American Builder

A SIMMONS-BORDMAN TIME SAVER PUBLICATION • 75c

OCCUPORTUNITY FOR FEB. 1959

- Chicago Report
- Remodeling
- Cost Savers
- Commercial

What’s new in prefab: services...p. 47
THE SCHOLZ MARK 59

"HOUSE OF THE YEAR"

BUILD THIS HOME IN YOUR COMMUNITY
— invest no cash!
— receive the greatest advertising program of the year!

1. Automatic 80% construction financing.
2. A build-out cost of approximately $9.00 a square foot.
3. Three size ranges:
   - Model A—$15,000 range, Model B—$20,000 range, Model C & D—$25,000 range.
4. Your name and model location listed in major feature stories in McCall's, House and Garden, Living for Young Home-Makers—a total of over 13 million readers.
5. A furniture and decorating package for your model.
6. Local advertising support for your own model promotion in conjunction with your local department and furniture stores, and direct local electric utility company.
7. A direct contribution to your advertising program.
8. And, most important of all, a house we feel is the finest we have ever done—a beautiful blending of colonial and contemporary, with the inclusion of every one of the 1959 home buyers' most wanted design features—a house which spells "Home" to every one that sees it—and all at a price representing the greatest value ever put on the market.

SCHOLZ HOMES COVER THE ENTIRE UNITED STATES FROM NINE PLANTS—ONE OF WHICH IS NEAR YOU. CALL TODAY. YOUR MODEL SHOULD BE OPEN BY MAY 15.

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Plants: Huntington Sta., N.Y. • Durham, N.C. • St. Petersburg, Fla. • Toledo, O. • Kansas City, Kan. • Greeley, Col. • Houston, Tex. • Fresno, Cal. • Long Beach, Cal.
Add Value to Your Kitchens with these Low-Cost...

NuTone Built-Ins

Leading Builders, Architects and Contractors Specify NUTONE...

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

Door Chimes...Intercom-Radio-Music

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

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

NuTone's Intercom-Radio
is a step-saver. Fills the home with radio music.

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

NuTone Door Chimes make
any home more inviting with a "friendly greeting".

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

See next page
Add Value to Your Bathrooms with these Low-Cost...

**NuTone Built-Ins**

Eljer Bathroom Fixtures... NuTone's Exhaust Fan in wall... NuTone Ceiling Heat-A-VentLite is Heater, Fan and Light... NuTone Built-In Scale folds out of way when not in use.

Leading Builders, Architects and Contractors Specify NUTONE...

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

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

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-2,
Cincinnati 27, Ohio
Certain-teed's new "Color-Tuned" Roofing Systems provide a modern, practical approach to exterior home beauty. And because home beauty is one of the top factors influencing people when they purchase their house, "Color-Tuned" roofs will give you an extra sales edge.

Certain-teed's "Color-Tuned" Roofing Systems are the result of thorough research and testing in all parts of the country under the direction of Beatrice West, noted home color authority. The ten colors in the "Color-Tuned" line are the colors people want and are actually buying.

Also available to Certain-teed's builder customers are the services of Miss West and her staff who will assist builders in color harmonizing their homes at no charge. Details of this new service can be obtained from any Certain-teed salesman.

Exterior beauty sells homes. Be certain you have this extra sales edge by using Certain-teed "Color-Tuned" Roofing Systems with your homes.
400 SERIES SLIDING DOOR HARDWARE
The features of high-priced hardware

- ALUMINUM NON-FASCIA TRACK for top performance at lowest cost. Sets with Non-Fascia track fit two door thicknesses.
- Two smart Flush Pulls included in each set.
- Rugged steel hangers. Nylon Wheels with oiled-for-life bronze bearings.
- EXTRUDED ALUMINUM FASCIA TRACK. Heat treated for extra strength. Doors can be put up with hangers attached—cannot jump track. Only 1-1/8" headroom required.

INSTALLS IN MINUTES

- OILED-FOR-LIFE BEARINGS
- SMOOTH AND QUIET
- NO SQUEAKS

STURDY STEEL AND NYLON DOOR GUIDES

FOR ALL BY-PASSING DOORS
3/4" TO 1 3/4" THICK

FOR LITERATURE AND PRICES WRITE TO:
John Sterling Corporation
RICHMOND, ILLINOIS
See our catalog in Sweets Architectural & Light Construction files

500 SERIES INTERCHANGEABLE SLIDING DOOR HARDWARE
Same set fits two door thicknesses

- Rugged steel hangers—interchangeable. Large 1" Nylon Wheels with oiled-for-life bronze bearings.
- Sturdy Steel and Nylon Floor Guide Mounts with just two screws.
- Extruded aluminum track, heat treated. Doors can be put up with hangers attached—cannot jump track. Only 1-3/8" headroom required.
The Opportunity Page

Trade-in traffic on the rise

If you're still debating whether or not to adopt some sort of a trade-in plan, here's what happened to a Glenview, Illinois, company. The Stanton Real Estate Trading Post recently began to "trade" houses. During the first month of business, more than 1,000 families who wanted to trade houses were interviewed. "In our first two weeks," said president Milford Tokoph, "we actually arranged trades for 58 people."

We can't stress this point too often: many, many prospective buyers already own homes. They must sell them before they can buy new ones. And the builder who will take a home in trade is the builder who's most likely to attract these buyers.

The latest on brick

Last May we told you plenty about new uses of brick. Now there's more to be said: in this issue you'll learn three new ways that brick—in its newest form—can be combined with metal and the latest glass and plastic materials to provide better masonry walls. (See Better Detail, p. 178.) Our commercial story (p. 64) shows how clay block was used to cut the cost of the masonry wall in a garden apartment. And, in the Technical Guide (p. 158) there's a story on disaster-resistant houses.

Some additional news to go along with our information on brick: the Bricklayers, Masons and Plasterers International Union of America has okayed the use of any instrument that increases productivity in home building. For a description of some of these devices see our May, 1958 issue.

Remodeling—the $20 billion payoff

Remodeling can be profitable and exciting—as you'll see on p. 68. Our remodeling expert tackled a once-in-a-lifetime remodeling job. And he came up with a host of ideas that you can use to capture some of that $20.2 billion that's due to be spent on remodeling during 1959. (See AMERICAN BUILDER's Forecast for 1959, November, 1958 issue.) There are thousands of home owners who want to add a bath, modernize a kitchen, add a patio, etc.

Extras are money makers

Whatever extras you put into your houses are almost sure to return as sales dividends. Pat J. Traficante, Pittsburgh builder, has devised a safety board (above) as his contribution to the age-old battle against home injuries. The unit was first installed—on a trial basis—in the family room of one of his Gateway Manor homes. Purchasers were so enthusiastic that he's including it in all his new homes. The Mine Safety Appliance Co., where Traficante formerly worked, helped him develop the first aid kit.

McCall's 1959 promotion

Here's a chance to get in on a nation-wide promotion—with a house of your own design. McCall's Better Living Home Certification program for 1959 is open to any builder's own production house. You can decide what materials to use and what price range to build in. For complete details, contact: Director, Home Certification Program, McCall's Congress on Better Living, 230 Park Ave., New York 17, N. Y.
Many Weyerhaeuser 4-Square Lumber and Building Products...

DIMENSION: Kiln-dried lumber contributes to sound, durable construction.

PANELINGS: Beautiful western woods available in a choice of patterns.

BOARDS: Seasoned before surfacing to size. Available in a wide range of species and grades.

SIDINGS: Available in popular patterns for beautiful exterior stylings...in a broad selection of grades and species.

END-MATCHED LUMBER: Items include wall and roof sheathing, sub-flooring, finish flooring, drop siding and ceiling.

Today's broad line of Weyerhaeuser 4-Square Lumber and Building Products is helping many builders increase their profits. The Weyerhaeuser 4-Square trademark on lumber is well known to your customers because it has been consistently advertised nationally as a truly economical building material.

As the Weyerhaeuser 4-Square line of quality trademarked lumber products grows, so does the opportunity for related quality selling by builders. The broad line of identically trademarked Weyerhaeuser 4-Square products helps you gain complete owner acceptance. People are quickly attracted to homes built with nationally advertised brand name products.

With lumber trademarked Weyerhaeuser 4-Square, you are assured of lumber that is seasoned, precision-manufactured, accurately graded and carefully handled and shipped. The complete line of Weyerhaeuser 4-Square products in a wide choice of species and grades, includes boards and dimension, panelings, sidings, floorings, moldings, steppings, plywood, finish and trim, plus many specialty products such as Nu-Loc lumber and Loc-Wall paneling.

Consult your Weyerhaeuser 4-Square Lumber Dealer on your next project.

Weyerhaeuser Sales Company
FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA
Reader's Guide

February 1959

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YOU WORK WITH

DECORATIVE LAMINATED
SAFETY GLASS

...the most beautiful glass in the world!

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Write today for your free copy of our colorful Glas-Wich brochure.

DEARBORN GLASS CO.
6600 South Harlem Avenue
Bedford Park, Illinois
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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

INLAND HOMES CORPORATION * Plants in Piqua, Ohio and Hanover, Pa.
To The Editors:

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

Awards
Your judges did an excellent job on selections both for your Best Model Homes award and your Hidden Values contest. This should be must reading for all builders. We are in the process of designing our next year's models and this certainly will be a guide for us.

We are still quite proud of the Hidden Values Award from last year, and our truck has drawn many comments and aided us in our merchandising program. Thanks once again...

Dave G. Fox
Fox & Jacobs
Dallas, Tex.

Forecast
We would appreciate receiving 40-50 copies of your forecast for 1959—"Building: Back in the Big Time?" (November issue).

Howard L. Hutchins
President
Electra Protection Co., Inc.
Albany, N. Y.

We are extremely interested in obtaining 25 additional copies...

M. G. Maudin
Advertising & Sales Promotion Mgr.
Sherman Products, Inc.
Royal Oak, Mich.

Metal gusset plates
I would appreciate any information on the metal gusset plates for the building of trusses on site, and would like to know where they can be obtained. They are shown on page 20 of the December AMERICAN BUILDER...

We have been using trusses for over a year and like them very well. I always look very closely at any articles on trusses in the Builder for any new ideas.

We build our trusses on site, by easily built jig, right on the subfloor. I am convinced that it would be easier and faster if there were a metal gusset available to use in place of the plywood we now use. As you well know, any faster method that does not sacrifice quality is a welcome saving to any builder.

Keep up the good work in your fine magazine. It is truly the builder's finest publication.

Wayne E. Uhl
Creston, Ohio

Sources of moisture
The September 1958 issue of AMERICAN BUILDER carried a very interesting and instructive article as "Technical Guide" for the month—"How to Locate Sources of Moisture Causing Paint Blisters," by John Reno and Don Laughman.

The Maintenance Division of this office issues a publication every two months containing information of interest and, we hope, value to the Public Works Department of the various naval activities in this district.

We would appreciate having your permission to include the above article in the next issue...

George F. Ferguson
Manager
Facilities Branch, Maintenance Div.
District Public Works Office
First Naval District
Boston, Mass.

Article preview
On page 164 of the November issue there is an advance notice of articles to appear in AMERICAN BUILDER...

Our home builders association, of which I am secretary, is holding its first Parade of Homes in early February... Naturally, I am anxious to have an outstanding and exceptional model home; therefore, the article "How to Build Traditional and Modern from the Same Plans" is of vital interest to me, and a process that I have been mulling over the advantages of for sometime. Also, thought perhaps the "36 Winning Model Houses" might give me some additional information...

W. Dewey Kennell
W. Dewey Kennell & Assocs.
Sarasota, Fla.

Our Production Department will send you an extra set of proofs of the 36 winning homes and also a set of proofs of our blueprint house, "How to Build Traditional and Modern from the Same Plans."

"Quick, Ed, get the blueprints—they've accidently paneled over the outlets again."

(Cartoon by Virgil Partch—Courtesy Pomona Tile Mfg. Co.)
Product improvements such as the new ROUND FACE LATCH make the Kwikset "400" Line America's largest selling residential lockset.

"Ah, cut the comedy, Charlie. Who ever heard of installing a lockset without mortising for the latch? Boy, that's a hot one!"

"No kiddin'? I'd like to see the latch that installs that fast and easy. No screws? I think you've got a loose one, man!"

"This is? Great idea... the Kwikset round face latch... with a round face you don't have to mortise the door edge. Pretty cute!"

"So all you have to do is push it into place. I'm with you up to there, Charlie, but how does it stay in place without screws?"

"I say. These little ridges on the sides hold the latch positioned so it can be installed even before the doors are delivered. What a break for the tract and prefab builders! That'll really clip off installation time."

"And you say that the stems on the Kwikset lock anchor the latch permanently? This is really worked out to a T—nothing can go wrong."

"You know, now that I see it completely installed, I like it better than the old way. And now I don't have to worry about scraping the door paint off the latch face."

"You mean to sit there and tell me this round face job costs the same as a regular latch? No mortising, screws or trouble? I've got it made, Charlie, and you've got yourself an order."

KWIKSET SALES AND SERVICE COMPANY
A subsidiary of The American Hardware Corporation
Anaheim, California
The Building Outlook

SMALL TALK

WE'LL BE ALL WET

A pool in every back yard is destined to replace a chicken in every pot as an American byword—if a prediction by S. L. Curlett comes true. The president of the National Swimming Pool Institute recently stated that there is a practical possibility of 51,985,000 privately-owned pools in the U.S. by 1982. This is no "splash in the pan."

QUOTE AND UNQUOTE

"Perhaps more houses should be like Japanese clothes. They are made of expensive materials—with temporary sewing—so they can be adjusted to the owner's changing dimensions."

-Antonio C. Kayanan, technical secretary of a recent United Nations seminar on regional planning.

PUTTING ON THE DOG

Ever consider including a dog house for your pooch-owning buyers? If so, you'll be amazed at what being in the dog house means today. "Rover's" home is gabled, chimneyed, insulated, windowed, and terraced. Want to find out how to build one? Get in touch with the Friskies Dog Food Division of the Carnation Co.

THINGS TO COME

Some wonderful things are ahead, according to W. M. Kiplinger. Here are some of the predictions he made during a recent commencement address:

- The automatic dishwasher will be wheeled to the table side.
- Windows will close automatically when it rains.
- Almost every new home will be air-conditioned.
- TV screens will be built into the walls of a room.
- Luminous ceilings will be used to light the home.

A CONGRESSIONAL INVESTIGATION of government's role in housing is in the offing, according to a copyrighted article in the January issue of Nation's Business. The article charged that the federal government is restricting the number of homes Americans can build by 200,000 to 300,000 a year. Through unpublicized manipulation of VA and FHA housing loans and banking operations, the article stated, the government is able virtually to predetermine how many houses can be started each year. The publication said that an economic analysis reveals Americans could be building an estimated 1.5 to 1.6 million new homes a year. The congressional investigation, it was claimed, will determine whether these practices are good or bad and whether they are in accordance with or in violation of housing laws that are involved.

TOP PRIORITY is sure to be given housing legislation in the new session of congress. The administration was first to get into the act with an emergency bill which would increase FHA's authority to insure mortgages by $6 billion. In addition the bill would provide $350 million for urban-renewal and college-housing loans. All money would be for the current fiscal year.

A DEMOCRATIC MEASURE, introduced by Senator John Sparkman, is similar to the bill passed by the Senate last year, but which died in the House. As in the 1958 measure, top limits of FHA loans would be increased to $22,500 on one-family homes; $25,000 on two-family houses; and $30,000 on three-family homes. In addition, the bill would provide about $3 billion for urban renewal, college housing and class rooms and direct veterans' loans, plus new FHA insurance authority and contracting authority for public housing. The Democratic measure is bound to run into opposition from the Administration. Best bet is that the Democrats will sidetrack the Administration bill. This would force the President to sign the "unliked" bill in order to avert a stoppage of the entire housing program.

MORE COMPLETE PACKAGES AND SERVICES are in prefab's future. The trend—begun several years ago—to provide extra services has been growing by leaps and bounds. (See p. 47.) Financing arrangement, better architectural services, and aid in the field of business management are only a few of the growing extras offered by the home manufacturers. All signs point to bigger extras.
Mr. Marley Williams, President of Community Homes, New Whiteland, Indiana, says: “We built 220 Best homes in 1958. We were completely satisfied with Best. We had a minimum of shortages and errors. Their quality control is excellent. They actually ship houses like they say they will.”

BESTVIEW is available with or without Family Room. 3 bedrooms, lots of storage and closet space. BEST Homes are the only manufactured homes that carry a Quality Guarantee. For more information about how you can make money building the new Best Topper houses, phone, write or wire George H. Frederking, Vice President and General Manager.

W.G. BEST HOMES
Effingham, Illinois
The high volume of starts in December was a continued reflection of the high volume of FHA applications earlier in the year. FHA's importance in 1958's housing picture is clearly evident. FHA starts represented 26 per cent of the 1,197,700 total, against 17 per cent in 1957. At the same time, the number of conventionally financed units increased only about 5 per cent, while VA's share fell off to 20 per cent of the total.

15 LEADING HOME BUILDING AREAS

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

<table>
<thead>
<tr>
<th>City</th>
<th>Units</th>
<th>% Change Jan.-Sept. 1957-58</th>
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<tbody>
<tr>
<td>New York</td>
<td>61,739</td>
<td>+37</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>36,376</td>
<td>-3</td>
</tr>
<tr>
<td>Chicago</td>
<td>30,379</td>
<td>-7</td>
</tr>
<tr>
<td>San Francisco</td>
<td>18,764</td>
<td>+22</td>
</tr>
<tr>
<td>Detroit</td>
<td>17,490</td>
<td>-12</td>
</tr>
<tr>
<td>Washington</td>
<td>17,462</td>
<td>+65</td>
</tr>
<tr>
<td>San Diego</td>
<td>16,398</td>
<td>+38</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>15,403</td>
<td>-7</td>
</tr>
<tr>
<td>Miami</td>
<td>14,210</td>
<td>**</td>
</tr>
<tr>
<td>Phoenix</td>
<td>11,935</td>
<td>+36</td>
</tr>
<tr>
<td>Denver</td>
<td>8,722</td>
<td>+31</td>
</tr>
<tr>
<td>Baltimore</td>
<td>8,143</td>
<td>-19</td>
</tr>
<tr>
<td>Atlanta</td>
<td>7,645</td>
<td>+26</td>
</tr>
<tr>
<td>Seattle</td>
<td>7,561</td>
<td>+23</td>
</tr>
<tr>
<td>Cleveland</td>
<td>7,482</td>
<td>-30</td>
</tr>
</tbody>
</table>

* Based on building permit reports and estimates for nonpermit issuing parts of these areas.

**Change of less than ½ of 1%.

1 DECEMBER'S STARTS—91,000—were unusually high, almost hitting the December, 1954 record. The preliminary total 1958 starts were 1,197,700. December's seasonally adjusted annual rate was 1,480,000.

2 REFLECTING SLIGHT DROPS in lumber product prices, December's material price index was 131.9. For the third consecutive month, labor earnings in November were at a peak—171.9.

3 NEW CONSTRUCTION dropped about 10 per cent from November to December. All types of building were down, except public residential. Highway building slid 28 per cent—reflecting abnormal cold.
Open Doors to MORE SALES with

MACKLANBURG-DUNCAN CO.

FOLDING &

OT-400 Reversible SLIDING DOOR HARDWARE

Meets today's need for methods that save time; cut installation costs! Shown left, the same OT-400 hangers may be used on either ¼" or 1½" doors just by reversing their positions. This feature also simplifies ordering and stocking. OT-400 is made of sturdy extruded aluminum track with built-in no-jump feature, cadmium steel hangers with silent nylon wheels.

YOU CAN USE SAME HANGERS FOR BOTH ¾" and 1½" DOORS

Complete set in new TUBULAR PACKAGE

Shown above, set includes track, hangers, guides, screws and instructions. Packaged in 3, 4, 5, 6, and 8 ft. lengths. Please specify OT-400 Reversible

OT-200 Overhead Type SLIDING DOOR HARDWARE


WALL POCKET HARDWARE

Shown at right is Hanger TH2 and Guide No. 13, made especially for Wall Pocket Doors. Packed 2 hangers and 1 guide to envelope, plus screws for hangers, guide and track.

MACKLANBURG-DUNCAN CO.
P. O. BOX 1197 • OKLAHOMA CITY, OKLAHOMA
SLIDING DOOR HARDWARE

Aluma-Slide
SLIDING DOOR TRACK

Shiny, M-D Aluma-Slide aluminum track sets can be used on any size cabinet... with any panel material. Comes in decorative Alacrome, Anodized Albras, Anodized Albright or Anodized Satin. Enhances the appearance of any cabinet.

NEW, IMPROVED LOWER TRACK

Smooth! Easy gliding! Panels slide along special supporting ridges—not just one flat surface.

Aluma-Slide has dozens of uses!

Sets available for 1/8", 1/4", 3/8", 1/2" or 3/4" sliding panels of glass, plywood, masonite, etc.

M-D Aluma-Slide Sliding Door Track provides a fast, easy way to add storage cabinet space. Has so many uses, yet no special tools are needed. For heavier doors 1/2" or 3/4" thick special nylon buttons are included for smooth, easy gliding. Comes in tubular packaged sets of 3, 4, 5, 6 and 8-ft. lengths, complete with holes drilled, screws furnished and instructions.

FOLDING DOOR Hardware

For closets, wardrobes, dens, bars, room dividers, etc. Ideal for 4 or 2-panel full or half-size interior doors of any thickness. Gives full access to closets, yet saves floor and wall space. Comes in complete-ly packaged sets for 2 ft., 2 ft. 6 in., 3 ft., 4 ft., 5 ft., 6 ft. openings, ready to install.

Builders

M-D products are sold by hardware, lumber and building supply dealers throughout the country!

Dealers

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

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!
Aluminum "sandwiches" create a low cost house

Sandwich-panel construction is the big reason why this little flattop, designed for Puerto Rico, sells for $5,000 with land (but without heating plant). Construction time: under two days. Panels were built by Alcoa.

Roof panels are .040 aluminum skins over a 4" foamed polystyrene core; exterior walls are 3" thick, with .032" aluminum outside, and tempered Masonite inside; interior partitions are 2" thick, with Masonite on both sides.

WALL PANELS are joined by aluminum spline posts. This would not do in cold climates, due to the high heat conductance of the aluminum.

ROOF PANEL will span 24 feet. Rails, glued to edge, form T and G joint. Plastic tape seals joints on top.

ALCOA "ALUMALORE," a baked alkyd, is outside wall finish. Roof finish is simply untreated aluminum.

PLAN IS SIMPLE but compact, provides 600 sq. ft. of area. Design was by Architect Morton Jessup Rose.
Seek New Ways to Up Volume, $$$ in '59

Housing Is High on Capitol Hill's Program for 1959

By JOSEPH B. McGRATH NAHB Legislative Director

Congressional leaders as well as President Eisenhower have publicly announced their intention to act quickly on housing. Nevertheless the sheer burden of organizing Congress and appointing its committees will very likely delay consideration of an omnibus housing bill. A stop-gap solution to fix up FHA's insurance provisions is expected to be the first order of business.

Business Optimism Highest Since '55

Retailers, wholesalers and manufacturers are looking forward to 1959's first quarter, according to a Dun & Bradstreet survey of businessmen's expectations. Of 1,648 executives surveyed, 72 percent expect first-quarter sales to exceed those for the same period last year. Twenty-four percent predict sales will remain unchanged, and only 4 percent see a decline below a 5 percent decline, according to Dun & Bradstreet notes that these views are the survey's most optimistic since the fourth quarter of '58.

MONDAY: hot tips on merchandising: make it hard for a "heart sell" not hard sell. How to predetermine what kind of house your buyers will want. Six months from now: watch the magazines, watch the new furniture, watch the automobile styles and keep an eye on women's fashions. These things show how consumer tastes are running and indicate trends toward future house preferences.

58 Construction's Value Hit a Record $49 Billion

Private Expenditures Comparable to 1957; Public Programs Account for $1 Billion Gain

The dollar value of new construction put in place during 1958 totaled $49.3 billion, about 2 percent above the record $48.1 billion spent in 1957, according to preliminary estimates of the Bureau of the Census.
This Building Business: It's Bigger Than You Think

No man with the smell of sawdust in his system can walk through the vast display areas and meeting halls of this $1,000,000 builder's convention without a surge of pride. For it reminds us that we are part of a truly great and dynamic industry—the country's largest.

Count up the score: 200,000 builders and remodeling contractors, $30 billion retail investment, 800,000 carpenters and carpenter-contractors, 175,000 brick and stone masons, and 50,000 manufacturing firms—to name just a few. And also—a

It's Our No. 1 GROWTH Industry

There are 50,000 manufacturing firms

Vast Display Areas and Meeting Halls

To keep pace with our expanding, on-the-move U. S. population we should be building 50% more houses than in recent years. American Builder's economic studies show a positive need for 1/4 million homes in the next five years. That's an average of 11/2 million a year just to keep pace with GROWTH—not raise our living levels one iota. Building needs to expand.

And Adopt A GROWTH-Minded Policy

Builders do not want subsidies or handouts. What they need is enlightened fiscal leadership. The archaic nature of our mortgage system is called for. The era of fixed interest rates and mortgage instruments anywhere. A new type of central mortgage gages must become more fluid and negotiable—good as credit

American Builder's editors carried on a nation-wide campaign for the establishment of FHA. Today, on its 25th Anniversary, we feel the opportunity for a broad new stride.

Here we are again! This time it's the 15th Annual Convention and Exposition. We can't say it is any bigger or even better than our 14th, because last year, and this year, we used every square foot of available space in the Conrad Hilton, the Sherman and the Coliseum. We believe there are more really new products to be seen in the Exposition than ever before, judging from the advance information we have had from exhibitors. Also, judging from the advance registrations and hotel reservations, we are confident the final attendance will be somewhat larger than it has ever been. We are grateful to the executive officers of the affiliated associations throughout the country and their Chicago convention chairmen for their cooperation with our Washington and Chicago offices in promoting attendance. Their efforts, coupled with the fact that we were able to secure approximately 2,000 more good downtown hotel rooms, have made this large attendance possible.

For several years, we have been greatly handicapped by the fact that the Palmer House, one of our leading and conventionally located hotels, has been obligated to the Housewives Show, which has overstepped our meeting and made it impossible for us to get as many as 200 or 300 rooms.

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I would like to suggest that everyone take his progress over the first thing, and decide just what activities, meetings, etc., he wants to take in, and check them carefully. By doing this, you can plan your time so you won't miss the things in which you are most interested. The programs we have on Monday through Thursday are extremely important, so it is advisable to plan your time in order that you can gain the maximum of benefit from your attendance.

For those of you who are interested in visiting some of the housing projects in the Chicago area, we have arranged tours for Thursday afternoon. Tickets for these are available at the registration desks in the lower lobby of the Conrad Hilton and the main lobby of the Sherman.

We also have felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve. We have also felt that many of you would be interested in visiting the Research House, which has been built in South Bend; and with this theme we feel we have ranged to have comfortable houses available on Friday to show you how many buses to reserve.
How American Builder editors reported the NAHB convention

Convention Daily

American Builder

Vol. XIII, No. 2

Chicago, Tuesday, January 20, 1959

NAHB Spot News

Show How to Save Up
To $100 on Each House

New Spikes Toted
Total of 339 NAHB Members in 1958

Joseph P. Slavik, Detroit, Michigan, builder was honored as the "Big One" of 1958 for being the top NAHB membership recruiter across the nation for the past year.

Slavik rolled up an impressive record of 119 new members—the highest figure reported by a Big Spike in the Club's five year history.

For winning the top Spike Club post, Slavik was presented a solid gold, diamond-studded "Bike" pin at the Drake Hotel on Monday. In addition to receiving this award, he automatically becomes the national president of the NAHB Spike Club for 1959.

Slavik succeeds Mrs. N. R. Dichiara, El Paso, Texas, who was Big Spike for 1958.

Runner-up was Lloyd M. Creek of Chicago, Ill., for his 87 new members. Slavik said. Many of the true savings aren't readily apparent but builders looking over our research can pick up many ideas.

Wanted: Members For Fast Paced Women's Auxiliary

What's new on the women's front? Just what you'd expect: they're working harder and taking a bigger part in this business of homebuilding.

In 1958, reported historian Mrs. Sim Kelly of Jackson, Miss., the Auxiliary took on 400 new members, adding chapters in New Haven, Conn.; Harrisburg and Williamsport, Pa.; Webster, Bemidji, Minn.; Birmingham, Ala.; and the State of Indiana. Present overall total: 37 auxiliaries in 21 states.

Top Builders Recommend Short Cuts On Site And Goodwill Check-Backs

If you're looking for an answer to what kind of house your customers will be buying in a few months, watch the magazines, watch the new furniture, watch the automobile styles and above all, keep an eye on women's clothes. Advice from builder and past president George Goodyear.

"Learn of People and You Will Learn How To Sell"

A convention "institution": one American Builder's original,set Twin (Mrs. Mollie Brandt) passes out copies of the Convention Daily.

