The Faster House is a Must

The Big Switch to Panels

LU-RE-CO: Key to Better Profits
What does it take to sell your houses...

...under Today's Market Conditions?

Let's Ask Fox & Jacobs of Dallas What They Think About This...

"You have asked our opinion on what it takes to sell our homes under today's market conditions. Well — for one thing — it's taken for granted the house must be well built — with best possible materials for the price bracket of that house.

But above all else, we design our houses for "emotional appeal." We have always believed the sale is often made or lost in those few precious moments when the prospects walk through for their "first look." If we don't get them to go back for a "second look," then we have lost them.

Frankly, we agree with your NuTone sales story that Glamour, Comfort and Family Fun make for a strong sales closer. As you know, we use NuTone Range Hoods and your Built-in Food Center in most of our kitchens — your Bathroom Heaters, also your Intercom and Built-In Stereo. In our 1961 houses, we'll also use your new Built-In Barbecue."

NUTONE ELECTRICAL BUILT-INS ... FOR GLAMOUR, COMFORT & FAMILY FUN
NuTone suggests these “sales closers” for ...

Glamour

in the Kitchen

You’ll agree it’s worth a few dollars per house to speed up your sales!

Use these two low-cost NuTone ways to prove it.

1 - Put an ordinary kitchen in the luxury class by using a NuTone Hood-Fan, the best name in the entire industry.

2 - Win the women’s vote with a NuTone Built-In Food Center — that operates 6 appliances with 1 concealed motor.

NuTone suggests these “sales closers” for...

Comfort

in the Bathroom

There’s another NuTone idea that adds value to your Bathrooms:

5 NuTone’s new Heat-A-Vent — the combination Radiant Heater and Exhaust Fan. The Heater takes the bite out of chilly mornings — makes “off-season” weather behave. . . . The quiet Exhaust Fan removes odors and steam. Your choice of wall or ceiling models — saves space and installation costs.

SEE NEXT PAGE
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SEE NEXT PAGE
Why Not Follow the Lead of Fox & Jacobs?

Include NuTone Built-In Barbecue and Built-In Stereo in Your 1961 Homes!

NuTone's Built-In Barbecue is available in Electric and Charcoal models...with a rotisserie — Fits standard cabinets.

NuTone's Built-In Stereo Music system combined with Intercom-Record Changer and AM-FM Radio. Fits standard walls.

Today's Market Conditions need these NuTone "sales closers."

WRITE FOR COMPLETE CATALOGS AND INSTALLATION DATA...

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[Form fields for NAME, ADDRESS, CITY, STATE]
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IMPERIAL
MODEL FU-70

RCA WHIRLPOOL DISHWASHERS

Filter-Stream Dishwashing . . .
eliminates tedious scraping and pre-rinsing.
Water is kept free of food particles by the
Filter-Stream* system washing action that con-
stantly filters the wash and rinse water. "Tmk.

"Random-Loading" . . .
racks that permit loading and intermingling of
dishes in the most efficient manner for maxi-

mum capacity. It's almost impossi-
ble to load the new RCA WHIRLPOOL dis-
washer incorrectly.

Home buyers are becoming more demanding. Whirlpool is working with you by providing dish-
washers with features buyers want such as:
- Built-in water heaters
- Capacity for up to 14 place settings
- Select-A-Door* front panels

plus four automatic dial settings with exclusive
Dial-A-Cycle* control, two automatic detergent
dispensers and automatic wetting agent dispens-
ers. And RCA WHIRLPOOL Dishwashers are very
modestly priced.

There is also an RCA WHIRLPOOL companion Food
Waste Disposer with quiet, positive action, three-
position cover control and built-in reversing
switch. It installs easily.

Mail coupon for full details

Contract Sales Division, AR-11-0
Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information on the new RCA WHIRLPOOL
Dishwashers and Food Waste Disposers.

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DO YOU, AS A BUILDER, have the time and money to travel over 25,000 miles and get the latest design trends in homebuilding? Probably not. Yet that’s precisely what ten of AMERICAN BUILDER’S editors did for you during National Home Week.

They spoke to a great many builders, inspected hundreds of model homes, and filed thousands of words on the local Parades of Homes. From the map opposite, with each star representing a major city visited, you might almost think we were campaigning for national office.

But you’re the person that won. You can now lean back in the comfort of your office and reap the benefits of AMERICAN BUILDER’S extensive travels.

Let’s take a quick tour of the nation, region by region, for a review of the outstanding trends.

1. In the Northeast

Providence, R.I.—Basements are a must here; regular plaster ceilings feature a swirl design. Corner windows in the low-priced models are gaining in popularity.

Boston—Here, too, homebuyers want cellars. Half-bathrooms off the laundry room make a big impression.

2. In the Midwest

Akron, Ohio—Although colonial is still selling well, there’s mounting interest in contemporary and ranch homes. Quality manufactured homes are getting a better reception.

Cleveland—Two- and three-level split ranches, plus the new corner-high ranches are moving satisfactorily.

Indianapolis—Manufactured homes are plentiful, along with luxury-priced colonials, splits, and ranch homes. Look for many old brownstone houses to be torn down, making room for garden and high-rise apartment buildings. The sidewise market is getting a big play.

St. Louis—More tri-levels are cropping up. But the long, low, straight-lined home continues to set the pace for this area.

Kansas City, Mo.—The provincial- and colonial-style ranches still dominate the market. A minimum of three bedrooms is practically standard, along with the second bath and two-car garage. The formal dining room is staging a comeback.

Omaha, Neb.—Three bedrooms are now a solid must—and the fourth is picking up momentum. Better basement planning is catching on. Porches have been reintroduced in balcony form and on the back and sides of the houses.

Des Moines, Iowa—Basements are now being poured instead of blocked. Built-in stoves and ranges have become standard equipment.

3. In the South

Atlanta—More space, better utilized within the home, is a demand builders are quick to satisfy. Homes sell faster with two or more bathrooms. Ceramic tile in bathrooms and glass-enclosed shower stalls are highly regarded.

Memphis, Tenn.—The accent is on living space. Patios and sliding glass doors are in evidence. Used brick is very strong.

Little Rock, Ark.—While there’s a trend to more closed garages, the two-car carport is quite popular. All the better homes are built on crawl space because of extreme ground moisture.

Miami—Kitchens are bigger than ever, to accommodate the eating area. Living areas tend to be bigger throughout, but bedrooms tend to be smaller.

4. In the Southwest

San Antonio, Tex.—Two-car garages and carpeting are almost must features for selling middle-priced houses here.

Fort Worth, Tex.—Builders find more floor space for the dollar of paramount importance. Most homes have two bathrooms, with one off the master bedroom.
5. In the West
Denver—Quality construction draws the crowds, and ranch models continue to sell best.
San Francisco—Among the noteworthy trends are custom wallpaper showing floral designs or murals, plus sunken living rooms and baths.
Southern California—Exterior design which is Hawaiian or Polynesian in character is the latest rage.

You'll get follow-up stories on many of these trends in later issues of AMERICAN BUILDER.

As a founder of National Home Week, we feel we have a vested interest in its success. But that's not the only reason AMERICAN BUILDER criss-crossed the country in your behalf. It's also part of our continuing effort to bring you the hottest spot news from the field.

For a fine example of what this on-the-spot coverage can mean to you, please turn to page 65. Senior Editor Dick Nunn talked to builders and panel makers to come up with the answers to the question: "Should you build your own components?"

BAYNE A. SPARKS
Associate Publisher
THE MAGNIFICENT NEW

MATADOR

BY INLAND HOMES

Dominate the $10,000 home market
(INCLUDING LOT)
(or the $11,000 market including bath-and-a-half, garage and lot)

12 distinctive Matador designs by the industry's top designers: Colonial, Contemporary, Ranch, French Provincial and Swiss Chalet. Choice of slab, crawl space, or full basement. Single car garage available.

Over 1,000 sq. ft. with outstanding traffic pattern.

Unique family area and spacious kitchen, 3 roomy bedrooms, and a large living room.

1½-baths or 1-bath and walk-in closet in basement and garage floor plans.

Plenty of storage space. Big closet in every bedroom, guest and linen closets, handsome birch wood kitchen cabinets.

2" x 4" construction throughout. Cedar shakes factory applied, double coursed. Horizontal siding also available, or sheathing only for brick.

MATADOR FEATURES THAT ASSURE VOLUME SALES

Finest brand name materials and unexcelled craftsmanship throughout.

MODEL HOME FINANCING AT NO COST

Inland Mortgage Corporation will supply complete construction financing for a Model Home in your subdivision...at no cost to builder-dealers.

Contact Inland Homes today! Write, wire or phone (PR 3-7550), Neal B. Welch, Jr., Vice President—Sales, Department A-11, Piqua, Ohio.

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MANUFACTURER OF AMERICA'S FINEST HOMES
November 1960

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If ever a power saw was designed with every kind of cutting in mind, the new 2-speed Skil Recipro Saw is it.

Cuts right through nails, plaster, stud- ding, steel lath—anything that can be sawed by hand, keyhole and hacksaws, 5 to 20 times faster.

Two speeds—low for fast metal cutting with less blade wear; high for wood and compositions.

Use it to make openings for relocation of walls, partitions . . . for dormer work, louvers, built-ins, recessed fixtures, ductwork, room additions . . . for cutting nails holding headers and studs without weakening wall structures . . . for cutting pipe, wire, conduit.


Recipro Saw comes complete with steel carrying case and 8 assorted blades.
Recession talk makes many builders adopt "wait and see" attitude

Building is definitely spotty: not all bad, but certainly not all good. Some towns like Wichita Falls, Omaha, Greensboro, N.C., and Columbus, Ga., are doing better than last year. Others like Houston, Dallas, San Diego, and many others have high inventories, slow sales. The wait and see attitude of many builders means they are keeping fluid and flexible, yet ready to step up activity when sales prospects seem better. Experts predict we will end 1960 with a U.S. total of about 1,300,000 starts. That's a decline of 250,000 units from 1959. Most economists feel homebuilding will turn up somewhat in 1961.

Wait and see is O.K. for avoiding undue commitments. But keep working on new and better models you can move with quickly when conditions are right.

Building with foam to be topic of research group session

Latest developments in use of foamed metals, foamed glass, foamed concrete and plastics will be the subject of a Building Research Institute conference Nov. 15-17 in Washington. The subject is a hot one for builders, who see big advances in such panels for houses. The same group will hear papers on preassembled components and mechanical fasteners for curtain walls.

For information about attendance, write M. C. Coon, Building Research Institute, 2101 Constitution Avenue, Washington, D.C.

FHA to check moisture content of lumber

A recent directive of FHA to its field offices points out that the grade marking requirement does not insure that in all cases the lumber moisture content is within the FHA standard of less than 19%. Certain species may be grade marked when green. The directive suggests that when "it is suspected" that green or partially seasoned lumber is being delivered to the area, the moisture content of every other house should be checked with a moisture meter during the second compliance inspection.

Why studs are placed on 16" centers

It all goes back to the fact that cordwood used to be cut in 4' lengths. Since early carpenters split the lath for their houses from this length, studs had to be spaced on 16" centers.

Whether or not this is a true story, it does illustrate the force of habit or custom in building. But what is needed today is imagination, skill, and new techniques.

More on how builders diversify in a sidewise market

In Knoxville and Cleveland several builders are doing well building and operating bowling alleys. In Greensboro builder John Latham prefers small commercial and industrial remodeling jobs. "They pay well, and on time," he says. He also does gas stations, small additions to schools—all in addition to expensive custom houses. Consensus of several builder-contractor remarks: "Homebuilding is our first interest. But we don't limit ourselves. We go where the money is."
TODAY’S BIG HEADLINER!

TREND-SETTING GAS RANGE PACKED WITH NEW FEATURES... BACKED BY POWER-LOADED PROMOTION!

Famous Roper Quality... instant Roper acceptance... now all dressed up in a brand-new look that’s tailor-made for the lucrative quality market! A high ticket trend-setter that will move... and MOVE FAST! Star the stunning "Charm" in your model homes... for a big profit pay-off on the industry’s hottest new trend... Write or phone us NOW.

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- Two extra-capacity ovens with glass doors!
- Separate thermostatically-controlled meat-oven, with rotisserie!
- All cooking done in comfort-zone!
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- Fluorescent-glow illumination!
- New brushed-chrome tilt-up cooking top!
- Style-Slim burner controls!

GEO. D. ROPER SALES CORP. A SUBSIARY OF GEO. D. ROPER CORPORATION KANKAKEE, ILLINOIS
More money for building—pension funds help
Building analysts are unanimous that there will be more money available for building next year, but they are not saying that interest rates will decline much. Lower discounts are in prospect.

An accelerated flow of money from pension and welfare funds is helping the building field. Yet it's barely getting started. In New York a large group of trustees of pension funds were told how to channel funds without delays into building at a seminar called by the Mortgage Bankers Association.

On Long Island the Home Builders Institute continued its good work by persuading the Carpenters Welfare Fund to invest in FHA-insured mortgages.

You can help create more money for homebuilding by persuading your local unions to invest in insured mortgages. For information on Long Island Home Builders Institute success in this work, write Otto J. Hartwig, Asst. to the President, 570 Fulton Avenue, Hempstead, L.I., N.Y.

New standard unit simplifies handling of lumber
Handling of lumber by manufacturers, wholesalers, lumber dealers, and on the job will be simplified by a new standard accepted last month in Washington. The unit will consist of a strapped package of lumber pieces 4' high by 2' wide. It's easily handled by fork lifts. Such a package contains 180 2x4's, 120 2x6's or 60 2x12's.

For data on new standard unit, write C. W. Northup, National Retail Lumber Dealers Association, 1200 18th Street, N.W., Washington, D.C.

"Gone about as far as we can go in financing"—Mason
"The next step is to reduce the cost of home buying through technical innovations in construction and materials," says Norman Mason, U.S. housing chief. He thinks liberalization of mortgage terms has gone as far as it can go. A good many builders will agree about the importance of new techniques, and they are demonstrating by adapting trusses, panels, and component methods to speed up work, cut costs.

You will find articles in this issue devoted to the faster house. Check details used by other builders to see which ones can be applied in your town to give more house for less money.

What builders learned from National Home Week
The things they learned during National Home Week are now being put to work in planning 1961. One lesson: in a slow or sidewise market like this, you have to do something different, better, or exciting to stir sales. An "expansion ranch" was used by one Long Island builder. Daylighted basements were better finished, space put to use for sales. A fresh look in design helped. Luxury baths with vanities and luminous ceilings were popular. Paneled kitchen-family rooms for entertaining were sales helps. One lesson: in a slow market a lively model home program is more important than ever.

If sales are slow, take a trip, visit model homes other builders are showing. You may get ideas you can put to work right away in planning next year's houses.

U.S. now has 58½ million housing units, census says
We have 12.4 million more housing units now than in 1950. Leading states are New York, 5,699,538; California, 5,477,197; Pennsylvania, 3,596,259; Illinois, 3,286,149; Texas, 3,160,298.
EACH SECTION is a complete package, with aluminum siding, finished interior, all heating, plumbing, wiring installed. Exposed side is protected with heavy polyethylene. At site, the 9'-10" wide halves are bolted together to make an attractive 2-bedroom, FHA approved house. Price at factory: about $7,500.

Two-section house rolls

A NEW APPROACH to the fast, low-cost construction of houses is being employed by Guerdon Industries of Marlette, Michigan.

Two complete half-house sections are built in the factory, rolled to the site on low-boy trailers, then joined together. Each section is 9'-10" wide by 48' long for shipment by common carrier.

When they leave the factory, the two sections are fully finished inside and out, and have all heating, plumbing, wiring and fixtures installed, including kitchen appliances. The units are mounted on foundations and quickly joined together by special fasteners (see detail opposite).

Units are built under controlled factory conditions to meet code and FHA requirements. Site erection time: less than two days.

(Editor's note: plans and house photos shown here are reverse of model now in production.)

88-SQ.-FT. KITCHEN comes complete with refrigerator, built-in range, sink, fan and attractive cabinets.

BEAMED CEILING, tall windows and wood walls give warmth and sales appeal to 19'x18'3" living room.
Precision methods govern assembly line production system

48-ft. long steel I-beams carry house

Installing prefinished plywood interior

House moves sidewise on assembly line

Insulation installed before exterior

to site on trailers

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Now, a complete window line
as close as your phone!

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Exactly the right style and size for every residential requirement. Get details of the R-O-W full-line story from your dealer. He knows he can back R-O-W Windows all the way. Better design, more features and top-quality construction make these windows the first choice of builders who want to sell homes fast and at a fair profit. Achieve installation labor savings and eliminate costly call-backs with these beautiful windows.

AND NOW- America's Finest Awning and Casement

Both R-O-W SURE-LOK AWNINGS and R-O-W ROYAL CASEMENTS are self-locking. There are no separate and awkward locks. Both are beautifully designed for easiest operation and positive weather protection. They are years ahead of all competitive windows in styling and operation. If the R-O-W distributor in your area is not yet making these available, write us and we will have the closest manufacturing R-O-W distributor forward full information to you.

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Letters to the Editor

Down With Labor Unions...

"The Code Barrier" (Aug., Pg. 61) placed considerable stress on antiquated codes being the principal cause of the high cost of building...

Instead of the codes themselves being the prime cause of the high building cost, it was clearly and forcefully brought out in the (NAHB Code) meetings that restrictive trade practices by the mechanical trades as a whole, and by other trades also, are the cause of high building costs.

The writer has been quite aware of the headlines given this particular meeting as long as the "antiquated code" idea was the topic, and he also has been equally aware of the lack of any publicity at all given the meeting after it was so obviously pointed out that "restrictive labor practices" and not "antiquated codes" were the cause of the high building costs.

What is the matter with the American Press, particularly the technical press? Is it afraid to publish the truth respecting this phase of American labor life? Not only in the building field, but in all fields of American life, the restrictive practices of the labor unions are strangling American industry.

The remodeling owner, without the experience builders have in knowing what will reflect the greatest value to his property, often incorporates some of his own pecu-

lial ideas or materials into the job which the general public will not value quite so highly.

3. Unless the whole neighborhood is remodeled, additions to most houses overbuild the neighborhood. And the value depressing effect of overbuilding has long been understated.

And, finally, isn't it generally the case that custom building and relatively small jobs (remodeling vs complete house) cost more per unit in place and also have a higher contractor's percentage profit?

Louie Reese, Appraiser
Reese-King Companies
Birmingham, Alabama

Remodeling costs aren't reflected in real value

I'm all for professionalizing the remodeling business, but let's not start off on the wrong foot by giving the homeowner the impression every dollar spent for remodeling is a dollar added to the value of his house, for in many instances this is not the case.

For a while, our American inflation outran depreciation in the house market and confused the issue; but recently this has not been the case in many areas. Why should we expect a $10,000 house with $4,700 (worth of remodeling) to be worth $14,700 unless there has been heavy inflation?

Can't a builder take less than $14,700 and reproduce the remodeled house for [these] reasons?

1. If only one wall is removed, the cost of that wall is wasted. Often much more is removed.

2. The house must generally be redecorated, at least in part, to match the new work. Can we add the cost of a second redecoration to the cost of the original decoration? That's what we do when we cumulate $10,000 and $4,700.

And isn't it generally true that the builder starting from scratch with less than $14,700 can build a somewhat more desirable (valuable) house because:

1. Few remodeling jobs can be done without leaving a few disadvantaged features or a somewhat standard floor plan and unsymmetric exterior appearance.

2. The remodeling owner, without the experience builders have in knowing what will reflect the greatest value to his property, often incorporates some of his own pecu-

lial ideas or materials into the job which the general public will not value quite so highly.

Who should pay apartment heating bills?

Your Sept. issue is best yet. Articles on apartments are most timely and practical.

