Congress adjourns."

[Nevertheless, Severin felt there was a chance a bill could be pushed through. Sen Sparkman (D., Ala.) was trying to get a rider through as a last-minute attempt for housing legislation this session. If the effort failed, it would be the first time in 10 years that no permanent housing law was passed.]

Other sources reached by *American Builder*:

Builder Dave Fox, Fox and Jacobs, Dallas: "Failure to pro-

vide new housing legislation will definitely have an effect nationally. The people in Washington are optimistic about housing starts because of the recent upsurge. But this is due to the provisions in the Spring bill."

Al Balch, Seattle builder, had a different viewpoint. "It won't affect us this year. Builders got good momentum from the emergency housing bill this Spring."

Martin L. Bartling, Knoxville, 2nd Vice-Pres., NAHB: ". . . after the initial momentum of the Spring bill has worn itself out, large-scale builders will be afraid to go ahead with plans."

Bartling said the defeat of the urban renewal provision would have a "psychological effect in his area." Knoxville's program would have got \$23,000,000.

Uriel Manheim, economist with Housing Securities, Inc., New York, which forecasts under 1,000,000 single family starts for this year, felt the defeated bill has "little significance" for the industry. "The Spring bill will carry builders through the year."

Carl Freeman, Alexandria,

Va.: ". . . It's tough to build a house here for much less than \$18,000 and the fact that Congress did not pass the liberal down-payment benefits and raising of FHA maximum is a blow."

Re the controversial U. S. Savings and Loan League Plan to insure all conventional mortgages, he said, "This is something that must come eventually."

Most builders, even those against the bill, regretted that the trade-in provisions went out with it. Severin added he was "most anxious to have them passed into law. It is the most important thing we need to open markets builders can't presently handle. This provision had no opposition from the administration."

Builders wanted trade-ins

Leland Lee, Dallas, one of the country's biggest traders thought the bill "was far too liberal."

However, he added that he was sorry to see trade-ins knocked out. "We can handle our trade-ins anyway, but this will keep builders from going into it. It won't affect those already in it."

San Antonio site of National Marketing Conference

One of the most important industry meetings of the year, the second National Executive Marketing Conference, will be held in San Antonio, Oct. 2 and 3. The event, sponsored by the National Housing Center, immediately precedes the Fall meeting of some 600 national directors and local presidents of NAHB.

The conference will be an assembly of leading manufacturers, builders, economists and marketing experts from all segments of the industry. Its theme: New Home Ownership: How to Increase It; How to Improve It; How to Profit from It.

Richard G. Hughes, Chm. of the Board of Trustees of NHC, said, "The purpose of the conference is to foster an improved climate of understanding between builders and manufacturers and . . . present concrete methods by which a united building industry can effectively expand new home ownership. . . ."

"Parade" part of meeting

Those attending the conference will have chance to see one of the country's finest Parades of Homes. San Antonio Home builders will stage five parades. Fifty-six builders will display 72

houses in all price ranges. *American Builder* will provide transportation from downtown San Antonio to the sites.

The merchandising aspect of the Parade will be the basis of future work by the National Housing Center to develop a criteria for 1959 National Home Week Parades of Homes.

[Most builders will recall the late Ed Gavin, editor of *American Builder*, conceived the idea of National Home Week in 1948. It has been selected by NAHB as the most forceful builder promotion event of the year. See Dickerman's column p. 22.]

GOING TO PRESS

LUMBER DEALERS . . .

Needed: industry-wide promotional drive

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

Now that the recession is said to be behind us, it is high time that the whole building industry got together to develop a hard-hitting, continuing plan for taking advantage of the great opportunity that lies ahead of the industry. By the industry, I mean that segment concerned with home building. The great opportunity lies in the fact that the industry has been enjoying little more than half of its potential market.

The editors and promotional staff of AMERICAN BUILDER have recognized this opportunity, based on the united opinion of an imposing group of construction economists. The AMERICAN BUILDER staff is taking the facts to all sections of the country.

"Your sights are set too low" is what the economists tell the building industry. In effect, they say that we are coasting along with a



Northup

market of 1,000,000 to 1,100,000 new homes a year when there is a market for 2,000,000. That figure is based on several factors. Among these is the fact that some 20,000,000 existing homes—more than 40 per cent of the entire supply—were built prior to 1920. Another 9,000,000 were built prior to 1930.

Can't match today's homes

True, many of those older homes have been modernized and probably are fairly nice to live in. But few of them can begin to match today's fine new homes in comforts and conveniences. Getting families to leave those older homes for something newer and much better is largely a matter of superior salesmanship and promotion. However, not much of that type of promotion is in evidence.

Collectively, home builders, lumber dealers, building-products manufacturers, savings and loan associations and others in the industry spend a tidy sum annually on advertising designed to sell their own particular houses or products or services. Far too little

is spent to convince American families that a new home is much more desirable and satisfying than any other major purchase they could make with their available savings and credit. This idea deserves a lot of clear thinking and positive action.

Whether new funds should be found to finance the right sort of a promotional program or whether part of the present promotional expenditures should be dedicated to that purpose is a matter to be studied and decided. There is no better time than now.

Auto men spend millions

The automobile manufacturers alone spent \$243 million last year on advertising. This is far more than the entire building industry spent. In addition, many millions more were spent by auto dealers. Now that times are getting better, the auto manufacturers will be spending more next year. No wonder they get so large a share of the consumer dollar. It's time we started giving them a little more competition.

DICKERMAN'S COLUMN . . .

NHW: American Builder's big idea grows

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

Back in 1948, the late Ed Gavin, editor of AMERICAN BUILDER, suggested to the NAHB that it sponsor a celebration to be known as National Home Week. He knew that such an observance could be a big idea. I doubt, however, that even with all his foresight and imagination, he realized just how big NHW would become.

In the eleven years that have elapsed, the week has become the greatest single observance of the entire building industry—and one of the biggest of any business cele-

brations. It is shared by all parts of the home-building industry and those interested in it: manufacturers, suppliers, newspapers, TV and radio networks, magazines, home-financing institutions, government agencies—and above all—the public.

The big story

No event in our business draws as much public attention as NHW. Millions of people turn out to see the thousands of exhibit homes put on display. More millions read the massive columns of publicity and information about what the industry has accomplished in putting desirable new homes within the reach of most families.

This year, through NHW and its Parades of Homes, home builders have an impressive story to tell the country. Their industry is the bright spot in the nation's sluggish economy. The results of careful research in making new homes better than ever and at prices more families can pay will be on conspicuous display. The desirability of home ownership and all that it means to a family is being emphasized. The spotlight will be turned on good neighborhood development and the creation of entirely new well-planned communities. There will be civic affairs to which governors, mayors and other officials will contribute.

(Continued on page 217)



Dickerman

Eichler quits AHB over "bias"

Here's the story of Joseph L. Eichler's resignation from San Francisco's Associated Home Builders:

It began when a Sacramento, Calif., court ruled that builders who use federally insured financing cannot refuse to sell to members of minority groups.

Richard E. Doyle, executive vice president of AHB had a comment to make about the court decision.

"... it is a generally accepted theory that minority races depreciate property values... there may be no statistics to prove that but as the representative of home builders it is the theory under which I operate."

In a letter to Doyle, Eichler said, "Since I am the largest and probably the most prominent builder

of this association it would seem that this would tend to reflect my own views... The only standard we use to qualify a person for a house is that he has the financial qualifications, and that in our opinion, will make a good neighbor."

Eichler, who sells homes to Negroes, also said that statements like Doyle's "... add years to the day that I am sure will arrive in this country when racial and other types of discrimination will be unheard of..."

"Unless there is a forthright and unequivocal statement made officially by our association denouncing discrimination... I will be forced to resign..."

No such statement was made and Eichler resigned.

The big dispute on the West Coast is only part of the dilemma many builders are facing.

● Bill Levitt indicated his third Levittown in New Jersey would be built as an all-white community. The state's division against discrimination announced that VA had agreed to withhold loan approvals from any builder practicing discrimination.

5 States have laws

● New York, New Jersey, Massachusetts and two western states, Washington and Oregon, have anti-discrimination laws. When requested by the state, FHA and VA have agreed to refuse applications from builders who violate the law. The agencies, however, will not withdraw past commitments.

These laws impose a threat to builders who plan "white" communities: their bread and butter comes from government financing.



Recession bogey K.O.'d: 79 homes sold in 72 hours

"Of course we can," might be the one phrase that sums up Ralph E. Staggs' outlook on life. The Phoenix, Ariz., builder felt recession talks should not be allowed to become a state of mind.

Staggs got the idea to hold a 72-hour Sell-a-Thon at his four developments on a Tuesday at 2 a.m. The sales spree began that weekend.

Full-page newspaper saturation began Wednesday, and was carried through the closing day of the Sell-a-Thon. Radio and TV also kept the public informed that model homes would remain open 72 consecutive hours. Result: a profitable 79 sales.

Plastic sales bubble shows-off project

Located on the roof of his main office, this novel sales enclosure is being used by Louis Lesser Enterprises, Beverly Hills, Calif.

A lot of favorable comment has come from prospects who get a marvelous view of the project.

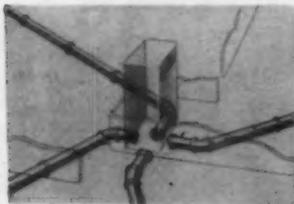
Made of DuPont's Mylar plastic, the bubble is only three millimeters thick. Its shape is maintained by a small blower in the floor. Excess air escapes through a valve, so there's a constant interior pressure. Air can be heated in the winter—cooled in the summer. The bubble is sealed around the base with a cable drawstring.



new factory-made compression joints . . .



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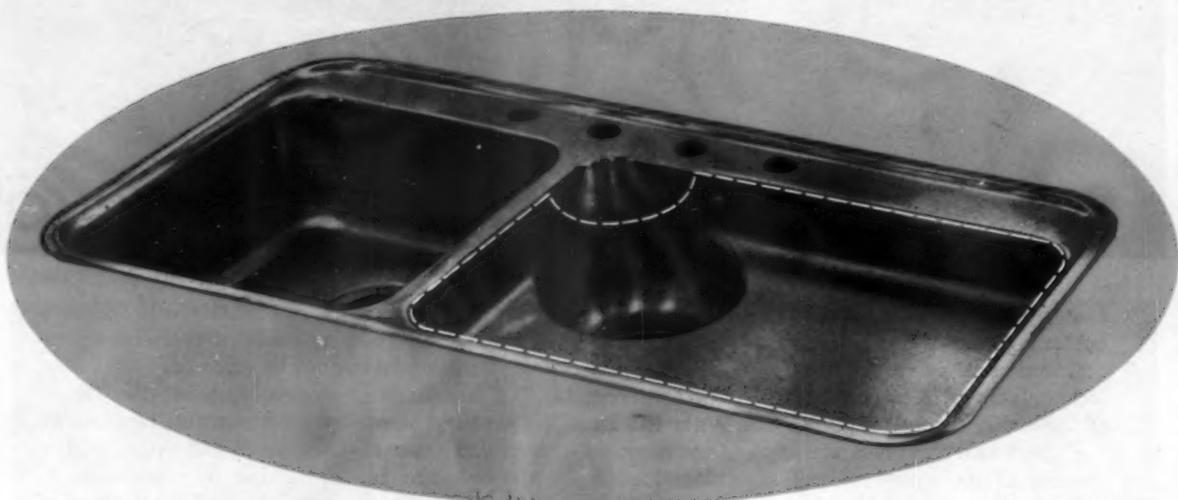
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"spoon saving" shelf that holds flatware and utensils.

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cut heating costs, give
positive moisture control

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"Of hundreds of homes insulated the Danes Way and protected with VISQUEEN film, we've never had a case of moisture condensation within walls or paint blistering due to condensation.

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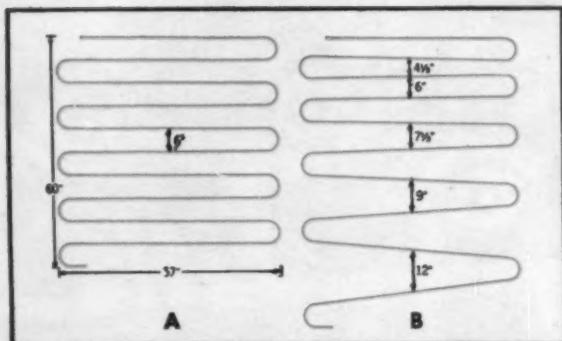
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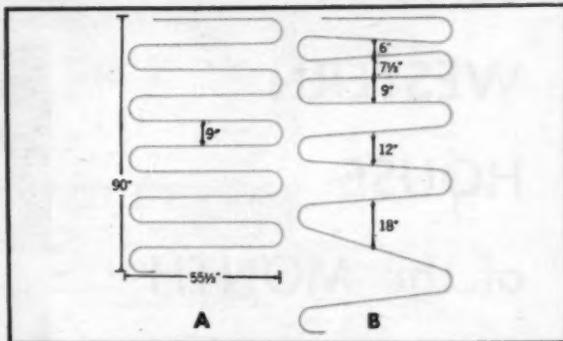
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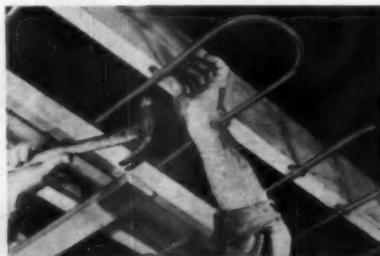
Anaconda 3/8" Panel Grids for Ceilings. Contain 50 linear feet of 3/8" nominal (1/2" O.D.) Type L Copper Tube machine-bent on 8" centers (A). Spacing can be adjusted from 4 1/2" to 12" (B) during installation to meet design requirements.



Anaconda 1/2" Panel Grids for Floors. Contain 50 linear feet of 1/2" nominal (5/8" O.D.) Type L Copper Tube machine-bent on 9" centers (A). Varied spacing from 6" to 18" (B) is easily accomplished by hand when grids are installed.



Machine-formed PG's are furnished ready to install. One tube end of each panel grid is expanded so that it can be solder-connected in series without requiring fittings.



PG's save time. Anaconda Panel Grids are easily lifted and propped in place, leaving worker's hands free to fasten tube straps. Metal lath will be installed below the grids.



Hook-type fasteners of nonrusting Everdur,® also offering easy, fast installation, are partially set in joists—PG's slip over hooks. Fasteners are driven to draw tube to ceiling.



Ceiling installation on gypsum lath. Note changes in spacings—4 1/2" centers near the outside walls where heat loss is greatest but with the c-c spacing increased at the center and inside areas.



No sags or dips in the tube lines. PG's are uniform and fasten snugly to ceiling construction permitting a uniform thickness of plaster with resulting savings in materials and time.



Heat for this basement game room will be provided by 1/2" PG's embedded in a concrete slab. For floor or ceiling radiant panel heating systems, Anaconda PG's offer many installation economies. 5815

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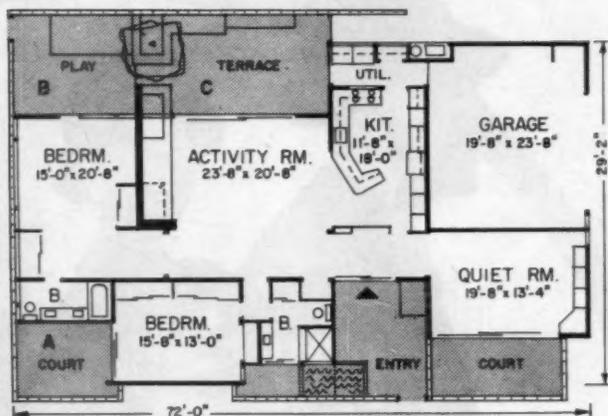
PLAY AREA is outside children's wing.

. . . and you've got a "sound

Products used in the Swart House

Two kinds of windows went into the house—Metalco metal windows and Denison jalousie windows. Wardrobe doors were by Glideall and sliding glass doors by Ader. Touch-plate is responsible for the low-voltage wiring.

Other products: Coralite over the tub; Crane plumbing; Pryne fixtures and fan; and Formica counter tops. Cooking appliances in the kitchen: Western Holly built-in gas oven and Thermador electric range.



TRAFFIC flows easily to any part of the house from the entry. Indoor-outdoor living space comes to 3,650 sq. ft.

a wall around it ...



LOGICALLY, the activity area is the center of the house. Terrace provides additional space.

barrier" for living

Privacy, quiet, and that much needed courtyard view are no longer an impossibility for urban living: the walled house has made its debut.

Planned for a busy corner lot in Lido Isle, Cal., the main requisite was shutting the house off from the clatter of the street. The owners-builders, Mr. and Mrs. Jack Swart, worked closely with J. Merrill Gray, AIA, to get the desired results.

High, attractive cinder block walls did the job.

Living space in the Swart house is extended 50 per cent by a private garden outside each room. The walls were built around each garden to barricade them from the street.

The house, which cost \$30,000 without land, was built on a concrete slab. Stucco and cinder-block veneer take care of exterior surfaces.



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There are many other reasons why Gordon Greene prefers the Volkswagen Pick-up truck. Easy turning and parking, big 1,764 lb. payload, 45 sq. ft. floor area plus 20 sq. ft. lockable compartment underneath, high mileage per gallon, rugged air-cooled engine. This engineered dependability is backed up by world-famous  service in all 49 (!) states. When service is needed, every  owner gets the best. The investment in a Volkswagen truck pays dividends. Real savings mile by mile add up year by year. Ask your authorized  dealer to show you the operating cost records for a Pick-up, Panel Delivery or a Kombi Station Wagon. A Volkswagen costs less to buy, run and maintain.

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Special Report from the Northwest

**Builders here are on the move—
developing land—experimenting with
new construction methods—using new
merchandising ideas. On my trip . . .**

. . . I found optimism and energy in the Northwest

by Bill Rodd, Western Editor

Prefabrication

Almost every builder contacted is using or experimenting with prefab. Ray Lindberg, Eugene, Ore., installed a "home-made" production line which cost about \$1,000. He estimates a saving of \$100 a house through the use of panels. And Peter Bilder of Lynnwood, Wash., developer of the Panelbild system, can show you how to build at \$8.20 a square foot.

Virginia Lee Homes, leading Seattle prefab manufacturer, opened a new plant in Tacoma, tripling its facilities.

Low-cost Housing

"Selling houses is no problem when you price them less than FHA appraisals," says Bud Pearce of Roach Homes in Portland.

As one tract salesman expressed it, "It's a lot easier to qualify buyers for \$11,000 homes than for those in the \$14,000 to \$15,000 bracket."

And after years of building in tracts, Ray Hallberg, Portland, is tapping a new market—building homes in the \$10,000 class on the owner's lot.

Land Development

"Buy land. I don't care where you buy it, or what you pay for it, but buy land now!" Al Balch, famed builder and land developer, told three young builders. By pooling their limited capital and good reputations

these builders bought 35 choice acres.

George Long, custom builder in the Bellevue area, bought 11 acres two years ago, and developed it into 11 wooded lots. The advantage, Long says, is that when you build in a small tract you establish a reputation as a substantial builder.

Clarence H. Cordon, president of Ninelake Park, is developing 634 acres into an industrial park and residential area.

Cost Cutting

"We cut overhead from \$400 to less than \$200 a house," says D. A. Belfoy and Herman Sarkowsky, two Tacoma builders. They formed a subsidiary to do all the construction work for both companies.

Promotion and Merchandising

"Recession? What recession?" asks Dick Stromberg, young Tacoma builder who used every idea in the book in his Blue Flame house. "We sold 20 houses in 1957 and 28 so far this year." Mark Perrault, Portland, built a model house on the ground floor of a big downtown department store and did a landslide business the first week.

Design

Rushmore and Woodman, architects, did an unusual custom job—the house is hidden from the road by two wing walls.

Report from the Northwest:

There's optimism and energy here

2,200 sq. ft.

for \$18,000

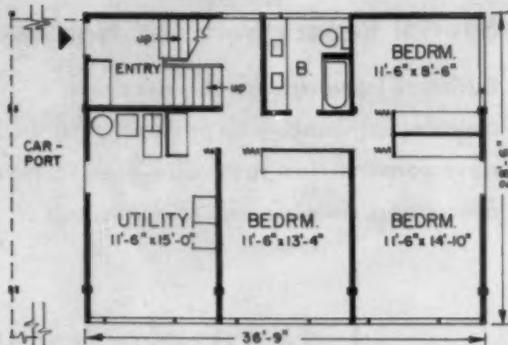
is possible when

the builder

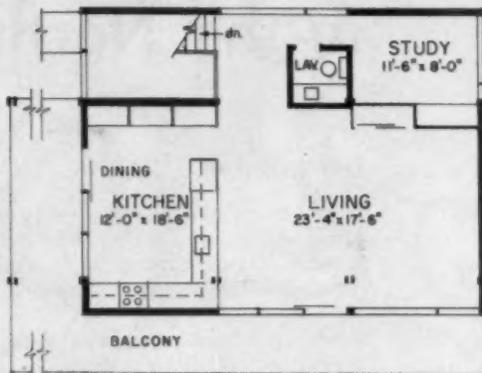
uses labor-

saving stressed-

skin panels



ENTRANCE is on a level midway between the two floors. The 2,200 sq. ft. house cost \$18,000 without land.



FIVE BEAMS, 4x16 at the widest point, support roof. They're exposed on second story. Deck is 400 sq. ft.

LABOR SAVINGS were reported by builder John Odgers. Originator of the panel system: Peter Bilder, Lynnwood, Wash. Arch.: Robert Hugus.



DUAL-PURPOSE 4x12' panels roof the house. They provide roof decking and ceiling in one component. Each panel consists of fir plywood top and bottom skins glued to lumber framing members. Insulation is sandwiched in between.



CANTILEVERED beams finished in redwood support the roof. Panels similar to the roof made the floor of the second story and ceiling of the first. Cost: 75¢ a sq. ft. for roof—90¢ for floor (including fabrication and installation).

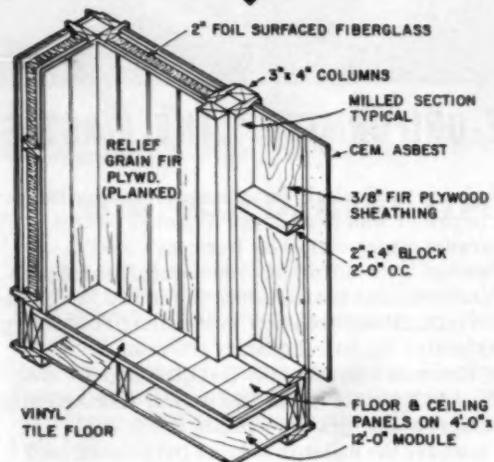


WHAT



CONVENTIONAL studs weren't used for the wall. Instead 3x4 verticals, 4' o.c., and 2x4 horizontal blocks, 2' o.c., were specified. Fir plywood sheathing was glued to verticals and blocks. The floor is ready for vinyl finish.

HOW



TYPICAL WALL CONSTRUCTION

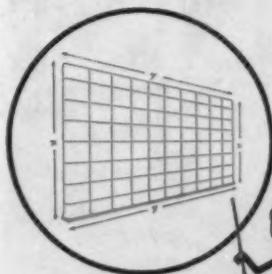
TYPICAL wall section: relief-grain fir plywood was originally specified as interior paneling. But actual construction was with 1x6 t&g cedar paneling with V-joints. Sheathing is 3/8" Plyscord; exterior siding: asbestos board.

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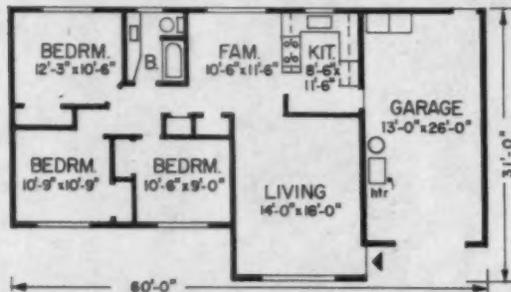
Northwest builders show you

1. Low-cost houses are selling well here

"Selling homes is no problem when you price them much less than FHA appraisals," says Bud Pearce of Roach Construction Co. in Portland. The company sold 170 houses in nine weeks. The tract has 219 homes selling at \$9,995.



L-SHAPED house has composition roof, horizontal siding. Chimney is prefabricated by Metalbestos.



A LOT OF HOUSE for the money. The lots are 70x100'. Closet space is abundant and for the low price there's a big family room and built-ins in the kitchen. Two-car garage is optional at \$600.

POSING is Bud Pearce. Buyers are offered extras which most take. While the basic house goes at \$9,995, the average sale is around \$12,000. Extras include a 1,100 sq. ft. basement at \$1,500; roman brick fireplace at \$450.

No lost motions—no wasted materials is the answer to low-cost houses, according to the key men at Roach. Studs, rafters and other parts of the house are precut near the tract. Part of the company's success hinges on the optional extras offered.

Another Portland builder doing well with low-



cost houses is Ray C. Hallberg—specialist in on-your-lot sales. Hallberg, who was once a tract builder, felt there was a big market to be tapped by using vacant lots in the city. His success indicates he was right. He sold 44 houses in seven weeks. Two models are priced at \$9,500 and \$9,300.

how to make more money

2. Land: builders are buying whatever they can

"Buy land. I don't care where you buy it or what you pay for it, but buy land now!"
Three builders took this wise advice from veteran builder and developer Al Balch. Since none had capital to tie-up any desirable lots, they pooled their money.

The purchase of 35 choice acres by three young builders was the birth of Tri-Development Corp., Eugene, Ore. A down payment of \$4,500 on the land released 13 acres for improvement. Each acre will have three lots. It cost \$45 per lot for engineering and an immediate outlay of \$3,000 to bring in water. This will be returned to the builders.

Whenever a lot is used by one of the builders or sold by the corporation, \$750 will be paid to the owner of the property. Since the corporation was formed to buy land, the builders will continue to operate individually.

BUILDERS met at the Eugene HBA. (L. to R.): C. K. Dart, president of the association; Commander R. E. Kerr, property owner; Charles Lake and Richard Millhollen. Houses will be built in the \$18,000 bracket.



"When you build in a small tract you establish a reputation as a substantial builder, and one house sells another," says George Long. Until he opened this tract, Long built on contract. Now, supervising several houses at once saves him money.

Two years ago, George Long, a custom-builder in the Seattle area, bought 11 acres of heavily wooded land close to a large park reserved for bridle trails. He subdivided the property into 10 lots and cut a street down the center.

Since then, Long has built and sold houses on all but three lots, and he is now negotiating for a similar piece of land.

Long learned what many small builders are learning—that it is possible to get started on a small tract without sky-high investments. His out-of-pocket costs were: \$1,000, engineering; \$1,500, street; \$5,000, two wells.

KANTER LANE is Long's tract. Some of his houses were built on contract—some speculatively. They range between \$30,000 and \$40,000.



3. Cost cutting: make it a "combination deal"

"We cut overhead from \$400 per house to less than \$200," declared D. A. Belfoy and Herman Sarkowsky, two Tacoma builders who formed a subsidiary to do all the construction work for both companies.



COST-CUTTING helped keep the low price of \$12,150 on the house. Lots are 75x125'.



Business was slow for Belfoy and Sarkowsky. To cut overhead, the two builders combined their businesses by setting up United Building Co. Operating alone in 1957, they had five superintendents who averaged \$10,000 each, and they built 125 houses. Now, United has two superintendents, and this year the builders expect to put up 200 or more houses. Savings came from combined sub-work, office work, and purchasing.

4. Merchandising: NW builders get jazzier

"Recession? What recession?" asks Dick Stromberg, young Tacoma builder. "We sold 20 houses in 1957 and 28 so far this year." The builder used every idea in the book in his "Blue Flame" house. So far, 40,000 people have been through it.

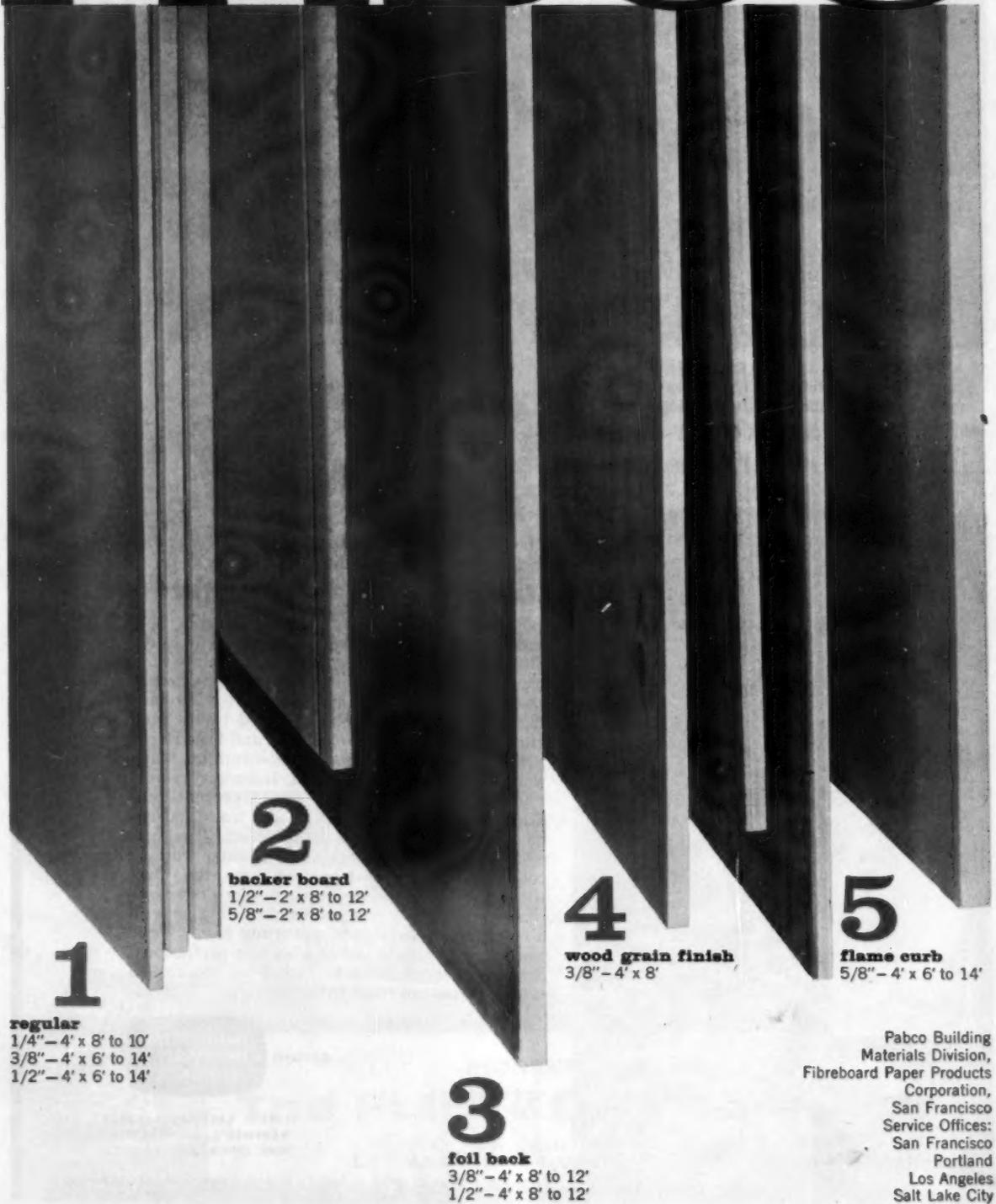


Fifteen sales opening week was the direct result of an intensive campaign. Here's what Stromberg had opening day: water ballet in the tract's pool; style show; talent group. The activity was supplemented with radio broadcasts a week before the opening and broadcasts from the tract opening week. The all-gas house also got an able assist from the Wash. Natural Gas Co. (See p. 84 for complete article.)

ORTHOPEDIC GUILD of Tacoma was on hand during the formal opening. To see the house visitors were charged 25¢. Mrs. America flew in for ribbon cutting ceremonies.

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...ALL SIZES...THICKNESSES...EDGES

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2

backer board
1/2" - 2' x 8' to 12'
5/8" - 2' x 8' to 12'

3

foil back
3/8" - 4' x 8' to 12'
1/2" - 4' x 8' to 12'

4

wood grain finish
3/8" - 4' x 8'

5

flame curb
5/8" - 4' x 6' to 14'

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It's going into big developments too: Ninelake Park's 634 acres are being developed into an industrial area and housing development



LAND is eight miles south of the Seattle-Tacoma airport. A new freeway will lessen traffic for residents. Only light industries will be permitted in the park and setback, colors and landscaping will be controlled.



COMPLETED Ninelake will look like this. Three hundred acres set aside for houses will be separated from industrial area by trees. Lots will sell from \$2,200 to \$2,900. Community facilities will be installed.

(Continued on page 32-L)



RICHARD M. JACKSON and

STANLEY C. SCOTT of Jackson & Scott, Inc., Builders and Land Developers of San Diego, say:

TEAMWORK HAS CUT OUR COMP RATE 21 POINTS

"Our secret is teamwork . . . teamwork with Industrial Indemnity. For example, here at our Del Cerro development we're working on a planned residential community of 1800 homes, schools, churches and a shopping center. To build this and other communities created by an ever-growing need we must work hard and fast. Here's where a progressive concept of insurance teamwork really helps. Industrial Indemnity safety engineers work closely with us to prevent accidents which would slow down our work and impair the efficiency of our organization. This joint effort towards safer workmen and safer working conditions has reduced our net costs, too. Over the past five years alone, it has dropped our experience rate twenty-one points, providing us with a considerable savings in operating costs. We're convinced our agent gave us his best professional insurance service when he placed our workmen's compensation coverage with Industrial."



**FIRE • CASUALTY • BONDS
WORKMEN'S COMPENSATION
HOME OFFICE: SAN FRANCISCO**

Industrial Indemnity writes exclusively through insurance agents and brokers



how the Canec family has grown!

Aloha from the Islands! Home of CANEC, the insulation board product made in Hawaii especially for Western building requirements. There's a CANEC product for almost every insulation and sound absorbing need, so meet the growing CANEC family—use these famous products—depend on CANEC reliability, versatility, availability!

CEIL-DEK* • DECOTONE TILE • INSULATING TILE & PLANK
ACOUSTICAL TILE • BUILDING BOARD • THRIFTEX** • ROOF INSULATION
INSULATING SHEATHING • INDUSTRIAL BOARDS • FORMBOARD**

*REG. U.S. PAT. OFF.

**A TRADEMARK OF THE FLINTKOTE CO.



**PIONEER DIVISION
The FLINTKOTE Company**

P. O. BOX 2218 TERMINAL ANNEX
LOS ANGELES 54, CALIFORNIA • LU 3-3011

Design-conscious Northwesterners are using woods to bring out the best in their houses. An example from Washington:



VIEW from striking deck is of a deep and rolling valley. Street is to the right of carport.

Revolutionary New **OMARK®**

DRIVE-IT® Model **77**

Powder Actuated Steel and Concrete Fastening Tool

... you'll like its many unique features* ...



Completely new . . . completely different from any other make of powder-actuated tool . . . revolutionary OMARK DRIVE-IT Model 77 gives builders a big spread of time, money and labor saving advantages, makes powder-actuated "nailing" to steel and concrete practical for even occasional users.

*** SIMPLE, SAFE OPERATION**
Loads, locks, fires with ease. Requires only one size power load. Drive entire range of OMARK 1/4" and 3/8" drivepins. Simplified pin positioning. Designed for maximum safety.

*** EXTREMELY LIGHT WEIGHT**
Almost a full pound . . . 20% . . . lighter than any other powder-actuated tool, yet rugged in construction for hard, constant use. "A lightweight that does a heavyweight's job!"

*** EASY MAINTENANCE**
Only fourteen readily disassembled and assembled parts. Easily lubricated. Designed for quick routine servicing.

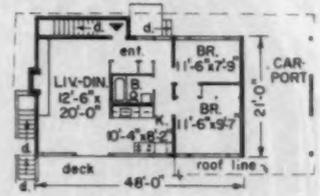
*** INTERCHANGEABLE GUARDS**
All DRIVE-IT Model 77 guards integrated with tool barrel. Special electricians', plasterers', and door-buck guards readily replace multipurpose standard guard.

*** REMARKABLY LOW COST**
DRIVE-IT Model 77 sells for half the cost of most powder-actuated tools, is the big buy in its field. Well within the economic reach of part-time users or building equipment rentals services. Increased efficiency and decreased costs result from advanced design and manufacture.

See your OMARK DRIVE-IT dealer for a free Model 77 demonstration, or write factory for details. No obligation.

**Attractive Dealerships Open
In Some Communities**

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FASTENING DIVISION
OMARK Industries, Inc.
9701 S. E. McLOUGHLIN BOULEVARD, PORTLAND 22, OREGON



SIMPLICITY of open planning makes intelligent use of almost every available square foot in the house.

Where wood is plentiful, it's treated in handsome style by designers and builders. Here's a fine example from Midlakes, Wash.

Western red cedar serves the purpose here: as panelling on the exterior, as the principal material in two wing walls (one of which appears to the right of the deck), and as flooring for the deck itself.

Here architects Rushmore and Woodman of Bellevue, Wash., have simply turned cedar 2x4's on edge; put them 2" on center. The deck opens up from the living room and nearly doubles the livable space of that room.

The wing walls, incidentally, serve to shield the living portion of the house from the street. In addition to red cedar, a Mayflower forced air furnace; Schlage locks; Briggs bathroom fixtures; Armstrong linoleum; Weyerhaeuser lumber; Woodlife preservatives were used.

Notice that it's a two-bedroom house. Keep your eye open for this trend (or reverse trend!).

the house of **CEDAR**



Recommended
Application for
**RED
CEDAR**
Shingles and Shakes



THE HOUSE OF CEDAR is a tasteful step above ordinary construction. Roofs and walls of cedar are evidence of fine architecture and quality construction. Whether contemporary or period in its design, the house of cedar—with its prominent textures and warm, natural character—is unmistakably a custom property. And, because it is *the genuine*, any home which features an exterior of cedar will retain its good looks and wide appeal for generations to come.

NEW ROOF

a SHEATHING—Open or solid sheathing is optional. 1x2, 1x3 or 1x4 boards normally are used for spaced sheathing. For solid sheathing, shiplap, matched or unmatched one-inch boards, $\frac{5}{8}$ " Douglas fir plywood on rafters spaced 16 inches, or $\frac{3}{4}$ " plywood on rafters spaced 24 inches, may be used. Rosin-sized building paper or deadening felt can be applied over either type of sheathing. ROOF PITCH AND WEATHER EXPOSURE—Minimum recommended pitch is one-eighth (3° rise per 12" horizontal run). Standard exposures for 16", 18" and 24" shingles are 5", 5½" and 7½", respectively. On roofs with less pitch than 5" in 12", shingle exposures should be reduced to 3¾", 4¼" and 5¾", respectively. VALLEYS AND FLASHINGS—On roofs of one-half pitch or steeper, valley sheets should extend 7 inches on each side of the valley center line. On roofs of lesser pitch, wider sheets extending 10 inches should be used. Valley and flashing materials should be selected on the basis of suitability to local areas. NAILS—Only rust-resistant nails, preferably hot-dipped zinc-coated or aluminum, should be used. 3d size for 16" and 18" shingles, 4d for 24" APPLICATION—The first course at the eaves should be doubled. All shingles are spaced apart at least ¼". These joints between shingles in successive courses should be "broken" or offset at least 1½". Shingle away from valleys and flashings, not toward them. HIPS AND RIDGES—Either site-applied or factory-constructed hip-and-ridge units may be used.

NEW WALL

b Double-coursing, the most popular method of shingle wall application, involves the use of two layers of shingles per course. Low-grade shingles, usually No. 3 or Undercoursing grade, are used for the concealed inner course and No. 1 grade shingles or machine-grooved shakes are applied as the outer exposed course.

Exposures are 12" maximum for 16" shakes and 14" maximum for 18" shakes, double-coursed. Small-headed 5d rust-resistant nails are driven two inches above the butts, one nail ¾" from each edge plus additional nails in wider shakes. Undercourse shingles are fastened with a staple or one or more nails.

The first course at base of wall should be tripled, to introduce proper tension into succeeding courses, by applying two layers of low-grade undercoursing shingles. Outer course shakes of each course should overhang or project below undercourse shingles ½"; this provides an effective drip-cap and conceals butts of undercourse shingles. Unsaturated building paper is recommended between sheathing and shingles.

OVER-ROOF

c In re-roofing with red cedar shingles, it is unnecessary to remove the old shingles. Instead, new shingles can be applied directly over the old ones.

The first step in over-roofing is to cut away the first course of old shingles at the eaves. Old shingles also are cut back and removed for several inches along gable edges. Replace shingles thus removed with a strip of lumber, normally 1x4, positioned flush along gable and eave edges. The lumber should be equal in thickness to the old shingle roof cross-section. Old ridge shingles should be replaced with strips of bevel cedar siding, laid thin edges downward.

Install new valley flashings, laying a narrow strip of lumber in center of valley to separate old valley from new. Nails for attaching shingles should be 5d rust-resistant. It is not necessary, if original sheathing is spaced, that all nails strike these boards.

Application of new shingles is carried out in identical fashion to new construction.

OVER-WALL

d Double-coursed over-walls can be applied over any existing wall. Brick walls are covered by furring the walls and applying spaced shingle lath or nailing strips to the furring. Over stucco walls, nailing strips are attached with nails long enough to penetrate the underlying sheathing or studs.

If the walls are of wood, the shakes or shingles may be applied directly, just as if on new sheathing.

In beginning the over-walling job, a spirit-line should be run around the building, starting at the highest point of the foundation. This will insure proper spacing of the shake courses above and below the starting line.

Using 6d rust-resistant small-headed nails, apply shakes and shingles in the same manner described for new double-coursed side-wall construction.



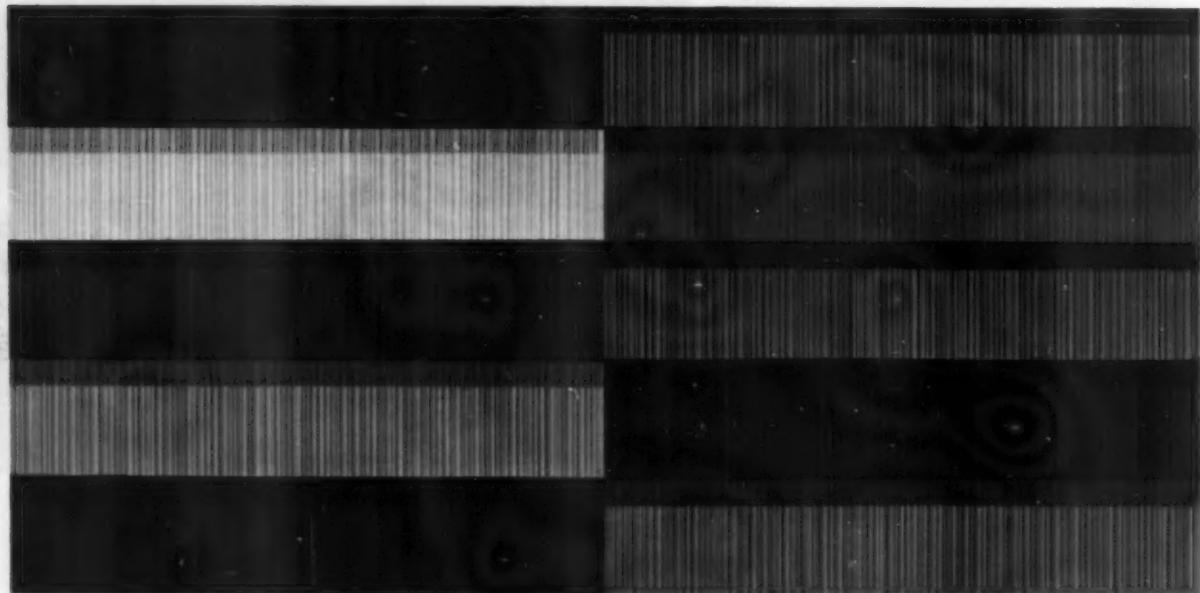
Over thirty years of reliable trade relations stand behind this famous label. It identifies Certigrade shingles produced under exacting standards of quality *exclusively* by the members of the Red Cedar Shingle Bureau. To insure consistent product quality, make certain the Certigrade label appears beneath the bandstick of every shingle bundle. Specify Certigrade!



Only those dimensionally-square, perfectly striated cedar sidewall shakes that have been manufactured from genuine Certigrade shingles—and have passed the Red Cedar Shingle Bureau inspection—may bear this Certigroove label of quality. Look for it, insist on it, either printed on cartons or affixed to bundles. Certigroove is your assurance of well manufactured, number one quality, edge-grain material.

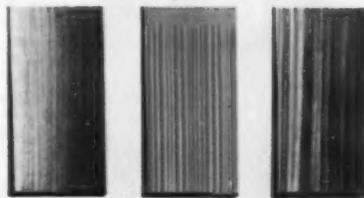
Cedar gives you
texture, dimension,
line and
COLOR

Today's finest architecture represents a harmonious blend of natural attributes... texture, dimension, line and color. Only in genuine cedar shingles and shakes do you find all four. That is why these versatile products have become the dominant wall material in many new communities. Retail lumber dealers in your community offer shakes and shingles in a wide variety of factory-applied colors. Representative samples of these colors are shown below. With all of the applications attainable and the wide range of beautiful colors available, cedar provides today's home designer infinite variety in achieving attractive architecture of lasting quality.

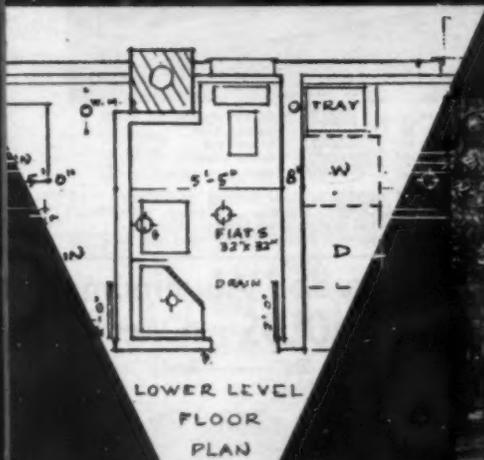


RED CEDAR SHINGLE BUREAU

5510 White Bldg., Seattle 1, Wash. • 550 Burrard St., Vancouver 1, B. C.



40,000,000 plus...



Builder: Irvin A. Biletz Organization

plus A **FIAT** SHOWER

This builder found a way to build in more value at less cost. With a FIAT "packaged" shower you, too, can include a second, or third bathroom in even your tightest budget houses. This shower adds more utility... requires less space... fits in perfectly with your plans for modern living.

There is a wide variety of models... square, corner and built-in... some with porcelain enamel walls... some with complete glass fronts... all with the permanently leak-proof, safe and beautiful FIAT PreCast terrazzo shower floor.

Write today for full color catalog 58.

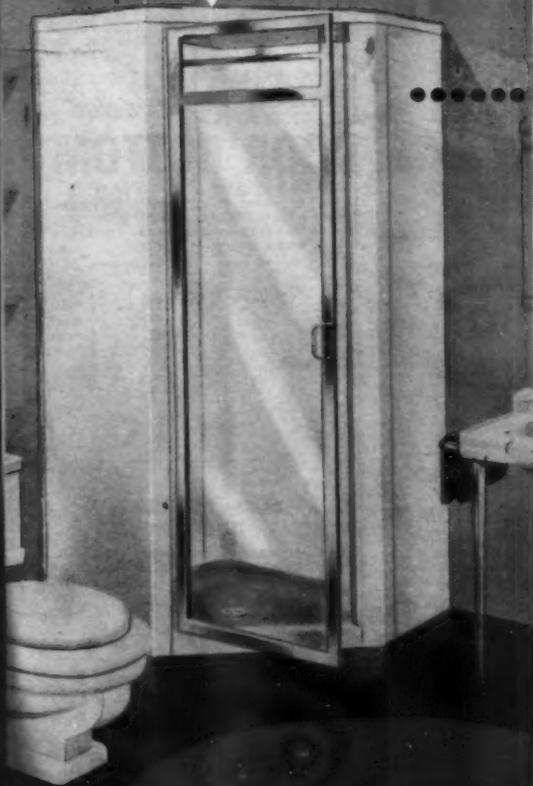


FIAT METAL MANUFACTURING CO.

9301 Belmont Ave., Franklin Park, Ill.

Since 1922... First in Showers / *Packaged Showers • Doors • Floors
Toilet Room Partitions*

FIVE COMPLETE PLANTS: Long Island City 1, N. Y.; Franklin Park, Ill.; Los Angeles, Calif.; Orillia, Ont.; Albany, Ga.





Quality Building Specialties



Anodized Aluminum MAIL BOXES



700 Series

FREE
Engraved
Name Plate with
every box

Available in 5 exciting anodized finishes: gold lid on black box, black lid on gold box, black lid on black box, gold lid on gold box and anodized aluminum lid and box.

Each M-D Mail Box has a blank name plate. An order form and envelope are inside the box. To "personalize" mail box, your customer returns plate to us for FREE engraving of name.



500 Series



M-D Rural Mail Boxes are available in 4 beautiful life-time finishes that never rust or tarnish. Albras (brass color), Albright (chrome bright), Alblack (black), and Alacrome (natural aluminum). Standard No. 1 size. Approved by U. S. Postmaster General.



