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America's Best Quality Model Homes
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No wonder Berry has the easiest going doors a garage can boast! They have floating nylon rollers . . . factory-lubricated bearings and hinges . . . oil-tempered steel wire springs . . . Paintlok-steel that won't swell or shrink . . . tapered track and full width unlatching mechanism on sectional models . . . factory-furnished steel stops.

Additional features such as complete climate-proof weatherseal and rigidized face panels mean maximum customer satisfaction. Berry's full five-year guarantee protects you from costly call-backs. The price is right, installation is quick and economical. New Sundrift primer needs only one coat of paint—even white! One-piece or sectional, single or double, standard or special sizes. See your distributor or write: Berry Door Corporation, 2400 E. Lincoln, Birmingham, Mich.

In Canada: Berry Door Co., Limited, Wingham, Ont.
NOW IS THE TIME FOR NUTONE

Jet-Power Exhaust Fans

12 Basic Models... Easy to Install
CRISP, ULTRA-MODERN STYLING . QUIET, POWERFUL AIR DELIVERY

10 inch Model 8170 Automatic Wall Fan
10 inch Model 8510 for ceiling or wall
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8 inch Model 8310 for ceiling or wall
8 inch Model 8070 Automatic Wall Fan

10 inch Model 8490 Vertical Discharge
8 inch Model 8010 Pull Chain Wall Fan
Jet-Flo Model 8200 Vertical Discharge
10 inch Model 8110 Pull Chain Wall Fan
Model 8660 Fan plus light
Model 8810 Bathroom Fan
Model 8830 Bathroom Fan

SEE NEXT PAGE
YOUR HOMES NEED BOTH!

**NuTone Exhaust Fans**

*For Kitchen & Bathroom*

**For Ceiling**
- Model 8490 Vertical Discharge Fan with 10 inch blade. 32.75

**For Wall or Ceiling**
- Model 8830 Bathroom Fan. Only 4" thin. 23.95

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- Model 8170 — Automatic 3 speed wall fan with 10" blade. 36.25

**For Ceiling**
- Model 8660 Exhaust Fan plus bathroom ceiling light. 36.95
Designed to eliminate
handle jiggling forever!

U/R WATER CLOSETS
with exclusive Uni-Tilt® flush valve

Here's the greatest advancement in flushing efficiency in years. With the revolutionary new Uni-Tilt® Flush Valve in U/R Water Closets, your home buyers will never again jiggle the handle... never again experience running water nuisance.

Exclusive with Universal-Rundle, the Uni-Tilt's unique pivotal action guarantees a positive flush... reseats itself perfectly every time. It's been proven 100% foolproof in literally thousands of field tests. Write for U/R's new full-line catalog to Universal-Rundle Corporation, 707 River Rd., New Castle, Pennsylvania.

Universal

THE WORLD'S FINEST PLUMBING FIXTURES FOR 60 YEARS

Plants in Camden, N.J.; New Castle, Pa.; Redlands, Calif.; Hondo, Texas.
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BREAKTHROUGH IN LOW COST HOUSING!

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Economy Vanguard

by Inland Homes

Designed to sell for

$8,800

including $2,000 Lot

PACKAGE PRICE $2,052

Inland Homes—leader in low cost housing—now
launches the new Economy Vanguard designed
to sell for $8,800 including a $2,000 lot. Truly,
it's the house any family man earning $300 a
month can afford. Only $36.68 a month plus taxes
and insurance. The Economy Vanguard exceeds
FHA Minimum Standards for Low Cost Housing.
Will make any Sec. 203 (i) or low cost 203 (b)
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- 6 well designed Colonial and Ranch exteriors
- 24' x 24' x 4' with 3 bedrooms
- Cedar shakes factory applied and double coursed
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- Closet closures on all bedroom closets
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- Exterior wall sections with doors and windows in-
stalled, architectural trim, gables, roof trusses and
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interior trim, interior passage door assemblies, ceil-
ing insulation, and much more!

MODEL HOME FINANCING AT NO COST!
We will supply complete construction financing
for a Model Home in your subdivision at no cost.
Plus a complete Furniture Package on easy
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crease open house traffic. Write, wire, or phone
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Sales, Department A-2, Piqua, Ohio.

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Plants in Piqua, Ohio; Hanover, Pa.; and Clinton, Iowa
MANUFACTURERS OF AMERICA’S FINEST HOMES
Meet Your New Publisher

The man now chiefly responsible for seeing that you get what you want in AMERICAN BUILDER is Bayne A. Sparks. With this issue he becomes its publisher. I suggest you obey that impulse and write to tell him of any ways that AMERICAN BUILDER can increase its service to you. But first let me tell you how broadly Bayne Sparks is qualified to act in your interest.

Bayne has mason's chalk as well as printer's ink in his blood. In building, his experience runs all the way from manager of a sub-contracting firm to Secretary of the Construction Industry Information Committee of the Producer's Council. He's known almost every rung of the ladder at AMERICAN BUILDER—from junior salesman up to west coast general manager and associate publisher.

Personally, Bayne fairly radiates the excitement of the building business. "Show me another major business," he says, "where a man can start with so little capital and go so far so fast." About the future, Bayne is both optimistic and realistic. "The building business can go ahead only as the builder becomes a better salesman," he says. You can be sure that AMERICAN BUILDER will continue to be the builder's business magazine—only more so.

I don't know of anyone better able to see that AMERICAN BUILDER gives you what you want. That puts it up to you. For example, would you like to see more Big Pictures, as on page 109? Are there subjects you'd like to see us cover more often? At greater length? In different ways? If so, the man to write is Bayne A. Sparks, Publisher—AMERICAN BUILDER—Simmons-Boardman Publishing Corp.—30 Church St.—New York 7, N. Y.

Arthur J. McGinnis, President
Simmons-Boardman Publishing Corp.
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labor 40% to 50% with
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HOMEOWNERS LIKE THE
BEAUTY AND DURABILITY OF
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The factory-applied Bruce Finish brings out the full beauty of Oak and keeps floors looking new year after year. Tests show this superior finish will outlast surface finishes 3-to-1 because it's baked into the wood. Durability has been proven in half-a-million homes.

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 PRE-finished Oak Floors in their homes.

For complete information write:
E. L. BRUCE CO.
1730 Thomas Street
Memphis 2, Tenn.
February 1961

Which Way Will NAHB Go?—Top officer, San Antonio builder, Jim Burke, outlines the association’s major goals. Low-cost housing, a central mortgage bank and buyer education will be two areas of concern during the coming year

Will You Sell Houses in 1961?—Sales Expert Jim Mills offers sound advice on the selling techniques needed for the changing market ahead. It’s aimed at small, medium and big builders alike

America’s Best Quality Mode! Homes—A portfolio of the finest houses built for—sale according to the judges of AMERICAN BUILDER’S annual contest. These houses run the gamut of design, construction and price

Blueprint House of the Month—“U”-shaped floor plan of this Phoenix house is one of many outstanding features that helped it win a Grand Prize

A Nearly Perfect Floor Plan—Contest judges unanimously agreed that this $17,750 California Ranch—shown in full color—had an almost perfect floor plan

The Big Picture—Single photograph shows a unique non-modular approach to prefabrication of custom house design that is gaining in popularity

Straight Talk on Remodeling—Things you need to know about this hot market—getting into it, selling it and doing it—are spelled out in meaningful detail

Picking Earth Moving Equipment—Two simple formulas are offered to help you evaluate equipment and select in terms of your own job needs

Cover: 1961 American Builder Award Winner Tom Dillon (seated) talks plans with partner Ralph Felzer and winning designer Gerald Rembowski (standing).
Only Skil planes do surface planing, too!

Every portable electric plane—except the Skil Model 100—has the motor mounted on the side. Since the housing hangs below the cutter blade, these planes are limited to narrow edge work.

But the Model 100 has its motor where it ought to be—on top of the tool, out of the way. This makes it a surface plane, too, that you can use for planing wide surfaces... for heavy stock removal prior to finish sanding... for surfacing plywood preparatory to gluing laminated plastic counter tops... for dressing down and shaping roof trusses... for antiquing operations and dozens of other applications.

The motor-on-top design also means better balance and handling. Fence removes for surfacing jobs, mounts on either side for edging work, adjusts 45° left or right for beveling. Lever operated depth adjustment from 0 to ¼".

Ask your Skil distributor for a demonstration. He's listed under Tools-Electric in the Yellow Pages or write the Skil Corporation, Dept. 106B, 5033 Elston Ave., Chicago 30, Illinois.
Kennedy’s housing team—will it stimulate construction?
While there’s some criticism of Weaver and Hardy—Kennedy’s top housing team—consensus of the experts is that they will get results. They will effectively stimulate home building, housing and the construction industry. Timing will depend on how fast Congress acts on housing bills already pending. If starts decline in the first quarter, another Emergency Housing bill will be rushed through. It might contain many “aids” that builders themselves don’t favor. But if business is picking up, as seems likely, a more moderate series of bills furthering Kennedy’s two-million-houses-a-year objective will be enacted.

Appointment of Neal Hardy to FHA spot well received
Neal Hardy has had both business and government experience, knows the problems of the building industry, and is generally approved as the new head of FHA. As director of the National Housing Center he gained wide acquaintance with builders and the industry. He also has a sound background as Assistant Administrator of HHFA under Democrats Foley and Cole. Before that he was with the Federal Home Loan Bank Board.

Expect fast action on new housing bills
You can count on Congress to move fairly rapidly on bills to aid home building. Many are already pending, and others have received thorough study and committee work in the last session of Congress. A workable compromise will be reached (after much jockeying) for the integration problem. Kennedy’s Housing Task Force, headed by Joseph P. McMurray, outlined pretty clearly what’s wanted. The report emphasized “encouragement of private enterprise” to do the job, and “discretion to local communities” in carrying out programs. Probable action:

- Cabinet status for new Department of Housing and Urban Development. Puts spotlight on importance of industry.
- FHA: increased authorization and extension. More liberal terms. Perhaps no-down payment loans on houses under $15,000.
- Site development: new FHA insurance setup.
- Subsidy program for low-income families. With “maximum of private enterprise participation.”
- FNMA: additional funds and authorization. Later in year, drive to enact a sound, long-range, central mortgage bank such as was presented to Congress last year.
- New mortgage bank setup in Federal Home Loan system to create secondary market for conventional mortgages.
- Housing for the elderly: more help. Additional direct loans to non-profit corporations in this field.
- College housing: additional funds (perhaps $500 million annually).
- Urban renewal expansion: additional funds for advance planning. Help for displaced families and small businesses.
- Community facilities: system of grants and loans to encourage construction of water and sewerage facilities and for advance planning.
- Suburban development: new aid to “orderly suburban growth” would include planning grants and loans for community land purchase.
- Remodeling and repair: extension of FHA for several years.
Certified to perform...designed to please

All this and low cost, too!

Here is a completely new self-contained pre-wired hood that offers you and your customers these powerful twin advantages...fully certified performance to meet all FHA requirements whether hood discharges air horizontally or vertically, and value and economy in initial cost. Add to this the smart styling and rugged construction and you get a hood that offers quality and performance at low economy price!

The versatile 94 Series Hood is economical to install, whisper-quiet in operation. Available in 30, 36, and 42" lengths with copper or satin chrome finish.

Note! Before you make your hood selections for 1961, we urge you to look into this exceptional value in range hoods.

FASCO INDUSTRIES, INC., ROCHESTER 2, N. Y.
Inflation, easy credit favorable to building

Kennedy's task force recommendations for multi-billion spending on housing, urban renewal, health programs, aid to education, depressed areas, and many others, lead people to expect more inflation. Whether this actually happens or not, the effect is to stimulate purchases of land, buildings, houses. As long as financing on easy terms is available, building should increase. Best current 1961 estimate: 1,400,000 units—up 7%.

Want action on codes, mortgage instruments, home tax policies

One recommendation of the McMurray task force report on housing that deserves special notice is the appointment of four study commissions by the new Secretary of Housing. These would suggest action on:

- Standardization of local building codes
- Standardization of mortgage instruments and foreclosures
- Special problems of residential mortgage credit
- Tax policies—state, federal, or local—that affect housing

New analysis of building codes ready

You should be interested in a new booklet called “Survey of the Law of Building Codes.” Author is Charles S. Rhyne, past president of the American Bar Association, and carries the sanction of both the American Institute of Architects and the National Association of Homebuilders. Subjects covered within its 62 pages range from “Procedures for Building Code Enforcement” to “Statutes of Limitations as Applied to Building Code Violations.” Ward Buzzell, NAHB assistant director of technical services, calls it the only comprehensive survey of this sort ever published.


Central Air Conditioning Becoming Standard Equipment

A spokesman for a major manufacturer of heating-cooling equipment has estimated that 18% of the houses built in 1961 will include central air-conditioning. This will mean—approximately 25-30,000 more units than in 1960—and a big part of the gain is the North. Growth is attributed to two factors: (1) cost reducing improvements by manufacturers, and (2) acceptance by volume builders catering to moderate-price markets.

It is a rule of thumb among real estate people that when 20% of an area’s office buildings are air conditioned, the rest must follow fast or lose their marketability. The same rule may work with houses. Don’t be a follower in your area. Start planning now to include central air conditioning.

Third of building materials to be plastic

Nearly one-third of materials used for building houses in the 1970’s will be created in test tubes, says a leading building material manufacturer. Products that may become standard in the very near future: polyethylene cold-water piping, nylon hot water piping plus plastic sewer pipes, gutters, flashings and leaders. Big obstacle: outmoded specification codes.

Building is in a revolution. Smart builders are keeping closer tabs on new products, especially those which substitute factory technology for labor.

But more builders must join the battle to break code barriers.

More builders needed to push research

Home Builders Foundation of Michigan State University—a non-profit group devoted to building research and education—announced plans to enlarge its membership to build a second research house on its code-free 89-acre tract near the campus. It is seeking more quality-minded builders and for the first time will accept lending institutions, manufacturers and utilities as members.

Contact Executive Director John Harrison, Home Builders Foundation, Building B-4, South Campus, East Lansing, Mich.
ANNOUNCING
THE ALL-NEW
TRANSPORT-100
TRUCK TIRE INCREASES MILEAGE 50% ...AND MORE!

Proved in 100 million miles of fleet tests to bring you 50% more original-tread mileage and much greater drive-wheel traction than any other regular original equipment Firestone truck tire! The all-new, all-wheel position Transport-100 wears far longer—actually gives you faster starts and quicker stops when half-worn than other original equipment truck tires when new. And, it's the first truck tire anywhere truly noise-treated for quieter running. Yet it costs no more! In Nylon or Tyrex® rayon cord, tubeless or tubed. See it at your Firestone Dealer or Store!

* * * * * * *
NEW INNER-RIB BLADED TREAD increases traction, lateral stability. Positive steering on curves—wet or dry!
NEW—UP TO 30% DEEPER GROOVES, buttressed for strength; longer-lasting tread on any wheel position.
NEW EFFICIENT TREAD DESIGN: broad center rib equalizes load distribution, reduces slippage, increases mileage.
NEW "STONE GUARDS" built right into the tread keep it free of gravel and pebbles to increase truck tire life.
NEW FLATTER CROWN means equal pressure throughout tread print—for extra load-hauling, extra mileage.

Member of THE ATA FOUNDATION of THE AMERICAN TRUCKING INDUSTRY

Tune in Eyewitness to History every Friday evening, CBS Television Network
Dr. Robert C. Weaver, HHFA’s new chief, is scholarly but practical after 25 years in housing.

Federal Housing’s New Boss Speaks Up

What will the new government’s role be in housing’s future? To get initial views, American Builder went straight to Dr. Robert C. Weaver, new head of the Housing & Home Finance Agency.

Q—What will your main aim be?  
A—The toughest problem facing us now will be how to stimulate housing without regulating it. Because builders are independent businessmen, the government must serve only as a catalyst.

Q—Will integration be forced in FHA insured housing?  
A—Dr. Weaver declined comment, but said he stood by past writings. (In Land Economics, Aug. 1960), he wrote: “... our urban populations will have to be less color conscious; and anti-discrimination housing legislation affecting the suburbs as well as the central cities will be required. We need to develop more tolerance to variations from established middleclass values and behavior.”

Q—Will the FHA be revamped?  
A—It should be streamlined and work more closely with other housing agencies. But, I’m a practical man and know that such changes cannot be made overnight. Also we must encourage higher standards but not so high that we will go out of business. Without FHA, building would be in a mess.

Q—Will public housing increase?  
A—Urban renewal will receive greater attention and public housing is a necessary part of it. Also, we must figure out ways to sweeten the pie for the men who get into it initially.

Q—Do you favor a Central Mortgage Bank?  
A—In all honesty, I have a completely open mind on this subject. Even respected financial men I know hold varying views.
FOR EXAMPLE:

Why not save $48 to $80 on every 1,000 square foot of sub-flooring?

When you use 5/8" Homasote as Sub-Flooring you give your customer a more comfortable home. The Homasote acts as a sound-deadener and a dust barrier. You save money on the sub-flooring material itself. You have no danger of cupping.

You save still more money on the time required for application. Eleven sheets—8' x 12'—cover 1,056 sq. ft. of floor joists. Why handle and nail many more pieces of material when you can do a better job with only eleven pieces?

Homasote Products help you cut your costs—because of the many sizes (up to 8' x 14') in which they are available—and by their weatherproofness. They lend themselves to many uses other materials do not.

The major facts about each product are presented in briefest terms—on a colorful Nutshell Card (as pictured above). Handy reference tables—such as lumber sizes—are included.

Ask your Lumber Dealer—or write us—for a set of these cards. Each shows you where you can save money at some point of construction—and still give the home owner higher quality, finer appearance and more lasting satisfaction. And—be sure you always have available a copy of the latest edition of the 72-page Homasote Handbook. Kindly address Dept. B-3.

HOMASOTE COMPANY, TRENTON 3, NEW JERSEY
Letters to the Editor

Too much government? —or not enough?

... I was very disturbed by the editorial on page 5 of your December issue. Instead of trying to get back to a free enterprise system, you want more government when I think we already have more than we can afford, pay for, or tolerate.

Don't you think it would be better to try to think these things through before you sound off?

William Hearne
Patton Lumber Co.
Ashland, Kentucky

Ed. note—American Builder has been promoting and advocating the individual enterprise solution for many years. Ninety-nine percent of the problems of the industry can best be met by private enterprise if it is allowed to function effectively. That is why we stressed leadership in the editorial. We believe that the Federal system should act to permit individual builders to do a better job.

The Central Mortgage Reserve Facility, for example, would help remove local builders and dealers from the stranglehold of an ineffective home financing system. This idea is supported by the Mortgage Bankers Association and many other persons certainly dedicated to private enterprise.

Item three in our editorial lists a secondary market for conventional loans—which is actively supported by the various Savings and Loan groups who need and would use such a system. It would function in the present Federal Home Loan Bank system.

F.H.A., as we suggest, could do more to help private builders operate efficiently.

The Urban Renewal ideas we suggest are executed by individual enterprise, but because of the complexity of this type of work in the large cities, it does call for some national legislation. In fact, in our editorial, we specifically say that the new legislation is needed "to permit builder enterprise to do the job that's needed." Concepts of "private enterprise" have changed somewhat over the years. The main objective of Federal programs should still be to encourage more and better building, constructed, sold and financed by private enterprise.

Calls bi-fold doors solution to closet problems

... I hope you will not feel I am presumptuous to call your attention to a set of house plans (pg. 55) in the December issue AB Blueprint House No. 280—Ed.) in which it appears that unnecessary construction costs are drawn into the plans. Small wall returns at closet openings are very expensive, serve no real purpose and actually result in less usable area, so, we, together with other manufacturers of bi-fold doors, are advocating their elimination.

We in the northern tier of states where these states failed to dominate not because they build better, but because they build more and have approximately one half of the construction problems we have with our terrific climatic changes.

... I would thoroughly enjoy seeing one of the builders from the more temperate climate areas of this United States, who has what most editors seem to feel a terrific house, come into Michigan, Wisconsin, Minnesota, and build.

For one thing, slabs are taboo here and their open living and all glass would have to withstand temperature changes which would give them nightmares.

I feel that 'best home' contests seem to be gauged on the amount of square footage they produce for the least amount of money.

Robert Easley
Executive Secretary

Ed. note—We know that the majority of builders are small—since we serve thousands of them. And we publish three regional editions so that we can provide them with adequate coverage in the North, South, and West.

Our contest is open to builders throughout the country, and we attempt to select judges from different areas each year. Despite the fact that we haven't yet had a judge from the far west, western builders seem to net more than their share of the prizes. There must be more to their winning than lower cost per square foot.

Experts find remodeling story worthwhile

... Your December issue of American Builder strikes me as one of the most worthwhile and informative I have ever seen in this field. Your "New Ways with Wood Framing" makes a solid contribution. The remodeling piece I read with undiminished interest; its carefully worked out do's and don'ts cannot be anything but helpful. Your selling pieces are both good, and the air conditioning article will undoubtedly have some earnest readers. I liked the ideas on the "Building with Brains".

Robert E. Mahaffay
West Coast Lumbermen's Association
When it comes to flooring, you can be sure of virtually no "call-backs" by specifying Kentile Floors... and here are just a few of the reasons:

There's a complete, scientific quality control laboratory in each of Kentile's four modern plants. Technical experts constantly check to make sure that tile surfaces maintain their famous Kentile superiority; that colors and thicknesses are uniform; edges perfectly straight, corners an exact 90°... the important qualities when it comes to easy installation, tighter-fitting joints, better-looking floors.

Speak to your flooring contractor about Kentile® Floors for your homes now. Your only "call-back" will be for more!
A moon building not just a dream

This building is not the day-dream of an unbalanced designer. It’s a carefully planned structure that someday you may build on the surface of the moon.

It was engineered by the Wonder Building Corporation of America to be a small (340’x160’x65’), self-contained “world.” It’s designed to house all the facilities needed to maintain human life, and will contain all the many and varied research facilities needed by lunar explorers (drawing, right).

In addition, this structure is engineered on the basis of the moon’s light gravity (1/6 that of earth’s). Thus, its structural members have much greater load-bearing capacities than they would have on earth.

Here are some other requirements in which proposed lunar structures must differ from their earthly equivalents:

- Their materials must be transportable by rocket ship.
- They must be pressurized, to maintain an artificial atmosphere.
- They must withstand tremendous extremes of heat and cold—ranging from +214° to −243°.
- They must “float” in the sea of dust which many scientists believe covers the moon’s surface. (The house above is anchored with heavy blocks suspended on cables. Dome in center controls traffic.)
- They must be protected from the meteoric particles that continually bombard the moon.
NAHB’s Jim Burke looks at 1961

During the past several years, members of NAHB have felt that the establishment of a central mortgage reserve facility was one of the most important matters we could work on, and was really our number one objective. We should move ahead vigorously in this direction, going as far as possible in having the authority of FNMA increased to make it into an effective central mortgage bank... It's my feeling that permanent improvements of existing mortgage facilities should be put into effect at times when there is not a current shortage of mortgage money.

More Government—Industry Cooperation

We should not only talk about securing government assistance, but we should demonstrate industry’s willingness to assist in every way possible to help eliminate the current weakness in the nation’s economy... Emphasis should be on creating programs which will prevent severe future recessions in housing, rather than merely seeking a program whose only purpose will be to get us over the particular recession which we now face.

More Emphasis on Low-cost Housing

We must again emphasize the progress which can be made by better builder-government cooperation at both the local and state levels. A renewed effort must be made to provide home ownership to the families of America who have been denied this right because their incomes were not sufficient to purchase existing housing... We must use every new idea created by research plus all of our good “old ideas” to point our production toward lower income families.

Our efforts in merchandising must be expanded. This should include more realistic requirements by both lenders and governmental agencies concerning the qualifications of buyers. The importance of home ownership and its meaning to homeowners themselves must be taken into consideration in deciding how much extra effort families will make in order to meet higher monthly payments.

