American Builder

CONVENTION ISSUE

1959 PRODUCT SHOW

JANUARY 1959
Add Splendor to Your 1959 Home

"Sales-Minded" Builders Choose NuTone

Hood-Fans ... Exhaust Fans ... Food Centers

NuTone's Range Hood-Fan acts like a huge vacuum to keep kitchen air fresh.

NuTone's Exhaust Fans get rid of cooking odors, grease, steam, excess heat.

NuTone's Food Center saves space. One built-in motor for SIX appliances.

NuTone's Oven Hood-Fan traps the scorching heat when oven door is opened.

GUARANTEED NUETONE BUILT-INS for modern built-in convenience in the kitchen!

For Comfort and Safety in Every Bathroom!
A NuTone Intercom-Radio master control is on the kitchen wall and remote station above the sofa in the living room... NuTone Door Chime on wall inside doorway.

"Sales-Minded" Builders Choose NuTone

Door Chimes... Intercom-Radio-Music

NuTone's Intercom-Radio is a blessing for a busy mother... saves her walking to far-away rooms. Fills the home with music and favorite radio programs.

NuTone Door Chimes make any home more inviting... with a friendly "hello" for friends and family. A musical welcome that's so soothing and cheerful.

GUARANTEED NUTONE BUILT-INS... for a "Cheerful Earful" all through the house!
NuTone Built-Ins

For Comfort and Safety in Every Bathroom!

Ceiling Heaters... Exhaust Fans... Built-In Scales

* Heat-A-VentLite is Heater, Fan and Light

NuTone's Ceiling Heaters provide instant heat on chilly mornings. They're safe — no danger of burns.

NuTone Bathroom Exhaust Fans get rid of damp moisture condensation... avoid lingering bathroom odors.

Luxurious NuTone Built-In Scales are so convenient for daily use... to help control overweight problems.

Send for FREE...
1959 DELUXE CATALOGS IN BINDER!
Write to NUTONE, INC., Dept. AB-1, Cincinnati 27, Ohio

Add Splendor to Your 1959 Homes with NuTone Built-Ins
Don Kilps discusses the planned telephone facilities of his 1958 “Parade” home with Al Braun, of Wisconsin Telephone Company. At right, he points out one of the 16 telephone outlets going into his own new home, now under construction.

“90 per cent of our prospects want a telephone-planned home”

—SAYS DON KILPS, CUSTOM BUILDER OF MILWAUKEE, WISCONSIN

“We build for discriminating buyers who want custom advantages in their homes,” says Mr. Kilps. “So we provide plenty of telephone outlets—for portable as well as permanent phones —and with wiring fully concealed.

“Telephone planning is a first-rate sales feature. Prospects can see the virtues of hidden wiring and planning for growing telephone needs. In fact, 90 per cent of them comment on it. And, working with the telephone company, we find it costs us so little to offer it.”

Mr. Kilps is General Chairman of Milwaukee’s 1959 “Parade of Homes,” which will feature exhibit homes by more than 60 registered builders in the area. His contribution to the 1958 “Parade” is shown above.

Wm. Kilps Sons build about 50 units a year in the $12,000 to $50,000 price range—and telephone planning is a feature of every one.

* * *

Your local Telephone Business Office will be glad to help you with telephone planning for your homes. For details on home telephone installations, see Sweet’s Light Construction File, 81/Be. For commercial installations, Sweet’s Architectural File, 32a/Be.
Bestwall Gypsum Wallboard is reinforced with glass fibers for greater strength. You'll find less cracking, easier scoring and snapping, less shipping damage, less breakage on the job. Available plain or pre-decorated. Line includes Insulating Board plus Firestop Bestwall for fire-rated construction.

Bestwall Gypsum Plasters are "plastisized" for smoother working, longer storage life, less droppings, no balling, faster clean up. Available neat and mill-mixed, fibered and unfibered, also designed for machine application. Fibered basecoat plasters contain glass fibers for greater strength, easier working.

Bestwall Gypsum Sheathing is reinforced with glass fibers to give greater structural strength and fire resistance. Core and papers are water repellent; tongue and groove V-edges. Lightweight means easier handling, faster installation.
The Opportunity Page

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

Page 100: your key to what’s new

Here's the Opportunity of the Year: our 1959 "Exhibition in Print." Whether or not you plan to attend the NAHB convention, you can take stock of the new 1959 products here and now. There are close to 400 of them in this issue—all keyed to our reply card. A pencil and a good writing arm is all you need to be way ahead in the product game. (See page 100.)

Most builders, like you, have been using AMERICAN BUILDER's January Product Show issue each year to get advance product information. Our '57 and '58 show issues, for example, pulled a total of 218,770 inquiries about new products. And don't forget, this same opportunity continues all year in our regular new-products and catalog departments. In the past two years we've processed more than 813,000 requests for product information from our smart readers. Hope you're one of them.

Little things mean a lot

Searching for something a little "different" to make extra sales? Here are two ideas you might consider. In a Cleveland development, the latest "built-in" is a baby sitter. Builder Wayne Wilson offers buyers of his Dalebrook Estates homes services of a baby sitter or maid for one year. The buyer can choose either one for one day a week and the builder pays the bill.

A Mount Prospect, Ill., builder includes a recessed screen and motion picture projector in the recreation rooms of his houses. Builder Al Miller feels that with picture taking increasing in popularity, a cinema area creates additional interest in home living.

Wet weather weakness

During National Home Week one of our editors visited a city which had had some rainy weather. He was appalled to find several of the model homes had water in the basements—as a result of the rainfall. This wasn’t a very good “ad” for the builder and would discourage buyers from choosing these homes. It’s a good idea to check your models after the rain. That’s the time any defects will show up.

Remember, today’s “second-time” buyer is canny. He’s been through all the trials of wet basements, leaky roofs, sewer drains that don’t work properly. And, he’ll be quick to spot a home that’s not “rain-proof.” In fact, he may deliberately choose a day after it rains to take a second look at a home he intends to buy.

No job—no payment plan

Even though the recession is practically over, worry over job loss still deters prospective buyers. Officials of Cameo Home Builders, Inc., Detroit, developed a program to fight this problem. A guaranteed monthly payment plan is offered to all buyers of the company’s homes for the first year of ownership. The plan goes into effect if the buyer becomes unemployed for four consecutive weeks.

It continues as long as the buyer is unemployed for additional periods of four consecutive weeks during the one-year period. No repayment is necessary. This makes the payments a bonus rather than a form of loan or insurance. Richard F. York, vice-president of the company, reports the plan has led to increased sales.

Seasons greetings

Christmas, 1959, is a long way off. But here's a good-will gesture you might use next December. Joe Gordon, Bellaire Estates, Inc., makes up a Christmas basket for each person who buys a home in the company's South Bend development during the year. Christmas morning, the baskets are delivered personally—without advertising. Cost: about $5 per basket. Results: he says eight to ten sales are made between Christmas and New Year because of this. You could use this idea at other times during the year: you might distribute plants at Easter or on Mother's Day.
Startling New Value

Widen your market with the quality-packed Thunderbird Series, designed to sell for $8150 plus lot.
Find out TODAY. Visit, phone, or write P. R. Thompson, Vice President, Sales—Phone PROspect 3-7550, Piqua, Ohio.

12 Colonial, Contemporary, French Provincial, and Ranch designs. All architect-designed.

Over 1,000 sq. ft. with big living room, kitchen, dining space, and 3 bedrooms.

2" x 4" construction throughout.

Cedar shakes are factory applied and double-coursed. Horizontal siding also available, or sheathing only for brick.

Double wall construction with impregnated insulated sheathing.

Prehung flush doors throughout.

Birch wood kitchen cabinets.

Also includes exterior wall sections, gables, roof trusses, roof sheathing, roofing, hardware, interior partitions, interior trim, insulation—and much more.

Complies with FHA'S new MPS

INLAND HOMES CORPORATION • Plants in Piqua, Ohio and Hanover, Pa.

See us at the NAHB Show—space 931—Coliseum
Reader's Guide

January 1959

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Admiral built-ins sell homes!
Cost less...install easier!

NEW CUSTOM-BEAUTY! NEW EFFICIENCY!

To the housewife, the kitchen is the heart of the home. That's why homes with Admiral Kitchens are easier to sell. Admiral built-ins are loaded with exclusive features that have instant appeal to women. What's more, these advantages are pre-sold nationwide by Admiral's continuing powerful national advertising.

By any measure, Admiral built-ins give your house a built-in sales clincher that can open and close the sale. They're easier to install...actually cost you less! It will pay you well to investigate Admiral built-ins now!

MAIL THIS COUPON TODAY
Admiral Corporation, Built-in Appliance Division, Dept. AB-19
3800 Cortland St., Chicago 47, Illinois
Please send more details and the name of my nearest Admiral distributor.

Name ____________________________
Address __________________________
City __________________________ Zone __________ State __________

MARK OF QUALITY THROUGHOUT THE WORLD

Admiral®

Sold in 90 countries. Manufactured in the U.S.A., Australia, Argentina, Brazil, Canada, Italy, Mexico, Philippines, and Uruguay. Admiral Corp., Chicago 47, Ill., and Port Credit, Canada.

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

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*Appears in Western edition only.*

**January 1959**

**NEW YORK 7, N.Y.—30 Church**

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NEW! a smartly designed... easy to install

VENTILATOR Heater LIGHT

See the complete line at the
Builders Show - Space 440-441
Hotel Sherman

... the latest in the Look from FASCO — Here is the combination unit that has exclusive features found on no other ventilator-light-heater, and everything is wrapped up in one smart package. 120 watts of recessed, soft, abundant illumination... efficient ventilation to keep the bathroom dry and odor free... plus the adequate gentle warmth of a heater to take the chill out of those crisp mornings.

HERE ARE SOME OF THE EXCLUSIVE FEATURES:

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FASCO INDUSTRIES, INCORPORATED, North Union and Augusta, Rochester 2, New York

Please send me your new full-color, full-line catalog of Fasco range hoods and ventilators.
To The Editors:
American Builder
30 Church Street
New York 7, N. Y.

Selling second mortgages

... We have several second mortgages from houses we have sold. These are all interest-bearing. How do we go about cashing them in? If we put an advertisement in the paper how do we word it? Is it called "selling" the second mortgages? Is there usually a big discount?

We were told we would lose $1,000 on a $3,000 second mortgage. But this seems like too much to suit us. Do we have to have a lawyer or real estate broker to sell them? We have sold most of the houses ourselves as we like to get the selling experience.

Mrs. Geraldine Schell
Chatham, Ontario

* Losing $1,000 on a $3,000 mortgage seems excessive. The "discount" should be about 20 per cent. And you do not need a lawyer or broker.

* Any reader who'll go 24 miles out of his way deserves our gratitude—and a complimentary copy (on the way).

Private property of NAREB

Do you use the term "realtor" in a general sense, referring to all licensed brokers, or do you refer only to those who are affiliated with the National Association of Real Estate Boards to the exclusion of all others?

Richard H. Johnson
Carr-Johnson Agency
Canton, Ohio

* The term "realtor" refers only to a member of the National Assn. of Real Estate Boards.

Prefab stock

... Which, if any, of the manufacturers of prefabricated homes have stock for sale on any of the exchanges or from any other source?

Edward Stoll
President
Edward Stoll Construction Co.
Bridgeport, Conn.

* No prefabbers are listed on the New York Stock Exchange. Knox Corp. is listed on the American Exchange. Some of the other firms are publicly owned—Harnischfeger and National, for instance. The easiest way to learn how to buy stock in these firms is to check a reference manual like Moody's or Standard & Poor's.

Cover to cover

I would like to take this opportunity to extend my appreciation to you and your staff for sending this association your fine magazine. Be assured it is read from cover to cover each month, not only by our staff, but by the many members who come into this office every day.

Sam Witt
President
Tucson HBA
Tucson, Ariz.

"I don't care if you did have some tile left over!"

Cartoon by Virgil Partch—Courtesy Pomona Tile Mfg. Corp.
How else could I upgrade my men so cheaply?

I have it mailed right to their homes - which immediately builds them up with their families.

They come to me and say: "Did you see that way to handle wallboard in the last American Builder? I was thinking we might try it on the next job." Or: "That fellow in Detroit gets under cover in half the time we do. How about our switching to a system like his?"

They're coming to me with ideas - instead of my always prodding them!

How else could I get so much more out of a man for just about the price of a hammer?

— A BIG BUILDER

I read American Builder because I'm in the idea business

Maybe it sounds pretentious for a builder to say he's in the idea business - but that's exactly the business I'm in.

If I get a better idea for a house design, more people want it. A better idea for assembling a truss saves me money. A better merchandising idea means a quicker sale, maybe a better price.

I need ideas for cutting waste, getting more out of my crew, making better use of tools...

In fact, one of the most important things I do every month is to go through American Builder for ideas. It's one thing I never put off. The sooner I get an idea working for me, the sooner it starts making me money.

— A SMALL BUILDER

Want to subscribe for your key men? Or for yourself?
The Building Outlook

1959 – The year of the big IF

The big IF for 1959 is availability of financing—particularly for FHA and VA loans—and what Congress intends to do about it. This was the major point made at the recent "builder's outlook" conference sponsored by the National Association of Home Builders. A preliminary summary of the December Builders' Economic Council survey, presented at the meeting, showed that builders are viewing 1959 with wary optimism. They're optimistic because they've found an excellent demand for new houses; the wariness stems from uncertainty about availability of mortgage money and about what housing legislation Congress will enact.

Immediate action is the key to the 1959 market

Builders who attended the outlook session were adamant about the importance of financing and legislation in 1959's scheme. Some of the comments: "For every month that Congress delays, there'll be a loss of 20,000 units." "Congressional action is a must during the first two months in session." "The demand is there. But, we need help for the FHA-VA programs."

Starts will rise if Congress acts, money is available

The first 300 builders in the BEC survey to report on their own plans and the outlook for their own communities indicate the industry expects a greater number of starts this year than in 1958. The median forecast is that starts will be up five per cent. Nearly two-fifths of the builders think that starts in the second half of the year will be higher than in the first half. This compares to less than one-fifth who expect the second half to show a decline. These predictions, however, are contingent on trends in financing and legislation.

The biggest increase is slated for low-priced homes

By type of home, there are substantial differences in predictions of increased starts. For example, 60 per cent look for increases in low-priced houses in their areas; 46 per cent expect gains in medium-priced houses; and 28 per cent anticipate gains in higher-priced homes. (In the last case, however, as many builders look for fewer starts as anticipate gains.)

Median price should be lower—despite rising costs

There is great pessimism about costs. Up is the only direction anticipated. Higher labor costs this year are expected by 81 per cent; 79 per cent look for higher land costs; 79 per cent say material costs will rise; 68 per cent predict higher financing costs; and 50 per cent expect higher sales expenses. Despite these anticipated increases, the builders hope to meet the demand for lower-cost housing. The 1958 median price for the builders' own starts was about $14,100; this year it will be about $13,900—if they can carry out their present plans.
TURNING LOOKERS INTO BUYERS

There's only one thing that pleases a builder more than huge crowds of homeseekers — that's home buyers! Builders participating in McCall's Congress on Better Living Home Certification Program have been enjoying both.

"...Our crowds have been averaging better than 2,000 a week-end regardless of weather. Our sales are rolling along at better than one-a-day pace..."
— Joseph-Martin Homes, Syosset, New York

"...We ran a full-page color ad in the Washington Post...fully 10,000 turned out on Saturday and Sunday...we sold twenty-one houses ($1,000 deposits) and have many, many more contracts working..."
— Community Builders, Inc., Silver Spring, Maryland

"...I am sure that the Certification had a great deal to do with the overall results of sales of contracts to build in excess of $100,000 in four weeks..."
— Tom McGovern Associates, San Antonio, Texas

"...We sold five of these houses in Louisville last Sunday. Do you realize that is almost $100,000 worth of business? Call it anything you like, but I call it 'Successful'..."
— Bollinger-Martin, Louisville, Kentucky

"...The response was terrific. On the strength of the McCall's CBL certificate, we were able to get eleven contractors to cooperate with us advertising-wise. Result? The builder got 1,200 additional lines of advertising at no cost. The lineage we got from the publicity couldn't be bought for $7,500..."
— George Murray, Inc., Advertising, New York

"...When my salespeople bring to the attention of the prospective home owner the full impact of the fact that a group of women alone have set up the standards to which this house has been compared and certified, the sale is almost a cinch."
— Leslie Construction Corporation, Norfolk, Va.

TOTAL VALUE: $66,000,000

Actually 35 builders in 20 states built 4,452 Congress Certified houses at a value of over $66,000,000 in the 1958 program.

This represents fully half of their new house production last year and is eloquent testimony to how builders recognize and are using the authority of McCall's to help sell houses.

HOW TO EARN CERTIFICATION

In 1959, McCall's is expanding the Congress on Better Living Home Certification program to include both Spring and Fall issue promotions. All builders are eligible to submit their plans for Certification. For applications write to: Director, Home Certification Program, McCall's Congress on Better Living, 230 Park Avenue, New York 17, N.Y., or see a McCall's representative at Booth #852, the Coliseum, during the Home Builders' Show in Chicago.
A MUCH LESS than seasonal decline in November starts (to 102,000) brought the seasonally adjusted annual rate to 1,380,000—the highest in three and one-half years. The 11-month '58 total was 1,103,000.

Last year will go down as the fourth best in housing—exceeded only by 1950, 1954, and 1955. With data for the first 11 months on hand (figures for the last three of these are preliminary), it appears that about 1,200,000 units were started last year. The approximate 15 per cent rise over 1957's total was chiefly in FHA-assisted units and secondarily in Capehart units. Since FHA applications declined less than usual toward the end of 1958, a continued large volume of FHA starts during the first part of 1959 is anticipated.

EDGING OFF in November, material prices reflected declines in Douglas Fir. However, this was almost offset by increases for various nonferrous products. Hourly earnings dipped slightly in October.

A RECORD VOLUME of construction was put in place for November. Housing and highways continued strong. Store building declined, and the drop in private industrial building was halted this past Fall.
See the man who sells WESLOCK

He's anxious to serve you.

He sells America's fastest selling complete line of residential locksets and matching cabinet hardware... the style leader... Weslock.

He knows Weslock products... their high quality, reasonable prices and generous service policy. He would like to tell you the many advantages you will receive by being the "Man Who Sells Weslock", too.

See us at the N.A.H.B. Show. Booth 433 Sherman Hotel Chicago January 18-22, 1959

For the name and address of your nearest "Man Who Sells Weslock"
write, wire or phone

WESTLOCK®
WESTERN LOCK MFG. CO.
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One of a series of advertisements in leading trade publications dedicated to "The Men Who Sell Weslock".
Steel and aluminum: these are the materials you'll be using soon

Although this house is only in the blueprint stage, builders should realize its unlimited appeal for the growing family. The use of aluminum and steel throughout answers the homeowner's dream on three counts.

First: walls can be moved as the demand for space increases or decreases. The steel frame with open-web joists and lally columns forms a post-and-lintel system. This type of framing relieves the walls of being load carrying. Result: almost complete flexibility.

Second: there's no exterior maintenance. Aluminum foil insulation serves as a vapor barrier eliminating dampness in walls.

Third: simple framing and use of standard 4x8's should cut construction costs. Architect: Joseph Voska, Jr., Wheaton, Ill.

ELEVATIONS and a cross section show the use of aluminum. Aluminum sheets, edgings, sills and mouldings form the exterior of the roof and walls. The 4'x8' wall sections come with plain and rolled grooved surfaces. Insulation and fencing are made of aluminum too. The house has a steel frame and non-bearing walls.
Look for the Silver Band*

Make sure your homes feature genuine Orangeburg quality. It helps make the sale easier. Means more satisfied customers. So look for the Silver Band to be sure you're getting genuine Orangeburg: Root-Proof Pipe for sewer lines from house to street; for run-offs from downspouts...Perforated Pipe for foundation drains, septic tank filter beds. Over 300 million feet in use from coast to coast. It's the Brand your customers know. Write for “Tips for Installing,” Dept. AB-19, Orangeburg Manufacturing Co., Orangeburg, N. Y. or Newark, Calif.
MATICO TILE FLOORS

give "Lookers" the Buying Idea

Sparkling, carefree floors can make prospects buy-minded. Smart builders have proved it over and over again. They feature nationally-advertised Matico Tile. It's the tile with one hundred-and-one brilliant colors and patterns—easy to clean... simple to install... economical in cost.

Prove to yourself how profitable Matico can be for you. Install Matico tile throughout, in your next project.

Floor is an attractive random pattern of Maticork Vinyl-Asbestos Tile (1190, 1191 and 1192). Music Room is Matico Tweed Vinyl-Asbestos Tile (1155).

Vinyl Tile • Rubber Tile • Asphalt Tile • Vinyl-Asbestos Tile • Plastic Wall Tile
Notice the depth of design in the CURON silk-screened decorator pane! to the left... the three-dimensional effect which diagonally cut CURON Wall Tiles give the wall on the right. Room created by designer Marvin Culbreth.

Beauty, luxury and quiet that will sell your house

Only Curon Wallcovering decorates and sound-conditions

CURON Wallcovering is an extra touch that will turn prospects into customers. Satisfied customers, too, because new CURON is the only wallcovering that decorates, sound conditions and insulates, all at the same time.

To give your home a unique selling feature, add CURON Wallcovering to the family room... recreation room... living room. You will have a house that is more comfortable, and easier to sell.

First, CURON adds luxury and beauty to any room. But in addition, CURON effectively absorbs noise. CURON is designed for walls as well as ceilings. And this improved sound conditioning is accomplished without the commercial look of other acoustical materials. CURON’s insulating properties help keep room temperatures even.

CURON is FHA approved in all states. It is easy to install, and can be applied over rough-finished walls. *CURON is a TRADEMARK OF CURTISS-WRIGHT CORPORATION

Easy to install!

Apply fire-resistant CURON to rough-finished walls... even cinderblock or concrete. CURON goes around curves, cuts easily into any shape.

Custom decoration!

Rich-textured, new-looking CURON comes in squares, rectangles, rolls, 24 decorator colors, special “tweed” finishes, and accent tiles.

For further information, and the name of your nearest distributor, write: CURON Division, Curtiss-Wright Corporation, 50 Rockefeller Plaza, New York 20, N.Y.
STRETCH LIVING AREAS AT LOW COST

WHITE ASH - AMERICAN WALNUT - PHILIPPINE
MAHOGANY - BIRCH - PINE - OAK 6 - that's right -
6 factory-finished, genuine wood veneers now for patented
PELLA DOORS! Factory assembled, all hardware including latch
furnished at no extra cost. Give the homes you build another
MARK OF QUALITY with PELLA WOOD FOLDING DOORS. See Sweet's

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or mail coupon. Distributors throughout U.S. and
Canada. Consult classified telephone directory.

ROLSCREEN COMPANY, Dept. KB-3, Pella, Iowa
Please send detailed literature on PELLA WOOD FOLDING DOORS.

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STATE
Build extra "Sales Appeal" into your homes with Vina-Lux® floors

No question about it — the right resilient flooring in a home can make the difference between indecision and buying action in a potential homeowner's mind. But how can you make sure your floors have the qualities your buyer wants?

The answer is simple — specify Vina-Lux vinyl asbestos tile. Vina-Lux is smartly styled and better made... easy cleaning and long wearing... agreeably low in cost. Investigate Vina-Lux... ask your flooring contractor to show you samples.

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MAKERS OF VINA-LUX • AZROCK • AZPHLEX • DURACO

22 AMERICAN BUILDER
From NAHB’s two research houses for 1959: 
12 cost-cutting ideas for you to use

How can a better house be built with less on-site labor? This is the question the NAHB Research Institute set out to answer with its two research houses for 1959. And there are literally dozens of answers from both the South Bend and the Knoxville houses.

The basic innovations in the construction of the research houses are outlined in the feature article in this issue, starting on page 79.

On these four pages are a dozen other ideas, ranging from slabs to gable ends, which you can apply to your own building operation.

**Plastic pipe needs no soldering**

The Knoxville house is reportedly the first house ever built with an all-plastic plumbing system. Biggest advantage is the ease of joining the pipe to the fittings; a solvent is painted on, the pieces are slipped together, and the joint dries almost immediately. Carlon manufactured the plastic pipe, which is immune to corrosive elements in the ground and in the water.

**Sliding template sets duct height**

Perimeter duct must be set with exactly 2” of concrete above it. This sliding screed is used to set the concrete bed below the duct at just the right height. It rides along the top of the grade beam, and its lower side levels the concrete to the precise height.

**Vibrator makes soil denser**

Soil is compacted with this Jay mechanical tamper wherever a firm base is important. Here, the base of the sewer trench is being compacted to assure that the pipe won’t settle and cause damage. The fill inside the slab also is compacted, insuring against future settlement there and the resulting cracking of the slab.

**Flue-liner duct is taped together**

Ordinary chimney-flue liner is used for the perimeter heating duct, is joined together quickly and tightly with plastic tape. Both the bed below the duct and the slab above it are made of Betocel, a light aggregate insulating concrete made by Borg-Warner.
A quick way to lay water lines

There are two principles involved in this fast method of laying water service line: do no more digging than absolutely necessary, and use a pipe you can drop in place all in one piece.

The trencher shown at right digs a trench just wide enough for the 1" plastic line. This means less mess, less backfilling, and much faster digging. Further, the operator can turn the machine loose, follow it as he unrolls the plastic pipe into the trench. Brown Mfg. Co. makes the trencher.

This plastic pipe can be used with water pressures up to 100 lbs.; above that, a heavier and more expensive pipe is needed.

How to save the plumbing dollar: shop-fabricate the plumbing tree, use thin-walled tubing underground

Off-site fabrication of plumbing trees has been used by many builders to cut plumbing costs. In the case of the South Bend Research House, the savings were increased by the design of the system. It centers around one principal fitting called a “cottage tee.” This is a complex 3" copper fitting, 3x3x4x2x2, and all of the waste system feeds through it to the main sewer outlet. The entire tree weighs no more than 40 to 50 lbs., can therefore be handled by one man.

DWV thin-walled tubing was used underground. Tests showed no corrosive elements, but sand was used around it as a precaution.

Fit the footing to the soil

A footing wider than necessary is a waste of concrete. The soil under the Knoxville house was given a bearing test similar to that used in highway construction. The test showed that a grade beam 6" wide was sufficient to carry the load of the house, with an adequate safety factor. No 6" digging equipment was available, however, so a grade beam with an 8"-wide bearing surface was used, even though the extra bearing area was not needed.
An all-in-one ceiling: acoustics, insulation, and finish

The three-in-one ceiling shown at the right is a perfect example of what the research houses are meant to do. Used in the Knoxville house, each piece of ceiling material combines three basic functions: finish, acoustical properties, and insulation for the ceiling. Each time a workman puts up one of these pieces, he is really doing three jobs, with the corresponding saving in labor cost.

In the upper photo, a section of ceiling is being set up against the lower chords of the roof trusses. Metal suspension clips are nailed to the joists, as shown in the lower photo, and their flanges slip into grooves in the edges of the ceiling pieces.

The new ceiling system is manufactured by Owens-Corning Fiberglas. As yet it has been produced and made available only on an experimental basis. According to the manufacturer, if there is enough interest shown in it, it will be offered on the market.

An all-louvred gable end speeds erections, cuts costs

Attic ventilating louvres are generally of minimum size, serving to carry off the worst of accumulated moisture and heat. In the Knoxville Research House, however, a totally new concept was used. The entire gable end in both the front and the back of the house was made up of louvres.

This louvred gable end does several things for the house. First of all, it is very good looking, as the pictures at left, and on page 90, show. Second, it provides a degree of ventilation impossible to a normal venting system. No hot, moist air can possibly build up in the attic. This will help keep cooling cost down, particularly as the circulating equipment is in the attic. And third, it can be very inexpensive. It requires no trim, can be nailed directly to the end truss, making a special gable end component unnecessary. If mass-produced, its cost could be very low.
Building with Brains

More glass area at no extra cost

Big areas of glass are usually expensive—far more costly than solid walls. In the Knoxville house, a system of framing, ventilating, and supporting has cut this high cost to the point where lots of glass can be provided at an economical level.

First, the biggest glass areas are fixed, and they are set in a simple, single-rabbeted, 2x6 frame.

Second, the ventilation is built separately from the glass. It consists of louvre panels, with either glass louvres, or wood louvres for privacy.

Third, the window headers have been simplified. The new system, developed by Ralph Johnson, Director of the Research Institute, is shown on page 84.

An 8' door with no trim or header

Door hanging has always been a major item in the builder's budget. This idea from the Knoxville house promises to carve a big piece of fat off the door bill.

The 8' door is the first saving. It goes all the way to the ceiling, eliminates all the header and wall construction that goes over a normal door. The resultant saving will more than offset the slight additional cost of the bigger door.

The combined jamb and stop, all in one piece, is another saving item. It is attached to the side walls with a spline, then nailed directly to the framing and ceiling. No additional trim is needed.

A door that closes on its jamb instead of in it, needs no fitting

The interior door system of the South Bend house was carried a step further than in the Knoxville house. It is an 8' door, requiring no header. And it closes against the jamb, rather than into it, requires no stop, or any millwork of any kind. And of course there is no need for accurate positioning of the jamb. Slight inaccuracies will have no effect whatever on the operation of the door.

Some special equipment is needed for this new door. A hinge with bent flanges is used to swing the door away from the wall, and prevent it from wedging. A special catch is needed. Shown in the photo at right, it is a refrigerator-type catch. And finally, some form of seal is needed. A strip of urethane foam, wrapped in nylon is used around the opening. It seals, and prevents door slamming.
Attention Home Builders!

MRS. AMERICA CAN BE YOUR NUMBER ONE SALESMAN THIS YEAR

the nation’s number one homemaker joins the famous Johns-Manville 7-Star Promotion Plan for 1959

Now, you can cash in on the exciting publicity and powerful sales-making influence of the famous Mrs. America® program. This service is a Johns-Manville exclusive for home builders. Yes! In the home-building field Mrs. America and all the 49 State Winners in the Mrs. America contest will feature exclusively Johns-Manville 7-Star builders and Johns-Manville building products.

The Mrs. America promotion is only one of many features of the tested and proved Johns-Manville 7-Star Plan. Again in 1959, Johns-Manville will continue to offer 7-Star builders the local newspaper advertising, national advertising and sales aids that last year helped over 435 builders sell more than 29,000 homes.

Before you make final plans for your 1959 homes, learn how the Johns-Manville 7-Star Plan and the Mrs. America promotion can help you sell more new homes. Write for full details to: Johns-Manville, Box 111, New York 16, New York.

MEET MRS. AMERICA, IN PERSON, AT NAHB SHOW
at Johns-Manville Booths 84-85-86, Chicago, January 18.
There's something for everybody at NAHB's great Chicago show, Jan. 18-22: opportunities to learn more about merchandising, research, financing, cost cutting, new MPS's. The spotlight will be on all these vital subjects—and more.

Here's what they'll talk about...

MERCHANDISING . . . the million-dollar circle
Profits in '59—as they have in the last few years—will go to the successful merchandiser in every field—market research, design, promotion and display, advertising, selling. Do you know how to analyze your market? What about the importance of design in selling the consumer? Have you a well-built house that isn't selling? Maybe you're not promoting and displaying it enough. What about advertising? This important sales tool can make or break you. Are your salesmen selling? You'll get pointers to turn "lookers" into buyers. This is the year to get the hard, cold facts about the hard sell.

RESEARCH . . . opening the door to a better tomorrow
Tomorrow's home will evolve from new ideas in products, techniques—all discovered through research. You'll see actual applications of the new products and new techniques that went into NAHB's Research Houses . . . and the Theatre for Industry will dramatize research ideas actually used by builders. You'll come away with a score of practical, exciting new ideas.

FINANCING . . . will it be tight or easy?
Money is always a major problem. Will there be more or less of it? How much will it affect starts this year? Panels and individual speakers will look into their crystal balls and try to come up with the answers. You'll also get the low-down on the differences between FHA, VA and conventional financing . . . the best procedures to follow if you're building FHA-VA.
COST CUTTING . . . ideas on trial: how to save $$$

Improved techniques—actual applications which have saved builders real money will be subjected to “trial” by judge and jury. You’re bound to come away with new ideas to up your profits. . . . New this year is a special session on plumbing installation. If you design your houses, then give the plans to a plumbing contractor, and then complain that “my plumbing sure costs a heck of a lot,” this session is for you. Hear why it pays to consult your contractor BEFORE you design the house . . . advice on practical plumbing design for tract houses—slab and basement . . . how the plumbing contractor can help merchandise builder homes.

NEW MPS’s . . . what do they mean; how do they work?

FHA’s new “builder’s bible” takes effect this spring. Leading government officials, headed by FHA commissioner Norman Mason, will describe the changes between the old MPR’s and the new MPS’s. What about practical applications of the new standards? You’ll get them from a group of builders who are thoroughly familiar with the “book.” Changes, significant from the builder’s viewpoint, will be reviewed one by one.

BUSINESS MANAGEMENT . . . know your complete operation

Today’s smart builder has to be more than a construction expert. He also must be a business man. Get the low-down on builder management techniques in the first showing of “A Blueprint for Profit,” a detailed study of estimating, budgeting, controlling expenses, etc. . . . Also, small builders will get special “dope” on how to handle their problems in an expanding or contracting market . . . and the do’s and don’ts of subbing vs. using hourly employees.

OUTLOOK . . . how does the economy shape up?

How will business do this year? Will the economy continue its upward swing or will it drop again? Or, is it slated to stay at an even position for the next months? Such experts as George Cline Smith and Grover Ensley will tell you what signs to look for during the next 12 months.

CENTRAL MORTGAGE BANK . . . a chance for more stable money conditions

Here’s an idea that’s been kicking around for several years. And this year it’s really hot. Tom Coogan will show just how such a set-up can help the industry by keeping money conditions on an even keel. And, Sen. John Sparkman (D-Ala.) will discuss what Congress may do about setting up such a facility.

COMMUNITY FACILITIES . . . are you having problems?

Growing communities have growing “facilities” problems. And they’re being laid right on your doorsteps. Attorneys, familiar with recent court decisions, have the low-down on the legality of restrictions on lot size, enforced donation of land, etc. You’ll learn how you can fight them in your own back yard.

SMALL BUSINESS ADMINISTRATION . . . the builder’s new friend

There’s a new way to get some much-needed financial help—the Small Business Investment Act. This new law provides for licensing of small business investment companies to loan money. Best bet is that you’ll be able to finance community facilities, land development through these companies.

URBAN RENEWAL . . . the small builder can participate

Don’t let anyone tell you that urban renewal is a job for the big boys only. It just “ain’t” so. There are ways that the smaller or medium builder can participate. And you’ll learn how from builders who have done it.

For what they’ll look at, see p. 100

JANUARY 1959
no more grease-covered windows for me!...

next time I want

WARE WINDOWS

they’re chemically cleaned and etched at the factory—and they sure do sell homes!

Maybe you’re among the many builders who’ve lost time and temper because your windows come covered with mill grease—dull and unprotected—and vulnerable to the “bite of hot mortar.”

If so, you’ll be money ahead by insisting on WARE Aluminum Windows...every one of which is chemically cleaned and etched at the factory and given a lustrous, eye-appealing finish of DuPont METHACRYLATE, exceeding Federal Specifications. You’ll be 100% sure of passing FHA inspection, too!

Be sure to see us at

BOOTH 38

Conrad Hilton at the NAHB Show
Or write Dept. AB-1

Aluminum WARE Windows

A COMPLETE LINE OF PROVEN QUALITY WINDOWS AT COMPETITIVE PRICES

Ware Laboratories, Inc., 3700 N.W. 23rd St., Miami, Florida
BARRETT
RIGIDWALL SHEATHING
meets every FHA Requirement—AND THEN SOME!

1. HOLDS NAILS BETTER! Tests prove that RIGIDWALL Insulating Sheathing holds nails 47% better in dry board and 91% better in wet board than the FHA requires for direct nailing of siding shingles to sheathing. That's the extra measure of solidity you get only with RIGIDWALL!

2. 23% STRONGER BY TEST! Racking tests prove that RIGIDWALL is 23% stronger, on the average, than required by FHA for application without corner bracing. Wet strength is actually 44% greater than required. Here again, you get an extra measure of strength with RIGIDWALL!

3. SCORES CLEAN ... BREAKS EVEN
Because of its extra rigidity, RIGIDWALL Sheathing handles more easily . . . gives you less waste. Extra strength also means fewer ruined boards from smashed corners and edges—and ultimately stronger finished construction.

4. MADE BY THE CHEM-FI PROCESS
This is the unique Barrett process that brings the fiber strength of natural wood to insulating board. Microphotograph A is ordinary board, with fine powder-like particles throughout. Microphotograph B is Barrett RIGIDWALL, with long reinforcing fibers for extra strength!

The greatest improvement in insulating sheathing since its introduction. For samples and full information, call your Barrett representative or write us direct.

* T. M. of Allied Chemical Corp.
... a Crawford Door gives you the "extra selling edge" you've been looking for

Time was when building a saleable house was largely a matter of pleasing design, quality construction and convenient location at a reasonable price.

You, the builder, competing for today's home buyer's dollar must consider additional features to attract the customer's interest and to provide yourself with that "extra selling edge."

The question is—what can you add that will not raise your selling price too high?

There is one answer you may have overlooked... feature a sales appealing, handsome, home-enhancing quality garage door. Fact is, you should if the garage faces the street.

A strikingly designed, distinctively styled, perhaps even tastefully "customized" Crawford garage door can materially add to the architectural beauty of your home and its customer appeal—with little additional cost.

Point is, a Crawford door, with its luxury-look, individuality and ease of operation, provides the "extra selling edge" you've been looking for. And if you'd like an additional "tie-breaker" you might consider a Delco-matic garage door operator. Ask your Crawford Distributor about it when you call him.
Mr. Builder: IF YOU’RE ON THIS MAP...
YOU CAN BUILD FOR REAL PROFITS IN 1959!

“Operation Concentration”, now underway at THYER HOMES Northern Division, gives you an unequalled opportunity to build the best construction value on the market today! THYER is going all-out to meet the demand for top-quality, competitively-priced manufactured homes in the areas shown above.

THYER is concentrating on greater flexibility of design through standardized material specifications which permit the builder to “tailor” his models to meet local market requirements. THYER builders know exactly what they get in every basic “package” and what options and accessories are available with every model. Construction estimates, material, labor and shipping costs can be quickly and easily determined by the builder through THYER’s standardized procedure. No more costly and time-consuming guesswork!

THYER is concentrating on a merchandising program designed to give the builder every possible assistance in advertising and promoting his THYER HOME project, in his locality, when he wants it! THYER’s Field Representatives and Merchandising Department work with the builder on a personal basis to assure that his open house presentation is a complete success. More and more builders are joining THYER’s “Operation Concentration” and getting ready now for real profit opportunities in 1959. If you are now building, or planning to build, anywhere on the above map, we invite you to contact us immediately about joining THYER... one of the pioneers in the industry... and becoming an authorized THYER HOMES builder-dealer.

... and DON’T MISS THE NEXT TWO PAGES
Here are the homes THYER builders have asked for! In design, in material and construction quality, and in price range, they meet the needs of 80% of the home buyers in the northern market area. The models shown are typical of THYER's new line for 1959. They offer new standards of building flexibility through:

- Modern architectural styling in ranch, L-shape and 1½-story designs.
- A variety of exterior treatments, including siding, board and batten, brick and shakes.
- A complete selection of options such as casement, single or double-hung windows, for example.
- A choice of basement or non-basement models to suit local preferences.

... be a Thyer
Builder-Dealer,
mail coupon NOW!

The WEST POINT:
Available in five distinctive elevations ... basement and non-basement floor plans. Combining top-quality materials and construction at a price within the reach of everyone.

DESIGNED FOR LIVABILITY...STYLED FOR BEAUTY...
1959 . . . flexibility PLUS!
reach a big 80% of the buyer's market!

The Kingston:
Ingeniously planned for efficiency and family living. Five beautiful elevations with many optional appointments to bring out the individuality of every home. Basement and non-basement plans.

The New Haven:
A 1½-story beauty that assures ample living space with room galore for expansion. Two bedrooms down, expandable second floor. Five striking elevations... basement and non-basement floor plans.

The Arbor:
Popular L-shape design, carefully planned to eliminate the family "traffic problem". Basement and non-basement plans. Note the optional wing extension, available with any of the five elevations.

Thyler Homes
The Thyler Manufacturing Corp.
Toledo 9, Ohio

January 1959
For knotty pine paneling... consider LODGEPOLE PINE

small, non-bleeding knots characterize this light, easy-to-work wood

LODGEPOLE PINE—an ideal knotty pine.
Home owners like it because its knots are small, and do not bleed. It machines to a smooth, satiny surface; and it has excellent paint and stain holding characteristics. In Lodgepole Pine, you have an attractive, practical knotty pine for any home setting.

Carpenters like it because it is light in weight, easy to handle and work. Lodgepole Pine is soft-textured, and it is easily nailed without splitting.

Sheathing, siding, subflooring are other excellent uses for Lodgepole Pine because of its smooth milling, accurate sizing and good insulation qualities. And it is carefully dried, assuring more accurate sizing and improved woodworking qualities, insuring lower maintenance costs.

Writ for FREE illustrated Facts Folder about Lodgepole Pine to:
WESTERN PINE ASSOCIATION,
Dept. 703-B, Yeon Building,
Portland 4, Oregon.

Western Pine Association
member mills manufacture these woods to high standards of seasoning, grading and measurement
Idaho White Pine - Ponderosa Pine - Sugar Pine
White Fir - Incense Cedar - Douglas Fir - Larch
Red Cedar - Lodgepole Pine - Engelmann Spruce

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow
SINCE 1875...

A COMPLETE AND DEPENDABLE
ALL-IN-ONE SOURCE FOR
QUALITY MILLWORK . . .

Years of insistence on quality . . . on craftsmanship . . . on interested service and cooperation go into every item of Qualitybilt Woodwork. This is your assurance of customer satisfaction . . . profitable repeat orders . . . the "reason why" that the Qualitybilt name has become synonymous with outstanding value in Birch cabinets, Ponderosa Pine windows and casements, hardwood and softwood doors; also—mantels, china cases, stair parts, etc. Ask your supplier for Qualitybilt by name! Let us prove how this complete line will meet your every requirement.

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THE NAHB SHOW
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FARLEY & LOETSCHER MFG. CO.
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ENTRANCES - DOORS - FRAMES - SASH - BLINDS - CASEMENTS - SLIDING DOORS - SCREENS - COMBINATION DOORS
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KITCHEN CABINET UNITS - CABINET WORK - STAIRWORK - DISAPPEARING STAIRS - "FARLITE" LAMINATED PLASTICS

JANUARY 1959
NOW! FOR ALL SIDINGS...

MAZE

STORMGUARD

COLORED

NAILS

TO MATCH ASPBESTOS,
INSULATING AND
CEDAR SHAKE SIDING!

FOR SIDINGS—F.H.A. requires
a hot-dipped type zinc coated
nail... Maze STORMGUARDS
are strong steel nails hot-dipped
twice in molten zinc! Now avail-
able painted to match modern
colored sidings.

✓ NO SHINY NAIL HEADS
— Maze colored nails have
chequered heads to break up
light reflections ... hold paint!

✓ COST FAR LESS PER NAIL
THAN ALUMINUM ... DRIVE
AND HOLD BETTER!

11 STOCK COLORS

M-2 WHITE  M-18 TAN
M-23 GREY  M-31 LIGHT BROWN
M-5 LIGHT BLUE  M-22 DARK BROWN
M-18 LIGHT GREEN  M-14 CORAL
M-12 DARK GREEN  M-26 RED
M-20 BLACK

40 OTHERS ON REQUEST

ANCHOR, BARBED, SPIRAL and PLAIN SHANKS

S-214A ASPBESTOS SIDING ANCHOR-SHANK FACE NAIL

S-245 INSULATING SIDING BARB-SHANK NAIL

S-235A CEDAR SHAKE ANCHOR-SHANK FACE NAIL

SOLD IN HANDY 50-
BULK OR 5 P. CARTONS

BULK CARTONS HAVE
STURDY INNER BOX
CAN BE USED
BY WORKMEN.

WRITE FOR FREE COLORED NAIL SAMPLES:

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W. H. MAZE COMPANY

Peru 3, Illinois

NEW DELTA

“SUPER 900” RADIAL SAW
DEVELOPS UP TO 2 H.P.

Newest of Delta’s famous, complete line of
radial saws—the 9” “Super 900”—gives you
extra power at the blade where you need it.
Match the tool to your job. For the biggest
savings in time and money choose the Delta
radial saw with the guts you require:

16” - 20” RADIAL SAW
for heavy-duty production work
—3, 5 and 7½ h.p.
(Shown at left)

12” - 14” RADIAL SAW
for centralized or on-the-job
cutting—2, 3 and 5 h.p.

10” PORTABLE RADIAL SAW
carry it where you need it—1½
or 2 h.p.

9” “SUPER 900” RADIAL SAW
honest 1 h.p. motor develops
up to 2 h.p. under load.