I agree particularly with . . . one of the tips you make: that highest priced apartments should include heat in the rent. Modest new apartments will do better if the tenant pays for his own utilities and heat. It is obvious that there will be less waste and lower cost for all.

Peter Turchon
Homes, Inc.
Newton, Mass.

"National Code isn't answer"

". . . Our appreciation for a job well done (Building Codes, August issue) in pin-pointing a condition that will be most beneficial to the building interests of the nation. That is, recommendations of the four National basic codes, which is the answer to the problem in an expedient and very satisfactory manner.

"I might point out . . . a National Code is not the answer. The various climatic influences are too great in the nation, which has a direct bearing on construction costs."

M. L. Clement, Exec. Dir.
Southern Bldg. Code Congress
Birmingham, Ala.
Two masonry walls: They can be twins in surface charm and solidity. Yet, one can be the better building investment—free of maintenance problems for important extra years. That's the one built with Dur-o-wal, the original steel masonry wall reinforcement.

A wall reinforced every second course with Standard Weight Dur-o-wal has 71 per cent greater flexural strength than its un-reinforced counterpart.

With its trussed design, butt-welded construction, scientifically deformed rods, Dur-o-wal is considered the most practical thing of its kind by builders everywhere. Nationally wanted, Dur-o-wal is nationally distributed. Wherever you build a masonry wall, you can get Dur-o-wal.
AND in run-down city neighborhoods is often reasonably priced. But how do you build a good new home in a congested area? Architect Y. C. Wong solved that problem with this eight-unit "atrium house" project. As shown at right, none of the units have windows facing outward. Instead, the bedrooms and living-dining areas all face inward, on central gardens, through sliding glass window walls. Construction of the houses is all masonry, with concrete block walls, brick exteriors. Price: $32,500 per unit.

PLAN shows how living areas of eight homes in this project are centered around inner gardens, to give a pleasant view in a run-down part of Chicago. Absence of windows facing on street shuts out view of shabby dwellings that crowd right up to property line (photo, right). Five of these homes have 3 bedrooms, three have 2 bedrooms. Two have basements, rest are on-slab.
MR. ARCHITECT ... MR. BUILDER:

More people can now own their own homes because down payments can now be reduced by $100 or more

THE REASON:

P-B COMPONENTS LOWER THE PRICE

Take a 3-bedroom house with 1040 sq. ft. of floor area. Cut your building costs by $1150...cut the down payment by $100...a vast new market is now open to you. P-B Components make up the largest part of the house. By building them out of the weather and under controlled conditions, major savings are inevitable.

Every single P-B Component is custom-built to your specifications—to fit your plan. There are no arbitrary "unit" sizes. They are precision-engineered of finest materials in the plant of your near-by building material's distributor—and delivered to your site.

You save many unnecessary handling, storage and re-handling costs...you save by sharing in the distributor's maximum volume discounts...you save at least 200 field-hours per house—17 working days—a minimum of $600...you save your overhead on the components, while they are being built in the distributor's shop—a saving of at least $400.

P-B Components are BIG. It takes four men only 11 seconds longer to put an 8' x 14' component in place—than to position a 4' x 8' "baby panel". But you have completed 3½ times as many square feet! With big components, the average house is enclosed in one day—and you finish out in 3 to 4 weeks.

Exterior and interior walls, ceilings and gables are ready for painting, papering or other decoration. Floor panels are covered with ⅜" factory-finished oak flooring (which you protect with Sisalkraft paper until owner occupies.) Roofs have ¾" Homasote sheathing already applied—with all joints flashed.

A house built with P-B Components is a quality house, quiet throughout—free from drafts, dampness, mildew, cracking and bathroom noises. It is cooler in Summer and more economical to heat in Winter.

You get customers in fast—sell at a lower figure—make greater profits.

FOR A HOME OF ANY TYPE OR SIZE!

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To save money in conventional building—send us your blueprints for a free Cost-Reduction Analysis. They will be returned with an engineering report on the savings you can make with Homasote Materials. Homasote Board-and-Batten and Grooved Vertical Siding construction are lower in cost than anything else you can use currently for exterior walls.
Lawson medicine cabinets make any bathroom more livable


Illustrated:

#744: Slide Door Medicine Cabinet with Hinged Wing Mirrors and #740 Overhead Light Fixture, Lawson Pilgrim Recessed Soap Dish, Glass Shelf and Towel Stirrups. Bathroom by Harry Backus NSID Cincinnati.

The average bathroom is not large, Early American or equipped with blond model.

But Lawson Medicine Cabinets lift even the simplest bathroom a notch above the ordinary. They are sized and priced in a wide range to bring Lawson style, quality and safety to every home at any price.

Consider the sales appeal of this sliding door cabinet with generous storage space for medicines and toiletries well out of reach of little hands. Winged mirrors on each side permit a triple image so convenient for both sexes.

Lawson Quality Features

+ One-Piece Drawn Seamless Steel—easy-to-clean, rounded inside corners
+ Bonderized After Forming—resists rust and paint flaking
+ 5-Year Mirror Guarantee—no silver spoil
+ Lighted Cabinets Factory Wired—easy installation—U.L.Label
RUBEROID gives you quality where it will be seen!

MARVIN H. ANDERSON, Minneapolis, Minnesota: “I figure that if the exterior of a new house doesn’t say ‘quality’ all over it, the home buyer may not be interested enough to investigate the features inside. That’s why I use RUBEROID roofing and siding. The colors are right and the quality is right. We never have anything to apologize for later. With RUBEROID products, we know we’re offering our customers the finest quality materials on the market. There’s no doubt in our mind that RUBEROID helps us build sales as well as homes.”

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500 FIFTH AVENUE • NEW YORK 36, N.Y.
Combine the appeals of the open plan with the living convenience of privacy. Do it with PELLA WOOD FOLDING DOORS...and at low cost by using them as room dividers between kitchen, dining and living areas. Install them to section off part of a family room as a guest room or TV department. Divide a single bedroom into separate sleeping areas for children. PELLA WOOD FOLDING DOORS, in rich, natural wood veneers are the attractive way to "add" rooms and privacy to a house plan...without building solid walls. Get complete details from your PELLA distributor, listed in the classified telephone directory, or mail coupon.
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.
Touché! The right flair—the right influence! Poly-Clad Plywall provides both ... with quality and beauty that excite interest, create sales.

You’ll score again and again with Poly-Clad Plywall, the only paneling guaranteed against fading—in writing! Handsome wood-grain finishes add a persuasive warmth and richness that help convert shoppers into buyers. And the care-free features appeal to husband and wife alike. Poly-Clad Plywall stays beautiful without bother—it is protected to resist mars, scuffs and stains. Wipes clean in a jiffy.

Prefinished. Ready to go right up. With matching moldings—in nine styles and twelve finishes.

Poly-Clad Plywall interior wood paneling makes the point of difference that adds flair—everywhere—for less!

the right choice... every time!

Living room, dining room, family room, or den... whatever the application, a selection of twelve handsome finishes assures the right touch for every taste—the right paneling for every purpose. Let your dealer show you how beautifully—and inexpensively—Poly-Clad Plywall fits your paneling needs.

PLYWALL PRODUCTS COMPANY, INC.
Fort Wayne, Indiana • Corona, California
A SUBSIDIARY OF EVANS PRODUCTS COMPANY / PLYMOUTH, MICHIGAN
Tile adds the touch that sells houses

An unusual bath-dressing room like the one shown above adds real eye-and-buy appeal to a home.

And note the extra luxury-touches that tile does so well—and so inexpensively, such as the counter-top extending over commodious storage space into a handy dressing table. Features like this impress home buyers—as does tile’s ease of care, economy of upkeep and the solid re-sale value it adds to a home.

Whether you use tile to glamorize a bath—or to add a distinctive new look to an entrance hall, rumpus room or kitchen—you’ll find it pays to specify American Olean quality. Accurate sizing, careful color-blending, and the largest selection of colors, shapes and textures in the industry—insure the most satisfactory and best looking installations.

Send for color booklet showing ways to use tile to add the touch-that-sells to your homes.
Cut on-site floor labor 40% to 50%

Eliminate floor sanding and finishing to free yourself from a big headache in home construction and to save on-site labor costs. When you use Bruce PREfinished Floors there's no waiting for sanding, no tie-ups while finishes dry, no interrupting other work. Bruce PREfinished Flooring is easy to lay (just like plain strip) and the beauty and durability of the factory-applied finish are far superior to on-the-job finishes.

Surveys show home buyers prefer Bruce Flooring by a wide margin over all other brands. This results from dependable quality and consistent advertising in leading national magazines. Builders find it pays to feature Bruce PREfinished Oak Floors in their homes. See the Bruce Floor section in Sweet's. E. L. BRUCE CO., 1652 Thomas Street, Memphis 2, Tenn.

Bruce PRE-finished Floors

Used in nearly a million homes
Guerdon Industries is proud to introduce the Starlighter, a revolutionary factory-built home that is completely equipped with wiring, plumbing and heating components plus built-in appliances. It is completely finished, both inside and out, before it reaches the site. The Starlighter is laid out with a design of clean simplicity to insure easy maintenance and hold production costs to a minimum.

CONTEMPORARY STYLING — The spacious living room features tall, cathedral-type picture windows and an open ceiling with natural wood beams. The photographs above show one of several floor plans and exterior styles available.
house for builders and developers

The most complete packaged home on the market, easy to finish, low in cost and quality built for faster and easier sales!

FACTORY-BUILT PRECISION—The Starlighter is one of the first true assembly-line houses. It is built to the same exacting standards that have made possible modern automobiles, TV sets, refrigerators, etc. Because it is assembly-line built, the Starlighter has advantages no other house can offer such as volume purchases of materials and appliances at minimum cost.

FAST DELIVERY TO SITE—The Starlighter is shipped in two complete sections, each section designed for safe transportation by common carrier on trailer-type lowboys. Transportation costs are held to a minimum because of Guerdon’s five centrally located plants across the nation. After reaching the site the Starlighter can be erected in less than two working days.

Guerdon Industries has published a color technical bulletin which completely describes the production, transportation and erection of the Starlighter. Included are specifications and all essential facts. All “Starlighter” Homes are manufactured in accordance with FHA Engineering Bulletin SE-279 and are eligible for consideration for FHA, VA and conventional insured mortgage loans.

Write today for Guerdon’s Technical Bulletin for Builders, Contractors and Developers.

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REPORT FROM THE WEST

Land-shortage solution: an "urban-suburban" development on by-passed city site

"COMPLETELY suburban in character" is the builder's description of the forthcoming "Country Village," Jersey City, N.J. His description would be pretty run-of-the-mill if it weren't for one big difference: this suburban development is going up in one of the East's most heavily industrialized areas.

Stephen Muss of Alexander Muss & Sons has picked a 40-acre site fronting Newark Bay, adjacent to Jersey City's Roosevelt Stadium and park site, and more or less surrounded by a web of plants, warehouses and highways. Here, he is planning a community of 400 homes (three models are up already)—all in the middle-income price range. His theory: such an "urban-suburban" community can be made attractive with investment in land improvement. Its home buyers will have urban tax stability, live close to their jobs, enjoy the cultural and commercial advantages of big-city living plus the space and pleasantness of a suburban home.

Muss bought the tract after it had been rezoned from industrial to residential development. Jersey City is now planning a civic improvement program along Newark Bay. A large marina, park and playgrounds will eventually neighbor "Country Village." Muss will also use screen planting along the heavier traffic arteries that rim the development. Actual building will start in January when all land fill is completed.

Price tags for the homes (just 15 minutes from New York City) will range from $18,250 to $22,990. Top price is the Cape Cod design, which has a second-floor rental apartment of two bedrooms, kitchen, bath and living room. It will rent for about $125 a month in that area. The rest of the home has a full basement, a bath, kitchen, living room with dining area and three bedrooms—all on the first floor.

The $18,250 model is a three-bedroom ranch with brick facade. The $19,990 is a two-story colonial model with three bedrooms, 1½ baths, separate dining room, carport and full basement.

According to Mr. Muss, his firm is now looking around for similar "forgotten tracts" in industrialized areas that can be turned into "urban-suburban" communities.

New industries moving in? California building firm offers services to personnel departments

Stone and Schulte of San Jose, Calif., is a big outfit. They not only build homes, they also finance them, have a realty branch, and sell insurance. They also work with small builders, selling their homes; and will soon set up a program to aid them in land procurement and cost control. Meanwhile, there's no reason why a smaller builder can't profit on his own from some of S & S's "business" techniques.

Item: One "advance man" spends most of his time looking for land. Pieces are bought and farmed until needed.

Item: Cost control is rigid. Construction progress sheets and sales reports are handled in daily, reproduced on a copying machine and distributed to key personnel. This way, errors, overlapping and weak spots are turned up almost immediately.

Item: No sales possibility is overlooked. In an area (Santa Clara County) where new industries are moving in rapidly, Stone & Schulte works hard to get first crack at the home buyers moving in with the industries. They have one man, their public relations director, whose job it is to work with the personnel departments of these new firms. He offers the S & S services, describes their developments and price ranges—$12,000 to $21,000—furnishes the new business with envelopes containing brochures on all S & S's new houses and "The Santa Clara Valley Home Buyers Guide."
Western touches observed during NHW tours

Here's a first report of design trends spotted during our National Home Week western trek.

DESIGN: Low exteriors, topped by long, overhanging roofs. Unlike the East and South, little or no colonial, little or no two-stories. Instead: a continuation of “story-book;” more and more classic, modern; and the new, and very popular Hawaiian or Polynesian pagoda styles.

STONE: more and more of it, particularly around fireplaces and patio walls.

CEILINGS: high, cathedral, sometimes with false beams, sometimes with skylights to add interest.


KITCHENS: homier, with wood-paneled cabinets, breakfast bar.

Financing plan for relocated businessmen

An “executive financing plan” to make new home buying easier for the senior executive or professional man has been developed by Sampson-Miller Associates.

The Pittsburgh firm has designed the plan to allow a businessman transferring from one state to another to buy his new home before closing the sale of his former one. Their “Shangri-La” development, president Sampson estimates that their plan will cut downpayments from 40 to 60% (Example: only a $5,000 downpayment needed on a $45,000 “Shangri-La” home.)

Lu-Re-Co clinics get top NRLDA billing

Lumber dealers and builders attending the NRLDA Exposition in San Francisco will get an opportunity to cover the full range of Lu-Re-Co operations in one day.

The National Retail Lumber Dealers Assn. has arranged a clinic on Sunday, Nov. 13, conducted by Clarence Thompson, Lumber Dealers Research Council president. On the program: Prof. Robert Seymour, U. of Illinois, on management in Lu-Re-Co programs; Prof. James Lendrum, U. of Florida, on new component programs; Prof. Robert Harvey, U. of Illinois, on financing and land acquisition.

On the book-front: plenty of business help for builders

A quick look at a few of the newest books and booklets you might be interested in:


HOW YOUR CUSTOMERS judge a house . . . a 34-page booklet with plenty of information on design and floor planning that you may find useful. $1.00 from All About Houses, Piermont, N.Y.

MINIMUM PLAN STANDARDS for obtaining necessary permits, for submission to lending agencies, for use as basis in competitive bidding. Materials check list on elevations, floor plans, plot plans. Twenty-six pages for $1.50. American Institute of Building Design, 9034 Sunset Blvd., Los Angeles 46, Calif.

1961 Room of Tomorrow gives compact space for motels, apartments

Picture and floor plan at right are from a compact 20 x 26’ room containing living, cooking, bath, dressing and sleeping quarters. It’s the 1961 “Room of Tomorrow” and will go on display Nov. 14 when the Hotel Exposition opens in New York City’s Coliseum.

But designer Marion Heuer, AID, had more than hotels in mind for her “room.” Its floor plan was carefully conceived to suit the needs of almost any motel design. It also provides some good space solutions for small apartment buildings and for homes designed to include a separate living or “mother-in-law” suite.

Bath and dressing area are kept at back end of the room. Dresser is backed on a Simms bed unit. Kitchen with sink, burners and ice maker fits against bath compartment. Vinyl flooring is used outside kitchen for serving area with built-in TV and stereo. Living area, with desk and another sofa, opens onto glassed terrace.

All-in-one corner of room has (left to right), ironing unit, kitchen with range and ice maker, built-in TV, stereo.

1961 Motel Room is just 20 x 26’ including terrace. Contains luxurious bath, sleeping quarters, entertaining area.

NOVEMBER 1960
Components Boost Value in Low Cost Homes

By manufacturing their own components, Lusk Homes of Tucson, Arizona, have solved a basic problem in large volume building...how to put up economy-class housing faster, without sacrificing quality.

The basis of their building is a 13-step method (see box, opposite page). The speed and economy of this technique permits Lusk to offer many custom extras. Among these are sliding glass doors, knotty pine cabinets, kitchen and bath exhaust fans, choice of interior, exterior colors and siding.

The homes (above) come in three models, range in price from $10,950 to $12,250, including fully landscaped lots.
ECONOMY of plan is shown below. Both bathrooms and kitchen back on central plumbing core. Shaded area indicates heating duct system.

“VIKING” is one of three models offered in Lusk development. Model is in lowest price range and features choice of two sidings ... all brick or brick-and-wood.

Homes go up in 13 steps

1. Linear production
2. Foundation, stem wall, poured slab
3. Exterior masonry walls
4. Delivery (on slab) from Lusk plant of:
   (a) Interior partitions
   (b) Roof trusses
   (c) Roof sheathing
5. Exterior partitions with siding and insulation applied
6. Prefabricated plumbing package installed above slab
7. Install exterior and interior partitions, roof trusses and sheathing
8. Complete plumbing, electrical, sheet metal, heating rough-in
9. Drywall applied, taped and textured
10. Deliver and install Lusk-made cabinets and trim
11. Painting and finishing
12. Final electrical, plumbing, heating trim
13. Landscaping and final touch up

(Note: tract includes complete curb, gutter, street installations)
Prize winning prefab has all custom look

The American Institute of Architects awarded this four-bedroom, 2½ bath house top prize in the prefab category. Excellent use of living space and quality construction such as used-brick flooring and cedar clapboard siding seem to bear out the architects' choice.

House sits on a slab floor, with three below-grade foundation walls. These foundation walls partially enclose the shell. This gives a low silhouette and makes this prefab house ideal for sloping building sites.

“Devon 442” comes in a component package (not including finishing materials) from Techbuilt, Cambridge, Mass. It sells in the $25,000 price range.

Model shown was put up by builder Otis Mapes for the Sterling Forest Corp., Sterling Forest, N.Y. It is part of Research Park created for City Investing Corp., New York City.

Classic design contains lots of space

A traditional design with the space of a split-level. That's the idea behind the 3,054-sq.-ft. “Romantica” (above). Built by Edwards Builders, Richmond, Va., this house is part of a project called Story Book Homes.

The center of this above-$30,000 four-bedroom, 2½-bath house is the living room. A balcony splits the room and provides for bedroom areas. This interior split concept lets the house maintain its classic look.

An example of dream features in the Romantica is a heated indoor swimming pool. Double-paned glass windows allow pool to be seen from both living room and kitchen. Pool ceiling is polystyrene panels. Sliding glass doors open onto a rear patio.

Good planning upstairs is shown in the children’s area. By day, it's a play room, by night, plastic folding doors convert it into two bedrooms.
A SLIGHT RECESSION could be helpful. Dr. James M. Gillies, Economic Advisor to the BCA of Los Angeles, says that if as a result of a slight recession mortgage funds become more available, it is likely that housing starts will increase. He points out that in 1949, a recession year, housing increased; and in 1953 and 1957 the declines were minor compared with business in general. But, of course, a serious depression with widespread unemployment would obviously affect building.