Builders Must Provide Leadership

We should give leadership to homeowners. ... show them how to make their voices heard to fight unnecessary regulations which force up the cost of housing by adding cost without adding its equivalent in value. ... join with our customers, who pay for the homes, in working together to overcome the obstacles which now deny home ownership to a greater and greater number of our potential buyers.

We—as organized builders—must realize that when we help more people to become home owners we not only help our city, state and nation, but we also help our industry.
G-P applies the new flooring system using Guaranteed Premium T&G 2-4-1. A combination subfloor and underlayment, these 1\(\frac{1}{8}\), 4' x 8' panels can be used over framing 48" o.c. Tongue and groove eliminates need for blocking between joists. The savings in material, framing and labor are obvious! Guaranteed Premium's superior glue line eliminates storage problems and delivery delays. It is guaranteed against mold or delamination stored outdoors off the ground for one year, tarp-covered, or 6 months, uncovered. If it does, G-P replaces!

G-P experiments with a new use—GPX high density for exterior walls. This plywood, usually employed in reusable concrete forms, needs no paint. Its armor-hard, semi-transparent overlay shrugs off abrasion, sheds water, resists freezing temperatures, mold and termites. This use, still in the idea stage, could offer a tremendous selling point for builders: a maintenance-free exterior! Available in natural amber...in olive drab or black on special order. Soon in red, blue, yellow or white.
World's largest plywood producer, Georgia-Pacific, pioneers a houseful of new ideas

Here is dramatic demonstration of Georgia-Pacific's constant search for better, newer plywood products and uses. The Plywood House explores fresh aspects of the world's most useful building material. Standard plywood is used in unusual ways: unsanded sheathing is left exposed on the ceiling to achieve an interesting texture. New finishes effect labor-savings: ceiling sheathing is sprayed with flat white and thinner, mixed 1/2 and 1/2, for a handsome whitewashed look. New construction principles and products contribute to the revolutionary spirit of The Plywood House—a spirit typical of Georgia-Pacific's approach to all its plywood products. Constant research, improvement and testing guarantee that the finest plywood for building bears this mark...G-P.

G-P explores a new construction method with box beams that adapt the principle of the three-hinged arch—a device commonly used in heavy construction but unusual in home building. It allows walls to become non-load bearing so lighter framing members can be used (2 x 3's or even 2 x 2's). It also permits complete flexibility in planning; interior layout can be revised at will. Made of G-P 3/4" A-C exterior grade plywood, glued and nailed to 2 x 8's, the beams can be readily prefabricated. Their light weight makes installation simple; two men alone installed these! The time, labor and material saving offered builders is tremendous.
G-P plywood quality begins in its own forests with the perfect plywood tree:

Because Georgia-Pacific owns vast timber reserves, it can select only those trees perfect for plywood — tall, straight shafts of choice Douglas fir. Of these trees, only the finest sections will go into G-P plywood. From the moment the scalpel-sharp blade of the lathe starts peeling ribbons of veneer... to the final bonding with superior glue, experts will supervise every step of production. They will check and re-check, test and re-test until every piece comes up to their rigorous standards. The minimum quality set for G-P plywood is often the maximum for ordinary brands. The conclusion is obvious:

Build with the finest quality plywood: Georgia-Pacific. It costs you no more.
New—RANGAIRE RADIO-INTERCOM
Beautiful styling plus unsurpassed tone quality turn the head and heart of home buyers everywhere. Complete range of models—from simple AM radio-intercom to gorgeous built-in stereo—all priced to make installation profitable and practical.

New—RANGAIRE ELECTRIC BATHROOM HEATERS
Beautiful decorator styling for safe ceiling installation. Calrod unit combined with circulating fan provides instant even heat. A beautiful accent in your bathroom to please your prospects. Two handsome models.

New—RANGAIRE KITCHEN RANGE HOODS
Smart, space-saver design that harmonizes perfectly with any kitchen decor. Baked enamel finish color-matches most major appliances. Permanent aluminum filter. Complete range of sizes, prices, and models to choose from.

Even a quick glance tells you—the clean, simple, smartly styled lines of these wonderful Rangaire products have just the quality every home buyer looks for. Product dependability, wide selection of models, styles, colors, and competitive prices have made Rangaire a popular favorite with builders across the nation.

Add that final touch of quality that helps you sell your homes—build with Nationally Advertised Rangaire. Send for literature on Rangaire’s complete line of Builder-Engineered products today and see how you can build better without increasing your costs.

Roberts Manufacturing Company, Cleburne, Texas Dept. A10
A development of Orangeburg and Flintkote Research Laboratories, new *klean-kote* Orangeburg Pipe has a tough, non-brittle protective coating for cleaner, safer handling. To you and your men, this literally means cleaner hands, cleaner clothes and little or no chance of irritation. In addition, new *klean-kote* travels better, weathers better—and makes a stronger-than-ever joint.

Nothing has been changed in the traditional fine quality of the Orangeburg product. New *klean-kote* is just what the name implies—*a clean coating*. Beneath it lies the same quality product, manufactured with the same painstaking care which has made Orangeburg the best-known, best-selling line in America. Ask your wholesaler to show you a length of new *klean-kote* Orangeburg now.

**klean-kote**

ORANGEBURG®

Root-Proof and Perforated Pipe

Look for the Silver Band®
The traditional design beauty of PELLA WOOD CASEMENT WINDOWS leads buyers straight to the discovery of the exclusive Rolscreen feature. Rolscreen is the famous inside screen that rolls up and down like a window shade...a unique convenience women enjoy using and like to demonstrate to their friends. PELLA WOOD CASEMENTS also offer removable muntins that snap in, snap out for easy painting and cleaning. For year 'round comfort, stainless steel, spring-type weatherstripping surrounds all four sides of the sash. And for people who think "big", PELLA provides the largest standard wood casement on the market—up to 68" glass height. See the PELLA distributor listed in your classified telephone directory or mail coupon.

PELLA ALSO MAKES QUALITY WOOD MULTI-PURPOSE WINDOWS, WOOD FOLDING DOORS AND PARTITIONS, ROLSCREENS AND WOOD SLIDING GLASS DOORS

ROLSCREEN COMPANY, Dept. MB-13, Pella, Iowa
Please send illustrated details on PELLA WOOD CASEMENT WINDOWS with the exclusive Rolscreen feature.

NAME

FIRM NAME

ADDRESS

CITY

STATE
Here’s MORE than a new dry-wall nail

It’s a brand new technique to stop nail popping and cut your material and labor costs

This new Sheffield conical-nub-headed nail will fasten 25\% more dry wall per cwt. than its .098 predecessor.

The nub in the conical head and the modified ring shank facilitate faster nailing—can save you one hour per house.

How it stops nail popping or bulging

1. The nub in the center of the head takes the force of the hammer blows. It protects the thin conical head from distortion and increases the bond of the sealing compound to steel.

2. The conical head is thin so that the final hammer blow countersinks it with its rim flush with the wall surface. Breaking of paper surface is virtually eliminated, and smooth taping of the joints is made easy.

3. Annular rings placed at the mid-section of the shank concentrate the holding power in the wood at the point where it is needed—preventing popping of nails or bulging of the heads.

4. When the wood dries and shrinks, the nail moves with it. The tension of the countersunk nail head is maintained. The dry wall is held tight against the lumber. The scientific positioning of the rings on the shank is important because wood shrinks from the outside inward. Dry wall workmen like it too because the nails can be handled without irritating fingers.

Here’s the dry-wall nail that not only saves you labor and material costs, its advantages also contribute to your reputation for quality construction.

Get in touch with your Sheffield dealer, or nearest Sheffield office, for full information. Patent is applied for. Only Sheffield can supply this new, advanced dry-wall nail.
Enclosed porches offer attractive daylight areas that women "love." And, they like these sliding doors with frames of WOOD because there's no condensation problem and they can be finished or painted to match room decor. You can add that decorator's touch with removable muntins in regular or diamond patterns. Available in standard and custom sizes. Can be glazed with 3/8" plate, 5/8" or 1" insulating glass. Self-closing screens. For the complete story, call the PELLA distributor listed in your classified telephone directory or mail coupon.

PELLA ALSO MAKES QUALITY WOOD CASEMENT AND MULTI-PURPOSE WINDOWS, WOOD FOLDING DOORS AND PARTITIONS AND ROLSCREENS.

PELLE PRODUCTS
THE FOCAL POINT OF QUALITY

wood sliding glass doors

porch in summer...extra room in winter

The welded steel T-section on all four sides of the 3/4" Ponderosa Pine door panels gives the PELLA SLIDING GLASS DOOR its rugged strength and slim lines.

FEBRUARY 1961

THIS COUPON ANSWERED WITHIN 24 HOURS

ROLSCREEN COMPANY, Dept. MB-14, Pella, Iowa
Please send full color literature on PELLA WOOD SLIDING GLASS DOORS and name of nearest distributor.

NAME
FIRM NAME
ADDRESS
CITY & ZONE
STATE
This RoWay exclusive
GIVES YOUR HOMES A SALES "LIFT"

You literally put sales appeal at buyers' fingertips when you demonstrate a RoWay Garage Door. Power-metered springs — a RoWay exclusive — provide quick, effortless action. Springs are custom-wound to exactly counterbalance every door . . . and this is possible only because RoWay Doors are completely fabricated under one roof. To speed your construction time, hardware and door sections are shipped at the same time from one factory. Single-factory manufacturing also assures top level quality control. From Taper-Tite Track and Seal-A-Matic Hinges for year 'round weather protection to galvanized, rust-resisting hardware, RoWay Garage Doors tell your prospects that you have built "plus" benefits into the homes you show.
Your analysis of downtime and maintenance costs will prove Onan outperforms other electric plants. Stellite valves, bigger bearings, beefed-up connecting rods and crankshafts keep Onan on the job when others wear out. Equally important, only Onan is Performance Certified to deliver all the power the nameplate promises.

Only Onan is certified to give you all the power promised by its nameplate

It's a fact that many electric plants on the market today do not deliver the output promised by their nameplate rating.

Every Onan plant is given a rugged workout under full load before it is shipped—your assurance that the Onan you buy is ready for hard work the day you get it.

But this isn't enough. Independent laboratory inspectors pull surprise inspections to double-check our tests and testing methods. They pull a plant off the line, run it, stop it, load it, overload it, check and recheck. Their torture test gives positive proof of Onan's quality. End result: Onan's exclusive Performance Certification... your assurance of getting every watt of power you pay for.

So when you're tempted by an electric plant "bargain," make sure its nameplate rating is not "inflated." Be sure you're getting full measure for your money. Remember, the electric plant that shortchanges you in power output is no bargain at any price! Only Onan is Performance Certified to deliver everything the nameplate promises.

See Onan electric plants soon. Compare before you buy. You'll find your Onan distributor listed in the Yellow Pages. Call him or write direct.
FABULOUS RUSTIC HILLS COUNTRY CLUB COMMUNITY PROVIDES YEAR-ROUND COMFORT WITH CLIMATE BY CHRYSLER

Rustic Hills in Medina, Ohio, is one of the most delightful and imaginative residential communities ever built. It offers colonial and contemporary homes, eleven private lakes, a nine-hole golf course, country club membership for residents . . . and Climate by Chrysler.

Every home in this $10,000,000 project is equipped with a Chrysler Furnace. And most homes have Chrysler Air Conditioning as standard equipment.

Rustic Hills' owner Edward C. Mears, as well as the other five builders in the project, make air conditioning standard because they realize that any home without it will soon be obsolete. They specify Chrysler heating and air conditioning because they know its reputation for low installation, operating and service costs. And they know the promotion value of the famous Chrysler name.

Whether your homes sell for $12,000 or $50,000, they'll sell faster with year-round Chrysler Air Conditioning. Check with your local Chrysler Air Conditioning Dealer for the full story. And ask him to show you the new Chrysler Model Home Promotion Kit for builders.

CHRYSLER AIRTEMP
Chrysler Corporation, Airtemp Division, Dept. K-21, Dayton 4, Ohio.
Whether you specify Rimco Slide, Casement, Vent (awning), or Six-Ten (double-hung) Wood Window Units, you can be assured that the units will be at the job site on time. The network of Jobbers and Dealers stocking Rimco Units can provide the quick service you need.

Rimco windows come in complete units: set-up, fully weatherstripped and ready to install. Again . . . no time loss on the job!
You just set 'em and forget 'em.

And, when you fill those openings with Rimco Units, you are filling them with quality . . . backed by almost a century of experience.
A comprehensive program of consumer advertising and builder merchandising aids helps point up this quality.

RIMCO Wood Window Units fully comply with the applicable U.S. Department of Commerce Commercial Standard.

See our catalog in Sweet's File or write . . .
Will You Sell Your Homes in 1961?

Many won’t make it through ’61, in the opinion of one nationally-known building authority, who has some suggestions in this article for builders who want to be among the survivors.

American Builder editor Jackson Hand got these merchandising pointers when he talked recently with expert Jim Mills about “Post Sale Selling” (AB, Jan, ’61).

The business of building houses and selling them at a profit will not be the same in 1961 as it was in 1960. If you swing into ’61 with the ideas you used during ’60, you may find it harder to sell houses... harder to make any money on the ones you do sell.

This is the opinion of Jim Mills, head of Home Facts, Inc., who has made a career of finding out what works in the building business—and what doesn’t. Looking into 1961, American Builder sent a reporter to the Home Facts headquarters at New Canaan, Ct., to find out what Jim Mills believes will be the big differences in homebuilding success next year. He gave us these suggestions:

- Ask questions among your customers and prospects to find out what is, in their opinion, a good house. Don’t count any longer on selling a house just because you like to build it.
- Go hunting for customers and prospects. Don’t expect droves of potential buyers to flock through a model home this year just because you offer them free cokes and balloons for the kiddies.
- Merchandise livability. Don’t operate on the theory that a dry basement and a roof that doesn’t leak are all that people want.
- Learn how to sell. Don’t hide in a closet and think that prospects will look you up if they have any questions.
- Sell ‘em all over again after they’ve moved in. Don’t ignore the best promotional force you can enlist: the satisfied, contented, well-attended customer.

“The problem for 1961,” Jim Mills says, “will stem from a knowability among potential house buyers. During 1960 they revealed a mounting boredom with the houses they were being shown. The great American pastime of visiting model homes slacked off. Most people have already seen a house... so what else?”

“Not enough, unfortunately, to keep the market stimulated purely with the excitement of new shapes or arrangements or equipment.”

Jim Mills is not a pessimist. He is a chronic optimist. He doesn’t predict a dismal year for 1961. He merely believes that the home builder who fails to produce a good product and neglects his merchandising will end the year with unsold units on his hands. The home builder who turns out what the people want—where they want it—displayed the way they’d like to see it, will sell more houses in 1961 than he did in 1960. And he will encounter no more price resistance than he met in 1960.

Research Important

Research in home-building-merchandising is no less important than it is in business endeavors with more of a Madison Avenue flavor about them. Even if you have only one fact about consumer preferences, you’re better off than if you know absolutely nothing about what people would like.

The classic example is the builder who battered himself half senseless against consumer resistance while he plugged a house as the best-built residence available in the entire trading area. And it was. But the way it turned out, people were buying—when they did buy—on the basis of prestige location. He found this out when he talked to people who had already bought. When he switched his merchandising approach to

During The Year Ahead...

If you’re a small builder: concentrate on custom-fitting the houses you build to the lot, to the community, and to the true social level of the neighborhood.

If you’re a medium-size builder: spend more extra money to make your display home so attractive nobody could drive past it. Shop your competition to make sure someone is not beating the pants off you with sales features. Shop your own salesmen, to make sure they aren’t ducking the job, letting the sales just happen.

If you’re a big builder: you can’t start too soon researching the houses you have sold, the houses your competition has sold. You need to know—in 1961 more than ever—what works best so you can concentrate on that and stop wasting time on half-effective building features or marketing methods.
prestige—not merely quality—he sold out the development almost immediately.

You can sell people what they don’t want if they are desperate. But the 1961 home buyer will not be desperate.

Research is not difficult—or expensive—or mysterious. You can gain valuable advantages by asking questions—by observing intelligently—by making comparisons—but always by applying the knowledge wisely.

For a big, big builder, research must be a job done by experts—even those with names that are famous in advertising and selling, says Jim Mills. Smaller builders can often pick up the proper type of questions by talking to the sociology or economics departments of state or local universities. The man who builds only a few units may have to ask his own questions—but ask them he must or he’ll be shooting in the dark.

Luring Customers

Convinced that he is building the right house for 1961, the builder’s next concern must be to attract customers. Big operators in this business learned during 1960 that there are few sales to be had as a result of advertising alone.

Display-page ads didn’t bring the people out. Many builders started a switch to the classified pages, dominating them through size of ad and allowable display treatment. Result: more buyers in relation to investment.

But what made the houses move was expenditures on other attention-grabbing devices.

In Jim Mills’ files are examples of painted signs and posters that were changed in design and gave people such an improved impression of a development that drop-ins increased.

“There is no doubt that money spent to make the building look good will produce customers,” he says. “What they see when they drive past can either stop them—or send them on down the street.”

Observing real estate salesmen who were showing his houses, one builder got to wondering why one of the salesmen was turning up more than his nominal share of the business. One day he bumbled a ride out to the development with this salesman and was surprised to note that he drove a mile or more out of his way to get there.

“Why not cut across on Miller Street?” he asked.

“This way,” the salesman pointed out, “I avoid taking the prospect past those junky places along the canal, and instead I drive them past the country club. Besides, I always try to take people through the bought-and-lived-in part of the development, rather than the torn-up end where construction is still going on. The whole thing helps the impression they get of the neighborhood.”

The builder called together all the salesmen and instructed them to take the longer, better route to the building site. Things started moving.

“The better you can make the model home look from the outside, the greater are your chances to get them inside, where sales are made. You can count the day long gone when customers will struggle along a row of planks laid down across a muddy yard, just for the privilege of walking around in a bare house.”

Put up a fence. Overspend on the shabbiness. Shoot the works on sod. Make that place look worth owning. That is one of the best ways to advertise a model home, in the opinion of Jim Mills.

When you move inside the house, he believes, your display takes the form of merchandising. In 1961, more than ever before, you will sell from furnished model homes. Remember, Jim Mills emphasizes, people aren’t desperate. They aren’t frantically hunting in the midst of a shortage for any sort of a roof over their heads.

They are looking for livability. They are looking for the emotional bomb that makes them want to live in this house.

Salesmen Need Training

Trained salesmen will be an essential for profitable, fast-turning business in 1961. And don’t complain that you can’t afford sales training. The National Association of Home Builders has a book which you can buy for $3.50 in which the complete “how-to” of real estate selling is told.

“Women are showing up more frequently in the sales end of new homes,” Jim Mills reports. “They have always done well as brokers. And their ability to talk the nest-feathering language of womenkind is lifting sales for builders. In some cases, builders use both women and men for a one-two merchandising punch. The woman gushes and uses the feminine words. Then, when all the emotional appeals have registered, the male member of the selling team moves in, to close the sale.”

10-point checkout

for making

1961 a big year

A

answer yes to these questions and you’ll label yourself as a builder who doesn’t trust too much to luck when he invests his time and money ina building project.

1. Can you produce a current and factual statement of the way people live in the houses you build? Do they feel at home?

2. Can you express the desirability of the houses you build in terms of their attraction to buyers, and liveability?

3. Can you drive toward your building area from any direction and see a built-up, lived-in neighborhood? Also forceful signs inviting inspection?

4. Do you keep a current, daily-revised map of the building situation in your area, as related to vacancies, sales, land breaking, sell-outs, socio-economic rise or decline, popular designs and plans?

5. Do you have a questionnaire for use in seeking out the best features of your houses from the viewpoint of people who have bought them? Do you use testimonials in your merchandising?

6. Can you produce at least ten features of superiority in your houses, as compared to those of your competition, that you know to be superior because you’ve shopped the competition to find out? Do you point them out to buyers?

7. Have you provisions for having your salesmen or realty firm shopped, to check on sales force on the actual scene? And spot checks on buyers’ attitude toward salesmen?

8. Do you have a well-planned sales meeting every week—or oftener in the case of rapid changes in the market situation? Also salesmen’s gripes and comments?

9. Can you show an advertising budget for 1961 which is a realistic extension of your experience in 1960? Does your budget allow for new merchandising methods?

10. Do you have a complete check-out list for your houses, which you go over with your customers—as a means of converting them still further into friends? Are you referred to other buyers?
Mr. Jack Thomas, Tulsa, Oklahoma, says:

"An Arkla-Servel Sun Valley Air Conditioner is a quality feature customers can see—it sells"

New home buyers know and trust the name: Arkla-Servel Sun Valley® All Year® Gas Air Conditioning. They know that as with all automatic Gas appliances you can set this unit and forget it; they know that Gas is their best buy.

Women like the cleanliness of Gas—the fact that Gas heats and cools with fresh, filtered constantly-circulating air, de-humidified for health and comfort. Men know that Gas is economical—there are no moving parts and therefore, less chance of a breakdown, no waiting for repairmen, practically no maintenance costs.

Buyers today are aware that any house without air conditioning may be hard to sell in the years ahead. Make sure your houses have Arkla-Servel Sun Valley Gas Air Conditioning. Gas is a quality feature 8 out of 10 new home buyers insist on.

For full details, contact your local Gas company, or write; Arkla Air Conditioning Corp., General Sales Office, 812 Main Street, Little Rock, Arkansas. Available in sizes to suit any home.

*AMERICAN GAS ASSOCIATION*
Bathroom beauty on a budget

You know how the words "ceramic tile bath" make prospective home buyers sit up and take notice. Now, take advantage of the public's taste for tile by installing genuine Romany•Spartan ceramic tile in the homes you build. In beautiful hues, satin glazes and textured finishes, Romany•Spartan ceramic tile can actually be installed at less cost than many substitute materials. New tile setting methods do the trick. Let Romany•Spartan tile help you sell more homes at bigger profits this year. Consult your tile contractor. United States Ceramic Tile Company, Dept. AB-13, Canton 2, Ohio.

Write for our new Guide for Popular Floor and Wall Tile Combinations

UNITED STATES CERAMIC TILE COMPANY
How to frame for cabinet soffits

**Question:** What is the proper method of framing in the drop section of kitchen cabinets where the drop section at the ceiling line is approximately 12" deep, and about 14" from wall line?

Can you also suggest framing details for window valances?

Russel Jenkins
Powell River, B.C.

**Answer:** In the majority of standard cupboard installations the cupboards are hung directly from the stud walls or from the ceiling joists and the back is supported against the stud walls.

If there is a 12" or more deep drop section over the cupboard, you will have to provide rigid wood framing as shown in the accompanying sketch, with wood hangers and horizontal members at every ceiling joint.

See sketch for window valance.

George A. Kennedy
Structural Engr., Chicago

**YOUR COSTS GO DOWN**

It figures! The more you save on costs, the more you profit. So save all the way with Barclay Plank. Save on material cost...and save even more on the costs of installation time and labor! Barclay Plank is easy to install—no vertical divider mouldings, no clips...and only 16" wide!

HERE'S HOW BARCLAY PLANK ADDS UP TO GREATER SAVINGS FOR YOUR CUSTOMERS, TOO! ■ Exclusive Melamine-Silicone "590" finish - washable, waterproof ■ Never needs repainting, refinishing or waxing ■ Harder surface—resists scratches, dents, heat, stains ■ Does not crack, craze, splinter, fade or darken with age ■ Non-porous finish, dust and dirt can't get in. Barclay Plank costs much less than the expensive laminates, yet it boasts the fine built-in beauty and durability sought by all craftsmen. Ideal for offices, restaurants, lobbies, motels, homes. Next time, clinch the sale with Barclay Plank. Then watch the job sell itself into contract after contract. Solid colors and random grooved wood grains, 16" wide and 8' high, ¼" tongue-and-groove or ½" butt edge with aluminum coated back (recommended for existing walls). See your lumber dealer or write:

**BARCLAY MANUFACTURING COMPANY, INC.**
(AN AFFILIATE OF BARCLITE CORP., OF AMERICA)
DEPT. AB-2-PK/BARCLAY BUILDING, N.Y. 51, N.Y.
Cure for a bouncy floor

Question: Would like your advice on taking the springiness out of a first floor constructed of 2x8’s 16” o.c. 12’ nominal span, with one row of 1x3 bridging down the middle. I have thought of using steel bridging but want your advice before going ahead. A post has been placed under the apparent center of the springiness but to no advantage.