FREE! — Delta Industrial Catalog

Get all the facts on Delta Radial Saws,
complete line of accessories and other
woodworking tools. Write: Rockwell
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See Delta Radial Saws at your nearest Delta Dealer
... he’s listed under “TOOLS” in the Yellow Pages

DELTA POWER TOOLS

another fine product by

ROCKWELL

W. H. MAZE COMPANY

Peru 3, Illinois
AND IT'S THE ALL NEW  

IN NATIVE RED ALDER BY  

COUNTRY KITCHEN  

Here's where the sale is made. Here, in the kitchen, is the high point of owner pride...the place to feature cabinets of bright originality. The Country Kitchen, in Red Alder with the soft glow of its Salem Nutmeg finish, gives a new richness which no other wood can duplicate. Its deep, dark beauty accents both traditional and modern design...combines handsomely with other woods as well as plastics, wall coverings and ceramics.

The Country Kitchen is constructed in the true tradition of old-country cabinetry with careful attention to detail. Each unit is finished to perfection, packaged separately and is ready to install on delivery complete with antique copper hardware. Red Alder features the hardwood durability and gorgeous graining you normally expect only in fine furniture.

Let her feast her eyes on a Major Line Country Kitchen and the sale is made. What's the price? This will surprise you. The Country Kitchen costs less than Birch!

Country Kitchen units are available in the same wide range of sizes and types as Major Line's famous Birch cabinets. See both the Country Kitchen and the Birch Kitchen at your dealer's or

SEND FOR SAMPLES TODAY

Major Line PRODUCTS CO., INC.

120 6th Avenue North, Seattle, Washington
New...Natural Beauty!

PRECAST TERRAZZO TILE

FOR LIFETIME USE AND LASTING SATISFACTION

The NEW decorative surfacing material made in the age-old Italian process . . . now in new pre-cast form for quicker mess free — no grinding installation, and simplified handling for greater economy. Easily installed over cement, wood, etc.; BELLO PRECAST TERRAZZO is ideal and unique for both interior and exterior settings. Here at last is the 'mess-less' terrazzo, architects, builders and contractors have sought.

YES there is a BELLO PRECAST TERRAZZO TILE for every use and every building need!

Available in 2 mirror polished sizes
12" x 12"
16" x 16"
in 30 basic colors, or to your specifications.

A product of Puerto Rico Marble Industries

THE HAVES CORPORATION 1105 Jericho Turnpike, New Hyde Park, N. Y.
REMODELING is big business for members of the Los Angeles BCA. According to a survey, volume reached $30,000,000 in 1958 and a majority of all builders participated—not just remodeling "specialists." Eighty percent of the work was adding a room or rooms to houses. The balance consisted of other types of remodeling on homes and commercial buildings. Most contractors reported that a very large amount of personal time is required for estimates, expediting and field supervision. However, they also reported a profit of around 25% on gross sales.

PORTLAND HOME SHOW to run for 100 days. By tying in with Oregon's Centennial Exposition and International Trade Fair, builders will get more than 120 times their usual audience and for ten times as long. In addition, the builders will have a "Home of the Future," and their show will occupy a large amount of space in the main building. Six to eight million visitors are expected at the Fair which opens June 10.

USE TRACT METHODS TO CUT COSTS ON LUXURY HOMES.

After building 3,615 low- and medium-priced homes since 1949, Hirsh-Edmunds Co. of Los Angeles decided to pull out of this market. The reason: high land costs, improvement costs and building costs priced them out. Turning to upper bracket homes for which the company feels there will always be a stable market, it found that many of its mass production techniques and practices enable cutting costs on the $55,000 to $60,000 homes the company is now building. Hirsh-Edmunds does its own designing with a view to duplication of certain components. Types of power equipment which many small custom builders do not own are also used. The company furnishes its own interim financing, thus saving a considerable sum on each house, and accepts a mark-up much lower than usual for custom building.

TIPS FOR THE REMODELING CONTRACTOR from the BCA Modernization Council. Don't kid your customer about the length of time the job will take, or the mess which will be created. If customers are told in advance what to expect, they have no just basis for complaint when you banish them from the kitchen for several days. When the job is completed, a dozen red roses for the lady—or a Mixmaster—will help build satisfaction which means referral business.

TACOMA HBA changes program chairman each month. By appointing a different chairman each month to secure speakers and arrange programs, president Ralph Peltier gets a fresh approach which insures variety. Sounds like a good idea.

BUILDER EQUIPS 20 homes with gas air conditioning. Crofton Cooper, Anaheim, Cal., builder, won the distinction of placing the biggest order to date for the Arkla-Servel year 'round air-conditioning units. He signed up for them for every home in his new development, The Arches.

NEWEST OF WESTERN NEW PRODUCTS are on p. 38F. Take advantage of this opportunity; you'll see what's in store for you in 1959. If you want more information on any of the products shown, circle the reply card on page 130.
TWO plywood skins, nailed and glued to a frame, make up the panels of the folded-plate roof. The inclined surfaces act together as a beam. Conventional framework is not needed. Exterior is Fiberglas cord by Certain-teed.

MODULAR PLANNING made it easy to include a separate children's courtyard, a family living area, and a patio off the master bedroom. Note the deep entry and the SCR brick wall. Garage is matching Norman brick.

Put up your roof in one day:

GOOD ZONING: house is divided into a children's wing and adult's wing. Opening the sliding wall between dining room and entry provides a 15x30' entertainment area. Traffic pattern allows direct entry to any part of house.
here's a new way to cut costs

The folded-plate roof: it's new, it's going places, and it will help you cut construction costs.

Although the roof has been used in commercial structures, this is the first application to a private home. The house is the Wedgwood Home of Tomorrow, built by Wedgwood Homes, Portland, Ore.

Advantages are: first, the roof can be erected in less than one day—an important savings in labor costs. Second, there's less material in its surfaces and fewer supporting members. This system eliminates the need for conventional framing.

Each folded-plate roof section is built up from two rigid stressed-skin panels. The panels actually are two plywood skins nailed and glued to both sides of a light wooden framework. Each of the folded plates spans up to 20'. Lengths vary to 31'.

The outward thrust of the roof is taken across the end walls. Because each panel acts as a rigid member there will be no deflection across its length.

Douglas Fir Plywood Assn. did all the engineering research. The Diamond Lumber Co. in Tillamook manufactured and insulated the roof. When completed, it was trucked to Portland for erection.

From the exterior, the roof gives the house interesting lines, and a light airy appearance. Inside, it creates the effect of a beamed ceiling. The ceiling's broken surface also provides excellent acoustics.

Cost savers for the house didn't stop with the roof. Careful planning and designing allowed the builder to cut on other items.

- A 6" SCR brick wall does the job of more conventional double brick walls. It effects a savings of roughly 35%.
- Modular planning allows off-site fabrication, saves on building time, and permits more flexibility in the plan.
- Dry-wall construction speeds erection and prevents excess moisture in the house.

The money saved bought these extras:

A Roman tiled tub and shower; a large master bedroom suite; three outdoor living areas and an entry court; automatic wiring, lighting and timing controls, and deluxe appliances.

The house sells for $35,000. Some products used: Alcoa siding; Mulino windows; Kwikset hardware; Formica kitchen counter tops; Columbia garage doors; Collins hot water heater; Delco furnace; Alliance-Ware plumbing fixtures; Pryne and Nu-Tone fans.
Hardboard works like wood
A temper-treated, sealed hardboard panel comes 3/8" thick. It is specially designed for exterior use. It can be sawed, planed, routed, sanded, drilled and nailed like wood. Unlike wood, it has no grain, knots, splinters, doesn't check and has no glue to dull saws.

Forest Fiber Products Co.
Circle No. J376 on reply card, p. 130

It's easy to install
A prefabricated fireplace made entirely of metal, the Planet FireHEARTH, requires no masonry or brickwork. Comes in two models: a free-standing style, for floor-to-roof installation, and a wall-mounted version, for easy attachment to any existing chimney.

Condon-King Company.
Circle No. J378 on reply card, p. 130

Screen cuts a/c needs
New ceramic Solar Screen serves to break the heat of the sun falling directly on a building, reducing the requirements on an a/c unit. It also permits the designer to break external home lines. It is available in natural red and other colors and various designs.

Gladding, McBean & Co.
Circle No. J377 on reply card, p. 130

Vanity is wall-hung
"Fashionettes" wall-hung vanities are bathroom-sink and pullman-cabinet fixtures, ready for installation. They have fully formed one-piece counter of Sanitop's Monoform design. Available in 30", 42", 54" and 72" lengths, all 22 1/2" deep. There are matching medicine chests too.

Sanitop, Inc.
Circle No. J381 on reply card, p. 130

Heating/air conditioning
New "Airtrol" equipment provides complete air control for both heating and air conditioning. Compactness of equipment saves time, floor space. In 80, 100, 120, 140 thousand Btu sizes for use with 2-5 ton air-conditioning.

Holly-General Co.
Booth Nos. 209-210—Hilton.
Circle No. J380 on reply card, p. 130

One operation washes, dries
A combination gas washer and dryer washes-dries in one complete, continuous operation. Clothes are treated gently at all times. There's no overdrying with this unit. It automatically provides the correct drying temperature and time for each type of fabric or amount of clothes.

O'Keefe & Merritt.
Booth Nos. 370-371—Hilton.
Circle No. J382 on reply card, p. 130
Now we’re speeding Cemex to Western builders!

MULTI-PURPOSE, PORTLAND CEMENT-BONDED, WOOD FIBER BUILDING SLABS DELIVERED TO YOUR JOB-SITE OVERNIGHT

In the past 12 years CEMEX has proved itself in nearly 1300 commercial, industrial and educational structures. Its acoustical qualities hush noise; its insulation ability protects against temperature extremes; its structural strength can even support load-bearing walls! CEMEX is ideal for roof decks, exterior walls, interior wall linings, ceilings and partition walls. CEMEX is easily installed by any competent contractor.

Now from its new Arizona plant, CEMEX can be delivered to nearly every Western point within 24 hours.

If CEMEX is new to you, call or write for facts!

CEMEX of Arizona, Inc.
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Just mail us this coupon, and we’ll ship you a CEMEX sample by return parcel post.

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Engineering consultation service without obligation
SMARTEST and most practical
SINK AND PULLMAN FIXTURE

**Fashionettes**

wall-hung vanities

Tract builders, single-home builders, remodelers and decorators—all appreciate the custom-style look, the surprising economy of wall-hung FASHIONETTES. Fully formed one-piece Formica tops. Cabinet sides and drawer facing in Formica woodgrains or decorator colors. Sliding doors of durable, decorative Fiberglas.

MATCHING MEDICINE CHEST (optional)

Write, wire or phone for descriptive literature.

FASHIONETTES are engineered for quick, simple installation. Sizes and models to suit all needs. From 30” to 72”. Single and double bowl styles. Prices that win instant favor.

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**FUTURA** sets the pace in . . .

- SLIM MODERN DESIGN
- ECONOMY OF INSTALLATION AND OPERATION
- EFFICIENCY
- QUALITY OF CONSTRUCTION
- SAFETY

lengths from 4 to 12 feet wattages from 750 to 2750

From Oregon to Maine — From California to Texas—FUTURA Baseboard Heat Installations are ringing up big dollar profits.

FOR FULL INFORMATION CLIP & MAIL

Electro Products Mfg. Co.
8310 N. E. Highway 99, Vancouver, Washington

38-H AMERICAN BUILDER
UNIQUE uni-dek
COMPLETE COUNTER-TOP IN A PACKAGE

THE NEW CERAMIC TILE COUNTER-TOP


Uni-Dek has one piece stretchers and angles—all in standard 6" X 6" size. Available in all RAMONA colors. Harmonizes with fixtures and appliances. Back-splash available in plain colors or patterns.

*Free descriptive literature. Write or contact us.*

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Manufacturers of RAMONA and CERATILE • 7716 East Olive Street, Paramount, Calif.
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Showroom and Sales: Hollywood, North Hollywood, San Diego, Palo Alto, Fresno, Phoenix, Salt Lake City, Ogden, Seattle, San Antonio and Houston
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JANUARY 1959
whether outside or inside... walls, planters, chimneys, fireplaces, patios or as garden accents.

nothing else adds so much extra distinction, so much more beauty, at so little extra cost.

FOUR DIFFERENT TYPES OF PALOS VERDES STONE ARE AVAILABLE

For free illustrated catalog write to Service Dept., Palos Verdes Stone Dept., 619 South Flower St., Los Angeles 17, California.
There's a built-in for any priced home you plan to build...in the complete new line of

**General Electric**

**Builder-designed**

**Ovens and Cooktops**

---

**For a distinctive kitchen:** Custom double-oven in new, non-tarnish copper-finish; cooktop with controls at eye level... built into hood with exhaust fan and floodlight.

**Dramatic beauty for any kitchen:** Custom automatic oven in Turquoise Green. Matching cooktop has remote push-button control for wall or cabinet installation.

**Give low-cost kitchens** automatic convenience plus colorful eye-appeal with automatic deluxe oven and cooktop in sunny Yellow. Also in Pink, Turquoise, Brown, White.

**For the ultimate in beauty and convenience:** Two complete ovens in minimum space. Ovens and cooktop in Woodtone Brown; the ideal unit for custom-built homes.

**GENERAL ELECTRIC**
Builder-designed...

★ Choice of...single ovens...double ovens ★ The newest automatic features ★ 2- and 4-unit cooktops

New! TWO FULL-SIZED OVENS THAT INSTALL AS A SINGLE UNIT!

This G-E Double-Oven is one-piece—slips into single opening—uses only one conduit connection. Each oven has its own automatic timing, broiler, floodlight; top oven has rotisserie and meat thermometer. Controls for both ovens on single, eye-level panel. Both oven doors slide off.
new models for every priced home!

★ Pushbutton controls ★ Fast, fully enclosed units
★ 4 colors plus white, copper-finish, satin chrome

New! DE LUXE EXHAUST HOOD HAS EYE-LEVEL COOKTOP CONTROLS!

Pushbutton controls for this cooktop are at eye level—built right into the copper-finish hood—always easy to see and reach! The hood contains a quiet, powerful exhaust fan which is easily removable for cleaning; built-in lamp floodlights the entire cooktop area.
with features you’ll find easy to talk about

Automatic Oven Timer that’s as easy to set as a clock! Set start time on top dial . . . set stop time on bottom dial. Cooks meals while you’re out.

Removable oven door makes it easy to reach any part of oven for cleaning. Open door, release safety latch, slide door off. Slides back on as easily.

Meat Thermometer takes guesswork out of perfect roasting or broiling. Dial the degree of “doneness” you want . . . buzzer sounds when meat is ready.

Automatic rotisserie barbecues a 20-lb. roast! Stainless steel spit. Removable, sure-grip handle lets you handle hot spit safely and easily.

Big 21" wide-opening oven has sturdy platform door. Gives room enough for complete oven meals; you can even bake four pies on one shelf.

Mix or match ovens and cooktops in like or contrasting colors! Ovens in Petal Pink, Turquoise Green, Canary Yellow, Woodtone Brown, White, Copper finish, Satin Chrome. Cooktops in all colors and stainless steel.

They mix ‘n match!

De Luxe Oven Model J-720; Integral control cooktop J-820 offers smart styling, automatic features and fast, low-cost installation.

Custom Single Oven Model J-750 and remote-control cooktop J-850 combine truly modern features with the most advanced styling.

Model J-802—2-unit cooktop with remote controls. In stainless steel. Use in pairs or with 4-unit cooktop for flexibility and convenience.

Built-in news that will rock the industry
New, simpler, quicker installation!

JUNCTION BOX LOCATED 10" LEFT OF CENTER IN BACK OF CABINET

2" X 4" OR EQUIV. RUNNERS

FLEXIBLE POWER CABLE JUNCTION BOX

G-E

one-piece oven installs in minutes

No assembly needed. Oven comes from the factory complete, ready to slide into wall opening or 27-inch wide cabinet. No knobs or trim to remove or replace. No time or labor needed for complicated electrical connections—just one simple conduit to attach. Installation in minutes.

FOR COMPLETE SPECIFICATIONS and installation information, contact your local G-E distributor or write Range Department, General Electric, Appliance Park, Louisville I, Ky.

From carton to cooking in 32 minutes!

G-E Ovens and Cooktops are engineered for easy installation.

One-piece drop-in cooktop has built-in pushbutton controls...no separate control panel to mount. Fits flush with counter top.

Six thumb screws to tighten...one conduit to connect...done! Oven and cooktop installed by The Eagles Co., Louisville, in less than 32 minutes.

One-piece oven slides into wall opening or 27-inch cabinet. Comes from factory ready to install—no knobs or trim to remove or replace.
Built-in news that will rock the industry

NEW

General Electric ONE-PIECE Built-in Range

Offers built-in glamour at installation savings up to $100!*

And saves 5 square feet kitchen space!

- Space to add a feature
- OR cut space and save up to $60 more!

(separate units 57" x 24" - G-E One-Piece 27" x 24")

It's the biggest news of the year for builders! This new G-E One-Piece Built-in Range is a de luxe large oven and dropped 4-unit cooktop, all in one piece to reduce your installation costs!

Builder-designed to give these installation cost advantages:

- Single conduit connectionSAVE up to $25.00
- No oven cabinet neededSAVE up to $45.00
- No cooktop base cabinet neededSAVE up to $20.00
- No waste in countertop coveringSAVE up to $20.00

Less base panel below oven of G-E ONE-PIECE 10.00

NET SAVINGS $100.00

Quality features for consumer acceptance:

- Big-capacity oven
- Removable oven door
- Focused-Heat broiler
- Automatic Oven Timer and Minute Minder
- Hi-speed pushbutton units and master indicator light
- Fully enclosed bake and broil units
- Available in Pink, Turquoise, Yellow, Brown, White

GENERAL ELECTRIC
BIG, GLASSED-IN gable end is the focal point of the luxury model in the new Scholz series.

**PREFAB PREVIEW FOR 1959**

Here's **one** new design that covers **four** big price ranges

Don Scholz has always made news with his prefab designs, and 1959 will provide no exception. For the second year in a row, Scholz has taken one basic design and applied it to a whole series of new houses.

Says Scholz: "This new series is a combination of the features we've found to be best sellers over the past two years. Most of them have been used in our higher-priced lines until now. In the new Mark 59 series we've dropped them into a price range that should find a much bigger market."

The big difference this year is indeed price. Last year's Mark 58 series started at $30,000 and went into outer space. The Mark 59 starts at around $15,000, depending on the area and the builder's volume, and goes up to about $30,000. This is the so-called "medium" price class, generally the most stable of all, and the one most built in by the smaller builder. Scholz's new line will give builders the whole range of this important market.
"MARK 59" IS TYPICAL of Scholz Homes' designs. Roof is low in pitch with big overhangs.

You can **stretch** this styling

---

**Model A, 1,150 sq. ft.**  
$14,000—$17,000, with land

**SMALLEST MODEL.** in the new series, this house still retains the most important features of its bigger brothers. Circulation is excellent, informal living area is well handled. Note the big storage area in garage.

---

**Model B, 1,150 sq. ft.**  
$18,000—$20,000, with land

**INCREASE IN SIZE** in the Model B is made in the bedroom section. By extending it out an extra seven feet, all three bedrooms are enlarged, living room picks up another five feet, and there is space for two full baths.
Styling is fundamentally California ranch, but finishing touches are colonial in character.

to fit any of these plans

Model C, 1,150 sq. ft.
$23,000—$28,000 with land

BIGGEST BASIC PLAN is the Model C, which is some three feet longer than the next smaller house, has a two-car garage. All models except the smallest have optional four-bedroom layout, as shown in red shaded area.

Model D, 1,550 sq. ft.
$23,500 and up, with land

LUXURY MODEL has the cathedral ceiling and glass gable end shown on the opening page. is otherwise the same as Model C. Additional extras, like pool and fireplace, can run price up into the $30,000 range.

Continued on page 56
Again, SCHOLZ HOMES and America's leading building industry manufacturers bring to the nation's builders and homebuyers the newest products from their research and development programs presented in the greatest nationwide promotional program in the history of home building.

YOU CAN BUILD THIS HOUSE...
IN YOUR COMMUNITY, AND HERE IS WHY YOU SHOULD!

**A** MODEL
$14,000 to $17,000 including land

**B** MODEL
$16,000 to $21,000 including land

**C** MODEL (conventional ceiling)
$22,000 to $30,000 including land

**D** MODEL (studio ceiling)
$22,000 to $30,000 including land
THIS PROGRAM IS SO GOOD... YOU CAN'T AFFORD NOT TO BUILD THIS HOUSE!

1. 80% construction loan financing, you tie up no cash of your own.
2. Priced from $14,000 to $30,000 in 3 size ranges. (including land)
3. A buildout cost at approximately $9 per square foot.
4. The most complete program to sell builders' houses in the history of home building outlined on following pages:

THE Mark 59 PROVIDES

"America's most exciting homes" require the dramatic, clean lines, the rich custom styling of America's most distinctive garage doors... by Crawford, of course. For Crawford offers a door model to harmonize with every style of architecture, custom design to enhance any decorative motif, a size to fit any opening. Add to this eye-appealing beauty a smooth, silent, effortless action that makes a Crawford door a pleasure to operate, and you can readily appreciate why Crawford garage doors were selected for the "House of the Year"... and why Crawford should be your choice too.

SCHOLZ HOMES are now available everywhere in the United States from one of eight plants near you. CALL, WIRE or WRITE us in Toledo immediately.

The Mark 59 will also be on display at the Chicago Show. See us there. 3rd floor Hilton.
THE SCHOLZ

Mark 59

"HOUSE OF THE YEAR"

YOU CAN BUILD THIS HOUSE...
IN YOUR COMMUNITY, AND HERE IS WHY YOU SHOULD!

1. 80% construction loan financing—
you tie up no cash of your own!

THE

Mark 59

features
the products of:

ALWINTITE

PLUS VALUES

The comfort and convenience of modern, trouble-free living is additionally assured with ALWINTITE Aluminum Sliding Windows by General Bronze Corporation...Windows which are recognized by builders and home owners for their many PLUS VALUES.

Carefully designed and precision made, they offer visible evidence of quality construction. Flash-welded frames give extra strength and rigidity to these easy-slide windows.

Home buyers also appreciate their fine performance and beautiful appearance. The name and reputation of General Bronze for quality building products stands behind every ALWINTITE Window.

MASONITE

Here are exterior walls that will remain carefree in so many ways, year after year. With today's exciting range of materials—like the Masonite® Siding products you see here—all the old limitations are off. The way is cleared for your home to express more of you...to boast a personality all its own.

There's no thought of splits, splinters or cracks—now or ever. These hard, dense panels take paint like a dream...stand up to wind and rain...require so little up-keep you'll find it hard to believe. A truly fine contribution to the modern carefree manner of living are these fresh new siding products by Masonite.
THIS PROGRAM IS SO GOOD... 
YOU CAN'T AFFORD NOT TO 
BUILD THIS HOUSE!

2. Priced from $14,000 to $30,000 in 3 size ranges. 
   (including land)

JOHNS-MANVILLE

ASPHALT
ROOF SHINGLES
A superior asphalt shingle—gives full protection against the weather—furnished in colors of distinction that add to the luxury look of the Mark 59 Home.

WEATHERTITE
SHEATHING
Adds structural strength to the home. Its high insulating qualities help keep the home more comfortable... reduce heating and cooling costs.

PRE-PRIMED
ASBESTOS
FLEXBOARD
Provides attractive exterior walls in authentic board and batten styling. Made of two minerals, Flexboard is rotproof, weatherproof and fireproof.
YOU CAN BUILD THIS HOUSE IN YOUR COMMUNITY...AND THIS IS WHY YOU SHOULD!

3. A buildout cost of approximately $9 per sq. ft.

Eye appeal is sell-appeal! Whether you're building the Scholz Mark '59 model home or another exciting model home, cover every inch with the beauty Celanese contemporary fibers can give. Drape the walls with fabrics of Celanese acetate for extra richness; use Celaperm draperies for colors that keep their clear beauty; let Fortisan provide the ultimate in elegance at the windows. Put Celanese Celaire, the new "life-set" twist carpeting used by leading manufacturers, over every inch of the floor to insure carpeting that is the epitome of luxury at a down-to-earth price.

Furniture by Broyhill Premier brings high fashion and a distinctive degree of prestige to this room in the Mark 59 "House of the Year". This style is one of several represented in the distinguished Broyhill Premier collection of correlated groupings for living, dining, bedroom and random areas in the home, and each style offers a choice from more than 100 color-fabric combinations created exclusively for Broyhill Premier by leading color authorities. Advertised to millions in Life, Look, Living, Seventeen and Parade, and made by one of the world's largest furniture manufacturers.
THIS PROGRAM IS SO GOOD...
YOU CAN'T AFFORD NOT TO BUILD THIS HOUSE!

4. OVER 13½ MILLION prospective home buyers will see your model locations with major story and advertising sections in:

- McCALLS
- LIVING
- HOUSE & GARDEN

PLUS, local break announcements on NETWORK TV SHOWS

dramatizing THE Mark 59

Virden Lighting adds the happy combination of beauty, comfort and safety throughout the interior of the dramatically new Mark 59... creates nighttime beauty on the exterior too.

Handsomely styled, high-quality Virden Lighting in both contemporary and traditional designs complement and add to the fine over-all Mark 59 decorative scheme. Provides, too, the necessary high level general lighting... dramatic feature lighting and concentrated localized lighting required to make this truly the "House of the Year".

Virden Lighting offers a complete selection of home lighting as well as fluorescent equipment for commercial and industrial use. For free catalog, write to the John C. Virden Company, Dept. SH, Cleveland 3, Ohio.

A TRIUMPH OF LOCK DESIGN... "First in fashion, finest in function", Sargent Residential Hardware combines simple, classic lines and rich decorative effects with lasting security. There are knobs, roses and finishes to suit the personality of every room. Available in gleaming brass, rich bronze, aluminum or chrome, with personalized and high-styled roses.

SARGENT & COMPANY
HARDWARE MANUFACTURERS * NEW HAVEN 9, CONNECTICUT
Sargent Locks... "sign of a well built house"
YOU CAN BUILD THIS HOUSE IN YOUR COMMUNITY... AND THIS IS WHY YOU SHOULD!

5. The complete magazine feature story decorating package made available at cost and financed by Scholz Homes.

THE SCHOLZ MARK 59

"HOUSE OF THE YEAR"

the general electric medallion kitchen

Hardly a woman can pass up this breathtakingly beautiful kitchen...especially designed for the Scholz home. Step-saving, work-saving, electrical servants that change chores into leisure...offer convenience unlimited to the housebuyer.

Now G. E. "Straight-line" appliances give you the look of built-in kitchens without built-in expense. A General Electric Range, with 21 inch master oven, makes cooking a breeze...fast, clean and safe. A G. E. Straight-line design Refrigerator fits flush against the wall and lines up at front with cabinets for that built-in look. And the sink center comes complete with a G. E. undercounter Dishwasher featuring the Flush-away Drain...and a Super-Grind Disposal® that grinds and washes food waste away before it has a chance to become garbage! All this, plus the Filter-Flite® Washer and Matching Clothes Dryer in a handy utility room.

Truly here's a kitchen that puts your house prospects in a buying mood...A General Electric Advance Design Kitchen.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Amtico

Here is the ultimate in flooring luxury and durability. Enhancing any decor, Amtico Vinyl Flooring helps create handsome and distinctive settings. Quiet and comfortable, it provides a lifetime of beauty and wear...always looks new with so little care! Amtico is all-vinyl...colors go through each tile. There is no finer flooring on the market!
THIS PROGRAM IS SO GOOD...
YOU CAN'T AFFORD NOT TO
BUILD THIS HOUSE!

6. Direct contribution to your
advertising program from the
half million dollar fund set up
by participating manufacturers.

7. Support of your adver-
tising program by your local
department or furniture store
and utility companies.

Universal Rundle

This beautiful new Mark 59 “House of the Year” has been made even more
eye-appealing with the installation of Universal-Rundle bathroom fixtures.
These lovely trend-setting fixtures by Universal-Rundle are the latest in
design. Scientifically color-matched fixtures... with gleaming, enduring
taste... scratch, chip and stain-resistant. Here are lavatories with generous
counter surfaces and anti-splash rims; expansive yet compact, bathtubs;
water closets that operate ever so quietly.

For more than half a century Universal-Rundle has developed new and
better ways to make U/R bathroom fixtures more beautiful, more efficient,
more lasting. They’re your assurance that you are using the World’s finest
bathroom fixtures.

This Mark 59 bathroom
features the lush splendor of genuine Formica® laminated plastic.

On Vanitory and walls the very newest and prettiest of Formica®
patterns called White Sequin assures long years
of wear with only damp cloth care.

Formica® is unharmed by boiling
water,—never requires finishing.

Formica® Laminated Plastic

product of CYANAMID
Scholz provides a fine house, backs it with a powerful promotion

To make sure that the Mark 59 Series gets the maximum in buyer exposure, Scholz has set up a co-operative builder-dealer program. The new series is scheduled to get both editorial and advertising coverage in three major consumer publications in May and June. So that his builders are in a position to take full advantage of all this publicity, Scholz is reserving the right to set the opening date for all of the new models.

Here are the highlights of the co-operative plan. Scholz Homes agrees to:

- Help the builder lay out the sites for at least three model houses and a sales office, and to lay out the first block of homes the builder sells from the promotion program.
- Help in securing first mortgages for the models, and supply enough additional financing so that the builder supplies no capital beyond the land cost.
- Supply a furniture package to the builder on a rental basis, with an option to purchase.
- Provide technical personnel to help secure the best possible subcontracts for the builder.
- Assist the builder with experienced sales personnel, and arrange for local merchandising.
- For his part, the builder agrees to:
  - Build and furnish three models, as requested, and present them in the most attractive and saleable way possible.
  - Make the landscaping, the patio, and the exterior and interior color schemes conform to the preselected patterns that Scholz has designed for them.
  - Set sales prices on all models on the basis of a maximum of 10% of the building cost for profit, and 5% for overhead, not including merchandising costs.
  - Use FHA financing for models under $25,000.
  - Conduct an advertising program using a minimum of ¼ page a week in local newspapers, plus any necessary radio and TV time, for a minimum of six months from the opening of the project.

Several of the manufacturers whose products are being featured in the new houses are participating in the national promotion program. They are: General Electric Co., Johns-Manville Corp., Masonite Corp., Formica Corp., Universal-Rundle Corp., Sargent Hardware Co., Broyhill Furniture Manufacturing Co., Celanese Corp., General Bronze Corp., Crawford Door Co., and Amtico Tile Co.

For more information on the new Scholz models, circle No. J1, reader’s reply card, page 130.
Ever since using it in a new home he built for himself over 10 years ago, Don Scholz has been sold on genuine L·O·F Thermopane insulating glass. In the Scholz Mark 59, as in all its predecessors, Thermopane is again a star feature in this gable window wall.

Television and magazine advertising and ever-broadening use of Thermopane have made it widely known and universally wanted. Everyone visiting your Mark 59 model home will know Thermopane means warmer in winter and cooler in summer—protection from drafts and reduction of fogging—lower cost heating and air conditioning.

Another terrific Scholz feature!
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.

500 Series

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.

Each M-D Mail Box is available in 4 beautiful lifetime finishes that never rust or tarnish. Albraz (brass color), Albright (chrome bright), Albblack (black), and Alacrome (natural aluminum). Standard No. 1 size. Approved by U.S. Postmaster General.

M-D Rural Mail Box is available in 4 beautiful lifetime finishes that never rust or tarnish. Albraz (brass color), Albright (chrome bright), Albblack (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 11/4" 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 Albraz finish. Albraz is a permanent anodized color that will never tarnish—never needs polishing. Available 3/4" wide by 7/8" or 11/8" high or 13/8" wide by 7/8" high.

Nametal 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.
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
Mode 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 35-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.

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.

Aluma-Slide SLIDING DOOR TRACK

For 1/4", 1/2", 3/4", 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

KITCHEN WORK SHOP CLOSETS

GARAGE RECORDS FAMILY ROOM

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.

17 magazines will carry 197,000,000 Messages to your 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!
Casual Random’s beauty secret:

Not so very long ago, all drilled fiberboard ceiling tile—including Insulite—was produced with ordinary twist-type bits. So all tile had fuzzy, bewhiskered holes, sometimes badly clogged with fiber.

When Insulite switched to the use of costly core drills, ceilings finished with our new Acoustilite instantly showed a finely detailed, cleaner and more handsome look. This sharp edged, cylindrical drilling makes a truly amazing difference—both in regular drilled Acoustilite and in our tremendously popular Casual Random pattern, shown above.

Hollow-core drilling is one dramatic difference in ceiling tile that every buyer can see at a glance. Show that difference to homeowners, to commercial
fuzz-free hollow-core drilling!

building owners, and to architects. Here's a marvelous extra-quality feature at no extra cost. It means more ceiling tile jobs for you... easier selling... and perfectly satisfied customers! For special information on Casual Random or any of the other fine Insulite ceiling tiles, write us—Insulite, Minneapolis 2, Minnesota.
The National Wall Company has 41,000 sq. ft. of floor space in its new headquarters in Skokie, Illinois. Ragnar Benson engineers specified Keywall in every concrete masonry course outside and as a tie for the brick facing. Keywall was specified in every other course for interior walls.

That's the conclusion of...
When partition walls are to be built later, Keywall may be cut to extra length to serve as a wall tie. Then Keywall ends may be moved out of the way until needed. Smooth edges of Keywall won't cut or tear hands.

Joe Alberti, masonry superintendent, Ragnar Benson, Inc., Chicago Engineers-Builders

Mr. Alberti, as well as his masons, is enthusiastic about this new joint reinforcement. Ask one, Joe Wittye, for his opinion, “I'd use Keywall in my own home.” Then ask Ragnar Benson designers, “We're specifying Keywall wherever masonry reinforcement is needed.”

You get the same enthusiastic agreement whenever you go on a job where Keywall was used. Architects have seen its superior ability to reduce shrinkage cracks. Its design assures full embedment and strong bond. Masons prefer to use Keywall. They use it as specified. Keywall takes little space on the scaffold. Unrolls in place on the wall. Cuts easily. Installation is fast — without waste. No wonder that on job after job, builders are switching to Keywall.

KEYSTONE STEEL & WIRE COMPANY
Peoria 7, Illinois

Keycorner - Keybead - Keymesh - Keywall - Welded Wire Fabric - Nails - Non-Climbable Fence

Keywall is easy to apply. You roll out only as much as needed, cut without waste. Lapping Keywall gives uninterrupted reinforcement without adding to thickness of mortar joints.
A Hotpoint automatic 30-inch stack-on surface section Model RM702 and Bi-level double oven Model RLG702.

Hotpoint Customline Appliances are available in stainless finish, Satin Copper, Turquoise, Coral Pink, Sunburst Yellow, Copper Brown, and Classic White.

Hotpoint deluxe single oven Model RJG302 and 30-inch drop-in surface section Model RN102.
when you build in
HOTPOINT
you build in
PUBLIC
PREFERENCE

Only Hotpoint offers builders such dramatic proof of public preference, for only Hotpoint has made over 5 million electric ranges.

Hotpoint built-in ranges offer the same product leadership—in quality, in features and in styling—that has made this unprecedented sales record possible.

And, Hotpoint keeps building public preference for built-in ranges with powerful, full-color ads in LIFE and other leading magazines. It's advertising directed to your prospects to help sell Hotpoint-equipped homes.

With Hotpoint built-in ranges, you also enjoy many other important advantages. Hotpoint offers a complete built-in line, with ovens and surface cooking sections to fit every kitchen plan and budget. Hotpoint built-ins are designed to save space and installation costs, too. And, Hotpoint's new interchangeable oven door panels give your customers complete decorating freedom—colors can be changed easily in minutes.

Remember, home buyers look for quality, and Hotpoint built-ins reflect quality throughout the home. Put the sales power of Hotpoint's public preference in your homes now!

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS
Hotpoint Spotless Supreme Dishwasher Model DE-1, with Double-Deck Water Action.

New Improved Hotpoint DISPOSALL® Food Waste Disposer

Now, famous Hotpoint super-hard cutting teeth plus newly designed grinding ring and flywheel dispose of food waste faster. Swing-free hammers virtually end jams. And the Hotpoint Disposall is easy to install because plumbers helped design it.

Hotpoint deluxe Dishwasher Model DC-1
A HOTPOINT DISHWASHER
SAYS QUALITY ALL
THROUGH THE HOME

When you build in a Hotpoint Dishwasher, you add elegance and quality to any home. Hotpoint's reputation for product leadership is without equal. Hotpoint developed the first practical automatic dishwasher, and, since then, has been first with virtually every significant advancement in dishwasher design.

Such an achievement is Hotpoint's new Double-Deck Water Action. Only Hotpoint has separate water action for each rack that washes everything—glasses, dishes, silver, pots—spotlessly clean. And Hotpoint adds spotless rinsing, dual filtering and a separate utensil cycle.

Hotpoint continually builds its reputation for product leadership through dramatic full-color advertising in Life and other leading magazines. This powerful pre-selling builds public preference that means more sales for you.

The Hotpoint Dishwasher line has been designed expressly to meet builders' needs. Four models enable you to enjoy the sales power of Hotpoint quality whether you're building $10,000 or $100,000 homes. Your choice of 7 finishes and provision for natural wood. And, you save on installation—all plumbing and electrical connections can be made from the front.

Plan now for more sales—build in quality your prospects trust...with a Hotpoint Dishwasher.

when you build in Hotpoint, you build in Public Preference

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE DISHWASHERS • DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS
KV gives you more of just what you're looking for!

K-V Closet and Kitchen Fixtures

**K-V 1**
Clothing Carrier
Virtually doubles closet hanging space. Easily installed, a slight pull brings a whole wardrobe into easy reach. Available in 10" to 48" models.

**K-V 724**
Portable Loop Shoe Stand
Fits neatly under hanging garments, requires little space on closet floor. Holds nine pairs of shoes. Size 24" wide, 10" high. Easily assembled.

**K-V 2**
Extension Closet Rod
The perfect answer for closets too shallow for the K-V 1 Clothing Carrier. Non-sagging. Five sizes to fit all closets.

**K-V 793**
Disappearing Towel Rack
3-bar model mounts on wall or cabinet. Towels and garments slide over free end of three chrome bars, slides in and out on ball bearing carrier. Size: 5" wide, 20" long. Bright chrome finish.

**K-V 791**
Disappearing Cup Rack
Protects cups from chipping or cracking. Holds 12 cups. Slides easily in and out. Fastens to underside of shelf, saves shelf space. Size: 11" closed; 18" extended.

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K-V Shelf Standards and Brackets

**K-V 80-180**
Open Shelf Hardware
The easy, quick way to add shelves to a wall. Slots in K-V 80 standards allow 1-inch adjustments. Lengths from 18" to 144". Patented friction grip on K-V 180 brackets assures firm, level hold with perfect alignment. Lengths from 4" to 20". Satin anochrome finish.

K-V 80-180 also available in satin brass finish — the modern decorator color so much in demand.

**K-V 255-256**
Built-In Shelf Hardware
Standards can be mounted flush or on surface. Screw holes every 6" on centers. Slots allow 4" adjustments. Lengths from 24" to 144". Supports easily adjusted, fit tight into standard slots. For shelves in cabinets, bookcases, closets, room dividers. Nickel plate and bonderized bronze.

**K-V 87-187**
Heavy-Duty Shelf Hardware

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48 AMERICAN BUILDER
K-V Drawer Slides

K-V 80-180

DO-IT-YOURSELF

PACKAGE ASSEMBLIES

K-V 80-180 and 233-239 standards and brackets come in easy to display easy to sell packages. Each package contains enough component parts for a complete installation. Easy-to-follow instructions are illustrated on the packages which come packed 12 to a shipping carton.

K-V 1300
LIGHTWEIGHT EXTENSION DRAWER SLIDE
With nylon rollers for noiseless, smooth and effortless operation. Guaranteed to keep drawers from sagging or sticking. Capacity to 50 lbs.

K-V 1600
SELF-CLOSING EXTENSION DRAWER SLIDE
Closes automatically when drawer is within six inches of closing. Drawer easily removed at full extension without removing mounting screws. Easy to install. Recommended load at least 75 lbs.

K-V 1700
EXTRA HEAVY DUTY EXTENSION DRAWER SLIDE
Glides out to full extension, even under loads of more than 100 lbs. Recommended for heavy duty drawers. Frictionless, noiseless, easily installed.

K-V Folding & Sliding Door Hardware

K-V Folding & Sliding Door Hardware

K-V Folding Door Hardware

K-V Ezy-Fold Folding Door Hardware
Easy to install. Fits any door of any material, size or weight; simplifies stock problem. Single track or double track models assure sag-free, tight fitting doors. Comes in a complete packaged assembly, with all hardware and easy-to-follow instructions. No special tools needed.

K-V 858
OVERHEAD SLIDING DOOR HARDWARE
With this packaged K-V sliding door assembly, even the most inexperienced homeowner can complete home improvements quickly, easily and professionally. Smooth operation, long life are guaranteed. No special tools or experience required. Package contains all hardware and easy-to-follow instructions.

K-V Overhead Sliding Door Hardware
"Andersen Windows install easily, help sell, eliminate maintenance"

... says John Weber, North Canton, Ohio, builder of quality homes

I'm constructing around 70 homes in the $23,000 to $30,000 range in my East Maple Heights development," continues Mr. Weber. "I'm using Andersen Windows, double glazings and screens in every one.

"I like their low initial cost, easy installation. And maintenance cost is nil. The public is very familiar with them, too. They prefer wood windows. This helps greatly in selling my homes.

"Another thing. Andersen Windows are easy to clean and operate from inside. And they close weathertight. I've checked them during cold weather and found no infiltration of air at any point."

Andersen Windows are helping to deliver extra sales and savings to builders everywhere. They can do the same for you. Their handsome wood sash and frames add character, natural warmth and beauty to your homes no other window material can match. Their precision manufacture assures trouble-free operation for the life of your homes;
Extra sales appeal, extra savings! Handsome wood sash and frames of Andersen Beauty-Line* and Flexivent® Windows above add unmatched natural warmth and beauty to Weber homes. And buyers not only know Andersen Windows, they prefer them 9 to 1 over any other brand according to a recent national survey. Precision design and construction of Andersen Windows practically eliminate callbacks. As Mr. Weber, above left, says, "Maintenance is nil!" For all their advantages, Andersen Beauty-Line Windows have a lower total installed cost than many inferior windows—including many cheap double-hungs.

practically eliminates window callbacks that can eat into your profits on a home. And, prospects know Andersen Windows are highest quality. This helps create greater confidence in your homes. Makes people more willing to buy.

For complete facts on Andersen Windows, see your lumber or millwork dealer, Sweet's File, or write Andersen Corporation, Bayport, Minnesota. Andersen Windows are sold only through dealers throughout the U.S. and Canada.
Mr. Larry Winn, Jr., leading Kansas City builder, Vice-President of Winn-Rau Corp. and National Director of NAHB, is one of many builders who has discovered it’s good business to install General Electric Home Heating and Whole-House Air Conditioning. CUSTOMER SATISFACTION provides the pay-off.

“Our 1800-home Nall Hills project in suburban Kansas City has been one of the most popular subdivisions in the Midwest for the past year,” says Mr. Winn. “Much of the success of this project is due to the use of ‘name brand’ merchandise, which, of course, includes the famous General Electric Gas Furnace and General Electric air-cooled Whole-House Air Conditioning. Our CUSTOMER SATISFACTION has been the determining factor in continuing with the installation of GENERAL ELECTRIC equipment.”

The CUSTOMER SATISFACTION enjoyed by Mr. Winn’s purchasers is the result of a two-point General Electric policy. 1. Value that exceeds the price. 2. Installation and service by extensively trained experts.

Plan now to install General Electric Whole-House Air Conditioning in your new homes. Cooling can be added at little extra cost to a new General Electric Gas- or Oil-Fired Warm Air Furnace to provide a year ‘round “package.” Air conditioning units that may be installed independent of the heating system are also available. For full information contact your General Electric Air Conditioning dealer—listed in the yellow pages of your phone book.
Pastel Cherry... Sherwood Oak

Two new and charming finishes
exclusively in Craftwall wood paneling

Pastel Cherry... all the traditional charm of fine cherry wood, now in a new, warm pink tone. It blends beautifully with today's smartest furnishings and color schemes.

Sherwood Oak... with the stout look and natural warmth of paneling found in old English inns. The mellow finish is ideal for a family room like the one shown here.

These stimulating new wall panelings have the genuine hand-rubbed look that has made Craftwall famous. They're professionally pre-finished to give the most durable wood surface known. Every "plank" is hand selected to show rich, natural grain.

In addition to these dramatic new tones, builders may choose Craftwall paneling in any of these popular woods: Elm, two kinds of Birch, Mahogany, Cherry, Oak or Walnut. All have the exclusive Craftwall finish that resists dirt, stains and scuffing—doesn't ever need waxing! Cleaning is easy with just a damp cloth.

Pastel Cherry and Sherwood Oak... the newest additions to the famous line of Craftwall woods... can give your homes that feel of gracious living so important to today's home buyers and prospects. The rooms above, as featured in Craftwall advertising in Better Homes and Gardens and other leading national magazines, show how beautifully it can be done.

Craftwall comes in easy-to-install modular size panels (48"x96", 48"x84", 32"x64", 16"x96", or longer) that go up fast with nails or Roddis Contact Cement. And Craftwall wood paneling is guaranteed for the life of the installation, in writing! Send coupon below for more information on all 9 Craftwall woods.