TUESDAY: geographical patterns will be of the utmost importance to the coming building industry, reported American Builder editor Walter Browder. Growth areas are the key to building and should be reviewed with extreme care. . . . Central Mortgage Bank: support for this facility runs high from NAHB officials and members of Congress who agree a CMB would go a long way towards stabilizing financing.

February 1959

18C
Preplanning Seen Vital
To Cutting Labor Costs

"Harmonious on-site labor relations are possible if you only know your position—what you can and cannot do," said Clarence T. Wilson, chairman of NAHB's labor committee, Monday. "And when you do improve labor relations, cost cuts will come as a direct result."

The two-hour panel discussion covered four areas of the labor relations picture. Charles J. Hard- ing, labor editor of the Engineer- ing News-Record, opened the meet- ing with a discussion of the growing interest, staling and defining some of the problems the home builder is confronted with in dealing with labor in the construction industry. His advice was to meet the chal- lenges of collective bargaining head- on, since wages represent the most powerful factor in your picture.

With a look at 1969's wage in- creases, which averaged about 15 cents per hour to bring the average construction wage scale up to $1.56 for an hour (exclusive of fringe ben- efits), Chuck went on to say that the industry had been faced with wage demands for 1969 settlements, which will follow the old 15 cents pattern and perpetuate the upward trend of wages.

"According to our records," he added, "44 per cent of last year's settlements are long-term agree- ments, the bulk of which are for two years or more. The result will be wage increases called for by the current contract plus the ad- ded cost of living increases. The cost-of-living escalator clause in contracts prevails. And all of this long-term contract trend is definitely a snowballing force."

Two significant results predicted by Harding were these: (1) Up- ward trend of wages will continue, with labor strongly... Level. (2) Some level of stability is being introduced into the wage picture as a result of the long term contracts.

Top Headlines from Chicago

New Housing Boss
Brings Fighting
Spirit to HHFA Job

(Continued from page 1)

Stepping into the top post vac- aant, as Albert W. Colvin, Mason insists he's not afraid of the chal- lenge. In fact, he relishes it. Last week, Mason told newcomers, "anyone with a little fighting spirit should meet the HHFA job."

What the amiable Mason said about it was an important position when he was in Washington five years ago. That Mason declared: "I don't mind making my reputa- tion in Washington."

Home? New York and Mas- sachusetts. Mason was born in Williamsville, N. Y. Later, he mi- grated to Maine and then to Mass- achusetts. Mason has been a two-time president of the National Retail Lumber Dealers Assn.

Learn People: You Learn Sell

(Continued from page 1)

"Today's salesman uses 'heart- sell,' not 'hard sell,'" Edge said, "and his pitch should make it hard

I looked for a car for four months before I bought one because I didn't want anything for myself. They won't ever have to chop my head off. They won't ever have to chop my head off."

In connection with the Auxil- iary's expansion plans, Mrs. Wil- lard Witt, Virginia Beach, Va.,... The second great barrier which we must overcome, said Dr. Peale, is negative thinking. Entertaining negative thoughts is one of the worst things we can do. We tend to become what we think; and if we think negatively, we will be negative people."

In other words, Dr. "Wealth in our homes and houses is a big help in merchandising and marketing homes.

Panelists were asked by color of their own homes and how that is done, Edge quipped.

"Never been the same color," Edge said. "Never been the same color.

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Sparkman Backs Central Mortgage Bank

Baughman Asks Brake on FNMA Changes; New Policies in Works

Fanny Mae Chief
Says Sudden Shifts
Disrupt Services

How American Builder editors reported the NAHB convention

FEBRUARY 1959

A go-slow policy is being advocated by J. Stanley Baughman. The president of the Federal National Mortgage Assn. asked for a gradual, rather than a rapid, change in FNMA's operations at the Tuesday afternoon general session in the Hilton Grand Ballroom.

Baughman pointed out that it had taken four years to develop FNMA's secondary market operations into their current stage of effectiveness.

"I do not mean to imply that the secondary market operations are performing all the functions that customarily are, or should be, associated with the mortgage business. But refinements and strengthening are not undesirable," he stated.

"Some proposals have been made to broaden the services provided, and these are receiving the consideration of the industry groups. In view of the serious disrupting effects major changes can have on an organization of this type, I suggest that any changes should be made gradually -- that is, evolutionary rather than revolutionary.

Industry Problems Discussed

After outlining the history of FNMA, Baughman discussed the different views of housing and mortgage financing in the secondary market.

(Please turn to page 19)

Good Research May
Spell Difference
'Twixt Profit-Loss

All three speakers Tuesday morning at the merchandising workshop's market research panel agreed that better research can save builders important money and give them fewer headaches, but they also said that effective research is needed to keep up with changing times.

Robert Lear, director of marketing services, American-Standard, New York, told how his company, typical of many builders, put millions of dollars into research on their new "contour" bath fixtures.

(Please turn to page 19)

WEDNESDAY: what will Congress do this year? One possibility is a community facilities bill which would allow towns and cities to borrow up to 50 years at reasonable interest rates. Here's a new plan to increase interest in home ownership -- a "new homes" downpayment club. It would be supported by builders, lenders and home equipment manufacturers who would share all the costs on an equitable basis.
Economist, Two Lenders Are Optimistic for 1959

Nearly 400 home builders were surveyed in a nationwide study by the American Home Builders Association, and 92% of them are optimistic about 1959. The study found that the housing market will continue to grow, and that there will be a shortage of homes for sale in many areas.

As George C. Smith, president of the Builders Life Insurance Co., noted, "The housing market is not only growing, but it is growing at an unprecedented rate. We expect to see a further increase in home building activity in 1959."

Critical of Rates

George E. Ellis, the banker, noted that home mortgage rates are too high. "We need lower mortgage rates," he said. "Lower rates will help to stimulate home building activity." An interesting point made by Mr. Ellis was that, according to his calculations, a 1% reduction in mortgage rates would result in an increase of over 1 million additional home sales per year.

Top Headlines from Chicago

Home Mfrs. Urge Builders To Let Them Do 'Driving'

The slogan, "Ride A Greyhound Bus And Leave The Driving To Us," was adopted by the Home Mfrs. Association of Chicago. "We want to help homeowners by providing transportation to home sites," said Mr. Ellis. "This will save them the trouble and expense of driving themselves." The association has arranged for Greyhound buses to be available at all times.

NAHB Promotes Courses In Homebuilding at College

Some practical suggestions to remedy the lack of homebuilding courses at universities were made at a Tuesday panel session of educators, builders and students. Of primary importance, said Mr. Ellis, was the need for more instructional materials. "We need more books, more films, more audiovisual aids," he said. "These materials must be developed to meet the needs of today's homebuilder." The panel agreed that the need for such materials is crucial.

WEDNESDAY: what to do about better design: pay some attention to the back of the house as well as the front...
How American Builder editors reported the NAHB convention

Fiery Words From Fearless Democrat
Re: Loan Program

by GEORGE LADANIS

Congressman Albert Rains, who is spearheading a tremendous Democratic drive for enactment of a housing bill in this session of the 86th Congress, apparently isn't satisfied with one measure.

In a blistering attack on what he described as housing inertia in the Eisenhower Administration, the fiery Democratic Representative from Alabama unloaded another bombshell for Republicans.

Rains proposed a broadened Community Facilities bill, including a basic $1-billion loan program that would allow towns and cities to borrow up to 50 years at a reasonable interest rate, probably 3 per cent.

"Aim your house design at that sometime great segment of people who sorta tomorrow, we'll not only be in wanta buy a house," advised Rains, "but don't have to buy..."

"We can get these Sunday afternoon merchandising workshops on Tuesday afternoons, Smith divided potential buyers into two groups: the ready-to-buy customers who need shelter, such as newlyweds, apartment dwellers with expanding families, and "the Sorta-Wants-It-But..."

VOL. XIII, NO. 4

AMERICAN BUILDER

Carl T. Mitnick to Head NAHB in '59

Bartling Upped to First V. P., Burke to Second

Leonard Frank of Long Island Named Secretary; Evans Buchanan of D.C. Is the New Treasurer

NAHB's new president is Carl T. Mitnick. The Merchantville, N. J., builder, elected yesterday afternoon, succeeds Nels Severin of San Diego, Cal.

Mitnick, long active in industry affairs, served as first vice-president under Severin. His main duties revolved around legislative matters and details for administrative planning.

New first vice president for 1959 is Martin L. Bartling, Knoxville, Tenn., who moves up from the second vice-presidency. R. J. (Jim) Burke, San Antonio, last year's secretary, succeeds Bartling as second vice-president.

Leonard Frank, Hicksville, L. I., new vice president, was named secretary and Evans Buchanan, president, HEAD of Metropolitan Washington, is the new treasurer.

Mitnick is particularly suited for the president's job during what shapes up as an important "buying legislation year."

During the early days of the second session of the 85th Congress For a Close-Up ofCarl Mitnick in Action See Story on Page 10.

"He was constantly beside Severin on Capitol Hill as they worked as a team for passage of the Emergency Housing Act. ...Mitnick was disappointed but not disheartened when the Senate and House were unable to agree on..."

"My most important job is filling the whims of buyers..."

"Somebody has to buy a house!” advised Rains as he sought to.stage a broadened Community Facilities bill, including a basic $1-billion loan program that would allow towns and cities to borrow up to 50 years at a reasonable interest rate, probably 3 per cent.

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Rains Pledges to Ram Through a Housing Bill

(Continued from page 1)

The congressman failed to specify the interest rate, but he said the President could activate the standby program in his judgment if justified by the economic outlook, adding: "But the bill would require him (the President) to put the program into effect if the total of seasonally adjusted unemployment should exceed 7 per cent for three consecutive months."

Rains said the funding of the proposal, which he expects to introduce within the next two weeks, will come from the Treasury. He said: "Those who have the money are simply another deficit" by describing such borrowing as "a housekeeping bill deficit."

Carl Mitnick Heads NAHB's New Slate Of 1959 Officers

(Continued from page 1)

The New Jersey builder is no Johnny-come-lately to the housing business in 1938 and serves the Burbank-based organization's regional board. He was a member of the U. S. home builders delegation which toured housing projects in 14 Russian cities during the last session of Congress. But, he immediately went to work with the NAHB staff to help draft the legislation which the Association will support in the present Congress.

Carl Mitnick, a native of New York, was a member of the U. S. home builders delegation which toured housing projects in 14 Russian cities during the last session of Congress.

Rains warned that the nation had to face up to the housing facilities problem. The Democratic housing special- isist said he was working on a 15-year program with the result that push would come before the proverbial fuse is lit by the end of the 20th century.

The congressman said the facilities as "parks, public buildings, and administrative programs" of the federal department essential to a given neighborhood must be the "corollary problem of achiev- ing efficient housing facilities." He explained his latest proposal, the Alabama Representative stressed that the Federal government must be involved in the House next week.

Rains then rounded off the replay of the measure opposed by President Eisenhower, and the administration. He said: "The housing bill is full of is a program that we have to live up to."

Martin L. Bartling, Fort Wayne, Ind., told the group: "We're facing a day of reckoning in the design of home exteriors."

"We set out to prove a low-cost house of 1050 square feet could be developed with attractive proportions and color," Bartling said. "This house was not only a laboratory for testing building materials and construction methods but home planning also," said Bartling. "The housing plan of the Washington, D.C., who designed the house. "The house is a model of miles 3 to 4 miles and spaced in high-priced homes. This out- door living area is important in our modern concept of living."

"The component approach to building will give us architects an increasingly important role in the house plan- ning process," he said. "We've developed new bathroom plans that have been developed into attractive architecture," he added.

"We're proud of this house," said Ralph Johnson who heads the NAHB research program. "There isn't a house plan now at any cost, and the NAHB plan has definite application to modern concept of living and warehouse area into one concept.

ROUNDUP: merchandising again took the convention spotlight. . . . Better ways to obtain financing, tips on advertising, cost-cutting were also in the forefront. . . . Members of Congress assured builders that their problems would get top consideration. . . . NAHB, through its Education and Research Committee, has set off an all-out drive to interest colleges and universities in home building courses.
ONLY A SCREWDRIVER IS NEEDED TO INSTALL SPRING-LOADED SIMPSON BIFOLD DOOR UNIT!

These attractive doors add sales appeal to your homes.
- Each set features newest McKinney concealed hardware
- Exclusive spring-loaded pivot brackets self-adjust doors to fit tightly and eliminate gaps
- Sure-shut door aligner eliminates floor attachments
- 2-door units for 2', 2 1/2', 3' widths
- 4-door units for 4', 5', 6', 8' widths
- Louver Doors in Philippine Mahogany and Douglas Fir
- 7-Ply Hollow Core Flush Doors in Lauan, Sen and Birch

PACKAGED, PRE-ASSEMBLED SIMPSON BIFOLD DOORS

For additional information refer to Sweet's File, see your Lumber Supplier or mail coupon on back of next page.

Simpson Logging Company, 2301 N. Columbia Blvd., Portland 17, Oregon
SIMPSON REDWOOD MAKES ANY HOME LOOK BETTER—LAST LONGER—SELL FASTER!

From start to finish, you'll build faster and better with Simpson Redwood. It is easy to work, takes and holds paints or stains far longer or can be allowed to mellow gracefully in its natural state. One inch thickness of Simpson Certified Kiln Dried Redwood gives insulation equal to 6.3 inch thickness of brick, 9.5 inch thickness of cement block, 15.0 inch thickness of concrete...and less heat loss through conductivity than any metal siding known. Kiln Dried Redwood is noted for its high dimensional stability and remarkable resistance to termites and decay. Be sure to see your local lumber supplier soon.

Simpson Redwood Company, Arcata, California

Mail coupon on back of next page for free Redwood Grade Book, Redwood Information Charts and Idea Booklet, "Redwood For The Home."
Create Interiors of Unusual Sales Appeal with Walls of TOASTED V-GROOVE REDWOOD PLYWOOD!

- Sell homes faster by giving buyers the beauty and advantages of redwood, plus the extra strength and economy of plywood. Exclusive "deep toasted" V-grooves enhance the natural warmth of redwood, lending a rich distinctive tone of elegance to any room.

Handsome redwood rift grain is created by slicing veneers from quarter segments of the log.

FREE:
Send for 16 page, full-color Simpson Plywood Catalog. Mail coupon on next page.

Simpson Logging Company
2301 N. Columbia Boulevard
Portland 17, Oregon

RELY ON

FRANCIS BAER, A.I.D., creates an attractive den with walls of random planked Simpson rift grain redwood plywood. Every second dark brown "toasted" V-groove falls on 16" centers for automatic stud locating.

You'll close the sale faster when you offer your home-buying prospects the visible sales-plus of genuine Forestone beauty and noise control!

NEW "BUY WORD" IN HOME SALES

SIMPSON

FORESTONE
ACOUSTICAL CEILING MATERIAL

Two to choose from Feature 12"x24" flange-jointed tiles or labor-saving 2'x8' insulating roof deck

Your own crew can install effective Forestone quickly, easily, at about the same cost as ordinary ceilings. See your Lumber Dealer or refer to Sweet's File. Simpson Logging Company, Shelton, Washington.

Mail coupon, next page, for free 24-page Acoustical and Insulating Board Catalog.


The original fissured woodfiber acoustical material.
One of the most dramatic developments in American economic history has been the building of more than 13,000,000 new dwellings since the close of World War II—more than 130 billion dollars worth of new housing in 13 years!

Building this housing to meet the needs of American families has been a teamwork operation—a team composed of Home Builders, Architects and Designers, Financial Institutions, Government Agencies and Manufacturers of Building Products and their Distributors and Dealers. Without the function of each member of this team, this economic and physical miracle could not have happened.

Now we are entering upon a period in our history when it appears that more housing than ever before is going to be needed if American families are to be housed adequately. As a major producer of forest products—as a member of the team—Simpson is aware of its responsibility in helping to meet these coming housing needs—in helping to achieve the goal of Better Housing at Lower Cost.

On the occasion of its 15th Anniversary, Simpson and its Distributors and Dealers wish to extend their warmest greetings to the National Association of Home Builders, whose members are so largely responsible for the great task of Housing America—and who are now facing an even greater challenge of the future.

SIMPSON, 1070B, WHITE BLDG., SEATTLE 1, WASHINGTON
Please send me FREE information on the following products as checked:

☐ Doors  ☐ Redwood  ☐ Acoustical and Insulating Board  ☐ Plywood

Name
Company
Address  City  State

Clipped from magazine.
"Telephone planning is a 'must' in every home we build"

—SAYS HOWARD B. QUINN, QUINN HOME BUILDERS, INC., CHICAGO, ILLINOIS

Thirty minutes to the southwest of the center of Chicago lies Beverly Terrace, a gracious community of 200 homes in which "extra" conveniences are the rule, not the exception.

A striking example: each home contains no less than 10 telephone outlets.

"We've earned a reputation for quality construction, de luxe equipment and built-in features," says builder Howard Quinn. "And an abundance of telephone outlets, with wiring neatly concealed in the walls, is just the kind of feature that helps set our homes apart.

"People are delighted when we point out how flexible their telephone service can be—with extensions indoors and out. The wiring's all there whenever they want to use it.

"We're in business to sell homes—and telephone planning helps us do it. It's as simple as that. So it's a 'must' in every home we build."

* * *

Your local Telephone Business Office will gladly help you with telephone planning for your homes. For details on home telephone installations, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

**BELL TELEPHONE SYSTEM**

Beverly Terrace homes like the one below even include outdoor telephone facilities. At lower right, Howard Quinn and Illinois Bell Telephone Company's Bill Dutcher inspect a jack-type outlet on the patio.

FEBRUARY 1959
NEW IDEA IN HINGE DESIGN
an EXCLUSIVE READY HUNG DOOR FEATURE

Circle Hinges

MORE GLAMOROUS . . . GREATER STRENGTH . . . SELF ALIGNING

Now . . . only Ready Hung Doors give you the performance and eye appeal of graceful, glamorous CIRCLE HINGES. Proved by exhaustive laboratory tests equivalent to 70 years residential service, CIRCLE HINGES are now standard on all types of Ready Hung Doors.

- Single Screw
- Pat.Pend.

2 1/2 TIMES STRONGER — Deep Thread Screws used with CIRCLE HINGES are an exclusive new design. One Deep Thread Screw has 2 1/2 times greater holding power than three screws used in rectangular hinges.

NON-RISING HINGE PIN — Removable hinge pin is held by screw-on tip at bottom so it cannot work upward. Pin and bottom tip turn with hinge leaf, preventing tip from unscrewing in use.

COMPARE — Smaller and more graceful, artistically designed Circle Hinges give any door a more glamorous appearance than can be achieved with rectangular hinges.

READY HUNG DOORS ARE MADE BY THESE LEADING WHOLESALERS
Building with Brains

Here are 12 more cost-saving items showing how American ingenuity is licking rising costs

To compete successfully in the face of today's rising costs, the home builder seeks more ways to slash expenses. He must get top value from every cost dollar.

This month, we're featuring 12 cost-saving ideas from different parts of the country. Next month we'll show 10 more, from the University of Illinois short course. Maybe you have a pet cost-cutter we could run in the future. Why not let us see it?

A profitable tip for winter building

Keep your dirt rigs going through winter freeze-ups. Caterpillar Tractor Co. says clay frozen as much as six feet deep can be ripped by this method. Cost should be no more than that of the required power alone. In this drawing, tractor makes a series of runs in a grid pattern. Ripping tooth is lowered slightly after each series until maximum penetration is reached.

Perforated panels for movable shelves

Another use for perforated hardboard. Used as shown above, it performs double duty, providing finished shelf siding and permitting unlimited adjustment of shelf spacing.

In new construction, the Pegboard panels are attached to the studs. In existing houses, they are placed over furring strips.

One whole roof's supply when and where you want it

This idea should help speed most roofing jobs on single-story buildings. Shingles are hauled in trucks with hydraulic-lift beds. With the trucks placed near the structure (above), beds are put at roof height. The shingles are easily fed to the men as needed.
This builder reduced site labor with a portable masonry cutting machine.

When the Olson Concrete Co. built a $185,000 church in Osseo, Minn., a Minneapolis suburb, they used such a device, called a Hydrasplit. The job called for 70,000 face and 12,000 common brick, 200 tons of facing stone, and 12,000 blocks. So elimination by the machine of blade cutting of brick and stone meant big savings. The cutter is easy to move. Details on the Hydrasplit are available from Park Tool Co., St. Cloud, Minn.

Here's a tip that saved one builder over $100 per house on roofing.

On the houses Leo J. Shanahan & Sons build in the Long Beach, Calif., area the house and garage together take about 30 squares of roofing. Therefore, a shake roof would normally cost about $750, at $25 a square. But the company uses shakes on the front and side slopes only, puts cedar shingles (12 squares) on the rear slopes. At $15 a square, the shingles lower total cost of the roofing to about $640.

The Shanahans planned $500 more lot value into their tract. Platting the above block into 7 lots 60' wide left about 26' extra land. Instead of splitting this equally among the lots, the Shanahans added 13' to two lots (shaded areas). This allowed special garage arrangement, added prestige. And while costs were unchanged, the widened lots sold for an extra $250 apiece.
Form jack saves labor time

Inexpensive form jacks like these (left and above) speed crawl space construction.

Jackson Construction Co. and Lewis and Bristow, both of the Sacramento, Calif., area, use the jacks in forming crawl space walls. They eliminate staking and bracing, speed attaching the strips and forms.

The devices are easily made for $5 or $6 each, and stack neatly in a truck or shed.

Saves $300 on millwork

"After a small amount of training our men can quickly rabbet and mortise window frames on the job," says Avriel, woman builder of Carmel, Ind.

Savings per job: $300 over mill-made frames.

The work is done easily and precisely, using clear 2x4 and 2x6 redwood.

Another advantage: this type of framing readily combines with other window units and exterior door frames.

Put up drywall
the easy way

You'll save a lot of time by using a hoist.

This one is the latest model of the Lantz Manufacturing Co., Valparaiso, Ind. It is said to be adaptable to most lifting and/or holding jobs of this type.

If your curbing settles
here's how to realign it

If the curbing in your developments settles, this device will save you money. It was designed by Bob Scarborough, president of the Home Builders League of South Jersey.

Dig under the lower end of the settled curb, or under both ends, if necessary. Slide the lifter in place, raise curb to the desired position. Tamp the soil on both sides of the curb. (Scarborough uses a Barco Rammer).
Building with Brains

How they gained an extra room:

Optional family room is a big attraction for buyers of Midwest Houses' Wildwood model, says builder Charlie Simms, especially in basementless houses.

Per-foot cost of the extra room is lower than for the rest of the house. Detail to the left and floor plan below show how the additional space is provided.

The garage is moved forward and the space behind it made into a family room. Steel beam, truss-construction greatly simplify addition of the extra room.

Midwest's new 1,400 sq. ft. Wildwood model sells for around $21,950 in the Dayton, Ohio, area. It comes with or without basement or family room. Builder Charlie Simms says this flexibility of design increases the home's market range. For more on Simms, turn to page 52.

Scissors truss ceiling — finish it with redwood

As an "extra," Simms offers a cathedral ceiling of 10" redwood lap siding. He says it gives the small-ranch Wildwood a feeling of spaciousness. Response has been good, and Simms finds the "extra" an excellent selling point.

The 924 sq. ft. ceiling covers the kitchen, and dining-living areas. It takes two men a half-day to nail it onto the underside of the scissors trusses. Insulation is installed as work progresses.

Simms figures the ceiling costs approximately $200 more than an equivalent ½" drywall ceiling. Materials come to $185; labor $75.
"Now I can offer year-round comfort at a price that sells!"

"Last summer I was trying to determine how to include air conditioning in my homes and still sell competitively. "Gold Bond Super Thick 6" Insulation was the answer. I was able to reduce my cooling equipment costs approximately $430 per house*...with the help of Gold Bond Super Thick in the ceiling. "The original 3 ton requirement was reduced to 2 tons and proved more than adequate. It costs me $220 more for additional Insulation (6" ceilings — 3" sidewalls)...results in a net saving of $210 on each house...a real bonus."

If you are providing air conditioning in your homes, learn how Gold Bond® Super Thick Insulation can save you money. And remember, electric heating calls for 6 inches of insulation as the minimum requirement for ceilings. For more information, write Dept. AB-29, National Gypsum Company, Buffalo 13, N.Y.

*Based on published statistics. Exact costs vary with locality.
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That just-right look of quality. Just the right feel of "difference." Panels of PC Glass Blocks, clear and in color: warm, light and friendly inside; crisp, clean beauty outside. It's easy when you think in terms of the PC Glass Block line for your next commercial building, home, reception room, or retail store . . . whatever you build, rebuild or remodel. For complete details, write Dept. AJ-29, One Gateway Center, Pittsburgh 22, Pa.
Five reasons why 2-ply gypsum wallboard is top quality construction:

More and more top quality houses are being built with Gold Bond wallboard in two-ply, job-laminated construction. Here's why:

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**Decorate almost immediately.** You can paint or wallpaper as soon as the last joints are treated.

**Costs less** than you think. Call your Gold Bond® representative for full details. Or write for free technical bulletin: Dept. AB-29, National Gypsum Company, Buffalo 13, N.Y.
"Twindow Insulating Glass increases toward the
This enterprising contractor has been building homes in this attractive Davenport suburb for ten years. At present he is developing Highland Park which features $50,000 homes on large, well-landscaped lots. All of the houses are custom built to owner specifications and—like this one shown here—have TWINDOW Insulating Glass in every window!

"I have found that the advantages and savings from the use of TWINDOW are equally important to the people who will buy homes in Highland Park as well as those who are interested in the moderately priced houses in our other development," explains Mr. Dohrn.

"We believe—and prove to our prospects—that TWINDOW will more than pay for itself in fuel savings and will make a more livable and comfortable home. We point out that TWINDOW eliminates the need and trouble of putting up and taking down storm windows. After we explain these advantages we quickly note a much higher interest by the customer."

"It looks to us that very soon single glass in windows will be a thing of the past."

If TWINDOW Insulating Units make one builder's selling job easier, they can work for you, too. Why not get more information about TWINDOW? Find out about its sales-appealing qualities, the ease with which it can be handled and installed. All of this is explained in our handsome TWINDOW booklet. Write today for your free copy! Pittsburgh Plate Glass Company, Room 9113, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.
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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. You get silent operation, performance, precision weathertightness and smooth fingertip operation. Reason: Sash are countered with even-tensioned spiral balances and are cushioned with pre-tested silicone-treated wool pile weatherstripping. Small wonder home owners want these better engineered windows. Builders 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. See Ceco, manufacturers of the most complete line of steel and aluminum windows in the USA. 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.
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All standard sizes—5 thicknesses. Edge-sealed panels are packaged in steel-strapped bundles, 25” high, for easy, convenient handling.

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WANT MORE TIME FOR GOLF? OR FISHING? Or maybe you would like to eliminate some of the headaches of your present operation. If so, you may find yourself signing up for a manufactured (prefabricated) home program in the near future. Chances are you'll soon be solicited—if you haven't already been. Factory-built-home manufacturers are expanding in the West. Salesmen are out to double their volume in 1959 and they're calling on all builders large and small.

YOU WILL FIND THAT THE SALESMAN, WHEN HE CALLS, HAS A LOT TO OFFER. But don't expect a big saving in the labor and materials cost of erecting the house—although if you are a small builder in a high-cost area—you may save money. The important advantages, however, are along other lines.

1. You can offer customers a choice of 20 to 40 floor plans, usually with two to three elevations. There's no cost for drafting or architectural fees, yet you know the homes are proven sellers.

2. You are completely flexible in your operation. If sales are good you can pick up the phone and order more houses. If sales are bad, you're not burdened with inventories. If you want to switch from gingerbread to contemporary, there's no problem.

3. You can purchase the construction package at a fixed price, and many manufactured-home companies will help you establish reasonable subcontractor prices. This enables you to nail down your costs ahead of construction.

4. Other services which save your time and money are: expertly prepared sales and advertising aids; plot planning; color co-ordination, and help in securing financing.

SCHOLZ HOMES, INC., MADE LAST YEAR, and started production in Fresno, Cal. Now the company also has plants operating in Greeley, Colo., and Long Beach, Cal. The organization is introducing its complete line of more than 35 models which range in selling price from $6,000 to $75,000. The line embraces the same floor plans and elevations which brought Scholz to second place among prefab manufacturers. However, changes are made to accommodate the homes to western climatic conditions. Scholz houses will only be sold to licensed builders, franchised for local areas. Robert L. Wickman, western regional sales manager, said he is particularly interested in receiving inquiries from builders who normally put up from 25 to 50 homes yearly. His address: 3440 Cherry Ave., Long Beach.

ANOTHER EXPANDING PREFABBER IS WESTERN PACIFIC HOMES, successor to Workmon-Rhodes. The company opened a multi-million dollar factory in Decoto, Cal., and expects to double 1958 sales, which were over 1,500 homes. (See p. 38-H.)

WEST COAST MILLS IN CHEHALIS, WASH., manufacturers of Far West Homes have been shipping all over the country for years and do a big volume in the western states. And Virginia Lee Homes in Kirkland, Wash., recently added another plant in Tacoma, more than doubling production. In addition to these firms, there are many smaller home manufacturers scattered throughout the west.