Richard D. Maddox
Baltimore, Maryland

Answer: There are two ways in which the springiness can be taken out of the floor. First, by additional rows of solid 2x8’s bridging spaced equally between the existing rows of bridging. It is important that the solid bridging is tightly fitted and spiked to the floor joists. Another method is by nailing 2”x6” members to the side of each alternate floor joist. The 2”x6”s should be flush at the bottom of the floor joists and require no end bearing on the walls. The length of the 2x8’s should be between 8’ and 12’.

William Hornung
National Technical Inst. N. Y.
New York, N. Y.

40’ truss uses short members

Question: I would like to have information on how to build 40’ trusses for a barn roof. The walls are laid up with 8” concrete block.

The customer would like to use some of his own rough lumber (oak) for the bottom member which would serve as a ceiling joist. Most of his lumber is 2x6, 2x8, 2x10, rough oak (dried in the air) 10’ to 14’ long. He would desire a 5” or 6” unit rise on the roof pitch. The trusses will probably be lathed with 1x3 furring, then V groove galvanized channel drain will be applied for the roof.

I wonder whether split ring connectors will be needed?

Frederick H. Koehler
Bath, Pa.

Answer: Considering the length of the members you have available, I would recommend that the truss be designed as a triangular fan truss. This would permit you to use the lengths that you have to best advantage with a minimum number of joints. The top chord has been cut into six bays which keeps the length of the members short.

I would definitely recommend a spacing of two feet on center because the largest size lumber you have would not be sufficient to construct a top chord strong enough to carry a 4'-0” spacing. The design should be based on a 40 lbs. sq. ft. vertical snow load.

Naturally the exact design of such a truss requires your consulting an engineer. While the use of split ring connectors is common in truss design, I would recommend investigation of plywood gusset plates properly nailed and glued.

William Sorrentino C. E.
City College, N. Y.

Do you have a construction problem?

Write to
Ask the Experts
C/o American Builder
30 Church Street
New York 7, N. Y.

...WHEN BARCLAY T&G PLANK GOES UP!
New stylish narrow frames . . .

**Long-Bell**

**MOR-VIEW.**

wood window units

ADD MODERN SPACIOUS FEELING TO ANY FLOOR PLAN

New frame design gives more light area per square foot of wall opening. Meets modern building and remodeling needs.

Mor-View windows are ideal for single or multiple unit openings, stationary sash units, stationary glass units and picture window units in any combination.

In modular sizes. Fully weatherstripped.

- Removable, balanced sash.
- Glass is sealed on both sides.
- Narrow, stylish mullions only 1½ inch.
- Top glass is frame glazed.
- Frame opening sizes are standard (same as double-hung type window).
- In two light or any divided light style.
- All wood parts kiln-dried and toxic-treated.
- Jamb construction allows for plaster or wall board return for lowest cost installation. In addition, it may be trimmed out in conventional manner without use of inside stops.

Order from Your Nearby Long-Bell Supplier; or,

WRITE — WIRE — PHONE

INTERNATIONAL PAPER COMPANY

Long-Bell Division

Kansas City, Missouri Longview, Wash.
Hardwick, America's foremost manufacturer of gas ranges, presents a new, greatly expanded line of beautiful Built-Ins... the most flexible, workable, complete line of Built-Ins ever offered. Available from economy priced units to the truly luxurious two-oven combination with marvelous MicroRay, Hardwick Built-Ins are suitable for homes in every price bracket. Combining the famous craftsmanship and engineering that only 81 years of experience can produce, Hardwick offers you a trouble-free, easily installed range for the most attractive, most sensibly priced kitchen.

HARDWICK STOVE COMPANY • CLEVELAND, TENNESSEE

Please send me complete information on your new line of Built-In Ranges.
I am a builder ( ) building supplier ( ) appliance distributor ( ) kitchen specialty firm ( ) architect ( ) home owner ( ).

Name ____________________________
Address ____________________________
City ____________________________ State ____________________________

AB-012
Announcing a breakthrough that will affect the entire building
world! Ruberoid Polymerite™ Floor Tile...A New Concept in Flooring

GREASE RESISTANT...STAIN RESISTANT...FLAME RETARDANT
...UP TO TWICE THE WEAR...ALL AT A REMARKABLY LOW COST!

From an intensive program of research and development, Ruberoid proceeds to change all existing concepts of flooring with a tile years ahead of its time. Ruberoid Polymerite Floor Tile has the characteristics of the finest floor tile—all at a remarkably low cost!

This astonishingly low-cost, easy-maintenance tile is grease-resistant, stain-resistant, flame-retardant—has optimum flexibility, maximum uniformity, gauge control and appears in 32 vibrantly alive colors.

NATIONAL ADVERTISING TO BACK NEW RUBEROID TILE

Full page, 4-color advertisements will appear in national publications supporting Ruberoid Polymerite Floor Tile. In addition, colorful displays and promotional literature to help builders are also available.

Ruberoid Polymerite Floor Tile finally opens the door to superlative flooring in all your building plans. Be sure that you get the specifications on Ruberoid Polymerite Floor Tile right away. Your Representative will be happy to furnish them. Or, write today.

A family room with warmth and charm everyone admires. Made possible with genuine wood Craftwall paneling. Its beauty is guaranteed for the life of the home.

Home buyers and remodeling prospects will admire this room, paneled in beautiful Craftwall, as it appears in Better Homes and Gardens. For here is genuine wood beauty that defies imitation. Craftwall’s hand-rubbed look is protected by an exclusive finish that resists scuffs and stains, cleans with a damp cloth. No waxing needed. And Craftwall’s beauty will last ... it’s guaranteed for life, in writing. Send coupon for details.

Weyerhaeuser Company  •  Roddis Division
Dept. AB-261, Marshfield, Wisconsin
Please send complete Craftwall information for builders to:

NAME ____________________________
FIRM ____________________________
ADDRESS _________________________
CITY ___________________ STATE ______

American Builder
REPORT FROM THE WEST

Town houses planned as part of Houston

Houston Town Houses: 13 of these and similar homes will be going up in Houston as part of a plan for a 250-building town-house arrangement. Builder-developer Ira Berne will place them around the perimeter of his Westbury Square single-unit residential development. He's also planning a shopping center. (Photo: Houston Chronicle.)

Five of thirteen town houses scheduled for construction in Houston this month are shown above. They're just the beginning for builder-developer Ira Berne. By the time he's finished, Berne, who also operates in New York City, will have put up 250 town houses in his development of Westbury. The builder's Westbury Co. of Houston has already finished about 80% of the single-family units in their Westbury Square suburb. Berne's present idea is to ring the perimeter of the development's Westbury Square with town houses.

Ultimate cost for the 250, he figures, will be about $6 million dollars. As the original 13 are occupied through lease arrangement or sale, other units will be started. The houses were designed by architect William F. Wortham, Jr, with each unit containing the equivalent of a $25,000 residence in space and appointments. Houses will have three bedrooms and two and a half baths. Each will be completely separate from the other except for their joint exterior walls. And Wortham plans a good deal of exterior design flexibility within the overall concept of the rows.

Berne has also made plans to build a large shopping center to accommodate his developments and the surrounding suburbs.

Crucial year ahead in Bay Area

The slowdown in construction that has been felt for some months by the rest of the nation is beginning to reach the Bay area in California. This was the warning issued by Clarence E. Minnerly as he took office as president of the Santa Clara County Contractors and Home Builders Association. Minnerly warned builders that they and their sales organizations must work extra hard not only to build homes but to develop homes that a reluctant public will be willing to buy.

Following co-op trend?
There's new help available

Working on the premise that there's a definite trend to co-op ownership of housing, a firm dealing in co-op advisory services has just set up shop on the West Coast. The F. C. Housing Co., Inc., which has already sponsored 29 co-operatives in 14 different states, has established itself in San Francisco to specialize in technical and advisory services for co-op housing and development. The outfit offers its services to builders interested in developing co-ops in single family homes, duplexes, "four-plexes," garden and high-rise apartments.

Currently the firm is working along with a large garden-type development in San Francisco's Western Addition. The Terra Linda Gardens is located in San Rafael and will provide 160 living units when completed. Average down payment, the firm explained, will be about $750, with carrying charges running from $100 up. Charges will include, as in home buying, all taxes, all interest and amortization, plus added services of maintenance and all utilities.

Seattle reports home modernization best bet

Although the residential construction picture in Seattle is about comparable with the rest of the country, i.e. off, prospects in the home modernization field are looking up. According to a recent Seattle Home Builders report, dollar volume in this field has grown steadily over a number of years and when the complete figures are in, 1960 is expected to set a record level for remodeling contractor operations in the greater Seattle area.

"In all probability," says the Seattle report, "home modernization will expand further in 1961. Many home owners, discouraged by the difficulty of trading older houses for new ones, are modernizing or planning to modernize. Attractive products such as new siding materials, improved kitchens and the like are also encouraging such decisions. In addition, financing for modernization programs is readily available on fairly attractive terms."

Dallas Parade planned

Plans are already underway in Dallas for a June 1961 Parade of Homes. Site selection committee of the Home Builders Association of Dallas County has announced locations of three Parade sites: one for homes from $20,000 to $30,000; a second for homes from $30,000 to $40,000 and a third site for homes from $40,000-up. A fourth site, for homes under $20,000, will also be chosen for the Parade.
B&G Hydro-Flo PAK

cuts the cost of the most wanted kind of heating...saves space

To homes built to sell competitively, B&G Hydro-Flo Heating adds distinction which gives them a strong selling edge over less adequately heated homes. Now the advantages of this forced hot water system are made easier to have by the new pre-planned, pre-engineered B&G Hydro-Flo Pak.

Here, neatly packaged, is all the auxiliary equipment needed for most residential hot water heating systems. The Pak permits a correct installation in an incredibly short time—cuts boiler piping time from hours to minutes. Savings in labor mean a substantial reduction in the total cost of the installation...compact design saves valuable living space.

The B&G Hydro-Flo Pak features the B&G Airtrol System—the only guaranteed method of removing air from a hot water system and keeping it out.

Write today for complete information on this money-saving way of equipping your homes with hydronic heating.

The B&G Hydro-Flo Pak consists of a B&G Booster, famous for quiet operation...guaranteed B&G Airtrol System...choice of B&G Relief Valve or Flo-Control Valve or both...separately packed B&G Compression Tank. Pipe and fittings are also included, cut to exactly the proper lengths.
A LOT OF LAND: 93,000 acres of it to be exact, will go into the new Irvine Ranch development in Orange County, Southern California. Plans include a new University of California campus, a town, apartments, single-family units.

By 1980: houses, jobs for 280,000 in one development

California's booming Orange County is girding itself for another population wave. Recent plans for the conversion of the 93,000-acre Irvine Ranch in the county into a residential and industrial area will probably provide, in its first planning phase, housing and employment for a population of 280,000 by 1980.

Directors of the Irvine Company have stressed their desire to develop the property in an orderly manner so that when finished it "will fulfill its destiny as a model land development in the most dynamic period of our region's history." The Southern California land, which stretches from the Pacific Ocean to the Santa Ana Mountains, will eventually be divided into three zones. One is a university town which will adjoin the proposed University of California campus northeast of Upper Newport Bay.

The university town will cover 130 acres and be patterned after the famous university towns of Europe. Beyond its civic center will be a green belt and its single-family residences.

Second planning zone is a resort area along the upper bay and Irvine Center, a dramatic shopping center and office site which will have apartment houses, hotel, and single-family homes as well as green belts clustered around it.

The third major division of the ranch will be its central zone, to be kept in agriculture at present and later developed into a residential area. Adequate land is also being set aside within the zones for industrial development.

Bedroom passes kitchen as "best seller"

According to one Northern California building firm, the kitchen is no longer the new home's biggest selling point. Branden Construction Co. of Hayward just finished a report on its 1960 home purchase trends. They found that a larger number of bedrooms and a bigger master bedroom suite rates "top" on the prospect's list.

Korean veterans, the builders announced, are buying about 62% of the firm's "G.I. homes" with Navy veterans making up 44% of this group. The veterans, unlike their World War II counterparts, are not dazzled by an automatic kitchen, nor did they report to the builders that "the kitchen sold us." The refrain today, reports Branden, is for parents "to get away from it all" with a larger master bedroom and private bath arrangement.

Average Korean vet at the home-buying stage was 29, the firm found. Branden's average price: $15,516.

Houston will get Texas-size building center

"The most dramatic (home building) center of its kind in the country" is the way the Houston Home Builder Association describes its forthcoming two-million dollar project. The center, located on a four-acre site on the West Loop in Houston, will be "dedicated to the advancement of the building industry of the Texas Gulf Coast."

Actually it will consist of two major structures, a 250,000 sq.ft. two-story exhibit building and auditorium, plus an adjoining office tower planned for a maximum of ten floors. Building committee chairman, Raleigh Smith, Jr., of the HHBA, said:

"It will serve as a one-stop shopping and idea center for anyone interested in building or buying a new home. It will be an information center for the consumer and the builder. It will offer suppliers an opportunity to attractively display their products and tell their story to the people. It will serve as a meeting place for the industry and a testing laboratory for new product ideas; as a focal point for architects and builders to bring their clients."

In case that sounds like a lot for one center to accomplish, the Houstonians have planned to lease exhibit space to manufacturers, suppliers, builders, developers and service organizations in the large two-story exhibit center. An auditorium for special displays or meetings of up to 1,000 persons will cover most of that building's second floor. A glass bridge will connect this building with the office tower, planned to house architects, builders, sales people, and others in trade.
For transplanted New Englanders, and for Texans interested in early-American design, San Antonio builder Edward S. Huddleston has the answer. He offers this spacious “New Englander” ranch model for $25,850 with land.

Huddleston reports that authenticity has paid off in sparking customer enthusiasm for the 3-bedroom, 2-bath ranch. Examples: he built exterior walls of field stone or used brick and crowned the fireplace with a mantel carved from a hand-hewn log.

The model is constructed on a fully-landscaped 80'x140' lot, and has a full line of electric appliances.

**Quality Products In This House**—General Electric washer-dryer, kitchen appliances and heating system; Kohler plumbing fixtures; Alenco aluminum windows; Hicks ceramic tile; Armstrong vinyl tile; Vanguard carpeting; Delta Mill kitchen cabinets; NuTone exhaust fans; Wilco interior doors; Formica countertops.

**ALL ELECTRIC KITCHEN** is laid out in U-shaped pattern, has disposer, range, refrigerator and built-in oven.

**“KEEPING ROOM”** is the early-American term builder Huddleston applied to this handsome family room in the “New Englander” model to maintain aura of authenticity. Fireplace and hearth are grey field stone, walls of antique ash.
pays off in Texas
**SELECTED NORTHERN HOUSE**

This colonial is a lot of house for $17,990 and it brings in the buyers aptly named the “Bonus One” by the Gunston Construction Corp. of Haddonfield, N. J., this model is being built in the Whitman Square development in Turnerville, N. J.

The home is priced at $17,990, including a 75 by 127½ ft. lot.

Builders Charles Hennighausen and Douglas Goodwin note that the model’s colonial design has given it the curb appeal necessary to stop passersby and bring them in. Once inside, viewers can judge for themselves the validity of the “Bonus One” designation.

This 1½-story Cape Cod model has a large bedroom, full bath and dressing room (designated “owner’s wing”) on the ground level. In addition, there is a living room, separate dining room, kitchen and family room.

On the second floor are two bedrooms, a full bath, ample closet and storage space. There’s also a popular “plus” for buyers on the second floor: access to a sun deck atop the attached 1-car garage. A fourth bedroom may be added “at slight cost.”

**SELECTED SOUTHERN HOUSE**

There’s maximum living space available in this good-looking split-A rambling 2,100 sq. ft. of finished living space has notably impressed prospective buyers visiting this three-level split.

Built by C. H. McSpadden & Co. near Knoxville, Tenn., the model is being offered at a price that is equally enticing: $21,500 with land.

Builder Claude McSpadden pinpointed “balance of design and the large bow window” as best exterior sales features. He reports that “large rooms and quality of finish” are the most popular items with buyers on the interior of the model.

Among the specific items in this 3-bedroom home that inevitably catch viewers’ eyes is the 2-car garage that adds to the spacious appearance of the model. Other eye catchers were a separate dining room plus additional eating space in the kitchen; built-in dishwasher and electric oven and range, and central air-conditioning that can be controlled on an individual-room basis.

McSpadden’s model has 2½ baths. It is constructed on a large lot (100’x150’), with full landscaping included in the price.

48-W
CUT YOUR ANCHORING COSTS . . . SWITCH TO "Hi-RED" PLASTIC SCREW ANCHORS

"Hi-RED" anchors may be cut as needed for short screws.

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CUT COSTS UP TO 70% . . . MILLIONS IN USE!

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Wally® PLASTIC SCREW ANCHOR

For hollow walls—plaster, plasterboard, tile, etc. Holds permanently. One size wally—fits in ¼" hole. Handles screw sizes no. 6 thru no. 10. EASY to use . . . LOW in cost!

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467 ELM STREET • SYCAMORE, ILLINOIS

DEPT. 467

FREE SAMPLES
Termites’ Paradise Lost
Aldrin insecticide protects this 32,000 sq. ft. bowling alley for years with one application

Termites usually view a bowling alley as the most delicious and biggest luncheon they could ever hope to eat. But not so at the Springfield Bowling Lanes in Springfield, Va., because this super alley (40 lanes) is protected by aldrin termite control...which is sure poison to wood eaters.

The A. P. Woodson Co. of Washington, D. C. is shown here applying aldrin termite control during the construction of the Springfield Lanes. Mr. William Appel, Mgr. of the Termite Control Division, specifies aldrin for all pre-construction work because of these outstanding advantages:

1. Aldrin is alkali-stable and F.H.A.-approved.
2. Aldrin is easy to work with—needs no special equipment.
3. Aldrin protects for years—eliminates callbacks due to termite damage.
4. Aldrin is economical both for the PCO and the customer.

These are the same reasons that PCO's, architects and builders all over the country are specifying aldrin for termite control in new construction. They know that aldrin is simple to use, safe to work with and gives lasting protection against termites.

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introduces the elegance of
The Soft Look in colorful
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NEW PATTERN IDEA GLORIFIES HOMES
with touches of whisper-soft color

It’s new. It’s modern—and imbued with the inviting
warmth of soft pastel colors. “Whisper” lends an elegant
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The “Whisper” pattern and colors have been pre-tested
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consumer preference rating. “Whisper” will add “buyer
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tertops, wainscoting, and bathroom vanities.

For further information, samples of “Whisper” and
free merchandising aids to help sell your homes, consult
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CONSOWELD WHISPER is the newest in laminated plas-
tics. Its enduring beauty cannot be harmed by boiling water,
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INCREASE YOUR PROFITS WITH THESE ADVANTAGES

- One piece tops up to 12' long with no costly butt joints required
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Please send me a free Consoweld Builder Kit and the name of my nearest Consoweld dealer.

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Address
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Important Announcement by
the Home Ventilating Institute...

NOW YOU CAN BELIEVE
AIR DELIVERY CLAIMS!

FANS AND HOODS MAY LOOK ALIKE
BUT PERFORM MUCH DIFFERENTLY!

For years builders and home owners have been confused and misled by unreliable "free air" claims for small exhaust fans. Many installations of inadequate fans have resulted in disappointment, even resentment, when rooms were not ventilated satisfactorily...

This has caused the leading fan manufacturers to form the HOME VENTILATING INSTITUTE in order to arrange for an independent facility to test and certify fan performance.

Texas Engineering Experimental Station, Texas A. & M. College Station, Texas

LABORATORY WILL TEST ALL FANS ALIKE

Fans so tested are awarded CERTIFIED AIR DELIVERY RATINGS. These ratings are based upon minimum ventilation standards as established by H.V.I. and in compliance with F.H.A. requirements.

Tests are made by a nationally recognized university laboratory, not by the individual manufacturers. Standards are in accord with known ventilation needs.

LOOK FOR THE H.V.I. CERTIFICATION

It is your assurance that the fan will perform as indicated... It certifies that the product measures up to H.V.I. ratings.

It indicates, in square feet, the size of the room the fan will adequately ventilate when properly installed. It is your protection against exaggerated claims heretofore expressed in meaningless "free air" figures. Only fans so tested are certified — you may rely upon H.V.I. ratings.

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I am □ Builder □ Architect □ Contractor

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SEND FOR NEW "HOME VENTILATION GUIDE"

HOME VENTILATING INSTITUTE, Dept. AB, 1108 Standard Bldg., Cleveland 13, O.
Illustrated booklet with ideas for the homes you are planning.
M-D Quality Boosts Sales.
Here's an impressive view of Macklanburg-Duncan's ever-expanding line of building products! Each one chock-full of customer-pleasing quality. Each one a profit-making sales opportunity for you!

Check the great variety! Determine now whether you are taking full advantage of this popular, nationally advertised line of M-D quality building products!

To M-D Dealers: This picture is a dramatic reminder that Macklanburg-Duncan Co. is your time-saving, "one-stop-and-shop" source of supply for the greatest variety of fast-selling, quality building products. As you know, the Macklanburg-Duncan Direct-to-Dealer policy provides you with greater discounts, with better service... as well as with the highest quality merchandise at reasonable prices.
A FLORIDA BUILDER REPORTS ON FLAMELESS ELECTRIC HOUSE HEATING:

“It's simple to install and gives us...
something new to attract buyers”

Charles Cheezem, builder and developer of Ridgewood Groves in St. Petersburg, Fla., shows how electric house heating helps him sell $13,000 homes to the cost-conscious retirement market.

“It does get cold in Florida. Consumer awareness and demand for electric heating has shown fantastic growth in just the last year,” says Cheezem. “And our salesmen are enthusiastic about all the extra advantages that electric house heating gives them to demonstrate.

“For example, customers gain closet and storage space that a furnace would usually take up. And that’s important in a 1000-sq.-foot home.”

Cheezem’s salesmen also point out the cleanliness and the big maintenance advantage electric house heating provides. Customers are pleased with the individual room control and quiet operation.

And Cheezem knows that electric heat is more adaptable to expansion than any other kind of system. It’s easy to add cable later to heat an additional room, like the popular glassed-in Florida room.

Another bargain for the customer is the extra electrical service already built in. Their homes will not become obsolete. And they can add air conditioning plus additional appliances without a rewiring job.

“And speaking as a builder,” Cheezem adds, “electric house heating makes my job a lot easier. I deal with only one subcontractor, instead of at least four. And people in the business recognize the superiority of electric heating. One of our electricians just bought a home from us.”

Charles Cheezem’s experience shows why builders across the nation are joining the swing to electric house heating. Now more than 850,000 homes in the U. S. benefit from the clean comfort of flameless electric heat. For this reason, every profit-minded builder owes it to himself to learn all he can about electric house heating.

For complete information on the five basic methods of electric heating—ceiling cable, baseboard, wall panel, heat pump, furnace—why not call your local electric utility representative first chance you get.

With clean, comfortable Electric House Heating

YOU LIVE BETTER ELECTRICALLY

Sponsored by Edison Electric Institute
Opportunity is knocking for you —
in the form of Harnischfeger's 1961
Quality Award Homes. Here is a line
so big it includes a home for every
buyer's preference and price range.
Look it over carefully.