Wood Finishes... Adhesives... Plywoods... Timblend

Send coupon below for more information on all 9 Craftwall woods.

JANUARY 1959

Roddis Plywood Corp., Dept. AB-159
Marshfield, Wisconsin

Please send me the Builders' Fact File on Craftwall wood paneling.

Name

Firm

Address

City

State
You will sell more houses

There's more to show, more to sell with these complete kitchens!

Here are the kitchens with all the advantages and conveniences “most wanted by most women”! They are beautiful kitchens, with every appliance color-matched and design-coordinated. They are convenient kitchens! Imagine the “desire-to-buy” your houses will arouse when you offer prospects such exclusive better-living features as a built-in oven barbecue; a refrigerator-freezer with automatic ice maker; a 2-cycle dishwasher with Filter-Stream® washing; a washer and dryer that set themselves; Select-A-Door cabinets that change color in minutes;

*R tmk

RCA WHIRLPOOL . . . America’s first family of home appliances and many more advantages.

And, they are kitchens that give you big profit opportunities. You obtain everything you need . . . appliances and cabinets . . . from one quality source of supply. Ordering is simpler and less costly . . . service is fast . . . and you get a package deal at a package price. Here's an important extra . . . you can have an RCA WHIRLPOOL kitchen designed for your houses by the staff of a leading magazine “LIVING FOR YOUNG HOMEMAKERS”. Write for full details.

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan
Contract Sales Division  
Whirlpool Corporation, St. Joseph, Michigan  
Please send me complete information on the new RCA WHIRLPOOL kitchens and appliances.

NAME  

TITLE  

FIRM NAME  

FIRM ADDRESS  

CITY  ZONE  STATE  

Mail coupon for complete details!
Weldwood prefinished Surfwood paneling comes in easy-to-install 4' x 8' panels, and four pastel colors. Shown: Silver-Grey. Other colors: Havana Green, Fawn, Frosted Ebony. Ceiling is of Weldwood Welex® isotropic plywood; 12' x 12' squares.

Let the kids help you sell the house . . .

Any family with kids will appreciate a room like this. Why? Because the walls are paneled with a special type of wood that hides “careless kid mistakes.” This paneling is Weldwood prefinished Surfwood®. It has a woody texture and swirl design which hide careless dents, scuffs, smears and smudges. Mother will find these walls easy to wipe clean, too. Dad will be happy to hear that Weldwood prefinished Surfwood paneling needs no painting. Only upkeep it needs is occasional waxing. And this Weldwood paneling is guaranteed for the life of the home.

No on-the-job finishing costs for you. These Weldwood prefinished panels come ready to install, in a choice of four colors. Best of all, the price is only about $38, retail, for a 12' x 8' wall. See the Weldwood Paneling display at your Weldwood dealer’s or any of our 115 branch showrooms. New York showroom: 55 W. 44th St. In Canada: Weldwood Plywood, Ltd.

WELDWOOD® WOOD PANELING

Finishing Materials Products of UNITED STATES PLYWOOD CORPORATION

United States Plywood Corporation
55 W. 44th St., New York 36, N. Y.

Please send me


☐ “Family Rooms in Beautiful Weldwood—100 Interesting Ideas for The Room Your Family Lives In.”

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

Send For Free Prefinished Paneling Book
you can enjoy the convenience and economy of one-order service from your **Milcor** dealer on all these metal building products

**Milcor Metal Lath and Accessories**

**Milcor Ventilators (steel and aluminum)**

**Milcor Masonry Building Products**

**Milcor Rain Carrying Equipment (steel and aluminum)**
- Style K Gutter, Half-Round Gutter, Mitres, Ends and Drops, Gutter Hangers, Round and Square Conductor Pipe, Conductor Elbows and Hooks.

**Milcor Basement and Utility Windows**

Save money — call your Milcor dealer.

**One call orders all** — saves you time, paperwork, record-keeping.

**Lower building costs**
- Precision-made Milcor products cut installation time, help eliminate callbacks.

**Prompt deliveries**
- from your local Milcor dealer's stock.

**Highest quality**
- you can stake your reputation on a Milcor installation.

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**Member of the Inland Steel Family**

**Milcor**

**INLAND STEEL PRODUCTS COMPANY**

DEPT. B, 4025 WEST BURNHAM STREET, MILWAUKEE 1, WISCONSIN

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MARLITE PANELING

...beautiful way to lower building and remodeling costs!

You can install completely finished walls, cut days off completion time with beautiful Marlite. In-place cost is low because this easily-installed paneling goes up fast over new walls or old, needs no painting or other finishing. And Marlite soilproof melamine plastic finish stays like new for years with an occasional damp cloth wiping. Plan on Marlite paneling for fast, profitable commercial and residential interiors.

See your building materials dealer or write to Marlite Division of Masonite Corporation, Dept. 103, Dover, Ohio.

**Marlite Panels**
- 4' widths. Lengths to 8'. Deluxe Hi-Gloss, Woodpanel, Marble Panels, Peg-Board Panels. Available in 9 decorator colors, 7 wood finishes, 5 marble patterns. 1/8" thick.

**Marlite Korelock**

**Marlite Plank and Block**

Marlite plastic-finished paneling

*(featured in the N.A.H.B. research house)*

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH.
Research Houses:
Your key to more profitable building...
TODAY and TOMORROW

The two houses featured in this issue are the results of a research program that’s working directly for you. These houses are going to mean dollars and cents to all builders in the very near future.

Designed and built under the direction of the National Assn. of Home Builders’ Research Institute, the 1959 “Research Houses” mark the second year of an expanding NAHB research program aimed at helping the builder in the field.

Many of the ideas built into them are really new combinations of old ideas—new and better ways of using familiar techniques. Lots of these ideas can save you money in your building program right now.

Many of the research house ideas are ahead of their time. They require the use of products not yet in production, and techniques so advanced that most buyers—and a lot of builders—will need time to adjust to them. These are the ideas that will become the everyday building methods you’ll be using five years from now.

Remember, you are a manufacturer—the most important one concerned with building your house. Research aimed at your part of the building process, building in the field, promises the biggest savings possible. This is the job the NAHB Research Houses are built to do.

Meet the staff of the NAHB Research Institute

We’d like to suggest that you offer a long, low bow in the direction of these men. They dealt with the administrative end of the Research House program, supervised a major portion of the work, and dreamed up many of the new ideas.
In Knoxville, NAHB builds a house of ideas

The most important single thing about the NAHB Research House in Knoxville, Tenn., is that it can be useful to builders right now. The majority of the ideas built into it can be put into practice by any builder.

The purpose of a research house is to bring together new combinations of ideas. On the following pages, and in “Building with Brains” on page 23, we've shown what we consider the most significant time- and money-saving ideas in this house.

But the Knoxville house is more than just a collection of ideas. It is an attractive, well-planned house that will, in the opinion of its builder, be extremely saleable. Builder Bartling plans to offer it to his market for approximately $14,000, or in a stripped-down version for around $10,000. We have therefore chosen it as this month's Blueprint House, starting on page 90.

The Knoxville house, like last year's NAHB Research House in Kensington, Md., is a “hardboard house”; and the Masonite Corporation is again co-sponsor of the house with NAHB.

In South Bend, research looks ahead to see

The fact that many of the ideas in NAHB's South Bend Research House are a few years off in no way diminishes their importance. Any builder who expects to be running a successful business in 1965 must have a clear idea of where he's going; and many of the “blue-sky” ideas built into this house today will be the builder's bread and butter tomorrow.

From this point of view, the most significant item in the South Bend House is the stressed-skin, plastic-cored panel. Builders can now look forward to an all-in-one wall component that is structural; finished from skin to skin including insulation; light in weight; and comparable in cost to the lowest cost conventional construction used today. Roof panels will offer similar advantages.

By no means are all of the ideas in the South Bend house years away. Many of the mechanical innovations, like the heating and plumbing systems, are practical for use today. These practical ideas are shown in the nine pages that follow, and also on page 23. List of new product manufacturers is on page 252.
EXTENDING THE ROOF to cover the carport and patio makes the Knoxville house seem much longer than its 36'. The open grid in the roof allows sunlight to enter the patio, still maintains the basic roof line. Fence in center is made of ordinary expanded metal lath. Unusual roof surface is made of 4' panels of rolled aluminum. Exterior siding is a new ridged hardboard made by the Masonite Corp., who is co-sponsor of the house with the NAHB.

ALMOST SQUARE plan of the Knoxville house encloses its 1,000 sq. ft. of living space with a minimum of exterior wall. To make this small house look big, living area and kitchen are opened together. To make the house "live" big, an unusually large amount of space has been given over to closet and storage use.

"TEEEPEE" CARPORT dominates the NAHB Research House in South Bend. It is made of ten plastic-cored panels hinged together at the top and hung on concrete walls at the bottom. Criticized by many from a design point of view, its low cost and ease of erection justify its use in a research house. No exact price figures are available for the entire house since the Koppers Co., maker of the panels, has as yet put no price tags on the panels.

THIRTY-TWO FOOT depth of the South Bend house makes possible this unusual arrangement of rooms. Family room serves as corridor to the bedroom area, but two exterior doors in the front of the house ease the traffic problem. Utility room serves also as a laundry, a rear hallway, and a mud room with bath access.

Panel systems for today and tomorrow
EXTERIOR WALLS of the Knoxville house are built up from two types of panels. Details and building directions for the solid panels are shown on page 98. Their exterior skin has a raised-ridge surface; the interior side has a photographically-reproduced wood grain on hardboard as its finish. Window frames are rabbeted 2x6 pieces; the 4' frame carries fixed glass; the 2' frame has jalousie louvres which are glass in the living area, wood in the bedrooms. The wood louvres permit ventilation, but still maintain privacy. As photo shows, window frames are lower at the top than solid panels. The difference will be made up by a new header, which is shown two pages further on.

FOAM-CORE PANELS are used for the walls of the South Bend house. Foam is expanded polystyrene, 2" thick. It acts in three capacities: as a filler and stiffener between skins; as insulation, with a U-factor of about .10; and as a vapor barrier. Main structural strength of the panel comes from the stressed skin, which is ½" plywood inside and out. Drawing shows that plywood extends out past the plastic. This permits insertion of a spline, to which the skins of adjoining panels are nailed, making a strong joint. Window panels have structural members of redwood grooved to take Pierson sashless window. Headers are of the same construction as are the solid panels.
panels form inside and outside partitions

INTERIOR PARTITIONS in the Knoxville house are made from Masonite's "Duowall" system. Panels are a maximum of 4' wide, have hollow cores with wood separators and hardboard facings. The photo at left shows partition between kitchen, at left, and baths, at right, with the in-slab rough plumbing in place. Panels are set on wood shoe at bottom, wedged against plate at top so that ceiling and floor irregularities are taken up by shims. The picture at right shows closet interior with special hangers. These hangers are attached to a notched metal spline between panels, as shown in the drawing. Where hangers are not needed, splines are made of wood strips.

stressed skin over a plastic core makes up the walls

INTERIOR WALL PANELS are the same construction as the exterior panels, but thinner. Polystyrene core is 1 1/2" thick; it is faced with sheets of 1/8" gypsum board, making the total thickness 2". Thin gypsum board is made possible by continuous backing of the plastic core; in a standard stud wall, at least 3/4"-thick material would be necessary to span the distance between studs. Panels are held up at top by a milled 2x4 nailed to the ceiling, at the bottom by special metal clips. Clips are nailed to slab with concrete nails in a flat position. When panel is positioned, sides of the clips are bent up, and nailed to the panel shoe across the bottom.

Roof systems for today and tomorrow
TODAY'S HOUSE

In Knoxville, trusses make a fast, economical roof-framing system

TIME-SAVER ROOF-FRAMING system on the Knoxville house is a standard W-truss. In this case, 2x6 rafters are used, but 2x4's would have been perfectly adequate to do the job. Metal gussets are new H-Brace type, nailed through one side only; but any other approved type of gusset or timber fastener would have been equally satisfactory.

NEW HEADER system is equivalent in strength to two 2x6's on edge, is adequate to carry trusses over 4' spans. Bottom member acts as top of window frame; a piece of 1/2" plywood is glued to it, and a 2x4 top plate is in turn glued to the plywood. The top plate extends out at either side, becomes the top plate of the panels adjoining it.

TOMORROW'S HOUSE

In South Bend, box beams and stressed-skin panels form the roof

ROOF GIRDER in the South Bend house is a glued box beam with 1/2" plywood sides, 2x4 and 2x6 spacer members laid flat. Spline sticking out end is a piece of 2x6 which will be used to join next section of beam. Depth of beam is 24"; 15" would have been enough to span the designed spaces, but extra was to give roof the right pitch.

ROOF PANELS are sandwiches with expanded polystyrene cores; 1/4" plywood skins on either side. Total thickness is 4". Panels are 4' wide and 18' long, but because of overhangs and beam positions, span is only 12'. Foam acts both as insulation and as a spacer to keep the skins, which actually provide the strength, from buckling.
ALUMINUM ROOF SKIN was supplied by Alcoa for both the Knoxville and South Bend houses. It comes in sheets 4' wide by 18' long, has ridges every 2'. Material is .019 gage, rolled and embossed. Cost is somewhat higher than conventional roof, but material is expected to last longer, reduce upkeep.

CLIP IS FOLDED over the channel flanges in this operation. Note aluminum eave strip already in place. Sheet will lap over it, seal will be made by a neoprene strip running lengthwise just above the eave.

NEOPRENE GASKET strips are laid in position along the ridge. They are shaped so they will seal between the raised ridges and across the top of the raised portions of the aluminum.

SYSTEM OF CLIPS and flanged channels holds the aluminum skin to the deck. Clips are nailed down first with wings opened up; channels are laid down on top of them and the wings are folded back over the flanges. The final skin will later be attached to the channels with special riveting system.

SHEETS ARE fastened together rapidly. Man at right is drilling rivet holes; man at left is using special riveting tool to fasten overlapping sheets to the channel strip that runs directly beneath them.

FINAL STEP shown here is the placing of the ridge covering strips over the gaskets. These pieces are fastened to the deck with wood screws, which are in turn gasketed to assure their being watertight.
HEATING SYSTEM in the Knoxville house is carried almost to the point of simplicity of the unit space heater. High-velocity warm air goes from the attic furnace through the downcomer duct, and out registers at floor level. Hallway serves as a duct to carry warm air to the back bedrooms and also to return cooler air to the ceiling register in the hall. Ceiling-height doorways will not obstruct this air flow. It should be noted that Knoxville's climate is relatively mild; in colder areas, additional ductwork probably should be installed to carry warm air to the rear bedrooms. When the bedroom doors are closed, these two rooms receive no direct supply of warm air.

PERIMETER DUCT warm-air system is used in the South Bend Research House. Biggest innovation is the elimination of any radial ductwork. The furnace sits directly over the perimeter duct, next to the exterior wall of the house; the condenser for the air conditioner is just outside the wall, allowing short runs of connecting tubing and wiring. Duct is made of flue liner, starting with 18" widths, and narrowing to 13" part way around. Return air travels through the space between box beams, roof and ceiling. Insulation is in roof, so there will be no heat transfer between duct and outdoors. An electrostatic air cleaner is installed between the return duct and the furnace.
an almost ductless heating and cooling system

LOW-COST heating and cooling unit is mounted in attic space. Since Knoxville is in a low-cost electric power area, electric coils are used for heating. Cost-saving idea puts the cooling coils in the same airstream, so that one blower does both heating and cooling. Air-cooled condenser for air conditioning is in back of the house.

DOWNCOMER DUCT from furnace in attic to registers runs down the back of the hall closet. A register, under the workman, feeds kitchen, and, through hall, the back bedrooms; second register goes through wall at right to living room; and a third register feeds to the left, through the wall and into the center bedroom.

a simple perimeter system with no radial duct work

FLUE LINER which makes up the perimeter duct is dropped into place. Miter cuts make corners, as shown. Joints will be sealed with strips of plastic tape. Workman is installing a metal piece with curved fins in the corner; it will fair out the air flow at that point and prevent turbulence and possible resultant pressure drop.

DROPPED CEILING is installed between the two box beams supporting the roof panels. The resulting closed chamber becomes the return duct for the heating system, and runs the length of the house. Sections of the ceiling are pre-built, nailed into place as panels. The ceilings to the outside of the beams are left sloped.

Plumbing and electrical systems promise lower costs
TODAY'S HOUSE

In Knoxville, a sewage plant in miniature

SEWAGE TREATMENT PLANT in miniature is plumbing feature of the Knoxville house. Garbage grinder, above, is installed below toilet, grinds up solid matter as toilet is flushed. This uses less water, permits use of a 2" waste line out to the main sewer outlet. The treatment system was developed by engineering consultant Carl Boester.

In South Bend, a single-vent plumbing system

SINGLE-VENT waste system features the South Bend plumbing system. Waste lines are made big enough so no siphoning of traps can occur. Thin-walled DWV copper tubing is used throughout the no-pressure system on an experimental basis. Kitchen fixtures will be set in at left; back of the bathroom wet wall is shown at the right.

ABOVE-THE-SLAB plumbing permits all lines except outlet to sewer to be installed after slab is poured. Simple hanger for wall-hung toilet is made by bedding ends of steel Uni-Strut members in concrete, extending other end far enough above the slab to hold the top bolts. Result is extremely strong, cost is almost negligible.
This prefab wiring tree speeds installation

PREBUILT ELECTRIC PANEL speeded up wiring tremendously in the Knoxville house. Electricians, above, mounted breaker box and mains on plywood panel. Wiring was then run to outlet boxes on the board. There is an outlet for each circuit that will be used in the house, including the 220-volt service for the cooking units.

PANEL BOARD has been brought inside and mounted in the kitchen. Electricians are handing relay boxes into the attic for the low-voltage remote switch system. These, and the other circuits, including the attic loops that feed the wall outlets, are wired up, and then are merely plugged into the appropriate box on the prebuilt panel below.

"One-stop" electric service is the aim here

ONE-STOP WIRING was the aim of the electrical system used in the South Bend house. This necessitated installing most of the wiring and fixtures after the shell was completed. Biggest single step was use of plug-in molding strip throughout house; it could be installed any time prior to painting. Photo at left shows its use as a baseboard.

SOME WIRING had to be carried through interior panels. Photo at left shows end section of the plastic-core panel. It is joined to adjacent panel with wood spline, as drawing shows. Spline is made small so a space can be left between it and the plastic core. It is then simple to fish wire up through the resultant raceway.
It's easy to understand why a builder would like "Today's" NAHB Research House in Knoxville, Tenn. As you've seen in the preceding pages, it's packed with enough cost-saving ideas to make his mouth water.

But Mr. Average Homebuyer is quite another matter. To many a harried builder, it looks as though this individual is interested only in what he lived in 20 years ago. Any new idea means the builder is cheapening the house.

That's what makes the public's reaction to this home so surprising. They loved it.

There's no guesswork involved here. American Builder, working in co-operation with the NAHB, drew up a questionnaire. We listed the most unusual features of the houses, and asked visitors to give their opinions. The results are shown on the next page.

Knoxville is a conservative place, yet even the least popular ideas in the house were approved by a large majority. This should give builders food for thought, particularly those who are sure that "modified colonial" is the only really saleable design today.

Builders liked this kitchen with its easy-to-build cabinet layout

"Utility wall" at right carries all plumbing and wiring for the kitchen appliances, allows short runs of pipe and wire. Shelves at left provide inexpensive storage. "Separate minded" buyers can close dividers across the front."
SIMPLE CONSTRUCTION and buyer appeal both are evident in this front view of the NAHB Research House in Knoxville, Tenn. Post and beam construction makes a handsome roof for both carport, at right, and patio, at left.

and buyers

Builders liked the simple framing that allowed these big glass areas

Big sheets of fixed glass in simple rabbeted frames are cheapest way to let in lots of light. New glued header lets frames go to the ceiling. Center panel has glass louvres, provides almost 16 sq. ft. of ventilation.*

Here's the survey that American Builder made at the Knoxville research house

Here's whom we asked:

We polled 424 people who visited the Knoxville house: 222 wives, 150 husbands, 30 single people, and 22 unclassified. Of these, 41% anticipated buying a house of this price in the next two years.

We asked: how did you like these features?

<table>
<thead>
<tr>
<th>Features in Research House</th>
<th>Like</th>
<th>Not Sure</th>
<th>Not Like</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ceiling-height doors</td>
<td>77%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Folding closet doors</td>
<td>50%</td>
<td>14%</td>
<td>36%</td>
</tr>
<tr>
<td>Floor-to-ceiling windows</td>
<td>78%</td>
<td>10%</td>
<td>22%</td>
</tr>
<tr>
<td>Privacy ventilating louvres</td>
<td>80%</td>
<td>12%</td>
<td>8%</td>
</tr>
<tr>
<td>Wood-parquet floors</td>
<td>62%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Vinyl kitchen and bath floors</td>
<td>91%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Recessed overhead lights</td>
<td>91%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Double-access bathtub</td>
<td>65%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>Single-piece fiberglass sink and tap</td>
<td>77%</td>
<td>14%</td>
<td>9%</td>
</tr>
<tr>
<td>Wood-grained wall paneling</td>
<td>76%</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>Bathroom wall finish</td>
<td>83%</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Overall appearance of house</td>
<td>73%</td>
<td>20%</td>
<td>7%</td>
</tr>
<tr>
<td>Floor plan</td>
<td>66%</td>
<td>23%</td>
<td>11%</td>
</tr>
<tr>
<td>Aluminum roof</td>
<td>68%</td>
<td>27%</td>
<td>5%</td>
</tr>
<tr>
<td>Exterior siding</td>
<td>62%</td>
<td>28%</td>
<td>10%</td>
</tr>
<tr>
<td>Position and plan of kitchen</td>
<td>55%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Open-plan family-living room</td>
<td>69%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>Extra large closet-storage area</td>
<td>95%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

We asked: If the research house were on the market, how would you prefer to buy it: for $13,000 as is, or for $9,600 without extras (patio, fence, carport and storage wall, air conditioning, dishwasher, range and oven, washer and dryer, and second bath)?

14% wanted it for $9,600, without extras; 86% wanted it for $13,000 with extras.

We asked: generally, do you like the house? 73% said they liked it; 25% said they were lukewarm about it; and only 2% said they disliked it.

* Decorated and color supervised by and photos courtesy of LIVING For Young Homemakers

This is WHAT the buyers liked; here's HOW it can be built
The acid test for any new design is how the builder himself feels about it. He knows his own market, and he isn’t going to build anything for it that he doesn’t think will sell.

There are strong indications that the Knoxville Research House will pass the test. NAHB President Nels Severin has announced his intention of producing it in his home town of San Diego, Cal. A major prefabber, W. G. Best, has been asked by one of its biggest builder-dealers to produce the house in packaged form. And NAHB has received hundreds of requests for more information.

Because of this great interest in the Knoxville Research House, AMERICAN BUILDER is offering it as this month’s Blueprint House and estimating takeoff list. For $15, NAHB will supply complete working drawings, with the exception of the plumbing, heating and electrical systems, and the foundation. And for an additional $2, NAHB will send a brochure on both this and the South Bend Research House, with photos, drawings, and other material.

The address is: Research Institute, NAHB, 1625 “L” St., Washington 6, D. C.

OUTDOOR LIVING AREA makes house look and feel bigger. Open roof, framed with 2x6’s, lets in sunlight, preserves basic eave line. It could be covered with plastic.

PRIVACY LOUVRES at the far end of living room are made of wood. Here, they are opened wide; half closed, they ventilate, still maintain visual privacy.*

DUAL BATHROOMS use a two-sided tub and sliding tub enclosures to separate the two sections. Lavatory sink and counter top are made of one piece of molded plastic.*

* Decorated and color supervised by and photos courtesy of LIVING For Young Homemakers

On page 97 are the materials you’ll need to build "Today's" house
Most adaptable idea from
TODAY'S Research House, Knoxville, Tenn.

Panels: be your own prefabber

NEW HARDBOARD PANELS are positioned over the bevelled sill plate by three men at the site. Ralph Johnson, Director of the NAHB Research Institute, looks on. Panels are light in weight considering their completeness: interior skin is prefinished; they are wired; have 2½" insulation inside.

CUTAWAY of the 4' panel shows how it is constructed. No sheathing is used, ½" Masonite's Sunline siding forms outer skin.

1 SPEED AND EFFICIENCY built into the component panels erected (above) in the field starts with the construction of the jig table in the shop. Both panel and table are built with material and tools available to the small-volume-builder. The table is made of 2" lumber. It is sturdy, built to withstand considerable hammering without loosening or vibrating, adjustable for the 2' and 4' exterior panels used in Knoxville house.
GUIDE FOR THE MONTH OF JANUARY

2 STUDS are placed in jig, top and bottom members nailed to them; 2x4's on top, 1x4's on bottom. Note the angle irons.

3 EXTERIOR skin is nailed on next, positioned accurately over frame with aid of angle irons projecting above panel frame.

4 AFTER exterior skin is nailed on, panel is flipped over, carried to second table which has positioning angles for inside skin.

5 HEAVY INSULATION with integral vapor barrier is stapled to studs. It is 2½" thick, allows 1" air space in the panels.

6 HOLE for cable is drilled in top of frame. The cable is positioned in the frame with a 3 to 4' pigtail left sticking out.

7 RECEPTACLE HOLE is routed out of the interior skin before skin is nailed to the studs. Template guides router.

8 TOP SKIN or finished interior panel is put in place on top of 2x4 panel frame. Projecting metal stops help position panel.

9 AFTER TOP SKIN is nailed in place sides of it are bevelled smooth with a special hardboard tool called a Bevel-devil.

10 OUTLET BOX is installed and the Romex cable is connected to it. Final step: protective paper is attached to top skin.

JANUARY 1959
This is the year

These are the products

Here’s your opportunity

- We don’t have an opportunity page for nothing. Opportunity has long been a key word in American Builder. We’re happy to note that it’s also the key word for the NAHB convention. This suits us just fine. Our first issue of ’59, presenting the Product Show in Chicago, offers unlimited opportunities. We’re giving you a press preview of almost 400 products ... those being “unveiled” in the convention booths ... plus many bonus products which will be making news though they won’t be at the show. Take advantage of our readers’ reply card to get the data you need. This is the year. The ’59 outlook is good. These are the products. Here’s your opportunity. Turn the pages to better building through better products.
Veneers added to line
White ash and American walnut have been added to the veneers now available in Pella wood folding doors. The growing popularity of both veneers in the home and in commercial establishments has prompted the offering by the company.

Rolocscreen Company
Booth Nos. 18-19—Hilton.
Circle No. J2 on reply card, p. 130

Newcomers in ceiling tile
New arrivals among decorative, acoustical tiles are two designs. Both adapt appropriately to any decor. "Open" gives a lift to the ceiling height; "Closed" appears to lower it. Available in 12" by 12" size, one-half inch thick.

Insulite Division,
Booth Nos. 116-117—Hilton.
Circle No. J3 on reply card, p. 130

New component saves time
"Strutwall," new window-and-wall component introduced by Andersen Corp., offers labor and material savings. Forms a load-bearing wall component suitable to any type frame construction. Available in 7 modular sizes to fit with 16" stud rhythm.

Andersen Corp.
Booth Nos. 571-574—Sherman.
Circle No. J4 on reply card, p. 130

Has power to spare
This 7½" power saw, Model 533, is adaptable for all sorts of cuts from long rip cuts to compound mitres. With abrasive blades it will also cut iron, steel, marble and cement blocks. Saw, 19¼" L, 6¼" W, and 9" H, is powered by a 13-amp motor.

Porter-Cable Machine Co.
Booth Nos. 508, 509—Sherman.
Circle No. J5 on reply card, p. 130

Latest in gas kitchens
Eleven magazine-designed kitchens and laundries featuring the latest gas appliances will be displayed at A.G.A.'s Unified Gas Exhibit. Six individual appliance manufacturers also will show their latest ranges and heating equipment.

Booth No. 797—Coliseum.
Circle No. J6 on reply card, p. 130

Improved radio-intercom
NuTone's new Intercom with FM and AM radio has perfected sound pick up and transmission. Voices are easily recognizable even when the person is standing across the room from the remote speaker. Includes 3 inside and 1 outside remote.

NuTone, Inc.
Booth No. 323—Hilton.
Circle No. J7 on reply card, p. 130

Exhibition-In-Print starts p. 226
Lavatory is slab-type
The Maywood E-3245-C, a vitreous china slab-type lavatory is available with a china pedestal or tubular chrome legs. It features a large basin and two integral soap depressions. The lavatory comes in 7 decorator colors or white to match or contrast.

» Eljer Div., Murray Corp. of America.
Booth Nos. 101-103—Hilton.
Circle No. J8 on reply card, p. 130

Garage doors for life
These upward-acting garage doors are guaranteed against severe weather conditions for the life of the building. Cutaway section shows: laminated hardboard facings, phenolic resin-impregnated honeycomb core and redwood closures.

» Barber-Colman Company
Booth No. 181—Hilton.
Circle No. J10 on reply card, p. 130

They're oil-fired, packaged
Oil-fired packaged boilers come in 2 types. Type 40: flush-type cabinet; exposure burner and controls; square-shaped heat exchanger. Type 41: extended jacket completely encloses controls and burners; rounded type heat exchanger.

» Mueller Climatrol Div.,
Booth Nos. 113-115—Hilton.
Circle No. J12 on reply card, p. 130

To install: snap on
Built-in wall hung kitchen nook comes completely packaged; features a snap-on installation. An open base eliminates complications resulting from heating outlets. Available in decorator colors, stock sizes and custom units.

» The Dormalux Company
Booth No. 363—Hilton.
Circle No. J9 on reply card, p. 130

It'll wear and wear
Tessera is a new design series in Vinyl Corlon flooring. Tiny blocks of vinyl, imbedded in vinyl and surrounded by vinyl grout, make up the heavy wearing surface. Material is backed by moisture-resistant Hydrocord. Available in 7 colors.

» Armstrong Cork Company
Booth Nos. 24-26—Hilton.
Circle No. J11 on reply card, p. 130

An all-wood folding door
An all-wood folding door has been added to the Modernfold line. The door features 6" wide panels made of hardwood veneers laminated to a solid, particle board core. This provides stability and a handsome appearance, quiet operation.

» New Castle Products, Inc.
Booth Nos. 66-67—Hilton.
Circle No. J13 on reply card, p. 130

New products on display: see all these at the Hilton Hotel
USE REPLY CARD, P. 130 FOR FREE INFORMATION
Roofing resists fire
Called "Fire-Chex '325", Philip Carey's newest roofing shingle combines a high-fire safety rating with a hold-down adhesive. The extra-heavy shingle is made up of asbestos fibre bonded with thermoplastic asphalt. Is highly weather resistant.

Heat and lamp fixture
The People Heater: a triple-lamp lighting fixture combined with an infra-red heater. Designed for surface-mounted ceiling installation in the bath. It produces light and instant heat. Model #5006 can be quickly installed.

Tile simulates marble
Called "Travertine", this new ceiling-tile pattern is the newest in this company's line of fibre products. The new tiles are 12"x12" in size, and are designed to be either nailed or stapled to one inch furring strips providing fast, easy application.

New wall-hung lavatory
A new deluxe vitreous-china lavatory has been added to this company's line of bathroom fixtures. Called the "Futura", it is a wall-hung, shelf-back, slant-ledge design. Is available in four sizes and eight colors to provide variety for baths and lavatories.

Cools with no water
This remote-control condensing unit, uses no water and will cool a house at little cost. Flexible, can be used with any forced-air gas or oil furnace and good duct system. Recommended to be used with compact GE AIRWALL system.

Vinyl gets design and color
Laminated vinyl tub enclosures and shower doors are getting design and color in an interesting fashion. National Aluminum Co., producers of the units, creates these effects using real materials as butterflies and leaves. Colors can harmonize or contrast.

Boiler fits compact areas
A gas-fired boiler combining high capacity with compact dimensions has been announced. Model G-2 stands 33½" high and requires minimum floor space. It is available in popular sizes, from 3 to 7 sections, factory assembled.

Adds quality at low cost
Four new sliding-door pulls, added to the Thriftee brand line, can be had in four finishes—bright brass, dull bronze, bright chrome and satin aluminum. Of anodized aluminum, round or square, they are easily installed by means of two wood screws.

Prefab features aluminum
Aluminum roofing and siding, both with baked finish, are the big new ideas introduced in this company's 1959 line of manufactured homes. The new designs are called "California Contemporary", and are the company's luxury line.

JANUARY 1959

Use reply card, page 130, for more information
**Foundation coating blends in**
A cement-base masonry coating, Thoroseal Foundation Coating becomes part of the masonry to which it's applied. Seals against water and dampness, resists ground acids. Generally accepted in most states by FHA, VA, building codes, banks.

*Standard Dry Wall Products Inc.*
Booth No. 152—Hiltor
Circle No. J23 on reply card, p. 130

**New easy-to-apply panels**
Easily applied Decrobord is ideal for home remodeling or building. Available in a variety of rich colors—panels are used on ceiling, the planking on the walls. Both have flame-resistant surface. Its textured appearance creates harmonizing effects.

*Johns-Manville*
Booth Nos. 84-86—Hiltor.
Circle No. J26 on reply card, p. 130

**Paneling is strong**
A 7/16” factory-finished plywood panel that can be applied directly to studs is this company’s newest product. A special 3/8” center gives enough strength to the paneling so that underlayment is not necessary. Easy application saves time, labor on the job.

*Roddis Plywood Corp.*
Booth No. 2—Hiltor.
Circle No. J29 on reply card, p. 130

**Natural-wood-look panels**
“Charter Oak” plywood wall panels recapture the authentic look of hand-hewn oak planks used for interior walls by pioneer Americans. Panels are cut from logs selected for special grain interest and are given a fine-furniture finish.

*United States Plywood Corp.*
Booth Nos. 147-149—Hilton.
Circle No. J24 on reply card, p. 130

**Windows are all-purpose**
This company’s new line of single-and double-hung aluminum windows can be adapted to any type of construction from modern to Colonial. Mounting is by either fins or anchors. Spring tension in the balances is constant at any opening.

*Republic Steel, Truscon Div.*
Booth Nos. 5-7—Hiltor.
Circle No. J27 on reply card, p. 130

**Soffit vent in strips**
A new soffit ventilating system has been announced by Air Control. Called “Trimvent”, the new system consists of louvered strips, 2 1/4” wide and 8” long. The strip is nailed up into a gap which is left in the soffit. Gives trim appearance.

*Air Control Products, Inc.*
Booth Nos. 175-176—Hilton.
Circle No. J30 on reply card, p. 130

**Multi-opening hardware**
The unit shown above was designed to fit all openings regardless of their width. When ordering the unit from your supplier, you won’t have to order different sizes to fit the various size openings in the house since one unit fits all openings.

*Grant Pulley & Hardware Co.*
Booth Nos. 301-302—Hiltor.
Circle No. J25 on reply card, p. 130

**Features 32-ft. truss**
More room at lower cost is announced by this home manufacturer through the use of a 32-foot roof truss. Complete new line has a 3-bedroom model with 1,380 sq. ft., and a 4-bedroom model with 1,528 sq. ft. of living space. Other models are available.

*Pease Woodwork Co. Inc.*
Booth No. 241—Hiltor.
Circle No. J28 on reply card, p. 130

**Wide-shelf lavatory shown**
A new line of wide-shelf lavatory sinks, called the “Chaucer” line, have oval shaped bowls with integral overflow, anti-splash rim. The new model is a versatile item. Can be installed on legs, installed in a counter top, or built into a cabinet.

*Briggs Manufacturing Co.*
Booth Nos. 105-107, 124-126—Hilton.
Circle No. J31 on reply card, p. 130

Use reply card, page 130, for more information
A complete new line — ranging from strikingly designed knobs and equally striking interchangeable backplates to such functional items as a powerful new magnetic catch and a full array of surface and semi-concealed hinges. Complete range of finishes, too, with knobs and backplates available in tu-tone combinations. Modern, decorative design makes a perfect match for Dexter entrance and interior locksets. And, like Dexter locks, every piece installs quickly and easily — and meets the Dexter standard of quality craftsmanship.

new cabinet hardware

BY DEXTER

Write for new brochure to:

DEXTER LOCK DIVISION
Dexter-McIntosh, Inc., Grand Rapids, Michigan
1959 PRODUCT SHOW: AT THE HILTON

Installs under countertop
“Duomatic” gas washer-dryer fits flush under countertop of 36”-high standard base cabinets. New remote-control feature controls all wash-dry functions. “Face” panels are easily changeable if redecorating or remodeling kitchen is in order.

Philco Corp.
Booth Nos. 177-180—Hilton.
Circle No. J23 on reply cord, p. 130

Neoprene vent flashing
A double-seal neoprene vent flashing, requiring only a non-hardening caulking, saves job time. Assures positive water-tight seal. Is strong, flexible and corrosion-proof. Won’t stain roofs. This flashing is said to be extremely durable.

Carrollton Manufacturing Co.
Booth Nos. 375-377—Hilton.
Circle No. J25 on reply card, p. 130

Glass-wall design window
Three-paneled, triple-hung window expands living area...a porch becomes an extra, year-round room provided with three-way ventilation. The construction, design offers versatile installation. Also usable for patios and breezeways.

DeVAC, Inc.
Booth Nos. 368-369—Hilton.
Circle No. J23 on reply card, p. 130

Shingle simulates wood
This asbestos-cement shake shingle looks like wood and has exceptional durability. The shake is 12” by 24” in size, and its striations are closely modeled after wood. Available in 5 colors; coloring is an integral part of the material.

Keasbey & Mattison Co.
Booth No. 383—Hilton.
Circle No. J26 on reply card, p. 130

New two-purpose furnaces
Upflow, counterflow or horizontally mounted new gas-fired furnaces are adaptable to air conditioning. Air deliveries are matchable to any type of residential-duct system. Quieter operation (larger blower fans) plus increased insulation.

Bryant Mfg. Co.
Circle No. J34 on reply card, p. 130

Cabinets are wood or steel
Kitchen cabinets come with choice of steel or all wood fronts. Wood doors are available in either light birch or darker fruitwood. Steel cabinets are finished in sandalwood color. Doors are designed so they can be easily changed.

Youngstown Kitchen Division.
Booth Nos. 118-122—Hilton.
Circle No. J37 on reply card, p. 130

Home manufacturers exhibit
This exhibit will be set up and staffed by the Home Manufacturers Association at the NAHB Convention. Photographs of typical models offered by association members will be shown, as well as a scale model of a split level design.

Home Manufacturers Association.
Booth Nos. 157-158—Hilton.
Circle No. J38 on reply card, p. 130

Plan books on display
A variety of home plan books will be on display at the Garlinghouse booth. Featured is the new 32-pg “Lake Shore and Mountain Cottages”—describes many prefab designs. Books available directly from the manufacturer for a small charge.

L. F. Garlinghouse Co.
Booth No. 330—Hilton.
Circle No. J39 on reply card, p. 130

Window is low in cost
A low-cost single-hung aluminum window, called the Series #80, is offered by this corporation. The unit includes spirex balances, wool-pile weather stripping, and snap-in muntins, which eliminate the need for large stocks.

Ceco Steel Products Corp.
Booth Nos. 87 & 100—Hilton.
Circle No. J40 on reply card, p. 130

Use reply card, page 130, for more information
Modern windows, like the modern tractor-trailer unit, are removable. With sash out, builders install the lightened units in half the time—with half the labor—required for ordinary units.

Job site damage and delays are almost entirely eliminated. Painting time is shortened, too, by cutting-in sash separately on easel or bench.
Realtors... the people who actually sell homes... are probably better qualified than anyone to pinpoint those features prospective home buyers want most. In the matter of floor choices, realtors give an overwhelming vote for Oak. In a new nationwide survey realtors were asked to rate the degree of acceptability to prospective home buyers of various floors and floor coverings used in living, dining and bedrooms. Strip Oak Floor was voted “most acceptable” by 88.8% of the 844 realtors surveyed. This was more than triple the vote given the next highest-rated flooring. Here’s convincing evidence of the sales stimulus Oak Flooring can give your new homes. When you use Oak Floors you can count on buyer acceptance without question... and benefit from the plus value of Oak’s recognition as a mark of quality construction in any home.

Oak Floors assure home buyers top resale value

Today, one out of five Americans moves every year. This high mobility rate has made home buyers more conscious of resale values. Floors, quite naturally, are an important consideration because they are subject to so much constant wear. Oak, better than any other flooring material, retains its beauty and resists signs of aging and use. The warm, rich grain and coloring of Oak Floors never fade or go out of style; never pose a problem of decorating harmony. This combination of outstanding characteristics helps assure top resale value for any home.

American families are on the move

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

The most popular,
Here's why home buyers prefer Oak Floors

Lifetime durability
Distinctive grain and color
Resistance to damage
Easy to keep clean
High insulating quality

Natural wood beauty
Comfortable resilience
Non-denting surface
Warm and healthful
Low cost

most practical of all floors
1959 PRODUCT SHOW: AT THE HILTON

Factory-assembled windows
The Century series 200 horizontal rolling window matches other types produced by the same manufacturer. Aluminum interior and exterior trim may be used or the window may be installed with available anchors. Pictured is 4-lite model.

Century Aluminum Corporation
Booth No. 367—Hilton
Circle No. J41 on reply card, p. 130

Appliances save space
This kitchen is designed to put a maximum number of appliances in a minimum floor space. It features two free-standing unitwalls which are made by stacking up individual appliances and combining them conveniently with cabinets.

General Electric Corp.
Booth Nos. 46-55—Hilton
Circle No. J44 on reply card, p. 130

Prefab has two baths
A one-and-one-half story true Cape Cod has lots of living space with four bedrooms, two full baths, living-dining room, kitchen, two linen closets, extra closet and storage space. Total living area is 1,250 sq. ft. Can be erected on a small lot.

Hornischieger Homes, Inc.
Booth Nos. 33-34—Hilton
Circle No. J47 on reply card, p. 130

Furnace works with a/c
The new line of Custom Trim Boy air-conditioning furnaces are specifically engineered for air conditioning applications. Ranging from 80,000 to 145,000 btu, they are ideal for 2-, 3-, 4- and 5-ton a/c systems. Model 2661 shown.

The Coleman Company
Booth Nos. 40-44—Hilton
Circle No. J42 on reply card, p. 130

New built-in a/c units
Cooling capacity of one Built-In Thinline air conditioner is 10,000 BTUs, more than enough to cool a room in an average-size home. Blends harmoniously with various wall decors. Fits almost flush with both inside and outside walls.

General Electric Corp.
Booth Nos. 46-55—Hilton
Circle No. J45 on reply card, p. 130

Door slides easily
The “Five Grand,” styled with the d’Cor charcoal-finished contour pull, moves easily along its weather-sealed threshold. Locking stile has no bend or give. Weather seal prevents air, weather and water infiltration. Lock mechanism burglar-, tamper-proof.

Nudor Manufacturing Corp.
Booth No. 358—Hilton
Circle No. J48 on reply card, p. 130

Standard glass size used
Sceneramic aluminum sliding glass doors are designed to use standard glass sizes—eliminating cutting and waste. Factory sub-assembly includes attachment of weatherstripping, door latch hardware, nylon roller assemblies, etc. Product is a time-saver.

Oro Manufacturing Co.
Booth No. 259—Hilton
Circle No. J43 on reply card, p. 130

Folding doors are durable
This complete line of functional and decorative folding doors are easily installed and satisfy all design requirements. Available in a wide range of sizes, styles, patterns and colors. Hardware and door units are factory-fabricated.

Clopay Corporation
Booth No. 204—Hilton
Circle No. J46 on reply card, p. 130

Offers conversion burner
Conversion from oil to gas fuel is simplified for owners of furnaces manufactured by this company by the introduction of a new conversion burner. Capacities of the owner’s original oil furnaces can be duplicated very closely.

Rheem Manufacturing Co.
Booth Nos. 72-73—Hilton
Circle No. J49 on reply card, p. 130

Use reply card, page 130, for more information
America's Best Buy in a Power Hack Saw!

First on the market
First in performance
First with professional workmen everywhere

MOST POWER PER DOLLAR

Sawzall®

There's only one Sawzall! Thousands of workmen have proved that over many years... by their preference have made Sawzall America's No. 1 power hacksaw... your best buy when you want:

- the utmost in heavy duty cutting power
- professional fine-tool quality
- all-day handling ease, comfort and safety (one-hand operation. Won't overheat or overload)
- freedom from costly maintenance
- lasting satisfaction (heavy duty built throughout. Full ball and roller bearings. Milwaukee high-torque motor).

Ask your Milwaukee distributor for a demonstration or write:

Milwaukee Electric Tool Corporation
5356 W. State Street • Milwaukee 8, Wis.

JANUARY 1959
RUSCO... One Great for these New Construction

See RUSCO Beauty, Quality
RUSCO NAHB Booth

1 SLIDING GLASS DOORS: For Budget and Custom Installations. Optional Dual Glazing.
2 7 BEAUTIFUL PATIO AND PORCH ENCLOSURES
3 AMERICA'S MOST BEAUTIFUL ALL WEATHER DOORS: Interchangeable and Self-Storing Models.
4 VERSATILE AWNING-TYPE WINDOWS: Glazed with Clear Glass, Obscure Glass or Colored Fiberglass*

DISTRIBUTORS: There may be a valuable RUSCO franchise open in your area. Why not write us today?

