

American Builder

Feb.
1961

Step-up Your Business with Remodeling



America's Best Quality Model Homes

At least twice a day,

Berry's easy-open features

protect your reputation as a quality builder



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



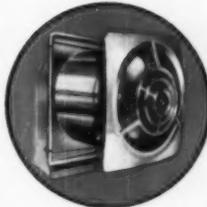
H.V.I.
Certified

10 inch Model 8490
Vertical Discharge



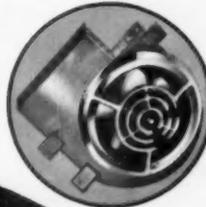
11

10 inch Model 8170
Automatic Wall Fan

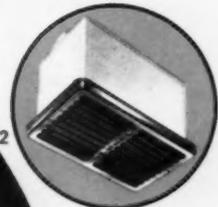


12

10 inch Model 8510
for ceiling or wall

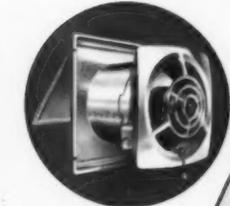


1



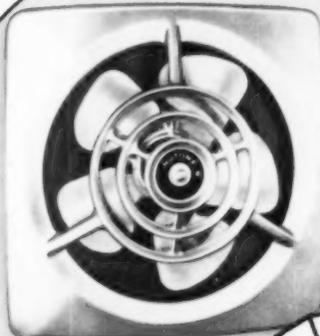
Model 8700
Twin Blower

2



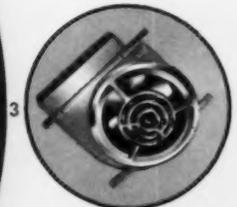
8 inch Model 8010
Pull Chain Wall Fan

10



10 inch Model 8170
Automatic Wall Fan

9

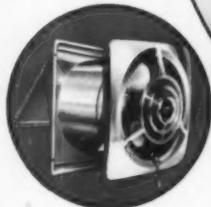


8 inch Model 8310
for ceiling or wall

3



Jet-Flo Model 8200
Vertical Discharge



10 inch Model 8110
Pull Chain Wall Fan



Model 8660
Fan plus light

7



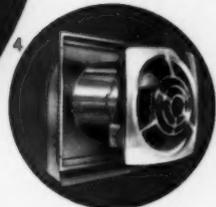
Model 8810
Bathroom Fan

6



Model 8830
Bathroom Fan

5



8 inch Model 8070
Automatic Wall Fan

4



— SEE NEXT PAGE —>

YOUR HOMES NEED BOTH!

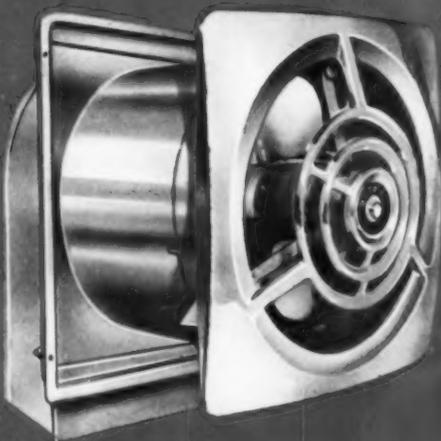
NuTone Exhaust Fans For Kitchen & Bathroom



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



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

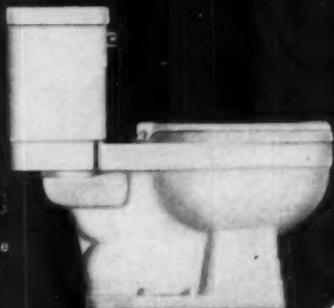


FOR CEILING . . . Model 8660 Exhaust
Fan plus bathroom ceiling light. 36.95

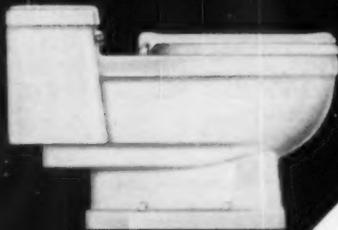


See
Other
Side
←

CHARM Water Closet.
Lowest close-coupled ever.
Styled for modern
installations. Features
exclusive Uni-Tilt
Flush Valve.