Harnischfeger Homes are designed
for magnetic consumer appeal, for
faster erection with fewer man-hours,
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these homes carries the Parents'
Magazine Seal of Commendation. And
every one gives you a good margin
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build more houses with the same oper-
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OPPORTUNITY now! Write for
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HARNISCHFEGERM HOMES, INC.
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now you can order a complete ready-to-apply UPSON SOFFIT SYSTEM

PRE-CUT • PRIMED • VENTED SCREENED AND EASY TO FIT

Write for more information...
Here's how you save hours of on-site labor costs that can result in savings over 27%

**FRAMING:** A simple method for providing needed soffit edge support is to rabbet the fascia board and nail a 1 x 4 against wall.

**NAILING:** Just nail soffit in place along edges and supports, as it is delivered to you cut-to-size, vented, screened and ready to install.

**JOINING:** Merely slip revolutionary self-supporting Upson aluminum 'H' molding over end of first panel. Now fit next panel into molding and repeat.

**PAINTING:** Apply finish house paint as soffits are factory primed with high-grade white primer. And there you are. • Your complete Upson Soffit System is installed in record time... money saving time.

Remember, too, that this Soffit System is Upson quality throughout. Absolutely no raised grain, cracking, splitting or checking. Waterproofed, of course. The materials are the finest. And so is our technical staff who is anxious to consult with you on your specific needs. Phone, wire or write The Upson Company, Upson Point, Lockport, New York.


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Now!...Trane brings complete air conditioning

1. Heat, cool entire home with a new TRANE air-to-air Heat Pump! Here's big building quality air conditioning, engineered to meet residential needs. This new TRANE Heat Pump operates electrically; uses no water, requires no fuel, provides heating in winter, cooling in summer. On cooling cycle, it operates as a conventional air conditioner, extracting heat from the home. On heating cycle, the action is reversed: heat from outside air is picked up by the refrigeration system. This, plus heat from the compressor is delivered into the residence. For colder climates, electric auxiliary heating units are available.

An outside unit is usually located on the ground, with the indoor unit in the attic, crawl space or basement. No chimney or flue is needed. A ductwork system delivers both cool and warm air throughout the dwelling. The new TRANE air-to-air Heat Pump is available in 2, 3, 5 and 7½ hp capacities to heat and cool any size or type of home.

2. Year-around air conditioning for homes, stores, offices with this TRANE water-to-air Heat Pump. Easy to install, completely factory-wired, the TRANE water-to-air Heat Pump provides year-around comfort for homes, stores, offices. The modern, compact cabinet takes little floor space, may be installed within or outside of the conditioned area. Quiet, efficient, vibration-free, this unit meets every requirement in areas where water supply and disposal is adequate. It's available in 5 sizes: 3, 5, 7½, 10 and 15 tons.
you 4 ways to provide—at competitive prices

A new, compact Heat Pump—plus heating-cooling systems for any home, in any climate—add salability to your homes, while holding building costs down!

Here are four practical ways you can offer complete, year-around air conditioning in the homes you build—and still keep your prices competitive. New TRANE Climate Changer units give you an almost unlimited choice of system for heating, cooling—or both. And this is quality air conditioning—manufactured by a leader in big building systems. It's matched equipment, produced in a new, modern factory designed exclusively for the manufacture of "package" heating, cooling units that are built together to work together.

Latest addition to the TRANE residential Climate Changers is the industry's newest line of heat pumps, air-to-air or water types. Compact, efficient, they’re easy to install... provide year-around comfort. Best of all, these new TRANE Heat Pumps (air-to-air type) tuck away in attic, crawl space, basement or garage; take no usable floor space. Outside unit is neat, inconspicuous, with upward air discharge for quiet operation, location flexibility.

The name TRANE on your heating-cooling system means full capacity, trouble-free operation. Each system is carefully installed by a selected air conditioning contractor. A TRANE system marks yours as a quality home! For complete facts on the TRANE Climate Changer line, just call your nearby TRANE Sales Office... it's listed under "Air Conditioning" in the Yellow Pages. Or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

TRANE

MANUFACTURING ENGINEERS OF AIR CONDITIONING,
HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT

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3. Combination furnace and air conditioner heats and cools any type of home! This TRANE Climate Changer may be oil or gas-fired warm air type (upflow or downflow). Matched cooling unit fits on the furnace, may be installed with the furnace or added later—so you may offer optional cooling! Heating, cooling use same duct-work, cutting installation costs.

4. Independent cooling, for use with hot water heat or where there is no central heating, is provided by this TRANE Climate Changer Fan-coil unit. Fits into just 5 square feet in attic, basement, utility room or garage. Ideal for use with TRANE Baseboard and other wet heat systems in homes or small commercial buildings. Comes in 2, 3, 5 and 7½-ton models.

Needs no water: Outside compressor unit for TRANE Climate Changer systems (1), (3) and (4) is air-cooled. Eliminates water supply and disposal problems frequently encountered in residential areas. Features upward discharge for quiet operation, freedom of location. Unit is compact, neat in appearance. 2, 3, 4, 5 and 7½-ton models—all with quiet centrifugal fans.
THE NEW PLAZA TOWERS in Little Rock, Arkansas, has 132 apartments, from one to three bedrooms.

Architects: William W. Bond, Jr., and Louis Ost, Jr., 4965 Summer Avenue, Memphis, Tennessee.

Structural Engineer: S. S. Kenworthy, Sterick Building, Memphis, Tennessee.

General Contractor: Harmon Construction Company, Oklahoma City, Oklahoma.

"We keep corners crack-free with KEYCORNER"

SAYS "TINY" KIRK OF KIRK PLASTERING AND TILE COMPANY, LITTLE ROCK, ARKANSAS

Architects and builders like "Tiny" Kirk's reasons for using Keycorner.

And they like what doesn't happen afterward. "Test results showed that Keycorner lends more crack resistance," said Tiny.

"My experience has proved out those test results. We haven't had a corner crack on us yet. That's why we use Keycorner."

Keycorner comes in easy-to-handle four foot lengths and goes up in a hurry.

"But what I like most about Keycorner, it doesn't cut up my hands," says Carl Kennedy, one of Kirk's best workers.
A living room in one of the apartments of Plaza Towers. The owner, W. C. Mason of Little Rock says, "I shudder to think of what the upkeep on our apartments would be if the walls and ceiling weren't plaster. We chose it for its beauty, superior fire resistance and economy as well. And we're happy we did."

KEYCORN is another fine product of

KEYSTONE STEEL & WIRE COMPANY
Peoria, Illinois

Makers of KEYSRIP • KEYCORN • WELDED WIRE NAILS • FABRIC • TIE WIRE • KEYDECK • KEYWALL
One of the Chicago area’s leading builders, Laurance Mills Jr., of Laurance H. Mills and Sons Inc., started promoting quality features long ago. Mr. Mills says, “Home buyers today look for quality more than ever before. Andersen Windows are one of the ways we give quality. Many prospects have already heard of Andersen Windows and it is easy to demonstrate to them the quality of this fine product. I like the new Andersen program of featuring the name because it helps me show my customers we are giving them more for their money. I can say definitely that Andersen Windows are helping us sell our homes.”

Isn’t it time you put America’s best known, most wanted window to work for you in your homes? In the home buyer’s mind, the Andersen name is one good sign of high quality throughout the house. And we’re stressing this fact in big full-color, advertisements in Life and Better Homes & Gardens magazines all through the year.

Make a note to ask your lumber and millwork dealer for more information about the new Andersen Window merchandising program.

FREE NEW 1961 HOME PROMOTION KIT
Includes newspaper ad mats, counter cards, promotional literature, maintenance manuals, and many other helpful selling tools.

NEW ANDERSEN LABELS ALSO INCLUDED.
Mr. Laurance H. Mills Jr., of Laurance H. Mills and Sons Inc., one of the Chicago area's leading builders standing in front of one of the quality homes in a new Mills development. This home is in Waycinden Park West, northwest of Chicago.
Apply In Any Weather!
Paint When You Choose!
Takes Less Paint - Faster!

Weyerhaeuser DRI-SHIELD

A special water-repellent preservative protects siding from rain and snow during construction, stops capillary action or "wicking" after application. Paint goes on faster, less is needed and it can be applied at your convenience. Home buyers like the smoother finish and the savings on lower upkeep. You get these features with Dri-Shield plus the recognized quality of Weyerhaeuser 4-Square wood siding.

Available in These Species and Sizes:
Western Red Cedar and Western Hemlock, ½" x 6", 8" and ¾" x 8", 10". Nu-Loc, made to measure lumber, in both species.

For more information, write us at Box B, Tacoma, Washington

Weyerhaeuser Company
Lumber and Plywood Division
This handsome NAUTILUS NO-DUCT HOOD ends the problem of odor, smoke and grease-laden kitchen air! The Air Purification System can recirculate all the air in an average kitchen in just 10 minutes—quickly reduces annoying odors like fish, onions, cabbage—restores pure, fresh air throughout the kitchen!

At the touch of a button the efficient, 2-speed fan goes to work: the extra-large Activated Charcoal Filter—with a 1/2"-thick bed of charcoal granules—plus an efficient, permanent double-thick aluminum mesh Grease Filter—efficiently removes odor and grease.

The powerful 2-speed fan is exceptionally quiet, yet moves more air than any other range hood.

The Custom NAUTILUS NO-DUCT HOOD goes up easily in any kitchen... on any wall... over any type of range. No vents, ducts or carpentry needed... no wasted cabinet space. Keeps any kitchen cleaner, more pleasant!

Available in 8 sizes and 9 finishes, including stainless steel and GE "mix or match" colors.

CAN BE INSTALLED IN MINUTES — No vents, ducts, carpentry required.
Purified air is discharged at a 45° angle away from user's face away from overhead cabinets.

CUSTOM Nautilus No-Duct Hood

Removes cooking odors, grease and smoke without costly vents or ducts. No expensive heat loss, no backdrafts as with ducted hoods. No unsightly stains around vents—saves fix-up, paint-up jobs.
- Extra large activated charcoal filter
- Quiet operation
- Installed in minutes—saves time, labor and money
- Wastes no cabinet or shelf space

SPECIFICATIONS: CUSTOM MODEL, C-1

Sizes:

Finishes:
Genuine electro-plated Brushed Antique Copper, Hammered Copper, Stainless Steel, "Satin Steel", coppertone and GE "mix or match" colors in pink, white, yellow, turquoise.

Features:
- Snap-out permanent fine-mesh, double thick aluminum grease filter—easily cleaned in hot water and detergent (22¾" x 11" x ½").
- Snap-out refillable activated charcoal filter (22¾" x 11" x ½").
- Quiet-operating, 2-speed fan with resilient mounted motor—life time lubricated.
- New convenience outlet for electrical appliances.
- Push button controls for fan and enclosed Fluorescent light.
- New mar-proof finish.
- Knockouts in back and top for wiring.
- Mitered corners permit cabinet doors to open wide.

The NAUTILUS NO-DUCT HOOD removes odors and air contaminants with an Activated Charcoal Filter—the same scientific principle that helps keep atomic submarines under water for months without new supplies of fresh air.

Major Industries, Inc., 505 North LaSalle St., Chicago 10, Ill.
Land disappearing in the West

by Bill Rodd

FARMLAND DISAPPEARING:
Governor Brown of California says
that more than 50% of the state’s best
agricultural soil lies in the
growth areas of cities and that un-
less something is done about it,
3,000,000 acres of such land will be
turned into home or industry sites.
The governor believes that “bold,
decisive action is needed to stop
this erosion,” but he has not to date
spelled out what he intends to do.
Perhaps the just-formed California
Assn. of Land Developers compris-
ing over 100 California developers,
will concern itself with the problem.

COME OUT: “$92 Moves You In,
Not a Cent More”
Home—Buy Later” “Have Lunch
With Us” “Coffee and Donuts
Served I1 to 4.”
These are some of the
appeals made in big ads in the
Los Angeles papers by developers
who want to expose their homes to
reluctant buyers.

REPORT ON S.U.R.E.:
Seattle’s Urban Renewal Enterprise is march-
ing right along. Now underway are
4-unit, 8-unit, 9-unit and 11-unit
apartments built by four different
builders. New apartments in the
area, only a few blocks from downt-
town, are renting for $80 (one-
bedroom), $90 (two-bedroom)—and
there is a waiting list. This is a far
cry from the situation a little over a
year ago when new construction
didn’t exist, residents were moving
out and property owners were let-
ting their buildings deteriorate.
Then vacant lots found no takers;
now they bring 50¢ per sq. ft.
Hundreds of buildings need rejuvenation—a rich market
just waiting for remodelers.

SURROUND GOLF COURSE: Six
miles south of San Jose, Del E.
Webb Construction Co. in joint
venture with Henry Crown, real-
tor-industrialist, is developing a
$45,000,000, 1200-acre project sur-
rounding the Alamedan Country
Club. The homes will sell for
$30,000 and up. Over 50 homes are
already under construction by indi-
vidual builders who bought the sites
from the Webb Co. Swimming and
tennis facilities are planned for com-
pletion this year.

OBSOLETE BUILDING CODES:
Henry Charles Burge, Dean of the
School of Architecture, USC, asks
interested persons to write to AIA,
or to their legislators, urging action
on obsolete codes. Burge recently
authored a resolution which was
adopted by the California Council
of the AIA involving a program ded-
icated to the development of a
single building code for all construc-
tion in California.

WHAT CAN WCLA DO to help
builders? That’s the question posed
to American Builder by Bob
Mahaffey, general manager of West
Coast Lumbermen’s Assn. WCLA
is already doing a lot for builders by
promoting home ownership with
their fine consumer advertising pro-
gram which reaches over 100,000,-
000 people annually; supplying
with technical data, etc.
But they want to do more. Any ideas
from builders will be welcome.

EMPLOYMENT GAIN IN L.A.:
According to Security First Na-
tional Bank there was a net gain of
more than 54,000 jobs despite a
sharp cut in aircraft employment,
for the 12 months ending September
1960. The increase was principally
in non-manufacturing lines. This
vitality and resilience should mean
more homes.

HOUSING CREDIT: It isn’t the
answer to the housing slump, said
Charles Wellman of Glendale Fed-
eral S&L. Association in an address
at the BCA Congress in Las Vegas.
Wellman stated that although hous-
ing led us out of the 1954 and 1957
recessions it cannot be expected to
do so in 1961. His reasons: we
entered 1960 having just completed
the record year of 1959 in housing
starts and there is no backlog of
urgent demand. He said that al-
though the new administration is
committed to lower long term inter-
est rates, there are many difficulties
in the way and there is little hope
that the new rates will come quickly.
He warned against too much pre-
occupation with housing credit. He
said that instead the industry should
be doing even more to solve the
basic problems of cost which have
increased the price of housing twice
as high as the general price level
has risen in the past 70 years.
1961’s Big Opportunity is for the
contractor who can diversify his
operation to take advantage of dif-
ferent markets at different times.
This was the view of Dr. James M.
Gillies of UCLA, speaking at the
same convention.

WESTERN ADVERTISERS INDEX
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Palos Verde Stone......................... 68F
O’Keefe & Merritt.......................... 68G
Pioneer Manufacturing Co.................. 68F
Roberts Company.......................... 68G

FEBRUARY 1961
How to get a lot of mileage

Thirty acres of prime bay-front property at Newport Beach, California (land-value—$2,000 per frontage foot), was sub-divided into 2,200 sq. ft. lots with enough room for 300 mobile-cabana homes. If you're worried about rising land costs and/or the competition of mobile homes, take a good look at this solution, Bayside Village in Newport Beach, Calif.

Land here was limited (about 30 acres); it was valued at $2,000 per frontage foot on the bay; and it was for lease, not sale.

A local group of developers and builders leased the property and
GOING UP: Unit 1 of Bayside Village, Newport Beach, Calif. Pie-shaped wedge of land on harbor's Upper Bay will eventually hold 300 "mobile cabana homes." Photo shows some coaches in place waiting to be roofed-over.

VILLAGE CENTER of attraction is this two-story recreation building owned by development. Among its conveniences, a heated swimming pool, sun deck, snack bar, lounge and private bathing beach. Boat slips fan out on both sides.

out of a little land

promptly divided it into 2,200 sq. ft. lots. On each lot they built a 12' x 40' cabana and hooked it up with a 10' x 50' mobile coach-trailer. The cabana section provides a living room, dressing room and bath, the mobile home furnishes another bath, kitchen and two bedrooms. The trailers are specially designed to open up fully into the cabana giving the effect of one building.

Bayside Village development includes underground telephone, utility and TV coaxial cables. A two-story village club house, swimming pool and beach plus 300 rentable boat slips finish off the Village's remaining square footage.

Prices range from $15,950 to $25,000 depending on size and lot location. In addition owners pay $80 to $150 a month for land rental. Land is leased for 25 years, can be renewed for another 30. Prices are well under the average in this high-priced resort area and allow buyer to move in on $2,000 down payment. Best proof of a good idea: first unit of 144 homes is nearing sellout. A second unit is on the planning board with actual construction a matter of months away. Should sell equally fast.

MOBILE HOME is completely roofed in (see photo, left) and provides two bedrooms, bath and kitchen. This cabana adds a living room, dressing room and second bath, also covers carport in rear. Coach is designed to open into cabana.

FEBRUARY 1961
Just unwrapped
...IN TIME FOR YOUR 1961 BUILDING PLANS

GAS AND ELECTRIC BUILT-INS

O'Keefe & Merritt's just-unwrapped "Better Living" series of gas and electric built-ins — the newest, most exciting line for any modern kitchen! Here is new beauty, new convenience, new sales appeal to make the kitchen the heart-stealer of your homes. Better Living ovens gleam with sparkling new features including Wide 'n' Wonderful doors and oversized Panoramic windows for that smart, extra-quality look. And, there's a new Pacific Blue porcelain interior that's much easier to keep clean, much more dramatic for high-style kitchen beauty.

The gleaming cooktops feature extra-safety recessed controls, exclusive Starjet burners which provide widest possible heat range at a touch, and the O'Keefe & Merritt Panomatic burner that makes any pan automatic.

The new O'Keefe & Merritt Better Living series includes 14 gas and electric ovens and 12 cooktops in six contemporary, big-demand colors. The overall beauty, the industry-leading features, the quality of manufacture all mean Better Living for your home buyers and, through that, a better living for you.

O'Keefe & Merritt®

O'KEEFE & MERRITT, Dept. AB-2
3700 East Olympic Blvd.
Los Angeles, California

Please send more information on the 1961 BETTER LIVING series of ranges.

Gas ☐ Electric ☐

Name __________________________ Title __________________________

Firm __________________________

Address __________________________

City __________________________ Zone ___ State ___

I am a: ☐ Builder ☐ Distributor ☐ Remodeler

How to "go commercial": use a contract system

E. M. Merbitz (K&M Co.) of Pasadena, Calif., took his first sidewise move into the commercial market when he became interested in the proposed St. Paul's Lutheran Church, Monrovia, Calif. The building involved such items as plywood vaults, stained-glass windows, high concrete-block walls (all foreign to his usual residential work) so Merbitz was doubly cautious on figuring his bid. He estimated each item on the plans and specs separately, then asked his superintendent to do the same job over. Each "caught" the other out on several items. The combined result was a bid that stood firm. K&M got the job and the church was completed within the original figure submitted.

Once finished with St. Paul's, Merbitz looked around for more commercial work. He did not, however, follow the practice, common among contractors, of submitting bids on a lot of different jobs. Bid preparation, he felt, ate up too much precious time and was often completely wasted when another contractor underbid and walked off with the job. Merbitz also found that a good many such bids are too often "off" the actual final construction figure, thus doing neither the contractor nor the prospective owner any business good.

Merbitz's solution was a negotiated contract. He tried this plan out on the first office building that K&M was asked to bid on. After a preliminary study, Merbitz told the owner that he "thought" the building could be done for under $65,000. But he wouldn't make a firm bid without making up material lists, getting prices, sub bids, etc. He also suggested that he talk over the job with each sub and get his ideas on better or less expensive building methods and materials, and that he double-check the plans to be sure that no essentials were omitted. Merbitz asked in return: a $500 deposit for the detailed study, then a flat 10% over and above the entire cost of the building. (The deposit would be forfeited by the owner should K&M not get the contract. The owner, in return, would have K&M's estimate study).

Merbitz's prospective owner bought the deal. He felt he couldn't get Merbitz's supervisory services from any reputable contractor for less than 10%. He liked the idea of benefiting from the subs' experience. And he liked another clause in K&M's contract that called for 75% of any savings under contract price to return to the owner, while 25% went to the contractor.

Things went pretty much the way Merbitz figured. He was able to shave $1,000 off the final cost by suggesting changes in lighting, the concrete work and in using some wood partitions instead of steel. The owner likes his building, liked his 75% of the savings, expects to give K&M his next commercial job.

Currently Merbitz is working on a small medical building. Merbitz is also getting a real kick out of the transition from builder to general contractor. By approaching his new problems slowly and carefully, he expects to make the transition without any costly mistakes.
Attention... 

BUILDERS!!
DEVELOPERS!!

A New Program 
To Help You 
Sell More Homes

Authentic Palos Verdes Stone has a new program to help you sell more effectively (whether you build 10 or 1,000 homes). The Program includes, free of charge:

...merchandising material to give to prospects

...landscaping stone for model homes

...special display material for the GRAND OPENING

...personal assistance in economical use of stone

IF YOU'RE INTERESTED IN USING PALOS VERDES STONE WRITE US TODAY FOR MORE INFORMATION ON PRODUCT AND PROGRAM.

Builder Program, Palos Verdes Stone Dept.
GREAT LAKES CARBON CORPORATION
P. O. Box 1307, Walteria, California
SPring 2-1301 • FFrontier 5-1013

Authentic
PalosVerdes STONE
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Unfold a wealth of buyer appeal with ROBERTS-FOLD Metal folding wardrobe doors

Three styles...
24 standard sizes...
designed to provide:

- **BEAUTY**...makes bedroom, linen and utility closets as attractive as they are necessary
- **MAXIMUM ACCESS** to storage areas...100% opening
- **LASTING SATISFACTION**...24-gauge formed steel cannot warp or buckle through years of use
- **FAST INSTALLATION**...easily handled by one man
- **WHISPER-QUIET PERFORMANCE**...fingertip pressure opens and closes doors on aluminum twin-tracks
- **VERSATILITY**...with 24 sizes ranging from 20"x63" to 160"x80"
- **SMART DECOR**...the semi-gloss prime coat finish takes all types of paint without streaking or bubbling

WRITE TODAY FOR A.I.A. FILE NO. 101 RM

THE ROBERTS CO.
600 NORTH BALDWIN PARK BOULEVARD
CITY OF INDUSTRY - CALIFORNIA

Another quality product of The ROBERTS Co.
Quality products for Home and Industry for over 20 years, including:
- Zephyr Range Hoods
- Smoothedge® Carpet Gripper • ROBERTS® Tools
- Anchor-Weld® Adhesives • DrafStop® Weatherproofing

FEBRUARY 1961
Western Products

**Norman brick is ceramic glazed**

Full ceramic glazed brick with a veloured face texture is called Kraftile Glazed Norman Brick. Modular dimensioned (11-11/16" long, 3" wide, 2-3/4" high, tile lays up three courses to eight inches. Designs easily, installs quickly. New brick is stain-proof, comes in variety of lifetime colors.—Kraftile Company.  
Circle No. F37-W on reply card, p. 137

**Baffles look more decorative**

Decorator-look baffles and grilles are new accessories to flush-mounted speakers. Units come in three shapes and seven sizes. Screws mounting hardware will not show. Baffles, grilles come in ten metal finishes, have cloth covers which permit unrestricted sound flow through the speaker.—Royal Sound.  
Circle No. F30-W on reply card, p. 137

**Hangers give maximum strength**

Three new additions to a joint hanger line have been announced by Timber Fasteners. The 18 gauge SM 20, 21 and 22 offer maximum strength with a minimum weight. Hangers have been designed with smooth, clean lines to produce a better looking joint. Zinc-plated in a gold color. —Timber Fasteners Inc.  
Circle No. F38-W on reply card, p. 137

**Lauan panels are prefinished**

Prefinished lauan wood has been added to line of wood panel products. Panels are surface-finished in StanDax finish, come in V-groove, multi-groove and una-line patterns. Design is achieved through embossing process, for full retention of structural quality and maximum edge smoothness.—Getz Roymac.  
Circle No. F40-W on reply card, p. 137

**Finishes natural wood interiors**

Deft wood finish is a clear, semi-gloss that does entire finish job from raw wood to final coat. Fast-drying, won't show lap marks or brush strokes. Protects wood as well as giving it a build-up, shiny appearance. Also heightens wood's natural color. Won't yellow or darken with age. For interior use.—Desmond Brothers.  
Circle No. F41-W on reply card, p. 137

**Cooking unit only 24" high**

New Princess combination range, oven and broiler units are only 24" high. Compact units are especially designed for use in small apartments, motels and housing units. Four electric units, two oven racks, smokeless broiler, automatic oven heat control. Five temperature graduations.—Pan Pacific Manufacturing Corp.  
Circle No. F42-W on reply card, p. 137

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**Pioneer**

**FASTEST MOVING PRODUCT LINE IN THE WEST**

Featuring these proven sales leaders:

- **Residential and commercial water heaters**
- **Swimming pool heaters**
- **Forced air furnaces in upflow, counterflow and horizontal**
- **Garbage disposals and safti wall-vent heaters**
- **Air conditioning units**
- **Wall heaters and electric water heaters**

For complete information write:

**Pioneer Manufacturing Co.** "since 1923" 3131 San Fernando Road, Los Angeles 65, California
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. Use it for terrazzo, precast concrete panels, cast stone, stucco, masonry mortar and for setting and grouting ceramic tile. Also for colored or white concrete projects such as patios, posts, benches, flagstones, swimming pools, sidewalks. It is non-staining, too...a must in mortar mixes for backing, setting and pointing limestone units. Available in regular, air-entraining and waterproofed types. Complies with ASTM and Federal Specifications. See your building supply dealer or write: Universal Atlas Cement, 100 Park Ave., N.Y. 17, N.Y.
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.