The F. C. RUSSELL Company
THE GREATEST NAME IN WINDOWS AND DOORS
Name...One Reliable Source and Modernization Products

and Economy for Yourself at the No. 201, 202 and 203

**SECTIONAL STEEL GARAGE DOORS AND ELECTRONIC OPERATORS**

**COMPLETE LINE OF PRIME WINDOWS FOR NEW CONSTRUCTION AND MODERNIZATION:**

**FAMOUS WHITE BEAUTY SELF-STORING COMBINATION WINDOWS**

**DISTINCTIVE JALOUSIE WINDOWS AND DOORS:**
- With Interchangeable Screens and Glass Insulating Panels.

**COMPLETE CURTAIN WALL SYSTEMS:**
- Grids, Windows, Porcelain-on-Steel Panels.

If you are not attending the NAHB Show, write for descriptive literature. Dept. AB 159

**Columbiana, Ohio** IN CANADA: Scarborough, Ontario

Copyright 1959—The F. C. Russell Company
1959 PRODUCT SHOW: AT THE HILTON

Adhesive sets many tiles
Epoxy-type adhesive No. 9 does not depend upon air drying, sets firm and tight by catalytic action after tile is laid. In absence of hydrostatic pressure, it makes installation possible on concrete below grade for many types of tiles.

Kenilite, Incorporated.
Booth No. 356—Hilton.
Circle No. J50 on reply card, p. 130

Glass is double-paned
Cutaway corner section of this all-glass, insulating double window unit is shown here. Two sheets of double strength window glass are welded together at the edges, and separated by a \( \frac{5}{8} \)" blanket of dry air. Sets in sash like a single piece of glass.

Libbey-Owens-Ford Glass Co.
Booth Nos. 142-144—Hilton.
Circle No. J53 on reply card, p. 130

Frost doesn't form
Freezer defrosting is eliminated in the 12.4-cu. ft. Frigidaire refrigerator-freezer combination. Cubes drop into the storage bin in the 90-lb. freezer at touch of the ejector handle. Freestanding unit fits into any kitchen. Styling concept has feminine appeal.

Frigidaire Div., General Motors.
Booth Nos. 183-200—Hilton.
Circle No. J56 on reply card, p. 130

"Peen-textured" metal tiles
The modern process of hammering and grain-polishing has been applied to solid copper, stainless steel, brushed aluminum. Result: \( 4\frac{1}{4}\times 4\frac{1}{4} \)" wall tiles for interiors that invite the rich permanence of refined natural-metal decoration.

Vikon Tile Corp.
Booth Nos. 320-322—Hilton.
Circle No. J51 on reply card, p. 130

Moisture-proof shower rod
Aluminum shower rod is anodized to permanently withstand bathroom moisture; nor will it ever chip, peel or crack. Rod comes in 5' and 5'6" lengths. Available in decorator colors to match bath accessories. Hooks for shower curtain are built-in.

Mirro-Chrome Company, Inc.
Booth Nos. 315-316—Hilton.
Circle No. J54 on reply card, p. 130

Fruitwood-finish cabinets
The "fine-furniture" look appears in kitchen-cabinet line just introduced. Raised-panel doors, diamond-cut drawers and unseen hardware strike a new design note. Alternate finishes are being planned on custom-ordered basis.

Colonial Products Co.
Booth Nos. 164-167—Hilton.
Circle No. J57 on reply card, p. 130

The two-sided bathtub
Double apron-double seat bathtub makes two bathrooms for the space and price of one. Two semi-opaque sliding shower doors give complete privacy from either side. Full 1" wall flange at each end insures leak-proof joining to walls.

AllianceWare, Inc.
Booth Nos. 159-160—Hilton.
Circle No. J52 on reply card, p. 130

Eliminate wood blocking
Called "Plyclips," these fasteners are designed to stiffen unblocked edges of plywood in roof decks. In standard roofs, the clips provide adequate substitution for 2x4 blocking, and at considerably lower cost. Also will save builder time.

Douglas Fir Plywood Assn.
Booth No. 37—Hilton.
Circle No. J55 on reply card, p. 130

Round countertop lavatory
Called the Crown, Crane Co.'s round countertop is made of vitreous china and features an oval basin with a concealed front overflow. A single faucet can be installed in the countertops of tile, plastic or marble. In new color: Desert Turquoise.

Crane Company.
Booth Nos. 74-79—Hilton.
Circle No. J58 on reply card, p. 130

Use reply card, page 130, for more information
First with the Most

In built-in appliances

Here, for the first time, Mr. Builder, is what you want...everything you need for the built-in kitchen from one responsible, time-proved source. PREWAY provides the most complete line in the country...electric and gas ovens and ranges, venting range hoods, refrigerator-freezer and dishwasher—all full of fashion in design and color, all fully engineered for push-in installation, and all fully competitive in price to be full of profit for you.

See PREWAY at the N.A.H.B. Show, Space 893-894, at The Coliseum, or write today for complete information.

Better Homes Inc., 8159 Second Street, North Wisconsin Rapids, Wis.

Since 1917 - Pioneer manufacturer of built-in appliances...refrigerator-freezer combinations, gas and electric ovens and surface units, venting range hoods, dishwasher.
Telephone service ideas

Newly designed telephone outlet is shown. Available in ivory and other colors, Surface can be painted to wall color. Possible telephone service ideas including flexibility of arrangement, concealed wiring, pre-wiring multiple outlets shown.

American Telephone and Telegraph Co.
Booth Nos. 15-16—Hilton
Circle No. J59 on reply card, p. 130

Aluminum overdoors

Narrow profile, anodized members of McKee extruded aluminum alloy sectional overdoors offer more strength and durability. Interchangeable standard components insure rapid, economical repair in case of damage. Door operates smoothly.

McKee Door Co.
Booth Nos. 207-208—Hilton
Circle No. J62 on reply card, p. 130

Transistor-operated intercom

An engineered-for-tomorrow system operating on transistors provides complete intercom, radio and door-answering service to and from all rooms. Designed for long term use, this easy-to-install home intercom cuts electricity cost 1/20 per cent.

Rittenhouse Co., Inc.
Booth Nos. 59-60—Hilton
Circle No. J65 on reply card, p. 130

Wood folding doors

Consolidated General Products has new folding doors called “Louver-Fold Doors” constructed of natural-wood veneers. Adjustable vertical louvers provide better control of both light and air—opened, creates see-through partition.

Consolidated Gen. Products Co.
Booth Nos. 380-381—Hilton
Circle No. J66 on reply card, p. 130

Gutters for a lifetime

Owens-Corning Fiberglas Permadrain gutters and downspouts last a lifetime. Made of reinforced plastics, will not rot, dent, rust, corrode or split-freeze. Require no painting, can be nailed like wood, are light weight, strong. Will hold 200-lb. man.

Owens-Corning Fiberglas Corp.
Booth Nos. 12-13—Hilton
Circle No. J67 on reply card, p. 130

Units have modular design

Lennox Industries’ new Landmark line has been designed to be flexible. Heating, cooling coil and blower-filter elements are enclosed in separate cabinets which align into a single assembly. Unit shown is installed in closet space.

Lennox Industries Inc.
Booth Nos. 211-214—Hilton
Circle No. J61 on reply card, p. 130

Range fits countertop

One-piece, built-in range with recessed cooktop and 21” Master Oven fits compactly into the countertop unit. Is supported by its own single-drawer base cabinet. Remote control panel can be located any distance away from the unit.

General Electric
Booth Nos. 46-55—Hilton
Circle No. J64 on reply card, p. 130

Striking effects available

L shaped 3/4" Designer's Tile permits numerous designs such as the one shown above. Available in 13 luster colors as well as plain, marbled and granitene. Can be suitably used in bath, dinette or kitchen with an air of uniqueness.

Artcrest Plastics Company
Booth Nos. 317-318—Hilton
Circle No. J67 on reply card, p. 130

Use reply card, page 130, for more information
Announcing a **NEW** triple profit package for the builder!

More and more prospective homeowners are looking for ceiling tile in the homes they plan to buy.

In tune with this trend we are pleased to announce the addition of a new perforated ceiling tile to the Certain-teed line of building products. Made of tough wood fibers, Certain-teed ceiling tile is designed for lasting beauty — durability — and economical installation.

Another new product in the Certain-teed line for '59 is an excellent quality low cost interior building board that has a superior finish... this, too, is made for quick, economical installation insuring better builder profits.

All over America Certain-teed color-tuned roofs are going up on more and more homes because builders know they're in tune with the demand of homeowners for the RIGHT COLORS. Only Certain-teed can offer you the new “Color-Tuned Roofing Systems” researched and designed by famous color authority Beatrice West. For the newest products in tune with the times and **designed for profit** — look to Certain-teed.

See the Certain-teed line for '59 at the NAHB convention — Chicago — Hotel Sherman—Booth 469—January 18-22.
“OUR DEPENDABLE FORD SIX IS ALWAYS ON THE JOB!”

says Harold G. Strait
Strait’s Hardware
Mansfield, Pennsylvania

“We bought our pickup in ’55 and haven’t had the head or pan off. It starts real easy, even in the coldest weather.

“And this Ford F-100 pickup is sure economical! We get good gas mileage, and I don’t even remember having any troubles with it, or spending one dime on repairs. All we’ve done is had it greased and the oil changed regularly.

“We have the Custom Cab, and it rides well and makes driving easier. Another reason for having a Ford truck is the confidence I have in our local Ford Dealer.

“This store was started by my father in 1891 and I’ve been in the hardware business for 38 years. We do plumbing, heating and air conditioning, too! I’ve used Ford trucks beginning with the model T, and plan to get a ’59 Ford pickup soon.”
Join the Ford-ward march to savings! Whatever your job... wherever you do it... you'll discover, just as Mr. Strait did, that a Ford truck is your best investment. And for '59 there are even more reasons to make this worthwhile move. You'll find:

- **Husky new ½-ton Panel** (pictured above) offers 158 cubic feet of loadspace on 110" wheelbase. All-steel body and weather-sealed plywood floor make this an excellent truck for hauling all types of tools and equipment.
- **New gas economy** in the industry's most modern 6-cylinder engines.
- **Rugged durability** in the box girder construction of the Styleside pickup's cab-wide box.
- **Wider choice of transmissions** including Ford's new Heavy Duty Cruise-O-Matic.
- **Smoothest ride** of any half-ton pickup.

And for the 13th straight year, independent insurance studies prove that Ford trucks last longer! For a truck that goes all out to save time, work and money on your job, see your local Ford Dealer and go Ford-ward for savings!
A cheap sump pump means more servicing, more call backs, more customer dissatisfaction and its short life means early replacement. Only a RICH CONTRACTOR and a RICH CUSTOMER can afford to install a cheap pump.

YOU WANT A WEIL SUBMERSIBLE SUMP PUMP because

1. IT IS SAFE. The complete unit is Underwriters Laboratories, Inc. tested and approved. Your guarantee of a SAFE INSTALLATION.
2. IT IS QUIET. Operation is in the pit, below floor level. (See diagram.) No radio interference from its heavy duty motor either.
3. IT IS CLEAN. The pump is submerged and the sump cover sealed. NO DIRT, NO ODORS.
4. LOW MAINTENANCE COST. The factory sealed and permanently lubricated unit, all ball bearing, 1/2 H.P. Capacitor motor with overload protection assures long, trouble-free life.
5. GUARANTEED FOR ONE YEAR. A real guarantee with prompt action. A defective pump can be taken to the jobber for immediate attention.
6. DEPENDABILITY. The Weil SUBMERSIBLE SUMP PUMP is the product of thirty years of pump engineering and testing. The Weil Pump Company has pioneered in the development of submersible sump pumps. You can depend upon this pump.

SEND FOR FREE BOOKLET, "The Truth About Sump Pumps."

make it - ANOTHER HIDDEN VALUE in your construction.

NOW IN STOCK at your plumbing and heating wholesaler.

Weil PUMP COMPANY
1510B No. Fremont St.
Chicago 22, Ill.

PRODUCT SHOW: HILTON

It's got brick chimney look
The new Metalbestos Deluxe Chimney Housing creates a "brick chimney look" with minimum cost and ease of assembly and installation. Brick finishes are available in red or buff. This model and others available at Metalbestos distributors.

William Wallace Co.
Booth No. 129—Hilton.
Circle No. 468 on reply card, p. 130

Door frame sets up fast
A steel door frame that is especially designed for fast installation is being produced by this manufacturer. The frame goes over drywall, and is available for either swing doors or sliding-wardrobe doors.

Kewanee Mfg. Co.
Booth No. 310—Hilton.
Circle No. 469 on reply card, p. 130

Brochures help sell brands
A new merchandising program, "Brochure Power," provides builders with combined, continuing support. Brand names play an important role in the form of brochures and other point-of-sale promotion from manufacturers and Look magazine.

Look Magazine.
Booth No. 324—Hilton.
Circle No. 470 on reply card, p. 130

American Builder
Another home with sun glasses...

Builder: Kolendo Construction Company, Boynton Beach, Fla.

American Lustragray glass walls

reduce sun glare and heat without sacrificing vision

Lustragray makes for the "easiest livin' under the sun" — a fact that's apparent to home buyers at a glance. Besides effectively reducing sun glare and heat, Lustragray provides cheerful "clear glass" vision from the interior, added privacy from the exterior.

Lustragray's expensive appearance will give your homes greater sales appeal at very little cost. Write us today for complete information and for the name of your nearest glass distributor.

January 1959
Right on the job! Here are just two ways INTERNATIONAL Trucks do your job faster and easier with the dependability you demand. Rubber-insulated cab mountings mean a smoother ride for the driver. And long wide-leaf rear springs assure more protection for the payload. Cab comforts include a 3-man seat over 5-ft. wide and a no-distortion windshield that eliminates awkward doorway projections and allows easy exit and entry. There's power, too, and plenty of it. An all-truck six-cylinder engine combines short stroke and low rpm for maximum load-pulling torque and long engine life. These conventional INTERNATIONAL Trucks shown here are available in GVW ratings up to 23,500 lbs., in the world's most complete line of trucks.
Building is a full time job! You can't take time to worry about trucks.

That's why more and more builders are buying INTERNATIONAL Trucks. They can count on them—to do the job they have to do... to cut down operating expenses... to keep down maintenance costs. And what's more, save time and worry for you.

If you need a truck you can count on, see your INTERNATIONAL Dealer.

cost least to own!
FRUITWOOD
is just one
of the exciting
NEW
YOUNGSTOWN
KITCHENS
You will see at the Builder Show.
CONRAD HILTON HOTEL
BOOTHs 118-122

NEW
"SNAP-ON" FRONTS
A GREAT NEW
INNOVATION...
DESIGNED FOR BUILDER NEEDS!

Now builders can offer any
buyer a complete choice of kitchen styles.

AMERICAN-STANDARD
YOUNGSTOWN KITCHENS DIVISION

PRODUCT SHOW: HILTON

Fireplace installs flush
The Vitroliner open-hearth fireplace is completely prefabricated. Time-saver product is designed to be installed flush against the wall. Requires no footings or special foundations. Can be installed easily in 4 to 6 man hours. Comes fully equipped.

Condensation Engineering Corp.
Booth No. 112—Hilton.
Circle No. J71 on reply card, p. 130

Gives year-round comfort
The "AIRTROL" line of year-round air-conditioning equipment has complete air control for both heating and a/c. Cooling coil is attached to furnace; compressor can be outside house. Furnaces are designed for use with 2 to 5 ton units.

Holly-General Co.
Booth Nos. 209-210—Hilton.
Circle No. J72 on reply card, p. 130

Needs no special postforming
Textolite laminated surfacing used in shower enclosure eliminates special postforming by using standard postformed countertops at each end of the bath and one flat sheet for the third wall. Result: quick installation, low costs.

Laminated Products Dept., G.E.
Booth Nos. 46-55—Hilton.
Circle No. J73 on reply card, p. 130
WHY FOLLANSBEE TERNE?

BECAUSE no other roofing material has so uniquely stood the test of time. (Many Terne roofs are still sound after a century.)

BECAUSE many leading architects, builders and roofers have recently discovered that modern seamless Terne is better adapted than any other metallic or shingle surface to the special requirements of contemporary design.

BECAUSE Terne allows a fair profit margin to both the builder and roofer.

BECAUSE Terne is a definite plus-value for any project, and thus a strong selling tool in itself. And finally...

BECAUSE Follansbee within the next few months will bring Terne's basic story to the attention of every major architect in America.

SEND FOR COMPLETE INFORMATION
FOLLANSBEE STEEL CORPORATION
FOLLANSBEE, WEST VIRGINIA
Amazing New Winter

There is a Winter Seal window or door for every building need—
Slide Master "500" is not just another Aluminum Prime Window. These new design and engineering features offer a better looking, more durable, trouble free window, at a new low price level. Winter Seal engineering competence and production know-how have made Slide Master "500" the greatest prime window value ever offered.

Rugged "tubular" construction found only in the most expensive windows is yours at an economical price. Installation is quick and easy. Service call backs become things of the past.

Double Glazing at less cost than most single glazed windows. Insert is easily removed for quick cleaning.

There is no window on the market to compare with Slide Master "500" in features or in price. This all tubular constructed window is completely weather-stripped and features patented nylon hardware. Absolutely no binding because Slide Master "500" has no metal to metal contact.

It's the window of the year—
and the value of the year—be sure and see it at the
N.A.H.B. show—Booths 494, 495, 496 Sherman
Hotel or mail the enclosed coupon.

for every building budget
Low-cost storage space
This dome-shaped sphere, designed as an economical, temporary structure for low-cost shelter and storage, can be erected in eight man hours, disassembled as rapidly, without material waste. Space costs as little as $1.50 a sq. ft.

Door has picture window
An all-weather door features a picture window glass panel. The glass itself can be removed for ventilation. A Fiberglass screen is also included as an integral part of the door. Has a 5-yr. factory warranty, plus felt weatherstripping.

Garage gets dual personality
Simple, inexpensive installation of overhead door in place of garage back wall converts humdrum, conventional car-box into a covered patio, play pavillion or a breezeway. Gives more space for “outdoor living at economical cost.

Designs imbedded in panels
The new plastic Wascolite tub enclosures for '59 will go a long way to dress-up your bathrooms, getting away from the cold sterile appearance. The panels are available with leaves and flowers on fabric...framed in gold or silver aluminum.

Clips veto plaster cracking
New Flex-clip system is credited with minimizing plaster cracking. Three galvanized, flexible steel clips attach %/₂" gypsum lath to wood framing. System is designed to absorb strain otherwise transferred to plaster surface as the wood framing moves.

Creates illusion of space
Sliding mirror doors make rooms seem larger while actually providing maximum use of room space. Suitable for easy installation in remodeling work as well as new construction. The aluminum-framed units come in various sizes.

Brightens up masonry
Vapex Masonry Paint, for outside concrete, stucco, aggregate block, slab or monolithic construction, comes in ten lively colors and white. It is long-lasting and timeproof, dries to a uniform flat finish. Use also on soiled asbestos cement.

Installation is easy
Ends of the VS-333 Vinl-Stop weatherstripping are pre-coped and holes pre-punched with nails or screws supplied for easy installation. Available in a permanent white color, it can be painted with most paints recommended for wood.

Thermoplastic sheet flashing
"Saraloy 400," a brand new thermoplastic sheet flashing is produced by extrusion process into a dense, flexible sheet. Comes in rolls 36" wide, weighing about 50 lbs., containing 100 sq. ft. Stockpiled in black only but paintable with regular exterior paints.

Vapex
MASONRY PAINT
Vapex Masonry Paint, for outside concrete, stucco, aggregate block, slab or monolithic construction, comes in ten lively colors and white. It is long-lasting and timeproof, dries to a uniform flat finish. Use also on soiled asbestos cement.

Installation is easy
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Use reply card, page 130, for more information
You are in the American Builder

Supermarket

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

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on PRODUCTS & EQUIPMENT

Mail This Postcard Today—We Pay the Postage
Act Now!—Service on This Card Expires in 90 Days

NAME (Please print):

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PLEASE CHECK YOUR FIELD OR OCCUPATION

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

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

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Signature
THE SATURDAY EVENING POST CAN HELP YOU

Get a bigger share of new home sales in '59

MAIL CARD NOW!
YOUR NAME WILL BE FEATURED IN THE POST

This spring, your name listed in a full-page ad in the Post will give you national prominence and local results. The Post is read and respected by the people who are your best prospects. These people have great confidence in the integrity of the Post. This confidence is passed on to the builders the Post endorses — and has proved to be one of the greatest sales tools in the home building field today.

TREMENDOUS MERCHANDISING AND PROMOTION SUPPORT

Post merchandising know-how, resources and experience are solidly behind you. Available to participating builders is a complete package of hard-hitting merchandising promotional aids such as ... dramatic blow-ups of the Post ad featuring your name ... newspaper mats ... theme displays — a wealth of fresh ideas to not only draw attention to your homes, but to pave the way for faster, easier sales as well.
IN THE BUILDING FIELD

THE NATION'S BEST-KNOWN BRAND NAMES WILL BE SELLING FOR YOU

Tie-ins with well-known prestige building products are a potent sales asset. The Post has built acceptance for more brand names than any other advertising medium. These brand names identified with your sales promotion give you added selling power.
In 1958
61 Blue Ribbon Home Builders
in 29 states sold
4,679 new homes worth-

$102,940,750

...AND 1959 WILL
BE EVEN BIGGER!

Advertisers of
BUILDING MATERIALS, EQUIPMENT AND FIXTURES
invest more money in the Post than in
any other magazine in its field!
**PRODUCT SHOW: HILTON**

**Maintains constant flow**
Kohler’s new all-brass fittings are modern in design, durable and resistant to corrosion and wear. Galaxy series has brushed or polished chrome finish; Constellation series comes in polished chrome only. Units are interchangeable.

Kohler Company
Booth Nos. 80-82—Hilton.
Circle No. 283 on reply card, p. 130

**New heat pump announced**
A new remote heat pump has been put on the market by Westinghouse. The pump consists of two units—an indoor unit for circulation, and an outdoor pump unit. It both heats in winter and cools in warm weather.

Westinghouse Electric Corp.
Booth Nos. 94-95—Hilton.
Circle No. 284 on reply card, p. 130

**New “Idea” homes**
For the seventh consecutive year Better Homes & Gardens is sponsoring its “Idea Homes” promotion. The 1959 presentation again will feature some of the “best selling” houses across the nation located by the magazine’s editors.

Better Homes & Gardens.
Booth No. 45—Hilton.
Circle No. 285 on reply card, p. 130

**3-D decorative hardware**
This new line of decorative hardware trim is called the “Horn of Plenty.” It consists of three dimensional reproductions of fruits and vegetables in copper and brass. Hardware is used as knobs or pulls, and as wall plaques or decorative trim.

Ajax Hardware Corp.
Booth Nos. 346-347—Hilton.
Circle No. 286 on reply card, p. 130

The new McQuay Package Chimney is the finest. It tests better because it is built better—by McQuay, with more than a third of a century of heating experience—and is easier and faster to install. Compare McQuay quality, compare erection time and costs, compare McQuay advantages. Then you’ll see why the new McQuay Package Chimney excels in every way. See your jobber or write McQuay, Inc., 1699 Broadway Street N.E., Minneapolis 13, Minnesota.

**Check these features against those of any other chimney!**
- Stainless steel flue
- Handles all fuels
- Light weight
- Strong and durable
- Long life
- Baked on finish
- Quick installation
- Low installation costs
- Competitively priced
- Safe—U.L. approved

McQuay INC.

**AIR CONDITIONING • HEATING • REFRIGERATION**
J. R. V. M. "Jake" Lefferts, C. T. "Buster" Kilcomins and R. S. "Bob" Eisner, who build and sell all-Gas homes in Oak Hill, New Jersey report: "Only Gas, and modern gas appliances, can give home buyers all the conveniences they want—with the economy they demand!"

Leading New Jersey

"For Builder and Buyer

NEW GOLD STAR STANDARDS!

AUTOMATIC . . . ALL THE WAY!

Now you can show your customers they're getting the latest in range design! This Gold Star seal guarantees at least 28 cooking conveniences! You can offer such sell-on-sight features as an automatic rotisserie, griddle, meat-thermometer, Burner-with-a-Brain*—everything designed to make Gas cooking even faster, cooler and cleaner than ever. Choice of 14 makes—the finest Gas ranges made.

ICE CUBES—AUTOMATICALLY!

No more trays to fill or empty. An RCA Whirlpool Gas Refrigerator delivers non-stick ice cubes ready to use, makes more as fast as they're needed. Even the water is supplied automatically. Roomy freezer locker. Automatic defrost. Constant balanced cold—never any "on-off" fluctuation. Comes in beautiful pastels as well as white. 10 year warranty.

FASTEST LAUNDRY EVER!

Today's Gas Washer-Dryer Combinations (or separate matching units) are completely automatic. And so fast! No warm-up wait, so the total wash-rinse-dry cycle is shorter. Gas is more economical to use, too. And safer for clothes. Gentle Gas heat fluffs dries naturally from start to finish—can't stiffen even the most delicate fabrics.

You save on installation . . .

they save on the monthly bills—

ONLY GAS

© Am. Gas Assoc., Inc. *A.G.A. Mark
Builders say, the Best Bet is GAS!

with a modern Gas Water Heater. The moment you turn on the hot water faucet, the Gas under the tank comes on full force, heating more. It shuts off automatically, too. Easy to install. Extra economical—because Gas recovers so fast, a family doesn't need as big a tank as it would with any other fuel.

HEATING AND COOLING— ALL IN ONE!
Now one compact unit heats the whole house in winter, cools it in summer. What a money-saver for both builder and buyer! A single unit takes less space, requires the installation of only one set of ducts and, a single thermostat. And, efficient Gas costs less to use. Available in a choice of models to fit any size house.

SMOKELESS, ODORLESS INCINERATOR
Exciting new convenience that insures a more sanitary community, reduces insect pests. Homeowners will welcome it. So easy to oper- ate—just drop in trash and garbage. The Gas flame does the rest—immediately. No smoke, no odor, for a Gas flame consumes these, too.

PICTURESQUE— BUT PRACTICAL!
Newest idea in outdoor lighting, Gas lights add graciousness to steps, doorways, patios, porches. Adaptable to post, pipe or bracket mountings, they provide soft, non-glare illumination—at lowest possible cost.

AMERICAN GAS ASSOCIATION

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

JANUARY 1959
What's so different about this FLORIDA HOUSE?

Architect: William G. Connors

It Has Built-in, Lifetime Protection Against Termite and Decay Damage!

Careful planning in this house has eliminated future maintenance costs due to subterranean termite damage and decay. That is because the architect specified that all the lumber for the house be pressure-treated with Wolman® salts. Wolmanized® lumber was used because it has all these desirable properties: It resists rot and termites. It is clean, paintable, odorless. It is fiber-fixed, non-corrosive to imbedded metal fasteners, and glueable even with the newer resins.

Wolmanized lumber offers unlimited application possibilities; it serves better and longer—yet, it's economical to use, adding about 1½ per cent to total costs. Read how you can safeguard building dollars with Wolmanized pressure-treated lumber in the light and heavy structures you design.

From sill to ridgeboard, every piece of lumber in this Jacksonville residence is Wolmanized pressure-treated lumber. Future savings in just one repair job caused by decay or termites will more than pay for the moderate additional cost of specifying Wolmanized lumber throughout the house.

Wolmanized LUMBER

This handbook tells the complete story. The how and why of Wolmanized lumber and many suggestions for residential, commercial, industrial and institutional applications are covered in this 16-page handbook. Write for your copy.
If you want to sell more heating, plumbing, and air conditioning equipment, go where every page is full of ideas that sell: Better Homes & Gardens, the family idea magazine. BH&G readers are eager for home improvement ideas (3 out of 4 live in owned homes*), and they’re ready to act. For instance, the percentage of BH&G average-issue readers who live in fully air-conditioned homes** is more than twice that of all people in the U.S.

*Source: BH&G-Politz 12-Months’ Study, 1956
**Source: Look-Politz Study, 1958

During the year 1/3 of America reads

Better Homes and Gardens

...the family idea magazine
1959 PRODUCT SHOW: AT THE HILTON

A service for builders
Specialists prepare architectural renderings in full color for tract developments and related projects. The service is available to builders and architects at a nominal cost. Residential artwork fees and other details upon request. From Major Art Service.

> The Major Art Service
   Booth No. 305—Hilton.
   Circle No. 287 on reply card, p. 130

New boiler for radiant heat
Here is a new boiler developed by Hydrotherm to provide that warm radiant heating for the builder of custom homes. The unit will handle 1,200 sq. ft. of installed radiation. Is factory assembled and wired—is simple to install.

> Hydrotherm, Inc.
   Booth No. 341—Hilton.
   Circle No. 290 on reply card, p. 130

Wide range of cabinets
Mengel cabinets come in a wide variety of types and sizes. There are also counter tops in eleven different patterns and colors. Among the features are pass-thru cabinets, sliding doors and mixer and vegetable bases.

> The Mengel Company
   Booth Nos. 21-22—Hilton.
   Circle No. 293 on reply card, p. 130

It's smokeless, odorless
A smokeless, odorless indoor incinerator was designed for use in areas where air pollution is a major problem. Unit can dehydrate and burn 1½ bushels of rubbish, garbage, etc., in from 1 to 4 hours, depending on moisture content.

> Waste King Corporation
   Booth Nos. 56-58—Hilton.
   Circle No. 298 on reply card, p. 130

Time-saver for ceramic tile
"Sure-Set" is a perforated backing for ceramic floor tile that allows ceramic patterns to be set face-up into cement or mastic. Eliminates removal of paper formerly used to hold patterns in place. Available for all floor tile. Fifty per cent of tile area contacts.

> Stylon Corp.
   Booth Nos. 221-222—Hilton.
   Circle No. 291 on reply card, p. 130

Quick installation possible
In three hours time, one man can install this masonry chimney. It is factory-built and fire-safe. Like its companion unit, the clay tile gas vent, it comes packaged with all parts, including brick-design panel housing.

> Van-Packer Co., Div. of Flintkote
   Booth Nos. 150-151—Hilton.
   Circle No. 295 on reply card, p. 130

Vanities with new appeal
You'll have a wider choice of colors, styling and the type of doors you can offer your customers with the new line of '59 vanities by Glissade. The units are available in both plastic and enameled hardboard sliding doors to fit bath decor.

> Glissade, Inc.
   Booth Nos. 348-349—Hilton.
   Circle No. 289 on reply card, p. 130

Coating safeguards tubs
The problem of protecting enamel surfaces on new plumbing jobs is met with "Coat-a-tub," a black, strippable plastic coating. Applied with a brush, it dries to a tough film. When work is completed, "Coat-a-tub" is peeled off. Cuts damage costs.

> Protectub, Inc.
   Booth No. 234—Hilton.
   Circle No. 292 on reply card, p. 130

Delco heats and cools
Delco Conditionairs are designed with year-round comfort in mind. Heavy-duty steel cabinet is finished in tan and beige. Features long, quiet operation, replaceable spun-glass air filters and extra cool side panels.

> Delco Appliance Div.
   Booth Nos. 171-172—Hilton.
   Circle No. 297 on reply card, p. 130

Furnace features filter
Luxury air conditioning for the average pocketbook is the big feature of this Chrysler Airtemp system used in NAHB's Research House, South Bend, Ind. An electronic air filter is included in the new system.

> Airtemp Div., Chrysler Corp.
   Booth No. 61—Hilton.
   Circle No. 299 on reply card, p. 130

Accessory line is new
An all-new line of bathroom accessories, called the "Orbit-line", is the styling feature of this company's Adrian Division. The highest quality line, called the "Newport", will feature the new styling.

> Hoover Ball & Bearing Co.
   Booth No. 64—Hilton.
   Circle No. 293 on reply card, p. 130

Allows two-zone heating
Zone-controlled heating, generally limited to hot-water heat, is made possible in forced-air heating by this twin-furnace system. Unit consists of two complete small furnaces installed alongside of each other.

> American Standard Air Conditioning Div.
   Booth Nos. 139-141—Hilton.
   Circle No. 298 on reply card, p. 130

Use reply card, page 130, for more information
NOW! you can offer either

at no extra cabinet cost!

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

NEW SUBURBANETTE!
Be sure to see the new Suburbanette ovens designed and built especially for builders. Space numbers 763 and 764 in the Collesium, or write for complete details.
PRODUCT SHOW: HILTON

For fast, easy cooking
Gas or electric Welbilt-In ovenbroiler range and surface units offer fast, easy cooking. Features of these '59 units include Kleer Vue oven window, clock and 4-hour timer. Available in stain-resistant porcelain enamel or chrome finishes to fit any kitchen decor.

Tile is "practical luxury"
A lifetime of practical luxury" is offered with Romany-Spartan genuine ceramic tile. Available in a wide range of sizes, shapes, textures and colors—either glazed or unglazed. Provides a wide selection for kitchen, bath, or family room. New setting methods are said to reduce cost of tile.

Side-boom has safety feature
A side-boom attachment with a lifting capacity of 5½ tons is available for the Model HO "Pay-loader" tractor-shovel. Unique lifting device eliminates danger to operator. This new, versatile boom is adjustable in 2' increments, from 10' to 16'.

Sliding-door hardware kits
Bifold hardware is manufactured in complete installation sets for two- and four-door sliding, folding units. Each set contains extruded aluminum track, specified number of guide hangers, pivot brackets, pivots, hinges and door aligner. Assembly data given.
DUR-O-WAL SAFEGUARDS THE BEAUTY OF MASONRY CONSTRUCTION

Throughout the United States genuine Dur-O-Wall Steel Reinforcing is being used in the mortar bed to provide lasting protection for the classic beauty of masonry construction.

You can provide timeless protection for the flawless beauty of masonry with time-tested Dur-O-Wall. This high-tensile steel reinforcing is trussed designed and custom fabricated to give masonry walls a backbone of steel.

Keep this proven tie-in sales builder in stock. Ask for name of distributor near you.
CHEMISTRY sets new pace in building materials

New materials created in chemists' beakers are taking their place among those coming from the saw, the refractory and the blast furnace. These are polychemicals, man-made materials that are lightweight, versatile, easy to fabricate and have excellent resistance to moisture. Here are three new Dow building products, each with a special set of benefits for modern construction.

SAME BUDGETS, BETTER BUILDINGS WITH STYROFOAM®

Insulation-plaster base construction provides a warm, dry interior, solid masonry exterior at surprisingly low cost.

Masonry wall . . . Styrofoam® insulation . . . plaster. These are the keys to better, more saleable homes or buildings at lower construction cost. Styrofoam is simply adhered to brick or concrete block with portland cement mortar, and then plastered over. Furring and lathing are eliminated. Handling and installation costs are cut. The building is warm and dry, packed with sales appeal, yet often no more expensive than frame construction.

An Iowa builder reports, "We can build brick homes at frame house cost, get higher mortgage loans."

Another in Cleveland says, "We cut our insulation and plastering costs 33% in motel construction, keep heating costs down, too". In fact, builders of all kinds of buildings all over the country report cost savings, better and more lasting insulation with Styrofoam.

*Trademark of The Dow Chemical Company
**Styrofoam** lasts a lifetime in perimeter use

When used as a perimeter insulation, Styrofoam pays off in a warm, damp-free floor that stays that way. For Styrofoam resists rot, mold, and deterioration. Its low "K" factor stays low because Styrofoam won’t absorb water—thanks to its millions of non-interconnecting air cells.

The ability of Styrofoam to be cut and shaped with ordinary tools, plus its light weight, bring additional installation economies. It's being used in the finest custom homes, commercial buildings and in even the best selling models of the nation's top prefabricators. Styrofoam is used horizontally, vertically, around perimeter heating systems and often under the entire slab. It comes in a wide variety of lengths, widths and thicknesses.
New line of Westinghouse saves space...provides

REFRIGERATOR-FREEZERS BUILD-IN EASILY.
JUST SLIDE INTO PLACE
AND INSTALL TRIM KIT

New Westinghouse built-in models have no coils on the back. Instead, operating mechanism is located beneath cabinet. Unique concealed hinge permits doors to open within cabinet width at 90°. Available with bottom-located freezer (shown) or top-mounted freezer, they install quickly ... add more appeal to kitchens. Westinghouse also makes a horizontal refrigerator-freezer that builds in or stacks on cabinets.

And here's good news! Any refrigerator-freezer in the Westinghouse line can now be built-in using accessory trim and grille kits. You'll want further information on this big advantage.

NO COILS ON BACK

DOOR OPENS 90° WITHIN CABINET WIDTH

14 CU. FT. BUILT-IN HAS SEPARATE 161 LB. FREEZER
Meat stays fresh for 7 days without freezing, thanks to the exclusive Westinghouse Cold Injector that keeps foods better ... chills them faster. This is food storage at its best. Color availability includes Mint Aqua, Frosting Pink, Lemon Yellow, Sugar White, Coppertan, Copper-tex, and Brushed Chrome. Exterior Choose 'n Change Panels come in 5 colors plus 2 wood grains.

HOME PROSPECTS' MOST WANTED CLEANUP TEAM

Only Westinghouse built-in dishwashers have the amazing Hot Water Booster that guarantees 140° hot wash and rinse water for spotless, sanitary-clean dishes. Convenient front-opening, top-loading design offers extra-large capacity ... service for 6 plus pots and pans, or service for 10. Choose from a wide selection of front panel colors and finishes.

Powerful, cushion-quiet Westinghouse Food Waste Disposer grinds food waste quickly and efficiently. Built-in Thermoguard® cuts off current should overload or jamming occur. 3/4 hp. motor. Takes little space and connects easily to dishwasher.
Built-in Appliances
more attractive kitchens!

DELUXE OVEN STACKS OR BUILDS IN... PLATFORM HAS REMOTE CONTROLS

The latest in built-in oven design, this deluxe model has convenient side-mounted controls and lift-off door. Both built-in and stack-on models fit 30" cabinet. Features include exclusive Westinghouse Serv-Temp Roast Guard, Built-in Rotisserie and Miracle-Sealed Oven. Also available in standard models without Roast Guard and Rotisserie. In Mint Aqua, Frosting Pink, Lemon Yellow, Coppertan, Coppertex, Brushed Chrome. Where space is limited, use this compact square platform with 4 fast Corox® units. Remote Control Panel has Rotary Controls with 1001 heats. Check your distributor first for availability of this new oven and platform.

NEW VERSION OF FAMOUS 25" LAUNDRY

Westinghouse Deluxe Space-Mates, matching Laundromat® Automatic Washer and Clothes Dryer, provide a complete home laundry in 25 inches when vertically installed. They also build-in undercounter or side-by-side, waist-high. Both units will handle a 9 lb. load of clothes. Laundromat has famous Revolving Agitator which washes cleaner, rinses better and cleans itself. Dryer operates on 115 or 230 volts. In Mint Aqua, Frosting Pink, Lemon Yellow and Sugar White. Standard models also available.

See your Westinghouse Distributor for further information on the complete lines of Westinghouse built-in appliances, wood cabinets and steel cabinets. Or, write to Westinghouse Electric Corp., Major Appliance Division, Contract Sales Dept., Mansfield, Ohio.

YOU CAN BE SURE...IF IT'S Westinghouse

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS" CBS-TV MONDAYS
Siding is a paint-saver
Substantial savings for builders are possible with this factory-sealed and packaged Redwood bevel siding. It is said to save 35% on paint and to eliminate on-the-job sanding, sealing. Plasticized packaging reduces damage possibility.

Georgia-Pacific Corp.
Booth Nos. 526-528—Sherman.
Circle No. J103 on reply card, p. 130

Panels create new effect
A new pattern in wood paneling is announced by this association. It is made up of boards ranging in size from 1x3" to 1x12", and is blind-nailed into position. Many new architectural interior wall effects are made possible with its use.

West Coast Lumbermen's Assn.
Booth Nos. 539-540—Sherman.
Circle No. J104 on reply card, p. 130

"More stick, less thick"
A 1/16" layer of this new dry-curing, thin-setting mortar (left) is said to have twice the bonding strength of more than an inch of conventional mortar (right). For use in setting ceramic tile, this new mortar saves time, labor, material.

Tile Council of America.
Booth Nos. 442-443—Sherman.
Circle No. J105 on reply card, p. 130

Coordinate an entire room
Flexibility makes Nairontop easily coved. Available in 27", 36" and 45" widths, this vinyl plastic is suitable for countertops, sink tops, other working areas. Unaffected by alkalies. Color-coordinated with company's floor coverings.

Conoleum-Nairn, Inc.
Booth Nos. 420-421—Sherman.
Circle No. J107 on reply card, p. 130

Surface walls easily
All basic materials needed to surface three walls of a standard bathtub recess with Consoweld 10" to a 5' height are included in new bathtub shower wall package. Only three panels of Consoweld are required for permanent application.

Consoweld Corporation.
Booth Nos. 499-500—Sherman.
Circle No. J106 on reply card, p. 130

Drawer slide saves time
A new self-aligning nylon-roller drawer slide allows drawer to be inserted and removed easily. Measuring and leveling are eliminated by the use of formed lips of drawer tracks which fit along the underside of each drawer.

Amerock Corporation.
Booth Nos. 506-507—Sherman.
Circle No. J108 on reply card, p. 130
New range line introduced
Either gas or electric models are available in a new line of built-in single or double ovens. Features include embossed-enamel control centers, lift-off doors, standard or automatic electric clocks. Choice of five colors to fit kitchen decors.

The Tappan Company.
Booth Nos. 424-425—Sherman.
Circle No. J109 on reply card, p. 130

Window has removable sash
A new double-hung window unit by Silcrest Company has spring sash balances in the right-hand jamb which disengage, permitting the sash to be removed for cleaning. Weatherstripping in the left jamb assures weather tightness.

Silcrest Company.
Booth No. 551—Sherman.
Circle No. J110 on reply card, p. 130

Prefab roof panel produced
“Trusdek,” new prefab roof panels, consist of a series of troughs or “V”s joined together to provide a roof structural system as well as a decorative interior effect. Panels are 48” wide and 12” to 24” deep. Available in spans up to 40’.

Rilco Laminated Products, Inc.
Booth No. 537—Sherman.
Circle No. J111 on reply card, p. 130

Shows new tub enclosure
A triple-door bathtub shower enclosure is put out by the manufacturers of Showerite doors—Theodore Efron Mfg. Co. Available in two series, the triple door permits a wider opening for bathing children, and allows for easier tub cleaning.

Booth Nos. 479-481—Sherman.
Circle No. J112 on reply card, p. 130

Lockset gives varied effects
Supplied as a matching knob and escutcheon combination, the Vegas design lockset is available in brass, bronze or aluminum in a variety of finishes. Can be mounted to present either a square or diamond-shaped appearance.

P & F Corbin.
Booth Nos. 512-513—Sherman.
Circle No. J113 on reply card, p. 130

Flush-mounted heater
A ceiling-mounted electric bathroom heater that requires no rough in box is announced by this concern. The unit manufactured by Thermador Electrical Mfg. Co. is surface-mounted to a standard junction box. Gasket conforms to ceiling irregularities.

Thermador Electrical Mfg. Co.
Booth No. 444—Sherman.
Circle No. J114 on reply card, p. 130

Stair building simplified
“Stairgides” are nailed to wood stringers to receive and support wood risers and treads for quick assembly. This system is said to have proven to be stronger than glued and wedged stairs. It is said to cut erection time by four-fifths.

The Bilco Company.
Booth Nos. 521-522—Sherman.
Circle No. J115 on reply card, p. 130

15 patterns are available
One of the many available patterns in the new “Match Makers in Wall-Tex” line of washable-fabric wall coverings is called “Voyager.” A matching plastic shower set is available in 3 colorings. Other designs can be matched with fabric sets.

Columbus Coated Fabrics Corp.
Booth Nos. 519-520—Sherman.
Circle No. J116 on reply card, p. 130

Bath ensembles in color
Nassau luxury bathroom set includes porcelain-enameled-steel recessed tub with automatic bath and shower diverter, pop-up drain. Shelf-back lavatory has smartly-styled faucet and pop-up drain with aerator. Closet with reverse trap, 6” rough-in.

Gerber Plumbing Fixtures Corp.
Booth Nos. 486-487—Sherman.
Circle No. J117 on reply card, p. 130

Use reply card, page 130, for more information
Masonite’s forecast for tomorrow...

A new wall system... improved storage... more beautiful interiors... all bring faster, easier building and more house quality.

Beautiful walls double as storage areas. It's Masonite Panelok, the system that combines a wood-grain pattern on the face with metal lock strips hidden in the joints. These hold any of the easily removed Adjust-A-Bilt* fixtures to create storage spaces or display of family treasures.

Two baths with but a single tub! Lustrous Marlite plastic-finished panels present a permanent, colorful finish on the walls and ceilings, end worries about heat and moisture.

Why not a door that goes all the way to the ceiling? Masonite did it—and faced it with the handsome Royalcote Misty Walnut skins. No more over-the-door framing.

Masonite® Royalcote® in Misty Walnut wood-grain pattern. They add immensely to that all-important “first impression.”

