Gas lighting – another example of:

**Smartest PLANNING with gas yet**
The Most Advanced Idea in

New NuTone 3000

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

NuTone Range Hood-Fans get rid of cooking odors to keep kitchen air fresh.

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

New CRISP-LINE STYLING WITH THE "APPLIANCE LOOK"

Get All these Exclusive Features:

1. SELECT ANY HOOD SIZE... ANY HOOD FINISH... ANY POWER UNIT
2. FULL 21" DEEP... REACHES ALL THE WAY TO FRONT BURNERS
3. MULTI-SPEED DIAL CONTROL... FOR ANY VOLTAGE VARIATION
Kitchen Ventilation in 25 Years

Series Hood·Fans!

with Interchangeable "Plug-In" Power Units

BASIC NUTONE HOODS CAN BE "TAILOR-MADE" INTO OVER 60 DIFFERENT HOOD-FAN COMBINATIONS *

Get Exactly What You Want .... at the Price You Want

* 20 DIFFERENT COMBINATIONS WITH STANDARD POWER UNITS
* 20 DIFFERENT COMBINATIONS WITH DELUXE POWER UNITS
* 20 DIFFERENT COMBINATIONS WITH WALL FAN POWER UNITS

MULTI-SPEED DIAL CONTROL FOR ANY VOLTAGE VARIATION

POWER UNIT CONCEALED IN HOOD EXTRA LARGE GREASE FILTER

JuTone's 3000 Series Hood·Fans!

4. POWER UNITS ARE CONCEALED IN HOODS, RECESSED LIGHTS
5. EXTRA LARGE "WRAP-AROUND" GREASE FILTER...EASY TO CLEAN
6. PREWIRED AT FACTORY, SAVES VALUABLE INSTALLATION TIME

SEE OTHER SIDE
Here's the newest idea in Hood-Fans... that saves you money when you buy... and saves you money when you install. Get COMPLETE FLEXIBILITY... Choose the exact Hood-Fan you want and the type of installation best suited for your needs!

Write for new catalogs to NUTONE, INC., Dept. AB-9, CINCINNATI 27, OHIO

**NuTone**

1. **Vertical**
   Transition elbow in wall and ducts concealed between the wall studs.

2. **Horizontal**
   Ideal for outside wall. Horizontal discharge through outside wall cap.

3. **In Cabinet**
   For installation along the back wall of cabinet and soffit above.

4. **In Wall**
   For a wall fan installed below the hood on an outside wall.

← See other side
A suggestion of significance to:

the 1 builder in 4 who
SELLS FROM A MODEL

Use these bonus values
of ALFOL insulation
as a selling “plus”

ALFOL reflective insulation gives your home buyers a real bonus in comfort and protection...values they appreciate...values you can merchandise to advantage.

Bonus summer comfort...up to 15° cooler is delivered by the sun-taming effectiveness of ALFOL reflective insulation. Air conditioning added now, or later, goes in for less...costs less to operate.

Bonus winter heating savings...amounting to as much as 35% are effected by today's multiple layer ALFOL Blanket. The home feels warmer, too, as heat is reflected back by the aluminum foil.

Bonus year 'round protection from costly condensation damage...is provided by the continuous and positive vapor barrier built into each ALFOL Blanket.

See for yourself the many merchandisable benefits which ALFOL insulation can give your homes. Use the coupon below to get full data.

Send for FREE merchandising ideas
"I’d put in Steel Windows again,"

says the owner of this house.

These steel windows are 20 years old but they look like new. They are a perfect style for the architecture of the house, yet they were inexpensive to install.

The owner says, “The only maintenance they ever get is an occasional painting every four or five years. The windows stay tight and true . . . and if I ever build another house, I’ll put in steel windows.”

If you are a builder, you’ll recognize that these are all standard steel sash. Their first cost is low, they can be installed quickly and you seldom have to go back for maintenance. When the owners like them and they last so long, what more can be desired?

United States Steel has been supplying window manufacturers with special rolled steel sections for more than forty years. The windows are delivered to the job with a prime coat of paint ready for installation. With a minimum of care, they will last as long as the house.

United States Steel Corporation — Pittsburgh
Columbia-Geneva Steel — San Francisco
Tennessee Coal & Iron — Fairfield, Alabama
United States Steel Export Company

United States Steel
This is an issue mostly about planning—first of the four legs your business stands on: 1) planning, 2) buying, 3) building, 4) selling. In fact this issue introduces a whole new planning department to American Builder—the Plans Clinic—on p. 132.

As an American Builder reader, you can do two things about this new department—and I hope you do them both.

1. You can watch the other fellow’s plan being analyzed—and that’s one of the most fascinating sights in this business.

2. You can submit your own plan for analysis. Cost is only $50—and it could be the best investment you ever made. We expect a wide response—so chances are against your plan being published (which we wouldn’t do without your permission, anyway).

When you plan a house, what you’re really planning is a sales talk. On p. 82, for example, American Builder’s editors are talking about the kind of traffic triangle you should have in your kitchen. As you read about it, imagine yourself telling a likely lady of the house how she’d save steps from the day she moved in.

Next month, we’re pulling out all the stops on planning—planning in the very broadest sense of the word—the kind of planning ahead which—and which alone—can put you where you want to be.

Arthur J. McGinnis
Publisher
Added convenience... added buyer appeal for your homes...

Electrostrip

It costs you no more to give home buyers the very latest in electrical wiring... Electrostrip, the movable outlet system. And what a sales maker!

Hundreds of leading builders are giving their homes bonus sales appeal with Electrostrip. It installs quickly and easily... can be painted to match walls and woodwork... and completely eliminates the headaches of fixed outlet planning, because it's every inch an outlet!

Home buyers love the extra convenience of Electrostrip... in the kitchen, living room, bedrooms, all through the house. No more fixed outlets to dictate furniture and appliance placement! Outlet receptacles can be spotted anywhere they're needed. And unsightly, hazardous extension cords and "octopus" outlets become a thing of the past.

Install Electrostrip in your next model home and watch the enthusiasm it generates. Electrostrip is safe, tested, proved—listed by Underwriters' Laboratories.
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**Enter AMERICAN BUILDER's Two Big Contests**

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The best millwork houses in the country are franchised to manufacture R-O-W windows. Strategic plant locations allow dealers to give you faster delivery—better value.

Because sash lift out for separate painting on a bench or easel, painting time can be cut in half. Frames can be primed separately. With sash removed, one man can install any but the largest R-O-W windows.

Removable wood windows are as much a part of modern living as automatic hot water. Climbing ladders or balancing on sills is old-fashioned and dangerous.

Cleaning glass accounts for more than 80% of all window "maintenance". This household chore can be done safely, in half the time, if you install R-O-W windows.

Your best salesmen are satisfied owners. You can be certain of weather-tight, trouble-free performance when you install beautiful R-O-W Removable Wood Windows.

R-O-W and HIGH-LITE are the registered trademarks of R-O-W Sales Company.

R-O-W SALES COMPANY • 1301-9 ACADEMY AVENUE • FERNDALE 20, MICHIGAN
"The better you buy—the better you build—the better you sell®

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329 Madison Ave.
Phone: Worth 4-3060

CHICAGO 3, ILL.
79 West Monroe St.
Phone: Randolph 6-2674

CLEVELAND 15, OHIO
1501 Euclid Ave.
Regional General Manager
Phone: Main 1-4455

TOLEDO 6, OHIO
3522 North Green Rd.
District Manager
Phone: Greenview 2-8010

DALLAS 16, TEXAS
1908 Leonora Ave.
Jarvis 1-1222

LOS ANGELES 17, CALIF.
1336 Wilshire Blvd.
Regional General Manager
Phone: Harbord 3-4290

SOUTH AFRICA, 4, CALIF.
444 California St.
Regional General Manager
Phone: Fielding 17-004

ATLANTA 9, GA.
272 Edgar St.
Regional General Manager
Phone: Privacy 7-2130

This index is an editorial feature maintained for the convenience of readers. It is not a part of the advertiser's contract and American Builder assumes no responsibility for its correctness.

SEPTMEBER 1959
Three new beautiful escutcheons, solid brass or bronze, that you’ll want to see. They’ll add that extra touch of smartness that means so much. They’re versatile, too. You can plan many pleasing combinations from these three basic designs. Style 878 in beautiful Chinese Red; 876 available in red, black, or without color; 877 in red or black.

Weslock, the style leader, is also introducing two new cabinet hardware designs, a knob and pull. Ask to see these outstanding numbers. They’ll add that needed touch. They’re available in all standard Weslock cabinet hardware finishes.

Remember, the “Man Who Sells Weslock” always has the smartest designs and wants to help you sell too! If you don’t already know him, we’d like to introduce you. Write, wire, or phone for his name and address.
To The Editors:

AMERICAN BUILDER
30 Church Street
New York 7, N.Y.

Add questions on well water
Too many builders think that anything wet coming out of a hole in the ground is satisfactory water for household use. How about more emphasis on water quality, one of the bugaboos of development well drilling today?
Edwin Harrington
Water Analysis Services
Carversville, Pa.

Permanent home show catches on
Dear Sirs: Your article in the May issue, “A Permanent ‘Home Show’ Keeps Sales Rolling,” interested us. We are planning a permanent home show of our own now.
William H. Sells, vice president
Thomas J. Northcutt, Inc.
Smyrna, Ga.

That word “merchandising”
Dear Sirs: I would like to commend you on your very fine article and presentation of Bill Dawn (“I’m Sick and Tired of Hearing that Word ‘Merchandising’”—June issue). His ideas and methods represent the foundation upon which the building industry is built and expanding. Dawn’s philosophy is quite refreshing.
Jim Brick
Chicago, Ill.

Arch frame story is publicized
Dear Sirs: Reprints of the article you wrote on our arch frame design [“Spacing Frames at 4 ft. Saves Dollars in Labor and Material”—March issue] have been mailed to over 30,000 architects, engineers, and lumber dealers throughout the country.
D. R. Norcross, manager
Product Sales
Timber Engineering Co.
Washington, D.C.

Thick-set tile mortar
Dear Sirs: Your story on the Tile Council’s 756 mortar [“Here’s a New Way to Set Tile: Use a Thick-Set Mortar Bed”—July issue] is a masterpiece of condensing and simplifying.
George Whaley
Tile Council of America, Inc.
New York, N.Y.

Lighting standards
Dear Sirs: In April 1958, AMERICAN BUILDER described the Minimum Light for Living Standards of the American Home Lighting Institute. To date, 876 inquiries for copies have been received from your readers, the greatest number received from any magazine. This may indicate the interest your readers have in lighting.
Bernard E. Ury
Ted Cox Assocs.
Chicago, Ill.
How CreZon Paid for My Hunting Trip

I'm a builder of manufactured homes. But I never realized what a difference the siding could make in my profits. Then I put up a packaged home with CreZon overlaid plywood siding . . .

Why, the savings in paint alone almost paid for this hunting trip. I found the smooth, grainless CreZon surface easier and faster to paint . . . and it took less paint to do the job!

My customers like this kind of siding, too. It looks better, lasts longer and withstands all kinds of weather without a trace of checking, splitting or grain rise.

If you want to save money as I have, why not try CreZon overlaid plywood siding on your next home?

CreZon is available from regular plywood suppliers under these brand names: Super Siding, G.P.X., Armorite, Duraply, Everside, Plyaloy, CreZon Overlaid Plywood.
Good looks are up front, good living in back

The "BONNIE," built by the Janis Co. of Miami, Fla., is designed to give buyers the best of Florida living at the lowest price. For $14,200, including land, the Bonnie offers a handsome colonial exterior and a simple, well-laid-out floor plan.

A major sales feature in the Florida climate is, of course, outdoor living. Janis provides it with a 140-sq. ft. screened porch at the rear of the house. This porch will be interesting to other new home builders, and also to remodelers. It meets the exterior wall below the roof overhang, eliminating the need for extensive flashing.
Henry was a builder. Good one, too. Knew building business inside and out. Had a good crew of men.

Henry put up a model house. Quality workmanship cellar to attic. "No trouble selling this and plenty more like it," mused Henry. "Heck of a lot for the money!"


Sad as it is to report, Henry wasn't in business at all. Good as traffic was, Henry couldn't get anybody—anywhere near the dotted line. "What have I left undone?" wailed Henry. "Where did I go wrong?"

Nobody told him and he never found out. But you, dear reader, for reading this far, certainly deserve to know where Henry goofed.

Poor Henry hadn't included one, single, nationally-advertised Brand Name—anywhere in his house. Roofing was by --- --- Inc. Siding by --- Co. Even the door latches were a product of the Brothers --- ---.

We say Brand Names are important! Selling shoes or shirts, Hammers or houses. Brand Names give assurance of quality, Carry weight, Impress people. Provide something to point to with pride. Most important to you—Brand Names help sell more houses—and sell 'em faster. Ask any builder who uses them.

Now the $64 question. Why be like poor Henry and build houses with unknown materials? Are the pennies you save (if you do) worth it? Why not use nationally-advertised Brand Names (like Orangeburg and Flintkote) and end up successful?

This message is presented by Orangeburg Manufacturing Co., the folks who practically invented Brand Name selling in pipe. Be sure your homes feature genuine Orangeburg—the Brand with the Silver Band. Root-Proof Pipe and Fittings for house sewer lines, downspout run-offs...Perforated Pipe for foundation drains, septic tank filter beds. Orangeburg Manufacturing Co., Orangeburg, N.Y., Newark, Calif. A Division of The Flintkote Company, Manufacturers of America's Broadest Line of Building Products.

Secret of Success Make a product of unquestionable quality and advertise that fact nationally year-after-year. The Orangeburg ad above, one of a continuing series, appears in LIFE, Sept. 14, reaching an estimated audience of 32 million.
THE Pulse OF BUILDING

1959 has best July since '50 with 126,000 starts

Any doubts about 1959 being a banner year for the housing industry should be dispelled by the 126,000 starts reported for July. Although this was 10,000 units less than were begun in June, it was the highest July on record except for the boom year of 1950. Seasonally adjusted annual rate for July was 1,350,000, a moderate seasonal drop from the May and June figure.

FHA reported July starts on one-to-four-family houses hit 29,519 compared to 27,708 in July, last year. At the same time applications for FHA insurance on new homes fell to 28,961 from 60,186. This substantial drop was not unexpected. As reported on this page last month, the unusually-high June application figure was due mainly to builders trying to beat the changeover deadline from the old MPRs to the new MPFs.

Last July, FHA received 31,780 new home applications,

FHA ACTIVITY

<table>
<thead>
<tr>
<th>Start</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Homes</td>
<td>Jan.-July</td>
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<td>29,519</td>
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1 JULY STARTS of 126,000 set a nine-year same-month high. Although the July seasonally-adjusted annual rate of 1,350,000 was slightly below the May-June figures, it was a normal seasonal decline.

2 EDGING OFF slightly, the July wholesale price index was 135.4 (compared to 135.8 in June) mainly because of declines in Douglas Fir, softwood plywood. May earnings stayed at April 174.1 level.

3 RISING SEASONALLY to $5.2 billion, July new construction outlays were up 14 per cent over July, 1958. The $2.1 billion spent in July on private residential building was 2 per cent over the year-ago figure.
Johns-Manville Floor Tile
gives homes a “custom look”...provides the carefree floors home buyers want...makes homes easier to sell

You can dramatize the floors of your homes because there's no limit to the custom-design effects you can achieve with Johns-Manville floor tile.

In both Johns-Manville luxurious Terraflex® vinyl asbestos tile or attractive Johns-Manville asphalt-asbestos tile there's a color, a pattern, a style for any room. By varying floor designs you can personalize each house to give it a custom-built appearance.

J-M Terraflex tile provides carefree flooring for homemakers. It saves work...saves scrubbing...defies greases, oils and alkaline moisture. Available in Marbleized, Cork, Terrazzo and Metallic styles, in over 40 permanent colors for the creation of striking and lovely floors of your own ideas or designs by your decorator.

J-M Asphalt-Asbestos tile is an all-purpose flooring that provides colorful, durable flooring at low cost. Available in Marbleized, Cork and Terrazzo styles in a wide range of decorator colors.

For complete information and color chart on J-M floor tile, write to: Johns-Manville, Box 158, New York 16, N. Y.

Ask your J-M representative about the 7-Star and Mrs. America® promotion to help you sell more homes.
Will tomorrow’s earth people dwell in
Super “space huts” like this one?

Top Los Angeles promotion men joined builder J. Stuart Hilliard to build this “Space Hut” for charity. They expect more than 150,000 will pay to see it. Despite some tongue-in-cheek ideas, it has many innovations which may become standard in American houses. Some of the outstanding features are electronically switched gas appliances, elevator cabinets, helio-port roof, sprinklers which turn on when the lawn is dry, and central light-control center.

ALL-TILE SUNBATHING YARD joins the sumptuous master bathroom, which includes over-size dressing room.

SPRAWLING LAYOUT of the Space Hut’s 3,500 sq. ft. is dedicated to individual privacy and luxurious living.
There's always a way to solve a problem

Columbus had a problem . . . how to stand an egg on its end! Architects and builders have problems, too . . . how to find a material that absorbs noise and decorates. CURON* wall and ceiling covering is your answer.

It is the unique way to sound condition while you decorate and insulate your installations. It brings a peaceful atmosphere to Hi-Fi, recreation, family rooms where quiet counts.

CURON wall and ceiling covering is 1/4 inch in depth . . . adds luxurious texture to walls . . . gives a modern look that will still be new years from now. It's colorfast, easy to apply, easy to maintain.

Architects and builders who look forward . . . who plan for the future, want the products they use to be unique, to give extra prestige to their designs. Be sure and specify CURON wall and ceiling covering for all your installations. Call your CURON dealer, or write: CURON Division, Section AB9, Curtiss-Wright Corporation, 50 Rockefeller Plaza, New York 20, N. Y.

*CURON is the registered trademark of the Curtiss-Wright Corporation for its multicellular materials.

Columbus solved it by hard-boiling the egg and tapping the tip of it.
"MAVERICK" SPEARHEADS UNIQUE TV-PROMOTION PLAN TO INCREASE SALES FOR PROFESSIONAL HOME BUILDERS

Right now—as part of local Parade of Homes events during the NAHB’s National Home Week—professional home builders in six major markets are taking part in one of the most concentrated sales campaigns ever devised!

FULLY INTEGRATED CAMPAIGN —
No Cost to Builder. Beginning with four special commercials in each market, "Maverick" brings local builders the sales impact of national network television! (The award-winning "Maverick" show is seen Sunday evenings on the ABC-TV Network.) These special, local commercials are backed up by a complete line-up of supporting promotion—newspaper, radio, outdoor posters, car cards, lawn signs, literature—and Kaiser Aluminum pays for the entire package!

PROGRAM THAT BUILDERS HELPED DESIGN
This concentrated selling support backs up a plan for use of aluminum building products which is unique in the industry. It furnishes what builders have said they want...encouraging each builder to use only those aluminum products that do a better building job at installed cost equal to or less than other materials.

For example, aluminum soffits and aluminum vented end gables are recognized as solutions to two of the ten most difficult problems that builders face today. Dozens more tested and recommended aluminum products offer similar advantages; any or all are available locally according to individual builder needs.

Buyers are quick to appreciate the added benefits that aluminum products offer. Lending institutions find the homes more attractive as investments. Because the program is centered around the builder (not around the aluminum producer), it also helps to strengthen the builder’s reputation for attention to value and quality.

END RESULT: Sales...Plus Recognition for the Builder
In a Spring, 1959 “dress rehearsal” of this same promotion, Kaiser Aluminum’s powerful “Maverick” support helped to attract more than 12,000 model-home visitors to one builder in one day! Result: many more qualified home buyers!

Now in the six Fall, 1959 markets, the same kind of powerful sales support is at work, cooperating with professional builders through their local NAHB chapters to create a tremendous selling advantage.

This six-market campaign is only the beginning of Kaiser Aluminum’s support for the professional home builder...helping to introduce better products, improved techniques, increased home values. Watch for more news for professional home builders...coming soon from Kaiser Aluminum.

37 ACCEPTED ALUMINUM PRODUCTS THAT ADD VALUE TO YOUR HOME
All are available locally from manufacturers who are customers of Kaiser Aluminum.

1. AWNINGS
2. BUILDING CORNERS
3. CHAIN LINK FENCE
4. CONDUIT
5. EXHAUST FANS
6. FASCIA STRIP
7. FLASHINGS
8. FLUE PIPE AND CHIMNEYS
9. GARAGE DOORS
10. GUTTERS AND DOWNSPOUTS
11. HARDWARE
12. HEATING AND VENTILATING DUCTS
13. INSULATION AND VAPOR BARRIER
14. INTERIOR MOULDING AND TRIM
15. JALOUSIE WINDOWS AND DOORS
16. KITCHEN RANGE HOODS
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36. WALL AND CEILING TILES
37. WEATHERSTRIPPING

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SEE "MAVERICK" • SUNDAY EVENINGS, ABC-TV NETWORK • CONSULT YOUR LOCAL TV LISTING
Regardless of the price homes you build, you can include the sales power of Suburban and offer prospects all 36 of the features most women want in a built-in range. Here's real quality at a price you can't beat! Plus — models available in both gas and electric to fit same size cabinet opening — interchangeable. Get your value-packed price from your local distributor. Send coupon today!
On time on **FIRESTONES**!

They cut costs on building materials deliveries

Whether you operate one truck or twenty trucks, count on Firestone Rubber-X, the longest wearing rubber ever used in Firestone truck tires. It's yours with every Firestone, for extra trouble-free deliveries and lower truck tire costs.

And along with new long-wearing tire rubber, all Firestones bring you Firestone S/F (Shock-Fortified) cord for still more stamina and dependability. No wonder more and more truck owners like yourself find it good business, always, to buy Firestones when replacing old tires—and to specify Firestones on all new trucks. Ask about them today at your nearby Firestone Dealer or Store—your headquarters for fast, reliable service!
5 ways to cut costs
in your quality homes

The successful builder today has one question in mind: "How can I build the better quality homes people want, and still hold the line on cost?" The following pages show a few answers — five products specifically designed to help you build better, for less. Predicting your building needs and having the products ready is one way we strive at National Gypsum Company to keep "A Step Ahead of Tomorrow."

NATIONAL GYPSUM COMPANY
BUFFALO 13, NEW YORK
Remarkable new Durasan...the first vinyl surfaced gypsum wallboard

Most exciting wallboard news in years! New Gold Bond Durasan, the first gypsum wallboard with a beautiful vinyl plastic surface! Makes an exquisite accent wall for living room, hallway or den—gives your homes a special touch of personality that helps sell the most discriminating customer. And new Durasan is as rugged as it is beautiful. Resists scuffs and stains...and dirt washes right off!

Durasan cuts finishing costs because it goes up fast; needs no joint treatment, paint or wallpaper. Comes in five colors. See your Gold Bond® representative or write Dept. AB-992.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK
Put the strength of steel into windows and doors, and save up to $70 a house!

You can complete your interiors faster and save as much as $70 in construction by using Gold Bond Metal Corner and Casing Beads. They'll give you harder, more uniform corners than wood trim, and never cause cracks by shrinking.

Here's how you save: Installing trim and terminating plaster are done in one easy operation. The bead acts as an accurate ground for plaster, and factory-mitred corners eliminate extra cutting and fitting.

We have a full line of corner and casing beads for both gypsum wallboard and plaster construction. Ask your Gold Bond® salesman for full details, or write Dept. AB-993 for free Technical Bulletin.

NATIONAL GYPSUM COMPANY
BUFFALO 13, NEW YORK

a step ahead of tomorrow
Gold Bond Board-and-Batten just looks expensive

When you build with Gold Bond Board-and-Batten you give your homes the appearance of greater quality for the lowest possible cost. These beautiful sidewalls are made of Gold Bond Permaboard, the lifetime Asbestos-Cement product that can't burn and is rotproof, verminproof and rodentproof. The 4' x 8' sheets go up fast, cost very little, and last for the life of the house. Gold Bond Permaboard is also available preprimed, to reduce painting costs. Or it can be left in its natural gray color because it never needs preservative paint. Ask your Gold Bond® salesman about this top quality building material — or write Dept. AB-994 for free samples and literature.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK
Build popular open beam ceilings, and save $17 a square!

A New Hampshire builder reports Gold Bond Tri-Dek saved him $1,500 on a $40,000 house! That's because Tri-Dek gave him a complete roof, full insulation and a beautiful interior ceiling surface all in one application. And the job was done in hours instead of days!

Open beam ceilings with Gold Bond Tri-Dek are a powerful selling point, too. They give you an attractive "extra" to offer your customers.

Ask your Gold Bond® salesman for the full story—or write Dept. AB-995 for free samples and technical literature.

NATIONAL GYPSUM COMPANY
BUFFALO 13, NEW YORK

a step ahead of tomorrow
Classic-Shake gives your home a look of quality far above its price!

The greater thickness and natural texture of Gold Bond Classic-Shake Siding give it the look and feel of expensive wood shakes.

The new solid colors—never before available in Asbestos Siding—are weather-protected by exclusive Plasticrylic Finish. And Classic-Shake is Permanized to prevent warping and shrinkage. No matter what price range your homes are in, Classic-Shake will make them look more expensive.

Your Gold Bond® representative will be happy to show you the full color line, or write Dept. AB-996.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK
Gutters with built-in flashing are better, easier to install

Here's how F&S Construction Co., Chicago, speeds installation of their metal gutters.

After the roof framing is completed a carpenter nails a 1x6 sheathing starter along the edge of the roof. Then, a special gutter, with a skirt or flashing as an integral part, is nailed over the 1x6 (see drawing, top right).

Advantages of the system: (1) it saves time because the sheet metal sub doesn't have to work up under the starter course of shingles or wait for the roof to be completely sheathed; and (2) flashing gives better protection because it's an integral part of the gutter.

Steel joists provide a low-cost method of constructing clear-span basements

The steel joists pictured below will let you get the sales appeal of a clear-span, postless basement at only slight additional cost. Hebb & Narodick, Seattle, use them successfully, estimate additional cost of a 40-ft. basement at $74. In the basement shown below, joists were set on 4-ft., 6-in. centers, were spanned by 2x6 T&G flooring.
Jim McMahan, of Hamilton, Ill., uses prefabbed wall panels, ladder overhangs for gable ends, and soffit overhangs. But he saves himself the bother of trucking these components by prefabbing them on the site.

The components are assembled on this trailer-mounted jig, which is brought right to the job. Precutting is done on-site, on a DeWalt cut-off saw. Saw is stored in a portable shanty. Lumber is hauled from the shanty to the site in a second trailer.

**TRAILER JIG** is brought right to the job, to simplify handling of prefabbed panels. Trailer tongue is removed to keep men from stumbling.

... advantages of prefabrication and on-site work

**FIRST STEP IS LAYOUT.** Precut members (these are for a soffit assembly) are placed on the trailer jig. Bed of the trailer is marked off in 8-in. increments, for 8-16- or 24-in. centering. This helps minimize measuring errors.

**SECOND STEP IS NAILING.** 2x4 members are placed over approximate mark and nailed up. Note 2x4 backing on trailer bed. It permits one man to nail panels against it. Also note how trailer's height permits man to work without bending over.

**SOFFIT OVERHANG** is lifted into place by two men. Man on the roof nails the component to walls and truss outlookers. To get maximum efficiency, soffit panels are completed for both sides, and are then installed in one operation.

**FINISHING OF THE CORNICE** now involves merely finishing the roof over it. In photo above, one man uses a power hand saw to trim edge of sheathing along soffit. Man nearest the camera is feeding the saw's electric cord.
New way to build reinforced concrete walls is faster, 
cuts cost by eliminating conventional forms

The Masonry Joint Industry Board of San Francisco has developed a fast, cost-cutting method of building reinforced concrete walls. Chief advantage of the system is that it eliminates the costs of fabricating, erecting and stripping the conventional wood or metal forms. It also eliminates the need to finish or cure the wall's outside surface. Here's how the system works:

As shown in the illustrations, a cavity wall is built, using high-strength steel wire ties (see drawings). (In this case, brick—which gives the added advantage of good looks—was used. However, any masonry unit will work just as well.) As work progresses, steel reinforcing rods are set into the cavity (see photo, right). When the wall reaches a height of 12 ft., the space is filled with grout or concrete in one pour (see photo, above).

For further details, write to Bob Harrington, SCPI, 55 New Montgomery, San Francisco, Calif. (Used in girder construction for a church, this idea saved $4,000. See May 1958 issue, p. 176.)
FINISHED FLOOR FRAME is shown above. Girders support three rows of 2x6 joists, which replace the two rows of 2x10 joists normally used. Girders also eliminate the two rows of bridging normally required.

CROSS SECTION shows how the ledgers on the girders carry the 2x6 joists. Note that no notching is needed over the 2x6 sills. Each girder is of two 2x8's with 2x8 blocking, 4 ft O.C. Supporting piers are 8 ft O.C.

New two-girder floor framing system cuts costs by eliminating bridging, permitting use of lighter joists

The flush-girder floor-framing system shown above was developed by Kingsberry Homes, prefabbrinners, of Fort Payne, Ala. Experience has shown it can save up to $75 on a 26x44 house. It eliminates almost 800 bd. ft. of lumber, and one builder reports his 7-man crew can put down four floors a day with the system, twice as many as he could handle previously.

While the system was developed to simplify shop and field erection problems of a panelized crawl-space home, it's adaptable to standard construction.

The new system exceeds MPS design strength by 137 per cent—7 per cent more than older system.

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<th>COST COMPARISON FOR 1,040-SQ.-FT. HOUSES</th>
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<td>Old Floor System</td>
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<td>Model</td>
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<td>Cost of floor</td>
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<td>Cost of piers (6 piers)</td>
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<td>Site—18 MH @ $2.00</td>
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NEW 8010
Construction Level-Transit with fiberglass carrying case and European-style tripod $99.50 retail

Now — for only $99.50 — you can own a quality package of the finest level-transit, the finest carrying case and the finest type of tripod!

The 8010 level-transit features aluminum alloy construction combining strength and light weight in the sturdy new standard and base. There's a new aluminum horizontal circle for easier reading, and a new smooth finish for dirt resistance and easier cleaning. Rack-and-gear internal focusing with either hand, built-in sunshade, positive lever lock bar, unmatched David White 12-power optical system with sharp focus over the entire field at all distances are added features for greater precision, easier handling, longer service.

The new, fiberglass carrying-case combines light weight with shock resistance and gives perfect protection from jars, bumps, dust and water. The instrument fastens securely to the base with no pressure on the 'scope.

The new tripod for the level-transit is more rugged and sturdy with its European type wide frame.

Here's versatility that will pay dividends in time and labor savings day after day. Find out how instruments can save you time and money, write for "Point to Point," a how-to-do-it booklet — only 25c.

NEW 8027
Construction Level, with fiberglass carrying-case and new heavy white ash tripod $54.50 retail

NEW 9022 TRIPOD
European style, wide-frame legs for greater strength and stability $19.95 retail

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SEPTEMBER 1959
NEW RODDIS
VENIERED
TIMBLEND
EXCLUSIVE WOOD BLEND PANELS

MANY WAYS SUPERIOR TO HARDWOOD PLYWOOD...YET COSTS LESS

Timblend, Roddis' amazing man-made board, is now available veneered, in the most popular hardwoods. New beauty, plus highest warp-resistance combine in veneered Timblend to give finer product quality at lower cost. With new, veneered Timblend you'll get all the richness and beauty of your favorite hardwoods, plus all the proven advantages of Roddis' exclusive man-made core. It's this Timblend core that makes the big difference!

Because of the unique, controlled density, non-grain construction of this core, veneered Timblend machines beautifully with ordinary woodworking tools or power tools. It can be sawed, drilled, routed and rabbeted. You get smooth, gap-free edges every time. Even lipped edges turn out beautifully! And veneered Timblend has a remarkable dimensional stability that assures highest warp-resistance! Screw-holding ability equals that of the softwoods.

Veneered Timblend comes in any of these best-selling woods: Elm, Birch, Maple, Cherry, Mahogany, Oak, Walnut, and many others. Available in %\( \frac{1}{4} \), in common plywood sizes. Other thicknesses and sizes available, prefinished if desired, on special order.

Veneered Timblend is ideal for cupboard doors, cabinets, built-ins, wardrobes, sliding doors, table tops, displays and other hardwood plywood applications. Excellent end results every time... at lower cost. Why not send the coupon today for a free sample of veneered Timblend plus the illustrated brochure: "Working with Veneered Timblend"?

FREE
Roddis Plywood Corporation, Marshfield, Wisconsin—Dept. AB-959
Please rush free sample of Veneered Timblend and brochure: "Working with Veneered Timblend"

NAME
FIRM
ADDRESS
CITY, STATE

AMERICAN BUILDER
Home buying is a Sunday habit

Police in a Long Island, N.Y. city recently forced a builder to close his model houses on a Sunday because of state blue laws. The action was rescinded when the county D.A.'s office reminded local officials of a 1912 State Court of Appeals ruling which exempted real estate from the Sunday closing regulations. Similar Sunday model home closings have been reported from other sections of the country.

This is a matter which may call for legislative action. If you're building in an area which has a blue law, you should demand immediate action to exempt real estate transactions. Buying a house has become a weekend habit—particularly in the lower and middle price ranges. If you're forced to close on Sundays, a big bite is being taken out of your potential sales.

Seeing is believing

Chicago builders Martin H. Braun and Frank M. Aldrich have invested $25,000 in billboards to guide prospective buyers to their 900-home community. Why? Often a prospect heads for a development he's read about in the newspaper, then gets lost in the maze of highway turnoffs. Says Aldrich: “The investment may seem like a lot of money just for signs, but it is more than paying for itself. From 30 to 40 per cent of sales made are directly due to the signs.”