TODAY THE HOME MANUFACTURER is an integral part of western building.
ASSEMBLY LINE speeds up "manufacture" of exterior walls. Each man does a different job. Production begins at the far end of the line. By the time the panel reaches the last man, only cedar shakes have to be nailed on.

SETTING UP THE WALLS: two men, the crane operator, and a laborer do the job. This means exterior and interior walls are "tacked" up to stay in position temporarily. Then two men plumb and fasten them in 2½ hours.

With an assembly line like this

"It stands to reason that men can nail a wall section together faster on a jig table than they can on the job," says Jim McPeak, superintendent for California builder John Jacobson.

Using this production line for exterior walls, Jacobson successfully "manufactures" his own houses. Since the operation was set up five years ago, one thousand homes have rolled off it into Rancho Cordova, his development, about a mile away.

The former president of Associated Home Builders of Sacramento said the 300-ft. assembly unit is a very simple affair which cost about $4,000 to make. It works on the principle of any line; each man is assigned a particular job.

Production begins at the far end. Studs, top and bottom plates, headers and bracing are applied first. Next two steps include putting on building paper and the 1x4 nailers for cedar shakes. Then aluminum windows are set in. The last step entails nailing on the cedar shakes.

When a workman finishes his part of the job, he releases a crank which moves the wall panel forward to the next crew.

Jacobson's yard also has two other jig tables; one to handle interior walls and another to handle trusses and gable ends. Crews work on components for one house at a time. When it is finished it comes off the line onto a trailer. A loaded trailer has a complete house on it.
CEDAR SHAKE exterior and a cedar shingle roof are typical of a Jacobson house. It has over 1,500 sq. ft. (in living area) and sells for $18,785. Walls were made on the production line by seven men. Time: 56 hours.

CENTER HALL is one of the house's many features. Baths are conveniently adjacent to the bedrooms. A planter, fireplace, and built-in bookcase are some of the extras that put the house on the "best-seller list."

... Jacobson builds a house a day

Of course there are advantages and savings "manufacturing" houses.

McPeak said that there's no waste; supervision is simpler; no scaffolding is needed at the site, and lumber is stacked along the line convenient to pickup.

If workers are not used on the line they can be used elsewhere in the field. At the site, no layout is necessary. This is done in the yard using templates, which are available for each house. Although the line can't be operated in rainy weather, it can be worked when the ground is wet.

Jacobson summed up the value of his line when he said, "If I didn't have it, I'd build it."

Here's how Jacobson schedules his crew

To put up the shell of one house, seven men work one day on the assembly line to build all the walls. A crew of four "sets up" the house in two hours. It then takes two men 2½ hours to plumb and fasten the walls. One man glazes two houses per day.

Two men set up ceiling joists in three hours. It takes two men two hours to precut rafters, and two men one day to frame the roof.

Total time: 99 man hours.
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OBJECTIVE: provide greatest value at least cost. So Pres. Lewis J. Lewellen (L. foreground) holds confab with Fred E. Rhodes, Exec. Vice Pres., and Parker E. Sorg, chief engineer. Building techniques are discussed.

TYPICAL Western Pacific Homes’ design features a predominantly stucco house with brick, and board and batten cedar trim; and a cedar shingle roof. To conserve land, garage is usually attached in front.

Here’s a prefabber who tailors

STANDARD DESIGN: living room is the central point of the house. It includes floor-to-ceiling brick fireplace, and sliding glass doors to the patio (an extension of the room in western homes.)

MODERN KITCHEN IS A DREAM. This one (from another elevation) is typical of the package. Features: General Electric appliances including built-in oven, ash cabinets, and breakfast bar.
his models to California's market

Selling in its own California backyard, and supplying builders with a package buyers want, accounts for the success of Western Pacific Homes in Decoto. In 1958 the firm sold 1,500 houses: this year it expects to double sales.

The company offers 20 plans and 80 elevations. Package price: $2,000 to $6,000. Price to buyers: from $13,500 to $18,000 with lot.

According to President Lewis J. Lewellen, sales are not limited to small builders. Two large tract operators use the package. One is McKellar Associates, developers of Walnut Estates (shown here).

Two houses a day are also shipped to Jess Construction in San Diego, 500 miles from the plant. This operation is typical of WPH.

Trucks leave the plant at 4 p.m. and deliver the following morning. The first shipment consists of all framing lumber, roof trusses, and trim parts. Finish material comes in another shipment. A unique feature is the company's drivers: they're field-service engineers who supervise the setup of each house.

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Designed for heavy commercial installations, this folding wood door can be used to close off long sections of a room. Here it divides Sunday-school classroom. Wood Specialty Products, Dept. AB, 24300 W. 60th St., Mountlake Terrace, Wash.

Circle No. F105W on reply card p. 96

Decorator brick is versatile

A nonceramic brick, Z-Brick, lends itself to remodeling and new construction. Installed it has a mortar line and texture similar to Roman Brick, Vermiculite Co. of the Northwest, 2107 N. 34th St., Seattle, Wash.

Circle No. F104W on reply card p. 96

Offer low-cost prefab

This house is part of a series named the "Capri" 2500. Sales price ranges from $8,500 to $11,000 with land. Construction can be brick veneer or frame. Holiday House Mfr.'s Corp., P. O. Box 8097, Fort Worth 12, Texas.

Circle No. F105W on reply card p. 96

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Now...build it for less than $6900*—sell it in volume to $75-week income groups!

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Harnischfeger Homes, Inc.

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AB-2-59
If you want to make a sale...

...there's nothing so powerful as an idea

Better Homes and Gardens makes more sales because it gives people more buying ideas

A good idea never has much trouble getting someone to try it. And BH&G is loaded with ideas for things to do or to make or to buy. The people who read Better Homes and Gardens (a monthly average of 15½ million men and women) really "live by the book." They discuss it, lend it, save it, clip it, act on it—and buy by it.

Whatever guides people to richer, happier family life concerns Better Homes and Gardens. From how to make a garden grow to what to do to make a teen-age party tick. And these families who dig in their gardens or entertain their friends are in the market for an endless variety of products. Hand lotions and sun glasses and home permanents as well as foods and beverages and garden equipment.

Product advertising is welcome and important in the climate Better Homes and Gardens creates. BH&G turns readers into spenders because nothing makes sales faster than ideas. Meredith of Des Moines... America's biggest publisher of ideas for today's living and tomorrow's plans

During the year 1/3 of America reads

...the family idea magazine

NOW OVER 4,500,000 COPIES MONTHLY

AMERICAN BUILDER
Extra services: the biggest news in prefab today

There's a new look to the prefab package. Five years ago, the builder who bought a manufactured home got little else than the house itself. Today, the smallest builder gets a share of a staff of building experts that few 1,000-house-a-year builders can command.

Here's the kind of service you can expect to get in today's manufactured home package:

- Land-planning help, including plot layout and house siting. And some manufacturers are beginning to finance land purchasing and utility construction for selected builders.
- Mortgage help. Most manufacturers can assure you adequate construction money; and the time-consuming job of handling FHA and VA forms can be reduced to simply signing your name.
- Expert supervisory assistance. All manufacturers will send qualified personnel to help you put up your first model. And they'll lend a hand when you hit any unusual technical problems.
- Architectural help, ranging from moving partitions in a standard model to complete custom design. Fees are low, and usually refunded when the house is actually built.
- Business assistance. Your costs will be checked to make sure you're getting the best possible subcontracts. Some manufacturers will set up cost-control systems for you, and even keep your books.
- Merchandising and advertising aid. This will usually include literature, clinics for you and your salesmen, and a cost-sharing arrangement for local advertising.

These are valuable extra services; yet in most cases, the home manufacturer can include them in his house package without raising the cost above that of the same house built conventionally. For the builder, the result can be a more efficient building operation, a stronger sales program, and a more profitable share of the market.

On the cover and at right: Lumber Fabricators' Atlanta representative, Chet Kingsman; builder Howard Simpson.
Here's your check list of HOME MANUFACTURER AND LOCATION:

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**February 1959**

*Here's why builders like prefab's extra services*
I can build in the expensive custom market with 

Like many a small-to medium-sized builder, Bob Thompson of Cincinnati likes to do custom work along with his regular building program. And by basing his custom design on standard prefab packages, Thompson has managed to pull their cost well below the going market level.

"Here's how I get some of my biggest jobs," says Thompson. "A buyer comes to me after going through the regular channels: a rough idea, an architect's plan, and builders' bids; and finally, a price much higher than he anticipated.

"We can show this buyer how to get his custom home at a far lower price. We take his plan to Pease Homes, our prefab manufacturer. Working with their architect, we adapt one of Pease's packages to fit the buyers custom design. By keeping to the standard modules and components, we can end up with a custom home at close to prefab price.

"There are two reasons for this low price. First, there are the economies inherent in the prefab pack-

A magnificent home like this . . .

Thompson built this handsome custom house for $45,000, exclusive of land. The owner has since been offered $10,000 more for it. In its 2,800 square feet of living space it has four bedrooms, three and a half baths, living room, dining room, family room, and also an oversized two-car garage.

"We get rid of our FHA and VA loan-processing headaches"

The paper work involved in processing FHA and VA loans takes a lot of time. Often it is a major factor in keeping the small builder from expanding into the profitable government-insured market. But builders Quinten and Orvelle Larrick of Union, Ohio, have simply turned the problem over to Inland Homes, their prefab supplier.

"We just don't worry about FHA and VA forms any more. Inland partially fills them out for us, sends any supplementary material lists we need."

INLAND HOMES REPRESENTATIVE Jim Rupel, left, helps builders Quinten and Orvelle Larrick process government forms for a new model they plan to produce.
architectural assistance"

age itself. And second, architectural fees are eliminated. Pease charges $5 an hour for design work, but deducts the total from the package cost when the house is delivered.

DESIGN CHANGES in a standard model are discussed by Builder Bob Thompson, left, and staff architect Lon Purcell, at Pease's plant in Hamilton, Ohio.

design changes in a standard model are discussed by builder Bob Thompson, left, and staff architect Lon Purcell, at Pease's plant in Hamilton, Ohio.

... can be built from this basic package

This was the standard Pease model which grew into the big custom house at the left. Slight overhang of the second floor was eliminated, the
two-story portico and columns added (this accounted for $2,000 of the total cost), and one-story wings built out on either side.

A "package-plus" plan makes construction loan financing easier

One of the small builder's thorniest problems, working capital, is being eased by a new financing plan. Set up by General Homes of Fort Wayne, Ind., the "Package-plus finance plan" is designed to supplement the normal construction financing available to the builder.

The "package" part of the plan covers the entire package that General ships: components, heating, wiring, plumbing; everything but the concrete. Builders can get this construction money through General if they wish, but in practice, most of them prefer their own local lending agencies, particularly if these agencies are handling their permanent loans.

The "plus" portion of the plan is a $3,000 loan, made directly to the builder by General, and designed to cover a large part of the construction not included in the package: driveway, excavation, concrete work, and landscaping. General charges a flat four per cent interest on the loan, and disburses it as follows: $1,000 when the house is delivered, and the remaining $2,000 when it has been completed and inspected.

Indications are that the $3,000 "plus" part of the plan is more than enough to carry most builders. Most of the loans so far have been under the maximum, and closer to $2,000. When they are added to the buyer's down payment, and to the credit extended by subcontractors, the builder's capital outlay has been reduced to a minimum.

Here are more services to boost your profits
“When I run into building problems in the field,

They are few builders who don’t run into profiteating problems many times during the year. Usually, it’s up to the builder to find his own solution. For the prefab builder, however, there’s another source of assistance: the technical staff of the home manufacturer.

Like many other builders this winter, Charlie Simms of Dayton, Ohio, was caught in an early freeze. He had his footings and foundations in place, but his slabs had not been poured.

“I knew I could put up the shell of the house,” says Simms, “and pour the slab later on. While I probably could have done it myself, I decided I might as well take advantage of the experience that the technical crew at Midwest Houses had picked up over the years. So I called them and asked them to help me. They sent Dave Powel, then area representative, to give me a hand.”

“They help me with accounting and cost control”

Of all the services he gets from Harnischfeger Homes, cost analysis is the most valuable to Builder Roy Skogman of Cedar Rapids, Iowa.

“I get cost breakdowns for houses identical to mine from other builders in other cities,” says Skogman. “This gives me a sound basis for dealing with my subs and suppliers, and helps minimize out-of-line costs.”

HARNISCHFEGER PRESIDENT Fred Samerdyke, left, checks costs with a builder-dealer. Company will help set up complete cost-control system if the builder wants it.
I can count on expert technical assistance

The picture above shows the solution that Simms and Powel worked out.

The first step was to erect the shell of the house on the foundation. The bearing partition down the center had to be omitted, of course; in its place, 2 x 4’s were set up as temporary supports for the second floor.

Step two was to get heat into the house to thaw out the ground under the slab. Since Midwest’s panels come with insulation already in place, all that was necessary was to close up all openings with polyethylene sheet, and bring in portable heating units.

“Once the ground was thawed,” said Simms, “we brought in our crushed rock and leveled it. Then we laid the heating ducts, put down the vapor barrier, and poured the slab. We were back in business, with very little time lost.”

"I got a year's merchandising service for $275"

Builder Howard Simpson of Atlanta, Georgia, got a merchandising bargain last year. He spent just $275 to sell his 26 houses.

“Kingsberry Homes did a superb job for us,” says Simpson. “We got point-of-sale material, some advertising, and even color decorating, all for that price. And if we’d wanted more advertising, Kingsberry would have shared the cost with us.”

PROSPECTIVE BUYERS listen to Mrs. Lois Gause, right, a member of Simpson’s sales force. Kingsberry holds monthly clinics for sales staffs of all their builders.
Admiral Homes, Inc.

One of over thirty designs available, this one- and one-half bath, three-bedroom model is in medium-price range. Known as model 507, the design is obtainable in a variety of exterior finishes that include wood, brick, or stone. Garage underneath main level makes it an ideal house for hillside locations where least amount of excavation is needed. Central stairway gives access to living and sleeping areas with equal facility. Over-all size is 37'2" x 37'9".

American Houses, Inc.

In the medium-price field, this model, known as the Heritage, has proved most popular with home buyers. Its heavy roofline gives the house a feeling of size, gained largely through having garage under the same roof without a break in line. Contrasting materials—brick, with predominant horizontal lines, and vertical wood siding—give variety to house. Lots of closet space plus compact living areas make a neat package here.
Manufacturers, and their '59 models

W. G. Best Homes Co.
The Topper is W. G. Best's offering in the $10,000 bracket. It's colonial style is augmented by the paned windows and the use of shutters. Interesting dentils line the cornice to give a break to the simplicity of line. Extending roofline over carport adds to house's apparent size. Compact plumbing work centers in one area to help cut costs. Side door to carport through dining area makes an excellent family entrance.

W. G. BEST HOMES CO.
U.S. 45 S., Effingham, Ill.
Distribution Radius: 350 miles
No. Basic Plans: 15; models: 500
Package Price: $2,345 to $9,180 f.o.b.
Sales Policy: builders
Delivery Time: ten days
Financing: 30- or 60-day commitments
Description: walls of 2 x 4 construction with insulation and windows installed.
Kitchen cabinets, wiring, trusses.
Literature: for information, circle No. F3 on reply card, p. 96

Ivon R. Ford, Inc.
Good sized bedrooms keynote this prefab. Although kitchen area is small, alternate location of basement stairs will add to space of living area. Porch area at rear has access only from garage. On outside, large overhang of roof at gable ends creates breadth that makes house look bigger. Overhang at front porch increases effect of width. Living area of 1008 sq. ft. contains three bedrooms, one bath, kitchen plus living-dining room combination.

IVON R. FORD, INC.
McDonough, N.Y.
Distribution Area: N.Y., Pa., Mass., Conn.
No. Basic Plans: 33; models: unlimited
Package Price: $3,300 to $8,000 f.o.b.
Sales Policy: builders
Delivery Time: 30 days
Financing: FHA; VA; conventional
Description: floor panels with finish floor; wall and partition panels come with gypsum board; ceiling panels are insulated.
Literature: for information, circle No. F4 on reply card, p. 96

Directory of prefabs, continued
GBH-Way Homes, Inc.

With extra fenestration, this split-level prefab accentuates a horizontal look and assures plenty of light inside. Verticality of house is reduced by low-pitched and hipped roof. Extended overhang protects windows from sun, rain and dirt. Seven large rooms, 2½ baths, two-car garage and full-sized basement give ample space for a large family. Hobby room at lower level can serve as guest room or spare bedroom. Note that traffic by-passes living, dining and work areas. Centrally located kitchen gives full view of family room, backyard and stairs.

Hodgson Houses, Inc.

This Cape Cod uses modern planning inside, authentic Colonial styling outside. Narrow clapboard siding, high-pitched roof, Colonial windows, and shutters complete this classic effect. The large carport extends beyond car length. In this way entire covered area can be used as a porch. Inside features: this model can be designed with either one or one-and-a-half baths. Seven closets give adequate storage space. Large 20x14 living room is isolated from traffic flow. Front door leads to family room instead. Another inside feature: sliding door between kitchen and family room.
Knox Corporation

The "Cherokee Glen" is an Atlanta model that sells for about $12,000 including the lot (a lot in a typical area). The roof line is extended to include the carport which gives the house apparent size. The low pitch of the roof helps to create this effect. Exterior treatments vary according to buyer's wishes. Model above makes use of artificial stone and board-and-batten-siding. The relationship of the kitchen and dining areas to the outdoor patio creates a country-kitchen effect. Note the storage space provided beside patio, and the number of closets. Total area of the house: 1,050 sq. ft.

Lesco Homes

The interesting point about this house is that although its plan seems to be a standard, it has been wonderfully adapted to the site. The basement areas have really been put to advantage by incorporating a garage beneath at the lee side of the hill. The exterior makes use of board-and-batten to effect, but it is the window treatment that draws attention. The small-paned windows give a traditional feeling, but the fact that they are oversize (from floor to ceiling) gives a window wall treatment and allows for light-flooded rooms. The plan is functional, ample. Note two baths.
Manufactured Homes, Inc.

Designed especially for the north central states, this manufactured house uses a basic contemporary design, but incorporates traditional overtones. Alternate floor plans are available. For example, living room and kitchen areas may be interchanged. In plans shown, living room area is relatively large and L-shaped, with a large dining area. The fireplace is angled to view from any point in the living room. In the case of some of the alternate plans, the fireplace is given a more conventional location against one wall. Back door allows easy access to basement without traffic through kitchen.

Modular Homes, Inc.

Who would have thought that Old English half-timber could be adapted to a split-level prefab? Imitation stucco plus the grid and criss-crossing of timbers creates this effect. The upper level of the second story is cantilevered over the lower level. Pitch of the roof is low and eaves are wide. The thick-butt wood shingles give a heavy-textured effect. The result is a cottage look and shows how adaptable prefab design can be. This house could, of course, present its basic lines for colonial or contemporary design as well. Good feature: kitchen and family room are in lower level.
National Homes Corporation

Maintenance-free exteriors are big selling point for National's new series: the Viking. The secret is aluminum, which is used for siding and for roof. Aluminum windows and doors are also used. The prefabber claims that the exterior needs no further finishing at the site, so that maintenance of the surface is no longer a problem. Porches and considerable overhang of eaves add to feeling of space. Interior is compact and has plenty of storage space geared to suit the average buyer's tastes. Style is California contemporary. (See American Builder, Oct. 1958, pps. 28-31.)

Page & Hill Homes, Inc.

Clerestory glass windows at gable ends assure plenty of light for this model. Low-pitched roof accentuates the squat, hug-the-ground appearance, while inside longitudinal roof beams give an interesting cathedral ceiling effect. With some 1,000 sq. ft. of floor space, this house, complete with lot, is sold at from $13,500 to $15,000, depending upon area. Kitchen is small and compact, open living room and dining areas increasing the feeling of space. Vertical board-and-batten and horizontal siding creates a good-looking contrast in the house's exterior appearance.

Directory of prefabs, continued
Place Homes, Inc.

Here's a four-bedroom model that provides comfort and livability in a tight, simple arrangement. In rectangular-shaped houses of this type, variety can be achieved by using small-paned windows, adding shutters, a living-room bay window and dentils at the roof line. The impression of size is created by accentuating the design's horizontal lines with siding. Plumbing is compactly arranged in the center of the house to help reduce costs. Storage space is provided directly off the kitchen and laundry room. Line of bedrooms makes living-sleeping division clear-cut.

Richmond Homes, Inc.

Simplicity and good taste are the features of this home. The break in the roof line makes the house seem larger, and accents the colonial effect. The manufacturer says this model exceeds by three times FHA storage-space requirements, partly because a rafter-joist system of construction was used. This added some 800 cu. ft. of attic storage, accessible through a disappearing stairway. Living areas extend across the front, leaving a quiet zone at the rear of the house for sleeping areas. The house is available in either modern or colonial exterior treatment.
Thyer Manufacturing Corp.

In this colonial ranch style, a good break in regularity is obtained by the overhanging roof over the garage and living room. Brick facing across the entire front, plus cedar shakes on sides and rear provide contrast. Front and bedroom windows are double hung and are set off with flower boxes and shutters. An unusual feature is the combination of the bath and laundry facility. The second bath is accessible from either the kitchen or master bedroom, and ample storage or workshop space adjoins the garage. Notice how all plumbing is centrally located for economy.

U. S. Steel Homes Division

The Andover, one of U.S. Steel's 1959 models, features steel-framed panels plus a factory pre-assembled truss system and individual steel components. The "Steelstyle" line is said to combine structural strength and economy both in building and in maintenance costs. Cost of house is from $13,500 to $15,000. Colonial styling is highlight of this model with large-paned glass windows. Effect of width is increased by setback door and supplementary vertical paneling. Sleeping areas are isolated from living and working areas by setting them to the rear of house.
WHAT'S NEW IN PREFAB, continued

Your 1959 Directory of

ALABAMA
LUMBER FABRICATORS, INC.
Fort Payne, Ala.
Distribution Radius: 700 miles
No. Basic Plans: 24 models
Package Price: $7,500 to $22,000
Sales Policy: sales representatives and builder-dealers
Delivery Time: approximately 14 days
Description: colonial, contemporary and traditional styles. Floor area from 800 to 1,650 sq. ft. Includes exterior wall panels, plumbing and heating, doors and windows, exterior trim and roofing.
Literature: for information, circle No. F17 on reply card, p. 96

CONNECTICUT
FEDERAL HOMES CORPORATION
Box 866, Canaan, Conn.
Distribution Area: 350 miles
No. Basic Plans: 18; models: 72
Package Price: $4,000 to $8,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: two weeks
Financing: 5% deposit; bank letter of credit; incentive discounts
Description: siding and sheathing applied; windows in sections; interior partitions; roof trusses; complete gables; prefinished oak floor; prehung doors.
Literature: for information, circle No. F18 on reply card, p. 96

DISTRICT OF COLUMBIA
BARBER & ROSS CO.
2323 4th St., N.E., Washington, D.C.
No. Basic Plans: 7
Package Price: $6,500 to $20,000
Sales Policy: builders, individuals
Delivery: free within 100 miles
Description: rambler, Cape Cod and split-levels in 2-, 3-, and 4-bedroom.
Floor area from 860 to 1,500 sq. ft. Exterior finish can be individually chosen by buyer.
Literature: for information, circle No. F19 on reply card, p. 96

FLORIDA
TRENDLINE COMPONENTS, INC.
Div. of Florida Builders, Inc., 700 43rd St., S., St. Petersburg
Distribution Radius: Florida
No. Basic Plans: 25; models: 40
Package Price: $1,500 to $5,000 f.o.b.
Sales Policy: builders, contractors
Minimum Order: one per month
Delivery: ten to seven days
Financing: C.O.D.; letter of credit; special arrangements
Description: exterior and interior panels with doors and windows; roof trusses; precut sheathing; kitchen cabinets; complete masonry packages.
Literature: for information, circle No. F20 on reply card, p. 96

GEORGIA
KNOX CORPORATION
(See details on page 57)

ILLINOIS
W. G. BEST HOMES CO.
850 Rathbone Ave., Aurora, Ill.
Distribution Radius: 250 miles
No. Basic Plans: 15
Package Price: $3,000 to $8,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: one
Delivery Time: ten days
Financing: complete financing for models; letter of commitment.
Description: conventional type construction, with exterior, interior panels, insulation, siding, windows installed. Doors prehung; floor systems precut; stairs assembled.
Literature: for information, circle No. F23 on reply card, p. 96

GBH-WAY HOMES, INC.
(See details on page 56)

GOLD STAR HOMES, INC.
P.O. Box 224, Rome, Ill.
Distribution Area: Ill., Ind., Iowa
No. Basic Plans: 50; models: 75
Package Price: $10,000 to $25,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: one
Delivery Time: ten days
Financing: 60 days net discount
Description: large exterior wall sections, complete with siding material; trusses or precut roof construction; interior partitions; prefinished kitchen cabinets; flooring.
Literature: for information, circle No. F22 on reply card, p. 96

STYLECRAFT HOMES, INC.
1022 Lee St., Des Plains, III.
Distribution Radius: 500 miles
No. Basic Plans: five; unlimited choice of models
Package Price: $3,300 to $5,100 f.o.b.
Sales Policy: builders, dealers
Delivery Time: ten days
Financing: FHA; conventional; model
Description: factory-engineered package is designed to give builder flexible choice and speed in erection.
Literature: for information, circle No. F23 on reply card, p. 96

THIIBUHRT HOMES
Fairbury, III.
Distribution Radius: 300 miles
No. Basic Plans: 14; models: 84
Package Price: $2,800 to $8,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: ten to 14 days
Financing: FHA, VA, conventional
Description: package includes 2x4 studs, trusses, wall panels with siding applied, and windows installed. Kitchen, sheetrock, insulation, hardboard flooring optional.
Literature: for information, circle No. F24 on reply card, p. 96

INDIANA
ALLEN INDUSTRIES, INC.
P.O. Box 2497, Sta. C, Ft. Wayne, Ind.
Distribution Radius: 300 miles
No. Basic Plans: 12; models: 27
Package Price: $2,344 to $8,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: ten days
Financing: arranged through brokers
Description: all models available for slab, crawl space, or basement. Have 2x4 exteriors; interior panels with studs 16" o.c. Steel H-Brace roof trusses.
Literature: for information, circle No. F25 on reply card, p. 96

BROOKS HOMES CORPORATION
720 W. Lincoln Ave., Chandler, Ind.
Distribution Radius: 150 miles
No. Basic Plans: 14; models: 42
Package Price: $2,900 to $9,000 f.o.b.
Sales Policy: builder-dealers
Minimum Order: one for builder; one per month for dealers
Delivery Time: ten days
Financing: letter of credit or payment up to 1 year on model homes
Description: conventional framing, trusses, trim applied, wiring, interior trim, doors, etc. Every panel fabricated complete up to 26' in length.
Literature: for information, circle No. F26 on reply card, p. 96

COLPAERT HOMES, INC.
445 N. Sheridan, South Bend, Ind.
Distribution Radius: 150 miles
No. Basic Plans: 7; 82 variations
Package Price: $3,500 to $5,500 f.o.b.
Sales Policy: builders
Delivery Time: seven days
Financing: bank letter; LaSalle Acceptance Corp.
Description: all materials conventional, with panelization, factory production of components, and complete packages of optional extras.
Literature: for information, circle No. F27 on reply card, p. 96

GENERAL HOMES, DIVISION OF GENERAL INDUSTRIES, INC.
3033 Wayne Trace, Ft. Wayne, Ind.
Distribution Radius: 350 to 500 miles
No. Basic Plans: 3; models: 21
Package Price: $4,151 to $5,228 f.o.b.
Sales Policy: approved dealers
Minimum Order: one with proved availability of 15 to 25 lots
Delivery Time: 14 days
Financing: cost of package finance plan plus $1,000 to $3,000 on 90-day note at 4%; bank letter; needs of individual dealers
Description: totally prefabricated, including wiring, interior painting, heating, plumbing, with aluminum windows, tile, kitchen cabinets, etc.