So much so new in the exciting NAHB Research Institute-Masonite House! So many steps forward in the science of building better, more efficiently. So many dramatic ideas in the art of appealing to prospects, especially those on a budget.

Here you see how Masonite research has brought about new panel products, pleasing in appearance and designed to make application faster and lower in cost. If you cannot visit this house in person, plan to see the demonstration at the NAHB show. Or ask your Masonite representative to show you the working drawings and ask him why they point the way to better building, more value for your customers. Masonite Corporation, Dept AB-1, Box 777, Chicago 90, Ill.

Low-cost feature with big appeal! Masonite heavy-duty ¾” Peg-Board® panels store lawn and garden tools neatly off the floor. Even the heavier tools are hung on these easily painted panels.

Don’t miss the demonstration at the Coliseum. See the modern techniques used to build the Research House.

and

Visit Masonite’s exhibit, Booths 30 and 31, at the NAHB Show in the Conrad Hilton Jan. 18-22

MASONITE CORPORATION

©Masonite Corporation—manufacturer of quality panel products.
New look for house floors
Many new floor treatments are possible with Scored Tile—a glazed ceramic tile—available in new long-wearing crystalline glazes. It was developed especially for floors in homes, is easy to clean, is good looking and can be set rapidly.

American-Olean Tile Co.
Booth No. 588—Sherman.
Circle No. J118 on reply card, p. 130

Coordinate your paint colors
Multicolored textured paint offers decorator-styled color combinations. Upgrades inexpensive doors and trim; hides minor surface imperfections and reduces builder's costs. Easily applied using standard commercial spray equipment.

Plastone Corp. of America
Booth Nos. 431-452—Sherman.
Circle No. J131 on reply card, p. 130

Precision-process flooring
A parquet-type hardwood flooring—"Bondwood" is manufactured in units of 19"x19" or 2½ square feet. It is designed for installation in adhesive over insulated concrete or wood subfloors. Available in the species of oak, maple, walnut and cherry.

Red Cedar Shingle Bureau
Booth Nos. 535-536—Sherman.
Circle No. J122 on reply card, p. 130

Hinges are almost hidden
Only the extreme tip of this ½" offset pin hinge shows. Designed for use with lipped cabinet doors ¾" thick, it enhances a cabinet's appearance. Positioning of hardware on face frame is simplified by a marking spur on hinge's leaf.

Acme Appliance Mfg. Co.
Booth No. 462—Sherman.
Circle No. J119 on reply card, p. 130

Shingles have "other" look
Sides and ends of this new rebuttoed-rejointed cedar shingle have been squared at right angles. Result: a smooth sidewall shingle that fits at tight-fitting joints producing a clapboard effect and giving weather- and wind-resistance.

Red Cedar Shingle Bureau
Booth Nos. 535-536—Sherman.
Circle No. J122 on reply card, p. 130

"Quiet-Coted" furnace
Inner surface of new Upflow furnace has coating of sound-deadening material which is also corrosion-and rust-resistant. This unit is produced in three cabinet sizes. Capacities range from 80,000 to 160,000 ... using either natural or L.P. gas.

Majestic Co., Inc.
Booth No. 436—Sherman.
Circle No. J125 on reply card, p. 130

"Invisible" holes cut noise
Although they can't be seen, micrometer-sized holes in this new Micro-Perf acoustical ceiling tile are said to provide highly effective noise control. This Nu-Wood Micro-Perf tile features a travertine marble pattern in either gray or beige.

Wood Conversion Co.
Booth Nos. 491-493—Sherman.
Circle No. J120 on reply card, p. 130

No surface nail holes
Baked-enameded aluminum clapboard siding is made of .025 gauge 3003 aluminum and treated on both sides for permanent bonding. Resists weather extremes and defies rot and decay. Available in white and pastels in standard lengths.

Lyf-Alum, Inc.
Booth 594—Sherman.
Circle No. J123 on reply card, p. 130

Drawers come in 20 sizes
Molded polystyrene drawers for kitchen storage come in a selection of 20 sizes. Nylon glides make opening and closing of drawers almost completely silent and smooth. Drawers have trim hardware. Designed for quick installation.

Washington Steel Products, Inc.
Booth Nos. 437-439—Sherman.
Circle No. J126 on reply card, p. 130

Reply card, p. 130 for more information
WATCH HOMEMAKERS REACH FOR THIS NAME!

“Oh, yes!”, she’ll say. “These are PELLA... the windows Marge has in her new home... the ones with ROLSCREENS.”

Homebuyers know PELLA CASEMENTS, and their “Living Difference” made by ROLSCREENS, the original inside screens that roll up and down, and self-storing, Dual Glazing storm panels.

Show your prospects PELLA WOOD CASEMENTS, and you automatically tell them: “This home has everything you’re looking for.” Factory-assembled PELLA WOOD CASEMENTS are available in 18 ventilating sizes with up to 24” x 68” glass. Use PELLA CASEMENTS. Find out how they strengthen the sales story of the homes you build. Distributors throughout U.S. and Canada.

...See them at NAHB show — booth 18-19 Conrad Hilton

SEND COUPON TODAY

ROLSCREEN COMPANY, Dept. KB-A, Pella, Iowa
Send me literature on PELLA CASEMENTS... the windows that help sell homes.

NAME
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STATE

REMovable MUnTIN BARS
Removable muntin bars snap in, snap out, for easy cleaning. Available for all PELLA WINDOWS.

JANUARY 1959
ON-THE-JOB VERSATILITY... In your shop, or "on-location" COMET "JUNIOR" will save you time and money! Mounted on the "workhorse" COMET Trailer, it will provide fast, accurate, versatile cutting power... right where you need it. "Pre-set" cut-off strokes, made possible by the exclusive COMET return spring, increase production up to 20%! Get true, retractable radial arm reliability (standard length for 19" cross-cut, or the long arm for 25" cross-cut). Rugged steel radial arm glides smoothly on eight permanently lubricated ball bearing rollers: moves completely out of the way for full table working area. Power-packed COMET single or 3-phase 2 H.P. motor, assures smooth performance... cross-cut, compound miter, rip, dado, shape, route, grind, bore. On the job or in the shop, the professional COMET "JUNIOR" means speed, safety, and year after year "full load" dependability.

COMET MANUFACTURING CO. 2033 Santa Fe Ave. • Los Angeles 21, Calif. • a division of The Siegler Corp.
COMPLETE CLOSET FRONT ASSEMBLY
2 sizes: 49 1/2" x 91 1/2" & 25 3/4" x 91 1/2". Folding doors top and bottom.

COMPLETE CEDAR CLOSET
4' wide, 7'7" high, 2' deep. Folding doors top and bottom. Assemble in 30 minutes.

COMPLETE CLOSET FRONT ASSEMBLY
2 sizes: 45 3/4" x 69 3/4" & 27 3/4" x 91". Folding doors.

See these QUALITY PRECISION PRODUCTS at the NAHB Show Booth 514-515 SHERMAN HOTEL

"PUSH BUTTON" ELECTRIC STAIRWAY
Rough opening, 30" x 72". Power Unit—1/3 hp electric motor.

PRECISION SUPER DELUXE STAIRWAY
Rough opening, 30" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.

ELECTRIC HOT WATER HEATING BOILER
For home hot water heating. Completely automatic.

SIMPLEX "85" STAIRWAY
For rough opening, 26" x 54". 1 size: 8'3" ceiling height.

SIMPLEX SPECIAL STAIRWAY
For Truss Construction. For rough opening, 21 1/2" x 44 1/2". 8'3" ceiling height.

SIMPLEX STAIRWAY
For rough opening, 26" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.

SUPER SIMPLEX STAIRWAY
For rough opening, 30" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.

Manufactured by PRECISION PARTS CORPORATION
400-AB North First Street Nashville 7, Tennessee
America's most complete line of attic stairways
NO NEED TO WORRY... STEEL PIPE RADIANT HEATING WARMS THE FLOOR

In true radiant heating, steel pipe heating coils are usually embedded in the floor itself, providing safe, gentle, permeating warmth. All over the country new schools are incorporating steel pipe radiant systems for this sun-like heat... without hot or cold spots, drafts, or dust-laden currents.

Steel pipe is, of course, preferred for all forms of hydronic heating... proved in three-quarters of a century of use.

As in hydronic heating, steel pipe has hundreds of other applications because it is not only the least expensive but also the most versatile of metal tubular products. That's why it is the most widely used pipe in the world... for radiant heating, snow melting, refrigeration, fire sprinkler systems, vent and drainage lines, electrical conduit, structural uses, gas, oil and water lines.

Write for the free 48 page color booklet "Radiant Panel Heating with Steel Pipe."

STEEL PIPE IS FIRST CHOICE
- Low cost with durability
- Strength unsurpassed for safety
- Formable—bends readily
- Weldable—easily, strongly
- Threads smoothly, cleanly
- Sound joints, welded or coupled
- Grades, finishes for all purposes
- Available everywhere from stock

INSIST ON PIPE MADE IN U.S.A.

COMMITTEE ON STEEL PIPE RESEARCH
AMERICAN IRON AND STEEL INSTITUTE
150 East Forty-Second Street, New York 17, N.Y.
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-1, 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
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CITY STATE

OWENS-ILLINOIS GLASS BLOCK
AN I PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

JANUARY 1959
Broan set out to design a far better Ceiling Heater and Light Combination and here it is—the Broan Leader. It's even a leader in price.

You'll see many points of superiority in this new Broan fixture:

1. Abundant heat — 1500 watts — 5000 BTU. Propels a gentle, diffused stream of warm air downward over a wide area. NOT a drafty jet stream from a high-velocity blower.

2. Greatly improved illumination — 120 watts of intensified, glare-free lighting, flooding from a large, prismatic crystal lens — not frosted glass.

3. Stainless steel grille with lifetime mirror finish — unaffected by bathroom moisture.

4. Easiest fixture of all to install. Electrician completes all field connections in outlet box in housing when roughing in. No other electrical work. Unit installs later — swings into place — plugs in automatically. No trailing wires.

5. Safe — thermal overload protected.

6. Compact design. Fits between 6” joists. 11 1/2” square housing; 13 1/2” square grille gives ample overlap. A single, economical installation for both heat and light. Vibration-free housing.

7. Costs less than other units and costs less to install. 5-year guarantee.

See your wholesaler or write for information.

Broan MANUFACTURING CO., INC.
946 West State St., Hartford, Wis. (Near Milwaukee)
Specialists in Quality Ventilating Equipment for More than 25 Years

Identical Twin Unit In Ventilating Fan and Light No. 610

This unit exactly matches the Ceiling Heater and Light; teams beautifully with it to make an outstanding twin light installation. Alone, it provides a luxury touch at a budget price. Has the same stainless steel grille as the twin unit, with air intake all around. Backdraft damper fits snugly against resilient gasket. Economical — one installation serves a double-purpose fixture. Uses 3” round duct. Single or double switch; fan time-switch available. Five-year guarantee.
**1959 PRODUCT SHOW: AT THE SHERMAN**

**Insulation product debuts**

Newly developed fiber glass insulation, in full range of thicknesses with both foil and paper facing, is available in roll blankets and batt forms. Standard rolls of 112 linear feet contain 150 square feet of insulation. 4', 8' lengths will be available soon.

Pittsburgh Plate Glass Co.
Booth Nos. 426-427—Sherman.
Circle No. J130 on reply card, p. 130

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**Lumber waste cut**

Nu-Loc is made-to-measure lumber—in preferred lengths and widths. Cutting, fitting and handling time is minimized on both big and small jobs. Bonded together with a light color waterproof exterior glue for lasting serviceability.

Weyerhaeuser Sales Co.
Booth Nos. 563-564—Sherman.
Circle No. J133 on reply card, p. 130

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**Doorware reflects new trends**

Two new doorware lines adapt contemporary trends in architecture and decorating to door-knobs and escutcheons. One elliptical knob, brass or bronze, makes frontdoors handsomer. A barrel-shaped knob in "glamor" wares enhances interiors.

Russell & Erwin Division.
Booth Nos. 476-477—Sherman.
Circle No. J136 on reply card, p. 130

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**Lockset operates smoothly**

Among the exclusive design features of this Challenger 800 series lockset are pressure cast aluminum housing; steel retractor housing; full ½" throw latchbolt; extra-heavy locking bar. Cutaway shows interior of lock. Installs and operates smoothly.

Challenger Lock Company.
Booth No. 485—Sherman.
Circle No. J131 on reply card, p. 130

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**TV installation kits**

Each kit contains two and four outlet wiring systems, plus all necessary equipment for deluxe TV installations. How-to directions are included in the handy, packaged assembly available to builders as a time-saver. Convenient item to "sell" model homes.

Mosley Electronics, Inc.
Booth No. 405—Sherman.
Circle No. J134 on reply card, p. 130

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**Patterns sealed into surface**

Patterns and wood grains are sealed into the top surface of this high-pressure laminated plastic. A heavy translucent overlay protects and preserves beauty. Resists chipping, scratching and abrasion. Sheets are 1/16" thick. Are easy to handle.

Farley & Loetscher Mfg. Co.
Booth No. 579—Sherman.
Circle No. J137 on reply card, p. 130

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**First-of-kind heater**

Forced-air electric baseboard heating unit is new innovation operated by centrifugal fan. It functions in tandem with thermostat-controlled systems. To install: slip heater from container, wire it, fasten casing to studs with four screws. Compact size.

Robbins & Myers.
Booth No. 450—Sherman.
Circle No. J132 on reply card, p. 130

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**Triple magnet door catch**

Trouble-free magnetic catch (for doors, louvers, shutters) will keep warped, out-of-line doors firmly closed. Self-aligning, permanent, triple magnet has extraordinary 35-pound pull—no rattling, ever. In rustproof, brass finish.

Penn-Akron Corp.
Booth No. 482—Sherman.
Circle No. J135 on reply card, p. 130

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**Shakes are stud-nailed**

Designed to be stud-nailed, these cedar shakes are supplied in lengths of 48" or 96". They are bonded to a cross-bind of plywood veneer, which in turn is bonded to a piece of insulating backboard to make a rigid unit. Saves job time.

Shokertown Corporation.
Booth Nos. 422-423—Sherman.
Circle No. J138 on reply card, p. 130

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Reply card, p. 130, for more information
Which is the most economical air conditioning for your houses?

There's no one best way—so much depends upon the size of houses, their architecture, the cost and availability of fuel and many other factors. That's why it's wise to consult your Carrier dealer before you draw your plans. He handles the largest line of air conditioning in the industry. (Four of the many products are described on these pages.) So his only interest is to recommend the type that short-cuts cost without sacrificing performance.

And this expert technical assistance is only the beginning. Your Carrier dealer can provide the kind of tested promotional support that has made "Carrier Weathermaker Homes" the most-wanted houses in America. He can help you merchandise the air conditioning you install with everything from brochures to billboards. He can help you to bring the crowds to your sample houses.

So make a date to see the Carrier dealer listed in the Yellow Pages of your Classified Telephone Directory before another day goes by. Work with him and get the most from your air conditioning investment. Carrier Corporation, Syracuse, N. Y.

Will you offer heating and cooling as standard equipment? Choose this Year-Round Weathermaker. It combines matching heating and cooling sections. Shifts from winter heating to summer cooling with a flick of a switch. Requires no more space than an ordinary furnace. Air cooled. In oil or gas fired models. Heating capacities to 200,000 Btu/hr; cooling capacities from 1.9 to 4.9 tons.

How about a furnace that permits the addition of cooling later? Then this Winter Weathermaker or "Furnace with a Future" is for you. Plenum for cooling coils is installed with the furnace. Ducts are sized for heating and cooling and insulated where necessary. Electric service for both (at least 100 amp.) is provided. Condensate drain and outdoor pad for refrigeration section included.

Do you want both heating and cooling at a budget price? Choose the revolutionary Carrier Thermo-Center. Consists of a Carrier furnace, the Winter Weathermaker (upflow or downflow) with plenum located next to an exterior wall. Duct connects plenum to outdoor cooling section (shown above). Costs hundreds of dollars less than conventional cooling systems and installation is quick and easy.
Here's the most efficient heat pump on the market today! It's the Carrier Heat Pump Weathermaker that offers three-way savings with low first cost, low installation costs and low operating costs.

Exclusive "Climate Balance" gives maximum efficiency over the year-round temperature range. The Indoor Section of the Carrier Heat Pump Weathermaker consists of air-circulation fans, heating-cooling coil, filters and auxiliary electric heater. It may be located in a variety of places (see below). Its Outdoor Section contains an air-cooled condenser, refrigerant compressor and electric controls.

Heat Pump Weathermaker in basement or crawl space. Two-piece design permits location of Indoor Section under floor joists. This frees indoor living space (enough to provide an extra closet). Condensing section is located outdoors to eliminate need for ductwork to bring in outside condensing air.

Heat Pump Weathermaker in attic or utility room. For slab construction, Indoor Section may be tucked in attic. No gas pipes, oil lines, tanks, chimneys or vents needed as only fuel used is electricity. No water used for summer cooling. Capacities: heating—51,400 to 123,500 Btu/hr—cooling—2.5 to 4.7 tons.

Stop by the Carrier Booths (401, 402, 403) at the National Association of Home Builders Exposition, Hotel Sherman, Chicago, January 18th through 22nd. See our dramatic, comprehensive exhibit: 8 ways to air condition a house.
MIGHTY MITT-FULL

Here's the newest in Millers Falls all-new line of FULL-POWER SAWS

You're looking at the most advanced line on the market today! With five brand new models, there's an ideal saw for every contractor and carpenter...every job. You get power to spare—tremendous cutting capacity.

Among the many exclusive features of the three heavy-duty models are quick-change integral depth and angle adjustments and patented Micro-Guide®. Standard-duty saws are 50% more powerful than previous models. All are perfectly balanced, lightweight and ruggedly built for professional performance and long life.

SEE THE SAW LINE DESIGNED FOR PROFESSIONAL CRAFTSMEN AT YOUR DEALER'S NOW!

MILLERS FALLS

1959 PRODUCT SHOW

Lockset is low cost

A new, low-cost entrance-handle lockset has been announced by Kwikset Sales and Service Co. The new sets are designed so that they can be installed with the same tools as those needed for the company's existing "400" line of locksets.

Kwikset Sales and Service Co.,
Booth Nos. 463-466—Sherman.
Circle No. J139 on reply card, p. 130

Uses double weatherstrip

The new Bilt-Well wood casement window has two types of weatherstripping, stainless steel on the sash, tubular vinyl on the frame. Frame has dovetail construction for easy assembly and extra sturdiness. This particular window is available in 3 widths and 5 heights.

Carr, Adams & Collier Co.,
Booth Nos. 558-560—Sherman.
Circle No. J140 on reply card, p. 130

Cabinets have new surface

Super Satin Surface, a new sealed surface makes its bow in this new kitchen cabinet line. No sanding or priming is needed, and one finish coat makes the cabinets ready for use. Made in 3" modules, cabinets conveniently fit any kitchen keeping "wasted" space to a minimum.

Long Bell Div., International Paper Co.,
Booth Nos. 561-562—Sherman.
Circle No. J141 on reply card, p. 130
NEW KitchenAid Portable Dishwasher gives luxury appeal to lower cost homes!

The home without a built-in dishwasher doesn’t need to be without automatic dishwashing by KitchenAid. Not with KitchenAid’s new portable now available! Ideal for small homes with limited kitchen cabinet space, the KitchenAid portable dishwasher has no installation expense—an added profit item for you and a welcome sales appeal for your prospects. Along with the same superior qualities of the KitchenAid built-in dishwashers, the new portable is porcelain inside and out, holds service for ten and more, moves easily anywhere on broad, ball-bearing casters.

Add another mark of quality to all the houses you build by including a KitchenAid automatic dishwasher in your plans. You’ll like the buying interest it arouses.

For permanent installation there are KitchenAid models to fit perfectly into any kitchen. The built-in model shown offers a choice of front finishes to complement any kitchen design.
Individuality rates as a No. 1 requirement with home-buying prospects today. They want homes that are distinctive—not “look-alikes.” Curtis helps you sell individuality with 97 different window styles and combinations...88 different door styles!

Quality is another “must” with home buyers. With Curtis doors and windows, quality is guaranteed. More than 30 years of national advertising have made “Curtis” a household word, known and respected by millions.

why progressive builders are making profits with...

CURTIS

Now the individuality and quality of Curtis doors and windows are available for homes in every price bracket! Whether you build five or 500 homes a year, you can use the powerful, sales-making prestige of the Curtis name and reputation. Join the many alert builders who are proving this with profits!
Bob Schmitt of Bob Schmitt Homes, Berea, Ohio, uses Curtis windows to vary proportions of masses and styling with one basic plan.

AND here's how CURTIS helps you sell

**NATIONAL ADVERTISING**

**CURTIS GUARANTEE CERTIFICATE**
- a powerful sales-making tool, as many builders have found!

**IDEA BOOKLET**
- sketches and ideas for builders to use in staging a unique, new model-home promotion.

**SALESMEN'S SALES CLINCHER**
- a display folder giving facts and figures proving that it pays to buy a quality home, based on a realtor survey.

**BUILDER AWARD PLAQUE**
- certifying you as a quality builder who brings home buyers a high degree of individuality of design with quality materials and workmanship.

**POINT-OF-SALE DISPLAYS**
- national ad display easel...window stickers...signs to identify your model homes...plus literature, ad mats, radio and TV scripts, publicity and other localized sales helps.

**CURTIS** Individuality and Quality in doors and windows

Start a year of better profits — mail the coupon!

Curtis Companies Service Bureau
200 Curtis Building, Clinton, Iowa

I want to know more about Curtis I.Q. plan for more sales and profits.  

☐ Please have your representative explain the plan to me.  

☐ Send full information.

Name: ___________________________  

Address: _________________________  

City: _____________________________  

Zone: State: ______________________

JANUARY 1959

165
1959 PRODUCT SHOW: AT THE SHERMAN

Use of redwood stressed
Proper use of redwood as a building material is emphasized by this corporation. Technical experts will be available at the NAHB Convention booth to answer any questions concerning redwood uses, advantages and the association can be reached by mail.

California Redwood Assn.
Booth No. 565—Sherman.
Circle No. J142 on reply card, p. 130

Low-maintenance feature
Deep roof overhang and horizontal lines of lumber accentuate lateral range of residence, give maximum insulation and paint protection. All grades receive seasoning which assure long-lasting, low-maintenance performance.

Southern Pine Association.
Booth Nos. 543-544—Sherman.
Circle No. J145 on reply card, p. 130

Fireplace fits any decor
The Uni-bilt fireplace eliminates expensive masonry construction. It is completely factory-built with its own chimney and built-in damper. It can be installed by semi-skilled workmen in less than one day so it saves time. UL approved.

Vega Industries, Inc.
Booth Nos. 510-511—Sherman.
Circle No. J148 on reply card, p. 130

Lockset has nylon bolt
A bolt made of Dupont Industrial Nylon is being shown this year by this hardware manufacturer in its line of locksets. The bolt is said to be friction-free, quiet in operation and extremely durable. Modernizes instalations.

Lockwood Hardware Mfg. Co.
Booth Nos. 488-489—Sherman.
Circle No. J143 on reply card, p. 130

New wall tile announced
Glazed wall tile is now available in a new form, Swif-Way—eight tiles mounted on a sheet of strong, latex-impregnated paper which is perforated to allow 51% of the tile to bond securely to the setting bed. Requires less adhesive.

The Mosaic Tile Company.
Booth No. 431—Sherman.
Circle No. J144 on reply card, p. 130

No putty needed for seating
No putty is needed to seat these kitchen deck faucets on sinks. This is accomplished by the use of brass escutcheons and sink gaskets. The two faucets—part of the Moen line—can be disassembled with pliers. Are modern, attractive in appearance.

Moen Faucet Div., Standard Screw Co.
Booth No. 553—Sherman.
Circle No. J149 on reply card, p. 130

Contest winners named
Bell & Valdez of Bellevue, Wash., was one of the winners in the American Home magazine's Citation building program for 1958. The company's home and those of 17 other winners will be featured in the magazine's February issue.

The American Home Magazine.
Booth Nos. 429-430—Sherman.
Circle No. J147 on reply card, p. 130

Uniquely built garage door
Rugged, attractive, easy-to-operate Flush Garage Door combines steel, wood and "lifetime Guaranteed" Masonite. New floating face construction prevents warping. 16"x7" door (shown) has two 20"x8" light inserts at eye level.

Raynor Manufacturing Company.
Booth No. 428—Sherman.
Circle No. J150 on reply card, p. 130

Quality woods shown
The wide application of Canadian woods for use in homebuilding will be stressed in this exhibit by the Canadian consulate. The cut-away of a modern house constructed of woods from eastern and western Canada is the central display.

Canadian Consulate General.
Booth Nos. 584-587—Sherman.
Circle No. J144 on reply card, p. 130
A beautiful tile bathroom can be the best sales feature of a home. In addition to its colorful eye appeal, American-Olean Tile adds solid value which home buyers recognize... truly the mark of a quality home.

For more tile ideas
clip and mail for free copy of full color booklets, "New Ideas in Tile" and "Crystalline Glazes & Scored Tile."

American-Olean CERAMIC TILE


NAME  ADDRESS  CITY, ZONE  STATE
New Built-In Sales Appeal!

And...

for your extra-value homes

Plus...
the sales appeal of a Disposall®
A specially budget-priced, high-quality, continuous-feed model that features really fast, easy, one-man installation! Model FC-15.
General Electric Dishwasher
designed and priced right for you!

Model SU-60 Automatic Dishwasher—This "Princess" 24-inch budget-priced, quality-built dishwasher gives you General Electric's brand preference and consumer appeal with truly modern kitchen convenience.

You get sales appeal, extra value, visible quality and the competitive plus which help sell your homes faster. It's available in 5 colors, 5 woods, brushed chrome and antique copper. Features famous Flushaway Drain, built-in pump, custom washing performance.

And, you get world-famous General Electric dependability and service.

Look at This Easy, Fast Installation

Saves Time And Work—Entire tub rolls right out of cabinet—and out of your way—while you make electrical and plumbing corrections. (Four wood wedges let you shim and level cabinet while in place.)

Sanitary Drain Air Gap—Eliminates need for prior roughing in, provides maximum sanitation, uses one drain for both dishwasher and sink. (Optional sanitary drain also available which utilizes existing sink.)

We want to help you sell!
Besides budget-priced, high-quality models with easy installation and big sales appeal—we're ready to back you with a complete package of merchandising tools designed to help you really reap the benefits of nationally advertised General Electric Dishwashers and Disposalls.

For all of the profitable details get in touch with your General Electric representative or mail the coupon below today!

Watch for the big news!
Coming soon! A new 24-inch custom model dishwasher...the biggest and most exciting advance in automatic dishwashing in years. It'll be mighty important to homemakers, home buyers, and to you as an alert home builder.

Yes...
We'd like more detailed information about the new General Electric Dishwashers and Disposalls—and the promotion help which goes with them.
No obligation, of course.
The sales power of genuine Formica on kitchen tops has been used by leading builders for many years.

Our illustration of a family room wall is one example of how aggressive builders are using Formica on walls not only in kitchens and bathrooms but the house over.

The beauty of Formica colors and woodgrains coupled with trouble-free maintenance will give your homes the extra appeal that makes the sale.
YOUR PROSPECTS WILL BE ASKING FOR

NEW FORMICA® Sequin

1959 model homes offer a real golden opportunity for builders to cash in on the hottest trend in consumer color preference. Gold flecked colors have captured the hearts of home buyers as few ideas ever have.

Formica Sequin comes in black, white, gray and five soft pastel colors to blend with popular appliance and cabinet colors.

Contact your Formica sales representative for help in installing and merchandising Formica in this year’s model homes.

Send today for your free swatches of these new “Formica Gold Rush” colors together with ideas and installation instructions for Formica.

This mark certifies genuine

Be sure you get genuine Formica. Look for this wash-off registered trade mark on the surface.

MAIL THIS COUPON TODAY
FOR FREE COLOR SWATCHES

JANUARY 1959
HOW BRAWN BACKS UP THE BEAUTY OF MILLER SLIDING GLASS Doors

Because a door's performance is vital, Miller's use of heavy tubular sections—with their engineered method of construction—produces a door unmatched for strength and design freedom.

For maximum weatherproofing Miller double-seals the vents with Schlegel Certified woven pile (silicone treated). All aluminum frames are Alumilized for durability and permanent satin finish. Thus the beauty of the lines (2 in aluminum, 1 in steel) is backed by strength and dependability...plus strong selling aids and national consumer advertising. Write for name of your stocking distributor. See Sweet's Arch. File 164/MI.

sliding glass doors by Miller

Miller Sliding Glass Door Company, Inc. • Dept. A.B., 3216 Valhalla Drive • Burbank, Calif.

Space #354 (NAHB) Conrad Hilton, Jan. 18-22.

1959 PRODUCT SHOW

Take your heat with you

Circulating hot-water heating system is hermetically sealed throughout. This modern, attractive unit has built-in automatic thermostat control. It saves up to 60%-plus on electric bills...and it's portable. Just place it, then plug it in—and presto, heat at your feet.

International Oil Burner Co.
Booth No. 497—Sherman.
Circle No. J151 on reply card, p. 130

Dries plaster faster

A new industrial-type of electric heater by Electromode permits faster drying of plaster when used in new construction. Heat is fan-circulated, eliminating possible hot spots. Built-in thermostat controls heat without need for extra wiring. Unit is compact and convenient to use. Details from the manufacturer.

Commercial Controls Corp.
Booth No. 548—Sherman.
Circle No. J152 on reply card, p. 130

Paints on parade

A coordinated group of translites-in-color shows Arco paints in actual homes. This lively exhibit of Alkyd Flat, Ripple Texture, Velvet Gloss and Semi-Gloss is an arresting display. Home exteriors also in this "show" illustrate beauty of Alkyd house paint. These paints are easy to apply and they dry quickly.

The Arco Co.
Booth No. 478—Sherman.
Circle No. J153 on reply card, p. 130

AMERICAN BUILDER
Ger-Pak—THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM

**Ger-Pak in sidewalls helps**

PREVENT STRUCTURAL DAMAGE

Take the first step that helps eliminate structural damage or the possibility of exterior wall paint blistering due to moisture penetration from within. Install GER-PAK Virgin Polyethylene Film—the film whose features provide an even greater margin of safety than is required by FHA. Result: GER-PAK film-protected walls lessen moisture transmission from within a building to a negligible rate. And the film lasts the life of the structure!

Builders coast-to-coast are now using GER-PAK Film under slab foundations to end the age-old problem of wet basements ... over subflooring for superior dust-sealing and water vapor protection ... as well as for flashing, for concrete curing blankets, for protecting equipment and materials from bad weather ... plus dozens of other on-the-job uses.

GER-PAK is lightweight, easy to handle, inexpensive. Comes in widths from 10-inch for flashing all the way up to 40-foot. Available in CLEAR, BLACK and special opaque WHITE. Ask your dealer today.

**DESIGNED TO MEET FHA REQUIREMENTS**

---

**CLIP AND MAIL NOW FOR FREE SAMPLES!**

Gering Products, Inc., Kenilworth, N. J.

Please send me without obligation:

☐ FREE GER-PAK® and Miracle Tape samples and brochure.

Name ..................................................

Company ...........................................

Address .............................................

City ................................................. Zone State .....................................

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JANUARY 1959
NOW! Take the Labor out of basement window installation with kewanee "BUCK" WINDOWS

STEEL BASEMENT WINDOWS WITH BUILT-IN POURING FORMS — NO SEPARATE WOOD OR STEEL BUCKS REQUIRED!

BIG LABOR SAVINGS! • EASY TO INSTALL!

FOR CONVENTIONAL & "WALK-IN" TYPE BASEMENTS

The new Kewanee line of "Buck" Windows offers builders and concrete contractors a real opportunity to improve basement design and construction, and cut down on labor costs. Installation is fast — just position buck window against wall forms, level and nail. There are no clumsy, heavy steel bucks to handle...to strip, clean, oil, store or haul around. No wood bucks to build. All units are comparatively light in weight, available for a full range of wall thicknesses.

THE Kewanee "BUCK" LINE INCLUDES...
- STANDARD 2-LITE WINDOW — Project builders report savings of $3 per opening.
- LARGE WINDOWS FOR "WALK-IN" BASEMENTS — Big selection (Hopper Vent, Slider, Ranch and Casement types). Units feature the same fast, labor saving installation.
- NEW! Kewanee BLOCK BUCK WINDOW — Standard 2, 3 or 5 block high.
- BUCK DOOR FRAME — Installed as quickly and easily as any buck window.

Please send "Buck" Window literature for
- □ Poured Walls  □ Concrete Block

NAME ____________________________
FIRM ____________________________
STREET ___________________________
CITY ____________________________ STATE ________

SEE YOUR DEALER OR WRITE TO...

kewanee Manufacturing Co.
159 ROMPEL AVE. • KEWANEE, ILL.
“Our 40th Year Making Quality Building Products”

See us at booth 310 Conrad Hilton.
Ro-WAY ELECTRIC OPERATOR
for residential garage doors

Remote radio or push-button control

What's selling houses fastest these days? It's the extra conveniences that turn lookers into buyers. Real conveniences—like the Ro-Way automatic garage door operator.

With remote radio control, the touch of a button on the car's instrument panel actuates the operator to unlock the door, lift it up, and turn on the lights. Another touch of the button closes the door, locks it, and turns off the lights.

As simple as that—and it can all be done up to 85 feet from the garage, without ever leaving the car.

Best of all, the Ro-Way Electric Operator really works. Without fail! Thousands of installations, hundreds of hours of punishing tests, prove its complete dependability.

See for yourself. Install a Ro-Way Electric Operator in your model home—and watch it open your prospects' eyes. Call your Ro-Way distributor now—he's in the Yellow Pages.

Write for free literature, full details and prices

there's a Ro-Way for every Doorway!

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

ROWE MANUFACTURING COMPANY
796 Holton Street, Galesburg, Illinois

JANUARY 1959
1959 PRODUCT SHOW: AT THE SHERMAN

"All Feature" gas oven
Chambers "All Feature" gas oven in Satin Chrome or Copperlux. "New Look" gas oven has chrome picture frame trim. "Matchless" with such features as safety automatic pilot, oven window, oven light, electric clock, special deep oven rack.

Chambers Built-Ins, Inc
Booth Nos. 453-454—Sherman
Circle No. J154 on reply card, p. 130

Built-in cleaning
Vacu-Flo is a built-in home cleaning system available in two sizes. Can be installed in walls, floors or on exposed surfaces. Conveying lines are of zinc-coated 2" O. D. permanent steel tubing. New valves take either 1½" or 1¾" hose. Improved for wet pickup.

H-P Products, Inc
Booth No. 472—Sherman
Circle No. J157 on reply card, p. 130

New wood windows
R.O.W. windows feature "Lift-Out" sash and their exclusive "Lift-T-Lox" window balance. This feature is advantageous to builders. Sash lift out for easier priming. One man can install window. Most window sizes can be installed from inside.

R.O.W. Sales Co
Booth No. 538—Sherman
Circle No. J160 on reply card, p. 130

It eliminates noise
"Claritone" is an acoustical tile made of wood fibres manufactured to form a rigid, lightweight tile of low density. Comes in random patterns of varied-size holes. Available in three thicknesses: ¼", ¾", and 1", and in 12x12"; 12x24"; and 24x24" units.

Baldwin-Hill Co
Booth No. 593—Sherman
Circle No. J155 on reply card, p. 130

Clock is eye-catcher
Tapered walnut spokes inlaid with maple radiates from a satin brass center in a new sunburst clock by George Nelson. White hour markers and black hands, electric and 8-day wind. Patented plug-in eliminates lead cord for baseboard attachment.

Howard Miller Clock Co
Booth No. 470—Sherman
Circle No. J158 on reply card, p. 130

Dishwasher is real aid
Hobart's new KitchenAid dishwasher features "Timed Spray Cycle" that clears plumbing lines of cold water and warms up interior before wash cycle—is easy to load and unload. There are models to fit any kitchen in white, stainless, copper.

The Hobart Mfg. Co
Booth Nos. 446-447—Sherman
Circle No. J161 on reply card, p. 130

Permanent finish flooring
This hardwood block flooring has a vinyl alkyd finish that is said to minimize cleaning problems, last almost indefinitely. The flooring is installed with mastic over any smooth, sound, dry surface, including concrete slabs.

Wood-Mosaic Corporation
Booth Nos. 474-475—Sherman
Circle No. J156 on reply card, p. 130

Plywood with plastic overlay
Plastic overlaid plywood has been added to the line of Simpson Logging Co. It is available with (1) medium and (2) high density surfaces. First is ideal for siding as it will not check, split or blister. Second is especially suited for concrete forms.

Simpson Logging Co
Booth No. 448—Sherman
Circle No. J159 on reply card, p. 130

Louvers are adjustable
Leslie Welding Company is exhibiting an all-new series of adjustable aluminum triangular louvers for gable construction. Six models are available with bases from 3½ to 9½. Completely baffled, both front and rear, against weather.

Leslie Welding Co., Inc
Booth No. 505—Sherman
Circle No. J162 on reply card, p. 130

Reply card, p. 130, for more information
Distinguished Styling
Style is the keynote of modern kitchen design - and Trade-Wind provides the most striking hood designs with which to accent the kitchen.

Customer Convenience
Space Saver designs free the entire cabinet for storage; the exclusive Touch-Bar simplifies control; real copper and stainless steel are specially finished for lifetime service.

Certified Performance
Every Trade-Wind Ventilating Hood and Ventilator is guaranteed to provide top capacity performance.

You'll Get EVEN MORE in '59 with Trade-Wind
Welcome to Booth 450—NAHB Show, Sherman Hotel
New Ceco “Series 60” Double-Hung (with channel frame)

New Ceco “Series 70” Double-Hung (with fin-trim frame)

HERE ARE JUST 5 OF THE MANY WINDOW TREATMENTS OFFERED BY CECO

**Aluminum and Steel Residence Casements**
For certain design effects, consider Ceco Aluminum Residence Casements—Series 6B with integral fin-trim for design and Series 5B for steel with (Z-bar style) for masonry. If steel windows are indicated, use Ceco Steel Residence Casements (Z-bar style) for either masonry or frame construction.

**Aluminum Horizontally Sliding Windows**
You achieve the wide-wide look with Ceco Aluminum Sliding Windows, Series 700. Easy to install with integral section, good appearance, yet economical. Here is true versatility. Many interesting mullioned arrangements and panel systems can be designed.

**Aluminum Awning Windows**
Ceco Aluminum Awning Windows are handsome and then some. Engineered and made to meet high standards. Truly weathertight. All slides of the vents lock firmly against the weatherstrip frames. Full controlled ventilation.

**Aluminum and Steel Window-Walls**
Whatever your design dictates—aluminum or steel—Ceco Window-Walls are available either way. Ideal for ranch-type homes and other residences where exterior window treatments or architectural patterns are desired. Window-Walls are available with sliding inserts, too. Coco Fixed Windows are offered for use with Window-Walls.
CECO WINDOWS — THE LINE DESIGNED WITH THE BUILDER IN MIND

SEE THE WINDOW HITS OF THE NAHB SHOW

CECO'S New Craft-Made—Custom Quality—
Expertly Engineered Residential Windows
Meet Customer Demands

P.S. PRICED SENSIBLY

It takes a company with vast engineering and research resources to offer truly custom quality windows at production line manufacturing costs. And that’s what Ceco gives you in its 3 great aluminum windows . . . Series 60 Double-Hung with channel frame; Series 70 Double-Hung with fin-trim frame and Series 80 Single-Hung with fin-trim frame. Here you get whisper silent performance combined with precision weathertightness and smooth fingertip operation. Reason: Sash are countered with even-tensioned spiral balances and are cushioned with pre-tested silicone-treated wood pile weatherstripping. Small wonder home owners everywhere quickly see the custom quality these windows really provide. You as a builder will appreciate the easy installation. Series 70 and 80 have the labor saving fin and trim integrally extruded into the frame. In Series 60 with channel frame, fast and positive anchorage is assured. No matter what your need, see Ceco, manufacturers of the most complete line of steel and aluminum windows in the USA . . . better engineered, better made and yes—P.S.—priced sensibly. Ceco Steel Products Corporation—offices, warehouses and fabricating plants in principal cities—general offices: 5601 W. 26th St., Chicago 50, Ill.

IN CONSTRUCTION PRODUCTS CECO ENGINEERING MAKES THE BIG DIFFERENCE
Windows, Screens, Doors / Curtainwalls / Roofing Products / Cecoframe Buildings / Steel Joists / Steelforms / Rebars / Metal Lath

CECO STEEL PRODUCTS CORPORATION
5601 West 26th Street, Chicago 50, Ill.

☐ Please send me complete information about Series 60, 70 and 80 Aluminum Windows.

☐ Please send me complete information about Windows.

Name ____________________________

Position ____________________________

Firm ____________________________

Address ____________________________

City ____________________________ Zone ____________ State ____________

JANUARY 1959
More Profit with Ideal System

Sample entries show how to keep this simple record.

Designed Especially for CONTRACTORS

You'll see where to cut costs, where your best profit opportunities are, when you keep your business and tax records in this easy "do-it-yourself" book. No bookkeeping experience needed. Especially designed for contractors. Used by thousands in the building trade. From America's largest publisher of simplified bookkeeping systems. Recommended by bankers and accountants. Order from your stationer, $3.50 and up. If he doesn't stock, write for full information to THE IDEAL SYSTEM COMPANY, 2437 West Pico Boulevard, Los Angeles 6, California.

NOW AT MOST STATIONERS

10 Man-Hours to Set-Up Foundation with Symons Lo-Wall Forms

At its new housing development, Contractors and Builders, Inc. uses Symons Lo-Wall Forms and three specialized crews to keep job moving. One three-man crew erects, two or three men pour and two men strip. It takes 10 man-hours for form erection, 1 ½ man-hours for pouring, and only three man-hours to strip and move the forms. Foundations vary from 33 x 49 feet to 29 x 57 feet.

Symons CLAMP AND MFG. CO.

1959 PRODUCT SHOW

Save time and labor

Basic components, made by the Touch-Plate Mfg. Co., have made low-voltage, multiple switching installation easier and faster. Time savers include color coded leads, color coded pigtails, pre-assembled switches. They come in all price ranges. Complete information on the entire line of switching systems from the manufacturer.

Touch-Plate Manufacturing Corp.
Booth No. 419—Sherman.
Circle No. J163 on reply card, p. 130

Boiler is more versatile

This electric hot-water boiler is adapted for use with a water chiller for year-round air conditioning. Designed for radiant panel, conveyor, baseboard and radiator heating systems. Present hot-water systems (coal, oil, or gas-fired) can be easily converted to its use. Unit is factory-assembled.

Precision Parts Corp.
Booth Nos. 514, 515—Sherman.
Circle No. J164 on reply card, p. 130

Smart styling emphasized

Design of the new "Space Saver" ventilating hoods emphasizes smart styling and stainless steel, hammered or antiqued copper finishes. All finishes available in 30", 36", 42" and 48" lengths. Cabinet space above hood is free for storage. Finger tip controls provide three-speed selection, operate lights.

Trade-Wind Motorfans, Inc.
Booth No. 449—Sherman.
Circle No. J165 on reply card, p. 130
Now you can nail down extra profits on every job. Because Shakertown Glumac Units have a lower applied cost than any other type of siding, you build a better home for less money. Big easy-to-handle Glumac Units can be nailed over studs or sheathing in less than half the time it takes to apply any other siding. Matching colored nails (furnished) and Jiffy Corners make finishing faster and easier! Produced with special backer board for maximum insulation, nationally-advertised Glumac Units are genuine red cedar shingles pre-stained in 12 colors with real sales appeal. Get all the facts before your next start!

Send today for your free copy of the Shakertown Color Idea book.

Shakertown Corporation
Department AB-19
20310 Kinsman Road · Cleveland 22, Ohio
Please send me the Shakertown Color Idea book.

NAME ________________________________
COMPANY ________________________________
STREET __________________________________
CITY ________________ TONE ____ STATE _____

LISTED IN THE "YELLOW PAGES" under SHINGLES & SHAKES

Shakertown Regular, DeLuxe & DeLuxe Jumbo Glumac Units · Sidewall Shakes · Stain · Jiffy Corners

JANUARY 1959

181
It's open season
on new
construction business . . .

with DODGE REPORTS
to track down your live prospects

A good nose for construction news is a big asset to any contractor. But you can't hope to corner all your prospects... just at the moment they're active... no matter how many doorbells you ring or how many rumors you chase.

Dodge Reports lead you straight to in-the-market prospects, so you can concentrate your efforts where they'll pay off.

What are Dodge Reports? They're daily notices - mailed directly to you - telling in advance who is going to build what and where... anywhere in the 37 eastern states.

You specify the area and types of jobs you want to cover. Dodge tells you whom to see and when to bid - even who else is bidding - on all phases of construction.