This is the kind of merchandising any builder can do—whether he spends a large amount like Braun and Aldrich, or just a few bucks for some small directional signs to lead from the main road to his model. National Home Week is a good time to start using these signs. There are more home seekers than usual out during that week. If they can't find your house, they may wind up at a competitor's.

Hot and cold running water—outdoors

A hot water faucet outdoors may sound like a gimmick, but it isn't. The Plumbing-Heating-Cooling Information Bureau points out the many outdoor uses for hot water. It's a big help in window and car washing. And in this era of outdoor living, it's particularly useful for cooking and dishwashing.

Try out the sales appeal of an outdoor hot water line. It's an easy matter to run one from the basement or utility room to some convenient place outside. But don't forget, like all hot water lines it should be insulated for fuel conservation.

National acquires 7 prefab firms

National Homes Inc. has absorbed seven other prefab home manufacturers. The giant Lafayette, Ind., firm, No. 1 in its field in volume, last month merged with Knox Homes, which previously had bought American Houses. National also bought the following companies outright: The Thyers Corp., W. G. Best, Lester Bros., Fairhill, and Western Pacific. The additional facilities, says National, put the firm within a 200-mile radius of all major markets east of the Rockies and give it its first entry into the West Coast market. This year National's 1,000 builder dealers are expected to built 45,000 units, between 3.5 and 4.2% of the entire production of privately constructed, nonfarm, single-family homes.

Basements—the space salesman

Bob Schmertz, building in southern New Jersey, is offering 800-sq. ft. homes at $8,000. He has both slab and basement models, the latter selling for about $1,000 (or $1 per sq. ft.) more. Since spring, he's sold only 14 slab models, against 175 with basements.

Says Schmertz: “As soon as I get rid of the slabs I have left, I won't build any more. Actually, the 14-to-175 ratio isn't really accurate. I've been pushing the slab model to get rid of them. If I hadn't, I'm not sure I'd have sold any.”

What makes the difference? Schmertz thinks it's just plain space—always at a premium in small houses like his. With an extra $1,000, buyers double their house area; and they get a real wood floor over the main level, instead of tile over the slab.

No matter what part of the country you're in, if you build small houses, space is important. And basements are the cheapest way to provide that extra space. Even where slab or crawl space is the local preference, basements might mean extra sales on the basis of space. And you might try another Schmertz trick: finish off the basement in your model; give the prospect an idea of how he can use the space.

Continued
WHAT'S New AND WHAT TO DO ABOUT IT

Are too-large plots tomorrow's dumps?
Planning boards may defeat their own purposes in demanding larger and larger lot sizes for new homes. A. J. Falconi, custom builder from Boston, says: "We are finding owners willing to take care of land within approximately a 30-ft. area around their house... letting the rest of it go to seed. Some even have begun to use the extra land as a dumping spot."

The next time your local zoning board wants to increase minimum lot sizes, remind them of what Falconi says: "It is becoming increasingly evident that home owners do not have the time or inclination to cultivate large plots. They're simply going wild and unweeded." This could be a powerful argument against the unreasonable lot sizes some towns are pushing on builders.

An old idea in a new setting
Low-cost homes and a suburb that won't sprawl are the aims of Delaware builder Leon Weiner. His new development, Oakmont (near Wilmington) falls back on a design more familiar to cities—row housing. There will be 261 houses on Oakmont's 20 acres. This gives a density of 13 families per acre, compared to four in a conventional development in the same price range. Houses will be priced from $11,500. (AMERICAN BUILDER editors have also noted row houses going up in New York, Chicago and Philadelphia.)

If you're interested in building low-cost homes, a plan like this may be one answer. While the density is high by suburban standards, planning keeps it to only half of that for similar row housing in the city. Weiner's project includes two recreation areas, three parking lots. Minimum lot size is 1,600 square feet.

Department store sells home repair
Remodelers face new competition from a Pennsylvania department store. Hess Bros., Allentown, Pa., now offers no-down-payment fix-up, with monthly payments spread over five years at bank-loan interest rates. The store provides "every form of home remodeling," gives free consultation and estimates. Average job is for $4,000.

Housewives say what they want
Seventy out of 100 "typical housewives" prefer houses with exteriors of two different materials, and almost all want wood included. The 100 women were surveyed recently by the National Lumber Manufacturers Assn. They also rated appearance, low maintenance, durability, and cost as the most important factors in choosing outside materials. Other findings:
- Wood was the most popular material for flooring, built-ins, windows, kitchen cabinets, outside doors, accent walls, trim and fences.
- Ninety-eight insisted on basements, indicating that homes with only crawl space or slabs may be harder to sell in future.
- Most liked a cathedral ceiling in the living-dining area. Eighty called for exposed wood plank-and-beam construction.

Public paint preference No. 1: beige
Speaking of consumer preferences (see above), here are the most popular paint colors for homes: in most of the U.S. and Canada, various shades of beige; in the West, beige and yellow; Midwest and East, pink, lemon-yellow, and blue-green; South, pink, beige, cool blue; Southwest, beige and pink. These are the paint colors actually bought in paint stores, according to Color Corporation of America, a division of Rockcote Paint Co. The report is based on over 32,000 sales.

Again, check your ideas against the facts. Write for a three-page release on CCA's "Color Preference Report" to: Color Research Survey, 200 Sayre St., Rockford, Ill. (The report itself, showing samples of the actual colors by regions, costs $5.)
Huge annexation fee causes Denver's growing pains

City officials and builders in Denver are at odds over a typical growth area problem—annexation. Late in 1956, the city council passed a $2,000-per-acre annexation fee. Since then, the city's physical growth has been at a standstill.

Builders and developers maintain the standstill will continue as long as Denver charges the fee. Planning officials say the standstill will end when builders and developers are convinced the fee has to be paid.

Meanwhile, more and more people are moving into the Denver area. This fast-growing suburban population is demanding urban services which the city says must be paid for with the annexation fee.

A decision will have to be reached soon. And on this decision will rest the growth of Denver for years to come.

The problem is a practical—not a theoretical one.

Franklin Burns, a realtor and home builder, is also a member of the Denver Planning Board. Burns wants to annex about 240 acres of land at the southeast edge of Denver. And he doesn't want to pay the fee. But the planning board (Burns disqualified himself on this vote) has recommended against any change in the policy. The final decision, however, rests with the City Council.

The problem of annexation is one of the most difficult faced by any fast-growing city. Here are some of the questions the City Council must answer:

- How much does it cost present Denver residents to provide additional city facilities and services to new residents?
- How long will these new areas have to pay taxes to Denver to make up these costs? Or, can they ever be made up?
- How much is it worth to Denver to control its fringe areas in order to be sure of good planning, zoning, etc.—rather than risk "shantytown" areas at its borders?
- Does metropolitan-area planning (co-operation between the core city and surrounding counties and towns in providing essential services) offer the solution?
- Does Denver's annexation fee mean that no more area will be added to the city, or that developers are playing a waiting game in hopes the city will do away with or cut down on the fee?

Actually, city officials must decide whether or not more annexation is desirable. If it is, and the fee is drawing a belt around Denver, they must decide if the fee should be dropped.

If annexation is undesirable without the fee, then they must decide to keep it regardless of the affect on the city's growth.

The big problem, of course, is the high cost involved in annexing land. In 1859, when Denver City was organized, its area encompassed some 3.5 square miles. The first annexation took place in 1874. Since then, Denver has grown through annexation to its present size of 73.7 square miles.

Each annexed area has presented a problem. Westwood, annexed in 1947, is typical. The major part of Westwood was a shantytown. During the depression many persons went there to escape the higher costs of city living. It was, by report, "an eyesore, a health menace, an area of uncontrolled do-it-yourself patchwork construction."

When Denver annexed Westwood it was necessary to bring it up to city standards. At the taxpayers' expense, water and sewer

(Continued on page 42-L)

Flying down to job sites: 'copter is builders' time-saver

SCATTERED JOB SITES are no problem when you use a helicopter. Two Los Angeles area builders—Oscar Slattebo and Beckner Construction—recently teamed up to rent a 'copter for their weekly tour of jobs. Result: a trip which normally takes three days and 218 miles of driving was completed in just five hours. Slattebo says on a recent job he was able to determine just where cuts and fills had to be made, how far he would have to move dirt, etc. Above left, he prepares to take off on an inspection trip; at right, aerial view of job under way.
G-E’s PPP MEANS

Here's a way to help net you higher profits. The program is G-E’s "Planned Profit Package" . . . and it starts with your decision to install a General Electric Kitchen. G-E's "PPP" adds value to your house, saves you money from start to finish. And . . .

POWER OF G-E BRAND PREFERENCE

Among home buyers . . . G-E brand preference studies show most women think G-E makes the best home appliances. Among appraisers . . . Lending institutions in all parts of the country use General Electric's higher quality as a basis for granting higher appraisals. This puts a greater value on your house . . . means more profit for you.

PLANNING AND STYLING HELP

Your G-E distributor or dealer has a Custom Kitchen Design service to help you with layouts, perspectives, color coordination. A G-E builder sales specialist will assist you in planning your kitchen, show you how to save space and money. This means more profit for you.

SAVINGS ON LABOR AND INSTALLATION

New G-E "Straight-Line" appliances have built-in look without built-in expense. Flat backs and sides on all appliances. Each fits flush. Each is designed for easy, convenient installation. Made to fit any kitchen layout, any house . . . this means more profit for you.

For more information
Clip this coupon and send it now

General Electric Company, Home Bureau, Appliance Park, Louisville 1, Kentucky.
Please have the local G-E builder sales representative contact me.
MORE PROFIT FOR YOU...

Only General Electric offers you this “Planned Profit Package”

PRODUCT AVAILABILITY
100 G-E distribution points in every part of the country assure you wide selection and availabilities no matter where you are. All deliveries scheduled to fit your convenience—no long waits, no needless “storing.” G-E has the kitchen you want, when you want it. More profit for you.

COMPLETE MERCHANDISING PROGRAM
A special Model Home Program gives you a variety of merchandising tools, plus widespread “Success Story” advertising and publicity assistance to help you create model home traffic. With G-E’s extensive home promotion program, you’ll get faster sales . . . more profit for you.

G-E PRODUCT SERVICE
Once G-E appliances are installed your General Electric distributor or dealer relieves the builder of all product service responsibility. No appliance repair or maintenance worries. This means savings after the sale . . . more profit for you.

Your local utility company has a Medallion Home Program. By tying in with this program, you’ll get more prestige and many promotional advantages—a valuable competitive selling edge. General Electric’s “PPP” gives you faster sales, more profits with each house you build.

Progress Is Our Most Important Product

GENERAL ELECTRIC
Layout of this Phoenix house was designed for comfortable family living. Its 2,100 sq. ft. of living space is divided into three special-purpose areas. There are zones for sleeping, informal family doings and formal entertaining. And, noisy areas—such as carport and utility room—are placed far from the bedrooms. It is planned to eliminate any possible conflict of activities.

Result of keying the plan to family living: the house has become one of the hottest sellers in Allied Construction Co.'s Hidden Village development—where it sells for $18,950, complete with landscaped 90x120-ft. lot.

Other individual features which give the house extra buyer appeal: the master bedroom suite, built-in storage wall in family room, inset rear patio-porch, and the double carport with adjoining storage and utility room.

Central location of this spacious, 10x12-ft. kitchen is one of its main attractions. Although it's the hub of the family's activity area—dinette, family room, outside porch and nearby utility room—it's also convenient to the more formal dining room.
of the MONTH for September

RICH TEXTURES and tasteful good design give this house a definite curb appeal, according to the builders. SIMPLE ZONING of the plan into three separate areas has scored real hit with prospective homebuyers.

WHAT

to zone for family living

HOW
CHLORDANE MEANS LASTING TERMITE CONTROL—Chlordane is the preferred chemical for termite control. It has a longer record of residual effectiveness and safety than any other recommended insecticide. Its long residual action has not only been established in official tests, but also has been proven in use, under all climatic and soil conditions, for over twelve years. Yearly checks of applications made over 11 years ago show that the original Chlordane application is still 100% effective. It is part of the recommendations of the FHA, U.S.D.A. Forest Service, Public Housing Authority, combined Armed Services, and other state and federal agencies concerned with termite control. As a professional builder, you know the value of using quality materials. In the same way, professional pest control operators know the value of using Chlordane.

CHLORDANE BARRIER—Chlordane, applied by a professional pest control operator, will protect your new construction. It forms an impervious barrier in the soil. A barrier that kills termites year after year!
CONTROL OPERATOR COSTS LESS!

FHA STANDARDS FOR TERMITE CONTROL—
The new FHA Minimum Property Standards require protection against termites and decay in very heavily infested areas. In other areas, FHA field offices may specify it if a hazard exists. Paragraph 815-3.4 states: "Where termite protection is required, it shall be provided by one or more of the following means: a. concrete foundations; b. metal shields; c. reinforced concrete foundation caps; d. soil treatment; e. treated lumber."

ONLY SOIL TREATMENT KILLS TERMITES—
Soil treatment, called "pre-treatment," is the only recommended method that actually kills termites. Other methods merely deter them, temporarily. Termites can "tube" over concrete, or penetrate small cracks. Termite shields can bend or break, losing their effectiveness. Treated lumber is expensive. Pre-treatment is by far the best method, because it provides lasting protection at low cost.

PRE-TREATMENT HAS SALES APPEAL—
The cost of soil pre-treatment is negligible, and adds value to buildings far beyond its low initial cost. You can capitalize on this by mentioning pre-treatment in your advertising and site promotions. Your pest control operator has special promotional materials available that you can use for this purpose.

HOW A PEST CONTROL OPERATOR CAN HELP YOU—
A professional Pest Control Operator can help you in many ways. Termites and termite control are his business! He knows the latest state and federal regulations. He has the experience, equipment, skills, and personnel needed to apply chemicals safely. He has the proper insurance and bonding. In short, he can give you a complete, trouble-free packaged service that will save you time and money.

CALL A PEST CONTROL OPERATOR TODAY!
Call one of the Pest Control Operators in your area today. Let one of these reliable professionals show you how effective and profitable soil pre-treatment can be. Get the facts about this important advance in building construction.

NEW FILM SHOWS HOW IT'S DONE!
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SEPTEMBER 1959

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42

**AMERICAN BUILDER**
Both of these Hawaiian cane fibre insulation board products are available in 3 decorator-styled pastel hues, with elegant “Gold-line” overtones.
Breathtaking decorator tones give a new lilt to living... combine with Canec's functional advantages of structural strength and insulation value (and with Decotone's sound conditioning qualities) to make any room more beautiful, more restful, more comfortable.

see your local PF distributor today!
FIRST ANNUAL PACIFIC COAST BUILDERS CONFERENCE held in San Francisco, July 6-9, was a huge success in the opinion of everyone there. An imposing array of speakers and panelists, each an authority on his subject, came from all parts of the country. Many were from New York (including AMERICAN BUILDER editor, Walter Reese Browder). Every important problem facing builders was aired and much valuable information came from the speakers. All sessions were well attended and builders could be found milling around the 69 exhibits at all hours. Interesting tours were worked out for wives of delegates. All in all, the visit was educational and enjoyable. Congratulations are in order to those who worked so hard to make the arrangements. It certainly should and will be an annual affair.

"WE LOST OUR FANNY TWICE" said John W. Cain of Forest Fiber Products Co. of Forest Grove, Ore. Recently the company inaugurated a delightful little house organ which recipients look forward to getting, if for no other reason than to see what "Fanny Forest" will be up to. This is the name given to a local bathing beauty who displays the company products—and her own charms. Trouble is they’re hired away as soon as their photos appear.

DEL WEBB acquires 20,000-acre Arizona ranch. There aren’t very many builders who have $20,000,000 lying around, or can borrow it, but apparently Del E. Webb Development Co. had it, because they bought this land which lies directly in the northwest and westerly growth pattern of Phoenix. Some day it will be worth four to five times today’s cost. In the meantime farming operations will be continued until the land is needed for building.

HBA OF SPOKANE, WASH., recently included some vital data in its monthly sheet to members. It gave the number of completed and unsold homes on the local market, also the number of homes under construction, unsold. There were 406 unsold homes in both categories. The information came from Securities-Intermountain, a member.

"FORECLOSURE SALE ON 20 HOMES, PRICES SLASHED." This was the sobering headline of a recent ad in the Los Angeles Times. It was run by the savings and loan association which had to take over these homes. Unfortunately there are many situations in this area where builders are in trouble. And, this is happening right in the midst of a building boom. A recent trip through one end of the San Fernando Valley revealed more than 100 homes unsold although they have been completed for months. The quality of the homes seemed to be alright, indeed some had won national awards. But they were all over $20,000 and in that price class you have to have the right place at the right price and the right time. One contractor said: "A builder does not have to go to Las Vegas to gamble." But maybe he should do his gambling there; he would probably enjoy it more.
In 5 years, Marty and Ruth Andrews have learned the profitable approach to the remodeling business. Any remodeling-minded home builder can learn a lot from these specialists. Here's . . .


...How they make remodeling

Marty and Ruth Andrews have been successful remodelers for about five years. They're located in an old residential section of Los Angeles where properties are well-kept and the neighborhood has not deteriorated.

Almost every home in their immediate neighborhood needs to be up-dated; and such remodeling is a sound investment because property values are high.

Therefore most of the work of their Bel Air Construction Co. is within a few blocks of the Andrews home, in which they have their office. This house is a showcase for their remodeling talents.

About three years ago they bought the house with the idea of remodeling it for resale. After the work was done, they decided to make it their own home.

Originally the service porch was at the front of the house. The windows over the sink faced the house next door; the eating area was too small, as was the kitchen.

In the original plan, kitchen windows were recessed into the thick walls. Andrews picked up about 11 inches in the front kitchen wall by placing the windows flush with the outside of the house.

At the entry he changed one of the walls (which had dead air space in the middle) into a cabinet. On the other side he used the extra space for a window seat. Andrews also added six feet across the rear of the house, making two bedrooms larger and providing needed storage space.

The thoroughness with which the Andrewses remodeled their own home is typical of the way they tackle any job.

Armed with a list of key questions, they take their services out of the category of carpentry and plastering. They aren't merely interested in installing cabinets, appliances and wallpaper. They want the kitchen to fit the housewife's way of life—to save her steps and drudgery. (Although kitchens represent about 60 per cent of their volume, the same careful thinking goes into all other types of work they do.)

Marty Andrews does most of the selling and runs the jobs. Ruth specializes in color co-ordination, kitchen economics, etc. In addition, they have a salesman who works on a commission basis, and an office assistant who also draws plans.

There are practically no financing problems. Customers secure FHA or local savings and loan association money. When extensive remodeling makes it necessary to re-finance a house, Andrews refers the customer to a loan broker who can get commitments for new loans.

Here's how they handle a typical remodeling job.

When a lead comes into the office, it's logged in a bound book, showing name, address, telephone number, and source. The source is important because it enables the Andrewses to thank the people who send them leads and to promote the good sources in other ways. They do no adver-

(Continued on page 42-V)
BEFORE: kitchen area in the Andrews' home was small and cut off from eating area. Windows over sink faced adjacent house. Service porch was at front with its windows recessed into thick walls.

AFTER: kitchen, eating and service areas were opened into one room. Andrews added 11 inches to front kitchen wall by placing windows flush with outside of house. Cabinet, seat were built in at kitchen entrance.

pay: kitchens are their business

Their own house is a show case of remodeling know-how

REMODELED AREA as viewed from kitchen door. Note large broom closet, storage space under double oven. Narrow recessed windows over old sink area were covered with decorative translucent screens.

NEW DINING NOOK replaced old cut-off eating area. Andrews installed built-in corner seat, new large windows and planter. In right foreground is portion of new range; at left is a section of the counter-top work space.

Western products, next; Western co-op, p. 42-R
Drills concrete faster

Core drill line utilizes surface-set industrial diamonds for wet-drilling reinforced concrete, masonry, stone, blocks, etc. Available in two types: "resettable" and "throwaways." Drills use circulating water applied through swivel. Diameters range from 2½" to 14" O.D.—Felker Mfg. Co.

Circle No. 5112-W on reply card, p. 164

Joint runner saves time

Pipe joint runner made of heat-resistant rubber takes hot lead up to 850 degrees. Saves up to 10 minutes on each pipe joint. Tool is self-adjusting, quickly fastens into place. Designed for running joints on soil pipe, vitrified, or cast-iron water pipe.—Perfecto Products, Inc.

Circle No. 5113-W on reply card, p. 164

Cap protects fence posts

Aluminum cap for fence posts eliminates chamfering of tops, prevents checking of wooden posts. Square-shaped stamping for 4"x4" posts is easy to apply, gives fences trim appearance. In natural aluminum at 20¢ each or brass-colored anodized finish at 27¢.—American Tool & Engineering.

Circle No. 5114-W on reply card, p. 164

Template is inexpensive

This template sells for $4.95 and mortises all makes of butt hinges on jams and doors. Designed for use with any electric router using 1/8" template collar and 1/2" cutter. Available in 31/2" and 4" hinge sizes. Made of aluminum alloy for protection of router cutter.—Hinge Butt Template.

Circle No. 5116-W on reply card, p. 164

Concrete-pour light units

Pre-wired lighting fixtures designed for use in concrete-pour construction are available in 100 and 150 watt units. Removable top on housing allows pre-wiring. Large access plate inside permits wiring after concrete has been poured. Complete factory assembled.—Prescolite Mfg. Co.

Circle No. 5117-W on reply card, p. 164

Dispenses vapor barrier

Polyethylene film now comes in colorful dispenser-type package. This keeps loose ends of polyfilm ready for unwinding and cutting, provides for easier use at job site. Available thicknesses of 11/2, 2, 4, and 6 mils in all popular widths.—Extruders, Inc., Subdiv. of Dow Chemical Co.

Circle No. 5120-W on reply card, p. 164

Saw cuts tough plywood

Carbide-tipped saw blade cuts tough, hardwood-faced plywood with minimum of splintering and chipping. Unique tooth design enables Plymaster to make smooth cuts on variety of materials. For use on table saws, radial arm saws, and panel saws. Available in 8" to 16" sizes.—Systi-Matic Co.

Circle No. 5114-W on reply card, p. 164

Debut sliding glass door

Aluminum-framed sliding glass doors are designed for both exterior and interior partitions. Features include simplified sill tracks, wedged-shaped interlockers for greater weather seal. Sliding panels come with continuous weatherstripping; fixed panels have complete V seal.—Trimview Metal Products.

Circle No. 5119-W on reply card, p. 164

Give ceilings new look

Forestone acoustical tile features striated surface that makes for attractive ceilings. Paint will not affect sound absorbency. Available in 12" x 12" size, thickness of 9/16" and 3/4". Comes with beveled edges, kerfed and rabbeted. Install with cement, nails or staples.—Simpson Logging Co.

Circle No. 5118-W on reply card, p. 164

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build “quick sale” appeal into your homes...

for rich interior designs

STANDARD TEMPERED WEYTONE

PREFINISHED
prime-sealed hardboard needs no painting. Baked finish resists stains and wear.

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deep striations create handsome irregular ridge effect.

"V" GROOVED
shallow beveled grooves in plank or block patterns.

STRIATED
shallow combed, rustic wood appearance.

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a distinct vertical plank pattern.

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SEPTEMBER 1959
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It takes less manpower, less time to erect steel buildings. Pre-engineered structural systems and panels of steel enclose buildings faster—cost less than other construction methods. And when the building is completed, you’ll enjoy additional saving on maintenance costs as well!

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Architects are opening new design frontiers with steel, using versatile, pre-engineered structural systems—shapes, plates, bars and sheets of USS steel. Handsome buildings may be created in steel—or in tasteful combination with the contrasting textures of other building materials.
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WESTERN
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Automatic door closer
Sliding-door closer installs easily, allows full door opening up to 6'. Mounts inside wardrobe for invisible installation. Only two wood screws are needed for the closer unit, and two sheet metal ones for universal bracket. Tension is adjustable to weight of door.—Kelly-Klozer Co.

Cuts school heating costs
Heating, ventilating and filtering system is designed to cut costs in school heating. Unit ventilator for each classroom avoids waste in vacant rooms. Installation requires only fresh air duct, connection with gas, electricity and vent pipe.—Williams Furnace Co.

Plastic veneer for doors
Plastic veneer provides attractive jewel-like pattern for front doors. Completely weatherproof, Plastidor will not peel or fade. Complied to door or in 4' x 8' plywood panels, 1/4” thick. Patterns are adaptable to modern, Georgian, provincial or ranch homes.—California Casement Co.
NEW DIMENSIONS IN TILE FROM HERMOSA

...another dimension in tile expression...gleaming "gems" of tile-on-tile...made possible now by a new glazing discovery at Gladding, McBean & Co. Raised about 1/4-inch from the surface of the tile, "Gem" adds a touch of color...a note of fashion...a new decorative idea to tile. Available in a wide array of color combinations. Send for "Gem" detail and specifications data today.

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SALES OFFICES IN SAN FRANCISCO, SEATTLE, PORTLAND, SPOKANE AND PHOENIX
lines, schools and other facilities were installed. The estimated cost to Denver citizens was about $6 million.

In 1948, the land rush into Denver began in earnest. Population doubled in the metropolitan area. A housing shortage developed. There was very little space left within Denver limits; yet there was an unprecedented demand for home construction.

Developers and builders began to develop the great expanses of land just outside of Denver. Between 1949 and the end of 1956, seven square miles were annexed to Denver. Developers and builders—and home buyers—were eager to obtain Denver facilities.

City officials noted the tremendous tax burden as the cost of extending these facilities mounted. And, since most of the annexed land was residential, the main burden fell on business and industrial property.

The council’s first move to equalize conditions came in 1953. They passed an ordinance requiring annexed areas to fulfill certain building and health standards; to possess proper sewerage and water facilities; and to convey to the city eight per cent of the annexed area for schools and other public facilities.

**Successful test case**

During that year a test case was initiated by a group of builders and the president of a title company, Burns was among the builders. The group successfully petitioned the city to annex 660 acres of Arapahoe County—providing space for some 1,600 houses.

Between 1953 and 1956 several more areas were annexed. And in mid-1956 another test case came along as the city began to think about requiring an annexation fee.

Burns and another developer, Leon DuCharme, proposed the annexation of a 437-acre tract at the southeast tip of the city. The council passed the measure on the first reading, then reversed itself. This action led to the $2,000 fee.

Officials of the Denver HBA said the fee would construct an “iron ring” around Denver; planning staff officials said the fee would represent only one-fourth of the cost to the city of annexation of raw land.

About a year ago, Burns and another builder again petitioned to bring the 437-acre tract into the city—without a fee.

They contended the fee was unrealistic and that the value of industrial property (then existing and to be built) offset the usual argument that residential areas do not pay their own way. This proposal was later dropped. But Burns continued to fight for new annexation.

**New proposal under fire**

The planning board has recommended against his current proposal for annexation of 240 acres of mixed business and residential land. It contends that commercial and residential areas must stand on their own and that a business area cannot be mixed with a residential area in order to dilute the liability of residential annexation. The final decision rests with the City Council. These officials must decide whether they should interpret the annexation fee strictly or liberalize it.

Ultimately, however, they must decide whether a fee should be charged at all.

---

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Splitting those big, thick, heavily-textured cedar shakes is a craft. Because they are made by hand, no two shakes are ever exactly alike. That is part of their beauty. It also makes quality inspection a necessity, because so much depends upon individual care. You can be sure of full count, full coverage and No. 1 quality, throughout, when you specify shakes bearing the Certi-Split label. Always look for, always insist on, Certi-Split—under the bandstick of every bundle!
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Cabinets in beautiful wood, finished to perfection, have no equal in kitchen design. No other wood quite matches the dramatic color and grain of Native Red Alder. We have a sample for you just to prove our point. Please send for it.

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Pretty, Practical, Penny-pinching — "Here's a luxury wall paneling at an unheard of low price!"

Pretty... The smooth clean lines of Forest THRIF-TONE are attractive and modern for any room. The baked-in smoke gray color is a decorator's dream—it blends and harmonizes with any color scheme.

Practical... THRIF-TONE is a durable, dent resistant material with a hard, smooth, sealed surface. It is easy to clean. Ordinary dirt and dust wipe off with a damp cloth. Stubborn stains such as oil, grease, crayon marks... even merthiolate come off without a trace with cleaners or common solvents.

Penny-pinching... You save money with THRIF-TONE. The price is surprisingly low to start with, the panels save time and labor costs on application and you have no painting costs. What's more, your first expense is probably the last. THRIF-TONE is tough with a sealed surface that is designed to take abuse. It rarely needs any attention or repair.

choose from two patterns

TEE-N-gee 16" x 8" panels have tongue and groove edges for hidden nailing... speedy application. When its up, you're done, no holes to fill, no painting necessary.

Random Groove has the modern casual appearance of Random Plank but offers an easy to clean surface. Large 4 x 8 foot panels go up fast. Ship-lap edges.
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New Dependability for Doors. Steel doors like these are formed from durable USS Galvanized Sheets by Aeromotive Metal Products, Inc., San Jose, Calif. and Seattle, Wash. You can depend on USS Steel for lasting advantages in a variety of handsome products available in the growing West today.

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New Device for Dairy Delivery. Neither bending, banging, bumping or beating can stay the sturdy milk delivery basket from completing its daily rounds. These carriers are formed by Rehrig-Pacific, Inc., Los Angeles. Strong, versatile USS Manufacturers' Wire gives these and other Western wire products lifetime durability.

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SEPTEMBER 1959
Lionel V. Mayell, pioneer builder-developer of co-op apartments, used a home builder’s top merchandising aid—a model home—to sell his Whispering Waters suites.

On a busy street in Pasadena, Calif., about two blocks from where the 30-unit co-op was to be erected, he built this model apartment home to show prospects what a typical 2-bedroom unit would look like. Results: the co-op was almost sold out before construction began. This apartment sells for $33,500. Monthly carrying charges of $72 include gas, light, electricity, water, taxes, and gardening.

Co-ops are gaining in popularity on the West Coast. The two main reasons: monthly costs are much less than they would be in running a home in the same price range; generally, co-ops are built in choice locations, near big shopping centers with good transportation. Individual homes in similar locations would be economically unsound.

Mayell has built other co-ops all over the West. At the present time, he’s also building in St. Petersburg and Winter Park, Fla.

HOW IT WILL LOOK: 30-unit co-op will have water landscaping, air conditioning, provisions for outdoor living in each unit. Cost of the building: $1 million.
MODEL HOME was built to show prospects typical two-bedroom unit. Suites boast fully-equipped electric kitchens with dishwashers and garbage disposals.

Large rooms, luxury features are sales aids

1. 2-bedroom unit plan
2. Living-dining area
3. Master bedroom bath
4. Master bedroom

salesman for this 30-unit co-op
"more for your money" UTILCO BODY OAKLAND

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Any way you want them
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Adaptable • Versatile • Economical. Series TC Rugged Tool Compartments are designed so that you can mount them on any pickup truck or flat bed vehicle. Buy them any way you want them. Individually or in pairs with or without part trays. They convert the most ordinary pickup truck into an efficient workable service vehicle by adding lockable carrying space for tools, parts and other equipment without sacrificing loading area. 1/2 Ton Pickups require TC-72 and 3/4 Pickups require TC-84. Complete mounting instructions are furnished with TC Tool Compartments so that they can easily and economically be transferred when you replace your truck.

OPTIONAL EQUIPMENT

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Polyester room dividers and panel screens have floor-to-ceiling tubing which holds them in position, eliminates fastening. Translucent 3' x 6' panels are suitable for both indoor and outdoor use. Framed to provide space at top and bottom.—Styline Products Co.
Circle No. 5124-W on reply card, p. 164

Valve has safety device
Valve regulates water temperature and volume for children. Also diverts water from tub to shower. Safety stop prevents temperature from passing pre-set level. Entire valve is outside the finish wall. Fixture can be readily installed during remodeling.—RCB Mfg. Co.
Circle No. 5125-W on reply card, p. 164

Gives wood a dry finish
Watco natural wood finish has deep penetrating compound which prevents surface coating or filming. Compound leaves surfaces dry and satiny, will not gum up in warm temperatures. Made for oil, flat and Danish-type finishes. Is nonflammable and non-toxic.—Watco-Dennis Corp.
Circle No. 5126-W on reply card, p. 164
NEW IDEA in board and batten speeds construction, cuts costs!

It's easy! Just use Pabco Asbestos-Cement Board 4' x 8' or longer instead of narrow woodboard. Each big sheet spans four studs, 16" o.c. For every four feet of wall, you handle just one piece of material. And, only half as many nails are required on intermediate studs! Jobs go even faster since Pabco Asbestos-Cement Board can be scored and snapped. No sawing required.

You get a better finished job, too. Unlike wood, Pabco Asbestos-Cement Board can't warp, shrink, or crack. It's termite-proof, water-proof, fire-proof, rot-proof, vermin-proof. Paint goes on faster, covers better, lasts years longer. Virtually maintenance-free, Pabco Asbestos-Cement Board sidewalls can be a big selling point with your customers.

Good looking? Your Pabco representative has color slides that prove it!

The most versatile building material since wood, Pabco Asbestos-Cement Board has countless uses inside and outside every type of building. Available in two grades: Pab-Flex flexible grade board... Pab-Rok utility grade board. Use them on your next job and be money ahead.

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REMODELING

(Continued from page 42-D)

tising and get their leads from satisfied customers, utilities, suppliers, etc. Because their area is a good one for remodelers, they have a lot of competition and frequently find they must bid competitively.

Usually, the first call they receive is from the housewife who wants to get a price for the work that must be done. Marty Andrews tries to find out whether or not the prospect's husband is in accord with the idea. If not, he tries to make his first appointment at night when the husband will be available.

During the first meeting, he gets enough information to quote an approximate price for the job. This allows him to find out if the prospect wants and can afford the job; how it will be financed; if there is a competitive bid.