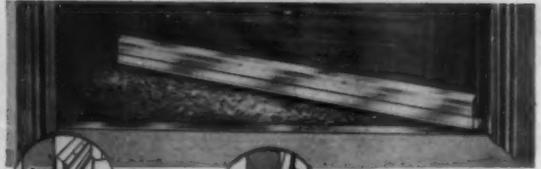
M-D Mail Box Holder No. 44 for 4" x 4" wood posts.



M-D Mail Box Holder No. 150 for 1 1/2" metal pipe.



Nu-GARD Automatic DOOR BOTTOM



Up automatically to clear carpet easily when door opens.

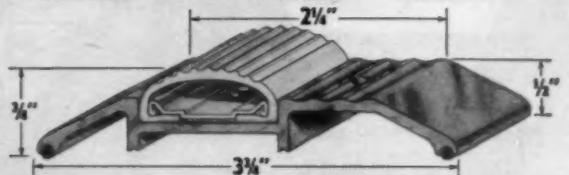


DOWN snugly against floor to seal out drafts when door closes.

Here's the perfect automatic door bottom and draft eliminator for ALL doors. Smartly designed with silvery-satin finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



Extruded Aluminum THRESHOLDS with Vinyl insert

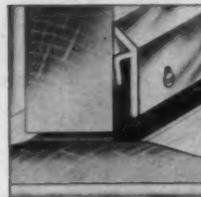


This beautiful vinyl-type threshold is available in either Alacrome or Anodized Albras finish. Albras is a permanent anodized color that will never tarnish—never needs polishing. Available 3/4" wide by 3/8" or 1/2" high or 1 1/8" wide by 1/2" high.



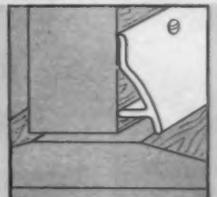
Numetal DOOR BOTTOM

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths. Packed 1 doz. same length to carton.



M-D EXTRUDED HEAVY DUTY DOOR BOTTOM

Extruded aluminum and felt door bottom—in natural or anodized finishes.



M-D EXTRUDED HEAVY DUTY DRIP CAP

Extruded heavy duty drip cap—in natural finish or anodized finishes.



MACKLANBURG-DUNCAN CO.

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

are **BEST SELLERS** "in the house"



Numetal WEATHER STRIPS Packaged Sets for Doors



AVAILABLE IN
STAINLESS STEEL
OR BRONZE

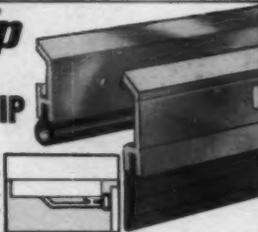
This complete package unit means easier handling for you . . . easier installation for your customers. M-D Numetal door sets are available with regular door bottoms or with any M-D threshold.



Jamb-Up DOOR WEATHER STRIP

EXTRUDED ALUMINUM & VINYL

Made of sturdy, extruded aluminum and tough, durable vinyl. Perfect for wood or metal doors. Comes completely packaged with necessary strip, nails, screws and instructions.



Nu-WAY WEATHER STRIP

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



CALKING & GLAZING COMPOUND

Nu-CALK

World's best calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or 1/2 pt., pt., qt. and gal. cans. Also 5-gal. and 55-gal. drums, gun or knife grade.

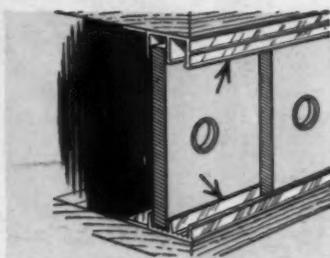
Nu-Glaze

You can use and recommend this glazing compound with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb., 880 lb. drums.

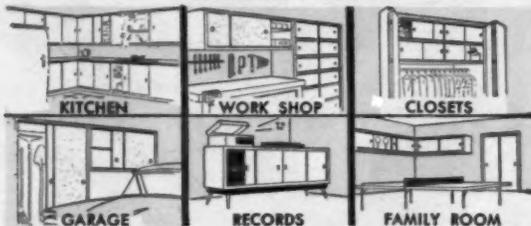


Aluma-Slide SLIDING DOOR TRACK

For 1/8", 1/4", 3/8", 1/2" or 3/4" sliding panels of glass, plywood, masonite, pegboard. Aluma-Slide aluminum track sets can be used on any size cabinet. Fast, easy installation without special tools. In packaged sets with holes drilled, screws furnished and instructions.

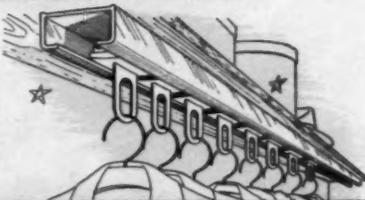


DOZENS OF USES



Shelf-Mounted CLOSET RODS

Here's a sturdy, extruded aluminum rod with nylon hanger-glides that slide easily. Completely packaged sets, in sizes to fit all closets.



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

BUILDERS M-D products sold nationally by hardware, lumber and building supply dealers.



17 magazines will carry
197,000,000 Messages
to customers
about M-D products!

124 ads (some in 2 colors) will cover the line of M-D products and create store traffic for you!

SINCE 1950

NOW! SCHOLZ HOMES COAST

NOW, SCHOLZ HOMES AND NORTH
IN THE UNITED STATES
SHOWN



NOW! ... THE NATION'S MOST
FAMED DESIGNS IN THE INDUSTRY'S WIDEST
SELECTION OF TYPES IN EVERY PRICE RANGE
ARE AVAILABLE TO BUILDERS EVERYWHERE IN
ADDITION TO THE SCHOLZ PROJECT PARTICIPATION
PROGRAM WHICH PROVIDES:

1. Land development assistance
2. 100% model display financing (exclusive of land)
3. Furniture for display models at nominal rentals
4. Services of famed Scholz cost team in obtaining lowest possible costs
5. Sales training and assistance for builders sales force
6. Complete set-up of promotional program and continuing advertising assistance

CALL OR WRITE TODAY!

124 ads (some in 2 colors) will cover the line of M-D products and create store traffic for you!

ANYWHERE! TO COAST

AMERICAN HOMES ARE AVAILABLE EVERYWHERE FROM ONE OF THE TEN PLANTS NEAR YOU



THE MARK 58 "HOUSE OF THE YEAR"

A joint effort of Scholz Homes and 30 leading building industry manufacturers in which over one million dollars in advertising funds were spent in support of Scholz Homes builders.

SCHOLZ HOMES, INC.

2001 N. WESTWOOD • TOLEDO 7, OHIO
PHONE FR 1601

Scholz Homes Inc., 2001 N. Westwood, Toledo 7, Ohio, Phone FR 1601

Please forward a copy of the new SCHOLZ DESIGN COLLECTION and have your field representative call on me to explain the Scholz Project Participation Program.

BUILDER'S NAME (please print)

ADDRESS (please print)

International built-in



Four-wheel-drive trucks step out over rough job-site terrain with true short-stroke power and economy.

Here's a rugged four-wheel-drive model pickup that packs a one-two punch of power and traction! Quality features include the widest seat (over five feet from door-to-door) and the biggest distortion-free "Sweep-Around" windshield of any. All-steel floor adds years of life to sand-tight pickup box. INTERNATIONAL-designed suspension system "pillows" the ride on or off the road!



Pickup trucks offer bonus loadspace bodies up to 8½ feet long!

If you need a pickup to meet the pace of faster work schedules, INTERNATIONAL has the truck for you. Pickup bodies measure up to 8½ feet long, haul all-purpose loads. All-truck engineering of cab, cab mountings and chassis builds in a durability that takes any job in stride. Component for component, INTERNATIONAL is your best buy!



Conventional or compact-design Travel-Crew Cab trucks carry six-man crews and heavy-duty equipment loads.

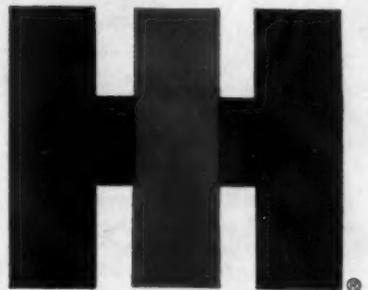
INTERNATIONAL TRUCKS

features build your profits



This easy handling INTERNATIONAL model with Travel-Crew cab carries six men in all-weather comfort right to the job site. It's rated up to 25,500 lbs. GVW for heavier loads. Full leg room fore and aft. Seats measure over five feet wide door-to-door. Curbside third door for safer, easier rear entry. Cab and chassis factory-matched. You pay only one low *complete unit* price. Six-cylinder economy, choice of power options. Tandem-axle models to 33,000 lbs. GVW.

cost least to own!



INTERNATIONAL HARVESTER COMPANY, CHICAGO
 Motor Trucks • Crawler Tractors
 Construction Equipment • McCormick®
 Farm Equipment and Farmall® Tractors



**NEW
BEAUTYWARE
FITTINGS
...PERFECT COMPLEMENT
TO
BRIGGS
FIXTURES**

Sleek, functional design with color impact

Briggs delivers the most advanced styling possible today in brass fittings! Contemporary lines in complete harmony with the modern look of Briggs Beautyware fixtures. Designed by Harley Earl, Inc., these bright chrome-plated brass fittings are available with interchangeable inserts to match Briggs compatible colors as well as white and chrome. Specify them for residential and commercial uses. Write now to Briggs for complete information.

BRIGGS MANUFACTURING COMPANY
WARREN, MICHIGAN

A T-8116. Combination bath-shower fitting, with automatic diverter valve in spout.

B T-8715-S. Shelf-back lavatory fitting, 5¼" centers, with aerator and pop-up drain.

BRIGGS

B E A U T Y W A R E

Turn them . . . Stack them . . .
USE THEM ANY WAY YOU LIKE



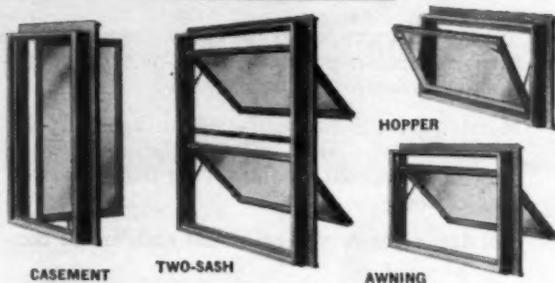
4-WAY
Qualitybilt
WINDOWS®

NOW — just two basic units . . . a SINGLE SASH and a TWO-SASH . . . in 45 standard sizes . . . provide hundreds of wood window variations — countless more when combined with the new 4-Way Picture Units! This entire series comes toxic-treated and fully weather-stripped . . . carries an economical price tag . . . maintains the tradition of superior quality and craftsmanship which has made Qualitybilt woodwork the preferred choice of leading builders.

You'll find that practically every window need can be met with the 4-Way Series . . . for you also have available a well-rounded selection of hardware, glass, and screen. Stocks are now established in most leading building centers. Contact your nearby Qualitybilt dealer for the complete story, or . . .

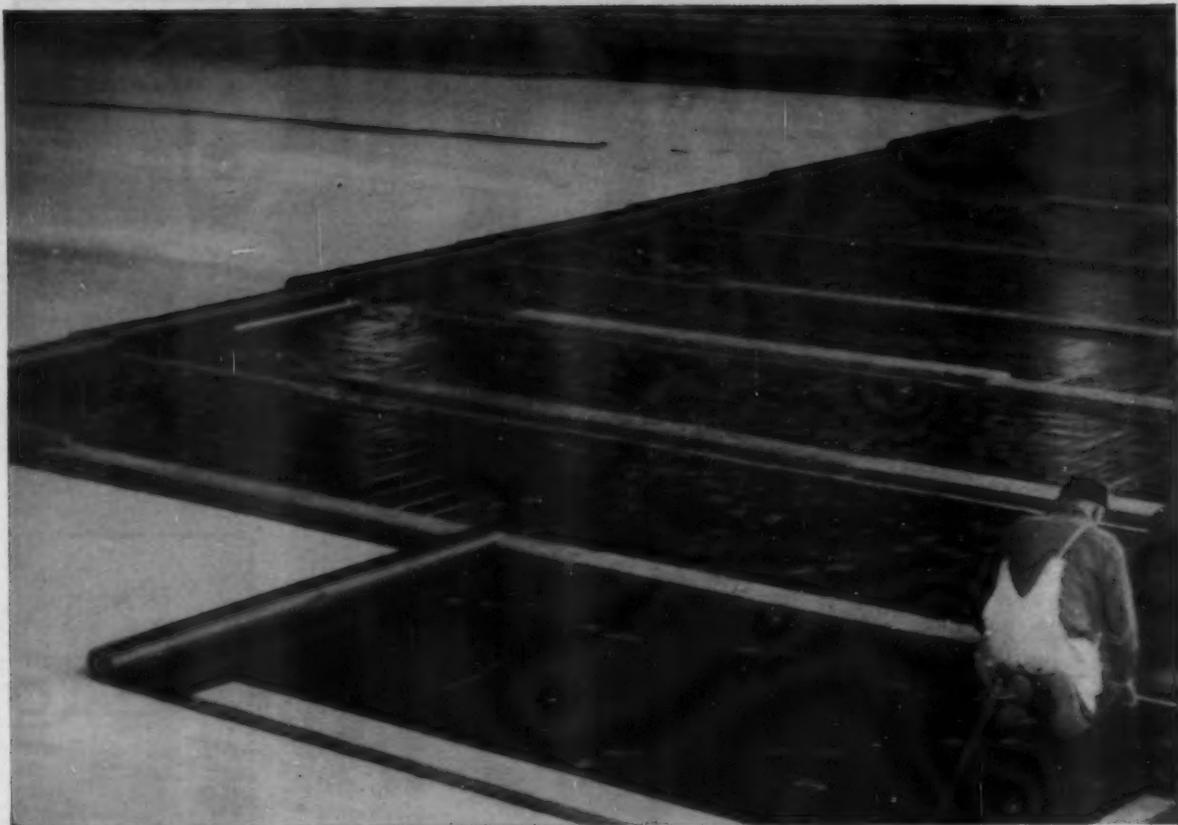


WRITE, wire, or phone us for your complete fact file on the new Qualitybilt 4-Way Window Series. Don't delay — do it **TODAY!**



FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA

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



DRY... FOREVER!

MOISTOP Under Concrete Slabs Prevents Upward Passage of Moisture Through Floors!

If you want a vapor barrier that prevents moisture migration *permanently* — without question — Moistop is your product!

Moistop has all the lasting advantages of polyethylene film combined with the strength of tough, waterproof Sisalkraft for tear-free, fast application.

Moistop gives commercial and residential con-

struction unparalleled moisture-vapor protection when applied under slabs, under basement floors and in crawl spaces.

The cost? Less than 3½¢ per sq. ft.! Available in rolls of 72", 84" and 96" at your building materials supplier.

NOTE: More and more builders are using Moistop also as a low cost concealed flashing.

AMERICAN SISALKRAFT CORPORATION

Chicago 6 • New York 17 • San Francisco 5

Other Products in the Sisalkraft Line

COPPER ARMORED SISALKRAFT — Electro-sheet copper • **SISALATION** — Reflective insulation and vapor barrier
VAPORSTOP — Rot-resistant vapor barrier • **SISALITE** — Polyethylene film • **SISAL-GLAZE** — A plastic substitute for glass

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

Safe, convenient

pushbutton circuits

help sell homes

Only Bulldog Electri-Center® panels with Duo-Guard Pushmatic® breakers safeguard circuits two ways. The thermal-bimetal action provides positive response to small overloads, while magnetic action protects against high overloads and shorts caused by faulty cords. What's more, main disconnects for each 100 amps of service prevent overloading of service entrance conductors.

The neat, compact panels provide full capacity for both present and future needs. And they compare in price with ordinary panels. Give your customers full HOUSEPOWER—plus the maximum over-all electrical protection they deserve *and want*. See your Bulldog field engineer for complete details.

© BEPCO

HEAT BETTER ELECTRICALLY



PUSH BUTTON . . . and service is restored! It's an exclusive feature of Pushmatic circuit breakers, ends fuse hunting, appeals especially to women.



BULLDOG



Bulldog Electric Products Company, Division of I-T-E Circuit Breaker Company,
Detroit 32, Mich. *Bulldog Export Division:* 13 East 40th St., New York 16, N.Y.
In Canada: Bulldog Electric Products Co. (Canada) Ltd., 80 Clayson Rd., Toronto 15, Ont.

Bildrite has unexcelled 2-way moisture control

...because it's asphalt impregnated

Bildrite has more insulating value

...because its sturdy fibers trap millions of air cells

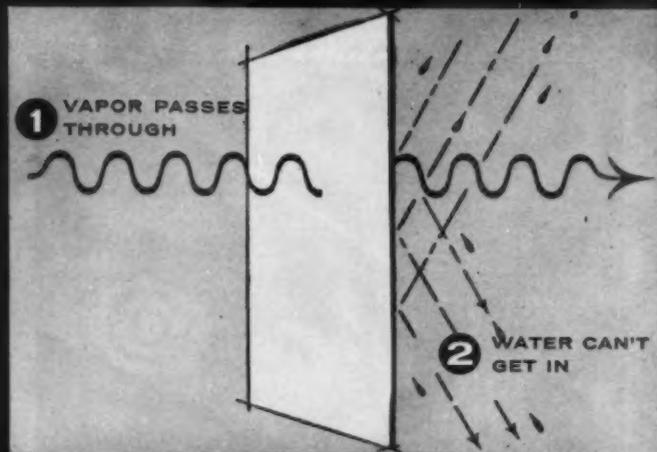
Bildrite has more bracing strength

*...because it's made from cold ground hardy
Northern wood fibers*



**"I tried 6 other sheathing materials...
then settled on Bildrite exclusively"**

Jack Dietrich, president of Homestead Construction Corp., Highland, Indiana, has recently completed a 680-home project using Bildrite Sheathing and Insulite Shingle-Backer exclusively. "When we started, I tried seven different brands of sheathing," says Dietrich, "but never found anything to match Bildrite for strength, easy cutting, or nail holding ability. Why should I gamble, when I can get Bildrite?"



Wherever moisture threatens homes

(and most damage occurs in outside walls), the only way to build safely is to provide a vapor barrier on the warm side of the wall, let any vapor that gets through the barrier escape rapidly to the outside. Bildrite Sheathing sets up NO VAPOR BARRIER ON THE COLD SIDE. Yet it sheds water like a duck. Used with proper interior vapor barrier, Bildrite vents excess vapor; controls condensation build-up that can rot framing members or ruin interior walls.



Where temperatures reach 40 degrees below zero

—as at the Minnesota-Canada border—homeowners have proved through many, many years that Bildrite Sheathing gives priceless *extra* insulation to sidewalls compared to wood or gypsum. And the extra insulation costs builders nothing. Millions of air cells, trapped between asphalt-treated wood fibers, reduce heat loss most effectively. And being applied *over* studs, plates and sills, etc., Bildrite blankets the 15% or more of wall area *completely missed* by stud-space insulation.



Where wind velocities hit 80 miles per hour

—as happened recently in New England—the value of Bildrite's very high bracing strength is seen dramatically. But even under normal stresses, too, this tremendous resistance to racking adds priceless extra quality to homes . . . and gives the builder real peace of mind. Want more information about how and why Bildrite's better fibers make a stronger board . . . and facts about Bildrite's contribution to moisture control? Write us—Insulite, Minneapolis 2, Minnesota.

build better, save labor, with

INSULITE
Bildrite Sheathing



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

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

Kiln-Dried
Framing
for Sound,
Durable Construction

Good builders want their construction to endure — to give owners long years of truly economical shelter. They know that kiln-dried framing increases structural soundness. It contributes much to comfortable living with low maintenance costs. That is why many builders use Weyerhaeuser 4-Square Kiln-Dried Lumber for framing their homes.

Precision manufactured, scientifically kiln-dried 4-Square framing lumber is strong, holds nails firmly, and assures a tight, rigid structure. The Weyerhaeuser 4-Square trademark assures you of complete framing satisfaction. It also creates confidence with home owners when they see this trademarked lumber being used.



Weyerhaeuser **4-SQUARE**

LUMBER AND BUILDING PRODUCTS



Kiln-Dried
Wood Sheathing
for
Greater Building Strength

Framing that is reinforced with wood sheathing delivers the maximum in stable construction. Weyerhaeuser 4-Square Kiln-Dried Wood Sheathing is the ideal material for firmly tying the frame into a sound, structural unit.

Trademarked Weyerhaeuser 4-Square Wood Sheathing is available in a wide choice of species and grades. It serves as a sound, permanent base for siding, shakes, and other finish materials. Wood also delivers much insulating value.

It will pay you to see your Weyerhaeuser 4-Square Lumber Dealer and also examine his sidings, finish, shingles, plywood, particle board, hardboard, panelings, and other 4-Square building products.



Weyerhaeuser Sales Company
 FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

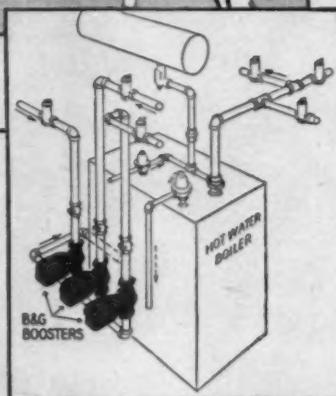
LOW-COST COMFORT ZONING ADDS SALES VALUE TO YOUR HOMES



A zoned B&G *Hydro-Flo* Heating System endows your homes with that touch of distinction which only a hydronic* *forced hot water* system can give.

Zoning a B&G *Hydro-Flo* System is the simple, low-cost way to have several different temperatures in the home. Only *one* boiler is needed to supply heat to as many zones as desired. For example, a sunny, draftless 72° in the living room—an invigorating 68° in the recreation room—and a cool 65° in the bedrooms.

The B&G *Hydro-Flo* System provides *radiant* heat, smoothly controlled to meet every variation in outdoor temperature. That's why this system uses so little fuel—none is wasted by over-heating. It also provides ample hot faucet water—winter and summer—heated by the same boiler that heats the house.



A typical 3-zone installation with each zone served by a thermostatically controlled B&G Booster Pump.



THE B&G BOOSTER... heart of the system

This electric pump, under thermostatic control, circulates hot water from the boiler through the heating system. Quiet operation and long-lived dependability are its outstanding characteristics. *Nearly 3,000,000 have been installed to date!*

The Booster and auxiliary B&G *Hydro-Flo* equipment can be installed on any hot water heating boiler. A majority of boiler manufacturers include *Hydro-Flo* units as standard equipment on their "package" boilers.



Reg. U. S. Pat. Off.

Hydro-Flo SYSTEM

BELL & GOSSETT COMPANY

Dept. FK-11, Merton Grove, Illinois

Canadian License: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16, Ontario

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



GEORGE SAYS...

Washington's
**PLASTIC
DRAWERS**

NEWS!



• Styled Right • Sized Right • Priced Right
FOR EVERY BUILDING NEED!

- Will not warp, separate, stick or bind. • Smooth surfaces will not snag.
- Easily cleaned...no corners. • Fronts to match cabinets easily attached.
- Greater customer appeal.

Washington's Plastic Drawers are molded of high-impact Polystyrene in harmonizing neutral color with chrome-plated steel stiffener slides. Drawer is completely supported by metal sliding on nylon. Installation, shipping and storage costs are at a minimum.

VERSATILE...Washington Plastic Drawers For:



KITCHENS



WARDROBES



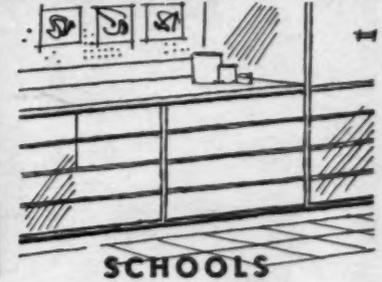
OFFICES



BEDROOMS



BATHROOMS



SCHOOLS

20 Drawer Sizes to fit almost any requirement:

	12"	15"	18"	21"	24"	27"
3 TO 4	3310	3313	3316	3319	3322	3325 25 SMALLEST DIMENSION IS MINIMUM OPENING REQUIRED
4 TO 5½	10	3413	3416	3419	3422	
5½ TO 7		3613	3616	3619	3622	
7 TO 9		3813	3816	3819	3822	
9 TO 11		3013	3016	19	22	
		13	16			

For complete information on Washington's Plastic Drawers, fill out coupon below and mail.



WASHINGTON STEEL PRODUCTS, Inc.
Dept. AB-6 Tacoma 1, Washington

TO: WASHINGTON STEEL PRODUCTS, Inc.
Dept. AB-6, 1940 East 11th Street
Tacoma 1, Washington
Gentlemen:
Send complete information on Washington's Plastic Drawers.

Name _____
Business _____
Address _____
City _____ Zone _____ State _____



McCALL'S
Better Living House
of 1958

Cincinnati, Ohio—Two views of model house show AMERICAN LUSTRAGRAY glazing. Architects: Garber, Tweddell & Wheeler, AIA. Builder: Jacob Borttcher Company. Glazier: H. Neuer Glass Company... all of Cincinnati.

Home owners enjoy "indoor-outdoor" living in comfort and privacy

with **AMERICAN LUSTRAGRAY**
GLARE REDUCING SHEET GLASS

Newly opened, this seven-room model house was built in the Cincinnati suburb of Wyoming, Ohio, under the sponsorship of McCall's magazine. It combines the best features of a European villa, an artist's studio, a Manhattan apartment, and contemporary American housing. Controlled daylighting through gray sheet glass is used to great advantage. It brings the outdoors inside, yet reduces solar glare and heat.

Two important housing problems are answered by this McCall's "Better Living House of 1958"—privacy and ease of upkeep. It is significant that AMERICAN LUSTRAGRAY was chosen to give exterior privacy along with interior comfort and excellent vision.

You can make your model homes, or any you build, more visually appealing to home buyers by having windows and sliding glass doors glazed with AMERICAN LUSTRAGRAY. This is being demonstrated time after time by

home builders in various parts of the country. LUSTRAGRAY, a neutral gray sheet glass, reduces sun glare 50%, minimizing eyestrain and fatigue. It reduces heat transmission. It makes a permanently attractive appearance. It's economical.

So, to give your homes an exciting sales feature that prospects can see, use AMERICAN LUSTRAGRAY. It is available through more than 500 glass jobbers. Thicknesses: $\frac{3}{16}$ ", $\frac{1}{8}$ ", $\frac{1}{4}$ ". Maximum size: 6' x 10'. Check your classified telephone directory for listing.

AMERICAN WINDOW GLASS DIVISION



AMERICAN-SAINT GOBAIN
CORPORATION



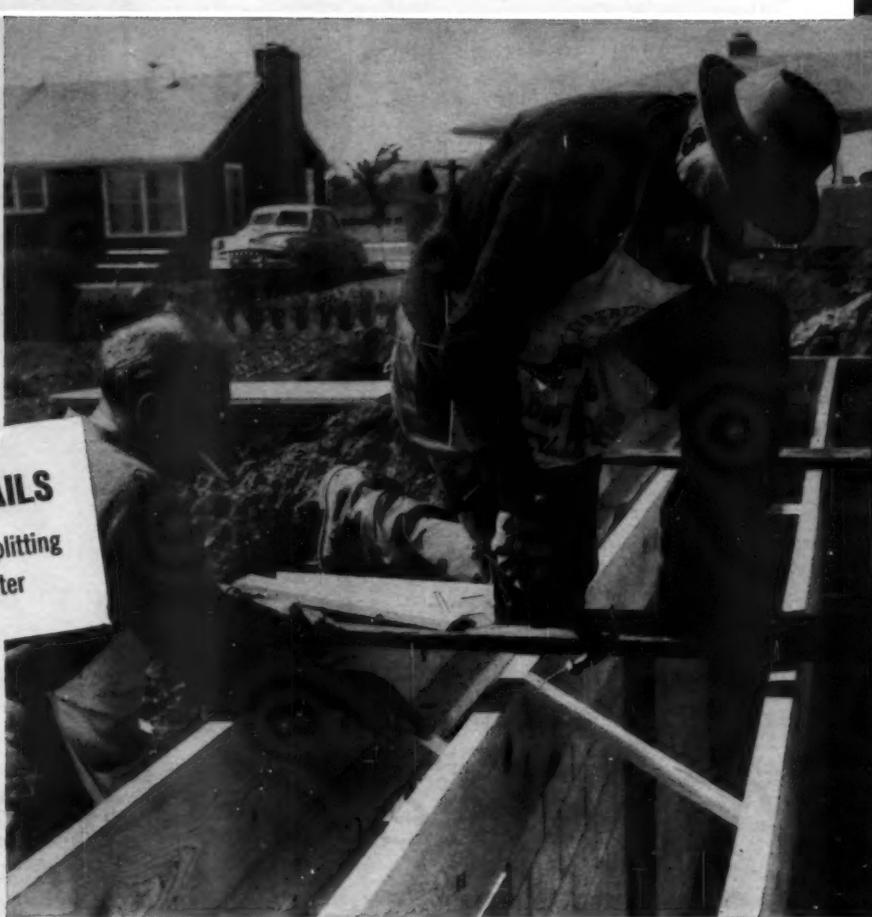
General Offices: FARMERS BANK BUILDING • PITTSBURGH 22, PA.

AMERICAN-SAINT GOBAIN CORPORATION is a merger of the former American Window Glass Company, Pittsburgh, Pa., and the former Blue Ridge Glass Corporation, Kingsport, Tenn. (which was a wholly-owned subsidiary of Saint-Gobain of Paris, France). American Window Glass Division plants are located in Arnold, Jeannette, Ellwood City, Pa.; Okmulgee, Okla. Blue Ridge Glass Division plant is located in Kingsport, Tenn.



"ARDOX"® SPIRAL NAILS

- Cost less
- Drive easier
- Reduce splitting
- Hold tighter



"Switch to Ardox saves 189½ pounds of nails per home"

... reports builder of LIBERTY HOMES

By using Ardox spiral nails in Liberty Ready-Cut Homes, the Lewis Manufacturing Company of Bay City, Michigan, cut its nail requirement from 401 pounds to 211½ pounds per home. This saving is accomplished in a three-bedroom ranch type with a 42' x 32' foundation.

Other advantages reported by Lewis Manufacturing are easier driving and extra holding power. According to Hector Shaw, a Lewis carpenter foreman, "we found that once the Ardox spiral nail is driven into wood, it's there to stay."

This threaded-to-the-head Ardox spiral nail actually costs less than the familiar straight shanked nail because there are more nails per pound. This saving, combined with the extra holding power, ease of driving, and less splitting, can cut your costs immediately.

Try them and keep track of the savings. If your local distributor does not have Ardox spiral nails in stock, get name of your nearest supplier from Jones & Laughlin Steel Corporation, 3 Gateway Center, Pittsburgh 30, Pennsylvania.



Jones & Laughlin Steel Corporation

PITTSBURGH, PENNSYLVANIA

Clean, trim lines of these Andersen Flexivent® Windows in living room of Raymond Brothers' home add beauty, charm, livability. Units combine picture window visibility with excellent ventilation... oceans of fresh air.



“Andersen windows do on their own...and

Designer Leigh Iverson (left) discusses plans with Charles and Loring Raymond. In background is Raymond Brothers' Wedgewood Land development featuring Andersen Flexivent and Casement Windows.



Andersen Flexivent Windows in ribbon installation create a distinctive effect in another Raymond Brothers' home. Flexivents are versatile . . . easy to install in singles, stacks or groups.



a selling job they are trouble free!" say Wisconsin builders of quality homes

"We don't have to say a word," reports Charles Raymond of Raymond Brothers, La Crosse, Wisconsin. "People automatically like the looks of Andersen Windows. And they know Andersen Windows are quality. This in itself helps convince prospects that everything in our homes is first class all the way.

"When you get right down to it, though, I guess we really like Andersen Windows' trouble-free operation best. I'd almost go so far as to say we don't have callbacks any more. Certainly it amounts to no more than a fraction of a percent. And trouble-calls can take the profit out of any job!"

Are you missing out? Andersen Windows are easy to install. Their precision craftsmanship assures trouble-free operation. Penta-treating of sash and frame members provides permanent protection against termites and decay. Their natural wood beauty enhances any home. And Andersen Windows' national reputation for quality lets you boast instead of explain.

For more information on Andersen Windows, see your lumber or millwork dealer, Sweet's File, or write directly to Andersen Corporation, Bayport, Minnesota. WINDOWALLS are sold throughout the United States and now in Canada.

Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION • BAYPORT, MINNESOTA



Short-span concrete slabs

COST LESS

-with new

Milcor Ribform

Quick deliveries from a dealer's stock near you

Save construction dollars with high-tensile steel Ribform, as permanent centering for concrete on spans up to five feet:

Goes down fast. One man easily handles a sheet. It is quickly and inexpensively placed and welded to joists.

Needs no temporary bracing of joists. Ribform is a rigid type of centering; it exerts no side-pull on the joists.

Eliminates scaffolding. Once down, Ribform becomes a safe, non-flexible working platform for all trades.

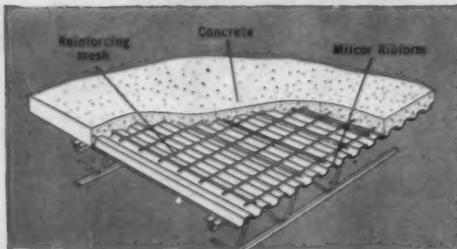
Uses as much as 20% less concrete than flexible types of centering.

Slab is poured and finished in one operation. The rigidity of Ribform permits monolithic finishing — eliminates costly topping.

Easy to install over pipe trenches or other inaccessible locations where it is impractical and expensive to strip wood forms.

Write for Milcor Catalog No. 245.

MILCOR Ribform



INLAND STEEL PRODUCTS COMPANY

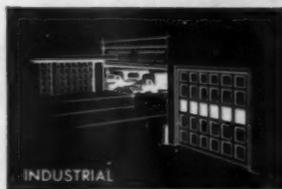
DEPT. 1, 4025 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN ATLANTA • BALTIMORE • BUFFALO • CHICAGO
 CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS
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more **DOORS** for the choosing

more **DOOR** for the money



RESIDENTIAL



INDUSTRIAL



COMMERCIAL



AGRICULTURAL

with **Crawford Doors**

Looking for a single, complete-line source for all your residential garage, commercial and industrial door requirements? You've found it! For Crawford Door offers you all the door models, styles and sizes you'll ever need. And every door in the line . . . from the widely imitated (but never equalled) deluxe Marvel-Lift series to the low-cost Fleetwood and Vanguard models . . . is competitively priced, yet has advanced engineering and design features plus a superior quality of materials and construction that you just won't find in other doors.

Now, when you can buy the finest door on the market, at a price that's right . . . when that door has a dramatic, distinctive beauty and "feather-touch" operating ease that helps sell the homes you build . . . and when skilled, Crawford-trained personnel are locally available to handle all your installation and service, why look further for your door needs? Why, indeed, when your Crawford Distributor is only a telephone call away?



CRAWFORD DOOR COMPANY

213-20263 HOOVER ROAD • DETROIT, 5, MICHIGAN

To help you sell the house you
30% more strength-
...when all concrete is



build, remember:

-only 10% more cost

reinforced with wire fabric!

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

A SALEABLE BENEFIT . . .

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

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

TO HELP YOU SELL

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

USS and American are registered trademarks

USS American Welded Wire Fabric



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

**American Steel & Wire
Division of
United States Steel**



Columbo-Genova Steel Division, San Francisco, Pacific Coast Distributors
Tennessee Coal and Iron Division, Fairfield, Ala., Southern Distributors
United States Steel Export Company, Distributors Abroad

American Steel & Wire
Rockefeller Bldg.
Cleveland 13, Ohio

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

Name

Firm

Address

City

State



PLANT—interior



STORE—exterior



SUPERMARKET—exterior



MOTEL—exterior

RIBBED FLUTED
"K&M" DECORATIVE PANELS

the versatile building material of a 1001 uses!

Low cost, a permanence approaching that of stone, easy workability, and a 1001 uses—you offer your prospects all these with "K&M" Decorative Panels.

Eye-appeal • "K&M" Decorative Panels create long, clean lines in walls and decorative details. Modern patterns and warm texture offer excellent contrast in light and shadows.

Long, maintenance-free life • "K&M" Decorative Panels resist weather and fire. Won't rot or corrode. They're vermin-proof. Made of asbestos fibers and portland cement.

Easy to work • You can cut, drill, and shape the 4' x 8' x 1/4" sheets with ordinary tools. They take paint easily.

Usability • Ideal indoors or outdoors—for partitions, walls, facades, and siding.

Write to us today for more information on your biggest new profit-maker—"K&M" Decorative Panels.

Other top-quality "K&M" building products: Asbestos-Cement Roofing and Siding, Asphalt Roofing, Insulpanel, Insulation Board, Fibreboard Ceiling and Wall Panels, and Asbestos-Cement Building Sewer Pipe.

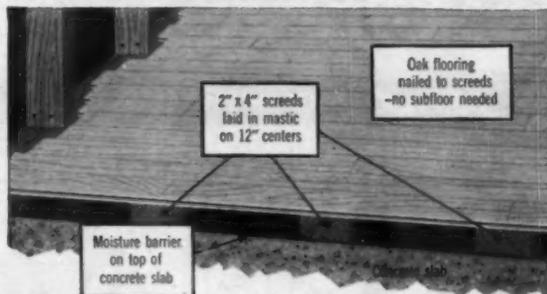


KEASBEY & MATTISON
 COMPANY • AMBLER • PENNSYLVANIA

AMERICAN BUILDER

Technical news from
National Oak Flooring
Manufacturers' Association

Low-cost way to install strip oak floors over concrete slabs



Screeds-in-mastic method is fast, trouble-free

If you use concrete slab foundations instead of wood joist construction, you can still lay strip oak floors. The easy-to-follow method described here requires no subfloor... and gives your slab homes the assured buyer acceptance of beautiful, durable oak floors.



2 Lay screeds at right angles to proposed direction of flooring, 12" on centers with ends lapped 4". Staggered pattern helps to provide good nailing surface.



1 Apply surface moisture barrier to slab and lay flat, dry, preservative-treated 2 x 4 wood screeds in hot mastic. Use random length screeds, 18" to 30".



3 Blind nail tongued-and-grooved, end-matched strip oak flooring at each screed intersection. Double-nail at lapped screeds. Finished floor is beautiful and durable.

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



NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
Sterick Building
Memphis 3, Tenn.

MAIL FOR FREE INSTALLATION MANUAL

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

Please send free copy of your manual, "How To Install Hardwood Strip Floors Over Concrete Slabs."

Name _____
Address _____
City _____
State _____



HUSH-TONE! CEILING TILE. Today's mark of a truly modern home. Patented Linear-Random design in exclusive true white factory finish, or in color-flecked Fiesta pattern for the "interior decorator" touch.



INSULATING ROOF SLABS. Roof deck, insulation, built-in vapor barrier, finished ceiling, plus continuous vapor seal at all joints. (Or without vapor seal and barrier.) Ideal for exposed-beam construction.



INSULATING SHEATHING. Superior insulation value, structural strength, durability. Builders agree Life-of-Building guarantee certificate for home buyer makes prospects quality conscious, helps close sale.

A FAMOUS LINE OF QUALITY BUILDING PRODUCTS...

PRE-SOLD!

SALES CLOSE EASIER WHEN YOU USE THESE QUALITY PRODUCTS, AND FEATURE THIS FAMOUS NAME!

CELOTEX

REG. U. S. PAT. OFF.

More people buy homes, better homes, quicker, where they see nationally advertised products featured... good "known names" they trust... like CELOTEX. The famous Celotex Brand products you see here indicate top-quality construction. Like all the many products in the Celotex line they're backed by years of advertising leadership and superior performance. Put the power of this great brand name to work. When you order... when you sell... say "CELOTEX"! It pays!

Speeds decisions...Helps close sales!

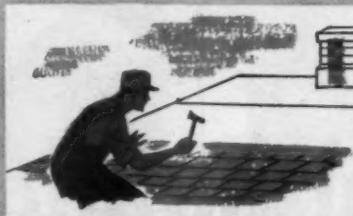
TRADE MARK

REG. U. S. PAT. OFF.





MINERAL WOOL BLANKETS. Preferred ceiling and wall insulation. Spun-Process manufactured for lighter weight, extra resiliency. Reflective and regular types. Full, medium and utility thicknesses.

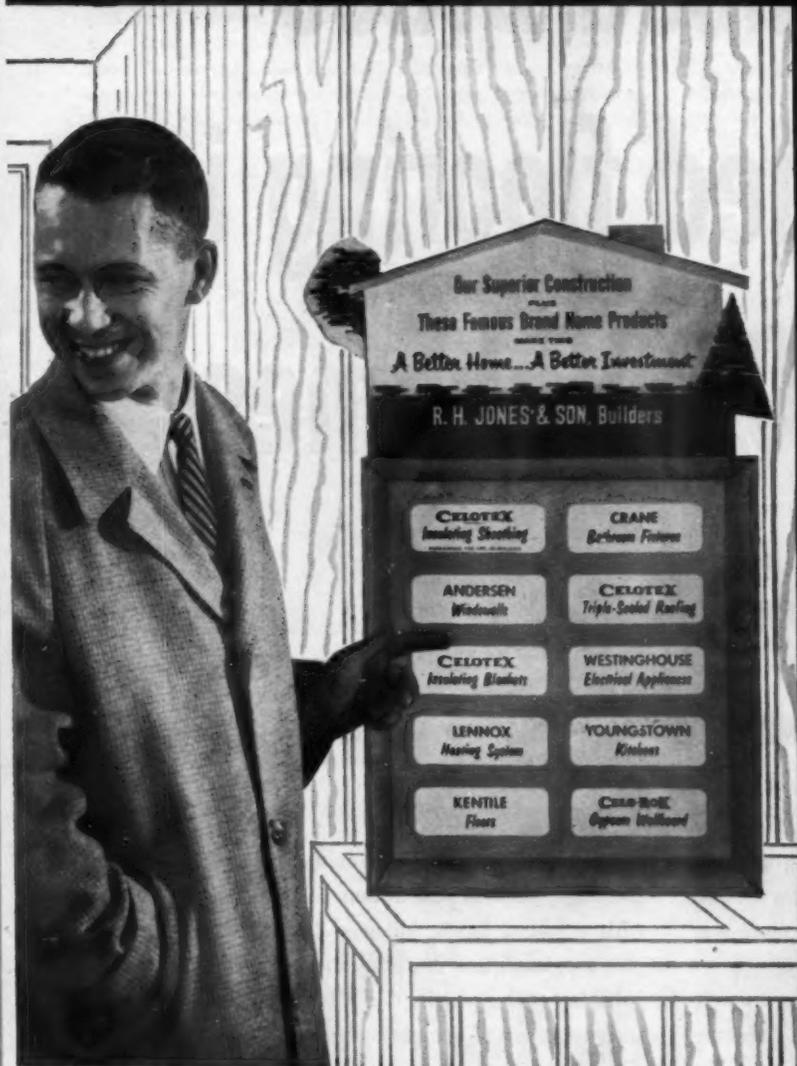


TRIPLE-SEALED® ASPHALT SHINGLES. Color-harmonized. Complete line includes strip shingles in standard weight, new square-tab wind-resistant Celolok® and self sealing Celoseal shingles.



CELO-ROK® GYPSUM WALLBOARDS. High-purity gypsum deposits plus rigid quality control in manufacture insure uniformly superior wallboard products. Also a complete line of joint finishing products.

pre-sold through over a third of a century of national advertising!



Illustrated above: MODEL HOME BRAND NAME DISPLAYER available to builders featuring Celotex and other famous brand names. For further information, write The Celotex Corporation, 120 S. La Salle St., Chicago 3, Ill.



CELO-ROK® PLASTERS & LATH. Base and finish-coat gypsum plasters, "tailor-made" to assure proper setting qualities for your area. Plain, perforated, foil-backed or long-length lath.

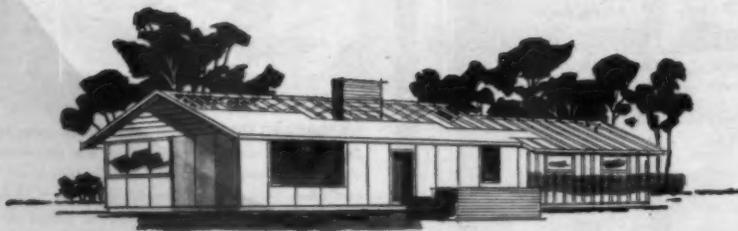


HARDBOARD SIDINGS. Beautiful, durable, easy to paint. Channel-Lap® siding applied with aluminum channels; factory primed; invisibly fastened; self-ventilating. Verti-Groove® panels offer modern vertical plank effect. Tezbord® lap panel, or shingle siding; striated surface.



FLEXCELL® PERIMETER INSULATION. Asphalt impregnated throughout entire thickness of the board. For concrete slabs at grade. Like all Celotex Fiber Board products, effectively protected against dry rot and termites by exclusive Farox® process.

Why builders have used Bruce PREfinished flooring in over 500,000 homes



The logical place to finish hardwood flooring is at the factory. Here, with modern machines and line production techniques, floor finishing can be done more economically. It can also be done far better.

First, the flooring is sanded to satin smoothness on 3-drum precision sanders. Then the finish is pressure-

applied and rubbed in by a battery of brushes to give thorough, uniform penetration. Next, drying and setting with infra-red lights, followed by high-speed buffing, give toughness and flexibility to the finish. Waxing and polishing with specially designed machines add beauty and protection to complete the finishing process.

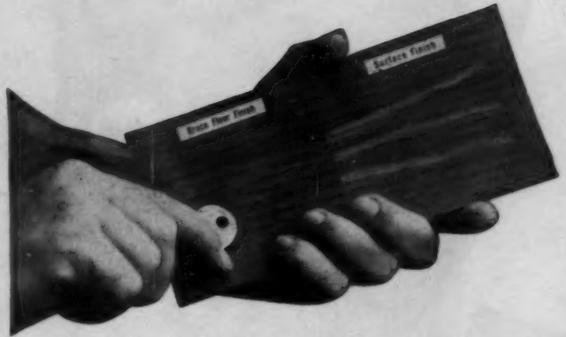
Tests have proved that the Bruce' factory finish

will outwear on-the-job finishes by 3 to 1



Most beautiful finish ever given hardwood floors

The Bruce factory finish brings out the interesting grain and subtle coloring of Oak. It doesn't hide the beauty of the wood as surface finishes do . . . and it's always uniform. Housewives find Bruce PREfinished Floors are far easier to keep clean, beautiful and new looking than hardwood floors finished by on-the-job methods.



Scratch test proves extra durability of Bruce PREfinish

The famous Bruce "Scratch Test" shows how the factory-applied Bruce Finish is superior to surface finishes. Because it's baked into the pores of the wood, this penetrating seal finish resists constant wear and abuse. It won't scratch, chip or wear away . . . and, with simple care, retains its original beauty for many years.



**Saves time and labor on the job
No sanding . . . No finishing**

Eliminate sanding and finishing of floors and you get rid of one of the biggest headaches in home building. Right? When you use Bruce PREfinished Floors there's no waiting for sanding, no tie-ups while finishes dry. No interrupting work of other trades. You save 3 to 5 days per house when you use Bruce PREfinished Flooring.



Owners prefer nationally advertised Bruce Flooring

Consistent advertising in leading magazines, over a period of many years, has created tremendous public acceptance for Bruce Flooring. Bruce is the brand most people know . . . and want! Survey after survey proves it.

BRUCE PREfinished HARDWOOD FLOORS

E. L. BRUCE CO., Memphis, Tenn.
World's largest maker of hardwood floors

MAIL and we'll tell you more



E. L. BRUCE CO.,
1678 Thomas St., Memphis 1, Tenn.

Send complete information on Bruce PREfinished Floors to:

Name _____

Address _____

New Georgia-Pacific
family-proof paneling!

CONTRACTOR'S GUIDE

remodelling job?

CLINCH IT WITH THIS G-P KIT!

The new G-P contractor's selling kit means more remodelling jobs for you! You get new selling slants and tips on how to get more remodelling business. Your own permanent "Contractor's Guide" contains full color idea booklet. This shows closeups of all 9 handsome Georgia-Pacific Panelings and pictures of smartly decorated rooms. You get special selling points to help you close the sale with your customers, too!

And we're *pre-selling* your prospects with a big Fall campaign! Dramatic 2-page spreads in *Better Homes & Gardens*, *Living*, *House Beautiful*, *McCall's*, *Parents'*, *Home Modernizing Guide*, *House & Garden Book of Building*, *House Beautiful's Building Manual*, tell the G-P "family-proof" Paneling story. The New G-P contractor's kit helps *you* make the sale!

Get your sales-clinching kit now! It's free from your local Georgia-Pacific source, or write to:

GEORGIA - PACIFIC

Corporation

Equitable Bldg., Portland, Ore.



Plywood & Redwood

Pulp & Paper

Lumber & Hardboard

Check G-P's
Remodeling
Tips!



Heating and cooling equipment costs drop because aluminum-clad insulation retards heat flow to make smaller and less expensive units ample for all needs. Aluminum-clad insulation, recognized for quality, means extra sales appeal.



Lower heating and cooling bills, too, for aluminum-clad insulation bounces back furnace heat in winter and reflects scorching sun rays in summer to give home buyers a year-round bonus in comfort.