SELLING "DISCONTENT" is the way to increase home sales, says Ray Swaner, president, San Diego BCA. He quotes statistics to the effect that 17 billions of dollars were spent last year on foreign and domestic travel, boats, photography, etc., while millions of families are living in homes that are 25 to 100 years old. "We have got to make those people dissatisfied with their present homes," he said, "before we can sell them a new one."

"I SEARCHED FOR A BEEF" is the title of an article in an advertising magazine. It tells how an agency executive wrote a large number of people using his client's product, asking them to tell him frankly what they didn't like about it. Not a bad idea for a builder to use to find out how to improve his homes.

RULING RESCINDED, but in Arapahoe County, Colo., an assessment of $225 per house was levied to provide a fund for schools and parks for the area as a whole. The builders' association, through a member, filed suit and got a ruling from the court that this was illegal and the county must refund the money collected. Now there's a new ruling that builders must contribute 8% of their land for schools and parks. It's hard to tell who won.

ADVERTISING PROGRAM to promote home ownership is the goal of the AHB of Sacramento. They have set up a committee to raise funds from members, associates, and other groups who would benefit from more homebuilding. Theme: "Start Living Now—Buy A Home Today."

NATIONAL HOME OWNERS CLUB tie-in: the Seattle HBA has made arrangements with the local NHOC under which the Club will service, for its builder subscribers, the usual one-year warranty which builders give to home buyers. The Club's business is supplying home repair and maintenance service to hundreds of members. It is uniquely qualified to free builders from making callbacks.

"WE LEARN FROM OTHERS," says Wayne Brown of Brown & Kauffmann, tremendously successful Palo Alto builders. For years Brown, usually accompanied by his architect and sales manager, has been making trips to other areas to study building. Next trip will be to Southern California, Arizona, and Texas. They take photos of construction details, make notes, pick up brochures and talk to as many builders as possible.

MERCHANDISING IDEAS: M. Douglas Couch, Palo Alto builder selected for a merchandising panel because of his success in selling homes, says: "If you use a realtor, be sure his salesman doesn't sell any other homes. He can't do justice to you if in the back of his mind he thinks he might sell the prospect a different house. Make sure he knows your house. He can't sell competitively unless he knows all the advantages of your house. Require your salesmen to keep record cards on prospects and to report to you on the results of each call. Follow-through is most important—50% of all sales are made after the fifth call."

MAKE LOT LINE your floor plan. Have a matching outdoor area for every room in the house says Proctor Melquist, editor of Sunset Magazine. "This is the idea in western living," says Melquist. "Utilize the whole lot—plan the house and the lot for indoor-outdoor living."

NEW CITY PLANNED by Volk-McLain Communities, Inc. This Los Angeles building outfit has erected several thousand homes and apartments in Southern California. Recently they acquired 4,300 acres in the San Francisco Bay area where construction has already started on the first units of San Ramon Village. It is expected ultimately to have a population close to 100,000 persons.
UNSOLD HOUSES are a common sight in Seattle these days. Bell & Valdez decided the best way to beat the slow market was to build in a lower price bracket. When they opened five new models in their Lake Hills development two months ago they had cut both houses and prices. The “Sherwood,” shown on these pages, is one of the models. It sold 12 houses in the first month . . . making it a best-seller among Lake Hills’ 30 basic models.

The Sherwood is a pared-down version of an earlier Bell & Valdez success. After carefully choosing it from his better-selling, higher-priced houses, George Bell adapted it to a $15,950 price tag. It now has a single garage instead of a double one, and the basement is unfinished. But the total finished living area is 1,007 sq. ft., with another 860 sq. ft. in garage and unfinished basement. Bell calls it “Seattle’s best space-buy for the money.” His buyers agree.

Starting with the front elevation the Sherwood’s exterior gives an eyeful of space. Two-thirds of its basement is exposed from floor to ceiling and the front entrance is on that level, giving the illusion of a two-story model. Overhangs, patios and fencing extend the illusion. Indoors, the floor plan makes compact use of every square inch. The living-dining-room-patio-kitchen area opens room on room to give what looks like, and is, ample living space. Three bedrooms are separated, and grouped around the hall and bathroom.

BASEMENT AREA is unfinished except for garage and entry (with vinyl asbestos flooring). Rough plumbing is in for half-bath; fireplace is in unfinished rec room.

WALL-TO-WALL carpeting joins living room with dining area. Carpeting is included in price of house. Kitchen has its own eating area, built-in G.E. range and oven, birch cabinets, Textolite countertops, Pabco flooring.
in a slow Seattle market

OPEN SUN SCREENING over patio (far left) and entry (front), as well as 3' roof overhangs all add to "Sherwood's" bigger look. Bell & Valdez use plenty of aluminum sliding glass windows (in panel arrangements). Siding is Western Red Cedar, roofing is built-up 3-ply with aggregate. Interior walls are painted plasterboard. Heating system is gas-fired warm air.
**Jensen**

**A TOUCH OF LUXURY**

for bathroom or lavatory

- New available with or without enclosed toilet brush compartment.
- Saves tile and plaster.
- 14" x 20" rough opening for "between stud" installation.
- Stainless steel frame.
- Housing and shelves finished in neutral gray baked enamel.
- Two Models: Model 35 with enclosed compartment. Model 25 with shelves and racks only.
- Practical, convenient.

*Write for catalog sheet*

**WESERN PRODUCTS**

**Saves floor space**

Built-in clothes hamper mounts on wall or back of closet door, saves 2 sq. ft. of floor space, 3 sq. ft. of tile, plaster. Has slim-line appearance, is ventilated to prevent mildew. Rough opening size is 14" x 36". Hamper available in white enamel or with prime coat.—Jensen Industries.  

**Has two compartments**

Stainless steel warming drawer has two compartments, is completely insulated. One drawer warms at 110°, other at 175°. Unit is ready to install, has gravity operated latches to prevent drawers from coming all the way out. Separate thermostats control heat.—Thermador Electrical.  

**For exterior use**

Prime-coated, tempered hardboard is designed for exterior applications. Called "Weytex," prime-coat is light gray resin material. Provides hard, durable surface, resists moisture, heat, all weathering. Accepts all normal wood product finishes.—Silvatek Div., Weyerhaeuser Co.  

**Ranges are grained**

Free-standing ranges called "The Woodland Group" are grain-decorated. Feature is full-width control panel set into walnut-style heat-and-fireproof composition material. Ranges have fold-down unbreakable glass shelf for extra work space and spatter shield.—O'Keefe & Merritt Co.  

**Fits between studs**

Electric warm air hand dryer mounts in bathroom or kitchen, fits into stud space. Face of unit is 4x10", depth is 3 ½", installs as built-in, flush-with-wall or surface mounted. Dryer hooks into standard 110 volt circuit. Exposed cover is impact-resistant plastic.—Washex Corp.
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for new construction
for remodeling...

Weyerhaeuser interior hardboards combine brawn, beauty and economy

For new construction... homes, offices, commercial buildings, inviting interiors come to life with Weyerhaeuser hardboards. Panels have a hard, tough surface which is dent, scratch and wear resistant. They are easy to saw, fasten and handle... go up fast and paint beautifully or can be left “as is”. Your in-place costs go down and the value of your building goes up.

For remodeling... from floor to ceiling... from attic to basement, there’s a type and thickness of Weyerhaeuser hardboard made to order for practically every interior job... underlayment, wainscoting, wall paneling, liners, sliding doors, built-ins and ceiling surfaces... just to name a few. Combinations of striated, vee grooved, perforated and prefinished panels offer unlimited possibilities in textural contrasts for distinctive and dramatic interior decor.

Vee Grooved panels have a clean beveled V-cut edge. A full depth groove is formed at the joint when two panels are butted together and a continuous uniform grooved pattern is maintained.

For your Application and Specification Guide on the complete line of Weyerhaeuser hardboards write us at Tacoma, Washington.

Weyerhaeuser Company Silvatek Division
Manufacturers of Versabord® and Versaflake particle boards, Ply-Veneer®kraft overlaid veneer.
This truck delivers sales in between its regular jobs

REGULATIONS on real estate billboards are pretty stiff in San Diego. So when Lake Country Building Corp. was looking for an eye-catching promotion, their agency came up with this red sound truck. It's used as a regular pick-up. But when parked, the realistic young lady on top "telephones" her friends, describing Lake Terrace homes, prices and terms.

Handsplit red cedar shakes are a hand-crafted material. No two shakes are ever alike. That is why the Certi-Split label of inspected-quality is so important to you. It certifies that each shake bundle is of No. 1 grade . . . contains full count . . . and will give proper coverage with dependable uniformity of quality. Specify Certi-Split! Insist that this familiar label appear beneath the bandstick of every hand-split shake bundle. It is your assurance of the finest.
FOR VALUE...FOR PROFIT...FOR DEPENDABILITY

Clint Conatser says, "Regardless of heating area, there’s a Pioneer unit to efficiently do the job at a price and profit you’ll enjoy. From central forced air heating through air conditioning in new dwellings to supplementary heating in established dwellings, Pioneer has a complete line of practically priced, high quality heating equipment that is a boon to builder and dealer alike." That’s why more and more builders and dealers are building their business with Pioneer.
In 8 out of 10 western building projects...

MATERIALS OR SERVICES BY U.S.G.

U.S.G. — chosen by 80% of Western builders. Because, as this majority of builders will testify, U.S.G. supplies the materials and the services for better, more profitable building. U.S.G. maintains the facilities to get materials to the job on schedule. And U.S.G. research is continually finding new ways to save labor, speed construction. If you’d like the benefit of U.S.G. know-how on building problems you now face, write: 2322 W. Third St., Los Angeles 54, California, Dept. ABW-08.


UNITED STATES GYPSUM
the greatest name in building
Prospective home buyers are becoming more and more sophisticated. They look for the little "extra touches" that make a home desirable, make them want to buy. When they look for style, they find it in homes that feature new Simpson Symphonic Doors...Sonata and Concerto. Created to maintain harmony of design, Symphonic Doors keep their unique family resemblance even when painted to complement individual room decors. The Symphonic line offers the "custom look" of superb styling, yet actually costs little more than ordinary mass-produced doors. You can add distinction to your homes without adding to their cost.

Symphonic Doors are available in a wide range of standard sizes and paneling treatments (both interior and exterior types). For complete information, contact your building materials supplier, or mail coupon on page four of this insert.
PUT YEARS OF CAREFREE SERVICE IN YOUR HOMES

Home buyers recognize the importance of long lasting, easy-to-care-for, walls and doors. The hard work of active family life makes short work of most surfaces, but not Lifeclad. Created especially for families with children, Lifeclad's tough, durable, vinyl plastic surface shrugs off all ordinary household compounds. Stains, smears and sticky fingerprints wipe clean in an instant...leave no trace. Lifeclad truly stays beautiful. Available in five handsome woodgrain finishes and three clear overlays on natural wood. Lifeclad's gravure grained finishes will not fade or discolor, even in direct sunlight. All Lifeclad patterns may be ordered on 1/4” paneling, 3/4” cabinet stock (finished one or both sides), and on all standard flush doors (including the famous Seven-Eleven ceiling height door).

LIFECLAD FINISHES ARE:
- Vermont Cherry
- Oriental Pecan
- Temple Walnut
- Sable Walnut
- Arabian Sandalwood
- Mountain Larch
- Cascade Hemlock
- Casual California Redwood

For full information, contact your building materials supplier, or mail coupon on page four of this insert.

Member Douglas Fir Plywood Association

RELY ON
Simpson
FOR QUALITY BUILDING PRODUCTS
When property manager, William Egan, decided to build a new hilltop house in Mill Valley, California, he chose Lifecoat Driftwood Gray stain prime siding. Being experienced, he quickly recognized Lifecoat’s advantages. “Driftwood Gray was just the color we wanted,” he said, “and the water-repellent back coating clinched our choice. Not having to backprime on the job was a big help in saving time. Also, we have both rain and dust problems. The protection Lifecoat Redwood offers has let us delay final finishing until conditions are just right. The siding has been up for over three months and it still looks just as good as when it was applied.”

The Egans were enthusiastic about other Simpson Lifecoat features, too. “The packaging was a great help in keeping the siding factory fresh,” they said, “and the excellent selection of redwood, itself, more than made up for the slight up-charge. All in all, we saved time, money and trouble with Lifecoat and got just the results we wanted.”

Take a tip from the Egans and contact your building materials supplier for full details on Simpson Lifecoat Redwood Products, or mail coupon on page four of this insert.
ADD THAT FINAL TOUCH
WITH THE BEAUTY OF REDWOOD

Redwood, more than any other material, gives a home that extra touch of beauty and lasting quality. Its rich warmth and natural texture make any room more attractive, more livable.

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New half-barrel design. Furnished with 3/8" nozzle unless specifically ordered without nozzle; 1/4" nozzle also available.

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For bulk or loads! Furnished with 3/8" nozzle.

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Here’s a totally new kind of truck that gives you more load space than a conventional half-tonner, plus the inherent economy of an air-cooled engine! A truck that will carry up to 1,900 lbs. of payload (with a trim 4,600-lb. G.V.W.) on a nimble 95-inch wheelbase. A truck that measures only 15 feet long and devotes nearly 9 feet of it to payload! Dollar-saving performance starts with the engine—a space-saving “pancake” 6 that never needs antifreeze or radiator repairs... and never stops saving fuel costs! Ideally suited for trouble-free truck duty, also, is the tough chassis build of Corvair 95, which includes frame and body designed as a rugged one-piece unit to
withstand slam-bang runs. And there's 4-wheel independent suspension (first time in a U.S. truck!) to take the roughness out of road surfaces. The list of Corvair 95 design advantages is as long as your arm. There's load space so accessible that the truck practically loads and unloads itself! There's exceptional driver comfort, easy maneuvering, snappy styling, and much, much more. It's a wing-ding of a truck idea—available in pickup and panel body versions. Visit your nearby Chevrolet dealer soon and get all the details. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

New Corvan. There's a world of load space in this new Chevy panel—it's 109" long, 60" wide and 54" high at center! Side doors take a 4' x 4' crate with ease. Left side doors are optional at extra cost.

New Rampside pickup. Roll out those heavy loads—there's nothing to it in this one! Ruggedly built side gate drops down to form convenient ramp for easy loading or unloading.

New Loadside pickup. Gives you more load space than a conventional half-tonner. Also, optional extra cost flat floor provides 39 sq. ft. of loading area, and you can stow cargo underneath it, too.

Less truck weight allows more cargo weight! Corvair 95's weigh up to 1,200 lbs. less than other half-tonners . . . yet they'll carry up to 1,900 lbs. of cargo!

50-50 weight distribution! Husky 2,500-lb.-capacity front and rear suspensions carry nearly equal loads to reduce strain on chassis and tires.

More load space, less road space! Corvair 95's are 2 feet shorter than conventional half-tonners. But Corvair 95's carry bulkier cargoes!

Easiest to get around in! Turning radius (under 20 feet) is less than that of ordinary trucks. That means easier maneuvering and parking.
These are the reasons I wanted the home with a
"We looked at a lot of homes before we finally bought...some good...some better. Of course the kitchen was always the most important thing to me...and when I saw that Rangaire hood...well, I knew right away...this is the one for me. Naturally there were other important things about the home that influenced us too...but that beautiful Rangaire hood added the final touch that just makes my new kitchen. Personally, I think Rangaire has the smartest styling of any I've seen.

I knew about Rangaire from my favorite magazines and the quality is so-o-o obvious when you just look at it. This also convinced us that the builder must have used high quality materials in the rest of the house too.

I just love the beautiful wipe-clean finish on my Rangaire and the way the light bulb, wires, and all those other things are all neatly enclosed...makes it so easy to clean...and dip-clean filter...well, what more can you ask. I'm not ashamed to open my cabinets either...none of those unsightly tin pipes you see in some places...no sir...my Rangaire hood matches my range top and oven perfectly and even the back splash and ducts are painted the same color...and they take up so little cabinet space too.

Like I said...my Rangaire hood wasn't the only reason I wanted this house...but it sure was an important factor...can you imagine...all this and it keeps my kitchen cool, clean, and fresh besides. I think every homemaker should have a Rangaire in her kitchen.

Note to Builders:

The country's full of gals like this... Cash in on them today. Builder-Engineered Rangaire Hoods color match all major appliances and all necessary parts for the complete installation come in a single package...no extras to buy — no hard to find parts. Nationally advertised Rangaire offers you a complete line of models, sizes, and prices to select from. See your Rangaire dealer today.

Delivered in three finished sections, they are erected complete... ready for occupancy... in one day on the builder's foundation... at a firm finished price by 20th Century Homes' own erection organization. Gone for all time are cost uncertainties... production delays, and a finished cost $1500--$2000 under comparable houses in most markets.

And yet... all of this in strikingly beautiful houses—that speak of quality in every facet... incorporating an architectural variety capable of creating a community development of which the most discriminating builder can well be proud.

Developed by the Scholz organization which first brought design, quality and elegance to the manufactured house field, the specifications incorporate luxury appeal throughout... beam ceilings... large family room-kitchen with mosaic ceramic tile counters, pure vinyl floors, built-in range and oven, and beautiful light walnut finish cabinets and doors with clear long lasting protective finish... separate dining room... sliding aluminum patio doors... indirect lighting... quality clear ponderosa pine colonial windows and exterior doors... insulating sheathing... long lasting acrylic exterior finishes... mosaic ceramic tile baths... optional 100% DuPont nylon wall-to-wall carpet with 5 year warranty.

Housing’s Great Breakthrough of the 20th Century

Added to all of the obvious cost savings which the controlled assembly line manufacturing techniques make possible, the remarkable erection time eliminates the need for construction loan financing (cost disbursements being made directly out of closings) results in substantial cost savings as well as eliminating requirements for large amounts of working capital tied up in homes in process.

To insure the successful pre-selling of these houses which the price and luxury design of this house make possible, 20th Century provides a complete display model sales program including display model furniture package which accompanies builder’s first house, and a remarkable new 90% conventional financing program in most areas in which buyer need not make first payment for six months from occupancy. Where builder will take his profit in a second mortgage, house can be sold on a no money down basis.

20th Century homes are available anywhere east of the Mississippi and north of the Mason-Dixon line.

The number of builders who can be franchised to build in any area must of necessity be limited. Your early investigation is advised. Call or send coupon provided.

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THE NEW ENGLANDER • with optional garage

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THE NEW ENGLANDER • for narrow lots (40')

20th Century Highlights

- Completely erected in one day ready for occupancy on builder's foundation.
- By 20th Century's own erection organization at firm price to builder—$8950*.
- Finished cost $1500—$2000 under comparable houses in most markets.
- 90% conventional mortgage financing plan for purchasers in most areas—no money down sales program if buyer takes profit in second mortgage. Buyer's payments start within 6 months from occupancy.
- Complete sales and promotional program including advertising and display model furniture.
- No cash invested in houses in process—all payments disbursed from closings on pre-sold program.
- Crawl space or basement models.
- Wide architectural variety in colonial styling. *Plus State Sales Tax where applicable

- Quality ponderosa pine colonial windows, doors and millwork.
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- Large family room-kitchens . . . separate dining rooms.
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Builder chooses Insulite Primed Siding for fast, easy application—without waste

Insulite Sheathing also used on these unique “no bedroom, no bathroom” homes by Austin Building Company of Detroit, Mich.

“For our new ‘Privazone’ homes, we’re using Insulite Primed Siding and Insulite Sheathing,” says Don Muehl of Austin Building Company in Detroit. “From our standpoint, as builders, Insulite Primed Siding offers the money-saving advantage of fast, easy application with no waste. And our homeowner customers get beauty, durability, with a minimum of upkeep.”

These Austin homes feature an unusual room layout, with private “suites” for sleeping and living; other suites for dressing and bathing.