To illustrate the kind of job he can do, Andrews takes along a 3-D viewer with color slides of his previous jobs. He's found color slides do the best selling job.

While the housewife is looking at the slides, Andrews makes a floor plan of the kitchen to scale. After the decision is made as to what work will be done, he draws the room as it will appear after remodeling. When the prospect is satisfied with preliminary drawings and approximate price, Andrews makes up a complete plan.

After he gets bids from subcontractors, he draws up a contract, and has the customer sign it.

Because he gives an approximate price at the very beginning, Andrews must estimate what the subcontractors will charge. Long experience enables him to do this. However, before the final contract is signed, he calls in the subs for firm bids on any items where he questions his own estimate. Usually he gets subs to bid on cabinets and electrical work.

Andrews uses a Polaroid camera to photograph the kitchen before the remodeling begins. These photos remind him and his draftsman what's in the kitchen while they're planning the new setup.

If a salesman develops the job, Andrews makes the price estimate from the preliminary plans which the salesman brings in. As soon as the salesman is almost sure the job will go through, Andrews visits it in person before preparing the final contract. Like most remodeling contractors, Andrews is unwilling to delegate to anyone else the responsibility for making final bids. The salesman, together with either Marty or Ruth Andrews takes the contract to the owner for signature.

Although appliances are involved on most of their jobs, the Andrewses don't try to make a profit on them. They usually send the prospect to a wholesale house where they can select the items and pay for them directly. This pleases the customer and eliminates a lot of bookkeeping.

Sometimes it's necessary to convince a customer that what he has in mind is unwise in view of how he intends to use the new facilities. "This can be tough," says Marty Andrews, "especially if we want to spend more money and there is competition for the job. But after a job is finished, the customer thanks us for our suggestions."

The Andrewses ask these questions to find out what work should be done: how do you want to live in your new kitchen? What are your habits? Do you do a lot of baking? Will you serve meals on the patio?

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Builds Japanese-type masterpiece with Insulite Roof Deck throughout

Before even selecting a lot, Ernest Silva, owner of this unusual home, spent five years doing research on Japanese architecture.

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Builder Ralph Lill (left) and owner Ernest Silva are extremely pleased with Insulite Roof Deck. Mr. Lill says, "It's easy to work with. Goes on fast."

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SEPTEMBER 1959
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Now you can install a better shower enclosure quicker, easier & cheaper than ever before!

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PreHung "Monterey" is ready for installation... saves hours of costly labor... replaces cut-and-try. Unit is reversible so door can be hung from left or right.

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NOTE: This enclosure is designed as the perfect companion to the FIAT Pre-Cast Terrazzo floor, or any type built-on-the-job shower stall.

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Only Georgia-Pacific adds a handsome sand-colored topcoat to Striated plywood at the factory. Serves as a finish for either exterior or interior use—or as a base coat for custom colors. Saves on-the-job paint costs. For details and samples of G-P Factory Coated Striated, call your local G-P source or write today.

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As the cost of building materials continues to edge upward, builders can find comfort in the money-saving features offered by the newer materials. The extensive line of Dow Building Products, for example, is all designed, in one way or another, to save money in installation costs. This may take the form of time saved, elimination of materials ordinarily used, simplified fabrication or less wear and tear on men and machines. In any event, these chemically engineered materials put more value into your construction... more profits in your pocket.

SCORBORD® TAILORS INSULATION TO JOB—BUT FAST!

Pre-scored insulation proves its ability to cut fitting time as much as 80% in foundation perimeters, cavity walls.

Dow's specially developed insulation for foundations, perimeter heating ducts and cavity walls is rapidly gaining popularity with builders for two reasons. First, it delivers permanent insulating efficiency, even where moisture is a severe problem. Second, its pre-scored, snap-off feature enables workmen to insulate an entire foundation in minutes.

A brief examination of the material reveals why Scorbord® scores with builders. Each cubic foot of Scorbord contains countless air cells, each independent of the others. This fact, plus the basic low heat conductivity of the material, makes Scorbord an impassable barrier to water and water vapor... gives it excellent insulating characteristics. Once installed, Scorbord retains its unusually high insulating efficiency, year after year.

In each big 2' by 8' board of Scorbord there are three clearly marked pre-scored lines, each running the full length of the board. By a slight pressure of the hand, Scorbord can be snapped off 4", 12" and 21" from one side to form a number of commonly used widths. This feature eliminates measuring and cutting, permits workers to speed the job. Scorbord can be easily cut to fit irregular shapes with ordinary hand tools such as a saw or knife.

An F.H.A. materials release has been issued on Scorbord and it is now readily available from building supply houses throughout the nation. For more information, including a how-to-do-it brochure, write to the address at the bottom of the next page.

Patent applied for
SARALOY® 400—fits vent stacks like a glove
At last—one of the fondest wishes of all roofers has been granted! Saraloy 400, an elastic flashing that defies the attacks of weather, can be fabricated right on the job to conform to any contour—or cut to fit any shape. It expands and contracts with other building materials... stays serviceable years longer than other flashing materials.

Saraloy 400 can be bonded to all materials commonly used in roof construction, is ideal for protecting vent stacks, chimneys, sumps, fascia and all types of joints. It won’t corrode, crack or peel.

ROOFMATE®—new insulation and moisture barrier in one package
The most recent innovation in roofing materials, Roofmate combines outstanding resistance to water and water vapor with rugged durability. It forms its own moisture barrier, prevents vapor build-up throughout its long service life, reducing blistering and leaks.

Roofmate is lightweight—easy to handle and install. It is supplied in standard roof sizes... unpackaged, and bundled in 38 lb. lots... can be easily fabricated with ordinary hand tools. Hot bitumen can be applied directly over Roofmate without a protective covering.

WHAT ELSE IS NEW? One sure way to keep abreast of important new developments in building materials is to keep an eye on the rapidly growing Dow Building Products line. For more information about any of the products discussed here, write to us today. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Department 220399.

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Midland, Michigan

SEPTEMBER 1959
"EVERYTHING HINGES ON HAGER!"
Lok-Tabs are designed by Ruberoid to cut application costs, yet at the same time provide a better and stronger roof. Ruberoid offers a written warranty against wind damage on every Lok-Tab roof. Lok-Tabs give you a new roof selling feature for your new homes and cut your building costs.

The Lok-Tab is another product originated by Ruberoid and 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 more information on Lok-Tab asphalt shingles, write:

The RUBEROID Co.
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 Model 77's—50 of them—as the exclusive portable saws for use in their giant Elk Grove project in suburban Chicagoland.

**TWO NEW HIGH SPEED SKILSAW POWER SAWS** (7½" Model 857 and 8½" Model 858) give you all these important new features:

- **Ultra high blade speed** of 7000 rpm.
- **"Vari-Torque" Clutch** protects against dangerous saw kickbacks.
- **Extra powerful motor** develops over 2 horsepower.
- **Floating blade guard** to keep blade covered at all times.
- **"Sure-Grip" Handle** with special scratch-brush finish for safer, more positive control.
- **Blade change lock** permits fast, easy blade changes.
HIGH-TORQUE SKILSAW MODEL 77 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. These features and many more have made the Model 77 by far the world's most popular power saw.

Combination of SKILSAW Model 77's and this ingenious gang-sawing station saves Centex more than $1000 a week pre-cutting and notching rafters, stud- ding and floor joists at the 6000-unit Elk Grove, Illinois, project.

FREE! 58-PAGE INDUSTRIAL TOOL CATALOG
SKIL Corporation, Dept. A.B.-99
5033 Elston Ave. Chicago 30, Illinois
In Canada: 3801 Dundas Street West
Toronto 8, Ontario

Send name of nearest SKIL distributor.
Send FREE catalog with detailed information on over 100 SKIL Industrial Tools.
Now... ADD THE POWERFUL APPEAL OF ZONED BASEBOARD HEAT TO YOUR NEW HOMES... competitively priced with hot air systems!

Note how each area of this split-level home is custom-heated with Edwards Zone-A-Matic Zone-Control baseboard heating.

Here's a powerful quality sales feature your potential customers are sure to recognize and appreciate—separate thermostat control of heat in each living area of their new home! They set the temperature for each zone... never wastefully heat unused rooms... lower-level recreation rooms stay warm... reduced fuel bills and custom-tailored comfort give you outstanding value-features for selling. And the Edwards system is competitively priced with ordinary hot air systems. The entire system requires only one compact boiler, regardless of the number of zones. This completely packaged (zoned or non-zoned) completely modern (gas and oil fired) heating system is one more quality feature to add to your homes... for easier, faster sales.

Write today for illustrated literature, specifications, sales aids, and technical help in your heating layout.

EDWARDS ENGINEERING CORP.
216-1 ALEXANDER AVENUE
POMPTON PLAINS, NEW JERSEY
Temple 5-2808
Add glamour, protection and sales appeal to your new homes!

The NEW

Mind-O-Light

Completely Automatic!

It turns post lights ON at dusk...OFF at dawn!

Now, equip your new homes with outdoor lighting that is automatic! Provide illumination and protection all night long when it’s needed, then turn the lights off during the day, when they are not. The new Virden Mind-O-Light does it all automatically! No wasted current. No valves! Perfectly safe!

Here’s an inexpensive “light idea” every new home buyer will want! What’s more, it’s a demonstrable feature, one that will set your new homes apart.

Easy to install on any new or existing standard 3” post and post light. Quality made by Virden. Fully guaranteed for one year. Available in aluminum or black finish, with or without convenience outlet. 5 amp. rating. Your Virden distributor has the new Mind-O-Light in stock now. Ask him to show it to you. Or mail the coupon today for full details plus a complete showing of the Virden line of post lights and posts.

Another “light idea” from

virden LIGHTING

A division of the John C. Virden Co., Cleveland, Ohio

In Canada, John C. Virden Ltd., Toronto, Ontario.

Member American Home Lighting Institute

© John C. Virden Co.

SEPTEMBER 1959
Let's get down to dollars—on a 3-bedroom house—with 1200 sq. ft. of exterior wall surface, 3000 sq. ft. of interior wall surface, 960 to 1144 sq. ft. of floor area. Here's how Homasote Boards—with the highest quality in their field—can save you money over other standard building materials...

1. **SAVE $204 to $929** with Homasote 3/16" Board-and-Batten Exterior Walls...*Provides* high structural strength and top insulation value; holds paint 20% longer.

2. **SAVE $164 to $889** with Homasote 5/8" Grooved Vertical Siding...*Provides* even greater insulation value than #1; beautiful in appearance.

3. **SAVE $103 to $828** with Homasote 7/8" Reversible Siding—in 12" width, with 10" exposure. If used with clip, there are no exposed nails—no danger of rust stains.

4. **SAVE $270 to $462** with Homasote Interior Walls. No need for door or window trim...Keeps out dampness—stops mildew, bathroom noises and glare...*Makes* the whole house quiet and restful...Ideal surface for paint or wallpaper.

5. **SAVE $32 to $38** with Homasote 5/8" Sub-Flooring—in Big Sheets 8' x 12'. Add insulation; reduces noise; keeps dampness away from finished flooring.

6. **SAVE $25 to $37** with closet walls of 15/16" Homasote. Keeps closet dry; provides added sound-deadening between rooms.


8. **SAVE $19 to $26** by making facia and rake molds from pieces cut out from door and window openings. (Two pieces of 15/16" glued together make strong 15/16" thickness.)

**Free—HOMASOTE'S COST-REDUCTION ANALYSIS**

Send us one of your best-seller house plans. (It will be treated in strict confidence and returned to you.) We will be glad to give you the exact cost—in your area—for using each of these eight products on that particular house. You incur no cost or obligation.

Remember—Homasote products give you new selling features as well as lower costs.

Get the facts! Other progressive builders have taken advantage of our free Cost-Reduction Analysis. We haven't yet failed to prove our case to their great satisfaction. Send your house plan to Dept. J-3.

Further savings occur, because application of materials is not included in above prices. Homasote Boards—in a wide variety of sizes, forms and thicknesses—reduce application costs.

**HOMASOTE COMPANY**

TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd., 224 Merton Street, Toronto 12, Ontario
only the finest quality lockset gives you all these advantages

- Skillfully-styled knobs and escutcheons to blend with every type of architecture and decor.
- "Panic-proof" design to permit emergency exit when inside knob is turned right or left, even when locked from the outside.
- Pin tumbler lock construction to assure maximum household security.
- Emergency release on bathroom doors to prevent accidental "lock in" by children.
- Cold-rolled steel lock case and mechanism (no die cast parts) to provide troublefree service, long-term lock life.

The quality that's inherent in NATIONAL LOCKset reaps big dividends... striking beauty, added safety and security, greater convenience in use, longer dependable service without "call backs" for costly repairs. Naturally, NATIONAL LOCKset quality costs a little more than the very cheapest, but the few pennies it takes are well worth the extra value.

MEDALIST
HARDWARE DIVISION
NATIONAL LOCK COMPANY
ROCKFORD, ILLINOIS
Distinctively new CABINET HARDWARE CREATIONS by Medalist

This Period Inspired hardware treats cabinets and built-ins like fine furniture

Closely examine the quality features of Medalist cabinet hardware. Note the fresh designs of the "Capri" and "Custom" lines... the skillfully reproduced "Provincial" line... so correct, right to every authentic detail. Shown here are only a few of the many modern and period cabinet hardware groupings by Medalist.

Complete HOME-MERCHANDISING AIDS PROMOTION KIT available FREE!

Complete kit contains sample lockset display card, key presentation folder, knob hanger, hand-out folder, cabinet hardware hang-tags, consumer folder and newspaper mats. They're designed specifically for use with open house events and model home showings. Also included is a full-color brochure describing how decorative and functional hardware can be used most effectively. These many selling aids explain why quality hardware by Medalist was chosen for the prospective buyer's new home. Order blank facilitates ordering reasonable quantities for distribution to builders. Write to...

Medalist HARDWARE DIVISION NATIONAL LOCK COMPANY ROCKFORD, ILLINOIS
Reynolds Aluminum for Color and "Everything"...
Horizontal and vertical aluminum siding in baked-on colors offers a variety of wall treatments... to combine with different colors and textures in aluminum shingles. Aluminum louvers help complete a maintenance-free exterior.

Aluminum windows mean permanent beauty, smooth functioning. To bulk insulation and wallboard, Reynolds Aluminum Foil adds the TRIPLE PLUS® of better summer cooling, greater winter warmth, year-round moisture control.

The downspout and the gutter on the right demonstrate the ease of handling aluminum rain-carrying equipment. Important advantage is freedom from rust—no painting.
In building products, "Everything" means Efficient Construction and Freedom from Maintenance plus Modern Appearance. Reynolds Aluminum has it!

The piece the man is holding like a tuba represents aluminum ductwork—now competitively priced and highly promotable, with new embossed identification. Aluminum sliding doors are, of course, increasingly popular.

The Homebuying Public is being intensively sold on aluminum... on the more than 30 Home Building Products made of

REYNOLDS ALUMINUM
"REYNOLDS ALUMINUM 'HOUSE OF EASE' PROGRAM really opened my eyes to modern Sales Power," says Larry Behymer, St. Louis home builder. "I have actually sold twice as many houses since I began featuring the maintenance-free, easy-living advantages of aluminum. And the way Reynolds backed me up with local promotional help—as well as national advertising—was a real revelation!"

Powerful Advertising Support for Your Sales Efforts!

Great new Network Television Shows reaching more than 30,000,000 people week after week. Full color pages in national magazines. Full color pages on aluminum foil in Home Building Annuals. This is the strong national program that helps you sell the "House of Ease" concept of better living—plus local promotions tailored to your needs. Write for full information about how you can benefit from this "House of Ease" program. Reynolds Metals Company, Richmond 18, Va.

REYNOLDS ALUMINUM
How to tap one of America’s great natural resources

More than ever before, Americans are reaping the benefits of one of our newest forms of national wealth—natural gas. Are you one of them?

The American Gas Association reports there are now more than 102 million gas-powered appliances in daily service throughout the country. These include water heaters, refrigerators, clothes dryers, combination washer-dryers, cooking ranges, ovens, incinerators, air-conditioners, home-sized heating units, and combination heating-cooling units.

Figures also show that the number of homes using gas heat will grow by 4 million in the next three years. And by the end of this year, the gas industry will have spent $2.1 billion on the construction of new gas outlets. So you can see that gas has become an important factor in the lives of millions of Americans.

What does this mean to the builder? Simply this: with so many people using gas appliances, today’s home buyer expects to see gas equipment in your model home. Therefore, planning your houses around gas appliances gives your houses extra sales appeal.

On the next 16 pages, you’ll see how you can take full advantage of this extra sales appeal. Turn the page, for the complete story on the . . .
This cover house is described by its builder, Herbert Outlaw of Houston, as a "modified modern which has something to appeal to everyone." In keeping with his claim, Builder Outlaw softened the contemporary lines by installing gaslights at both the front and rear entrances.

Use of gaslights is another example of how today's builder can add sales appeal with gas.
Answer: (1) well-planned U-shaped gas kitchen is joined to dining area by means of a popular pass-through; (2) space saved by built-in gas appliances is borrowed for the dining area which also includes the adjoining patio; (3) gas air-conditioning makes the close-knit dining room, family room, kitchen combination into a year 'round activity area for the whole family; (4) central location of gas-powered air conditioning equipment keeps the duct runs short—thus more efficient.

That's why this Houston House is an example of

Smartest

PLANNING

With Gas Yet

SEPTEMBER 1959
Plan a good, working TRAFFIC

Here are four basic kitchen plans...

**CORRIDOR** plan works well if kitchen space is long and narrow. Correct traffic pattern is easily fitted in. Pattern keeps three prime work centers within easy walking triangle. Clean-up center (sink, dishwasher, counter) should be placed between storage center and cooking center.

**U-SHAPE** arrangement is usually the most step-saving and efficient. The three walls of the U shape take naturally to the triangle traffic pattern—one work center to a wall. This plan also eliminates the possibility of any “non-working” traffic through the kitchen working centers.

...and two “not-so-basic” kitchen layouts to meet unusual planning requirements

**PENINSULA** arrangement resembles Island design. Difference is a larger kitchen to begin with, allowing for a jutting peninsula. Result is a minimum-size traffic triangle in what may be a maximum-size kitchen. Peninsula itself usually opens onto a kitchen-family area, acts as a divider.

**ONE-WALL** plan keeps the three work centers in correct relation, but the traffic triangle is larger than desirable. This plan is often used in apartments, two-kitchen houses or vacation cottages. If your building dictates a one-wall setup this is undoubtedly the best solution.
ISLAND kitchen design is a good idea for the "open-plan" house. Often the "Island" part (with countertop range) serves as a divider between kitchen and dining area, or kitchen and family room. Basic working triangle is maintained although oven is separated from range top.

L-SHAPE layout uses two right-angled walls for all the kitchen essentials. Traffic triangle between three work centers is easy to arrange. L-shape plan gives probably best combination of efficiency and space-saving. Other two walls are free for possibilities of doors, eating space, laundry, etc.

**Will your kitchen pass this efficiency test?**

**DO**

Work out your Traffic Pattern between working centers first. This traffic triangle (from sink to range to refrigerator and back to sink) should not add up to more than 22’. Since the sink (plus dishwasher, usually) is both a clean-up and food preparation center, place it between the other two work centers. Generally, allow: 4 to 7’ between sink and refrigerator; 4 to 6’ between sink and range; 4 to 9’ between range and refrigerator.

Place the refrigerator near an outside door where the groceries arrive. Specify the refrigerator door to open away from the adjoining counter space. Put food storage cabinets next to refrigerator.

Allow 24 inches as minimum counter width in most cases. Exceptions: counters should be 36” wide for serving space next to range for family of four or more; 36” wide to right of sink for dish-stacking, 30” wide to left of sink.

Plan on adequate gas piping for appliances, a good lighting design, and adequate ventilation.

Keep the range within the Traffic Pattern, but separate the automatic oven, if necessary. Do give the oven adjoining counter space. Keep it away from conflicting doors or through-kitchen traffic.

**DON’T**

Have any more doors into the kitchen than essential. Too many doors eat up space, invite "non-working" traffic through kitchen.

Start your plan by placing the sink under the window. There's no law against another arrangement.

Herd your appliances into the corners of your kitchen. Working space around them is vital.

Fill every available inch of wall space with cabinets. Provide adequate cabinets in the places needed.
COMPACT KITCHEN plan keeps this traffic triangle (blue) small and step-saving. Oven, range top and rotisserie are set in brick wall. Family room fireplace backs them. —Tilson Built Lumber Co., Houston.

Storage: keep it handy

Both storage and food maintenance are centered around the refrigerator. It should be placed with ample cabinet storage close by. Nearby counter space is important, too. If cabinets are built above the refrigerator allow 6-12" for ventilation. Top cabinet shelf should not be higher from floor than 72".

Smartest PLANNING with gas yet

Take a close look at EACH

COOKING CENTER itself is elaborate here but compact. Set in brick, it acts as a room divider between kitchen and family room. Fireplace faces out to family room.—Nara Homes, Fullerton, Calif.

Cooking: here are two

The cooking center is probably the most flexible third of the traffic triangle. Built-in range tops and ovens, barbecue units and food blenders have added to the versatility of the cooking center. Here, and at right, are two variations. Kitchen above features an adjoining range top and oven, backed up with a built-in barbecue.
PENINSULA with range top and low-hanging ventilating hood reduces traffic triangle in this plan. Off-the-floor cabinets make room look larger, help transition to family room.—Living for Young Homemakers Kitchen.

Clean up: use lots of space

This is the most vital work center in the kitchen traffic triangle. Reason: it's double use for food preparation and all cleaning jobs. Consequently it goes between the other two work centers, should have plenty of wide counter space on both sides. Dishwasher is included here at left of sink.

POINT of the traffic triangle

SMALL KITCHEN packs a lot of service in a minimum of space. Unbroken counter space is achieved by centering sink, putting range and refrigerator at extreme ends of the “U.”—American Home Magazine.

good examples

At right, second kitchen is smaller, keeps cooking center to essential oven and range top. Range is most vital part of cooking center, should be kept with traffic triangle. Oven, because it needs less watching, can be moved outside triangle if wall space is not available there.

SEPTEMBER 1959
MAJOR SELLING FEATURE of this house, by Hierber, B. & Development for Houston's Parade of Homes is the well-planned kitchen. It's small, but U-shaped layout uses every inch. Kitchen's location offers easy movement to work-play areas.

ALL-GAS KITCHEN planned by staff of McCall's Magazine was big hit of 1959 NAHB show. Large space creates a combination work and play room for the entire family. Smartly designed cabinets were manufactured by Mutschler.
does MORE than cook a dinner

1. **It provides eating spaces**
   Homebuyers today want not one, but two, or even three areas for different types of eating—formal and informal. This kitchen has two, plus a counter.

2. **It absorbs the appliances**
   By building modern gas appliances right into the counters and cabinets, you can give the housewife more uninterrupted workspace and extra storage.

3. **It cleans the air**
   Install either an exhaust hood over the range or an in-wall exhaust fan to remove smoke, moisture, and unpleasant cooking smells.

4. **It becomes a living center**
   Make your kitchen the housewife's command post. Place it near all major indoor-outdoor activity areas of the house.

5. **It stores everything**
   Put in plenty of cabinets to store things other than food and utensils. Plan units which can hold or hide sewing machines, ironers, vacuums.

6. **It washes the laundry**
   Place laundry equipment right in, or adjacent to, the kitchen. Help the housewife consolidate her work in a single well-planned area.

7. **It saves steps**
   Be sure your kitchen's basic traffic pattern is as efficient as possible. In a big kitchen, put the stove on a peninsula or island of cabinetry.

8. **It handles office work**
   Build in a low counter with drawers like this. It doubles as mother's office and child's play area.
When Norman Dobbins, head of Pace Setters' Homes in Houston, decided to install gas heating-cooling equipment in his Parade house, he went to the local United Gas Corp. for advice. The specifications above are typical of the ones United's engineering department worked out for him and other gas-minded Houston builders.

These drawings clearly spell out all installation details. Both builder and sub-contractors are told who does what. The possibility of costly error is eliminated. For instance, note the drawing of the equipment room elevation. Dobbins was reminded to leave the ceiling off to permit air entry.

Once the work was finished, these drawings also guided Dobbins and the other builders in checking quality and completeness of the installations.

Not every utility offers this service. But, it will pay you to check with the one in your area. It's a free guarantee that you'll get the best possible planning for gas.
space...and get AIR CONDITIONING too

...and (2) Engineered Ductwork like this

GOOD PLANNING paid off for Dobbins. It enabled him to fully equip this 2,000-sq. ft. house with all types of gas-powered units and still sell it for only $19,900.

HIGH STYLING of today's evaporative coolers erases any need for special enclosures or extra landscaping. The builder need install only a simple concrete slab foundation.

DUCTWORK LAYOUT was also engineered for Dobbins by United Gas Corp. To hold costs down and make the equipment as efficient as possible, the main equipment is placed at a mid-way point in the house. Evaporator cooler was stationed in the yard.

THE COMPACT COMBINATION heating-cooling unit was placed in a closet-size compartment near the family room. This unit (Arkla-Servel 500) needs only 10 sq. ft.
Smartest PLANNING with gas yet

LAUNDRY EQUIPMENT: how

IN KITCHENS: keep it handy but hidden

THE LARGER KITCHEN, or the smaller one, can easily use this laundry arrangement (red area on plan above). Washer, dryer (or combination), cleaning cabinet, and water heater can be arranged compactly. Cabinets above and folding curtain door complete this "hidden kitchen value." By Hallmark Kitchens.

IN UTILITY ROOMS: make it a part of the work center

THE COMPLETE utility-work room includes a high percentage of laundry area. This plan lines up water heater, washer-dryer, cabinets and counter, allows a sewing machine nearby. Laundry tray, hampers and ironer fill out other side of the "U." Design, by American Home Magazine, is a step-saving layout.
to put it in the HANDIEST place

IN BATHS: add a washing center, near bedrooms

THROUGH THE MIRROR you can see the washer and dryer in this bath. They face the sink and toilet, are closed off with a folding door. Laundry storage units are above the machines. Plan puts laundry into both bath and cleaning centers, (see plan). Keeps it handy to bedrooms, too. Built by Mannon Associates, Denver.

IN HALLWAYS: turn a closet into a utility center

ANOTHER COMPACT COMBINATION . . . this time in a hall closet with folding door for screening. Here, the laundry area is on its own, out of the kitchen, but still near enough to keep the two work areas handy. Sink separates washer-dryer and water heater; storage tops all three units. A Living for Young Homemakers kitchen.

SEPTEMBER 1959

Continued »
Smartest SELLING with

IN TEXAS: with a PARADE of Homes

This year 33 out of 35 Houston Parade homes were all-gas homes. So the two local gas utilities last April gave the builders a merchandising program they won't forget—not as long as sales keep coming in.

Though competitive, the two utilities pooled their talents and money. According to Houston HBA Exec. V.P. Gordon Neilson, they spent over $100,000 and lent 78 employees just to staff the Parade models. But more important was the way the utilities worked with the builders: they sold homes, not gas, relying on home sales to net gas sales.

Here's some of what the utilities (United Gas Corp. and Houston Natural Gas System) provided:

- Preparation and engineering of the layout for heating and air conditioning; supervision of installation.
- Complete gas street lighting, free of charge.
- Daily staffing of gas homes by employees especially trained to know and promote the homes rather than the gas appliances.
- Cash allowances for co-op advertising of all-gas homes.
- Liberal newspaper and outdoor advertising of the Parade.
- Free built-in gas appliances for the association’s giveaway house, plus appliance and cash prizes for publicity purposes.
- Complete janitor service for maintenance of all Parade homes for 15 days.
- Service specialists on duty all day at the Parade to keep all gas equipment working.
- Free coffee, phone service.

The utilities really trained the people assigned to mind the models. They could answer all reasonable questions about the houses: square footage, sizes of rooms, materials used for flooring, paneling, ceilings, etc.; type of slab, roof, insulation, mortgage financing. Many sales reportedly resulted directly from interest generated by the utility staffers.

OVER 100,000 toured Houston's Parade of 35 model homes in the $22,30,000 range. Parade also featured a Home Show.

GLAMOR SYMBOL of Houston's '59 practically all-gas Parade was this Arkla Gaslite, spotted beside model homes.
HOME PLANNING CLINIC helps Columbus builders by educating—and exciting—prospects about home ownership.

IN OHIO: with a Buyers' CLINIC

Educating your prospects may be a good idea. But you're not a teacher; you're a builder. So chances are you can't take as much time as you'd like to explain all the advantages of owning a home. But for Buckeye State builders this problem has been solved by the Ohio Fuel Gas Co. Together with the Columbus Home Builders Assn., the utility recently completed its third annual "Home Planning Clinic." And the clinics have gone so well in past years, they've introduced one to Springfield.

The builders either invite their prospects directly to attend the clinic or do so through the utility.

The eight- to ten-week course is conducted by Columbus architect Mel K. Armbrust. Speakers are experts on everything from financing to landscaping. For example, Springfield builders Roger Houseman and L. Edwin Hoppes cover "Types of Construction"; Ohio Fuel Gas's own kitchen-planning consultant, Gaylee Ankerstjerne, lectures on space requirements and placement of appliances. The sessions range over a broad field of topics involved in home buying and building, besides the use of gas for heating, cooling, cooking, refrigeration, incineration, clothes drying, water heating, and outdoor lighting. But in several of the sessions gas is not even mentioned; e.g., there are meetings devoted solely to budgeting, decorating, landscaping, design.

Highly professional techniques are used during the 2½-hour clinics, and visual aids such as slide projectors and movies help to demonstrate much of the information.

In addition to this, prospects enrolled in the Columbus course are taken through a show house built in a nearby suburb.

Besides all this, the utility donates the use of its auditorium for the sessions and the time and talents of its business promotion department, which gets ample press, radio, and television coverage.
Most builders worry about how to merchandise a development house like the one shown above. But in southern California they don't have to—if it's a good looking, all-gas house; local promotion-minded gas utilities will practically do it for them.

The Southern California and Southern Counties Gas Cos. liked this house enough to offer Los Angeles builder George Heltzer a complete promotion package, same as they've provided to other builders represented below.

Nicest part about the utilities' merchandising program is its complete flexibility: it can be tailored to fit just about any size home builder.
can be SCALED to your needs

Scaling it down—or up
Besides the selling help illustrated on these pages, the utilities offer a variety of merchandising ideas and aid. Any part of this program, called "The Great Builders Series," is available to big and small builders. A special sales kit containing samples and miniatures of all the materials is used in developing each individual promotion.

ALL-GAS KITCHEN of Heltzer's $22,500 "Fantasia" is ideal for demonstrations to show off layout and appliances such as Western Holly range and oven, Whirlpool refrigerator, Nutone hood, Waste King disposer. POSTERS in gas companies' own offices advertise nearby homes (utilities have over 30 offices). Similar cards travel throughout area on company trucks. Other merchandising includes radio, newspaper ads.
BUILDERS in Arkansas and Louisiana are gas-lighting entire developments. "They help cinch sales for us."

Looks good, sells like crazy ... the 1959 version of the old-fashioned street lamp

If your planning on gas products in your new houses, here's a sure-fire way to shout about it. Gas lamps are attracting customers — and sales — all over the country. They're attractive, provide a good introduction to your "indoor" gas products.

In Shreveport, La. . . .
"something new to sell"

In Louisiana and Arkansas, gas lamps are going great guns. The reasons? Says one Louisiana builder: "[It] would sell on practicality and attractiveness alone . . . But . . . also answers a need for something new to sell to home shoppers . . ." The lamp described here (and shown in photo above) is Arkla's "Gaslite." Now in five different models. (No. S1, p. 164)

In Albuquerque, N.M. . . .
a co-operative story

Builder Ed Mankin's newest subdivision is "Buena Ventura Estates." He plans to build 300 houses a year there; and in front of each house he's putting an attention-grabbing sentinel gas lamp. Southern Union Gas Co. worked with Mankin on the project.

In Bay Village, Ohio . . .
a commercial attraction

"They make the building a landmark" says James Burke of Cleveland. Burke built and owns this 14,600-sq.-ft. office building. It houses the Bay Village post office, a pharmacy, other offices. Indoors, it's heated and cooled with gas. Outdoors, 12 gas lamps line the exterior. Burke had the help of his gas company (Ohio Fuel Gas) in planning the job. Lamps are from Arkla's Gas Lite Div. (No. S3, p. 164)

Gas products (refrigerators, incinerators, air conditioners, etc.) continued on page 106.
Give Home-Owners what they’re looking for:

**Luxury** of the latest convenience features that make daily living easier and more comfortable than ever before.

**Economy** they can count on—month after month, year after year. With an all-Gas home, monthly utility bills are lower, appliances are built to give many years of trouble-free service. Some even give unusually long warranties.

**Advertised brands.** With millions of dollars going to TV’s leading dramatic series “Playhouse 90” and all the leading national magazines, more people than ever want Gas appliances. No wonder houses equipped with them are easier than ever to sell!

AMERICAN GAS ASSOCIATION
BUILT-IN LUXURY

...with a Gas Range built to new Gold Star standards

WORLD'S NEWEST EMBLEM OF EXCELLENCE. Only the finest ranges from the world's great Gas Range Makers qualify for this coveted Gold Star Award. To meet new Gold Star standards, a range must have at least 28 advances in performance, automation and design. No wonder now, more people than ever prefer cooking with Gas!