GUERDON INDUSTRIES, INC.
MARLETTE 3, MICHIGAN

Name
Firm Name
Address
City
State

FEBRUARY 1961
Save on construction costs with the new '61 FORD TRUCKS

SAVE FROM $52 TO $221 ON PRICE* ALONE WITH FORD'S ECONOLINE PICKUP

Profit-conscious contractors are finding it's good business to do business with the new Ford Econoline Pickup. It's America's lowest-priced* pickup—bar none! Priced from $52 to $221 below other cab-forward economy pickups. But that's just the beginning! You get lively performance and proven gas economy with the popular Falcon Six. This modern engine goes 4,000 miles between oil changes, and has an aluminized muffler which lasts up to three times as long as ordinary mufflers.

And you can save more because Ford's functional design has pared away 1,000 pounds of dead weight, yet you still get the payload capacity of standard 1/2-tonners. The big 7-foot box provides a whopping 73 cubic feet of loadspace... that's up to 23% more than conventional 6½-foot pickups. A full 49-inch tailgate opening means you can load items like standard sheets of 4' by 8' plywood. And the full-length flat floor permits bulky or heavy loads to be positioned easily by sliding them anywhere in the pickup box.

And you can save on maintenance expense, too. The large engine cover can be lifted quickly, exposing the entire engine for rapid service. Spark plugs, distributor, etc., are conveniently located to speed engine tune-ups. And many major repairs can be made without ever removing the engine. One-piece cab-and-body construction provides increased rigidity and eliminates a major source of rust. In addition, all main underbody structural members are heavily zinc-coated to resist rust and corrosion.

*Based on a comparison of latest available manufacturers' suggested retail delivered prices
SAVE UP TO $150 ON FRONT TIRES! In certified tests of truck suspensions, Ford front tires lasted up to twice as long. In 50,000 miles savings can add up to $150 on a pickup . . . more on two-tomers. And Ford's sturdy I-Beam front axle and leaf-spring suspension not only cut tire wear, but their simpler design also cuts maintenance costs.

SAVE WITH GREATER DURABILITY . . . on all 1961 Ford Trucks, each part, except tires and tubes, is now warranted by your dealer against defects in material and workmanship for 12 months or 12,000 miles, whichever occurs first. The warranty does not apply, of course, to normal maintenance service and to the replacement in normal maintenance of parts such as filters, spark plugs and ignition points. Never before have you had such protection . . . such evidence of long-term economy!

SAVE WITH FORD'S NEW 262-CU. IN. "BIG SIX" ALL-TRUCK ENGINE FOR TOP PERFORMANCE AND ECONOMY

America's lowest-priced* medium-duty tilt-cab models now offer a big 262-cubic-inch Six with the power of big displacement, the gas economy of 6-cylinder design, plus the durability of heavy-duty construction. This engine features a sturdy stress-relieved head and block, strong forged steel crankshaft, long-lasting stellite-faced intake and exhaust valves and durable pyramid-type connecting rods. Positive Crankcase Ventilation reduces oil dilution and sludge formation to extend engine life. Ford's proven 292 V-8 and 292 HD V-8—the V-8's with "six-like" economy—are also available for your special power needs.

The popular Ford Tilt Cab Series outsells all other makes and for good reason! Their compact 82-inch BBC permits longer bodies within a given over-all length . . . for longer loads of lumber and building materials with excellent maneuverability. And set-back front axle design means more weight is carried on the front axle for greater payloads.

You also save with other new features like the stronger radiator with new lock-seam construction, and color-coded printed instrument panel electrical circuits that provide for greater reliability and simplified maintenance. In addition, Ford's parallel ladder-type frame, with standard 34-inch width, allows you to install new or transfer your present special construction bodies quicker and for less.

FORD TRUCKS COST LESS
YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" PROVES IT FOR SURE...

FEBRUARY 1961
The drama of wood dominates this living room. Structural beams blend harmoniously with paneled walls and strip flooring, as well as bricks and glass. Unusual, paneled overhang makes room more cheerful.
In the living room, wood stands for pleasant living

WOOD sells the rooms that sell the house

When you are planning living rooms, keep in mind that your prospects will examine them as the showpieces of their homes-to-be. Here is where they plan to relax, entertain, lead the good life . . . and this calls for wood. In living rooms, nothing in the world shows to better advantage at such reasonable cost. It can be a beamed ceiling . . . the grain in a parquet floor . . . a mantelpiece . . . the luster of a paneled wall . . . a window frame. Any or all of the uses of wood can influence your prospects to stop waiting and start buying the house you want to sell them.

Uses of wood in the living room are featured in a two-page, full-color NLMA spread in the February 17th issue of LIFE—seen by millions of people, including your prospects. They will be looking for wood’s beauty in the living rooms you show them. For more information on better homes of wood, write:

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

Wood’s indoor-outdoor beauty makes a strong selling point in modern living rooms. Here, modified plank and beam construction makes beams double as window frames. Wall paneling is hardwood plywood.

Slanting, laminated beams emphasize the warm coziness of wood. Vertical, random-width paneling adds continuity to the planks of the ceiling. Note the compatibility of glass room divider with wood.
Beautiful Gerber Bathrooms were selected to enhance living quarters in the modern, luxurious Chicago Airways Hotel, near Midway Airport, Chicago, Ill. Architect: Milton M. Schwartz & Associates, Inc.; Plumbing Contractor: Nadolna Brothers Plumbing Co.

Gerber's Mighty Middle plumbing fixture line meets commercial building needs at sensible prices

The Chicago Chapter of the A.I.A. and the Chicago Association of Commerce and Industry award for excellence in architecture went to this motel. Gerber fixtures were installed throughout — exemplifying their suitability for luxury motels, hotels, and similar structures as well as for moderately priced homes.

Gerber produces a complete line of basic fixtures for the Mighty Middle mass market only. There are no high-cost, small scale "side line" production and marketing operations—required for specialty items—to raise costs of this basic Gerber fixture line. Savings are put back in the form of greater value (1) in styling, beauty and quality and (2) in sensible prices that let you put in a better bathroom for less.

Gerber offers brass, steel, cast iron, and vitreous china fixtures...in white or six beautiful colors: petal pink, wedgewood blue, forest green, driftwood tan, daffodil yellow, and cloud gray. Complete, "packaged" Gerber bathrooms are available for every building price range, making planning easy and saving time and expense in ordering.

Write for our catalog showing Gerber's complete line of plumbing fixtures. You'll find Gerber's added features—some exclusive, some found only on more expensive lines—make this "Mighty Middle" line a best buy at so moderate a price. Catalog also shows special Gerber design features that make installation quick and easy.
America's Best Quality Model Homes

American Builder proudly presents its portfolio of Award-Winning Houses selected by an expert jury from nearly 300 entries as the pace-setting houses for 1961.

The question: what makes a good house? The answer: provided by judges of American Builder's Quality Model Homes Contest. They had strong convictions about what makes a winner. And equally strong ideas about what knocked a house out of the running.

Listed below are their likes and dislikes about houses being built today. On the next 30 pages are over 30 houses—all winners—that did pass the judges tests. They were selected out of a total of nearly 300 entries from all parts of the country and represent what the judges feel are the best housing sales bets for 1961.

Judges for the contest were: Elmer A. Lundberg, president of the Producer's Council, Director of Architectural Services, Pittsburgh Plate Glass Co.; Martin L. Bartling, builder of Knoxville, Tenn. and last year's president of the NAHB; Neil Connor, Director of Architectural Standards Division, FHA; Martin H. Braun, architect-builder, Westchester, Illinois; and Joseph B. Mason, editor of American Builder.

<table>
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<th>Why Some Houses Won</th>
<th>Why Some Houses Lost</th>
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<tr>
<td>Clean, unbroken design</td>
<td>Gingerbread frills on the house</td>
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<tr>
<td>Logical use of quality materials</td>
<td>&quot;Banana split&quot; use of too many materials</td>
</tr>
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| Economical, up-to-date construction methods | Poor construction, "Price should not be a quality factor."
| Good circulation—no wasted room space | Poor circulation in a cut-up, wasteful floor plan |
| Well-integrated family room—kitchen | No provision for family room and/or dining area |
| Wall space planned for easy furniture placement | Inadequate room for furniture, e.g. bedrooms too small for good bed placement |
| Compartmenced bathroom | Too narrow service entry or none at all |
| Right house for the right lot | Not enough closet and storage space |
| Closet, storage space as sales booster | Efficiency cut in poorly planned kitchen |
| Well-planned “extras,” e.g. fireplace set-up | |
From the street the garage wing provides privacy for the recessed main entrance and a sun garden at the right;

1st. Grand Prize $25,000 to $40,000

“A gem—Far East simplicity

Builder:
Thomas J. Dillon Co.

Location:
Cayahoga Falls, Ohio

Price:
$36,000

Area:
Total 2,933 sq. ft.

Architect:
Gerald M. Rembowsi

Builders Choice:
Quality products

- Intercom, stereo system—Nuteone, Inc.
- Air conditioning—Bryant Mfg. Co.
- Gas furnace—Carrier Corp.
- Floor—General Tire & Rubber Corp.
- Refrigerator-freeze—Revo, Inc.
- Built-ins (range, oven)—Tappan Co.
- Kitchen cabinets—Quaker Maid Corp.
- Insulation—Zonolite Co.
- Bath fixtures—American Standard
- Lighting fixtures—Lightolier Co.
with a modern, efficient plan"

Seldom has the jury seen a house that offers so much. Quiet in design, Oriental in appearance, it combines these restful qualities with an open plan that is in keeping with the best in modern home living. Thanks to post-and-beam construction and high cathedral ceilings, every room is bright and airy.

Exposures through large glass windowwalls provide continuous views of the surrounding countryside yet the plan allows for privacy where privacy is needed in bedrooms and baths. Furthermore, three open porches extend its living out of doors, on sides and back.

The main entrance is protected by a deep porch leading into a central foyer. This creates direct access to the kitchen, bedroom wing and the sunken living room. Two dining rooms, both adjacent to the kitchen, take care of formal gatherings or family get-togethers.

One-third of the unfinished basement is a utility area with gas heating and air-conditioning units. The other two-thirds can be transformed later into a large family room.

Stone fireplace in sunken living room is flanked by steps leading to foyer, bedroom wing and kitchen-dining areas.

Galley-type kitchen gains light from large glass walls in both dining areas and has direct access to cantilevered side porch.
FIRST GRAND PRIZE—Under $15,000

"Terrific value in a high

"Offers the buyer everything—good design, quality products and modern construction—in a house planned for active family life."

Builder:
American Housing Guild
Location:
San Diego, California
Price:
$14,900
Area:
Floor Plan—1,500 sq. ft.
Architect:
Mario Dell' Acqua & Assocs.

Our judges gave an extra cheer for this prize winner because it proved, beyond a shadow of a doubt, that high building costs can be licked. Its location, San Diego, California, is an expensive area; financing there is about the highest in the country. In addition, codes are restrictive and the terrain rugged and hilly, upping grading and engineering costs.

The low price tag is the result of a concerted effort on the builder's part to combat these odds. On-site pre-fabricating was adopted; an assembly center set up to take care of the two-thousand units in the project. Lumber was delivered pre-cut and all trusses and walls assembled under roof. In the meantime, all utilities were installed before one stick of lumber arrived at each plot.

These time- and labor-savers produced our blue ribbon winner. Its plan (see opposite page) is compact and efficient, yet one gains an added feeling of openness. The reason: living can extend beyond its walls to include two patios, one at the entrance, the other across the rear. Seldom have we seen a small house that contains so much—a living room, family-dining room, kitchen, 3 bedrooms, 2½ baths and a garage.

The kitchen is centrally located, yet it's unnecessary to pass through it to get outside or to any other room in the house. One small criticism—the judges felt that a coat closet nearer the main entrance door would be wanted by most homeowners.

Builder's Choice:
Quality Products

- Built-in Range & Oven—Frigidaire Div., GM.
- Garbage Disposer—Whirlaway
- Heating System—Glenaire
- Fan & Radiant Heat Light—Emerson-Pryne Co.
- Plumbing Fixtures—Eljer Div., Murray Corp.
- Windows—Louvre Leader
- Switches—Aero Mfg. Co.
- Vinyl Tile—Matico, Mastic Tile Div., Ruberoid Co.
SNACK BAR acts as a pass-through between the family room and kitchen, is near dining area (right), for convenient serving of meals. Beyond is the more formal living room. Warmth has been added to the side walls by covering them with pre-finished Masonite in grooved walnut grain. Walls reach up to cathedral ceiling in main rooms.

ON STREET SIDE, redwood bails add vertical interest and texture to painted, tempered Masonite panels. Trellis at entrance, screens patio leading to main house and garage which is large enough to also serve as a workshop.
THE SEVILLE is an Alfred Andersen Jr. "Signature Home" built at his Osborn East Estates, Phoenix, Ariz. The One-story

1ST GRAND PRIZE: $15,000 to $25,000

"It has a floor plan nearly

"A plan like this ought to sell," and sales of "Seville" proved the judges right: all models are sold; more are planned in '61.

Builder: Alfred Andersen, Jr.
Location: Phoenix, Arizona
Price: $22,200 without land
Area: 2,085 square feet
Architect: Donald T. Van Ess, AIA

The judges liked the floor plan of the "Seville." They called it a "Plan with Family in mind."

Four generously sized bedrooms are a sales plus in any house today. When three bedrooms are grouped around a family room for children and the fourth is noise isolated (for adults) in another wing, the sales potential is greater. The judges also liked the way circulation is handled. Builder Andersen finds that his buyers agree with the judges. Six copies of the Seville have been sold so far because the "plan is a nearly perfect one." Andersen builds 40 to 50 houses a year and plans to make over half of his 1961 schedule copies or variations of the popular Seville.
ranch contemporary was cited by American Builder judges for its excellent floor plan. (Photos: Beinlich, Phoenix.)

every family would like"

FAMILIES LIKED the bedroom arrangement builder Andersen reports. Buyers of the "Seville" particularly wanted the three bedrooms and compartmented bath off the family room for children and separate adult's sleeping wing off the living area. Notice service entrance from carport, also doors between family and bed rooms.
GLASS WINDOW WALL runs along full length of one of three patio walls, opens living room and dining area to privacy of a sun-controlled view. Notice how open planning really works well in this house.

"All main rooms form a patio core"

Two bedrooms, family room, dining area and living room form the U-shaped plan that creates the patio. These rooms share its privacy with maximum use of windows and sliding glass doors. The patio becomes a natural outdoor entertaining area because of easy access to surrounding rooms.

Windows on all other exterior walls are few, step up air conditioning efficiency. The hot Arizona sunlight is kept out where not wanted, yet penetrates shadowed patio. Result: privacy with a controlled view.

FAMILY ROOM opens on the patio, forms an activity core surrounded by two bedrooms, bath, a third bedroom or den; is closely integrated with fully equipped kitchen. U-shaped kitchen and open counter makes two rooms work well.

LIVING ROOM is ample in size, opens directly upon the dining area. Note the few windows on exterior walls. Glazed patio wall (above left) supplies light, view. Another feature: There's a lot of wall space for furniture arrangement.

See page 157 for estimating take-off list
TWO-STORY EXPANSION PLAN offers full-size living on upper floor; garage, heater room, laundry, as well as an unfinished family room below. The wide overhang and strong horizontal lines of red cedar siding settle house naturally into its sloping plot; give it a one-story look on street side. White accents add a clean, crisp appearance to all walls.

By putting a hilly lot to work and evolving a plan that cuts circulation to the bone, the builders Bell & Valdez have come up with a two-story house whose feeling of spaciousness far exceeds its square foot measure. Foundation walls serve to enclose a complete lower living area - with a garage, heater room, laundry and future family room. Above, all rooms open onto a centrally-located sixteen foot hallway.

An extra sense of space is introduced by the twenty-six foot long living-dining room (see plan above). It continues into the L-shaped kitchen and out, through sliding glass doors, onto a side patio. Fireplaces, on each floor, are luxury items with tremendous buyer appeal, not often found in this price bracket.

By Roger Dudley

FIRST AWARD OF DISTINCTION—under $15,000

"Puts its lot to work"

**Builder's choice:**

**Quality products**

- Hood fan—Nu-Tone, Inc.
- Floors—Armstrong Cork Co.
- Electrical appliances—General Electric
- Lighting fixtures—Lightolier, Inc.
- Circuit breakers—General Electric
- Copper piping—Chase Brass & Copper, Inc.
- Plumbing and heating—American-Standard
- Kitchen countertops—Textolite, General Electric
- Vanity tops—Formica Corp.
FIRST AWARD OF DISTINCTION—$15,000 to $25,000

**These houses won two first**

**Builder:**
Valleybrook Builders, Inc.

**Location:**
Sylvania, Ohio

**Price:**
$24,950

**Area:**
Total-3,222 sq. ft.

**Designer:**
Donald J. Scholz

**Builder’s choice:**
Quality Products


Entrance doors lead into a foyer separating active from sleeping portion of house.

Except for masonry accents, both houses were prefabricated in a factory and erected, in panels, at the site. Both have the type of “eye-appeal” that spells home to most buyers. Core of the “Living” model, shown above, is a centrally-located family room-kitchen just a few steps away from the living-dining area, three bedrooms and entrance foyer.

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FIRST AWARD OF DISTINCTION—$25,000 to $40,000

**The reason: “tops in design,**

**Builder:**
Valleybrook Builders, Inc.

**Location:**
Sylvania, Ohio

**Price:**
$39,995

**Area:**
Total-4,664 sq. ft.

**Designer:**
Donald J. Scholz

**Builders choice:**
Quality products


Large roof-to-floor windows, next to main entrance, are in the foyer, made bright.

Larger than its companion, the “House & Garden” model offers an extra bedroom that can substitute as a library or dining room. The plan includes a back laundry-entry, third bath and large master dressing-room. A definite “luxury” item is the private sun patio which is part of the master bedroom suite.

Both houses have the same home-
awards for one builder

Covered passage leads from front door to garage.

All main rooms open out, through large glass doors, onto a patio.
Combined with two baths and a two-car garage, they add up to a tremendous "buy" for the price tag.

sound planning, good living"

and inviting by a large flowering planter.

like qualities, low wide-overhanging eaves, inviting colorful entrances and a judicial use of masonry for texture accents. Both are keyed to active, modern family life.

FEBRUARY 1961
AWARD OF MERIT WINNERS

"Its exterior look and basic floor plan fit right into Florida's landscape"

Robert Ford, Sarasota

**BUILDER:** Richmond Const. Corp.

**LOCATION:** Sarasota, Fla.

**PRICE:** $10,995

**AREA:** 1,236 sq. ft.

**DESIGNER:** Ruth Richmond

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"Interior zoning is excellent with sections set up for activity and quiet"

**BUILDER:** Windsor Corporation

**LOCATION:** Columbus, Ga.

**PRICE:** $14,500

**AREA:** 1,346

**ARCHITECT:** William L. Christian

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"Simplicity of exterior appearance and good floor plan make it a winner"

**BUILDER:** Lake Country Const. Co.

**LOCATION:** Los Angeles, Calif.

**PRICE:** $13,000

**AREA:** 1,200 sq. ft.

**ARCHITECT:** Richard Leitch, A.I.A.

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Builder's Choice:
Westinghouse appliances; Formica cabinets; Amana heat pump; Schlage hardware; Thomas Industries (Moe Lights) lighting; Visking Co., Visqueen vapor barrier, Rheem water heater; NoTone hood and fan; Kohler bathroom fixtures.

Colombus Ledger Enquirer

Builder's Choice:
Richmond fixtures; American Steel Door, doors; U. S. Gypsum, sheetrock; Bird roofing; Lennox heat; Mission h.w. heater; Philip-Carey, med. cabinets; Andersen windows; Bickerstaff brick; Armstrong floors; Virden lights; Sargent locks.

Douglas Simmonds, Los Angeles

Builder's Choice:
Waste King range, oven; disposer; Modernaire Corp. kitchen hood; Pioneer water heater; Pioneer furnace; Johns-Manville roofing, insulation; American-Standard fixtures; Central Cabinet cabinets; Gladding McBean (Superamic) tile.
"Compact floor plan, yet plenty of expansion space in this fine home"

**Builder:** Bell & Valdez  
**Location:** Bellevue, Wash.  
**Price:** $15,300  
**Area:** 890 sq. ft. plus 576 sq. ft. expandable space  
**Architect:** John Anderson

**Builder's Choice:**  
NuTone fans; G. E. appliances; circuit breakers; Textolite; Lee carpets; Armstrong floors; American-Standard fixtures; heating; Pabco linoleum; Slater switches; Lightolier lights; Formica countertop; Chase copper piping.

"Smart planning, for detailing load this inexpensive home with value"

**Builder:** Edgewater Builders, Inc.  
**Location:** San Diego, Calif.  
**Price:** $13,800  
**Area:** 1,268 sq. ft.  
**Architect:** Sam Reisbord, A.I.A.

**Builder's Choice:**  
Waste King appliances; Crane fixtures; Moen faucets, Sherwin-Williams paints, Flintkote floors, L.O.F. mirrors; Bourne windows; Sierra switches; Schlage locks; Amerock hardware; Modernaire fans; Air King heaters; Celotex insulation; Nevamar counters.

*Turn page for more Award Winners.*
AWARD OF MERIT WINNERS

**Eagle Award**

**Wisler, Springfield, O.**

"Proves builder can offer lots of living space at a reasonable price"

**Builder:** Huber Homes, Inc.

**Location:** Dayton, Ohio

**Price:** $13,495

**Area:** 1,600 sq. ft.

**Builder's Choice:**
- Johns-Manville insulation; Eljer fixtures; National Gypsum drywall; Philip-Carey insulation; roofing; Formica counters; Storm King windows; Western Lock hardware; Marsh Furniture cabinets; Miraplas tile; Lennox furnace; Moe fixtures; Lowe paints, Philip-Carey, fans.