AMERICAN BUILDER
NEW CENTURY HOMES, INC.
Ind. Hwy 26, E. US 52, Lafayette, Ind.
Distribution Area: Ind., Ohio, Ill., Wis., Mich., Ky.
No. Basic Plans: 15; models: 30
Sales Policy: dealers
Minimum Order: none
Delivery Time: five days
Financing: FHA; VA; conventional terms
Description: pressembled and sheeted exterior wall panels with windows, trim and insulation. Roof trusses; plywood roof sheathing; kitchen cabinets.
Literature: for information, circle No. F29 on reply card, p. 96

FINANCING: customer arranges own

KENTUCKY
EMPIRE HOMES CORPORATION
1381 Beech St., Louisville, Ky.
Distribution Radius: 200 miles
Sales Policy: builders
Minimum Order: one
Delivery Time: 14 days
Financing: contractor's responsibility
Literature: for information, circle No. F23 on reply card, p. 96

FAIR LANE HOMES
489 Roberts Ave., Louisville 14, Ky.
Distribution Radius: 250 miles
No. Basic Plans: 25
Package Price: $1,800 to $8,000 f.o.b.
Sales Policy: builders, dealers
Delivery Time: ten days
Financing: letter of credit
Description: custom fabrication
Literature: none available

LOUISIANA
CRAWFORD CORPORATION
Drawer 2551, Baton Rouge, La.
Distribution Area: La., Tex., Ark., Miss., Ga., Fla., Tenn., Ala.
No. Basic Plans: 25; models: 230
Package Price: $2,700 to $8,700 f.o.b.
Sales Policy: dealers
Minimum Order: two per month
Delivery Time: ten days
Financing: Crawford Home Loan Corp.
Description: modified contemporary design; floor area from 1,000 to 2,000 sq. ft.; three to four bedrooms; and one to two bathrooms.
Literature: for information, circle No. F34 on reply card, p. 96

MAINE
MORGAN C. ELMER, INC.
Box 377, Rockland, Me.
Distribution Radius: 500 miles
No. Basic Plans: unlimited, custom prefabricators
Package Price: $2,500 to $10,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: from 14 to 21 days
Financing: interim
Description: sheathed panels; precut floor framing; studded partitions; roof trusses; stairs, windows, doors; shingles.
Literature: for information, circle No. F35 on reply card, p. 96

MASSACHUSETTS
ASSEMBLED HOMES, INC.
40 Holton St., Winchester, Mass.
Distribution Area: New England
Package Price: $2,100 to $12,630
Sales Policy: builders; dealers
Description: all models include roof shingles, drips edge, paper, nails, metal louvers, picture windows. Interior finish package includes prehung flush doors, with casing precut, window trim.
Literature: for information, circle No. F48 on reply card, p. 96

Sales Policy: builders, individuals
Minimum Order: one
Delivery Time: ten days
Financing: FHA; letter of credit; conventional
Description: package includes superstructure, windows, doors, roof system, roofing and siding, insulation, flooring, all interior trim and hardware.
Literature: for information, circle No. F36 on reply card, p. 96

GOLDEN KEY HOMES, INC.
Annapolis Junction, Howard Cty., Md.
Distribution Radius: 350 miles
No. Basic Plans: 24; models: 75
Package Price: $1,995 to $10,500; delivery free to 350 miles
Sales Policy: builders, dealers, individuals
Minimum Order: one for individuals, five for builders
Delivery Time: 14 to 21 days
Financing: local banks, lending firms
Description: complete package including interior finish, flooring, prehung interior doors, etc.
Literature: for information, circle No. F37 on reply card, p. 96

MARYLAND HOUSING CORP.
7515 Southwestern Blvd., Baltimore 27, Md.
Distribution Radius: 100 miles
No. Basic Plans: five; models: ten
Package Price: $3,000 to $8,000
Sales Policy: builders
Minimum Order: none
Delivery Time: as required
Financing: to be arranged
Description: sheathed panels; precut floor framing; studded partitions; roof trusses; stairs, windows, doors; shingles.
Literature: for information, circle No. F38 on reply card, p. 96

PRECISION QUALITY BUILT HOMES, INC.
4319 Milford Mill Rd., Baltimore 8, Md.
Distribution Radius: 150 miles
No. Basic Plans: 70; models: 160
Package Price: $2,168 to $5,208 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: varies
Description: package includes floor system, exterior walls, with windows and door frames; interior partitions. Panelized for crane or manual erection.
Literature: for information, circle No. F39 on reply card, p. 96

SOUTHERN HOMES CORPORATION
5235 Winthrop Ave., Indianapolis, Ind.
Distribution Area: Ind., Ohio, Ill., Wis., Mich., Ky.
No. Basic Plans: 16; models: 60
Distribution Radius: 300 miles
Package Price: $2,500 to $6,500 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: five days
Financing: FHA; VA; conventional terms
Description: exterior wall panels with windows, trim and insulation. Roof trusses; plywood roof sheathing; kitchen cabinets.
Literature: for information, circle No. F30 on reply card, p. 96

RICHMOND HOMES, INC.
4319 Milford Mill Rd., Baltimore 8, Md.
Distribution Area: La., Tex., Ark., Miss., Ga., Fla., Tenn., Ala.
No. Basic Plans: 25; models: 230
Package Price: $2,920 to $6,500 f.o.b.
Sales Policy: builders, dealers
Minimum Order: one
Delivery Time: ten days
Financing: FHA; letter of credit; conventional
Description: complete package including interior finish, flooring, prehung interior doors, etc.
Literature: for information, circle No. F23 on reply card, p. 96

ICHMOND HOMES, INC.
(See details on page 59)

PLAC E HOMES, INC.
(See details on page 60)

MORGAN C. ELMER, INC.
Box 377, Rockland, Me.
Distribution Radius: 500 miles
No. Basic Plans: 70; models: 160
Package Price: $2,100 to $8,700 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: varies
Description: package includes floor system, exterior walls, with windows and doors frames; interior partitions. Panelized for crane or manual erection.
Literature: for information, circle No. F39 on reply card, p. 96

NATIONAL HOMES CORPORATION
(See details on page 59)

FINANCING: customer arranges own

STANDARD HOMES DIVISION, R. L.
INC.
1381 Beech St., Exira, Iowa
Distribution Area: Ia., Neb., Minn., N.D., S.D.
No. Basic Plans: 12
Package Price: $3,500 to $7,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: $1500
Delivery Time: up to 14 days
Sales Policy: builders; individuals
Minimum Order: one
Delivery Time: ten days
Financing: FHA; letter of credit; conventional
Description: package includes superstructure, windows, doors, roof system, roofing and siding, insulation, flooring, all interior trim and hardware.
Literature: for information, circle No. F36 on reply card, p. 96

FINANCING: customer arranges own

SOUTH CAROLINA
HOMESTYLE HOMES
routes 2, Box 100-A, Shreveport, La.
Distribution Area: La., Tex., Ark.
No. Basic Plans: 10; models: 20
Package Price: $2,500 to $8,500 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: ten days
Financing: FHA; VA; conventional terms
Description: pressembled and sheeted exterior wall panels with windows, trim and insulation. Roof trusses; plywood roof sheathing; kitchen cabinets.
Literature: for information, circle No. F29 on reply card, p. 96

NEW JERSEY
HOLLAND HOMES
3530 Park Ave., Garden City, N.Y.
Distribution Area: N.Y., N.J., Pa., Md.
No. Basic Plans: 50; models: 150
Package Price: $2,100 to $8,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: ten days
Financing: FHA; VA; conventional terms
Description: exterior wall panels with windows, trim and insulation. Roof trusses; plywood roof sheathing; kitchen cabinets.
Literature: for information, circle No. F30 on reply card, p. 96

RICHMOND HOMES, INC.
4319 Milford Mill Rd., Baltimore 8, Md.
Distribution Area: La., Tex., Ark., Miss., Ga., Fla., Tenn., Ala.
No. Basic Plans: 25; models: 230
Package Price: $2,700 to $8,700 f.o.b.
Sales Policy: dealers
Minimum Order: two per month
Delivery Time: ten days
Financing: Crawford Home Loan Corp.
Description: modified contemporary design; floor area from 1,000 to 2,000 sq. ft.; three to four bedrooms; and one to two bathrooms.
Literature: for information, circle No. F34 on reply card, p. 96

MAINE
MORGAN C. ELMER, INC.
Box 377, Rockland, Me.
Distribution Radius: 500 miles
No. Basic Plans: unlimited, custom prefabricators
Package Price: $2,500 to $10,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: from 14 to 21 days
Financing: interim
Description: complete exterior; interior frame, prehung doors, millwork.
Literature: for information, circle No. F35 on reply card, p. 96

MARYLAND
DIXIE HOMES
Rt. 1, Box 359-A, Upper Marlboro, Md.
Distribution Radius: 300 miles
No. Basic Plans: nine; models: 21
Package Price: $3,168 to $5,208 f.o.b.
Sales Policy: builders; individuals
Minimum Order: one
Delivery Time: ten days
Financing: FHA; letter of credit; conventional
Description: package includes superstructure, windows, roofs, roof system, roofing and siding, insulation, flooring, all interior trim and hardware.
Literature: for information, circle No. F36 on reply card, p. 96

FINANCING: customer arranges own

FEBRUARY 1959

Prefab directory continues on page 94
COMMERCIAL BUILDING OPPORTUNITY:

11 Cost Savers you can use to

**COST SAVER NO. 1**
All units are alike in size and detail. This cuts design and construction costs. Interior finishing was varied. Second-floor end walls overhang those of lower level by 2½".

**COST SAVER NO. 2**
To minimize land costs, four families are housed on a single, 50' x 100' city lot. Each family will have a parking area, private courtyard, and outside storage space.

**COST SAVER NO. 3**
To lower steel costs while maintaining strength, three parallel 20' o.c. masonry walls permitted wood-joist framing. Vertical 6-H-20 columns at wall ends provide rigidity.
PRIVACY IS ASSURED by this pattern of wood and glass fencing. Wood fence is ¾" vertical siding over 2 x 4's, 16" o.c., capped with galvanized iron. Outdoor storage space is not visible from courtyard.

INDOOR-OUTDOOR living is achieved with Miller steel-framed sliding-glass door units and glass wall units of ceiling height. View, here, is from inside. Wall units fasten directly to undersides of joists.

build a small courtyard apartment

Here's an attractive, economical structure designed to include four complete two-bedroom apartments on a 50' x 100' city lot. Each apartment has about 800 sq. ft. of living area, a private courtyard, and outside parking and storage facilities. (See floor plans and plot plan at left.)

Constructed in Hollywood, Calif., the building won an international award for its designer, architect Craig Ellwood. And it's one of the smartest approaches we've yet seen to a small-courtyard apartment building.

Living areas are on the ground level. This allowed open planning, with the large glass walls visually extending these areas into the courtyard gardens. Adjoining the living rooms is a compact kitchen (see photo, page 67).

The plan of the apartments is compact, but open planning, lots of glass, make the rooms look larger. Another feature that opens up space: the treads and landing of the lower stairs, leading to the upstairs bath and bedrooms, are cantilevered.

This building is of particular interest because of the continuing demand for small, low-cost rental units. Young married couples and older couples without children account for most of this market.

Cost of the structure to builder Henry Salzman was about $32,000, in 1953. This is probably lower than it would have been in other areas. The more important cost-saving techniques Salzman used are shown on these pages. Engineers on the job were Mackintosh and Mackintosh.
COST SAVER NO. 6
Steel trusses are fixed midpoint to the 6-H-20 columns at either end of the building (mentioned in Cost Saver No. 3). This reduces end-column size.

COST SAVER NO. 7
Fireplaces are "hung" back-to-back on central masonry wall. For added convenience to the tenant, each fireplace has a gas log lighter.

INTERGRADATION of inside-outside living does not sacrifice privacy. Courtyard is screened by high wood fence. Flushlight in overhang provides interior and exterior lighting.

STEEL ANGLE IRONS, passing through and resting on the center masonry wall, support the outer walls of the fireplace. Covering the projecting flue is ⅛" sheet steel, painted black.
COST SAVER NO. 8
Compact electric water heater, placed in a cabinet next to the kitchen range, needed no venting.

COST SAVER NO. 9
All mechanical equipment, plumbing, venting and ductwork is centralized, as shown in the first- and second-floor layouts.

COST SAVER NO. 10
High curb on oversized shower stall permits shower to double as bathtub. Mosaic ceramic tile was used in construction.

COST SAVER NO. 11
Hollow clay block resembles brick, is more economical. Larger, the block requires less time for laying.
Remodeling—by builders of 12 or fewer houses a year—is big business. An American Builder research department survey showed 61% of these builders did remodeling to the tune of $15.5 million in 1957.

But our survey also indicates that builders of over 13 homes are missing a good bet. Only 29.4% in this class did remodeling in 1957. To the over-13 builder and the 12-and-under builder who don't remodel, we say: there's profit in remodeling. Here's how it was done in New York.

39% DON'T but should

Remodeling can be a big business

Take a tip from
This remodeling specialist

Here's a one-shot remodeling job crammed with exciting ideas. By following one or more of them, you're sure to find profit in the lucrative remodeling field. The job was done by Westchester Modernization, Inc., headed by remodeling specialist, Charles Abrams. Results: the company has been swamped with business.

The home was the New York entry in the New Lease on Living program, co-sponsored by Home Improvement Council and Living for Young Homemakers. Major changes not pictured include the first floor powder room which has been modernized.

REMODELING, continued

BEFORE: entrance and living room. Only available light came from front windows, giving the room a gloomy appearance. Note absence of stairway. Old attic was reached by ladder in stairwell leading from basement.

AFTER: entrance and living room. Stairway has been built to new second floor. Note doorway leading into paneled dining room—another new addition. Light paint on walls, highly polished floors brighten entire area.

NEW: a section of the all-purpose 30' x 10' family room. Cabinets and shelves provide excellent storage space. Top of cabinets serves as breakfast bar. Note parquet floor and dining area behind cabinets.
BEFORE: another view of living room before modernization. Rear wall (covered with floral design) cut room short, made entertaining difficult. Entire room had boxed-in, cramped look. Fireplace needed dramatizing.

AFTER: same fireplace looks new. Beam marks location of old rear wall. Modernized room has 14' x 20' of living space. Sliding glass doors lead into new family room which was rear porch area before remodeling.

NEW: second-floor bath with glass enclosed shower and tiled vanity. Also on second floor: two bedrooms, linen and clothes closets. To accommodate second floor, inside ceiling was heightened about 1 1/2 ft.
LOOK OF QUALITY is a most important feature for a home in the $28,450 price range. Builder Gerholz has achieved it with simple lines, conservative handling of materials, and tasteful planting and landscaping.

How to build an award-winning house

Give it the look of quality...

Two things make a house attractive to a buyer: the way it looks, and the way it lives. The model shown here is an excellent example of what can be achieved when both of these points are expertly handled.

Called the “Golden Milestone,” this home won top honors in the “Over $16,000” class in AMERICAN BUILDER’s 1958 Best Model Home contest; and it has proven to be the bellwether of the newest project undertaken by its builders, Gerholz Community Homes of Flint, Michigan. The house was designed by Architect Irving E. Palmquist, and by Designer Richard B. Pollman, a member of Palmquist’s firm.

The handsomest features of the “Golden Milestone” are turned towards the street. Siding is fieldstone combined with board-and-batten; together with such colonial touches as small-paned windows and shutters, it gives the house a solidly traditional feeling. And extras like the rail fence and the lamp post, backed by a superb landscaping job, complete the look of quality.

The important living features of the house are in the back. Most spectacular is an enclosed patio, 57’ by 20’, running the full length of the house. Fully screened, and roofed with Fiberglas, it forms an extension to all the major living and sleeping areas in the rear.

The enclosed patio is actually a bargain for the buyer. Added later to the completed house, it might cost as much as $5,000; but by integrating its construction with that of the house, Builder Bob Gerholz brings the price down, and includes it in the buyer’s original mortgage.

Finally, the buyer of a house in this price range ($28,450 with land) wants the utmost in equipment and luxury extras. Gerholz gives him everything: dishwasher, garbage disposer, range and oven, refrigerator and freezer, and washer and drier. The sliding doors on the bedroom closets are finished as full-length mirrors. Nylon carpeting is included for the living room, the dining room, and bedrooms. And there is a complete radio-intercom system.

FIRST IMPRESSIONS often make up a buyer’s mind. Meticulous care has gone into this front entrance, from the colonial effect of the shutters and lamps to the big, modern feeling of the double front doors.

...and give it luxury extras

FEBRUARY 1959
NEW CONCEPT in outdoor living is this terrace room across the rear of the house. Corrugated roofing is made of Fiberglas. Sides of the terrace are completely screened.

This enclosed patio is a big sales extra

HOUSE OPENS to the terrace room through the sliding glass doors at the left. The screen at upper right shields “quiet terrace,” which opens off the master bedroom, from the main center section, shown here.

SHALLOW POOL is built into the terrace-room floor. Sliding doors open from the kitchen, making it easy to serve outdoor meals. Translucent roof admits sunlight, and makes planting possible anywhere in the patio.
The family that buys a luxury home expects it not only to be fully equipped, but to be equipped with name-brand products. The builder who knows this gets an extra dividend: the merchandising value of those brand names. Here are the quality products Gerholz used:

Ruberoid Lok-Tab roofing; U.S. Gypsum wallboard; Dura-Shield exterior asbestos board; Fenestra aluminum sliding window walls; Fabrow wooden windows; Thermopane double glazing; Morgan birch interior and exterior doors; Schlage polished-brass hardware; Bigelow nylon carpeting; Huntington disappearing attic stairs; Owens-Corning Fiberglas wall and roof insulation; Formica kitchen counter tops; Dow styrofoam slab insulation; VisQueen polyethylene vapor barrier; Georgia-Pacific birch interior paneling; Handley-Brown Speedmaster hot-water heater; Romany ceramic bathroom tile; Coleman Blend-Air gas heating unit; Coleman air conditioning; Lightolier electric fixtures; Prescolite lighting fixtures; Swanson kitchen fan; Miami-Carey bathroom ventilating fan; Mir-O-Dor floor-to-ceiling mirrored closet doors; Wascotte plastic tub enclosure; Adjusto shower faucets; Musi-Kom radio-intercom system; Owens-Corning Fiberglas acoustical ceiling tile; Hotpoint Customline dishwasher, garbage disposer, bi-level oven, counter range, and refrigerator-freezer; Westinghouse Space-Mates clothes washer and drier; and Borg-Warner bathroom fixtures.
Bert McCoy, Plumber—Lafayette, Louisiana, says:

"My Ford Ranchero is good for business... good for 'holiday fun', too!"

Join the Ford-ward march to savings! Whatever your job... wherever you do it... you'll discover, just as Mr. McCoy 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:

Rugged Parcel Delivery Chassis are available in windshield-front-end or stripped-chassis models. Bodies from 250-525 cubic feet capacity can be mounted quickly and economically.

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, mighty close to that of a car.

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!
"Between jobs, my Ranchero is a real hunting and fishing pal. Ford’s Ranchero is a wonderful combination of a utility truck . . . and passenger car. It’s an excellent prestige builder for my plumbing and heating business, and I really enjoy driving it. I like the way it sticks to the road and handles at high speeds. My Ranchero’s big V-8 engine makes it easier to drive on the job. There’s less need to downshift, because of its extra power. And Fords are better built . . . they stay tight longer.

"I go hunting or fishing every chance I get, and always in my Ranchero. You should see how easily it pulls my 2500-lb. boat and trailer.

"I use a Ford ¾-ton pickup in my work, too. It’s always loaded with about 1200 lb. of plumbing tools and repair parts. I’ve never lost a minute’s time by the trucks not starting . . . or breaking down on the road."

Ford F-100 Styleside pickup is available with a 6½- or 8-ft. box. Choice of modern Short Stroke V-8 or Six.

Ford’s F-100 panel offers 158 cu. ft. of load-space—husky all-steel body and weather-sealed plywood floor.

FORD TRUCKS COST LESS
LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!
Remodeling Contractors!
Read how to make extra

1. Go to your Armstrong lumber dealer. He is constantly being asked to recommend someone who will install Armstrong ceilings. He will supply you with leads. He will also give you complete information, including samples and valuable selling aids, to help you get started in this profitable new business of installing Armstrong ceilings.

2. Every job is a lead. When you are called in to do any kind of remodeling work, be sure to check the ceiling. There are hundreds and hundreds of home owners all over your area who have cracked or peeled ceilings in need of repair. There are big profits to be made finishing off basement and attic rooms with Armstrong ceilings, too!
money putting up Armstrong Ceilings

3. No long training period necessary. With your carpentry experience, you'll find it easy to put up Armstrong ceilings. You can train your men without wasting time and money. Your Armstrong lumber dealer will show you how. Or write to the Armstrong Cork Co., 3902 Rider Ave., Lancaster, Pa. We'll send you all the information you'll need.

4. One job leads to another. Your customers will be pleased with their new Armstrong ceiling. They will tell their friends and neighbors about the ceiling (and who did it). This will lead to other jobs. To help even more, Armstrong ceilings are advertised on the Armstrong Circle Theatre, CBS TV, and in leading national magazines.

Armstrong CEILINGS
... a profitable new business for you
THE MEDITERRANEAN, typical Centex home, has 1677 sq. ft., under roof, 1 1/2 baths. Centex building projects are currently under construction in Chicago, Dallas and Hawaii. In the Chicago project alone, 50 SKIL Saws are used exclusively.

50 SKIL Saws Help Nation's Largest Home Builder Give Buyers More House for less money!

In 1958 alone, the huge Centex Company put up an astounding total of over 3200 homes. And their plans call for even more this year.

One of the big reasons for this spectacular success is their continuing search for the “cheaper, faster, better way.”

This helps explain why today’s largest U. S. home builder is able to give buyers more house for less money.

And it also explains why they chose rugged, dependable SKIL Saws — 50 of them — as the exclusive portable saws for use in their giant Elk Grove project in suburban Chicagoland.
Combination of SKIL Model 77 Saws and this ingenious gang-sawing station saves Centex more than $1000 a week pre-cutting and notching rafters, studs and floor joists at the 6000-unit Elk Grove, Illinois, project.

SKIL 7 1/4” Model 77 Saw has its own special brand of built-in muscle . . . 117% more horsepower than other saws of the same size and price! This tremendous added power and torque keeps the blade cutting at high speed even in wet lumber or resinous woods. With the handle behind the blade, there’s a straight line of force for easier, more accurate cutting. “Vari-Torque” clutch protects against saw damage and kickback. Many other features explain why the SKIL Model 77 is today’s most popular builder’s saw for any cutting job.

Panasonic, SKIL & SKILSAW products, made only by SKIL Corporation, 3023 Elston Ave., Chicago 30, Ill. In Canada 3601 Dundas St. W., Toronto 9, Ontario
ALWINTITE’s “PLUS VALUES” will help you

GIAN T LAPEL BUTTONS for your salesmen keynote the entire selling strategy by providing an opportunity to tell about all your built-in PLUS VALUES.

THIS TESTED MERCHANDISING KIT is yours FREE when you use ALWINTITE windows or sliding doors.

DISPLAY PLACARDS for your model house subtly remind the prospective home buyer that he will get PLUS VALUES in your house.

SALES FAX TRAINING SHEETS give your sales staff important selling cues that prove your houses offer PLUS VALUES for the buyer.

ASK ABOUT THE PLUS VALUES IN THIS HOUSE

PLUS VALUES like the ALWINTITE ALUMINUM WINDOWS by GENERAL BRONZE CORP.

DAYGLO SATIN DISPLAY BANNER for your sales office reminds the buyer that you offer MORE in value for his money.

AMERICAN BUILDER
MERCHANDISING PROGRAM
sell your houses faster

BECAUSE IT SELLS YOU AS A QUALITY BUILDER

Builders everywhere — large builders, small builders — are finding ALWINTITE's "PLUS VALUES" merchandising program "the best sales stimulator they've ever used."

The "PLUS VALUES" program works in any area because it doesn't selfishly try to sell a single product. Instead it promotes the idea that you, Mr. Builder, are a Quality-Minded Builder who gives home buyers more for their money. It provides your salesmen with a real opportunity to explain all the PLUS VALUES included in your homes.

If you're looking for a way to speed up new house sales, get all the facts on ALWINTITE's PLUS VALUES merchandising program. It's available in a complete ready-to-use kit from your nearby ALWINTITE distributor. Ask him for it or mail coupon for complete details.

Read what these builders say about the PLUS VALUES program

"We have found your Plus Values program a real sales stimulator. We particularly like the fact that it gives us an opportunity to feature all the quality products in our houses."

Kay Construction Co.
"Kemp Mill Estates"
Silver Spring, Md.

"A swell promotion that is helping us build a reputation for offering better value. Sales have perked up since we started using the whole program. It is a well-planned, practical program."

C. Davis Hogendorp, Inc.
"Cromwell Heights"
Baltimore, Md.

"Our salesmen like your PLUS VALUES program because it starts prospects asking questions. Our list of PLUS VALUES is really impressive, and it gives us a definite sales advantage over other builders in the area."

Rosano Brothers
"Valmont Terrace Homes"
Commack, L. I., N. Y.

MAIL THIS COUPON FOR COMPLETE DETAILS

ALWINTITE®
by GENERAL BRONZE
GARDEN CITY, N. Y.
ALUMINUM WINDOWS
SLIDING GLASS DOORS

General Bronze Corporation — Alwintite Division
Stewart Avenue, Garden City, N. Y.

Please send me complete details on your PLUS VALUES merchandising kit. I am now using _______ brand windows.

Name

Address

City _______ State _______
Wherever you plan and build

build more home

Build with wood ... and you build consumer sales with the many extras that only wood can offer. Prospects respond to these extras. They want the special qualities that wood adds to their homes.

Wood's beauty, for example. The natural elegance of wood's many species makes it right for interiors as well as exteriors. And wood's livability creates a warmth and intimacy no other building material can duplicate.

On the practical side, the simple fact of wood's economy gives your prospects more value for the money. It is easily worked and available in abundance. It has a favorable strength-weight ratio. It has wide buyer acceptance, for this familiar build-
for the money with WOOD

ing material belongs to any place, any time.
What does all this mean? That whatever size, price or kind of houses you build ... wherever the locale or site ... you will sell more houses and make more dollars per house when you build with wood!
For new information on better homes of wood write to:

Wood Information Center
NATIONAL LUMBER MANUFACTURERS ASSOCIATION
1319 18th St., N.W., Washington 6, D.C.

Live, Work, Build
Better with Wood

Build a better split level with wood

Build a better Cape Cod with wood

Build a better Colonial home with wood
let it rain...
let it snow...

what’s a little moisture, to
INSULITE SHEATHING!
Stack it outdoors, uncovered...
save time, work and money!

When you’re building houses with Insulite Sheathing—either Bildrite or Graylite—you just send a truckload in and stack what you need alongside each foundation. Or, make a handy central stock pile like the one in the picture at left.

Even in fair weather, this no-fuss storage speeds up the work in a big way. But think how much trouble and expense you save in case of rain or snow, with Bildrite or Graylite. No tarps or covering needed. This sheathing is asphalt impregnated. Sheds water perfectly. And, if a few sheets do get wet by prolonged exposure, they dry out amazingly fast. No long delays ... no warpage ... no waste.

To refresh your memory, Bildrite is our 25/32" sheathing. Graylite is our 3/8" sheathing. New XXX Graylite is a special, extra-density board, for use without corner bracing—same as Bildrite. All three are available 4'x8', 4'x9', and in other sizes.

Want to save yourself time, work, money ... and build better homes? Talk to your lumber dealer about Insulite Sheathing. And for special literature, write us—Insulite, Minneapolis 2, Minnesota.

build better, save labor, with

INSULITE

Bildrite and Graylite Sheathing

We built a Bildrite goldfish bowl to prove the point that Insulite sheathings are really water-resistant. And yet, it’s a remarkable fact that moisture vapor passes through these asphalt-impregnated boards—helping to maintain dry walls and excellent insulation.

Easy sawing, easy nailing are two more great virtues of Bildrite and Graylite. You will actually save one or two sawblades on an average house, because Insulite has no lumps or gummy spots. Application time, compared to lumber, is up to 40% faster.
Bestwall
Fireproof
Gypsum
Wallboard

Bestwall Gypsum Wallboard is reinforced with glass fibers to provide easier, quicker application. It scores and snaps cleaner, nails better and provides greater crack resistance. The difference is in the glass-fibered gypsum core! This means a savings in time and money for you, plus more satisfied customers.

Once you've tried Bestwall Gypsum Wallboard, you'll keep on using it for economy, easier application, fire protection and easy decorating.