Look for features like these in ranges built to Gold Star standards:

- Burner-with-a-Brain®
- Automatic Roast Control
- Automatic Rotisserie
- Clock-controlled Oven
- Space-saving Fold-up Burners
- Automatic Griddle
- Self-lighting Oven and Broiler
- Smokeless Broiling
- Finest Oven Insulation
- Every Inch a Cinch to Clean

ECONOMY FOR BUILDER AND BUYER. With all their marvelous improvements, Gas ranges built to wonderful Gold Star standards still cost the builder less to install, the buyer less to use. Wide choice of brands. Colors and metals to beautify every kitchen. Handsome free-standing models as well as lovely built-ins.

THEY'VE READ ABOUT IT, THEY WANT IT! It's well worth your while to tie-in with this nationally-advertised promotion. These de luxe ranges will create an impression of luxury far beyond the few extra dollars you spend for them. They'll give you features galore to talk about and demonstrate—features today's women buyers look for.
AND ECONOMY

...with a Gas Refrigerator that makes—and serves—the ice cubes

WATCH CUSTOMERS' FACES as the Magic Ice Maker replaces the cubes as you remove them. Nothing fascinates prospective buyers like an RCA WHIRLPOOL Gas refrigerator delivering sparkling ice cubes to the handy server. No trays to empty—or fill. Even the water is supplied automatically.

Only a GAS refrigerator gives home buyers all this:

1. Automatic ice cubes. Makes and serves cubes without bother with trays or water.
2. 10-year warranty. This guarantee on the refrigeration system is twice as long as that on any other refrigerator.
3. Permanent silence. There are no moving parts in the cooling system to make noise. Silent, dependable Gas does all the work.
4. No costly upkeep. There is nothing in the cooling system to wear out, so there is no need for expensive repairs. Economical to use because it runs on Gas.

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

SEPTEMBER 1959 (AGA Advertising Continued)
...with a Gas Washer-Dryer that saves space, work and time...

LESS LIFTING, FEWER STEPS! Install a compact washer-dryer in the bathroom or near the linen closet and all her friends will hear of your thoughtful planning. Point out, too, that a Gas washer-dryer can act as a hamper. Gas drying is so gentle there's no need to sort clothes—even the most delicate fabrics dry safely for Gas fluff-dries, never "bakes." What's more, whites stay whiter, colors brighter than they do outdoors.

FASTER, MORE ECONOMICAL WITH GAS! No time wasted between washing and drying with a modern combination. And because Gas starts drying instantly—nowasteful warm-up wait—washday chores are shortened, fuel bills are surprisingly low. An automatic Gas home laundry is a real sale-clincher—homemakers know that professional laundries use Gas, they want it too. Separate Gas dryers available, as well.

SO COMPACT IT FITS ANY PLAN! New Gas washer-dryer combinations take much less space than separate units. You can install one in kitchen, bathroom, hallway, even a closet—give the smallest home a full laundry.

ONLY GAS

(AGA Advertising Continued)
...with a Gas Water-Heater that gives all the hot water a family can use

**REPLACED AUTOMATICALLY!** When the hot water goes on, a modern Gas water heater goes on—instantly heating more to replace what’s being used. And it shuts off automatically when water is hot.

**BATHS EVEN ON WASHDAY!** Put in a Gas water heater, and you can safely promise that even on washday there’ll still be plenty of hot water for baths, showers and dish-washing.

**MORE HOT WATER—FASTER!** A Gas water heater heats more gallons per hour than any other kind. Even a small unit can serve a large family. Trim, compact models, sizes to fit every house.

**FASTER, MORE ECONOMICAL WITH GAS!** A Gas water heater gives instant heat. There’s no waste of time while it starts warming up. The moment more hot water is needed, the Gas comes on full force—automatically—starts to heat the cold replacement water as fast as it enters the tank. Then it shuts off—automatically. And Gas costs you less to install, home owners less to use.

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

*SEPTEMBER 1959* (AGA Advertising Continued)
...with dependable Gas heating—
clean, worry-free, low in cost

GIVE THEM MORE HEAT PER PENNY WITH GAS. Because Gas is low in cost, and burns completely, you can promise your prospects they'll save money every winter—literally hundreds of dollars over the years. In addition, they'll avoid worry over fuel deliveries—dependable Gas is piped right in. You'll save, too, in initial outlay because 1. you don't have to provide storage space for fuel, 2. a Gas heating unit is so clean and compact it can be positioned to save duct work. Important selling point: a modern Gas heating installation can be converted into a year-round weather-conditioner simply by adding a cooling unit at any time in the future.

ONLY GAS does so much more
...with year-round Gas air-conditioning, a single unit both heats and cools

GIVE WHAT THEY WANT—MAKE IT PRACTICAL WITH GAS! "Within a few years any house that is not air-conditioned will be obsolescent," states the Federal Housing Administration. That's why Gas air-conditioning is one of your best selling features. A Gas unit is economical—you can assure prospects of low monthly bills—and it has a long life. For example, you can show a five-year warranty with this Arkla-Servel Sun Valley*. From the builder's standpoint, too, it's your best buy— you save on installation costs, for this single unit heats the whole house in winter, cools it in summer.

*Trade mark

DEMONSTRATE EASE OF USE. Point out to your customers that one simple easy-to-use thermostat regulates the temperature of the entire house in summer as well as winter. Clean, filtered air—cooled or warmed to the desired degree—circulates and ventilates constantly. Even the humidity is controlled.

...for so much less!
BUILT-IN LUXURY AND ECONOMY

...with a smokeless, odorless Gas Incinerator

SMOKELESS! Show them—hold a smoking cigarette under a burning match. The match consumes the smoke! This same principle is used in today's Gas incinerators—there's no smoke. No odor, either!

A CINCH TO USE! Just drop in trash, set a dial, and the Gas goes to work immediately. Leaves only a clean, powdery ash in a removable tray—makes good NEW! NON-GLARE fertilizer for potted plants and gardens.

NEW! NON-GLARE GAS LIGHT!
Here's the most picturesque—and most practical—idea in outdoor lighting. The epitome of luxury, soft gas-light illumination of steps, doorways, patio or porch says "Hello" to your prospects, "Welcome" to their guests.

THE HEIGHT OF LUXURY FOR PENNIES A DAY! Here's the cleaner, healthier living every home buyer wants. Modern Gas incinerators save prospects the nuisance of garbage carrying, lets you offer a community free from unsightly refuse piles waiting for collection day. Less danger of insect breeding, too.

AUTOMATIC GAS APPLIANCES SERVE BOTH BUILDER AND BUYER BEST

ONLY GAS does so much more...for so much less!
The slim, trim Richmond WFD is only 39" high, comes completely enclosed* in a glistening white enamel jacket, performs superbly in practically any residential gas-fired, wet-heat situation.

**Economical**: Improved “triple-layer” insulation plus wet-base sectional design with new low water capacities minimize fuel consumption.

**Efficient**: New optional tankless coil for generous hot water supply. Fully automatic, amazingly quiet!

**Versatile**: 9 sizes from 78,000 to 300,000 BTU/Hr. input permit precise matching of more installations. AGA approved for manufactured, natural, mixed and straight propane gases, and L-P gas-air mixtures.

**Rugged**: Heavy gauge steel “damp-proof” jacket has patented “Duradized” finish. Porcelainized exterior flue-collector is corrosion resistant.

**Easy to Install**: Fits smallest space. Easy to service with top clean-out. Wet base—installs on any (even combustible) floor. Recommend the WFD confidently and profitably for recreation or utility rooms, basements and laundries.

Write today for details.

*Ritchard WFD-SERIES H
GAS FIRED STEAM OR HOT WATER BOILER

BEAUTIFULLY DESIGNED IN GLEAMING WHITE AND GOLD—AND BEAUTIFULLY ENGINEERED!
Mr. Builder... Don’t just follow the LEADER... JOIN US IN THE Smartest PLANNING With Gas Yet Modern Maid GAS BUILT-INS

18” WIDE OVEN with CONCEALED VENTING

SUPER-THIN RANGE TOPS (only 3” deep) that allow drawer space underneath.

Call or Write today for specifications and descriptive literature.

TENNESSEE STOVE WORKS
CHATTANOOGA, TENNESSEE
In Canada Superior Electric Ltd.
Pembroke, Ontario

NEW GAS PRODUCTS

Build in at work level
Built-in ovens and surface units at work level appeal to housewife. Easy to install, and can be adapted to all types of modern home designs. Newest surface unit is this gas drop-in insert, available with or without automatic temperature burner control.—Gray & Dudley Co.

Installation is easy
This gas wall heater saves up to 70% in cost of installation. Simply cut a 7 1/4” hole through wall, fit Seal’d-Vent unit into place. Then connect outside vent and hook up to gas line. Efficient design for zone heating of homes, motels, light commercial buildings.—Bastian-Morley Co.

Designed for small homes
Petite Cast Iron Boiler supplies efficient heating for house with up to three bedrooms. Completely assembled unit requires only 13” x 26” floor space. Ready for installation. Smartly styled, finished in Infra-red baked enamel.—Roberts-Gordon Appliance Corp.

Ventilator matches decor

No ductwork needed
Thru-The-Wall gas heater has adaptable vent which adjusts to any wall from 4 1/2” to 12” thickness. Needs no ductwork or chimney. Requires only a 6 1/2” diameter hole for 20,000-btu model and 8” for the 30,000 btu. Has safely sealed combustion chamber.—Chattanooga Royal Co.

Heater keeps “cool cabinet”
Triple baffle construction and fibre glass insulation keep the top and sides of this unvented heater “touch-cool.” Flow of heat is concentrated out of front of cabinet. “Warm Morning” cabinet and combustion surfaces are finished in porcelain enamel.—Locke Stove Co.
IT'S SMART PLANNING
to specify WHITE-RODGERS controls
on all gas heating installations

No heating system can operate better than the performance of its controls. That's why smart builders specify the best performing controls they can... White-Rodgers. Each is precision built for a long life of accurate temperature control... meaning, more comfort-satisfied customers, no profit stealing service calls, a finer reputation as a quality builder.

Now, White-Rodgers offers builders another outstanding sales feature... zoning at a price anyone can afford. New, improved zoning method cuts costs by using less equipment, piping, fittings and labor, with low-voltage wiring.

Write for Catalog R-1650 and zoning Brochure R-1590

THERMOSTATS—Unmatched in beauty and performance. Sensitive control keeps temperature right where you want it.

SILENT KNIGHT GAS VALVES—absolutely silent... eliminate forever complaints about noisy gas valve operation.

LINT SENTINEL GAS PILOT BURNERS—lint and dirt can't affect operation... puts an end to 85% of service calls due to pilot trouble.

ZONE-A-FLOW—for zoning hydronic systems... superior in performance... saves up to 65% of former costs.

ZONE-AIR—for zoning forced air systems... easy to install... low cost, simplified design.

ZONE-A-LOOP—for zoning one-pipe hydronic systems... increases system efficiency... gives better heat control and distribution.

Your heating contractor can supply White-Rodgers Controls

WHITE-RODGERS
ST. LOUIS 6, MISSOURI TORONTO 8, CANADA
1209 Cass Avenue 611 Gerrard St. East

SEPTEMBER 1959

(AGA Advertising Continued)
HERE'S HOW LENNOX QUALITY PAYS OFF FOR YOU
DESIGN SKILL: Another reason why the Lennox Comfort Craftsman helps home builders sell more new homes than any other heating contractor! Here's how:

Whatever kind of homes you build, your Lennox Comfort Craftsman is factory-trained by heating engineers to custom-design each furnace installation right at the blueprint stage. He selects the right combination of heating units from the world's most complete line. He tailors the heating system for maximum efficiency within your construction budget. As a result, you save building time and money, your home buyers get trouble-free operation!

His design skill pays off in salability, too. The quality of his installations, plus the sales power of the Lennox brand name, helps sway quality-conscious buyers your way.

Design skill is just one of his many abilities. He's a dependable businessman and a conscientious craftsman. He can offer you promotion and merchandising help that's tops in the industry. Put them all together and you'll see why he's helped sell more new homes than any other heating contractor.

Put your Comfort Craftsman's skills to work for you—for better heating, better selling!
in these charming
Wood-Burning
Majestic
THULMAN
Fireplaces

The multi-wall construction of this prefabricated fireplace (with chimney) allows it to be set right against wood or other combustible material with complete permanent safety. Made entirely of corrosion-resistant alloys and stainless steel. Easy to install; it cuts the builder's cost, yet meets the demands of fireplace-conscious buyers. Choice of mantel styles and surrounds.

Also available: Cost-saving Majestic-Thulman Class A all-fuel chimney for regular heating needs, as well as UL-listed Gas Vent Class B chimney for venting appliances. Attractive chimney top housings.

Write for details
The Majestic Co., Inc.
433 - B Erie Street, Huntington, Indiana

Furnace is streamlined
High-boy forced-air furnace has new streamlined appearance. Shown here is counter-flow design... especially suitable for perimeter or slab floor installation. Matching coil boxes for use with air conditioning are available for both counter-flow and down-flow models.—
John Zink Co.

Circle No. S10 on reply card, p. 164

Gives central heat comfort
This completely automatic gas wall furnace can be recessed into wall or set against it. Does not require chimney or ducts. Has counter-flow blower for circulating air; gives central heating comfort. Pre-wired, takes minutes to install. Adaptable for one to three heat outlets.—
Motor Wheel Corp.

Circle No. S11 on reply card, p. 164

Gaslites by Arkla... picturesque and practical... a mark of the owner's taste for beauty.

For full specifications and prices, please write
Arkla • Gaslite Division • Shannon Building • Little Rock, Arkansas
A PRODUCT OF RANGAIRE BUILDER-ENGINEERING RESEARCH

DISTINCTIVE DESIGN
AND QUALITY YOU CAN INSTALL WITH PRIDE!

Styled to excite your prospects, priced to fit your budget—nationally advertised Rangaire offers the widest selection of range hood styles, colors and sizes anywhere.

A great favorite with homebuyers, Rangaire's lustrous wipe-clean finishes and distinctive lines add luxurious beauty and dignity to any kitchen...and there are no hard-to-clean exposed parts under the hood. Rangaire's powerful, trouble-free exhaust unit removes greasy smokes and odors instantly.

Easily installed, with all color-matched accessories in one package and no extras to buy. Rangaire is a favorite with builders, too. For a quality plus you can point to, with pride, install a Rangaire in the home you're building now. Call your friendly Rangaire dealer today — you'll be glad you did.

For further information write Dept. A2

ROBERTS MFG. CO., CLEBURNE, TEXAS

SEPTEMBER 1959
Blends in perfectly with these kitchen cabinets, doesn’t it? Waste King gave us a choice of 26 front panel designs. And, take a look at this Magi-Matic Cycle Selector. It gives the housewife three buttons to push: one for Pre-Wash; one to scour Pots and Pans and Plastics; and Full Cycle that pre-washes, scrubs, rinses and air-conditions a full service for 12.

This Waste King Dishwasher really cleans dishes! Runs quiet, too. Why, it sells itself! And see this chip-proof poly vinyl tub? It’s another reason why we get no call-backs after we sell our houses. In fact…

You were smart, Tom, to use a Waste King Dishwasher in your Model Home. It’ll be a real crowd stopper.

33⅓ million prospective new home buyers will see the WASTE KING Dishwasher in full-page ads running in Living, House & Garden, House Beautiful, and American Home. Those ads will help you sell a “house or two.”
Just send us your building plans

WE'LL SAVE YOU MONEY WITH A QUALITY "PACKAGED KITCHEN" TO FIT YOUR INDIVIDUAL NEEDS

You'll be amazed how much better a kitchen you can build...how much more value you can offer in your model home...if you let us "package" a kitchen for you. Our experts, with years of experience in the building business, will work from your plans, rough sketches or budget specifications to create a kitchen with every feature to help you sell your homes.

"Packages" can be prepared almost overnight from the world's largest selection of kitchen components...including new mar and stain-resistant laminate styles in our Woodcharm line. Ask your Youngstown Kitchens representative to show you the new book of "Packaged Kitchen" styles and planning suggestions.
Eliminates mismatching! Every appliance is perfectly

1. Gas refrigerator-freezers
   Think of the sales appeal you'll add with these convenience features. Exclusive ICEMAGIC® that makes and stores ice cubes automatically, no more trays to fill or spill; so quiet you can't even hear a hum; 10-year warranty, the strongest in the industry; plus many other exciting features. Available in 11, 10, 9 and 6 cu. ft. models.

2. Gas built-in surface units
   Here's the flexibility to fit any kitchen plan and provide the most modern cooking features... thermostatically-controlled burner with "Flame Set" eliminates burning and boilovers, Dispos-A-Bowls®, Center Simmer burners plus many others. Choice of 4-burner models, 2-burner units, even a drop-in griddle that converts into a giant-size burner.

3. Gas built-in ovens
   Almost like "providing a cook"! Rotisserie turns meats automatically; Meat Probe tells when meat is done; "2-Set" automatic clock turns oven on and off. All 3 models feature matchless automatic ignition and "smokeless" broiling. If your prospect prefers free-standing gas ranges there's a complete selection of 30", 36" or 40" models to fit any budget.

4. Gas washer-dryer combination
   Washes and dries a big, 10-lb. load of clothes cleaner, softer and fluffier in one continuous operation. And, it saves up to 15,600 gallons of water a year over competitive models in washing and drying a full load of clothes. There are also gas dryers and matching washers if your buyer prefers separate laundry units.
complete all-gas kitchen!

coordinated to give your kitchens more appeal than ever!

Now, you can add extra sales appeal to your homes with the one and only design-coordinated, all-gas kitchen. Women want their gas kitchens to look like a unit, not mismatched and jumbled. That's why RCA WHIRLPOOL all-gas kitchen gives your homes sales power others can’t. Everything from floor to ceiling can be correlated in color and design...no single appliance “interrupts the beauty”, because they’re all matched mates. Another big advantage! It means you deal with just one dependable source who is eager and able to furnish expert planning assistance, merchandising aid and the quick delivery you want. Also, the heavily-promoted, nationally-accepted name of RCA WHIRLPOOL quickly tells prospects you've built the finest quality into your homes.

Get the complete story. Send coupon today!

Contract Sales Division
Whirlpool Corporation, St. Joseph, Michigan

Please send me information on RCA WHIRLPOOL all-gas kitchens and gas appliances.

Name________________________Title________________________
Firm Name_____________________
Firm Address___________________
City____________________________Zone____________________
County________________________State_____________________
We've got GAS air conditioning

Yes, there's a special appeal to pride of ownership when the potential buyer inspects a new home equipped with GAS AIR CONDITIONING... The Sun Valley by Arkla-Servel, finest equipment made.

And every home builder, too, can take special pride in offering a Sun Valley home... because Sun Valley-equipped homes provide the ultimate in year-round comfort.

In the Sun Valley's simple gas system there are no moving parts... nothing to wear out. This means LONG LIFE, MAXIMUM EFFICIENCY and LOW MAINTENANCE COST.

Call your local gas company's air conditioning department, or write

ARKLA AIR CONDITIONING CORPORATION
GENERAL SALES OFFICES • SHANNON BUILDING • LITTLE ROCK, ARKANSAS

ALSO ASK TO SEE

Gaslites by Arkla
BIGGEST NAME IN DECORATIVE OUTDOOR LIGHTING

(AGA Advertising Continued)
in your sales

with new MAGIC CHEF built-in ranges

New Magic Chef built-in gas ranges put a Touch of Magic in the homes you build with exclusive new automatic features...a dramatic national advertising campaign...and Magic Chef's outstanding consumer acceptance.

Magic Chef's built-in advertising is preselling over a million prospective homebuyers with color full page ads in BETTER HOMES & GARDENS KITCHEN IDEAS, HOUSE BEAUTIFUL'S BUILDING MANUAL and HOUSE & GARDEN'S BOOK OF BUILDING.

And this is only a part of Magic Chef's dynamic national advertising campaign that is expanding even further Magic Chef's widespread consumer acceptance. Now, more than ever before, Magic Chef is the name the modern homemaker knows—her guarantee of range quality and your invaluable sales asset.

For the profitable details of the new Magic Chef built-in line contact MAGIC CHEF, Cleveland, Tennessee.

New Magic Chef Ovens are available in both standard and deluxe models and in your choice of five decorator colors.
**GAS PRODUCTS**

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**Cooks with radiant heat**

Charco-gas broiler supplies radiant heat from material called Glo-Brick. Unit is designed to be housed in a brick enclosure. Broils like a charcoal pit, looks like one, too. Available in sizes from one to nine grates. For commercial or home use.—Bakers Pride Oven Co., Inc.

Circle No. $12 on reply card, p. 164

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**Lights fireplace quickly**

Blue Flame Log Lighter can be permanently attached to gas line stub in fireplace. Efficient, economical way to start a fire without kindling. Measures 20½". Includes air-gas mixing chamber and steel pipe with 15-jet burner holes. Under $5.00.—Canterbury Enterprises.

Circle No. $13 on reply card, p. 164

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**Quick-heats small homes**

This forced-air space heater is done in fine furniture styling. Will heat up to five rooms. Built-in precision impellers send heat to all floor areas. Heat exchanger is noiseless. Fingertip controls are concealed for safety. For quick-heating in small homes.—Vacuum Gas Burner Co.

Circle No. $14 on reply card, p. 164

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**There once was a Builder named Blake**

Who went fishing for bass in a lake.

His houses, all sold

He was rolling in gold

His secret is—"Use the right bait, l"**

*progress, OF COURSE*

---

**Power Vent RANGE HOOD-FAN COMBINATION**

- Powerful under-hood twin blowers, fully filtered
- Enclosed light
- Duct at rear, wastes no cabinet space
- Pink, yellow, turquoise, copper tone, or solid stainless steel
- Easy to install and maintain
- Push-button 2-speed control

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**AMERICAN BUILDER**

**Circle No. $15 on reply card, p. 164**
House hunters come back to this model home!

... the women remember those gas top burners, equipped with the newest "burner with a brain"—the FLAME SET®.

There's a big difference between the old and this new FLAME SET "burner with a brain." With the old type, the flame starts and continues at full height until the pan heats to the preset temperature. Try it! Result? Scorching in small and in non-aluminum pans.

With this new FLAME SET "burner with a brain," women can now tailor the flame to fit the pan size:
small pan . . . small flame—BIG pan . . . BIG flame!

Women remember this selling feature.

Far superior to the old style "burner with a brain," the FLAME SET doesn't increase the cost of the unit! Before ordering built-ins, make sure they're equipped with FLAME SET—the modern "burner with a brain."

It's a sales feature that will be remembered by your house-hunting prospects!

For complete FLAME SET information, write to Robertshaw Thermostat Division, Robertshaw-Fulton Controls Company, Youngwood, Pa.
Now America's only bonded line of home heating and air conditioning is bigger and better than ever.

next to the furnace itself, Coleman's bond does your best selling

The Coleman Company, Inc./Wichita 1, Kansas

COLEMAN'S EXCLUSIVE $500 WARRANTY BOND* tells your buyer he's getting the best in comfort, the finest quality in heating equipment. This unique bond stands behind every Coleman heating and air conditioning unit. The Trim Boy up-flow furnace shown above - in sizes from 60,000 to 180,000 BTU input — speaks of quality with a soft-voiced blower and unsurpassed performance. Designed with air conditioning in mind—now or later. Call your Coleman distributor or write.

*Issued by Travelers Indemnity Company of Hartford, Connecticut
NEW GAS PRODUCTS

Has an "outdoor" sentinel
Gas air-conditioning unit for winter makes continuous air circulation easy. "Weather Wand" control outside house regulates temperature according to weather. Variable air-flow blower can also be used for heating and cooling in year-round system.—Mueller Climatrol.
Circle No. 515 on reply card, p. 164

Fits into small spaces
Gas furnace designed for installation in utility room, closet, basement. Available for up-flow or counter-flow use. Completely accessible from the front. Sectional units assembled and wired at the factory. One-piece, cross-slotted burners.—York-Shipley, Inc.
Circle No. 516 on reply card, p. 164

Installs almost anywhere
The new Imperial . . . a smokeless, odorless incinerator. Can be installed in kitchen, utility room, basement or garage. Requires only access to 6" flue. Has special alloy steel construction. Measures 18" x 24" x 36", with 1½ bushel capacity. Gas input: 30,000 btu.—Calcinator Corp.
Circle No. 517 on reply card, p. 164

Can take cooling, too
Gas-fired furnace features one-piece cast iron slotted burners. Highboy models come assembled and wired. Lowboy (shown here) has split cabinet construction. Controls and draft diverter are enclosed for attractive appearance. Cooling can be installed in all models.—Iron Fireman Mfg. Co.
Circle No. 518 on reply card, p. 164

Require no control panels
Drop-in surface units do not need a special cutout for front control panel. Burner controls are mounted on the cooking top. Design also puts controls out of children's reach. Burner boxes are one-piece; no welds, rivets.—Geo. D. Roper Corp.
Circle No. 519 on reply card, p. 164

Prevents air pollution
Gas-fired incinerator is designed for areas where air pollution is a problem. Has multiple burning chamber with fly ash trap and afterburner. Smokeless and odorless. In modern design to look well in kitchen. Foot pedal for easy opening.—Waste King Corp.
Circle No. 520 on reply card, p. 164

Insures pure air, comfort
Circle No. 521 on reply card, p. 164

Plug-in gas fixture
Snap-Lox gas connector permits removal of one appliance without shutting off gas supply to other appliances. Two-way shut-off unit seals gas in supply lines and gas in manifold of appliance. No tools required. Provides same plug-in convenience as electricity.—M. J. Wilkoff Co.
Circle No. 522 on reply card, p. 164

Has no exposed vent
New feature of this built-in oven is its recessed control panel with no exposed vent. Oven has 18" capacity, yet can fit any standard 24" cabinet. Roastender, which controls oven automatically, and triple-slit rotisseries, are optional.—Tennessee Stove Works.
Circle No. 523 on reply card, p. 164
SENSATIONAL NEW GAS SALES-MAKER!

Unique 3-Way Built-in Rotis-O-Grill Gas Cooking Center

First time anywhere! Irresistible sales-clincher for new homes or remodeling jobs. Multi-purpose, any-place versatility pleases and sells prospects. Only one cut-out needed, for fast, economical installation. Compact, fits any 24" counter top. In four decorator colors or Satin Chrome. Investigate this exclusive Roper development.

Roper also makes other built-in top burner units in addition to a full line of built-in oven-broiler units and free-standing gas ranges.

Write Dept. AB for full details.

GEO. D. ROPER SALES CORP.
a subsidiary of Geo. D. Roper Corporation
Kankakee, Illinois

EASILY INSTALLED IN KITCHEN, PATIO, PORCH, RECREATION ROOM . . . 'MOST ANYWHERE!'
Caloric 
creates home automation
—to sell homes fast!

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

AUTOMATIC MEAT THERMOMETER shuts oven off when meat is "just right."
CLOCK-CONTROLLED OVEN cooks complete meals automatically, when nobody’s home.
THERMO-SET TOP BURNERS hold exact heat set...make every pot and pan "automatic."
AUTOMATIC ROTO-ROASTER turns meat or fowl slowly under flame for fine barbequed flavor.

Caloric APPLIANCE CORP.
DEPARTMENT AB
TOPTON, PA.
Please send me full-color brochure on Caloric Built-In gas ranges □.
On Caloric gas disposers □.

Name__________________________
Address________________________
City______ Zone_____ State_______

SEPTEMBER 1959 (AGA Advertising Continued)
New forced-air furnace ... takes cooling without wiring

This Airtrol unit gives complete air control for heating and cooling. Furnace comes wired and ready to install. No wiring is needed to add cooling. Sizes range from 80, 100, 120, 140 thousand BTUs. For use with two- to five-ton air conditioning. From the Holly-General Co. (Circle No. S27, p. 164)

This barbecue builds in. Can be installed with a vent hood

"Char-Grill" can be built into wood, metal or masonry. Broils or barbecues with natural, manufactured, or LP gas. Burner is fed through with 25,000 BTU heat through ¾” inlet. Vent hood for barbecue has powerful exhaust blower. Moves 400 cu. ft. of air per minute. From Majestic Co., Inc. (Circle No. S28, p. 164)
GIANT
24" BUILT-IN
OVEN AND BROILER

A quick sale... so close to the heart (and pocketbook) of every man who sells! The beauty, convenience and sales-appeal of new Vesta Built-ins bring the 'ooooohs' and "aaaaahs" that make sales come faster. Finest Vesta no call-back quality keeps 'em sold, too! Magnificence in every inch! Four beautiful porcelain enamel finishes or handsome stainless steel.

Mail the coupon now and find out how Vesta can close extra sales for you!

SUPERB STYLING!
Giant 24" or standard 16" double-oven.

NEW! Tilt-in oven installs faster!
NEW! Push-in frame always fits flush!
NEW! Square-fit cook-top—no curves to cut!

GAS OR ELECTRIC ... ONE-YEAR FACTORY WARRANTY
Also Builders of famous Vesta ranges

VESTA
the Luxury touch

ATHENS STOVE WORKS, INC.
DEPT. 7
ATHENS, TENNESSEE
I'm a [ ] builder [ ] dealer. Please rush me full details on the new Vesta Built-ins!

Name ____________________________
Address __________________________
City & State ________________________
NEW GAS PRODUCTS

**Heater fits any wall**
In-the-wall Saf-Aire heater can be installed in any type of outside wall, at any floor level. No chimney or flue required. Everything for heater and vent system comes in one package. Installation seals all products of combustion outside of building.—Stewart-Warner Corp.

**Dries with filtered air**
Maytag dryer has filter to clean the air used in drying. The “halo of heat” air-flow system makes air uniformly warm, prevents hot spots. Dryer can be installed flush-to-wall or flush-to-cabinet. Can be vented in any of three directions. Four-in. exhaust duct permits venting up to 30'.—The Maytag Co.

**Moderate-priced built-ins**
Popular-priced built-in gas oven and top burner units have contemporary design. Oven has electric clock, glass door, automatic ignition, and minute minder. Top burners have automatic lighter, interior and exterior heat baffles. Choice of decorator colors.—The Stove Works, Inc.

**Barbecue without charcoal**
Gas-fired barbecue broiler eliminates bother of charcoal. Heats ceramic “coals.” Tilting grill conducts fat into drip pan. Install in kitchen counters, in any masonry, wood or tile. A new idea in modern living for the new or remodeled home.—Christiansen Co.

**Has extra-large capacity**
Giant-size gas oven and broiler comes in bi-level design for space economy. Occupies only 24" of wall space, yet has capacity for extra large fowl. Suburban built-in has embossed door, Verti-Vue window, automatic clock control on oven.—Samuel Stamping & Enameling Co.

**Comes pre-assembled, wired**
Gas boiler for steam and water comes in seven sizes. Unit provides home heat. Is also available with built-in automatic water heater for kitchen, bath, laundry. Holiday-Pak is assembled, wired, equipped with circulator at factory. Packed in skid-bottom crate.—Burnham Corp.

**“Burner with a brain”**
Thermostatic top-burner control keeps temperature of cooking utensils at pre-set level. Placed in center of burner grate, it fits against pan. Control also has “Flame-Set™” to regulate size of burner flame. Featured as the “burner with a brain.”—Robertshaw-Fulton Controls Co.

**THE BUILT-IN LINE**
Designed with the builder’s profit in mind... See the complete

**MARTHA Washington LINE**
TODAY’S MOST COMPLETE SELECTION
OVENS—SURFACE UNITS—RANGE HOODS
DISHWASHERS—REFRIGERATOR/FREEZERS
GRAY & DUDLEY CO. — NASHVILLE, TENNESSEE
Universal...the quality built-in now in gas or electric!

New styling...new versatility...famous for quality for nearly 4 generations

New Universal built-in gas ranges—only Universal offers such a wide choice of customized arrangements...14 new two-burner, four-burner and griddle surface cooking units; five new oven-broiler units. Famous "air-conditioned" oven, smokeproof broiling, "obedient burner" top cooking.

New Universal built-in electric ranges—versatile surface cooking units can be installed for either front or rear control location. Hinged, flip-up "Quick-heat" element design permits easy, fast cleaning of spill-overs. Each element has exclusive "on" indicator. Choose from two double oven, two single oven models.

Now gas and electric units are interchangeable!

Gas and electric ovens and surface cooking units are fully interchangeable...all are drop-in units that fit standard cabinets. Available in your choice of five beautiful decorator colors: canary yellow, petal pink, turquoise green or copper-tone porcelain and satin-finished chrome.

Advertised in leading national magazines

UNIVERSAL

BUILT-IN GAS AND ELECTRIC RANGES

See your Cribben and Sexton representative or contact Cribben and Sexton Company, A Subsidiary of Waste King Corporation, 700 N. Sacramento Blvd., Chicago 12, III. Phone VAn Buren 6-4600.

SEPTEMBER 1959
GAS OR ELECTRIC—
YOU CAN’T SEE THE VENTS ON TAPPAN OVENS

The vents are there all right. But you can’t see them. There’s nothing to interfere with the modern sweep of the new illuminated Constellation control panel.

You can offer the same beautiful Tappan styling whether your customer wants a gas or electric oven. And since they both fit exactly the same cabinet cut-out you can interchange gas and electric units without extra carpentry.

NEW GAS PRODUCTS

Everything is automatic
Circle No. 526 on reply card, p. 164

Heats with contour flame
Circle No. 537 on reply card, p. 164

Builds in or stands free
Eight-foot gas refrigerator is designed for built-in or free-standing installation. Has full-width freezing compartment and vegetable crisper. Freezing unit is a sealed absorption-type system with no moving parts. Available for all types of gas.—Kirk Industries, Inc.
Circle No. 539 on reply card, p. 164

Installs in many ways
Lo-Hiboy gas furnace comes with burner and controls installed and completely pre-wired. Leveling legs allow easier installation. Provided with matching return air cabinets. Units can be converted to conventional basement models.—Tori-Sheet Div., Cleveland Steel Products Corp.
Circle No. 540 on reply card, p. 164

Keeps meter handy
Gas meter box for outdoor installation. Designed to be surface-mounted or recessed behind a front panel in outside wall. Made of weather-proof, resin-rubber compound. Has plexiglas window for quick reading. Will accommodate variety of meter-regulator arrangements.—Handley-Brown Co.
Circle No. 538 on reply card, p. 164

Saves space for laundry
Combomatic gas washer-dryer does up to ten pounds of laundry, yet is small enough to be installed in kitchen, bathroom. Unit is 27” wide. Weighs only 280 lbs. Has sound-conditioned cabinet. Functional styling has built-in look.—Easy Laundry Appliances Div., Murray Corp.
Circle No. 541 on reply card, p. 164
most honored name in America's finest kitchens

...OFFERS THE ONLY

COMPLETE PACKAGE OF

MATCHED Built-Ins

...NOW PRICED
FOR EVERY KITCHEN PLAN!