**Messina Studios, Dalles**

"Simplicity of exterior design enlarges look of this house"

**Builder:** Centennial Const. Co.

**Location:** Dallas, Texas

**Price:** $12,450

**Area:** 1,408 sq. ft.

**Designer:** George Hicks

**Builder's Choice:**
- Rolscreen, doors; Reflectal insulation; Ruberoid roofing; DuPont vapor barrier; Air Control Prod. windows; Lennox heat, a/c; Day & Night hot-water heater; Waste King appliances; American-Standard fixtures; Armstrong floors; Chase copper pipe.
“It’s a good house—sold well too—in 6 months, 46 out of 58 built were sold”

BUILDER: Dike & Colegrove
LOCATION: Costa Mesa, Calif.
PRICE: $14,800
AREA: 1,560
ARCHITECT: Harold Carlson, A.I.A.

“For the low sales price—4 bedrooms, two baths and a fully equipped kitchen”

BUILDER: Edgewater Builders, Inc.
LOCATION: San Diego, Calif.
PRICE: $16,250
AREA: 1,422 sq. ft.
ARCHITECT: Sam Reisbord, A.I.A.

“For a small, inexpensive house, one of the best floor plans we’ve seen”

BUILDER: Milgrom Const. Co.
LOCATION: Clearwater, Fla.
PRICE: $10,750
AREA: 1,071 sq. ft.
ARCHITECT: C. Goldsmith, A.I.A.

Builder’s Choice:
G. E. appliances, heating; Huntington tile; Vinsqueen v/b; Formica tops; Lupton windows; O.C.F. insulation, screening; Pioneer h.w. heater; Moore trusses; Pass & Seymour switches; Moen, regulator; Capri sliding doors.

Builder’s Choice:
Waste King appliances; Crane fixtures; Moen faucets; Sherwin-Williams paint; Flintkote floors; L.O.F. mirrors; Bourne windows; Sierra switches; Schlage locks; Amerock hardware; Modernaire fans; Air King, heaters; Celotex insulation; Nevamar tops; Lennox, a/c.

Builder’s Choice:
Weiser locks; American Standard plumbing; Moe Light fixtures; Superior windows; Nutone range hood; G. E. range, oven; Lumidor sliding doors; Everwarm thermostat; Formica countertops; Bryant wall switches.

FEBRUARY 1961

Turn page for more winners
AWARD OF MERIT WINNERS

**Desert Star Homes, Inc.**

**Location:** Scottsdale, Arizona

**Price:** $17,950

**Area:** House—1,834 sq. ft.

**Architect:** William R. Knox

Builder's Choice:

"Recommended—large outdoor storage, front door patio, decorative use of block walls."

**BUILDER:** Desert Star Homes, Inc.

**Location:** Scottsdale, Arizona

**Price:** $17,950

**Area:** House—1,834 sq. ft.

**Architect:** William R. Knox

BUILDER: Young Construction Co.

LOCATION: Phoenix, Arizona

PRICE: $22,000

AREA: House—2,000 sq. ft.

ARCHITECT: William R. Knox

Builder's Choice:

"Its central utility core saves money, allows large glass walls in all principal rooms."

**BUILDER:** Young Construction Co.

**Location:** Phoenix, Arizona

**Price:** $22,000

**Area:** House—2,000 sq. ft.

**Architect:** William R. Knox
"A compact split-level that gives the buyer plenty of room for future expansion."

**Builder:** Bell & Valdez  
**Location:** Bellevue, Washington  
**Price:** $17,600  
**Area:** House—1,130 sq. ft.  
**Architect:** John Anderson

**Builder's Choice:**  

*Turn page for more Award of Merit winners*
AWARD OF MERIT WINNERS

"An exciting concept of forward-looking planning and design—excellent plan"

**BUILDER:** Ray G. Staff  
**LOCATION:** San Bernardino, Calif.  
**PRICE:** $34,000  
**AREA:** 2,015 sq. ft.  
**ARCHITECT:** Jack Lanphere

Builder's Choice:  
Carrier heat pump; Touch Plate low-voltage systems; RCA built-in color T.V.; RCA kitchen built-ins; Central built-in vacuum; Stanthony; Island Hood Twin Blowers, Char-Broiler; Marco Flush lights; Universal-Rundle bathroom fixtures.

"Exceptional for its concept of indoor-outdoor living and arrangement of space"

**BUILDER:** University City Builders  
**LOCATION:** San Diego, Calif.  
**PRICE:** $23,995  
**AREA:** 2,078 sq. ft.  
**ARCHITECTS:** Palmer & Krisel, A.I.A.

Builder's Choice:  
Weiser locks; Armstrong floor tile; G. E. range and oven; Pioneer hot-water heater; Woodall (Glide-All) closet doors; Masonite siding; Selectile Co. (Gladling McLean) Superamic Tile; Kaiser Gypsum, acoustical tile and gypsum.
"In a compact plan, well organized living space at a reasonable sales price"

**BUILDER:** David E. Edmunds  
**LOCATION:** Clearwater, Fla.  
**PRICE:** $21,675  
**AREA:** 1,538 sq. ft.  
**ARCHITECTS:** Mithun & Nesland

Builder's Choice: Frigidaire appliances; Johns-Manville roofing; Formica countertops; American-Standard fixtures; Yale hardware; Moe lighting; Glide-All (Woodall) doors; Simpson Life-Clad paneling; Pomona ceramic tile; Chase copper piping.

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"Excellent area division—four bedrooms, good circulation, imaginative design"

**BUILDER:** Drogin Construction Co.  
**LOCATION:** San Diego, Calif.  
**PRICE:** $19,500  
**AREA:** 2,200 sq. ft.  
**ARCHITECTS:** Palmer & Krisel

Builder's Choice: Tappan oven and range; Waste King dishwasher, garbage disposer; Gladding McBean tile; American-Standard faucets; Simpson Logging Co. acoustical tile; Flintkote vinyl-asbestos tile; Rheem water heater; Fullview sliding doors.
AWARD OF MERIT WINNERS

Robert C. Loutman, Washington, D.C.

"Combines tremendous eye-appeal with two floors of compact living on a steep plot"

Builder's Choice:

Builder: Bennett Const. Co.
Location: Bethesda, Maryland
Price: $31,000
Area: 2,038 sq. ft. (1st floor)
Architects: Keyes, Lethbridge & Condon
“Glass walls, exposed framing, low roof enclose a plan that uses every inch”

**Builder:** Harbor View Hills Const. Corp.
**Location:** Corona del Mar, Cal.
**Price:** $31,000
**Area:** (House) 2,247 sq. ft.
**Architects:** Schwager, Fernald & Ballew

“Ingenuous use of materials and details make this an outstanding house”

**Builder:** L. M. Halper & Co.
**Location:** Studio City, Cal.
**Price:** $29,500
**Area:** (House) 2,100 sq. ft.
**Architect:** David Freeman

“A lot more quality, design and living space than its price tag would indicate”

**Builder:** Ray M. Wright, Inc.
**Location:** Columbus, Georgia
**Price:** $40,000
**Area:** (House) 2,390 sq. ft.
**Architects:** Roddenberry & Talley

Builder's Choice:

Builder's Choice:
- Floor—Kentile Inc.; sliding aluminum doors—Soule Steel Co.; oven & range—O’Keefe & Merritt; dishwasher & disposer—Waste King Corp.; kitchen cabinets—Sawyer; air-conditioning—York, Borg-Warner; hardware—Schlage Lock Company.

Builder's Choice:

Turn page for more award of merit winners.
AWARD OF MERIT WINNERS

“Lives around an open court, provides quiet privacy to all principal rooms”

Builder: Stoneson Dev. Corp.
Location: Millbrae, California
Price: $28,000
Area: (House) 1,797 sq. ft.
Architects: William Kubach

Builder’s Choice:
Appliances — General Electric;
lighting fixtures — Lightolier Co.;
flooring — Armstrong Cork Co.;
plumbing fixtures — Kohler Co.;
cabinets — Emanuel;
aluminum doors — Arcadia Metal Prods.

And watch for these award winning houses in future issues

Lack of space stopped us from showing the rest of our award winning contestants. They’re as newsworthy as those in this issue, and will be published, along with photographs, plans, and other pertinent data, in forthcoming issues of American Builder. Soon to be seen are:

$15,000—$25,000: G. S. Shipp & Son, Limited, Don Mills, Ontario, Canada
$25,000—$40,000: Denton Development Co., San Antonio, Texas
$25,000—$40,000: R. E. Dresser Const. Co., Inc., Akron, Ohio
$25,000—$40,000: Grandview Building Co., Los Angeles, California

NOTE: The winner of The First Award Of Distinction in the ‘Under $15,000 Class’ built by Bell & Valdez of Bellevue, Washington and shown on Page 9, will be American Builder’s Blue Print House for May. Design is excellent and chock full of good ideas.
"Triumphs over a narrow lot—opens front and back to patio and view."

Builder: Stoneson Dev. Corp.
Location: Millbrae, California
Price: $27,000
Area: (House) 1,650 sq. ft.
Architect: William Kubach

Builder's Choice:
- Appliances: General Electric
- Lighting fixtures: Lightolier Co.
- Floors: Armstrong Cork Co.
- Plumbing fixtures: Kohler Co.
- Faucets: Moen Faucet Div.
- Plywood: Douglas Fir Plywood Co.
- Aluminum sliding doors: Arcadia Metal Products.
Brown & Kauffmann
5-time winner—it's the plan that does it

There's smart, skillful use of space in this prize-winning plan. And behind it, a pair of builders who have won 5 American Builder awards as well as many other honors.

Plan is near perfect...

Brown and Kauffman of Palo Alto, Calif. won an Award of Merit for the “near perfect” plan pictured above . . . but that wasn’t the only reason.

They backed the basic plan with quality details, and quality planning design.

In addition to the “near perfect” plan they:

- Produce a 12’x17’ family sized “country kitchen” (pictured opposite).
- Offer a colorful ranch type exterior, with a 37 ft. front porch, protected double-door entry, brick columns and red cedar shake roof.
- Present interiors (shown on following pages) complete with louvered doors, colorful old brick fireplaces, warm wood paneling.

As a result of the quality of design and construction, Brown & Kauffmann have won five American Builder awards. Model pictured packs 1,550 sq. ft. of living space into its economical plan.

Traffic flow is excellent, allowing swift movement from the entry to all areas.

The firm uses “American Heritage Homes” as its trademark and draws on early California ranch houses for inspiration. It employs the architectural firm of Prentice & Lindstrom to execute the ideas.

...and where is there a better-
"AMERICAN HERITAGE" is the name used by Brown & Kauffmann to describe their homes. This award winner features red cedar shakes, redwood siding, brick columns and a protecting front porch that recalls early California ranch days. Interior styling carries out the same theme, as in the "country kitchen" (below) with its barbecue fireplace.

looking California Ranch?"
FAMILY ROOM is 17 ft. long and spacious, has handy pass-through to kitchen (left). Wide double louvered doors separate it from living room (right) make both rooms seem larger. Kitchen barbecue wall is seen in center.

"We like its louvered doors,

Judges of American Builder's Quality Model Home contest liked the interior of this house for its charm, livability and detailing.

A good example is the 17-ft. family room (above) which is big enough for an average group, yet doesn't waste any space. It seems larger than it actually is because of the wide opening to the living room.

Colorful second-hand brick is used for the kitchen-barbecue fireplace, also for living room fireplace (visible through open door).

Rich toned plywood paneling adds appeal to this family room.

Builder's choice: 10 top quality products

American-Standard fixtures; RCA-Whirlpool-built-in range, dishwasher and disposer; Nu Tone range hood and fan; Day & Nite 40 gal. water heater; Frazer-Johnson warm air furnace; Arcadia sliding patio doors; Armstrong vinyl floors; Bryant switches; Roddiscraft hardwood paneling; Pomona tile by Gladling McBean.

Other quality products included Red Cedar shingle shakes; Celotex and U. S. Gypsum sheathing; Radco aluminum windows; Minneapolis-Honeywell thermostats.

Brown & Kaufmann merchandise the quality products they use—by manufacturers' displays, product cutaways, signs, literature.
WIDE SLIDING aluminum doors lead from family room to redwood recreation deck at rear of house. Rich tones of wood panelling were popular with buyers. Living room has garden picture window, old brick fireplace.

**colorful brick, warm panelling**

DELUXE BEDROOM SUITE is an optional feature of plan, or can be added later. Here the fine styling pays off, with twin wardrobes equipped with louvered sliding doors. Built-in dressing table and mirror add to appeal.

FEBRUARY 1961
New local twist on prefab....

1 Exterior and interior walls are divided into segments that can be easily handled and transported, generally weighing less than 350 pounds each. Walls will be assembled in a continuous strip on a 175 foot long table... then disassembled into segments as planned. Segments are numbered both on plan and on executed wall sections for orderly assembly at site.

2 Patternmaker transfers blueprint dimensions and instructions to a series of 16 foot long plywood pattern strips, marking strips for both top and bottom of walls at same time.

3 Pattern strips are inserted into grooves running length of table. When house will be repeated, strips have cleats—to form slots into which framing members fit exactly.
PANORAMIC CAMERA “bends” 175 foot long table into single picture at Kerdisco Homes, Washington Grove, Md. House is or _.. all exterior and interior walls are as

New approach to prefabrication pays with even one-of-a-kind houses, says its inventor. He's licensing his system to retail lumber dealers.

... all exterior and interior walls are as

There's nothing new about a table or tables on which a house is built. What is new about the table above is that it can be set up and switched from one house plan to another—quickly, easily, cheaply. To change houses, all that's necessary is to remove strips from the and far sides of place them with another house handy, store co.

To reverse a p
remove the set of pattern strips from the grooves in the near corners of the table—and replace them with a set of strips of another color. Strips are light, white, and compactly arranged. According to a plan, all that’s needed is to insert pattern strips upside down and start from the opposite end of the table. To help matters, the upper strip (being nearer the sky) is painted blue, the lower strip pink.

The table—including its manner of use—is the invention of John M. Kemp, Jr. of Chattanooga, Tenn. Its main point is its flexibility—“as distinguished from tables with fixed patterns,” to quote the language of Kemp’s method-and-apparatus patent No. 2754862.

Kemp is developing a prefabricated version of the table that can be assembled in a continuous strip; table is...
a scholarly-looking realtor, volume builder and now licensor and his own local builder in Chattanooga. He ticks Kemp System’s advantages:
- What happens at the site is re-
assembly, so there is practically zero chance that any part will fail to fit or turn up missing.
- “Work’s at an ideal height, with end-nailing throughout. No toe-nailing, no carpenters hanging clumsily from the top of a wall.
- “It takes four men about two hours to erect the exterior and interior walls of a 1,500 square foot house on the site.
- “The more complicated a house, the more we can save the builder.
- “It’s so easy to change houses that here’s the answer to a movement look-alike problem.
- “Now custom builders can enjoy benefits of prefabrication operation without committing self. He can be compl...
Wood or frames, tees—all are positioned according to instructions on pattern strips.

...an endless variety of houses...

...to the development problem.

...too, can become involved in prefabrication.

...can expand his business, committing himself to a completely flexible...

...in relation to his market.

..."It puts the lumber dealer in the prefabrication business—on a highly desirable local basis.

..."Cost of installing apparatus for the Kemp System (main work table, pattern table, overhead track, two trolleys, two hoists, two tongs, saws, work tables and racks) is low. We figure it at less than $6,000."

So far, the Kemp System has licensed plants operating in Toccoa, Ga., Chattanooga, Tenn., Murfreesboro, Tenn. and Washington, D.C.
REMODELING... this profession

LEARN IT...

Schools and other agencies teach techniques

Many builders flock to Herb Richheimer's home modernizing school. Helpful, too, are local utilities and lumber dealers who keep close to remodeling demands.

Homeowners will spend in 1961 an estimated total of $15.1 billion adding extra rooms, putting on new siding, modernizing kitchens and improving their property. This means that for every $8 spent on new home construction this year, Americans will spend $2 fixing up their old ones.

This is the conclusion reached by the Wall Street Journal from a recent survey it made of building materials producers, lumber yards, contractors and mortgage lenders. The dollar volume indicates tremendous opportunities in the remodeling market for builders faced with home-building woes this year.

How to start

How does a builder get into this opportunity market? He does it simply by following three steps. They are: (1) learn how to break into it and what's involved with working at remodeling; (2) learn how to make contact and sell remodeling jobs to homeowners; (3) put your skills together and go out and use them.

You can get a lot of advice from your local lumber dealer or utility. Both frequently know the market demands and will provide technical advice and help. The lumber dealer, in particular, will go far in helping you price a job and size materials. A good bet is to go to a remodeling school of the type recently started by Herbert Richheimer of Long Island, N.Y.

Offers Complete Course

Richheimer, who made a national reputation remodeling for Levittown families, recently invited 15 builders from throughout the country to an intensive 15-day management training course in home modernization. Richheimer charged each builder $2,000 to attend, but offered, in return: (1) his formula for estimating nearly all kinds of jobs; (2) a cost-control and accounting system based on a 5% net return on sales; (3) a price handbook, contracts and other forms, and a design pack that helps salesmen design a job while closing a sale with a customer; (4) merchandising and advertising programs; (5) financing techniques; (6) supervision systems; (7) advice on dealing with salesmen, subcontractors, and employees.

More to come

The course, which will be repeated several times through the years, is designed to equip a builder with all the know-how needed to start a modernization company of any scope or size.

FROM THE BOSS—Genial Herb Richheimer, master remodeler and head of the Richheimer Modernizing Systems, welcomes group of builders on opening day of remodeling school. Builders came from all over the country to attend first of series of 15-day short courses to be held in Long Island, N.Y. on all phases of remodeling.

SELL IT...

Fred Gorm

Richheimer techniques

planning the

Selling a remodeling job involves a lot of psychology, claims Fred Gorm, Richheimer sales manager and one of the first 15 builders to attend the recent training program.

Here's some advice for salesmen building remodeling businesses:

- Put yourself in the house owner's place: Can you imagine yourself in the house? Does it fit his lifestyle? Do you see him and his family living in the house?
- Feel the needs of the family: What do they want? What do they need? Is this house the right one? What is the family's budget? What does it really mean to the family?
- Help him see the value: What do you get for your money? What are the improvements? What will the family get from the remodeling?
- Help him design and budget it carefully: Why not ask him to come up with a budget? Then you can help him define the project.

The family will appreciate your advice. The family will appreciate your help.
You’ve got to give the buyer what “she” wants

Fred Gorman, director of training for the Richheimer Modernizing Systems, unveils techniques for making customer contact, doing the job, then closing the sale.

A profitable business can answer most of your questions.

- A remodeling job requires a strong sense of psychology along with good business sense, Fred Gorman. He is Richheimer’s sales manager and director of remodeling training. Here are some of the advice he gives his fledgling salesmen before sending them out to sell.

1. Put yourself in the buyer’s shoes. This begins after you enter the house. Analyze the decor. Size up the customer. Try to determine what is best for them, not for you. Frequently a buyer lives so close to the house he or she isn’t fully aware of their needs.

2. Feel the pulse of the family’s living. Try to feel if the improvement will add to their life; then point out how. Try to add to their improvement some work that will appeal to the youngsters in the family.

3. Help the family solve its problem with a service they can afford. The family’s budget is all important. This means you frequently must subdue your own enthusiasm, compromise, blend. Never try to force selling on a family beyond its ability to pay. The family will never forgive you and the things they’ll say about you won’t help your neighborhood reputation.

4. Operate professionally and surely. Show confidence and you’re lost. If you don’t have an answer to a question promise to find one.

5. Design on the spot while the customer is talking. This helps customer visualize his needs and helps you to more rapidly work out a price. A good trick is to photograph the remodeling job “before,” then draw in the proposed improvements with a ball-point pen. Lines can be erased with a wet handkerchief and you can show your customer a variety of improvement combinations.

6. Give your customer the price of the job, not just an estimate. Sell a remodeling job just as you would an appliance. Don’t have your customer fear “extra costs” through the course of the job.

7. Don’t let your customer doubt your reputation. Give him every advantage. Prove by your manner and your craftsmanship that you’re a professional, respectable businessman, and home improver.

8. Don’t take advantage of mistakes. Your customer may sometimes overpay you for an item of work, or pay twice for a single item. Return the money and point out the mistake. It will clear your conscience and do a lot for your reputation locally.

9. Correct work mistakes gladly. Important to your community standing and reputation is the willingness to send your workmen back.

The TRAINER—Fred Gorman (standing center) director of training and sales manager for Richheimer, freely admits many of the “tricks-of-the-trade” he’s learned about improving the remodeling field. Gorman feels one of the biggest breaks homeowners have given builders doing remodeling is the trend away from “do-it-yourself ism.”
any problems facing builders through 1

Custom Construction Co., Walnut Creek, Calif., does a big business converting waste space into usable area. Example is open porch converted into closed-in living space.

Work proves a delight as well as profitable for small builder who prides himself on craftsmanship. He can concentrate on details that tract building denies him.

What remodeling can offer an enterprising builder shows up clearly in the recent history of the Osmundsen Company, Walnut Creek, Calif., builders.

Osmundsen long has been a builder of custom homes doing a recent yearly volume of about $1 million. Three years ago, because it received so many requests for remodeling jobs, Osmundsen formed a subsidiary—Custom Construction Co. Dick Osmundsen, one of the partners, took charge.
Together with two carpenters, Dick took a series of jobs that consisted mainly of adding bedroom and baths or, sometimes, family rooms to existing homes.

A typical contact would run something like this. A family lives in a house worth $25,000 to $30,000 which, when built, sold for about $20,000 to $30,000. In the course of 4 to 8 years living the owner would have paid from $6,000 to $10,000 in mortgage money. The owner's family has grown and he decides he needs larger quarters.

He looks around and if he sees a house he likes, he buys. But frequently, since his home is in an established neighborhood and he has, over the years, made friends from whom he doesn't want to separate, he decides to enlarge his existing home. If his remodeling plans aren't too ambitious, he learns he can get a new loan of up to two-thirds the value of his house, after remodeling. Should the remodeling job run only $4,500 or less he can get a Home Improvement loan for five years. This will eliminate the necessity of refinancing his old home and losing the low interest rate of his old loan.

Osmundsen claims that this practice has gotten so widespread that in three years operation he has increased his workforce to 18 carpenters and one superintendent. His time is spent estimating and selling jobs.

Custom Construction Company's home improvement business volume through three years boasted $100,000 the first year, $190,000 the second, $280,000 the third. Last year closed with sales totaling $400,000.
"Write the vision, and make it plain upon tables, that he may run that readeth it"

HABAKKUK 2:2

To "make it plain" today in the pages of Simmons-Boardman magazines, our editors:
1. Use big pictures and short words;
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Time-Saver magazines
1961 Quality model home builders and manufacturers

CONGRATULATIONS

The award-winning homes shown on the preceding pages are distinguished by the highest standards of quality, and their builders merit the congratulations of the entire industry. We would also like to extend congratulations to America's manufacturers, whose award-winning products contributed so much to the value and salability of the Quality Model Homes. Messages from some of these manufacturers appear on the following pages.

Bryan A. Sparks
Publisher
AMERICAN BUILDER
Your home-buyers receive maximum residential circuit flexibility—and push-button convenience—with this Pushmatic® 200-amp PL12A Electri-Center®, which fulfills every service center need for all-electric homes. *Plus*—the famous Pushmatic circuit breakers protect two ways: (1) against harmful overloads, (2) against dangerous short circuits. Pushmatic breakers as well as 100- and 200-amp Electri-Center panels are available in a full range of sizes to meet every residential wiring need. For details, write for your “Pushmatic Pocket Guide”—it’s free!
Award-winning builder adds buy-appeal — installs today's outstanding barbecue

Mr. Wright is an experienced builder whose decisions in home design and construction helped him win the American Builder award. One of the outstanding built-in's in his award-winning model home is the Majestic Char-Grill barbecue grille which is currently winning the approval of many other builders and their home-buying customers across the U.S.A.