Score bigger profits day by day with Bestwall, the gypsum wallboard that's always a winner.
# The Payoff

## Departments

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MANUFACTURED HOMES, INC.  
(See details on page 58)  

MICHIGAN LUMBER FABRICATORS, INC.  
Elkton, Mich.  
Distribution Radius: 500 miles  
No. Basic Plans: 15; models: 40  
Package Price: $2,500 and up f.o.b.  
Sales Policy: builders, individuals  
Minimum Order: none  
Delivery Time: ten days  
Financing: 2% discount with order  
Description: precut floor system; assembled exterior walls; trussed, precut roof system; applied exterior wall sheathing, insulation; doors prehung  
Literature: for information, circle No. F46 on reply card, p. 96

HODGSON HOUSES, INC.  
(See details on page 56)  

PRE-BUILT CONSTRUCTION CO., INC.  
Box 585 State Rd., N. Dartmouth, Mass.  
Distribution Radius: 300 miles  
No. Basic Plans: 10; models: 50  
Package Price: $1,885 to $4,985 f.o.b.  
Sales Policy: dealers, individuals  
Minimum Order: varies  
Delivery Time: ten days  
Financing: 10% down, balance, delivery  
Description: package includes exterior shell, complete wall sections, factory installed windows and doors. Also interior partitions, framing, drywall, flooring, insulation, trim.  
Literature: for information, circle No. F42 on reply card, p. 96

MICHIGAN  
ALADDIN CO.  
212 Davidson Bidg., Bay City, Mich.  
No. Basic Plans: 116; models: 58  
Package Price: $2,000 to $10,000 f.o.b.  
Minimum Order: one  
Delivery Time: five to ten days  
Financing: local lending institutions  
Description: everything from foundation up, except plumbing, heating, lighting.  
Literature: for information, circle No. F43 on reply card, p. 96

LIBERTY READY-CUT HOMES  
1012 Lafayette Ave., Bay City, Mich.  
No. Basic Plans: 73  
Package Price: $2,700 to $7,900 f.o.b.  
Sales Policy: certified Liberty Home builders, individuals  
Minimum Order: none  
Delivery Time: 14 to 21 days  
Financing: various plans available, including 5% cash discount  
Description: complete package includes plans, framing and finish lumber, trim, hardware, paint, windows, doors, etc.  
Literature: for information, circle No. F44 on reply card, p. 96

LYTLE MODERN HOMES, INC.  
Distribution Radius: 500 miles  
No. Basic Plans: 8; models: 40  
Package Price: $2,200 to $5,000 f.o.b.  
Sales Policy: builder, dealers  
Delivery Time: 14 days  
Description: walls with windows, insulation, exterior siding applied; roof trusses; prehung doors; prefurnished kitchen cabinets.  
Literature: for information, circle No. F45 on reply card, p. 96

MINNESOTA  
NORTHERN HOMES MFG. CO.  
6260 Wayzata Blvd., Minneapolis 18, Minn.  
Distribution Radius: 500 miles  
No. Basic Plans: 20; models: 125  
Package Price: $2,100 and up f.o.b.  
Sales Policy: builders  
Minimum Order: varies with area  
Delivery Time: five days  
Description: complete package includes exterior walls, roof trusses, interior stud walls and gable ends.  
Literature: none available

PACKAGED HOMES, INC.  
3-6th Ave. S., Hopkins, Minn.  
Distribution Radius: 500 miles  
No. Basic Plans: 19; models: 119  
Package Price: $3,280 to $5,390 f.o.b.  
Sales Policy: builders, dealers  
Minimum Order: varies with area  
Delivery Time: 14 days  
Financing: 2% cash discount, 30 days net  
Description: basic package is precut and premarked, but not panelized or pre-assembled. No additional materials needed.  
Literature: for information, circle No. F50 on reply card, p. 96

PAGE & HILL HOMES, INC.  
(See details on page 58)

MISSOURI  
HOME BUILDING CORPORATION  
303 N. Park Ave., Sedalia, Mo.  
Distribution Radius: 300 miles  
No. Basic Plans: 4; models: 30  
Package Price: $2,900 to $15,000 f.o.b.  
Sales Policy: builders  
Minimum Order: one  
Delivery Time: ten days  
Financing: Service Home Mortgage Co.  
Description: exterior, interior walls are panelized, with exterior sheathing applied; trusses assembled; floor, ceiling joists, pre-cut; doors prehung.  
Literature: for information, circle No. F47 on reply card, p. 96

MOULAR HOMES, INC.  
(See details on page 58)

WILSON HOMES, INC.  
Robertoon, Mo.  
Distribution Radius: 600 miles  
No. Basic Plans: 25; models: 144  
Package Price: $2,500 to $8,000 f.o.b.  
Sales Policy: builders  
Minimum Order: varies with area  
Delivery Time: ten days  
Financing: depends on credit rating  
Description: assembled exterior walls with sheathing, windows installed; assembled interior partitions; exterior grade sheathing; roof trusses; prehung doors.  
Literature: for information, circle No. F51 on reply card, p. 96

MONTANA  
NATIONAL LOG CONSTRUCTION CO.  
Box 68, Thompson Falls, Mont.  
No. Basic Plans: 50  
Package Price: $900 to $17,000 f.o.b.  
Sales Policy: dealers  
Minimum Order: three per year  
Delivery Time: ten days  
Financing: one-third down with order, balance on sight draft  
Description: included are exterior and interior walls; gables; log porch material; log rafters; log beams for balcony; rails, posts and spindles; exterior and interior door jambs.  
Literature: for information, circle No. F53 on reply card, p. 96
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 . . .
FREE INFORMATION . . .
on PRODUCTS & EQUIPMENT

HOME MANUFACTURERS' CATALOGS

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FREE INFORMATION - ON PRODUCTS and EQUIPMENT

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

NAME (Please print)

STREET

CITY

ZONE

STATE

PLEASE CHECK YOUR FIELD OR OCCUPATION

[ ] Builder or Contractor
[ ] Sub-Contractor or Building Trades
[ ] Building or Planning Own Home
[ ] Architectural
[ ] Engineering
[ ] Manufacturer or Producer
[ ] Other

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

3 years ($7) □ New □ Renewal □

____________________
Signatures
New Lyoncraft Traffic Builder Promotion pulls more sales into your model home!

Cash in on this terrific traffic-boosting promotion! It's the Traffic Builder Promotion by Lyoncraft—makers of the exclusive Disposo-Well* Sink, acclaimed in leading magazines, talked about in the trade! And Lyoncraft supplies you with everything you need to start the promotion rolling, to publicize it and to entice those prospects to come a-running. Do more houses get sold? You bet you sell more houses! Get in on the promotion right away! Just fill out the coupon below. Better still, call your Lyoncraft salesman right now to learn about the Traffic Builder Promotion!

*T.M. AND PATENTS APPLIED FOR

World's largest fabricator of Chrome-nickel stainless

LYON STAINLESS PRODUCTS DIVISION OF LYON INCORPORATED
13881 W. Chicago Boulevard, Detroit 28, Michigan

AUTOMOBILE WHEEL COVERS • PRESTIGE TABLEWARE • KITCHEN SINKS • HOUSEWARES

FEBRUARY 1959
HOME MANUFACTURERS
(Continued from page 94)

NEBRASKA

PERMCO MANUFACTURING CO.
Peru, Neb.
Distribution Radius: 500 miles
Package Price: $3,500 to $9,500 f.o.b.
Sales Policy: dealers
Minimum Order: two
Delivery Time: 21 days
Financing: FHA, VA
Description: room-size exterior panels with sheathing; window and door open-
ings framed; partition panels; ready-cut roof framing; pre-cut roof sheathing,
floor joists and subfloors; garage or car-
port.
Literature: for information, circle No.
F54 on reply card, p. 96

NEW JERSEY

PRESIDENTIAL HOMES
Pemberton, N.J.
Distribution Radius: 400 miles
No. Basic Plans: 165; models: 510
Package Price: $2,200 to $5,800 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: 14 days
Financing: up to six months
Description: package includes all fram-
ing, sheathing, millwork, hardware,
stairs, and sidewall insulation
Literature: for information, circle Ne.
F55 on reply card, p. 96

NEW YORK

ALLEGHANY HOMES CORPORATION
26 Copeland Ave., Homer, N.Y.
Distribution Radius: 300 miles
No. Basic Plans: 16; models: 28
Package Price: $3,100 to $11,000 f.o.b.
Sales Policy: builders
Delivery Time: 14 days
Financing: financed for three months
Description: conventional 2x4 stud pan-
els, with insulation and plywood sheath-
ing; factory-applied siding; complete
floor system; kitchen sinks, cabinets.
Literature: for information, circle No.
F56 on reply card, p. 96

BUSH PREFABRICATED STRUCTURES,
INC.
2nd St. & Lenox Rd.
Huntington Station, L.I., N.Y.
Distribution Radius: 350 miles
Sales Policy: other home manufacturers
Delivery Time: as required (usually
overnight dispatch)
Description: models manufactured to the
plans and specifications of clients, and
no other prefab companies whose facil-
ities are too distant to economically serve
the Northeastern market.
Literature: for information, circle No.
F57 on reply card, p. 96

IVON R. FORD, INC.
(See details on page 55)

NORTHERN HOMES, INC.
16 Lacross St., Hudson Falls, N.Y.
Distribution Radius: 250 miles
No. Basic Plans: 70
Package Price: $2,000 to $8,000 f.o.b.
Sales Policy: dealers
(Continued on page 102)

AMERICAN BUILDER
Your CLINCHING SALES POINT
CAN BE IN THE BASEMENT (OR UTILITY ROOM)

A "hydronic" B&G Hydro-Flo Heating System puts any home in a class by itself...adds a genuine quality touch...assures the buyer that he is getting more value for his money. In thousands of installations, this forced hot water heating system has proved a sales clincher!

The B&G Hydro-Flo System endows a home with all the essentials of good heating...the right quality of heat...the right location of heat sources...accurate control of heat...operating economy...and long life of equipment.

It's cleaner heat—doesn't soil walls and draperies. It's quiet heat—no fan hum. If desired, the same boiler that heats the house can be equipped to furnish year 'round hot faucet water.

The Hydro-Flo System can be easily zoned—a particularly important advantage in heating split-level homes.

Send for booklet giving the complete story of the B&G Hydro-Flo System.

Bell & Gossett


FEBRUARY 1939

99
B&D—ON THE JOB

New Senate Office Building
Washington, D.C.

U.S. Air Force Academy
Colorado Springs, Colo.

Missouri River Bridge
St. Charles, Mo.

Chennault Air Force Base
Lake Charles, La.

Bissonnet Plaza
New Orleans, La.

150 Black & Decker Saws
used in construction of
U.S. Air Force Academy
Colorado Springs, Colorado

100
AT ALL TOP TEN!

America's top construction jobs pick world's toughest saw—Black & Decker®!

From coast to coast...under roughest conditions...leading contractors and builders specify Black & Decker Saws! Why? For better control in the wood. For dependable operation. For solid all-round performance and more board feet per day. Under unusual working conditions—continuous operation, tough handling, rough weather—these projects prove Black & Decker is your best buy! Ask your B&D supplier or write to the address below for complete saw catalog.

1. Control in the wood...light, balanced, easy to adjust, accurate guide.
2. Blade won't quit...no clutches or overload gimmicks necessary to protect the powerful B&D-built motor.
3. Safety...totally-enclosed, guarded blade; automatic release switch. UL-listed.
4. Economy...fast accurate cutting produces more board feet per day.
5. Strength...with new, heat-treated reinforced brackets and shoes.

*Courtesy Minneapolis Star & Tribune

Complete Line of Heavy-Duty Saws

6 7/8" B&D Heavy-Duty Saw 7 3/4" B&D Heavy-Duty Saw 8" B&D Heavy-Duty Saw 8 1/4" B&D Heavy-Duty Saw 9 1/2" B&D Heavy-Duty Saw

Black & Decker

Towson 4, Md. World's Largest Maker of Electric Tools

FEBRUARY 1959
3 BEDROOMS
and BATH
LARGE LIVING ROOM - DINING AREA
BRAND NAME MATERIALS & EQUIPMENT

YOU CAN COMPLETE "YOUR ANSWER" HOUSE FOR $7520.
INCLUDING A NICE PROFIT - ON YOUR FOUNDATION.

YOU GET
SPEEDY COMPLETION
EATER TURNOVER
Easier Cosf Crawed
PLUMBING - WIRELES - HEATING
PLUS MANY OPTIONS

DESIGNED and MANUFACTURED by HODGSON HOUSES, INC.
Plant: DOVER, MASS. - Serving the Northeast U.S.A.

Write, wire or phone: K. W. SPALDING, President

"YOUR ANSWER" HOUSE
Has All the Answers
to the BUILDER'S
BIGGEST HEADACHES

EASY to Buy
EASY to Build
EASY to SELL

OHIO
DUNBAR INDUSTRIES, INC.
3810 Upton Ave., Toledo, Ohio
Distribution Radius: 400 miles
No. Basic Plans: 15; models: 111
Package Price: $2,925 to $8,275 f.o.b.
Sales Policy: builders
Minimum Order: none
Delivery Time: 14 days
Financing: C.O.D. or bank letter
Description: floor system precut; exterior walls, windows and doors in place; assembled roof trusses, gable ends, interior partitions.
Literature: for information, circle No. F58 on reply card, p. 96

EXPAN HOMES, INC.
15411 Chatfield Ave., Cleveland, Ohio
Distribution Radius: 400 miles
No. Basic Plans: 8; models: 89
Package Price: $2,675 to $5,395 f.o.b.
Sales Policy: builders, individuals
Minimum order: varies with area
Delivery Time: 14 days
Financing: interior; conventional
Description: conventional exterior panels, 2x4, 16" o.c.; insulated sheathing; room-size interior panels. All roofing materials, end gables.
Literature: for information, circle No. F59 on reply card, p. 96

HERITAGE HOMES
19620 Nottingham Rd., Cleveland, Ohio
Distribution Radius: 300 miles
No. Basic Plans: 17; models: unlimited
Package Price: $2,000 to $17,000 f.o.b.
Sales Policy: builders, dealers, individuals
Minimum Order: none
Delivery Time: ten days
Financing: 10% down, balance arranged
Description: panels tongued and grooved on outside perimeter with all studs mortised into top and bottom plates. Windows and doors prehung.
Literature: for information, circle No. F60 on reply card, p. 96

INLAND HOMES CORPORATION
501 S. College St., Piqua, Ohio
Distribution Area: 24 states
No. Basic Plans: 21; models: 234
Package Price: $1,385 to $4,920 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: seven days
Financing: Inland Mortgage Corp.
Description: exterior wall sections with factory-applied siding; windows and doors installed; interior partitions; roof trusses and gable; roof sheathing; roofing and hardware.
Literature: for information, circle No. F61 on reply card, p. 96

(Continued from page 98)
Removability...

makes the difference

IN BUYER APPEAL— because home buyers know how much easier it is to clean, paint or reglaze removable windows. Homes with R. O. W. windows are worth more, always.

IN INSTALLATION TIME— because with sash removed and stored safely, one man can install all but the largest R. O. W. units, alone. You’ll save up to 50% in painting time, too, by painting sash on bench or easel.

IN WEATHER PROTECTION— because the same springs which permit instant R. O. W. sash removal also insure a snug all-season fit, free from rattles or sticking. It’s easy to demonstrate the extra features.

See your local lumber dealer or write—

R. O. W SALES COMPANY • 1301-2 ACADeMY AVENUE • FERNDALE 20, MICHIGAN

FEBRUARY 1959
How many
of these MASONITE PANELS have you used

...to save time and money?
...to create more attractive exteriors?

There's a double reward for you when you specify Masonite® panels for exteriors.
First, you'll find you can put up these tough hardboard weather-fighters in less time; the painters will finish them faster and easier. These rugged panels resist dents, scratches and blemishes.

Second, they'll really help you sell. With such a broad variety of handsome designs, exteriors can be made distinctive and different even in a large project.

Run your eye down the list of Masonite exterior panels below. Select those you want for your next job—now.

3. Panelgroove®. Has broad grooves every 4", 8" or random grooved. Shiplapped joints create an unbroken pattern.
5. Ridgeline® (not illustrated). Continuous shallow ridges for design interest. In panels, shingles or siding. Takes paint or stain.
6. Panelwood® (not illustrated). Smooth, durable surface for low-cost applications on protected exteriors, such as soffits, carport ceilings, etc.

Ask your Masonite representative or lumber dealer about these increasingly popular panels. Chances are they'll give you the location of a recent nearby installation. Or mail the coupon for full details.

MASONITE CORPORATION
Dept. AB-2, Box 777, Chicago 80, Ill.
Please send me your illustrated brochure on Masonite exterior panels.

Name:
Firm:
Address:
City:
State:
Zone:
County:

Masonite Corporation—manufacturer of quality panel products.
adjustable STEEL TRESTLES and SCAFFOLDING ACCESSORIES

save time, money and manpower

Ideal for plastering, painting, roofing and sidings contractors—"Trouble Saver" Trestles and Scaffolding Accessories are strong, durably-made, adjust quickly to meet all type of on-job conditions. Write for a copy of Catalog M-R which contains complete details and descriptions.

BIG NEW CATALOG NOW AVAILABLE

THE STEEL SCAFFOLDING CO., Inc.

In selecting a sump pump for residential installation the contractor must be sure that it is a SAFE PUMP! Safe for the homeowner and his family. The well Submersible Sump Pump is a safe pump.

Select a safe weil SUBMERSIBLE SUMP PUMP because...

Send for FREE Booklet, "THE TRUTH ABOUT SUMP PUMPS!"

Make your Sump Pump ANOTHER HIDDEN VALUE

weil PUMP COMPANY 15108 No. Fremont St. Chicago 22, Illinois

HOME MANUFACTURERS

METROPOLITAN HOMES, INC.
721 W. Columbia St., Springfield, Ohio
Distribution Area: Ohio, Ind., Mich., Ky.
No. Basic Plans: six; models: 62
Package Price: $1,800 to $6,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: varies
Financing: letter of credit from mortgagee
Description: full wall sections with insulating sheathing or glued plywood sheathing; king-post trusses; wide overhang; and open planning.
Literature: for information, circle No. F63 on reply card, p. 96

MIDWEST HOUSES, INC.
Box 334, Mansfield, Ohio
No. Basic Plans: 16; models: 40
Package Price: $2,700 to $9,900 f.o.b.
Sales Policy: builders
Minimum Order: ten per year
Delivery Time: 14 days
Financing: 2% presentation of invoice, 1% ten days later
Description: floors, walls and partitions in conventional framing; windows, doors and wall insulation in place; roof trusses or ceiling joist and rafters; kitchen cabinets and hardware.
Literature: for information, circle No. F64 on reply card, p. 96

THE PANA HOUSE, INC.
3716 W. 143 St., Cleveland, Ohio
Distribution Radius: 500 miles
No. Basic Plans: 30; models: 65
Package Price: $2,100 to $7,500
Sales Policy: builders, dealers
Minimum Order: one
Delivery Time: seven days
Financing: through affiliated companies
Description: floor materials precut with plywood subfloor; conventional framing for all walls; roof trusses with plywood sheathing; roofing and siding furnished.
Literature: for information, circle No. F65 on reply card, p. 96

PEASE WOODWORK CO.
900 Forest Ave., Hamilton, Ohio
Distribution Radius: 600 miles
No. Basic Plans: 40; models: 18
Package Price: $2,599 to $16,316 f.o.b.
Sales Policy: builders, individuals
Minimum Order: one
Delivery Time: seven days
Financing: bank letter; conventional; interim, permanent financing
Description: floor materials precut with plywood subfloor; conventional framing for all walls; roof trusses with plywood sheathing; roofing and siding furnished.
Literature: for information, circle No. F66 on reply card, p. 96

THYER MANUFACTURING CO.
2001 N. Westwood Ave., Toledo 7, Ohio
Distribution Area: 48 states
No. Basic Plans: 150; models: 50
Package Price: $3,000 to $5,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: 14 to 21 days
Financing: assistance only
Literature: for information, circle No. F67 on reply card, p. 96

SCHOLZ HOMES INC.
2001 N. Westwood Ave., Toledo 7, Ohio
Distribution Area: 48 states
No. Basic Plans: 150; models: 50
Package Price: $3,000 to $5,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: 14 to 21 days
Financing: assistance only
Literature: for information, circle No. F67 on reply card, p. 96

(Continued on page 110)
MAKE EXTRA MONEY WITH EVERY SQUEEZE

Speed your work with the Bostitch T-5 Tacker

POWERFUL — a rugged spring drives the staple securely into the work.

FAST — one hand, one squeeze and the staple's in. One hand's free to position the work.

VERSATILE — choose from three spring tensions. Six types of Bostitch staples for ceiling tile alone...15 types and sizes for all tacking jobs.

CONVENIENT — for tight places. Works fine where you can't swing a hammer.

ACCURATE — drives the staple precisely where you want it—within 1/16th" of an obstruction.

FLEXIBLE — does scores of fastening jobs better and faster than conventional methods. Installs ceiling tile, insulation, screening, low-voltage wiring, metal lath, Cornerite, to name only a few.

SO WELL MADE WE SERVICE IT FREE

See and try the Bostitch T-5 Tacker at your Building Supply Dealer's

Put a T-5 in your tool chest. Reach for it where you now reach for hammer and tacks. The time you save is profit in your pocket.

Fasten it better and faster with

BOSTITCH®
STAPLERS AND STAPLES

822 Briggs Drive, East Greenwich, R.I.

FEBRUARY 1959
Imaginative Window Arrangements Easily Accomplished with All-New...

Attractive, unique window arrangements can help sell your homes. And no other window offers the design flexibility of the all new BILT-WELL CASEMENT WINDOW. The unique unitized sill incorporated in the design of the case ment makes it possible to install individual units side by side on plate or masonry in long, continuous ribbons, or they can be used as flankers for matching BILT-WELL Picture Windows.

Sleek exterior lines with concealed hinges, unitized sill, twin-system weather-stripping, make BILT-WELL Casements the most modern you can use.

Unitized Sill
Sleek BILT-WELL Casement has unitized sill—integral with the frame. Units can be grouped quickly and economically. No more problem with long, straight sills.

Window Operator
Easy-opening BILT-WELL Casement features feather-touch fool-proof action.

Use BILT-WELL casement windows in the homes you build

For complete information on BILT-WELL Products see 1959 Sweet's Architectural 17c/Car and 24b/Car, or Sweet's Light Construction 6c/Car and 12a/Car

WRITE FOR INFILTRATION REPORT NO. 5820-6

AMERICAN BUILDER
Use BILT-WELL Casements singly, in pairs, in multiple units with matching BILT-WELL picture sash.

BILT-WELL Casements are available in three widths, 16", 20" and 24" and in five heights, 24", 32", 36", 48" and 60".

Matching picture sash available in 15 different sizes.

The BILT-WELL Casement, when tested for weathertightness, consistently recorded a high efficiency. Infiltration tests showed an exceptionally good seal between weatherstripped sash and frame. This results in important savings to the homeowner in heating costs, and assures greater year around comfort.*

Weather Stripping
Twin-system BILT-WELL weather stripping (two independent arrangements, one of vinyl tubing, one of stainless steel) plus snap-on storm panels are lifetime money savers, reducing heating costs as much as 4 cents per window per day.

Concealed Hinges
Sturdy BILT-WELL hardware is concealed for trim, uncluttered appearance. Prowler-proof... dependable... guaranteed. Provides 90° sash opening for easy cleaning.

BILT-WELL WOODWORK
Manufactured since 1866 by
CARADCO, Inc., Dubuque, Iowa
(formerly Carr, Adams & Collier Company)
AMERICA'S FINEST ATTIC STAIRWAY
Designed and Engineered by HARMON

The Super Simplex Stairway is stronger ... bigger (for 30" x 54" ceiling opening). It's especially built to enable home-owners to take full advantage of the attic for safe, dry storage of large equipment and furniture. This Precision-Built stairway is a symbol of quality to homebuyers everywhere ... a positive sales feature to you!

CHECK THESE QUALITY FEATURES:
* Fits 30" x 54" rough opening
* Insulated, flush-type door panel
* Concealed door hinges
* Double hinges for ruggedness and strength
* Full width safety treads
* Highest quality materials throughout
* Shipped in one package

PRECISION "Labor-Saver" Closet Front Assembly

Another guaranteed quality product designed by HARMON for fine homes everywhere.
* Louvered doors in White Pine.
* Flush doors Solid Core.
* Available in White Pine, Knotty Pine, Ponderosa, Birch or Lauan Mahogany, and Walnut.
* Aluminum Track and Nylon Bearings on all doors for perfect alignment and operation.
* Completely assembled and packed one to a carton.
* Can be installed in 20 minutes by one person with hammer and screwdriver.
* 2 standard sizes: 49\(\frac{1}{2}\)" x 91\(\frac{1}{2}\)" & 25\(\frac{1}{2}\)" x 91\(\frac{1}{2}\)". Also available in special sizes.

AMERICAN MANUFACTURERS OF AMERICA'S MOST COMPLETE LINE OF ATTIC STAIRWAYS

400-AB North 1st St. Nashville, Tennessee
Please send me FREE color brochure and complete information on:
[ ] Precision Stairway Line
[ ] Precision "Labor-Saver" Closet Front Assembly

NAME ____________________________
ADDRESS ____________________________
CITY ____________________________ ZONE ____________ STATE ____________

HOME MANUFACTURERS
(Continued from page 106)

WEAKLEY MANUFACTURING CO.
125 W. 3rd St., Newark, Ohio
Distribution Radius: 350 miles
No. Basic Plans: 46; models: 11
Package Price: $2,672 to $6,803 f.o.b.
Sales Policy: dealers
Minimum Order: open
Delivery Time: five days
Financing: interior, mortgage, land development, package financing
Description: Fink-type trusses; interior and exterior panels; 2x4 studding; windows installed; doors prehung with hardware; heating systems furnished.
Literature: for information, circle No. F65 on reply card, p. 96

OKLAHOMA

SOUTHERN MILL HOMES CO.
P.O. Box 1087, Tulsa, Okla.
Distribution Radius: 300 miles
No. Basic Plans: 10; models: 40
Package Price: $3,000 to $8,000 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: 14 to 21 days
Description: all exterior walls framed with doors and windows hung. Fabricated gables and trusses; interior doors assembled; cabinets, drywall and trim included.
Literature: for more complete data and information, circle No. F69 on reply card, p. 96

PENNSYLVANIA

AMERICAN HOUSES, INC.
(See details on page 54)

COTTMAN PLANNED HOMES
820 Cottman St., Phila., Pa.
Distribution Radius: 175 miles
No. Basic Plans: 10; models: 22
Package Price: $2,200 to $4,500 f.o.b.
Sales Policy: builders, dealers and individuals
Minimum Order: one
Delivery Time: 17 days
Financing: four plans
Literature: for information, circle No. F70 on reply card, p. 96

CRESTWOOD HOME CO.
Reynolds Development, Route 18
Greenville, Pa.
Distribution Radius: 150 miles
No. Basic Plans: 15; models: 39
Package Price: $3,550 to $10,548 f.o.b.; first fifty miles are free
Sales Policy: dealers, individuals
Minimum Order: one
Delivery Time: 14 days
Financing: bank letter; Crestwood Homes Co.; interim financing
Description: exterior walls fabricated with full-size 2x4 studding; insulating sheathing; windows prime-coated and installed in each section, with three types available.
Literature: for more complete description and information, circle No. F71 on reply card, p. 96

(Continued on page 112)
Total Prefabrication

CAN VIRTUALLY DOUBLE YOUR PROFITS PER HOUSE!

Only GENERAL HOMES provides plant-installed Wiring, Plumbing, Sheet Metal Work, Complete Kitchen Unit—plus Exterior and Interior Painting—to give you sensational savings in time and field labor!

WE'LL FLY YOU TO FORT WAYNE
In our own twin-engine plane, for actual demonstration of Total Prefabrication, if you are a qualified builder with available land. See our all-new plant, most modern in the Industry. Offer open to any qualified builder within 450 miles of Fort Wayne. Contact me personally—phone KEnmore 6221.

General Homes builders get the most completely finished “package” in the industry. That's why they make far more profit per house, yet consistently undersell competition.

Whether you now build conventional houses or another prefab line, you can quickly expand your operations with a General Homes dealership. Because of minimum finishing time, you can schedule Generals for a small project or scattered lots without disrupting your present program—and substantially increase your income.

Get the General idea for 1959: Total Prefabrication plus Total Financing and Total Dealer Service equals Total Success!

General Homes' best seller in $10-12,000 class. Large dressing closet or optional half-bath. All areas greater than new FHA requirements. “Dreamy” kitchen with built-ins—spacious dining-family area—pass-through to living room. Attic storage with pull-down stairway adds greatly to living area. Choice of 12 smart exteriors. A super value in every detail!
MORE SATISFIED HOME BUYERS

when you use

Prevents wood checking, cracking—inside and out
Ends warping, swelling and shrinking of doors, windows
Eliminates tile "pop outs"—protects grout from cracking
Prevents efflorescence of plaster, stucco, brick
Moisture proofs concrete floors prior to laying asphalt or vinyl tile

Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

Recommended by Leading Contractors

Sold by paint, hardware and building supply stores.