Only Chambers offers so many combinations... a complete line of RANGES and OVENS (Gas and Electric)... REFRIGERATOR-FREEZERS... DISHWASHER-DRYERS... VENTILATING HOODS... HEAVY DUTY DISPOSERS to fit every budget... every plan!

Every homemaker knows Chambers quality, the byword in gourmet cooking equipment since 1910. Now here is the finest achievement of Chambers craftsmen, styled in Silver Satin Chrome, gleaming Copperlux, or pure plated Antique Copper.

RESULT: More Profit For You!

CHAMBERS BUILT-INS, INC. Dept. AB-99
2012 N. Harlem Ave., Chicago 35, Ill.

Please rush Air Mail:
☑ Specifications on all Chambers Built-In units.
☑ Have representative call.

Name
Address
City, Zone, State

GET THOSE 'EXTRA' PROFITS FROM GAS
BEYOND THE GAS MAINS

Let Suburban Propane Gas Service show you how you can put dependable, metered gas service in the homes you build beyond the gas mains.

Suburban Propane Offers Builders
- Free planning assistance and estimates
- Custom planned gas installations with metered service
- Gas systems for one appliance or "all gas homes"
- Special builder prices on gas appliances and heating equipment
- Gas service for home, business, industrial and institutional projects

Send for complete details

SUBURBAN PROPANE GAS CORPORATION
Dept. AB-959 Whippny, N. J.
Over 30 Years of Dependable Service
7 out of 10 choose Gas
and it costs you less to install!

Save money and satisfy more buyers by installing LP-Gas heating in every home you build beyond the city mains. A safe, automatic LP-Gas furnace costs at least $40 less than a comparable oil model. And gas is the preferred fuel. A study by U.S. Dept. of Labor reveals 7 out of 10 new homes are gas-equipped. Fewer service calls, too, for LP-Gas burns clean and requires little maintenance. For clean heating, modern cooking, fast water heating and other home uses beyond the mains, it’s LP-Gas!

INCREASE HOME SALES IN 1959
THIS PRACTICAL WAY—
give your home buyers a copy of THIS IS YOUR HOME—use these four practical ways:

1. AS A DIRECT SALES AID... Your looseleaf "builder’s edition" of This Is Your Home has extra space on the dedication page. This allows you to give personalized copies to each purchaser of your homes.

2. AS AN INDIRECT SALES AID... Give each home buyer an appreciation of your own skill—with a book that points out the craftsmanship and hidden values in your homes.

3. AS A PRESTIGE BOOSTER... Your special looseleaf edition allows you to insert a model home picture with instruction sheets about materials and appliances used in the home.

4. AS A GOODWILL BOOSTER... Home buyers will appreciate the "do-it-yourself" emphasis and these essentials of good home maintenance eliminate expensive, unnecessary service calls for you.

Look at this book through the eyes of your home buyers, and you’ll see a substantial increase in your own sales.

Order a copy today and see how readily this recently published book will fit into your home sales plans.

Simmons-Boardman Pub. Corp.
Dept. AB-959
30 Church Street, New York 7, N. Y.

Yes, rush me a sample copy of THIS IS YOUR HOME for which □ I enclose $...... or □ bill me.

Name ....
Street ....
Address ....

□ Imprint as follows:

L.O. KOVEN & BRO., INC.
RICHBOYNTON ROAD, DOVER, NEW JERSEY

SEPTEMBER 1959

Koven
GAS OR OIL FIRED PACKAGED UNIT
A Space Saver...
and installation time saver

COMpletely equipped for fast installations
- PLENTY OF HEAT AND HOT WATER
- FUEL-SAVER — economical to operate
- FULLY WIRED AND ASSEMBLED READY TO INSTALL IMMEDIATELY
- FITS THROUGH A 30-INCH DOOR in easy one-man handling crate
- BUILT TO FIT THE MODERN HOME

Nationally Advertised
There's probably more fun—and profit—in noodling and doodling house plans than in anything else you do in building.

Here's a house that's been exposed to expert noodling by the jury of McCall's "Builder Certification" program. "Scheme A could be improved at a saving in cost, by eliminating the long, sloping roof to the right of the garage. At the lower end there is only about 4' of headroom, which throws the balance of the house out of scale. Also, this sloping roof would cut in front of the dining area window, cut off some of the light, and look rather strange from the inside of the house."

"This excellent house could be improved

**ELEVATION SUGGESTIONS**

"Vertical battens on gable ends have become too usual and common to tract houses to be considered an attractive design feature. Also, the verticals being used only in the triangular areas are in direct contradiction to horizontal emphasis on the balance of the house...the two suggestions below will be more harmonious with the front and rear elevations, and will make the house appear wider than it does with vertical emphasis."

**ANALYSIS OF PLAN AS SUBMITTED**

"Original plan rather limits guests in dining. They would have to be served at the end of the kitchen—or there would be a dining table at the end of the living room.

"But the end of the living room is virtually a traffic lane between the front door and the family room, and between family room and bedrooms and bathrooms.

"It was felt that it would not be easy to secure a good furniture arrangement in the living room because of this traffic lane. Consequently, the usable floor space of the living room was no greater than the family room."
AND DESIGN ANALYSIS

“Scheme B has a very trim, attractive design. But the introduction on the front of 8” siding above the window sill height seems questionable taste, particularly since distance between shutters varies. Advantages accruing from shutters, well-proportioned windows and fence, would be enhanced if same wall material were used as below window sills (as is done to right of front door in Scheme C.)”

“Scheme C might be even more attractive with gable roof used on A and B. Certainly the porch is excellent, and would gain if scale of the pickets were in harmony. If each picket were of stock 1 x 4’s, they would be much more compatible with the size of the porch posts. It is to be hoped that if the owner supplies lamp post and lamp, he will be encouraged to make the post at least 6’ high.”

by some simple shifting of partitions

room. Parents could entertain guests without having children in evidence as they go from family room to their bedrooms. Too, many families prefer to have living room farther from the sleeping area, so that sounds from adult entertaining do not disturb children.

Partition between family and living rooms could be moved according to buyers’ personal preferences. It could shift to left, enlarging family room. It could have a door or large cased opening. Or entire partition could be an accordion door, permitting use of two rooms as one when there is a party.

“There is now a coat closet near entrance. FHA, and most families want coats near front door.

“Closet partitions could have studs used flatways, saving 2”. All closets are as large, or [larger, than in original— and Bedroom No. 3 is slightly larger.”

PLAN SUGGESTIONS:

“Arrange kitchen equipment in U shape and screen from dining area. Room divider could be some form of pass-through. Countertop 3’ above floor could serve as a snack bar. Shelves behind cupboard doors for china are well-located: table can be set from dining area, washed and put back on shelves which are close to kitchen sink.

“Interchange living room and family room. Parents could entertain guests without having children in evidence as they go from family room to their bedrooms. Too, many families prefer to have living room farther from the sleeping area, so that sounds from adult entertaining do not disturb children.

Partition between family and living rooms could be moved according to buyers’ personal preferences. It could shift to left, enlarging family room. It could have a door or large cased opening. Or entire partition could be an accordion door, permitting use of two rooms as one when there is a party.

“There is now a coat closet near entrance. FHA, and most families want coats near front door.

“Closet partitions could have studs used flatways, saving 2”. All closets are as large, or [larger, than in original— and Bedroom No. 3 is slightly larger.”

How about your plan?

Gerald Geerlings will do a limited number of plan critiques for AMERICAN BUILDER’s readers. The charge is $50. One critique will be published each month, but only with permission of the builder.

Write to Plans Clinic, AMERICAN BUILDER, 30 Church St., New York 7, N. Y. Enclose two sets of white prints (rolled, not folded), and list any local buyer preferences in your area.
That's small-volume builder J. A. Bilhorn of Glendale, Mo. talking. He says the cost of the remodeling job shown here ran up to $16,000—as much as a medium price home. $4,500 alone was spent remodeling the kitchen and adjoining areas. The remaining $11,500 went into revamping the open porch into a family-dining area, which was then expanded outward into a new addition (shaded area).

The house shown below is typical of four houses that Bilhorn has remodeled during the past few months. He finds that many home buyers choose this type of older home because these homes are generally near schools and transportation, give more living space for less money.

Bilhorn started in the building business in '49—doing speculative building, some remodeling. During the past two years, because of the scarcity of lots in the St. Louis area, he went into commercial building, began stepping up his remodeling activity.
like this as I do building a new one"

Service area has its own sink.
Laundry is convenient to kitchen.
Kitchen pass-through serves family-dining area.

REAR VIEW OF HOUSE shows the attractive addition. Block was used in fireplace to reduce cost. Partial list of products used: Tappan oven and range; NuTone blender; Waste King disposal; GE dryer; Maytag washer; Armstrong tile.

Builder's crew made nook table, seat.
Fireplace and built-ins add interest to family room.

SEPTEMBER 1959
NOW—a QUALITY STEEL DOOR FRAME YOU CAN INSTALL IN LESS THAN 5 MINUTES!

kewanee
UNIVERSAL
"Kwik-Fit"

Made Under U.S. Pat. No. 2,835,933 and Canadian Pat. No. 563,915

FOR SWING, SLIDING OR FOLDING DOORS
(INSTALL OVER DRYWALL)

...equal in beauty to the finest wood trim (looks like ranch-trim), plus the durability and labor-saving advantages of steel.

- Jamb, stop and trim formed into a complete frame.
- Packaged ready for installation—embossed for hinges and complete with strike plate, dust box and rubber bumpers for silent door operation.
- Made of prime cold rolled steel with baked on enamel prime coat.
- Sturdy, snug fitting and easy to paint.

INSTALLATION IS EASY...

Snap hinge jamb over stud and wallboard. Snap header into opening with hinge jamb. Install strike jamb same as hinge jamb.

Nail bottoms of jambs at strap anchors...only 4 nails required (baseboard covers strap anchors).

OTHER KEWANEE STEEL DOOR FRAMES
PLASTERITE: install before plastering
"KWIK-FIT": install over drywall

OUR 40th YEAR MAKING QUALITY BUILDING PRODUCTS
8 handsome sidings by Weldwood give you variety at low cost

Give your homes sales-winning variety without changing floor plans. Choose any combination of Weldwood Sidings. Each meets FHA requirements as a combination sheathing-siding; can be applied directly to studs, giving tremendous savings in materials and labor. You can save, too, by ordering in mixed carload lots.

DURAPLY® LAP SIDING, lowest priced siding of its type, is genuine Exterior-Grade Weldwood fir plywood overlaid with a smooth medium density sheet of cellulose fibers and phenolic resins called CreZon* that presents a superior paint surface. Duraply Lap Siding is supplied with attached wedges or shims for last, easy installation.

BOARD AND BATTEN styling with tough, abrasion-resistant Duraply’s CreZon overlay to help prevent moisture penetration, control checking and swelling, and eliminate paint peeling. Duraply needs no sanding, and just two coats of a quality exterior paint last for a minimum of five years before repainting is needed.

WELDTEX® STRIATED SIDING, textured with deep, closely spaced grooves, provides eye-catching shadow effects that harmonize attractively with virtually any home style. The striations conceal nail heads, joints, checking, and grain raise. Many color combinations in paint and stains are possible, for Weldtex siding finishes beautifully.

FOR STRIKING SIMPLICITY, consistent with contemporary design, Duraply Flat Panels are an ideal choice. Smooth, easily painted CreZon-faced modular panels are large, easy to handle, and add rigidity to the entire construction. Duraply’s paint-saving economy can save hundreds of dollars per house.

Actual tests conducted by United States Forest Products Laboratory at Madison, Wisconsin, prove conclusively that plywood as thin as 3/16", when nailed directly to studs, provides more than twice the relative rigidity and more than three times the relative strength of 1" x 8" lumber sheathing nailed horizontally to studs.

For details on the many ways Weldwood Sidings can help you cut costs and give a better house for the money, write for a free copy of the new 12-page booklet, “Weldwood Sidings For Traditional And Contemporary Design.”

WELDWOOD® SIDINGS
UNITED STATES PLYWOOD CORPORATION
Dept. A89-59, 55 West 44th Street, New York 36, N.Y. In Canada: Weldwood Plywood, Ltd.
THESE QUALITY ALUMINUM WINDOWS PAY YOU TWO WAYS

1. Complement your other good building components to help attract mortgage money

2. Save labor time because one frame fits all wall conditions
More than ever before, it's good business to inject quality into homebuilding. Good building components attract mortgage money. Ceco's new aluminum windows will complement all the other quality you put into building. They are economical without sacrificing good window construction.

Windows are a small part of the home but since they are so evident they deserve your careful consideration. First, they should be graceful and rugged, neatly joined at the corners, and give evidence of continued easy operation. Designed and made by craftsmen, the Ceco window fills the bill. Good spiral balances with spring coils are engineered to provide easy opening and closing now and in the future.

Windows should be weathertight. Ceco gives you tightness, as proven by Aluminum Window Manufacturers Association's DH-A1 tests. The secret is in the design, workmanship and weather stripping (silicone treated wool-pile backed with aluminum.)

Ceco windows can be installed in any construction. You save labor, time and money because the frames are identical and fit all conditions.

Buyers couldn't say NO to this house...

**THIS PLAN** is a top seller because: L-shaped layout with main entry at the inside angle splits sleeping and living quarters, a must for young families with children; spacious laundry next to kitchen; double garage; plenty of storage and two big bathrooms.

The fast-selling model shown here is the result of knowing a market and building for it. Larwin Co. planned it expressly for the young executive and professional families still pouring into the Los Angeles area. The main sales features listed here are keyed to that market. But, they can be adopted by any builder, anywhere in the United States.

Larwin builds houses which have universal appeal. The lines are clean and there is little extreme styling. Floor space is large and well-divided. Lot sizes are also big, about 11,000 sq. ft. or ½ acre. The result is the type of house growing young families want for a home.

---

**EASY FINANCING**, especially for houses in the mid-twenty-thousand bracket, appeals to everyone, particularly the buyers Larwin aims for: young families with fat futures and slim wallets.

**SIT-DOWN COUNTER** is the latest variation of the popular soda-fountain counter with its special high stools. Table-level counter can be used for eating, desk work, and a children's play area.
REASONS they had to say yes

2 SIMPLE ROOFLINE with extended eave over entry and use of heavy textured surfaces give the Dover lots of sales appeal. Clean styling and 75-ft. length make it look larger than 1,800 sq. ft.

3 THE PRACTICE of leaving the main trees standing is another key to Larwin's sales success. Even their newest developments look stable and settled—a definite appeal to the family on the way up.

6 EXTRA FINISHING TOUCHES like the swinging louver doors and shutters between the kitchen and dining-family room also build sales. Buyers also like the warmth of the interior wood paneling.

7 STEP-DOWNS and built-in planters help separate the versatile family-dining room and living room. Need for dividing partitions is eliminated. This cuts material costs, and the buyers like it.
Los Angeles' Larwin Company hit young executive market head-on with this smartly styled model

Larwin's El Dorado Northridge was planned as an executive community. This meant the houses would have above-average price tags, conservative contemporary styling, easy financing. And there would be smart site planning to make each neighborhood look stable, prosperous.

Proof of success: 107 engineers, 13 architects, 33 lawyers, 94 doctors and dentists moved into the first 370-house section of El Dorado Northridge.

SMART SITE PLANNING of the entire neighborhood is another example of Larwin's market sense. Setbacks are staggered; driveways varied. There is no sameness although only a few designs are used.
TIE-IN PROMOTIONS play a big part in Larwin’s merchandising campaigns. Here one of the salesmen is shown with special brochures prepared by Look Magazine and one of many displays by Southern California Gas Co.

PUNCHY HIGHWAY SIGNS like this were co-sponsored by Larwin, Southern California Gas Co., and Look Magazine. Larwin’s all-gas houses were regional recipients of Look’s series of Great Builders’ Awards.

WHAT

AMERICAN BUILDER blueprint list of materials

HOW

—AMERICAN BUILDER HOUSE No. 267—

FIRST FLOOR ONLY

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>1,490 sq. ft.</td>
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PORCH & TERRACE AREA ONLY

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—EARTH EXCAVATION & GRADING—

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<tr>
<td>Top Soil Exc. &amp; Pile</td>
<td>1,750 sq. ft.</td>
</tr>
<tr>
<td>Earth Foundation Exc. &amp; B’fill</td>
<td>2,850 sq. ft.</td>
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<tr>
<td>Gravel &amp; Top Soil Sub-Flt</td>
<td>50 sq. ft.</td>
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<tr>
<td>Earth Encouraged Draining</td>
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—CONCRETE CONSTRUCTION & FINISH—

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<tr>
<td>3,000# Conc. WI., Chim. &amp; Pier Footing</td>
<td>215 cu. ft.</td>
</tr>
<tr>
<td>3,000# Conc. Foundation Wall</td>
<td>150 sq. ft.</td>
</tr>
<tr>
<td>3,000# Conc. Foundation Wall Forms</td>
<td>350 sq. ft.</td>
</tr>
<tr>
<td>3,000# Conc. Chim. &amp; Hearth Foundation</td>
<td>115 sq. ft.</td>
</tr>
<tr>
<td>3,000# Conc. Structural Pier</td>
<td>80 sq. ft.</td>
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<tr>
<td>3,000# Conc. Structural Pier Forms</td>
<td>40 sq. ft.</td>
</tr>
<tr>
<td>3,000# Conc. 4” Garage Slab O.G.</td>
<td>500 sq. ft.</td>
</tr>
<tr>
<td>3,000# Conc. 4” Porch &amp; Terr. Slab O.G.</td>
<td>350 sq. ft.</td>
</tr>
<tr>
<td>3,000# Conc. 12x9” Step, Forms &amp; Fin.</td>
<td>5 lin. ft.</td>
</tr>
<tr>
<td>Manhallic Floor Finish</td>
<td>460 sq. ft.</td>
</tr>
<tr>
<td>Kraft Paper Floor Prot. &amp; Cor’g</td>
<td>890 sq. ft.</td>
</tr>
<tr>
<td>Trade Items Set-In</td>
<td>Sum</td>
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—STEEL ROD & MESH REINFORCING—

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<td>1,030 sq. ft.</td>
<td>1 lin. ft.</td>
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<tr>
<td>3,050# Steel &amp; Mesh Rein.</td>
<td>9 lin. ft.</td>
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<table>
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<tr>
<td>100 sq. ft.</td>
<td>1 lin. ft.</td>
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<tr>
<td>Fire Brick 4” Chimney Veneer</td>
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</tr>
<tr>
<td>Fire Brick 4” Fireplace Lining</td>
<td></td>
</tr>
</tbody>
</table>

Brand-name products used in September blueprint house

- Johns-Manville Transite pipe
- Dunn & Edwards exterior paint
- Visking membrane
- Sisalkraft flashing
- Formica counter tops
- Minneapolis-Honeywell controls
- No-Tone exhaust fans
- Gladding-McBean tiles
- Perko accordion doors
- Geffers & Satter cooking equipment
- Waste King garbage disposal unit
- Owens-Corning insulation
- Challenger hardware
- Novotex washroom equipment
- American Standard bathroom accessories
- American Standard fixtures
- Westinghouse laundry equipment
- Higgins oak block flooring

September 1959
Why you should enter AMERICAN

1. "Best Model Homes" Contest

"You can't put a dollars-and-cents value on winning this kind of contest. It's a big sales aid, gives us plenty of promotion and merchandising ammunition. But best of all, it gives us quality recognition... puts us above, and apart from, the other fellows in our area." That's Andy Place talking. The South Bend, Ind., builder was a top winner in last year's AMERICAN BUILDER Best Model Homes Contest. At left, he stands next to some of his "merchandising ammunition," a giant reproduction of the AMERICAN BUILDER telegram announcing his award. Like to be this year's contest winner? Read below.

How one of your houses can win in our Best Model Homes Contest

This contest is part of AMERICAN BUILDER'S observance of National Home Week (September 12th to 19th, 1959). Any model house built during the year and on display during National Home Week may be entered.

You'll have a choice of two price categories: houses under $16,000 (without land); and houses from $16,000 to $40,000 (without land). You can enter houses in both. From your entries and all the others we receive, our panel of judges will choose the model homes they think best express the purpose of National Home Week: more saleable houses. They'll check all houses entered on (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment; (5) merchandising. Then, they'll choose three top winners and 15 "Award of Merit" winners in each category... a total of 36 winning houses to receive an AMERICAN BUILDER Best Model Homes plaque.

As a contest winner, your model home will be featured in our big December "Best Model Homes" issue. It will go on display at the 1960 NAHB convention in Chicago; and it will be the subject of a feature article during 1960.

Choosing the best model homes will be seven top-level experts in the building field: Carl T. Mitnick, President of the National Association of Home Builders; Gerald Geerlings, American Institute of Architects; Robert Schmitt, Chairman, Research Institute, NAHB; James L. Pease, Jr., Secretary-Treasurer, National Home Manufacturers Association; Ernest B. Norman, Chairman of the National Home Week Committee, NAHB; David G. Fox, Chairman, Merchandising Committee of NAHB; and Joseph B. Mason, Editorial Director of AMERICAN BUILDER.

How to submit your entry:

1. Deadline for all contest entries is Oct. 2, 1959. Material must be sent to Contest Editor, AMERICAN BUILDER Magazine, 30 Church St., New York 7, N.Y.

2. Entries must include: blueprints of working drawings and floor plans; exterior and interior photographs; a list of the important materials and equipment used in the house; samples of advertising and promotion material.

3. Entries may also include: detail drawings of special features; description of cost-saver building techniques; newspaper publicity.

4. In a covering letter, give full name and address of builder or building company; architect; name of model; its price and location; sales results, if possible.

5. If you wish to enter the same house in the Hidden Values Contest (see opposite page), please note this in your letter.
BUILDER's two big contests

2. "Hidden Values" Contest

Could you use this big, rugged 1960 Ford V-8 pickup truck? It's yours if you take first place in our Hidden Values Contest. If you come out second, third, or even 36th in the contest, you’ll receive a valuable prize worth $200 or more. AMERICAN BUILDER's Hidden Values Contest is aimed at encouraging builders to "sell" the unseen qualities in their houses (like wiring, piping, insulation). If you do a real job merchandising hidden values, then you have a good chance of winning. Besides your prize, and a plaque, you’ll get valuable publicity: you and your house will be featured in our November issue.

How you can be a prize winner in our Hidden Values Contest

First, decide whether or not you're really "selling" the hidden values in your model house. Do you have cutaways to show what's behind your finished walls? Do you have a display of quality products used (but unseen) in your finished houses? Do you use signs to spotlight a value that is "behind the scenes" as well as seen? Do you show customers wiring diagrams or layouts of the house's plumbing and piping system? These are the things our judges look for when choosing a Hidden Values Contest winner.

They want to spotlight the model homes that do the best hidden-values merchandising job. They'll check your entry for photos of hidden-value displays; they'll read your promotion literature and newspaper advertising; they'll carefully evaluate your description of how you sell the house. And, they'll want to know what results you've had from your hidden-values merchandising efforts.

If your house is tapped as a winner, you'll receive a valuable prize (explained above); and feature billing (including your photo) in AMERICAN BUILDER'S November '59 issue.

How to submit your entry:

1. Deadline for all contest entries is Oct. 2, 1959. Entry material should be sent to Contest Editor, AMERICAN BUILDER Magazine, 30 Church St., New York 7, N.Y.

2. Entries must include: photos of hidden-value displays; a photo of the builder; samples of promotion literature and advertising; and a description of why you found it profitable to merchandise the hidden values.

3. Entries may also include: exterior or interior photos of your model house; blueprints; floor plans; detail drawings; newspaper publicity and any other pertinent material.

4. In a covering letter, give the full name and address of builder or building company; architect; name of model; its price and location; and a list of all the important brand-name products used in the house.

5. You may wish to enter your model house in both the Hidden Values Contest and in the Best Model Homes Contest (see page opposite). If so, please mention this in your letter.

Prizes received to date

What's a Hidden Value?

It's a product that can't be seen . . . BUT it adds to the life, strength or value of a building. Examples: wood preservatives, vapor barriers, quality piping.
DONORS AND THEIR
PRIZES SO FAR IN
HIDDEN VALUES CONTEST

THE BLACK & DECKER MFG. CO.
1—8" Heavy Duty Saw cat. #830
1—3/8" H.P. Router-Plane Kit cat. #202
($243 worth)

E. L. BRUCE CO.
1,000 ft. prime grade prefinished strip flooring

CAPRI SALES, INC.
6 or 8 ft. two-light Cavalier sliding glass door
with screen, glazed with 3/8 in. Thermopane

CONGOLEUM-NAIRN, INC.
Inlaid linoleum "Ultima"
($200 worth)

CONDENSATION ENGINEERING CORP.
Vitroliner open-hearth prefabricated fireplace
($470 worth)

KEASBEY & MATTISON CO.
Twenty squares of Shake-Shingle Asbestos-Cement siding ($300 worth)

LENNOX INDUSTRIES, Inc.
Dry-type electronic air filter

PRECISION PARTS CORP.
2 Super Simplex #89 Disappearing Stairways

RHEEM MANUFACTURING CO.
RICHMOND PLUMBING FIXTURES DIVISION
3 piece bathroom set ($295 worth)

RODALE MANUFACTURING Co.
Touchette Switches ($200 worth)

GEO. D. ROPER SALES CORP.
1 Model 990 counter top motorized rotisserie
and vertical broiler
1 Model 933 staggered top control counter unit
with circle simmer burners and flame set
1 Model 630 automatic oven ($685 worth)

TAPPAN COMPANY
1 Fabulous "400" model PV-442 built-in range
($675 worth)

THERMADOR ELECTRIC MANUFACTURING CO.
Masterpiece oven with triple rotisserie

TRADE-WIND MOTORFANS, INC.
Prize to be announced in October

WESTERN LOCK MANUFACTURING CO.
Residential locksets and matching cabinet
hardware for a complete home with
choice of finishes

Thousands of builders have already
discovered that Showerfold doors
add so much to a house for so little
cost that they can't afford not to
finish their bathrooms. The gleam-
ing anodized aluminum sections
containing flexible, non-shattering
panels of Alathon* plastic fold
back for easy access to the tub.
Showerfold equipped bathrooms
are finished bathrooms and they do
help sell homes.

*A product of Dupont

Write today for literature and price!

SHOWERFOLD Door Corp.
6688 W. Warren, Detroit 10, Michigan
NBC's "The Price is Right" features the fabulous Story Book House starting September 9 through September 30. Don't miss it! House below awarded to winner.

Now, you're represented on TV—you and thousands of others like you who build with Flintkote.

Over 20 million TV viewers—thousands of prospects in your own area—will see a variety of Flintkote products in actual use. Seal Tab® Shingles ... Van Packer® Chimneys ... Stalwart® Sheathing ... Insulating wool ... Flexachrome® flooring ... these and other Flintkote products will be described to help pre-sell them for you! And that's not all.


All this adds up to greater awareness of Flintkote quality ... greater prestige for you locally as a builder who uses quality Flintkote products.


*Registered trademark, The Flintkote Company
"They won't catch me napping when opportunity knocks"

Get the jump on bidding competition—
with daily DODGE REPORTS

- Be sure you don't miss out on real opportunities. A job you didn't bid... but would have if you'd known about it... is money down the drain. You need to know who all the prime contractors are -- so you don't have to depend on invitations to bid.
- Be sure you bid only on the kind of job you know will be profitable. It costs money to prepare bids. If you want to concentrate on jobs that will do you most good, you need reliable facts about new building projects -- and you need them early in the game.
- Be sure you know who's bidding against you.
- Be sure you're not misled by gossip and rumors.

How can you be sure? Easy -- with Dodge Reports!

Dodge Reports are individual project reports. They're mailed to you daily. You get Reports only on the types of building you're interested in -- in the area where you do business. They tell who's going to build what and where... whom to see... when bids are wanted on each stage of construction... who else is bidding.

If you do business anywhere within the 37 eastern states, let us show you how Dodge Reports can improve your operation and increase your profits... keep you ahead of competition.

WRITE FOR FREE BOOK

F. W. Dodge Corporation, Construction News Division,
119 West 40th Street, New York 18, N. Y., Dept. AB99
Send me the book "Dodge Reports -- How to Use Them Effectively" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

☐ House Construction
☐ General Building
☐ Engineering Projects (Heavy Construction)

Area.
Name.
Company.
Address.
City. Zone. State.

Dodge Reports
For Timed Selling to the Construction Industry

AMEERICAN BUILDER
Kitchens at the Hammond House, in exclusive Chestnut Hill, Mass., strike a distinctive contrast, with White Flitter counter tops accenting Platinum Walnut cabinets.

Only the best went into this de luxe new apartment house — and only the best means Pionite Lifetime Laminate surfacing in all 48 kitchens. Pionite White Flitter and Platinum Walnut, used throughout, are just two of the more than 400 patterns, colors, and woodgrains that make up the most complete line in high pressure plastic laminates. Small builders, big-tract operators, and kitchen installers, all find Pionite styling creates better-looking installations. Easy-to-work-with Pionite pays off in greater economy, too.

Another kitchen layout in these swank $150-$350 apartments. Counter tops by Custom Hall, Boston; cabinets by Vanity Fair Laminates, Scranton, Pa.

Pionite in standard \( \frac{1}{4} \)" and post-forming grade .051, comes in convenient-to-use sizes:
- Width 24" — lengths 96", 120"
- Width 30" — lengths 48", 60", 72", 84", 96", 120"
- Width 36" — lengths 60", 72", 96", 120"
- Width 48" — lengths 96", 120"

GLAMOR-BOARD, a 5/32" plastic surfaced hardboard, comes in the following sizes 3' x 8', 4' x 8', 3' x 10', and 42" x 10', or cut to size.

Two Great Plants to Serve You

Pioneer Plastics Corp.
Sanford, Maine • Los Angeles, Calif.

Please send me full-color brochure
Please send me "On the Job Installation Manual"

Name ____________________________________________
Firm _____________________________________________
Address __________________________________________
City ______ Zone ______ State ________________

SEPTEMBER 1959
Simple “twist-lock” — like putting the lid on a pickle jar (no mastic, cement or screws). Perfectly safe for all fuels and incinerators (listed by Underwriters’ Laboratories, Inc.). Finest materials and construction throughout assure lasting performance. Write to Department L-9 for our new METALBESTOS factory built chimney catalog MC-2.
Favorable first impressions are assured when you combine fresh design with quality merchandise. Certigroove cedar shakes give you the best of both. The deep-etched striations add interest to a wall and mask joints between shakes. Double-coursing with shakes creates bold shadow accents for home exteriors as well as superior insulation in all kinds of weather.

Available in a wide array of colors, applied under controlled factory conditions . . .

Certigroove cedar shakes answer your need for an exterior wall material with design versatility, low applied cost and enduring good taste.
"STRONG-

NEW CELOTEX

REG. U. S. PAT. OFF.

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')

Treated during manufacture for protection against termite and dry rot attack.

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')

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.
M & I Supply Co., Muskegon, Michigan, sponsored this home to show builders how a properly designed hydronic heating system could produce 2400 sq. ft. of usable floor space in a 1200 sq. ft. house.

This show home has three bedrooms, one full and two half baths, living room, separate dining room and completely usable basement.

Full use of the basement was made possible by the hydronic heating system. It includes a family room, playroom, half bath, laundry, hydronic heating plant, water heater and storage areas. The playroom floor is so warmed that young children can play in the coldest weather without need for extra clothes.

The basement is on one zone and the first floor on a second zone, both thermostatically controlled.

Mr. L. M. Van Kersen, of the M & I Supply Company, says, "The basement area created the most excitement for both husband and wife. The direct result is that in 90% of the homes we have laid out, complete heating of the basement has been specified."

*Modern hot water heating.
New Products and Catalogs .................. 161 ➞
Builders' supermarket for the latest information on new products and catalogs.

Land Planning .............................. 190 ➞
Big news for small builders: here's an economical way to provide complete sewage treatment for the smallest development you can build.

Technical Guide ............................ 200 ➞
Here are 12 ways to build better lighting into your homes, dress up interiors at the same time.

Cost Saver .................................. 204 ➞
Save $450 with a three-flue chimney system, have two fireplaces for the price of one.

How To Do It Better ......................... 208 ➞
How to set up a control board that gives you up-to-the-minute progress reports on your houses.

Ask The Experts ............................ 212 ➞
How to build and brace a basement wall of glass brick.

Better Detail Of The Month ............... 220 ➞
Remodeling problem: change a steep, gloomy flight of stairs into a bright stairway with open, modern appearance.

The Month Ahead ......................... 222 ➞
Things for you to think about during September.
Here's economy — with quality, too, the same Dexter superior quality that's built into the famous Dialmatic door closers and all the Dexter lock lines. This new standard closer for screen and combination doors offers fingertip closing speed adjustment. Installs easily in two quick steps and is equipped with time-saving Dexter mounting spacer for error-free installation. Fastens securely to metal or wood out-swinging doors. Has simple, foolproof hold-open device, baked aluminum finish.

Write for literature.