COMO Water Closet.
The ultimate in low one-piece
styling. Features hush-quiet
siphonic action jet plus
foolproof Uni-Tilt Valve.

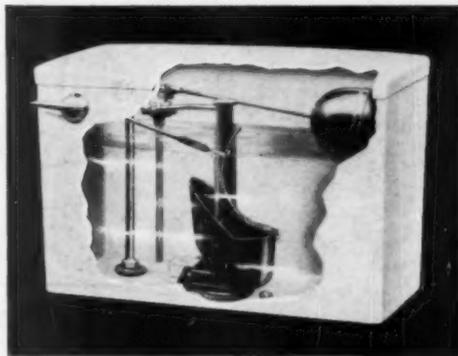


*Designed to eliminate
handle jiggling forever!*

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.

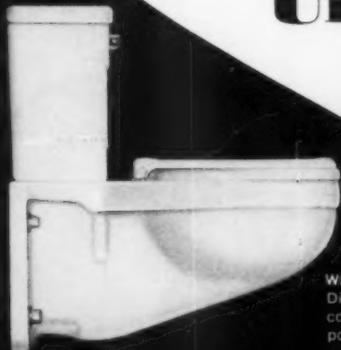
Exclusive with Universal-Rundle, the Uni-Tilt's unique pivotal action guarantees a positive flush . . . reseats itself perfectly *every* time. It's been proven 100% foolproof in literally thousands of field tests. Write for U/R's new full-line catalog to Universal-Rundle Corporation, 707 River Rd., New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



Universal  Rundle

THE WORLD'S FINEST PLUMBING FIXTURES FOR 60 YEARS

Plants in Camden, N. J.; New Castle, Pa.;
Redlands, Calif.; Hondo, Texas.
Export Sales: 115 Broad St., New York, N. Y.



WALLBORNE Water Closet.
Distinctive off-the-floor, Uni-Closet
combination. Has exclusive
positive action Uni-Tilt Flush Valve.

BREAKTHROUGH IN LOW COST HOUSING!

The value-packed

ECONOMY VANGUARD

by Inland Homes

Designed to sell for

\$8800

INCLUDING \$2000 LOT

PACKAGE PRICE \$2052

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 \$56.68 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) program successful. Look at all you get for \$2,052:

- 6 well designed Colonial and Ranch exteriors
- 36'-4" x 24'-4" with 3 bedrooms
- Cedar shakes factory applied and double coursed
- Birch wood kitchen cabinets
- Closet closures on all bedroom closets
- 2" x 4" construction throughout
- Exterior wall sections with doors and windows installed, architectural trim, gables, roof trusses and sheathing, roofing, hardware, interior partitions, interior trim, interior passage door assemblies, ceiling 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 monthly terms. Ask about Inland's nationwide "End Of The Rainbow" Contest, designed to increase open house traffic. Write, wire, or phone (PR 3-7550) Neal B. Welch, Jr., Vice President-Sales, Department A-2, Piqua, Ohio.

**INLAND
HOMES**



INLAND HOMES CORPORATION

Executive Offices: Piqua, Ohio

Plants in Piqua, Ohio; Hanover, Pa.; and Clinton, Iowa

MANUFACTURERS OF AMERICA'S FINEST HOMES



OPPORTUNITY



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.