Austin Building Company is also using Insulite Sheathing for these new homes. Its extra strength provides additional bracing, eliminates wasteful breakage, aids in straightening out studs. Dimensional stability reduces call-backs due to buckling. And Insulite Sheathing is marked for nailing placement on the stud lines to save time, assure best results. Many leading builders are now using Insulite Sheathing under brick veneer because it’s protected throughout by an integral asphalt treatment that keeps moisture out, eliminates the need for building paper.

For complete information on how Insulite products can save time and money, just call your nearby Insulite Sales Representative; or write Insulite, Minneapolis 2, Minnesota.
**GOES UP FAST!** Insulite Primed Siding is fast and easy to apply. No prime coat is needed. Careful inspection and packaging at the factory means it is 100% usable on delivery. 8' and 16' lengths, 12" wide for 10¾" exposure; also 4' x 8' panels.

**EASY TO SAW!** Insulite Primed Siding cuts easily on the job; won't crack or split, eliminates wastage. Resists paint blistering, provides beauty and durability with a minimum of upkeep.

**EASY TO NAIL!** The high-density, resin-impregnated siding has no structural or surface grain, no knots, no slivers. Can't crack or split from nailing; cuts on-the-job costs.

**INSULITE SHEATHING** is marked for nail placement to cut application time, give best results. Structural strength, insulation value make it ideal for use with brick veneer.

**"NO BEDROOMS, NO BATHROOMS!"** Unique “Private zone” homes feature separate suites. Closet-less lounge used for sleeping and daytime living. Closets, dressing rooms combined in large “dressories.”
“My construction costs average $500 less per unit with electric house heating.”

Morris Liechty, Fort Wayne, Indiana, builder and developer, reveals how modern, flameless electric house heating cuts construction costs, helps move his 1400-2500 square foot houses faster.

In Morris Liechty's opinion, the big swing to electric house heating has hard-headed reasoning behind it.

Says Liechty, “Most of my houses are in the 17 to 30 thousand dollar bracket. Electric house heating costs me less to install because my own men can do the work, and I don’t have to wait on subcontractors. Then, too, I can schedule insulation work so as to wind up ahead in terms of time and money.”

Buyer acceptance, according to Liechty, is excellent in the Fort Wayne area. This he attributes mainly to the fact that electric house heating is so clean and requires no maintenance.

“The fact is,” Liechty says, “that when I explain the benefits of electric house heating to buyers, I usually find that it’s the thing that tips the scales in favor of selling the house.”

As Liechty’s experience demonstrates, there’s a big swing to electric house heating all over the nation. Today there are more than 850,000 U.S. homes equipped with electric house heating. For this reason every serious builder or developer owes it to himself to learn all he can about electric house heating.

For complete information why not contact your local electric utility company first chance you get.

Be sure to visit the National Association of Home Builders convention in Chicago, January 29 through February 2, 1961.

With clean, comfortable Electric House Heating

YOU LIVE BETTER ELECTRICALLY

Sponsored by Edison Electric Institute

INSULATION IS THE HEART of efficient electric house heating. Properly scheduled it can save builders both time and money. Here Morris Liechty checks on insulation and siding work.
ELECTRIC HOUSE HEATING is the best deal for building yet, in Morris Liechty's opinion. "Personally, I'm sold on it," he says. "Here in Fort Wayne it costs me considerably less to install. And I'm building 100% with electric house heating. Buyers are enthusiastic when you explain how a home properly insulated for electric house heating also keeps them cool in hot weather."

"BUYERS ARE ATTRACTED to homes with electric house heating," Liechty maintains, "because they're sold on its safety, cleanliness and economical installation cost."

A SATISFIED BUYER, Joseph Sherron, testifies to builder Liechty's confidence in electric house heating. "We've never been so comfortable," he says, "and there's no flame to worry about."
Six ways you'll profit as a U.S. Steel Homes Dealer

1 You'll be identified with U.S. Steel Homes, a name nationally recognized for quality construction, superior design and low erection costs.

2 You'll have an opportunity to become a volume dealer, selling more homes at less cost. You'll have 4 styles—including Colonial, French Provincial, Old English and Contemporary—10 basic models, 127 floor plans and 508 elevations from which to select the right plans for your market...your customers.

3 You'll be eligible to utilize the many services U.S. Steel Homes offers to qualified franchised dealers, including a comprehensive financing assistance program to help your business expand and profits grow.

4 You'll benefit from national advertising and sales promotions, prepared by professionals to back you up in your own local market.

5 You'll get merchandising help in the form of sales and merchandising kits, salesmen's manuals, site signs, consumer hand-outs and other helpful literature.

6 You'll get technical assistance from U.S. Steel Homes Representatives on all phases of your building and sales programs...from planning the programs through erection and sale of your U.S. Steel Homes.

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United States Steel
525 William Penn Place
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I want to know more about the 1961 U.S. Steel Homes line.
Please send me your PROSPECTIVE DEALER KIT.

Name

Firm

Address

City Zone State
Silent salesman downstairs

The basement is more than storage space or a hole in the ground. Smart planning can make it a top salesman. Look at the opportunities it offers.

NOVEMBER 1960
CIRCULAR BAR closes in one corner of basement, serves as backdrop for song area. Piano fits into recess in enclosed utility room.

LIGHT COLOR, wood join forces to convert basement into pleasant extra room that helps sell house upstairs. Hardboard covers walls.

HARDBOARD PANELING goes up fast and at little cost: but it speedily converts this basement into a gay play room, boosting house value.
Growing buyer interest in basements creates opportunities for builders, remodelers

Buyers want basements.
That's the trend being reported by American Builder researchers throughout the country. The buyers want them for everything from living-play areas to fallout shelters. And many builders throughout the country—as well as remodelers—are taking advantage of the trend.

Reaping full profit from the basement upsurge requires mainly preplanning. Builders and remodelers need only adhere to a few basic design principles and some well-directed efforts to sell basements as future living space.

Design opportunities range from providing adequate windows and a direct outside entrance to gay partitioning of different areas. Here are some of the ways builders and remodelers throughout the country are converting the basement area to welcome extensions of pleasant "upstairs" atmospheres.

One builder featured a basement with an indoor pool of laminated plywood with a liner of vinyl at little cost. He set the pool under corner windows he built into the foundation. This proved a crowd attractor.

Another builder created new sales appeal in a house by insulating the basement from the stair well with a vertical door. He protected the steps leading to grade with a steel hatchway. Color photographs on these pages reveal other ideas.
Here are ways to add sales magic to that valuable "extra" downstairs

Basement experts, such as Bilco of Connecticut, say builders and remodelers should plan three basics into every basement. They should: (1) provide plenty of light and ventilation with large window areas; (2) permit direct access from outside the house; (3) build simply constructed walls colorfully decorated to give flexibility and color to the basement layout.

Long windows, central basement entrance set stage for indoor-outdoor living. Center stair running length of plan allows greater flexibility in basement, creates interesting array of rooms. This placement lets builder design stairs into motif.

An interior stair running front to back acts as natural partition separating utility areas from family areas. Stairway suggests wide variety of treatments.
SMALL BANK, designed by architect Clive Kienle, was planned to attract passing motorists—day or night.

A bank for the homebuilder’s skills

In today’s sidewise market, many homebuilders are turning to small commercial jobs like this.

This bank is one of the many small commercial structures that offer the homebuilder an easy way to diversify. It was built recently in Lake Grove, Oregon, by Schuyler Southwell.

The building’s outstanding feature is its two glass walls that make it a real eye catcher either day or night. The big expanses of glass were made possible by post-and-beam framing of two adjoining walls. The posts are 5½"x6½" glue-lams, spaced 5’ o.c. Beams are 5½"x11¾" glue-lams. They’re joined to a 5½"x14¾" glue-lam beam that runs diagonally across the building and rests on a corner post of the same size. The built-up roof has a 3-in-12 pitch. Contract price: $16,000.
FAST FLOOR SYSTEM
speeds work on Chuckfield Construction Company's Monticello tract, Rolling Hills, Calif. Tongue and groove plywood flooring is laid in 3 x 8 sections.

FAST WALL SYSTEM
moves into place on Fox & Jacobs' Test House in Dallas. Standard Dylite foam-core panels were manufactured by Koppers Company. Panels come completely finished, have high insulating qualities.

FAST UTILITY SYSTEM
built around plumbing core goes into place in house erected by Home Building Corp. of Sedalia, Missouri. Core includes bathroom as well as kitchen sink and cabinets.
BUILDING'S COMING BREAKTHROUGH

The Faster House Is a Must

Even in a slow market such as exists today in many places, the faster house is a must.

By faster house, we mean one that takes every advantage of the new tools and techniques available to small or large builders.

It's a house that is enclosed quickly and completed quickly under controlled conditions, regardless of weather.

It's a house that helps the builder turn his capital over rapidly — and this helps every size builder.

It's a house that makes the builder's operation more fluid and flexible — he can build and sell faster when the market is brisk, cut back quickly in slumps.

AMERICAN BUILDER believes that the faster house is part of the wave of the future in building. New tools, new components and faster methods can't be avoided or ignored. We believe smaller volume builders will profit by the changes, and that local lumber dealers will share in and contribute to this progress, as so many already are doing today through the Lu-Re-Co panel system. The factors at work seem irresistible:

- Builders face keener competition for the buyer's dollar. They must cut out waste time — for time is money — in their search for ways to build better for less.

- Large material manufacturers are making or preparing to make standard wall, floor and roof panels and other components which will be sold nation-wide.

- Builders are fabricating their own trusses, panels and components: quite a few are selling these to other builders. Lumber dealers, too, are selling them.

- Sharp competition by manufacturers of packaged homes is forcing many conventional builders to review their methods, adopt faster techniques.

The faster house must be synonymous with better value for the buyer. And because of better job control and quicker turnover, it can mean higher profits as well.

JOSEPH B. MASON, Editor
THE FASTER HOUSE

How 4 builders boost volume

SCHOLZ: homes that give custom builders more volume, quality control

SCHOLZ MARK '60 is one of the most luxurious prefabs ever produced, leaves little to be desired in the way of elevations or layout. Home is designed for custom builders who want to increase volume, control costs.

FLOOR PLAN uses 'L' shape to separate quiet and active areas. Plan centers around pool-patio area, with glass walls on the family-dining area, as well as the bedroom wing. Note the excellent traffic-flow scheme.

INLAND: homes designed to reach the largely untapped $10,000 and under market

INLAND'S NEW MATADOR series (base price $8,500 plus lot) is indicative of organization's conviction that the most profitable, and most consistent housing market for the 60's will lie in the $10,000 and under price category.

FLOOR PLAN reflects impact of family room's public acceptance on designers. This three-bedroom model gives a fourth of its living space over to the kitchen-family area on theory that it acts as a mother's helper.
with packaged units

CASE HISTORY No. 1

"I started conventionally, tried some prefabs, finally switched"

Builder Van Duyne

ENVILLE, N.J., builder Fred Van Duyne started as a carpenter's helper in '46, struck out on his own in 1950, built conventionally until 1955. An interest in off-site component production led him to try a Scholz package.

Results were so encouraging that Van Duyne built more prefabs and fewer conventionals, finally switched over entirely to Scholz. Main reason for the switch: the ease of costing out the wide variety of packages offered by Scholz.

Scholz designs are aimed at the custom home builders who are concerned with cost, no less than quality control. The entire line of homes represents the cream of house designs, and the highest priced line of prefabber offerings (though Scholz expects to market a 2-3 section house in 1961 that will be priced between $15,000 and $20,000.) Van Duyne sees Scholz's well-integrated national advertising program as another main advantage in prefabber alignment.

CASE HISTORY No. 2

"My market was just begging for quality low-priced homes"

Ben Booth

BEN BOOTH built conventionally for a while, tried his hand at developing lots for sale in Petersburg, Va., decided he liked home building better—started to build middle priced prefabs.

Inland's specialists convinced Booth that what his market would absorb quickest was low-priced homes. Booth decided it couldn't hurt to try some low-priced models, has been slightly astounded by their success.

His model home promotion ($10,990 with lot) carefully tied to Inland's merchandising program, netted him 70 home sales in a three month period—in a slumping local market.

His success points out the reason for Inland's success. The company, under Eugene Kurtz, dynamic past president of the Home Manufacturers Assn., has been proclaiming for some time that the strongest market for the '60's would be clustered around the $10,000 level. Inland's climbing sales tend to bear out Kurtz's judgment.

NOVEMBER 1960

Some sidelights on what's ahead for home manufacturers

- 10% decline—For the first time in several years industry leaders expect a decline in starts. Estimates are for a 10% drop from 1959's 130,000 units. Next year should see some improvement, as housing starts rise.

- Lower priced models—Greater emphasis on lower priced models expected. Prefabbers feel they will have extra advantage in stiff competitive situation with lower priced '61 models.

- Extra services—Home manufacturers at Miami Fall meeting highlighted growing extent of builder services. Merchandising aid to builders will be stepped-up.

- More financing help—Both land and mortgage financing.

- Research house—HMA is working on an idea-filled research house which they call the "Complete Component House." It will demonstrate efficient use of factory materials—large panels, prefinishing, mechanical cores. Each member will contribute ideas on design and component development.

- Precut churches — Golden Key Homes, Union, N.J., has added a line of pre-cut churches, offices built, and industrial buildings to their regular prefab line in recognition of builder trend to diversification.

- House on wheels—Franklin Thrift Homes, State College, Pa., has a mobile home which is designed to be trucked to the site and dropped on a foundation. Extra rooms can be added.

(Continued on page 63)
THE FASTER HOUSE


- Mechanical cores — Major prefabbers are working toward fabricated plumbing and heating systems. This is the next major breakthrough area.

- Foundation systems — Results of precast foundation at last year's East Lansing research house has prefabbers thinking—the main problems are weight and trucking costs.

- Self imposed depression — Former HMA president Eugene Kurtz insists the building industry is suffering from a self imposed depression because they raised prices last year instead of turning to lower priced models as auto manufacturers did. He urges stepped-up promotion of 1961 models priced to bigger mass markets.

- Start with net profit —Edward P. Hwass of Crawford Corporation described his firm's "Library for Builder Dealers," which includes sections on profit planning and control, an accounting manual, merchandising and sales promotion ideas, and a "Plan and Control System" for builders. Crawford's unique advisory system starts builders with an estimated net profit goal, then works backward through acquisition, financing, scheduling and erection problems.

- Large and small — HMA members have revised opinions about the size of builders they wish to reach. National Homes has plumbed for big builders—suffered some setbacks. Others, like Kingsberry, concentrate on small and medium size builders. Average is 25 houses a year.

**CASE HISTORY No. 3**

"In '54, I built 8 homes—now I'm doing 30 units a year"

Builder Robert Fox

Builder Robert Fox, Oliver Springs, Tenn., started operations in 1948, built an average of eight homes a year between then and 1954. His annual net never exceeded $10,000.

In 1954, Fox started building Kingsberry Homes (then Lumber Fabricators Inc.), now averages 30 homes a year. He uses only six permanent employees, contracts all mechanical work. Price range: $12,000—$25,000.

Fox is convinced that the main advantage in prefabs is that they can be closed-in in a day or less. He maintained a schedule of 2 houses a month in spite of 52" of snow last winter—a feat he feels would have been impossible building conventionally.

Most of his homes are built in Oak Ridge, Tenn.—and his sales are primarily to scientists and engineers. He feels they have responded well to Kingsberry's saturation advertising and promotion campaigns. Kingsberry is fairly satisfied with their merchandising program also—it's boosted their sales 28% over the past year.

Variety of styles, prices

**CASE HISTORY No. 4**

"When we decided to shoot for volume, we chose prefab"

George Lieberman and Alpert

George Lieberman and Don Alpert teamed up in 1953, started as home remodelers, moved into home building in 1954. They hit all points on the price spectrum between then and the end of '58, when they moved into subdivision work.

Lieberman and Alpert are well matched—George is an industrial engineer, Don a CPA. Cost consciousness played a large part in their choice of the home-building technique they intended to use in their Kansas City subdivision. They considered building components, discarded the idea as being too costly in terms of capital investment. Off-site components production seemed to offer them no advantages over packages. The choice narrowed down to which prefabber, and they chose U.S. Steel Homes.

U.S. Steel's products and services—including financing, merchandising aid, cost control systems—enabled them to crack the Kansas City market, which had not been receptive to prefabbers until that time. Eighty days after their subdivision opened, they reported over 50 sales.
KINGSBERRY sees growing movement back to split level's more-space-for-the-money theme in the South. It's counting on this model to capture its share of the market. Kingsberry offers strong merchandising package.

SIDE-TO-SIDE SPLIT offers neatly zoned layout, good sized bedrooms. Dining area offers sliding glass doors to outdoor dining patio which is becoming a must in any area (and any price class) across the nation.

let you package product to your market

KINGSBERRY: homes for the middle price range

U.S. STEEL HOMES aims some 75% of its production toward the $15,000 price range, and seeks to tie in with builders who are producing between 40 and 50 homes per year in markets with strong housing potential.

COMPACT MODEL adapts well to narrow lots, gets more than average space by splitting front to rear. Home is expected to be a big mid-price-range seller for builders Alpert and Lieberman of Kansas City's Midland Homes.
Top flight regional home manufacturers offer wide range of styles, prices, services.

CENTRAL

GENERAL HOMES, INC., 3033 Wayne Terrace, Ft. Wayne, Ind. Firm distributes in 450-mile radius, offers 8 basic floor plans with elevation variations at prices from $4,350 to $5,240 f.o.b. Delivers in 14 days. Offers own financing plan.

NATIONAL HOMES CORP., Lafayette, Ind. Firm distributes nationally through subsidiaries, is strongest in Midwest. Offers nearly 200 basic plans, sells through builder-dealers, has own financing plan.

W. G. BEST HOMES CO., U. S. Rt. 45S, Effingham, Ill. Distribution radius, 350 miles. Offers basic plans at prices from $2,100 to $9,000 f.o.b. Delivery, 10 days. Has financing plan.

RICHMOND HOMES, INC., Sheridan & N.W. L. St. Richmond, Ind. Distribution radius, 250 miles. Offers 26 basic plans at prices from $2,562 to $4,715 f.o.b. Delivery, one to two weeks; company financing plan.

MIDWEST HOUSES INC., P.O. Box 334, Mansfield, Ohio. Firm has tri-state distribution, offers 12 basic plans two week delivery, company financing plan.

PEASE WOODWORK CO., INC. 900 Forest Ave., Hamilton, Ohio. Distribution radius, 400 miles. Ten basic plans, two week delivery, company financing plan.

THYER MANUFACTURING CORP. 2857 Wayne St., Toledo, Ohio. Firm distributes in three states, offers 22 basic plans at prices from $2,500 to $6,000 f.o.b.

HARNISCHFeger HOMES, INC., 500 N. Spring St., Port Washington, Wis. Distribution radius, 500 miles; 64 basic plans, company financing plan.

WESTERN

PERMCO MFG. COMPANY, Peru, Neb. Firm distributes in 500-mile radius, has 24 basic plans at prices from $5,000 to $7,500 f.o.b. Delivers in three weeks.

LOCTWALL CORPORATION, 16530 Hwy. 99, Lynnwood, Wash. Firm distributes in eight states. Has 25 basic plans, at prices from $4,000 to $15,000 f.o.b.

LOXSIDE STRUCTURES, 9004 S. 19th St., Tacoma, Wash. Firm distributes to all western states, Alaska, Hawaii. Has 40 basic plans, at prices from $1,140 to $8,990 f.o.b. Delivers in two weeks.

VIRGINIA LEE HOMES, INC., Box 606, Kirkland, Wash. Firm distributes to Northwest, Alaska, Hawaii. Has 200 basic plans.