DEXTER LOCK DIVISION
Dexter Industries, Inc.  *  Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd; Galt, Ontario. In Mexico: Dexter Locks, Plata Elegante, S.A. De C.V. Monterrey. Dexter Locks are also manufactured in Sydney, Australia, Milan, Italy and Porto, Portugal.
Built-in TV sets...
builder George Hyam is using them to add sales appeal to his $18,000-$30,000 houses

George Hyam has been building TV sets into his houses for the past nine years. But this year he found a way to do the job more easily and at less cost. He used RCA’s new Mural Television. This new line is especially designed to be built-in (see right) and takes most of the “custom work” out of the builder’s hands.

Included in RCA’s first line of built-in sets is one 21-in. color receiver; two black and white 21-in. units; and a 17-in. receiver. All can be vented in front or back.

FLOOR PLAN gives six suggestions for location of Mural TV set. All styles have controls and speakers in front. Ventilation louvers can go in front or receiver be vented from the back.

ATTIC VIEW of Lakeview house. Complete antenna is installed here without taking up too much space. Indoor installation performs as efficiently as outdoor, is free from damaging wind and rain.

Still ahead, more than 50 new products and catalogs
ROOFING BRACKETS
Adjustable, safe for staging at any pitch. For all jobs on any roofing. Holds 2" x 10" plank. Weighs 53 lbs.

LADDER JACKS
Available in 3 styles — "Slip", "Trouble Saver" & Side Rill Type. Lightweight, strong, durable, adjustable, easy to handle. All Styles may be used from either side of ladder.

"TROUBLE SAVER"®
Scaffolding accessories
FOR SAFE · EASY · FAST
roofing and siding work
ADJUSTABLE · STRONG · LONG-LASTING

THE STEEL SCAFFOLDING COMPANY, Inc.
Route 119 North, P. O. Box 1792, Dept. AB
Unionsville, Pennsylvania

NEW PRODUCTS

Suburban look for stores
Window walls give a non-commercial, suburban appearance to small office and shop buildings. Manufacturer suggests both bowed and flat units are adaptable as ground floor display windows. More than 60 styles and sizes offer variety. For lower cost, high quality housing projects.— Reuten, Inc.

Glass blocks now colored
Hollow glass building blocks now come in blue-green color. This is first color to be added to glass blocks. Color was chosen for its ability to reduce solar heat and brightness. Blocks come in both 8- and 12-inch sizes.— Kimble Glass Co., Sub. of Owens-Illinois.

Outlets can combine
You can combine switches and outlets in any arrangement with these sectional wall plates. Made of plastic, they’re self-aligning with a lug and slot arrangement. End and center sections come in nine styles. Combined, they form complete Uniline installation.— Pass and Seymour, Inc.
You have just entered the American Builder

Supermarket

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

BUSINESS REPLY CARD

First Class Permit No. 153, Sec. 24.9, P. L. & R., New York, N. Y.

6 cents postage will be paid by

Business Manager
AMERICAN BUILDER
30 Church St.
New York 7, N. Y.
items below

...and mail this postcard today

FREE INFORMATION . . . on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

GAS PRODUCTS
51 Arkla-Serval horno
52 Brandt, Inc. lamp
53 Arkla-Serval lamp
54 Grey & Dudley oven
55 Roberts-Gordon boiler
56 Chaftnings heater
57 Bell-Air heater
58 Veat-A-Mound heater
59 Locke stove heater
60 John Zika furnace
61 Motor Wheel furnace
62 Bobbe Pride boiler
63 Canterbury log lighter
64 Vacuum Gas Co. heater
65 Mueller air conditioner
66 Kirk-Shiley furnace
67 Calistenor inverter
68 Linc Proven furnace
69 Geo. D. Roger range
70 Wise King inverter
71 York air conditioner
72 Willard gas connector
73 Tennessee stove oven
74 General Gas Light
75 Whippool stove
76 0'Keefe & Merritt burners
77 Hubby-General furnace
78 Majestic Co. barbecues
79 Steve Works Inc. ovens
80 Samuel Stamping oven
81 Stewart-Warmather heater
82 Christmas barbecues
83 Bunn-O-Matic Corp. boiler
84 Maytag dryer
85 Eberhardt-Fulton burner control
86 Power oven-broiler
87 Arctic heater
88 Handler-Bowyer miter
89 Kirk refrigerator
90 Tornado furnace
91 Easy Laundry washer

NEW PRODUCTS
949 RCA Victor Television
952 Eaton window walls
956 Knoble Glass blocks
957 Pons & Seymour outlet
958 Carlton plate Rigitdes

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
[] Engineer
[] Manufacturer or Producer
[] Other

Dealer or Distributor
[] Finance
[] Realty
[] Organization
[] Government
[] Student or Teacher

SEPTEMBER, 1959

S109 Murban plastic pipes
S110 LAH, inc. lighting
S121 DeVilbiss case chart
S132-W California Casement
S134-W Stove panels
S135-W EVO water valve
S136-W West-O-Dents wood dish

SEWAGE-TREATING PLANTS
S137 Yerkes sewage plant
S138 Hoy sewage plant
S139 Smell & Lovely sewage plant
S140 Illinois sewage plant
S141 Dorr-Oliver sewage plant
Building firms like the Buchanan Development Co., Aspen Knolls, Maryland are learning that it's good building with Alsco Aluminum Siding.

Not only does Alsco keep building costs competitive, but its two coats of factory baked-on enamel eliminates hold-ups due to inclement weather. The finish (nearly 50 color combinations are available) offers a wonderful sales story, too. Wonderful in the fact that it virtually eliminates paint worries—almost cares for itself. And show us a homebuyer who won't trade paint worries for Alsco Aluminum,

Gable ends are vented with pre-formed louvers in two panels of Alsco Siding. Eliminates sheathing, framing.

More and more lending institutions are grouping Alsco Aluminum in the same high loan classification as brick veneer. It's designed to meet F.H.A. requirements for new construction. Investigate Alsco today! It's pre-sold in Better Homes & Gardens, American Home, House & Garden, other leading home publications.

**ALSCO**

**ALUMINUM SIDING**

Alsco manufactures aluminum windows, shutters, louvers, soffit and fascia material.
ONE INSTRUMENT FOR ALL YOUR SURVEYING

This rugged, two-in-one instrument can do all your surveying work from start to finish... run boundary lines, layout foundations, find elevation differences, level up excavations, align foundation piers, determine and set grades, plumb vertical lines, walls, uprights, chimneys and poles, run sewer and drainage lines, landscape... all kinds of jobs, big and small.

An unusually rugged instrument, the Dietzgen Builders' Transit-Level will give years of accurate trouble-free service. Strongly ribbed, it combines lightness with great strength. The Internal Focusing Telescope is sealed against dust and moisture... lenses stay clear even around dirty construction jobs. When converting the instrument from a Transit to a Level, a unique locking device eliminates possible errors.

And this rugged, accurate all-purpose instrument is exceptionally simple and easy to use... no special mathematical or technical training is needed. Each Dietzgen Transit Level is furnished with a free, easy to understand, self-teaching instruction manual containing complete operating instructions plus practical problems of many important applications.

For an all-purpose instrument with ease of operation, simplicity, ruggedness and accuracy, the Dietzgen Builders' Transit-Level is unexcelled. Write or call for more information today.

EUGENE DIETZGEN CO.
PRINCIPAL OFFICES: Chicago • New York
New Orleans • San Francisco • Los Angeles
Calgary
Sales Offices and Dealers in All Principal Cities

NEW PRODUCTS

Fittings match pipes
Molded plastic sanitary fittings are made to use with company's 4" "D" sewer and drain pipes. Available in Y's, T's, 45- and 90-degree elbows and couplings. Inside diameters remain constant in turns. Can't absorb water, corrode or rust.—Carlon Products Corp.

Circle No. 54 on reply card, p. 164

Chlorinates well water
Electrical chlorinating unit treats up to 75,000 gals. a day. Injects a tiny stream of ordinary chlorine bleach in proportion set by finger-tip control knob. Weighs 15 lbs. Requires no support. Can be clamped on pipes ¾-2".—Clayton Mark & Company.

Circle No. 5 on reply card, p. 164

"Diamond lite" for doors
Entrance doors for modern colonial look have one or more window areas with wood cross-hatching. Forms deep-looking diamond or rectangle panels for glass area. Made of ponderosa pine, doors come in all standard sizes. Also come in four styles in one-piece construction.—Morgan Company.

Circle No. 50 on reply card, p. 164

AMERICAN BUILDER
"Planned Profit Package" offers you 6 big advantages

New General Electric "Straight-Line" design appliances have a built-in look without built-in expense. Flat backs and sides on all appliances. Each fits flush. Each is especially designed for maximum layout flexibility—easily and conveniently installed. This means more profit to you.

PLUS these 5 big bonuses:

Power of brand preference. Among the homebuyers... Women think General Electric makes the best home appliances. Among appraisers... Lending institutions in all parts of the country use General Electric's high quality as a basis for granting high appraisals.

Planning and styling help. Special Custom Design Service includes help with layouts, perspectives, color coordination and space planning.

Product availability. 100 General Electric distribution points all over the country assure you wide selection and availabilities.

Complete merchandising program. Merchandising tools, widespread advertising and publicity help create model home traffic for you.

Product service. Your General Electric distributor or dealer relieves you of the product service responsibilities covered by the manufacturer's written warranty. This can increase your profit.

For more information, send this coupon to:

Progress Is Our Most Important Product

GENERAL ELECTRIC

As an authorized builder of "Live Better Electrically" MEDALLION HOME, you get prestige and promotional advantages. Ask your local utility about this program.
CONTEMPORARY STYLING, with medium knots, is just right for today's ranch homes. It fits naturally into the growing trend toward informal entertaining in family and recreation rooms.

**Stylish for Today...**

3 versatile designs

Weyerhaeuser 4-Square IDAHO WHITE PINE

comes in Contemporary, Traditional and Formal Styling

Add that extra eye appeal that makes homes easier to sell...with smartly styled Idaho White Pine paneling by Weyerhaeuser.

You get a choice of three distinct types of natural wood characteristics in this new *packaged* pine paneling. Each meets the specific requirement of style decor...from traditional Colonial to clean-cut contemporary. Weyerhaeuser has done the additional selection—after careful lumber grading—to give you a choice by appearance.

This modern version of popular Idaho White Pine comes to your job clean and unmarred because it is packaged. Available in 7' or 8' lengths and in 6", 8" or 10" widths. Each package contains 5 full lengths and another layer of two pieces. One man can easily handle a package. Each piece is kiln-dried and precision finished—it has to be to carry the Weyerhaeuser 4-Square trademark.

Panel your homes the modern way for greater saleability. Ask your Weyerhaeuser 4-Square Lumber Dealer about packaged Idaho White Pine paneling.

**Weyerhaeuser Sales Company**

First National Bank Building / St. Paul 1, Minnesota
FORMAL STYLING, generally clear with small scattered natural characteristics, is ideal for either the clean, modern look or for traditional elegance. It can be stained any natural wood finish or given one of the new high color treatments.

in packaged pine paneling

TRADITIONAL STYLING, with small, tight knots, gives a warm, friendly appearance to any type of room. Perfect for Colonial interiors, excellent in many modern decorating schemes.

Weyerhaeuser LUMBER AND BUILDING PRODUCTS

SEPTEMBER 1959
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.

KEEPES MATERIALS MOVING

Steel frame dollies will move palletized goods in straight line or 360 degrees. One-piece unit maintains alignment. Can be converted to non-tilt on the job. Axle holes accommodate four to ten rollers. Seven sizes: from 2,000 to 5,000 lbs.—Nutting Truck & Caster Co.

Circle No. 549 on reply card, p. 164

FIT BLOCK WALLS

Block "buck" windows for concrete block walls have frames of full-wall thickness. Available in modular sizes. No mortar sill is necessary; no caulking to do at the jambs. Head of the window furnishes channel to which wood header plate can be laid, forming a good joint.—Kewanee Mfg. Co.

Circle No. 550 on reply card, p. 164

INTERCOM LINE EXPANDED

Sound Guard home radio intercoms feature four new systems. All have same housing. You can offer economy model, with more expensive features as extras. Wiring is simplified by fewer, easy-to-reach color-coded connections. (Retail: from $195 to $179.—Progress Manufacturing Co., Inc.

Circle No. 551 on reply card, p. 164

NEW Steel Stoop Form

Designed both for residential construction and industrial where a wing wall is required. Forms concrete bracket four feet deep, and extends four feet from wall at top. Eight inches thick at wall, and six inches at outer extremity. Used with woodply or steel-ply forms. Handles provided for easy handling.

SYMONS CLAMP & MFG. CO.
4261 Diversey Ave., Chicago 29, Ill., Dept. J-9
Please send bulletin giving complete information on steel wing wall or stoop form.

Name ____________________________

First Name ________________________

Address __________________________

City _____________________________

State ____________________________

Crestline Building

Lower prices for architectural quality millwork!

Complete line of window units, doors

SEE YOUR BUILDING SUPPLY DEALER!

THE CRESTLINE COMPANY—WAUSAU, WIS.
(formerly THE EST. CO.)
Why settle for less than you get with
RO-WAY OVERHEAD DOORS?

There's no need to sacrifice quality for economy in the garage doors for your homes! Not when you install Ro-Way overhead doors. Because Ro-Way garage doors are quality-built through and through—yet competitively priced!

And you can prove it to yourself by comparing Ro-Way with any other make. You'll see that Ro-Way materials are superior quality... that Ro-Way hardware is generally heavier gauge, yet trimmer... that Ro-Way craftsmanship is unsurpassed.

And you'll see that Ro-Way operation is free and easy, smooth and quiet. For the specially designed track, ball bearing rollers and tension-balanced springs mean responsive performance at the lightest touch.

So why settle for less, when you get so much more with Ro-Way doors? Call your Ro-Way distributor for full details—he's listed in the Yellow Pages.

For added convenience, install the RO-WAY Model 80 Electric Operator with push-button or remote radio control.

there's a Ro-Way for every Doorway!

ROWE MANUFACTURING COMPANY
710 Holton Street, Galesburg, Illinois

SEPTEMBER 1959
Stop Switch-Groping!

LEV-O-LITE
ILLUMINATED HANDLE
silent mercury switch

No longer any need to fumble in the dark when looking for the light switch... no more dirty walls from groping for the switch. The answer? Lev-o-Lite with a tiny built-in neon light that illuminates the switch handle, costs only a few cents annually to operate and lasts a lifetime. The switch is sturdy with no moving parts to wear out, no springs to snap and as easy to install as any standard switch. Ideal for that dark spot—and silent too.

LEV-O-LITE...just one of the many fine, quality devices made available to everyone through the superior skills and complete resources of LEVITON! All popularly priced for every installation.

For the complete story, write today on your letterhead.

Your best jobs are done with...

LEVITON MANUFACTURING CO., INC., BROOKLYN 22, N.Y.
Chicago • Los Angeles • Leviton (Canada) Limited, Montreal

For your wire needs, contact our subsidiary AMERICAN INSULATED WIRE CORPORATION

NEW PRODUCTS

Film is reinforced
Ger-Pak polyethylene film is now reinforced with fiber glass. Suitable for storm windows, cold frames, closing-in during construction.

Light-weight, it will not stretch or bag. Comes in 2 x 2 and 4 x 4 mesh, in 4- and 8-mil thickness in 100' and 150' length rolls.—Gering Products, Inc.

Circle No. 552 on reply card, p. 164

Catch can't wear out
Magnetic catch for wood or metal cabinet doors saves up to 50% installation time. Keeps doors closed tightly; requires 12-lb. pull to open.

Latch has no moving parts, springs to wear out. Lasts lifetime.—C. Hager & Sons Hinge Mfg. Co.

Circle No. 553 on reply card, p. 164

Hinge lifts door over rug
Spir-A-Lift Butt Hinge features spiral action that lifts door over rug, lowers it upon closing, without a spring. Requires only ¼” bevel at top, and eliminates bevel at bottom as well as threshold. Adaptable to swinging doors. Can be self-closing or remain open.—Beckhart Hinge Co.

Circle No. 554 on reply card, p. 164
COPPER PLUMBING SHOWS BUILDER HOW TO SAVE $2371...

The builder of 850 new homes in Kansas City has just completed a test in two identical houses. In one, the plumbing was 100% Chase® Copper Tube—in the other it was ordinary pipe. Direct comparison of costs was made. And all concerned give copper their vote.

**THE BUILDER,** J. A. Peterson, found copper cost a little less per home than any other pipe he could use—could save $2,371.50 on the complete project if he switched to copper.

**THE PLUMBER,** Garney Plumbing & Heating Company, found Chase copper tube easier and quicker to work with—time per installation was cut ½ compared with rustable pipe.

**THE DEVELOPER,** Mr. Peterson, found a definite sales advantage—people appreciate the obvious values of copper.

**THE BUYER** of the test house using copper says “We’re thrilled and pleased with our modern copper plumbing installation.”

It will pay you to plan on using Chase Copper Tube hot and cold water lines and Chase Drainage, Waste and Vent in the homes you build. Ask your Plumbing Contractor for details—see your architect or write Chase at Waterbury 20, Conn.
The "Customized Design" of Raynor doors offers a garage door architecturally correct for the homes you build. They embody only the best of materials... exclusive "Graduated Seal"... heavy-duty galvanized hardware... quality controlled construction built complete under one roof... and NOW every Raynor Garage Door is FACTORY REGISTERED with the registration number that appears on the nameplate of the door... your assurance that you have chosen the finest when you install a RAYNOR GARAGE DOOR.

The Raynor Factory Registered Builders Promotion Kit is designed to help you sell your homes faster and easier, providing protection and convenience for your customers. A complete builders promotion with banners, literature, ads, feature arrows, registration cards, etc., ideally suited for use on model or tract homes. Call your nearest Raynor Distributor or write direct for complete information.

RAYNOR MFG. CO.
Dixon, Illinois Hammonton, New Jersey

NEW PRODUCTS

Offer low-cost fireplace
Uni-bilt fireplace is designed for inexpensive installation. Can be easily connected to existing flue or prefabricated chimney. Unit is a wood-burning, full-size fireplace. Provides the comfort of an open fire on a modest budget.—Vega Industries, Inc.

Circle No. 555 on reply card, p. 164

Panels have custom look
Sculptured panels for interior and exterior designs come in a variety of woods and patterns. Panels are ready for painting or staining, and look hand-carved, but are economical. For wall panels, dividers, doors, and outdoor fences, gates, enclosures.—Terminal Industries, Inc.

Circle No. 556 on reply card, p. 164

Tile sealer is flexible
New seam finish for sealing Formica wall tiles is waterproof and flexible. Expands and contracts with tiles. Does not become brittle and chip. Also seals edges of tubs and corners. One 5-oz. tube, sufficient for average bathroom installation, costs $1.50.—Formica Corp.

Circle No. 557 on reply card, p. 164
Now . . . for the first time . . . Owens-Illinois brings you a decorative Glass Block made of colored glass . . . SHADE GREEN.

From any viewing angle, the cool, distinctive SHADE GREEN color is always visible, enhancing the ripple-like design of this richly decorative new block. Concentric circles within panels create swirls of shifting blue-green tints for exciting light patterns.

You'll find so many decorative uses for SHADE GREEN in your homes, stores, offices, factories! It's as permanent and maintenance-free as the masonry materials you work with.

Illustrated above is the #30 design. Shade Green is also available in the decorative #31 pattern and the functional #80-F design. In 8" and 12" sizes.

Send for a new booklet on exciting new SHADE GREEN Glass Block. Write Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.
NEW UNI-CREST insulation

Now, through the combination of modern chemistry and the experience of United's 50 years as a leading manufacturer of insulating material, comes Uni-Crest. A thoroughly proven foam plastic insulation of outstanding thermal properties... labor saving and cost cutting benefits. Highly recommended for walls, ceilings, floors and around foundations or under slabs. Readily adheres to masonry, eliminates furring or lathing, provides an excellent surface for plaster, cement or other finishes. Easy to work with, light, non-dusting, odorless, non-toxic, can be cut with all standard tools. Will not shrink or rot and retains its insulating value indefinitely. Regular and self-extinguishing available in a variety of sizes.

Write for complete installation instructions and FREE sample

Uni-Crest Division
UNITED CORK COMPANIES
25 Central Avenue, Kearny, New Jersey

OFFICES OR APPROVED DISTRIBUTORS LOCATED IN KEY CITIES COAST TO COAST.

NEW PRODUCTS

Bowl is off-center
Left side of this lavatory curves inward, providing surface for toilettries. Front and right rims slope so water will drain into bowl. Made of vitreous china. Can be installed as a wall-hung unit with or without legs.—American Standard, Plumbing & Heating Division.
Circle No. 558 on reply card, p. 164

Heavy saw handles easily
Ram 7" power saw provides heavy-duty cutting with ease. Has 1¾-hp motor; can be operated with one hand. Makes full 0 to 45 degree angle adjustment. Maximum depth of cut is 2½". Includes combination rip and cross-cut blade and rip-guide. Weighs 11 lbs.—Ram Tool Corp.
Circle No. 559 on reply card, p. 164

Have new "straight look"
"Straight-line" style of bathroom vanities has cabinets square to the floor, flat sides, and square self-edged doors. Doors and bodies are of waterproofed plywood with Formica surfaces. Available with cane insert doors. Matching medicine and utility cabinets.—Regal Laminates, Inc.
Circle No. 560 on reply card, p. 164

AMERICAN BUILDER
No more storage problems! No more piece-meal deliveries and other costly construction delays! This premium sheathing—made by Georgia-Pacific—can be stored outdoors without regard to weather conditions. In fact, it's guaranteed against delamination and mold up to one year!* Use this superior plywood for all your sheathing applications — wall sheathing, roof decking, subflooring, etc. Save time, speed work in any weather—at a cost of only pennies a panel more. All standard sizes—5 thicknesses. Edge-sealed panels packaged in steel-strapped bundles, 25" high, for easy handling. Georgia-Pacific Corp., Dept. AB 959, Equitable Bldg., Portland 4, Oregon.

Georgia-Pacific guarantees G-P Premium Sheathing against delamination and mold for 12 months when stored outdoors off the ground, tarpaulin-covered; or for 6 months, uncovered.

Remember, men -
It's Georgia-Pacific premium sheathing that carries a written guarantee!
OVERHEAD SECTIONAL GARAGE DOORS

the door that floats on lifetime bearings

1 QUALITY

GUARANTEED FOR THE LIFE OF THE DOOR. Only Calder doors float on lifetime bearings. All rollers and sheaves are permanently grease packed at the factory, Calder Wedge-Tight action fits like part of the wall. Even a child can raise a Calder door. (New Snap Latch action locks door shut automatically).

2 SALES and SERVICE

In your Demonstration homes, trained Calder salesmen spark interest with radio controlled doors ... provide free, colorful literature ... demonstrate famous Calder quality to help sell the house!
Did you say it only takes about 1 HOUR...

to apply a whole square of
Shakertown® GLUMAC UNITS?

That's right! Every Glumac Unit is equal in size to 18 individual shakes and undercoursing shingles... and only 22 Glumac Units cover 100 square feet! No wonder Shakertown Glumac Units go up faster, have a lower applied cost! And Shakertown Jiffy Corners... striated and painted to match the pre-stained Glumac... provide quick, neat corners. Matching colored nails in every carton eliminate touching-up. Send the coupon below for complete information.

Shakertown®
CORPORATION

Please send me the Shakertown Color Ideabook.

NAME

STREET.

CITY. ZONE STATE

Shakertown Regular, DeLuxe & DeLuxe Jumbo GLUMAC UNITS • SIDEWALL SHAKES • STAIN • JIFFY CORNERS

SEPTEMBER 1959
NEW HAMLIN
DIE CAST ALUMINUM
BRICK VENTILATOR

TWO SIZES

- MODEL 2711—ONE BRICK size (shown). Actual size 2 3/4" x 7 3/4" x 4 3/4" deep. 13 sq. in. free area—8 mesh screen, weight 1 1/2 lb.
- MODEL 2712—TWO BRICK size. Actual size 4 3/4" x 7 3/4" x 4 3/4" deep, 27 sq. in. free area—8 mesh screen, weight 1 1/2 lb. Packed one dozen to a carton.
- MODULAR size permits use in all type brick construction. Can be nested and/or used end to end in any combination to obtain the width and height desired.

THE NEW GOLDEN HUE

The Golden Hue of all Hamlin Foundation Ventilators indicates they have been treated to meet new MPS of FHA. BE SAFE
Write today for catalog sheet and name of nearest jobber.

HAMLIN PRODUCTS, INC.
BOX 2016 - LITTLE ROCK, ARK. - LOCUST 5-3462

NEW PRODUCTS

Give a marble effect
Marble chips cast in cement make unique decorative floor tiling. Highly durable and weather resistant. Tiles are suitable for outdoor patios and terraces, as well as interior floors. Come in standard units 12" sq. and 1" thick. Also 10" sq. in quantity.—Buildesign.
Circle No. 567 on reply card, p. 164

Opens easily on new slide
This slide for kitchen cabinets has quiet, smooth-rolling nylon wheels. Mechanical "stop" does away with jolting nylon-to-metal stop action. Requires only 1/2" clearance on sides. Can be mounted flush with back. Simple installation.—Grant Pulley & Hardware Corp.
Circle No. 570 on reply card, p. 164

New jig tilts easily
Tilt-o-Matic jig makes it possible to put pre-cut truss parts in a horizontal position. Thus, both sides can be worked on at same time. Only slightest effort is needed to tilt jig. An electric-powered air compressor provides uniform pressure to each truss section.—Bettendorf Distributing Co.
Circle No. 568 on reply card, p. 164

Forms for wing walls
New steel prefabricated forms are for wing walls or stoops. Usable for residential as well as industrial construction. Forms are triangular, and will form a concrete bracket 4' deep, extending 4' from the wall at the top. Available for wood-ply or steel-ply forms.—Symons Clamp & Mfg. Co.
Circle No. 571 on reply card, p. 164

New laminate reduces costs
Latest high-pressure laminate can postform corners of cabinet doors, tops of vanities. Material costs less because it eliminates the need for stacking postforming and nonpostforming grades of plastic laminates. Has many residential applications.—Micarta Div., Westinghouse Electric Corp.
Circle No. 569 on reply card, p. 164

Mixer has safety lock
Now, a thermostatic water mixing valve with individually controlled dial. Features graduated Fahrenheit degrees; will maintain selected temperature exactly. Lock for maximum temperature adds to safety; eliminates scalding, wastage. Matches decor of any bathroom or kitchen.—Simix Company.
Circle No. 572 on reply card, p. 164
Long-Bell Picture Windows give you a mighty attractive outlook

From the Viewpoint of
- customer satisfaction
- fast, easy installation
- quick turnover and profitable sales

Long-Bell Picture Windows give you the widest range of fast-selling convenience features ever put into a wall. In fact, Long-Bell Windows are really

**4 WINDOWS IN 1**

Long-Bell's new 4-way convertible window may be quickly installed as a casement window, a hopper-type window, a stationary window or an awning-type window. Will match any decor.

**LOADS OF EXTRA FEATURES**
- All wood parts are toxic-treated with water repellents to give you an added sales tool.
- Flush frame surface makes it easier (and less costly) to install in straight, level openings.
- Cartoned units stack evenly and firmly to save you storage space.
- Adaptable to the stock of trim you have on hand.
- Tightly weatherstripped in any position.
- Aluminum storm sash and screens available.

For All the Facts about this “Fastest Selling” 4-in-1 Window Unit, write:

INTERNATIONAL PAPER COMPANY
Long-Bell Division
Kansas City, Mo. Longview, Wash.
MAZE NAILS
Modern Nails for Today's New Building Materials

STORMGUARD NAILS

STRONG STEEL NAILS DOUBLE-DIPPED IN MOLTEN RUST-RESISTANT ZINC!
(NOTE: In a zinc coated nail, F.H.A. requires the hot-dipped type for all exterior work... and now specifies threaded nails for application into plywood roof and wall sheathing.)

FOR
- ROOFING
- SIDING
- TRIM

ASPHALT SHINGLE ANCHOR-SHANK NAILS
Stock No. R106A
INSULATION ROOF DECK ANCHOR-SHANK NAILS
Stock No. R1992
UMBRELLA HEAD SPIRAL-SHANK (Calk Screws)
Stock No. R1945
ASBESTOS SIDING ANCHOR-SHANK FACE NAILS
Stock No. S104A
INSULATING SIDING NAILS
Stock No. S106

SIDING NAILS IN COLORS TO MATCH ALL POPULAR SIDINGS

MAZE

INTERIOR NAILS

"GRIPTASTS" WALLBOARD NAILS
Stock No. W114
DRYWALL ANCHOR-SHANK NAILS
Stock No. D81
UNDERLAYMENT ANCHOR-SHANK NAILS
Stock No. DF12
FLOORING SPIRAL-SHANK NAILS (Casing Head)
Stock No. F167

MAZE

COMPRESSED LEAD HEAD BARBED-SHANK
Stock No. P123S (Bright or Galvanized finish)
Also available in Anchor-Shank

HOT CAST LEAD HEAD ANCHOR-SHANK
Stock No. C123R (Bright or Galvanized finish)
Also available in Barbed-Shank

W. H. MAZE COMPANY
PERU 3, ILLINOIS

NEW PRODUCTS

Repair chips in porcelain
You can repair porcelain-enameded bath fixtures with these kits. Colors will match fixtures of any manufacturer. The $3.00 Repair Kit mends deep cracks and chips. The $1.00 Touchup is for minor scratches. Repairs made below the water line will not change color.
—Protectub, Inc.
Circle No. 573 on reply card, p. 164

Mix color into concrete
Color can be mixed into fresh concrete with "Dust-on." Product comes in eight colors, gives concrete a lasting surface which will not peel, chip, fade or streak. It consists of cement, aggregate, a wetting agent, oxide coloring, and a hardening agent—Tamms Industries Co.
Circle No. 574 on reply card, p. 164

Joist support fits flush
This joist support fits flush to eliminate notching the supporting beam. Can be installed after joist is in position. Fabricated from 14-gauge steel and punched to receive heavy nails. In 2" and 4" sizes to take joists from 2x8" to 4x12".—The Donley Brothers Co.
Circle No. 575 on reply card, p. 164
BEWARE OF IMITATIONS!

Be Sure: Look for the VISQUEEN mark on every foot of VISQUEEN film. This trademark is your assurance that you have the first and foremost polyethylene film.

Be Safe: VISQUEEN film meets Federal Housing Administration Minimum Property and Test Requirements and State and Municipal Codes.

Be Ahead: ONLY VISQUEEN film has widths up to 32" age. No piecing together greater durability and strength.

Write now to:

VISQUEEN film—first and foremost polyethylene film.
A product of the long experience and outstanding research of PLASTICS DIVISION VISKING COMPANY Division of UNION CARBIDE Corporation.
675 West 56th Street, Chicago 38, Ill.
In Canada: VISKING COMPANY DIVISION OF UNION CARBIDE CANADA LIMITED, Lindsay, Ontario.
VISQUEEN, VISKING and UNION CARBIDE are registered trademarks of Union Carbide Corporation.
NEW PRODUCTS

House paint resists stains

White house paint has a special preservative pigment which resists staining. Provides an elastic film which expands and contracts. Does not blister. Only one coat is necessary. Requires no primer where two-coat work is necessary.—Sapolin Paints, Inc.

Circle No. 576 on reply card, p. 164

Cuts plywood smoothly

This circular saw blade cuts plywood smoothly, silently. Extra sharp saw teeth stay sharp. Teeth have alternate shear bevels for free, smooth cutting. Hard chrome on each blade assure long life. Blade is hollow ground, has maximum rigidity.—Disston Div., H. K. Porter Co., Inc.

Circle No. 577 on reply card, p. 164

Choose nails from chart

Colorful new wall chart shows many types of Maze nails with both threaded and plain shanks. Shows "penny-wise" and corresponding nail lengths in inches. Also rust-resistant nails for roofing, siding and trim, and corrugated roofing nails.—W. H. Maze Co.

Circle No. 578 on reply card, p. 164

Drains 2,000 gal. an hour

A vertical cellar drainer is designed for use in a 12" or larger sump. Will pump 1,300 gal. an hour at 20'; 960 gal. at 22'. Maximum: 2,000 gal. Gives top side suction, eliminates impeller clogging from debris. Corrosion free.—Goulds Pumps, Inc.

Circle No. 579 on reply card, p. 164

Wool felt reduces noise


Circle No. 580 on reply card, p. 164

Grinder is muffled

A sound shield and carboloy cutter are new features of the GE Disposall. Carboloy cutter provides extra-tough grindings. All Disposalls have the keyhole-type mounting assembly. Simple to lift, turn, install beneath a sink.—General Electric, Major Appliance Division.

Circle No. 581 on reply card, p. 164

LARGER CEILING OPENING to enable home owners to take full advantage of attic space. Now storage of storm doors, windows, yard furniture and other large objects is possible when you install the quality Super 30" x 54" Stairway.

YOUR HOMES WILL SELL quicker with this new larger access stairway—buyers can see the advantage!

STAIRWAY FOR EVERY PRICED HOME

STAIRWAY        PRICED HOME
Push Button Electric.............$40,000 UP
Super Deluxe (30 x 54)...$25,000 to $40,000
Super Simplex (30 x 54)...$12,500 to $25,000
Simplex....................Homes to $12,500

ALSO AVAILABLE are 14 other sizes and models WRITE for complete details

PRECISION parts corporation

400-AB North First Street  Nashville 7, Tennessee
Specify Atlas White... the uniform white portland cement preferred by builders and contractors. The whiteness of this cement will bring out the true tones of colored aggregates and coloring pigments... in terrazzo, precast concrete panels, stucco and masonry mortars. It is non-staining, too... a must in mortar mixes for backing, setting and pointing limestone units... and setting and grouting ceramic tile. Use it for colored or white concrete projects such as screen walls, patios, posts, benches, flagstones, swimming pools, sidewalks. Also available in air-entraining and waterproofed types. Complies with ASTM & Federal Specifications. See your building supply dealer — or write to: Universal Atlas Cement, 100 Park Avenue, New York 17, N. Y.
NOW! a New Process for Landscaping!