Install aluminum-clad insulation ... sell *Care-free* living

When you install aluminum-clad insulation, you're saving money as well as adding the extra sales appeal of Care-free living. The savings are realized in smaller, less costly furnaces . . . the sales appeal in lower fuel bills for heating, air conditioning, or both.

The advantages, for you and for home buyers, both stem from the remarkable ability of aluminum-clad insulation to bounce back furnace heat in winter or solar heat in summer and to serve as a moistureproof barrier against vapor that condenses to rot framing and blister paint. So outstanding is the performance of aluminum-clad insulation that a 1,200-sq-ft house, properly engineered and fully insulated with aluminum-clad insulation can be heated and air-conditioned for as low as \$12 a month! Give homes you build the "comfort engineering" of complete aluminum-clad insulation; they sell faster and they cost you less.

Like all building products made of Alcoa® Aluminum, the best aluminum-clad insulation bears this Alcoa Care-free tag. Look for the Alcoa Care-free tag on aluminum-clad insulation you install. Aluminum Company of America, 1965-J Alcoa Building, Pittsburgh 19, Pennsylvania.



"ALCOA THEATRE" — Exciting Adventure, Alternate Monday Evenings

New dimensions



Formica Frost Walnut 92-N-22—Kitchen by Crawford Corp. Mfg. of Crawford Homes.



New Decorator Idea Book

SEND \$1.00 for the most stimulating idea book of room interiors you have ever seen. 43 settings in full color with floor plans for all kitchens and bathrooms. Dozens of ideas on every page for giving your interiors new style, color and sales appeal.

The custom builder will use this book with customers to finalize plans. Write Formica, 4611 Spring Grove Ave., Cincinnati 32, Ohio.

in **FORMICA**[®] laminated plastic

Your Formica Fabricator Can Help You Sell!

See him for new Salesmaker tools!

Today your Formica fabricator is the best friend a sales-minded builder ever had. He has the real, pay-dirt Salesmaker tools that permit you to offer limitless color combinations . . . and get a favorable decision, fast!

You'll want to see and use the eight new "Fashion Flair" colors in muted pastel deco-

rator tones. Your home buying prospects like the color, beauty and carefree features of genuine Formica laminated plastic in kitchen, bath and on walls. Be sure to identify it in your model homes. You are using the best, so let your prospects know it. See your Formica fabricator, today. He has what it takes to help you sell. He is Salesmaker equipped.

Your customer can see all 72 colors side by side on the Formica Self-Service Color Display Board in your fabricator's showroom. This convenient wall-hanging display (photo, center) allows her to help herself to as many colors as she needs for matching with other materials. Here, Builder Burman Copher of Dayton, Ohio, uses the new Formica Salesmaker tools with a prospect in the office of Al Iossi, fabricator.



COLOR BOOK

Here are actual color swatches of all 72 Formica colors in big 9" x 11" size. Page after page of patterns, solid colors, woodgrains in a size that lets your prospect get the full impact of the material.



BOXED COLOR SWATCHES

Here is a neatly-boxed chain of all 72 colors and patterns you can carry with you on the job or to the prospect's home. Light and compact enough to carry in your pocket or send through the mail.



product of **CYANAMID**

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ANY DESIGN...
SARGENT RESIDENTIAL HARDWARE**



Sargent SentryLocks and AlignaLocks accent your good taste with brilliant styling you and your customers want.

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Choose from a wide variety of beautiful designs and handsome finishes. New patterned aluminum and Vinyl insert panels are extremely popular with home buyers and decorators. See your Sargent supplier, he'll be happy to arrange a showing. Or write Sargent & Company, New Haven 9, Conn., Dept. 9-J.



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Flintkote Siding helps you sell more homes...



DISTINCTIVE— $9\frac{5}{8}$ " X 32" Flintkote Flintwood† Siding, applied with nailing strips, throws deep shadows under every course . . . produces the heavy, rugged look homeowners like . . . and buy. Flintkote A-C Siding chosen exclusively for these model homes in new 160-unit tract, Lakeside Park Homes, Glassboro, New Jersey.



HANDSOME—Flintkote Flintwood Siding simulates natural graining. Textured pattern is embossed right in the siding. Available in a variety of rich colors, whites, pastels. Shown: 70F Super White, (top) 70F White, (right) 70F Lt. Brown.



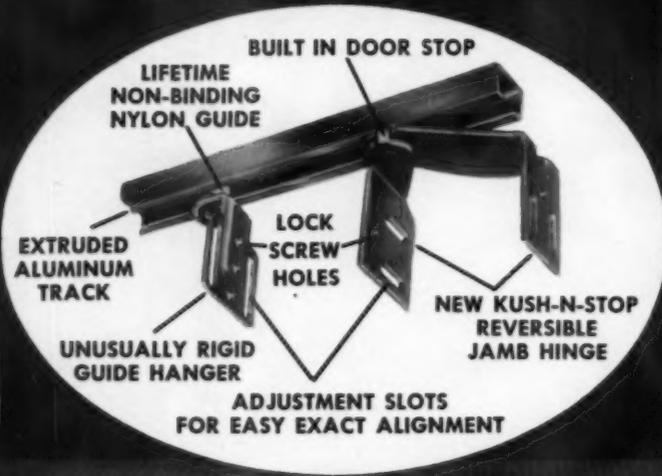
ECONOMICAL—The extra-long, $9\frac{5}{8}$ " X 32"—sidings provide greater coverage. Can be applied quickly and easily. For particulars and sales aids, write: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

FLINTKOTE
AMERICA'S BROADEST LINE OF BUILDING PRODUCTS



† A trademark of the Flintkote Company

only
HAR-VEY hardware
 has all these features



NEW! Har-Vey "B" Line Slide-A-Fold Hardware with built-in stop eliminates bottom track...

NEW REVERSIBLE JAMB HINGE eliminates bottom track and provides smooth, uninterrupted floor area. The new HAR-VEY "KUSH-N-STOP" jamb hinges are easily mounted on top and bottom of door jamb. They rigidly support the door's entire weight. The single top track serves only as a guide, assuring a lifetime of smooth, quiet and effortless operation. Look for the Har-Vey name stamped on metal parts... your assurance of superior quality.

HAR-VEY SLIDE-A-FOLD HARDWARE is fashioned for the sales minded builder... it gives folding doors that **sure, silent, smooth action** needed to delight the most discriminating home buyer or home owner... And, Har-Vey's adroit design pays a bonus to the builder in fast, easy installation...

Price—eminently reasonable (and with no compromise in quality)... comes in 6 sizes from 2' door openings at \$3.79 to 6' openings at \$8.79.

and look at the easy one man installation...

MARK LOCATIONS

MOUNT TRACK & JAMB HINGE

ATTACH DOOR TO HINGE

ATTACH GUIDE HANGER

ATTACH KNOBS



Write for New Bulletin H-17
AMERICAN SCREEN PRODUCTS COMPANY
World's largest manufacturer of window screens
 General Offices: 61 E. NORTH AVENUE
 NORTH LAKE, ILLINOIS

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PANELING IN RANDOM-PLANK STYLE is 4' x 8' prefinished Weldwood Charter Birch V-Plank® with Weldwood Hardwood Trim. Chair and pillows are upholstered with fade-resistant, scuffproof Imperial Grain Weldron.™



Perfect for a family room! New Charter Birch paneling by Weldwood

Easy-care real wood paneling, preserved by Weldwood's exclusive long-lasting finish, even feels beautiful—only \$52, retail, for a 12' x 8' wall. Here is a new birch panel that's rich in swirls, burls, and color variations that help transform even the bare walls of an empty house into a hard-to-resist home—that something special that helps make a sale. This lovely American hardwood, cut to accentuate grain patterns seldom found in wood paneling, lets you

build sales appeal with the added plus of lasting beauty. And it's guaranteed for the life of the home.

Inexpensively easy to install, too. The 4' x 8' panels go up fast with no on-site finishing to eat into your costs. The Weldwood genuine lacquer finish is applied under electronically controlled conditions to assure unrivaled durability and smoothness.

You can see more than 70 types and finishes of Weldwood Paneling at your

Weldwood lumber dealer's or any of our 114 branch showrooms. New York Showroom: 55 W. 44th St. In Canada: Weldwood Plywood, Ltd.

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- "Weldwood Prefinished Paneling For Fine Interiors," Shows woods, installation photographs, specifications.
- "Family Rooms In Beautiful Weldwood—100 Interesting Ideas For The Room Your Family Lives In."

NAME.....
FIRM.....
ADDRESS.....
CITY.....ZONE.....STATE.....

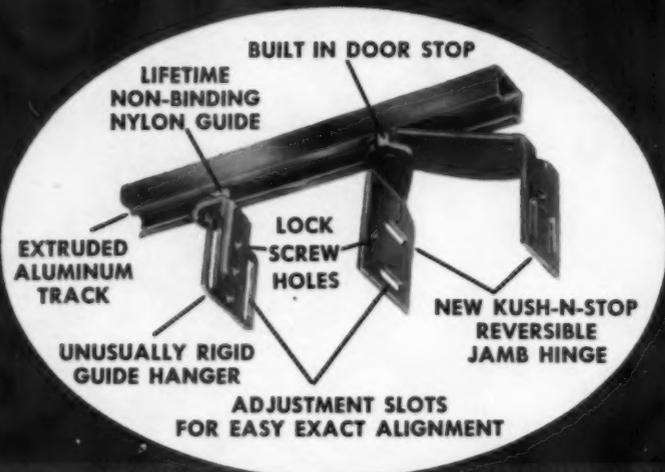


Weldwood® Wood Paneling

Soft and Hardwood Plywood
Doors • Lumber
Finishing Materials

A PRODUCT OF UNITED STATES PLYWOOD CORPORATION

only
HAR-VEY hardware
has all these features



NEW! Har-Vey "B" Line Slide-A-Fold Hardware with built-in stop eliminates bottom track...

NEW REVERSIBLE JAMB HINGE eliminates bottom track and provides smooth, uninterrupted floor area. The new HAR-VEY "KUSH-N-STOP" jamb hinges are easily mounted on top and bottom of door jamb. They rigidly support the door's entire weight. The single top track serves only as a guide, assuring a lifetime of smooth, quiet and effortless operation. Look for the Har-Vey name stamped on metal parts... your assurance of superior quality.

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Weldwood® Wood Paneling

Soft and Hardwood Plywood
Doors • Lumber
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Your American-Olean tile contractor can adapt this installation to suit your floor plans and budget. Walls are 47 Brite White and 81 Spruce Green, as is the bench. Shelf Niche: 17 Maize. Floor: Turquoise Shadowflash with black lines. Color plate 47.

The imaginative things you do with tile can change an average room into an outstanding sales feature. This skylit American-Olean Tile bathroom, for example, is unusual, stylish, yet easy to care for —advantages which mean a lot to the prospective home-owner.

Whether you are working on large or small floor plans,

American-Olean Tile's accurately matched colors, their self-spacing feature and their wide choice of attractive designs, give you your surest way to a successful installation. Specify American-Olean—its beauty is permanent because it's ceramic tile!

Send for full color booklets containing many helpful suggestions for adding sales appeal to homes.

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

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CERAMIC TILE
**American
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SEVEN MODEL HOUSES

Every builder is too well aware of the home buyer's fickle taste in house design. Keeping up with their buying moods is tough. But today's builders must be pleasing a lot of buyers, because both starts and sales are soaring.

The seven model houses on the next 14 pages reflect many shifts in style and floor plan—shifts that were apparently on the nose, since these models sold or prompted other sales.

Design isn't everything, though. How the builder packs his house is equally strong in swaying buyers. Houses featuring the latest in brand name equipment have always gotten a bigger play from home-seekers. Builders of the seven houses here went one step further in featuring "all-gas" equipment. They know (and other builders are discovering) that an "all-gas" promotion is one of the hottest ways to sell houses

The seven uses of gas helped sell them →



IN ST. LOUIS:

Good planning makes good



BURTON DUENKE has built homes in the St. Louis area for 25 years.

Burton Duenke's houses have been winning awards for years. Dozens of his models have appeared in national magazines (in the September, 1956, issue of *AMERICAN BUILDER* for instance). But more important, they sell. And it's a pretty good bet the houses Duenke builds in 1960 will sell, too. His secret is the dedication, research and energy which he pours into planning.

To him, planning means much more than a workable floor plan and a pleasing elevation. It means intelligent, effective advertising. It means careful siting, good landscaping—the creation of a highly livable community. It concerns the use, *but not the forcing*, of new ideas and new products in his models.

There's certainly nothing extraordinary about this. Briefly, Duenke runs his company like a businessman. Like a businessman, he's quick to take advantage of tie-in promotions like the one offered by his local gas utility. The gas uses checked off below are helping to sell his houses, as a result. Specifically, he gives buyers a 50-gal. hot-water heater by Mission; choice of a Universal or Tappan built-in range and oven; heating and air-conditioning by American Furnace Co.; space and lines for a gas clothes dryer.

These models and those appearing on the next 12 pages are the products of builders like Duenke—men who are designers, engineers, marketing specialists, financiers, managers rolled into one.

These gas uses helped sell it

Heating ✓

Cooling ✓

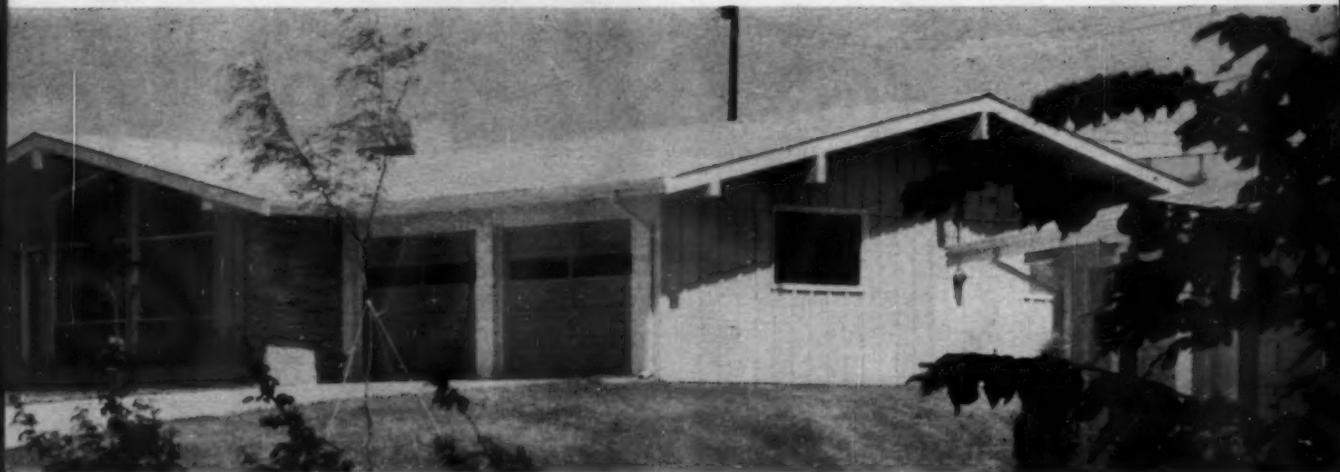
Refrigeration

Water Heating ✓

Clothes Drying ✓

Cooking ✓

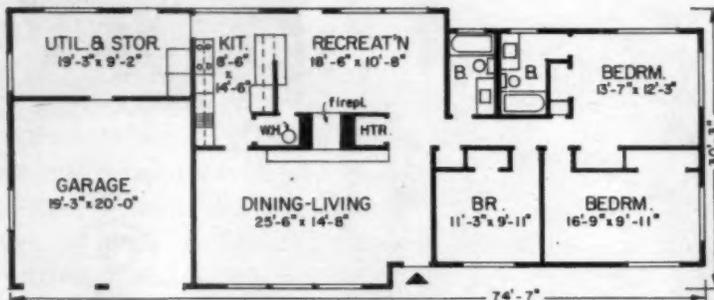
Incineration



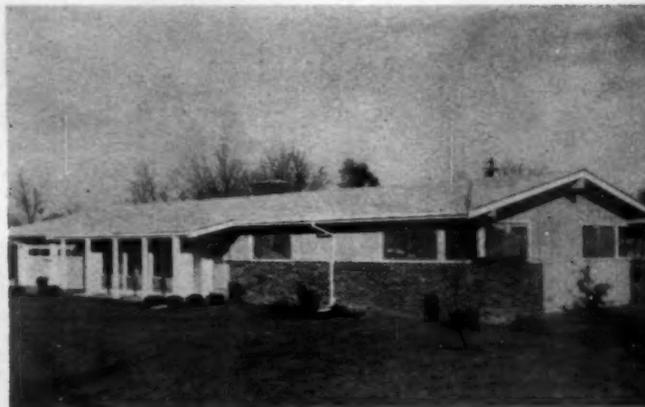
MODEL directly above is a best seller at \$29,200, including 17,500 sq. ft. of land.

design—these houses have it

SMART positioning of kitchen made a hit with housewives. From that spot they could keep an eye on the kids, whether they played in the family room or back yard. Room behind garage for storage or workshop was a crowd-pleaser.



HERE'S one area where gas equipment began paying off. In addition to range and oven, Duenke gives buyer Waste King disposer; Westinghouse dishwasher; intercom.



ALTERNATE elevation for the house shown above has same floor plan—includes 1,732 sq. ft. of livable space, 385 sq. ft. of garage.



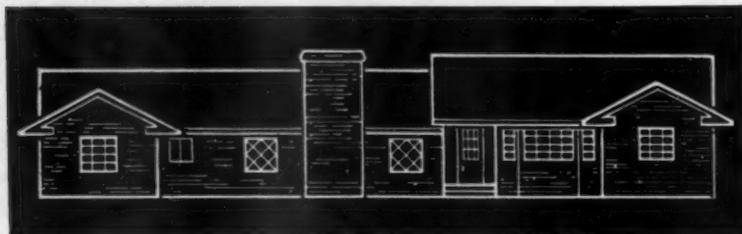
IN DALLAS, TEXAS:

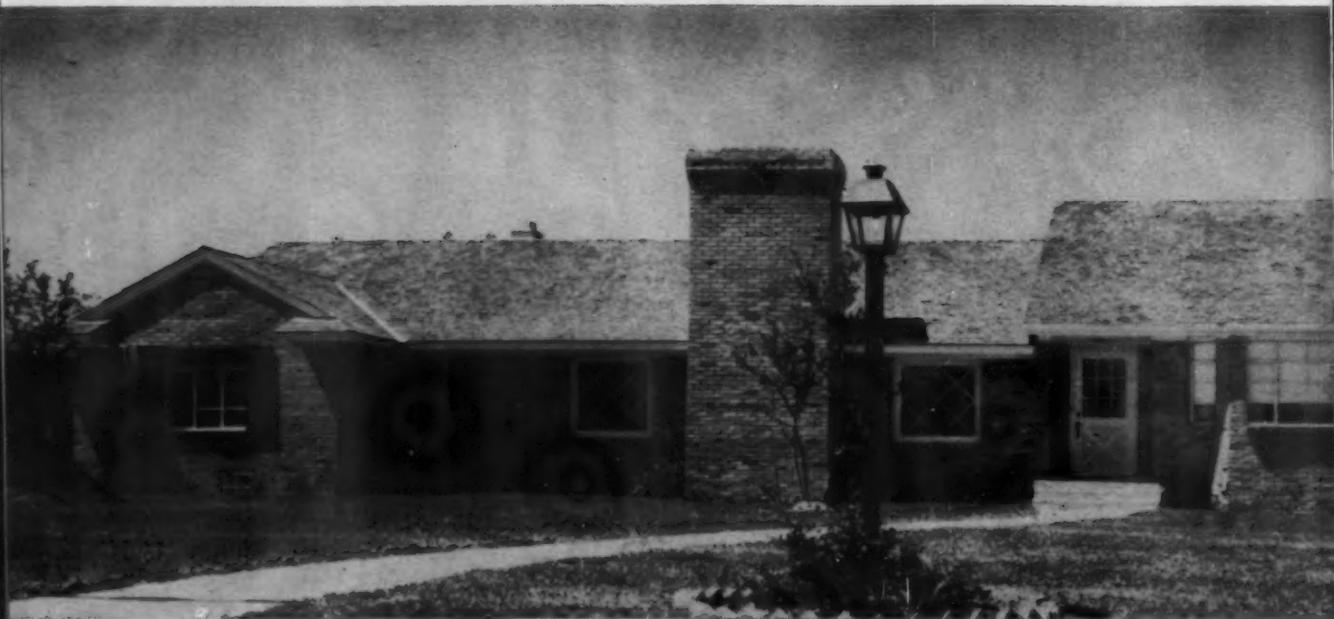
With a cloistered patio
this house is a cinch for the
luxury class—at \$12.36/sq. ft.

Custom building is a challenge. As much so, certainly, as engineering a smart-looking development house like Burton Duenke's models on the preceding pages. Maybe it's tougher. Every custom builder is faced with two sometime-ulcer-producing dilemmas: pleasing buyers who know next to nothing about construction problems, and keeping costs down.

When these hurdles are cleared, though, perhaps the custom builder derives more personal satisfaction from the finished job than do the Burton Duenke's. Certainly in this case, the builder, James F. Corder & Associates, and the owners, Mr. and Mrs. David J. Kerr, should be mutually satisfied. There's a lot of house here for the money. It contains 2,265 sq. ft. of living space, 2,057 sq. ft. of which is air conditioned. The price with land is \$34,000; without—\$28,000. And once again, gas equipment helped sell it. Turn the page to see how it did.

ANTIQUÉ BRICK theme on the house's facade is continued in patio wall. Gas lamps here are open flame variety; are called Moon-Glow, burn constantly.





BUILT FOR DALLAS TASTES . . .

. . . It's a true rambler—with

There's a lesson to learn here. To create a lived-in look, there's a need for restraint. Notice, for instance, how builder Corder was reserved in his use of period touches: just two diamond-paned windows; a subtle adaptation of a colonial door; and use of antique brick throughout, in lieu of mixing materials. And from the appearance of the front elevation, you'd never guess the house is built around a private court (see plan). Even the gas lamp is restrained in its design.

And speaking of gas, the house features all seven residential uses of this fuel. There's a built-in oven and range by Roper; Rudd water heaters; Hamilton clothes dryer; Warm Morning incinerator; and Servel heating, air conditioning, refrigerator.

Two water heaters were installed in the house. One 30-gal. unit, installed in the attic, supplies all

the bath water. The second, a 40-gal. tank, is located in the utility room and supplies hot water for the matching Hamilton washer.

The 3½-ton year-round air conditioning unit is installed in the garage. What noise it makes is muffled in the living quarters. The condenser is located outside behind the patio wall.

Control of the temperature and humidity levels in the house is kept by Minneapolis-Honeywell's "Electronic Moduflow" system. This includes a thermostat outside the house to signal any change in the weather.

Those gas lamps outside the house (one in front, two in back on the patio) are produced by Moon-glow Gas Light Co. of San Antonio. These lamps are becoming so popular, they may serve soon as the *eighth* residential use of gas.

These gas uses helped sell it

Heating ✓

Cooling ✓

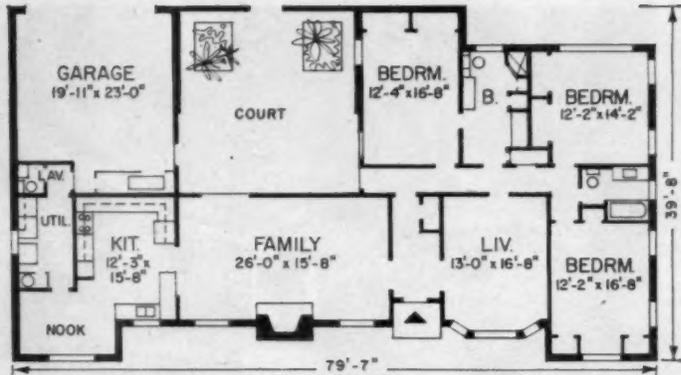
Refrigeration ✓

Water Heating ✓

Clothes drying ✓

Cooking ✓

Incineration ✓



PRIVACY is more than amply respected in this plan. It's evident in the brick-floored vestibule, the separate sitting or quiet room, the enclosed courtyard (see preceding page), the dining nook that is more than ordinarily set apart from the kitchen, and the master bath's dressing area.

RUSTIC design stops just short of "story-book" (compare it with the house on the next page). One decorative touch that is really "hot" this year is the gas lantern. This one's made by Moonglow Gas Light Co., San Antonio. It's kept lit twenty-four hours a day.

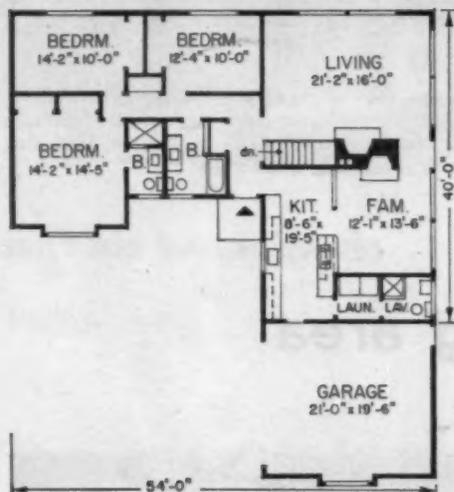
2,265 sq. ft. of living area



MODERN all-gas kitchen is well adapted to the colonial decor—particularly the range, which looks as though it

belongs in white brick platform. Mrs. David Kerr, wife of owner, adjusts setting on her built-in Roper gas oven.

SEVEN MODEL HOUSES, continued



ROOF has 8-12 pitch so that two more rooms can be built in the attic with the addition of dormers. Note gas lanterns on each side of driveway, an elegant story-book touch.

PLAN has 2,650 sq. ft., including 900 sq. ft. in basement. House has 2½ baths, three fireplaces. Lower level has cocktail bar and recreation room. Notice how well entry is planned.

EXTERIOR is of rough cedar board and batts, with cedar shake roof and beveled cedar for exterior wainscot. Over 40,000 people have toured model to date; 15 bought in first week.

IN TACOMA, WASH.:

Builder Dick Stromberg built this all-gas model in gingerbread style. Result: 15 sales

Here's the best "story-book"

These gas uses helped sell it

Heating ✓

Cooling

Refrigeration ✓

Water Heating ✓

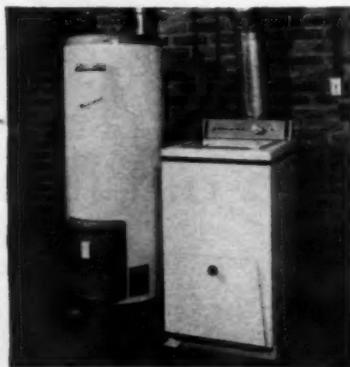
Clothes Drying ✓

Cooking ✓

Incineration ✓



IN KITCHEN: Tappan range, oven; Revco refrigerator; Waste King disposer, dishwasher; Yorktowne cabinets.



APPLIANCES include Majestic Automatic Trash Burner; RCA gas dryer; A. O. Smith water heater.

design we've seen anywhere

Natural gas is fairly new in the Northwest and gingerbread design is spreading in popularity. Here they caught up with each other.

The house is one of the best-looking "story-books" we've seen anywhere. Fully applanced and including rugs and draperies, it sells for \$31,000.

Builder Dick Stromberg of Stromberg Construction Co., Tacoma, Wash., built the house from a design by architect Dick A. Hill. Both men are also

currently working together on apartment houses.

Stromberg, who also takes contracts for houses outside his own subdivision, subs out the entire job. He uses six carpentry crews, assigning one crew to each house for maximum flexibility.

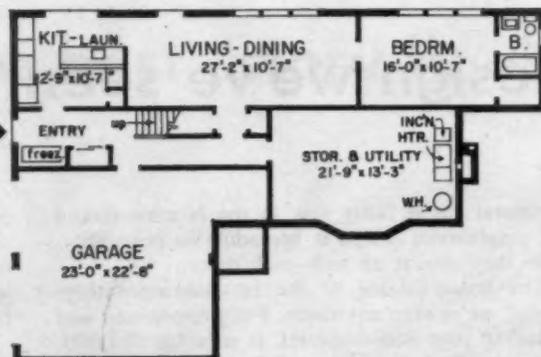
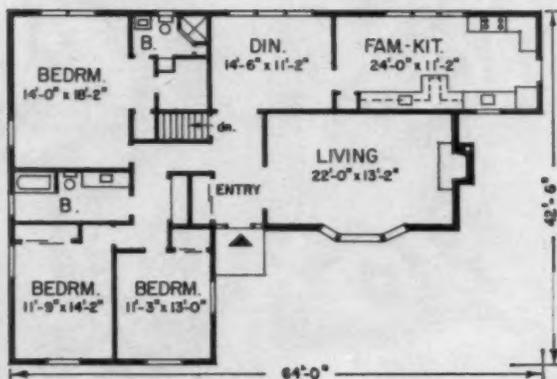
Among the built-ins are: GE remote control wiring; Progress intercom; Stanthony hood; Minneapolis-Honeywell controls; Nutone scale; Fasco fans; Formica countertops; Armstrong floors.

MIDDLETOWN, N.J.

A conservative
ranch house
from the front



...it's got
two big floors
of space



Space is just half the story. Take a close look at the floor plan, right, and notice that this is really a double serving—two houses in one.

The upper level is complete for today's average family. The lower level is a repeat on a smaller scale and could serve for the just-married daughter and her husband; for mother-in-law; or simply as a paying apartment. As a matter of fact, "House with a separate apartment" is the theme *Good Housekeeping* takes in its September feature on this house.

Builder is J. R. V. M. (Jake) Lefferts of Thompson & Lefferts in Red Bank, N. J. The house is located in their Oak Hill development, and could be reproduced at about \$35,000.

COMFORTABLE living is plan's basic aim. Note, for instance, how upper living room is isolated for total peace and quiet.



GREAT CARE to match house to setting is taken by builder Lefferts. Elevations are essentially conservative to appeal to upper income market. Gas light on lawn is one of three around house. Made by Arkla-Servel.



GROUND slopes from front to back naturally. House simply follows its contour. Lefferts left trees standing wherever possible to maintain lush suburban setting. For cool day, terrace is heated by a gas infra-red unit.

It's got the latest in gas



Women who saw the "big" kitchen on the upper level (photos left, below) were ecstatic. They were nearly as enthusiastic about the lower level kitchen, installed primarily to facilitate terrace dining. Tappan cooking units are used in both kitchens, as are RCA Whirlpool's new gas refrigerators.

In addition, the house features a Philco-Bendix combination

◀ **CONVENIENCE**, easy maintenance and good looks were carefully planned for the upper-level kitchen. If visiting women's comments are any indication, builder Lefferts' aims were achieved. Also smart: tying kitchen to family room to make it look huge.



These gas uses helped sell it

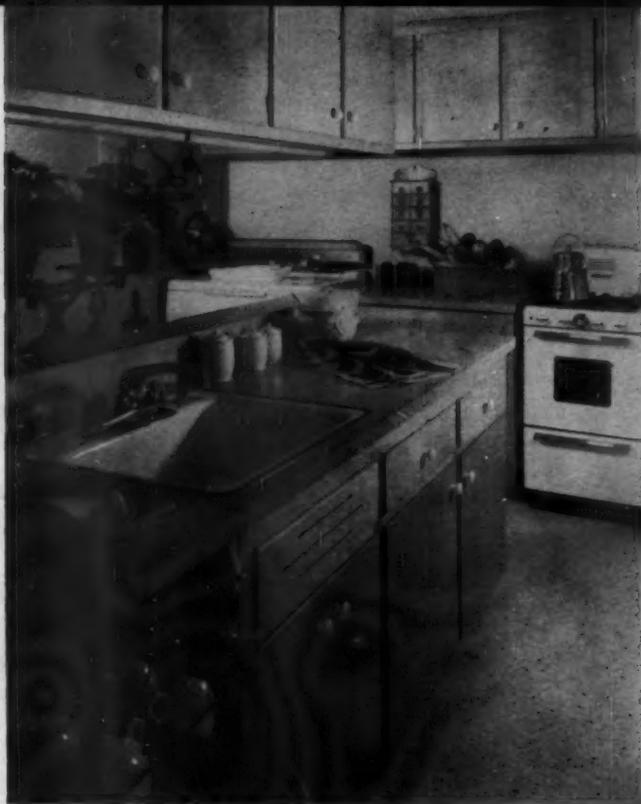
- | | | |
|----------------|------------------|-----------------|
| Heating ✓ | Cooling ✓ | Refrigeration ✓ |
| Cooking ✓ | Water Heating ✓ | |
| Incineration ✓ | Clothes Drying ✓ | |

kitchens

washer-dryer; Arkla-Servel heating and air conditioning; American-Standard gas hot water heater; and gas incinerator by Martin.

Gas is also used for the Arkla-Servel Gaslights; for a fireplace lighter; for a charcoal grill on the terrace; and for an infra-red heater on the terrace. Last unit is called a Schwancke Heater; is made by Perfection Industries.

DOWNSTAIRS, the second kitchen is more utilitarian. Note the difference, for instance, between these cabinets and "for show" units in first kitchen. Door to terrace is right of free-standing Tappan range. Philco-Bendix washer-dryer is in left corner.



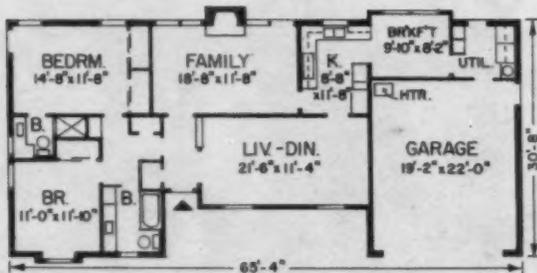


TULSA, OKLA.

DISTINCTIVE appearance of exterior is one of builder V. H. Graham's trademarks. As plan below shows, home

has two bedrooms. It's a custom house, but even project builders are recognizing a growing need for two-bedroom luxury homes for affluent people whose children have married and moved away. This one sells for \$25,000.

Local gas companies helped

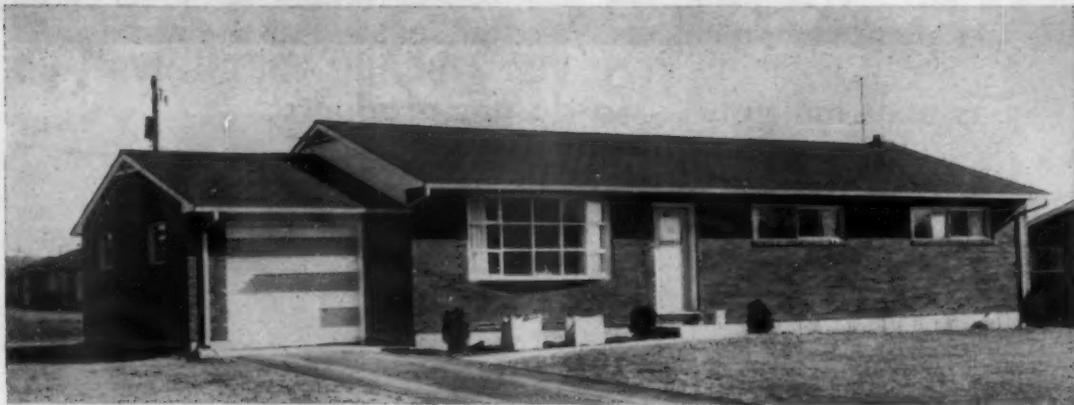


Promotional pamphlets, tie-in advertising, equipment allowances and opening day sales help. These are a few of the ways the gas utilities serving Tulsa, Fullerton and Springfield helped sell the houses you see here.

This is certainly not a unique occurrence. Natural gas is available in every state but Maine (and possibly Alaska). Bottled gas is sold in nearly all areas not reached by gas lines. The gas distributing companies are eager to help; builders are taking them up on it.

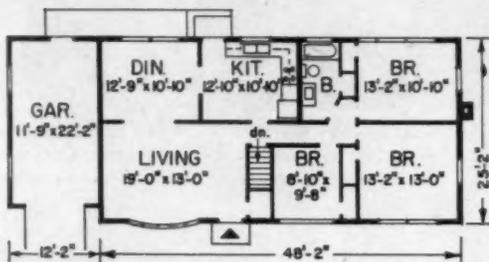
These gas uses helped sell them

TULSA, OKLA.:	Heating ✓	Cooling ✓	Refrigeration ✓	Water Heating ✓
	Cooking ✓	Incineration ✓	Clothes Drying ✓	
FULLERTON, PA.:	Heating ✓	Cooling ✓	Refrigeration ✓	Water Heating ✓
	Cooking ✓	Incineration ✓	Clothes Drying ✓	
SPRINGFIELD, VA.:	Heating ✓	Cooling ✓	Refrigeration ✓	Water Heating ✓
	Cooking ✓	Incineration ✓	Clothes Drying ✓	



FULLERTON, PA.

PRODUCTION house with a pleasing appearance, this \$15,340 model (with land) is outselling most of its competition in Fullerton (near Allentown). Built by A. Michael Gatti, the home features a York-Shipley gas hot water heater which serves both washing and home heating needs in one compact unit. There's 1,400 sq. ft. of living area plus garage.

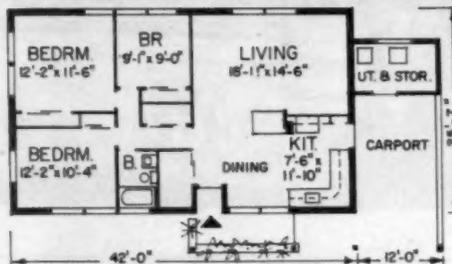


promote these three houses



SPRINGFIELD, VA.

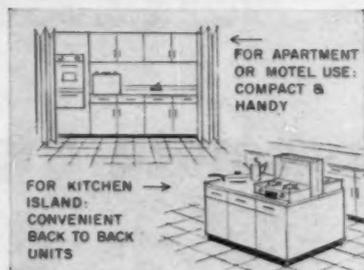
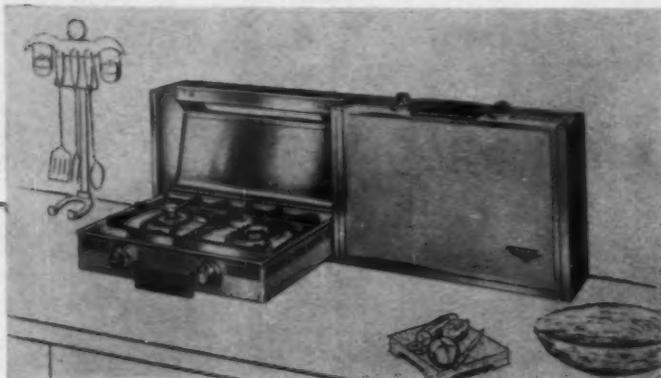
CLEAN-LINED ranch is a Crestwood Construction Corp. model that sells for \$14,950 with land. Besides the price and the looks, the public commented on use of brick, built-in bookcase, the look-through fireplace, and the floor plan. They liked to be able to reach the bath and bedrooms without tramping through living room. It's near Washington, D.C.



**Gas uses multiply . . . so do gas products
Here are 22 of the latest developments . . .**



SPACE-SAVER DESIGN . . . in a new gas furnace from General Electric. Unit (left) has a front line flue for simple closet installation. Close clearances allow space saving. Small cooling coil attaches to top for air-conditioning. Right, outdoor compressor-condenser section. (No. S1, p. 150.)



FOLD-A-WAY UNIT has two gas burners for countertop cooking. Unit folds into slim cabinet. From Dixie Products. (Circle No. S2, page 150.)

IN THE NEAR GAS FUTURE . . .



Component kitchen news . . . an all-gas "Multimatic Wall." One-piece unit is 8' high, 10' long, 33" deep. It's a natural cost-saver since it can replace an interior partition. Also has self-contained automatic venting which eliminates need for chimney. Included are a wall oven-broiler, fold-a-way cooking burners, refrigerator, water heater, washer-dryer, warm-air furnace and storage cabinets.

It can't be bought yet, but the AGA can tell you more about it. (No. S3, p. 150.)

Leading New Jersey builders say ...



"FOR BUILDER AND BUYER

THE BEST BET IS



GAS!"

J. R. V. M. "JAKE" LEFFERTS, C. T. "BUSTER" KILCOMINS and R. S. "BOB" EISNER build and sell All-Gas homes because they know from experience that today's home buyers are looking for—and anxious to buy—the complete home convenience and comfort that only modern Gas and modern Gas appliances can give. AMERICAN GAS ASSOCIATION

On the next 7 pages, look at the Oak Hill story:



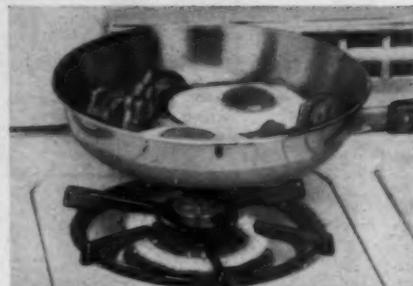
These Oak Hill

SHOW THEM a house with an All-Gas

Home buyers already want

MODERN AUTOMATIC COOKING

economical—as only Gas can be!



AUTOMATIC GAS TOP-BURNER. Amazing Burner-with-the-Brain[®] ends pot-watching. The instant proper temperature is reached, flame drops down. If pan cools, flame goes up again. Food can't scorch, burn or boil over.



AUTOMATIC GAS OVEN. Today's Gas ovens are self-lighting, with on-off clock control that can be pre-set. Whole meals can be prepared in advance, then later cooked to perfection—automatically—while the cook's away.



AUTOMATIC GAS ROTISSERIE. Home buyers who like "picnic-style" cooking will like the self-turning rotisserie in a modern Gas range. Big enough for turkey, perfect for "kabob" or plain hot dogs. Some are even self-basting.

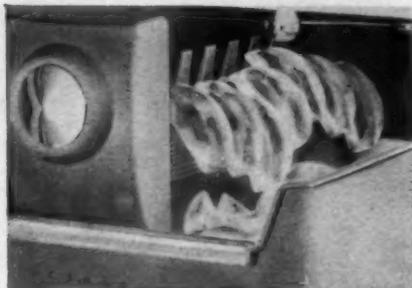
ECONOMICAL—AS ONLY GAS CAN BE. Modern Gas appliances cost the builder less to buy and install, the buyer less to use. Whether models are built-in or free-standing, Gas appliances require no costly installation. Modern Gas gives the user more per penny, too. Gas burns completely. No expensive waste. And because Gas burns "clean," pots, pans stay shiny and serviceable longer, housecleaning bills are kept at a minimum.

Builder and Buyer both do best...

*A.G.A. Service Mark

Builders say:

Kitchen and you'll **SELL THEM!**



AUTOMATIC—THE MAGIC ICE-MAKER! No more trays to fill or empty. An RCA WHIRLPOOL Gas refrigerator makes a steady supply of ice cubes—automatically—stores them in a convenient container. Even the flow of water is automatic.

Home buyers are thrilled by

AUTOMATIC ICE CUBES

with a Modern Gas Refrigerator!

**Only a
Gas Refrigerator
allows the builder
to sell:**

1: AUTOMATIC ICE CUBES

Makes and serves cubes without worry about trays or water.

2: 10-YEAR WARRANTY

Twice as long as the guarantee on any other refrigerator.

3: PERMANENT SILENCE

No moving parts in the cooling system to make noise. Silent Gas does all the work.

4: NO COSTLY UPKEEP

Nothing in the cooling system to wear out. No need for expensive repairs.

5: CONSTANT BALANCED COLD

Never any "on-off" fluctuation. Temperature automatically stays at the exact degree that keeps food best.



ECONOMICAL—AS ONLY GAS CAN BE. Gas refrigeration is economical, too: Silent Gas does all the work. No expensive moving parts in the cooling system to break down. And this spacious RCA WHIRLPOOL Gas refrigerator meets all the needs of home buyers that ordinary refrigerators do. Ample storage space, adjustable shelves, roomy freezer locker, automatic defrost. Comes in white and beautiful pastels.

... with Modern **GAS**  **Appliances!**



These Oak Hill

SHOW THEM a house with an All-Gas

Home buyers already know that

**WASHING
RINSING
DRYING**

is faster when it's done with Gas!

(Washer-Dryer combination, of course)



FASTER WHEN IT'S DONE WITH GAS. No warm-up wait for modern Gas. Instant the flame's on, the process of drying begins. In fact, a Gas dryer is so much quicker, it can handle several more loads in a day, do a week's laundry in a matter of hours—even turn some washdays into half-days. Gas drying is something every modern home buyer wants and needs. No wonder a Gas laundry helps sell the homes you build!



AUTOMATIC! Today's Gas washer-dryer combinations or separate units are completely automatic. A simple dial setting controls the entire cycle from start to finish. An automatic Gas home laundry has sold many a house.



GENTLE! Gas heat is so gentle it's safe even for the most delicate fabrics—something the home-buying woman will be glad to know. Gas heat won't over-dry or stiffen clothes . . . leaves them always soft and fluffy.



ECONOMICAL! Gas saves money in the laundry—there's no expensive installation needed. And because Gas goes to work instantly, the total wash-rinse-dry cycle is shorter . . . takes less fuel. Laundry bills stay down.

Builder and Buyer both do best...

Designers say:

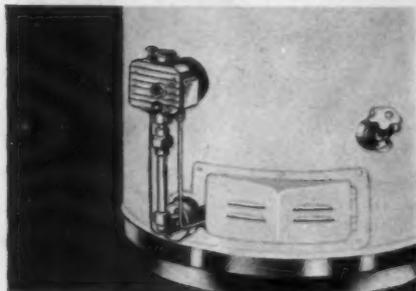
Laundry and you'll **SELL THEM!**



AUTOMATIC! When hot water is used, a modern Gas water heater goes on—automatically—heating more water to replace the hot water that was used. Keeps the supply of hot water constant all day long and all night.



DEPENDABLE! Even on washday when more hot water is used than usual, there's still plenty for baths, showers and dish-washing. A modern automatic Gas water heater keeps up with hot water needs—automatically!



ECONOMICAL! A modern automatic Gas water heater costs less to buy, install and use. It shuts off, too—automatically—when the water is hot. There's a model and tank capacity perfect for any size home and family.

Home buyers know they

**GET LOTS
OF HOT
HOT WATER**

faster—when it's done with Gas!



FASTER—WHEN IT'S DONE WITH GAS! Modern Gas gives instant heat. No waste of time while it warms up. Moment more hot water is needed, the Gas under a Gas water heater comes on full force, heating the cold replacement water almost as fast as it enters the tank. Speed is one of the big reasons why only Gas can supply a dependable flow of hot water around the clock. And a modern Gas water heater is so easy to install!

...with Modern **GAS**  Appliances!



These Oak Hill

SHOW THEM a house with Year-Round

Show home buyers they can

**HEAT THE ENTIRE
HOUSE IN WINTER**

with dependable Gas!



AUTOMATIC HEAT. Thermostat in the living room controls the temperature of the whole house. Just set it—Gas does the rest! Keeps room temperatures constant from floor to ceiling. It's the modern way to winter comfort!



CLEANER HEAT. Gas heat is clean heat! Cuts down on extensive house cleaning chores and the need to send out drapes, curtains, rugs and upholstered furniture for expensive professional cleaning every season.

DEPENDABLE—BECAUSE IT'S GAS! Modern Gas is so dependable. It's piped right into the home . . . always there when needed. The home owner never needs to worry about running low on fuel . . . or wonder if the next fuel delivery will be on time. Modern Gas is economical, too. It burns completely . . . thus this Lennox Landmark gives the user more heat per penny, saves the home buyer hundreds of dollars over the years.

Builder and Buyer both do best...

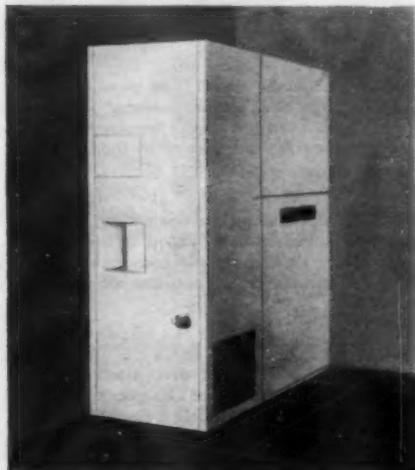
©TRA DEMARK PRODUCT OF ARKLA AIR CONDITIONING CORP., EVANSVILLE, IND. & SHREVEPORT, LA.

Builders say:

Gas Air-Conditioning and **SELL THEM!**



AUTOMATIC COOLING. When Summer comes, a simple change-over turns the unit into a Gas air-conditioner, keeps the entire house comfortable even on the hottest days. No cold spots; no drafty corners. Humidity is controlled automatically, too.



COMPACT UNIT. Heating or cooling, the modern Gas unit is compact. Its size, shape and construction are a big help in saving space, a boon to both the designer and builder, a convenience to the house-buyer as well.

Show home buyers they can

**COOL THE ENTIRE
HOUSE IN SUMMER**

with dependable Gas!