WEST COAST MILLS, 555 State St., Chehalis, Wash. Firm distributes nationally. His 115 basic plans. Prices: $2,000 to $4,000 f.o.b. Delivers in ten days.

SOUTHERN

CRAWFORD CORP., P. O. Box 2551, Baton Rouge, La. Firm distributes throughout South and Southeast, offers 27 basic plans, sells to builder-dealers at prices ranging from $2,000 to $9,395 f.o.b. Delivery in 10 days, financing through company’s own plan.

CONTINENTAL HOMES, INC., 2915 Eighth Ave., Chattanooga, Tenn. Firm has 80 basic plans, distributes in 400-mile radius, delivers in 10 days.

HOLIDAY HOUSE MANUFACTURERS CORP., P.O. Box 8097, Fort Worth, Texas. Firm offers 100 basic plans, distributes in 400-mile radius, delivers in 10 days.

UNIQUE HOMES, INC., 2857 Wayne St., Toledo, Ohio. Firm has 115 basic plans, company financing plan.

TRENDRIVE COMPONENTS, 700 43rd St. S., St. Petersburg, Fla. Firm offers 25 basic plans, distributes throughout Fla., offers own financing plan.

EASTERN

TECHBILT, INC., 127 Auburn St., Cambridge, Mass. Distributes east of the Mississippi. Offers 19 basic plans at prices from $1,980 to $11,425 f.o.b. Three week delivery.

SEABOARD HOMES, INC., 2402 Central Park Ave., Yonkers, N.Y. Distributes along entire Eastern seaboard, offers 20 basic plans, custom design options, novel financing program.

IVON R. FORD, INC., McDonough, N.Y. Distribution radius, 300 miles. Offers 50 basic plans to builders at prices from $3,350 to $8,500 f.o.b. 30 day delivery.

PRESIDENTIAL HOMES INC., Pemberton, N.J. Distribution radius, 400 miles. Offers 150 basic plans, sells through dealers or to builders at average price of $3,800. Delivery in three weeks.

FEDERAL HOMES CORP., New Canaan, Conn. Firm distributes in 250-mile radius, offers 20 basic plans to builders. Package prices range from $3,000 to $9,000 f.o.b.

PANELFAB PRODUCTS, INC., 2000 N.E. 146 St., N. Miami, Fla. Distributes nationally, offers various financing options. Sandwich panel techniques give “no limit” on basic floor plans.
WAREHOUSE-SIZE WORKSHOP is needed for jig tables and stockpiles of material. This lay-out is owned by Fred Fett, Jr., Atlanta, Ga. He's now building new shop out of own components to handle units he will sell.

Should you build your own components?

... It depends largely on the amount of construction you do every year, as five of the nation's leading builders point out here.

HOW MANY houses do you have to put up a year to reap the savings and benefits involved in building your own components? All the way from 50 to 100 is the summation of most big component builders.

The capital involved for a shop can run $100,000. This includes, material storage areas, trucks, dollies, jigs. The size of your operation can temper this total, however. For example, if you build only 10 houses a year, fabricating just roof trusses may justify a rig for this. But most often a small builder can buy ready-mades cheaper.
THE FASTER HOUSE

TO CUT COSTS, shops generally use "unskilled" labor with carpenter supervisor. Fett says builder should erect minimum of 3 homes weekly to make own components.

MATERIALS HANDLING devices add greatly to component building costs. Fett builds on 18-day cycle; claims scheduling is the real secret of component construction.

BESIDES TRUSSES and panels, Fett produces gable ends — ready to set in place. Until recently, he was absorbing all component production; now he sells to other builders.

HIGHLY MERCHANDISING MINDED, Fett set up this display for customers. Fism has full-time component salesman, architect to convert designs for component building.

"Component business is on its own; you can't subsidize it"

Fred Fett has several very definite ideas about the components-for-yourself business, which he pioneered in his area several years ago.

At the outset, he didn't consider the outside market (smaller builders) for sales. At the present time, he absorbs about 20% of his volume, and sells the rest to builders in the Atlanta area. He considers this ratio a "safe range" for a component-type ("sales") builder.

The big secret to component building is scheduling, Fett contends. "We operate on a 16- to 18-day schedule; all subcontractors have to get their jobs done in a day or so — plumbing, heating, electricity, everything. "Too often in this business" he said, "the builder lets the subcontractor control his business, instead of the builder controlling the subs. But by scheduling, both parties have better control on respective jobs. We take bids on every job; the best bid gets it."

As a service to his builders-customers, and prospective home-buyers, Fett employs an architect who fits conventional house designs into a modular, component system. If the components don't match dimensions, the architect shows the builder how to frame in and trim out the additional footage so the structure can be adapted.

The Atlanta builder employs from nine to eleven men in his shop, with one full-time salesman for his separate component business. He plans soon to increase the sales force.

Under construction at this time is a new components workshop, which will measure 108 x 160 feet. Fett is fabricating all of his own components for this and expects to get the building under roof for approximately 50 cents a foot.
**Capital and overhead are stumbling blocks in component building**

In a nutshell, overhead, manpower, inventory, and equipment discourages a small builder (25 houses a year) from making his own components. So reports Norman Abrahams, president of Breckwood Lumber & Trim, Springfield, Mass.

**IN COMPONENTS, Tally now fabricates mostly roof trusses in own shop. He started system with 15 houses.**

**BRECKWOOD is building 115 apartments in 8 units, in Windsor, Conn. Jigs can hold 90’ panels for job.**

**ENTIRE FLOOR of 2-story unit is closed in day. Firm makes roof trusses, precuts necessary materials.**

**INSULATION BOARD sheathing is tied to firm’s success; they make 300 lineal ft. of walls daily.**

**APARTMENTS will be brick-veneer up to 2nd floor; shakes will finish job. Breckwood built 250 homes in 1959.**

**Walter Tally, Atlanta, uses basic Lu-Re-Co component system**

If estimates are right, there’s no minimum on the number of component houses you can do. Components are somewhat limited to a specific market—low to moderately priced homes.” This is the opinion of Walter Tally, who also thinks components don’t lend themselves to many of split-levels or 2-stories.

**Large volume builders tell how they operate component business**

“We have only three carpenters working our fabrication jobs. The rest are laborers which keep our costs to a minimum,” reports Quincy Lee, of Quincy Lee Homes, San Antonio, Texas.

Lee builds (about) three houses a day, and will put up between 400 to 500 structures in 1960. The firm has component building down to a science—an efficient, assembly-line type operation.

“You have better control with components; there isn’t as much waste,” comments C.W.L. Dennis, Wichita Falls, Texas.

Dennis fabricates mostly trusses, and uses his lumberyard personnel to assemble them when they’re not too busy.

Tom Purvis of Purvis-York Co., Fort Worth, Texas, believes that you have to be a volume home builder to make a component setup pay off. The company builds about 200 houses a year, and saves approximately 60% on labor by prefabricating trusses, panels, other parts.

Norman Abrahams, Breckwood Lumber & Trim Co., Springfield, Mass.: “Components, such as roof trusses, have to be properly engineered, which requires a shop. This takes capital and involves quite an overhead, which the smaller builder (under 25 houses a year) probably will find prohibitive. Add manpower and machinery, and it’s quite likely that tailor-made units turn out to be cheaper.

Breckwood, established as a retail lumberyard 10 years ago, was first in the area to design and build roof trusses for homes, garages, and small buildings. Since that time, they have specialized in components and now offer all the materials for a complete shell home, package form, including complete wall panels. They designed their own rigs and rollers for the job.

The firm employs up to 40 workmen during the summer, and can easily maintain a 2-homes-a-day production schedule—300 lineal feet of wall panels; 100 trusses.
Rafters are precut while the lumber is still piled off-slab. Aim of the entire operation is to minimize movement of men and materials.

Headers are precut with radial saw. Key to speed of entire framing operation is in utilization of right power tool for each operation.

Layout man marks off sill plate for placement of studs. One man, using a template, concentrates solely on this operation, achieves terrific speed.

Panels are nailed together on slab. Headers, studs, bracing, have all been precut and stacked for assembly. One man specializes in this operation.
A growing number of builders are convinced that conventional framing is "doing it the hard way." However, Ted Holmes, owner of Avery Construction Co., Canoga Park, Calif., is framing 1,200 homes conventionally, and could be counted on for a dissenting vote. Holmes specializes in framing, and his conviction that power tools and carpenter specialization can pay off is realized in a team which frames a 1,400-sq.-ft. house in just 25 man-hours.

He's tooled up completely with Porter Cable equipment, finds that sticking to one tool source nets him service savings, more carpenter familiarity with equipment, hence more speed.

5 Raiser places completed wall sections on preset bolts. Entire raising operation—framing, setting, bracing—takes only eight man-hours.

6 Raiser cuts dado for placement of 1"x6" brace. Each workman is skilled with the particular tools required for his phase of the operation.

7 Shot of dado cutting along panel studs gives some indication of speed and skill achieved by carpenters. Observers liken them to Keystone Cops.

8 Two-man crew sets roof pitch supports, cut and nail into place—total man-hours, five. Roof framing is most complex phase—takes ten man-hours.

9 Two-man crew sets roof joists. Elapsed time on this phase of the operation is five man-hours. Power tools make the difference.

10 Entire 1,400-sq.-ft. house is framed out in 25 man-hours, plus two man-hours for cleanup. Total framing crew consists of nine men.
"ABILENE," Emblem home design with adaptations, boasts about 1,100 sq. ft. at a cost of $12,000, without options of

Lu-Re-Co: a key to

MODERN CORRIDOR KITCHEN is out of the house's traffic pattern. Work bar makes handy serving counter for living-dining area. Mayer and Peterson use architect so homes "fit into neighborhoods and enhance them."

LIVING-DINING AREA is next to corridor kitchen. Sliding glass doors open on patio, serve both family room, living-dining room without going through kitchen. Yet, kitchen is handy for patio parties. Fireplace is optional.
kitchen appliances, paneling in living-family room, slate entry floor, fireplace.

better building

The many advantages of a good component system, teamed with smart design factors, make this Blueprint House outstanding

MAYER AND PETERSON, Inc., of Tacoma, Washington, didn't exist 18 months ago. Today, the builder team is clipping along at the rate of a house a week.

What's the story behind this success? The Lu-Re-Co system and Emblem homes, tied in with merchandising programs.

The Emblem home series, developed by the Douglas Fir Plywood Association and the Lumber Dealers Research Council, includes 20 plans, with homes ranging from a low $10,000 up to a big $50,000. The latest series of five homes—including the "Abilene" (above)—are in the $12,000 to $20,000 range. This price series was announced earlier this year.

Mayer and Peterson working with Blackstock Lumber Co. have adapted the home shown here into a smooth-working 1,100-sq. ft. structure that fits equally well on small or narrow lots.

To merchandise it, the builders displayed a model on a lot owned by the B&I Department Store. The owner, Earl L. Irwin, after he agreed to lease the lot, took full advantage of advertising, claiming his was the only store to offer a modern home in one of its departments.

What other builders, like Dean Evans (below), think about Lu-Re-Co

"It cuts down materially on the builder's on-site decisions, problems, misuse, and pilferage."

"Lu-Re-Co has many faces and can be used by the builder pretty much as he wishes. This means that no builder can say, 'It won't fit into my building operation'."

"It enables the builder to get a greater turnover with fewer people, and to control his construction costs in his building operation. Thus, he achieves a better end product at a lower price, and greater profit."

"Once we have had a man on the job for a week, if he has any ability at all, he knows as much about the system as a long-time employee."

"It is based on a practical and friendly relationship between the lumberman and builder, taking advantage of the things that each does best to achieve the best result."

LUMBERMAN Clarence A. Thompson (left), of Champaign, Ill., president of Lu-Re-Co, talks systems with Dean Evans, a component builder.
Customer co-operation helps sell houses

W here circumstances warrant it, Mayer and Peterson let customers work on their own house to reduce costs. The person must be skilled—and prove it. They will allow him to do some painting and so on—"this isn't a subsidy or a charity. We allow him our costs for the job," Mayer said.

All homes so far have been in the $11,000 to $20,000 bracket. "We try to go over finances involved with each customer. We may not sell all the trimmings, or the biggest house. But we do get good recommendations from our customers," Mayer points out.

Mayer said the firm hasn't felt any house construction slowdown, perhaps because "we'll go a long way to get a customer into a house." The company will trade, if it is necessary.
ALL COMPONENTS for Mayer and Peterson are fabricated by H. W. Blackstock Lumber Co., Seattle. Firm relies on Blackstock for design, plot plans, color schemes, and to keep them abreast of new building developments.

AFTER FOUNDATIONS are in, houses close in about a week—complete with wiring, plumbing, and all carpentry done. Only special equipment used by crews is power nailer. Architect plans decoration and landscaping.

WITH POWER NAILER, 5/4-inch C-D fir plywood roof deck can be completed in about 75 minutes on a 1,600-sq. ft. house. Mayer and Peterson put up 30 houses in first year; now they build one a week on scattered lots.

GABLES are fir plywood. When completed, they become color accent panels. “Abilene’s” L-shaped plan provides relief from rectangle design of most small homes. Each home has 8x10-ft. patio, reached from the kitchen.

“System is unbeatable labor situation”

WITH LU-RE-Co and fir plywood, there’s an unbeatable labor situation, Peterson remarks. “We don’t believe the savings of the component method come on a house-for-house comparison with conventional methods. The benefits of components with fir plywood come from the high degree of control we have on the operation, and the speed with which we can put up a house. “For a one-house-a-month builder, the savings and benefits might disappear,” he added.
HANDSOME FIXTURES and modern decoration give this powder room custom look. Big feature is cabinet-lava-}
tory. One-piece china bowl and countertop make cleaning easy. Cabinet has brass trim—lots of storage underneath.

Let larger bathrooms

The trend is more to glitter and glamor—
extra fancy built-ins, cabinets and colorful fixtures,
all with maximum utility. Size and location are im-
portant factors, too

TODAY'S BATHROOMS are going big-time. They're a selling feature—just as much so as a well-designed, well-appointed family room, kitchen, or entry. Design and planning have become important. Stark, lifeless bathrooms are on the way out.
STACKED WASHER-DRYER in bathroom is sales feature. So are large mirrors, which reflect smaller bathrooms into larger ones. High-pressure laminate countertops in contrasting colors accent colored fixtures, tile; care is easy.

OLD STANDBY, storage, is top feature, especially when teamed with modern fixtures—oval lavatory, fancy fixtures, and mirrors. Hard-surfaced materials—laminates, tile—stress easy maintenance. No-shadow lighting sells.

HIGH-STYLE bathroom in master bedroom offers convenience. Planning should include shower, lavatory, commode—all dressed up with built-ins for linen storage and toilet articles. Tile-wallpaper combination suggests luxury.

FOLD-UP, BUILT-IN SCALE affords custom look at little cost. Decorator tile—in plastic or ceramic—helps carry out theme. By "furnishing" bathrooms with towels, toilet accessories, you create desired lived-in effect.

sell your homes

But all of this doesn’t center on glitter and glamor. Utility and maintenance is important.

To acquaint you with the new design and product ideas:

- They’re larger. Often, compartmentizing is a feature, permitting simultaneous use of the room by two or more persons. Some builders—and customers—prefer separate bathrooms for the same reason.
- Components are figured in important features: high-styled bathtubs and lavatories—in color and new shapes; fixtures to complement them; lighting; floor and wall treatments; mechanical ventilation for both “inside” and “outside” baths; extra-fine cabinets and built-in units.

NOVEMBER 1960

Continued
Ideas for different bathroom plans for your next project

Minimum bathroom: 5'x5'  

Privacy and convenience are offered in this bathroom. One compartment has a new concept—large mirror and lavatory. Other features include corner bath with an oval bathing or showering area, and, next to it, a lavatory built into countertop. Easy-to-reach storage units top off luxury theme.

Privazone: combinations  

Compact: 5'x7'  

Sliding doors are used in this bathroom to divide it for privacy. Bathtub, shower section can be shut off by closing sliding door. In same way, water closet area can be compartmentalized. Double lavatories permit two persons to use area simultaneously. Room has baseboard heating under window.

Cross-selection of new bathroom components  

Family: 76"x10'  

Ready available are tailor-made lavatory-cabinet combinations in light or dark grain. Completely functional, units have storage below.

Combination: 9'x12'3"  

New idea in fixtures team glamor with practicality. Example: this manufacturer has hot (red) cold (green) inserts in handles; monograms.
BEAUTY, UTILITY, safety for children, highlight this smartly styled, medicine-storage cabinet. Countertop lavy-ter-vanity is sales plus. Quality products in bathrooms are important to over-all merchandising program.

offer your customers luxury; add sales features and profits to your homes

NEW FIXTURES include shower head of nylon resin to discourage corrosion, liming. It’s easy to color to match any decorating scheme.

PLASTICS, as well as metals, have low-cost high-wear features. Fixtures now include 1-handle faucets that control water temperature.

COMBINATION circulator, exhaust fan, plus light, is one answer to enclosed bath. Most fixtures—like this—are designed for decor plus function.

NOVEMBER 1960
Component panels for the walls are stacked on slab, where sill and leveling plates have been installed. Unloading time ranges from two to four hours, typical working crew is four carpenters, two laborers.

Exterior load-bearing walls are completed. On normal installation, interior load-bearing panels would now be placed, but roof load in this case will be carried by exterior walls and roof trusses.

Roof trusses (fabricated off site) are spaced 2' o.c., nailed to top plate. Fact that trusses can be used in place of Dylite roof panels indicates flexibility of Koppers' manufactured component system.

Interior non-load-bearing partitions are erected. These partition panels are 2" thick, give equivalent sound insulation of stud-and-plasterboard wall, have much greater resistance to impact.
If you can't build your own components—buy them

Material manufacturers are tooling up for component production. Result: builders will be able to buy components through local suppliers.

Most builders are receptive to the idea of component construction. But many feel their volume doesn't justify the capital outlay for space, jigtables, tools and labor. Major material producers are moving to solve these builder's problems. They are integrating already sizable operations for the production of building components to be distributed to builders through lumber and materials yards.

Front runner in the race to produce salable components is Koppers Co. Its panels consist of foamed “Dylite” polystyrene sandwiched between two layers of conventional surfacing material.

These stressed-skin panels can be used for interior or exterior, load or non load-bearing partitions, plus floor or roof systems. They have excellent heat and sound insulating properties, are dry-rot and insect proof, and are an excellent vapor barrier.

To test regional market acceptance, Koppers teamed up with highly-regarded builders in key areas in a trial-building program. Homes were built in Phoenix (John Long), Illinois (Castle Crest Homes and Pacesetter Homes), Dallas (Fox and Jacobs), Miami (Lifter Enterprises), Ontario (Ivan Mater Kensington Construction), Ohio (Clark Industries), and Virginia (Wynn Construction).

The response was successful enough to encourage Koppers to set up regional manufacturers in Columbus and Cincinnati, in addition to the home plant in Detroit. Two more concerns are scheduled to begin component production in 1961.

The panels are simple to work with (see photos left). They use a simple spline as the basic fastening device. They are designed on a modular basis, but can be cut to suit plan alterations. Typical prices run something like this: 3” load-bearing exterior panels—80¢ psf; 2” non-load-bearing interior panels—33¢ psf; 4” roof panels—90¢ psf.

This is the “Dylite” panel house constructed by Fox and Jacobs in Dallas test of Koppers system. This clean cut model has 3 bedrooms, 1½ baths, total air conditioning, sells for $14,500 with land. Ike Jacobs thought Dylite panels well adapted to notoriously hot summer conditions in Dallas. He saw the erection speed, lack of inventory problems, ability to make optimum use of semiskilled labor as strongest arguments for the system.
THE HARMONY HOMES STORY

Standard design will

Prefab Plumbing tree—

Three basic house designs which the Harmony group builds lets subcontractor use shop prefabrication to cut costs. Same volume saves on purchases of materials as well as time spent shipping work to the jobs. And working with standard designs increases plumbers' efficiency on volume jobs.