American Builder originally "Carpentry and Building" with which are incorporated Building Age, National Builder, Permanent Builder, and the Builders Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

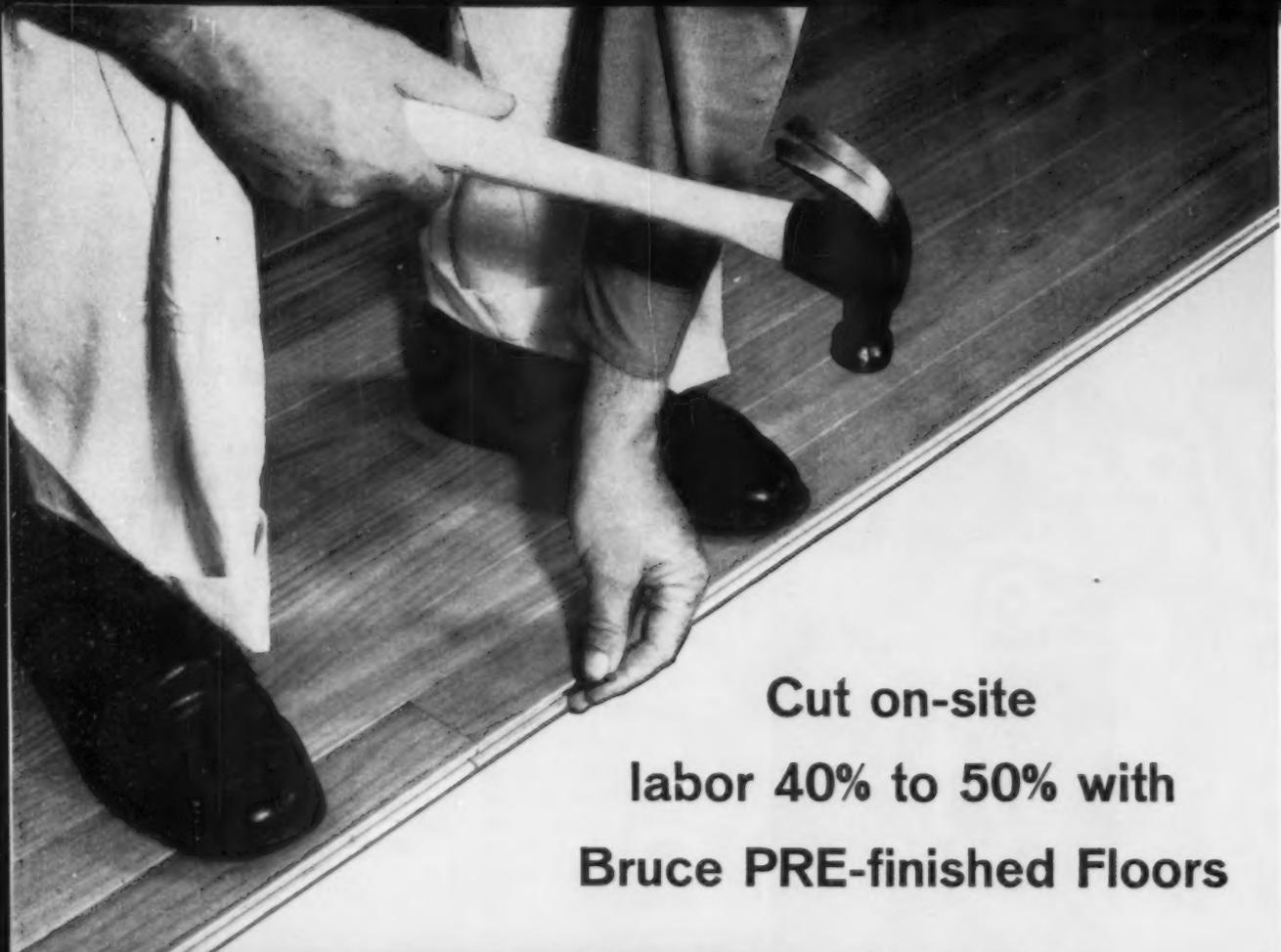
Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three

weeks in advance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent.

Circulation Department: R. C. Van Ness, Director of Circulation, 30 Church St., New York 7, N.Y. Postmaster: send Form 3579 to Emmett St., Bristol, Conn.