WRITE FOR FREE BOOK

F. W. Dodge Corporation, Construction News Division,
119 West 40th Street, New York 18, N. Y., Dept. AB-19
Send me the book "Dodge Reports—How To Use Them Effectively" and 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: ______

Dodge Reports
For Timed Selling
to the Construction Industry

182 AMERICAN BUILDER
MALTA "Town and Country" is a new, double-awning design created to give builders an economical, first-quality window...help you build a better house at lower cost. "Town and Country" economy starts with the new design. It gives you all the desirable features of double vent-type windows at a fraction of the cost. Two fully operating sash are set in a single frame. The clumsy center partition rail is eliminated. Sash and mullions are thinner and trimmer. These savings on materials lower your initial cost. "Town and Country" economy extends through every step of installation. You have only one frame to install. Single units combine easily into doubles and triples for unusual, low-cost window effect. A continuous casing around the inside of multiple units eliminates the need for a stop or stool, thus reducing materials, installation time and finish work costs. "Town and Country" features that help you save, also help you sell. Two independently operating sash open fully, permit up to 100% ventilation. Elimination of the clumsy center partition rail improves appearance, gives clear, unobstructed visibility. And the thin, trim sash and mullions bring charm and beauty...light, airy appearance...pleasant living and comfort to every house you build. Precision milled from first quality Ponderosa Pine. Malta preservative treated for protection against water, weather, termites. Materials and factory workmanship unconditionally guaranteed.

Member Ponderosa Pine Woodwork Assn. and N.W.M.A.

JANUARY 1959

THE MALTA MANUFACTURING CO.
Malta, Ohio

New Malta Town and Country Windows

...SAVE YOU MONEY WITHOUT LOWERING VALUE

100% VENTILATION...UNOBSCTURED VISIBILITY. Malta "Town and Country" design is a single frame, double-awning wood window with two fully operating sash—and no clumsy center partition rail to spoil appearance, obstruct visibility, reduce ventilation.

SILL DESIGN requires no inside stool. Liners designed to eliminate inside stop.

FULL RANGE OF SIZES and light variations to fit in with every architectural styling. Economy units available with fixed upper sash and operating lower sash.

Supreme Quality Since 1901

Bring a new look to new homes...
Built-in safety item
Inexpensive electronic principle now brings convenience and safety for the home. Switch-A-Light mounts easily on garage wall at headlight level. The beam from your auto headlights automatically turns on overhead, yard or patio light.

> Osoco Manufacturing Co.
Booth No. 912—Coliseum.
Circle No. J166 on reply card, p. 130

Save with 8½” wall tile
The new “Futura” wall tile by Miraplas is 8½” square. Offers advantages to builders. It will cut installation costs with 75% less tile to handle, cut and install. Is easier to clean. Has less seams to grout. It comes in choice of 8 colors.

> Miraplas Tile Co.
Booth Nos. 914-915—Coliseum.
Circle No. J168 on reply card, p. 130

Off-center drain funnel
Stainless steel sink features 8” funnel directly under faucet. The Disposal-Well is specially equipped with exclusive Redi-Rim which makes the sink and rim one integral unit. Shown with a removable wooden cutting board attachment.

> Lyon Incorporated.
Booth Nos. 739-740—Coliseum.
Circle No. J170 on reply card, p. 130

Cleaning can be built-in
The Holt Whirlwind Silent Cleaning System can be built-in to new or older homes. Power unit is permanently in garage, basement or other handy spot so heavy-duty commercial vacuum unit is used. 7-8 times more cleaning power.

> Holt Manufacturing Co.
Booth No. 911—Coliseum.
Circle No. J167 on reply card, p. 130

Conceal old-style windows
Sparkling aircraft aluminum awning storm window completely covers single or multiple awning primary window and frame areas. Complements any style architecture... never needs paint. Cuts fuel costs by use of weather-stripping.

> Alsco, Incorporated.
Booth No. 966—Coliseum.
Circle No. J169 on reply card, p. 130

Re-usable film enclosure
“Visqueen” film enclosure forms a transparent, waterproof barrier—shuts hostile weather out, lets light in. Equipment and machinery thus protected on the job site insures year-round construction with no slowdown. In seamless widths.

> Visking Company.
Booth No. 879—Coliseum.
Circle No. J171 on reply card, p. 130
Advanced building material
Versatile, new aluminum roofing-siding material is embossed with glare-diffusing diamond pattern. "Flat top" rib surface provides decorative look plus extra load bearing strength. This sheet size affords 48" coverage after lapping.

Kaiser Aluminum.  
Booth No. 854—Coliseum.  
Circle No. J172 on reply card, p. 130

Pool is completely equipped
The largest of three standard rectangular Esther Williams swimming pools measures 20'x40'. Built of reinforced concrete, they are said to be the only completely-equipped pools on the market. OTHER sizes are 30'x16' and 18'x36'.

International Swimming Pool Corp.  
Booth No. 882—Coliseum.  
Circle No. J175 on reply card, p. 130

Double-glass oven doors
Modern cooking miracles are made easier with new Dixie built-in oven. Special features include automatic clock-control, adjustable drop-front broiler, fiberglass insulation and double-glass oven doors. Modern rotisserie kit is optional.

Dixie Products, Incorporated.  
Booth Nos. 861-862—Coliseum.  
Circle No. J178 on reply card, p. 130

Driver-drill, first of kind
Unique, new two-way power tool is high-torque screwdriver which converts to a 3/8" drill by the flick of "Quick-Change" drill chuck. Reversing switch so located it cannot be engaged while tool is in operation. Choice of saw or pistol grip.

Millers Falls Co.  
Booth No. 961—Coliseum.  
Circle No. J173 on reply card, p. 130

Striking laminates offered
Highlighting the '59 line of Pionite lifetime laminates is the mahogany wood-grain shown above. It comes in a selection of brown, platinum and nutmeg. Also, offered for the first time is the "oriental" pattern, Grasscloth. Many other patterns and colors available.

Pioneer Plastics Corp.  
Booth Nos. 807-808—Coliseum.  
Circle No. J176 on reply card, p. 130

Garage door has pattern
Panels in the Marvel-Lucent plastic panel garage door are weather resistant and virtually shatterproof. North-by-Northeast pattern is available against a choice of three color backgrounds—crystal spray, aqua green, citron yellow.

Crawford Door Company.  
Booth Nos. 853, 864—Coliseum.  
Circle No. J174 on reply card, p. 130

Concrete is good insulator
A combination of high-insulating value with high strength is the claim made for Betocel, a cellular insulating concrete made by the Reflectal Corp. Material has compressive strength of up to 1300 p.s.i. Can be poured immediately, levelled in one pass.

Borg-Warner Corp.  
Booth Nos. 712-722—Coliseum.  
Circle No. J177 on reply card, p. 130

Toilet is wall-hung
Called the "Clearflor" series, this line of close-coupled toilets is designed to be wall hung. It can be used with either a regular water tank, or the non-sweating "Dri-Tank". Very easily installed in a standard wall. Details from the manufacturer.

Chicago Pottery Co.  
Booth No. 775—Coliseum.  
Circle No. J180 on reply card, p. 130

Reply card, p. 130, for more information
Sinks match range
Caloric is manufacturing sinks color-coordinated with the company’s built-in ranges. The units come in pastel shades, coppertone, and black and white. They can be mixed or matched. Both double- and single-bowl sinks are available.

Caloric Appliance Corp.
Booth Nos. 791-792—Coliseum.
Circle No. J181 on reply card, p. 130

Softener regenerates itself
This automatic water softener, new home aid, needs no attention on the part of the homeowner once it is installed. It regenerates itself at night when the water system is not in use. The system meets FHA requirements. Takes up little space.

Culligan, Incorporated.
Booth Nos. 723-724—Coliseum.
Circle No. J184 on reply card, p. 130

Colored siding panels
Aluminum lap siding panels for use in new home construction or remodeling are available in 12” size, 6” long with 8” weather exposure and require very little maintenance. Panels are available in white and four pastel colors.

Wisco, Incorporated.
Booth No. 980—Coliseum.
Circle No. J187 on reply card, p. 130

Maximum strength assured
Exclusive overlap-interlocking prevents twisting of panel in new easy-to-install DorWALS. Features include automatic alignment of out-of-square installation by “deep baffle” jamb sections, plus many others. Available in complete range of sizes.

Acorn Aluminum Products Co.
Booth No. 946—Coliseum.
Circle No. J183 on reply card, p. 130

Railing now pre-assembled
Aluminum railing is now available in pre-assembled, pre-packaged sections as well as individual custom, factory-made jobs. Sections can be used individually or joined to make up any length for porch, patio or steps. Available in various lengths.

National Aluminum Products Co.
Booth No. 868—Coliseum.
Circle No. J185 on reply card, p. 130

Overhead garage door
A seven-section, all-steel, over-head-type, residential garage door is one of the line of Roly-Doors offered by Morrison Steel. “The Regent” comes in 8’ to 16’ widths, in 6½’ to 7’ heights. Larger doors are reinforced. All operate smoothly.

Morrison Steel Products, Inc.
Booth No. 884—Coliseum.
Circle No. J188 on reply card, p. 130

Serves as rotisserie
A built-in oven and flush four-burner cluster surface unit has recently been produced. The gas range features smooth-finished surface, and easily removable parts. Provides extra work space. The unit is just one of seven models offered.

Geo. D. Roper Sales Corp.
Booth No. 629-830—Coliseum.
Circle No. J182 on reply card, p. 130

New break-back form tie
Called the “PlastiCone,” a new break-back form tie is designed to provide a positive break-off 1” to 1½” back from the concrete surface. Key to the device is a polyethylene cone which is inserted in each end of the tie. Simplifies whole operation.

Gates & Sons, Inc.
Booth Nos. 710-711—Coliseum.
Circle No. J186 on reply card, p. 130

Color is not affected
Even in direct sunlight, gray glass is suited for large glass-expanse areas. Discomorting glare and heat are eliminated. Does not affect color tones. Pictured above is curtain wall appearance of aluminum sections and gray glass.

American Window Glass Div.
Booth No. 725—Coliseum.
Circle No. J189 on reply card, p. 130

Reply card, p. 130, for more information
Water-tight... the fish said "Yes"—Capri Sliding Glass Doors are Water-tight!

Unhanded... the baby said that Capri Doors may be Right or Left Sliding... before, during or anytime after installation!

Low Priced... A Scotty always stands for economy but Capri adds quality too!

Hardware... a beautiful girl for our beautiful "Crown" handle, the most luxurious sliding glass door hardware in the nation!

Low Cost Dual Glazing... the polar bear symbolizes the all-weather insulating qualities of our "CAVALIER" for 5/8" dual glazing—and of our deluxe Capri "CONTINENTAL" for 1" dual glazing!

Five Important Reasons to Buy—Sell—Specify Install

Capri ALL ALUMINUM SLIDING GLASS DOORS

Write for additional information and specifications on Capri Sliding Glass Doors

MEMBER: Sliding Glass Door and Window Institute

IN CANADA: Pilkington Glass Ltd., 165 Bloor St. East, Toronto, Ont.

T. V. WALKER & SON, INC. 217 N. Lake St. - Burbank, Calif.

Please send information on: Capri CADET Capri CAVALIER Capri CONTINENTAL Complete line

NAME ____________________________

COMPANY ____________________________

ADDRESS ____________________________

CITY __________ ZONE ______ STATE ____________

JANUARY 1959 187
NEW WIRING DEVICES
FROM Rodale

To Give You Merchandising "Plus"
For The Convenience Minded Buyer

It's the "extras" that count! And the new Rodale wiring devices, designed with convenience in mind, will put the plus factor into your homes.

You'll find a complete line of wiring devices for just about any job—all scaled low in price to give you a better profit picture.

Contact your electrical wholesaler for information and prices or write:

warehouses in Chicago and Los Angeles - representatives in all principal cities

1959 PRODUCT SHOW:
COLISEUM

Filter gives clear water
A Diatomite pressure unit, the Suburban, is a new filter for the pool. Model 207 has 60 sq. ft. of filtering surface and occupies 9 sq. ft. of base space. Model 206 with 35 sq. ft. of filtering surface is for smaller swimming pool installations. Information on the complete line of filters is available.

Romar Filter Corporation
Booth No. 929—Coliseum.

Circle No. J190 on reply card, p. 130

Brick is prefabricated
This new masonry component will enable three men to erect the walls of a three-bedroom, brick-veneer house in less than 90 minutes. The component is 4' by 8' in size, and includes studs, insulation board, and nailed-on brick veneer. Comes to the job prefabricated, caulked, and finished.

Redibrik Industries, Inc.
Booth No. 944—Coliseum.

Circle No. J191 on reply card, p. 130

Versatile wall covering
A new semi-rigid vinyl sheeting for wall surfacing has adhesive-coated back. The "how-to" with this product merely requires removing its back-protective paper then applying "Clad-on" to the wall to be covered. This wall covering comes in a wide color selection. Makes possible many room applications.

Masland Duraleather Co.
Booth No. 846—Coliseum.

Circle No. J192 on reply card, p. 130
The ageless beauty of two ancient Chinese symbols inspires two new Schlage escutcheon designs, the Ming and the Shou. They are crafted to complement the increasingly popular Oriental-modern decorating trends of today — another contribution to lock beauty from Schlage.

See these two additions to Schlage's beauty-line at the N·A·H·B CONVENTION BOOTH 127 SCHLAGE LOCK COMPANY San Francisco • New York • Vancouver, B.C.
1959 PRODUCT SHOW: AT THE COLISEUM

Vapor barrier dispenser
Kordite polyethylene roll film is now available in widths up to 40' and is conveniently packaged in a patented dispensing carton that allows the builder to pull out just the right amount of film that he needs for that vapor-barrier job.

Kordite Corp.
Booth No. 927—Coliseum.
Circle No. J193 on reply card, p. 130

New no-paint siding
This new aluminum siding has a vinyl finish on both sides that requires no painting and weathers 50% longer. Siding is lock-up type; has concealed weep holes: elongated nail holes, pre-notched ends and inter-locking outside corners.

Hasings Aluminum Products, Inc.
Booth No. 897—Coliseum.
Circle No. J196 on reply card, p. 130

For outdoor cooking
The Hasty Bake "Fiesta King" built-in charcoal range controls heat, smoke, flavor and flames with a cooking hood. Flavor held in while cooking. Grills hidden when not in use. Length: 30"; width: 21½"; height: 34"; hood depth: 14".

Hasty Bake Mfg. Co., Inc.
Booth No. 982—Coliseum.
Circle No. J199 on reply card, p. 130

Shows complete kitchen
A completely cabinetted kitchen with everything built in except the washer and drier is shown by Wood Metal Industries. The cabinets are of the Wood-Mode line. In this kitchen the new finish for '59 which they carry is called "limed oak."

Wood Metal Industries, Inc.
Booth Nos. 750-753—Coliseum.
Circle No. J194 on reply card, p. 130

Units are recessed
This pair of appliances is called the "Recessed Twins." They consist of a 7.4 cu. ft. refrigerator and a 6.0 cu. ft. food freezer. Each unit is 34½” in height, 28” wide, and 24” deep. Can be installed stacked vertically, under counter or in wall.

Quicfrez, Incorporated.
Booth No. 939—Coliseum.
Circle No. J197 on reply card, p. 130

Plastic panels are versatile
The number of applications for fiberglass reinforced plastic panels have been growing each year. The photo above shows how flat panels are used to make a striking enclosure for entry court and for a translucent window wall.

Filon Plastics Corporation.
Booth No. 932—Coliseum.
Circle No. J200 on reply card, p. 130

Sinks and counter tops
A complete line of stainless steel sinks and counter tops are offered in both built-to-measure and standard size models. Sinks are available in single bowl with single or double drainboard or double bowl with double drainboard to suit space.

Just Manufacturing Co.
Booth Nos. 805-806—Coliseum.
Circle No. J195 on reply card, p. 130

Furniture in the bathroom
The dimensional design of modern furniture applied to his-and-hers vanity sets a new trend in the bathroom. High pressure laminates in a range of decorator colors surface the plastic cabinets. A choice of styles and sizes to suit individual tastes.

Dimensional Kitchens.
Booth Nos. 747-749—Coliseum.
Circle No. J198 on reply card, p. 130

Single-home sewage plant
This miniature sewage-treatment plant is designed to handle all modern kitchen and laundry appliances. It has either a concrete or steel tank. Cost of this small, yet efficient plant is said to be comparable to that of a good septic tank system.

Yeomans Brothers Co.
Booth No. 873—Coliseum.
Circle No. J201 on reply card, p. 130

Reply card, p. 130, for more information
A sparkling new touch of beauty has been added to the finest lockset in the low-cost residential field. The new JAMAICA Design - the bright new design for '59 - is a Lockwood "exclusive".

Inspired by the delicate, sculptured contours of the famous steel drums of the Caribbean, JAMAICA provides new visual appeal for every door in the house... new saleability for every house.

Beauty, of course, is only one feature of a lockset. Bear in mind only LOCKWOOD "R" Series gives you ALL these features:

- **Extra Strength** - knobs are reinforced
- **Extra Security** - bolt has extra-long throw
- **Enduring Security** - solid brass 5 pin cylinder
- **Steel Mechanism** - case-hardened retractor
- **Concealed Through-Bolts** - piloted bolt sleeves
- **Self-Adjusting** - equalized knob projection
- **Choice of Operation** - by turn or pushbutton
- **Panic-Proof** - inside knob is never locked
- **Friction-Free Nylon Bolts** - for interior door locks and latches (optional)
Mr. Builder... for 1 home or 10,000
THERE'S A YEOMANS LOW-COST
SEWAGE TREATMENT SYSTEM

For SINGLE Homes
CAVITETTE®
Miniature "City Type" System

For 10 or MORE Homes
CAVITATOR®
Full Scale "City Type" Plant

Easier to Finance at Prime Rates
Because They Are Fully Approved

1 Banishes septic tanks.
2 Eliminates health hazards.
3 Opens up low-cost land.
4 Qualifies for federally insured home loans.
5 Increases loan value of homes.
6 No unpleasant odors, no clogging, no backup.
7 Handles waste from garbage disposers, detergents from automatic washers, ALL modern home applian-
ces.
8 New selling feature for countryside homes gives faster turnover at better price.
9 Service policy with dealers prevents call backs.
10 Operates in all climates.
11 Installs fast.
12 Models for all home sizes.
13 Completely warranted by manufacturer and installer.
14 Nationwide sales and service network.

Bench-table folds away
Here's a compact folding bench and table combination for crowded kitchens. Designed to use wall space instead of floor area, it seats four, folds down in 15 seconds, folds up into its own storage compartment. Constructed of sturdy steel. It's a real space-saver item for small areas.

YEO-MANS
Specialists for 60 Years in Sewage Handling
2006 W. Ruby Street, Melrose Park, Illinois

ALL YOU NEED
TO KNOW ON
HOME SEWAGE DISPOSAL

Ovens offer variety
Built-in ovens are available in gas or electric models. Gas units feature a lower broiler. Electric models come with or without lower broiler. All ovens, known as "Suburbanette," are available in either stainless steel or porcelain enamel.

New type facing strips
Non-staining lead facing strips on overhanging eaves of modern home are made from new 3-pound hard-
lead sheets. The installation also doubles as a gravel stop. This new product is designed for contemporary home-builders' use. Data from the manufacturer.
NEW
DRAWER SLIDE

by Amerock

* top-quality
* low-cost
* easy to apply

EASY TO INSTALL — Self-aligning ... formed lips of drawer tracks fit along underside of drawer ... eliminate measuring and leveling. Curved lip of the drawer track gives added reinforcement to drawer rails. Cabinet tracks mount on bottom rail flush with drawer opening. Each slide fastens with only four screws. Slotted screw holes in cabinet tracks permit easy adjustment. Only ¼ inch clearance required on each side for installation. Height of opening is just ¼ inch more than the height of drawer. Drawer tracks provide automatic centering action for free rolling and greater variations in application.

EASY TO USE — Graphite-treated nylon rollers provide quiet action, easy operation, and are self-lubricating. Heavy-gage steel tracks are heavily zinc-plated with golden finish for high rust resistance. Drawer automatically stops with back of drawer 3 to 5 inches from opening, depending on length of slide.

EASY TO INSERT and REMOVE DRAWER — Drawer tracks project ½ inches behind back of drawer ... require less clearance and make it easier to insert or remove drawer from cabinet. This permits drawer to be inserted and removed by tipping to just a slight degree ... minimizes amount of clearance between top of drawer and drawer opening. Drawer removed easily for cleaning.

Ask your Amerock wholesaler

DEPT. AB 91 • Rockford, Illinois

SEE IT AT NATIONAL ASSOCIATION OF HOME BUILDERS EXPOSITION .................... BOOTHS 506-507

JANUARY 1959
Griddle top drops in
A new-type electric griddle-top unit is only 3" deep. Time-saving installation requires just one cut-out in the countertop—allowing use of all drawer space below. Stowaway cover turns griddle top into useful work area. Burners are of varied size.

Tennessee Stove Works
Booth No. 239—Hilton, at Coliseum, 780.
Circle No. J205 on reply card, p. 130

Packaged chimneys cost less
The new McQuay packaged chimney is precision engineered, is suitable for all fuels. Has a 7" stainless steel flue with aluminized steel interliner and outer casing; has stainless steel tension spring spacers for safety, strength and durability.

McQuay Incorporated
Booth No. 930—Coliseum.
Circle No. J208 on reply card, p. 130

Gas unit installs quickly
New gas 4-burner surface unit has controls on side or top and may be obtained with or without thermal eye control. Burners and bowls are removable. The surface is of brushed chrome with porcelain enamel cast-iron grids and burner heads.

Gray & Dudley Co.
Booth No. 811—Coliseum.
Circle No. J211 on reply card, p. 130

Medicine cabinet is safer
This fluorescent-lighted medicine cabinet has a built-in poison lock box. Dangerous drugs can be stored and locked away. Cabinet also features quiet Glide-Lok combination door stop and catch, and stainless-steel mirror frame.

F. H. Lawson Co.
Booth No. 956—Coliseum.
Circle No. J206 on reply card, p. 130

Cabinets made of hardwood
All doors and drawer fronts in I-XL's kitchen cabinets are ½" solid core double-face hardwood. Features include safety drawers that can't be removed accidentally, doors that open and close at the touch of a finger. Fit flush.

I-XL Furniture Company
Booth Nos. 781-786—Coliseum.
Circle No. J209 on reply card, p. 130

Saw has five-in-one features
Combining in one tool all the features of a rip saw, band saw, keyhole saw, hack saw and scroll saw, the Sabre-jig saw breezes as easily through metal (with the proper blade) as it does through 2" dressed lumber, plywood or plastics.

Cummins Portable Power Tool Co.
Booth No. 887—Coliseum.
Circle No. J212 on reply card, p. 130

Adhesives for ceramic tile
New ceramic tile adhesives (Nos. CTA-50, CTA-20) are designed for installing ceramic tile over gypsum wallboard, finish coat plaster, painted plaster, concrete or almost any sound, smooth surface. Both have excellent water resistance.

Minnesota Mining and Mfg. Co.
Booth No. 964—Coliseum.
Circle No. J207 on reply card, p. 130

Features high-lift bucket
New John Deere "440" crawler and 831 heavy-duty loader has a high-lift bucket with a 1-yard heaped capacity. Bucket has a 35-degree rollback at ground level, a full-height dumping angle of 65 degrees. High seat gives better view.

John Deere Industrial Div.
Booth Nos. 842-844—Coliseum.
Circle No. J210 on reply card, p. 130

“New-look” storage units
A new contemporary-designed line of storage components, described as having a “furniture look”, is offered by Mutschler Brothers. Called the "Series 700," the new line was designed by Paul McCobb, well-known furniture designer.

Mutschler Brothers Co.
Booth Nos. 798-799, 822-823—Coliseum.
Circle No. J213 on reply card, p. 130

Reply card, p. 130, for more information
MOE LIGHT

ANNOUNCES

SENSATIONAL new 1959 Lighting Guide and Fixture Catalog!
STUNNING new fixtures!

LIGHTING IDEAS TO HELP SELL MORE HOMES... FASTER!

52 PAGES IN FULL COLOR. The most dramatic lighting fixture catalog ever produced.

- Newest Lighting Ideas
- Dramatic Feature Fixtures
- Facts on CIL Lighting
- Easy Guide to Fixture Selection.

SEND FOR FREE COPY TODAY!

THOMAS INDUSTRIES, INC.
Moe Light Division • 410 S. Third St., Louisville 2, Ky., Dept AB-1

( ) Send copy of new 1959 MOE Light Lighting Guide and Fixture Catalog.

COMPANY__________________________
ADDRESS__________________________
CITY__________________ ZONE ___ STATE___

NAME OF INDIVIDUAL_________________

VISIT THE MOE LIGHT NAHB EXHIBIT SPACE 445—SHERMAN HOTEL, CHICAGO
1959 PRODUCT SHOW: AT THE COLISEUM

Hot-water heating system

New zone-controlled, forced hot-water baseboard heating system now assures living comfort at little or no increase in installed cost. The zone-control package works by distribution of heat where needed and only when needed. It can double the effective living space in the home.

Hood uses no ducts

No-duct range hood, a new kitchen convenience from Major Industries requires no ducts, louvers or vents. Is easily installed in less time than conventional hood. Nautilus No-Duct range hood comes in three basic models, various sizes and colors are available.

PIONEERS IN DRY-WALL CONSTRUCTION

The new "4-in-1"
Weatherproof HOMASOTE

ONE-MAN PANEL

- For sheathing
- For ceilings
- For exterior and interior wall finish

For striking new decorative effects—indoors and out—and for an easy-to-handle sheathing material—here is a many-purpose building material in a wholly new form.

These 2' x 8' panels are 3/8" thick, V-grooved on both edges and end-matched. This is the only end-matched 3/8" insulating panel.

For walls—apply them horizontally or vertically. For ceilings—over or under the beams. End-matched means the ends need not all be supported by joists, beams or rafters—therefore there is almost no waste. The asphalt-free, "linen-surface" panels take any paint or stain. Along with fine appearance, the building gains in structural strength, insulation value and moisture-resistance. This weatherproof material also has sound-deadening qualities beyond those of any but true acoustical boards.

Mail the coupon for full details on this and other Homasote building materials.

Engineered for efficiency

Gas-fired "Sleekline Hi-Boy" furnace is compact enough to fit into closet. Front can be painted, if desired. Subsonic blowers, capacities from 64,000 to 128,000 BTU output, offer maximum-heated air movement. A ribbon burner insures quiet operation.

Disposer handles big loads

Designed to handle extra-heavy loads of food waste, this garbage disposer unit is powered by a 1/4-horsepower motor. It features both continuous feed and lock-cover operation, and has a five-year warranty.

Improves outdoor living

Improvements such as patios, barbecues, swimming pools and garden walls, built of economical, long-lasting concrete, add to indoor-outdoor living. Portland Cement Association offers concrete masonry ideas in its colorful catalog.
To take on a mortgage the size of a house, a man needs confidence.

Conspicuous use of copper can help you give him that confidence.

Thirty years ago a builder knew most of his customers personally. But today he sells more houses to more people — many of them new to the community. Therefore, the houses themselves must do more of the selling job. But how can a prospect judge a house? Often he just doesn't understand subtle construction differences, and a lot of them he can't see anyway.

There's one thing, though, that he can see and does trust — copper. He remembers how his Dad proudly insisted on copper flashing, gutters and downspouts; and he's probably learned from his own painful experience about rustable plumbing. When he sees copper water lines, drainage systems, heating lines, flashing, gutters and downspouts built into a house, he feels pretty safe in assuming that the unseen construction is of similar quality. This kind of confidence is valuable to him and he will pay for it.

Fortunately, he needn't pay much. Copper flashing, gutters and downspouts cost a little more, to be sure, but they're some of the cheapest salesmen a builder can hire. And many builders report that copper plumbing actually costs less, installed, than rustable materials.

Copper lasts. Builder call-back records show it. Prospects know it. So do their bankers — and yours — who, too, are interested in demonstrated quality. If you'd like further information on the use of the copper metals in residential construction, write the Copper & Brass Research Association, 420 Lexington Avenue, New York 17, New York.
Now! SELL MORE HOMES FASTER WITH Vacu-Flo

THE WORLD'S NEWEST BUILT-IN UTILITY FOR KEEPING HOMES DUST FREE!

Antenna system comes in kit
A master antenna distribution system for the home makes possible TV and FM plug-in outlets in any room. The Jerrod Home System comes in a kit complete for easy installation. It includes an amplifier, antenna lead, and plug-in outlets.

Loader has many purposes
Instant reversing without having to shift makes this multi-purpose tractor loader ideal for stockpiling. The new "Work Bull 1001 Loader" is useful in many other kinds of construction work. Payload capacity of the loader is ¾ cu. yd.

New features for cabinet
The new "Twin-Lite" medicine cabinet has a new deflector and diffuser design, shedding light front and down toward mirror. Has outlet for appliances—3-way switch turns top bulb, bottom bulb and both lights—more light in proper direction.

Small-Unit sewage system
The new RatedAeration sewage treatment process is low cost, odor and nuisance-free; will adapt to service for from 20 to 5,000 people. Eliminates costly, individual septic tanks by providing efficient community sewage facility.

Has push-button control
Redesigned "Rangaire" kitchen-range hoods incorporate push-button controls conveniently located on the front of the canopy. New styles emphasize straight lines to blend with styling of contemporary kitchens. Easily installed.

 Comes in many colors
Sunken corner tub made of enameled cast iron comes in white and six pastel colors. It is made in both right- and left-hand models, with spacious bathing space and high tiling-in flange. The Belmont is easy to get in and out of.
Weatherproof Packaging

New plastic-coated, heat-sealed package protects this siding at job site. You can take delivery early, be ready to work in good weather. New package cuts handling time, prevents damage and marring loss.

New GEORGIA-PACIFIC FACTORY-SEALED REDWOOD SIDING

PLAN NOW! CUT COSTS ON SPRING BUILDING!

Georgia-Pacific’s immersion-sealing process coats bevel siding both front and back. Paint or stain flows on faster, covers better, lasts longer. No back-priming is needed, saves one front coat of paint! New sealer also prevents water spotting, superficial black stains, inhibits mold.

For specification data, refer to Sweet’s Light Construction File, Sect. 3A

Georgia-Pacific, Dept. AB159, Equitable Bldg., Portland, Ore.
Please send me complete information and nearest source for new Factory-Sealed Redwood Bevel Siding.

Name: ____________________________
Firm: ____________________________
Address: ____________________________
City: __________ Zone: __________ State: __________
Answer to shelving problem
Prefabricated, prefinished, telescoping steel shelf requires no cutting, fitting or painting. Available with clothes rod for wardrobe or as shelf alone for storage or in sets of 5 for linen closets, cabinets or pantries. Installs in minutes.

H-C Sales Co.
Booth No. 910—Coliseum.
Circle No. J223 on reply card, p. 130

Designed for small areas
Recessed clocks are designed for limited areas such as bathrooms or small kitchen soffits. These clocks come in distinctive black, brass, copper or chrome. Available in 6", 9", 12", 15", and 18" sizes with electric, 8-day or battery movements.

R & H Guarantee Products Co.
Booth No. 899—Coliseum.
Circle No. J228 on reply card, p. 130

Makes precision work easy
Heavy-duty routers provide perfect control in precision work such as making dovetail joints or other decorative cuts, cutting hinge mortises. Built-in spotlight stops squinting, eliminates eye strain from intricate patterns. Increases safety factor.

The Stanley Works.
Booth Nos. 817, 821—Coliseum.
Circle No. J231 on reply card, p. 130

Space-saving dividers
Magna-Fold plastic accordion-fold doors are an economical, colorful, space-saving product. Simple and easy to install. Available in seven decorator colors, package contains all screws and hardware necessary for simplified installation.

American Door Co., Inc.
Booth Nos. 970, 971—Coliseum.
Circle No. J236 on reply card, p. 130

Finishing eliminated
Super Satin Surface panels, finished with Super Microseal Process, can be used as received or can be waxed. On-the-job sanding, sealing and finishing are eliminated. Panels are flexible; easy to tone for decorative color matching.

General Plywood Corp.
Booth No. 863—Coliseum.
Circle No. J229 on reply card, p. 130

New space-saver freezer
This 212-pound capacity, no-frost freezer fits a 6-cu. ft. undercounter space. Maximum work area saving is thus provided. Two other plus features: lower level storage basket for hard-to-stack meat cuts, and toe-touch door opener.

Whirlpool Corp.
Circle No. J232 on reply card, p. 130

Installation is easy
Crosly Window Corp.’s aluminum-awning window with integral fin-trim provides for quick and easy installation plus flashing. Company also offers a horizontal- and vertical-slide window unit which is also equipped with integral fin-trim.

Crosly Window Corp.
Booth Nos. 989, 990—Coliseum.
Circle No. J227 on reply card, p. 130

Grille added to fan
A polished stainless-steel grille has been added to Broan’s ventilating fan without increasing price. The 6" wall or ceiling fan utilizes a 3" round duct, fits a dry-wall construction, is easily nailed in place. Can be used effectively for bath or kitchen.

Broan Mfg. Co.
Booth No. 979—Coliseum.
Circle No. J230 on reply card, p. 130

Needs minimum space
Combination EASY washer-dryer is 27" wide, less than half the space required for separate units. Attractively styled and quiet to operate, the Comromatic has a capacity up to 10 pounds and is mounted on separate rails for easy installation.

Easy Laundry Div., Murray Corp.
Booth No. 890—Coliseum.
Circle No. J233 on reply card, p. 130

Reply card, p. 130, for more information
Beveled rubber gasket at overflow hole—an exclusive feature—adjusts firmly to small variations. Collar is threaded, turns on with fingers, has lugs for tightening. Four tapped lips line up 2 holes for overflow plate at each quarter turn—for easy, accurate attachment. Lift rod turnbuckle can be adjusted from front after installation. Rod is solid—no dirt-catching joints. Stopper cannot be removed without tools.

Drain "T" can be reversed so that outlet is on line with drain arm—to avoid joist obstruction. "T" is threaded for use with slip joint connection or direct connection to iron pipe threads. Slip joint gaskets are of lead—for utmost durability, leakage protection.

Quality rubber gasket where drain joins tub. Stopper post is offset 1/2" to take care of slight variations. Oval hole in stopper post insures erect position, simplifies stopper attachment. Tested for leakage before packing.

Easy to install...
All brass...
Positive action

The Clearpass pop-up drain cuts installation time and costs, eliminates maintenance. All-brass construction, with 17-gage tubing, insures maximum durability, corrosion resistance.
ONLY Fleetlite Sliding Glass Doors HAVE PASSED THIS TEST!

100 mph. winds and heavy rains stopped by water barrier threshold

Before you select a sliding glass door, ask the question, "will it protect costly rugs and hardwood floors from water damage in pouring rain and high winds?" The answer is YES when you specify Fleetlite. These doors give protection in a man-made hurricane of 100 mph. with a 2" per hour downpour. No other door has ever passed this test. The Fleetlite exclusive "water barrier" double threshold and double weather seal block winds and water... provide automatic drainage so water cannot build up from the outside. Fleetlite Sliding Glass Doors are quickly installed, easily adjusted and are maintenance free. Write today for literature and complete information.

FLEET OF AMERICA, INC.
Dept. AB-19, 2015 Walden Ave., Buffalo, N. Y.
With new features and options, '59 Chevrolet truck 6 boosts fuel economy by as much as 20%.

A new camshaft design and a new maximum-economy option bring you this remarkable increase in gas savings with Chevy's Thriftmaster 6.

This newly improved engine for '59 offers fuel economy that can mean up to one dollar saved out of every five spent for gas! Its outstanding gas-saving ability stems from two new engineering refinements.

The first is an economy-contoured camshaft that's machined to provide a lower lift and reduced valve overlap. This feature offers up to 10% less fuel consumption in every '59 Chevy Series 30 or 40 model with standard Thriftmaster 6!

The second innovation is a new maximum-economy option that operates in combination with the economy-contoured camshaft in Series 31 and 32 models. Consisting of a new smaller venturi carburetor and new economy ratio rear axle, this option boosts fuel economy as much as an additional 10%! Thus, Series 31 and 32 Chevies with the new Thriftmaster 6 can be equipped to reduce your operating costs by up to 20%!

This is the kind of low-cost truck power you've been looking for—so see your Chevy dealer soon for all the details! . . . Chevrolet Division of General Motors, Detroit 2, Mich.

*And it uses regular gas, like all Chevy engines.
1959 PRODUCT SHOW:
COLISEUM

Easily slides in place
Built-in 2-zone freezer-refrigerator needs no special bracing, can be quickly installed in a compact space. Choice of four finishes and right- or left-hand doors. Refrigerator section, 10 c.f.; freezer 13 c.f. Free standing model, 17 c.f.

Bar-Brook BREEZEBUILDER-K
answers every builder-contractor need...

A NEW Gaslite
INCORPORATING
THE MOST
ADVANCED FEATURES
AND DESIGNS
IN DECORATIVE
Outdoor Lighting

Forms in a hurry
Jeffery Form Tie Company shows forms that utilize materials standard everywhere. Hardware is redesigned. Have Galvanized Twist Form Ties with spreader. Only hardware mounted on panel is for corners. Other panels: ¾" thick—formply or plastic coated.

Versatile New Bar-Brook
BREEZEBUILDER-K

at the lowest cost yet!

The new Bar-Brook Breezemaker-K was designed with the builder in mind. It's remarkably low in cost and can be installed in minutes. The attractive aluminum shutter assembly is completely automatic, adds to the decor of any room. Rubber-mounted dual ball bearings assure silent, long-lasting operation. And "sealed-in" fan and motor bearings provide lifetime lubrication. The Breezemaker-K is available in 3 sizes, with 30, 36 and 42-inch fan blades.

Write today for our free catalog, sample ratings and attractive discount prices.
BAR-BROOK MFG CO., INC.

Box 6638-G
Shreveport, La.
designed for each other!

ONLY EDWARDS has everything you need for a low cost, zone control hydronic heating system

Everything you need for efficient, low cost zone control heating—heating unit, zone control valves, and baseboard elements—are now available from one dependable source: Edwards Engineering!

Only Edwards offers a completely integrated, zoned heating system, with components that have been designed to go together for the life of the system. You shop just once for everything, with one manufacturer guaranteeing everything. Your initial cost is lower—the Edwards zone control system is the most economical on the market. Your installation costs are lower—two men do the job in one day! That means higher profits for you and the world's finest zone control baseboard heating system for your customers. That's an unbeatable combination for selling homes.

EDWARDS ZONE-A-MATIC HEATING UNIT is guaranteed for 20 years, handles from 1 to 6 pre-wired motorized zone control valves. All-copper tankless hot water heating coil; simple to install; complies with ASME code; completely assembled and pre-wired; compact and good-looking.

MOTORIZED ZONE CONTROL VALVES feature completely enclosed, hermetically sealed mercury switches; completely silent with positive shut-off valve. No thermal leakage when closed. Uses standard 3-wire low-voltage thermostat; electric power drawn only during opening and closing; excellent for hot water or steam systems.

BOX-FIN BASEBOARD ELEMENTS are factory cut to any desired length, making installation simple, economical, and eliminating ugly joints and splicers. No metal to metal contact; available in white, chrome, copper-tone and wood-grain.

Write today for the full-color story...

EDWARDS ENGINEERING CORP.
209 Alexander Avenue, Pompton Plains, New Jersey

Member of BHC: Better Heating-Cooling Council
Get design in your roofs
You can get design in your roof with Follansbee seamless Terne roofing. Here it is shown installed on a Bermuda roof—completely distinctive with its horizontal seams and shadow lines. Terne, a lifetime material, is maintenance free.

Follansbee Steel Corp.
Booth No. 758—Coliseum.
Circle No. J240 on reply card, p. 130

6-footer seated easily
Ample length between the front and rear seats of new 6-passenger Travel-Crew cab is shown in this open-door view of a 6-footer seated in the rear. Travel Crew cab is available on certain International medium and heavy-duty truck models.

International Harvester Co.
Booth Nos. 837-838—Coliseum.
Circle No. J243 on reply card, p. 130

Power digger works fast
Something new in digging equipment has been introduced by Sherman Products, Inc. It's the rugged, heavy-duty "Panther" power digger. The unit, a time-saver item, is fast-digging, and power digger is easily detachable from its tractor.

Sherman Products, Inc.
Booth Nos. 859-860—Coliseum.
Circle No. J241 on reply card, p. 130

Vanity comes in all sizes
Bronzeglow birch vanity bases, made by Scheirich Co., are available in a full range of sizes. Shown above is a four-sectional birch unit with one wash bowl. Behind the neat sliding doors, there is plenty of room for storage of bathroom supplies.

H. J. Scheirich Co.
Booth Nos. 736-738—Coliseum.
Circle No. J244 on reply card, p. 130

Cabinet has safety chests
Two safety chests are installed in upper corner of each cabinet for storing drug products, etc. One-piece, easy-to-clean, rust-protected cabinets have white-enamel finish, plate-glass mirrors in steel frames, 4 adjustable shelves provide sufficient space.

The Hess Company.
Booth No. 981—Coliseum.
Circle No. J242 on reply card, p. 130

Especially for trusses
To assemble wood joints in making prefab wood trusses "Gang-Nails," produced from 14-gauge galvanized steel, is proven an efficient connector plate. "Gang-Nails," set up with steel jig and press will be demonstrated at NAHB Show.

Gang-Nails, Inc.
Booth No. 995—Coliseum.
Circle No. J245 on reply card, p. 130

Strong roof panels
Strength to meet building code snow-load requirements is provided by the balanced sandwich construction of these new prefabricated Quincy Armaclad roof panels. Shown is an 8’x34’ patio roof constructed of seventeen of these panels.

Hess Manufacturing Company.
Booth Nos. 974-977—Coliseum.
Circle No. J247 on reply card, p. 130

Tool guard fits saws
A new industrial safety guard has been introduced for use on DeWalt's heavy-duty line of radial arm saws. It will be used primarily for rafter notching and shaper woodworking operations. Permits layout marks to be in full view.

DeWalt Division.
Booth No. 876—Coliseum.
Circle No. J246 on reply card, p. 130

Radio can be built in
This new low-cost, compact radio can be used as a built-in for kitchens, living rooms, bedrooms, etc. Known as the Hide-A-Way, it is a 5-tube superheterodyne with a 4” speaker. Overall dimensions are 7” high, 8” wide and 3” thick.

Swarson Manufacturing Co.
Booth Nos. 741-742—Coliseum.
Circle No. J248 on reply card, p. 130

Reply card, p. 130, for more information
Top load-handler! This Dodge stake has the brawn to handle your loads easily—and is built to make it easier for you to handle those loads. Special rear springs and wheelhousings put the stake bed close to the ground to save excessive lifting when loading or unloading. Lightweight racks are easy to lift on or off. Hinged center section permits easy side loading. The truck itself is easy handling, too, with gear-before-axle steering and rear-shackled front springs that give easier steering and riding.

There's a Dodge truck to handle your load best—from 4,250-lb. G.V.W. pick-ups to 65,000-lb. G.C.W. Power Giants. See your Dodge dealer—see why today, it's real smart to choose Dodge Trucks.

Steel sills—a Dodge exclusive in the low-priced three—run full length and width under body for firm, long-lasting load support. Unlike wood, they can't rot or warp. They're typical of the extra quality you get with a Dodge stake, whether you choose the 9', 12', or 14' body!
1959 PRODUCT SHOW: AT THE COLISEUM

Shows hardware selection

An array of hardware is displayed at the National Lock Booth. Includes latest designs in locks, cabinet hardware, shelf hardware. Designed to present the builder with entire line of up-to-date hardware. National Lock has a complete set of six individual catalogs available.

National Lock Company.
Booth Nos. 765-766—Coliseum.

Circle No. 2249 on reply card, p. 130

A convention first!

The first heat pump to be displayed at an NAHB convention uses only electric power and provides winter heating and summer cooling by refrigeration. In actual demonstration at the convention it will alternately heat and cool a 6'x8' glass walled room. Two sizes of heat pumps are offered.

Revco, Incorporated.
Booth Nos. 885-888—Coliseum.

Circle No. 2250 on reply card, p. 130

The new custom-finished

BRENTWOOD* PATTERN

in Nova Shake-Panel

The Brentwood Pattern produces a fresh, striking exterior no other shake can offer. This entirely new shake finish comes only on Nova Shake-Panel, 18%" x 46%". The smooth Cedar texture is striated at random intervals with heavy, tapering V-grooves. The ends of the panel are V-grooved to form invisible joints and present an unbroken pattern across the building.

This custom-finished panel surprisingly has the same low price as regular Nova Shake-Panel. And all the construction features of Nova Shake-Panel are there. The highest-grade Cedar Shakes are electronically glued and pressed onto a standard wood-fiber backer. The waterproof glue is not used in spots, but on almost the entire surface to be adhered. Wide shiplaps give a positive joint.

The Brentwood-Pattern Panel is nailed conventionally over sheathing, with the application economies of fast coverage. For full data, use the coupon.

For the best in Shake finishes

...Nova Shake-Panel

The regular Nova Shake-Panel has a grade of Shakes all its own—Novagrade. A polymerized paint finish on the shakes is equal to a first-grade exterior house-paint job. In addition, this top-quality panel offers the choice of conventional nailing—application with the Panelclip, with or without sheathing. This is the only shake-panel that can be used without facenailing. Use the coupon for full data.