Uniform assembly—

Harmony's steady volume quickly enabled subcontractor to move to new, modern quarters where it set up one of the most up-to-date plumbing shops in the area. Sub also boasts fleet of 15 trucks, most of which have two-way radios. The radios send trucks where they're needed with minimum waste.

STANDARDIZED design specified by Harmony Homes' management service for builders finds ready acceptance with subcontractors. Typical is the operation of Alert Plumbing & Heating Co., a Harmony Homes sub. “Harmony Homes business helps us in many ways,” says Dal Means, head of Alert. “But the principal benefit we get is the sustained volume we can apply to just a few different models.”

Works year-round

Means explains that most business which comes to a plumbing contractor is spasmodic. Even large developers wait long periods between tracts. “But Harmony business,” says Means, “comes in month in and month out. We can depend on it and gear our operations accordingly.”

To illustrate, Means pointed out that Alert employs its plumbers 12 months of the year, compared to an industry average of about 10½ months.

Attracts top men

“Since we’re able to guarantee sure employment the year-round,” says Means, “we are able to attract and hold the best craftsmen available.”

Means added that not even bad weather hurts the operation. He says that when weather forces job shut-downs, he simply moves the men inside and uses them to stockpile plumbing trees and water systems. That saves having to maintain a force to do such work.

Schedules accurately

Karl McMillen, a Means associate, says the three basic models from which Harmony works play an important part in material purchases and job scheduling.
lower plumbing costs

"Since we're assured of a certain minimum volume of similar design, we can buy in quantity lots and take advantage of many specials which come along," he says. "And the similar models let us schedule our plumbers so that each man does a full day's work without waste motion."

McMillen explains that a good subcontractor knows how much time each job operation takes from the ground work to top-out and finish. By calculating travel time from one job to another and the exact state of work required, the subcontractor can devise schedules which prevent the loss of an hour or two at the end of a day.

Other savings accrue

The Harmony operation offers subcontractors other advantages, says Means. The subcontractor does not have to figure into his operations the normal estimating and selling costs. And, since his year-round workmen quickly become familiar with the work in the three basic Harmony Homes models, the subcontractor can chalk up considerable savings in supervision.

Also, since Harmony pays its subcontractors through a builder's control, which is bonded against mingling funds, Alert does not have to set up a reserve for bad debts. Business has worked out well enough for Alert. It recently moved into a new building and set up one of the most up-to-date plumbing shops in its area.

"You have to know what you are doing in this business," says Means. "With plumbers' time costing about 10¢ a minute, including overhead, you've little room for waste of any kind. Working through a smart management service like Harmony Homes helps you maintain your efficiency the way you want to maintain it."

Air-calking washers—

Speedy assembly methods become one benefit of Harmony tie-in. This saves considerable money in supervisory as well as assembly costs. Year-round crew of plumbers quickly learn plumbing requirements of three basic house models. Also, new men reach their top production efficiency much sooner.

Ready for shipping—

Near identical plumbing trees neatly stacked await shipping to job sites. Radio transmission tower atop roof of building speedily summons pick-up trucks that carry equipment to any member of 22-man team of plumbers; every piece of equipment gets where it's needed in record time.

NOVEMBER 1960
RIGID FRAMES—often called bents—provide the basic framework of this farm building. Frames are of 2x8's with nailed plywood gussets, spaced 2' o.c. This method of construction offers perhaps the lowest-cost way to enclose space. And, because it gives a long, clear span, it's ideal for warehouses, garages, and farm buildings.

Rigid-frame construction

TODAY's severe cost-price squeeze is focusing much attention on such low-cost techniques as rigid-frame construction. Here's why:

- It's fast—ideal for precutting and/or preassembly.
- It's simple—uses standard construction grade lumber, takes fewer pieces and less work than trusses, gives more usable space.
- It requires a minimum capital outlay—for a jig.
- It's within the capabilities of unskilled labor.
OUTSIDE WALLS get covering of exterior grade fir plywood. Roof sheathing (also plywood) may be covered with roll roofing, or with shingles of wood or asphalt.

LIGHT AND AIR, as needed in this poultry house, may be admitted by a strip of chicken wire. If necessary, building can be insulated with standard materials.

pares costs to the bone

The method employs a series of continuous studs, or rigid frames, that make up the building's main framework. The frames are quickly assembled—on or off site—on a simple jig, using glued or nailed plywood gussets. (The ones shown are nailed, are preassembled in halves due to their long span.) Erection is fast, takes a small crane or a simple gin-pole arrangement. For more information write: Douglas Fir Plywood Assoc., Tacoma 2, Wash.
Simple Job control form

Daily report lets Brown & Kauffman know exactly how costs are running for each house, job category and worker. System also cuts $1,000 per month from payroll expenses.

Building costs can’t mushroom out of control for Brown & Kauffman, Palo Alto, Calif. Their job control report lets them detect trouble spots early—eliminate them quickly.

Every morning an up-to-the-minute report is placed on the desks of management personnel. A separate form (not shown) gives estimates for every phase of work involved—from house plans to landscaping.

With this on hand, management knows what the optimum hours are for each job category and what the top cost should be. A glance at the daily job report tells them precisely how their costs are running for each house and each worker.

As Brown & Kauffman build about five houses a week in their development (plus one custom house a week), they find a report of this nature invaluable.

When the company initiated its system on a tract several years ago, it brought about a savings of $400 per house. Here are a few of the cost-saving angles the job report uncovered:

- They found that some men could do better at other jobs.
- They found that certain crews were improperly trained or supervised.
- When one model consistently cost more than the rest, it was found that some construction details were too expensive.

How the system works

Actually, there are three job control forms, one for each of these supervisory classifications:

1. From the foundation up to the subfloor.
2. The rest of the framing, including the roof sheathing.
3. Exterior and interior trim, plus clean up.

Basically, however, the three forms follow the same pattern. The left hand column of each 8½ x 14 in. sheet (see example,
Payroll card records job data on each man. The payroll office transfers information on slips to weekly payroll card for each man. The office adds up the number of hours worked on each phase of construction and posts it to the appropriate column on the job report.

**PAYROLL OFFICE** transfers information on slips to weekly payroll card for each man. The office adds up the number of hours worked on each phase of construction and posts it to the appropriate column on the job report.

**saves $400** per house

...
TENANTS SELECT THEIR OWN TEMPERATURE IN 25
APARTMENTS ZONED BY B&G Hydro-Flo® SYSTEM

Stratford Manor Apartments, Schiller Park, Ill., attracts tenants with such luxury features as individually controlled Hydro-Flo Heating for each apartment.

Five buildings, each with five apartments, are heated with one boiler in each building. Five B&G Boosters, together with auxiliary Hydro-Flo equipment, are installed on each boiler to provide thermostatically controlled circulation to individual apartments. Tenants receive all the comforts of radiant hydronic heating plus their own choice of temperature. Only a forced hot water heating system can provide zoning so effectively and economically.

The B&G Hydro-Flo Systems installed in these apartments have proved so satisfactory that the builder plans to install the same system in 92 additional housing units to be built.

B&G BOOSTER®...key unit of the
B&G Hydro-Flo System

Engineered for compactness, silent operation and years of service, this electric pump circulates boiler water for heating. It is built by precision manufacturing methods which translate good design into a superior product. This key unit and other auxiliary Hydro-Flo equipment can be installed on any hot water boiler.
Faster building in 5 fact-packed catalogs

PREFRAMED floor system uses 4x8' modules reinforced by 2x4' stringers nailed or stapled into place. "Instafloor" meets existing codes. Fifteen more pages of details from Douglas Fir Plywood Association. (N2, p. 93.)

CURTAIN WALL by "Thinline" reduces field cutting and fitting to a minimum. Has factory-installed gasketing. Catalog details adaptability of material to many designs. Owens-Illinois. (Circle N3, p. 93.)

LARGE PANELS of hardboard are easy to handle, go up in variety of ways. Shown: with an optional batten or with divider strip. All application data is presented in 16-page booklet from Weyerhaeuser. (Circle N4, p. 93.)

SANDWICH PANEL is made of ceramic facing called "Durathin," bonded on cement-asbestos board enclosing 1/4" Foamglas. Specs and drawings outlined in brochure from Federal Seaboard Terra Cotta Corp. (N5, p. 93.)
IF YOUR PROSPECT LOOKS FOR A WAY OUT

YOUR BEST CLOSING IS A BILCO OPENING

Your customers are aware of access. They are aware of the function and convenience of Bilco Direct Access Basement Doors. They want to save steps. They want to cut messy front door traffic. They want storage — and they want it handy! Bilco Doors keep your prospects from looking for a way out ... and aim them for the dotted line!

Send for your FREE copy of BILCO's Basement Pre-Planning Guide. THE BILCO COMPANY, DEPT. T-811, NEW HAVEN, CONN.

Yes! I want to hear more about Bilco Doors!
Please send a copy of "Basement Pre-Planning."... ( )

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Jamb weatherstrip and door bottom are made of extruded aluminum with vinyl edge. Installs quickly by nailing on closed door. Goes on all wood and metal doors, provides weatherproof seal. Comes in three different kits or in bulk strip (36", 84" and lengths to 12').—Macklanburg-Duncan Co.

Circle No. N6 on reply card, p. 93

Barbecue is inside

Built-in electric barbecue is designed for kitchens and family rooms. Takes a 20 x 21" space, drops into standard countertop. Unit is lined with stainless steel panels, has grease funnel and aluminum-mesh shield to prevent flare-ups. Heat goes from 3,200 watts to 800 watts.—NuTone, Inc.

Circle No. N7 on reply card, p. 93

Acts as support

Support post is made by inserting “Timber-Topper” over ordinary 2x3 stud. Unit is metal sleeve (12x2x3") with interior coil spring. Stud is cut 3 1/2" shorter than floor-to-ceiling height. Useful as supports for room dividers, temporary partitions.—Reproduction Engineering Corp.

Circle No. N8 on reply card, p. 93

CANCER'S DANGER SIGNALS CAN BE SAFETY SIGNALS

You can do two things to guard yourself against cancer. Have an annual health checkup. Alert yourself to the seven 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 physician. Give him the chance to give you the chance of a lifetime.

AMERICAN CANCER SOCIETY

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How to build more house for less money

Easy to say but tough to do in this day of spiraling costs. Building better housing at lower cost takes three ingredients: the right ideas, the right materials, and painstaking research and development. These are three reasons why United States Steel works closely with the home builder.

In our Monroeville, Pa., Research Center a team of research specialists constantly tackles cost problems by devising better building methods. They have the best accepted building material in the world with which to work: steel. Their ideas are fashioned in steel with fabricating equipment right on the premises, and tested “seven ways to Sunday.” Under test, you’ll see slim, trim steel windows with neoprene gaskets to keep the weather out, steel doors being slammed for days on end by an intricate mechanical contraption, shining new insulated steel building panels. You’ll see architects and engineers hard at work over drawing boards. You’ll see stacks of steel strip, sheets and sections waiting to be shaped into cost-cutting components. You’ll see everything but useless gadgetry.

United States Steel works closely with the National Association of Home Builders’ Research Institute. One development that you’ll be hearing a lot about is a revolutionary new drywall building method that substantially cuts construction time and costs. And there are many more in the wind that mean more house for your money. Watch for them.

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The Long-Time Leader in Developing the World's Finest Indoor Comfort Systems Introduces

**fresh-air ELECTRIC HEATING**

You can offer your buyers their choice of three different systems:

* ZONED CONTROL
* WHOLE-HOUSE CONTROL
* INDIVIDUAL ROOM CONTROL

Now, the answer to practical, comfortable and affordable electric heating has been found... *Lennox Fresh Air Electric Heating*. This system introduces, filters and continuously circulates fresh outdoor air throughout the home; so vital to comfort in a tight, heavily insulated house. Humidity is kept at a perfect level, and operating costs are held to a minimum. Give your homes the glamour of electric heating, plus the comfort that only a ducted system and sensitive low-voltage thermostats can provide. IT'S THE SAME SIMPLE, PROVEN DUCT SYSTEM YOU KNOW... installed by a heating expert.

**NEW COMPACT CENTRAL ELECTRIC FURNACE**

Lennox "ES1" is only 17" x 19" x 42½". Can be installed almost anywhere for up, down or horizontal air flow. 39,000 Btu. UL listed.

Unlike most electric heating systems, YOU CAN EASILY ADD AIR CONDITIONING!

Another big plus. *Lennox Fresh Air Electric Heating* gives you and your buyers easy economical adaptability to air conditioning. This electric heating system's ductwork, filter and blower can be used to air condition the home in the summer... providing perfect year 'round indoor comfort.

**HEATERS THAT FIT IN DUCT** for zone or large-room control. Air supplied by central blower-filter unit. UL listed.

**HEATERS THAT FIT IN DUCT OUTLET** for individual-room or zone control. Air is supplied by central blower-filter unit.

**Deluxe Lennox Landmark** central electric furnace for larger homes. Matching cooling and heat pump sections optional. UL listed.

**Lennox Aire-Flo® HEATING • AIR CONDITIONING**

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Schlegel's dense pile of soft wool fibres adjusts to all uneven surfaces and forms a soft, sure, cushiony seal against rain, snow, wind, dust, dirt. It keeps conditioned air in, locks drafts and cold air out and helps protect every member of the family.

The reason? Schlegel Woven Pile Weatherstripping has a natural resilience not found in metal or plastic. Its positive seal has been proven by rigid FHA tests for air infiltration—and by countless satisfactory installations.

SILICONE-TREATED. Dow-Corning silicone treatment maintains the natural resilience of Schlegel Woven Pile under all weather conditions. It makes the pile extra water resistant for positive protection against moisture leakage and makes it last longer under all weather conditions.

SEALS SILENTLY. Nothing matches Schlegel Woven Pile Weatherstripping for sheer soundlessness. Its deep, soft pile can't squeak, rasp, or rattle. It gives doors and windows an easy ride on wool "ball bearings" that never swell, stick or bind.

For complete information on Schlegel Weatherstripping, and a list of manufacturers using it, write for our booklet "Your Guide to Windows-Doors-Screens."

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NEW PRODUCTS

Goes in ceiling

New heater mounts flush against ceiling. Is useful for kitchen or bathroom, or in existing construction for supplementary heat. Unit beams heat at angles into every corner of room without fans. Dimensions are 9x36x2 1/2". Has 500 watts and 120 or 240 volts.—Suntron Corp.

Circle No. N9 on reply card, p. 93

Serves small places

Room air conditioner is ideal for small spaces such as apartments, vacation houses, one-room installations. Goes in narrow 18" area, mounts in the wall. Units are 16 1/4" wide, provide comfortable indoor climate, will not mar exterior of building.—Airtemp, Chrysler Corp.

Circle No. N10 on reply card, p. 93

Mounts on plenum

Model 112 humidifier is designed to mount on hot-air plenum of forced-air furnace. Unit is controlled by automatic humidistat, provides high-capacity, maintenance-free operation. Prevents plaster cracks and millwork dimensional changes.—Aprilaire; Research Products Corp.

Circle No. N11 on reply card, p. 93
"It's amazing to me how many calls I get through the Yellow Pages!"

says Weldon S. Liebolt, owner, Weldon S. Liebolt Construction Co., Okla. City, Okla.

"When strangers call, I ask how they found me . . . the frequent answer: 'through the Yellow Pages!'"

"Many newcomers who want their homes remodeled or additions put on find us through the directory."

"I use the Yellow Pages myself to find materials or services."

"The Yellow Pages has worked so well for my business that it's the only advertising I do now!"
FINISH FASTER WITH...
BARRETT STORM-KING® SELF-SEALING SHINGLES

Struggling, juggling, sticking are out when this self-sealing shingle is on the job. Barrett "Storm-King" asphalt shingles are all packed face up—with no paper strips for roofers to remove. They go up in hours, stay sealed for years. No costly call backs.

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BARRETT IS OUT TO HELP YOU... Whatever your building material needs, Barrett can fill them with a full line of dependable, quality products. Bar-Fire! "Class A" and other asphalt shingles, pitch and asphalt built-up roofings, roll roofings, flashings and drains, roof insulation, protective coatings, aluminum siding.

BARRETT DIVISION
40 Rector Street, New York 6, N.Y.
A message of significance for:

builders who want to cut

"HIDDEN" INSULATION COSTS

Today's ALFOL Blanket
cuts more than
just installation cost

ALFOL reflective, aluminum foil insulation starts lowering your "hidden" costs the first time you use it.

Less labor to handle...less space to store. ALFOL takes only 1/20 the hauling and storage space required for bulk-type blankets. You can deliver ALFOL insulation for an entire house in your car...haul a project load of insulation in a truck. ALFOL weighs only 1/12 as much as bulk-type blankets. One man can carry 500 to 1000 sq. ft. at a time.

ALFOL installation and clean-up are fast. Full length 500 sq. ft. continuous rolls eliminate time-consuming piecing. You have no nuisance slow-downs because ALFOL is clean...nothing sifts out. When finished, the area can be broom cleaned in a matter of minutes and the crew sent to the next job.

Top these "hidden" cost reductions with the unsurpassed year 'round heating and cooling and condensation control efficiency which ALFOL Blankets give your houses and you have a building bonus worth investigating.

SEND NOW for free cost study: "How modern insulation cuts hidden costs"

Please send free cost study:

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100-FOOT STEEL TAPE RULE with any of these saws!


MILLERS FALLS TOOLS SINCE 1868

MILLERS FALLS COMPANY Dept. A85, Greenfield, Mass.

FREE 100-ft. Deluxe Steel Tape Rule A $7.49 value
FREE 100-ft. Deluxe Steel Tape Rule A $7.49 value
FREE 100-ft. Deluxe Steel Tape Rule A $4.95 value
QUALITY-ENGINEERING AND ALERT STYLING MAKE "THE DIFFERENCE" IN FORD FACTORY-BUILT HOMES

Whether you plan to build one home or a hundred, it will pay you to get the facts behind the expanding demand for FORD-built Homes . . . to discover the "big Ford plus" in quality, style, convenience and economy.

Start by writing today for the sparkling new 28-page, full-color Ford Homes catalog featuring 20 home styles and over 40 house plans, together with ideas for vacation cottages, Southern homes, motels and guest houses.

HERE'S WHY FORD HOMES SELL FAST . . . PROFITABLY!
- FORD Homes go up quickly . . . are ready for decorating 24 hours after delivery.
- FORD Homes yield big savings in costly on-site labor.
- FORD style is right for today's market . . . functionally modern, tastefully attractive, the kind of styling that will live well through the years.
- FORD quality sells more homes faster because Ford combines "engineered-in" efficiency of layout with exceptional strength and economy, direct result of production manufacturing methods that deliver "more home for the dollar."
- FORD builds with famous brand materials, equipment and components throughout.
- FORD builds in "re-sale insurance" with advanced wiring and outlet installations designed for the appliances and services of today—and tomorrow.
- FORD Homes are complete homes . . . Ford does the wiring, applies the drywall, lays the finish flooring . . . all in one package.
- FORD Homes meet or exceed FHA, VA and conventional mortgage requirements, and are accepted by leading building code authorities.

For catalog and full details, write today on your letterhead to Dept. AB.