Two pieces of equipment instead of seven. Result: lower investment and a terrific saving in time of changing from one attachment to another. That's the capsule story of the new Sherman line of soilworking tools. The Sherman Landscraper and the Sherman-Gill Multi-Purpose Tool revolutionize landscaping.

The Sherman Landscraper does the rough grading. Then the Sherman-Gill scarifies, breaks clods, levels, finish grades, pulverizes, rolls and firms. And when you're finished, you just put the Landscraper on top of the Sherman-Gill and roll down the road to the next job.

The Sherman Landscraper and the Sherman-Gill are inexpensive, high productive landscaping tools. Ask for a demonstration today or write for Bulletin No. 792.
As a builder, you know the public's demand for more and more value at less and less cost. Neat trick if you can do it — and you can — if you really sharpen your pencil.

Leigh makes a wide range of building products specifically designed to help you offer more home-selling value at less actual cost. Let's take the new Leigh Adjustable Wardrobe Shelf, for example, and compare it with the national average cost of a finished wooden shelf and closet pole:

<table>
<thead>
<tr>
<th>LEIGH ADJUSTABLE WARDROBE SHELF VS: WOODEN SHELF AND CLOSET POLE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MATERIALS</strong></td>
</tr>
<tr>
<td>Leigh shelf (supports included)</td>
</tr>
<tr>
<td>$4.00</td>
</tr>
<tr>
<td>Supports &amp; Trim</td>
</tr>
<tr>
<td>$.48</td>
</tr>
<tr>
<td><strong>LABOR</strong></td>
</tr>
<tr>
<td>Installing</td>
</tr>
<tr>
<td>$.37</td>
</tr>
<tr>
<td><strong>TOTAL COST</strong></td>
</tr>
<tr>
<td>$4.37</td>
</tr>
</tbody>
</table>

You have just saved $1.86 per closet while offering your customers a highly attractive, warp-free shelf with baked enamel finish and built-in clothes carrier!

A free booklet, just off the press, proves specifically how each of many other Leigh building products can effect profit-building savings and help sell homes faster for you.

Write for your copy today — see your Leigh dealer soon!
Talk About Speed!

Only 12 man-hours to strip, move, set up and pour

Vix Construction Company, residential development, Englewood, Colorado

With just two men working, Warren Garrett, Denver concrete forming contractor, forms and pours a 37'8" x 23'0" residential basement foundation in twelve man-hours per working day...and not just once but consistently throughout many similar foundations!

Using Gates Horizontal Rod Forming System with 2" x 8" panels, Garrett places four rows of form ties in the wall and, to gain extra speed and economy, uses Gates re-usable Channel Top Ties at the top of the forms.

Here’s a typical working schedule used by his crew in handling 121 lineal feet of forming:

6:30 A.M. Start cutting ties preparatory to stripping forms from previously poured foundation.
7:55 A.M. Forms and equipment have been moved and corner panels are set and braced in place on the footing.
9:00 A.M. Outside forms have been completely erected and braced plumb and true. The inside form will “float” to eliminate unnecessary waler ing and stiffening.
11:10 A.M. All forming has now been completed, including placement of two rows of reinforcing bars and seven windows.
12:30 P.M. Twenty-two cubic yards of concrete have been placed. Forms and bracing are given a final check and job is complete.

Investigate the many ways Gates Forming Systems can lower your costs and keep quality high. Additional information plus technical assistance is available from your nearby Gates Dealer, or write direct.

THINLITE CURTAIN WALL system is presented in an informative full-color folder. Illustrations of fired-on ceramic colors, various combinations of units, plenty of how-to-details.—Kimble Glass Co., Owens-Illinois.

NEW POWERED BUGGY is described in a bulletin featuring a concrete placement comparison chart. Includes complete specifications. Illustrates outstanding features of the unit.—Prime-Mover Co.

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NEW POWERED BUGGY is described in a bulletin featuring a concrete placement comparison chart. Includes complete specifications. Illustrates outstanding features of the unit.—Prime-Mover Co.
For big power requirements

Extra logging ability, fuel economy. Quick starts even in zero weather!

Max. corrected brake H.P. (less accessories @ 2200 rpm; manufacturer's rating)........ 56 H.P.
Engine displacement........ 172 cu. in.
Compression ratio........ 16.8 to 1
Number of models........ 7
Transmission options........ 10-speed "Select-O-Speed"
Heavy duty front end with industrial clutch........ Optional
Available without hydraulic system and power take-off........ Yes
Front tires........ 6.00 x 16
Rear tires........ 10 x 28, 11 x 28 and 12 x 28
Wheelbase at 52" front tread........ 74.50"
Turning radius, brake locked (w/52" min. tread)........ 8'11"
Overall height w/12" rear tires........ 57.29"
Overall length at 52" front tread........ 120.83"
Overall width at 52" tread........ 63.88"
Overall width at 76" tread........ 87.50"
Min. ground clearance (under transmission case)........ 13.98"
Factory installed options include: Power steering, power adjusted wheels, auxiliary over-under transmission which provides 12 speeds forward when used with 4-speed transmission, and new "shift-on-the-go" Select-O-Speed.
Typical working weight with front and rear tire fill, front and rear wheel weights........ 5617 lbs.

all new...  
all diesels...  
all from FORD...
## Ford 601 Series Diesel Tractors

### For rock bottom original cost

Lowest cost diesel tractors in their power class!

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max. corrected brake H.P. (less accessories @ 2200 rpm; manufacturer's rating)</td>
<td>41 H.P.</td>
</tr>
<tr>
<td>Engine displacement</td>
<td>144 cu. in.</td>
</tr>
<tr>
<td>Number of models</td>
<td>8</td>
</tr>
<tr>
<td>Transmission options</td>
<td>4 or 10-speed “Select-O-Speed”</td>
</tr>
<tr>
<td>Heavy duty front end with industrial clutch</td>
<td>Optional</td>
</tr>
<tr>
<td>Available without hydraulic system and power take-off</td>
<td>Yes</td>
</tr>
<tr>
<td>Front tires</td>
<td>5.50 x 16 (6-ply 6.50 x 16 and 7.50 x 16 for HD front end)</td>
</tr>
<tr>
<td>Rear tires</td>
<td>10 x 28 and 11 x 28</td>
</tr>
<tr>
<td>Wheelbase at 52” front tread</td>
<td>74.50”</td>
</tr>
<tr>
<td>Turning radius, brake locked (w/52” min. tread)</td>
<td>8'11”</td>
</tr>
<tr>
<td>Overall height w/11” rear tires</td>
<td>56.15”</td>
</tr>
<tr>
<td>Overall length at 52” front tread</td>
<td>120.83”</td>
</tr>
<tr>
<td>Overall width at 52” tread</td>
<td>63.88”</td>
</tr>
<tr>
<td>Overall width at 76” tread</td>
<td>87.50”</td>
</tr>
<tr>
<td>Min. ground clearance (under transmission case)</td>
<td>13.22”</td>
</tr>
</tbody>
</table>

Factory installed options include: Power steering, power adjusted wheels, auxiliary over-under transmission which provides 12 speeds forward when used with 4-speed transmission, and new “shift-on-the-go” Select-O-Speed.

Typical working weight with front and rear tire fill, front and rear wheel weights: 4716 lbs.

## Fordson Power Major Diesels

For economy, dependability on the big jobs

Gallon-an-hour fuel scripper. Operates for pennies an hour, dimes a day!

<table>
<thead>
<tr>
<th>Specification</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Max. corrected brake H.P. (less accessories @ 1700 rpm; manufacturer's rating)</td>
<td>54 H.P.</td>
</tr>
<tr>
<td>Engine displacement</td>
<td>220 cu. in.</td>
</tr>
<tr>
<td>Specification</td>
<td>Ford 1801 Series</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>------------------</td>
</tr>
<tr>
<td><strong>Engine displacement</strong></td>
<td>220 cu. in.</td>
</tr>
<tr>
<td><strong>Number of models</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>Transmission</strong></td>
<td>6 speeds forward, 2 reverse</td>
</tr>
<tr>
<td><strong>Available without hydraulic system</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Front tires</strong></td>
<td>7.50 x 16</td>
</tr>
<tr>
<td><strong>Rear tires</strong></td>
<td>12 x 38 and 14 x 30</td>
</tr>
<tr>
<td><strong>Wheelbase</strong></td>
<td>80&quot;</td>
</tr>
<tr>
<td><strong>Turning radius, brake locked</strong></td>
<td>9' 11&quot;</td>
</tr>
<tr>
<td><strong>Height to top of steering wheel</strong></td>
<td>63&quot;</td>
</tr>
<tr>
<td><strong>Overall length</strong></td>
<td>130.5&quot;</td>
</tr>
<tr>
<td><strong>Overall width, maximum</strong></td>
<td>85&quot;</td>
</tr>
<tr>
<td><strong>Minimum</strong></td>
<td>65&quot;</td>
</tr>
<tr>
<td><strong>Min. ground clearance (drawbar)</strong></td>
<td>12.75&quot;</td>
</tr>
</tbody>
</table>

**Factory installed options include:**
- Power steering, raised or "live" power take-off, automatic clutch release, belt pulley and horizontal muffler.
- Typical working weight with front and rear tire fill, front and rear wheel weights: 7361 lbs.

---

**And for peak productivity on industrial jobs**

Direct injection fuel system with automatic timing for peak power, peak savings on fuel!

<table>
<thead>
<tr>
<th>Specification</th>
<th>Ford 1801 Series</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Max. corrected brake H.P. (less accessories @ 2200 rpm; manufacturer's rating)</strong></td>
<td>56 H.P.</td>
</tr>
<tr>
<td><strong>Engine displacement</strong></td>
<td>172 cu. in.</td>
</tr>
<tr>
<td><strong>Number of models</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>Transmission options</strong></td>
<td>4-speed, reversing, &quot;Select-O-Speed&quot;</td>
</tr>
<tr>
<td><strong>Available without hydraulic system and power take-off</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Front tires</strong></td>
<td>7.50 x 16-8 ply</td>
</tr>
<tr>
<td><strong>Rear tires</strong></td>
<td>12 x 28, 13 x 24, 13 x 28 and 14 x 24</td>
</tr>
<tr>
<td><strong>Wheelbase</strong></td>
<td>81.5&quot;</td>
</tr>
<tr>
<td><strong>Turning radius, brake locked</strong></td>
<td>9' 6&quot;</td>
</tr>
<tr>
<td><strong>Overall height (14 x 24 rear tires)</strong></td>
<td>57.72&quot;</td>
</tr>
<tr>
<td><strong>Overall length (14 x 24 rear tires)</strong></td>
<td>128&quot;</td>
</tr>
<tr>
<td><strong>Overall width (14 x 24 rear tires)</strong></td>
<td>71.38&quot;</td>
</tr>
<tr>
<td><strong>Factory installed options include:</strong></td>
<td>Equipment Hydraulic Package, 28&quot; cast iron rear wheels (1200 lbs.), and the new &quot;shift-on-the-go&quot; Select-O-Speed.</td>
</tr>
</tbody>
</table>

**Weight with 28" tires**: 3800 lbs.

**Weight with 28" tires and cast wheels**: 5000 lbs.
ALL NEW FROM FORD FOR '59

- For any power job—Utility, All Purpose and Industrial tractors, gasoline or diesel.
- For any mowing or maintenance job—Dozens of man and money-saving implements and attachments, including many specialized tools matched to Ford.
- For any digging job—10 ft., 12 ft. and 14 ft. backhoes with bucket and stabilizer pad options for all kinds of digging.
- For any loading job—Heavy Duty, Extra Heavy Duty and Super-Duty Loaders with 1000 to 2500 lb. rated capacities.

Ford industrial tractors and equipment can help solve problems, beat schedules and save money on your job, too. Why not talk to your nearby Ford Tractor and Equipment Dealer about easy credit terms? Get full details on all of Ford's new industrial line for '59, on the exciting new Select-O-Speed transmission. See him today, or write Industrial Sales Department, Ford Motor Company, Birmingham, Michigan.

Design, materials and or specifications are subject to change without notice and without liability.

YOU SEE MORE FORDS BECAUSE THEY SAVE MORE MONEY!
LIGHTING RECOMMENDATIONS to help you upgrade home lighting. Available in new standard sheets. Includes charts of lighting requirements, recommendations for every area of the home.—American Home Lighting Institute. Circle No. 104 on reply card, p. 164

INSULATED CONCRETE BLOCK is detailed and illustrated in a new four-page folder. Covers uses, properties, and sizes. Includes latest designing features.—Thermoflector Association, Inc. Circle No. 105 on reply card, p. 164

BARCO VIBRA-TAMP does more work in less time at less cost. New four-page folder gives specifications, outstanding features. Photos, along with instructions illustrating how it's used.—Barco Mfg. Co. Circle No. 106 on reply card, p. 164

STAINLESS STEEL SINKS described and illustrated in a four-page brochure. Includes features, specifications, diagrams of several models. —Aeronca Mfg. Corp. Circle No. 107 on reply card, p. 164

FIVE PASTEL COLORS have been added to Flintkote's asbestos cement siding panels. A new sampler shows actual Shadowall material in the "western series" new colors. —Pioneer-Flintkote Circle No. 108 on reply card, p. 164


MODULUME prefabricated structural lighting... described in a new 14-page booklet. Informative catalog gives complete technical data, plus designing suggestions. Includes charts, diagrams, illustrations.—LAM, Inc. Circle No. 110 on reply card, p. 164

ELECTRONIC SYMBOLS used to designate elements of all systems of communication. Now available on a single wall chart. Makes it easy to understand graphic devices when indicating electronic communications layout.—DuKane Corp. Circle No. 111 on reply card, p. 164
The small sewage plant: big

What it is . . .

The small sewage treatment plant is a brand new idea—so new, in fact, that many builders haven't even heard of it. Six years ago it was barely off the drawing board; today it's on its way to becoming the land planner's most important tool.

The small treatment plant is just what its name says: a complete treating plant in miniature. It handles primary and secondary treatment, produces effluent with 85 to 95 per cent of the BOD removed from it.

Two things make these small units valuable to the smaller builder. First, they are flexible. Units are available to handle any number of houses, from one on up. And plants up to 15,000 gallons per day capacity (about 36 houses) are available as pre-built packages.

Second, the units are economical, easy to install and maintain. And one lot is generally all the area they require.

COMPACTNESS is a major advantage of the small treatment plant. This housing is all the cover necessary for Dorr-Oliver's 15,000-gallon Comple-Treator unit. The installation is for a small military base.

GOOD LOOKING installation is in Bollinger-Martin project in Louisville, Ky. House looks like part of the subdivision, actually covers a Yeomans Cavitator plant that handles more than 200 houses.

... how it can help the

For the builder who builds 20 houses a year or fewer, the small sewage plant can be the biggest thing since the hammer.

Now this builder can buy land where it's cheapest—beyond the water and sewer lines—and install complete sewage treatment for as few or as many houses as he pleases. Most important, his per-house cost will be little more than that of a first class septic system.

The subdivision shown above is being handled in just this way. Consulting Engineer Dan Koffler of New Castle, Del., is laying it out for a builder-client who plans to build cautiously.

"We couldn't even have started the project without the small treating plants," says Koffler.
news for the small development

smaller builder-developer

"Local health officials don’t want septic tanks here because we have wells. And we couldn’t afford to start off with a treating plant big enough for the whole 150-house project. It was all we could do to buy the land.

"Suppose we sell 18 houses from our model the first year. One 7,500-gallon treating plant can handle them. Our cost will be around $9,500, not including the collecting system.

"A plant big enough for the entire 150 houses would cost around $60,000. This is somewhat less than our final cost for eight small units (although the lift stations and bigger mains needed for the big plant would keep the difference small). But we can afford to buy the little plants one at a time."

There are other advantages to the small-unit treating system. The first block of houses is estimated at 18. If sales are fewer, the plant will still operate efficiently, and the amount of capital tied up is small. If sales are unexpectedly good, a second block could be put on another 7,500-gallon unit; or a 15,000-gallon unit could handle both blocks.

In either case, the builder is tailoring sewage costs to sales. He spends just enough money to keep up with his building rate. And if the market softens, he’s in a much better position to coast along than the man who has tens of thousands of dollars tied up in sewage facilities for houses that were never built.

ENGINEER Dan Koffler (left) shows editor Max Huntoon how small sewage plants are laid out.
Here are some of the small

Yeomans Brothers: treatment for one house or a development

Yeomans "Cavitator" treatment plant, shown at left and in drawing below, is a packaged unit that will serve from five houses up. It is a super aeration type, in which large quantities of air are forced through the sewage to speed up reduction. Yeomans Brothers Company manufacture both the Cavitator and the Cavitterte, a single-house treatment plant that operates on the same principle as the Cavitator. (Circle No. S127, p. 164)

"Septi-Robic" treating plants handle from one to 17 houses

Hays Filter Company manufactures the "Septi-Robic" line of small treating plants. Units range from 500 to 15,000 gallon per day capacity. Using the generally accepted rule of 100 gallons per person per day, and four persons per household, these units accommodate 1 to 17 houses.

Septi-Robic plants combine anaerobic digestion, in the first stage, and super aeration in the second stage. Like all the other units shown here, chlorine treatment can be added for sterilization, if necessary. (Circle No. S128, p. 164)

"RatedAeration" plants: prebuilt standardized units

Chicago Pump Company produces sewage treatment plants which operate on air "Rated-Aeration" principle. For capacities of 2,000 to 15,000 gallons per day, the manufacturer recommends prebuilt steel units. These units are built of standardized balanced equipment, and need only be dropped into an excavation and hooked up.

In the drawing at right, sewage enters the unit from the right, where a comminuting grinder grinds up the larger matter. Sewage then enters an aeration tank, and finally a sludge settling tank. (Circle No. S129 on reply card, p. 164)
treatning plants you can buy

"Oxigest" treatment plants offer single-tank units

"Oxigest" sewage treatment plants, manufactured by Smith and Loveless, Inc., utilize the superaeration principle of sewage reduction. The plants are available as prebuilt one-piece units of from 4,000 to 17,000 gallons capacity, and as two-piece units from 17,000 to 34,700 gallons.

A feature of the "Oxigest" unit is its use of a single tank for all sewage reduction. A preliminary filter removes any extra large material, and the remainder passes directly into the main tank. (Circle No. S130 on reply card, p. 164)

Infilco treating plants will serve from 6 to 250 houses

Infilco Incorporated produces the superaeration treatment plant shown at right. It is available with capacities ranging from 2,500 to 100,000 gallons per day.

The Infilco unit uses a comminutor to grind up incoming sewage. In its second stage, the process forces a high volume of oxygen through the liquid by means of rotors at the bottom of the tank. The purified effluent is drawn off at the end of the final settling stage. (Circle No. S131 on reply card, p. 164)

The "CompleTreator": a trickling filter treating plant

Dorr-Oliver's "CompleTreator" is a 15,000-gallon packaged treating plant. The picture at right shows it being set into place on small concrete pad at the bottom of the excavation.

The "CompleTreator" differs from other units in two respects: first, it operates on the trickling filter principle, rather than superaeration; and second, it is laid out vertically, rather than horizontally. (Circle No. S132, p. 164)
How else could I upgrade my men so cheaply?

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

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

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

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

— A BIG BUILDER

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

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

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

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

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

— A SMALL BUILDER

Want to subscribe for your key men? Or for yourself?
MORE power makes the difference! This new John Deere Crawler-Loader not only puts out ten per cent more engine horsepower than previous units, but also has the huskier transmission and new working speeds required to give you full benefit of this increased working capacity.

Gasoline or Diesel

You can select your John Deere Crawler-Loader with either gasoline or Diesel engine. Each gives you the same increase in power over previous units, plus extras such as clutch-type direction reverser. Result: faster cycle times, lower loading costs, new heft and hustle to take on bigger jobs at greater profits. Write for complete information or see your John Deere Industrial dealer for a demonstration on your job!
Automatic hydraulic self-leveling bucket gives the operator a clear view with the International Wagner loader —unobstructed by cumbersome mechanical linkages. Big, 3/4-cu yd bucket is 64 inches wide, has 3,500-lb capacity. Notice how unsightly external hose connections are eliminated by T-340 internal pump design.

New International Drott Four-in-One. Only the new T-340 offers this versatile, high-production unit in the utility crawler field! Left below, showing exclusive clamshell action for "surrounding" materials, or dozing close to green foundations without excessive ground pressure. Right, bottom-dump action provides 9 ft, 6-inch under-bucket clearance. Also, use the Four-in-One as a regular bucket with 7/4 cu yd (SAE struck) capacity; a scraper for inch-close grading accuracy; or a bulldozer with adjustable, radius-controlled moldboard for live, earth-rolling action. Parallelogram linkage holds bucket level from ground level to dump height.
already, they’re calling it the

“terrific”

T-340

New 45 hp* International Crawler leads its field in POWER • SPEEDS • STEERING • EQUIPMENT!

Reports from new T-340 users express amazement at its capacity . . . its push and pull power, compared with what they expected from a 31 drawbar hp rating. But when you measure the T-340 against its field, you see the reasons!

- A quiet, smooth-running, 4-cylinder engine with a proven pedigree for stamina and fuel economy.

- Characteristic IH power-weight ratio, delivering 95 percent of the T-340’s built-in operating weight of 9,600 lb as pull at the drawbar.

- Job-matched speeds. Only the T-340 in its power class offers Torque Amplifier Drive—providing two speeds in each of the five regular gears, letting you boost pull power up to 45 percent, on-the-go, without declutching. Or, equip the T-340 with Fast Reverser, giving you five reverse speeds, each 22 percent faster than the corresponding forward gear speed.

- High-capacity, internal hydraulic pump, gives instant-quick, fast-cycle equipment control.

- Exclusive new planetary steering and final drive—quick, easy pivot or “feathered” turns.

Measure the new T-340 by either price or performance . . . you’ll quickly see why it’s easily today’s top value in the utility tractor field. See it soon!

Ask your IH Dealer to demonstrate . . . see for yourself how smooth, 4-cylinder power, planetary-type steering, balanced power-weight ratio and other features put the T-340 at the head of its class! For name of the IH dealer nearby, and descriptive literature, write International Harvester Company, Dept. AB-9, P. O. Box 7333, Chicago 80, Illinois, today.

New International hydraulic bullgrader, is raised, lowered, tilted, and angled to right or left—all with fingertip hydraulic control. Blade is 85-inches wide and 25 inches high, plus a 7-inch center spillboard. Can be used in combination with scarifier, winch, and other rear-mounted equipment.

International Wagner Loader and backhoe can be mounted separately or in combination to form a highly efficient trenching, backfilling, and loading unit. Backhoe can be equipped with regular, mole’s paw, bell hole, cemetery, or heavy-duty street repair bucket.
“Write the vision, and make it plain upon tables, that he may run that readeth it”

HABAKKUK 2:2

To “make it plain” today in the pages of Simmons-Boardman magazines, our editors:
1. Use big pictures and short words;
2. Boil down copy, skimming off the fat;
3. Organize articles for selective reading;
4. Make fast-working layouts, to speed the big idea into the reader’s mind.

What’s good for the reader is doubly good for the advertiser:
He gets wide-awake readers— with the time and inclination to pursue ideas in his advertising.

SIMMONS-BOARDMAN, 30 Church St., New York 7.

You get wide awake readers with Simmons-Boardman Time-Saver magazines
GET ALL THE FACTS
before you specify any appliance!

NEW BUILT-IN OVEN CAN BE
SET IN PLACE AND FULLY
CONNECTED IN 4 MINUTES!

NEW FULL-WIDTH DOOR
LIFTS OFF
for easy oven
cleaning

FITS IN 24" CABINET WIDTH
Hotpoint gives more
cooking capacity in
less cabinet width

WHEN YOU BUILD IN HOTPOINT YOU BUILD IN PUBLIC PREFERENCE

Hotpoint
A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS
CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS • DISPOSALLS®
WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS

PRODUCT FACTS
4th of a series
TEAR OUT AND SAVE FOR
FUTURE REFERENCE

Hotpoint built-in ovens install quickly
and easily because all connections are
made to the junction box attached to the
front of the oven. Both leads and termi-
nals in the box are color-keyed and num-
bered for quick, positive connections.
The box is easy to inspect and meets the
requirements of Underwriters' and local
electrical codes.

But easy installation is only one of
your needs. More important is choosing
the oven model that adds maximum sales
to your kitchen at minimum cost.

Since 1954, Hotpoint has made built-
in a full-time business—not a sideline.
This is the only way to develop a com-
plete line of built-in models designed,
tested, and priced to meet builder and
customer needs for homes in all price
ranges. And this is why...

Hotpoint Offers More
Saleable Quality Features
For Your Money.

Automatic Rotisserie • Meat Ther-
ometer • Panorama Window • Inter-
changeable Oven Door Panels • Plug-In
Bake and Broil Units • Available in
Sunburst Yellow, Turquoise, Coral Pink,
Copper Brown, Silver Satin, and White

BE SURE YOU GET ALL THE FACTS
To receive copies of all the Hotpoint Prod-
uct Facts series write today to:
Kitchen Appliance Department
Hotpoint
5600 West Taylor Street
Chicago, Illinois
Attn.: Mr. F. Gene Abrams

Your Name

Your Company

Address

City

State

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12 ways to build better lighting

1 Hang a fluorescent bracket system in special areas where more light is required

A lighting cove like this will provide good general illumination in addition to extra local lighting.

2 Frame in a cove below supporting beams

Here is a good way to add extra light to a living area, while accenting a planter along the wall. Fluorescent tubes light up the draperies, while spots show off shapes. Supporting beam is a good natural location for a lighting cove.

3 Build in false beam cornice to light up a window wall

This is a case where a false beam was built to house the window wall lighting system. Any other lighting solution would have interrupted the ceiling pattern.

4 Tie in a fluorescent dimmer switch with a built-in light system

A standard wood valance at windows gives general lighting, lights up draperies. Dimmer will vary brightness level. (Photo courtesy Superior Electric Co.)

WHAT

HOW

BRACKET is mounted 7½ ft. above floor to provide 10 footcandles of light along an extra-long sofa built-in below it.

WHAT

HOW

FRAMING a 10x10" space below the beam left a 10-in. opening along alcove side.

WHAT

HOW

SIMPLE false beam houses fluorescent lights which give general illumination. Table lamps are used for reading, other close work.

WHAT

HOW

DIMMING SWITCHES work like sound-volume controls. They offer a wide choice of light.
systems into your houses

5 Install a luminous ceiling in major living areas

Here a luminous ceiling was installed in an area that was used by the family as a combined dining and hobby room. Original ceiling was lowered for wiring.

6 Box in luminous panels below kitchen ceiling

Whether it's for a remodeled kitchen such as this one, or a new home, this method of lighting is an easy way to get recommended illumination without using typical ceiling-attached lighting. Kitchen is 12x13' with 9 ft. ceiling.

7 Brighten kitchens with luminous coves, soffits

This small kitchen used a plan like this to get high light levels, and to make the U-shaped room look bigger. Compact kitchen has 8 ft. ceiling, covered with paint that increases reflectance values.

How good lighting will help sell your homes

Builders are learning that it pays to offer houses that are equipped with the right kind of custom extras. Special lighting is a good example. It will show off interiors, add to the appearance of any home.

You can include built-in lighting as part of your house package or let the owner pay for the kind of lighting he wants. Either way, make a show house of your display models. It can be a real sales booster.

A correctly decorated interior, complete with built-in lighting, dimmer switches and warm-colored lamps will give the buyer a strong feeling of value.
How built-in lighting will dress up

8 Face framed bracket with translucent plastic

This installation was in an area that needed lots of light, a laundry-ironing utility room. Room size is 9'2" x 8'½ ft. with ceiling that slopes from 8 ft. at the inside wall to 7 ft. at the outside entrance. Ceiling is painted white for high reflection.

9 Recess a light above your fireplace mantle

Here is one way to install light in the fireplace mantel. It creates a decorative effect above the fireplace, at the same time helps light up nearby areas. Mantel is 52 in. high, 81 in. wide and extends 11½ in. into room.

10 Build in fluorescents at desks, bookshelves

Built-in bookcases, cabinets, desks also offer the opportunities for built-in lighting. Here built-ins light telephone, and above add to general illumination of room with eight foot ceiling.

What you should know about light and lighting

- Good lighting needs good planning. For the best results imagine you live in the house, too.
- Use interior paints with these reflectance values: for ceilings—65-85%, for walls—35-55%, for floors—15-30%.
- Locate outlets so that portable lamps can be moved easily.
- Shield all light sources to reduce glare.
- Light general areas indirectly.
- Louvered or luminous panels make soft shadows.
- Add extra lighting for decorative effect.
- Keep general illumination at 5 to 10 foot candles to keep brightness balanced.
- Plan local lighting systems to produce from 40 to 100 foot candles in working areas.
- Plan your electrical system for a 4-watt per sq. ft. area capacity for optimum custom lighting.
- Consider a 75 lumen per sq. ft. area capacity as optimum for a custom residential lighting installation.
your interiors

11 Mount fluorescent lamps in the channels along shelves for accent light

Builders can find an ideal spot for built-ins at wooden shelves, to light up books or knicknacks. Shelves shown are 14 in. deep with a spacing of 11 in. Wood finish has 25% reflection.

FRONT FACES of metal shields are painted to match woodwork. Ballast is located away from shelves.

12 Install cornice light above glass shelves for display purposes

Glass shelves offer another opportunity to use built-in lighting. Local lighting like this can be particularly effective in displaying art objects and glassware.

A CORNICE directs light downward through glass shelves for effective display of china.

How and where you can use structural lighting

in the homes you build

VALANCES should be used with wide-mounted channels. Tube is placed far enough from wall to keep drapery from blocking downward light. Both ceiling and side-wall light result.

CORNICES provide only wall light—will not light up ceilings. Channels in this case are ceiling mounted. Best for use in low-ceiling rooms or where the window head is close to the ceiling.

THE COVE is a system where the light is emitted horizontally and upward. With the translucent shield shown here, lighting becomes more efficient. Lower location of lamp lights wall and ceiling.

BRACKETS look like valances because of structural similarities. Difference is that centerline of faceboard is at same level as tube. Mount brackets closer to wall to direct light up and down.

RECESSED downlights, although actually fixtures, may be thought of as built-ins, too. Their location must be planned before rough wiring. Reflector bulbs will pick up highlights, do the best job.

SOFFIT LIGHTS are good on the undersides of beams or at furred-down sections, where recessed panels enclose fluorescent tubes. Main use is for local lighting, but several give good general light.

SUSPENDED CEILINGS are for general lighting use. A light plenum is made from either plastic or glass. Either a diffuser or a louver of opaque material (like egg-crate louvers) can be used.
Three-flue chimney system trims costs by $450
Result: two fireplaces for the price of one

By combining two fireplaces and a furnace in a central location, brother-builders Ralph and Sid Paul can run three flues up a single chimney. They estimate the over-all cost savings at $450 to $500 per house.

Split-level design of the Capri (plan above) helped them combine the fireplaces and heating unit. Recreation-room fireplace is only 5 ft. below the living room. Furnace is set in crawl space adjacent to the recreation room.

Cost-saving tricks like this explain how the Pauls can offer Wilmington, Del., home buyers a five-bedroom house for only $23,990 including land.
7 opportunities to save hand-work

with CASE® Utility LOADER

Each of the “little men” above represents an opportunity...a place where you can save handwork wages on miscellaneous digging, lifting, loading, and carrying, with a Case 210B Utility Loader and quick-change attachments.

For as little as $92.00 per month*

...you can cut your cost per home by mechanizing dirt work and bulk material handling with a 1000-lb. capacity Case Utility Loader. Finish building and clean-up faster, boost productivity of skilled men, cut subcontract expense. At modest extra cost you can equip with quick-change attachments for added savings in handling other building materials and specialized tasks.

Get a free demonstration and see for yourself how the power, speed, and all-around versatility of the Case 210B can save you a full month's installment payment in ONE WEEK—in hand-labor costs alone!

See the “210B” at your Case Dealer’s. Try it on jobs of your choice. Clip and mail coupon for literature.

*Installment payment after average down payment or trade-in, f.o.b. factory — plus freight, taxes, installation. Price subject to change without notice.
Ever face this?

Your houses are finished. The last few jobs are being completed. The finishing hardware is being installed. Locks, hinges, pulls, sliding door hardware. All is going smoothly (a minor miracle) and you check the sliding doors and you find they don't slide (a common disaster).

You shim, trim, square and swear. Probably hunt for the installation sheet while your carpenter takes a smoke (on your money). After kicking the doors once or twice, you walk away vaguely muttering something like "never again."

What a spot for us to say—"Your troubles are over!"

What we will say is that for low cost, moderate duty applications, Rocket 1000/6000 hardware goes up with an absolute minimum of cursing and, many builders even feel a little satisfaction.

This well-known line includes a broad range of sets. The 1040, for example, for 13/4" bypassing doors; the reversible 6032 and 6034, for both 3/4" and 13/4" doors. Also, Grant has recently added the cost conscious "Econo-Pak" to the 1000/6000 line—a 12 set carton with track and hardware packed together. With no boxes to open or wrappings to break, just open the Econo-Pak and immediately start installing 12 sliding door openings!

Retain your composure! Have your carpenters stop taking sliding door "breaks." Write for literature on Rocket 1000/6000.
against any Tractor Shovel in its class!