*Pat. Pending

Send the literature and/or specification data checked:

Nova Shake-Panel  Nova Cedar Closet Lining
Nova Shake  Nova Brentwood Pattern Shake-Panel
Novafold Doors

NAME  ADDRESS  CITY  STATE  ZIP

Circle No. 2254 on reply card, p. 130

Shower recess is convenient

This shower recess is a built-in unit that keeps toiletries high and dry. Yet it's ready for instant use. It's made of seamless brass and it's chromium plated. Wall opening: 6-3/8" x 7-3/8" x 3-1/2". Overall of flange: 7-3/8" x 8-3/8".

Hall-Mack Company.
Booth No. 816—Coliseum.

Circle No. 2251 on reply card, p. 130

All-purpose framing anchor

TECO Du-Al-Clip framing anchor is a single style, all-purpose framing anchor used with 2" or thicker lumber for roof, floor, ceiling and wall framing. Clips insure protection against roof uplift from high velocity winds.

Timber Engineering Co.
Booth No. 871—Coliseum.

Circle No. 2252 on reply card, p. 130

Remote control wiring

Newest method of switching lighting and appliance loads is Remcon low-voltage wiring. Relay mounted in outlet-box operates entire load and is controlled by many switches if desired. Hook-ups as simple as ABC—no margin for error.

Pyramid Instrument Corp.
Booth No. 895—Coliseum.

Circle No. 2253 on reply card, p. 130

Paneling has uniform grain

Prefinished Dino-Lite plywood panels come with a tough paper shield over the finished side and have compatible graining. Panels can be nailed through protective wrapping to avoid damage before or during installation. Will resist stains.

Di-Noc Chemical Arts, Inc.
Booth No. 984—Coliseum.

Circle No. 2254 on reply card, p. 130

Add oven and range models

New models of built-in ovens and counter ranges for both gas and electricity are offered by this concern. Range tops have been redesigned as drop-in types. Need no mounting rims. Have top mounted controls.

National Stove Co.
Booth Nos. 856, 900—Coliseum.

Circle No. 2255 on reply card, p. 130

AMERICAN BUILDER
Damp'er (dämp'ēr)

1. One who spreads gloom...

2. An Australian flat cake...

3. A person who dampens...

but Donley Dampers mean:

1. Successful fireplaces!
2. Happy home owners!
3. Easier sales!

Yes, Donley is the word for dampers... quality dampers designed for easier installation, more profit and fewer call-backs. Donley fireplaces have real sales appeal for 8 out of 10 home buyers because they are pre-sold through national advertising. Your customers already know Donley's reputation for convenient smoke-free fireplaces. So, the next time you buy dampers, ask your dealer for a Donley Damper!
Screen Door to Storm Door in Just 15 Seconds

At the turn of a handle, controlled summer ventilation becomes winter storm protection with the Fleetlite Aluminum Combination Jalousie Door.

Construction is of heavy aluminum permanently fused to a Novoply “solid core” for maximum strength and rigidity. The frames will not sag or rack after installation. Glass louver may be adjusted to block rain while admitting fresh air or may be closed to seal out winter weather. Louvers lock in any position to afford constant security against intruders. Self-storing Fiberglass screen clips to the inside of the door.

Fleetlite Combination Jalousie Doors come complete with pneumatic door closer and all hardware. Expander or Z-Bar style doors adjust to fit most any opening from 27½” to 37½” wide by 75½” to 85½” high. Write for catalog.


One Hoist Unit Does 3 Jobs

1. Roof Hoist
2. Ladder Hoist
3. Scaffold Hoist

This new 200 lb. capacity versatile R & G hoisting unit (either electric motor or gasoline engine driven) is light enough to be pulled up to the roof by hand by two men. It can be mounted on an R & G Trolley Track Roof Hoist so that loads can be lifted to roof from an arm that overhangs roof edge 4 feet. Load rolls back from roof edge for unloading. 400 lb. capacities also available.

Same unit can also be mounted on the lower part of a ladder converting ladder to low cost hoist. A special R & G frame fits top of ladder and carries pulley and wall arms.

Hoisting Unit can also be attached to tubular scaffolding to form a hoist for raising scaffold frames and materials to workmen on various levels. In each case only one man is needed for hoist operation. Hoist speed is 150 feet per minute. Complete information can be obtained by writing to Reimann and Georger, Inc., 1869 Harlem Road, Buffalo 12, New York.

Filter system runs itself

Here’s something for that new municipal pool—a fully, automatic, finger-control filter system. Just set it and forget it. Only one tank backwashes at a time and only when needed. Tanks rinse to waste before entering service. Also manually operated.

1959 PRODUCT SHOW: AT THE COLISEUM

Filter system runs itself

National Pool Equipment Co.
Booth No. 880—Coliseum.
Circle No. J256 on reply card, p. 130

Comes in eight models

New Custom Vanguard model of Inland Homes Corp. has 3 bedrooms, can be built on slab or with crawl-space or basement. Eight ranch and Colonial designs are offered. Modern construction and quality materials used; price range $7,600-$8,200, minus lot.

Inland Homes Corp.
Booth No. 931—Coliseum.
Circle No. J259 on reply card, p. 130

Cabinet is space saver

General Bathroom Products' medicine and vanity cabinet is designed as a space saver. Fits compactly and neatly into the modern bath. Cabinets include much-needed shelf space for medicines and toiletries.

General Bathroom Products Corp.
Booth No. 878—Coliseum.
Circle No. J257 on reply card, p. 130

Cabinet saves space

Ideal for storage of bath towels, extra medicine bottles, this utility cabinet has adjustable shelves. Recessed in bathroom wall, it takes up no floor space. Lower section has stainless-steel door pulls; upper section has touch latches.

Republic Steel Kitchens.
Booth Nos. 795-6, 825-6—Coliseum.
Circle No. J260 on reply card, p. 130

Complete line of freezers

New freezers include all-aluminum and square models; a built-in model with plastic-front decorator panels; refrigerator-freezer with a separate condensing unit for each section. Sizes range from 16 cu. ft. to 60 cu. ft.

Sub-Zero Freezer Co., Inc.
Booth No. 760—Coliseum.
Circle No. J258 on reply card, p. 130

Window has removable track

Horizontal prime window has additional feature of new type aluminum slider that rolls on nylon bearings. Design permits a wide choice of interior trim—wood, dry wall, plaster, aluminum. All inserts are rattle proofed.

Ida Products Co.
Booth Nos. 935-936—Coliseum.
Circle No. J261 on reply card, p. 130

Complete line of freezers

Sub-Zero Freezer Co., Inc.
Booth No. 760—Coliseum.
Circle No. J258 on reply card, p. 130

Reply card, p. 130, for more information
New house? Old house?

... for every room in any house
CHROMALOX has the answer

Upstairs, downstairs, all through the house ... or school, church, motel or office ... there's a Chromalox Electric Heater designed for the heating job.

Chromalox Electric Baseboard Heaters are available in many sizes and ratings, with matching blank, corner and trim sections for a uniform appearance.

Chromalox Radiant Wall Panels, Wall Insert Heaters and Cabinet Convectors provide abundant heat to meet a variety of other heating requirements and decorating tastes.

Chromalox Floor Drop-In Heaters quickly stop heat loss caused by "picture" type windows.

Chromalox Utility Spot Heaters and Portables concentrate heat where and when it's needed for laundries, workshops, garages and other small, occasional-use areas.

In addition to all these, the Chromalox line includes unit ventilators, fan driven heaters, Thermwire heating cable, in-duct heaters, and others. Chromalox styling, safety and simple operation will quickly sell your prospects on electric heat ... and top-performing Chromalox Heaters will keep them sold.

Your Chromalox Representative will gladly help you determine power requirements, installation and operating costs. Find out how economically you can install (and your prospects can operate) Chromalox Electric Heat.

LIVE BETTER... HEAT ELECTRICALLY

JANUARY 1959
Beautiful Bathrooms Sell Homes!

Builders and Buyers agree—Showerfold Doors add the “Finishing Touch” at so small a cost!

More and more builders are using Showerfold to sell homes faster.

In open position—Showerfold gives accessibility to 80 percent of the tub or shower.

Unique design of Showerfold provides maximum protection when fully closed.

Thousands of Homeowners testify to the beauty and practicality of Showerfold Doors in their own homes

Mrs. O. H.—Grand Rapids, Mich.
"The most practical and economical bathroom accessory I have ever seen."

"Easier to clean the tub! Slides smoothly and easily."

Mrs. J. T.—Buffalo, New York
"A most inexpensive way to have a smart looking bathroom."

Mrs. K. L.—Woodbury, N. J.
"Safer and more protective than any enclosure I have seen."

See Showerfold for yourself at the N.A.H.B. show
Booths 948, 949
COLISEUM

SOWERFOLD Door Corporation
Dept. AB-1, 6585 W. Warren Avenue, Detroit 10, Michigan

AMERICAN BUILDER
FOR THE NEW
Levittown
N. J.
A NEW CITY OF 15,000 HOMES

WOOD WINDOWS
are the choice

No matter which of the 6 Levittown designs prospects like best, they are enthusiastic about the obvious quality and beauty wood window units add to the home.

All the windows in Levittown, New Jersey are quality wood units, precision manufactured from Ponderosa Pine. Each is preservative treated for long life, weatherstripped, and constructed in accordance with U.S. commercial standards for wood window units.

Today's smartest builders are turning to wood windows because they are compatible with the most popular home styles—and, above all, builders are insisting on quality. Your sure guide to window quality is the American Wood Window Institute seal of approval on Ponderosa Pine wood window units.

Because Wood is So Good to Live With

Ponderosa Pine WOODWORK
An Association of Western Pine Producers and Woodwork Manufacturers

MEMBERS—Lumber Group
Andersen-Stewart Lumber Co. Rock Island Millwork Co.
Barnes Lumber Co. Rapid City Lumber Co.
Baugher Lumber Co. Select Lumber Co.
Bateson Lumber Co. Southern Lumber Co.
Battles Lumber Co. Standard Lumber Co.
Biloxi Lumber Co. Swift Lumber Co.
Birmingham Lumber Co. Tidewater Lumber Co.
Bismarck Lumber Co. Union Lumber Co.
B Marvin Lumber Co. Union Lumber Co.
Borg Lumber Co. United Lumber Co.
Bower Lumber Co. Welland Lumber Co.
Buchanan Lumber Co. Western Lumber Co.
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NOW! MADE IN AMERICA

Mozel® mosaic tile

“Mozel” mosaic tile represents a giant step forward in tile manufacturing. Previously made abroad, Quartz Mosaic, Inc. brings to the architect and builder-contractor a high quality mosaic tile made in America.

“Mozel” mosaic tile is many times stronger than ceramic in impact, which makes it most desirable for bathrooms, kitchens (counters and back splash), shower rooms, flooring and many places in the home, institutions and industry. Either exteriors or interiors where extreme sanitation and stain resistant qualities are required.

The versatility and wide-color choice, enables the architect and builder to achieve almost any desired effect or design. The color is impregnated clean through the tile, a guarantee of extreme durability and lifetime beauty for walls and floors.

“Mozel” mosaic tile is fired by nature, chemically tempered and catalytically cured. It is ideal for architectural specifications because of rigid quality controls during manufacturing which guarantee these advantages:

FADEPROOF—SHOCK PROOF—MOISTUREPROOF—FROSTPROOF—MILDEWPROOF—
FIRE RESISTANT—HIGH IMPACT COEFFICIENT—HIGH WEARABILITY (interior or exterior) EASILY CLEANED—TRUE DIMENSIONS.

“Mozel” mosaic tiles are mounted on 10” x 10” sheets containing 100, 1” x 1” individual tiles. Low-cost installation, lays up fast.

“MOZEL TILE” COATING

Because of this development in the manufacture of tile, Quartz Mosaic, Inc. has developed a coating that has tremendous adhesion. “Mozel Tile” coating can be applied at the job site to dry concrete, concrete blocks, brick, plywood, asphalt, asbestos products, metals (steel, aluminum, etc.) and various other building materials.

“Mozel Tile” coating has unlimited opportunities. It seals, it eliminates maintenance, it is fadeproof, waterproof and moistureproof, resists fire, stands salt water, high wearability. Wide choice of colors in high gloss, semi-gloss or satin finish for exteriors or interiors.

*Mozel is a Registered Trade Mark of Quartz Mosaic, Inc.

AMERICAN BUILDER
New General Electric Built-in Thinline

Solves more builder problems
than any other air conditioning system

**Designed specifically** for home builders. The new Built-in Thinline’s aluminum case is exactly as high as two building blocks with mortar, six courses of standard brick, or five courses of jumbo brick. Case fits between a standard two-stud width. Unit actually becomes part of the wall.

**Cuts on-site costs**—Your workmen build case into the wall during construction—slide the unit into place when the building is finished. No ductwork or plumbing needed.

**Preserves beauty of home**—Inside panel can be painted or papered to match interior. It blends with room décor! Outside grille can be painted to match exterior.

**Flexible**—You can now air condition as little or as much as you need to assure a quick, profitable sale.

**Problem SOLVED!**

**Economical**—Saves you labor cost in installation, the material cost of ductwork and plumbing. This means the new General Electric Built-in Thinline system costs less than most central systems.

**Problem SOLVED!**

**Powerful, but quiet!**—One model, packing up to 10,000 BTU’s,* is enough to cool the large rooms in an average-sized house. A second complementary model, with extremely low noise level, is ideal for bedroom use.

**Problem SOLVED!**

**Buyer acceptance**—It’s assured! Because your customers know the General Electric name. They know they’re getting dependability and advanced design.

*Cooling capacities are tested and rated in compliance with ARI Standard 110-58 and are stated in British Thermal Units.

See your General Electric representative, or

SEND FOR FREE BOOKLET

Get the whole story. How you can save air conditioning dollars—and still give your home buyers the latest and best in home cooling.

Progress Is Our Most Important Product

GENERAL ELECTRIC

JANUARY 1959
FROM THE
ground
UP

This is the first of a series of monthly reports containing information on products and merchandising ideas we believe will be of value to you.

January being the month of the annual NAHB convention, Grant is proud to salute this expanding organization. As a manufacturer allied in both thought and aim with the American home builder, we have long considered the NAHB show a most important adjunct to our sales activities.

The Grant 7000 line, pictured at left, is the finest sliding door hardware made for residential use. When your home buyer slides a door mounted on 7000 hardware—a normally hidden value becomes a plus value—Here's a case where the sliding door action is so smooth—so gentle—so easy as to make comparisons with other hardware unnecessary.

You'll be able to see Grant 7000 hardware and other outstanding Grant products "full size" as part of the exciting Grant Throughout The House exhibit, in booths 301 and 302 at the Hilton.

P.S. Look for the important sale-making features "Built-In" to the Grant Display.

Write for your copy of the Grant Sliding Hardware Catalog
ONITE WALNUT for my kitchen...

PIONITE FLITTER for my bathroom...

Make Every House a "Model Home" with Pionite LIFETIME LAMINATES

In kitchen, bathroom, playroom, any room, work-free, wear-proof Pionite gives you a better installation in less time, at lower cost. With over 250 woodgrains, patterns, and colors to choose from, you can plan decorative schemes to please the most exacting customer, create homes that are lifetime advertisements for you. Already used in over 8,500,000 homes, quality-controlled Pionite exceeds rigid NEMA standards, withstands cigarette burns, fading, scratching, and stains that would ruin other surfaces. Pionite is easy to fabricate, comes in 14 convenient sizes from 30" x 48" through 48" x 120".

SEE PIONITE most complete line in melamine high pressure plastic laminates

NAHB SHOW, BOOTH 807-8
Chicago Coliseum - Jan. 18-22

Pioneer Plastics Corp., Sanford, Maine

□ Please send me full-color brochure
□ Please send me "On the Job Installation Manual"

Name ____________________________________________
Firm ____________________________________________
Address __________________________________________
City________ Zone_______ State________

PIONEER PLASTICS CORP., Sanford, Maine - Los Angeles, Calif.

JANUARY 1959 217
FROM THE

ground
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P.S. Look for the important sale-making features “Built-In” to the Grant Display.

Write for your copy of the Grant Sliding Hardware Catalog

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GRANT 7000
SLIDING DOOR HARDWARE

For superior sliding operation and durability, Grant 7000 hardware is the finest line ever constructed.

GRANT SLIDING HARDWARE

GRANT PULLEY AND HARDWARE CORPORATION

1 High Street, West Nyack, New York • 944 Long Beach Avenue, Los Angeles 21, Cal.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware
Make Every House a "Model Home" with **Pionite** **LIFETIME LAMINATES**

In kitchen, bathroom, playroom, any room, work-free, wear-proof Pionite gives you a better installation in less time, at lower cost. With over 250 woodgrains, patterns, and colors to choose from, you can plan decorative schemes to please the most exacting customer, create homes that are lifetime advertisements for you. Already used in over 8,500,000 homes, quality-controlled Pionite exceeds rigid NEMA standards, withstands cigarette burns, fading, scratching, and stains that would ruin other surfaces. Pionite is easy to fabricate, comes in 14 convenient sizes from 30" x 48" through 48" x 120".

**SEE PIONITE**
most complete line in melamine high pressure plastic laminates

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**PIONEER PLASTICS CORP., Sanford, Maine**

**Pioneer Plastics Corp., Sanford, Maine**

- Please send me full-color brochure
- Please send me "On the Job Installation Manual"

Name ________________________________
Firm ________________________________
Address ______________________________
City Zone State _______________________ AB 1-59
Micro-Tongue
for Faster Laying ... Perfect Fit
Micro-Groove

How your carpenters can save hours per house

Every strip of Long-Bell Oak Flooring is carefully processed by precision tooled machines. Every strip quickly taps into perfect, hairline fit. The edges and ends of every strip are machined to the most exacting standards. They readily join to form a splinter-free surface.

make your next move a Long-Bell floor

Homeowners prefer the classic warmth of Long-Bell Oak Flooring. They have made it the First Choice in Residential Construction.

Yes, Long-Bell Oak Flooring gives you a wonderful selling tool... for it is the best flooring money can buy.

Produced in Volume... For Lower Unit Cost.

INTERNATIONAL PAPER COMPANY

Long-Bell

DIVISION

Kansas City, Mo. Longview, Wash.
THE NEW CARLRIM

exclusive engineered beauty

THAT MAKES A CARLTON SINK SO EASY TO SELL
-SO PROFITABLE TO INSTALL!

CARLRIM!—The newest Carlton Stainless Steel Sink—the sink that needs no separate frame or rim to install—the sink that can be sealed forever into any counter top material in half the usual time.
CARLRIM!—the sink that provides the most sanitary installation ever devised. No rim to gather dirt or smelly waste—no possibility of seepage to create rot and decay around the sink's edges.
CARLRIM!—the sink with all the famed Carlton features that have made Carlton the No. 1 Stainless Steel Sink choice of homeowners the world over.
CARLRIM!—just drop it in the cut-out counter-top, then tighten the adjustable lugs (patents pending) and it's sealed in place as long as the house lasts!

Send today for the New Carlrim Catalog No. 390 to Carrollton Manufacturing Co., Carrollton, Ohio

Carlrim is the trade-marked name for the newest development in Carlton Stainless Steel Sinks, the pride and joy of more than a million modern American kitchens.

You just can't buy better—when you buy Carlton!
Tool is for leverage

This builders hand tool is called the "Little Pee-Vee." It is used in any situation where great leverage is required, such as pulling partitions together, straightening sill plates, and holding warped corners in place so they can be nailed. Easy to use tool is only 18" long, wt. 2 lbs.

Proctor Products Co.
Circle No. J262 on reply card, p. 130

Model homes can benefit

An opportunity for builders to offer buyers wall-to-wall carpeting at a low price is now possible. Luxor Carpet Co. provides low direct-to-builder cost and low-cost installation. Above is Magnolia—a solution-dyed viscose rayon carpeting used in the 1959 Research House.

Luxor Carpet Company.
Circle No. J264 on reply card, p. 130

Panel has wide usage

A 48" coverage translucent plastic panel has been added to the Stylux line. The new, wider corrugated unit affords broad use applications and great economy benefits. Comes in standard widths. Ten decorator colors are available in either smooth or crinkle finish.

Butler Mfg. Co.
Circle No. J266 on reply card, p. 130

Brick has new texture

A new textured brick called the "Highlight Matte" brick is being offered by this company. It has a natural matte texture, and comes in a full range of browns and grays. It is a part of the "8.18" Random Bond masonry system which is easier to lay, and comparable in cost.

Whitacre-Greer Fireproofing Co.
Circle No. J263 on reply card, p. 130

Digger excavates to 72"

New mounted highway digger has a maximum digging depth of 72" in auger sizes 6" to 24". Available for any tractor, truck or jeep. Features include heavy-duty helicoid flighting and square drive with square tubing extension which have adjustments for other depths.

Roper Mfg. Company.
Circle No. J265 on reply card, p. 130

Electric plant is mobile

On construction jobs where reliable electric power must be supplied independently, this new 3,000-watt, air-cooled diesel generating plant meets the most critical requirements of mobility and heavy-duty service. A new steel turret hood permits all-weather operation.

D. W. Onan & Sons, Inc.
Circle No. J267 on reply card, p. 130
Versatile garage door
The Paraline door is a 16x7, four-section, double garage door. It's supplied for operation in 12½" of headroom, but can be provided with low headroom equipment for 4" of operation. This low-priced door is made for sturdy, maintenance-free operation.

Kit contains nails, adhesive
Gemco anchor-nail kits are perfect for attaching furring strips to walls of masonry, concrete, etc., after which knotty-pine planking, plywood or other wallboards can be applied easily. The kit contains 25 anchor nails and a can of Tuff-Bond adhesive. 9 kits in a carton.

Radial saw has many uses
Major improvements in the “Super 900” radial saw include a more powerful motor and up-front controls for adjusting the table fence. Said to be the most powerful in its class, it can be used for cutting sheeting, tubing, extrusions, etc. More power reduces bucking, stalling or kickback.

Tape seals, patches
New polyethylene pressure-sensitive paper-backed tape seams, seals, patches and tacks-down on any plastic film, paper or metal. Ger-Pac miracle tape will not shrink, dry out, crack or get brittle, is easy to handle. Each roll contains 100' of 2" wide tape.

Control guards temperature
This thermostatic shower control has a single dial to turn which automatically maintains the water temperature at point desired. Failure of cold-water supply instantly shuts off the shower and a thermostatic safety limit prevents delivery of water heated above 110°.

For $8,250 with lot
The “Gem” is one of the new line of houses manufactured by W. G. Best Homes Co. This house, however, is unique in that it sells for $8,250 with lot in St. Louis area, under F.H.A. 2031. Gem has 864 sq. ft. of space—three bedrooms, living room, kitchen-dining room and bath.

Light at a gentle touch
The Fashion Plate wall switch is revolutionary in styling, and very new. It’s a straight-sided, rectangular wall plate that frames a large actuator. Touch the top of the actuator lightly for “on”; bottom for “off.” Can be put in as easily as ordinary wall switches.
ENTIRELY NEW!

Leviton is First with QUIET SWITCHES in the combination duplex line

THE MOST VERSATILE COMBINATION UNITS YOU'VE BEEN WAITING FOR! New Leviton Quiet Switches are mechanical switches, precision-balanced with heavy special silver contacts, magnetic arc-snuffing action. The movement is so quiet you can hardly feel it!

AND YOU GET ALL THESE FEATURES TOO!
- POWER OUTLET has bronze double-wiping contacts for longer life and pressure grip.
- PILOT LIGHT takes standard S-6 candelabra lamp that's easily removable. Nickel-plated protective hood over lamp.
- RUGGED CONSTRUCTION! Base molded of brown phenolic...covers of either brown phenolic or ivory thermosetting plastic. And heavy gauge rust-proofed underslung steel strap is riveted through cover and body to form a permanent assembly.
- EASY TO INSTALL! Large head No. 8 terminal screws have deep milled slots for easy wiring. Accommodate up to No. 10 conductors. Wiring diagram furnished with unit. Wide plaster ears on strap make wall alignment easier.
- ECONOMY! Save installation costs—no extra box and wall plate necessary. Save wall space, too—single gang wall plate replaces double gang.

WRITE FOR FULL DETAILS TODAY!
Listed by Underwriters' Laboratories, Inc.

1959 PRODUCT SHOW: BONUS

Offer four-bedroom model
A new model house for the rapidly expanding four-bedroom market is offered by this home manufacturer. The house package is complete except for heating, plumbing, and electric wiring, and includes siding and installed windows, already primed.

Federal Homes Corp.
Circle No. J277 on reply card, p. 130

Wet heat connectors
New complete line of flexible-metal wet-heat connectors in 1/2” and 3/4” ID is available. Has 14 separate models in 30 combinations for hot-water or steam-heating systems. Reduces cost of installing systems. Temperatures up to 350°. Pressure for 3/4” ID is 55 PSI.

Cobra Metal Hose.
Circle No. J278 on reply card, p. 130

Drills concrete quickly
The Bulldog Gold Digger drill/anchor will bite into concrete in seconds and will anchor anything permanently. The unit has double plating with a gold-color finish. It's fireproof and vibration proof. Sizes: 9/16” to 3/4”.

Comes in five types.
Polis Manufacturing Company.
Circle No. J279 on reply card, p. 130
hats off this February

to 18 builders to 49 advertisers

Don't miss this record-breaking February issue of The American Home, announcing the winners of the 1959 “Best House for the Money” competition. And be sure to see these important February advertisers of quality building materials and home products—they'll mean increased home traffic and sales for you, too.

Aluminum Co. of America • Anchor Post Products, Inc. • American Tel. & Tel. Co. • Andersen Corp. • Armstrong Cork Co. Bilco Co. • E. L. Bruce Co. • Burnham Corp. • Capitol Products Corp. • Chevrolet • Committee on Steel Pipe Research Continental Can Co. • Delco Appliance Div. of General Motors Corp. • Douglas Fir Plywood Assoc. • Formica Corp. General Electric Co. • Georgia-Pacific Corp. • Ginden Nursery Co. • Goodyear Tire & Rubber Co. The Hoover Co. • Hotpoint Co. • Imperial Paper & Color Corp. • Interchemical Corp. • S. C. Johnson & Sons, Inc. • Kentile, Inc. • Kirsch Co. • Kroehler Mfg. Co. • Lewisburg Chair & Furniture Co. • Libbey-Owens-Ford Glass Co. • Mirro Aluminum Co. • Mutschler Bros. Co. National Homes Corp. • Nichols & Stone Co. • Olson Rug Co. • Phoenix Mutual Life Insurance Co. • Portland Willamette Co. • Rolscreen Co. • St. Charles Mfg. Co. • Sanford Truss Co. A. O. Smith Corp. • Stark Bros. Nurseries & Orchards Co. • United States Gypsum Co. • U. S. Plywood Corp. • Vega Industries, Inc. • Viking Air Products • West Coast Lumbermen’s Assoc. Western Pine Assoc. • Westinghouse Electric Corp. • Wm. Zinsser & Co.

Serving the building industry and over 10,250,000 home-minded readers

JANUARY 1959
RAYNOR JET GARAGE DOOR
Featuring Exclusive
Raynor TRI-FAB Construction ...
The Value Packed Raynor Jet means Faster Sales . . . Greater Profits
* New floating face construction prevents warping
* All wood parts toxic treated
* Panels of single-piece tempered Masonite with "Lifetime Guarantee" (no splicing)
* Galvanized steel frame specially treated for painting
* Rabbeted joints of steel form weathertight seal
* Wood bottom rail for easy scribing and attachment of astragal

RAYNOR Electronic
Garage Door Operator

1959 PRODUCT SHOW: BONUS

New four-bedroom house
Named the "Brookfield," this house is the leader of this home manufacturer's "Starlighter" split level series. Others in the series are available with two to four bedrooms, and three to five levels. The company offers 75 basic models with optional variations.

* American Houses, Inc.
  Circle No. 2280 on reply card, p. 130

Corner bead improved
Drywall Trim's corner bead has been improved. Open design and line of spackle holes is said to allow the spackle to flow freely into the nose, giving a positive key. Edge of bead is tapered to the contour of the feathered-out spackle. Inside view shown.

* Casings, Inc.
  Circle No. 2281 on reply card, p. 130

Man-made simulated stone
Used for exteriors or interiors, this man-made simulated stone can be applied directly over lath without the need for a separate base coat. One-step application saves labor and material. Coloring compounds used in stone will not fade.

* Emco Cement Products, Inc.
  Circle No. 2284 on reply card, p. 130

Pipe system of plastic
In use—plastic pipe is immune to rust, rot, galvanic action and retains its smooth interior finish. Plus-assets: it cuts down on the number of joints required, is highly resistant to corrosion. Cost-wise, lowest of any piping. Makes installation easier.

* Carlon Products Corp.
  Circle No. 2282 on reply card, p. 130

New 3-wire grounding outlet
A 3-wire duplex grounding outlet with pressure terminals is part of wiring line for '59. The outlet is designed for use with #12 and #14 solid wire. A wide release slot in the outlet permits the use of economical loop wiring. Strip gages are included.

* Pass & Seymour
  Circle No. 2285 on reply card, p. 130

Brackets support 600 lbs.
Kant-Sag fold-a-way brackets are easy to mount on any wall. Make folding tables, counters, etc. "Brown Crackle Finish" blends anywhere; features built-in safety lock. Packed by the pair in boxes, four pair per carton. Hardware and instructions included.

* United Steel Products Co.
  Circle No. 2283 on reply card, p. 130

Reply card, p. 130, for more information
No. 1 Expanded Corner Bead
Made of 26 gauge hot galvanized steel.
Available in 7, 8, 9, 10 and 12 ft. lengths.

I can't get around fast enough since we introduced our new, expanded corner bead.
Everybody wants our new no. 1 expanded corner bead. If I haven't been in to see you, PHONE my office COLLECT for fast delivery.

Builders and contractors know...
THE SIGHT IS RIGHT WITH A
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. Retails for $89.50.

For Builders—Heavy-duty instrument for building construction. Use to align piers, plumb walls, level floors, lay out foundations and drain tiling. T8300 Universal Builders’ Level-Transit Includes new, American-style, wide-frame tripod. Retails for $217.00.

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. Retails 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.

NEW HAND LEVEL

Write today for your free David White surveying instrument catalog.
*The T8300 may be purchased at 10 per cent down at your lumber, building supply or hardware dealer.

Prices slightly higher west of the Rocky Mountains

DAVID WHITE INSTRUMENT COMPANY
Dept. C, 2051 North Nineteenth Street, Milwaukee 5, Wisconsin
Mosaic tile available

"Mozel" mosaic tile (for use in bathrooms or kitchens and for flooring) is fadeproof, shockproof, fire-resistant, moistureproof; is easily cleaned and is uniform in color. Tiles are mounted on 10x10" sheets containing 100 1x1" tiles. Available in colored, translucent and decorative styles.

Tileorama Company.
Circle No. 2286 on reply card, p. 130

Prefab screened-in patio

Screened patio enclosure adapts to any architectural design. Adds family-living area for outdoor activity with indoor protection from elements and insects at $55-saving. In-one-piece aluminum tubing forms frame for enclosure and screening. Components fully weather-resistant.

American Screen Products Co.
Circle No. 2289 on reply card, p. 130

Basement becomes an entry

This prefabricated house, designed for high side lots, is a one-story ranch type. The basement area is used for the entry, giving more living space. Model #2442 measures 24' x 42'. It has three bedrooms, two baths. Exterior combines use of brick and vertical siding.

Admiral Homes, Inc.
Circle No. 2292 on reply card, p. 130

Backhoe has extra swing

A swing of 188 degrees is possible with this company's new backhoe. Called the "88," the new backhoe is swung by a heavy duty chain operating a sprocket on the pivot-end, and worked by two hydraulic cylinders mounted in the main frame of the backhoe.

Shawnee Manufacturing Co., Inc.
Circle No. 2287 on reply card, p. 130

Washer features versatility

A high degree of control flexibility is offered by this automatic clothes washer. A five-temperature wash water selector, three-temperature rinse selector, two-cycle timer, and two-speed agitate and spin options make possible settings for any type of fabric.

Hamilton Manufacturing Co.
Circle No. 2290 on reply card, p. 130

Outdoor-indoor heat control

Constant, comfortable indoor temperature is maintained by this heat control system regardless of outdoor temperature changes. A drop in outside temperature raises the inside temperature over its thermostat setting, assuring sufficient warmth for comfort.

General Controls Co.
Circle No. 2293 on reply card, p. 130

Switch works quietly

Touch-type Model B TOUCHEETTE has no knobs to turn, no toggle to flip. Measuring one inch in depth, it can be installed in box where several wires enter. Needs no special wiring and fits standard outlet boxes and wall plates. The switch operates on full-line voltage.

Rodale Manufacturing Co., Inc.
Circle No. 2288 on reply card, p. 130

Broiler cooks with gas

Broiling on Emberglow is accomplished without charcoal. The gas-fired, open-hearth broiler contains refractory briquettes. Flame is kept at a constantly-controlled level by the exclusive "Flaretrol" system. Can be installed in kitchens, fireplace walls and patios.

Mid-Continent Metal Products Co.
Circle No. 2291 on reply card, p. 130

"Shadow-Slim" electric unit

An all new electric drop-in cooking unit has been introduced by Mt. Vernon furnace in seven sparkling decorator colors. Among the many features of this new unit are top controls, 3" depth, and new Exact-Dial heat controls. Four burner unit has one giant size burner.

Circle No. 2294 on reply card, p. 130

Reply card, p. 130, for more information
Designed for compactness

The Sonner 250 Pilot System is a gas-burner control system in a single panel, 12¼" by 12¼". Pre-wired and factory-tested, it incorporates the newest electronic combustion safeguard. The Sonner control has a quick response, fail-safe features and is self-checking.

Sonner Burner Company.
Circle No. 295 on reply card, p. 130

Blades are extra-thin

A new series of small diameter, break-resistant blades for use on power hand saws can be made as thin as 3/8" and 5/32" instead of the usual 1/4" thickness. The thinner blade cuts faster, wastes less material and is reinforced for strength, rigidity and safety.

Clipper Mfg. Company.
Circle No. 296 on reply card, p. 130

Cape Cod fits small lots

Panellized and trusted for rapid completion, this four-bedroom home sells for less than $9 per sq. ft. Included in the attractive features of this one-and-one-half story house are one-and-half baths, a family-sized kitchen, 9' birch cabinets and back-to-back plumbing.

New Century Homes, Inc.
Circle No. 297 on reply card, p. 130

Pool is installed fast

This pool kit is all that is needed to install the "Buster Crabbe Unitized" swimming pool. Hole is dug and sand is put in and graded smooth. Then sidewalls are bolted together, plastic liner is installed, the pool is filled, and the final backfilling is done.

Cascade Pools.
Circle No. 298 on reply card, p. 130

Flooring is germ-proof

All-vinyl flooring has been germ-proofed with a permanent antiseptic which kills bacteria. Tile is designed for easy installation, easy maintenance, easy purchase at modest price. This all-vinyl flooring is fungus-proof, mildew-proof and mold-proof, grease and acid resistant.

American Biltrite Rubber Co.
Circle No. 299 on reply card, p. 130

Floor leveling jack

Designed for use either in new construction or for remodeling, this floor leveling post has a range of adjustment 4'6" to 7'8". The weight of the assembled unit is 26 pounds, and its maximum capacity, with an adequate safety factor, is six tons.

Cardinal Foundry and Supply Co.
Circle No. 300 on reply card, p. 130

Three men erect 66 tied arches in only 85 man hours!

No special equipment or skilled labor used!

"We erected 66 Rilco Laminated Arches with three unskilled men—including arch assembly—in only 85 total man hours on this 46x130' IGA Foodliner in Weatherford, Oklahoma... and at only 25% of what we figured steel erection would have cost!" That's the statement by Johnny Klaassen, Weatherford contractor. "They're the best I've ever seen! We found Rilco Laminated Wood Tied Arches are of fine quality and workmanship—strong, rigid and attractive. And no trouble at all to achieve an even roof and ceiling.

"The ease of erecting arches saved time. I used only common labor under the supervision of a carpenter—no scaffolding or cranes."

Rilco glued laminated arches are prefabricated, precut and drilled for hardware furnished. Placed two feet on centers, they offer true level framing for roof and ceiling construction. Write for free data on tied arches.

See our exhibit at the NAHB Show
Space #537, Sherman Hotel

RILCO LAMINATED PRODUCTS, INC.

WR11 FIRST NATIONAL BANK BLDG., ST. PAUL 1, MINN.
District offices: Newark, N. J., Fort Wayne, Ind., Tacoma, Wash.

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1959 PRODUCT SHOW: BONUS

Offer split level prefab
Available for 1959 from the Maryland Housing Corp. is this split level prefabricated house. Comes with brick facing and shingles. Company offers a wide range of models including three and four-bedroom homes, both modern and traditional in design.

Maryland Housing Corp.
Circle No. J301 on reply card, p. 130

Hot-water heating control
New zone-control package for hydronic heating provides multiple-zone control using only one circulator and one relay. Thermostat and small motorized water valve maintain desired temperature in each zone. Meets FHA requirements for zoning split levels.

White-Rodgers Co.
Circle No. J303 on reply card, p. 130

Unit is pre-assembled
Compact, pre-assembled electric baseboard requires only one electrical connection to energize and automatically control. Standard lengths and heating outputs give exact heat required. Unit may be mounted in minutes; four screws hold it to the wall.

Edwin L. Wiegand Co.
Circle No. J305 on reply card, p. 130

Shingles: stained or unstained
The Creo-Dipt Co., Inc., of North Tonawanda, N. Y., presents its new Optional Kolor Plan. They offer red Cedar Pryme-Shakes and Pryme-Shingles with their Fynal-Kote. Also offered: linseed-oil base shake and shingle coatings.

Creo-Dipt Co., Inc.
Circle No. J302 on reply card, p. 130

Keeps pool comfortable
A gas-fired water heater and boiler, especially designed for pools, is light and compact enough for installation by one man. Cabinet is of heavy gauge steel with baked enamel finish; tubes are copper. The fire brick insulation can withstand 2,000°F temperatures.

Edgewood Mfg. Co., Inc.
Circle No. J304 on reply card, p. 130

Gives cold, rain protection
New easy-to-install metal interlocking weatherstripping gives protection from heat and cold, dust and rain. Features exclusive "Air Lock" which, when installed outside, completely conceals crevice to keep moisture out. Keeps wood from swelling.

Robert N. Baltz & Co
Circle No. J306 on reply card, p. 130

CALL AN EXPERT — have him tell you why UR CONCRETE ALL WINTER?

Your Ready-mix Supplier

Special WINTERIZED Concrete

containing SOLVAY CALCIUM CHLORIDE* offers you these 6 money-saving advantages...

- Added safety  - Quicker setting  - High early strength
- Savings in protection time  - Less delay between operations  - Full ultimate strength

*SOLVAY® CALCIUM CHLORIDE speeds, but does not change, the basic action of portland cement. This use of calcium chloride is approved by Portland Cement Association, American Concrete Institute, Calcium Chloride Institute, leading highway departments.

Allied Chemical
SOLVAY PROCESS DIVISION
61 Broadway, New York 6, N. Y.

SOLVAY branch offices and dealers are located in major centers from coast to coast.

Write for SOLVAY'S newly-revised 38-page booklet, "The Effects of Calcium Chloride on Portland Cement.”
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are money makers from every angle

HIGH OUTPUT—You make money on all jobs because these efficient, powerful units do your work quickly, smoothly, profitably.

LOW MAINTENANCE—You save money because these machines can take the everyday beatings of continuous service, under all conditions, with an absolute minimum of attention.

LOW PRICE—You save money initially because no other machines of comparable quality are priced lower than Muller Machines—the best light construction equipment money can buy!

Ask for prices and name of local dealer.

Dealers: inquire about profitable territories now available.

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Cable Address: MULMIX

COMPLETE KITCHEN

8 cu. ft. Refrigerator
Including
2 cu. ft. Pull-out Freezer Drawer
Choice of White or Natural Wood Grain Finish

Write for full details to
GENERAL AIR CONDITIONING CORP.
Dept. C-14, 4542 E. Dunham St.
Los Angeles 23, California

GENERAL CHEF

NATIONWIDE SALES AND SERVICE
Colonials are low cost
Manufactured homes in the $10,000 to $12,000 price range are being emphasized this year by this company. Colonial is the featured style. The homes range in size from three bedrooms to five bedrooms, and from one story to story-and-a-half.

Air cleaner is built in
A built-in Precipitron electronic air cleaner is featured in the new "Kleenaire" furnaces. Up to 97% of all dust and smoke are removed by the unit. Air cleaners are also available in kits for future installation or as independent units.

Built-in has non-fog door

New locking device
Ludman's new Model E Auto-Lok is a patented automatic locking device with a corrosion-proofed torque bar for balanced operation. Made of architectural aluminum, Auto-Lok is tight closing, durable, easy-operating. Easy to install, needs no adjustment.

Siding pretreated at mill
Palco Redwood siding, manufactured by Pacific Lumber Co., has a new feature. The siding is now being pretreated with Woodlife for moisture resistance. This pretreatment is performed at the mill, immediately after the siding is manufactured.

Glass fiber ducts
This prefabricated glass-fiber duct system is made for residential heating and air conditioning. Has the following advantages: it insulates; it has efficient air handling because ducts are round. Available in all standard round duct sizes. Easy to cut and fit.

meet the
"MASTER BUILDER"

Berger's '59 model
convertible transit-level

We call this new convertible the "MASTER BUILDER" because it is designed for the builder who wants big instrument performance—at a moderate price. Added brawn, without excess weight, combines with rotating center (as in engineers' levels), assures accuracy in the "MASTER BUILDER" to meet any construction challenge that might come your way.

Its 3-ft. short focus enables you to work in cramped quarters. Its 22-power telescope will sharply define individual graduations on a rod at greater distances. It gives you unrivaled performance even in poor light. Horizontal circle and vertical arc with double verniers read to 5 min.

Whether you're leveling a foundation, setting forms, plumbing a column or lining up an engine bed, you'll find the "MASTER BUILDER" a profitable experience in time saved. Get behind this new convertible. See for yourself. Write for details.

C. L. BERGER & SONS, INC., 47 Williams St., Boston 19, Mass.

THE BEST IN SIGHT IS BERGER
ENGINEERING & SURVEYING INSTRUMENTS...SINCE 1871
Announcing...Dynamic new

**SPECIAL SERIES**
Gas and Oil Furnaces

- Exclusive *Seal-Tite* Design
- Interchangeable...Gas or Oil Fuel
- Factory assembled, wired and fire tested
- AGA Seal of Approval
- Designed for Air Conditioning
- 10 Year Factory Guarantee

A dramatic addition has been made to the Williamson Complete Product Line...the years ahead SEAL-TITE* design in a sleek, two-tone decorator gray cabinet for furnaces! These units have real consumer appeal. Engineered for maximum air flow with SEAL-TITE*...and, best of all...these units are dust tight!

Smaller and more compact per BTU than any other furnace with as many exclusive features!

Complete interchangeability...install temporarily with oil and when gas fuel is available, convert to gas with an AGA listed package!

Especially designed for use with Air Conditioning...addition of Coil and Outdoor Condenser converts units into a Yearround* Air Conditioner.

**ALL UNITS ARE 22½” WIDE**

<table>
<thead>
<tr>
<th>BTU</th>
<th>Hi-Boy Hi-COUNTER-FLOW</th>
<th>LO-BOY Hi-BOY</th>
<th>LO-BOY COUNTER-FLOW</th>
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*Not available for oil fuel

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**THE WILLIAMSON COMPANY**
333-41 Madison Rd, Cincinnati 9, O.

I want more information on the new Williamson Seal-Tite Special Series Furnaces.

<table>
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<td>City</td>
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JANUARY 1959
HERE'S HOW STEEL-X CAN SAVE YOU TIME & MONEY!

* Snaps into place quickly! No hammers or other tools needed!
* One down-pull and done! No nails, no sawing, no cutting, no tools!
* Unbelievably low-cost installation!
* Goes in after capping; after all subcontractors are through!
* Quickly removable for alterations!
* Will not shrink, warp or rust!
* Completely termite-proof! GUARANTEED!
* Home-buyers prefer modern STEEL-X!

Write Dept. AB-1-9 for FREE sample, price and literature.

STEEL-X IS A TRADEMARK OF
TABER BUSHNELL CO.
Metropolitan Bidg., Mpls. 1, Minn.

1959 PRODUCT SHOW: BONUS

"Lighted" house numbers
Impregnation with a fluorescent pigment causes the numerals on the Numalite house-number fixture to be luminous. Fully guaranteed for one year, it is supplied with face panels providing four different interchangeable decorator colors. Available in 14"x5½"x1½" size.

- Modern Controls Corp.
  Circle No. J313 on reply card, p. 130

Excellent traffic pattern
Kitchen separates dining room and family room in this "L"-shaped prefab. House has four bedrooms, two baths. Bedroom closets feature sliding doors. A drop-living room can be reached from dining room or from the entry. Carport, 20'x24', has largestorage area.

- Wilson Homes, Inc.
  Circle No. J316 on reply card, p. 130

Pool is fully equipped
Baker swimming pool, constructed of gunite, comes equipped with a complete automatic filtration system, white interior finish, water-line trim of tile and precast stone coping. Accessories available may include diving board, ladder, underwater lights and heating equipment.

- Baker Pools Incorporated.
  Circle No. J314 on reply card, p. 130

4" glass jalousies
Full weatherstripping at the jamb, head and sill of these jalousies provide a tight seal around the perimeter. Units are assembled with eight self-tapping screws for each unit. Multiple units are fabricated with the continuous head and sill and use a doublejamb.