IVON R. FORD INC., MCDONOUGH, N. Y.
Manufacturing Franchises Available In Some Areas

NEW PRODUCTS

Transforms garage

By-passing garage screen door transforms garage into summer living area. Can be installed without hindering use of existing door. Is available in sizes to fit one- or two-car openings. Screens have rolled aluminum frames and fiber glass screening. Goes up in one hour.—Raynor Mfg. Co.
Circle No. N12 on reply card, p. 92

Seals most seams

"Squeeze-Ease" is name of aluminum-colored seam-sealing compound. Seals seams in metal, wood, concrete, ceramics, brick against water, chemicals, air, and dirt. Applications include openings up to ¾" wide in gutters and downspouts.—Goodyear Tire & Rubber Co.
Circle No. N13 on reply card, p. 93

Lifis heavy components

20-ton capacity truck crane handles boom lengths 40% longer than other machines, is designed for use in heavy construction. Has jib extension up to 140°. Can deliver 5,500-lb. load 12 stories above ground; positions 4,300-lb. load 60' away.—Harnischfeger Corp.
Circle No. N14 on reply card, p. 93
Here's the fastest, surest way to hang a door—right on the job!

Now . . . hang a door in minutes, especially when you have a lot of hinge mortises to make! Use Stanley's portable H264 Router and Stanley's Door and Jamb Butt Temple — and get perfect fit every time. Cut installation time and costs. This router also gives you precision accuracy when installing doors, windows, drawers for cabinets, etc.

Stanley makes the finest, most complete line of routers in the world—everything from a light, fast ¾ H.P. model to a heavy-duty 2⅔ H.P. production router for the toughest jobs. And Stanley has every kind of router accessory you need, including an extensive line of high-speed steel and carbide router bits.

See the time-saving H264 at your dealer's. Write for Stanley's free new electric tool catalog, or a copy of "Operation of The Modern Router" (50¢). Address: Stanley Electric Tools, Div. of The Stanley Works, Dept. 1011, New Britain, Connecticut.

Prices slightly higher in Canada • Subject to change without notice

TRY STANLEY ELECTRIC TOOLS—the complete line with new design

H295 router kit includes Stanley's heavy-duty H264 router, guide, bit, template, etc., in a metal carrying case for tool protection. $90.95

Heavy-duty Model H283 power plane for fitting doors, windows. Recessed safety switch, lever locking device for securing motor. 16" shoe. $96.95

Stanley's wide range of router bits feature "High-honed" cutting edges that stand up longer, give more production between grinds. Fit all routers.
Greene Residence, Short Hills, N. J. All exterior window walls were constructed of prefabricated modular load-bearing window and door frames dimensioned around standard Thermopane sizes. The window frames served as the sole exterior wall supports for the conventional roof structure of wood joists.

*Stanley James Goldstein, A. I. A., a practicing architect for 10 years, holds three degrees in architecture and engineering from the Massachusetts Institute of Technology. Served two periods of engineering duty with U. S. Navy. In spite of a brisk practice, takes time to teach related subjects at the Graduate School of Architecture of Princeton University.

... says Architect Goldstein*

“I always design with one eye on a glass catalog,” says Architect Stanley James Goldstein. “In fact, most of my houses are designed around standard-size insulating glass units and standard sash. It helps keep costs down, assures prompt delivery, speeds construction ... resulting in savings I can pass on to my clients.

“You can design creatively with standard-size units. There are over 100 sizes with metal-to-glass edges, and about 90 all-glass units. It’s only a matter
All exterior window walls were constructed of shop-built, prefabricated modular frames, all dimensioned around standard Thermopane sizes. These same panel types, which were fitted into the modular wood framing system, together forming the structural wall and exterior and interior finish, accommodate standard steel sash, blank opaque walls, French doors and regularly hinged doors.

The only justification, that I can see, for using non-standard sizes is in rare situations where non-rectangular or odd sizes are required.

"You can see by the photographs that I like scenic sites. So do my clients. The large glass areas let them enjoy the changing face of nature, hour by hour, day by day, season by season. So I specify 3/4" polished plate glass in large insulating units to provide greatest freedom from distortion. For less critical areas, as in clerestory windows, I specify DSA insulating units.

"New Jersey climates justify using insulating glass throughout the homes. Some of my window walls are up to 80 ft. long, yet these houses have small heating plants. Summer comfort is assured by proper orientation, careful siting, tree shading and roof overhangs.

"One of my homes qualified the owner for a V.A. loan because insulating glass made the house acceptable as far as heat loss was concerned."

Whether you're an architect or a builder, it pays to think first in terms of standard-size Thermopane units. For literature listing sizes write to L·O·F, 3110 Libbey·Owens·Ford Building, Toledo 1, Ohio.
NOW! one giant triangular louver accommodates from 2-12 to 10-12 roof pitches!

Here’s the ventilating louver the building industry has been waiting for... one giant triangular aluminum louver which will accommodate any roof pitch from 2-12 to 10-12! It can be quickly and simply adjusted in a matter of seconds. In addition, the new LoManCo Full Range Vari-Pitch offers another big plus—regardless of pitch setting, whether used with modern low pitched 2-12 or 3-12 roofs (7-12, 8-12, or even 10-12 pitch roofs)—this amazing new LoManCo Louver still delivers maximum free area of ventilation. No other triangular ventilating louver on the market gives you this amazing combination of versatility and ventilating capacity!

- Most versatile louver on the market—unequaled for adaptability
- Provides more free area of ventilation per dollar invested
- Gives constant, maximum weather protection
- 3 sizes will satisfy a wide range of users... eliminates stocking problems for dealers and builders
- Comes completely assembled ready to install with 8 x 8 mesh aluminum bug screen
- Center spacer bar with clips eliminates sagging slats
- Heavy gauge rustproof aluminum construction throughout

Ask your jobber about the new LoManCo Full-Range Vari-Pitch or write for information and our complete line catalog.

Louver Manufacturing Co.
World’s largest manufacturer of ventilating louvers
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NEW PRODUCTS

Sill is marble-type

Window sill has a marblelike finish, is a maintenance-free stool to be used with metal windows. Installs on masonry or wood constructions. Resists chips, stains, burns; never needs painting. Can be cut with hacksaw or abrasive disk, installed with adhesive.—The Glassill Co.

Circle No. N15 on reply card, p. 93

Developed for future

Experimental kitchen has cold cabinets (instead of refrigerator-freezer), solid cooking surfaces, ultrasonic dishwasher, combination electric and high-speed electronic oven. Refrigerated drawers are cooled to selected temperatures. Dishes are washed by sound.—Westinghouse.

Circle No. N16 on reply card, p. 93

Have custom look

Single, double, and triple switch and receptacle plates in solid brass or brass plate add custom look to model home. Comes in variety of border designs with choice of smooth, hammered, other surface finishes. Switchplates retail for $1.49 to $5.00.—Selby Furniture Hardware Co.

Circle No. N17 on reply card, p. 93
New Larger, Richer Rose

now 2 3/8" in diameter
- smartly different in design
- the BEST, improved again!

• Progress by Dexter now gives you a new, smarter design of rose — and a full 2 3/8" diameter.
• Sell Dexlock's beauty as well as performance.
• Dexlock with larger rose easily installs in 7 3/8" to 1 1/4" croosholes.
• Best for old or new installations.

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help you easily select the right DEXTER lock

Here's new time-saving, trouble-saving convenience for both builders and dealers. New color coding on all Dexter lock boxes tells you at a glance the function of the lock inside. No more time spent reading the fine print or fumbling to open the box. Pick the color... and you have the right Dexter lock.

Key locks are packed in boxes with green color coding
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at low installed cost

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*TEXTURED* sidings include new Latan 1-11 with *paint grade* faces of genuine Philippine Mahogany—a wood proved in marine construction, now available in siding form. Comes with deep (3/4") grooves spaced 4", 8", and 16" o.c. in 8", 9" and 10' lengths. Other Textured Weldwood® Sidings for variety and quality at low cost: Weldtex®, Formtex®, Fly-Sawn® and Cedar Texture 1-11.

*HORIZONTAL*, deep shadow lines are formed by Duraply® Lap Siding. Duraply’s smooth plastic and fiber surface results in beautiful paint plus without danger of peeling, checking or blistering. Like all Weldwood Sidings, it can be applied directly to studs, resulting in huge material and labor savings. All Duraply sidings are available factory-primed for one coat on-site painting.

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With Weldwood’s wide variety of plywood sidings, you—

- avoid “look alike” houses
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112 AMERICAN BUILDER
CATALOGS

PRICING CALCULATOR for hardwood floor contractors is offered. Converts hardwood flooring prices per M board feet into square-yard or square-foot figures. Price-range index goes from $100 to $400. Square-yard and square-foot prices convert for three dimensions.—Maple Floor Mfrs. Assn.
Circle No. N18 on reply cord, p. 93

Circle No. N19 on reply cord, p. 93

PROTECTIVE COATINGS that brush or spray on are shown in four-page brochure. Describes fast-setting formulation for patching holes, cracks, rust-outs on wood, metal, concrete structures. Details permanent protection of wood, metal, etc.—Magna-Bond.
Circle No. N20 on reply cord, p. 93

PLASTIC FILM as a curing blanket is discussed in new pamphlet. Shows use as cover for concrete slabwork on highways, streets, sidewalks, flooring, curbs, and gutters.—Visking Co.; Union Carbide Corp.
Circle No. N21 on reply cord, p. 93

AUTOMATIC STAPLING and tacking equipment are described and illustrated in new 32-page catalog. Contains on-the-job photos showing use of tools. Describes line of air-operated tools and staple sizes.—Duo-Fast; Fastener Corp.
Circle No. N22 on reply cord, p. 93

ALUMINUM ROOF coating is described in six-page folder. Shows application on farm buildings, factories, many commercial uses. Points out reduced maintenance, weather protection of coating.—The Philip Carey Mfg. Co.
Circle No. N23 on reply cord, p. 93

GAS VENTING products are fully explained in 12-page catalog. Contains information and specifications on type B vent, QC round vent, WV oval vent. Describes new WV and RV integral spacers.—William Wallace Co.
Circle No. N24 on reply cord, p. 93

NAILS of all types are covered in 25-page catalog. Pictures annular, spiral, screw-type nails. Shows uses with flooring, underflooring, shingling, framing. Covers fence and conduit staples.—Independent Nail & Packaging Co.
Circle No. N25 on reply cord, p. 93

ELECTRIC HEAT from ceiling panels is outlined in one-page folder. Explains 240-volt panel for exposed grid ceilings. Shows use in hallways, basement, bathroom, and commercial applications.—Arvin Industries, Inc.
Circle No. N26 on reply cord, p. 93

TERRAZZO BONDING is described in 12-page catalog. Discusses surface preparation, readying adhesive, methods of application, time/temperature curing characteristics. Gives summary of bonding agent testing.—Thiokol Chemical.
Circle No. N27 on reply cord, p. 93

ROCKWELL'S Delta Saw-Jointer Combination available in 3 models.

More finishing on the job

Cut to fit, plane to finish by just moving a step—you’ll save money on trim and finish work with this rugged, compact unit. A Deluxe 4” precision jointer and Delta 9” Tilting Arbor Circular Saw mounted on a single stand, powered by a single motor give you capacity and performance you can’t buy at anywhere near the same low price!

Let your Delta Distributor show you how this machine (and other Delta woodworking tools) can put more profit in your pocket. He’s listed under “TOOLS” in the Yellow Pages. Write for FREE literature: Rockwell Manufacturing Co., Delta Power Tool Division, 646L N. Lexington Ave., Pittsburgh 8, Pa.
ALL-THE-WAY NEW
FORD Econoline TRUCKS

ALL-THE-WAY NEW TO SAVE IN 4 BIG WAYS!

*Based on a comparison of latest available manufacturers' suggested retail delivered prices.
New Van  
Turn an Econoline Van loose on your route and watch delivery costs plummet! Cargo space is up to 57 cubic feet bigger than conventional ½-ton panels! Big double doors at both rear and curb side give real load accessibility! Floor is level, too—no rear engine hump! And there’s three feet less length to turn, park, or garage!

New Station Bus  
Nothing can match this beauty for comfort, room, and low costs! There’s room to spare for eight. Converts to load hauling in just a few minutes. And what a load—twice that of the “biggest” station wagons! Best yet, it gives you up to 30 miles on a gallon, and it’s priced below even compact station wagons!

New Pickup  
Meet a revolutionary new pickup that saves more ways than any truck you’ve known! Modern cab-forward design pares away over a thousand pounds of dead weight, yet you get as much payload capacity as many standard ½-tonners! It’s three feet shorter over-all, yet there’s a big 7-ft. box with 73 cubic feet of loadspace! You get lively performance in a proven Falcon Six that can give up to 40% better gas mileage . . . saves up to $215 a year! And, the best news, it’s priced below many standard ½-tonners! See it at your Ford Dealer’s!

1. Low price! Save from the start with Ford’s traditionally low prices!
2. Up to 30 mpg! In certified tests, the Econoline Pickup delivered 30 mpg . . . you can save as much as 40% on gas!
3. Less dead weight! 1050 pounds less chassis weight, yet carries over ¾-ton payloads!
4. Bigger loadspace! 7-ft. box—up to 23% more room, but 3 feet less truck length to handle!

FORD TRUCKS COST LESS

YOUR DEALER’S
"CERTIFIED ECONOMY BOOK"
PROVES IT FOR SURE!

FORD DIVISION, Ford Motor Company.
For Every Moisture Problem
There's a Sisalkraft Product
That Does the Job
...Saves You Money

SISALKRAFT, tough, reinforced waterproof papers for protecting floors, curing concrete, covering unfinished work on the job. In fact, any application requiring protection against the weather.

MOISTOP — a reinforced paper-polyethylene laminated vapor barrier. Provides complete, permanent protection against moisture infiltration through floors, whether slab on ground, below grade or in crawl spaces.

VAPORSTOP — a low cost vapor barrier for under slabs. Tough and strong for application without rips or tears. Fungicide treated to resist rot and decay.

COPPER ARMORED SISALKRAFT, a sheet of pure copper laminated to reinforced kraft. Permits the use of pure, permanent, waterproof copper at lowest cost. For all concealed flashing and waterproofing.

SISALATION — a reinforced reflective insulation and vapor barrier for sidewalls, ceilings and floors. Low in cost — protects against condensation — saves heat in winter — provides summer comfort.

A selection of flexible and semi-rigid, clear plastic films are also available in a variety of widths. A new line of vapor barriers is now being manufactured — called Pyro-Kure, these products are flame resistant and carry the UL label.
"I'm sold on concealed telephone wiring. It's a definite sales advantage" SAYS S. ALAN SCHWARTZ
OF SAVOY DEVELOPMENT CO., BEVERLY HILLS, CALIF.

"I've been using concealed telephone wiring in my homes for the past eight years, so obviously I'm sold on it," says builder Alan Schwartz. "It's a good investment . . . a real sales advantage."

Mr. Schwartz builds custom homes ranging from $28,500 to $48,500. Every one of them has provision for several telephone extensions. "The cost is nominal," says Mr. Schwartz. "And customers are impressed with the amount of planning that goes into the house—the attention to detail.

"Concealed telephone wiring and extra outlets aren't just added luxuries," says Mr. Schwartz. "We do a lot of slab work here in California. That gives us no crawl space. And with so much open-beam living in addition, built-in telephone wiring becomes a must. The less expensive the house, the less opportunity to work in concealed wiring after construction."

Your local Telephone Business Office will gladly help you telephone-plan your homes. For details on home telephone installations, see Sweet's Light Construction File, 11c/BE. For commercial installations, Sweet's Architectural File, 34a/Be.

BELL TELEPHONE SYSTEM
That's what Mr. Wheatley says. And he says more:

"If the time saved, the convenience and the peace of mind could be computed into dollars, the savings would be very great."

Time Saved: "Recently we encountered a number of problems on a parcel of land we were acquiring for development. If we had not been using title insurance, the development would have been slowed down by several weeks."

Convenience: "One phone call takes care of the order."

Peace of Mind: "I am assured of peace of mind because someone else is assuming the liability of the title to the properties I am selling."

Let us demonstrate the convenience and time-saving features of Lawyers Title insurance for you, too.
Masonite’s new prospect-pleaser...

**"X"-SIDING**
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Just look at “X”-Siding’s outstanding advantages:

- realistically priced
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- two identical edges—cuts waste
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Start using “X”-Siding right away...and while you’re at it, find a name for it. You may win a free trip to Hawaii for two, or other attractive prizes.

It’s not too late to enter!
For full details on contest, and entry blank, see your Masonite dealer or representative. Or mail the coupon. Contest closes December 21, 1960.
WHEN you use USS American Welded Wire Fabric for all concrete areas for the homes you build, you give them a definite sales advantage over houses without this important quality feature. Walks, patios, driveways and basement slabs will wear better, look better, and last longer when they're reinforced with USS American Welded Wire Fabric. And your customers know this... they know to ask before they buy "is it reinforced?"

Put this sales-pulling advantage to work for you. Use USS American Welded Wire Fabric in all your concrete work. Tell your prospects it costs only about a penny a day on

the mortgage life to insure protection and appearance of concrete around the average home... that reinforced concrete will be in good condition even after the mortgage is paid. USS American Welded Wire Fabric adds 30% to the strength of concrete. It is made of cold-drawn steel wire and is prefabricated for quick, easy installation. It's available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write to American Steel & Wire, Dept. 0424, 614 Superior Avenue, N.W., Cleveland 13, Ohio.

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Fabric for concrete reinforcement

Buyers will ask, "is it Reinforced?"

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Whatever the job you're working on...

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Laminated Plastic

Consoweld's giant-size panels and cutting program offer you the broadest range of sizes in the industry!

Consoweld can fully meet your laminated plastic requirements with an absolute minimum of waste. Two things make this possible. First, the Consoweld distributor has a master manufacturing inventory of large-size panels (up to 51" x 144" for patterns and woodgrains; up to 60" x 144" in solid colors). Secondly, he has a carefully thought out cutting program designed to supply your needs for smaller sizes.

You get prompt service without being forced to buy more than your job requirements indicate. And, it is important to note that you get a greater selection of sizes from Consoweld than from any other source.

Contact your Consoweld distributor for complete details of the wide range of Consoweld panel sizes that are available.

Find CONSOWELD in the Yellow Pages

Look under Plastics in the Yellow Pages of your telephone directory.

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I'm interested in details of Consoweld's cutting program. Please send me name of my nearest distributor.

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Find out about the entire line of profitable Vikon tiles by sending for our completely illustrated catalogue, "All About Vikon."

Also available from Vikon are solid copper, copper glaze, brushed aluminum, brass glaze, enameled aluminum, and porcelain on aluminum tiles.

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by Caradco

The Original
Lever Operated
Awning Window

One easy motion of unique
BILT-WELL lever operator opens
and closes sash. Positive locking,
trouble-free operation, minimum
interior projection.

Bilt-Well Awning Windows

...with removable sash and lever operators

Full opening for easy cleaning and
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The BILT-WELL Line of Building Woodwork—
WINDOW UNITS, Double-hung, Awning,
Casement, Basement, CABINETS, Kitchen,
Multiple-use, Wardrobe, Storage, Vanity-
Lavatory, DOORS, Exterior, Interior,
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Check these other outstanding BILT-WELL Features:

1. Same basic window can be used as awning, hopper, casement or fixed unit.
2. Brass or nylon bearings at all moving joints.
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6. Surpasses F.H.A. minimum property requirements.

There's more to offer with BILT-WELL WOOD WORK by Caradco

Manufactured by CARADCO, INC.
Dubuque, Iowa
Specify the BILT-WELL Line by CARADCO

Super double-hung windows
- Super-hold with ingenious sash-holding device for budget homes.
- Super-lift with fingertip operation for medium priced homes.
- Super-therm with double insulating glass for custom built homes.

Casement Windows
- Sleek, trim, double-weather-stripped casements with concealed hinges and hardware.
- Unitized sill permits side-by-side installation in long ribbons.