☆ EXCLUSIVE INSTANT REVERSING — Change direction of travel — either forward or reverse—at a touch of your toe — no shifting . . . no clutching . . . no levers to pull. Shortens cycle time between load and dump.

☆ PERFORMANCE — One cubic yard SAE rated capacity, 43° rollback at ground level, direct-line thrust, torque converter, power steering, maximum visibility, five equal speeds forward and reverse add up to greater on-the-job performance.

☆ VERSATILITY — A full range of perfectly matched attachments include a combination Davis Backhoe-backfill blade, asphalt spreader, pick-up street sweeper, rotary boom, angle dozer, crane, fork lift, scarifier, and a variety of buckets.

☆ QUALITY — Designed and manufactured for rugged construction and industrial applications. Has strength built-in and quality in every part.

Yes, we invite you to compare Massey-Ferguson's Work Bull 1001 against all the rest. You'll soon be convinced of its superiority . . . of its profit-making and time-saving advantages on the job. You'll see why it can outperform costly, single-purpose machines. Ask your Massey-Ferguson Industrial Dealer for a demonstration.

Why Wait? Set a Date — We'll Demonstrate!

MASSEY-FERGUSON INDUSTRIAL DIVISION
Block 1000 South West Street • Wichita 13N, Kansas
Arch Lightbody, like 800,000 other Americans, is cured of cancer. Like 800,000 other Americans he went to his doctor in time—in time for early diagnosis and prompt and successful treatment. He learned that many cancers are curable if detected in time.

You can do two things to defeat cancer: Have an annual health checkup. Be alert to the 7 danger signals that could mean cancer:

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

American Cancer Society

How you can maintain an automatic progress report on all your houses

A glance at this control board gives you a "progress report" on each of your houses. Here's how the board works:

Each column represents a phase of construction. As a house undergoes each phase, this is indicated on the board by hanging a colored tag in the appropriate column. Other tags show dates of completion; a red tag warns that a house is behind schedule and must be pushed.

Stan Paver, of Sarasota, Fla., says such a board helps him keep track of as many as 80 houses at a glance. (See photo, above.)

Harry J. Miller, Sarasota, Fla.

Stretching a line is easy with these blocks

"When lining up a block wall, I find two of these wooden blocks save me a lot of time," says Ed. G. Lachapelle, Canterbury, Conn. "They let one man stretch a guide line without driving nails into the wall.

"The guide line is wound around the two blocks, as shown. The blocks go at either end of the wall, with the line stretched between them. The tension of the line will hold the blocks firmly in place."
...hold 2½ times stronger
Scientific tests show it takes an average of 395 pounds to pull Wheeling L-Head Cut Flooring Nails from yellow pine. On the other hand, machine-driven cleats pulled out after only 154 pounds pressure. Wheeling Cut Flooring Nails have more than twice the holding power!

WHEELING CORRUGATING COMPANY - IT'S WHEELING STEEL! Warehouses: Boston, Buffalo, Chicago, Columbus, Detroit, Kansas City, Louisville, Minneapolis, New Orleans, New York, Philadelphia, Richmond, St. Louis. Sales Offices: Atlanta, Houston

THAT EXTRA SELLING FEATURE FOR NEW HOMES IMPROVES and BEAUTIFIES ANY FIREPLACE!

Thermo-Rite FIREPLACE ENCLOSURE WITH HEAT-TEMPERED GLASS DOORS AND SOLID BRASS FRAME!

 Beautify
 • Blends with any decor.
 • Picture window view of fire.
 • Radiates gentle, even heat with no floor drafts.
 • Burn wood, coal or gas.

 Comfort
 • Piano hinged doors open easily.
 • Control fire with sliding draft doors.

 Convenience
 • Protects against sparks, smoke, soot and dirt.

 Safety
 • Treasured In Fine Homes Everywhere!
 Sizes to fit any opening.
 For complete details . . . Write Dept. AB9-59

Thermo-Rite MANUFACTURING CO., Akron 9, Ohio

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.
AB-959, BEDFORD, INDIANA
Send me the full story of Indiana Limestone Veneer
on MILLERS FALLS®

NEW ball bearing DRILLS

Here are six new quality-built drills, powerful additions to Millers Falls ever-expanding line. They’ll take the toughest jobs in stride — and invite comparison on price as well as performance. They have quality features galore — ball bearing construction . . . cool-running motors . . . lightweight die cast aluminum housings with non-glare, wear-resistant satin finish. And each is powered by a “Millers Falls Built” motor specifically designed to give it top performance. For important savings in time and money, put these drills on the job.

<table>
<thead>
<tr>
<th>Drill</th>
<th>Model</th>
<th>Price</th>
<th>Speed</th>
<th>Torque</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. 1234</td>
<td>$32.50</td>
<td>2.7 Amps</td>
<td>2250 rpm</td>
</tr>
<tr>
<td></td>
<td>No. 2434</td>
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<td>2.5 Amps</td>
<td>1800 rpm</td>
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<td>No. 2438</td>
<td>$37.50</td>
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<tr>
<td></td>
<td>No. 2538</td>
<td>$37.50</td>
<td>2.5 Amps</td>
<td>1000 rpm</td>
</tr>
</tbody>
</table>

How to do it better (continued from page 208)

Try this fast, easy way to hang your wooden cabinets

This trick can save you a lot of time and trouble in setting a wooden cabinet.

As shown in the above drawings, it involves cutting a beveled strip, or cleat, from the back of the cabinet. This strip is leveled and set on the wall, with the bevels pointing downward. The cabinet is then hung from the strip, as shown.

Obviously, it’s much easier to handle and set the small strip than it is to handle and set the whole cabinet.

N. M. Pittman, Overton, Tex.

Rabbit jamb before it’s set to avoid loosening

Here’s how we avoid a big headache in block, and other masonry construction: before installing door jambs, we rabbet them to take the door hinges. With this system we eliminate any possibility of having the jambs come loose, as often happens, when they’re rabbeted in place.

Myron Miller, Ft. Lauderdale, Fla.
Demonstrate the Delco-matic Garage Door Operator when you begin your home showings to make the promise of convenient, modern living more vivid and inviting. From the moment Delco-matic raises the door, all other home features take on extra glamor and value.

You can rely on the all-new all-transistor Delco-matic Garage Door Operator to perform dependably when you demonstrate and after the home is sold. Performance-proved by home owners in a 500-home test across the nation, Delco-matic is virtually trouble-free—the door operator you can install and forget.

Call your local Delco-matic representative or fill out and mail the coupon for additional information.

Delco-matic Garage Door Operators are sold, installed, warranted and serviced by Crawford Door Sales Company, the nation's leading garage door specialists.

START SELLING YOUR HOMES RIGHT HERE!

DELCO PRODUCTS
Division of General Motors Corporation Dayton 1, Ohio

DELCO PRODUCTS
Division of General Motors Corporation Dept. A8-9, Dayton 1, Ohio

Please send more information on Delco-matic Garage Door Operators

Name ____________________________
Company ____________________________
Address ____________________________
City ____________________________ State ____________________________
NOW...You Can SLASH Trench Costs

Amazing Trenchers
MODELS: C-3, 7 HP • M-3, 9 or 12 HP

DITCH WITCH
Produces Low Cost Trench

...overall cost less than any other machine or method!
Usually about...

HOW IT'S BUILT: 7, 9 or 12 HP air cooled engine, 3-speed transmission, sealed ball bearings, 20M lb. test steel digging chain, replaceable teeth Studite edged, telescoping tubular steel boom, screw jack depth control — rugged throughout!

WHAT IT WILL DO: Trench at speeds up to 12 FPM, widths 3' to 12', depths 2' to 5', digs in any soil. Countless applications for utility service lines, gathering systems, signal systems, cathodic protection, street lighting, sprinkler systems, road crossings, etc.

CHARLES MACHINE WORKS, INC
PERRY, OKLA.

Distributors throughout the world sell, rent, and service Ditch Witch trenchers. Contractor's service is available everywhere at reasonable rates. For information, write, wire, or call!

American Builder TRAINING YOUR MEN

Ask the experts...

Above a basement wall built of glass blocks...

...this lintel will keep blocks from being crushed by the wall above

**QUESTION:**
I'd like to build the upper half of a basement wall of glass block. Resting on a one-story building, the wall above will have a weight load made up of 1-in. insulating glass panels for the entire 28 ft. width. This main floor wall of glass will extend up to a 3-in-12 pitch roof.

What kind of joist lintel should I use above the glass block to keep it from being crushed?

**ANSWER:**
Structurally, a 2x10 lintel should handle the load, (using 1,200-psi stress lumber). However, to limit deflection to 1/360th of span (because of glass block below), 2x12's are recommended.

Lintels should never rest on glass blocks. Any deflection would cause them to crack.

Sketch above shows one way of building this system.

- Karl G. Alfter
  Milwaukee, Wis.

*Continued →*
OPENINGS

for Sales Managers and Sales Representatives

Due to rapid expansion of our nationwide network of manufacturing facilities, we have openings for Regional Sales Managers to supervise sales activities in the New England States and Colorado, and for Sales Representatives in outstate Massachusetts, Boston, Washington, D.C., Baltimore, South Carolina, Upper New York State, Ohio, Detroit, Michigan, Iowa, Kansas City, New Orleans, Louisiana, Houston, Beaumont, Port Arthur and San Antonio, Texas, to service existing and establish new Builder-Dealers.

Remuneration on liberal commission basis. Drawing account available after performance established.

Proven management and creative sales ability essential, with knowledge of real estate, residential construction, FHA/VA procedures and mortgage financing desirable. Potential earnings for Sales Managers up to $30,000—for Salesmen $15,000 to $20,000. Send brief resume to Howard Trinz, Vice President, 2001 North Westwood, Toledo 7, Ohio.

SCHOLZ HOMES, INC.

PREMIUM QUALITY PLASTIC PANELS


For whole story, including specifications, write

STYLUX—Plastics Department—Buildings Division
BUTLER MANUFACTURING COMPANY
Dept. 105—7400 East 13th Street, Kansas City 26, Missouri

SEPTEMBER 1959

You Just Know...
THIS CONTRACTOR USES A
Mulkey

Portable CONVEYOR
and BUILDS for a PROFIT!
BELT—Chain & Flight—UTIL-A VEYOR
Maybe ALL THREE!!

MULKEY PORTABLE BELT UNLOADS A 6 YD. TRANSIT MIX EVERY 15 MINUTES
Concrete, sand and gravel may be delivered directly from truck to gravity hopper without intermediate handling, maintaining a continuous flow of materials from truck to point of use on the job.

One man on the ground can keep 10 men busy in the air. Pours of 120 yards a day are commonplace.

Its low price will please you.

This light weight unit was especially designed for the small contractor whose volume of work does not justify the heavy duty conveyors. The units is expandable from a basic 16' length by means of 8’ extensions quickly applied in the field at low cost per foot. A 16’ unit will deliver material to a discharge height of 13’, 24’ to 20’, 32’ to 27’, 40’ to 34’. A lock swivel wheel assembly is available as an accessory. Write directly to the Sam Mulkey Company for full details and specifications.

Handles With Speed and Ease
Blocks, bricks, most all solid materials including plywood. A 32’ unit at 60° angle delivered bricks and blocks to 27’ height at the rate of 2500 bricks and/or 1000 concrete blocks per hour. This is truly the answer to the small contractor’s prayer for automation in materials handling.

YOUR LOCAL DEALER CAN SUPPLY... IF NOT... Write, Wire or Phone Sam Mulkey Co. direct—we will see that you are supplied promptly.

SAM MULKEY CO.
MANUFACTURERS OF PORTABLE CONVEYORS
DEPT. AB, P.O. BOX 270, LEE’S SUMMIT, MO.
Here it is! The all new Duo-Fast Staple Gun that drives FHA approved staples faster and easier than ever before. This new Gun is air-operated. Just flick your finger... air does the rest. With power to spare, the Duo-Fast Staple Gun has the wallop to drive heavy duty 1½" Duo-Fast Staples... and drive them with pressure as low as 50 psi.

Light weight, yet ruggedly built... greater efficiency with the ultra-fast Air Return piston... Easy-Trip trigger and fast front end loading for high speed stapling. And the built-in safety trip, plus an air lock cap makes the new Duo-Fast Staple Gun safe as well as fast and highly efficient.

Remember... every Duo-Fast Staple Gun has the added protection of our unique FREE SERVICE GUARANTEE. This means extra savings on maintenance costs.
"RILCO TRUSSES

FELL TOGETHER
LIKE MACHINED PARTS"

"The Rilco laminated members we used at Clothier Hall made construction very simple. They fell together almost like machined parts. We were able to assemble and erect the entire building in one week with a crew of eight men. We wish every material item would come through as well engineered and fabricated as these Rilco members," reports Mr. A. Ranieri, Ranieri Construction Company.

Large buildings (Clothier indoor riding hall covers 1 1/2 acres) or small buildings—all go up fast with Rilco laminated members because components fit—are factory fabricated for fast assembly—arrive at the jobsite precut and drilled for connection hardware furnished. Contractors report successful results on their very first job.
"Doors shall be made weathertight. A water-tight threshold shall be provided. Doors shall be weather-stripped when required to prevent infiltration of dust or snow."

---

A COMPLETE & POSITIVE "ONE-PACKAGE" DOOR SEALING SYSTEM BY DURAflex ... EXCEEDS FHA MPS REQUIREMENTS!

The combination of these two fine products provide the first practical means for effectively weatherstripping the entire doorway!

FIELD PROVEN BY OVER 3,000,000 INSTALLATIONS!

- Positive sealing
- Fast, economical installation
- No callbacks due to faulty operation

*When installed in accordance with manufacturer's recommendations

For complete information and samples, write to:

The DURAflex Co., Dept. DSS-500
3500 N.W. 52nd Street • Miami 42, Florida

U.S. Pat. 2,718,677 Con. Pat. 545,821
Other U.S., Can., and Foreign patents issued and pending

---

**ESTIMATING TAKE-OFF**

(Continued from page 147)

<table>
<thead>
<tr>
<th>Material</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>2x4 Fir Plant Box Braces</td>
<td>5 lin. ft.</td>
</tr>
<tr>
<td>2x4 Fir Wall Studs</td>
<td>2,345 lin. ft.</td>
</tr>
<tr>
<td>2x4 Fir Partition Studs</td>
<td>1,440 lin. ft.</td>
</tr>
<tr>
<td>2x4 Fir Plant Box Framing</td>
<td>3,180 lin. ft.</td>
</tr>
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<td>1x3 Fir Wall Framing</td>
<td>65 lin. ft.</td>
</tr>
<tr>
<td>1x3 Fir Wall Framing</td>
<td>65 lin. ft.</td>
</tr>
<tr>
<td>1x6 T.G. Fir Rafter Framing</td>
<td>1,990 sq. ft.</td>
</tr>
<tr>
<td>1x6 V-Joint Roof Sheathing</td>
<td>540 sq. ft.</td>
</tr>
<tr>
<td>1x6 Fir 10&quot;x10&quot; Roof Lath</td>
<td>2,924 sq. ft.</td>
</tr>
<tr>
<td>Cedar Roof Shingles</td>
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</tr>
<tr>
<td>Rock Wool 2&quot; Ceiling Insulation</td>
<td>1,490 sq. ft.</td>
</tr>
<tr>
<td>Rock Wool 2&quot; Wall Insulation</td>
<td>1,490 sq. ft.</td>
</tr>
<tr>
<td>150 Felt Floor Insulation</td>
<td>1,490 sq. ft.</td>
</tr>
<tr>
<td>150 Felt Wall Insulation</td>
<td>1,490 sq. ft.</td>
</tr>
<tr>
<td>Wood Mice, Furring &amp; Grounds</td>
<td>500 sq. ft.</td>
</tr>
<tr>
<td>Metal Structural Hardware</td>
<td>50 lin. ft.</td>
</tr>
</tbody>
</table>

---

**METAL & ROCKLATH FURRING & LATHING**

- 3-1/4" Metal Ext. Wall Lath | 1,635 sq. ft. |
- Rocklath 1/2" Wall Lath | 3,500 sq. ft. |
- Rocklath 1/2" Ceiling Lath | 1,325 sq. ft. |
- 3-1/4" Metal Interior Cornice | 155 sq. ft. |

---

**PLASTER WALL & CEILING FINISH**

- Col. Stucco 1/2" Ext. Wall 3 cs. O.L | 1,635 sq. ft. |
- Com. Plaster Ceramic Tile Scratch Coat | 265 sq. ft. |

---

**WOOD EXTERIOR & INTERIOR MILLWORK**

- 1x6 Fir Ven. 6x7" Flu. Ext. Door, F&T | 1 unit |
- 1x6 Fir Ven. 2x8x7" Glas. Ext. Door, F&T | 2 units |
- 1x6 Fir Ven. 5x7" Flu. Int. Door, F&T | 2 units |
- 1x6 Fir Ven. 4x7x7" Glas. Int. Door, F&T | 2 units |
- 1x6 Fir Ven. 2x6x7" Flu. Int. Door, F&T | 7 units |
- 1x6 Fir Ven. 2x7x7" Flu. Int. Door, F&T | 2 units |
- 1x6 Fir Ven. 2x8x8" Flu. Int. Door, F&T | 1 unit |
- 1x6 Fir Ven. 2x8x8" Glas. Int. Door, F&T | 1 unit |
- Plywd. or Pine 2x2" Soffit Ceiling, F&T | 1 unit |
- Plywd. or Pine 2x2"x8" Fl. Acc. Door, F&T | 1 unit |
- 1x6 Birch 7x15" Lath. Count. Door, F&T | 1 unit |
- Birch Ven. 7x2x2x2" Sink Cabinet | 1 unit |
- Birch Ven. 3x2x2x2" Sink Cabinet | 1 unit |
- Birch Ven. 5x2x7" Pantry Cabinet | 1 unit |
- Birch Ven. 2x2x2" Base Cabinet | 1 unit |
- Birch Ven. 7x2x2x9" Wall Cabinet | 1 unit |
- Birch Ven. 7x2x2x9" Sink Cabinet | 1 unit |
- Birch Ven. 2x2x2x3" Sink Cabinet | 1 unit |
- Birch Ven. 2x2x2x3" Base Cabinet | 1 unit |
- Oak 2x4x4" Lid. Km. Stair | 2 units |
- Wh. Pine 2x3" Divider Post | 40 lin. ft. |
- Wh. Pine 2x8" Roof Fascia | 330 lin. ft. |
- Wh. Pine 2x8" Wind. Frame | 65 lin. ft. |
- Wh. Pine 2x4" Planter Grill | 40 lin. ft. |
- Wh. Pine 1x5" Wind. Stair | 75 lin. ft. |
- Wh. Pine 1x15" Wind. Trim | 145 lin. ft. |
- Plywd. or Pine 2x4" Ext. Wall Divide Strip | 140 lin. ft. |
- Plywood Texture 1-1/4" Ext. Wall Boarding | 275 sq. ft. |
- Plywood Texture 1-1/4" Int. Wall Boarding | 5 sq. ft. |
- Plywood Texture 1-1/4" Ext. Fencing | 1 unit |
- Plywood 7x6x2" Snack Counter | 1 unit |
- Plywood 6x2" Closet Shelves | 70 lin. ft. |
- Wh. Pine 1x3" Shelf Cleats | 130 lin. ft. |
- Plywood 1/4" Soffit Boarding | 75 sq. ft. |
- Ash Plywood 1/4" Int. Wall Boarding | 210 sq. ft. |
- Ash 1/4x1 1/4" Hr. Sheathing | 13 sq. ft. |
- Hardwood 1/16" Closet Pegs | 20 lin. ft. |
- Hardwood 4x4" Wall Base | 285 lin. ft. |
- Hardwood 1x5" Planter Molding | 30 lin. ft. |
- Hardwood 1x5" Planter Molding | 16 lin. ft. |
- Formica Counter Tops | 75 sq. ft. |
- 1/4" Glass Door & Slid'g Panes | 200 sq. ft. |
- D.S.A. 1/4" Glass Window Panel | 30 sq. ft. |
- Oakum & Masonic Door & Window caulking | 260 lin. ft. |

---

**METAL ORNAMENTAL & MISCELL. WORK**

- 3/64x1/2" Steel 8" Wind. Frames Supports | 83 units |
- 3/64x1/2" Steel 10" Anchor Bolts | 63 units |
- Gelv. Metal 14x28" Wall Vent | 1 unit |
- Gelv. Metal 14x28" Wall Vent | 1 unit |
- Gelv. Metal 14x28" Roof Vent | 15 units |
- Cast Iron Fireplace | 1 unit |
- Cast Iron 8x8" Cleanout Door, F&T | 1 unit |
- Aluminum Door Saddle | 12 lin. ft. |

(Continued on page 218)
Use Bil-Jax
Tubular Steel Scaffolding

For
Both Scaffolding and Shoring

Get Versatility Plus
Speed and Safety... at low cost!

Whether used for shoring or for scaffolding, Bil-Jax goes up fast... and stays put. No tools needed. Screw-jacks inserted in tubular steel legs make leveling easy. No need for heavy investment in two kinds of equipment, and no salvage loss. Ask for complete 24-page catalog. It's free.

“Frightened to death” is no figure of speech where cancer is concerned. Each year thousands of Americans lose their lives needlessly because they were too terrified about cancer to even learn facts which could have saved their lives! Learn how to protect yourself and your family by writing to “Cancer,” c/o your local post office. American Cancer Society

Boost Home Sales!! Read,

Selling Houses Successfully

By Alfred Gross, Marketing Consultant

A leading marketing expert details today’s top home sales techniques. Book reinforces answers to sales problems with actual case histories plus other materials compiled from the American Builder magazine. No other single volume contains so much concise marketing data readily adaptable to your own sales force. It clearly outlines basic marketing concepts and defines the nature and size of the current housing market. Stresses tested ways to achieve a coordinated sales program. Includes a wealth of new ideas for more effective sales promotions, and practical advice on advertising. Illustrated, 168 pp.

$2.95

Use This Handy Coupon to Order

Simmons-Boardman Books
30 Church St., N.Y. 7, N.Y.

Please send me .... copy(ies) of Selling Houses Successfully $2.95 per copy.

☐ Check enclosed ☐ Bill me

Name __________________________ Street __________________________
City __________________________ Zone _______ State _______

SEPTEMBER 1959
Don't let water ruin your reputation!

Add to your reputation as an expert builder by assuring the new homeowner his home will be safe from the elements. Plan RIGHT from the beginning to waterproof your masonry walls with The THORO System products.

1. THOROCLEAR 777 gives invisible protection to your new brick. Prevents water stained plaster, keeps brickwork dry and clean, eliminates the cause of unsightly efflorescence. Certainly extra features to point out to your prospective buyer.

2. Apply THOROSEAL FOUNDATION COATING to all exterior foundations. THOROSEAL is cement-based; will not deteriorate like old fashioned treatments. The answer at last to an old problem, and another feature to point out to your prospective buyer.

3. Seal junction between floor and wall, around pipe openings, settling cracks, and others with WATERPLUG. WATERPLUG expands as it sets to provide a tight, lasting seal.

4. Add the finishing touch to the new basement. Apply THOROSEAL in beautiful, modern, pastels. The cost—a few cents a square foot but adding dollars to the value of your home. Adds beauty and color to otherwise drab concrete.

---

**ESTIMATING TAKE-OFF**

(Continued from page 196)

### METAL SHEET WORK

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-oz. Copper 16&quot; Terminate Shield</td>
<td>210 lin. ft.</td>
<td></td>
</tr>
<tr>
<td>16-oz. Copper 12&quot; Valley Flashing</td>
<td>35 lin. ft.</td>
<td></td>
</tr>
<tr>
<td>16-oz. Copper 12&quot; Chimney Flashing</td>
<td>66 lin. ft.</td>
<td></td>
</tr>
<tr>
<td>16-oz. Copper 3&quot; of Rain Leader</td>
<td>40 lin. ft.</td>
<td></td>
</tr>
<tr>
<td>16-oz. Copper Roof Gutter</td>
<td>185 lin. ft.</td>
<td></td>
</tr>
<tr>
<td>20-oz. Copper 20&quot; Planter Liner</td>
<td>16 lin. ft.</td>
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</table>

### CERAMIC FLOOR & WALL TILING

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Ceramic Floor Tiling</td>
<td>265 sq. ft.</td>
<td></td>
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<tr>
<td>Ceramic Wall Tiling</td>
<td>75 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Ceramic 4&quot; Wall Base</td>
<td>35 lin. ft.</td>
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### ALUMINUM SLIDING WINDOWS & DOORS

<table>
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<th>Item</th>
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<tbody>
<tr>
<td>1/4&quot; Glass 6'x9'2&quot; Wall Mirror</td>
<td>1 unit</td>
</tr>
<tr>
<td>1/4&quot; Glass 4'x3'2&quot; Wall Mirror</td>
<td>1 unit</td>
</tr>
<tr>
<td>Chrome Metal Toilet Paper Holders</td>
<td>2 units</td>
</tr>
<tr>
<td>Chrome Metal Soap Wall Holders</td>
<td>5 units</td>
</tr>
<tr>
<td>Chrome Metal 30&quot; Towel Racks</td>
<td>2 units</td>
</tr>
<tr>
<td>Chrome &amp; Cloth 8&quot; Shower Rod &amp; Curtain</td>
<td>1 unit</td>
</tr>
<tr>
<td>Chrome &amp; Cloth 2&quot; Shower Rod &amp; Curtain</td>
<td>1 unit</td>
</tr>
<tr>
<td>Metal &amp; Glass Medicine Cabinets</td>
<td>2 units</td>
</tr>
<tr>
<td>C.F. Metal Glass &amp; Brush Holders</td>
<td>3 units</td>
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</table>

### PAINT EXTERIOR & INTERIOR FINISH

<table>
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<tr>
<th>Item</th>
<th>Quantity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead &amp; Oil Ext. Millwork 3 coats</td>
<td>1,005 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Lead &amp; Oil Paint. Wall 3 coats</td>
<td>1,925 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Lead &amp; Oil Paint. Wall 3 coats</td>
<td>3,105 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Lead &amp; Oil Int. Millwork 3 coats</td>
<td>245 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Lead &amp; Oil Metal 2 coats</td>
<td>200 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Stain &amp; Var. Int. Millwork 4 coats</td>
<td>1,913 sq. ft.</td>
<td></td>
</tr>
<tr>
<td>Stain Roof Shing.</td>
<td>2,990 sq. ft.</td>
<td></td>
</tr>
</tbody>
</table>

### PLUMBING SYSTEM & FIXTURES

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Service Connection &amp; Piping</td>
<td>1 unit</td>
</tr>
<tr>
<td>Sanitary Service Connection &amp; Piping</td>
<td>1 unit</td>
</tr>
<tr>
<td>Hose Bibs, Piping &amp; Accessories</td>
<td>3 units</td>
</tr>
<tr>
<td>Gas Furnace Connection &amp; Piping</td>
<td>1 unit</td>
</tr>
<tr>
<td>Bath Tub, Piping &amp; Accessories</td>
<td>1 unit</td>
</tr>
<tr>
<td>Shower, Piping &amp; Accessories</td>
<td>1 unit</td>
</tr>
<tr>
<td>Water Closet, Piping &amp; Accessories</td>
<td>2 units</td>
</tr>
<tr>
<td>Kitchen Sink, Piping &amp; Accessories</td>
<td>1 unit</td>
</tr>
<tr>
<td>Dishwasher, Piping &amp; Accessories</td>
<td>2 units</td>
</tr>
<tr>
<td>Elav. H. W. Heat. Piping &amp; Accessories</td>
<td>1 unit</td>
</tr>
<tr>
<td>Laundry Wash. Piping &amp; Accessories</td>
<td>1 unit</td>
</tr>
<tr>
<td>Gas Oven Piping &amp; Accessories</td>
<td>2 units</td>
</tr>
<tr>
<td>Lavoratory, Piping &amp; Accessories</td>
<td>3 units</td>
</tr>
<tr>
<td>Laundry Sink, Piping &amp; Accessories</td>
<td>1 unit</td>
</tr>
</tbody>
</table>

### HEATING SYSTEM & FIXTURES

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gas Warm Air Furnace &amp; Accessories</td>
<td>1 unit</td>
</tr>
<tr>
<td>Gas Warm Air Temp. Cont. Equip.</td>
<td>1 unit</td>
</tr>
<tr>
<td>Prefab. Metal 18&quot; sq. Flue &amp; Chimney</td>
<td>13 units</td>
</tr>
</tbody>
</table>

### ELECTRIC SYSTEM & FIXTURES

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Ser. Panel &amp; Switch</td>
<td>1 unit</td>
</tr>
<tr>
<td>Electric Service Connection</td>
<td>1 unit</td>
</tr>
<tr>
<td>Telephone Service Connect. &amp; Wiring</td>
<td>2 units</td>
</tr>
<tr>
<td>H.W. Heater Connect. &amp; Wiring</td>
<td>2 units</td>
</tr>
<tr>
<td>Gas Furnace Connect. &amp; Wiring</td>
<td>1 unit</td>
</tr>
<tr>
<td>Laundry Wash. Connect. &amp; Wiring</td>
<td>1 unit</td>
</tr>
<tr>
<td>Laundry Dryer Connect. &amp; Wiring</td>
<td>1 unit</td>
</tr>
<tr>
<td>Refrigerator Connect. &amp; Wiring</td>
<td>1 unit</td>
</tr>
<tr>
<td>Exhaust Fan, Connect. &amp; Wiring</td>
<td>1 unit</td>
</tr>
<tr>
<td>Range Connect. &amp; Wiring</td>
<td>1 unit</td>
</tr>
<tr>
<td>Ext. Light Fix. Connect. &amp; Wiring</td>
<td>3 units</td>
</tr>
<tr>
<td>Switch Outlets &amp; Wiring</td>
<td>20 units</td>
</tr>
<tr>
<td>Light Outlets &amp; Wiring</td>
<td>20 units</td>
</tr>
<tr>
<td>Convenience Outlets &amp; Wiring</td>
<td>20 units</td>
</tr>
<tr>
<td>Television Antenna &amp; Wiring</td>
<td>1 unit</td>
</tr>
<tr>
<td>Metal &amp; Glass Lantern Lamp &amp; Wiring</td>
<td>1 unit</td>
</tr>
<tr>
<td>Entr. P.B. Chime &amp; Wiring</td>
<td>1 unit</td>
</tr>
<tr>
<td>Electric Light Cell. Fixtures</td>
<td>9 units</td>
</tr>
<tr>
<td>Electric Light Wall Fixtures</td>
<td>4 units</td>
</tr>
<tr>
<td>Electric Heat Cell. Outlet &amp; Fixtures</td>
<td>2 units</td>
</tr>
<tr>
<td>Electric Ext. Light Fixtures</td>
<td>3 units</td>
</tr>
<tr>
<td>Fluorescent Vanity Light Fixtures</td>
<td>1 unit</td>
</tr>
</tbody>
</table>

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All about the THORO System

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September means school time, and school may be a good hook for you to hang some last minute advertising on. Most families looking for a new home right now want to get in and settled by the time school opens; so an “In by school time” ad should create a lot of interest.
And make sure that when you talk to a prospect you have all the local school facts on the tip of your tongue. If your particular area is especially well located in relation to schools, talk about it. It could be the last little push that clinches a sale.

TAKE A PREVIEW PEAK
Every year the major automobile manufacturers commit everything short of outright murder to get an early peek at the models their competition is readying for production. But you, as a builder, have the unique privilege of being able to walk right into your competitor’s product. (In fact he’ll probably welcome you.)
This can be a very profitable way to use your free time during National Home Week. Go out and see what your fellow builders have on display. If the other guy’s idea is good, don’t be afraid to use it in your next house; chances are any good idea you’ve thought up will turn up in his house before long.

LAST CHANCE
Deadline for AMERICAN BUILDER’s Model Home contest is October 2, so hurry! Details are on page 148 of this issue.

Components: the field keeps growing
Nobody needs to tell you that in building, time is money. So it should be good news that building-supply people are getting more and more interested in selling you time-saving component construction.
The case in point is the National Retail Lumber Dealer Exposition, to be held in Cleveland November 14-17. NRLDA will feature a completed house built from the latest in LuReCo components (and furnished and decorated by Parents Magazine). On Sunday, November 15, there will be a breakfast clinic to air old and new ideas on component construction. And one exhibitor, Heritage Homes of Cleveland, will build a three-bedroom home from its own component system each day of the show.
While this is primarily a dealers’ show, the part about components is tremendously important to you. The ideas displayed in November are likely to be the panels and trusses you will build with a couple of years from now.
The NRLDA exposition will have a lot of other things in it of builder interest, and builders, particularly those in the Cleveland area, are urged to attend. For information and/or reservations, write: Martin Dwyer, Exposition Dept., National Retail Lumber Dealers’ Assoc., 302 Ring Building, Washington, D.C.

Plywood components are getting really hot
Speaking of components, none has enjoyed a faster rise in importance than the glued-up plywood box beam. In its short course for builders, the University of Illinois Small Homes Council gave it top billing (AMERICAN BUILDER, March, 1959), and in Atlanta, Clayton Powell’s Tekcraft Corp. is using plywood box and web beams all through a topnotch component system (AMERICAN BUILDER, July, 1959).
Now comes word that the Lumber Research Council and the Douglas Fir Plywood Association will team up on a plywood research house. It will be built in Champagne, Ill., and is scheduled to be completed by January of next year. One of its most important features will be the use of glued plywood members.
The house was designed by LuReCo’s Larry Higgins and engineered by DFPA’s Dave Countryman. Needless to say, we’ll bring you the complete story in a future issue.

IN THE NEXT ISSUE: the country’s top builders bring you an up-to-the-minute report on major problems and opportunities for 1960...facts to help you in next year’s planning...ideas on design, construction, materials, land planning, merchandising, financing, and every area of your business.
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