Three Types of Fuel
The solidly built Char-Grill is gas, electric or charcoal-fired (available, too, for LP gas); a separate model is made for each type of fuel. The latest units in all fuels have modern controls, adjustable cooking speeds, tilt-top grilles for custom cooking and positive grease control.

Three Ways to Build In
Standard wood or metal kitchen cabinets, as well as a rustic masonry base, will accommodate the gas, electric or charcoal Char-Grill. There is available also a special charcoal-fired model for masonry installation only. Install Char-Grills in kitchens, recreation rooms, family rooms or outdoor patios.

All models are built on rugged steel framing with heavy gauge steel casings. The finish is a high quality baked-on Deeptone grey wrinkle enamel, accented with stainless steel and chrome hardware and trim.

Help your homes to the extra eye appeal that hastens the home-buyer's decision to buy. Write for complete details on the Majestic Char-Grill. The big, new line includes vent-hoods, grille covers, electric spits and attachments — and, last but not least, the new "Porta-Kart" for unique "built-in portability".

Write for details!
PERFECT FOR TRADITIONAL HOMES...

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Your traditional homes will sell faster with Medalist "French Classic" hardware in the kitchen. Available in Antique English, Old Copper, Black or White enamel with Gold. See your Medalist hardware dealer today, or write us!

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MEDALIST HARDWARE DIVISION
NATIONAL LOCK COMPANY
Rockford, Illinois
This extra door opens all this extra living space ... and new sales opportunity for you!

it's the New Convertible-Garage-Room by OVERHEAD DOOR CORPORATION

Now as little as $50 extra builds your biggest bargain in space—a garage that converts for living! By matching the "OVERHEAD DOOR" in the front of the garage with another in the back, you create a "Convertible-Garage-Room" with many appealing uses.

Look at the extra sales appeal you add to your homes when you offer this extra space your prospects want and need! The extra space can be play space—a comfortable breezeway extension to a rear patio, an ideal place for children's games. It can be work space—a bright, well-ventilated shop for work or hobbies. And it can be even handier storage space than the ordinary garage because the extra door opens wider access to the back yard.

Yet a "Convertible-Garage-Room" costs as little as $50 more. Labor and materials saved in the backwall make up most—sometimes all—the cost of the extra door. Also, you get increased evaluation for your homes.

The "Convertible-Garage-Room" idea is a contribution to home selling by Overhead Door Corporation, maker of the original "OVERHEAD DOOR"—the easy-rolling sectional door that opens and closes without argument. It's the door that's guaranteed by the reliable factory-trained expert who installs it—your local "OVERHEAD DOOR" distributor. See him soon . . . and see the exciting sales tools he offers you FREE to help you make the most of this sales-promoting idea. Find his name listed under "OVERHEAD DOOR" in the white pages of your phone book. Or write Overhead Door Corporation, Dept. AB-12, Hartford City, Indiana.

Doors front and side can give you a "Convertible-Garage-Room," too. It's an ideal application for an attached garage-breezeway, as shown in this floor plan. Cabinets along the walls provide attractive, organized storage space. Notice how the side "OVERHEAD DOOR" opens wide access to the back yard for the lawnmower and bulky equipment.

"Street-side" door of the garage (at rear in this picture) can be closed to provide privacy. With the back wall opened by the extra door, the garage becomes an extension to the patio in the foreground. A variety of glass-paneled, wood-paneled, and flush-panel "OVERHEAD DOORS" is available.

This garage converts three ways. It absorbs the overflow from an expandable teen-age "noise room" at the rear of the house, through a back "OVERHEAD DOOR." It opens to an adjacent patio through a side door and lets the car in through the front door. The giant fiber-glass insect screen shown on the front door is available from your "OVERHEAD DOOR" distributor.

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concealed mounting...but you can't hide the quality

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ARISTOCROME

bathroom accessories

Chances are you would never know how the mounting of a Hall-Mack accessory is concealed, unless you watched the man install it. With Hall-Mack Aristocrome quality it's a different story, because some of it you can even see and feel. Surface quality is obvious from the highly polished, heavily chromed finish that's good for a lifetime. What you can't see is the solid brass beneath the chrome... the very best base known for fine chromium plate.

When you buy, build or remodel, make sure your bathroom accessories are Aristocrome by Hall-Mack... the finest obtainable anywhere.

Plate at left is securely attached to wall with screws or toggle bolts, then wall flange is slipped on and held by hook's concealed mounting screw.

round or hexagonal towel bar

paper holder with square or round wall flanges
tumbler holder with removable tray

towel holder with clear lucite ring

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Installation is fast and easy. If range is on an outside wall, you discharge straight out the back of the hood without even cutting a hole in the cabinet. Vertical discharge is also possible.

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For full details, specifications and colors, please write

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Here is the greatest value leader in a low priced range hood, fully assembled, ready to install from the carton and sales packed with every major feature wanted by knowledgeable housewives. Exclusive Broan Mixed-Flo fan blade delivers blower-like air stream with whisper-quiet action. Horizontal or vertical discharge, no lost cabinet space, push button controls, twin lights, removable aluminum filter, etc. Write for full information.

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Strong USS American Welded Wire Fabric (it adds 30% to the strength of concrete) is made of cold-drawn steel wire and is prefabricated with uniform spacing for quick, easy installation. It is readily available in a wide variety of styles and sizes. For more information, see your building supply dealer or write direct to American Steel & Wire, Dept. 0472, 614 Superior Avenue, N.W., Cleveland 13, Ohio.

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RCA WHIRLPOOL
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FOOD WASTE
DISPOSERS

THE TWO
APPLIANCES
THAT SELL
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the kids all will welcome the
opportunity to put an end to dishwashing
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FEBRUARY 1961
"We’ve shipped \textbf{209,275} sales leads to date from the last \textbf{BUYERS GUIDE} ... and they are still coming in"

"Reader Service reply cards are included with the American Builder \textit{Buyers Guide} to make it easier for builders to order manufacturers’ catalogs they \textit{actively} want. By the end of November we’d passed on to manufacturers over 200,000 requests—\textit{the equivalent of one sales lead from every builder in America} ... all from the 1960 \textit{Buyers Guide}. And Reader Service cards are still coming in—eight months later—four months before the 1961 Buyers Guide will be issued.

"This impressive total sets a new record for Buyers Guide response. And it indicates, we think, even greater \textit{direct response}—direct requests from builders to manufacturers, their representatives and dealers—direct orders and sales—all impossible to count, but vital to buying.

"These continuing returns of Reader Service cards also show that American Builders Buyers Guide is used—not just once or twice—but \textit{52 weeks a year}. We feel the 1961 American Builders Buyers Guide will fulfill its mission even more successfully: to make it even easier for builders to \textit{plan} and \textit{buy} faster and more efficiently."

\underline{JOSEPH B. MASON, Editor of American Builder and leading spokesman for the industry, directs a continuing program to make each annual Buyers Guide the most comprehensive, easy-to-use source for modern builders. The 1961 Buyers Guide will offer more new material, including five separate directories, to answer virtually every question in light construction today.}
The only complete buyers' reference — the standard industry source book for manufacturers, products, brand names and technical data!

- **Used once or more a month** by over 80% of builders surveyed — giving advertising extra long life — at no extra cost!
- **Used to make purchasing decisions** — builders use Buyers Guide to plan and buy — giving your ad perfectly timed exposure!

More facts — faster! Here in one quick "thumb-through" reference businessmen builders find what to use... how to use it... who makes it.

**Catalog Directory** and American Builder Reader Service cards produced over 200,000 sales leads for manufacturers in 1960!

**Three Directories** help builders select products: Manufacturers' Directory lists names and addresses of every manufacturer serving the industry; Product Directory and Brand Name Directory tell builders who makes what!

**Technical Data Section** includes 12 categories of basic modern building techniques covering every phase of light construction — to help 100,000 building professionals plan better and buy wisely!

Exclusive listings!
Only the American Builder Buyers Guide gives builders Directories of catalogs, products and brand names!
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- Architectural Engineering
- Manufacturer or Producer
- Distributor
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The photos you see above were shot during an actual installation of a complete hydronic heating and hot water supply system. A threeman team did the job for builder John L. Trott of Northvale, N. J. It took them exactly 72 minutes and 45 seconds from the time they opened the crated equipment until they finished the house’s baseboard installation.

Manufacturer Hydrotherm Inc., which produces the boilers, joined Hydro-Flex Corp. (flexible connectors) and Radiant-Ray-Radiation, Inc. (baseboards) to stage the demonstration. Its purpose: to dramatize the cost- and time-saving techniques now available for installing hydronic heating equipment.

Three features that eased the job: the water heater is combined with the boiler in Hydrotherm’s package; the baseboard was precut; the piping connectors were flexible, needed less soldering than conventional piping. Other “saving” points: the Hydrotherm unit arrived factory-assembled and prewired and builder Trott’s 1,240 sq. ft., three-bedroom house was carefully prestudied for the baseboard radiation circuit that would install most easily and do the best heating job possible. (See diagrams below for heating circuit design suggestions).

Full information on entire system is available from Hydrotherm Inc. (Reply No. Fl on p. 137).

FOR MAXIMUM ECONOMY, arrange baseboard in series, using single circuit in installation of less than 35 MBH; multiple circuits for larger loads.
How to make a lady fall in love with a house...

1. UNPLUG A RANGE UNIT. Westinghouse Plug-Out design assures fast, easy cleaning. Then tell her the Safety-Matic unit won't let her foods burn, even if the pan boils dry. And fine-tuning controls let her dial the exact temperature she wants.

4. OPEN A CABINET. Westinghouse Heirloom maple finish wood cabinets add valuable storage space...as well as warmth and beauty...to any kitchen. And like all Westinghouse built-ins, they carry the famous Good Housekeeping Seal of Approval.

5. POINT OUT THE OVEN CONTROLS. They're at eye level...mounted at the side, out of the heat zone. Other things she'll love about the Westinghouse built-in oven: Rotisserie, Serv-Temp Roast Guard, Lift-off oven door, fully adjustable oven racks.
PULL OUT THE CENTER DRAWER. It's so easy to use... see into... reach into. It keeps 21 lbs. of meat fresh 7 days without freezing... keeps vegetables crisp and store-fresh. And the new Westinghouse Center Drawer Refrigerator is Frost-Free throughout.

ROLL OUT THE DISHWASHER. Only Westinghouse has the Hot Water Booster to assure 140° water... and the hotter the water, the cleaner the dishes. She'll love the idea that "Power Soaking" means no scraping or rinsing... and that fan-forced hot air dries without streaking or spotting.

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The New Belsaw 910 turns rough lumber into all popular Millwork Patterns.

New a production machine that PLANES, MOLDS and SAWS in one continuous power feed operation. A versatile money-maker for your shop.

The Belsaw 910 face molds up to 11 inch wide stock or edge molds to 6 inches wide—planes stock 12 1/4 inches wide by 6 inches thick. Saws 2 1/4 inches thick. Power feeds 22 feet a minute with 3 or 5 H.P. motor.

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If your acceptance of our limited-time offer is postmarked no later than March 30, 1961, we'll include a special bonus book HOW TO BUILD SWIMMING POOLS absolutely free—a special dividend for acting now.

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CHEVROLET IFS "WALKS" WHEELS OVER TRUCK-BUSTING BUMPS!

Chevrolet truck wheel action on rough road surface, as depicted by 4-stage stop-action photography.
CHEVROLET IFS INDEPENDENT FRONT SUSPENSION

PROTECTS YOUR PROFITS THESE THREE WAYS:

1. **Rides down high maintenance costs.** When a bump looms up, Chevy’s independently suspended front wheels “walk” right over it. Most road shocks and jolts never reach the chassis, cab or body. The truck rides smoothly, takes less of a beating, stays in cost-saving shape longer. Your income doesn’t dribble away in big repair bills. And you don’t lose money through excessive downtime, either.

2. **Rides cargoes over rough spots with less damage . . . minimum loss.** Thanks to those same “walking wheels,” loads don’t do much bouncing in the body of a ’61 Chevy truck. That means you don’t have to contend with undue cargo damage that eats away at your earnings. (Chevy’s load-tailored rear suspension helps protect cargoes, too.) This sure protection for fragile loads—and profits—is standard in 1961 Chevrolet trucks of every weight class.

3. **Rides drivers through with less fatigue—for tighter schedules.** Wait till you see how Chevy front wheel action works to eliminate tiring shimmy and steering-wheel fight. It means that the man at the controls can stay there longer with less fatigue—stay on schedule and do a bigger day’s work. (Another reason you can look for faster schedules is that Chevy’s bump-beating wheel action allows faster safe speeds on rough roads.)

That gives you an idea of how Chevy Independent Front Suspension works to move you ahead in the money-making department. And it’s available in 165 Chevrolet models for ’61, from new Corvair 95’s to 36,000-lb. GVW tandems. Check it out with a demonstration ride at your Chevrolet dealer’s, sometime soon . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

INDEPENDENT FRONT SUSPENSION

In Chevy, each front wheel, suspended independently, is free to step cleanly over bumps (see left). Each works smoothly to reduce objectionable jolts so characteristic with I-beam axle design (right). Working with load-tailored rear suspensions in every weight class, I.F.S. provides the basis for profit-protecting performance that’s unmatched by I-beam axle trucks.

I-BEAM AXLE DESIGN

1961 CHEVROLET STURDI-BILT TRUCKS

FEBRUARY 1961
Give your houses new sales appeal with the ELECTRONIC MAGIC of amazing new AIRSWEEP ELECTRONIC RANGE HOOD.

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IRRESISTIBLE SALES APPEAL! Airsweep gives home owners two astounding advantages (1) Traps smoke, cooking odors, pollen, and kills bacteria electronically. No filters to replace, no ozone bulbs. (2) Makes kitchen air healthier, zestful! Airsweep adds miracle negative ions to the air it purifies—which scientists find combats hay fever, asthma, colds, headaches, blood pressure, drowsiness, and fatigue. Also adds zest! A boon to housewives!

A MONEY-SAVER, TOO. Saves cost of outside vents, ducts, special wiring. Saves cabinet space.

GIVES FLEXIBILITY to kitchen planning—locate range anywhere.

EASY INSTALLATION. Mounts in minutes on wall or under cabinet with just four screws, connects to standard household current.

AIRSWEEP is the newest of a complete line of 42 range hoods, 15 exhaust fans, by Progress. Distributors in every area.

Nozzle has four size openings

Circle No. F5 on reply card, p. 137

Heaters warm up winter jobs
Portable heater line adds new larger model, the PH 350, and a smaller unit, the PH 80. Both are designed for easing work during construction, for roughing-in plumbing or heating, for concrete curing, driving and thawing materials. Need no vents.—John Wood Co.

Circle No. F6 on reply card, p. 137

Cupper does landscaping work
New model V-90 "Ranger" from Servis is a three-belt driven pasture clipper. Keeps field development approaches neat, cuts smoothly, with less power required and less investment of width per cut. Convertible type for either 3 pt. lift or pull-type operation.—Servis Equipment Company.

Circle No. F7 on reply card, p. 137

Modernize your machinery
New 10 hp hydraulic transmission allows low cost automation and modernization of your existing machinery. Provides completely variable speeds from 0 to 1,000 rpm. For high-torque, heavy-duty applications to construction equipment, lifts and hoists, pumps.—Roberts Electric Co.

Circle No. F8 on reply card, p. 137

NEW PRODUCTS

left or right opening!

Install anywhere!

The "Harthside"

NEW Versatile!

Majestic

THULMAN CORNER FIREPLACE
• Unlimited new possibilities for custom home installations
• A natural, too, for the low-cost housing development
• Economical, easy to erect—no masonry or mortar needed

Completely factory-built • Made of corrosion-resistant metals • High temperature ceramic liner • All clearances built in, can be butted against wood • UL-tested and labeled • For either floor-level or raised hearth • Attaches to Majestic Thulman all-metal chimney as open-front model shown at left • Package includes all-metal chimney • Choice of surrounds, firescreen, hearth bases, wood baskets • Write for details on full line.

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Big and fast, with typical Sherman dependability... 12' digging depth, 188° swing, exclusive filter gauge, much more for high production, low maintenance.

SHERMAN MAJOR DIGGER

Here's a perfect pair—match Sherman's durability, dig-ability with Fordson's rugged diesel economy, 12' digging depth.

ALSO...

12 speeds instead of 4—For more power, more economy, equip your 4-speed Ford tractor with the Sherman 12-speed combination step up—step down transmission to exactly match power and speed to every job. Or, for fast shuttling, install a time-saving Sherman reversing transmission.

"We bought our first Sherman in 1953. When business grew, we bought another. From the first day we had them, both Shermans have been in constant use—at any given time we have about 20 jobs in progress—requiring only minimum maintenance to keep them running in equal-to-new condition. By now, our two Shermans have delivered a total of more than 11 years continuous service, amounting to more than 33,000 operating hours, in some of the toughest imaginable situations. They seem to be indestructible... we figure to keep on using Sherman products."

Why not find out what Sherman can do for you? See your Ford dealer... Check the yellow pages or write to Allied Equipment, Ford Motor Company, 2500 E. Maple Rd., Birmingham, Michigan.
CATALOGS

To sell your kitchens

"The Most Important Room in Your Home" is the title of this 18-page package of kitchen ideas. Texbros Cabinets are colorfully detailed in complete line of different finishes. Also in different modular arrangements—Texbros Cabinet Corp. Circle No. F9 on reply card, p. 137

How to use lighting

Comprehensive, 28-page manual shows how to get best use out of mercury lamp lighting. Of particular interest for commercial building, or work requiring outdoor lighting. Design data, circuit diagrams, complete technical rundown on systems—Westinghouse Electric Corp. Circle No. F13 on reply card, p. 137

Advantages of truss system

This 24-page catalog both explains the "Den-Wood" trussed rafter system and shows the various uses of trusses in construction. Step-by-step "on-site" photos show how rafters are constructed, tools used, complete equipment needed—Denver Wood Products Co. Circle No. F10 on reply card, p. 137

How to use curtain walls

Eight pages of full color outlines 445,052 curtain wall variations.Eric presents its porcelain enameled wall panels in chart form to outline skin and core materials, assemblies. Also includes detail sketches of panels plus colors—Erie Enameling Co. Circle No. F14 on reply card, p. 137

Tile is glazed, unglazed

Four pages of in-color drawings and color combinations on Wheeling's new "Pirouette" tile. Unglazed ceramic mosaics in 13/16" rounds. Whole tile has solid field of circular shaped tile interspersed with complementary colors—Wheeling Tile Co. Circle No. F11 on reply card, p. 137

How to use glass interiors

Four pages of in-color drawings and color combinations on Wheeling's new "Pirouette" tile. Unglazed ceramic mosaics in 13/16" rounds. Whole tile has solid field of circular shaped tile interspersed with complementary colors—Wheeling Tile Co. Circle No. F11 on reply card, p. 137

Schools and building them

There's a lot of good construction information packed into this 12-page booklet from Stronghold Nails. Gives plenty of data on the right nails for specific uses. Includes designs and nailing details for school buildings, construction drawings of walls, floor sections, trussed rafters—Independent Nail & Packing Co. Circle No. F12 on reply card, p. 137

VITROLINER CHIMNEY DESIGN

ENDS HOUSING ROOF STREAK

The secret is in the concealed rain cap and top tank design. Vitroliner chimneys have no exposed parts to catch dirty soot that can wash off in the rain and streak the chimney housing or roof. Stainless steel tank collects and evaporates moisture at top preventing it from running down the entire chimney length as in conventional chimneys with bottom "T." No other chimney offers this streak and rainproof protection.

CONDENSATION ENGINEERING CORPORATION
3511 WEST POTOMAC AVE., CHICAGO 51, ILL

Circle No. F101 on reply card, p. 137

How to light commercially

Some helpful technical information on outdoor commercial lighting. Particularly good for shopping centers, motels, stores with parking lots, etc. Two pamphlets from Paragon detail outdoor lighting and time-controlling of lighting—Paragon Electric Co. Circle No. F17 on reply card, p. 137

CERAMIC TILE

Wall chart converts dimensions

For anyone who has to do the figuring, this wall chart from Precision Equipment will help. Includes common conversions such as inches to centimeters, ft. to miles, etc. As well as those difficult to locate like cu. ft. to liters, microns to meters, cm/sec to miles/hr—Precision Equipment Co. Circle No. F18 on reply card, p. 137

How to use curtain walls

Eight pages of full color outlines 445,052 curtain wall variations. Eric presents its porcelain enameled wall panels in chart form to outline skin and core materials, assemblies. Also includes detail sketches of panels plus colors—Erie Enameling Co. Circle No. F14 on reply card, p. 137

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Removable Windows

with Thermal Glass Set in Vinyl Gasket to Eliminate Storm Sash

The deluxe BILT-WELL Window that offers customer luxury features without custom cost.

The Super-Therm by BILT-WELL employs an entirely new concept in glazing. The insulating glass is set in a vinyl gasket that provides maximum weather protection and cushions the glass against cracking or breaking. Super-Therm is the prestige window that offers the ultimate in comfort with minimum heating and cooling costs and eliminates the inconvenience and unsightly appearance of storm sash.

* And Look for these other Bilt-Well Job-Tested Features

Patented Unitized Frame
Jamb-Liner (Patented) Weatherstrip
Widest Selection of Sizes
Jamb Adjustors, Factory Installed
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Frame Parts Interchange with BILT-WELL Super-Hold and Super-Lift Window Units.

Every BILT-WELL Window Unit exceeds U.S. Government Requirements and are so labelled, permanently and clearly: U.S. Patent No. 2,303,418, 2,960,234 and 2,918,710.

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Two, three or a small galaxy of outdoor lights come magically alight at dark, turn off at dawn. Built-in time delay avoids on-off flicker from car headlights. Satin aluminum standard exterior face plate, weatherproof gasket. 300W Capacity.

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Arrive after dark to a home aglow with warm, welcoming, pre-selected lights. Automatically turned on or off by a photo-electric cell, or manually controlled. Ivory white 2 gang face plate. Selector switch has three positions—Automatic, Off and On. 300W Capacity.

AN ECONOMY DIMMER SWITCH

The beauty and comfort of controlled light in any room, through an inexpensive electronic dimmer. HI for general lighting, LO for mood level, OFF. Replaces standard wall switch without changing wiring or wall plate. 300W Capacity. 117V AC, incandescents only.

NEW 20-Page Catalog Shows Installation of Glass Blocks and Sculptured Glass Modules

Textured stone is lightweight

"Featherock", a lightweight cellular lava foam stone, is described in photos, drawings and text. Brochure illustrates three types of the stone, suggests various interior and exterior uses, presents technical data chart on types, sizes, coverage per ton, colors, "K" factor, texture.—Featherock.

How to install glass blocks

New 20-page catalog shows installation of glass blocks and sculptured glass modules. Filled with actual photos of uses, properties and sizes charts. Also how-to drawings and diagrams. Introduces PC's new sculptured blocks and gives design ideas on how to use them.—Pittsburgh Corning Corp.

How to install ductwork

Ten-page booklet offers instructions on fabricating duct system. Covers any type of warm air heating or air conditioning installation. Step-by-step photographs, diagrams, data on heat-savings, duct sizes, packaging and shipping information. All clearly presented.—General Chrome Inc.

CONCRETE REFINISHING PROBLEM?

Now... a faster, easier, better way to produce thin, self-bonding cement toppings... from feather-edge to 1/4".

The answer is Larsen-Mix... an entirely new type of dry mix cement topping to which you just add water, mix and trowel on. Larsen-Mix is not an epoxy... not a latex... yet it easily meets the most exacting requirements. It possesses an amazing compressive strength of 4,600 p.s.i., tensile strength of 1,100 p.s.i. and bond strength of 490 p.s.i.