Thompson's
MANUFACTURERS OF FINE PROTECTIVE CHEMICALS SINCE 1929
E. A. Thompson Co., Inc., Merchandise Mart, San Francisco 3, California

San Francisco • Los Angeles • San Diego • Portland • Chicago • Seattle • Denver • Dallas • Houston • St. Louis • St. Paul • Detroit • Philadelphia • New York City • Memphis • Cleveland • Factory: King City, California

HOME MANUFACTURERS
(Continued from page 110)

FRANKLIN THRIFT HOMES CO.
N. Atherton St., P.O. Box 631, State College, Pa.
Distribution Area: U.S. and Territories
No. Basic Plans: 69
Package Price: $1,840 to $13,990 f.o.b.
Sales Policy: builders, dealers and individuals
Minimum Order: one
Delivery Time: 15 days
Financing: Franklin Thrift Financing; building and loans, banks
Description: precut materials, side walls panelized, with window and door openings, and rigid insulation applied.
Literature: for information, circle No. F71 on reply card, p. 96

HILCO HOMES
70th St. off Easting Ave., Phila., Pa.
Distribution Radius: 350 miles
No. Basic Plans: 18; models: 41
Package Price: $2,500 to $6,500 f.o.b.
Sales Policy: builders, dealers
Minimum Order: five
Delivery Time: ten days
Financing: to be arranged
Description: all lumber and millwork complete; precut bridging; girders partially assembled; floor joists cut to length; windows assembled and glazed; packaged trim; and wall covering.
Literature: for information, circle No. F73 on reply card, p. 96

NORTHERN HOMES OF PA., INC.
Chambersburg, Pa.
Distribution Radius: 450 miles
No. models: 80
Package Price: $2,000 to $10,000 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: 14 days
Financing: company arrangements
Description: exterior and interior in panels, windows and doors hung in place; choice of exterior sheathing. Floors in sections or precut; roof and ceiling joists precut.
Literature: for information, circle No. F74 on reply card, p. 96

SHOWCASE HOMES, INC.
Pittsburgh, Pa.
Distribution Radius: vicinity of Pittsburgh
No. Basic Plans: worked out individually with lumber dealer and builder
Sales Policy: lumber dealers
Financing: local financing, other independent financing procedures
Description: Erection supervision; wide variety of sales and merchandising aids available to builders
Literature: for information, circle No. F75 on reply card, p. 96

SWIFT HOMES, INC.
1 Chicago Ave., Elizabeth, Pa.
Distribution Area: east of Mississippi
No. Basic Plans: 72; models: 30
Package Price: $1,785 to $4,995 f.o.b.
Sales Policy: dealers
Minimum Order: none
Delivery Time: seven to 14 days
Financing: United Dealers Corp.
Description: precut basic shell includes floor (framing and flooring); sidewalls (windows, doors, siding, insulation);
(Continued on page 118)
EASIER SALES, RIGHT AT YOUR FINGERTIP, WHEN

YOU SPECIFY TROUBLE-FREE PUSHMATIC BREAKERS

We asked builders, "How do Pushmatic® circuit breakers help you sell more homes?" And here are a few answers—
"Today, prospects go for the idea of safer electrical living—and no fuses to change."
"Maximum protection of everything electrical from the utility pole right to the appliance cord. That impresses them."
"I tell 'em Pushmatic means Full Housepower with complete safety."
"Great pushbutton convenience—just push the button to operate."
Next we asked, "What do you, as a builder, like about Pushmatic circuit breakers?" We got many answers. Here are some—
"Pushmatic protection and full capacity—plenty for present and future electrical needs."
"Pushbutton convenience is easy to sell."
"Real consumer appeal and acceptance."
Specify BullDog Pushmatic so your buyers live safer electrically—enjoy a world of pushbutton convenience for years to come!

BULLDOG

In Canada: BullDog Electric Products Co. (Canada) Ltd., 80 Clayson Rd., Toronto 15, Ont.
Oak Floors offer a lifetime of beauty and comfort

Don’t overlook the obvious sales advantage of a permanent floor in the homes you build. Prospective home buyers are familiar with Oak’s durability, accept it without question as the quality floor that will never wear out. Realtors, aware of this preference, recently voted Strip Oak Floors the “most acceptable” of all floors by an overwhelming margin. Yet this lifetime floor actually costs less than almost any other flooring material. You can afford to use it in even your lowest-priced homes, giving them distinctive beauty that appeals to every home buyer. Oak Floors have a rich, natural look of luxury, plus the practical advantages of easy maintenance and resistance to damage. They are so much more healthful than cold synthetic floors. Ideal for modern living, Oak is the one floor you can count on to help sell a home of any style or price.

Owners want floors that resist damage
Oak is the most practical floor for today’s busy homes. It’s tough, durable and resistant to signs of age and wear.

They also want warmth and comfort underfoot
Oak’s high insulating quality and shock-absorbing resilience increase comfort and help prevent colds.

NATIONAL OAK FLOORING MANUFACTURERS’ ASSOCIATION
814 Sterick Building, Memphis 3, Tenn.
31-year-old floor looks like new

This beautiful Oak Floor was installed in a Chicago home 31 years ago. It provides the perfect background for the present contemporary furnishings of the remodeled room, and has lost none of its original style and beauty in spite of constant hard wear. Here's convincing proof of the lifetime durability you give home buyers when you use Oak Floors.

Compare these advantages of OAK with any floor at any price

Lifetime durability
Comfortable resilience
Resistance to damage
Easy to keep clean
High insulating quality
Natural wood beauty
Distinctive grain and color
Non-denting surface
Warm and healthful
Low cost
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 THESE IMPORTANT BOOKS!

The three books at the left are a "must" for anyone who is interested in good masonry construction. One describes the type of workmanship recommended to secure dry brick walls. The second describes the specifications recommended to secure dry brick walls. The third describes the type of workmanship recommended for good concrete-block walls.

Each of these books has been endorsed by foremost authorities. Each has received a citation of merit from the Producers' Council and the American Institute of Architects. Each is fully illustrated, clearly written. Each contains a wealth of really valuable information.

These books are not advertisements for our product, Brixment. They are published and made available to members of the building trades solely as an industry service. Mail the coupon, today, for your free copies.

LOUISVILLE CEMENT COMPANY, LOUISVILLE, KY.
Manufacturers of
BRIXMENT FOR MORTAR

Louisville Cement Company—Dept. 1
Second and Walnut Streets, Louisville 2, Kentucky

Gentlemen:
Without cost or obligation, please send me a copy of each of your three books on masonry construction.

Name__________________________
Firm__________________________
Street________________________
City___________________________ State________________________

FEBRUARY 1959
NOW! Miter mishaps gone for good!

Precision Trimming Guaranteed with the amazing new DOSCH Custom Cutter

Ragged, uneven, wasteful cutting jobs? Impossible! You always trim fast, sure, and razor-clean when you use the compact, portable DOSCH CUSTOM CUTTER. Oak? Pine? The durable tool-steel blades shear all woods easily. Angles? Anything from 40° through 90°. Compare this with limited miter boxes! Versatility? Just look! All the fundamental cuts framing this advertisement—square cuts, miters, undercuts, chamfering jobs—are yours in seconds. Sanding or putty? Forget it! You automatically get a finish far smoother than the finest saw cut...and a perfect miter, too. Conclusion? Here is a basic tool that belongs on every workbench. To save time, wood, and money on cutting jobs, send for your guaranteed DOSCH CUSTOM CUTTER—right away!

DEALER INQUIRIES INVITED!

MAIL THIS COUPON TODAY!

Doch Manufacturing Co.
Phone: Globe 9-3845
Thornor, Delaware County, Pa.

Please send me:
☐ FREE Information about the amazing new DOSCH CUSTOM CUTTER.
☐ My guaranteed DOSCH CUSTOM CUTTER, $74.50, C.O.D. plus shipping charges.
☐ My guaranteed DOSCH CUSTOM CUTTER, F.O.B. factory, thus avoiding C.O.D. charges. I enclose check or money order for $74.50.

Name
Address
City
State

HOME MANUFACTURERS
(Continued from page 112)

roof (shingles, sheathing, framing); interior partitions; trim; hardware.
Literature: for information, circle No. F76 on reply card, p. 96

TECHBUILT, INC.
127 Mt. Auburn St., Cambridge, Mass.
Distribution Area: United States
No. Basic Plans: 15; models: unlimited
Sales Policy: builders, dealers and individuals
Minimum Order: one
Delivery Time: 14 days
Description: panelized roofs and floors; interior and exterior doors prehung; modular wall panels, post and beam framing; basement radiation; roofing; and appliances.
Literature: for information, circle No. F77 on reply card, p. 96

UNITED STATES STEEL HOMES
(See details on page 61)

SOUTH DAKOTA
BUCKINGHAM WOOD PRODUCTS, INC.
931 E. North St., Rapid City, S.D.
Distribution Radius: 100 miles
No. Basic Plans: 32; models: unlimited
Package Price: $3,550 to $10,950 f.o.b.
Sales Policy: builders, dealers
Minimum Order: five
Delivery Time: seven days
Description: prefabricated wall, ceiling, roof system; interior and exterior wall finish job applied. Complete package from foundation up.
Literature: for more complete description and information, circle No. F78 on reply card, p. 96

TENNESSEE
FAIRHILL INCORPORATED
2165 Latham, Memphis, Tenn.
Distribution Radius: 600 miles
No. Basic Plans: 12; models: 60
Package Price: $2,600 to $5,500 f.o.b.
Sales Policy: builders, dealers
Minimum Order: none
Delivery Time: ten days
Financing: C.O.D. or letter of credit
Description: wall panels; roof structure; fabricated wall, ceiling, roof system; interior and exterior wall finish job applied. Complete package from foundation up.
Literature: for more complete description and information, circle No. F79 on reply card, p. 96

UNIQUE HOMES, INC.
2915 8th Ave., Chattanooga, Tenn.
Distribution Radius: 100 miles
No. Basic Plans: unlimited
Package Price: $2,300 to $11,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: one
Delivery Time: ten days
Financing: 2% ten days; other terms
Description: everything above foundation except plumbing, wiring, heating, floor and wall tile, paint and guttering; finished kitchen cabinets. Prefabricated or pre-cut specialty items. Colonial, ranch or contemporary.
Literature: for more complete description and information, circle No. F80 on reply card, p. 96

A Complete Packaged Double Hung Window

The Fleetlite double, double hung aluminum window with interior sash, storm sash and Fiberglas screen is factory assembled, glazed, individually cartoned and shipped directly to the job site. Easily installed with adjustable anchor clip attachments in brick, masonry, concrete or wood frame construction. No fitting or finishing on the job.

Fleetlite double hung windows are constructed of special box-channel extrusions for maximum rigidity and strength. Accurately extruded frame and sash permit close contact without binding, never require painting or extensive maintenance. Blanket of air between sash insulates against cold and heat while a special bond of pile mohair weather-stripping and sponge rubber forms a constant pressure seal against wind, rain and dirt. All sash may be removed from inside for cleaning and reglazing and may be adjusted for baffled winter ventilation. Reusable vinyl plastic simplified reglazing, eliminates all problems of replacing and painting putty. Write for catalog.

Fleet of America, Inc., Dept. AB-29A, 2015 Walden Ave., Buffalo 25, N.Y.
Here is an asbestos sidewall designed by Ruberoid to provide a custom look to any new house—economically. Autoclaved Clapboard sidewalls, in the exclusive new Trend Colors, mean long-lasting beauty for your buyers and extra building economy for you.

Autoclaved Clapboard Siding is another original Ruberoid product designed to improve new homes and cut building costs. It's part of a line that has been serving builders better since 1886. On your next house or project, check with your Ruberoid dealer.

Learn how you can build a better looking home and cut your costs with quality Ruberoid building products. For information on Autoclaved Clapboard, write:
The RUBEROID Co.
With specially designed machines, Bruce uses these steps to give hardwood flooring the finest finish ever developed: (1) flooring is sanded to satin smoothness; (2) finish is pressure applied and rubbed in for thorough, uniform penetration; (3) finish is dried and set by infra-red lights, then buffed for toughness and flexibility; (4) wax is applied and machine polished to a beautiful sheen. Because it's baked into the wood, this finish won't scratch, chip or wear away like ordinary surface finishes, as proved by the famous Scratch Test (see left). It brings out the full, natural beauty of the wood and keeps floors new-looking for a lifetime with minimum care.
Floors in over half a million homes

SAVES TIME AND LABOR...GIVES YOU OTHER ADVANTAGES

- Eliminates sanding and finishing... saves 3 to 5 working days per house
- No interruption of other work while waiting for finishes to dry
- Easy to lay... just like any strip flooring
- Nationally advertised in leading magazines
- Famous Bruce name assures immediate buyer acceptance

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

HARDWOOD FLOORS

E. L. BRUCE CO.
1752 Thomas St., Memphis 1, Tenn.
Send complete information on Bruce PREfinished Floors to:

Name__________________________
Address________________________

and we'll tell you more...
HOME MANUFACTURERS (Continued from page 118)

TEXAS

FABRICON
4601 East 5th St., Austin, Texas
Distribution Radius: 600 miles
No. Basic Plans: unlimited
Package Price: $2,500 to $6,200 f.o.b.
Sales Policy: builders
Minimum Order: none
Delivery Time: 14 days
Financing: 30 days open
Description: exterior window and door panels; steel roof trusses and gables; interior partitions; closets; cabinets; heating and air conditioning.
Literature: for information, circle No. F81 on reply card, p. 96

HOLIDAY HOUSE MANUFACTURERS CORP.
2201 S. Cravens Rd., Ft. Worth, Tex.
Distribution Radius: 500 miles
No. Basic Plans: 25; models: 100
Package Price: $1,794 to $5,700 f.o.b.
Sales Policy: builders
Delivery Time: ten days
Financing: interim
Description: exterior walls, interior partitions, roof trusses, gable ends, roof deck, doors, hardware, cabinets, bath accessories. Laminated oak floor and attic insulation included.
Literature: for information, circle No. F82 on reply card, p. 96

HOUStON READY-CUT HOUSE CO.
P.O. Box 124, Houston, Tex.
Distribution Radius: 1,500 miles
No. Basic Plans: six; models: 12
Package Price: $1,900 to $6,500 f.o.b.
Sales Policy: builders, individuals
Minimum Order: none
Delivery Time: 21 days
Financing: none
Description: dimension lumber with plywood sheathing and subfloor. Optional wall finishes and aluminum or wood windows. Included are kitchen cabinets and bath accessories.
Literature: for information, circle No. F83 on reply card, p. 96

SOUTHWEST AMERICAN HOUSES, INC.
P.O. Box 16, Houston, Tex.
Distribution Radius: 300 miles
No. Basic Plans: 50; models: 20
Package Price: $1,500 to $8,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: none
Delivery Time: 14 days
Financing: bank arrangement
Description: included are walls, partitions, roof trusses, sheathing, hardware, windows, doors, trim, kitchen cabinets, closets and garage doors. All house components panelized.
Literature: for information, circle No. F84 on reply card, p. 96

VIRGINIA

CONTINENTAL HOMES, INC.
P.O. Box 56, Boones Mill, Va.
Distribution Radius: 350 miles
No. Basic Plans: 19
Package Price: $3,000 to $15,000 f.o.b.
Sales Policy: builders, dealers and individuals
(Continued on page 128)
ANNOUNCING NEW

Bolta-Floor

Cirrus

...timeless beauty captured in modern all-vinyl tile

New “Cirrus” by Bolta-Floor is the most luxurious flooring ever produced. In rich translucent colors that range from dawn to dusk, each exquisite tile is a handful of cloud-streaked sky. Wherever elegance and quality are not confined, let the sky be your limit and look to new “Cirrus,” the new standard for excellence in long-wearing all-vinyl flooring.

another quality product by

THE GENERAL TIRE & RUBBER COMPANY
Building Materials Division • Akron 9, Ohio
No figuring, no hand chiseling, no shims... the Porter-Cable Templet and Router does the work quickly and with precision. You're sure of a perfect fit every time.

The Butt is perfect. No splitting of wood, no rough spots—always the right depth and exact size so the hinge just snaps in the first time.
Eliminate time-wasting measuring and hand chiseling with the Porter-Cable Door Hanging Kit.

You can mortise butts quick and easy on all 2-hinge doors up to 6'8" long and up to 2" wide, for 3", 3½" or 4" hinges...assures the right depth every time...gives true alignment of door and jamb butts on every job.

HINGE BUTT TEMPLET KIT MODEL 5037—Compact, plated steel construction, complete only $39.95

1¼ H.P. ROUTER MODEL 150—A heavy duty machine that features an exclusive rear handle design and trigger switch. Fast, powerful and extremely accurate $82.95

Complete door hanging kits start as low as $154.00 including bits, templet guides, edge guides, sharpeners, plane attachment and steel carrying case.

PORTER-CABLE MACHINE COMPANY
9012 Marcellus Street, Syracuse, New York

5 doors in one hour!

Every door and jamb butt fits—right on the button. Even with normal interruptions, you can hang 5 doors in one hour, using the Porter-Cable Templet and Router and Hinge Butt Templet.

Now you can hang all doors in the average house in less than half a day! It's simple when you use a Porter-Cable Router and Hinge Butt Templet.
“Nobody questions the superiority of lath and plaster where greater fire resistance, lower maintenance costs and lasting beauty are concerned,” declares A. Bernard Olson, one of the country’s leading lathing contractors.

“Keycorner helps make lath and plaster even better. Our job experience proves what tests show—that Keycorner almost doubles crack resistance over other corner reinforcements,” he explains. “We know the Keycorner ability to fight cracks.”

“And Keycorner is easier to use. The preformed 4-foot lengths fit into place with no effort at all. There’s no time lost, no waste. The open mesh of Keycorner makes it easy to plaster over —assures full bond with plaster and a better job.

“Keycorner gives this extra protection, yet at a saving. That’s why we use Keycorner exclusively!” Olson exclaims. “It lets us give greater satisfaction on every job.”

*Tests with Keycorner, as well as other corner reinforcements, conducted by the Research Foundation, University of Toledo. Complete test reports FREE from Keystone Steel & Wire Company.
A. Bernard Olson uses Keycorner because it's part of "A better job at a lower price."
SHOW the Famous "Prairie Lady"

18,000 PROSPECTS who filed through the "Prairie Lady" at the Farm Progress Show acclaim this new 4-Level Home-Way, the Model Home of Tomorrow.

SHOW THE "PRAIRIE LADY" to qualified, eager prospects in your area. Write us and we'll schedule appointments at Brookston, Ind., or Walnut, Ill.—or through arrangements with franchised Home-Way Dealers near you. We'll furnish you picture portfolio of room interiors, plans and features of the house—qualified customer leads from your area. Then, when you've sold and erected your first "Prairie Lady," we'll help you stage your own "Prairie Lady" Open House.

MORE PROFIT WITH IDEAL SYSTEM

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
A message of importance to:

the 1 builder in 3 who
INSULATES SIDEWALLS

Now... as you insulate... add the supreme moisture-protection of vapor-stopping polyethylene!

With ALFOL Type 22F Insulation, you can give your homes an entirely new dimension in year-round weather-protection.

Another Borg-Warner "first," this unique ALFOL blanket delivers more than the extra comfort and economy of superb insulation alone. In addition, it gives your walls the supreme condensation-protection of kraft-backed polyethylene lining!

In Type 22F, this exclusive polyethylene lining is an integral part of the ALFOL blanket itself. Automatically, the polyethylene is installed as you insulate. There's no extra labor. It's all done with one speedy application... one low cost product.

Yes, you'll save money with ALFOL, too. Value for insulating value, ALFOL usually costs less in your sidewalls than any comparable insulation you can use. Less to buy, less to apply.

Isn't it time you investigated the construction-improving advantages of ALFOL Reflective Insulation? Remember... there's an ALFOL Type for every purse and purpose. Send today for the informative new brochure shown below.

SEND NOW for free brochure on today's "New Directions for Sidewall Insulation"
Hold it, Mac!
all new and exclusive

KENNATRACK®
SOUND-CONDITIONED GLIDING DOOR HARDWARE
makes installations faster...easier!

INSTANT DOOR MOUNTING, PERFECT ALIGNMENT—LOW UNIT COST!
Check these new advances in easy-to-install gliding door hardware from Kennat rack—designed to give you the fastest, easiest installations you've ever had:

for pocket and by-passing doors...
RATCHET-TYPE HANGER
Apply finger-tip pressure to this ratchet type adjuster and doors align perfectly—instantly! Held in place by simple retainer lock, doors can be disengaged with the flick of a pencil tip, yet will never come loose during ordinary use.

for by-passing doors...
SNAP-ON HANGER WITH "KNEE-ACTION"
Now you can snap doors in or out, before or after trim is in place—without changing adjustments. New spring "knee-action" assures simple installation and quiet, trouble-free performance.

for folding doors...
SPRING-ACTION HANGERS AND PIVOTS
New spring-action pivots and hangers assure maximum simplicity in installing folding doors. Spring-action floor and track pivot bracket keeps doors flush. Track fits within standard 5/8" stop... requires medium headroom!

Get the job done faster; save your carpenters' time and labor—save your money with new Kennat rack gliding door hardware. Choose from Kennat rack's complete line... featuring 3 price ranges for every type of installation.

KENNATRACK CORPORATION • Elkhart, Indiana
A subsidiary of Ekco Products Company
The "hidden quality" of Long-Bell Plywood is in the laminations. Hidden from the most practiced eye is sound, firm wood fully up to grade with proven and tested glue line. Herein lies the secret of Long-Bell Plywood's greater uniform strength. This is where "hidden quality" really counts.

There's a Long-Bell Plywood made especially for your job; paneling, sheathing or marine use... interior and exterior.

And, even though we think we have the best plywood ever made, we're constantly working to improve them.

That's why you're years and dollars ahead with Long-Bell Plywood... the plywood with "hidden quality".

It's what you can't see that makes it better...

Long-Bell Plywood
Note these other outstanding features

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

This modern, practical window has won quick acceptance with both home builders and home buyers, And no wonder! It has all the features of Cupples popular single-hung windows... PLUS REMOVABLE SASH.

Since it can be cleaned easily from the inside, you can use the Cupples new single-hung aluminum window in split-level and two-story homes as well as in single-story dwellings. And, because it is priced lower than any previously built, you make more money. It's good business to put this tested and proved window in all of your homes.

MORE OUTLETS WANTED! Write for Details.
HERE'S
LENNOX QUALITY
AT WORK
Expert Planning ... “On Time” Installations ... Complaint-Proof Workmanship

Are you fed up with shoddy planning on heating and air conditioning installations? Sick of “can’t be avoided” delays? Tired of having to answer post-installation complaints and callbacks? All these take money out of your pocket!

That’s why it pays to deal with a Lennox Comfort Craftsman. He’s factory-trained to plan a job so that every duct is properly sized, every register is properly located, with every bit of the high-quality equipment he handles properly adjusted for maximum efficiency.

He’s always on the job right on time—with the right equipment. Remember, he deals direct with a factory—not through a wholesaler. One experience with a Comfort Craftsman—and you’ll know why more builders buy Lennox!

LENNOX HELPS YOU SELL HOMES, TOO!
Available to you, through your Lennox Comfort Craftsman, are more merchandising materials than are offered by any other manufacturer in the field. Expertly-planned advertising materials, in-home displays, personalized builder brochures, billboards. Lennox never believes its selling job is done until the builder makes his sale! Write Lennox, Marshalltown, Iowa, for sample merchandising aids today!

LENNOX ... world leader in indoor comfort for homes, business, schools

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HOME MANUFACTURERS
(Continued from page 128)

Distribution Area: Ohio, W. Va., Pa.
No. Basic Plans: 12
Package Price: $3,613-up f.o.b.
Sales Policy: builders, dealers and individuals
Minimum Order: none
Delivery Time: seven days
Financing: available
Description: conventional construction, up to 26' panels for wall sections. Factory-installed and glazed windows. Interior partitions, prehung doors, trim.
Literature: for information, circle No.
108 on reply card, p. 96

WISCONSIN

MARSHALL ERDMAN & ASSOCIATES, INC.
5117 University Ave., Madison, Wis.
Distribution Radius: 300 miles
No. Basic Plans: 12; models: 50
Package Price: $4,000 to $20,000 f.o.b.
Sales Policy: builders
Minimum Order: one
Delivery Time: 21 days
Financing: FHA; VA
Description: package includes everything, plus floor joists if desired. Also sell the Frank Lloyd Wright Prefab house anywhere in the U.S.
Literature: for information, circle No.
109 on reply card, p. 96

GREAT LAKES HOMES, INC.
Box D, Sheboygan Falls, Wis.
Distribution Radius: 300 miles
No. Basic Plans: 12; models: unlimited
Package Price: $2,200 to $16,000 f.o.b.
Sales Policy: builders, dealers, real estate brokers
Minimum Order: one
Delivery Time: 14 days
Financing: C.O.D. or letter of credit
Description: specialty is custom manufactured houses. Conventionally framed exterior panels with dimension lumber; interior panels assembled; rafter and ceiling joists precut and numbered.
Literature: for information, circle No.
110 on reply card, p. 96

HARNISCHFEGER HOMES, INC.
500 N. Spring St., Port Washington, Wis.
Distribution Radius: 500 miles
No. Basic Plans: 75; models: 154
Package Price: $7,500 to $30,000 f.o.b.
Sales Policy: builders
Minimum Order: ten per year
Delivery Time: ten days
Financing: letter of credit; Harnischfeger Homes Acceptance Corp.
Description: room-size interior partition panels, insulated exterior wall panels in which interior drywall sheets and plywood sheathing are bonded and nailed to 2x4 panel members.
Literature: for information, circle No.
120 on reply card, p. 96

UNIT STRUCTURES, INC.
477 Peck Ave., S., Peshtigo, Wis.
Distribution Radius: 300 miles
No. Basic Plans: 12; models: unlimited
Package Price: $3,000 to $10,000 f.o.b.
Sales Policy: builders, individuals
Minimum Order: none
Delivery Time: 14 days
(Continued on page 142)
For weather-resistant siding...
consider **INCENSE CEDAR**
one of the country’s finest wood insulators

**INCENSE CEDAR** siding has many important properties to assure years of customer satisfaction. Perhaps most important is its exceptional resistance to weather to provide trouble-free exteriors. Other characteristics of great merit are the high insulation qualities to protect against both heat and cold, and the high dimensional stability for minimum swelling and shrinkage. These, coupled with the fact that it will readily take—and hold—paint or any of the many varieties of modern finishes, make Incense Cedar an excellent wood for siding.

For **interiors** as well, Incense Cedar can add great charm and distinction in paneling and woodwork with its beautiful knots and graceful grain. It is *carefully dried* to insure accurate sizing and improved working qualities.

Write for FREE illustrated Facts Folder about Incense Cedar to:
WESTERN PINE ASSOCIATION,
Dept. 702-B, Yeon Building,
Portland 4, Oregon.
"STRONG-

NEW Celotex

INSULATING SHEATHING

WITH SUPER

NAIL-HOLDING POWER!

FOR DIRECT NAILING OF WOOD OR ASBESTOS SHINGLES

Now... Celotex gives you the industry's most complete sheathing line!

A Type for Every Requirement... for Every Building Budget!

FINEST!

Celotex 25/32" Insulating Sheathing
- Indicates "top quality construction throughout"
- Thickest, maximum insulation value, superior structural strength
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges), Center-Matched (2' x 8')

THrift LEADER!

Celotex 1/2" Insulating Sheathing
- Surpasses other sheathing materials in insulating efficiency
- Handles extra "easy," with dependable strength, durability
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges), Center-Matched (2' x 8')

All are Celotex FEROX® products, treated during manufacture for protection against termite and dry rot attack.

Your Celotex Building Products Dealer inventories these sheathings. Call him today!
Economical!

STRONG-WALL
½” INSULATING SHEATHING

- Extraordinary strength, rigidity and nail-gripping ability!
- Exceeds FHA requirements for nailability
- Exceeds FHA requirements when applied vertically without corner bracing. Cuts cost!
- Asphalt treated integrally
- BIG BOARD (4’ x 8’ or 9’; square edges)

Plus... “Life-of-Building” Guarantee

With Celotex Insulating Sheathing, you get this “Life-of-Building” guarantee to give every buyer. Indicates quality building throughout... helps sell more homes, faster. Also, attractive folders with your name imprinted, free. Write for sample copies.
NOW...IN THE RCA WHIRLPOOL COMPLETE KITCHENS...

newest built-ins add extra

NEW, big-capacity 24" oven
Rotisserie, barbecuer and Meat Probe offer more versatile cooking. And, there are "2-Set" automatic clock timer, oven window and light, Balanced-Heat baking, with Roto-Baste and Ka-Brob optional. RCA WHIRLPOOL ovens are available in 17" size also.

NEW, automatic, faster cooking
Thermostatic control and Jetube units give women new cooking efficiency and such speed! There are also infinite-heat controls, signal lights, Dispos-A-Bowl.

The RCA WHIRLPOOL complete built-in line includes a built-in griddle and 2-unit tops.

everything for modern kitchens

NEW, water-saving washing and drying
Filter-Stream washing and Tempered-Heat drying get clothes sparkling clean and save up to 15,600 gallons of water a year over other makes in washing and drying a full load. Has built-in heater, cold-water wash and rinse, 5-temp heat selection.

NEW, efficient waste disposers
Batch-feed or continuous-feed models to suit your choice of installation. Both are especially designed to get rid of all food wastes in seconds... including egg shells, corn cobs, fruit pits, bones. Rubber mounted for quiet operation.
“woman appeal” to your homes!

NEW, 2-cycle, cleaner dishwashing
Filter-Stream action and Select-A-Door fronts... an exclusive action that whirls away all stains... changeable door panels that match any decor. Other features: Ready-Rinse, plate warming, Dial-A-Cycle control, random loading, giant capacity.

NEW, flavor-saving refrigeration
Jet-Cold Shelf and automatic ice maker capture women's hearts! Food chills super fast... and ice cubes automatically replace themselves. And, look at exclusive Air Purifying System, magnetic door seal, automatic defrosting plus flat-back design.

with one brand name RCA Whirlpool

... available in decorator colors to fit any decor

From this complete line of RCA WHIRLPOOL appliances you can choose either built-in or free-standing units. Each is engineered for simple, fast and economical installation. Each is available from one supplier with undivided responsibility... a supplier ready to give you expert planning assistance and fast delivery on today's finest quality products.