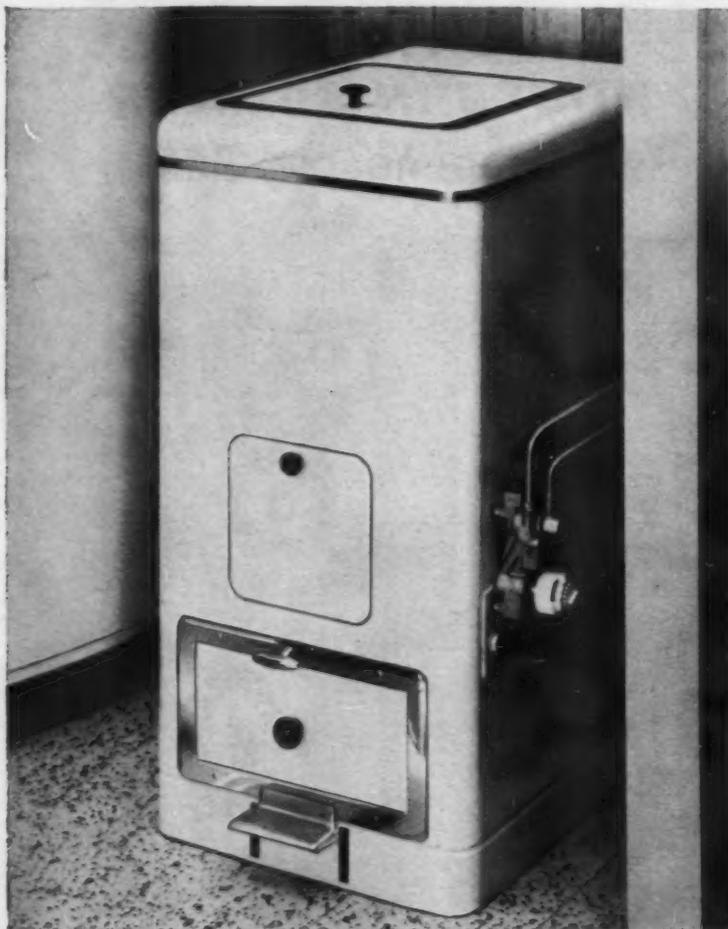
DEPENDABLE—BECAUSE IT'S GAS! Both builder and buyer can have absolute confidence in Gas heating and cooling. Their investment is protected by a five-year warranty. No big maintenance problems or repair bills because there are no moving parts in the heating and cooling system to break down. That's why this Arkla-Servel Sun Valley* carries a five year performance warranty.

... with Modern **GAS**  Appliances!



These Oak Hill House Planners say:

SHOW THEM a house with a new Gas incinerator
and you'll **SELL THEM!**



ECONOMICAL, TOO, BECAUSE IT'S GAS! Easy, inexpensive to install, a modern Gas incinerator is inexpensive to operate, too. The Gas needed to dispose of each load of trash costs only pennies a day . . . and will pay for itself—in convenience—in a matter of months. Smokeless, odorless, the new Gas incinerator is an important feature to home buyers looking for a truly new and miraculous home appliance.

Show home buyers the
**SMOKELESS
ODORLESS**
NEW Gas Incinerator!



SMOKELESS. The home owner just puts trash and garbage into this new Gas incinerator and that's that. There's not even any smoke because all smoke from the burning trash is consumed by the Gas flame.

ODORLESS. Even the most harsh-smelling scraps of food produce no odor when burned in this modern Gas incinerator. The flame that consumes the contents of the Gas incinerator consumes all odors and vapors, too.

EASY TO OPERATE, TOO! Just drop trash into this miraculous Gas incinerator, the Gas goes to work on it—immediately. All that's left is a clean, fine powdery ash that settles into a removable tray. This residue makes excellent fertilizer for potted plants or flower and vegetable gardens.

Builder and Buyer both do best—with Modern GAS Appliances because . . .

ONLY GAS  **does so much more...for so much less!**

See the All-Gas Home at Oak Hill, Middletown, New Jersey.

6,000 hours a year

*you'll be glad you bought
home heating from the expert who makes this pledge!*

The Lennox Comfort Craftsman Creed

In consideration of being authorized to display the shield of The Lennox Comfort Craftsman I, the undersigned, am pledged to:

- 1 Carefully custom-engineer each Lennox heating or air conditioning installation;
- 2 Accurately calculate the heating or cooling load in order to correctly specify the proper capacity Lennox equipment;
- 3 Use the greatest skill at my command and my Lennox training in the installation and adjustment of Lennox heating and air conditioning equipment;
- 4 Apply my sincere best skill and Lennox standards in the service of such installations;
- 5 Increase my proficiency in heating and air conditioning technology through regular attendance at Lennox dealer schools;
- 6 Maintain a clean, orderly, attractive place of business;
- 7 Conduct myself and direct my employees so that at all times my operation is a credit to myself, to my community, and to Lennox;
- 8 Combine engineering skill, business integrity, sales aggressiveness and a spirit of service so as continuously to qualify for the title of LENNOX COMFORT CRAFTSMAN;
- 9 Relinquish my Comfort Craftsman identification whenever my operation fails to meet the exacting standards of the Lennox Comfort Craftsman Program.



_____ Firm Name



John W. Norris, engineer-president of Lennox, takes active part in Lennox Training Schools.



A Lennox Comfort Craftsman must understand operation of all Lennox equipment.



Question-and-answer sessions give Lennox Comfort Craftsmen chance to clear up problems.

All winter long you'll be free of costly call-backs or complaints—when you turn your heating problems over to your local Lennox Comfort Craftsman

The heating unit in every home you sell must operate perfectly for 6,000 critical hours during the heating season ahead. If anything "acts up" to cause drafts or discomforts, *you're the man* who'll be held responsible. Who'll have to answer the complaints and call-backs.

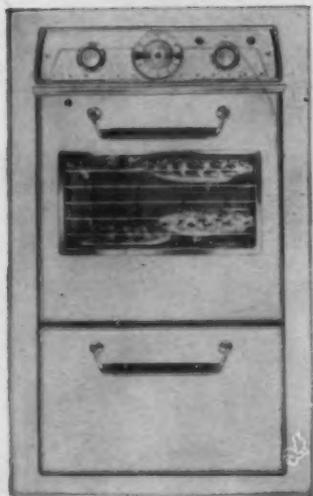
To avoid these unpleasant and costly

experiences, call your Lennox Comfort Craftsman, a man who's pledged to follow the strict creed reproduced above. It's your assurance that every Lennox heating unit will be installed properly. You'll have no worries about costly call-backs. His name is in the Yellow Pages. Call him.

LENNOX

©1958 Lennox Industries Inc., World Leader in Heating and Air Conditioning, founded 1895; Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, O.; Decatur, Ga.; Fort Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.

TODAY'S BIGGEST



Lusterloy Electric Double Oven—EOLV-30



Gas Oven-Broiler—GO-107

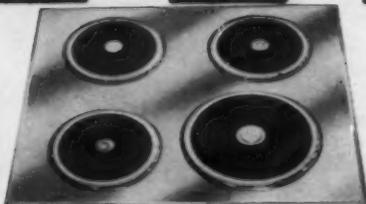


Electronic Range

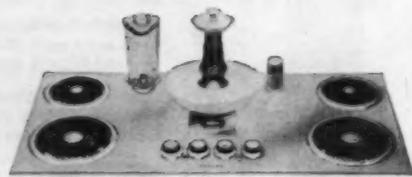
TAPPAN



24" Gas Surface Unit—TF-18



24" Lusterloy Surface Unit—ETF-18



42" Surface Unit With Nu-Tone Food Center—ETFS-9N

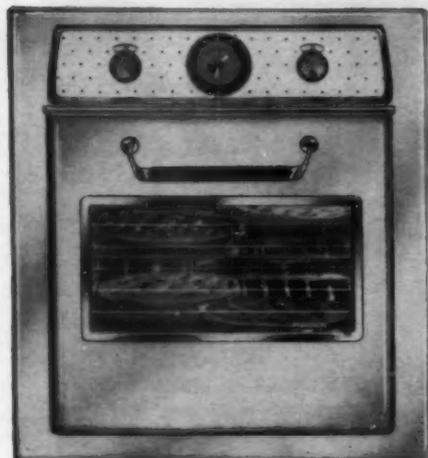
AND NOBODY ADVERTISES



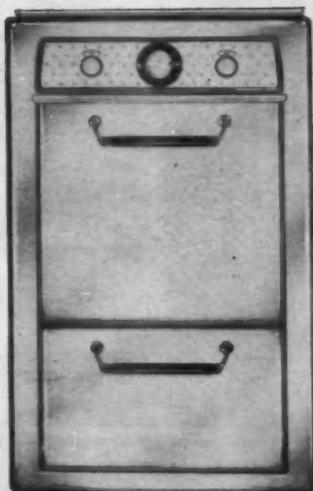
400,000,000 sales
impressions this year
in these magazines.

For complete details contact your local Tappan representative or write The Tappan Co., Box AB98, Mansfield, Ohio.

BUILT-IN LINE



Single Door Electric Oven—EOKLV-11

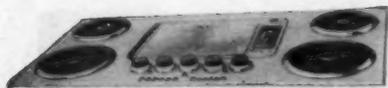


Lusterloy Gas Oven-Broiler—GO-101



Copperloy Gas Oven-Broiler—GOC-106

GAS AND ELECTRIC COMPLETELY INTERCHANGEABLE!



42" Electric Surface Unit With Griddle—ETFS-9



33" Gas Surface Unit—TFS-7T



33" Surface Unit—ETFS-7T

BUILT-INS LIKE TAPPAN!

No other built-in brand means so much to your customers as Tappan! Whatever your customers want in Built-Ins—Tappan has, and customers know it. 12 different basic ovens and surface units! Choice of copperloy, lusterloy, and 4 beautiful pastel colors.

A NEW Gaslite by ARKLA

...the TILT-TOP

INCORPORATING
THE MOST
ADVANCED FEATURES
AND DESIGNS
IN
OUTDOOR LIGHTING



CABILDO MODEL 102

AVAILABLE WITH
POST OR BRACKET
MOUNTING

LOOK FOR THE NAME

Gaslite BY ARKLA

TILT-TOP



The hinged top swings back for easy access to interior.

HURRICANE Style Chimney



Adds a touch of elegance ... reflects the nostalgic charm of yesteryear.

Improved BURNER Assembly



Mixture control offers maximum candlepower ... mantle lasts for years, even with constant burning.

Let the "ARKLA team" assist you in initiating a successful Gaslite Sales Program.
Write ARKLA AIR CONDITIONING CORP., GASLITE SALES DIVISION, DEPT. K
LITTLE ROCK, ARKANSAS.



Caloric[®]

creates home automation
—to sell homes fast!



Caloric **GAS DISPOSERS**

Dispose of all garbage and trash (except metal and glass) with no trouble. Lid locks automatically when dial is turned "on". Jet-Stream action—a unique air-flow system—assures complete combustion of all rubbish. Flame devours smoke and odor.

Caloric **BUILT-IN GAS RANGES**

Naturally, buyers want the most up-to-date equipment in a new home. Caloric gives it to them. Automatic features provide "home automation"—make cooking almost as easy as turning a dial! Separate oven-broiler and top burner units give homemakers made-to-order convenience, too. Choose from 9 handsome finishes.

AUTOMATIC MEAT THERMOMETER shuts oven off when meat is "just right."

CLOCK-CONTROLLED OVEN cooks complete meals automatically, when nobody's home.

THERMO-SET TOP BURNERS hold exact heat set... make every pot and pan "automatic."

AUTOMATIC ROTO-ROASTER turns meat or fowl slowly under flame for fine barbecued flavor.

CALORIC APPLIANCE CORP.
 DEPARTMENT AB
 TOPTON, PA.

Please send me full-color brochure on Caloric Built-In gas ranges . On Caloric gas disposers .

Name _____

Address _____

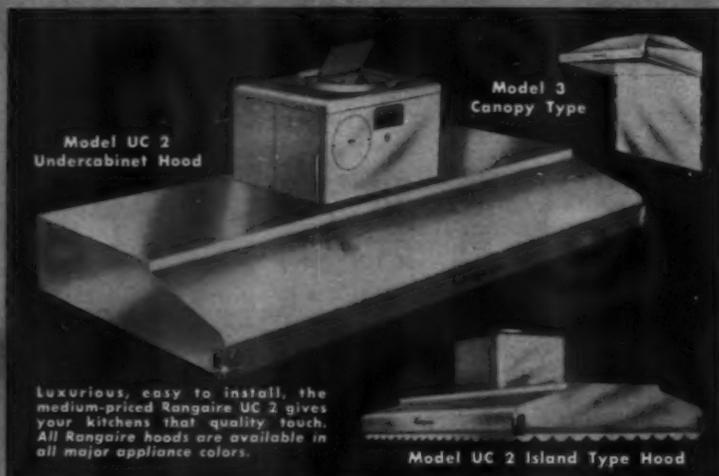
City _____ Zone _____ State _____

CALORIC • THE BUILT-IN SPECIFIED BY LEADING HOME BUILDERS FOR AMERICA'S BEST HOMES.

CALORIC APPLIANCE CORP., TOPTON, PA. • RANGES • BUILT-INS • DISPOSERS

BUILDERS:
Choose your Price! Choose your Style!
with

Rangaure



**America's most complete
Line of Kitchen Range Hoods**

Now—give the kitchen in your homes that final touch of custom quality by installing a Rangaure Hood. Priced to fit any budget, styled to fit any kitchen, Rangaure Hoods have all those "wanted" features looked for by today's more discriminating home buyers—aluminum foil filters, frosted glass recessed lights, powerful efficient exhaust units, hidden

weld seams, and quality hardware. Over ten million homemakers are being pre-sold on Rangaure every day through the most powerful advertising campaign in its history. Advertising in *Life*, *Better Homes and Gardens*, *House Beautiful*, etc. is putting them in that ready-to-buy mood. So, make sure the brand installed in your kitchen is Rangaure.

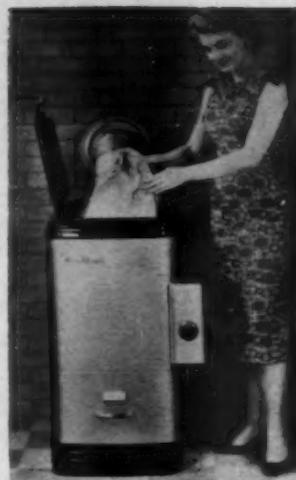
Ask your Rangaure dealer to call, or write, for FREE color booklet on entire Rangaure Line. Roberts Manufacturing Company; Cleburne, Texas; DEPT. F.



R Rangaure

FOR BETTER LIVING AT HOME

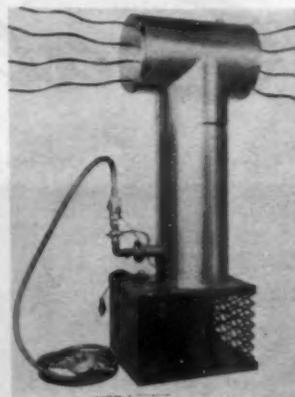
**YOUR GUIDE
TO NEW GAS
PRODUCTS**



Unit is easily installed

Gas incinerator, Warm Morning model, is quickly and conveniently installed. Clean styled unit provides smokeless, odorless incineration. Has dual gas burner and interior baffles system. Locke Stove Co., Dept. AB, 114 W. 11th St., Kansas City 5, Mo.

Circle No. 54 on reply card, p. 150



Salamander is a money-saver

Portable salamander saves fuel costs: A 40,000 BTU unit operates for 50 hrs. on one cylinder of LP gas. Completely portable, weighs 29 lbs., is 43" high, 16" wide and 11" in depth. Offers uniform heat with complete safety of operation. Flamegas Detroit Corp., Dept. AB, 12901 Auburn Ave., Detroit 23, Mich.

Circle No. 55 on reply card, p. 150

With **PREWAY** Bilt-Ins you get compliments from owners... not complaints—

says Stanley J. Slote of Westchester,
developer of Park Knoll, at
Hastings-on-Hudson, New York.

*Stanley J. Slote's judgment is a respected judgment. This is proved not only by the solid success of his varied developments, but by the regard his fellow builders have for him: he is currently president of the Home Builders Association of Westchester, and a director of the National Association of Home Builders.



Tri-level Park Knoll homes are in the \$25,000 bracket — a product of the building team that forms Stanley J. Slote's Crossway Construction Company, Scarsdale, New York. Lee G. Corton is the architect, Charles Weinberg the professional engineer.

A builder's builder all the way is Stanley J. Slote*, pleasant, progressive and fully knowledgeable about the score in building products. His concentration on PREWAY Bilt-Ins is based on tested and proven reasons. PREWAY'S designed-for-tomorrow appearance adds luster to kitchens, draws an immediate and favorable response from women and has "clinched" many a sale! Says Mr. Slote, *"This enthusiasm remains with housewives. We have made several hundred PREWAY installations, and I've never had a complaint brought to my attention. Our service calls with PREWAY approach absolute zero."*

Along with Stanley Slote, and hundreds of other large and small builders, you too, can prove the solid value that PREWAY Bilt-Ins offer. Not only does PREWAY performance mean a great reduction in service calls and expense, but installation is an easy, fast-running job—so you save money at that end, too.

PREWAY offers national distribution and service, and a full line of both gas and electric units. It will be worth your while to call or write for full color specification bulletins and prices.



**INC. 8958 Second Street, North
Wisconsin Rapids, Wisconsin**

Since 1917 — Pioneer manufacturer of built-in appliances . . . refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods.



TO SELL MORE
HOMES...FASTER

Install a

Warm Morning
Smokeless-Odorless
GAS INCINERATOR

in Every Home
You Build



Model
L-16



TOMORROW'S HOME BUYERS will be looking for America's newest automatic appliance when they look at your homes . . . a gas incinerator! The trend has already begun, for here is the only real answer to effective disposal of garbage and trash in the home. It benefits both the homeowner and the community, as hundreds of builders have learned in their successful experiences with gas incinerators as original equipment. Install a WARM MORNING gas incinerator in the basement, garage or utility room of every home you build and you'll be building sales!

WARM MORNING's new Smokeless-Odorless gas incinerator is tested and approved by A. G. A. Laboratories under the stringent 1958 smokeless-odorless requirements for use with all types of gas. It works like magic! Installs quickly and easily to any Type A flue outlet. Cast-iron and steel construction, plus FIREBRICK LINING, assures long life. Built to last as long as a furnace.

Tomorrow's most modern home will have a gas incinerator to dispose of garbage and trash!

BE READY! GET THE FACTS!

Locke Stove Company, Dept. A-8
114 West 11th Street, Kansas City, Mo.

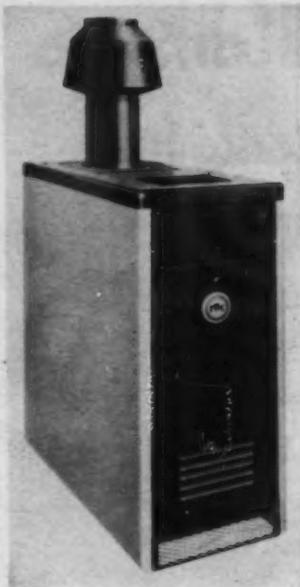
Send me complete information on
WARM MORNING gas incinerators.

Name _____

Address _____

City _____ Zone _____ State _____

YOUR GUIDE TO NEW GAS PRODUCTS



Boiler is designed for gas

Cast iron hydronic hot water boiler is specially designed for gas. Features a burner component with a special flame spreader. Available in three styles. Federal Boiler Co., Dept. AB, Granite & West Sts., Midland Park, N.J.

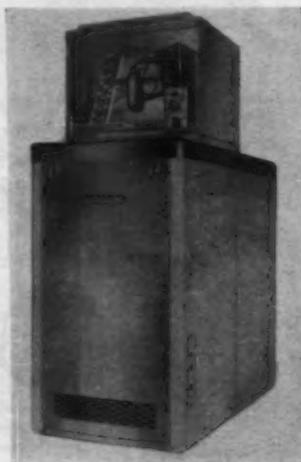
Circle No. 56 on reply card, p. 150



Heater is a space-saver

Space-saver heater is only 10" deep. Has built-in heat shields so it can be placed anywhere in the room. Assures safety with cool cabinet. Has 37,500 BTU input. Quad, Inc., Dept. AB, 78 E. First Ave., Columbus 1, Ohio.

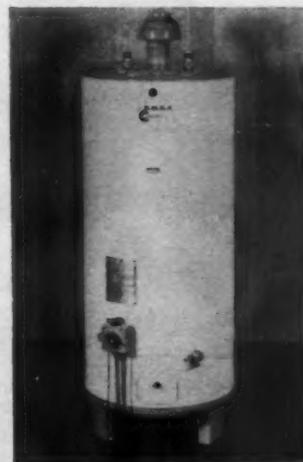
Circle No. 58 on reply card, p. 150



Add cooling to gas furnace

Addition of summer cooling is simplified on new gas-fired furnace. Features rocket-shaped heat exchanger, large filter area and an over-sized blower. Operates economically. Dowagiac Steel Furnace Co., Dept. AB, Dowagiac, Mich.

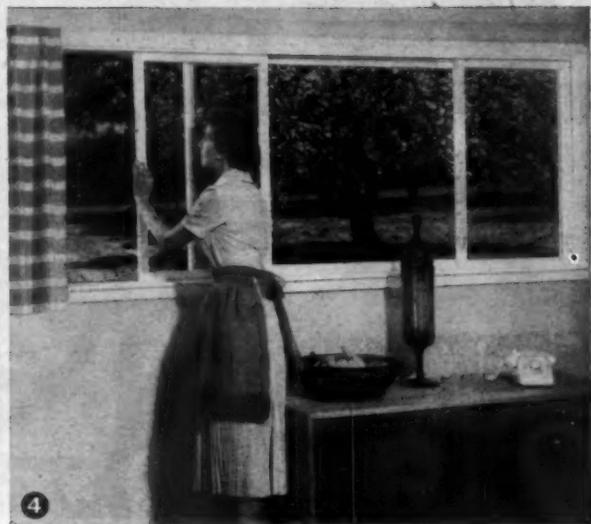
Circle No. 57 on reply card, p. 150



Heaters are sized to suit

Wide variety of sizes, from 20 to 55 gals., are available in the "Tall Boy" and "Shorty" series of gas water heaters. Feature automatic control, perimeter burner, triple jet pilot, etc. Temco, Inc., Dept. AB, Nashville, Tenn.

Circle No. 59 on reply card, p. 150



Attention-getters for home buyers

"Add distinctive details to every room" is the sales-wise advice of today's most successful home builders. Here Curtis can provide considerable help because Curtis has the largest, most varied line of window and door styles—and mantels, corner cases, trims and other woodwork. All are distinctive...all bear the unmistakable stamp of Curtis craftsmanship and quality.

Curtis Woodwork is sold by leading lumber and building materials dealers in most parts of the country. See your Curtis dealer for today's best buy in woodwork!

- ① Curtis dutch doors—bright feature for interior or exterior use. Curtis Silentite wood casements—weather-tight and trouble-free in operation.
- ② With Curtis Silentite double-hung wood windows, quality expresses itself in better weather protection and finger-tip operating ease. Shutters are also Curtis-made.
- ③ Curtis folding louver doors add an extra measure of decorative interest and utility. They are also made in flush door style.
- ④ Curtis Style-Trend sliding wood windows glide silently open for unrestricted ventilation...lift out easily for cleaning and painting.

CURTIS

WOODWORK *heart of the home*

Curtis Companies Service Bureau
200 Curtis Building, Clinton, Iowa AB-9-58

Please send literature on Curtis windows, doors and other Curtis Woodwork.

Name

Address

City.....State.....

**her
coffee
may be
steaming
hot**



...but not her new home

When guests drop in, it's not the refreshment that counts, it's the atmosphere and surroundings. And her new home provides year 'round "shade tree" comfort whatever the temperature outside.

Happy as a clam? YES, MA'AM! You built the house, and she's happy with *you*. Because your heating contractor installed White-Rodgers Controls.

Temperature controls are our business. We engineer and manufacture quality controls for heating, air conditioning and refrigeration equipment. Until your house is sold, our controls are an intangible sales feature. Then it's amazing how *real* the comfort becomes... and the appreciation. You'll find White-Rodgers Controls do a remarkable job of keeping the sale closed and enhancing your reputation as a builder.

WHITE RODGERS

St. Louis 6, Missouri
Toronto 8, Canada

Makers of FASHION and
PUSHBUTTON... World's
Most Modern Thermostats



YOUR GUIDE TO



Disposer gives no smoke, odor

Complete smokeless-odorless incineration is assured with this indoor gas model. Quality constructed. Majestic Co.

Circle No. 510 on reply card, p. 150



Gas light is practical

Gaslites safely illuminate outdoor living. Give a soft glow on patios, porches, sidewalks. Come in three models. Arkla Air Conditioning.

Circle No. 511 on reply card, p. 150



Completes all-gas kitchen

Gas refrigerator is a two-door, 11 cu. ft. model with automatic ice maker, plus separate 70 lb. freezer. From Whirlpool Corp.

Circle No. 512 on reply card, p. 150

NEW GAS PRODUCTS



Packaged-comfort heater

Vented gas wall heater provides constant heat, economically. Space-saving model mounts on outside wall. Ohio Foundry & Mfg. Co.

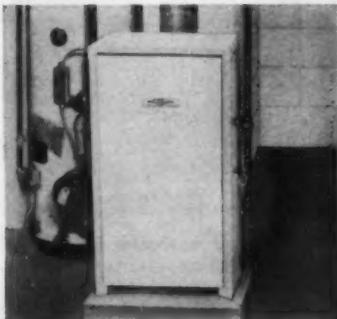
Circle No. 513 on reply card, p. 150



Has 4-way cooking center

Gas range has a four-way cooking center. Serves as rotisserie, broiler, built-in griddle, work space. Geo. D. Roper Corp.

Circle No. 514 on reply card, p. 150



Boiler fits tight areas

Gas-fired midget boiler takes little space. Unit is factory wired with automatic controls and assembled with jacket, Peerless Heater.

Circle No. 515 on reply card, p. 150

**his
neighbors
were
numb**

...at his housewarming!

This cool character threw a big party—and then threw a fit. As the temperature in his new home dipped, dived and deviated, his quaking guests chattered a fast and frozen goodnight. Upset? **YOU BET!** But not with the heating contractor... with you! *You* built the house.

Our business is temperature controls. We manufacture controls for heating, air conditioning and refrigeration equipment. Men who know tell us we tend our business very well. For this reason, builders everywhere depend on the quality of White-Rodgers controls. You'll find they do an excellent job of keeping the sale closed and building your business reputation.

WHITE RODGERS

St. Louis 6, Missouri
Toronto 8, Canada

Makers of FASHION and
PUSHBUTTON... World's
Most Modern Thermostats



6 Big Reasons *Why* Modern Maid™ GAS BUILT-IN RANGES

ARE PREFERRED
BY BUILDERS ALL
OVER THE NATION



1. The only Gas unit requiring but one cutout which drops in above convenient drawer space.



2. The Griddle unit requires only 36 inches of counter-top. Has griddle cover and built-in thermometer.



3. Super-Thin (3" deep) gas range top allows drawer space underneath.



4. The new contour drawer-front designs offer no installation problems with Modern Maid!



5. Safe from little inquisitive hands — all knobs are located on top.



6. Modern Maid is ideal for the modern island-type kitchen design. It allows cooking on 3 sides without reaching across burners!

SEND FOR NAME OF YOUR NEAREST DISTRIBUTOR

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COMPANY _____

STREET _____

CITY _____

STATE _____

TENNESSEE STOVE WORKS
CHATTANOOGA 1, TENNESSEE

YOUR GUIDE TO NEW GAS PRODUCTS



In- or outdoor disposer

Weatherproofed gas disposer is engineered to operate outdoors as well as indoors. This 36" high disposer consumes all trash except glass and metal, leaves no smoke or odor. Automatic control locks the top loading door so it can't be opened during unit's operating cycle. Caloric Appliance Co., Dept. AB, Topton, Pa.

Circle No. 516 on reply card, p. 150



Barbecue comes indoors

New gas-fired barbecue broiler is designed for clean, effortless operation in the kitchen or family room. Gas flame heats ceramic "coals" retaining barbecue flavor and eliminating mess. Adaptable for installation in any type of cabinet. The Christiansen Co., Dept. AB, 1014 E. Olympic Blvd., Los Angeles 21, Cal

Circle No. 517 on reply card, p. 150

Delta FAUCETS



**ONLY
ONE
MOVING
PART...**

The national trend is toward single handle faucets . . . and the single handle trend is for DELTA . . . the ONLY FAUCET with ONLY ONE MOVING PART.

DELTA is competitively priced . . . simply installed (actually easier than old fashioned faucets) . . . and literally **DEPENDABLE**.



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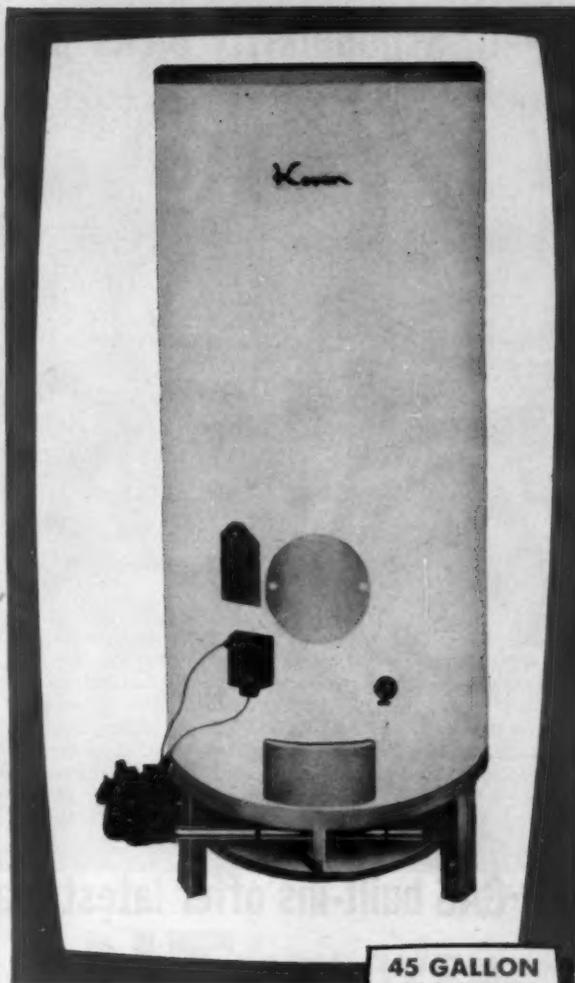
The overall alumilited finish in Slide-View sliding glass doors combines the beauty of satin aluminum and the durability of a diamond-hard surface. Complete alumiliting, according to builders and architects, is another important reason why Slide-View leads in quality and value.

Our 10th Year
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exclusively.



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Koven
automatic **BOOSTER**
Gas **WATER HEATER**

For the commercial installation or the homes where a greater volume of hot water is needed, Koven Automatic Booster Gas Water Heater is doing a tremendous job. If you are in the market for this type of installation, investigate the Koven Booster. It is both built right for better service and priced right for competitive selling.

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PLANTS: Jersey City, N. J. • Dover, N. J. • Trenton, N. J.

LP-GAS popularity picks up speed



In areas beyond the gas mains, builders report a growing interest in LP-Gas among new home prospects. In Illinois, a leading petroleum company recently polled potential buyers on their heating fuel preferences and found that 44% wanted LP-Gas . . . 20% wanted oil . . . 8% wanted solar heat or heat pumps. Further evidence of popularity: LP-Gas sales in 1957 increased more than all other petroleum products. Reasons for the popularity: LP-Gas burns *cleaner* than other type fuels. And LP-Gas appliances are modern, fully automatic, require little maintenance.

LP-GAS built-ins offer latest features

In the race for modern styling and automatic features, gas ranges lead by a comfortable margin. Gas counter-top ranges and built-in ovens provide new homes with every modern feature—automatic top burners, oven clock-timers, automatic rotisseries, high speed burners, picture-window oven doors, recipe gauges, and many other advanced controls. As always, women want the advantages of gas itself—smokeless broiling, instant heat, cleaner cooking and a greater range of cooking speeds. LP-Gas delivers all these advantages as the dependable modern fuel for homes built beyond the gas mains!



Important facts about LP-Gas. LP-Gas stands for Liquefied Petroleum Gas, a natural fuel kept in liquid state, then burned as gas or vapor. It is also known as Butane, Propane, Bottled Gas or Bulk Gas. LP-Gas is best known for its ease of control, uniform combustion and unusual cleanliness. With their fuel right on the premises, LP-Gas users are not affected by power failures, overloads and other supply problems. LP-Gas is chiefly used for automatic heating, cooking, water heating, clothes drying, refrigeration, incineration and air-conditioning.

FREE BOOKLET: Write for 24 page booklet explaining the many uses of LP-Gas in modern homes. Write to Dept. AB-3, National LP-Gas Council, 185 N. Wabash Ave., Chicago, Illinois.



CATALOGS . . .

CONVERSION gas burners are covered in a six-page illustrated catalog. Describes economical conversion burners for furnaces, steam or hot water boilers. Included are dimensional drawings, cutaway views, specifications, ratings and text on design and installation features. Burners are readily adaptable for natural, mixed, manufactured and bottled gases. Timken Silent Automatic Products, Dept. AB, 3170 W. 106th St., Cleveland 11, Ohio.

Circle No. 518 on reply card, p. 150

MODERN venting brochure details the functions of the Type B gas vent and the factory-built chimney. Points out that the efficiency of gas heating can be improved with vents or chimneys designed for that purpose. Explains why heating will be more economical. Gives results of testing. Gas Appliance Mfgs. Assn., Dept. AB, 60 East 42nd St., New York 17, N.Y.

Circle No. 519 on reply card, p. 150

DETAILS on gas furnaces for small houses are available from Tamco. "Clipperette", a new low-cost, up-flow forced-air gas furnace is designed to meet builder's requests for an efficient small-size heating system. Available in three models with 58,000, 80,000 and 105,000 BTU input. Can be easily installed in alcove or closet. Literature from TAMCO, Dept. AB, 1005 "A" St., San Rafael, Cal.

Circle No. 520 on reply card, p. 150

HOW TO select water heaters for commercial needs is explained in an eight-page fact catalog. Gas water heaters, 17 models, are presented in AGA Use Approval Classifications. Includes data on application, construction specifications, controls, hot water deliveries, and space requirements for Ruud's complete line. Ruud Mfg. Co., Dept. AB, Kalamazoo, Mich.

Circle No. 521 on reply card, p. 150

"THE INCINERATOR Blue Book" is a complete text on incinerators. Covers all phases of incinerator selection including residential, commercial, and schools. Gives specific types, estimated quantities of waste, and class of incinerator. Diagrams of installations identify every construction detail and show special features. Joseph Goder, Inc., Dept. AB, 4241 N. Honore St., Chicago 13, Ill.

Circle No. 522 on reply card, p. 150



Cabinets by Branner

NEW! GIANT 18" OVEN-BROILER

*... with all the work-saving ideas
most women want in a built-in range!*

Install the *all-new* SUBURBAN in just one of your next model homes and see for yourself how much more *sales appeal* it adds to your kitchen—more than any other built-in range! Wider than ever with almost 10,000 cubic inches of cooking space yet it *occupies only 24 inches of wall space.*

Many, many features include: the exclusive Verti-Vue window... rotisserie... 12 oven rack levels—10 broiler rack levels... fully automatic... interchangeable color panels... in stainless steel and 8 lifetime porcelain enamel colors with a full line of matching cook tops.

GET SUBURBAN'S VALUE-PACKED ILLUSTRATED FOLDER AND NAME OF YOUR DISTRIBUTOR—
SEND COUPON TODAY!

suburban®

America's Finest Built-in Range

Samuel Stamping & Enameling Co., Dept. AB-98,
Chattanooga, Tenn.

I'd like to have the facts about Suburban.

Gas Electric

NAME _____

ADDRESS _____

CITY _____ STATE _____

Builders whose homes have qualified for certification by the Congress on BETTER LIVING

CREAM OF THE CROP

These 33 builders will construct some 10,000 homes in 1958, with a total value of more than \$205,000,000. Many of these homes will be the certified models listed on this page. For further details on this important new service to the homebuilding industry and the homebuying public, see September McCall's . . . or write Dept. JB, McCall's, 230 Park Ave., New York 17, N. Y.

ARIZONA

John F. Long Home Builder, Inc., Phoenix
The G. E. Award Home
The Capri • The Canterbury
The Lusk Corporation, Tucson
The Tropicana

CALIFORNIA

Eichler Homes, Inc., San Mateo
Model, Plan E-11 • Model, Plan 894
Schwartz-Yeder Building Corp., Santa Ana
Model, Plan Series 400
A. J. Cox, General Contractor, Saratoga
The Kerl Residence
Brighton-Bilt Homes, Seal Beach
The Sandpiper
Brown & Kauffmann, Inc., Sunnyvale
The Mt. Vernon

COLORADO

Corey Construction Co., Aurora
Model, Plan #303

FLORIDA

McGregor Gardens, Fort Myers
The Highlander • The Lorelei
Bollinger-Martin of Florida, Orlando
The Ashland
Fleeman Builders, North Miami Beach
The Lakeside
Fairway Homes, Inc., North Palm Beach
The Pinecrest
W. Dewey Kennell, Builder, Sarasota
The Knollwood

GEORGIA

Southeastern Builders, Inc., Augusta
The Rancho

KENTUCKY

Bollinger-Martin, Inc., Louisville
The White Hall

NEW YORK

Lakeside Village, Inc., Lake Ronkonkoma
The California Imperial
Joseph-Martin Homes, Inc., Syosset
The Del Rio

OHIO

Corrigan Homes, Inc., Columbus
The Applied Research Home
Huber Homes, Dayton
The Ohioan • The Mid-Westerner

OREGON

Wedgwood Homes, Inc., Portland
The Princess

TENNESSEE

Millard F. Needham—Builder, Knoxville
The Belaire

TEXAS

Jack Caton Construction Co., Houston
The Sharpstown Executive
Tom McGovern Assoc., Builders, San Antonio
The Revere

VIRGINIA

Leslie Construction East Corp., Norfolk
The Swissair

WASHINGTON

Bell & Valdez, Bellevue
The Riviera • The Country Squire
Albert Balch Community Builder, Seattle
The Thoroughbred
The Holiday

WYOMING

Comin Construction Co., Laramie
A '58 Model

MASSACHUSETTS

Campanelli Bros. Inc., Worcester
The Seville

MICHIGAN

Gerholz Community Homes, Inc., Flint
The Golden Milestone
Comfort Conditioned Home

MISSISSIPPI

Carter & Fly, Jackson
A '58 Model
J. W. Underwood & Company, Jackson
Rebeleta

MISSOURI

Fischer & Frichtel, Inc., St. Louis
The Belvoir • The Concord
The Newport • The Waverly

NEW JERSEY

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McCall's

The magazine of Togetherness...circulation now more than 5,300,000

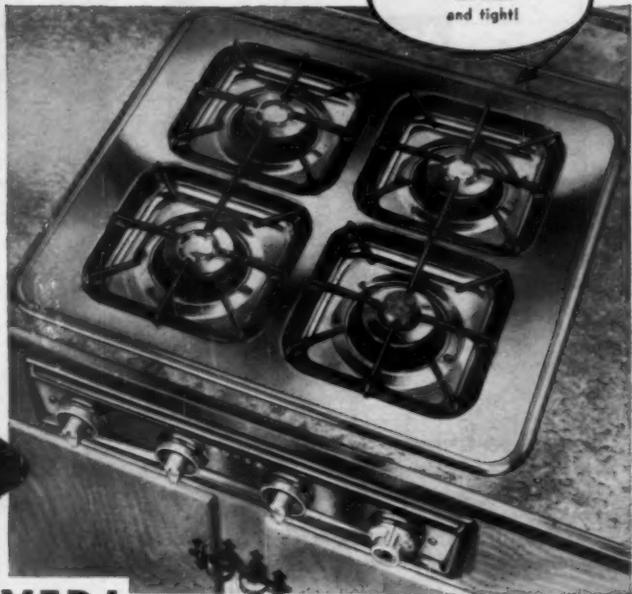
ALL-NEW • BUILT TO SELL • EIGHT MODELS TO CHOOSE FROM!



Tops in beauty and performance. Model 562TC features one fully automatic "Tem-Trol" and three "Circle-Simmer" speed top burners. Rich Satin Chrome. Hudee rim permits snug, flush mounting. Also available: model 562, without "Tem-Trol."

built-in *GAS* top burner units by

ROPER



WIDEST SELECTION EVER!



Model 543 (left) with two "Circle-Simmer" speed top burners; model 543-TC (right) with one "Tem-Trol" automatic, one "Circle-Simmer" speed top burner.



Model 563TC is shown, with one "Tem-Trol" automatic, three "Circle-Simmer" speed top burners. Also available: model 563, identical, but has no "Tem-Trol."



Model 564, with four "Simmer-Speed" top burners.



Model 590, with four "Center-Simmer" speed top burners, "Tem-Trol" automatic fifth burner which converts to controlled-heat griddle.

Completely new, packed with features that sell! Roper's top-burner line-up aims at all your prospects . . . budget-minded or luxury-conscious. Roper means top quality, trouble-free service, complete customer satisfaction. Make new friends, more profits. Sell all-new Roper gas built-ins.

PROMOTE THESE ROPER "PLUSSES"

- Roper "Tem-Trol" Automatic Top Burner • "Circle-Simmer" Speed Top Burners • Four Colors or Satin Chrome • Smart New Styling

WRITE TODAY

See the New ROPER GAS OVEN-BROILER Units too... Four Models Available!

Geo. D. Roper Sales Corp., Kankakee, Illinois
Please rush me full details on Roper built-in gas ranges.

Firm Name _____

Individual _____

Address _____

City _____ State _____

I am a _____ (type of business)

My building material supplier is _____ (name)

_____ (address) _____ (city) _____ (state)

AB958

GEO. D. ROPER SALES CORP., Kankakee, Illinois

THE COVER STORY



NEXT TO KNOWING costs, the most important thing is being able to keep them down where they belong. Once a month Bob Schmitt (left) and Don Watson (center) meet with their phase foremen and track down any costs that are out of line. The foremen are (from left to right) Ed Gustawes, Finn Dietrichs, and Bill Leasure.



Here's how to keep a close eye

Too many builders figure out their building costs just once—at the end of the year. If the bank balance is up, fine! If it's down, their costs were too high. And if they discover this too late, another recruit joins the ex-builder ranks.

The cost-control system shown here is designed to prevent just such catastrophes. It is used by builder Bob Schmitt of Berea, Ohio, and is set up and run by Don Watson, Schmitt's second in command. It handles 70 houses a year comfortably, but would be equally good for seven a year. It is simple, yet covers all critical cost areas.

Every step in this system has a definite purpose, and many are simply elaborations on steps that would have to be taken anyway. For instance, records of the hours worked must be kept for all crew members for payroll purposes; by breaking these hours down into specific jobs on specific houses, an accurate record of exactly where time is put into each house is easily kept.

Schmitt's system serves three main functions:

First, the system handles the regular weekly and monthly expenses accumulated for payrolls and for materials.

Second, it breaks down the various stages of construction into costs per square foot. These costs can be used at regular intervals to tell whether a job in progress is running as it should, and if not,

just where the cost is running too high. And these per-square-foot costs also are used to estimate prices on new models, or on custom variations of houses of similar type.

Third, the system provides a permanent record of all costs, sales prices, and profits for every house the builder puts up.

An interesting feature of Schmitt's system is the responsibility it gives to the field supervision. Work is broken down into three "phases": phase one includes all site and foundation work; phase two completes the shell and all rough carpentry; and phase three finishes out the house.

Each phase has its own foreman. He is responsible for keeping track of deliveries and prices of all materials on his portion of the job, and of all his crew's labor, and where it is applied.

Each month a meeting is held with Schmitt, Watson, and the phase foremen. Each foreman goes over the bills that apply to his particular work, checks prices, decides what should be inventoried, etc. And if costs are too high anywhere along the line, he and the other foremen chase them down and find out why they have occurred.

Says Watson: "This system may seem involved at first glance, but actually the time spent in keeping it up is relatively short. And the results are amazingly accurate and informative."



NAME	DOE, J			DATE: THURS.
ITEM	JOB No.			
No.	5	6	9	
1				
2				
3				
4				
5				
6				
7				
8	3			
9		3		
10				
11				
12			2½	
13				
14				
15				
16				
17			1½	
18				

1 INDIVIDUAL time sheet is made out by each worker at the end of each day.

on your building costs

1 The cost-control system starts with the individual time sheet. Each worker fills one out at the end of each day and gives it to his phase foreman. Numbers across the top are the job numbers of the houses the man worked on; item numbers down the side refer to the specific task he did on that job. The numbers filled in are the hours the man worked on the job and item.

All work in the three phases is broken down into items, which are then given permanent numbers. Item 8, for instance, might be laying heating duct, item 12 cleanup work, and so forth.

2 A weekly phase time sheet is made out by each phase foreman and turned in to the office at the end of each week. As the sample shows, all the data from the daily time sheets is recorded here; from top to bottom, job number, hours worked, and work performed. The sheet carries this information for all the men in the phase.

This sheet (see sample below) has two purposes: first, at the end of each week, the total hours worked by each man are used to make up the payroll; second, the total hours spent by the phase on each job are carried forward to the next step.

LAST DAY IN PAY	DATE PERIOD	PHASE I	SAT.	SUN.	MON.	TUE.	WED.	THURS.		FRI.	TOTAL
								4	5		
DOE, J	JOB	5	6		4	6	4	4	6	4	
	HOURS	4	4		4	3	1½	9		4	53½
	ITEM	6	8		14	12	11	15		10	13
	J								8	9	12
	H								9	12	17
	I								4	2	2½
	J										
	H										
	I										
	J										
	H										
	I										
	J										
	H										
	I										

2 WEEKLY phase time sheet is made out by foremen from individual time sheets.

TOTAL LABOR COST			
JOB No.	PHASE I	PHASE II	PHASE III
1	980.72	960.37	1024.30
2	1153.19	1027.39	1376.73
3	1027.39	998.76	1245.67
4	1372.50	1132.53	1432.46
ETC.			
THIS IS THE LABOR COST FOR EACH JOB BY PHASES. THESE FIGURES ARE OBTAINED FROM STEP 4 AND THEY ARE ACCUMULATIVE (TOTAL COST TO DATE)			

5 Labor costs for all phases of all jobs are posted monthly

This sheet brings together the total labor costs to date of all three phases of all current jobs. As Schmitt's system is run, a new sheet is made out each month; but if closer control were desired, it could be made out each week.

These figures also are posted in step No. 11, further on. There, they will quickly give all current labor costs for the builder's entire operation.

6 Material costs are kept by the phase foremen

Materials used in each phase of each job are recorded, as they are delivered, by the phase foreman. At the end of a set period, they are turned in to be recorded in the office.

Here, the sheets are turned in at the completion of the phase's work on a job; but if figures were needed sooner than this, they could be turned in monthly, or even weekly.

TOTAL MATERIAL COST			
JOB No.	PHASE I	PHASE II	PHASE III
1	1673.92	4936.73	3776.88
2	1917.79	5137.55	4136.93
3	1835.45	4943.58	3744.73
4	2132.42	3679.98	4300.39
ETC.			
THIS IS THE MATERIAL COST FOR EACH JOB BY PHASES. THESE FIGURES ARE OBTAINED FROM JOB INVENTORY SHEETS AND THEY ARE ACCUMULATIVE (TOTAL COST TO DATE)			

PHASE #2			
Inventory - Job # _____			
Quantity	Description	Unit Price	Cost
_____	lin. ft. 10' lap siding	_____	_____
_____	rolls 15# felt	_____	_____
_____	sq. Roofing	_____	_____
_____	Insulite	_____	_____
_____	Pds Roofing nails	_____	_____
_____	Pds 3/4"	_____	_____
_____	Pds 6d	_____	_____
_____	Pds 4d	_____	_____
_____	Pds 6d	_____	_____
_____	Pds 6d coated	_____	_____
_____	Pds Concrete nails	_____	_____
_____	Pds Ring shank nails	_____	_____
_____	Pds #1 Aluminum nails	_____	_____
_____	Pds Sheet rock	_____	_____
_____	Pieces 8 x 8 Furnace Louvers	_____	_____
_____	Pieces Cable Louvers	_____	_____
_____	Pieces 28 x 68 Door	_____	_____
_____	Pieces 30 x 68 Door	_____	_____
_____	Pieces Plain Panel (P)	_____	_____
_____	Pieces Panel Preceding Window (WP)	_____	_____
_____	Pieces Door Panel (Size _____)	_____	_____
_____	Pieces Door Panel (Size _____)	_____	_____
_____	Pieces Door Panel (Size _____)	_____	_____
_____	Pieces Window Panel (NO. _____)	_____	_____
_____	Pieces Window Panel (NO. _____)	_____	_____
_____	Pieces Window Panel (NO. _____)	_____	_____
_____	Pieces Window Panel (NO. _____)	_____	_____

7 Total material costs are posted when the phase finishes its work

On this sheet, material costs for all phases of each job are brought together. If the sheets in the previous step are turned in when the phase has completed its work, each entry here is final. Otherwise, entries would be cumulative.

Like the totals in step No. 5, these totals are carried to step No. 11. This sheet gives the total of all materials costs for all of the jobs in progress.

COST CONTROL, continued

EXTRA LABOR AND MATERIAL COST						
JOB No.	PHASE I		PHASE II		PHASE III	
	LAB.	MAT'L	LAB.	MAT'L	LAB.	MAT'L
1	86.30	40.32	53.37	522.56	128.11	375.32
2	84.57	134.53	25.54	137.45	319.24	957.87
3	—	—	38.54	189.77	—	—
4	37.44	86.45	—	—	410.45	1292.43
ETC.						
THIS IS EXTRA WORK PERFORMED THAT IS NOT INFLUENCED BY THE HOUSE AREA IN GENERAL AND/OR WORK PERFORMED ABOVE THE BASIC CONTRACT. THIS INCLUDES ITEMS SUCH AS PATIOS, BUILT-INS, EXTRA PANELING, DELUXE FINISHED BATHS ETC.						