Awning Windows
- New releasable hinge permits removal of sash for easy cleaning. Lever, jointed bar, rigid bar or gear operator available. Use these windows as casements, awning, hopper or fixed sash.

Kitchen Cabinets
- Beautiful, streamlined cabinets of Ponderosa Pine, all water repellent treated for dimensional stability, with pine or birch doors and drawer fronts. Cabinets come in 3 modules to fit any size kitchen. Wide choice of accessories.

Storage Walls
- Economical and practical arrangements of door and drawer units form complete storage walls. Easy to install in out-of-the-way corners for additional storage, too.

BILT-WELL Products by CARADCO, INC.
Dubuque, Iowa

COMPLAINTS of flooring installations and how to solve them is subject of colorful new booklet. Shows how builder can minimize callbacks by specifying certain types of resilient flooring.—Armstrong Cork Co.

Circle No. N26 on reply card, p. 93

VINYL WALL COVERINGS are presented in large folder with actual samples. Offers 14 different patterns and over 140 colors. Describes washable and resistant qualities of the covering. Details construction of material gives application methods.—Masland Duraleather Co.

Circle No. N27 on reply card, p. 93

PROPER LIGHTING for the right areas is covered in colorful booklet. Illustrates clusters, pulldowns, pendants, chandeliers, wall fixtures. Describes effect in kitchen, living room, family room, bathrooms, bedrooms.—Lightolier.

Circle No. N28 on reply card, p. 93

UNIT VENTILATORS for commercial operations are well-illustrated in four-color, 14-page brochure. Sections deal with cost savings, engineering data, product features, and ratings shows typical installations.—Warren Webster & Co., Inc.

Circle No. N29 on reply card, p. 93

"JET-HEET" is name of heating system described in two-color catalog. Diagram shows setup of complete house network. Illustrates compactness of furnace; cleanliness, efficiency, and cost savings of system. Drawings show heat flow.—Jet-Heet, Inc.

Circle No. N30 on reply card, p. 93

SEWAGE-TREATMENT plant with redesigned diffuser system and motorblower housing is outlined in series of literature. Cutaway shows construction. Has engineering drawing of "Oxigest" unit.—Smith & Loveless

Circle No. N41 on reply card, p. 93

SILICONE water repellents are subject of eight-page illustrated booklet. Describes how to obtain best results in using covering. Discusses common types of masonry damage including efflorescence, staining, spalling.—General Electric.

Circle No. N42 on reply card, p. 93

MORE SATISFIED HOME BUYERS

Prevents wood checking, cracking—inside and out

Ends warping, swelling and shrinking of doors, windows

Eliminates tile "pop outs"—protects grout from cracking

Prevents efflorescence of plaster, stucco, brick

Moisture proofs concrete floors prior to laying asphalt or vinyl tile

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

Recommended by Leading Contractors
Sold by paint, hardware and building supply stores.

Thompson's
MANUFACTURERS OF FINE PROTECTIVE CHEMICALS SINCE 1929
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PAYLOADER
MASTER OF MANY JOBS

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With patented, hydraulic controlled "4-in-1" bucket, "PAYLOADER" can do shovel, clamshell, scraper and bulldozer work . . . all without taking a minute's time to make equipment changes.

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Adjustable fork lift attachment is interchanged with bucket to handle pallets, loose or packaged lumber, sheeting or pipe . . . makes "PAYLOADER" a versatile handling tool for any heavy material.

UNMATCHED VERSATILITY
A dependable "PAYLOADER" can be your key machine on new construction, repair or maintenance work. Investigate the wide choice of attachments available that save time on-the-job and the high cost of single purpose equipment. There are 20 models in 8 size ranges up to 12,000-lb. capacity.
Fabulous '400' shown here on a base cabinet—also hangs on wall. 40 inches wide, 25½" deep, adjusts to any height. Self-vented, no fans or hood needed.

Tappan 'Fabulous 400'

Looks like a million
Saves you
$166
installation costs

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TAPPAN
DINING ROOM WALL (photo and drawing at right) gets a handsome colonial treatment with plywood, mirror inserts, trim. Drawings below show adjoining china closet that repeats the design.

Smart detailing brings colonial motif inside

WITH COLONIAL and traditional architecture heading the best seller lists all over the country, details like these—which offer a quick and easy way to carry the colonial motif indoors—are of particular interest to builders. They’re taken from Carl Mitnick’s version of the widely publicized NAHB London (or All-American) House. Mitnick built the house earlier this year at Somers Point, New Jersey.
NEW GARAGE LINER!!!

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1/4" thick, 4'x8' V-grooved panels perforated down to wainscot height.
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- Available in 4 sizes, in coppertone, antique coppertone, genuine stainless steel.
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- Slim line converter mounts directly atop any Broan Dual Blower Hood or Mixed-Flo Hood for Duct-Free service.
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To build your good name

DUAL-BLOWER ISLAND HOOD
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Ideal for all types of concrete forming, these rugged, flexible forms will now be available on a wider scope through greater distribution.

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 □ 530 Wheel tractor □ Backhoe □ Fork Lift
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the winter weather parts of your white.

Lubrication on the steering system is a winter requirement. (2) Do you have a winter plan for your white?
Equipment for the winter

Some other form of cooling and construction cooling systems receive the same treatment as cold weather arrives. A permanent type solution is advised for lines because of their operating temperatures.

Be the fuel system's enemy in cold weather. Best means of keeping it out is to prevent condensation inside the fuel tank. This is possible by filling the tank at the end of each day. Filling pushes out the trapped air. Also, most of the water that gets into the system through other means can be removed by draining off a little fuel each morning. Some diesels have a sump that traps remaining water carried in the fuel. Still, fuel filter housings should be drained regularly to prevent accumulated water from freezing and possibly cracking the housing.

Electric system

Winter becomes a good time to check the entire electrical system, beginning with the starting-engine magneto. Batteries of direct electric starting units should get extra care. These should be tested frequently and charged whenever the power drops below standard. A discharged battery should never be exposed to freezing temperatures as the electrolyte may freeze, breaking the battery. A strong battery is especially important in cold weather since its cranking ability drops quickly during freezing while the “drag” or inherent engine resistance increases rapidly. This means the battery has less energy to do a more difficult job.

Air cleaner

Oil-type air cleaners should receive even more careful attention during cold weather. As temperatures drop, oil in the air-cleaner cup may have to be changed to SAE 10 weight in order to be carried up into the screens. The efficiency of the cleaner drops considerably if the oil does not reach screen.

lines to prevent leaks

Ready tires for winter work
lifting or clutching required to back away from rock and head for the bank! Hydraulically controlled direction reverser with big-capacity wet clutch effort, speeds cycles, helps increase daily yardage for new John Deere TEN-TEN Crawler-Loader.

Single operating lever controls all movements of lift arms and bucket. Self-leveling 3/4-yard bucket has roll-back of 40 degrees, developing 8500 pounds in it. Full-height lift capacity is 4000 pounds, and clearance tops eight feet.

Deere TEN-TEN Crawler-Loaders are available in gasoline and Diesel models of 40 engine horsepower. Purchase may be made on terms of the John Deere Floor Plan or long-term leasing arranged through your All-new John Deere Dealer. For information, locate your dealer in the yellow pages of your phone directory now.

All-new hydraulically controlled direction reverser, provided optionally, is pressure lubricated and operates with a flick of a lever on the dash. Forward and reverse speeds are available in four gears ranging from .8 to 6.5 mph.
Phoenix, Arizona is having its own population explosion. In 11 years it has grown from 100,000 to more than half a million, with nearly 1,000 new citizens moving in every week. There's a tremendous market for new homes, one of the most competitive in the country. And one of the most successful home builders in burgeoning Phoenix is 38-year-old Ralph Staggs, President, Staggs-Bilt Homes.

"In Phoenix, extras sell homes," he says. "One of our most popular extras, especially with the women, is the sliding mirror closet door." In his homes, Mr. Staggs installs two PPG High-Fidelity Mirrors in the closet opening, mounted in metal frames to slide on a recessed track. When both doors are closed, the two High-Fidelity Mirrors form the equivalent of several full-length door mirrors. "Details like these dress up a bedroom, impress buyers, and make homes easier to sell," says Mr. Staggs.

PPG High-Fidelity Mirrors are available in a wide variety of sizes and shapes. For further information on how they can help you sell more homes, write Pittsburgh Plate Glass Company, Room 0195, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

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New winch-operated scaffold ups production

PICTURED ABOVE is a new telescoping scaffold that may increase a mason's production up to 15%. It's called E-Z-Up.

Unlike other scaffolds, which are built-up in 4-ft. increments, E-Z-Up is raised and lowered by a hand winch (top, left). Workmen can start at a height of 4 ft. and continue working, without getting off or removing their materials, to a height of 20 ft. (shoe level). And, since the scaffold is raised gradually, they do their work with much less uncomfortable stooping.

E-Z-Up is manufactured by the MAC Equipment Co., 728 Utility St., Greensboro, N.C. Price: $675.

Improved drywall lamination gives nail-free surface

HERE'S A NEW WAY to laminate drywall that: (1) gives a nail-free surface; (2) gives a truer plane than other laminating methods; (3) has excellent acoustical qualities; and (4) is competitive with wetwall applications of similar thickness. The system is being used in the Lynwood housing development, Wheaton, Ill. It employs a base layer of 1/2-in. backerboard that is nailed to the studs. Contact cement is applied to the backerboard and the face layer, which is then put in place and tapped with a rubber mallet.
Metal bridging knocks almost an hour from builder's schedule

Panitz Construction Co., Baltimore, can bridge an 18x32-ft. floor in 15 minutes, instead of the hour such a job normally takes. And they do it with unskilled labor. Their secret? TECO's Fas-Lok metal bridging, which is quickly installed without nails by a couple of blows from a hammer.

Spray gun applies heavy texture to drywall ceilings

The spray method of applying heavy-textured coatings to drywall ceilings is widely used on the West Coast, but rare in other areas. This workman is spraying a mixture of heavy-body texture paint and vermiculite in Bellaire subdivision, Los Angeles. Drywall contractor on the job is Drywall, Inc., of Portland, Oregon.

Gypsum board converts rough masonry wall to smooth partition

Here's a neat way to transform exterior masonry walls to interior partitions, on above-grade room additions. Paul W. Scholtz, Clarendon Hills, Ill., applies ¼-in. ribbons of embedding type joint cement, 12 in. apart, to the reverse side of gypsum board. He applies the board to the wall, braces it at abutting long edges for 24 hours.

Contractor uses drywall joint cement to promote quality image

Edward Kay, owner of Atlanta Drywall Co. stresses quality in his merchandising. To help fulfill this promise, he employs a special two-man crew that covers all ceiling surfaces with drywall joint cement, using long-handled roller and scraper. This operation gives a perfect painting surface, allows sanding of any rough spots that occur.
Remodeling idea for store front

QUESTION:
I'd like to remodel an old brick building which has 8' walls, is 60' long, 20' high, 2 stories with flat roof. The building is to be made into a showroom. How would you go about supporting upper brick work while installing steel lintels for 12' plate windows along entire lower story, front. Main floor is on wood joists, and there is no basement. I'd appreciate any suggestions you might have for store front elevations.

Ernest Laird
Builder
Bowmanville, Ontario

ANSWER:
I suggest the following:
1. Erect new brick piers at each corner. Columns will carry 2—12' 30 lb. channels.
2. Cut out brick alternately as shown and install two 6" WF 20 beams 1'-6" long. Place two lintels 3½" x 3½" x ¾" angles over beams and fasten. Do similarly alternately.
3. Close off ends of 6" WF 20 with 6" 8.2 lb. channel.

I have indicated a suggested elevation.
Prof. William Hornung
New York Institute of Technology

Design for a low-pitch roof truss

QUESTION:
Could you give me a sketch for a truss that has a 2 in 12 pitch and is capable of spanning 30'?
Could the truss be made with 2x4 rafters and ceiling joists? This span has some load bearing partitions under it, through the house, just a little off center.
Please include sketches of gusset plates.

George M. Schiller
Builder
St. Louis, Missouri

ANSWER:
The above truss has a 2 in 12 pitch and should be suitable for your purposes. It is designed to span 30' and can be used with the existing joists.
The partitions need not be used to carry any loads.
Additional details for gusset plates should simplify the carpentry problems you can expect to encounter.

The Editors
American Builder

NOVEMBER 1960
ASK THE EXPERTS

(Continued from page 147)

How to screed without cutting vapor barrier

QUESTION: I would appreciate answers to the following:

1. How can you use a vapor barrier under a slab without punching holes in it when screed forms have to be used inside the foundation? The slab size is 41' x 49'.

2. Using a truss roof and putting up the four outside walls first then installing the trusses, what method can be used to get the top plate snug under the ceiling joists on the inside partitions?

3. In laying the finished floor on 2x4 sleepers, 12" o.c., do you recommend nailing the sleepers to the slab as well as laying them in mastic, and would you recommend laying the entire floor before putting up the inside partitions.

Robert H. Hemphill
Builder
Cleveland, Ohio

ANSWER:

We suggest you wire the screeds to the reinforcements. In removing the screeds, the tie wires should be cut and pushed into the concrete rather than pulled out, to avoid tearing the film. If the slab is not a reinforced slab you could still do it this way by laying a 2' or 3' wide piece of wire mesh under each screed.

2. We assume that you mean the trusses are closely spaced trusses and the bottom chords form the ceiling joists. We suggest that the fastest method would be to use shims. A better method, but a little slower, would be to cut the studs slightly longer than necessary and force them into place. This could be done by cutting the studs about 1/4" or 1/2" oversize, and requires careful measuring and cutting.

3. The sketch above shows usual

(Continued on page 150)
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NOVEMBER 1960
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Watch for the exciting HMA "Complete Component House"

method of setting floors on concrete. Installing the entire floor before putting in partitions would probably result in a much faster job.

George Kennedy
Structural Engineer
Chicago, Ill.

New siding improves looks of run-down housing

QUESTION: I have taken a contract for remodeling five wood-sheathed row houses. The siding on the house is in good condition except for severe weathering.

The question is whether I must replace the siding entirely, or whether it is possible to apply new siding material directly over the old.

These houses, incidentally, are uninsulated, and my thinking is that if I apply new siding material, I may be able to create an insulated sandwich wall. Is this feasible? What sort of siding and insulating material would you suggest for this application? How should it be installed?

Tom O'Halloran
Builder
Menlo Park, Calif.

ANSWER: You can take the old siding off entirely, but this is probably not necessary if the wood is in good condition.

Aluminum siding, which can be nailed to insulating board, will solve the insulation problem that you present.

Lionel Levin, C.E.

Subcontractor's contract to guarantee job performance

QUESTION: I need a good subcontractor's contract to guarantee quality as well as completion date of the job. Anything along these lines will be appreciated.

Ernest Builders
Albert Lea, Minn.

ANSWER: Your best bet is to contact your local HBA for the type of form builders are using successfully in your area.

It's a good idea to check or (better still) have your lawyer check your state lien laws so that you'll know where you stand.

The Editors
Certainly!—if you insist on Hot Water Heat!

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NOTED ARCHITECT John Macl. Johansen designed this unusual house that was built in Darien, Connecticut. It

Building contemporary: it takes

HERE IS A CONTEMPORARY house in which a new system of framing has been employed. It consists of five laminated wood bents in hollow rectangular shape, set 16' apart, from which the roof plane hangs and upon which the floor structure rests. The 9" thick bents rise 16' and span 50'. They rest on a native stone foundation, cantilevering 8' on either side. Top and bottom chords are composed of laminated boards and are 30" deep.

Ceiling beams are suspended from the laminated beams by joist hangers supported by 3x1 3/4" channel iron running lengthwise under each laminated beam (Fig. 1). The channel iron is fastened to the laminated beam by means of bolts running through the entire thickness of the beam.

The floor joists, resting on the bottom chords of the laminated beams, span the 16' between bents (Fig. 2).

Roof purlins 3" x 3" running at right angles to the ceiling beams provide nailing for roof sheathing and roofing material (Fig. 3). At the same time they bring the roof sheathing on a plane with the bottom of the chord. A 45° saw cut running along both sides of the chord receives the roof flashing.

Instead of the conventional stud wall a new system of framing is used in this contemporary house, consisting of a number of milled sections, which, when in place will receive all doors, windows, glass and other wall panels. This innovation is perhaps as important to easy construction of modern houses as the stud frame is to more traditional homes.

This system of framing employs two standard milled sections cut from 2" x 8" No. 1 common lumber (Fig. 4). When the floor slab or platform is in place, strip A is placed around the outside edges of the floor in place of the usual shoe or sole plate made of 2 x 4's. This provides the exterior bottom trim, with a drip and shadow line under the striated plywood panels used on the outside. It also provides the exterior door sills and at the same time the interior baseboard projecting above the finish floor.

Vertical 4 x 4's widely spaced are capped by another A strip nailed directly on top of posts and acting as head trim for all doors, windows, or wall finishes, interior and exterior. All vertical members B serve as mullion and post casings, since the building on which these milled sections are used are ideally suited to the post and beam construction (Figs. 5a—5e).

Figure 6 shows the relationship of vertical frame members to rough framing and to each other. This will meet all conditions throughout this building, such as the solid stud wall, fixed glass, openings for windows and exterior and interior doors.
employs an unusual framing system that's based on a series of heavy wood bents (see below).

unusual details like these

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Market picture: dim, but not hopeless

A number of disturbing trends have recently come into sharper focus. First: quite a few Parades of Homes were postponed or curtailed for last month’s National Home Week. Our editors have also found that many Southern and California cities, among others, have a large inventory of unsold houses on hand. Houston, Texas, in particular, represents a bleak spot on the building scene.

Some builders are way up

In criss-crossing the country during National Home Week, our editors uncovered a tendency among homebuyers “to wait and see.” Some wanted to wait until the national election was over before committing themselves. Others are still finding money too tight. All in all, this adds up to a sluggish market, and many builders have in turn adopted a wait-and-see attitude.

But in every area AMERICAN BUILDER visited there was always at least one builder who was selling way ahead of the market. He usually featured a fresh, imaginative approach to his changing market. In contrast, his competitors seemed to be in the throes of a built-in recession.

You’ll read about how they did it

One fast-selling builder on Long Island, New York, built a “piggy-back” or expansion ranch model. The model aroused so much interest while under construction that 37 houses were sold before it ever opened—despite an out-of-the-way location. Your interest will be aroused, too, when you get the full story on this house and the operations of three other builders who outdistanced the field in their communities.

Flexibility is a vital factor

If one common denominator binds these men together in their success, we’re sure it’s flexibility. Without it, they could not have adjusted so well to the new market conditions. More than ever before, you must keep your operation flexible and your mind receptive to new ideas and techniques.

Do you know about the latest developments in wood-framing? A novel roof framing system is part of the Washington, D.C., house constructed by the Hoo-Hoo Club of the National Assn. of Lumber Manufacturers. This house demonstrates the unique uses of wood in modern construction. You’ll get plenty of details in the December article, plus a roundup on paneling, flooring, siding, and decking.

Air conditioning can play a big role

Is air conditioning the next big must for homebuilders? That’s the way it’s beginning to shape up. It won’t be the first time in the building field that an extra has gone on to become a household necessity. Modern air conditioning encompasses air cleaning, air movement, and temperature control, and our special report will give you design and merchandising tips you can’t afford to miss.

Finally, don’t overlook our story on major building material manufacturers who offer you component panels that are not part of a prefab package and do not entail on-site cutting. These are available through regular distribution channels.

IN JANUARY: American Builder’s preview of 1961 products will feature:

* A compact roundup of more than 400 exciting products that will be on exhibit at the NAHB Convention in Chicago, January 29-February 2.
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