Just as important, you'll have appliances with one brand name nationally-recognized for quality performance... wanted for dependable service, and bought with complete confidence... RCA WHIRLPOOL. Mail this coupon today for complete information.

RCA WHIRLPOOL... America's first family of home appliances Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

For the package deal at a package price... it's RCA WHIRLPOOL

FEBRUARY 1959
the final touch to assure her that she is buying a quality home

Comes Complete With All Accessories Color-Matched

Rangaire Range Hoods give your kitchen a look that sells

Put the sales-power of nationally advertised Rangaire kitchen range hoods into your next home. Rangaire gives you product quality that Mrs. Homebuyer actually sees, a selling feature that you can point to with confidence. Rangaire gives your home the final touch to assure her that she is buying a quality home—elegant styleline design, lustrous lifetime finish, aluminum foil filter and efficient exhaust unit to keep her new kitchen wonderfully fresh forever.

For complete information, visit your Rangaire dealer or write Roberts Manufacturing Company, Cleburne Texas, DEPT. F.

Rangaire KITCHEN RANGE HOODS

HOME MANUFACTURERS

(Continued from page 136)

Financing: letter of credit
Description: assembled gable sections, trusses, interior partitions and all door units; conventional floor framing; up to 36" exterior wall sections with 2x4 framing, 16" o.c.
Literature: for information, circle No. F94 on reply card, p. 96

CANADA

COLONIAL HOMES LTD.
6 Malley Rd., Scarboro, Toronto, Ontario, Canada
Distribution Radius: 400 miles
No. Basic Plans: 42
Package Price: $6,500 to $25,000 f.o.b.
Sales Policy: builders, dealers
Minimum Order: one
Delivery Time: 21 days
Financing: NHA or choice of company arrangements
Description: floor components precut; walls and partitions in sections; trusses; loose roof boards and roofing; kitchen cabinets; prehung door units.
Literature: for information, circle No. F95 on reply card, p. 96

ENGINEERED BUILDINGS LIMITED
50th Ave., E. Second St., S.E.
Calgary, Alberta, Canada
Distribution Radius: West Canada, except West Coast
No. Basic Plans: 30; models: 32
Sales Policy: builders, dealers and individuals
Minimum Order: one
Delivery Time: seven days
Financing: NHA or choice of company arrangements
Description: structural wall sections, including windows; precut roof rafters on trusses; assembled doors and jambs; and all finishing materials.
Literature: for information, circle No. F96 on reply card, p. 96

HALLIDAY CO. LTD.
Maple Ave., Burlington, Ont., Canada
Distribution Radius: 400 miles
No. Basic Plans: 25; models: 70
Package Price: $4,000 to $10,000 f.o.b.
Sales Policy: builders, dealers and individuals
Minimum Order: none
Delivery Time: 10 days
Financing: NHA; 10% down, balance financed over 5 years
Description: complete package, except for masonry. Exterior walls with siding applied or sheathing for brick veneer. Interior partitions, roof trusses, windows.
Literature: for information, circle No. F97 on reply card, p. 96

SUNNIBILT PREFAB PRODUCTS LIMITED
426 Ellesmere Rd., Scarborough, Ontario, Canada
Distribution Radius: Ontario and Quebec
No. Basic Plans: 25; models: 30
Package Price: $2,500 to $6,000 f.o.b.
Sales Policy: builders, dealers and individuals
Minimum Order: one
Delivery Time: ten to 30 days
Financing: 90-day terms
Description: rough shell (suitable for frame or veneer exterior) plus lining and trim package
Literature: for information, circle No. F98 on reply card, p. 96

AMERICAN BUILDER
All America Acclaims This Gleaming Beautiful Jewel

THE NATIONALLY ADVERTISED

ShowRite® El Dorado

TUB ENCLOSURE

With Features That Have Made This A Bathroom Favorite in the Finest Homes

Offer the ultimate in bathroom beauty AND at a price that "sells" outstanding value. For those who prefer simplicity in glass design there's the ever popular HAMMERED FROSTED or PLURALITE GLASS. For a touch of individuality in elegant bathroom decor, the El Dorado presents the utmost in luxury aluminum extrusions, mirror-polished in smooth concave modern design. There's a unit to fill every requirement, no matter what your customer's choice.

Model Shown for 4', 4½' or 5'

Recessed Tub

Suggested Retail $109.95

NOW ... THE EL DORADO SERIES AVAILABLE IN CUSTOM MADE UNITS

WRITE FOR NAME OF NEAREST DISTRIBUTOR

THEODORE EFRON Manufacturing Co. 7519 S. Greenwood Ave., Chicago 19, Illinois
Wigh Fashion—Truscon Steel and Aluminum Windows, Steel Doors, Metal Lath and Accessories, built and backed by Truscon, world's largest producer of metal building products.

Truscon Series 50 Hollow Metal Doors were used throughout the building of the N.A.H.B. Research Home in South Bend, Indiana, to complement the beauty of this modern architecture.

Architect: Herman H. York, Long Island, New York
Builder: Place & Company, South Bend, Indiana

High Fashion—Republic Steel Pipe offers the advantages of better living at no extra cost, assures dependable low-cost waste line systems. Your best choice is Republic Steel Pipe.

High Fashion—Republic Steel Kitchens provide convenient labor-saving work centers for better living. Wall Cabinets, Base Cabinets, Built-In Range Plates, Wall Ovens, and other units custom planned, custom installed from warehouse stocks.
TRUSCON
HOLLOW METAL DOORS AND FRAMES
...home building products for better living

Truscon Hollow Metal Doors and Frames say so many things. Strong, sturdy, substantial, they reflect the character of the home and the homemaker. Gay and attractive, they are friendly invitations to welcome guests. Made of steel, they offer protection from intruders and natural hazards of fire and weather.

Truscon Hollow Metal Doors say even more. They say the architect designed for the future... the builder cared enough to install the very best... and they say the homebuyer wanted something a little bit better.

To learn more about Truscon homebuilding products for better living, call your Republic-Truscon dealer representative. Or, send coupon below.

EASY TO INSTALL. Just set frame in place, nail to stud, set door in place, insert hinge pins, install latch and strike, and install lockset... in just 15 minutes. Never warp, shrink, swell, never stick.

EASY TO DECORATE. Doors and frames are Bonderized for maximum protection, and finished with baked-on prime coat of paint. It is easy to paint-to-match with one coat decorator colors.

STANDARD HEIGHT, POPULAR WIDTHS. Truscon Hollow Metal Doors are available in the standard height of 6'-8" and with the six most popular widths—1'-8", 2'-0", 2'-4", 2'-6", 2'-8", and 3'-0".

FINEST HARDWARE can be carefully selected to complement the overall door design and service. Standard locksets are available with bright brass finish. Bronze and other materials are also available.

REPUBLIC STEEL CORPORATION
DEPT. AB - 6613
1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

I want to know more about the following Republic-Truscon home building products:

- Truscon Hollow Metal Doors
- Truscon Steel and Aluminum Windows
- Republic Steel Pipe
- Republic Steel Kitchens

Name: ____________________________ Title: ____________________________
Firm: ____________________________ Address: ____________________________
City: ____________________________ Zone: __ State: ____________________________

FEBRUARY 1959
YOUR GUIDE TO NEW PRODUCTS

Features adjustable lights
Pull down light fixtures, adjustable over a 3' range of height, are one feature of a complete line of modern fixtures. This unit is a 4-light fixture, 17" in diameter, with a grass cloth screen. Comes equipped with a 3-way switch. Imperial Lighting Products Co., Dept. AB, Loyalhanna, Latrobe, Pa.

Circle No. F99 on reply card, p. 96

Quiet, Friendly Walls and Floors and Ceilings

Dry-Wall HAS COME OF AGE...WITH HOMASOTE

Quiet rooms in quiet homes safeguard the nerves, forestall the jitters. With Homasote Dry-Wall, even the slam of a door is muffled. Homasote's resilient surface absorbs the glare of light, causes no eye-strain. Homasote's size (up to 9' x 14')—combined with great structural strength and top insulation value—means dry walls, free from moisture, mildew, drafts.

To have Dry-Wall at its best, the basic rule is: Cover all possible walls in ONE piece. Homasote Big Sheets cover all walls up to 14' in length. X-nail all panels; at each stud nail or a line snipped from corner to corner and from 12" to 16" along the edges. The problem of joints between ceilings and walls, at corners, and even between wall panels has been among the most difficult to solve. Taping does not finally solve the problem of expansion and contraction. By a simple device, and due to the high density of Homasote, taping and moldings can be eliminated—not window and door trim; interior trim can be eliminated—except for baseboards. This means real economy.

For a wall joint, round the outer edges of the Homasote panels with a portable router and position them % apart. For a corner or a corner joint, round the edge of one Homasote panel; leave the other square; position them % apart. Homasote ceilings and underlays complete the picture.

There's always news from Homasote—use the coupon below.

Send the literature and/or specification data checked:
- Dry-Wall
- One-Man Panels
- Roof Deckings
- Homasote (76-pg.) Handbook

Name: ............................................................
Address: .........................................................
City: .........................................................Zone: ....................State: .................B-3

Homasote COMPANY
Trenton 3, New Jersey
Homasote of Canada, Ltd.
228 Merton St., Toronto 12, Ontario

HANGS WELD DISAPPEAR

Hangers have new feature

A new feature—cadmium plated finish—is now standard on the trucks of all R-W hangers. The units are also corrosion resistant. Will provide years of dependable trouble-free service. Complete line of tracks and hangers available. Richards-Wilcox Mfg. Co., Dept. AB, 174 Third St., Aurora, Ill.

Circle No. F102 on reply card, p. 96

New steel couplings

New H-Brace steel couplings are made of 20-gauge galvanized steel. Require nailing from one face only with H-B self-clinch nails to fabricate stronger, lighter wood-trussed rafters. H-Brace steel couplings are available in many designs for various spans and pitches. H-Brace, Inc., Dept. AB, West Palm Beach, Fla.

Circle No. F100 on reply card, p. 96

Operates in quiet

A new high-efficiency oil-fired boiler, called "Type S," has an ample combustion space to eliminate flutter, throbbing and pressure rumble. Square in design, all controls are on the face for easy adjustment. Unit is available in 4 models and can be ordered fully assembled. Embassy Steel Products Co., Dept. AB, 890 Stanley Ave., Brooklyn 8, N.Y.

Circle No. F100 on reply card, p. 96

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Circle No. F102 on reply card, p. 96
So beautiful...and yet so practical...

Life can be beautifully practical for those who have Hall-Mack bathroom accessories in their homes... because these choice fixtures have an inherent quality that equals their attractive appearance. Sparkling with real originality and blending smoothly with any decor, these deep-quality, chrome-plated accessories are styled in various price ranges to meet your taste and needs. For solid convenience and the extra glamour that creates satisfied customers... always specify and install Hall-Mack... the world’s finest accessories.
New International 340 Utility tractor...

BIG-TRACTOR BRAWN

...low budget economy!
You get a lot of work for your money in a new International 340 Utility tractor. While rated in the economical 45 hp class, the 340 has built-in weight usually available only with larger, more powerful tractors. Premium weight and high-torque power provide work-boosting traction, stamina, operating economy.

Work-speeding options include new Fast-Reverser unit providing six reverse speeds to save time on all shuttle-type work, or Torque Amplifier drive for 10 speeds forward, two reverse; new built-in hydraulic system with capacity to operate backhoe, loader, 3-point hitch equipment, and accessories such as power steering!

Ask your IH dealer to demonstrate the new 340 Utility... or others in the complete International line of 6 power sizes, 12.8 to 90 hp*. For catalog and your IH dealer’s name, write International Harvester Company, Dept. AB-2 P. O. Box 7333, Chicago 80, Illinois.

* Bare engine hp at standard sea level conditions.

See your International Harvester dealer

International Harvester products pay for themselves in use—Farm Tractors and Equipment... Twine... Commercial Wheel Tractors... Motor Trucks... Construction Equipment—General Office, Chicago 1, Illinois
How a prefabber

1. They begin with the subdivision map

NATIONAL HOMES TAKES OVER when builder's subdivision map is completed. Architect Bill Warren (left) discusses site planning and color styling of a builder's new subdivision with National's field representative Jerry Bean.

2. They site your houses on your lots

NATIONAL SUGGESTS exactly how houses are to be set back, staggered, or angled in to fit terrain and give most varied and pleasing effect possible. Finally, drives, walks, and terraces are located for each house.

"Where'll we put 'em up," builder John Doe wants to know? "How should we give our prefabs the most attractive color styling and landscaping to make them fast sellers?"

When a builder's engineers have completed a final subdivision map, so that property lines, easements, and utilities are located, National Homes of Lafayette, Ind., will help the builder answer that question.

Architects in the land-planning and color-styling section of the company will site-plan the homes to fit the development. They eliminate monotony by varying setbacks, and by angling the houses on the lots.

You can also get financial help for

When National Homes steps in to help its builder-dealers with direct loans to cover land-acquisition and development costs, both builder and prefabber share in the payoff.

As an example, take builder Robert E. Alexander, who says he was able to increase his building rate from 350 to 1,000 prefabs per year. He attributes this increase to the added working capital he got from National before his homes began to sell.

It's a question of the prefabber helping the builder with capital outlay in buying land, putting in utilities, and paving streets and sidewalks.

Coming as an outgrowth of National's Acceptance Corporation for home mortgages, the firm will lend money directly to the builder. This is considered no gamble either, since loans are made only to carefully screened dealers who have proved their ability to build consistently profitable projects.

According to Cliff Smith, Na-
gives you a complete siting service

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3. They chart styles and colors for your whole project

EASY-TO-FOLLOW chart acts as checklist telling builder what house goes where. Further, a listing of important style features and colors is given for exterior. Such items as color of roof, brick, siding, body, trim, and accents all follow appropriate lot numbers, to spell out exact color schemes for each house. While service is optional, most builders, particularly smaller ones with limited architectural help, use it, and find it extremely valuable.

4. They landscape your special models

LANDSCAPING LAYOUT is detailed, showing location and varieties of trees, shrubs, and flower beds. Patio and walkway designs are included in the layout.

Finally, the prefabber will select colors for the house exteriors, striving to achieve a balanced color harmony for the subdivision as a whole as well as to make each house look its very best.

As an added service, the architectural staff will completely landscape special models.

acquiring and developing your land

ational’s executive vice-president, their average franchised dealer’s capacity has quadrupled because of this financial help. Most important, the increased production took place in the first year of the plan’s operation — a recession year at that.

Loans are strictly short term, though, and at interest. Then, as homes begin to sell, the builder repays the loan, usually within the first year.

Cliff Smith puts it this way: “Our builders are really land converters today, in an exposed financial condition until they begin to sell their houses. We simply try to reduce their financial exposure whenever possible by lending them money directly.” Builder John Tolidis, who has used the loans from National says: “Making the cash available to builders before the homes themselves begin to pay off is the biggest financial help I know of. It’s an outstanding service, particularly to the builder without extensive financial resources.”
Now—That's What I Call the Right Approach
to PROFITABLE UTILITY EQUIPMENT

Take it from customers who know: The M-F Work Bull 202 and Davis Loader-Backhoe are matched to give you the most economical use of power and maximum on-the-job production. Jobs keep moving and profits keep multiplying.

The same rig, the same operator are busy from start to finish — trenching, loading, lifting, backfilling, stockpiling, cleaning up, or doing scores of other jobs with numerous quick-change attachments. Look at the manhours you save.

You get features you can’t even buy on other outfits — flush digging, sure-footed lugging power, the famous Ferguson system, plus the “never-duplicated” Davis Loader. If you are profit conscious you can’t afford to be without it!

Other M-F Industrial Products are designed with the same approach, and your Massey-Ferguson Dealer can help you select the right rig—at the right price. He’ll back it up with service, too. Write today for literature and his name and address.

The Davis 210 Backhoe on a Work Bull 202—the only machine in the world that can dig flush alongside a wall.

MASSEY-FERGUSON
INDUSTRIAL DIVISION

1009 SOUTH WEST STREET • WICHITA 13N, KANSAS

AMERICAN BUILDER
Says Lowell, Massachusetts, Builder

Donald M. Van Greenby

"I've never sold houses so fast before."

Eleven years as a conventional builder—and never before a success like his first National Homes promotion! This is the satisfying story Mr. Van Greenby of Van Greenby Realty Trust, 112 Appleton Street, Lowell, Massachusetts, tells today.

Just two weekends saw an entire subdivision of 57 houses—both Fairlanes and Fairwoods—go like wildfire. Compare this with Mr. Van Greenby's successful operation—by conventional builder standards—before his switch to National Homes: 40 homes built in a year was normal production! Now, Mr. Van Greenby says, "I know that I will build at least 200 National homes in 1959... many more homes in far less time than in the past. And, as a National Homes dealer, it's easier for me to keep track of my costs... I'm more sure of making a profit."

But overwhelming sales increases and surer profits tell only one part of the National Homes Franchise story.

National Homes alone offers to qualified builders complete financing for every phase of their operation—land procurement, site development and interim as well as final financing.

Only National Homes offers market research to pinpoint the size, price and style of house that will sell best in any particular site location... gives up to a full year's protection against supplier price increases, a full year's guarantee on all components covering even latent defects.

Most important of all, only National Homes can offer such variety and quality: Fairlane, the fastest selling house in America; the revolutionary new bake-finished lifetime aluminum Viking Line of maintenance-free homes; a full range of models in Colonial, Cape Cod, Contemporary, Southwest Modern and new California Contemporary styles.

If you are interested in real growth as a home builder, it will pay you to write us about a National Homes Franchise now.
ON WARM SIDE of outside walls—VISQUEEN film protects stud walls from moisture, rot, paint peeling and checking.

UNDER SLABS—VISQUEEN film keeps moisture out—assures warm dry floors—for life of building!

IN CRAWL SPACES—VISQUEEN film banishes musty odors, keeps earth-born moisture away from floor joists.

ON OUTSIDE OF FOUNDATION—mop with tar, apply VISQUEEN film, backfill and say goodbye to moisture ills for life of building.

Lowest cost permanent solution for every moisture problem

VISQUEEN film

Only VISQUEEN film is made in Seamless Widths to 32 Feet. Many other uses in building, too. Write or use information Request Tag for use and application details.
Shifty...tricky...sticky materials?
See how 4-in-1 "solves" handling problems!

Waste lumber, and other bulky, tricky materials that elude ordinary buckets—or spill on the way up—are duck soup for the 4-In-1! Just clamp on to them with the clamshell action, and you've got it made with this positive load control.

Sticky gumbo quits sticking in the bucket—quits gumming the works and slowing production—when you use 4-In-1 clamshell bottom dumping. Opening the clam pulls sticky materials from bucket surfaces—gravity pull does the rest, to give 4-In-1 positive self clean-out!

You don't have to "chase" bucket-dodging materials around—just use International Drott 4-In-1 clamshell action, and "surround" them! The stand-and-fill 4-In-1 clamshell heaps itself in one fast gulp!

Prove to yourself that a 4-In-1 can profitably solve your material-handling problems—with the built-in clamshell, "carry-type scraper," bulldozer, or Skid-Shovel action! Try exclusive pry-action break-out for hard material digging other rigs can't touch—see how exclusive Hydro-Spring swallows shock; protects performance. Ask your International Drott Distributor for a 4-In-1 demonstration!
Another great selling season for U.S. Steel Homes Dealers

U. S. Steel Homes exciting Promotion
"Rose-Covered" bursts into full bloom April 26

With Promotion "Rose-Covered," United States Steel Homes once again helps its dealers to sell as they never have before! This great nationwide promotion features the new Steelstyle line of homes, with an exciting array of improvements that your customers won't be able to resist!

Creating greater consumer demand is the goal of Promotion "Rose-Covered"... nationally, to add prestige and introduce the Steelstyle line to your customers... locally, to bring your customers directly to you!

National consumer advertising. Early this spring, USS Homes will bring the Steelstyle line to your customers' attention, through the pages of Living for Young Homemakers. This four-color ad will be seen by 3 million readers—young homemakers who want to buy now!

Your own power-packed local promotion! USS Homes has assembled into a hard-selling, idea-packed promotion kit, all you need to keep buyers coming in and sales climbing. Look at the contents:

Newspaper advertising. A handy guide book includes illustrations of the new Steelstyle homes and layouts of suggested ads, plus photographs and copy ideas which you can use.

Radio and TV scripts. Scripts for both radio and television commercials have been prepared for your use in local advertising.

Site merchandising kit. Materials to bring traffic to your site are now available... a large, colorful site sign, feature cards for use in your model home, and directional signs... plus a wealth of additional promotion aids designed to help you sell.

Building help, too! Our representatives are available to help you set up your successful sales promotion. They will also help with your planning problems.

Profit now! Tie-in with Promotion "Rose-Covered." For complete details, write to Sales Promotion Dept., U.S.S. Homes Division, United States Steel Corporation, 525 William Penn Place, Pittsburgh 30, Pa.
YOU CAN'T MAKE A BETTER INVESTMENT

Here's why: Allis-Chalmers utility power, with proved companion equipment, handles utility jobs fast, at low cost.

Release your big rigs to the jobs they were designed to do...let these low-cost money-makers dig in where they count.

It makes no difference how you specialize, there's a profitable place on the job for these tractors handling trenching, excavating footings, backfilling, loading, landscaping, driveway construction, curb and gutter, and dozens of other jobs.

D-17, 54-hp, 5,300-lb weight, 140-in. over-all tractor length
D-14, 35-hp, 4,200-lb weight, 129-in. over-all tractor length

Weights shown exclusive of companion equipment.

... and when you buy, remember, it's the tractor that carries the load, and what a work load these two Allis-Chalmers tractors carry! You get clearance, stability and plenty of traction because of their exclusive low-line, high-clearance design, with the right wheel base that puts weight to work where you need it! There's plenty of power for the toughest work you'll encounter on these jobs. And, there's a complete line of companion equipment.

Prove Allis-Chalmers power for yourself...ask for a demonstration.

ALLIS-CHALMERS

IT DOESN'T COST TO FIND OUT!

Allis-Chalmers Utility Tractors and Equipment,
Milwaukee 1, Wisconsin

Gentlemen:
Please send me information about the new Allis-Chalmers Utility Tractors and Equipment

[ ] D-14  [ ] D-17

Name______________________________
Address____________________________
City__________________State__________

FEBRUARY 1959
How to build a house with a

A new method of building safer masonry houses has resulted from recent civil-defense tests: you tie a reinforced concrete-tile roof to the foundation with a 2" steel channel. This develops a vertical arching within the wall, and makes the house virtually hurricane-proof. Additional building cost should amount to approximately five per cent.

When you combine this new method with a 10" reinforced brick core and a basement under the core, the house is virtually blast-proof. Additional cost: about 20 per cent. For more data, write SCPI, 1520 18th St., N.W. Washington 6, D.C.

REAR VIEW OF SUGGESTED HOUSE with plan at left shows how hidden safety features may be worked into an attractive contemporary design without detracting from the design. The frame roof is built over reinforced tile beam.

DARKENED PORTION of floor plan indicates the protective core area which is enclosed with 10" reinforced brick masonry walls. The opposite page shows the details for the doors and windows for the suggested house.
disaster-proof masonry core

GUIDE FOR THE MONTH OF FEBRUARY

BUILT-UP TAR & GR. ROOF OVER 2" RIGID INSUL.
21/2" CONC TOPPING REINF. OVER 2-O CANTILEVER

6/2" CLAY TILE BM. REINF. W/ 6 CONT. BARS, B. WELD'D TO CHANNEL

6" GLASS BLOCK

VIERENDEEL 30£5.0 WELD TO TRUSS - 7" CONT 3-0, 2" O.C.

CHANNEL TENS'N TIE TO ANCHOR STRUCTURE TO FOUNDATION TIE DEVELOPS VERTI-
CAL ARCHING WITHIN WALL B GIVES ATTACH-
MENT FOR INT. FINISH.

3/8" x 6-0, 6" O.C. WELD TO 7" 9.8 TOP BOTT.

DOORS FOR THE CORE AREA can be made strong enough
to resist blasts. Use 3/4" laminated plywood with steel hinges.

3" CHANNELS TIE ROOF TO FOUNDATION.

STRUCTURAL SHELL IS CONSTRUCTED as indicated
above. When the building is under stress, the design permits
vertical arching action. 3" channels tie roof to foundation.

DOORS FOR THE CORE AREA can be made strong enough
to resist blasts. Use 3/4" laminated plywood with steel hinges.

This is the type of door that stood up well in the civil defense
tests.

MET. FASCIA "TIE TO ANCHOR in core area or surrounding structural shell as
shown in the perspective, left, and details, above.

WINDOW EXPERIMENTS indicated glass
block panels in 2' to 4' sections could be used
in core area or surrounding structural shell as
shown in the perspective, left, and details, above.

DEVELOPS VERTI-
CAL ARCHING WITHIN WALL & GIVES ATTACH-
MENT FOR INT. FINISH.

FEBRUARY 1959
They’re saving $55.13 per house with this job-proven mechanized hand tool

On the roof:
FOUR MEN and a carrier shingled a 24 x 48’ roof in 3 hrs; with hammer and nails it took 6 hrs. The saving is $33.75, at $2.25 per hour. A 3/4” staple replaced 1 1/4” roofing nails.

Under the eaves:
SCREENING, 5” wide, goes up 50% faster stapled to soffit supports. Using staples instead of tacks, two hrs. or $4.50 is saved. Soffit board is fitted over screen running length of house.

In the builder’s shop:
USING BOSTITCH hammers with 1/4” staples, two men do fastening job in 15 min., installing aluminum Sisalation Vapor Barrier in sidewalls where it took one hour with hammer and nails. The saving: $16.88. This is figured on the basis of 10 panels per house. Pay in area runs $2.25 per hour. The firm, Monumental Engineering, Inc., Pasadena, Md., builds 150 prefabricated shell homes a year —60% are year ‘round, 40% beach and shore homes.
Here's REACH and POWER to Tackle Any Trenching Job...

The New JOHN DEERE 5-POSITION BACKHOE

Reaching out over 20 feet at ground level, digging below 13 feet, dumping at a height of 11 feet, working closely to buildings or fences—the new John Deere 51 Backhoe gives you the kind of working performance you need to speed work and cut costs. What's more, there's plenty of leverage and husky hydraulic power for digging in hard or frozen soil. And it's responsive, easily controlled digging power—just two control levers to operate.

FAST CHANGEOVER
Changing the mounting position of the boom and rotary cylinder is amazingly easy. One man with a wrench makes the switch to any of five spots on the mounting pad in 15 minutes!
For the complete story, see your John Deere industrial dealer. Send coupon for free literature.

SEND FOR FREE LITERATURE
JOHN DEERE INDUSTRIAL DIVISION
Moline, Ill. • Dept. D-33-V
Please send me your latest literature on the John Deere Crawler Tractors and Equipment, and information on the John Deere Credit Plan.

Name
Firm
Address
City, State

Completely Engineered for Industry

FEBRUARY 1959
Standard and unique designs in sectional overhead type residential doors available to meet your specifications. Makers of the fabulous Redwood Beauti-Door.

Sectional overhead type wood doors available in all conventional and special designs to meet most job requirements. Galvanized hardware.

Sectional and one-piece steel overhead type doors available in residential and commercial sizes. Galvannealed and factory painted.

Commercial sectional overhead type doors job designed in wood or steel for dependable service in public and commercial buildings.

Investigate the Wagner profit-making sales plan on Garage Doors. Ask for condensed price list AB-59.

Wagner also makes sawhorse trestles, folding scaffold and ladder brackets. Ask for building hardware bulletin AB-59H.

ATLAS ELECTRIC PRODUCTS CO.
319 Ten Eyck Street, Brooklyn 6, New York

Make $20 to $30 EXTRA on each STAIRCASE with an ELIASON STAIR GAUGE

Saves its cost in ONE day—does a better job in half time. Each end of Eliason Stair gauge slides, pivots and locks at exact lengths and angle for perfect fit on stair treads, fames, closet shelves, etc. Guaranteed—made of nickel plated steel.

ELIASON TOOL CO.
Minneapolis 23, Minn.

LION UNIVERSAL TRIMMER

Precision Miter & Joint Cutter

A multi-duty cutter for right or left hand 45° miters or any adjusted angle to 90°. Accurate, razor-like cut any way of grain. Fine tool steel knives. Compact design, 8” wide, 23” long. Portable. A time saver on every job!

POOTATUCK CORP.
50 Old Stratford Rd., Shelton, Conn.
NEW, ECONOMY

CASE Utility LOADER

$2598.00

Complete with 11-cu. ft. bucket, fast-action, semi-hydraulic,等行业安装，可随时安装。

...cuts building time, reduces hand-labor, saves subcontract cost ...boosts your profit on hundreds of construction chores...for pennies an hr.

NEW 34 HP MODEL 210B
- Digs and loads faster with high-torque engine
- Choice of 11, 13, or 18-cu. ft. (SAE) buckets
- Lifts 1000-lb. loads over 10' high in seconds
- Dumps clean at 45° angle, with 30" reach at full height
- 8'5" bucket clearance for fast dump-and-go
- Smooth backfilling, finishing, with 90° grading angle
- Fast-maneuvering, 4-speed transmission
- Long-lasting ferrometallic clutch ... shuttle transmission optional
- Heavy-duty, one-piece, forged front axle with optional power steer

SEE IT...TRY IT...ACT TODAY!