8 Extra labor and materials cost is calculated on this sheet

Steps No. 8, 9 and 10 are to keep a close watch on the basic cost per square foot of every house.

Since extras would raise the cost above that of the basic house, they are deducted. First the extra materials cost, kept separately by the phase foreman, is posted. Extra labor would be difficult to separate from basic labor, so it is figured as a percentage of the materials cost—different for each phase.

9 Costs per square foot of labor for each phase show up here . . .

This sheet and the one in step No. 10 are made out for finished jobs. Extra labor cost, from step No. 8, is deducted from each phase's total labor cost. Then the square footage of the house is entered at left, and divided into the total labor cost for each phase. The result is the labor cost per square foot for each phase. Any big variations, like those shown, show up quickly.

TOTAL LABOR COST LESS EXTRAS									
HOUSE AREA	JOB No.	PHASE I		PHASE II		PHASE III		TOTAL	
		COST	Ave/ft	COST	Ave/ft	COST	Ave/ft	COST	Ave/ft
1700	1	924.42	.544	907.60	.534	899.11	.529	2730.53	1.607
1432	2	1063.62	.581	1001.94	.519	1037.64	.547	3103.20	1.617
2000	3	1027.34	.514	950.20	.481	1243.67	.623	3221.21	1.618
2100	4	1934.58	.635	1192.53	.540	1022.01	.487	3499.12	1.642
ETC.									
THESE ARE HIGHER THAN THE AVERAGE AND THE EXCESSIVE COST CAN BE PINPOINTED BY CHECKING THE JOB ITEM BREAKDOWN									

TOTAL MATERIAL COST LESS EXTRAS									
HOUSE AREA	JOB No.	PHASE I		PHASE II		PHASE III		TOTAL	
		COST	Ave/ft	COST	Ave/ft	COST	Ave/ft	COST	Ave/ft
1700	1	1583.00	.432	454.17	.365	2501.56	1.650	3098.73	5.237
1432	2	1743.24	.428	5010.10	.254	3178.68	1.643	4982.04	5.160
2000	3	1835.46	.418	4793.91	.238	9741.43	1.875	10399.30	5.171
2100	4	2075.47	.487	5674.98	.270	3047.46	1.460	10825.41	5.137
ETC.									
THESE ARE HIGHER THAN THE AVERAGE AND THE EXCESSIVE COST CAN BE PINPOINTED BY CHECKING THE JOB INVENTORY SHEETS									

10 . . . and here, material costs per square foot

As step No. 9 gives average labor cost per square foot, this sheet gives the average materials cost per square foot, less extra, for each phase.

Neither this step nor step No. 9 have to do with accounting. They are control steps that let the builder pinpoint all cost areas.

11 And finally, a summary of the financial status of each job

Called the "Job summary," this last sheet records the cost, sales price, and profit on finished jobs. A new sheet is drawn up each month.

The sheet is made up of four sections:

The first section carries the cost of house lot, financing, and of any subcontractors who did work on the job. It is not filled out until the job has been completed.

The second section, broken into labor and material by phases, carries the cumulative cost totals to date. These are the same totals entered in steps No. 5 and 7.

The third section, also broken down into phases, is filled when the job is completed. It includes the costs of completing the job after the last entries in the second section.

The last section shows all sales data, the cost of extras, total cost of the job, and the combined profit and overhead.

Overhead, according to Don Watson, cannot be accurately assigned to each job until the end of the year. But it can be estimated with adequate accuracy from the preceding year's figures.

Watson works overhead on a cost-per-square-foot basis, estimates the total area to be built in the current year, and assigns it to current houses on this basis. He finds that this method is close enough for his needs.

Here's how the entries were made on this sheet for the completed job No. 1:

In the second section, entries were made monthly, and are cumulative to date. There is no materials charge for phase three: this is the last work done in the house, and although some labor is charged, the phase foreman did not turn in a materials sheet because the job was not finished at month's end.

The third section was filled out at the completion of the job, and is work done during the last month. Note that the materials cost for phase three is now filled in. There is, however, no materials cost for phase one. Probably some final work was done on drive or walks that required labor, but no materials.

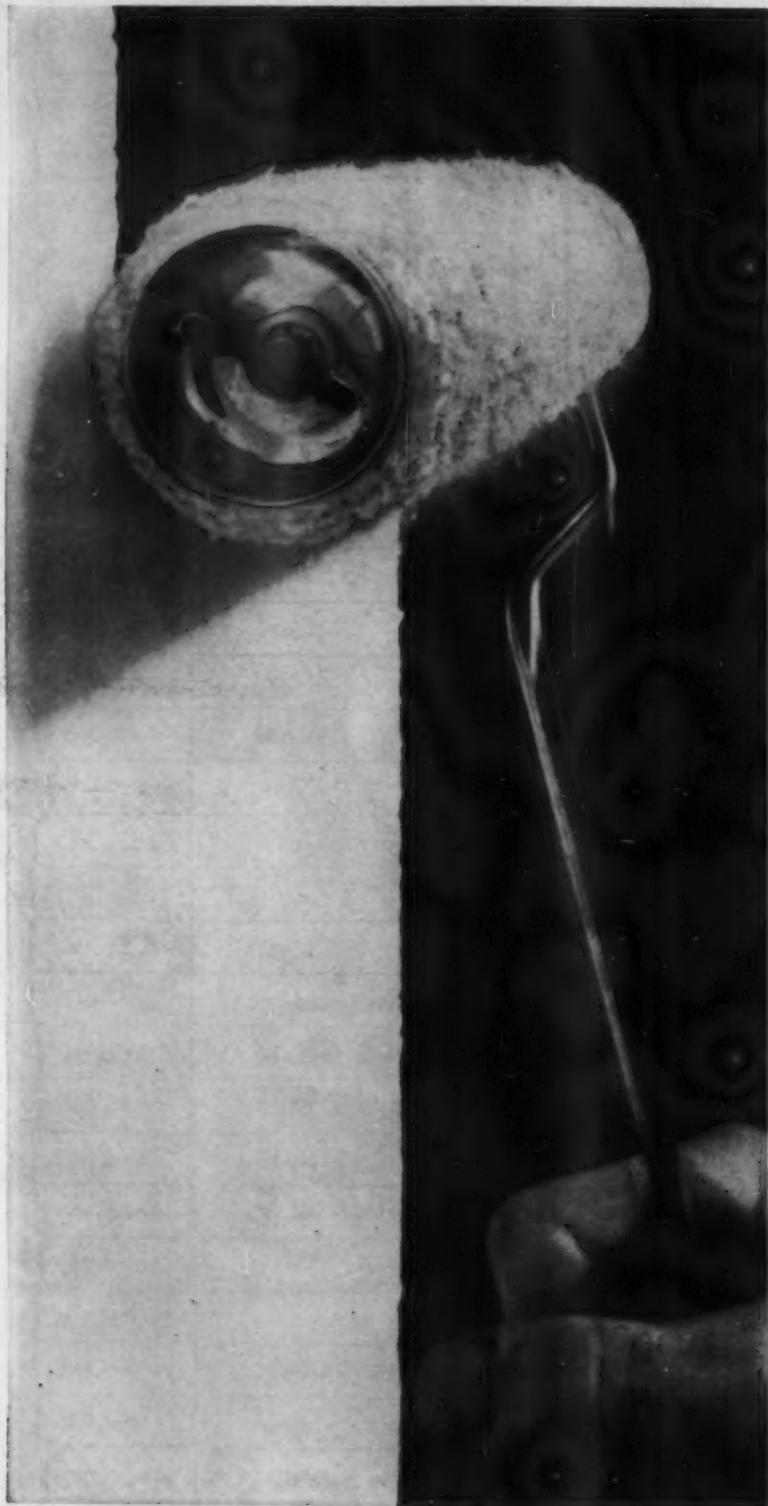
When the house was completed, the land cost and financing costs, plus all subcontractors' charges, were entered in the first section.

When the house was sold, the bottom section of the sheet was completed. The basic contract price and the charge for extras are added together to give the total price of the house. The total cost was deducted, and the resultant figure represents the profit and overhead. If, in this case, the overhead at year's end turned out to be \$2,000, profit on this house would be \$2,580.73.

Watson likes to carry the figures for the last ten houses completed on this sheet, along with current jobs. He can then easily analyze the course of the housing project at a simple glance.

JOB NUMBER		1
TOTAL AREA (SQ.FT.)		1768
LOT PRICE		4000.00
FINANCING (CONSTR. LOAN)		300.00
LIST OF SUB-TRADES IF USED,	ELECT.	567.73
SUCH AS ELECT, PLUMBING,	FINISH DRY WALL	285.00
LANDSCAPING, ETC.	LANDSCAPING	80.00
	SUB-TOTAL	5232.73
PHASE I	LAB.	888.75
	MAT'L	1518.71
PHASE II	LAB.	505.13
	MAT'L	3576.27
PHASE III	LAB.	37.95
	MAT'L	—
	SUB-TOTAL	6526.81
PHASE I	LAB.	57.13
	MAT'L	—
PHASE II	LAB.	400.09
	MAT'L	1073.57
PHASE III	LAB.	1010.47
	MAT'L	2968.47
	SUB-TOTAL	5509.73
	INITIAL SALES PRICE	21700.00
	EXTRA AFTER CONTRACT	150.00
	TOTAL SALES PRICE	21850.00
	TOTAL COST	17269.27
	PROFIT & OVERHEAD	4580.73

use latex paints



**14 homes a day prove
they speed the job**



1,757 homes in 1957 . . . 4,300 homes in three years! That's the story of Mr. John F. Long and his Maryvale community in Phoenix, Arizona. Maryvale, recently featured on a national TV show, is one of the country's largest planned communities. Its development has put Mr. Long among the nation's top ten builders. Home buyers pick their own decorating scheme from a wide color selection in latex paint—a real plus feature.

Latex paints enable a 54-man crew to stay on top of the current Maryvale production schedule of 14 home completions a day. Latex paints will keep your work schedules up to the minute, too. They put an end to time- and cost-consuming delays in decorating. They're easy to apply and dry fast enough for a second coat the same day. And painting equipment rinses clean in plain water.

From application to clean-up to homeowner satisfaction, you can't beat latex paints. You're way ahead when you specify them! THE DOW CHEMICAL COMPANY, Midland, Michigan, Coatings Sales Dept. 2107G-2.

YOU CAN DEPEND ON



AMERICAN BUILDER



9 Reasons why Wood-Mosaic Block Floors help sell homes

- BEAUTIFUL
- RESILIENT UNDERFOOT
- STAIN RESISTANT
- EASY TO KEEP CLEAN
- DURABLE
- EASY TO INSTALL
- NO WARPING
- ECONOMICAL
- GUARANTEED

This beautiful floor is made of Appalachian Oak and precision milled to 9" x 9" with tongue and groove for perfect fit. Wood-Mosaic Block is bonded under enormous pressure that exceeds normal architectural specifications. Its 3-ply construction eliminates installation headaches and assures lifetime wear.

It is prefinished at the factory with our newly developed "Diamond

Lustre" finish, making it scuff-proof, water-proof and stain resistant. Abrasive tests prove wearing qualities to be 3 to 4 times greater than ordinary "on-the-job applied finishes." Maintenance is reduced to a minimum.

It is quickly and easily laid with adhesive over suspended concrete, concrete slabs-on-grade or wood subfloors. Ease of installation means important time saving on each job.



Wood-Mosaic

LOUISVILLE 9, KENTUCKY

WOOD-MOSAIC CORPORATION OF CANADA LTD.

WOODSTOCK, ONTARIO

Maker of the World's Finest Hardwood Floors Since 1883

LOOKING FOR NEW BUSINESS?



USE DODGE REPORTS... RADAR OF BUILDING ACTIVITY

The best pilots — sea or air — use radar to find what they could not locate any other way. And the best informed men in the building industry use Dodge Reports to locate opportunities ahead that mean new business for them.

For Dodge Reports pin-point where *active* prospects are coming up, and *do even more* — show what they're going to build, tell how much will be spent and when you should take bidding action.

Dodge Reports assemble the news of activity in the

37 Eastern states continuously, bring you day by day reports of the business opportunities in your area of operation, give you the names and addresses of those who are ready to make decisions and *in time for you to contact them*.

No matter what business is like, you profit by concentrating on those who *have work* and are *ready to act*. Let us show you how Dodge Reports can be your radar to profits. Mail the coupon today for "Dodge Reports — How to use them effectively."

F. W. Dodge Corporation, Construction News Division, Dept. 17098
119 West 40th Street, New York 18, N. Y.

I want to know how to get more new construction business. Please let me see some typical Dodge Reports for my area. I am interested in the markets checked below:

- House Construction General Building
 Engineering Projects (Heavy Construction)

Area _____

Name _____

Company _____

Address _____

City _____ Zone _____ State _____



The New
Custom **Vanguard**
by Inland Homes



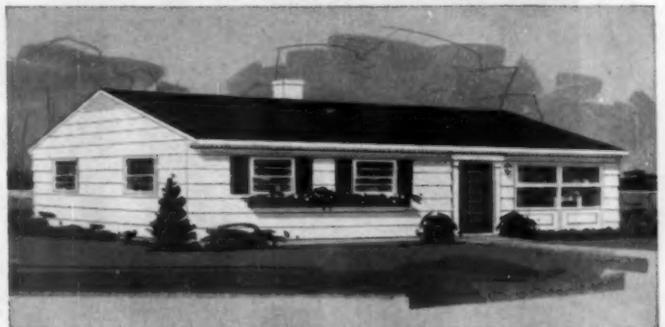
Now... the **\$10,000** Market
is in the palm of your hand!

Sell the full-value, full-profit Custom Vanguard for \$10,000 complete with lot!

NO OTHER LOW COST HOME GIVES YOU ALL THESE CUSTOM VANGUARD SELLING FEATURES:

- ✓ Choice of 8 Contemporary Ranch and Colonial designs.
- ✓ Natural finish flush *birch doors* throughout.
- ✓ *2 x 4 construction* throughout.
- ✓ Factory-applied double-coursed *cedar shakes* or horizontal siding.
- ✓ Choice of aluminum or wood windows.

Makes term selling easy!



Visit, call or write P. R. Thompson, Vice President—Sales, Inland Homes Corporation, Piqua, Ohio (Phone: Prospect 3-7550).

Inland[®] Homes
CORPORATION

Plants in Piqua, Ohio and Hanover, Pa.



Home buyers 'planned' this



EXTRA STORAGE space throughout the house was a big hit with the ladies. Here, combination broom closet and all-purpose shelves add a lot to conventional kitchen storage. Brick wall serves for oven and family room fireplace (see photo, right). All-electric units helped builder win Gold Medallion.





SUMMER HEAT in Charlotte doesn't prevent outdoor living (as it may in Texas, for instance). Thus, rear elevation is architecturally styled for such as terrace parties. At left of terrace is garden tool shed with doors opening toward tree. Wood screen, right, hides entrance to bathroom.

◀ **RECESSED** double-entry adds class to \$24,500 (including \$4,700 for lot) "Echo Home." Roof design sets it apart from neighboring gable-ended ranches. Door in rear of carport leads to heated and air-conditioned hobby room, which has another door leading to backyard. House has GE heat pump.

house; 12,000 came to see it

Last September, 3,116 visitors to the Charlotte, N.C., Parade of Homes filled out questionnaires on their home-buying wants (see *AMERICAN BUILDER*, Nov. '57, pp. 76-79). Armed with the results of this survey, the Charlotte Council of Architects drew up plans for the house you see here. Builder E. Jack Price then took over and put it up. He was hardly alone, however. Joint sponsors of the house—called Echo Home—were the Charlotte Home Builders Assn. and the *Charlotte Observer*. This turned out to be a very workable combination, since the house gained a total of over four full pages of publicity in the *Observer* from March 30 to opening day, June 21.

Builder Price and HBA executive director Bob Barker were actually surprised at the home's tremendous reception (over 12,000 people in 16 days). Again and again the people volunteered praise. They especially liked three things: the fireplace, the pass-through from kitchen to dining room, and the Acrylite divider in the entry. The HBA plans a repeat next year.

◀ **VISITORS LIKED** fireplace. The 12,000 who trooped through made more good comments about it than about other glamor features. In contrast, they thought the sliding-panel storage space along the back of the pass-through was interesting, but no one knew what to store there.

Turn for pull-out blueprint ▶



12,000 CAME TO SEE THIS HOUSE, continued



LOOKING from front door: dining area, left; living, center; family room, right.

... and it sold before the first visitor arrived

WHAT

HOW

AMERICAN
BUILDER
BLUEPRINT
NO. 256

Not only did it sell before opening day, but builder Price had four more buyers with cash ready if the first reneged.

The brand name products that helped sell it included a General Electric heat pump, remote control switching, circuit breaker; Hotpoint hot-water heater, range, oven, dishwasher, disposal; Continental intercom; Moe light fixtures; Andersen windows; American-Standard plumbing fixtures; Matico and oak floors; Owens-Corning Fiberglas insulation; matched walnut cabinets, African mahogany paneling finished with Minwax; Weslock hardware; Acrylite door panel; Natco patio tile; Mid-States ceramic tile; Flexalum venetian blinds.

ESTIMATING TAKE-OFF

BLUEPRINT HOUSE NO. 256

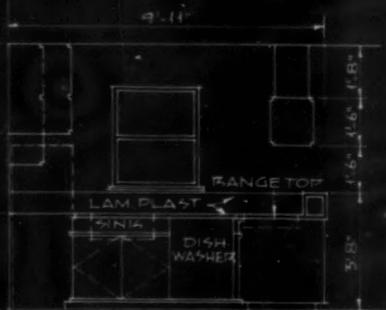
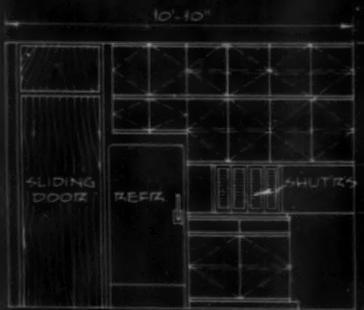
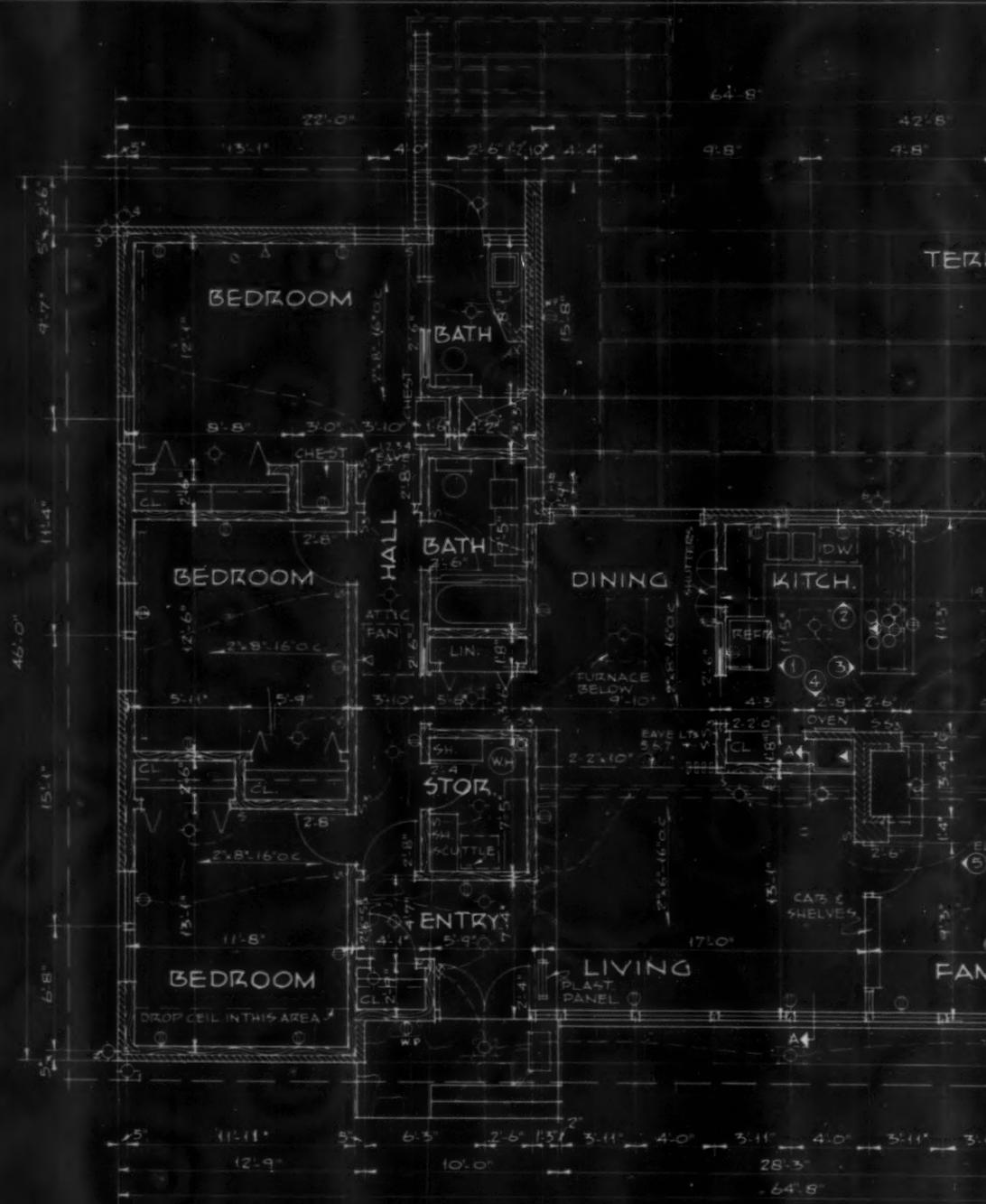
House	1,500 sq. ft.
Terrace	450 sq. ft.
Carport	300 sq. ft.
Total area.	2,330 sq. ft.

EARTH EXCAVATION & GRADING

Top Soil 6" Grade Exc. & Pile	5,545 sq. ft.
Earth Hand Foundation Exc. & B'fill	855 cu. ft.
Earth Hand Pier & Foot. Exc. & B'fill	355 cu. ft.
Earth Hand Footing (Wall) Exc. & Disp.	340 cu. ft.
Gravel 6" Carport Paving	280 sq. ft.
Gravel 6" Floor (Entr.) Sub-fill	60 sq. ft.

(Continued on page 206)





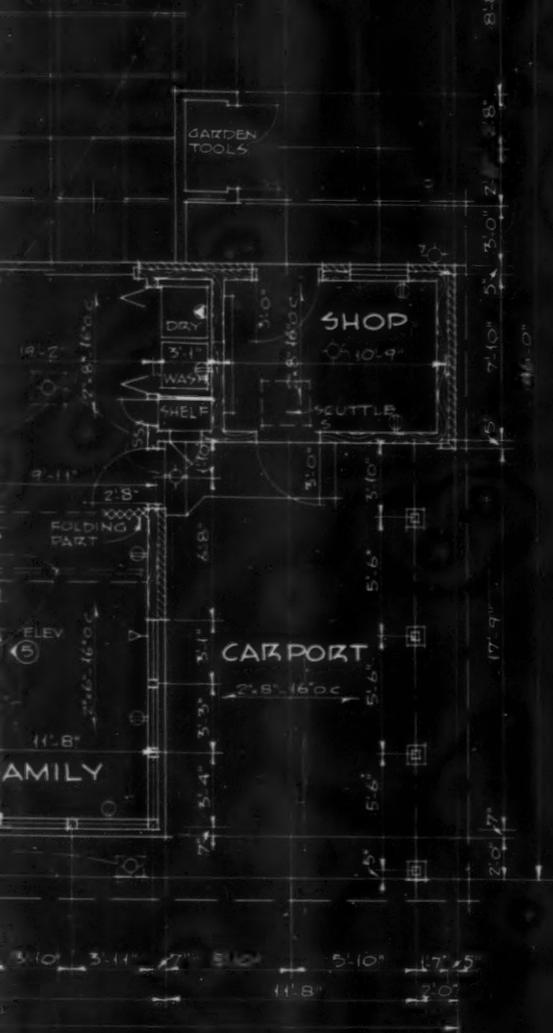
ELEVATION 1

ELEVATION 2

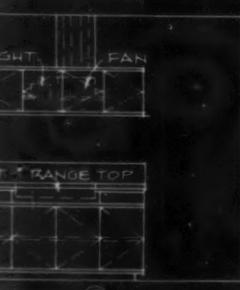
ELEVATION 3

KITCHEN ELEVATIONS

TERACE



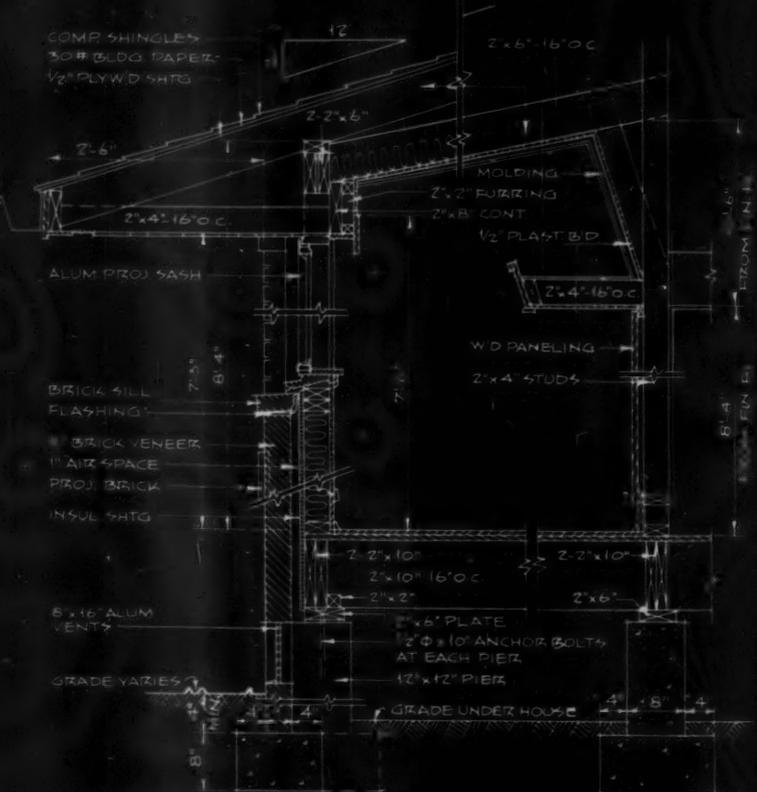
FLOOR PLAN
SCALE 1/8" = 1'-0"



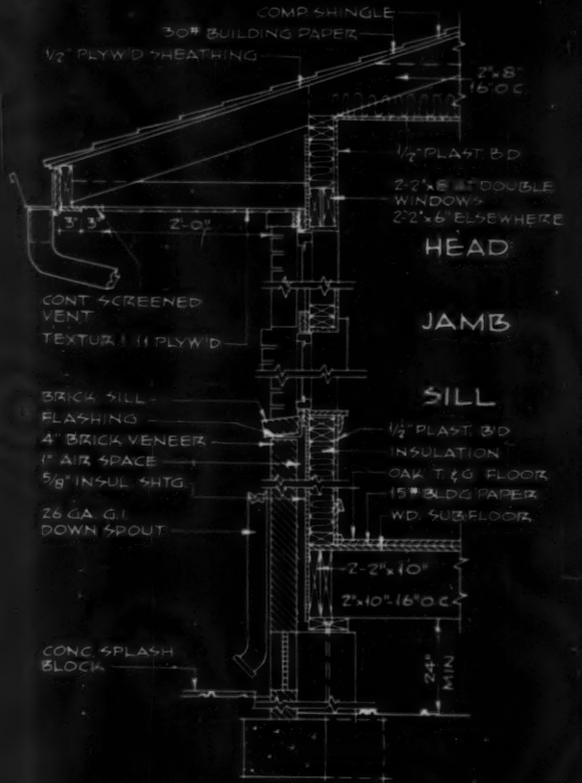
KITCHEN LAYOUT
SCALE 3/16" = 1'-0"



ELEVATION



FRAMING SECTION A-A
SCALE 1/2" = 1'-0"



TYPICAL EXT. WALL SECTION
SCALE 1/2" = 1'-0"





Mr. Kieren (right) with Mr. Al Braun of Wisconsin Bell Telephone Company.

"Every built-in telephone outlet is a talking point"

—says Mr. John Kieren, Builder, of Milwaukee, Wisconsin

"Nowadays home buyers are shopping around more than ever," says Mr. Kieren. "They compare a lot of homes before they buy. It's important to have sales features that make your home stand out, and my agents find that planned telephone outlets are invaluable talking points.

"The reason is simple. Telephones are important in modern living. Home owners want them conveniently located and attractively in-

stalled. As a result, the builder who plans ahead for telephone outlets is sure to be offering people what they want."

• • •
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



MERCHANDISING

How builder-manufacturer
teamwork gets results

FIELD REPORT

NO. 3



PLANNING local merchandising strategy, American Houses Ad Mgr. John Pollock (1) adapts ideas from basic "Merchandising Manual" (2) he wrote for AH builder-dealers.



AFTER THE BLAST: A QUIET BOOM

How to make an advertising

Thirty tons of dynamite have blasted Bill Saumier into a brand new market. It's a growth market that promises to turn him from a small builder into a big one—provided he plays his merchandising cards right.

Like other small builders, he has no advertising agency but relies, instead, on help from his major suppliers. As a builder of American Houses' pre-fabs, he called on AH. The result is shown here in a start-to-finish story of builder-manufacturer teamwork in a changing market.

The blast that changed Bill Saumier's market—and merchandising techniques—was the opening of the two-month-old Lake St. Lawrence, part of the St. Lawrence Seaway that straddles southeastern Canada and upper New York State. With a vast, new source of cheap power, heavy industry is moving in, to be followed by more workers—and

the need for more houses. From a depressed area, Massena, N.Y. (pop.: 19,423) has turned into a boom town.

Now in his second decade as a builder, Saumier, still only 28, believes he has found a formula to keep pace with the burgeoning demand for homes he envisions in this fast-growing "North Country."

Basically, he plans to leave the major construction problems to American House (his own nine-man crew, puts up a 1,000-sq.-ft. house in 30 days) and concentrate most of his time and effort on selling. Only, here, too, much of the brainwork has already been done for him. Saumier's most important job is to localize the materials prepared for him.

Basic tool in this program is American Houses' "Merchandising Manual." This is an idea book put together by AH Ad Manager John Pollock, along



This small factory ...

**... was built for \$5.66
per sq. ft. with plastic
panels like these**

Expandability is a feature of plastic-curtain wall construction that has not been "played up" to the fullest.

This feature is no small item for the young company facing growing pains.

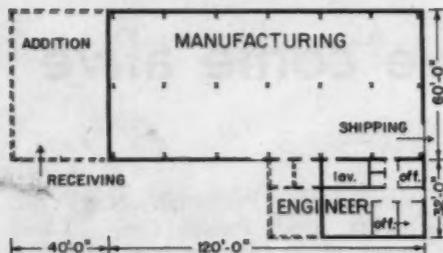
The Burke E. Porter Machinery Co., Grand Rapids, Mich., put its money three years ago into a plant made of the new self-insulating plastic curtain-wall construction. The plant was built of 5,000 sq. ft. of the 2 1/4" thick plastic panels made by the Haskelite Manufacturing Corp., Grand Rapids. The recent addition to the factory is a 40x60' extension, including 20 lin. ft. of office space. Older panels were reusable.



LIGHTWEIGHT plastic panels were easily erected and dismantled by A.F. of L. carpenters. The fastening details are given below.



... is easily expandable



Here are the fastening details for the panels



ASSEMBLY of walls is started at one end. The panels were put together until corner is reached. Then the corner

is marked and cut on a mitre with a wood hand saw. The leftover portion of the panel is used on the next wall.



NOW FOLLANSBEE TERNE GIVES ROOFING AN EXCITING NEW DIMENSION

FOLLANSBEE seamless TERNE HAS UNUSUAL VERSATILITY FOR THE CREATIVE ARCHITECT

It can be formed into many contemporary designs

It can be custom colored

It affords permanent protection

It is safe

It is easy to install

It is economical

WHAT IS FOLLANSBEE TERNE?

As a word, terne means three. As a metal, Follansbee TERNE is the combination of three metals—steel, lead and tin. More properly, it is copper-bearing cold-rolled strip steel with a lead-tin coating. The coating is an alloy of 4 parts lead to one part tin. This makes TERNE's surface perfect for painting and soldering. Since TERNE is basically steel, its coefficient of expansion is lower than any other roofing metal; it is fire-proof, weathertight, windproof, and will last more than a lifetime.

You can form it—and it will never crack

You can paint it immediately—
no special treatment is needed

FOLLANSBEE

STEEL CORPORATION
FOLLANSBEE, WEST VIRGINIA

SEND TODAY FOR ADDITIONAL INFORMATION & YOUR FREE COPY OF STANDARD SPECIFICATIONS FOR FOLLANSBEE SEAMLESS TERNE ROOFING

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.

**Here are the manufacturers and
here are the prizes they have donated,
to date, in American Builder's
Hidden Values Contest**

ALLIANCEWARE, INC.

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

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

One DeWalt GWI 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. 1-2400 cast-iron bathtub

BORG-WARNER, REFLECTAL DIV.

6,000 sq. ft. of Alfol reflective insulation

CONDENSATION ENGINEERING CORP.

Vitroliner open-hearth fireplace

CONGOLEUM-NAIRN, INC.

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

CURTIS CO.'S SERVICE BUREAU

2 china cabinets—design: C-8520

THE FLINTKOTE CO. SEAL-TAB shingles

(\$300 worth)

KEASBEY & MATTISON CO.

Twenty squares of new asbestos-cement SHAKE-SHINGLE

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

E. A. THOMPSON CO.

Two 55-gal. drums of Thompson's Water Seal

TRADE-WIND MOTORFANS

Space-saver hood and ventilating fan

U.S. GYPSUM CO.

- 20 squares Sil-O-Ette asbestos cement siding with exclusive Deep-Tone Shadow Line
- 1,000 sq. ft. Fashion Tile and QUIETONE acoustical ceiling tile
- Hidden Assets Builder Merchandising Kit

VISKING CO.

VISQUEEN polyethelene vapor barrier in sufficient quantity for foundation or slab walls for one complete house.

ZEGERS, INC.

Combination weatherstripping and sash balance

SOCKET SNEAKING



OUTLET ACROBATICS



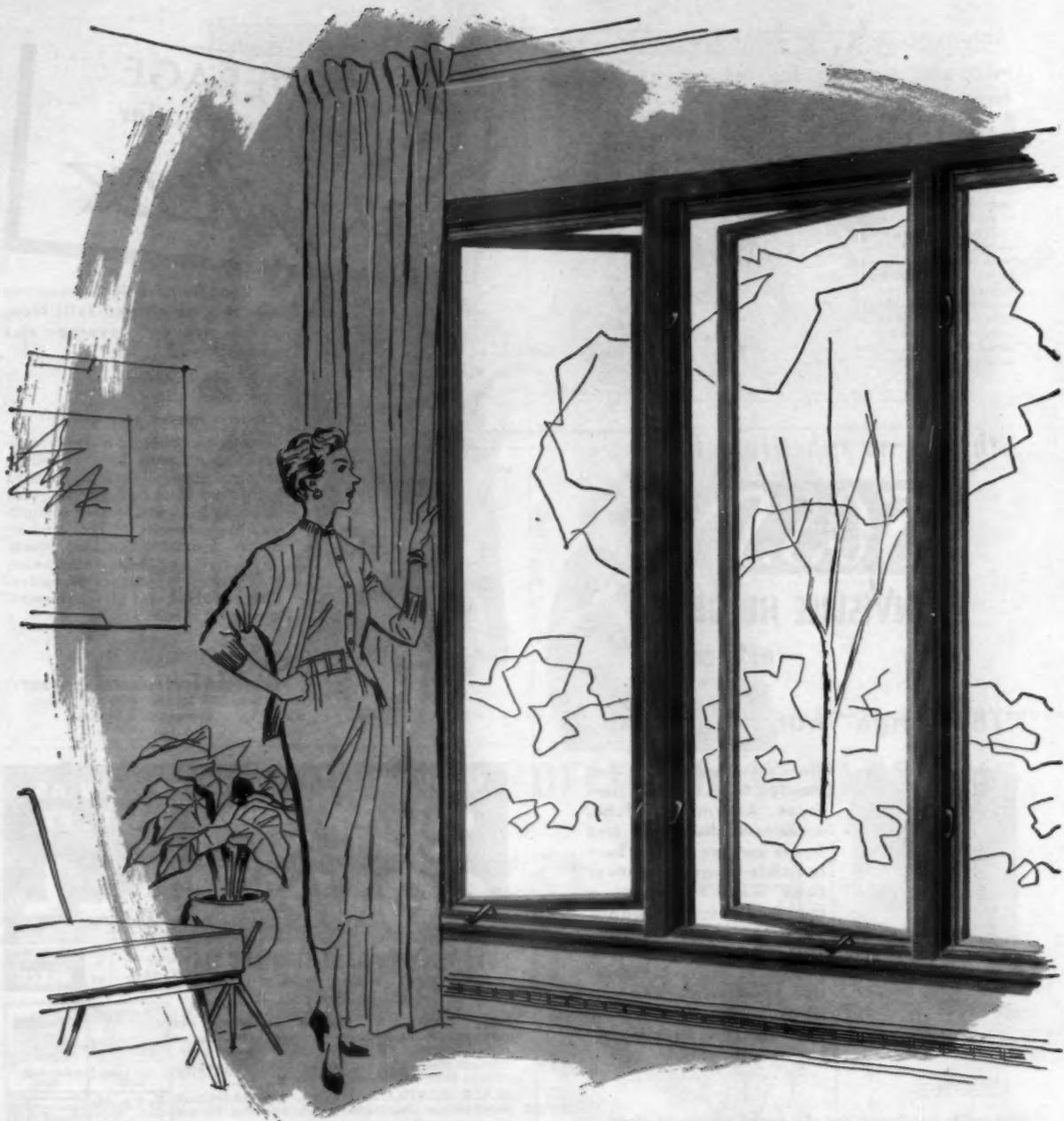
Millions of people are being told* that these "evils" never occur in homes that are Plugmold-ed. Give your homes the hallmark of extraordinary convenience—put in Plugmold and watch your closings soar.

*Saturday Evening Post
Time
House Beautiful's Building Manual
House & Garden's Book of Building
Home Modernizing
New Homes Guide



PLUGMOLD®
by **WIREMOLD®**

THE WIREMOLD COMPANY
Hartford 10, Connecticut



LARGEST STOCK SIZE WOOD CASEMENT



Now . . . here is *high style* in wood casements. These new PELLA CASEMENTS with 24" x 68" glass adapt perfectly to standard height walls. Plenty of room below for perimeter heating. Pleasing proportions above for ceiling-to-floor draperies. And, they trim out to standard doorway height. ROLSCREEN equipped. Insulating glass. See our catalog in Sweet's or mail coupon today. Distributors throughout U. S. and Canada. Consult classified telephone directory.

WOOD CASEMENT WINDOWS

ROLSCREEN COMPANY,
Dept. J-96, Pella, Iowa

Please send data on PELLA CASEMENT WINDOWS.

FIRM _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

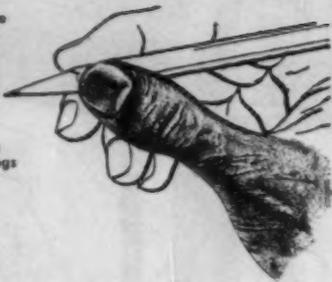
ATT. MR. _____

TEL. NO. _____

"WOTAN'S FINGER"—

Secret of Man's Miracles

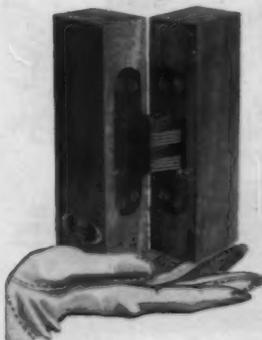
If we didn't have thumbs, we might still be swinging from tree to tree! Because the thumb is flexible and can close over the fingers, our hand becomes a grasping tool capable of performing miracles. In fact, the idea of forming objects to be held in the hand belongs exclusively to humans. Imagine all the things man could never have accomplished if he didn't have two little thumbs. So you see, there's no substitute for thumbs—or Soss Invisible Hinges, either!



there's no substitute for

SOSS
INVISIBLE HINGES
—either!

"The Hinge That Hides Itself."



Here's the only hinge that creates flush, smooth surfaces. Around the globe, architects, builders, and home owners choose Soss Invisible Hinges whenever they want to create a masterpiece of modern architectural design. There's a place for Soss Hinges in every building. Use them whenever you want the best. There's no substitute for Soss Invisible Hinges, either.

Other quality Soss Products that offer unusual architectural effects:



This low cost Olive Butt Hinge will add style, design and interest to any door.



This attractive, new-style door opener eliminates knobs. Its modern design brings style and modernity to every interior.

Write today for price list and free illustrated catalogue on these advanced Soss products.

SOSS MANUFACTURING COMPANY

Department 215 • P. O. Box 38 • Harper Station
DETROIT 13, MICHIGAN

48" COVERAGE...
now yours with Butler

Stylux



It's here! The new plastic panel you can talk about and sell! New, extra-wide 48" coverage size plus...

- Higher light transmission in industrial colors
- Greater weather endurance

Now from Butler, a great new plastic panel with three big selling features that are yours at no extra cost. New Stylux offers you every other panel feature, too: strength and load capacity in excess of industry standards, uniform thickness, fire and heat resistance, eleven striking decorator colors. Find out about new Stylux in extra-wide size. Write:



BUTLER MANUFACTURING COMPANY
Dept. 105, 3241 N. 7th St. Trafficway,
Kansas City 1, Kansas

GENUINE Warp's AS LOW AS 1¢ SQ. FT.
PLASTIC COVERALL

PURE POLYETHYLENE SHEETING IN 3 THICKNESSES—WIDTHS FROM 3' to 40' — 100 LIN. FT. PER ROLL —

Warp's COVERALL is made in 3 thicknesses and many widths to meet any requirement in building or remodeling. CLEAR COVERALL is a tough polyethylene plastic sheeting that has hundreds of applications (meets FHA specifications).

BLACK COVERALL, a tough, sunlight-resistant polyethylene plastic film is recommended for use where material is exposed to direct sun.

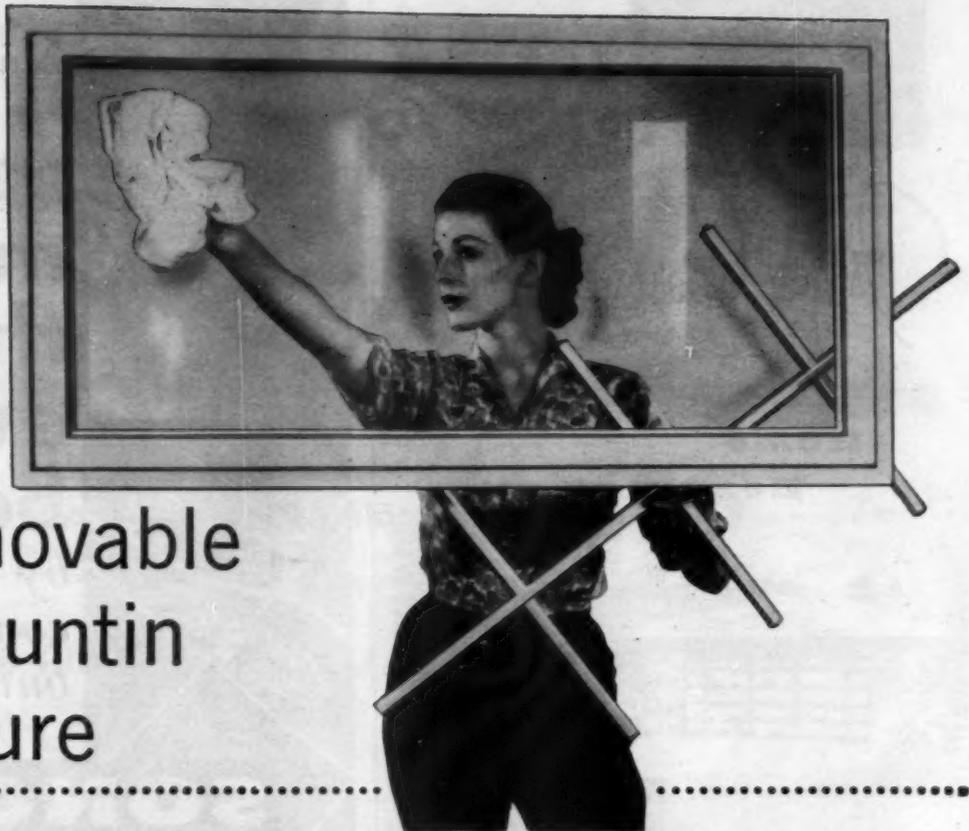
Warp's COVERALL is the Best Polyethylene Plastic Sheeting Money Can Buy

- WATER-TIGHT
- ACID-PROOF
- ROT-PROOF
- STAYS FLEXIBLE AT 60 BELOW ZERO



Retail →	1¢ 2 Gauge 5/32" (.002 Thick)	2¢ 4 Gauge 1/8" (.004 Thick)	3¢ 6 Gauge 3/16" (.006 Thick)
Moisture-Proof CLEAR	3', 4' and 9 Ft. Widths	3', 4', 6', 8', 10 1/2', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths	6', 10 1/2', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths
Sun-Resistant BLACK	3 Ft. Widths	6' 12' 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths	4', 6', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths

Warp's Coverall also Available in Pre-Cut Packages from 12' x 12' to 20' x 20'
CARRIED BY RELIABLE JOBBERS EVERYWHERE
WARP BROS. PIONEERS IN PLASTICS — SINCE 1924 — CHICAGO 51, ILL.



Removable muntin feature

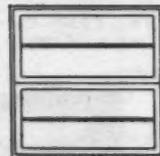
TAKES "PANES" OUT OF WINDOW CLEANING

SHE'S SOLD ON THIS WINDOW right now! It's the only window for those who like the beauty of small multiple panes, and for those who don't like to clean them. It's a snap-in, snap-out PELLA sales feature you can demonstrate in seconds.

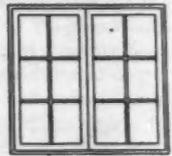
Several styles of removable muntin bars are available, including new diamond patterns — and you can get them with *all* PELLA WINDOWS — CASEMENTS, MULTI-PURPOSE and new TWINLITE combination fixed and ventilating units.

Get *all* the good news about these more convenient wood windows! See our catalog in Sweet's or mail coupon today. Distributors throughout U. S. and Canada. Consult classified telephone directory.

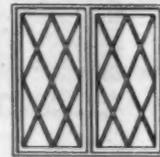
ONE WINDOW...FOUR DIFFERENT APPEARANCES



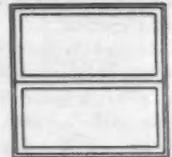
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REGULAR



DIAMOND



WITHOUT MUNTINS

SEND COUPON TODAY

ROLSCREEN COMPANY, Dept. J-97 Pella, Iowa
Please send data on PELLA WINDOWS with removable muntins.

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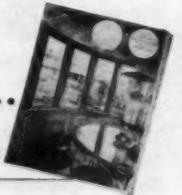
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ZONE _____

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WOOD
multi-purpose
windows





• No. 466—Combination square and horizontal panel

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**Accent
Home
Beauty**



• The garage door is the most important door in the modern home of today. It must operate as easily as an entrance door, and should achieve complete architectural harmony. In the augmented Frantz line of Overhead Doors, there is a wealth of modern styles to blend with and accent the beauty of any home design. Frantz doors not only add more to home beauty but also provide more in home convenience. Their ease of opening, their mechanical excellence in either torsion spring or extension spring types, and their many exclusive features, are the talk of the industry. Frantz quality is topmost! Virtually every part of every door—from the steel ball bearings in the rollers, to the door sections and zinc plated hardware—is made in our own plants! When you feature Frantz Doors you feature the greatest combination in beauty, quality and engineering. See Your Lumber Dealer.



• No. C527—Carved Door with panel pattern



• No. 250—5-section horizontal panel, popular for ranch homes



• No. F227—Flush Door with molding strip design

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The Payoff Departments

New Products and Catalogs.....148 →

Builders' supermarket for the latest information on new products and catalogs. For new gas products, see p. 92.

Land Planning.....190 →

Your excavating sub can save you money.

Buying Guide.....194 →

Wall and ceiling finishes: what buyers want; how builders can benefit.

Technical Guide.....200 →

How to locate sources of moisture causing paint blisters.

How To Do It Better.....202 →

Bracing pattern simplifies fireplace construction.

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How to build a low-cost split: treat it as a slab house and balloon frame it.

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If I build a shed roof like this, will it be framed correctly?

Better Detail Of The Month.....216 →

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Things for builders to think about during October.

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There was never a better time than the present—our 25th Anniversary—to share the success of American Houses' builders. For now, on top of every important first in the home manufacturing industry, American Houses offers you the finest selling opportunity of all—its new "Design-It-Yourself"* concept.