Application of Larsen-Mix is foolproof. Color may be added. It is non-toxic, non-fuming, non-caustic, vermin-proof. Non-flammable. Contains no volatile organic solvents.

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LARSEN PRODUCTS CORPORATION Bethesda 14, Md.
Now—in addition to a full line of new gas-powered Utility tractors and equipment—Case is proud to announce the availability of famous Case Dynaflow diesel engines, as power option in all 1961 wheel and crawler models. Compact, powerful, and thoroughly job-tested, these heavy-duty engines let you realize the low investment and high production advantages of Case Utility loaders, dozers, backhoes, and fork lifts—plus the fuel savings and long-life stamina of diesel power.

Husky 4-cylinder Case diesel engines have earned a world-wide reputation for quick, easy starting—even in sub-zero weather. They give you smooth, high-torque power for fast load-starting and heavy pulls. Exclusive Dynaflow combustion system mixes fuel and air thoroughly...burns clean to give you maximum work-output from every drop of low-cost fuel. Five main bearings and other heavy-duty features keep wear-rate low...repair costs to minimum. Best of all, these new Case Utility machines give you the assurance of better overall performance for your dollars because each complete outfit—tractor, engine and mounted equipment—is engineered and built by Case, for better quality control and dependable one-stop servicing.

Get a Case diesel demonstration—FREE!
Stop in at your Case Dealer's real soon and ask him to put one of these new high-production Utility diesel units through its paces for you. Or send the coupon for more details on machines that interest you.

Husky new rubber-tired machines—Case Model 530 is powered by 48 hp Dynaflow diesel or 47 hp gasoline engine. Shuttle-shift and power-steer, std. Available with 2000-lb. loader, 14' backhoe, quick-change front and rear attachments. Economy Model 430 has 40 hp Dynaflow diesel or 38.5 hp gas power-plant...1000-lb. or 1200-lb. loader, 10' backhoe, multiple attachments.

Powerful new Model 310E crawler—Choice of 40 hp Dynaflow diesel or 42 hp gasoline engine. Gives you 5815 lbs. drawbar pull (gas), power-turn steering. Available with bulldozer, angling dozer, power-tilt or power-angling blades; or ½-yd. high-dump front-loader...rear scarifier, winch, backhoe, or hitch.

Fast-rolling fork lift—
Model 430, powered by 40 hp Dynaflow diesel or 38.5 hp gasoline engine, lifts 4000 lbs. to 15', 2500 lbs. to 21½'. Offers shuttle transmission and power-steer, std.; 21 mph travel speed.
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and now
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Complete
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Building paper stops weather
A new and exceptionally strong building paper, "Flexten 600" described in detail in this four-page illustrated pamphlet. Step-by-step photos show how building paper is handled, how it's stapled to house, kind of protection it affords. Specifications outline paper's limitations as well.—Charles J. Slicken Co.

Circle No. F29 on reply card, p. 137

How to frame a store front
From Bonnell—a complete specification and how-to file on extruded aluminum store front shapes. Loose-leaf, punched folder includes more than 20 sheets of drawings on different systems. Covers box framing, flush framing, expansion joint framing. All with detailed drawings.—William L. Bonnell Co., Inc.

Circle No. F30 on reply card, p. 137

What's new in glued beams
Newest edition of "Tim-Pres" gives an eight-page look at some of the latest structures using glulam beams. Photos, floor plans and descriptions. Features a terminal, two churches and a hangar. Also has a chart detailing where the timber structure nearest you is going up.—Timber Structures, Inc.

Circle No. F31 on reply card, p. 137

Where can you use hardboard?
In an eight-page, fact-packed catalog, Georgia Pacific gives you a complete briefing on the latest hardboard uses. Photos suggest new uses for both interior and exterior hardboard. A two-page spec diagram details 14 types of board, descriptions, sizes, retail prices. "How to apply" data.—Georgia Pacific.

Circle No. F32 on reply card, p. 137

Components make rail system
"Connectorail" Bulletin No. 0011, (six pages) describes and illustrates a complete aluminum, non-welded, flush-fitting pipe rail system. Full of detail drawings, dimensions, assembly data and what-how information. Elevation drawings show typical uses of components.—Julius Blum & Co., Inc.

Circle No. F33 on reply card, p. 137

Utility panel is cost-saver
Booklet offers complete information on Weyerhaeuer's new "Fly-Veneer" panels. Kraft-overlaid veneer sandwich panel has variety of cost-saving utility uses. Eight pages of application photos and drawings, detail sketches, descriptions, size and specification charts.—Silventek Div., Weyerhaeuer Co.

Circle No. F34 on reply card, p. 137

Learn more about Formica
Group of four-page pamphlets feature latest information about Formica. Newest development is a Formica "Flakeboard" for underlayment beneath plastic laminates. Other booklets give colors and patterns, installation details. Details money-making opportunities with Formica.—Formica Corp.

Circle No. F35 on reply card, p. 137

Calculates shingle needs
Amount of roof or sideway your cedar shingles will cover is figured with new coverage calculator. Shirt-pocket size, it does quick and accurate job estimating the coverage, in square feet, of standard bundle of 16, 18 or 24" cedar shingles.—Red Cedar Shingle Bureau.

Circle No. F36 on reply card, p. 137

Order Direct...

from Goldblatt Tool Company or from your dealer, where you are assured of immediate shipment plus the solid Guarantee that has been good as gold for 75 years! These perfectly balanced Stilts make all wall and ceiling work more profitable—because they cut job time, end set-up and take-down time for use of scaffolds.

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NOW! More jobs are low-cost jobs with New John Deere 1010 Wheelpower

Now ready to roll onto your building or earthmoving jobs, new John Deere Wheel Units are powered right, priced right for economical work.

New "1010" Wheelpower is engineered for all-around service, designed as the low-cost answer to earthmoving, material handling, landscaping and utility work. New 40 h.p. four-cylinder gasoline and Diesel engines operate efficiently through the full throttle range for top performance on any job. Deere equipment, including loaders, backhoes, rear blades, landscape tools and mowers provides full versatility.

The John Deere "1010" Wheel Loader is a compact, fast-handling unit well suited to general building work. Five forward speeds and power steering insure easy handling, full maneuverability. Turning radius is only 8 feet 8 inches.

Your John Deere dealer will be glad to demonstrate and give you the information you need on John Deere's "New Generation of Power." He's ready to explain the advantages of the John Deere Credit Plan and long-term leasing, too. Contact him through the classified telephone directory or write today to John Deere, 3300 River Drive, Moline, Illinois.
Work-test this pleasingly priced production-humper

OLIVER 550 BACKHOE

Modest price, yes. But mighty big in the performance department. Try and match any other tractor backhoe its size to these work-speeding facts:

The Oliver 550 with 70 backhoe puts in your command the tremendous workability of the highest ratio of horsepower to weight of any backhoe... plus a great 9000-lb. breakaway power.

This compact, highly mobile digging machine eases up to any job, no matter how restricted, and blazes into action—digging a deep 12'; swinging a full, uninterrupted 188°; reaching 14' 4" forward and to 11' 8" either side. It has independently operated, widespread, hydraulic stabilizers to give you sure-footed stability for fastest digging action.

Equip your Oliver 550 with 12-cu.-ft. loader and multiply your job performance. Choice of gasoline or diesel power.

OLIVER CORPORATION, CHICAGO 6, ILL.
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**AMERICAN BUILDING HOUSE NO. 283**

- **L. in. ft.** C = cu. ft.
- **S. in. ft.** U = unit(s)

**FLOOR LEVEL AREA**

- **CARPORT & STORAGE AREA** 535 S
- **TOTAL BUILDING CUBAGE** 29,000 C

- **TOTAL BUILDING CUBAGE** 29,000 C

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**Asphalt Ye" Floor Tiling Gr. Prf. Asph. Ye" Floor Tiling**

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**S sq. ft U mnit(s)**

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- **CARPORT & STORAGE AREA** 535 S
- **TERRACE & WALKWAY AREA** 350 S
- **TOTAL BUILDING CUBAGE** 29,000 C

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**February 1961**

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**ELECTRICAL SYSTEM & FIXTURES**

- **Electric Service Panel**
- **Telephone Service Connection**
- **H. W. Heater Connection & Wiring**
- **Gas Furnace Connection & Wiring**
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- **Ext. W. P. Lamp Post, Fst., & Bulbs**
- **Ext. W. P. Lamp Post, Fst., & Bulbs**

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Charles Clotfelter of Marietta, Georgia, is cured of cancer, like more than 1,000,000 other Americans. He owes his life to his own vigilance. He went to his doctor in time. Charles Clotfelter is living proof that many cancers can be cured if detected and treated early. Do you protect yourself with an annual health checkup? It's your best insurance against cancer.

**AMERICAN CANCER SOCIETY**
How to pick the right

Small crawler proves versatile for variety of earthmoving jobs

Medina, Ohio builder Ed Mears points out some grading jobs to his operator at his popular Rustic Hills development. Mears began earthmoving last year, now uses machines on everything from golf courses to dams.

Medium crawler with loader bucket works best on scattered lot jobs

Determining cycle time is highly important when operating a medium-size rig in tight quarters. It becomes particularly important on scattered lot operations, where the machine must be versatile yet productive.

Rubber-tire loader moves fast, does best when production counts

Arizona builder uses his heavy duty loader to demolish buildings, excavate parking areas, drives, foundations. Formulas help him determine speed of movement from one job to another and whether rig will be efficient in job.
How does a builder know the type and number of machines to assign to an earthmoving job? Assign too many pieces of equipment to a job and it may prove too costly. Assign too few and the job falls behind schedule. But Caterpillar Tractor Co. engineers have worked out an answer.

Two simple formulas will help determine how many yards of earth each machine can move during each work shift and which is the best machine to do the job.

To put the formulas to work, a builder first should make himself familiar with some basic terms:

- **Cycle Time**—this represents the number of minutes required for a bulldozer to dig and drift dirt to a stock or waste pile, reverse its direction and return to the starting point. It also represents the time it takes for a loader to dig, transport and dump a load then return to the stockpile or bank.

- **Fixed Time**—this represents time spent during a machine cycle in other than hauling or returnling. It involves time for loading, dumping, turning, accelerating, decelerating, and shifting gears.

- **Variable Time**—this represents time spent moving the material to its destination and returning empty. This time varies with the distance to the destination and the speed at which the unit can move.

- **Efficiency Factor**—This shows an approximation of the job efficiency which can be expected from operators of various types of hauling and excavating units. Since no one works a full 60 min. out of each hour, an allowance must be made for time spent in other than profitable production.

- **Load Factor**—This shows the ratio of the volume of loose, or excavated, material moved to its volume in the natural state. For example, 1 cu yd of clay in the natural state will swell to a volume of 1.4 yd in the loose state, giving a load factor of 1.00 = .72

Here, then, are the two simple formulas which, through combining all of the above factors, will help the builder determine his equipment needs and efficiency.

1. **Variable Time** =

   \[
   \text{Distance traveled in feet} \times \frac{(\text{Speed in mph})}{(88 \text{ ft./min./mph})} \]

2. **Production (bank cu yd per hr)** =

   \[
   (\text{efficiency factor}) \times \frac{(\text{cu yd/trip})}{\text{cycle time}}
   \]

Formulas 1 helps determine how much time will be required for each leg of a cycle under good conditions with adequate traction. Formula 2 tells how many bank cu yds can be produced on a given job by a single machine per hr.

Two sample problems demonstrate how the formulas can be applied to the operations for a bulldozer and a front end loader. (All variable time factors come from Caterpillar engineer field files for the specified equipment and should be checked with your dealer.)

A 140-hp tractor equipped with straight bulldozer is dozing common earth. If you assume that power requirements and limitations allow the machine to dig and carry material in second gear forward at 2.2 mph and return in fourth reverse at 5.4 mph, what will be the production of the machine with a 100' push distance? Capacity of the straight blade is 4.7 yd, loose measure.

You know that it takes about 0.20 min. fixed time to shift gears during a cycle.

Thus, production per hr equals:

\[
\text{Load factor figures and other information necessary to adapt this method to specific jobs can be obtained through your local equipment dealer.}
\]
Plenum heating warm air system offers many advantages

A type of heating system that's getting more attention from builders is one in which space between the wood floor and concrete slab acts as a warm-air plenum.

Simple plenum system is shown at left. The floor joists are supported by standard bricks, which in turn rest on a thin concrete slab. Warm air is admitted to the rooms by perimeter registers.

Among the advantages of such a system are:
1. It requires a thinner concrete slab.
2. It gives a warm floor.
3. It requires no ductwork.
4. Installation cost is low.
5. Water lines to plumbing fixtures pass through the warm plenum, reducing possibility of freezing.

For complete information, send one dollar to Pennsylvania State University, College of Engineering and Architecture, University Park, Pa. Ask for Better Building Report No. 4.

Prevents moisture damage to wood posts

By taking just a little extra care you can greatly increase the life of wood posts and timbers that come into direct contact with masonry.

Shingles protect posts

For example, H. Josephs, of Gardenville, Pa., has a way to prevent moisture damage to wood posts that rest on concrete. When setting the posts, he puts a piece of thick butt shingle, or 30# asphalt roofing paper—grit side down—under each post. Then he trims the shingle around the bottom edge of the post (drawing A above). Weight of the post and the load it carries presses the shingle material into the end grain, keeping moisture out.

Method also works with sills

As shown in drawing B this method can easily be applied to points where timber sills rest on brick or concrete piers. In that case, the shingle or roofing paper is placed over top of pier before timber sill is put in place.
Follansbee Terne... a complaint-free roofing and weathersealing metal

Every builder is aware that even minor complaints aren’t good for future business—and good business is the best reason for using Follansbee Terne in the areas where inadequate materials frequently cause complaints from home owners. There are many reasons why Terne is a superior roofing and weathersealing metal.

First, when a roofer paints Terne, the bond between the paint and Terne’s coating is excellent.—Home owners will appreciate the fact that they will not have to paint nearly as often.

Second, Follansbee Terne will last as long as the house stands. There are Terne roofs which have been in service for well over 100 years.

Third, in comparison to non-ferrous metal accessories, Follansbee Terne can be painted—a real advantage because home owners like color in such things as gutters and downspouts. Terne also gives them the opportunity to change the color of house trim to harmonize with other exterior colors.

Fourth, Follansbee Terne allows the roofer to do a better installation job.—It’s easy to work with, solders perfectly because of its tin-lead alloy coating.

Fifth, Follansbee Terne requires fewer expansion joints than necessary with non-ferrous roofing metals—only one every 30 feet as compared to 8 for one metal and 3 for a second.

Sixth, Follansbee Terne, whether used for the complete roof or only for accessories, has advantages that your salesmen can point to in selling prospective buyers.

Using a competitively-priced, quality material like Follansbee Terne is good business—and helps make other sales possible. Ask your roofer or sheet metal contractor about Terne, or write

Follansbee, West Virginia • Sales Offices in Principal Cities

FEBRUARY 1961
INSTALL LOW COST, PACKAGED, ZONE CONTROL BASEBOARD HEAT
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EDWARDS...the one dependable manufacturing source for all hydronic and electric heating and cooling equipment...for new homes, older homes, motels, apartment houses, schools, churches, etc. Factory guaranteed...virtually eliminates costly call-backs. Edwards zoned systems are competitively priced with non-zone hot air systems and are completely assembled at the factory.

OIL AND GAS HEATING UNIT
Space-saving design (3' long x 2' wide x 3' high).
Completely wired. 100% automatic air elimination.
Oil-fired units are completely smokeless; feature rumbler suppressant design. 100,000 to 3,000,000 BTU/Hr capacities.

HYDRONIC BASEBOARD RADIATION
Lengths from 2 to 20 feet. Installation is simple and fast; quiet wire slide for 1/8" and 1/4" sizes.

COMPACT MOTORIZED ZONE CONTROL VALVES
Sealed mercury switches. Completely silent, long life. Positive shut-off valve. Powerful electric motor gear drive. For hot water, steam or chilled water systems, 1/2", 3/4", 1", 1 1/4", 1 1/2", 2".

FOR MULTIPLE OPENING FIREPLACES
FORMS COMPLETE THROAT, eliminating construction errors.

HEAVY STEEL CONSTRUCTION for lifetime service. NO BRITTLE CAST IRON PARTS TO BREAK.

When damper is in open position, closure blade cannot swing back beneath chimney flue, but acts as a buffer to prevent downdraft wind currents from entering throat to interfere with draft. Tight closure prevents loss of furnace heat.

Rockwool blanket provided for use between form and masonry. Only proven method of absorbing metal expansion to prevent cracking of masonry.

Permits chimney flue to be located directly above center of unit, saving considerable labor and material necessary with other designs to offset chimney and downdraft shelf.

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It saws straighter . . . cuts cleaner . . . bevels better than the best of ’em. Takes paint and finish like a duck to water . . . takes the work out of woodworking.

Typical uses: Paneling, cabinets, woodwork, siding, shelving and a thousand other practical, important uses.

Corner brick barbecue adds rugged background for indoor dining

Let your buyer bring cookouts indoors with a feature that insures charcoal-broiled steaks all year. Nothing could appeal more to the he-man chef when cold winds drive him in from the terrace.

An extension of the house chimney, the barbecue is accessible to the kitchen dining area and family room. When it's not in use, a handy storage space below keeps equipment out of sight behind a cast iron door. There's plenty of counter space, too, around the grill. This sales-appeal feature was built by Brown & Kauffman, Inc. of Cal. Architect was Alexander C. Prentice.
Newest way to give sales-winning beauty to your homes! For exterior and interior interest, more and more builders are turning to concrete grille block. Available now in hundreds of different patterns, this modern decorative masonry gives a fresh, custom look to accent walls, carport walls, sight and solar screens, and even space dividers. Here's a simple, low-cost way to excite buyer interest. And concrete's easy upkeep and long life are additional sales points. Grille block is one more example of how builders can use modern concrete to give homes that vital extra sales attraction.
Concrete reinforcing

Concrete is strong in compression and can stand great pressures and loads. However, it's comparatively weak in resisting pull or tension. Therefore, reinforcements—round or square steel bars, or mesh—are used to increase its tensile strength.

The basic principle of reinforced concrete is shown in Fig. 1. When a heavy load is placed on a concrete beam the load tends to bend the beam. Under excessive load, the bottom of the beam pulls apart; the top of the beam cracks and crumbles, as shown in Fig. 1-A. If steel bars are imbedded at the bottom of the beam, as in Fig. 1-B, the steel, strong in tension, prevents this damage.

To assure a strong bond between the steel and concrete, the surfaces of the reinforcements are roughened in manufacture. Their ends are often bent, to better fit the concrete and prevent slipping should the bond between steel and concrete prove inadequate. Deformed bars with raised portions (Fig. 1-C) also increase the friction between concrete and steel.

Smaller sized bars in the shape of a "U," and known as stirrups, may also be used, to take care of additional stresses, as in Fig. 1-D. These are placed closer together near the ends of the beam than toward its center. Fig. 1-E shows the complete reinforcing that may be used in a beam—straight bars, bent bars and stirrups.

Bending reinforcements

Bends for stirrups and ties shall be made around a pin, the diameter of which must not be less than twice the diameter of the bar (Fig. 2).

Bends for bars under 1" in diameter shall be made around a pin having a diameter not less than six times the thickness of the bar.

All bars must be bent cold.

Placing reinforcements

Metal reinforcements shall be accurately secured in accordance with the plans and shall be held in position by concrete or metal chairs and spacers. Fig. 4 shows how stirrups support the main reinforcing bars in a steel beam. A grooved concrete block may be used to properly space the bars at the bottom.
needs special know-how

Protection of reinforcements

Where a concrete slab is poured against the ground, without forms, the bars must be not less than 3” from the bottom of the slab (Fig. 3-A). Where concrete is placed in forms and is to be exposed to the weather, or where it comes in contact with the ground, as in Fig. 3-B, the bars must be at least 2” from the surface of the concrete. Where concrete may be exposed to the weather, the bars must not be less than 1 1/2” from the exposed surface (Fig. 3-C). In slabs, joints, columns, or walls not exposed to the ground or to the weather, the bars must be not less than 1/2” from the exposed surface (Fig. 3-D).

With round bars, thickness of the concrete around the reinforcements must in all cases be at least equal to the diameter of the bars. With square bars, the thickness of the concrete must equal at least one and one-half times the side dimensions of the bars.

Reinforced type tubular columns

Round steel columns are desirable and economical. They occupy less floor space than square columns, and don’t require expensive boxing to give them a finished appearance.

To make such a column, tubular steel pipe is filled with a concrete consisting of one part of Portland cement, one and one-half parts of 6” crushed rocks, the concrete is compacted by a high speed electric hammer striking the pipe just before initial set takes place.

Reinforcements in masonry

Reinforcements placed in a masonry wall—blocks, bricks or tile—strengthen the wall and prevent cracks that often appear when no reinforcing is used. On an 8” block wall the reinforcements are placed in the mortar joints of every second course of blocks (Fig. 5). Imbedding such reinforcements in the wall will not cause the thickness of the joint to exceed 3 1/2”. Masonry wall reinforcements are made for walls 4” to 16” thick. Each length measures 10’ and may be spliced 6” at either end. Cross rods are spaced 12” apart.

FEBRUARY 1961
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TUFF-BOND QUIK-SET ADHESIVE... An excellent all purpose FAST-SETTING ADHESIVE with neoprene base... brush consistency.

*TUFF-BOND GENERAL PURPOSE IMPROVED... An ALL PURPOSE water resistant adhesive that sticks almost anything to anything.

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TUFF-BOND NO. 5... A FIBRE AND ACOUSTICAL TILE ADHESIVE with strong bonding strength.

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Recommendations for special adhesives made without cost or obligation.

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DANVILLE 7, ILLINOIS

COMBINATION SAWS can now be filed automatically
with the New Model 200 FOLEY Automatic SAW FILER

This is the FIRST and ONLY machine which will file the so-called "combination" (rip and crosscut) circular saws; also crosscut circular saws, band saws, all types of hand saws.

The new model 200 Foley Saw Filer files the first tooth in each segment of a combination saw, clear around the saw; then the second tooth in each segment, and so on, until the saw is finished. The exclusive Foley principle of jointing the saw as it is filed, keeps all teeth uniform in size, shape and spacing; keeps circular saws perfectly round, usually doubles saw life.

CONTRACTORS—CARPENTERS—CUSTOM FILERS—Here is the ideal machine for contractors to keep all their power and hand saws in top-notch cutting condition and greatly prolong their life. For the carpenter who wants to make from $3 to $6 an hour in spare time—and for the full-time custom saw filer—the new model 200 Foley Saw Filer turns out perfectly sharpened saws that build repeat business and quickly pay for the Filer. Time payments if desired. Send coupon today—no salesman will call.

FOLEY MFG. CO. MINNEAPOLIS 18, MINN.

- Please send full information and Time Payment Plan on New Model 200 Foley Automatic Saw Filer.

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Another "Brainstorming" Session—

This one is designed to show you how to save money by developing your own land with your own machines. AMERICAN BUILDER will bring it to you in March. We'll report on a meeting your editors had with topflight equipment manufacturers and builders during the October marketing meeting of the National Association of Home builders in New Orleans. The meeting revealed what AMERICAN BUILDER has known for some time—it pays a builder to develop his own land with his own machines. To add proof to this conclusion we sent our editors out into the field to bring back case histories showing builder success with earthmoving.

How about the "sidewise" market?

Everythign you know about homebuilding qualifies you to work in an important profit area we call the "sidewise market." This includes remodeling, commercial building, general contracting. If you're holding back your home starts for 1961 why not bid for some public work like schools? Or, how about putting up a motel on speculation? Or, try town houses?

Speaking of town houses—

Another sizzling special report that will appear in our March issue will cover the booming town house business. It offers builders terrific opportunities, as the report, based on field studies, will show. Town houses answer many problems such as land scarcity and low cost housing.

This is a year of change—

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And speaking of materials—

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