Take this easy step to lower building costs by getting complete facts now on the new Case Utility 210B Loader. Clip and mail handy coupon below for full details. Your nearby Case Utility Dealer will be happy to arrange a free demonstration without obligating you in any way. Do it today!

J. I. CASE CO., Dept. 81619, Racine, Wis., U.S.A.

Send free information on new 210B Utility Loader

Name
Company
Address
City
State

CU-L-57
PLUGMOLD® GIVES MORE OUTLETS FOR LESS MONEY

- PLUGMOLD 2000 (UP TO 3 NO. 12 CONDUCTORS)
- PLUGMOLD 2100 (UP TO 10 NO. 12)
- PLUGMOLD 2200 (UP TO 3 NO. 6; 10 NO. 10)
- PLUGMOLD 3000 (UP TO 8 NO. 6; 10 NO. 8)

ALL PLUGMOLD IN BUFF OR GRAY PRIME COAT — VARIOUS SIZES AND SPACING. ALL-STEEL, GROUNDED.

Time-saving installation on any surface in any building makes PLUGMOLD lowest-cost way to provide plenty of outlets wherever your customers will use several appliances. Many types cover all job possibilities. Ask contractors who have used it!

Wiremold
THE WIREMOLD COMPANY • HARTFORD 10, CONN.

Please send FREE PLUGMOLD DATA to:

NAME
COMPANY & ADDRESS (use margin below for more space)

American Builder TRAINING YOUR MEN

How to do it better

For longer spans:
don't change joist size —move joists closer together

When the floor span in one part of the house is greater than in another, do not change the size of the joists to support the greater load—simply install same size timbers—but closer together (see sketch). This allows ceiling and floor to remain level over the entire house, saving a great deal of labor and material expense.

N. M. Pittman
Overton, Tex.

Integral stop and jamb milled from 2x6

Instead of using the conventional jamb and casing to frame interior openings, try this cost-saving method:

Have your jambs milled from 2x6's to receive ½" wallboard and rabbeted out for the door stop. This method gives a neat modern appearance. The corners should be rounded. The jambs can be made from hardwood stock to match the natural hardwood doors.

There is a great deal of savings in material and labor as well as in the finishing using this method.

N. M. Pittman
Overton, Texas
CONTRACTORS
THE SWIMMING POOL BUSINESS IS BOOMING—MAKE MORE MONEY BUILDING POOLS!

POOLSIDE FILTER
Beat competition on pool bids by including this low priced, high efficiency filter of new and revolutionary design.
- Handles pools up to 36,000 gallon capacity.
- No filter housing required.
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With Marlin’s complete line of high quality, low cost pool equipment you will be in the best possible position to make high profits building pools.
Dealer services and sales aids available. Write for details of our dealer program and discounts.

KINGSBERRY HOMES

ANNOUNCING A 7% PRICE REDUCTION IN THE AVERAGE KINGSBERRY HOME PACKAGE
Increase your profits! If you build or sell anywhere on this map, we invite you to inquire about a profitable Kingsberry franchise for your territory. Write to:
LUMBER FABRICATORS, Inc., Fort Payne, Alabama
A PIONEER OF THE MANUFACTURED-HOME INDUSTRY

KINGSBERRY HOMES
of
Fort Payne
Alabama

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.
CAMBRIDGE 38, MASS.
TORONTO 15, CANADA

FEBRUARY 1959
PAYLOADER does everything

with versatile 4-in-1 bucket

Saul Winnick, Supt. on Kaye Builders’ 39-acre, 82-home development says, “the versatility of the ‘PAYLOADER’ with Drott 4-in-1 bucket pays off every day on this job. It’s our all-purpose machine which handles everything from tree stumps to concrete pouring.”

It’s a bulldozer
Open the clam lip full and you have a sturdy bulldozer with finger-tip control of dozing depth.

It’s a clamshell
Powerful grip picks up materials from streets, stockpiles or windrows without tractor travel . . . handles stumps, trees, boulders.

It’s a scraper
With slight clam lip opening, it’s a handy scraper to strip sod or top soil and grade accurately.

It’s a shovel
The 4-in-1 bucket can always be used as a regular tractor-shovel bucket to dig, carry and dump in the regular manner.

No other rubber-tired tractor-shovel gives you PAYLOADER versatility because no other can give you the 4-in-1 bucket, black-top spreader, side-boom and many other attachments. See your “PAYLOADER” distributor today, or send for complete details.

McILLEO"E CO.

THE FRANK G. HOUGH CO.
811 Sunnyside Ave., Libertyville, Ill.

Send data on all 4-wheel-drive
“PAYLOADER” models and attachments to:

Name

Title

Company

Street

City

State

HOW TO DO IT BETTER

(Continued from page 164)

Rainy weather cost saver

Here is an idea to keep your men busy in the shop during rainy weather, that will pay off when your building schedule is going full swing again: Get your men set up so they can produce long sections of standard width gable-end louver.

These sections are made as long as possible then cut when needed, allowing for the top and bottom pieces which are nailed on after the louvre section is cut. Study the drawing above closely to see how the cuts are made. The first cut is angled providing a sill bevel. The exact length of the louved section is figured by measuring the opening less 1 1/2” which is the total thickness of the top and bottom pieces.

Arthur N. Nelson
Kansas City 30, Mo.

Acoustical tile on walls!

Sometimes a complaint of small house owners is: that noise carries to all parts of the house. Usually there are one or more problem walls. We have been pleased with the effect of placing acoustical tiles (preferably those of mineral type) in a diagonal pattern on the problem wall. By using a paint roller the added effect of twotoning is obtained from the recessed areas of the tile.

In the use of dry-wall construction we feel that a few bats of full thick wool insulation placed in walls between sleeping and living areas are well worth while.

Eugene Landis, Ephrata, Pa.

AMERICAN BUILDER
FROM THE ground UP

The resurgence of home building — already clearly apparent to all observers, does not necessarily mean that homes will sell more easily in '59 or '60 or '61.

How often have you asked manufacturers for products which will perform functionally and, which, by their nature, do a selling job for you?

While no single product “stops” the onlooker and sells him every time, there are some products, inexpensive to apply, excellent in operation and extremely attractive to consumers — yet are modestly priced and simple to install.

Such a product is Grant Drawer Slides. Grant alone makes the greatest number of slides, for the widest range of applications. They are perfect for kitchen cabinet drawers, built-ins, linen closet shelves and other, “prospect-pulling” uses.

We'll be pleased to send you a copy of the Grant Drawer Slide Catalogue.

GRANT SLIDING HARDWARE
GRANT PULLEY AND HARDWARE CORPORATION
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HOUSE PACKAGES
TO YOUR OWN PLANS

- Wholesale manufacturers of factory, precision-cut and prefabricated (panelized) house packages ... prepared from your own plans and specifications ... and only for your exclusive use.

- Consider these advantages ... only high quality materials ... precision manufactured ... no job site waste or pilferage ... you save time and money by volume purchases and the high production yields of modern factory fabrication ... your cost is predetermined ... moreover, you erect your house package, weather-tight in a few man hours ... also remember the value of rapid turnover of your working capital.

- Economical house package delivery range is a 350-mile radius (an overnight dispatch) from our 10-acre Huntington Station, New York plant.

- Wholesale volume inquiries solicited.

- Export Housing—Inspect our erected models—Permanent homes—that are resistant to termites, fungi, decay, rust, earthquake and hurricanes.

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(A Division of Clinton G. Bush Co.)
HUNTINGTON STATION, L.I., NEW YORK—Phone: HA 7-0014

More Sales with ilco Sills
For that extra sales appeal use Indiana Limestone, a natural stone, properly fabricated to aid builders in rapid construction. With ilco sills and veneer, maintenance is eliminated. Property value is increased. Natural stone beauty and distinction are there for the life of the home. Look into ilco sales advantages today.

INDIANA LIMESTONE COMPANY, INC.
AB359, BEDFORD, INDIANA
Send me the full story of Indiana Limestone Veneer

NAME
FIRM
ADDRESS
CITY & ZONE
STATE

168
AMERICAN BUILDER
How do leading firms and salesmen avoid 'cold' prospecting?

In the new construction market, they use Dodge Reports to pinpoint active prospects... and guide the timing of sales calls.

Dodge Reports are mailed daily — directly to you or your salesmen. They tell who's going to build what and where. You specify the areas and types of construction you want covered. For each project, Dodge tells you whom to see... when bids are wanted — and even who else is bidding... anywhere within the 37 Eastern States.

Let Dodge show you how you can avoid missed or mis-timed opportunities... how you can concentrate on jobs you know will be profitable... how you can end the nuisance of 'cold canvassing'... how you can cut sales costs and boost salesmen's morale and earnings.

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[ ] House Construction [ ] General Building
[ ] Engineering Projects (Heavy Construction)

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Name ________________________
Company ______________________
Address ________________________
City ____________________ Zone State

Dodge Reports
For Timed Selling
to the Construction Industry
VERSATILE NEW BAR-BROOK BREEZEBUILDER-K

The new Bar-Brook Breezebuilder-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 Breezebuilder-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.

American Builder TRAINING YOUR MEN

Ask the experts...

Small roadside stand needs a four-foot wide overhang

THE PROBLEM:

I am a subscriber to your magazine and have got help from you before. Now I would like advice on a new problem that has come up. I am remodeling a small building into a souvenir stand. It is to have a 4' overhang on 3 sides (front and ends). The back has a 2' overhang using 2x10 joists. How would the two front ends be framed to support a 4' overhang? The roof slopes 1 to 16 to the rear. Can I use salvage edge roofing with 1/4" plywood sheathing? Underside of overhang is to be 3/8" plywood.

THE SOLUTION:

Plan and sectional view above show economical overhang framing. George Kennedy, Structural Engineer, Chicago, Ill.

Wax on terrazzo hallway floors spells trouble

QUESTION: I have built several apartments and placed terrazzo surfaces in the halls and stairs. I now find that they are slippery when waxed. What product can I buy to reduce high polish, but keep the floors in good condition?

ANSWER: First of all may we state very definitely that we do not recommend the use of wax on terrazzo. To correct the slippery condition: clean floors thoroughly—with a steel brush if necessary. After all the wax has been removed seal floor with a recommended sealer.

G. & R. Builders Brampton, Ont.

Continued on page 172 >
BARRETT RANCHLINE SHINGLES

1. Stretch the appearance of the homes you build. Your ranch and split-level homes look longer and lower because a Barrett "Ranchline" Shingle Roof has 50% fewer vertical lines. The accent is on the horizontal—two 18" tabs on a 36" strip-shingle, instead of three 12" tabs.

2. They give you a strong selling point. Your salesmen want talking points, and "Ranchline" Shingles give them a plus at no extra cost. These are the only extra-long shingles made with double-coatings of asphalt and mineral surfacing for longer life.

3. Faster application means cost savings for you. Because of their two-tab construction, "Ranchline" Shingles can be nailed on faster, lowering the applied cost to the roofing contractor—and to you.

4. They're backed by the famous Barrett name. You and your customers know Barrett as "the greatest name in roofing." Take advantage of this reputation by putting Barrett Roofs on the homes you build.

The shingles that make roofs look longer and lower!

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BARRETT DIVISION
40 Rector Street, New York 6, N.Y.
NOW! NEW Har·Vey Handi-Pak includes Door Bumper

Versatile 707 Series fits 3/4" or 1 3/8" Sliding Doors

Har·veys Handi-Pak is the most complete set available and accommodates both 3/4" and 1 3/8" doors...there's only one set to handle. Complete easy to use Handi-Paks include extruded Aluminum Track, Hangers with self-lubricating Nylon Wheels, adjustable Nylon Door Guides, Cup Pulls and DOOR BUMPERS. Remember...compare before you buy. Look for the Har·Vey name stamped on metal parts...your assurance of superior quality.

Guaranteed to be the smoothest, quietest sliding door hardware available

Write for NEW AIA BULLETIN

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HARDWARE
HOMESHIELD

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AMERICAN SCREEN PRODUCTS COMPANY
GENERAL OFFICES: 61 EAST NORTH AVENUE • NORTHLAKE, ILLINOIS

ASK THE EXPERTS

(Continued from page 170)

Soundproofing between floors of two-family house

QUESTION: The sketch below represents my idea for soundproofing between floors of an apartment I'm building. What do you think of it? Here is the key to the drawing: 1. ceiling is 1/2" sheetrock; 2. 1x2 cross-nailed furring strips; 3. 1/2x9 1/3" Celotex tacked on 1x2 strips; 4. One layer blanket insulation; 5. Repeat No. 2. above; 6. Repeat No. 3 above; 7. Blanket insulation, or 1/2" Celotex strips over floor joists; 8. Pine subflooring; 9. Oak flooring.

J. Staben
Wyckoff, N.J.

ANSWER: Your idea is very good but you might try to eliminate one layer of Celotex by using a double thick wool insulation. This will decrease labor cost.

George Kennedy
Chicago, Ill.

How to seal opening cut in flat built-up roof

QUESTION: Do you know of any good method which may be used to seal openings in a flat built-up roof? I'm referring to openings cut for installation of power service mast after completion of roof.

Roger Teal
Ashland, Ohio

ANSWER: In reference to your questions of sealing openings cut in a flat roof, I would advise using a stub-type base over which the power mast can fit, see above. Fasten a lead-type flashing to this stub above the roof level.

George Kennedy
Structural Engineer,
Chicago, Ill.
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RIGID QUALITY CONTROL is assured by a resident technician at each plant using the Teco-Tested mark. This full time Teco technician has been trained by the well known Timber Engineering Company.

TOUGHER GLUE LINE TESTING produces a uniformly higher glue line strength at no extra cost.

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- New X-WP12 Exterior Type
- Interior and Hot Press Exterior
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- Mixed sanded and sheathing for direct car sales
- Firm price quotations

CALL, WRITE OR WIRE:

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LEBANON, OREGON
THE BUILDER, THE TAKER, THE WINDOW/DOORMAKER AGREE

Schlegel Woven Pile Weatherstripping is good for all!

The Builder—likes weatherstripping that he can guarantee, that ends costly call-backs. Schlegel woven pile is silicone treated to last.

The Taker—likes doors and windows that protect, stop drafts, make heating easy . . . enclosures that work smoothly, quietly, easily—every time . . . that give him added comfort and economy.

The Window/Doormaker—likes weatherstripping that won’t swell, bind, crack, or drop out . . . likes to give his quality product the better weatherstripping that assures acceptance, means more sales.

Home-buyers can look for, Builders can specify, Manufacturers can use

Schlegel WOVEN PILE WEATHERSTRIPPING for protection that’s silent, smooth and sure

For information or samples, write to

SCHLEGEL MANUFACTURING COMPANY
P. O. Box 197, Rochester 1, N. Y., or Oakville, Ontario, Canada

174 AMERICAN BUILDER
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

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---

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Signed:
Address:
### ESTIMATING TAKE-OFF

(Continued from page 174)

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>9&quot;x3&quot;x9' Birch Kit, Base Cob &amp; Acc.</td>
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<td>1'9&quot;x3' Birch Kit, Base Cob &amp; Acc.</td>
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<tr>
<td>1'9&quot;x3' Birch Kit, Wall Cob &amp; Acc.</td>
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<td>3x3'x7 Birch Kit, Wall Cob &amp; Acc.</td>
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<td>4'x3&quot;x3' Birch Kit, Wall Cob &amp; Acc.</td>
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<tr>
<td>2'x3&quot;x7'6&quot; Birch Bath, Vanity Cob. &amp; Acc.</td>
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<tr>
<td>3x3&quot;x6'8&quot; Birch Bath, Vanity Cob. &amp; Acc.</td>
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<tr>
<td>Laminated Plastic Counter Tops</td>
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#### HOT AIR HEATING SYSTEM

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<tr>
<td>Sheet Steel</td>
<td>2'Bx2&quot;x6' Shell Flame</td>
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<tr>
<td>Prefab. Steel</td>
<td>10'L. Flame Liner</td>
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<tr>
<td>Prefab. Steel</td>
<td>7&quot;x6' Flame Liner</td>
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<tr>
<td>Brick &amp; Steel</td>
<td>5&quot;x3&quot;x5&quot;x3' Chimney &amp; Acc.</td>
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<tr>
<td>Galv. Steel</td>
<td>6&quot;x6' Flame Liner</td>
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<tr>
<td>Fire Brick</td>
<td>4&quot;x4' Flame Liner</td>
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<tr>
<td>1&quot; Marble</td>
<td>5'Eх1&quot;x1&quot; Flamecase Hearth</td>
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<tr>
<td>Steel</td>
<td>5'Ex6x4&quot; Flamecase Mantle</td>
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<tr>
<td>Model V</td>
<td>Heater &amp; Access.</td>
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<tr>
<td>Clay Pipe</td>
<td>6&quot;, Heating Duct</td>
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<tr>
<td>Galv. Steel</td>
<td>Floor Registers</td>
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<td>Galv. Steel</td>
<td>18&quot;x18&quot; Cold Air Return Duct</td>
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<td>Galv. Steel</td>
<td>18&quot;x18&quot; Cold Air Grille</td>
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#### PLUMBING SYSTEM & FIXTURES

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<td>Storm Service Connection &amp; Piping</td>
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<tr>
<td>Labotery, Piping &amp; Accessories</td>
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<td>Bath Tub, Piping &amp; Accessories</td>
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<td>Water Closet, Piping &amp; Accessories</td>
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<td>Kitchen Sink, Piping &amp; Accessories</td>
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<tr>
<td>Shower Head, Piping &amp; Accessories</td>
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<tr>
<td>Elec. H.W. Heat, Piping &amp; Accessories</td>
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<tr>
<td>Elec. Wash. Mach., Piping &amp; Accessories</td>
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#### ELECTRIC SYSTEM & FIXTURES

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<tr>
<td>Electric Service Connection</td>
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<tr>
<td>Electric Service Panel &amp; Switch</td>
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<td>Light Outlets &amp; Wiring</td>
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<tr>
<td>W.P. Light Outlets &amp; Wiring</td>
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</tr>
<tr>
<td>Convenience Outlets &amp; Wiring</td>
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<td>Switch Outlets &amp; Wiring</td>
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<tr>
<td>Light Ceiling Fixtures</td>
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<tr>
<td>W.P. Light Ceiling Fixtures</td>
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<tr>
<td>W.P. Light Lamp Post Fixtures</td>
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<td>Entr. P.B. Chime &amp; Wiring</td>
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<td>Tele. Service Connections &amp; Access.</td>
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<td>Tele. Service Antenna &amp; Wir.</td>
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<td>H.W. Heater Connections &amp; Wiring</td>
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<tr>
<td>Clothes Dryer Connections &amp; Wiring</td>
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<tr>
<td>Built-In Range Connections &amp; Wiring</td>
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<tr>
<td>Exhaust Fan Connections &amp; Wiring</td>
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#### PATIO FLOOR ONLY

<table>
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<tr>
<th>Item Description</th>
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<tbody>
<tr>
<td>Top Slll</td>
<td>6&quot; Grade Exc. &amp; Pile</td>
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<tr>
<td>Earth</td>
<td>Pool Exc. &amp; B'fill</td>
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<tr>
<td>Gravel</td>
<td>6&quot; Floor Sub-B'fill</td>
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#### CONCRETE CONSTRUCTION & FINISH

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<tr>
<th>Item Description</th>
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<tr>
<td>2500# W.P. Conc. Pool Walls</td>
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<tr>
<td>2500# W.P. Conc. Pool Walls Forms</td>
<td>75 S</td>
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<tr>
<td>2500# W.P. Conc. 8&quot; Pool Sub O.G.</td>
<td>70 S</td>
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<tr>
<td>2500# W.P. Conc. 6&quot; Patio Sub O.G.</td>
<td>1070 S</td>
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<tr>
<td>Monolithic Pool Finish</td>
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<tr>
<td>Monolithic Floor Finish</td>
<td>1070 S</td>
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<tr>
<td>Kraft Paper Floor Paper &amp; Curing</td>
<td>1140 S</td>
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#### LUMBER FRAMING & CONSTRUCTION

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<th>Item Description</th>
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<tr>
<td>2x6&quot;</td>
<td>F 48&quot;a.c. Roof Rafter</td>
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<tr>
<td>2x4&quot;</td>
<td>F Panel Framing</td>
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<tr>
<td>2x6&quot;</td>
<td>F Roof Nailer</td>
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<tr>
<td>2x6x10&quot;</td>
<td>F Steel 6&quot; Rafter Fasteners</td>
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<td>1½&quot;</td>
<td>Steel B Anchor Bolts, H.W.</td>
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#### PLASTIC ROOF & WALL PANELS & SCREENS

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<th>Item Description</th>
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<td>1½&quot; Plast. &amp; Wd.</td>
<td>3½lx6x6'6&quot; Srl. Door, F. &amp; T.</td>
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<td>4½x6'6' Srl. Door, F. &amp; T.</td>
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<td>Sheet Plastic, Wall &amp; Srl. Paneling</td>
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<tr>
<td>Corrug. Plastic Roof Paneling</td>
<td>1225 S</td>
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<tr>
<td>Corrug. Plastic Window Paneling</td>
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</tr>
<tr>
<td>1½&quot; Plast. &amp; Wd.</td>
<td>8'x8' Fold. Door, F. &amp; T.</td>
</tr>
</tbody>
</table>

#### WOOD EXTERIOR MILLWORK

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>4x6&quot;</td>
<td>Redwood Patio Pots</td>
</tr>
<tr>
<td>2x6&quot;</td>
<td>Redwood Trellis Framing</td>
</tr>
<tr>
<td>2x6&quot;</td>
<td>Redwood Planting Box Battens</td>
</tr>
<tr>
<td>2x6&quot;</td>
<td>Redwood Patio Dividers</td>
</tr>
<tr>
<td>2x6&quot;</td>
<td>Redwood Front Porch Beating</td>
</tr>
<tr>
<td>2x2&quot;</td>
<td>Redwood Patio Post</td>
</tr>
<tr>
<td>1½x6&quot;</td>
<td>Redwood Planting Box Sides</td>
</tr>
<tr>
<td>1½x6&quot;</td>
<td>Redwood Planting Box Sides</td>
</tr>
<tr>
<td>1½x6&quot;</td>
<td>Redwood Roof Fascia</td>
</tr>
<tr>
<td>2½&quot;</td>
<td>Redwood Panel Fascia</td>
</tr>
<tr>
<td>2½&quot;</td>
<td>Redwood Roof Support Posts</td>
</tr>
<tr>
<td>1½x6&quot;</td>
<td>Redwood Panel Sill</td>
</tr>
<tr>
<td>2x2&quot;</td>
<td>Redwood Panel Sill</td>
</tr>
<tr>
<td>2½&quot;</td>
<td>Redwood Panel Framing</td>
</tr>
<tr>
<td>2½&quot;</td>
<td>Redwood Panel Framing</td>
</tr>
<tr>
<td>17½x2½x1½&quot;</td>
<td>Patio Bench</td>
</tr>
</tbody>
</table>
This Patented SAFETY CATCH feature HELPS TO SELL

FRANTZ "400" GARAGE DOORS

A new experience in garage door operation awaits you when you open a Frantz "400" for the first time! There is no rebound, no movement back and forth. As door reaches full open position it stops. This one feature alone has placed the "400" Series among the biggest selling doors in America!

Get these new Frantz Garage Door Catalogues!

No. 304 Illustrates and describes the Frantz No. 400 Series as well as the complete line of Extension Spring overhead-type sectional and rigid doors.

No. 66 Frantz Torsion Spring Doors for residential, commercial, and industrial use, including the No. 800 Residential Series with exclusive Safety Catch.

No. 108 Garage Door Hardware only. For rigid or one-piece doors.

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3 new ways to finish a solid brick wall

A new method for constructing masonry walls has been developed by the Structural Clay Products Institute. It is the first method to use “SCR” brick in combination with insulation and interior finishing materials.

Promoted as “The Solid Look,” it was demonstrated for the first time last October in Seattle, at a meeting sponsored by the Producers’ Research Council. It is a result of two years’ research, the council said.

As shown in the details above, the method uses combinations of brick, cellular glass, fibrous glass, plastics, tile and plaster. Cost of any of the above walls should run no more than $2.00 per square foot, based on Seattle prices.

“Solid Look” walls can be load-bearing, serve as curtain walls, or panels in multistory units.

For further information on method of construction or products used, write to SCPI, 328 Third Avenue West, Seattle 99.

In the details: No. 1: the “SCR” brick wall is constructed with full head, bed joints, weep holes; flash accordingly. No. 2: use asphaltic cement within two hours of mixing. No. 3: apply no more adhesive than can be covered with Styrofoam in 30 minutes.
MULLER MACHINES

PLASTER AND MORTAR MIXERS
5 sizes 2 to 12 Cu. Ft. Electric or gasoline
Power throw-out on smaller models, disc
clutch on larger

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NON-TILT CONCRETE MIXER
Drum 36" x 27" with 8 & 5/8 for cooled
engine 4-5 Hp. at 2700 RPM

4 BLADED
POWER TROWELS
& & 1/2-used
controls on
handle.

CONCRETE MIXERS
TILTING TYPE
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(3 are exactly)
(Electric or gasoline
Timken Bearings)

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 machine of compar-
able quality are priced lower
than Moller Machines—
the best light construction
equipment money can buy!
Ask for prices and name of
local dealer.

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Metuchen, N. J.
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AND KNURED
FOR A POSITIVE
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FEBRUARY 1959
MANY HAPPY RETURNS

Tax time is here again. This can mean simply a call to your accountant, or a couple of evenings with a ledger. But it can also mean weeks of sweating blood over incomplete checkbook entries, and unreadable scribbles on the back of pieces of 2 x 4.

It's ridiculous for a grown man to get into this sort of mess. An accountant may seem like an extravagance, but a couple of hours of his time each week can save you all kinds of headaches. He'll take you out of the books and let you build houses, and he'll also point out ways of keeping your tax bills to a minimum. He should save more than he costs.

If you prefer to keep your own books, there are many good systems. We've published some, and we'll show you more in the months ahead. Your lumber dealer, or prefab manufacturer, will be glad to help you. But whatever system you choose, start it now.

FOR MARCH: IMPORTANT!

We want to draw special attention to next month's AMERICAN BUILDER. You'll go on a guided tour through one of the best building operations in the country. The builder and his key supervisors will show you ideas, from building basements to closing the sale, that keep costs down. The story is a must for any builder who wants to build more house for the money.

Spring is closer than you think

Midwinter means different things to builders in different places. In Wisconsin or upstate New York, it means frozen fingers and curses for the weather man; and in Florida or Southern California, it's just sunshine and roses, with maybe a little smog around the edges. But no matter where you build, the coming weeks should be a time to nail down your plans for the Spring market.

The question of what to build is one you can best answer yourself. Design is a local problem subject to local peculiarities, and if you're still in business, it means you have at least a working knowledge of your market. But how to build is something else again.

You can always do a little better

If you've just ordered a new Cadillac, congratulations; but don't let success put you to sleep. The technical end of building is progressing by leaps and bounds, and the closer you can keep to it, the better you'll do.

For example, how long is it since you talked to the representatives of the home manufacturers that ship into your area? Maybe "prefab" is still a dirty word where you build, or maybe you looked a while back and found that a prefab house would cost you just as much as the one you're building now. But if you read this issue carefully, you know that home manufacturers can supply you with a lot more than just a house.

Have you considered the use of prebuilt panels, trusses, and other components? They'll let you build faster and with less labor cost, and produce a better house in the bargain. Someone in your area should be producing LuReCo components, or something similar.

The house you design, the way you build it, and the tools you use, all can be a little better, and cost a little less. You'd better take a close look.
A NEW way to fascinate your women

Congoleum-Nairn's inlaid vinyl flooring
...a "custom look" at low cost

Smart builders have learned that the "extra" features of Congoleum-Nairn's inlaid vinyl fascinate women—and help clinch the sale.

First, your prospects are attracted by the gleaming colors and lustrous surface—a luxury touch that costs you so little. And they can feel the comfort of the cushion back. Then they are completely sold by the easy cleaning reputation of this vinyl by Congoleum-Nairn. For 8 years now housewives have been learning that grime and dulling film wipe right off this floor, America's most widely used inlaid vinyl.

And builders know that installations of this flexible, inexpensive floor are fast, easy, trouble-free.

Now there's a new design—Picnic—a delightful decorator creation of gay color chips and marbleized backgrounds. Three of the patterns include sparkling GOLDEN flecks!

Congoleum-Nairn's Picnic vinyl is available by yard or tile, can be installed on or above grade, with or without radiant heating. For samples and data, write Builders' Service Bureau, Congoleum-Nairn Inc., Kearny, New Jersey.
It's the "little foxes that destroy the vines." And it's usually the small details that make a home buyer either happy or huffy. That's why so many prominent builders insist on hardware by "National of Sterling." It adds one more extra touch that helps build customer satisfaction—today, tomorrow and through the years.

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