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The "Castleton", as constructed by Charles A. Harrison of Gastonia, N. C.

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GYPSUM WALL BOARD CONSTRUCTION . . .
A PRODUCT OF NATIONAL GYPSUM CO.—
AND SARGENT LOCKS**



Here's how Mr. Harrison feels about American Houses:

"It's a real pleasure to congratulate American Houses, Inc., on its Silver Jubilee.

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We certainly would like to express our appreciation for your past cooperation and we know that you will have many more years of successful operation."

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I am planning to erect _____ houses this year and want to know how I can benefit from your 25 years of experience, reputation and quality. Please send me booklet and complete details on "Design-It-Yourself".

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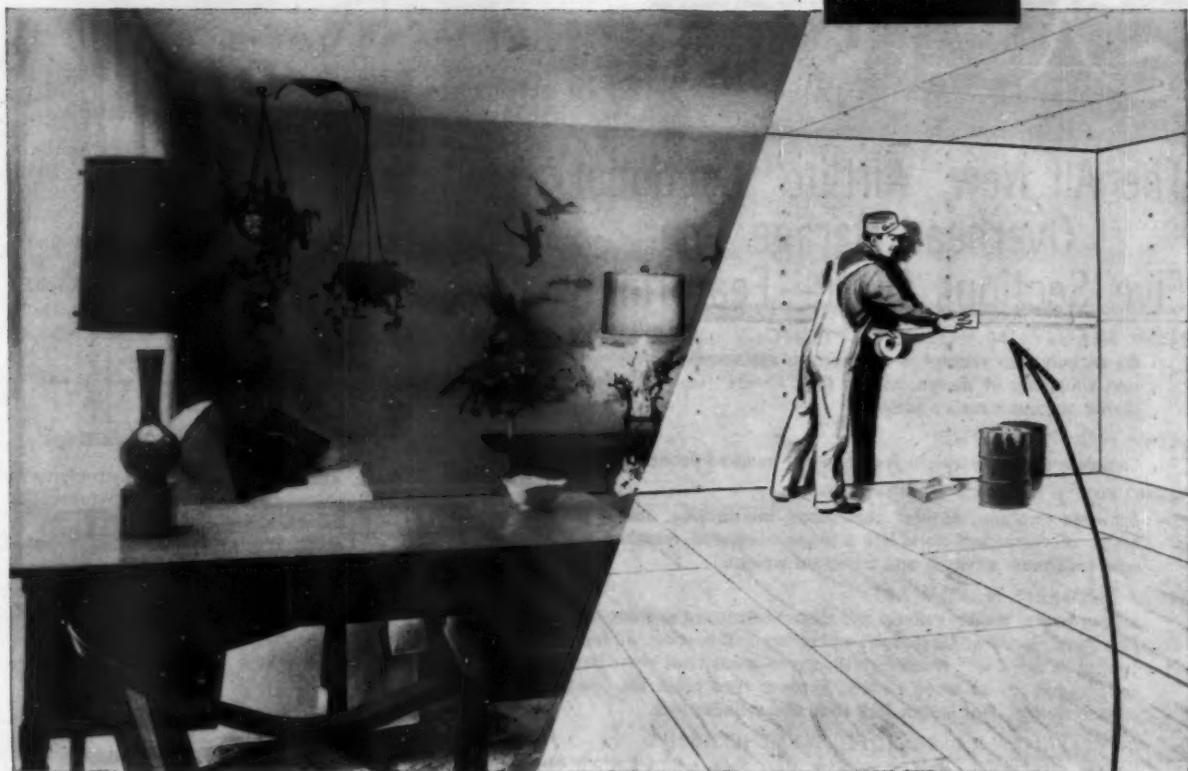
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Gold Bond Gypsum Wallboard goes up FAST with lasting strength and durability. Panels are accurately made for quick, easy application; tapered edges are true and even for better joint treatment. Homeowners enjoy the satisfaction, too, of having fireproof interiors that can be immediately finished with any form of decoration.

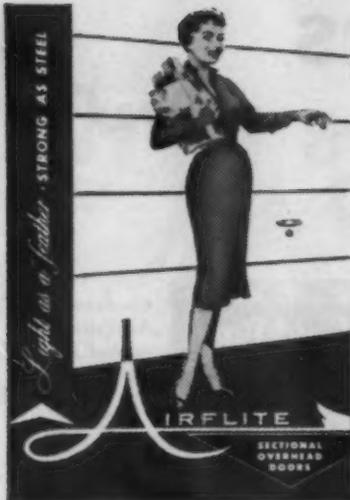
American Houses, Inc., are manufacturers of factory-engineered, precision-built homes up to, and including, the \$65,000 class. They use Gypsum Wallboard in almost every home they build. Why don't you? For information about Gold Bond® Wallboard Products and System, write National Gypsum Company, Dept. AB-98, Buffalo 2, New York.

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presenting the all new
AIRFLITE SECTIONAL OVERHEAD DOOR
STEEL AND WOOD CONSTRUCTION

Special Features

- NEW BEAUTY IN MODERN STYLING
- NEW LIGHT WEIGHT
- NEW RIGIDITY AND STRENGTH
- NEW MODERN HARDWARE
- NEW LOW PRICES - LOWEST YET
- NEW RUBBER MOUNTED WINDOWS
- NEW EASE OF INSTALLATION
- NEW EASE OF OPERATION
- NEW SINGLE PACKAGE UNIT
- NEW PERMANENTLY BONDED WEATHERSTRIP

SEND FOR CATALOGUE AND PRICES.

AIRFLITE DOORS
FOLSOM, PA.

The All New "Airflite" Sectional Overhead Garage Door Five Sections High — Featuring:

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An entirely new concept of engineering achievement combined with rich beauty and simplicity of design, makes the "Airflite" equally compatible with either period or contemporary homes.

NEW LIGHT WEIGHT:

Complete door unit weighs less than one hundred pounds.

NEW RIGIDITY AND STRENGTH:

Achieved through "Airflite" continuous, interlocking, double strut hinges; combining all component parts into a single integrated, weatherproof structural unit; with maximum strength and minimum weight.

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All hardware, hinges, rollers, and sheaves designed and engineered to new "Airflite" specifications. All sheaves and rollers ball bearing. All hardware rust proof. Special "Paint Coat" treated steel in continuous strut hinge permits paint application same as on wood panels. Airplane type cable lift. Special oil tempered stretch springs. Full length lock rods and cylinder lock.

NEW PERMANENTLY BONDED WEATHERSTRIP:

Hollow core molded rubber weatherstrip along entire bottom section, assures maximum weather protection plus conforming of door bottom with floor irregularities, without scribing the door.

NEW RUBBER MOUNTED WINDOWS:

Heavy weathertight continuous rubber molding holds factory installed lites securely in door panels. Available in standard two lite pattern in 4th section, or to your preferred locations at slightly higher costs.

NEW EASE OF INSTALLATION:

Can be installed by anyone, no special skill required, no hinges or roller carriers to apply. Simply slide sections together, insert roller carrier in hinge ends, mount track and springs and your door is in operation.

NEW EASE OF OPERATION:

True finger tip control activates door in either up or down direction.

NEW SINGLE PACKAGE UNIT:

Complete door unit including panels, track, and hardware comes to you in a single rugged carton, designed for safe economical shipping, and reshipping anywhere. The ideal answer to inventory keeping with no shortage of parts.

AIRFLITE DOORS
FOLSOM, PA.

Write for catalog and price list.

NAME

ADDRESS

CITY & STATE

NEW PRODUCTS . . .



Install tank in less time

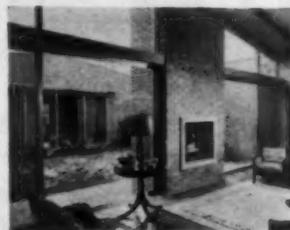
Sump-pump installation time is shortened with Monosump sump tank. Tank and lid of unbreakable fiber glass weigh only 9 lbs. Easily handled by one man, it comes ready to install with all holes cut. Has free-flow filter, tight-fitting lid. Details from DeLucien, Inc., Dept. AB, 710 N. Brookfield, South Bend, Ind.

Circle No. 523 on reply card, p. 150

Door fits acoustical ceilings

Trap door solves access problems in acoustical ceilings. Fixtures or valves can be reached easily through door made from regular tile. Can be installed anywhere without marring ceiling. Hardware kit comes in three sizes. Details from Quik Products, Inc., Dept. AB, 405 E. Market St., Akron 4, Ohio.

Circle No. 524 on reply card, p. 150



Glass doors are prefabbed

Sliding-glass doors for a modern glass wall . . . now at moderate price. Come completely fabricated in self-contained, full frame, sill-roller units. All-aluminum framework is satin anodized. Completely weather stripped. For more complete information, contact Binswanger & Co., Dept. AB, 207 N. Main St., Houston, Tex.

Circle No. 525 on reply card, p. 150

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Supermarket



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



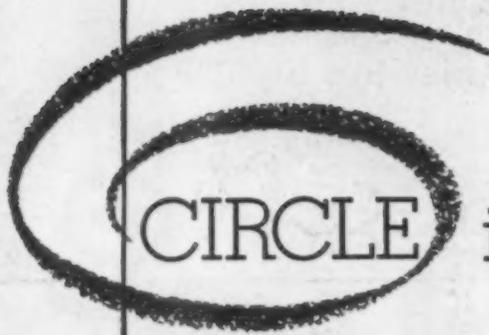
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- 56 Federal Boiler Co.
- 57 Dawagaic Steel Furnace Co.
- 58 Quad, Inc., heater
- 59 Temco, Inc. water heater
- 60 Majestic Co. incinerator
- 61 Arkla Air Conditioning Corp. gas/ite
- 62 Whirlpool refrigerator
- 63 Ohio Foundry wall heater
- 64 Geo. D. Roper range
- 65 Peerless Heater Co. boiler
- 66 Caloric Appliances Co. disposer
- 67 The Christensen Co. broiler

GAS CATALOGS

- 618 Timken conversion gas burner
- 619 Gas Appliance Mfgs. Ass. venting
- 620 TAMCO furnacs
- 621 Rued Mfg. Co. water heaters
- 622 Joseph Godar, Inc. incinerators

NEW PRODUCTS

- 623 DeLucien, Inc. sump-pump
- 624 Quik Products trap door
- 625 Bieswanger & Co. glass doors

- 626 Silb Chemical Corp. concrete admix
- 627 Kaiser Aluminum & Chemical siding
- 628 Symons Clamp & Mfg. Co. forms
- 629 Master Metalcraft barbecue
- 630 Dreier Bros. saw
- 631 Speedline Div. connector
- 632 Macca Chemical Co.
- 633 Magno-Bond, Inc. putty
- 634 Consolidated General Products siding
- 635 Earl E. Stiefel grinder
- 636 Paul Heinley shutters
- 637 Leigh Building Products roof jacks
- 638 Hally Mfg. Co. drain
- 639 Arcadia Metal Products window
- 640 Par Enterprises tools
- 641 Molded Structures Div. storage units
- 642 Miami-Carey Div. bathroom cabinet
- 643 Westinghouse cabinets

CATALOGS

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- 645 Textron Metals Co.
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- 650 Dow Chemical Corp.
- 651 Coca Steel Products E/C joists
- 652 Alsynite fiber glass panels
- 653 Laughlin Steel nail
- 654 Lee Clay Products tile

- 655 Bilco Co. basement plans
- 656 Plywood Research Foundation fastener
- 657 Pittsburgh Corning Corp. insulation
- 658 Arrow, Hart & Hageman wiring device
- 659 Stran-Steel Corp. steel buildings
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- 662 P & F Corbin hardware
- 663 Douglas Fir Plywood Assn. plywood
- 664 Ingersoll-Humphrey plumbing layouts
- 665 Lightolier, Inc.
- 666 Bailey-Kalisher Co. sliding mirror walls
- 667 Asphalt & Vinyl Asbestos Tile Institute
- 668 Nat'l Asphalt Corp. water repellent
- 669 Gerber Plumbing Fixtures brass

- 670 The Seddon Co. masonry coatings
- 671 Rohm & Haas Co. paints
- 672 Rosboro Lumber Co. Ottawa Steel Div.
- 673 Young Spring & Wire Southern Pine Assn.
- 674 beamed ceiling
- 675 Celotex ceiling tile
- 676 Simpson Logging Co. roof deck
- 677 Marsh Wall Products elastic panels

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"The Yellow Pages place our sales message where the business is!"

says **EUGENE MILLER**, General Contractor, Glendale, California

"The Yellow Pages takes our name and sales message to every building and remodeling prospect. To me, this complete coverage is one of the greatest advantages of advertising in the classified.

"There's no question in my mind that our ads in the Yellow Pages work! Twice recently we got profitable emergency calls during the night through the classified."

To get your sales message to the right prospects at the right time, advertise in the Yellow Pages! Your advertising in this strong local medium reaches every home in your area, converts building and remodeling prospects into profits for you!

Now's the time to review your Yellow Pages advertising program with your Yellow Pages man. Call him at your telephone business office.

Eugene Miller (right), and Alfred M. D'Ollin discuss a large job brought in by Yellow Pages advertising.



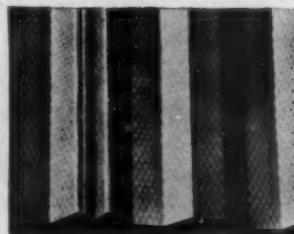
NEW PRODUCTS . . .



Admix speeds concrete

New concrete admix accelerates hardening action to speed job progress. Liquid chemical additive increases durability and water resistance of concrete and mortar. Forms may be stripped sooner and re-used; floors finished faster. Sika Chemical Corp., Dept. AB, 35 Gregory Ave., Passaic, N.J.

Circle No. 526 on reply card, p. 150



Another use for aluminum

Aluminum roofing and siding material is embossed with a glare-diffusing diamond pattern. Crimped channel at outer edge of sheet "waterproofs," prevents siphoning action. Can be used for patios, carports. Kaiser Aluminum & Chemical Sales, Inc., Dept. AB, 919 N. Michigan Ave., Chicago 11, Ill.

Circle No. 527 on reply card, p. 150



Forms for low walls

A new type of form, Symons Lo-Wall can be set up in approximately ten man hours. It is flexible and easy to use. Saves time and labor on the job site. Photo shows forms for typical foundation. Information from Symons Clamp & Mfg. Co., Dept. AB, 360 N. Michigan Ave., Chicago 1, Ill.

Circle No. 528 on reply card, p. 150

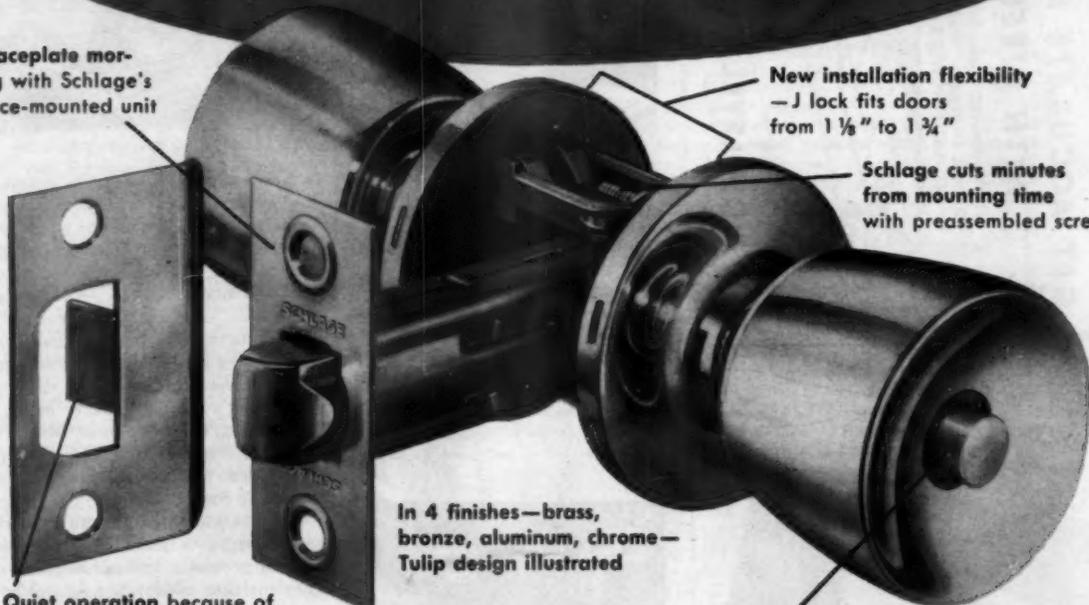
The new low-cost lock by **SCHLAGE**®

TO THE TIME-PROVEN STANDARD A SERIES, SCHLAGE ADDS THE J SERIES LOCK FOR USE ON INTERIOR DOORS IN LOW-COST RESIDENCES

No faceplate mortising with Schlage's surface-mounted unit

New installation flexibility — J lock fits doors from 1 1/8" to 1 3/4"

Schlage cuts minutes from mounting time with preassembled screws



Quiet operation because of Schlage's anti-rattle adjustable strike tongue

In 4 finishes—brass, bronze, aluminum, chrome—Tulip design illustrated

All-steel construction means longer life

Schlage push-button makes lock panic-proof, lockout-proof

For exterior doors —The standard A series residential lock. Tulip and Plymouth designs of the A series are matched by similar designs in the J lock.

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For information contact your jobber or Schlage representative, or write Dept. BB-9, P. O. Box 3324, San Francisco, 19. Schlage Lock Company... San Francisco... New York... Vancouver, B. C.



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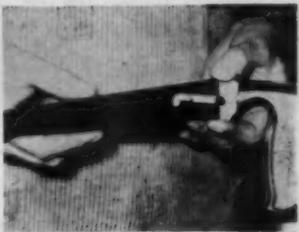
NEW PRODUCTS . . .



Barbecue is a time-saver

Home barbecue unit requires no tools or time-consuming labor for installation. Unit slips into masonry opening. Flush installation brings all parts within dimensions of opening. Has black finish and stainless steel trim. Also for interiors. Master Metalcraft, Dept. AB, 1400 Industrial Rd., San Carlos, Cal.

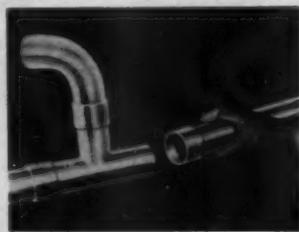
Circle No. 529 on reply card, p. 150



Compass saw redesigned

Compass saw with Magic-Slot, blade development, allows quick blade changes. Temper of blade is also improved. Comes in three types with same thickness so blades can be interchanged fast. Redesigned handle is more comfortable. Dreier Bros., Dept. AB, 7301 So. Woodlawn Ave., Chicago 19, Ill.

Circle No. 530 on reply card, p. 150



Pipe connections simplified

Assembly of stainless piping systems is simplified with new aligning connector. Stainless connector fits securely, providing a socket-type joint. It holds the pipe, fittings, until welding or brazing secures connection. Speedline Div., Dept. AB, 504 Erie Ave., Philadelphia 34, Pa.

Circle No. 531 on reply card, p. 150

GROWTH MATERIAL FOR A GROWTH INDUSTRY

Durethene[®]
POLYETHYLENE FILM

protects crawl space from moisture penetration



In basementless homes, the simple, low-cost way to protect crawl space is to spread DURETHENE polyethylene film on the ground and then cover it with a heavy layer of dirt. This provides a permanent moisture barrier and prevents serious dry-rot damage to plates, sills, joists and sub-flooring.

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-98, Pittsburgh 19, Pennsylvania.



Durethene[®]
POLYETHYLENE
FILM

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NEW **HIGHEST QUALITY!**
FASTEST MOVING!
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WEATHERPROOFING PRODUCTS

ROBERTS, for over 20 years leaders in quality products for home and industry, now brings hardware and building supply dealers new DRAFSTOP. The most popular priced, fastest selling, nationally advertised weatherproofing products on today's market!

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R
earn better profits!

The name Roberts is new on weatherproofing products. However, for over 20 years the name Roberts and the Big R have been a mark of quality, high profit merchandise to the floor covering installation industry. The Big R is familiar all over the world as we also manufacture overseas. We're new to the hardware and building supply fields, but we're here to stay! To us, this is not a sideline. We have already invested large amounts on new equipment and recently finished construction on our own million dollar plant to make DRAFSTOP. So keep your eye on the Big R. Not only for weatherproofing products, but for a wide variety of new hardware and building supplies to come. The many products of the Big R have proved profitable for our dealers everywhere. This is your invitation to build sales along with us.

WANTED WHOLESALEERS

Many choice territories open. Cash in on the high volume, big money months ahead. Write today for complete distributorship information.



800 Baldwin Park Blvd., City of Industry, Calif. Dept. AB-98



DRAFSTOP Weatherstripping

Insulates—stops drafts, dust, water and insects—keeps cold out—heat in. Genuine polyvinyl foam bonded to clear grain molding lumber by ROBERTS' exclusive heat and pressure method. Seals tighter, lasts longer. Closed cell foam won't absorb moisture—highly resistant to chemicals, weather and the elements. Shapes easily to uneven surfaces, paintable. Speedy installation, only a matter of minutes. **YOU EARN MORE BECAUSE IT SELLS FASTER!**

DRAFSTOP Weatherstripping • 15 complete kits in colorful self-selling display carton • Suggested retail price \$1.95 per kit.

DRAFSTOP Door Bottom

Stops drafts, dust, water, insects—keeps weather out—heat in. Made of durable extruded aluminum. Anodized to eliminate stains on doors or thresholds. Never discolors. Extra tough, pliable vinyl guard is impervious to weather—resists extreme temperature changes. Unique automatic spring action allows ample clearance for carpets or door mats. Stainless steel spring for trouble-free operation. Nylon stop-roller insures positive closing and tighter seal. Screw slots permit easy adjustment to any threshold. Installs in a jiffy! **YOU EARN MORE BECAUSE IT SELLS FASTER!**

DRAFSTOP Door Bottom • 10 complete kits in colorful self-selling display carton • Suggested retail price \$2.95 per kit.

SEE OUR BOOTH—NT'L. H'DWRE. SHOW

Form of purchase material and order card is available to help you sell more. Write today on your letterhead for catalog sheet. Order your stock from your distributor or direct from Roberts.

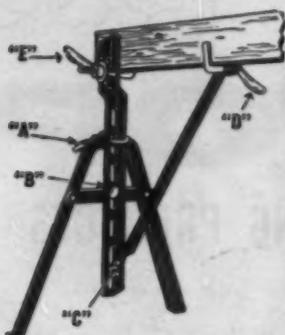
Quality Products for Home and Industry

THE ROBERTS CO.

"Trouble Saver" STEEL TRESTLES

LONG LASTING • EASILY PORTABLE • QUICKLY ADJUSTABLE

- Simple, positive, fool-proof
- No tools, no triggers, no gadgets
- 2 jacks make 1 trestle



"Trouble Saver" Trestles adjust easily for length as well as height, can be folded for compact cartage and storage.

WRITE FOR LITERATURE



FOR
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MASONS,
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MILL WRIGHTS,
SHEET METAL
and PLANT WORK

FAST SET UP — Insert timber, edgewise, in each jack and tighten bolt "E". Raise diagonal brace to meet timber and tighten bolt "D". To get correct height, do as follows . . .

QUICK ADJUSTABILITY — Loosen bolt "A". Raise or lower upright and insert hook "B". Tighten bolt "A". No need to loosen timber. Weight is carried on hook "B" while making adjustments. Since diagonal brace is pivoted "C" to upright no change of brace on timber is needed.

8 sizes available for working heights from 7'4" to 18'.



Long and high



Short and low



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THE STEEL SCAFFOLDING CO., INC.

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Dept. AB

SYNTRON CONCRETE VIBRATORS & FLOATS



Save time and labor settling and finishing concrete . . .

SYNTRON Vibratory Floats take the hard work out of floating concrete. Their 3600 vibrations per minute produce a denser, stronger vibrated concrete — making stronger, safer and more durable floors, side walks, drives, etc.

SYNTRON Electromagnetic Form Vibrators, equipped with quick-acting vise clamps assure faster more uniform settling of concrete.

Faster settling and handling means reduced costs — increased production and profit.

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NEW PRODUCTS . . .



Sets tile faster

Complete line of adhesives and accessories are available from Macco. Products make clay wall and floor-tile installations easier and quicker. Shown are tile adhesives, mortar mastics, grouts and accessories. The Macco Chemical Co., Dept. AB, 30404 Lakeland Blvd., Wickliffe, Ohio.

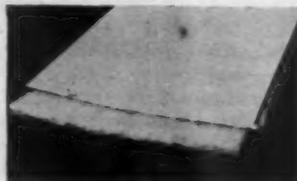
Circle No. 532 on reply card, p. 150



Putty resists moisture

Magna-Bond Putty X brushes on to fill and level rotted out areas in window sills. Gives sill the appearance and qualities of aluminum. Is resistant to moisture. Also can be used on concrete, masonry and cinder block repairs. Magna-Bond, Inc., Dept. AB, 1718 S. 6th St., Camden, N.J.

Circle No. 533 on reply card, p. 150



Siding is self-insulating

Time-saver aluminum siding has a factory-attached glass fiber insulation blanket. Reduces cost and time for installation of separate siding and insulation. Comes in seven colors, needs no painting. Won't rust, rot or warp. Consolidated General Products, Inc., Dept. AB, 24th and Nicholson Sts., Houston 8, Tex.

Circle No. 534 on reply card, p. 150



12" x 24" panels with flange joint
slipping edge
makes application easy and rapid.

Simpson

Forestone

ACOUSTICAL
CEILING
MATERIAL



T O D A Y
Q U I E T H O M E S
S E L L B E T T E R . . .

As a builder, you know that buyers want more for their money than ever before. They want truly modern living, and that includes effective sound control.

You'll sell homes faster when you show that Forestone* ceilings absorb up to 70% of all noise striking them . . . that Forestone adds beauty to any room . . . can be painted repeatedly without appreciable loss of acoustical efficiency or appearance.

Your own crew can install Forestone easily, at about the same cost of ordinary ceilings. But insist on *genuine* Forestone. No other ceiling tile (including look-like imitations) can deliver all of Forestone's benefits.

Investigate Forestone now. Ask your local Lumber Dealer, your Simpson Certified Acoustical Contractor, or write Simpson, 1013J, White Bldg., Seattle, Washington.

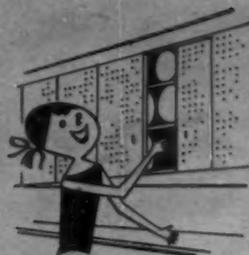
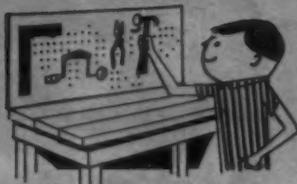
See Simpson's full line of home building materials at the NAHB National Housing Center in Washington, D. C.

AI-817

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Rely on Simpson for the finest in Douglas Fir, Western Hemlock, Redwood Lumber; Acoustical, Insulating and Hardboard products; Plywoods and Doors.

MASONITE Makes the News



Extra strength means extra sales power!

HEAVY-DUTY PEG-BOARD® PANELS

They're twice as thick as the regular Peg-Board panel you know so well. And they offer you many ways to show your prospects how you build better, with their interests in mind.

Masonite® ¼" Peg-Board® paneling in the garage will support wheelbarrows, ladders, lawn mowers and other weighty objects. It answers the storage problem for the man with a number of power tools in his workshop. Its strength and

rigidity make it desirable for sliding doors, room dividers and ventilating soffits.

Like all other Masonite hardboard panels, it's easy to work and easy to paint. Talk to your lumber dealer now. Masonite Corporation, Dept. AB-9, Box 777, Chicago 90, Ill.

MASONITE

©Masonite Corporation—manufacturer of quality panel products.



NEW DESIGN . . . NEW LOW COST

THE **beacon** HOME

from U. S. Steel Homes Division . . . aimed directly at your \$10,000 market

U. S. Steel Homes Division announces a brand-new low-cost package home—the BEACON. *The new USS BEACON can be erected on a full basement, crawl space, or slab foundation.* The BEACON line features the structural advantages of steel wall-framing, and is available in five architectural styles. *BUT*, the BEACON package also contains many new innovations, all contributing to a material cost reduction. The result: a brand-new low-cost manufactured home.

Build the new BEACON Homes—in all five architectural models. And be sure to point out these features to your customers:

- Large kitchen with Youngstown steel cabinets, in color.
- Three extra-large bedrooms.
- Large picture window in living room.
- Plenty of storage space, both inside and outside.
- Combination storm and screen doors.
- Large attic ventilating louvers providing fresh air flow.
- All load-bearing walls are steel-framed.
- Engineered and factory-assembled roof truss system.
- The same high-quality workmanship and design that marks all USSH homes.

Complete package—The BEACON Home comes in a truly complete package, including storm doors, window screens, and full architectural treatment. Builders will find that erection costs in the field will be substantially lower. The BEACON package contains pre-assembled trusses and new factory-finished exterior. Completely finished windows are included, even to the final coat of paint. You get all these advantages at a new low price with the BEACON package. Send the coupon today for complete information.

USS is a registered trademark

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 • **United States Steel Homes Division**
 • **United States Steel**
 • **Dept. AB-56, 525 William Penn Place**
 • **Pittsburgh, Pa.**

• *Please send me plans, complete details, and promotional information on the new BEACON Home.*

• **Name**.....

• **Firm**.....

• **Address**.....

• **City**.....

• **State**.....



STANLEY Electric Tools



A heavy duty precision tool The H75 Sabre Saw

Here's the latest addition to Stanley's popular line of new heavy-duty electric tools . . . builders' saws, sanders, and now the new H75 Heavy-Duty Sabre Saw.

The H75 cuts 2" lumber, plywood, molding, sheet metal, plastics, embedded nails, etc., with 21 different blades. And every blade has 25% longer life because it has a 25% longer stroke. This is a fast-cutting, smooth-working jig saw. Your Stanley Electric Tool distributor has H75 now. Ask him to show you. See the handy kit to take your Sabre Saw to the job.

- Cuts right up to a wall
- It's fast . . . 3300 strokes per minute
- Longer blade life because of longer $\frac{1}{2}$ " stroke
- Chip blower keeps cutting line clear
- Quick, easy blade change
- Stanley-built heavy-duty motor
- Anti-vibration mechanism
- Cool, comfortable, easy-grip handle

H75 is being introduced at the special low price of only \$54.50. You can pay a lot more but you won't find a better saw anywhere!

Stanley Electric Tools, Division of The Stanley Works, New Britain, Connecticut.



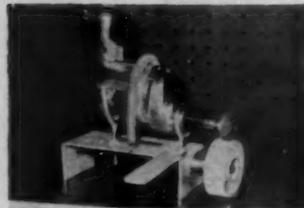
H75 Kit—\$69.95
Kit includes H75, 8 blades, and ripping guide in metal case.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • drapery, industrial and building hardware • door controls • aluminum windows • slings • springs • castings • strip steel • steel wrapping—made in 24 plants in the United States, Canada, England and Germany.

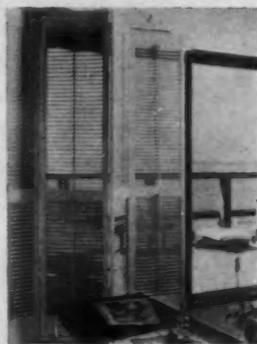
NEW PRODUCTS . . .



Cuts sharpening time 80%

Precision grinder for sharpening jointer blades is a time-saver. With this precision tool, blades can be sharpened and aligned without removing them from jointer head. Stay sharp longer and make smooth cuts. Earl E. Stiefel, Dept. AB, 129 W. Water St., Kerrville, Tex.

Circle No. 535 on reply card, p. 150



Shutters are door high

New height shutter panels, "Door-Hi," come in three standard sizes. May be used on wardrobes, window walls, room dividers, and standard doorways. They come ready to paint or stain. Paul Heinley Movable Shutter Co., Dept. AB, P. O. Box 190, Santa Monica, Cal.

Circle No. 536 on reply card, p. 150



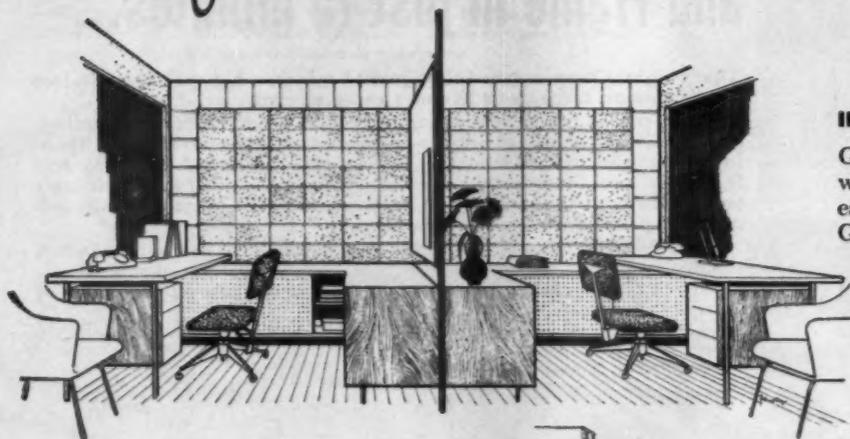
Fan outlet is aluminum

Aluminum roof jack is for a fan roof outlet. Provides 50 sq. in. of free area for kitchen-type ventilating fans. Can be used with ducts up to 10"x10", or 10" diameter pipe. Prevents water leakage. Air Control Products, Dept. AB, Cooper-ville, Mich.

Circle No. 537 on reply card, p. 150

10 new design ideas in Owens-Illinois Glass Block

— featured in new booklet!

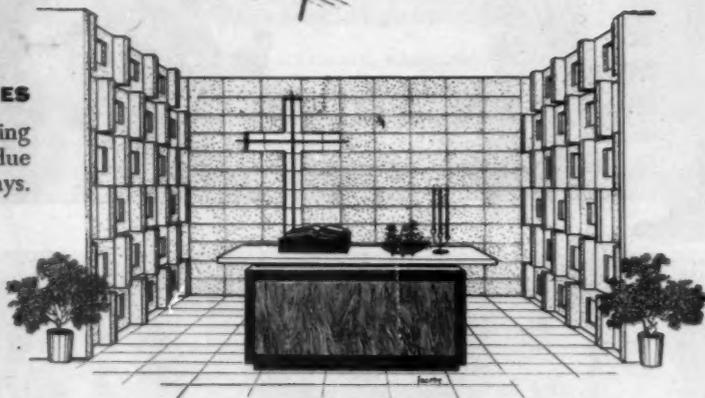


INDUSTRIAL BUILDINGS

Good daylighting plus maximum wall area — achieved by bordering each office area with Owens-Illinois Glass Block.

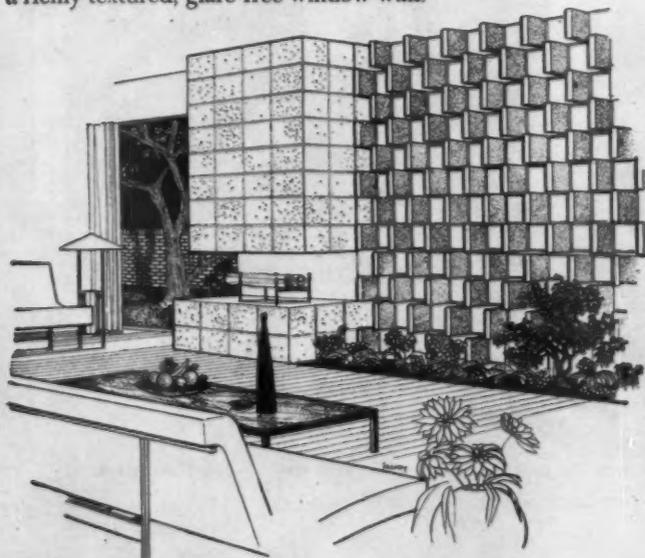
CHURCHES

Glass Block, set into an interesting pattern of concrete masonry and flue block, softly diffuse the sun's rays.



LIVING ROOMS

A wall of Glass Block, studded with finlike concrete masonry units, creates a richly textured, glare-free window wall.



KIMBLE GLASS COMPANY
subsidiary of Owens-Illinois
 Dept. AB-9, Toledo 1, Ohio

Please send free booklet, "IDEAS UNLIMITED" prepared by Kimble Glass Company, a subsidiary of Owens-Illinois, and the National Concrete Masonry Association.

NAME _____
 POSITION _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____

OWENS-ILLINOIS GLASS BLOCK
 AN  **PRODUCT**

OWENS-ILLINOIS
 GENERAL OFFICES • TOLEDO 1, OHIO

Here's how to install a **TRUSCON** Hollow Metal Door and Frame in just 15 minutes...



That's right! Complete the job in just 15 minutes. No special tools, just use a common carpenter's hammer and a screwdriver.

With Truscon Series 50 and Series 57 Steel Doors, there's no cutting, fitting, planing, sanding. Simply assemble frame; plumb it in the opening; nail anchor tabs to studs; set door in place; drop in hinge pins; and install lockset. You get a good-looking installation that fits—that can't swell or warp. Bonderized and prime coat finish permits on-the-job one-coat painting to match room decor.

Series 50 Steel Doors: 1 3/4" thick, are designed for use in homes and smaller buildings. Series 57: 1 3/4" thick, is an all-purpose exterior, interior steel door. Call your dealer and get immediate shipment out of Truscon's warehouse stocks.

7 FAST STEPS DO THE JOB

1. ASSEMBLE FRAME. Slip two jambs into header. Bend and clinch two tenons at each corner.



2. SET FRAME IN PLACE. Set frame in opening; plumb. Bend over stud anchors.



3. NAIL TO STUD. Nail bottom anchors first. Then, the rest. Recheck for trueness.



4. SET DOOR IN PLACE. First, apply hinge leaves (no mortise to take time). Then, set door in frame.



5. INSERT HINGE PINS. Simply drop pins in leaves, top down.



6. INSTALL LATCH AND STRIKE. Simply screw to prepared holes. No mortising.



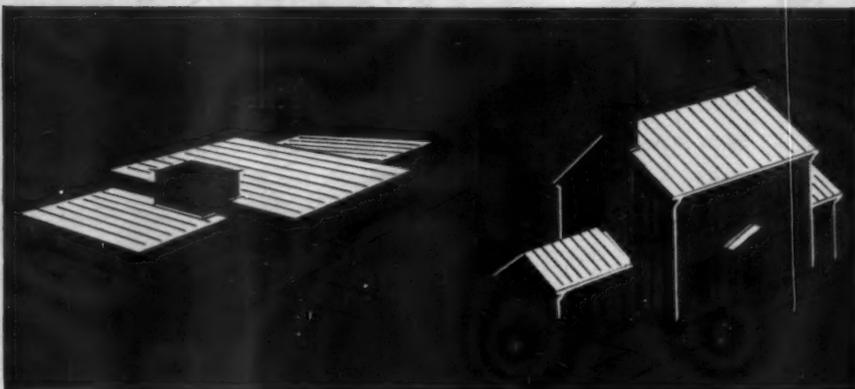
7. INSTALL LOCKSET. No barrel hole to bore. No tedious measuring. You're done!

BEAUTIFUL AND WONDERFUL REPUBLIC STEEL KITCHENS. Stock cabinets fully fabricated in a wide range of sizes, colors, and styles, make modular planning and installation easy. Republic's stock oven and range cabinets will accommodate brands of built-ins homeowners prefer. Full line of accessories give even the minimum kitchen that "custom look". Get the complete story from your Republic Steel Kitchens Distributor, or write today.



HANG REPUBLIC HOUSE-LONG "K" GUTTERS and cut installation time in half. New Republic 26 and 28 gage Galvanized Steel Gutters now are made as long as 32 feet. Hang them in one piece. Cut installation time. Ideal for long-roofed contemporaries. No need to measure, cut, and solder as with "old style" short gutters. No seams to detract from appearance, or to become potential points of failure. Sold through Republic Sheet Metal Distributors. Send for data.

REPUBLIC TERNE ROOFING boosts building values and offers long-term economy. Properly applied and with occasional painting, it will last the life of the building. And a terne roof provides fire protection, blends well with all types of architecture, and, when painted a light color, provides reflective insulation. In addition to roofing applications, Republic Terne is ideal for termite shield use. Contact your nearest Republic office or mail coupon for complete information.



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1441 REPUBLIC BUILDING - CLEVELAND 1, OHIO

Please send additional information on the following:

Truscon Hollow Metal Doors Series 50 Series 57

Republic Steel Kitchens

Republic Roofing Terne

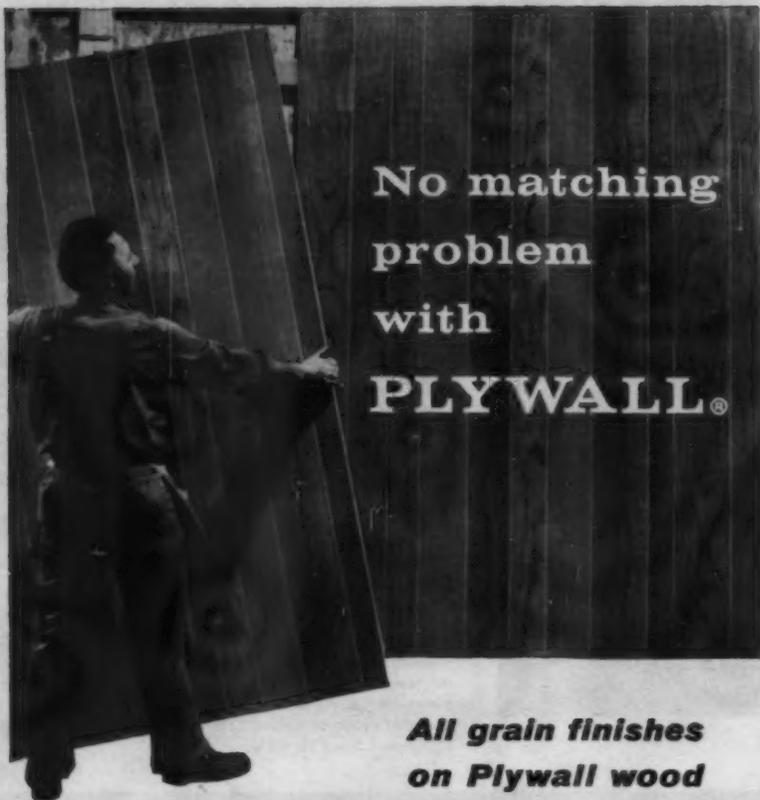
Republic House-Long "K" Gutters

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____



No matching
problem
with
PLYWALL®

**All grain finishes
on Plywall wood
paneling blend...
you save time and labor costs!**

With Plywall you don't have to sort panels to get a wall that blends. You can install the Plywall panels just as they come from the factory. Each panel blends perfectly with the other. Plywall won't change color either, as ordinary wood paneling sometimes does. Tests show Plywall's high resistance to color change from direct or reflected sunlight.

Plywall is prefinished in panels four feet wide for quick and easy installation and comes in lengths of seven, eight or ten feet which minimizes wastage. Available in eleven grain finishes, with or without V-grooving. Get the facts now.

Plywall.

PLYWALL PRODUCTS COMPANY, INC.
Fort Wayne, Indiana
Corona, California

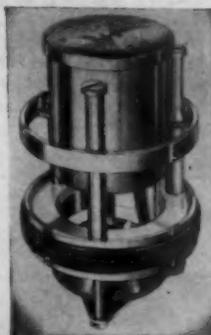
Plywall Products Company, Inc.
P. O. Box 625, Fort Wayne, Indiana

Please send me full color brochure describing Plywall. Also send the name of my Plywall supplier.

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COMPANY _____
ADDRESS _____
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**Mail
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Coupon
Today!**

NEW PRODUCTS . . .



Stops basement flooding

Automatic floor-drain valve stops basement flooding from back water conditions. Closes mechanically with spring action. Allows full flow of water outward through drain, but no return. Fits any standard 4" floor drain opening. More information from Hally Mfg. Co., Dept. AB, 427 Lake Ave., Racine, Wisc.

Circle No. 538 on reply card, p. 150

Tools for sanding needs

Complete new line of sanding tools has been announced. Includes hand sanders, all-purpose files, orbital sanding plates, 4 sizes of discs for power sanders. All feature a grit surface developed to last indefinitely. Are real time-saver products. Complete information on entire line from Par Enterprises, Dept. AB, Northbrook, Ill.

Circle No. 540 on reply card, p. 150



Finger touch moves window

Arcadia's sliding-glass windows move at finger touch. Slim, attractive and double-sealed, they insulate, eliminate drafts. Metal surfaces have been "aluminated" for weather resistance, maintenance. Arcadia Metal Products, Attn. M. J. Conley, Dept. AB, 801 S. Acacia Avenue, Fullerton, Cal.

Circle No. 539 on reply card, p. 150

WESLOCK

RESIDENTIAL LOCKSETS

3 style designs...



Brilliant Weslock styling assures the final, beautiful touch to the well-appointed home. Add to this the years of shining service that Weslock quality guarantees, and you have value at surprisingly modest cost.

with matching cabinet hardware



WESTERN LOCK MFG. CO.

The Leader in Residential Locksets and Builders Hardware
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Visit Weslock Booths 119-120 NBHA show, Sherman Hotel, Chicago, Ill., Sept. 29-Oct. 1



Living concrete in integrally colored 2"-high split block



Painted 4"-high units. Another of concrete masonry's many new forms



Coarse-textured units in stacked bond for design interest



Raked horizontal joints add dramatic shadow lines to fireplace

Masonry patterns that bring new charm for today's homes...

More and more builders are discovering the sales appeal of modern concrete masonry.

Here are new shapes, new textures and colors that create homes of fresh interest, real warmth and charm . . . homes that are appealing, easier to sell. Concrete masonry's known practicality and economy now fit the buyer's idea of modern living . . . *new-type living concrete!*

And because *living concrete* is so beautifully suited to any region, any style of home, you find it used by builders everywhere—from California



to Michigan to New York. Acceptance by architects and financing agencies is expanding its popularity. *Living concrete* has much to offer you. Write for free booklet "*What Builders Say About Concrete Masonry Homes*," distributed only in the United States and Canada.

PORTLAND CEMENT ASSOCIATION Dept. 9-3, 33 West Grand Ave., Chicago 10, Illinois

A national organization to improve and extend the uses of concrete



Now! G-P gives package protection to Redwood Paneling, Pattern & Finish!

G-P was first to give Redwood Bevel Siding package protection! Now G-P is first to protect Redwood Uppers! They reach your job mill-fresh—clean, unmarked, dry! Every piece is mill-graded! Every package clearly grade-marked. Manageable, easy-to-handle package sizes. Independent Weatherometer Test proved the plasticized, heat-sealed package is moisture proof after equivalent of 500 days' outdoor exposure. Wide range of sizes, lengths! Call your G-P dealer or write today.



Georgia-Pacific, Dept. AB958, Equitable Bldg., Portland, Oregon. Send information on Packaged Redwood Lumber.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Majestic THULMAN FIREPLACES

WOOD-BURNING

*solve all problems -- from
hearth to chimney-top!*



ZERO clear-
ances! Both
FIREPLACE
and CHIMNEY
built against
WOOD or other
combustible
FLOOR, WALL,
CEILING and
ROOFING
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- No mortar
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- Modern, Efficient
- Use any hearth
- Built-in screen
- Saves space
- Saves labor
- Saves time
- Smoke-free



... also your choice of mastic-applied black marble or black glass "surrounds". Fireplace and chimney completely fabricated of corrosion-resistant alloys and stainless steel. Attractive chimney-tops look amazingly like brick. AND, you give homeowners fireplace performance that wins quick, full and lasting satisfaction. Write for full information now on Majestic THULMAN Fireplaces and Chimneys.

The **Majestic** Co., Inc.
433 Erie Street, Huntington, Indiana

**YOU SAVE 45 MINUTES
PER HOUSE ALIGNING
SILL PLATES WITH . . .**



PROCTOR LITTLE PEE-VEE

Pulling or pushing sill plates into line for nailing is a one-man job with the Little Pee-Vee. Built on the principle of the woodsman's peavey, it exerts tremendous leverage where needed. Straightens warped lumber, even twists heavy beams.

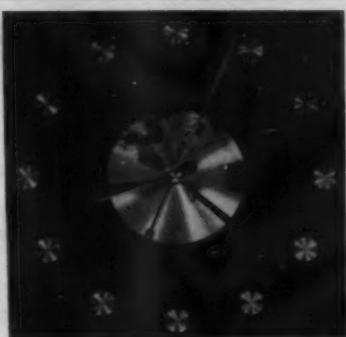
PRICE
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Holds Corners for Nailing • Holds Partitions for Nailing • Holds Gutters for Nailing • AND STUFF LIKE THAT THERE. Dealer Inquiries Invited.

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16202 Sixth Ave. N.E. Seattle 55, Wash.



Center of Interest BUILT-IN WALL CLOCKS BY HOWARD MILLER

Achieve stunning effects with this smartest of home accessories. A variety of models and finishes to fit any area, please every taste. Guaranteed self-starting synchronous electric movement, with easy to follow instructions and templates for built-in installation. The Howard Miller name is the modern word for clocks of quality and original distinction; make it your buy-word. From \$11.95 retail,—at your building supply dealer, or write for literature and prices from

Built-In Division
HOWARD MILLER CLOCK CO.
Zeeland 5, Michigan

NEW PRODUCTS . . .