- R. B. Leonard, Inc.
  Circle No. J317 on reply card, p. 130

Gas range has "sheer look"
The new "Featuramic" range will be at home in either modern or conventional houses. Features include "Therma-Sim" burners, "Spill-Free" top and "Touch'O Gold" Sof-Glo backguard with electric clock and outlet. There is a completely removable broiler-roaster.

- Brown Stove Works, Inc.
  Circle No. J315 on reply card, p. 130

New valve mixes water
When exacting demands require close temperature control of thoroughly mixed hot and cold water, Beacon No. 69 Temparator mixing valve provides constant regulating of water temperature. Easily re-assembled if inspection or cleaning is desired. Available in 3 sizes.

- Beacon Brass Co., Inc.
  Circle No. J318 on reply card, p. 130
New bonding agent

"Tile-Weld" is the latest in the line of bonding agents manufactured by Larsen Products. It can be used in four ways to eliminate many tile-setting problems. Added to water and Portland cement, it is more flexible and stronger. Full strength, it eliminates need for lath.

Larsen Products Corp.
Circle No. J319 on reply card, p. 130

Backhoe digs down 12½'

The model LX Ottawa Backhoe digs to a depth of 12½'. Outriggers, boom structure and mechanism are supported by a strong A-frame. Unit digs and loads at any angle up to 95 degrees right or left from center line of tractor. With all these features LX is lower in cost.

Young Spring & Wire Corp.
Circle No. J322 on reply card, p. 130

Controls room brightness

Newest Luxtrol light controls handle up to 450, 800 or 1,800 watts and can be installed in standard four-inch stud wall. Designed for fluorescent and incandescent lighting, they use only current needed to produce desired glow. The face can be painted or wallpapered.

The Superior Electric Co.
Circle No. J325 on reply card, p. 130

Tool does two jobs

A new version of Shure-Set—the R-360—makes it possible to use the tool for both hammer-in work and drilling. With the tool it is possible to fasten into hard materials like concrete, cinder block and mortar and into brittle materials like face brick or tile.

Olin Mathieson Chemical Corp.
Circle No. J320 on reply card, p. 130

Lifts with ease

Designed for express and pick-up bodies, the Perfection "Minute Man" Model 7-E powered endgate can lift and lower up to 700 lbs. Self-contained, it can be installed on any body of its truck’s class. The power controls are connected to the truck battery.

Perfection Steel Body Co.
Circle No. J323 on reply card, p. 130

Prevents moisture damage

Where moisture is or can be a problem, this wafer seal, used under most paints (not water-mixed) on the basic material itself or over all paints, will help protect and preserve the paint finish and provide moisture damage prevention. Assures positive efficient concrete curing.

E. A. Thompson Company, Inc.
Circle No. J326 on reply card, p. 130

Pump handles solids, sludges

A wheel-mounted diaphragm pump with 3" hose connection has a capacity of 4,500 gal. per hour. Handles sludges and solids that would normally clog centrifugal pumps. Constructed of aluminum alloy, it has shafts and gears made from special "well-wearing" materials.

Midland Products Co.
Circle No. J321 on reply card, p. 130

Few service problems

New gas water heater is designed to be installed with a minimum of time and expense and to be as free as possible from adjustment and servicing problems. The new MAGIC MIX stainless steel burner embodies these advantages. It has perfect air adjustment.

W. L. Jackson Mfg. Co., Inc.
Circle No. J324 on reply card, p. 130

Pump has high capacity

Called the "300" Series, this new gasoline-powered pump unit is designed to deliver high capacity and efficiency at low cost. Features include a fast-starting engine and a manual throttle control that permits matching the speed of the pump unit to the job conditions.

Homelite Div., Textron Inc.
Circle No. J327 on reply card, p. 130
Bricks can be nailed on

Clay bricks, kiln-burned at 1800 degrees, come with a flange and holes for nailing. They are 7/8" thick, can be applied to any surface equivalent to 3/8" plywood. For indoor-outdoor use, they weigh 75% less than regular brick with colors from dark red-brown to light red.

> Ludowici-Celadon Co.
> Circle No. 3328 on reply card, p. 130

“Community” swimming pool

For builders who want a community swimming pool, this steel-reinforced, poured concrete pool will serve from 30 to 3,000 families. Complete package includes filtration equipment, accessories, etc. Available to East-Coast builders only. Price: approximately $7.50 per sq. ft.

> Sylvan Pools, Inc.
> Circle No. 3331 on reply card, p. 130

Exit lights made of Zamac

A new line of surface exit lights are available in which the complete housing, as well as the frame, is of diecast Zamac alloy now on the market. The alloy is strong, accurate, free of porosity and possesses excellent mechanical and corrosion-resistant properties.

> Prescolite Mfg. Co
> Circle No. 3329 on reply card, p. 130

Panelling with 2 lives

Lamidall planking is said to have a durable lifetime plastic surface. It is manufactured in random widths (6", 8" and 10") and in standard lengths of 6', 8' and 10'. Available in decorative woodgrained and abstract patterns. Lamidall is easily and quickly installed.

> Woodhall Industries, Inc.
> Circle No. 3332 on reply card, p. 130

Prefab has flexible plan

Alternate kitchen/bath arrangements are available with all plans of this model, “Tahoe.” Choice of a double or single carport or garage, basement or non-basement, three types of siding. Flat or cathedral-type ceiling is possible as choice over living and kitchen areas.

> Southwood Corporation
> Circle No. 3320 on reply card, p. 130

Add texture interest

Fir plywood panels, called AMER-PLY-WOOD, give a three-dimensional effect because of unique “blasting” process. Pre-finished surface is scuff- and mar-resistant, makes them ready for use when received. No sanding or finishing is needed. Panels are 4' x 8' x 3/8".

> Southwood Corporation
> Circle No. 3330 on reply card, p. 130

Installation speeded

Fastener Corp’s Duo-Fast Hammer Tacker HT-755, driving a heavy 9/16" staple, is now being used to speed and simplify the installation of metal lathe to studs. This application of the Duo-Fast Hammer Tacker is especially useful for tile contractors. It’s easy, less time-consuming.

> Fastener Corp.
> Circle No. 3335 on reply card, p. 130

Saw has many assets

The Clausing 10" is a heavy-duty tilt/arbor saw. Features include: heavier construction for positive blade alignment at every height, angle and cutting load. The Clausing also has a 9/16" diameter arbor; sealed-for-life preloaded ball bearings; continuous-duty motors—1 to 3 H.P.

> Atlas Press Company
> Circle No. 3336 on reply card, p. 130

Reply card, p. 130, for more information
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Revised by CHARLES A. PHELPS

Newly published 6th Edition of the book builders rely on. This popular working reference details and illustrates experience-tested methods for handling the most difficult house carpentry jobs with a maximum of savings in time and materials. Easy-to-follow directions throughout plus more than 1,100 drawings. Fully incorporates latest professional information on new materials, equipment, and techniques. Ready Feb. 25.

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CHIP-A-SA W CONVERSION KIT

Convert your portable circular saw to a double chain saw quickly and easily. 1 1/2 Chip-A-Saw conversion kit does a full 18" cut. Robust construction plus premium engineering means many years of dependable service. Simply screw on the guides. Available in black or chrome. Complete kit only $14.95 at dealers or direct from factory.
**Flow-Control** caulking

DAP caulking compound comes in fibre and metal cartridges that offer "Flow-Control" feature ending messy, wasteful over-runs. Applies with speed and ease to wood, metal or masonry. This caulking sticks tight—stays elastic to resist expansion and contraction.

*Dicks-Armstrong-Pontius, Inc.*

Circle No. J337 on reply card, p. 130

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**All-in-one heating unit**

An all-in-one home heating and household hot-water unit, Mark II, uses either oil or gas. Heater takes up only 4 sq. ft. of floor space. Was designed to match other home appliances 36" high. Easily assembled without the use of tools. More details from the manufacturer.

*National-U. S. Radiator Corp.*

Circle No. J340 on reply card, p. 130

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**3 bedrooms, den, 2 baths**

"The Glen" is Fairhill's new 1959 all-prefab model house. "The Glen" features three bedrooms, a den and two baths. Fairhill, Inc., located in Memphis, Tenn., designed this model to accent style and to accentuate more space for the money. Other models available.

*Fairhill, Inc.*

Circle No. J341 on reply card, p. 130

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**Ducts are light**

Fibre ducts for warm-air heating in slab-on-ground construction are strong, lightweight, easy to handle and level. Ducts fit all standard metal elbows and sleeves. Lengths may be ordered to job size or cut at site with hand saw. These fibre ducts are economical, easy to handle.

*The Richkraft Co.*

Circle No. J344 on reply card, p. 130

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**Across the chimney top**

Dura-Vent Tops are scientifically designed to help—rather than to hinder—draft action. Engineered for efficiency, ease of installation, and smart appearance. Made of corrosion-resistant aluminum for long maintenance-free wear, prevents down drafts, clogging from debris or icing.

*Dura-Vent Corp.*

Circle No. J339 on reply card, p. 130

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**New tractor combination**

A tractor combination of special interest to builders is this No. 70 trencher mounted on a Model 550 Industrial Wheel Tractor. For complete versatility, the company's new 558 loader can be added to the rig. Its bucket will lift to a height of 8'6". More data available.

*The Oliver Corporation*

Circle No. J343 on reply card, p. 130

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**Prefab meets low-cost need**

Available in five exterior elevations, this house comes in a basic shell package or in a complete package. Designed to meet the low-cost FHA-VA or conventional market, it has studio type ceilings on a low pitch roof. Ideal for the FHA 203(i) or 203B programs.

*Manufactured Homes, Inc.*

Circle No. J343 on reply card, p. 130

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**Sash balance is concealed**

Quiet-operating "Hidalift" is completely concealed when installed. Fits double-hung windows with or without weatherstripping. Can be easily and accurately tensioned with screwdriver either before or after installation. "Hidalift" is available for many sizes in windows.

*The Turner & Seymour Mfg. Co.*

Circle No. J345 on reply card, p. 130

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Reply card, p. 130, for more information
Furnace shipped assembled
Oil-fired hiboy furnaces can be installed in all close clearance locations. Built in 3 sizes from 85,000 to 125,000 btu bonnet rating. Shipped completely assembled and wired with all components installed at the factory. Units finished in Hammertone baked enamel.

Radio-intercom combined
Clock Master, model SPRI-M11C, a combination radio-intercom system, has a 9½ x 15½" master size panel; master steel outlet box is 8½ x 14½ x 3½". The model has an appliance outlet, automatic Telechron electric clock. It can be pre-set to automatically turn on and off.

Exteter lamp light
Singly or in pairs, gaslight-era style lamp enhances doorway decor of housefronts, carports, garages and mellows patio areas. The lamp blends with most types of architecture. Available for operation on natural, butane, propane, manufactured gas. Available in 13½ by 10½".

Shellac offered in sprayer
Touching up of knots or worn spots is made easier with this shellac in the form of an aerosol bomb. It can be sprayed on quickly and easily in a matter of minutes, and is completely dry in three hours. Bombs contain 16 oz. of shellac.

Protects switch damage
New bronze sump pump, Pen-Pride, has its switch as an integral part of the motor housing to protect it against damage in shipment and installation. Switch is operated by floats attached to a tough polyethylene rod, a new feature. Pump comes with float and rod in place.

Light outside with gas
A touch of “old-fashioned” charm may be added to the outside of your houses with the “Lampadaire.” Provide added night safety by lighting sidewalks, driveway, patio or garden with this traditionally-styled gas lamp. Contact manufacturer for more data on gas lamp-post fixtures.

Furnace adapts for A/C
A new series of gas-fired, forced-air furnaces comes completely assembled, wired and enclosed. Series is available in 80,000, 95,000, 110,000 and 125,000 btu input capacities and features extra-large blower capacity for the addition of air conditioning.

Portable, “flush cut” saw
Heavy duty type, electric reciprocating, portable, all-purpose saw has integral unit with a self contained ½ horse power motor. Optional “Flush Cut” accessory attachment insure being able to cut flush with any surface with either right or left hand.

Pitless-pump unit
New pitless pump unit is connected to and forms the upper part of the well casing extending above ground. Known as the Monitor PJ, it includes a specially-designed centrifugal jet pump mounted within the casing below the frost line. It is said to meet strictest well codes.
Winter air conditioner

New Janitrol J-Line gas-fired winter air conditioner—series FVB85—is available in 80,000 and 100,000 btu/hr. inputs with Unidrive blower. Series FVBB85 is available in 100,000 btu/hr. inputs with belt-driven blower. Overall height: 56½".

Surface Combust Corp.
Circle No. J255 on reply card, p. 130

Gives year-round comfort

A new heating system called JET-HEET is based on the principle of the jet aircraft engine. Forced-draft burner assures clean combustion at maximum efficiency. Filtered and humidified air is delivered to each room through flexible duct work.

Jet-Heat, Inc.
Circle No. J258 on reply card, p. 130

Gas furnace is AGA listed

Columbia "Gem" Counterflow, model CGC 80-100-125, is a forced-air gas furnace for closet, utility room or alcove installation. Approved for one-inch clearance on sides and rear; six inches, front. The model is AGA listed for all types of gases.

Columbia Burner Company.
Circle No. J261 on reply card, p. 130

Hood has intercom system

The Commun-A-Hood combines best features of ventilating hood and radio-intercom system, is complete with five additional remote speakers, ready for installation. There's a choice of coppersone, white, aluminum, baked enamel finishes. Made in 36" or 42" widths.

C & H Supply Company, Inc.
Circle No. J256 on reply card, p. 130

Perimeter lighted cabinet

Sliding-door bathroom cabinet in polished aluminum frame features full perimeter lighting. A four-way switch provides more, less illumination as desired. Cabinet body made from one piece of cold, rolled steel. Rustproofing is done before enameling. Has plenty of storage space.

National Steel Cabinet Co.
Circle No. J259 on reply card, p. 130

Folding-in shower door

The folding door for showers and tub enclosures fold inward—away from the bathroom. They are made with fully adjustable jamb which compensate for any wall deflection. No waxes, polishes or other surface treatments are necessary as finishes are made permanent by anodizing.

Beauti-Dor, Inc.
Circle No. J362 on reply card, p. 130

Pressure relief valves

Two new A.S.M.E.-rated self-closing temperature and pressure-relief valves have male-inlet and ¾" female-outlet connections. No. 141S is equipped with lever and short thermostat; No. 141X is equipped with lever and extension thermostat. Bronze construction throughout.

Watts Regulator Co.
Circle No. J257 on reply card, p. 130

Jumbo copper core heater

Water kept in this 65-gallon automatic gas heater touches only pure copper... the metal that never can rust. Pure copper core, heavy steel casing, thick fiber glass insulation, a high capacity and recovery meet "built for a lifetime" standards. Domestic-use version too.

Trageser Copper Works, Inc.
Circle No. J260 on reply card, p. 130

Saw stops vibration

Model J-114, a new 14" woodcutting band saw, features a heavily-ribbed, one-piece frame—eliminates vibration. Window in upper guard enables operator to check blade tension from front of the machine. Available accessories are mitre gauge, rip fence and rails and lamp.

Yates-American Machine Co.
Circle No. J263 on reply card, p. 130

Reply card, p. 130, for more information
MORE BIG NEWS FROM JOHN DEERE

New DIESEL Crawler and Wheel Tractors added to John Deere Industrial Line

TWO NEW BACKHOES ANNOUNCED

John Deere Setting FAST PACE in Industrial Equipment

NEW 831 LOADER READY FOR FIELD
Now a DIESEL Engine for JOHN DEERE 440 TRACTORS

Bringing you every Diesel advantage Plus 10% MORE POWER!

Here it is! The GM Diesel, known throughout industry for its economy, dependability and long service! Power-matched to John Deere “440” Tractors, the engine carries the following specifications:

Design

- Engine Type: 2-cycle, 2-cylinder
- Bore and Stroke: 3-7/8 in. x 4-1/2 in.
- Displacement: 106.1 cu. in.
- Compression: 17:1

Performance

- Rated hp at 1850 rpm: 33-1/4
- Max. Torque at 800 rpm: 108 lb. ft.

Diesel power and more power—10 per cent more than previous “440” Tractors—give John Deere “440” Crawler and Wheel Tractors extra capacity to take on more jobs—make even greater savings in time and fuel—turn out more work per day.

The new John Deere “440” Diesels provide the extra efficiency of a high-compression Diesel engine—plus the fast response of high-torque Diesel performance. In addition, John Deere Industrial Tractors with GM Diesel engines provide the “fire insurance” of Diesel fuel which opens up new construction and materials-handling jobs to the John Deere “440”—in mines, dockyards, and other confined areas.

Whatever your reasons for preferring Diesel power, start now—cash in on modern Diesel advantages in a John Deere “440” Crawler or a “440” Wheel Tractor and matched working equipment.

“440” Crawler with matching 831 Loader gives you a smooth-working combination for many jobs.

“440” Wheel Tractor with 71 Loader and 5/8-yard bucket does an efficient job of loading.

Below: “440” Crawler with 64 Dozer and Scarifier—a favorite unit with builders and contractors.

Below: 71 Loader, equipped with blade, tackles a wide variety of work. “440” Wheel Tractor provides power to spare.
Introducing the FIRST 5-Position BACKHOE in the Field...

THE New JOHN DEERE 51

One of two great new John Deere Backhoes, the model 51 provides unmatched operating flexibility. Designed to operate from any of five positions, the boom can be shifted with hydraulic power to any position in 15 minutes. One man with a wrench does the job!

In operation, the husky hydraulic cylinders of the 51 provide plenty of "breakout" power for tough or frozen ground conditions. From a working depth as great as 13 feet 6 inches, the bucket rises to a dumping height of 11 feet 9 inches, to load even the largest trucks. Boom swings through a 180-degree arc.

Flush-digging along buildings or fences is simple with the 51 mounted at first or fifth position. Operator has excellent view of both digging and spoil pile. In transporting, end position permits hoe to be folded against tractor to make a compact, well-balanced unit.

Plus...a brand-new center-position BACKHOE

THE JOHN DEERE 50

Here's reach and power to tackle any trenching job! Center-mounted boom has a 20-foot 3-inch reach at ground level, swings smoothly through a 205-degree arc by hydraulic power. Just two control levers do the job, while the operator sits in comfort.

Bucket has side-cutting edges and replaceable teeth.

One hydraulic system powers both loader and backhoe.
A new answer to speedy low-cost loading

THE JOHN DEERE 831 LOADER

Take your choice of gasoline or Diesel power, but pick the John Deere 831 Loader for a new low in earth-moving costs! High-lift bucket has 7/8-yard heaped capacity, welded cutting edge and spill sheet. Rugged construction plus the husky hydraulic system of the "440" provides pry-out pressure and lifting ability that greatly increase daily work capacity.

When the bucket is dumped from the full-height position, it returns to the ideal 9-degree digging angle by use of the boom control only—a great convenience for operators and one of many reasons for the 831's fast cycle time.

In a recent test, the Diesel-powered 831, handling loose soil from a stockpile and working in third speed, filled 20 standard dump trucks in one hour, using only two gallons of fuel.

Check on this new John Deere 831 Crawler-Loader now—start setting your own records for low earth-moving costs!

JOHN DEERE INDUSTRIAL DIVISION
Moline, Illinois, Dept.

Please send information on the □ "440" Diesel Crawler □ "440" Diesel Wheel Tractor □ 50 Backhoe □ 51 Backhoe □ 831 Loader.

Name

Firm

Address

City       State

THERE IS A
JOHN DEERE
Industrial Dealer
Near You...
Ask him for a
demonstration!
Issues come and issues go, but APRIL goes on all year long

American Builder

1959 Buyers Guide

WHAT TO USE HOW TO USE IT WHO MAKES IT

It hangs right by the builder's phone and order pad. Be sure you're in it—deadline is February 25.
POWER to boost job efficiency with REMINGTON tools

**Screwdriver, Model 143SR** — Reversible by rear toggle switch; adjustable clutch for uniform torque; drives up to #12 x 2” wood screws. Price: $90.00*

**Electric Drill, Model 125** — Heavy-duty, 1/2” capacity; 7.5-amp motor; most powerful in its class; 500 rpm; rugged construction yet lightweight; 8 lbs. Price $73.00*

**Plane, Model 3P** — Extra-heavy-duty, 3” combination door end surface plane — converts by removing fence; superb balance; 8.4-amp motor. Price: $170.00*

**Electric Chain Saw, Model 11E12D** — 12-amp universal motor; hardened steel bevel gears; 12” bar with Roller Bearing nose; Wt.: 18 lbs. Price $120.00*

Remington delivers power, mobility and easy handling to help you cut costly man-hours on the tough jobs. Remington Power Tools are designed and built for extra-long service with minimum maintenance. Your Remington distributor stocks and services the industry’s widest selection of power tools and parts.

**FREE CATALOG**

Send for illustrated catalog showing complete line of Remington Contractor and Industrial Tools with specifications and performance data. Mail the coupon — there’s no obligation.

*Prices and specifications subject to change without notice. Prices slightly higher in Canada.

**BONUS PRODUCTS**

**Incinerator is automatic**

The Imperial Calcinator smokeless home incinerator has a timer control that is manually set and automatically shuts itself off. Control valve features: shut-off in case of pilot failure; pilot filter; timer control allowing any number of burning cycles up to 4 hours.

Circle No. J384 on reply card, p. 130

**Offers no blind spots**

The design of this BrikSawMatic masonry saw lets you see what you’re cutting at all times. Powered by a 2 H.P. motor, it has a new full-view cutting head and an easy-to-reach recessed crank. The cutting head is always level, ready to cut immediately.

Circle No. J385 on reply card, p. 130

**New design series offered**

Called the “West Point,” this manufactured home is one of a new series of five basic designs offered for 1959. The new models are designed for the $13,500 and under market. Each design is available in several different elevations.

Circle No. J386 on reply card, p. 130

Remington Arms Company, Inc.
Bridgeport 2, Connecticut

Incinerator Corporation.

Circle No. J384 on reply card, p. 130

Everready BrikSaw Company.

Circle No. J385 on reply card, p. 130

Thyer Manufacturing Co.

Circle No. J386 on reply card, p. 130
“Speed makes the difference between a profit and a loss for me!... That’s why I say my Work Bull 1001 is ‘right’ for land development, or any one of a hundred other tough construction-site operations. This Work Bull with its 3/4 cu. yd. bucket and on-the-job speed works circles around equipment with twice the bucket capacity...and at a fraction of the cost!

The secret of the Work Bull 1001’s speed is its multiple-disc hydraulically actuated reversing clutches that let you change directions instantly by switching your foot from the forward to the reverse pedal...no clutching or shifting gear!

Other profit-making features include power steering; individual turning brakes; “no-blind-spot” visibility; telescoping lift arms with 124” bucket hinge clearance; 45° bucket rollback; and 5,200 pounds of breakaway power! Low pivot points put line of thrust below wheel axle...traction increases in ratio to resistance encountered! Torque converter automatically adjusts power between speed and load requirements. Eight quick-change attachments provide versatility for almost any job, and can be changed right in the field!

Your Massey-Ferguson Industrial Dealer offers a complete Sales and Service program for all Work Bull and Davis equipment. Write for his name and literature.

Work Bull 303 “packages” also have instant-reverse... combine the speed, versatility, and economies of a utility rig with the capacity and stamina of medium-range equipment!
with the New Sherman-Napco 4-Wheel Drive

Now you can operate your tractor efficiently regardless of unfavorable ground conditions!

With a Sherman-Napco 4-Wheel Drive, you "get up and go" because you have more positive traction at all four wheels ... you do many heavy jobs that you would expect only a larger tractor could handle ... and work is performed quicker.

Because traction is positive, you utilize the full power built into your engine. And tractor life is increased because there is less wear and tear, wheel slippage, clutch slippage and strain.

The Sherman-Napco is engineered specifically for the Ford 600 and 800 series tractors. It is an inexpensive unit that can be installed in a few hours and soon pays for itself.

SHERMAN PRODUCTS, INC., Royal Oak, Michigan
POWER DIGGERS + LOADERS + FORK LIFTS + SOIL WORKING TOOLS + CRANES AND EXCAVATORS

Get a demonstration at your Ford Tractor Dealer or write for Bulletin SP-787.

A. Interior Sash B. Storm Sash C. Fiberglas Screen

Double Sliding Window
Combined with Picture Window

The Fleetlite Picture Slide combines the beauty and vision of a picture window with the convenience of an operating window. Flanking sliders open toward the center for direct or indirect ventilation. All sash—including the picture window—may be removed from inside for cleaning.

Each Fleetlite Picture Slide is a complete double window with an interior sash, storm sash and Fiberglas screen in an extruded aluminum four channel frame. This double glazing provides a 1 3/4" insulating "blanket of air" between the sash as a barrier against noise, heat and cold and completely eliminates the need for costly insulating glass.

Factory assembled Fleetlite Picture Slide aluminum windows are available in sizes ranging from 5'0" wide by 2'1" high to 10'0" wide by 5'1" high. Write for catalog. Fleet of America, Inc., Dept. AB-19, 2015 Walden Ave., Buffalo 25, N.Y.

BONUS PRODUCTS

Rotisserie control
Hardwick Stove Co. has introduced a thermostatic control for "live-flame" rotisserie cooking. This, the manufacturer says, means that food cooked in its MicroRay meat oven will have improved flavor and more chef-like care than in a conventional oven or broiler.

> Hardwick Stove Co.

Year-round heating-cooling
Gas-fired furnace with bonnet cooling coil are two principal components of this residential year-round heating-cooling equipment. Special features include high capacity—near full tonnage at air-cooled conditions—small dimensions and up-blast discharge.

> The Trane Company.

Moldings to mix 'n match
Prefinished hardwood moldings are made in 7 patterns and 8 finishes. Can be matched with PlyWelsh pre-finished hardwood plywood paneling. Can either be used to match or contrast with various PlyWelsh species and finishes. Come in lengths from 8 to 16'.

> Welsh Plywood Corp.
to give home buyers
A BIGGER PACKAGE...AT LOWER COST!

(1) Allis-Chalmers utility tractors will get you off to a fast start digging footings, placing septic tanks, trenching for sewers. (2) As the house goes up, they'll speed construction and cut costs by handling construction materials right alongside carpenters and masons. (3) As the house nears completion, they'll handle landscaping, build driveways, put in plantings.

You'll save money because an Allis-Chalmers tractor costs less to operate, less to maintain, gets amazing work output from fuel used. These are facts we're ready to demonstrate!

The new design is different—in a way that makes sense. Clearance is higher, the wheel base longer, the weight placed lower, and you can make a pivot turn within a radius of 8 ft 1 in.

Let us demonstrate an Allis-Chalmers utility tractor on the job—YOUR job! You'll see why you can give a bigger package at lower costs when you own your own D-14 or D-17!

D-14 43-hp, 4,200-lb weight
D-17 63-hp, 5,300-lb weight

ALLIS-CHALMERS

ALLIS-CHALMERS, Utility Tractors and Equipment
Milwaukee 1, Wisconsin

Gentlemen:

Show me more about the new design
Allis-Chalmers utility tractors and equipment.
□ I'd like Literature □ A Salesman's Call
□ A Job Demonstration

Name:

Firm:

Address:

City_________________State_________________

SOLD BY ALLIS-CHALMERS DEALERS EVERYWHERE

JANUARY 1959
SAVE...
BUILD BETTER CONCRETE FORMS FASTER with ROCFORM SYSTEMS
Here's Why

1. Round corner form eliminates filler strips and results in strong, attractive, rounded basement corners.

2. Patented wall aligners automatically give wall of uniform desired thickness and line up tops of panels.

3. Tapered steel tie rods with special pins hold forms rigidly in place. Can be re-used continuously.

4. ROCFORM metal walers are permanently built into forms. Sections lock together with patented clamps.

5. Adjustable outside corner clamps allow for a 3-inch variable without necessity of corner fillers.

Step up to Rocform Systems and do better concrete forming jobs—FASTER.
FOR FULL DETAILS WRITE, WIRE, OR CALL:

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DETROIT 35, MICHIGAN

1959 PRODUCT SHOW: BONUS

The complete imbiber
The "Dwyer Maitre D" is a refrigerator-storage unit—complete for all storage of glasses and what-have-you plus a generous cold-storage space for refreshments. Unlocks with turn of key. 2 ice-cube trays. Length: 39", depth: 23½", height 35¾".

Dwyer Products Corp.
Circle No. J370 on reply card, p. 130

Areawalls in 3 shapes
Lux-Right areawalls are manufactured in three shapes (straight, round and square) and a wide range of sizes. Units are formed of heavy 14- and 16-gauge copper-alloy rust-resisting steel dipped in pure molten zinc to give durability and long life.

Saint Paul Corrugating Co.
Circle No. J373 on reply card, p. 130

Gang-nailed roof truss
Gang nail gusset plates have replaced the conventional hand-nailed gussets on the roof trusses sold by this prefab manufacturer. The gusset plates are supplied by Gang-Nails, Inc., and the trusses are nailed together with a 20-ton press.

Lumber Fabricators, Inc.
Circle No. J371 on reply card, p. 130

Offer complete prefab line
A complete line of prefabricated structures, ranging from vacation cottages to apartment buildings, is sold by this West Coast concern. The buildings feature the use of stressed skin wall panels of plywood and plasterboard, and roof trusses.

Loctwall Corporation.
Circle No. J374 on reply card, p. 130

Kitchen barbecue-broiler
A new model "Electramic" barbecue-broiler is designed to operate on 110-volt current. The unit is a drop-in type that can be installed in any standard 18"-base kitchen cabinet. Has overall size of 16" wide x 20½" deep. No extra insulation is required.

Stanthony Corp.
Circle No. J372 on reply card, p. 130

Offer "Magic Lung" venting
This complete line of kitchen ventilating systems features the "Magic Lung" heat exchangers and grease extractors. Units are available in capacities of from 300 to 600 CFM, and multiple blower units can be installed for greater loads.

Circle No. J375 on reply card, p. 130

Reply card, p. 130, for more information
Gasoline, Diesel, or LP Gas—New Multi-Range 6-cylinder engines for the International 460 Utility—gasoline, Diesel, LP Gas—deliver 61 hp at the flywheel, 48 at the drawbar.

New International® 460 Utility tractor

...SMOOTH 6-CYLINDER POWER

with brawn to match!

Add new Multi-Range 6-cylinder power to International's traditional built-in brawn ... you literally step into a new world of utility tractor performance!

Here's sensationally SMOOTH power, virtually vibration-free, to lessen operator fatigue and thus step up daily output. It's economical power, because new Multi-Range design delivers remarkable fuel economy at every load range. It's flexible power, with instant governor response to load demand at any engine speed from 900 to 1,800 rpm. And it's power, balanced with built-in brawn, that delivers over 48 drawbar horsepower for the widest range of heavy-duty utility tractor work.

Ask your IH dealer to demonstrate the new 460 Utility ... or others in the complete International line, 12.8 to 72.5 bare engine hp. For free catalog, or name of your nearest IH dealer, write International Harvester Company, Dept. PW-12, P. O. Box 7333, Chicago 80, Illinois.

See Your INTERNATIONAL HARVESTER Dealer

International Harvester Company products pay for themselves in use—Farm Tractors and Equipment ... Twine ... Commercial Wheel Tractors ... Motor Trucks ... Construction Equipment—General Office, Chicago 1, Illinois

New Fast Reverser Unit speeds up shuttle-type operations. In each of five gears, the reverse speed is 22 per cent faster than the forward speed in that gear.
"Today's" research house in Knoxville, Tenn., is more than just an experimental model. Builder Martin Bartling hopes to build and sell close to a dozen houses like it.

The house's landscaping, therefore, must serve a double purpose: first, it must provide a house setting that will be seen by thousands of buyers and builders who visit the house and by millions of readers of trade and consumer magazines that feature it; and second, it must be economical enough to be part of a readily saleable house package.

Bartling gave the job to his regular landscaper, Tom Faulkner of Faulkner's Mountain View Nursery, Maryville, Tenn. The budget allotted $450 for the lawn and all planting. Faulkner did the job for $456.60 and, as the pictures show, more than fulfilled every requirement. The planting is simple and neat and fits the house like a glove. Most important, it dresses up the house so that it looks like a lot more than the under-$14,000 price tag Bartling plans to put on it.

**PLANTING LAYOUT** shows how every part of the house that faces the street (beyond the bottom of the plan) is carefully dressed up. Entire lawn was built for an amazing $126, or approximately 1¢ a square foot.

**FRONT CORNER** of the fence is surrounded by Andorra Juniper. Tree beyond the fence's far side is an Asiatic Elm and beyond it are Dwarf Evergreens at the house corner. Ground cover there is English Ivy.

**CUSHION CHRYSANTHEMUMS** line the inside of the front fence. Shrub in the far corner is a Japanese Holly Grape. Cost of all plants, shrubs, trees and mulch was $269; labor cost of preparation and planting was $61.
job that looks like a million dollars

PLANTS on near side of walk are a Spreading Cotton-easter, a Weeping Evergreen Privet, and a Gold Dust Plant. Shrubs beyond walk are Evergreen Privets.

PATIO would do justice to a house twice the price. In the corner of the fence at left is a White Birch; at the corner of the house, under the glass, are Prostrate Japanese Hollys and Round Leaf Hollys.
WHEN YOU WANT COPIES QUICKLY -
YOU GET THEM WITH

BUILDERS SAY:
"Have been using your Rotolite machine for years . . . It produces prints that are sharp and clear with a minimum of effort. It is certainly convenient to be able to have copies ready for distribution within minutes . . . . results are uniformly clean and legible . . . at a cost far less than that of any other reproducing machine."

FOR MODERN COPYING

Lowest cost machine ever developed to reproduce anything printed, written, drawn or photographed on translucent material. Does same job as machines costing many times more. Hangs on wall out of way. Easy to operate.

PRICES—18" $129.50. 22" $149.40. 42" $189.50
f. o. b. Stirling, N. J.

Write for folder using memo below.

ROTOLITE SALES CORP., STIRLING, N. J.

BETTER ESTIMATING IS THE KEY TO SUCCESS

LEARN TO ESTIMATE
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?"

WHAT WE TEACH
We teach you to prepare estimates complete in every detail. You learn to read plans, to list and figure the cost of materials, to estimate the cost of labor, and many other things that you need to know to bid with confidence.

We will send you plans, specifications, estimate sheets, cost data, and complete instructions. The labor date that we supply is not vague and theoretical—it is specific, complete and accurate. It gives you the actual cost of labor required to do work in your locality at your current wage scales.

OUR GUARANTEE
Best of all, you don't need to pay us one cent unless you decide that our course is what you need and want. Study for ten days, and then, if you are not delighted, simply return the materials we sent you and there is no further obligation. If you decide to keep our course, send us $19.75 (payable in two monthly payments). Send us your name and address today and see what our course can do for you.

CONSTRUCTION COST INSTITUTE
Dept. A159, University Station—Denver 10, Colorado

THE BUILT-IN LINE
Designed with the builder's profit in mind . . . See the Complete

MARTHA Washington LINE

FOR 1959
SPACE—811—COLISEUM
N.A.H.B. SHOW JANUARY 18-22
OVENS—SURFACE UNITS—RANGE HOODS
DISHWASHERS—REFRIGERATOR/FREEZERS
GRAY & DUDLEY CO. — NASHVILLE, TENNESSEE
More than 15,000 Sherman Power Diggers—a figure not even approached by any other backhoe manufacturer—have demonstrated their capacity to excavate more economically. Find out today how the Sherman Power Digger can save you money.

Write for Bulletin No. 788

SHERMAN PRODUCTS, INC., Royal Oak, Michigan
POWER DIGGERS • LOADERS • SOIL WORKING TOOLS • FORK LIFTS CRANES and EXCAVATORS • FOUR-WHEEL DRIVES
DAYLITE
DOMES
FOR HOMES
bring natural light to all interior areas

DAYLITE VENTDOMES
Lifetime acrylic plastic domes, with built-in, powered vent fan. Exclusive tapered design and low silhouette ... adaptable to all standard roof pitches.

SELF-FLASHING
DAYLITE DOMES
Self-flashing Daylite Domes, with 4" flange, require no curb, have sealed air space for extra insulation ... may be quickly and easily installed in any type residential roof.

Illustrated here are only 2 of Wasco's 6 different types of weatherproof acrylic plastic Daylite Domes ... specially designed for residential construction and remodeling.

Write today for the name of the Daylight Dome distributor nearest you.

WASCO PRODUCTS, INC.
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For genuine Black & Decker repairs check Yellow Pages under “Tools-Electric” for address of nearby Black & Decker FACTORY SERVICE BRANCH Free tool inspection when requested • Genuine B&D parts used • Factory-trained technicians handle all work • Standard B&D Guarantee at completion of recommended repairs • Fast service at reasonable cost.

Or write for address of nearest of 48 branches to: The Black & Decker Mfg. Co., Dept. 51201, Towson 4, Md.

QUALITY ELECTRIC TOOLS

CHARLES’ DITCH WITCH
Will Slash Your Trench Costs!

PRODUCING TRENCH FOR LESS THAN ANY OTHER MACHINE OR METHOD...USUALLY ABOUT 2c A FT.

APPLICATIONS:
Trench for Foundations Utility Service Lines Road Crossings Undercuts Sidewalks “If It Can Be Dug, Ditch Witch Will Dig It!”

SPECIFICATIONS:
Self-Propelled 9.2 HP 3 MPH Mobility Digs Up to 6 FPM As Much as 4 Ft. Deep 3-Speed Transmission One-Man Operation

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1610
MANUFACTURERS PARTICIPATING IN "TODAY'S" RESEARCH HOUSE

(Continued from page 92)

American Vitrified Products Co. ceramic-tile heat duct
Amos-Thompson plastic kitchen drawers
Columbus Coated Fabrics vinyl wall coverings
Condensation Engineering Corp. Vitratherm prefabricated chimney
dow Chemical Co. Saraloy flashing, wall coverings for kitchen, bath
durethane Co., Inc. Durethene slab vapor barrier
Easy Laundry Appliances Div., The Murray Corp., of America, combination washer-dryer
Fiberglass Plastics Co. kitchen counter tops, lunch bar and cabinet doors
Frigidaire Div. of General Motors counter-top range, oven
Gustin-Bacon Mfg. Co. glass fiber return-air duct
Higgins Industries, Inc., hardwood, tile flooring
Independent Nail and Packing Co. nails for roof-panel connections
Koppers Co., Inc., Plastics Div., plastic core wall and roof panels
Luxor Carpet Co. foam-backed carpet
Masonite Corp. new hardboard for interior door faces
Minneapolis-Honeywell Regulator Co. Indoor-outdoor temperature control system
Mohawk Door Co. 8' interior doors
NAHB Research Institute Struct-O-Wall structural window-wall panels with Pearson sashless window
National Electric Products Corp. surface-mounted electric raceway in bedrooms
Nibo, Inc., copper plumbing fittings
Nutone, Inc., bathroom and kitchen exhaust fans
O'Brien Corp. interior paint
Owens-Corning Fiberglas Corp. Fiberglas baseball, window screen seating
Pittsburgh Plate Glass Co. glazing
The Stanley Works hardware
Truscon Steel Div. of Republic Steel Corp. hollow metal exterior doors
U.S. Gypsum Co. sheet rock gypsum board
U.S. Plywood Corp. PaniteX Bi-Fold closet doors by Rudnick Bros.
RCA Whirlpool Corp. modular refrigerator
Wienold Co. Plugmold electrical surface-mounted basement raceway
The Yale & Towne Mfg. Co. door locksets, bath accessories

MANUFACTURERS PARTICIPATING IN "TOMORROW'S" RESEARCH HOUSE

(Continued from page 80)

Airtemp Div., Chrysler Corp., furnace air conditioner and air purifier
Aluminum Company of America roofing, fascia
American Bitumite Rubber Co. Amtico vinyl floor tile
American-Standard kitchen and bathroom appliances

AMERICAN BUILDER
Values that are sales clinchers

Every prospective home buyer is interested in getting more for his money. **ALWINTITE** aluminum windows provide a **PLUS VALUE** any buyer can see and appreciate. They give houses more sell...build reputations for quality. Their fine workmanship, flash-welded corners, beautiful luster-dip finish, permanent weathertightness, easy, trouble-free operation are all **PLUS VALUES** that help clinch the sale. What's more, dependable General Bronze stands firmly behind every **ALWINTITE** product. For latest catalog, address Dept. AB-91.

**ALWINTITE**
by **GENERAL BRONZE**

GARDEN CITY, N.Y.

**ALUMINUM WINDOWS • SLIDING DOORS**

JANUARY 1959
The Month Ahead

WINTER WONDER-LAND

Have you mapped out your spring and summer building program yet? If not, these cold winter days (in most areas) are the time to plan ahead. Here are some questions to ask yourself:

Do the houses I’m planning incorporate the latest and best in design for the market I’m trying to reach?

Have I developed a system of building which gives me the most efficient construction at the lowest possible cost?

Am I taking advantage of all the merchandising aids available from manufacturers, utilities, etc., that make my selling job an easier task?

Am I using all the time- and money-saving ideas presented in AMERICAN BUILDER each and every month?

Have I alerted my financing sources to what my “money needs” will be?

MPS STUDY TIME

Another profitable way to spend these cold winter days: study up on the new Minimum Property Standards. If you’re building under FHA now, it’s a “must” to bone up on the new regulations. Even if you don’t build FHA now, you might want to later on.

Dateline: Washington, D.C.

February, 1959! What kind of a month will it be? Probably one of the most important months of 1959 for home builders. Congress is sure to be considering housing legislation. And the recent elections indicate there’ll be a determined effort to make it easier to build, buy and finance all types of construction.

There’ll be a renewed effort to expand public housing, urban renewal and college housing. There’ll be a clamor to require the par purchase of certain special assistance loans by FNMA. Also, watch for pressure for a new program for “middle-income” housing with low interest rates and long-term direct government loans.

The Administration is sure to ask for increased mortgage limits on FHA-insured loans and a liberalized trade-in program. VA may move for higher interest rates on its GI home loans. However, Rep. Olin Teague (D-Tex.), chairman, House Veterans Affairs Committee, is quoted as saying that VA “is not going to get an increase in interest through me.”

Other expectations: there’ll be moves to break up the tie-in between FHA and VA interest rates; to provide FNMA with more funds for its special assistance program; FHA will ask for additional insurance authority.

Opportunities Unlimited

February will find thousands of builders returning home from NAHB’s convention with money- and time-saving ideas. If you’re not attending, you’ll want to read AMERICAN BUILDER’S press-time report on what happened in Chicago. If you do go, you’ll still find information on meetings you weren’t able to attend. (For a preview of “What they’ll talk about,” be sure to see p. 28 in this edition.) This year’s theme: “Opportunities Unlimited.”

COMING IN FEBRUARY: What the home manufacturer offers you in extra services...merchandising, financing, land planning... Press Time Roundup: “Opportunities Unlimited” — What they talked about at the NAHB convention.
STYLE SELLS HOMES—AND THAT'S WHY YOU SEE
KENTILE FLOORS
IN TODAY'S FASTEST-SELLING HOMES!

KENTILE® WOVEN TONES™
the Vinyl Asbestos Tile with the Broadloom Look!

Woven Tones is outstanding proof of Kentile’s style leadership in resilient tile flooring. It's a floor that gives you all of broadloom's lush, textured beauty...at one-fourth the cost! Because it's made with Vinyl, it's greaseproof, wears longer, won't burn. It cleans like a dream...and can be used anywhere indoors.

Like all Kentile Floors, Woven Tones is competitively priced, economical to install. It's one more reason why prospects say Kentile and Style in the very same breath!

KE N T I L E F L O O R S

ONLY FROM KENTILE! Woven Tones—the made-with-Vinyl floor with the textured broadloom look!
Color shown is Heather Beige. Others: Mesa Tan, Canyon Rose, Shadow White, Dove Grey, Curtains Green.

FREE!
MODEL HOME SALES KIT

Here's what you get: (1) Lawn sign with your development name; (2) Personalized interior signs for wall base; (3) Helpful selling tips and color leaflets for use by salesman. Write to Kentile, Inc., 58 Second Ave., Brooklyn 15, N. Y., for details.

AVAILABLE IN VINYL ASBESTOS - CRYSTALITE™
VINYL - SOLID VINYL - CORR - ASPHALT TILE,
OVER 200 DECORATOR COLORS!
Introducing the new National
No. 380 FOLD and SLIDE DOOR HARDWARE

The Smoothest in Movement

Designed for modern interiors. A real space-saving type of door that folds and slides out of the way. More floor area and unobstructed wall space are now available for more artistic placement of furnishings. The installation and operation of this hardware is the ultimate in simplicity.

Noiseless Nylon Pivots carry door weight with ease. Nylon Roller guides the door in the track mounted at the top of door opening.

STEEL GALVANIZED TRACK

Jamb bracket permits use with either wood or concrete floors. No measuring needed to locate bracket — just attach to jamb.

Pivot brackets are adjustable, both laterally and vertically, and never need lubrication. Bottom door aligners to keep four panel installations in perfect alignment. All hardware zinc and chromate plated.

NATIONAL MANUFACTURING COMPANY
Sterling, Illinois