Provides low-cost storage

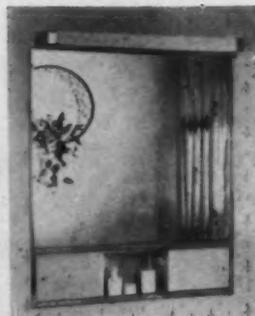
A low-cost storage system consists of modular plastic drawers and slide-panels. Shown is the slide-panel applied to a vertical side of plywood. Variety of drawer heights are available. Slide-panels and drawers offer versatile storage units; have a wide variety of applications. Molded Structures Div., Dept. AB, Robert A. Schless & Co., Elizabethtown, N.Y.

Circle No. 541 on reply card, p. 150

Cabinets plus appliances

Westinghouse now offers wood or steel kitchen cabinets to complement its appliances. Maple wood kitchen cabinets with conical door handles add to room's "custom look". Wall cabinets have recesses at the base to open the doors. Full information from Westinghouse, Dept. AB, 300 Phillippi Rd., Columbus 16, Ohio.

Circle No. 543 on reply card, p. 150



More space in new design

Bathroom cabinet is both spacious and modern in design. Model pictured is the "Lustraview". It is designed to give a picture window effect. Has recessed shelf arrangement, called the Vaninet Cabinet, below it. Information on complete line from Miami-Carey Div., Dept. AB, Lockland, Cincinnati 15, Ohio.

Circle No. 542 on reply card, p. 150

LONG-BELL

Ven-O-Wood

and

Flakewood

decorative
Panel-Board

smooth... smart... sophisticated



Ven-O-Wood

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Rift Grain Fir

Flakewood

Cedar, Fir, Maple,
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Announcing:
Two New Wood Paneling Products
**UNSELECTED BIRCH
VEN-O-WOOD
ECONOMY FLAKEWALL***

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Mail this coupon for the whole story on these outstanding Long-Bell panelings.


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Long-Bell Division, Dept. AB
Longview, Washington

Please send me a **FREE** sample of Ven-O-Wood and Flakewood, along with complete descriptive information.

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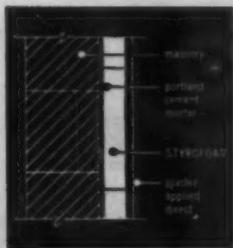


"RIGHT AT THE START," says W. H. Walrod, owner of Walrod Construction Company, Davenport, Iowa, "we save not only the expense of the wood for framing but the time needed to cut and fit the wood. We do away with the cost of installing insulation between studs and we side step the use of metal lath because

the plaster keys directly to the Styrofoam* insulation.

"The wall is made up of just three components: exterior brick, Styrofoam and plaster. The use of Styrofoam permits the use of a special large-size brick (12" x 8" x 2 1/2") which affords another saving in labor costs."

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



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



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



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



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



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

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

Mr. Walrod's construction costs are available to builders upon request. Write on your letterhead to The Dow Chemical Company, Midland, Michigan, Plastics Sales Department 1947L.

*STYROFOAM is a registered trademark
of THE DOW CHEMICAL COMPANY

YOU CAN DEPEND ON



3/4-INCH FIRE CLAY
TILE INNER LINING

3-INCH VERMICULITE-
CONCRETE
INSULATING WALL

ASBESTOS-CEMENT
OUTER JACKET

Packaged chimney is safe, permanent masonry

The Van-Packer Chimney has a masonry flue that is acidproof — won't dent, corrode or deteriorate — safe even for incinerators. Prefabrication saves you up to 40% on installation costs — one man can install it in three hours. Attractive brick-design panel housing of asbestos-cement won't dent, rattle, rust or streak roof. See your Heating or Building Material Jobber listed under "Chimneys — Prefabricated" in Yellow Pages, or write Van-Packer for Bulletin RS-1-12.



Attractive housing in red, buff, white, or gray brick colors with natural mortar lines.



Van-Packer Chimney is ideal for prefabricated homes, as well as conventional homes.



Chimney comes completely packaged in easy-to-handle cartons, everything provided.

Snap-on
housing cap

Brick-design
panel housing

Aluminum flashing

Masonry flue
sections

Snap-lock
drawbands



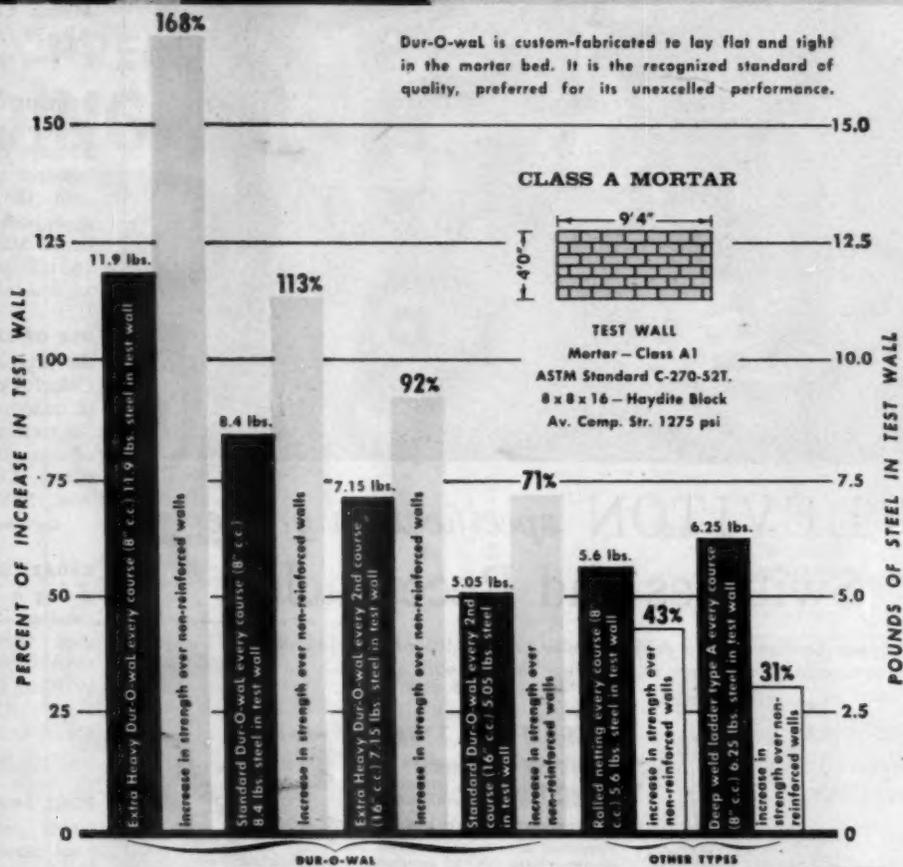
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MASONRY **Chimney**

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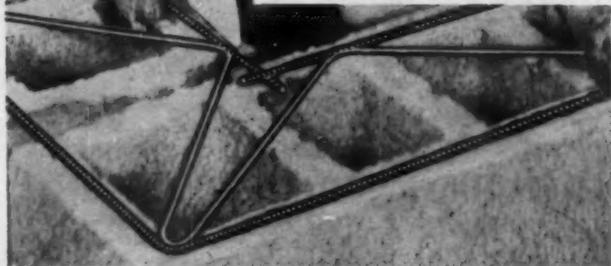


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Is Your Most
Economical and Effective
Steel Masonry
Reinforcing



Weights per thousand feet - Extra Heavy Dur-O-wal 257 pounds; Standard Dur-O-wal 187 pounds; Rolled Netting Type 113 pounds; Deep Weld Ladder Type 139 pounds.

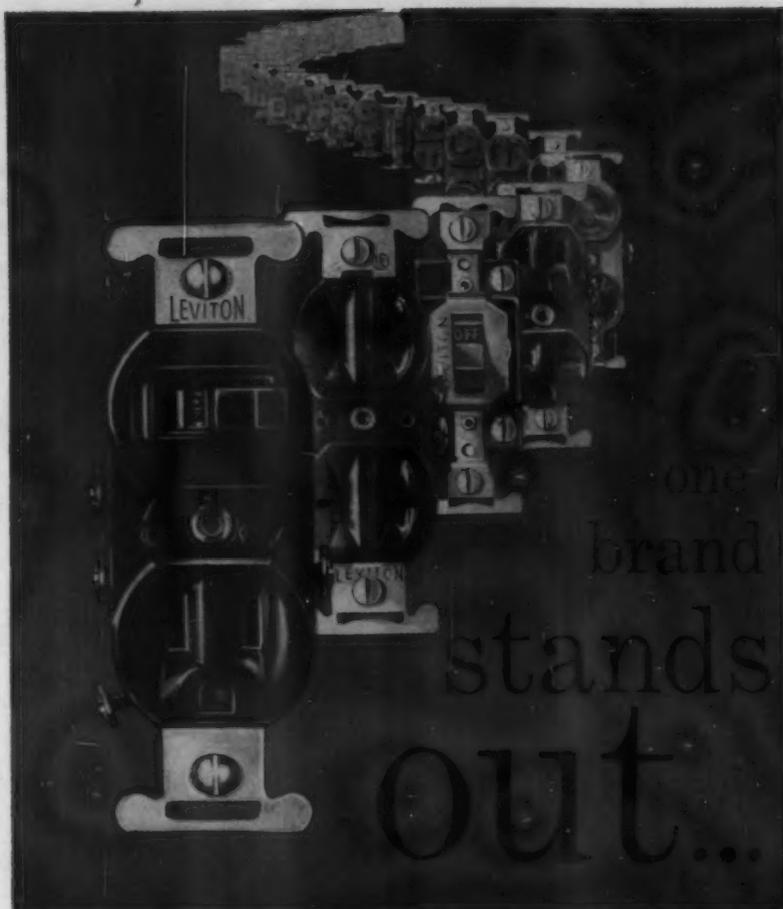


Tests Conducted by Toledo University Research Foundation

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Rigid Backbone of Steel For Every Masonry Wall

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Quickwire Line
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CHECK THESE TYPICAL FEATURES

- Heavily sectioned molded phenolic bases.
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- Plaster ears — wide and break-off types.
- Terminal screws with large heads to accommodate No. 10 conductors and backed out for quick wiring.
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- Assemblies riveted for permanence.
- All power outlets have double-wiping phosphor bronze contacts.
- Meet U.L., C.S.A. and Federal Specifications.

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CATALOGS . . .

COPPER DRAINAGE FITTINGS . . .

36-page catalog illustrates a complete line. Explains a properly designed drainage system, two basic types of systems, and advantages of three most common types of traps. NIBCO, Inc., Dept. AB, Elkhart, Ind.

Circle No. 544 on reply card, p. 150

ALUMINUM WINDOWS, both vertical and horizontal, are presented in a 15-page technical catalog. Has both photos and drawings. Includes specifications, installation details, types, and sizes. Textron Metals Co., Window Div., Dept. AB, 39 James St., Girard, Ohio.

Circle No. 545 on reply card, p. 150

RECLAIMING SWAMPS . . . how to do it by hydraulic dredging . . . in 12-page catalog. Comparison chart itemizes costs and gross proceeds from the "finger-and-fill" method as opposed to other processes. Ellicott Machine Corp., Dept. AB, 1611 Bush St., Baltimore 30, Md.

Circle No. 546 on reply card, p. 150

USE OF STONE through the ages to the present is reviewed pictorially. Colorful catalog depicts every type of quarried stone in natural colors. Suggests many uses for all types of construction. Building Stone Institute, Dept. AB, 420 Lexington Ave., N.Y., N.Y.

Circle No. 547 on reply card, p. 150

CEDAR SIDING in contemporary styling is illustrated in a four-page catalog. Shows exterior, interior uses. Gives sizes and grades for narrow, wide and vertical patterns. Western Red Cedar Lumber Assn., Dept. AB, 4403 White-Henry-Stuart Bldg., Seattle 1, Wash.

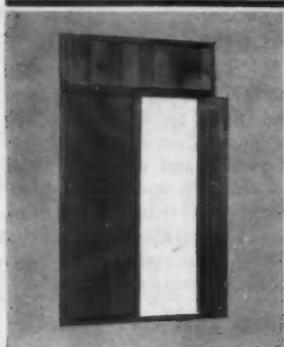
Circle No. 548 on reply card, p. 150

POOL SHAPES . . . from rectangular to pear . . . illustrated in a pool catalog from Sylvan. Photos show actual pools in varied settings. Gives construction details, information on financing. Sylvan Pools, Dept. AB, Route 611, Doylestown, Bucks County, Pa.

Circle No. 549 on reply card, p. 150

LATEX PAINT . . . what it is, how it's used, and what it can do. Explained in a new Dow catalog. For builders, architects, paint contractors. Gives the history of latex paint, quality standards, etc. Dow Chemical Co., Dept. AB, Midland, Mich.

Circle No. 550 on reply card, p. 150



**COMPLETE CLOSET
FRONT ASSEMBLY**

2 sizes: 49½" x 91½" & 25½" x 91½". Folding doors top and bottom.



**COMPLETE CEDAR
CLOSET**

4' wide, 77½" high, 2' deep. Folding doors top and bottom. Assemble in 30 minutes.



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2 sizes: 45¾" x 6'9¾" & 27¾" x 6'9¾". Folding doors.

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ELECTRIC STAIRWAY**

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**SIMPLEX SPECIAL
STAIRWAY**

For Truss Construction. For rough opening, 21½" x 44½". 8'3" ceiling height.



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For rough opening, 26" x 54". 1 size: 8'3" ceiling height.



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Rough opening, 30" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.



**SUPER SIMPLEX
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UNIVERSAL
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Sloping sides permit back-up course of masonry above damper for safety. Reinforced flange serves as lintel. Positive chain pull control holds damper blade firmly in any position. Available in five sizes.



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ECONOMICAL OPERATION with the exclusive Pressure-Seal Damper that seals throat airtight, preventing loss of winter heat or summer air conditioning when the fireplace is not in use.

QUALITY and PRESTIGE are added to your homes. Home buyers know the Heatilator Fireplace, advertised in leading magazines for over 30 years.

SEE your building materials dealer or write for further information on these Heatilator products to

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930 East Brighton Ave., Syracuse 5, New York

CATALOGS . . .

E/C JOISTS and how they are used for underfloor electrification. Explained in a 25-page manual. Series of photos and diagrams show how to electrify floors with Electro-Channel steel joists. Ceco Steel Products Corp., Dept. AB, 5601 W. 26th St., Chicago 50, Ill.

Circle No. 551 on reply card, p. 130

COLORFUL BROCHURE illustrates uses of translucent fiber glass panels in school construction. Shows how panels day-light schools to save electricity and maintenance costs. Alsynite Co. of America, Dept. AB, 4654 De Soto St., San Diego 9, Cal.

Circle No. 552 on reply card, p. 150

SPIRAL NAIL advantages are presented in a compact brochure. Nails feature increased holding power, easier driving, and less splitting. Brochure charts types, sizes. Available from Jones & Laughlin Steel Corp., Dept. AB, 3 Gateway Center, Pittsburgh 30, Pa.

Circle No. 553 on reply card, p. 150

FLOOR PATTERNS of Lee Quarry tile are depicted in two-page folder. Also illustrates typical installations. Includes data on colors, sizes, and packaging. This natural clay tile is fadeproof and easy to clean. Lee Clay Products Co., Dept. AB, Clearfield, Ky.

Circle No. 554 on reply card, p. 150

BASEMENT PRE-PLANNING is the title of a handy 12-page catalog from Bilco. Emphasizes three principles: light and ventilation, direct access, and layout and decoration. Packed with ideas, plans and sketches. Bilco Co., Dept. AB, New Haven 5, Conn.

Circle No. 555 on reply card, p. 150

CUT COSTS in roof sheathing suggests this well-illustrated brochure. Describes Plyclips, new "H"-shaped fastening device, which substitutes for conventional blocking in roof construction. Plywood Research Foundation, Dept. AB, 620 E. 26th St., Tacoma 4, Wash.

Circle No. 556 on reply card, p. 150

FOAMGLAS INSULATION for curtain-wall construction. Described in a 12-page catalog. Outlines the physical properties and recommended specifications of this cellular glass insulation. Pittsburgh Corning Corp., Dept. AB, One Gateway Center, Pittsburgh 22, Pa.

Circle No. 557 on reply card, p. 150

HELPING BUILDERS

Sell Garages

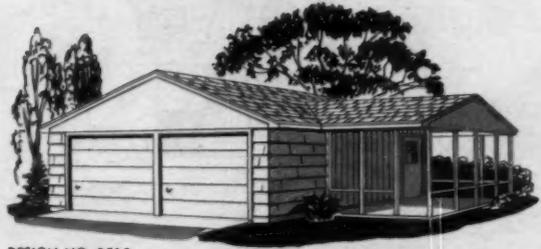
FOR EXTRA PROFITS

● Now is the time that builders welcome sparkling new ideas with which to stimulate garage and carport business.

To help builders sell this active market, Weyerhaeuser makes available through 4-Square Lumber Dealers 25 designs of modern garages and carports . . . complete with working drawings and material lists.

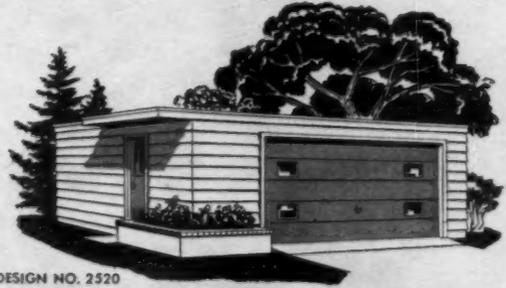
Builders enjoy selling these garages because they are practical, offer good choice of modern styling, and can be built quickly and economically.

Your Weyerhaeuser 4-Square Lumber Dealer will gladly make these plans available to you. He also can furnish Weyerhaeuser 4-Square Kiln-dried Lumber for framing and finishing. These garage designs will help you promote sales and increase your profits.



DESIGN NO. 2518

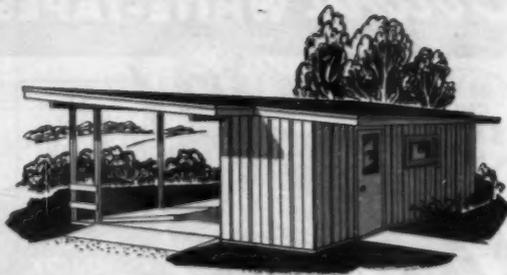
These designs emphasize the variety of designs you can show your prospects. Some garages have breezeways. All have extra space for storage.



DESIGN NO. 2520

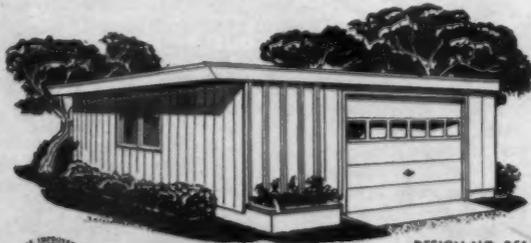
Weyerhaeuser 4-SQUARE®

LUMBER AND BUILDING PRODUCTS



DESIGN NO. 2523

Here you see two more of the 25 attractive garage and carport designs offered by Weyerhaeuser. In the stylings, one and two-car designs are featured.



DESIGN NO. 2515



25 Modern

GARAGES AND CARPORTS

NEW GARAGE CATALOG: Your Weyerhaeuser 4-Square Lumber Dealer has a colorful new catalog, published especially for the garage and carport market, containing 25 practical designs. All garages include storage space, and many also have features such as workshops, porches and breezeways.

BLUEPRINTS AND MATERIALS LISTS are available for each garage design through your Weyerhaeuser Dealer. You save the time-consuming design work and material figuring that go into most garage jobs.

FULL LINE OF BUILDING MATERIALS: Your Weyerhaeuser Dealer offers a full line of dependable Weyerhaeuser 4-Square Kiln-dried Lumber products. He will be glad to help you with *all* your building needs.

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DAVID  WHITE



For Concrete Contractors—You will enjoy using this versatile, low-cost instrument. Determine differences in elevation, run lines for curbs, plumb walls, lay out angles. Rugged construction. New, streamlined styling. *T8007 Light Construction Level-Transit*—Tripod included. Retail for **\$89.50**.



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For Contractors—Measure differences in grade, elevation, lay out building sites, align piers, courses. Many other uses for this handy instrument. *T8025 Light Construction Level*—Tripod included. Retail for **\$49.95**.

For Every Construction Worker! Precision-made level with many uses. For rough estimates, paving, landscaping, laying out foundations, drainage, contouring. Fits easily in shirt pocket. Get yours today! *5556 True Sight Hand Level* Only **\$2.95**.

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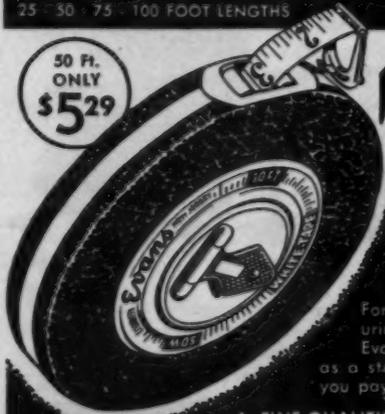
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HANDY
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The surveys prove it, Buyers want brick 2 to 1 over a second choice!

Today's selective home prospects want brick's freedom from maintenance, sturdy construction, rich texture and color, fire-safety, and all-season security.

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Salesman wanted to call on builders and dealers in Gulf area, Md.-Va. area, also Mich.-Ind. area. Old established product with national acceptance. Car necessary. Reply Box 276, American Builder, 30 Church St., New York 7, N.Y.

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CATALOGS . . .

WIRING DEVICE DATA is arranged in a handy index chart. Gives catalog information and descriptions of the more commonly used wiring devices. Well illustrated, showing switches and wallplates. Arrow-Hart & Hegeman Electric Co., Dept. AB, 103 Hawthorne St., Hartford 6, Conn.

Circle No. 558 on reply card, p. 150

STEEL BUILDINGS in color are shown by a color guide in this brochure. Describes factory-applied color coating on pre-engineered steel buildings. Stran-Steel Corp., Dept. AB, Detroit 29, Mich.

Circle No. 559 on reply card, p. 150

PIPE INFORMATION is clearly presented on a new wall chart. Shows pipe-specification data of wall thicknesses, weight, O. D., of seamless and welded steel pipe. All under ASA schedules from ½" to 24". Midcontinent Tube Service, Inc., Dept. AB, 2120 Lee St., Evanston, Ill.

Circle No. 560 on reply card, p. 150

ASBESTOS-CEMENT PAINTS . . . the types to use, the advantages of each type. All information explained in a new booklet. Tells about the preparation of surfaces, recommends application procedures. Asbestos-Cement Products Assn., Dept. AB, 509 Madison Ave., N.Y. 22, N.Y.

Circle No. 561 on reply card, p. 150

HARDWARE MANUAL will serve as a guide to hardware problems. Covers minor adjustments up to complete installation. Detailed 45-page manual gives data on door closures, locks, etc. P. & F. Corbin, Dept. AB, New Britain, Conn.

Circle No. 562 on reply card, p. 150

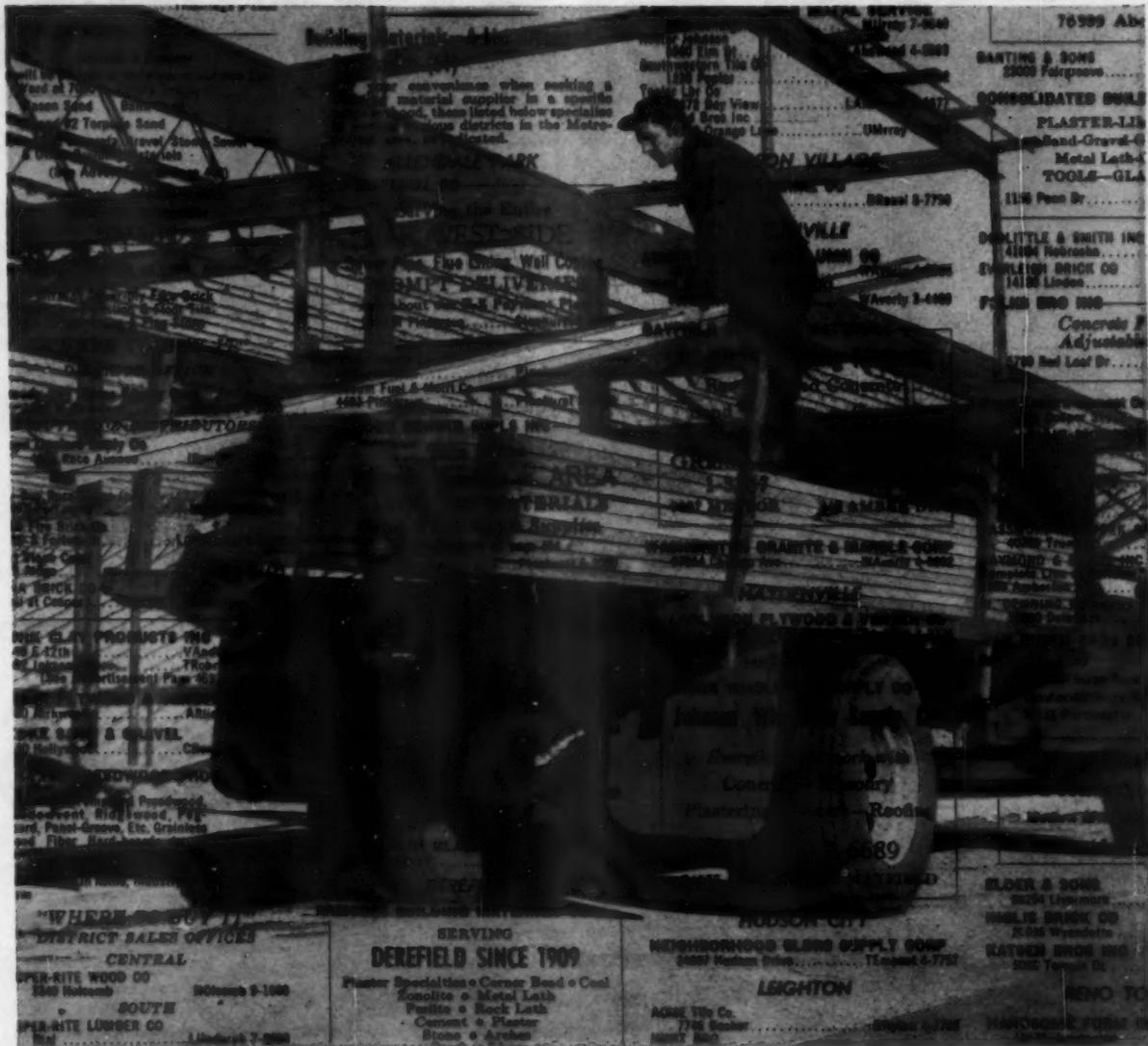
GRADE-TRADEMARKS of plywood products are available in a reference booklet. The grade-trademark identifies the product by type and by grade. Douglas Fir Plywood Assn., Dept. AB, Tacoma 2, Wash.

Circle No. 563 on reply card, p. 150

PLUMBING LAYOUTS sketched in an eight-page catalog. All are keyed to save materials, time and money. Detailed are a dozen adaptable layouts for single, one-and-a-half, and double baths. Ingersoll-Humphreys Div., Dept. AB, Mansfield, Ohio.

Circle No. 564 on reply card, p. 150

Find the firm going places...you'll find **FIRESTONES!**



Whether you operate one truck or twenty, you'll find that Firestone's truck tire costs less per mile. Billions of miles of carefully kept fleet records prove it.

Firestone has always built extra strength and long life into every Firestone truck tire. Now, even greater strength and longer wear are being built into Firestone truck tires through the use of Firestone Rubber-X and Firestone S/F (Shock Fortified) cord.

No wonder that, now more than ever, more truck operators are changing over to Firestone tires. Ask about Firestone Rubber-X at your Firestone Dealer or Store. That's the place for fast dependable service, too.



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C A T A L O G S . . .

DECORATIVE LIGHTING is colorfully illustrated in a 40-page catalog. Handbook of lighting designs is a complete guide to custom lighting fixtures. Each group of fixtures is shown in color with description and dimensions. Lightolier, Inc., Dept. AB, 346 Claremont Ave., Jersey City, N.J.

Circle No. 565 on reply card, p. 150

SPACIOUS LIVING with "Mir-O-Dor" sliding mirror walls in an

illustrated catalog. Before and after photos show a typical installation. Details given on construction, sizes and features of these mirror walls. Bailey-Kelleher Co., Dept. AB, 500 Bellevue Ave., Detroit 7, Mich.

Circle No. 566 on reply card, p. 150

COLOR CLASSIFICATIONS for all asphalt tile on one chart. A useful guide in selecting your tile. Indicates what colors and patterns are

available, which tiles give same color tones. Asphalt and Vinyl Asbestos Tile Institute, Dept. AB, 101 Park Ave., New York 17, N.Y.

Circle No. 567 on reply card, p. 150

NEW WATER REPELLENT is announced in descriptive bulletin. This invisible silicone-base water repellent is for above-grade exterior masonry surfaces. Gives application methods and illustrates advantages. National Asphalt Corp., Dept. AB, Bulkley Bldg., Cleveland 15, Ohio.

Circle No. 568 on reply card, p. 150

NEW BEAUTY IN BRASS is the title of a four-page catalog from Gerber. Highlighted is the All-Wall design. These new fixtures can be adjusted to fit all wall depths. Installation is quick. Gerber Plumbing Fixtures Corp., Dept. AB, 232 N. Clark St., Chicago 1, Ill.

Circle No. 569 on reply card, p. 150

MASONRY COATINGS are described and illustrated in a handy reference catalog from Seddon. Shows before and after photos of a wall coating used to seal and decorate basement walls. Discusses foundation coatings, too. The Seddon Co., Dept. AB, Box 36, Springfield, Ohio.

Circle No. 570 on reply card, p. 150

INFORMATION ON PAINTS . . . specifically acrylic emulsion paints for exterior masonry. Booklet includes details on the development of water-thinned paints. Also shows outdoor uses on varied surfaces. Rohm & Haas Co., Dept. AB, Washington Sq., Philadelphia 5, Pa.

Circle No. 571 on reply card, p. 150

TIMBER FABRICATION booklet features types and uses of prefab timbers and lumber. Illustrates truss and lamella roof construction. Describes varied uses of prefab timber in schools, churches, commercial buildings. Rosboro Lumber Co., Dept. AB, Springfield, Ore.

Circle No. 572 on reply card, p. 150

TRUCK-MOUNTED BACKHOE is designed for complete mobility. Digs 12½' deep in any position of 190° arc. Travels at regular truck speeds, is ready in seconds at jobsite. More features cited in catalog. Ottawa Steel Div., Young Spring & Wire, Dept. AB, Ottawa, Kans.

Circle No. 573 on reply card, p. 150



GROOVED VERTICAL SIDING

6 "boards" at a time
32 sq. ft. sided with only 50 nails

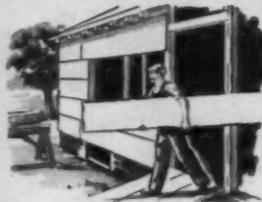


5/8" THICKNESS OFFERS DEEPER GROOVES—DEEP-GROOVING GIVES THAT "NATURAL" LOOK WITH INVISIBLE JOINTS

Homasote Grooved Vertical Siding is the quality exterior finish that any home can afford. GVS gives the rich effect of 8"-wide vertical planking, yet the 4"-wide panels save costs in both time and materials.

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This is the easy-handling board with weatherproof qualities. Homasote Sheathing saves you construction worries—because it need not be covered until convenient. And this famous product adds valuable insulating qualities to the finished house.

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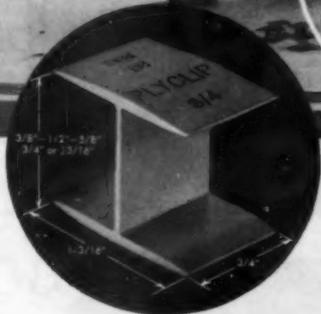


Send the literature and/or specification data checked:

- Grooved Vertical Siding Panel-Tile (on 4' x 8' panels)
 Sheathing Beveled (clapboard) Siding
 Underlayments Homasote Handbook

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TRANE Climate Changer units are versatile: you may install just heating when you build—add the cooling later, or offer cooling as an optional feature. The TRANE heating units are designed, *from the beginning*, to go with cooling. And there are TRANE units to cool any home... to go with any kind of heating system. Best of all, TRANE equipment costs no more, *often less*, than other makes. And every TRANE installation is handled by a carefully selected and trained engineering contractor. Equipment is installed right the first time to eliminate trouble calls and complaints. Units are *matched* to do the job. The name TRANE on your heating-cooling

systems means *full capacity*... trouble-free operation. And it says to prospective buyers, "This is a quality home!"

Want more facts? Call your nearby TRANE Sales Office, or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

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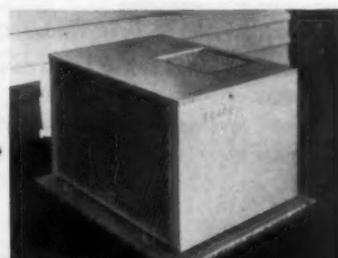
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For cooling with any heating system, install this Climate Changer fan-coil unit. Fits into just 5 square feet in attic, utility room, basement or garage. Ideal for use with TRANE Baseboard and similar types of heating systems. Sizes to cool any home or small commercial building.

Needs no water! Compressor and condenser unit for TRANE Climate Changers described above is air cooled... eliminates water supply and disposal problems. Installed outside the home or building. Features high capacity, quiet operation and small dimensions.



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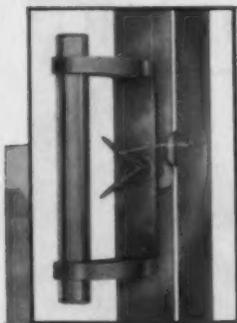
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- Flat sill.
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- Preglazed or KD units.
- Single glaze doors now in sizes to 8 ft. in height.

More sales . . . because your prospective home buyer will like the clean crisp style and beauty of the Hi-Lo. Its many premium features — and fingertip operating ease — will please your buyer and show him that you are offering the greatest dollar for dollar quality values.

More profit . . . because Hi-Lo's superbly engineered quality and rugged construction allows you to install it and forget it. No costly, time consuming call backs!

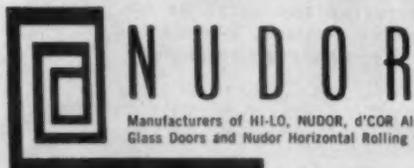


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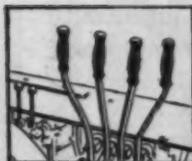


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"Kwik-Fit"
**STEEL DOOR
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(Made under Patent No. 2,835,933)

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SMOOTH, RANCH-TRIM LOOK!

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Rubber bumpers on strike jamb.

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Made of best grade bonderized galvanized steel—for a lifetime of rust-resistance and paint adhesion.

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The Work Bull 303 and 500 Loader rig have been designed to work together as an integrated unit for performance far above anything else in the medium equipment class. With instant reversing (acceleration and direction of travel are controlled by "side-by-side" forward and reverse foot pedals), torque converter, full-time power steering, 5-speed transmission in both directions, plus a 54.5 h. p. engine, you have power, speed, agility all in one package. The 500 Loader has low pivot points for "bull-dozer" type thrust, 43° rollback at ground level for bigger payloads and more breakaway, and telescoping arms for abnormal lifting height.

MANY ATTACHMENTS FOR MULTI-PURPOSE, HEAVY-DUTY JOBS This combination lets you get more production out of one machine because it is easily changed from a $\frac{7}{8}$ cubic yard Loader to a Rotary Sweeper, Angle Dozer, Lift Fork, Scarifier, Swinging Crane, or Pick-up Sweeper — right in the field if necessary. The Davis Backhoe attaches directly to the rig — removes in five minutes for all-around operations.

LOW PACKAGE PRICE This combination will cost you less than any other medium-sized, all-purpose rig. And because of its extreme versatility, maneuverability, and high quality, it will make you more money on a wider range of jobs.

OTHER MASSEY-FERGUSON INDUSTRIAL EQUIPMENT includes the Work Bull 1001 Multi-Purpose Tractor Loader (60.3 h. p.), Work Bull 202 (40 h. p.) with integrated Davis Loader-Backhoe, and the Work Bull Fork Lift with 10 easy-to-change attachments.

For information on the complete Massey-Ferguson line ask for Brochure G-4. For specific information on the Work Bull 303 ask for Brochure W-3. Write Massey-Ferguson Industrial Division, 1009 South West Street, Wichita 13N, Kansas.



The Model 210 Davis Backhoe on the Work Bull 303 can dig flush by simply moving the most assembly from center to side.



The Rotary Broom on the Work Bull 303 has 96" swath, 30° left and right hydraulic angle control.



The Work Bull 1001 Multi-Purpose Tractor Loader converts into eight different machines.



**MASSEY-FERGUSON
INDUSTRIAL DIVISION**

SAM EISENBERG, an excavator who started business as a builder, has seen earth moving from both sides of the fence. Like any good boss, he can run all his machines himself, knows where and how they should be used.

LAND PLANNING
SECTION

Like any subcontractor, the earth-mover wants to keep his builder-customers in business. That's why, says excavator Sam Eisenberg, if you give him half a chance . . .



... your excavating sub can save

Excavating is an art, and a rough business too. Any builder who isn't an experienced excavator should hire someone who is. He'll save money."

Sam Eisenberg, whose advice this is, should know. He's been in both parts of the business. He is a partner in a firm that builds several hundred houses annually in New Jersey and Long Island. And he's also the head of a separate division of the firm, the Imperial Excavating Co., that does nothing but excavation work both for the parent company and for outside builders.

A smart builder, says Eisenberg, can save a lot of money on this earth-moving work if he follows a few basic principles.

- Find the best excavating contractor around. Ask other builders who's good and who's not so good. A contractor who overcharges, or gives bad

service, or who is incompetent, will have a bad reputation. Steer clear of him. If possible, get a local man. He's closer, so his service will be better and his moving charges less. And make sure that he has enough equipment. Different jobs need different machines, and the excavator who has the right machines for all jobs will work more efficiently, and cost less.

- When you find a good excavator, listen to him. Says Eisenberg: "When I give a builder advice on excavating, I'm trying to save him money. I want him to hire me for all his jobs, and if I can help him cut costs, he'll get bigger and I'll get more work. So when I suggest something, I'm trying to help him. I've had more experience than he has, and I know more of the answers."

- When you find a good excavator, stick with him. When you need emergency help, you'll get the best



SMALL EQUIPMENT like this D-6 bulldozer is economical for many jobs where it isn't overloaded. But often an inexperienced builder will hire too small a machine just because it's cheaper by the day.



LARGE EQUIPMENT like this 25-yard scraper and D-8 bulldozer can cost many times the rate of the little machine. But on big jobs, their speed will more than make up the difference in rate.

you money

service if you have been a good customer.

- Do as much of your digging at one time as you can. Moving equipment to the job is a big part of costs; if you can dig several foundations at once, or hold off backfilling until you have several houses to do, your cost per house will go down. And if you're working a subdivision, your excavation contractor will be able to balance his cutting and filling operations, keeping the cost to a minimum.

- Unless you've had a lot of experience, do your excavating on contract, not on day rates. It takes a certain amount of know-how to know that on a particular job, although a D-6 bulldozer costs only \$90 a day, it will take three times as long to do the work as a D-8 at \$140 a day. The excavating contractor has met most of the problems that come up. He'll do the job more efficiently and at a contract price, and you'll find that you will save money.

Good personnel counts too



"WE HAVE GOOD OPERATORS," says Eisenberg, "and they can check their own grades, set their own lines, and generally need less supervision. This means a saving for us, and we pass it on to the builder."

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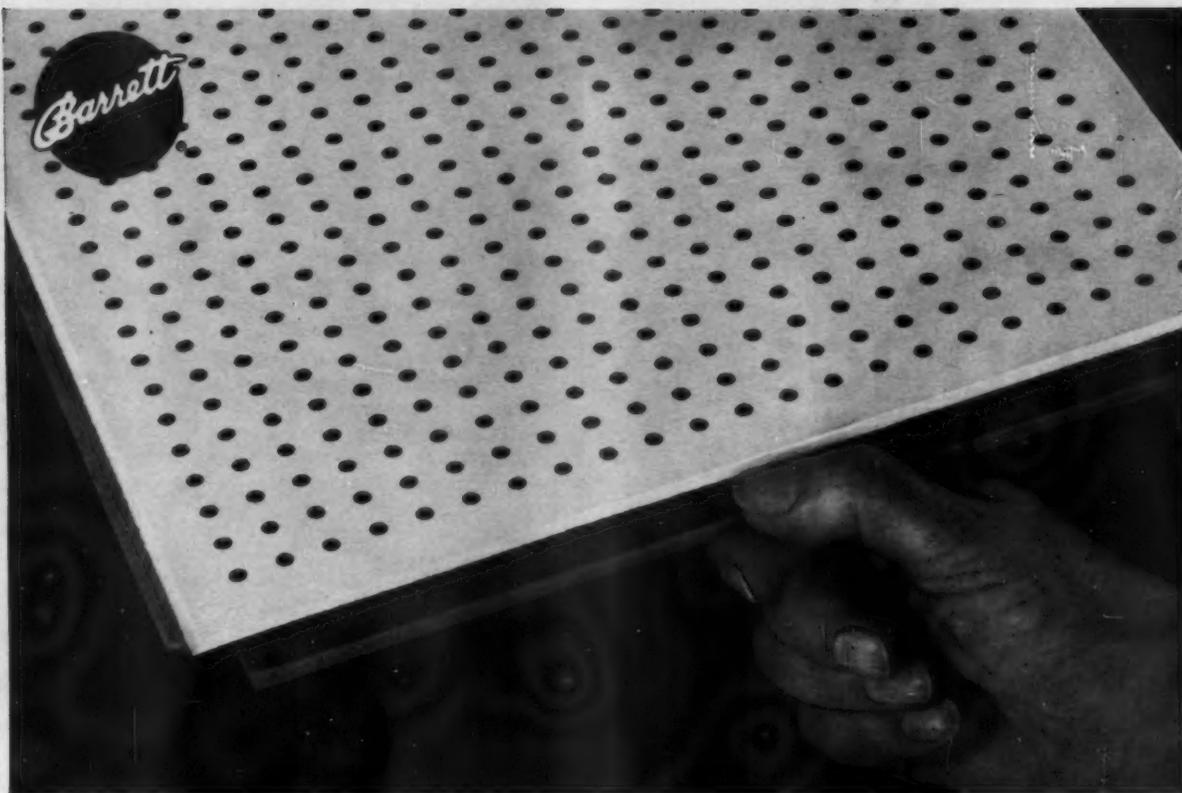
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Insulation • Building Board • Utility Board • Insulating Sheathing • Insulating Plank • Insulating Tile.

The greater strength of these products means less damage in transit and on the job . . . fewer returns and complaints . . . new ease of installation for tile, board and plank by do-it-yourself customers. The CHEM-FI process brings the biggest improvement to insulating board since its introduction. If you haven't seen the difference, and had it demonstrated to you, call your Barrett representative now. Or write directly to:

THE MICROSCOPE PROVES THE DIFFERENCE!



LEFT:
THE CHEM-FI PROCESS—This microphotograph of Barrett Insulating Board shows the long, interlocking wood fibers that provide reinforcement . . . give the board superior strength.



RIGHT:
OTHER PROCESSES—This microphotograph shows typical fiber distribution of insulating board made by other processes. A few fibers are long, but many are powder-like, providing no reinforcement.



BARRETT DIVISION
40 Rector Street, New York 6, N. Y.

WALLS and CEILINGS

What

**Buyers want ... a variety
of decorator finishes
in their homes ...**

How

**Builders can benefit
... by using these
finishes ... and saving
time and money ...**

Variety—that's what home buyers want in wall and ceiling finishes. Eye appeal, emphasized by consumer advertising, has intensified the demand. In AMERICAN BUILDER's September survey, builders indicated that their customers' four top preferences (not considering cost) were: wood paneling, wall paper, ceramic tile, and wallboard, in that order.

Acoustical tile and wood were consumer choices for ceiling materials.

Besides variety, home buyers like: the life-of-the-home guarantees with wood paneling; the damage-resistant surfaces; the fact that wood and tile don't have to be redecorated; the acoustical properties and patterns of ceiling tile.

The majority of builders answering the survey used only one finish per room. But, in answer to the demand, many offer a different finish for one room—family room or den. Only a few combined two finishes in one room.

Consumer appeal and cost were the two factors considered when choosing finishes, builders admitted. Durability of the product was considered last.

Despite the consumer preference for variety, most builders use paint and plaster, wallboard and paneling, in that order.

But, the trend is definitely toward low-cost, highly-styled wall and ceiling coverings that build and decorate in one operation.

Paneling fell in the time-saving (therefore cost-saving) category because: it is prefinished; carpenters can do the job; large panels go up quickly. Paint was a second choice. Builders feel it is the quickest and that their men already know how to use it. Wallboard was third. Reasons: easier and cheaper.

Acoustical tile was listed as the most time-saving ceiling finish to work with—and as the one most builders preferred.

In face of the consumer demand, builders are making demands on the manufacturer. They want: more convenient sizes; lighter weight panels; cheaper materials.

In return, manufacturers are stressing ease of installation, variety of panel sizes, durability, prefinished and predecorated products, and elimination of time-consuming tasks associated with other finishes.

**American
Builder
BUYING GUIDE**

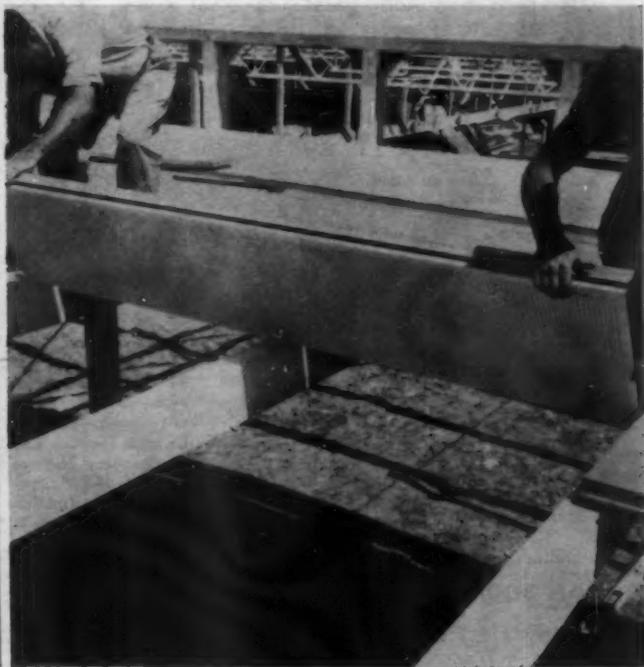
National survey results



TYPICAL of the wood ceiling finish desired by home buyers, these glued, laminated ceiling beams provide an interior of large dimension. Roof deck is of the same wood. Southern Pine Assn. (Circle No. S74, p. 150.)



ACOUSTICAL TILE—desired by buyers and preferred by builders. They like its low-to-medium installation cost, moisture resistance, durability and decorator interest. Celotex Corp. (Circle No. S75, p. 150.)



ROOF DECKING is installed quickly and economically. Panels eliminate need for ceiling joist. Fewer roof beams are required as decking spans 32" and 48" instead of 16". Simpson Logging Co. (No. S76, p. 150.)



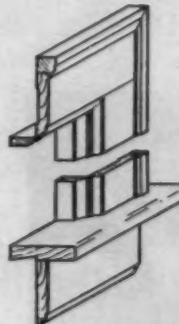
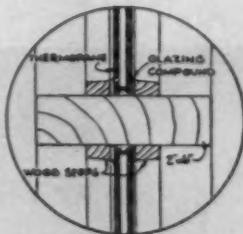
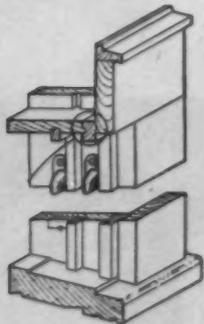
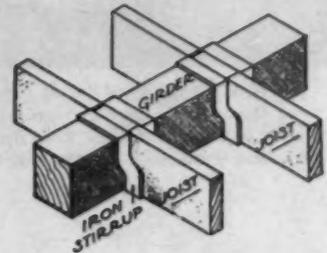
WOOD TEXTURED, plastic finished wall panels are hard, yet flexible. Soil-proof, moisture-proof finish makes them time and money savers. Panels are easy to cut and install. Marsh Wall Products. (No. S77, p. 150.)

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—Cornices and Gutters—Roofing—Porch and Bay Framing—Exterior Wall Covering—Interior Wall and Ceiling Covering—Stairs—Trim—Window and Window Walls—Doors—Builders' Hardware and Fasteners—Closets, Shelving and Built-ins—Finish Flooring—Garages—Thermal Insulation and Moisture Barriers—plus Appendices: Prefabrication—Principles for Construction—Safety for the Carpenter and Glossary—Index.

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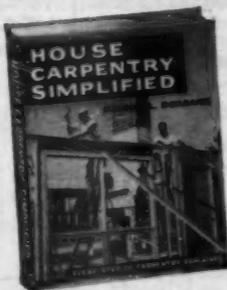
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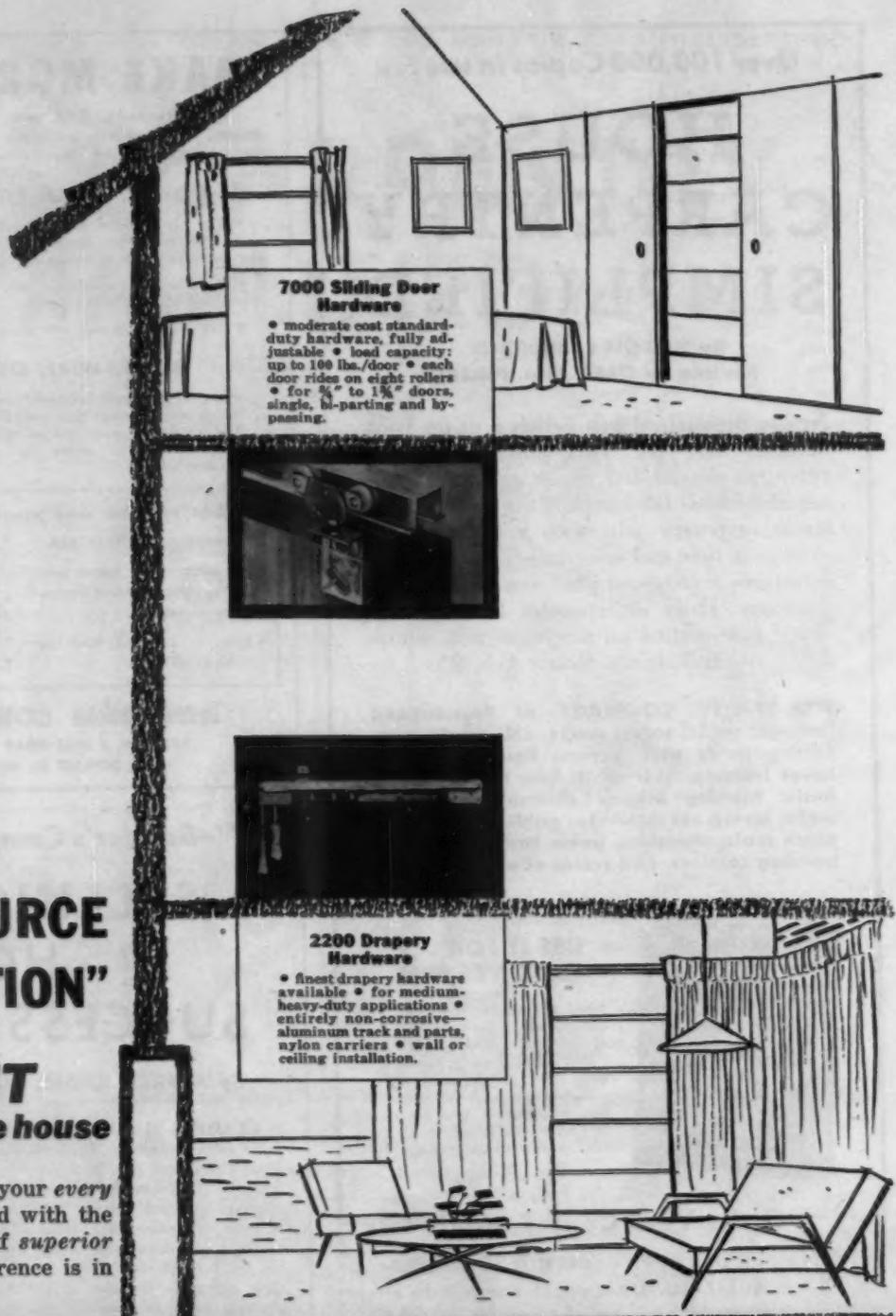
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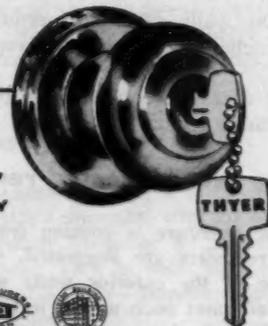
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How to locate sources of moisture

If buyers are giving you a "hard time," calling you back because of paint failures on the wood siding you have installed—you will find the following checklist very helpful in locating the cause of this failure.

In all but a few cases, paint blistering and staining on house siding are caused by the presence of excess moisture in the house. Some builders use simulated wood siding. Even with the use of simulated wood siding, the problem of unwanted moisture still exists. Sources of moisture can be located, however, and effective steps can be taken to alleviate the situations as you will see below. Checking should be done so that unwanted moisture does not continue to pose a real threat to the structural soundness of the house.

John Reno of The Pacific Lumber Company and Don Laughman of the Forest Products Laboratory have put their heads together and come up with the excellent checklist shown on these two pages. Here are some of their comments: the work sheet is not a sure-fire method for immediately locating the source of the moisture, but is a good guide to start with. It should be at hand when making an inspection. Check the square provided after each statement on the sheet that you find to be true for your situation. The rules are not hard and fast. For example, although blisters (due to inside vapor) occur very frequently on the north wall, they often appear on other walls of the house as well.

This fact should be considered when analyzing the complete work sheet after an inspection.

Here's your work sheet—check those that fit your situation

1 Inside vapor is probably the cause if blistering occurs:

- Early in the spring before rains.
- Mostly on the north side of the house—because this is the coldest wall. Consequently vapor inside the house would have a tendency to move to and through it.
- On walls of heated buildings only; for instance, not on unheated garages.
- As bad on siding protected by roof overhang as on siding not so protected.
- On walls of high humidity rooms like the kitchen, bathroom and laundry.
- If excessive condensation occurred on windows during winter just passed.

Here are suggested remedies:

If the moisture is coming from the inside, various remedies are suggested. One is to coat the inside of the exterior walls with a good vapor-barrier paint such as the following: Two coats of aluminum paint made up of one gallon of good

varnish—30 to 35 gallons long; 1¼ lbs. of paste aluminum—varnish grade. Use 1 pint of turpentine or mineral spirits for thinner in first coat.

Spread each coat of paint about 450 to 550 sq. ft. per gallon. Allow 48 hours between coats and at least one week between the second coat of paint and wall papering or decorative painting. For absolutely best results, paint in all corners, under moulding fixtures, etc.

If the attic floor is insulated, the ceiling below should be painted with two coats of this aluminum paint unless a proper vapor barrier had been previously installed in the ceiling.

Another remedy is to vent to the outside the excess humidity that is in the house. This can be done by installing vent fans in the kitchen, laundry and bathroom.

Still another remedy is the use of dehumidifiers.

2 Rain water is probably the cause if blistering occurs:

- Soon after rains.
- In late spring or summer.
- Mostly on south and west walls because of prevailing winds and rains.

GUIDE FOR THE MONTH OF SEPTEMBER

causing paint blisters

- On walls of unheated rooms—garage for instance.
- On openly exposed siding only; for instance, not directly under wide eaves. Houses with little or no eaves are very susceptible.
- At joints where ends of siding butt against doors, windows, sloping roofs or ends of other pieces of siding.
- Close to poorly flashed windows and doors.

Here are suggested remedies:

If the trouble is due to rain getting behind the siding, the remedies are obvious: improve flashing, caulk openings, brush a good water repellent along the lower butt edge of bevel siding and any other corrective measure that appears needed to keep the rain water out where it belongs.

3 Miscellaneous moisture causes:

- Melting ice that dams in gutters. This would occur only on walls with gutters—not on walls with gable ends.
- Dew causing stains on poorly painted walls—heated or unheated.
- Excessive sprinkling causing blisters or stains on any wall.
- Moisture from crawl space causing blisters on any wall.
- Moisture from condensation on cold water pipes close to siding.
- Moisture from bushes or other vegetation close to house walls.
- Moisture absorbed by siding touching the ground.
- Painting green or partially dry siding can cause paint peeling. Only kiln-dried siding should be

used. Morning dew should have dried before painting of the house is begun.

- Excessive total thickness of paint film due to repeated repainting can result in peeling caused by great weight of paint—also blistering due to thick paint becoming a vapor barrier.

Here are suggested remedies:

Remedies for the third set of symptoms are quite simple. Dew cannot cause trouble by going through pin-holes in house paints if a good paint has been properly applied.

The ground of all crawl spaces should be properly covered with good soil covers. Vegetation should not be too close to the house walls. Keep in mind that the lowest piece of siding on house or garage should be at least 6" above the ground.

4 Causes not related to moisture:

- Peeling of top coat off the prime coat is sometimes caused by too long a delay in applying the second coat after application of the prime coat—within a week or two after the prime coat is applied is best.
- Chemical blistering which occurs, usually, within two or three days after a new paint job. It is thought one cause of this may be that one coat of paint may be incompatible with the next coat. There is a glossy surface on the underside of the blister and no water is present. Looks like Swiss cheese under a microscope.
- Temperature blistering which is due to sun heating paint shortly after applied. It usually appears in two or three days. Generally it does not occur on the north side of the house.

Here are suggested remedies:

One way to prevent chemical blisters is by making sure your new paint is compatible with the older coats. Prevent temperature blistering by following the sun around the house. That is, paint each wall after the sun has passed over it—insuring against overheating the fresh paint.

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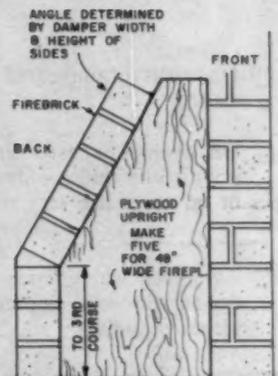
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How to do it better



PLYWOOD patterns fastened to wood frame hold fire brick in place until mortar sets—it saves time—gives better job—and it's reusable too.



Bracing pattern simplifies fireplace construction

I have been a subscriber to your magazine for years.

In the above sketch and photo you'll find an idea of mine that has simplified the construction of fireplaces for me. I trust it will be helpful to your other readers.

To make it: you start out by cutting the uprights the shape you wish the back of fireplace to be. They can be made of $\frac{5}{8}$ " or $\frac{3}{4}$ " sheathing grade plywood. Take care to make them exactly alike. Next lay the bottom row of fire brick. Put one upright on each joint. It takes five uprights for a 48" fireplace. Plumb the uprights and brace both the top and bottom. The joint of the second row of bricks will fall between the uprights.

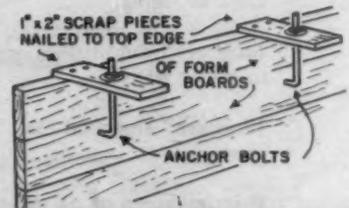
You also can use the uprights to get the angle of the side walls by holding a straight edge along the back of the uprights and then marking the top and bottom of the fire brick.

H. J. Nykerk, Holland, Mich.

Quick method for setting anchor bolts before pouring

In concrete slab work where form boards are used only around the outer edges of the slab, the method illustrated at the right can be used to good advantage. Bolts are held in position while the concrete is poured around them—fixing them in proper finished position.

W. D. Coffey, Rochester, N.Y.



(Continued on page 204)

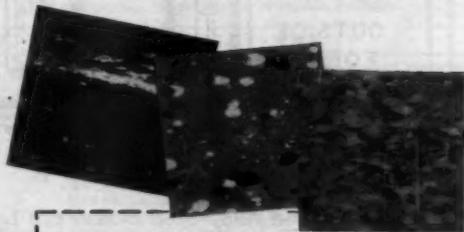
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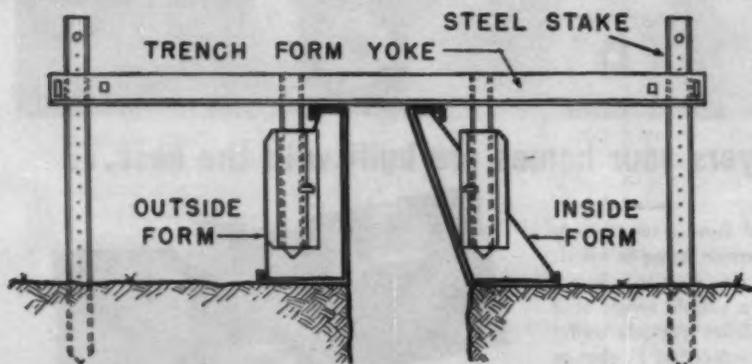
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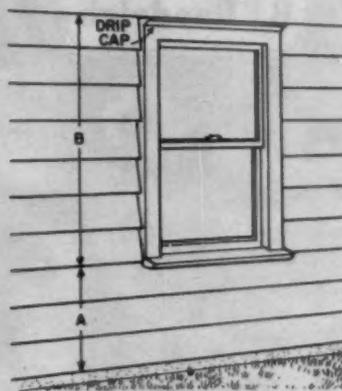
Symons Hi-Carbon Alloy Steel Stakes can be used for bracing, footings, curbs and gutters. Available in 12, 18, 24, 30, 36 and 42 inch lengths. Symons Forms and Stakes may be rented with purchase option. Additional information on these Symons Products available immediately upon request.

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HOW TO DO IT BETTER

(Continued from page 202)

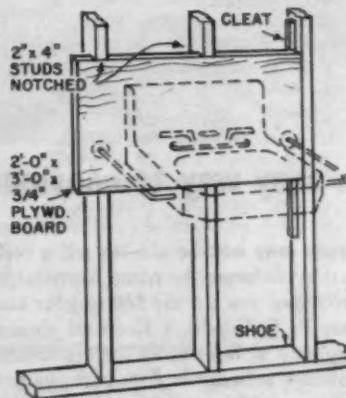


How to align siding with door and window openings

When applying siding or shingles, a nicer appearance results when the horizontal lines line up with the tops and bottoms of door and window frames. This can be done by increasing or decreasing the exposed width of the courses encompassed by distances A and B as the top or bottom of the window or door is approached.

Making a slight adjustment in each course will not be noticed if the adjustments are spread uniformly over the courses.

Henry Josephs
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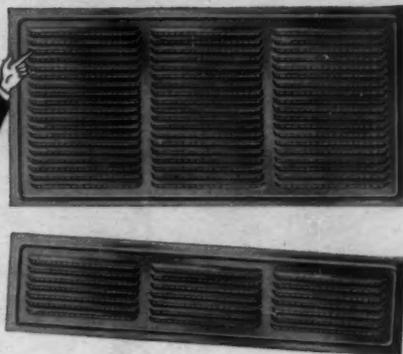
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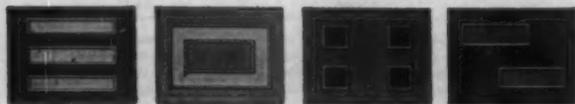
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(Continued from page 128)

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2500# Conc. Fnd., Pier & Chm Footing	340 cu. ft.
2500# Conc. Fnd., Pier & Chm Footing Forms	630 sq. ft.
2500# Conc. Structural Piers	115 cu. ft.
2500# Conc. Structural Pier Forms	440 sq. ft.
2500# Conc. Foundation Wall	115 cu. ft.
2500# Conc. Foundation Wall Forms	345 sq. ft.
2500# Conc. 4" Floor Slab O.G.	40 sq. ft.
2500# Conc. 4" Terrace & Shop Slab O.G.	535 sq. ft.
2500# Conc. 4" Hearth Slab O.G.	15 sq. ft.
2500# Conc. 10'x7" Stair Form & Finish	10 lin. ft.
2500# Conc. 10'x7" Stair Form & Fill	15 lin. ft.
Manolithic Shop & Terrace Fl. Finish	595 sq. ft.
Kraft Paper Shep Prot. & Cur'g.	635 sq. ft.

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Face Brick 4" Ext. Wall Veneer	1,825 sq. ft.
Face Brick 4" Terr. & Prch Wall Veneer	105 sq. ft.
Face Brick 4" Ext. Chm. Veneer	30 sq. ft.
Face Brick 4" Interior Partition	130 sq. ft.
Face Brick 8" Retaining Wall	80 sq. ft.
Common Brick Chimney Construction	170 cu. ft.
Face Brick 4" Int. Chm. Veneer	150 sq. ft.
Five Brick 4" Hrb. & F. P. Lining	25 sq. ft.
Slate 1" Hrb. Paving	10 sq. ft.
Vit. T.C. 12"x16" Flue Lining	15 lin. ft.
2500# Conc. 12"x18"x2" Splash Blocks	4 units
2500# Conc. 2'6"x3'4" Chm Cap	1 unit
2500# Conc. 10'x2" Wall coping	10 lin. ft.
Acid & Mortar Exposed, Brick Clean & Point	2,400 sq. ft.
Mastic Door & Wedw. Caulking	385 lin. ft.
Flagstone 2" Prch. & Vest. Paving	115 sq. ft.
Metal Wall Ties	1,470 units

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4"x4" Fir Carport Columns	30 lin. ft.
4"x4" Fir Window Mullions	20 lin. ft.
2-2"x10" Fir Floor Joists Box Beams	245 lin. ft.
2-2"x10" Fir Ceiling Beam	15 lin. ft.
2"x10" Fir 16" o.c. Fir. Joists	1,770 sq. ft.
2"x8" Fir 16" o.c. Ceil. Joists	1,645 sq. ft.
2"x8" Fir Valley Rafters	105 lin. ft.
2"x8" Fir Ridge Board	80 lin. ft.
2"x8" Fir Fascia Blocking	35 lin. ft.
2-2"x8" Fir Window Headers	60 lin. ft.
2-2"x8" Fir Window Headers	40 lin. ft.
2"x6" Fir Fascia Blocking	230 lin. ft.
2"x6" Fir Wall Sill	100 lin. ft.
2"x6" Fir 16" o.c. Ceil. Joists	390 sq. ft.
2"x6" Fir 16" o.c. Roof Joists	2,805 sq. ft.
2"x6" Fir 16" o.c. Wall Part. S&P	170 sq. ft.
2"x4" Fir 16" o.c. S&P, Outlookers	525 sq. ft.
2-2"x4" Fir Wall Plate	180 lin. ft.
2"x4" Fir Int. Fascia Blocking	25 lin. ft.
2"x4" Fir Clothesline Rack	70 lin. ft.
2"x4" Fir Wall Plate	60 lin. ft.
2"x4" Fir 16" o.c. Soffit	35 sq. ft.
2"x6" Fir 16" o.c. Wall Part. S&P	1,685 sq. ft.
2"x4" Fir 16" o.c. Wall Studs S&P	1,685 sq. ft.
2"x2" Fir Joists Lumber	50 lin. ft.
2"x2" Fir Fascia Blocking	40 lin. ft.
1"x6" Fir T&G Floor Lining	1,770 sq. ft.
1" Insulated Wall Board Lining	1,225 sq. ft.
Plywood Fir 1/2" Roof Lining	2,805 sq. ft.
15# Felt Floor Isolation	1,770 sq. ft.
Fabric Wind. Sill Flashings	70 sq. ft.
30# Tar Paper Basement Flashings	2,805 sq. ft.
Rockwool 4" Ceiling Insulation	1,790 sq. ft.
Rockwool 4" Wall Insulation	1,225 sq. ft.
Plyscore 3/8" Floor Lining	240 sq. ft.
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1 3/4" Birch Ven. 5'x7' Ext. Gla. Door, F. & T.	1 unit
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1 3/4" Birch Ven. 3'x6'8" Ext. Fish. Door, F. & T.	1 unit
1 3/4" Birch Ven. 3'x6'8" Ext. Glaz. Door, F. & T.	2 units
1 3/4" Birch Ven. 4'x6'8" Ext. Fish. Door, F. & T.	1 unit
1 3/4" Birch Ven. 4'1"x6'4" Int. Fl. Slid. Door, Tr. F. & T.	1 unit
1 3/4" Birch Ven. 4'6"x6'8" Fold. Door, F. & T.	4 units
1 3/4" Birch Ven. 2'6"x6'8" Slid. Door, Tr. F. & T.	1 unit
1 3/4" Birch Ven. 4'x6'8" Fold. Door, F. & T.	1 unit
1 3/4" Birch Ven. 2'6"x6'8" Int. Door, F. & T.	1 unit
1 3/4" Birch Ven. 2'6"x6'8" Int. Door, F. & T.	3 units
1 3/4" Birch Ven. 2'4"x6'8" Int. Door, F. & T.	1 unit
1 3/4" Birch Ven. 1'9"x2'10" Dol. Door, F. & T.	1 unit
1 3/4" Birch Ven. 2'6"x6'8" Slid. Door, F. & T.	2 units
1 3/4" Pine & Gl. 2'4"x6'8" Ext. Window, F. & T.	1 unit
Pine & Gl. 2'x2" Int. Transom, F. & T.	1 unit
Pine & Gl. 1'6"x6'6" Int. Window, F. & T.	1 unit
St. Steel 2'x2'4" Din. Serv. Shutter	1 unit
3/4" Cedar T&G Ext. Wall VJ Paneling	25 sq. ft.
3/4" Cedar T&G Int. Wall VJ Paneling	60 sq. ft.
1x8 Pine Int. Fascia Board	25 lin. ft.
W. P. & Plyw. 2'x2" Ceil. Scuttles	2 units
W. P. D.45. 2'x6" Din. Rn. Open Studs	35 lin. ft.
1"x6" Pine Ext. Fascia Board	230 lin. ft.
1"x6" Pine Int. Fascia Board	40 lin. ft.
1"x6" Pine Wall Base	320 lin. ft.
1"x6" Pine Int. Soffit Board	40 lin. ft.
1"x6" Pine Ext. Soffit Board	230 lin. ft.
1"x2" Pine Ext. Wall Buttons	105 lin. ft.
3/4" Pine Closet Cloot & Shelving	70 sq. ft.
W. P. & Mesh 12x2" Gable Louv., Scr. & Acc.	2 units
Bir. Plyw. 2'3x1'6x4" S. R. Chest	1 unit
Bir. 8'x4'6x8" L. R. Stor. Cab. & Acc.	1 unit

Bir. Plyw. 2'2x2'4x6' B. R. Chest	1 unit
Tect. Plyw. 1/2" Soft Boarding	523 sq. ft.
Tect. Plyw. 1/2" Ext. Wall Paneling	105 sq. ft.
Wd. or Plastic 9'x8'4 Fldg. Door & Acc.	1 unit
Wd. or Plastic 2'x6'8 Entry Panel	1 unit
Dbl. Clr. Glas. Window Panes	265 sq. ft.
Pl. Glass Sl. Door Panes	120 sq. ft.

CERAMIC FLOOR & WALL TILING

Ceramic Bath Room Floor Tile	75 sq. ft.
Mastic Bath Room Wall Tile	130 sq. ft.
Cer. Shower Tile	105 sq. ft.
Cer. Shower Floor Tile & Recept.	10 sq. ft.
Cer. 6" Wall Base	45 lin. ft.

WOOD FINISH FLOORING

Oak 3/4" Finish Flooring	1,240 sq. ft.
Pine 3/4" Finish Flooring	75 sq. ft.

METAL MISC. & ORNAMENTAL WORK

3 1/2"x3 1/2"x1/2" Stl Fireplace Lintel	5 lin. ft.
Cast Iron 8"x48" F. P. Dampor	1 unit
Cast Iron 4"x8" Ash Dump	1 unit
Aluminum 8"x16" Brick Vents	8 units
1/2" Steel 10" Anchor Bolts, N&W	65 units

ALUMINUM DOOR, WINDOW, F&T—GLAZED

Alum. Sash 27x2'8 Fx. & Pri. Wind., F&T 7 Sec.	1 unit
Alum. Sash 3'x3'6 Pri. Wind., F&T	1 unit
Alum. Sash 2'8"x3'6" Pri. Wind., F&T	1 unit
Alum. Sash 3'x4' Pri. Wind., F&T	1 unit
Alum. Sash 3'x3' Pri. Wind., F&T	1 unit
Alum. Sash 6'6"x3' Pri. Wind., F&T Double	2 units
Alum. Sash 10x3' Fx. & Pri. Wind., F&T Triple	1 unit
Alum. Sash 2'x3'6 Pri. Wind., F&T	1 unit
Alum. Sash 8'x8' Slid. Dr., Slid., F&T	2 units

PREFINISHED CABINETS & ACC.

Laminated Plastic Counter Tops	25 sq. ft.
Wd. or Mtl. 3'2x2'x3' Base Cab. & Acc.	1 unit
Wd. or Mtl. 2'2x2'x3' Sink Cab. & Acc.	1 unit
Wd. or Mtl. 5'8"x2'x3' Range Plate Cab. & Acc.	1 unit
Wd. or Mtl. 5'4"x3'10"x1'4" Wl. Cab. & Acc.	1 unit
Wd. or Mtl. 2'6"x2'4"x1'4" Wl. Cab. & Acc.	1 unit
Wd. or Mtl. 7'8"x1'6"x1'4" Wl. Cab. & Acc.	1 unit
Wd. or Mtl. 5'6"x1'8"x3' 2-Lav. Sink Cab. & Acc.	1 unit
Wd. or Mtl. 5'x1'8"x3' 1-Lav. Sink Cab. & Acc.	1 unit

GYP BD. 1/2" WALL & CEIL. BOARDING

Gyp. Board 1/2" Ceiling T. J. Boarding	1,585 sq. ft.
Gyp. Board 1/2" Wall T. J. Boarding	3,595 sq. ft.
Gyp. Lath 1/2" C. T. Wall Lining	235 sq. ft.
Metal Corner Bords	75 lin. ft.

METAL SHEET WORK

26GA. Gal. Ir. Roof Canopy Deck & Acc.	25 sq. ft.
26GA. Gal. Ir. Chimney Flash	10 sq. ft.
26GA. Gal. Ir. 3" Rain Leaders & Acc.	40 lin. ft.
26GA. Gal. Ir. 3"x4" Rain Gutter & Acc.	230 lin. ft.
Gal. Ir. 8" Window Flashing	65 lin. ft.
Gal. Ir. 8" Terr. Flashing	45 lin. ft.

PLUMBING SYSTEM & FIXTURES

Water Serv. Connect & Piping	1 unit
Storm Drainage & Piping	1 unit
Sanitary Drainage Connect & Piping	1 unit
Gas Serv. Connect & Piping	1 unit
Lavatory Piping & Accessories	3 units
Dbl. Kit. Sink Piping & Accessories	1 unit
Water Closet Piping & Accessories	2 units
Wash. Machine Piping & Accessories	1 unit
Bath Tub, Piping & Accessories	1 unit
Shower, Piping & Accessories	1 unit
Dish Washer Piping & Accessories	1 unit
Hose Bibb, Piping & Accessories	2 units
Gas Hot Wtr. Heater, Pipp. & Accessories	1 unit
Gas Furnace Connect, Pipp. & Accessories	1 unit

HEATING & VENT. SYSTEM & FIXTURES

Gas Wrm. Air Furnace & Accessories	1 unit
Gas Wrm. Air Ducts & Registers	13 units
Gas Wrm. Air Temp. Control Equipment	1 unit
Electrical Service Switch Panel & Switch	1 unit
Gas Furn. & H. W. Hr. Stack Piping	15 lin. ft.

ELECTRICAL SYSTEM & FIXTURES

Electrical Service Connection	1 unit
Electrical Service Switch Panel & Switch	1 unit
Convenience Outlets & Wiring	33 units
Switch Outlets & Wiring	32 units
Light Outlets & Wiring	33 units
Light Wall & Ceil. Fixtures	30 units
Entrance F. B. Chime & Wiring	1 unit
Telephone Service Connection	1 unit
Telephone Service Outlets	2 units
Television Antenna & Wiring	1 unit
Exhaust Fan, Connect. & Wiring	2 units
Furnace Connect. & Wiring	1 unit
Oven Connect. & Wiring	1 unit
H. W. Heater Connect. & Wiring	1 unit
Refrigerator Connect. & Wiring	1 unit
Range Connect. & Wiring	1 unit
Floor Strip Lighting & Access.	45 lin. ft.
Clothes Dryer Connect. & Wiring	1 unit
Clothes Washer Connect. & Wiring	1 unit
Dish Washer Connect. & Wiring	1 unit



rugged and handsome, too

Right down the line—Berry doors help sell prospects. These easygoing doors are up and over with hardly a murmur! They're Paintlok steel, too . . . won't swell or shrink, peel, check or rust. Other exclusive features pack additional buy-appeal. And installation's simple! What's more, all Berry doors carry a full five-year guarantee.

Small wonder Berry is the world's largest manufacturer of residential garage doors. Choose from one-piece and sectional models in sizes to meet almost any specification. Window lites and trim optional. See your building supply distributor or write: *Steel Door Corporation, 2400 E. Lincoln, Birmingham, Michigan.* In Canada: *Berry Door Co., Ltd., Wingham, Ontario.*



Distinctive styles! Fast and inexpensive with Custrim molding.

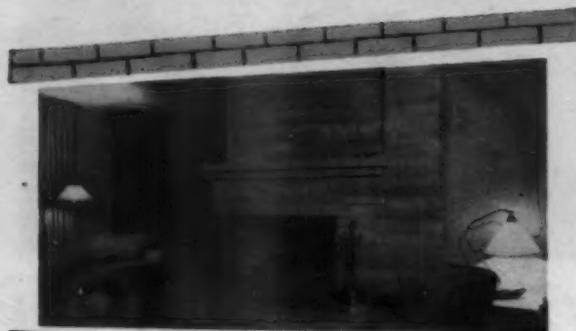
Berry

STEEL DOORS

83%
want a
fireplace
in their
new home



Give 'em what they want
...with **DONLEY**



A recent survey reveals that 83% of prospective new home owners want a fireplace in their home. They want fireplaces that will not smoke . . . fireplaces that burn easily with a minimum of fuss and mess.

This is why for over forty years builders everywhere have specified Donley products for successful fireplaces. Donley offers a complete line of dampers, ash dumps, cleanout doors, lintels and other fireplace equipment.

Use the coupon below to obtain Donley's "Book of Successful Fireplaces". It contains construction hints, diagrams and over 300 illustrations of indoor fireplaces.

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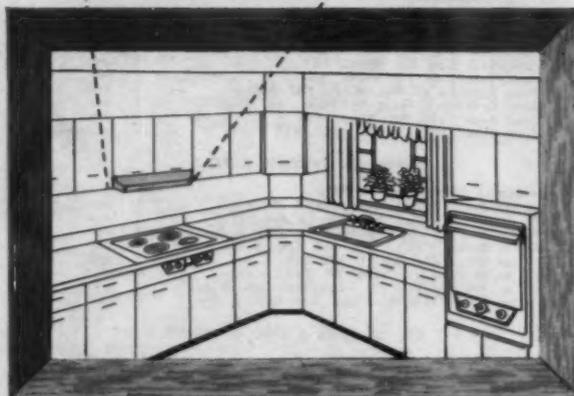


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All of these plus values come your way without any premium in price. So check into Broan as hundreds of alert contractors already have. Write today for the name of the distributor in your area and for a fully illustrated specification bulletin.

Broan MANUFACTURING CO., INC. 946 W. State St.
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Specialists in Quality Ventilating Equipment for Over 25 Years.

Look to **Rō-Way** Garage Doors for Top Quality in Every Model



Compare Ro-Way overhead type garage doors with any other make and you'll see why Ro-Way offers top value.

Greater dimensions in millwork and hardware . . . efficient design . . . skilled craftsmanship all combine to make the Ro-Way door an outstanding buy . . . a beautiful addition to any home . . . a rugged, smoothly-operating unit built to deliver long years of trouble-free service.

And best of all, this beauty and rugged construction are yours in every Ro-Way door—from deluxe models to the budget priced *Westchester*.

So compare. Then you, like thousands of builders, will choose Ro-Way, the garage door that sets the pace for quality.

Check These Rō-Way Features

Selected, kiln-dried west coast woods and hardboard panels. Mortise and tenon joints both glued and steel-pinned. Taper-Tite track and Seal-A-Matic hinges for easy opening, weather-tight closing. Quiet, smooth-gliding ball bearing rollers. Power-Metered Springs individually balanced to the weight of each door. All hardware doubly protected against rust and corrosion—both Parkerized and painted after fabrication.

New Model 80 electric operator and remote radio control now available. Write for details.

SEE OUR CATALOG

IN SWEET'S
ARCHITECTURAL
FILE
OR WRITE FOR COPY

there's a Rō-Way for every Doorway!



RESIDENTIAL • COMMERCIAL • INDUSTRIAL



ROWE MANUFACTURING COMPANY

792 Holton Street • Galesburg, Illinois



ATTRACTIVE back-to-front split is selling for \$11,990, without garage, in Marlton, N.J. (near Camden). First level includes: paneled rec. room, guest and utility rooms with adjoining lavatory; 2nd level: kitchen, dining and living room; 3rd level: three bedrooms and bath.

There are still a good many builders who persist in framing their split levels the same way they frame their ranches. They box-in separate sets of studs for each new level of the split.

The smarter and cheaper way is to employ balloon framing as Harry Lubell and his partner, Anthony Dioguardi, do in their new Heritage Homes Project. They find it keeps the cost of their splits down to a minimum (see photo left).

Another way they save money: They build as if it were a slab house. The framing starts just above the grade. Masonry costs are kept low. By pouring the center bearing footing and slab monolithically, four courses of block are eliminated. It costs them \$.40/block in place. For more on split-level framing, see our Oct. '57 issue, p. 228.

How to build a low-cost split ...

Photos: Joe Ferche, Technical Editor



POURING center bearing footing and slab monolithically saves four courses of block.

... treat it as a slab house ... and

SAVER FOR THE MONTH OF SEPTEMBER



"YOU CAN SAVE \$60 per house balloon framing your splits," says Harry Lubell. "We've tried it both ways. Balloon framing is better all-around construction. Once partitions with ledger boards are in place: unskilled labor does the rest."

SIXTEEN FOOT center bearing partition has three ribbons notched into it. 16' studs will support four tiers of floor and ceiling joists (fourth tier rests on top of plate). 12' rear wall has one ribbon, 4' above sill.

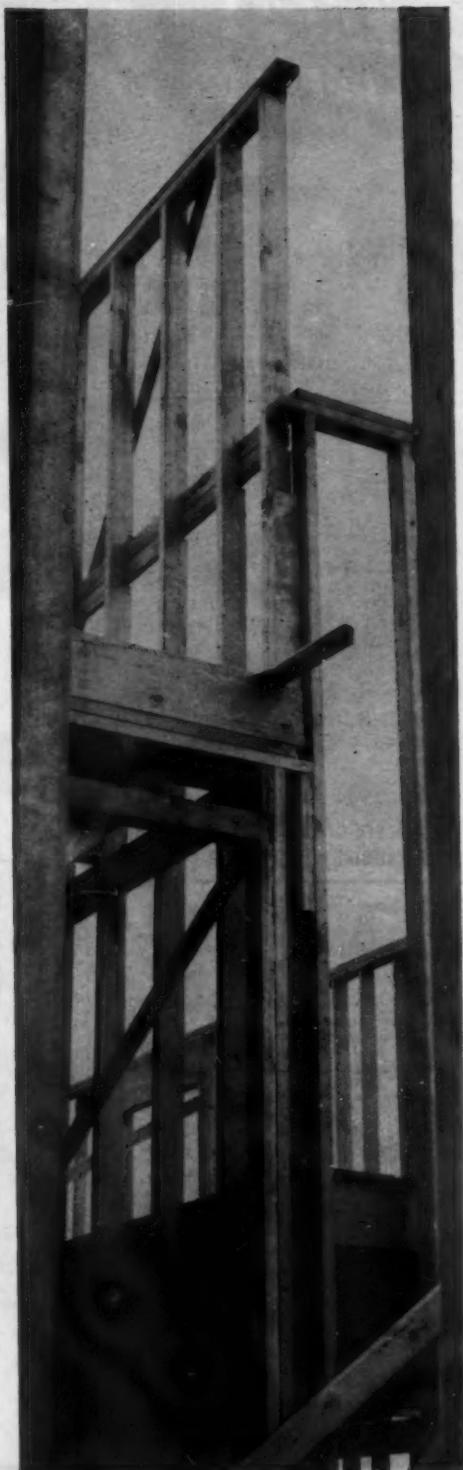
SIDEWALLS in 4 sections, were tilted up. Rear half ballooned up to overhang. Ridge pocket is framed in wall.



BECAUSE of 2nd floor projection, front half of house is framed conventionally. 2x12's are used at openings.



balloon frame it



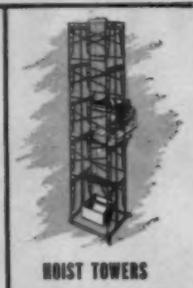
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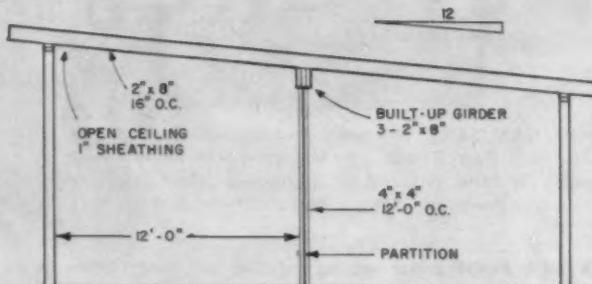


American
Builder

TRAINING YOUR MEN

Ask the experts ...

If I build a shed roof like this
will it frame correctly?



Information on the following shed-type of roof construction would be appreciated. The building is to be 24' wide and 40' long.

If native lumber (hemlock

or spruce) were to be used, would it be advisable in this locality? What reference books would be helpful?

Lloyd G. Reynolds
Peterborough, N. H.

Here's your answer ...

Hemlock or spruce seem to be satisfactory for this type of construction. Be sure to use lumber with a working stress of approximately 1,600 lbs. per sq. in. in bending.

Typical details of timber construction may be found in "Graphic Standards" and many smaller building con-

struction handbooks.

For more detailed information and for sizes based on various loadings, see: "Wood Structural Design Data," published by the National Lumber Mfg.'s Assn.

George Kennedy
Struct. Eng.
Chicago, Ill.

LOADING:

LIVE LOAD $25 \frac{**}{\square'}$
TIMBER $15 \frac{**}{\square'}$
 $40 \frac{**}{\square'}$ total

$$M = \frac{wl^2}{8} = fs$$

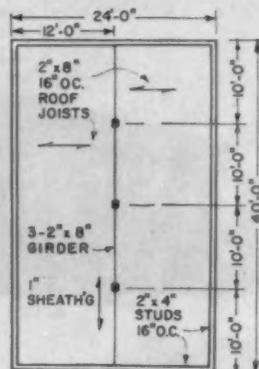
$$l^2 = \frac{8fs}{w} = \frac{8 \times 1600 \times 51.6}{40 \times 12 \times 12} = 115$$

$$l = 10.7'$$

$$H = \frac{15 \times 2400}{41.3} = 87 \frac{**}{\square'} \text{ O.K.}$$

$$\text{LOAD per COL} = 120 \times 40 = 4800$$

ROOF PLAN



(Continued on page 214)

BETTER ESTIMATING

is the



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You can become a successful building contractor by learning to estimate construction costs quickly and accurately. Bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or worse yet, too low?"

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THAT NEST TOGETHER, TAKING LESS COUNTER SPACE.



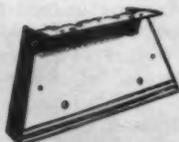
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for 1" x 4" and
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THE SECURITY HINGE THAT'S EASY TO INSTALL

No more unscrewing and screwing easy-to-lose set screws. Doors are hung faster than with any standard non-rising pin hinge when you specify new Griffin-Grip hinge.

MAXIMUM SECURITY when the Griffin-Grip Hinge is closed.

NON-RISING FEATURE, TOO. If the pin has a tendency to rise, the ball moving into the groove of the pin will automatically reset the pin as the door is closed.

New Griffin-Grip is available on all ball-bearing and all template hinges 4" and larger in all standard hardware finishes. See your dealer or write today.

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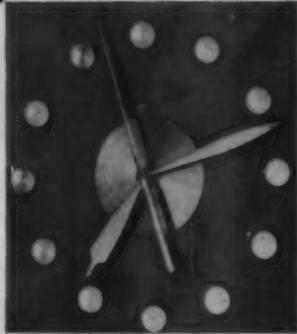
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Find out how Maginniss Powr-Factors will cut concrete, labor and call-back costs on all your jobs. See your Maginniss distributor today! Maginniss Power Tool Company, 154 Distl Avenue, Mansfield, Ohio.

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Yes, I want to know more about the Powr-Factor for compacting sub-base.

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address _____
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AA-7622



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

ASK THE EXPERTS

(Continued from page 212)

Land problem: How to turn low land into pond?

QUESTION: Can you tell us what other builders do when confronted with a land problem like this? We're on a small tract of land on which there is a low area surrounded on three sides by higher ground. On the fourth, it is bordered by the town road. This pitches toward the area making it into a natural catch basin.

The soil is clay and retains ground water that runs into it. During dry periods it may dry up, leaving mud.

To overcome this anticipated condition I had planned to install a well. To maintain an adequate water level, there would be a pump controlled by a float valve.

Of course, even with this method of control there would still be the problem of what to do with the excess water during a rainy season.

De Silva Construction Corp.
Stony Brook, N. Y.

ANSWER: It's basically a good idea to utilize a low area for a pond or small lake—adding to the saleability of the project. It only should be done though if the conditions make it economical. This would preclude the use of a pump with an overflow valve to maintain the water level.

The well with the attached pump would only solve half of your problem. Your biggest problem will still be to provide for an economical run-off for the water.

The perimeter around a man-made lake poses a dual problem: in dry weather it has to be filled with water; in wet weather it is difficult to get rid of the excess. You would have no problem if you could accurately predict the amount of rainfall and provide for the capacity of the lake accordingly. The best you can do is to do some educated guessing. This could be based upon a report from your local weather bureau.

The least expensive method for creating an overflow is to build a dam of planks so that the dam may be raised or lowered by adding or taking away the required planks as the level of the water dictates.

If the terrain doesn't allow you to construct the dam, fill in the low spot. Then level it off enough to build on. The fill should sit for 6 to 8 months before you attempt to build on it.

Harry Lubell
Marlton, N.J.

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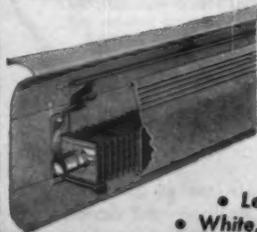


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Built with a new sub-frame design for equalized weight distribution, the large tractor tires give more ground clearance and traction, and greater cushioned mobility regardless of ground conditions.

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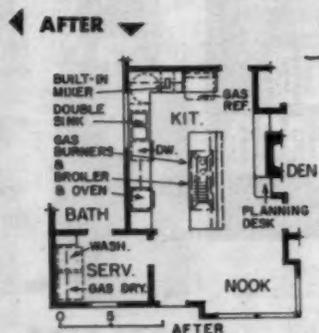
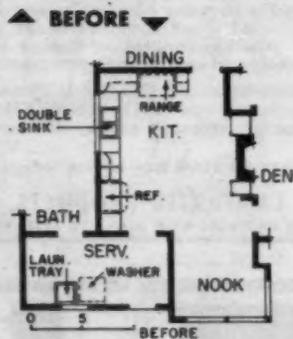
YOU CAN DO IT BETTER WITH A HENRY

BETTER DETAIL OF THE MONTH

**This kitchen is updated →
with new ideas in gas...**



HOUSEWIFE'S steps are shortened and the eating capacity of the kitchen increased by addition of cooking island with attached food bar.



BEFORE and after floor plans show clearly how the fixed space was utilized.

... Remodeling puts its floor space to work

You builders who are engaged in remodeling—don't overlook the assistance you may get from your local utility companies. Builders Mass and Polhemus of Anaheim, Cal., working with the Kitchen Planning Bur., Southern Counties Gas Co., came up with the interesting use of space above.

Total cost of the job was \$6,500. This included all new gas appliances, clothes washer and dryer. Brand-name products used: Servel gas refrigerator; Venta hood; Waste King dishwasher, disposer; Nutone mixer; Formica counter tops; Gaffers and Sattler built-in range and oven; Char-Glo broiler.

DICKERMAN'S COLUMN

(Continued from page 22)

How the public benefits

There is no question but that NHW has contributed greatly to improved quality in homes that are being built today. When a home builder, in competition with his fellows, puts a NHW or Parade of Homes house on display, he is bound to put forth his best efforts. He knows that his product is being displayed in a showcase. NHW becomes the time when he builds into his homes, the latest and best in building ideas.

Obviously, the public benefits. It also becomes better educated to what healthy home building means to the community. Families seeking new homes are able to inspect fine homes in all price categories—and to obtain them with an ease unknown to the preceding generation. In addition, of course, Ed foresaw highly increased recognition and respect for the place of the building industry in the American way of life.

This, too, has come about.

The bare statistics of the celebration are staggering. More new homes—perhaps as many as 10,000—are built and put on display than at any other time. More people—they are measured in the millions—inspect them. A bigger incentive to own a new home is created than at any other time during the year. The advertising, promotion, publicity and recognition created by NHW is astronomical.

Industry can be proud

Thus, NHW is an event in which NAHB, its local affiliated associations and the entire home building industry can take great pride. And above all, it is a great continuing tribute to Ed Gavin and the power of the idea he presented to us.

(Editor's note: Once again, American Builder is sponsoring National Home Week Best Model Homes and Hidden Values contests. For complete details and a list of prizes, see page 138.)



If everyone had a health check-up every year, cancer's toll could be cut in half.

Your doctor would have a chance to detect cancer at an early stage, when chances for cure are more favorable.

See your doctor. Soon.

And give generously to the American Cancer Society. Now.

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The Month Ahead

THE LUMBER DEALER

The retail lumber dealer's role in home building has been the subject of a lot of misunderstanding. To many builders, the lumber yard is an anachronism that sells small sticks of wood to old-fashioned carpenters. In a few years, according to this idea, the yard will be little more than a supermarket for the shoulder trade.

Others see the lumber dealer merely as an unnecessary mark-up in the chain of distribution. Bypass him, they argue, and you can make a sharp cut in your building costs.

A complete view of the lumber dealer's relationship to the builder presents quite a different picture. We're going to show you this picture in the October issue of *American Builder*. If, like the great majority of builders, you work with a lumber dealer, you'll profit from this story.

NAHB RESEARCH PROGRAM

The National Assn. of Home Builders' Research Institute is starting this month on a program just double that of last year.

Two "Research Houses," twice as many as last year, are getting under way. One will be in Knoxville, Tenn., and the other in South Bend, Ind. And both, you can be sure, will push you several years into the home-building future.

Don't get the idea, though, that these will be a collection of impractical dreams. The Research Institute is made up of successful, hard-headed builders. Their ideas may be advanced, but they're practical. Of course we'll bring you a full report in a future issue.

HURRY, HURRY, HURRY!

Remember, Oct. 10 is the deadline for entries in our Best Model Home and Hidden Values Contests. Get busy now. Details are on page 138. Besides the prestige of an award, there are lots of valuable prizes.

Codes: the pressure is growing

One of the things you can look for in the coming weeks is increased pressure toward code modernizing. Ever since our "Outrage" code story last March, interest has been building up; now the American Standards Assn. is readying a general conference to determine the consensus of industry opinion on the subject. The conference will be held in New York on Sept. 9. It will determine whether or not a program will be started for setting up a standard residential building code.

You can help yourself by helping codes

As a builder, or as anyone connected with home building, you have a high stake in modern codes. Obsolete building requirements hurt your house sales by keeping prices high, and hamstringing the development and marketing of new products. Here's how you can lend a hand.

The American Standards Assn. has invited virtually every organization even remotely connected with building to this first conference. Builders' and dealers' associations, lending agency groups, manufacturers' associations, all have been asked to attend. If you are a member of such an organization, or close to one in any way, we suggest you write, phone, or call on its nearest representative. Urge that the group be represented at the conference. And make sure that your views on the subject of codes are known.

ASA, incidentally, is a completely disinterested group. It has no connection with the government, or with any part of the building industry. Its function is simply to make sure that before a standard code is adopted, it has the backing of a large majority of all interests and representatives of the building industry.

A cold thought for hot weather

With fall still weeks away, and warm weather still a problem in most areas, any talk about winter seems coldly out of place. But it's now that the planning for a successful winter-building program must start.

Last winter we spent several days with a builder in Buffalo, N. Y., who is an unusually successful winter builder. He took us, step by step, through a schedule that allows him to keep working at near peak efficiency through the worst weather. Next month we're going to take you on this same step-by-step tour and show you the dozens of ideas that add up to a successful winter-building program.



Available in Heather Beige (pictured with Grey KenCove® Wall Base), Mesa Tan, Canyon Rose, Shadow White, Dove Grey and Cactus Green. Tiles are 9" x 9", standard and 1/8" thicknesses.

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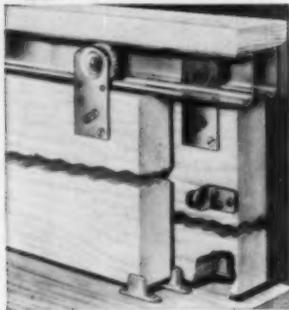
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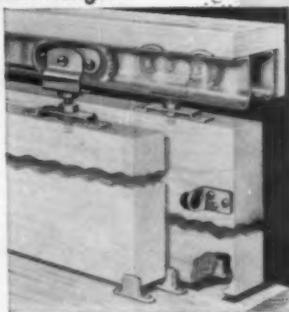
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The modern sliding doors that by-pass each other or slide into their own recessed pocket are a neat, efficient and space saving innovation for the home, the office or the factory. Ideal for clothes closets, supply and storage cabinets or for room dividers.

Either one of the above two hanger styles and the specially designed No. 180 Rail will serve every thickness of door from $\frac{3}{4}$ inch to $1\frac{3}{4}$ inch. Rail is hot galvanized to prevent rust and is available in 44-inch, 56-inch, 60-inch, 68-inch and 92-inch lengths. Rail is adjustable. For further detailed information send for illustrated brochure.

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