Published monthly by Simmons-Boardman

Publishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription prices: United States, Possessions and Canada, 1 year, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. Single copies 75 cents; April issue, \$2.00. Second class postage paid at the Post Office at Bristol, Conn. Copyright 1961 by SIMMONS-BOARDMAN PUBLISHING CORP. All rights reserved.



**Cut on-site
labor 40% to 50% with
Bruce PRE-finished Floors**

YOU ELIMINATE ALL THESE OPERATIONS



SANDING
(3 cuts)



APPLYING FINISH and FILLER
(2 or 3 operations)



WAXING and BUFFING
(2 operations)

ADDED TIME SAVED:

No slowing down
work of other trades.
No waiting for
finishes to dry.

**HOMEOWNERS LIKE THE
BEAUTY AND DURABILITY OF
BRUCE PRE-FINISHED FLOORS**

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.

Bruce PRE-finished Floors
Used in over half-a-million homes

Nobody covers American Building like **American Builder**



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 year18

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 alike32

America's Best Quality Model 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 price77

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 Prize82

A Nearly Perfect Floor Plan—Contest judges unanimously agreed that this \$17,750 California Ranch—shown in full color—had an almost perfect floor plan104

The Big Picture—Single photograph shows a unique non-modular approach to prefabrication of custom house design that is gaining in popularity109

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 detail117

Picking Earth Moving Equipment—Two simple formulas are offered to help you evaluate equipment and select in terms of your own job needs158

Opportunity	5	Opinion	18	Land Planning	158
What's New	9	Ask the Experts	36	Building With Brains	160
Change	13	Regional News	43	Tech Guide	166
Impact	15	Selected Regional House	46	Advertiser's Index	169
Tomorrow's House	17	New Products	139	Month Ahead	170

Cover: 1961 American Builder Award Winner Tom Dillon (seated) talks plans with partner Ralph Felzer and winning designer Gerald Rembowski (standing).

EDITOR: JOSEPH B. MASON

Managing Editor: Richard Bullock **Special Features Director: William F. Koelling**

Senior Editors: Andrew Boracci, Richard Nunn, William Hennessy . . . Associate Editors: Peter Cooper, Jack Fairlie, Sally Anne Gassert, Lawrence Laub, Arthur Maher, William C. Radd, Walter J. Taft . . . Contributing Editor: Jackson Hand . . . Art Director: Russell F. Ryssom . . . Assistant Art Director: Robert Gorlin . . . Production Editor: Larry I. Bernstein . . . Production Director: M. J. Figo, Jr. . . . Research Director: J. W. Milliken . . . Publisher: Bayne A. Sparks

Editorial office including April Buyers Guide issue: 30 Church St., New York 7, N.Y.

Regional editorial bureaus: **Midwest**—Jack Fairlie, 79 West Monroe, Chicago 3, Ill. **West Coast**—William C. Radd, 8522 Lorain Rd., San Gabriel, Calif. **Washington**—Walter J. Taft, 1081 National Press Building, Washington 4, D.C.

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y.; James G. Lyne, Chairman of the Board, Arthur J. McGinnis, President and Treasurer; Duane C. Salisbury, Executive Vice President and Advertising Sales Director; George A. Dusenbury, Vice President and Editorial and Promotion Director; Robert C. Van Ness;

Vice President and Circulation Director; George Hutchings, Regional Vice President; Michael J. Figo, Jr., Vice President and Production Director; Bayne A. Sparks, Vice President and Publisher; Jack Wyatt, Vice President. The editors of American Builder are not responsible for unsolicited manuscripts sent to them. Manuscripts on author wishes to have returned must be accompanied by a stamped, self-addressed envelope.



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 $\frac{1}{8}$ ".

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,



... AND SKILSAW POWER TOOLS

WHAT'S NEW *and what to do about it*

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:

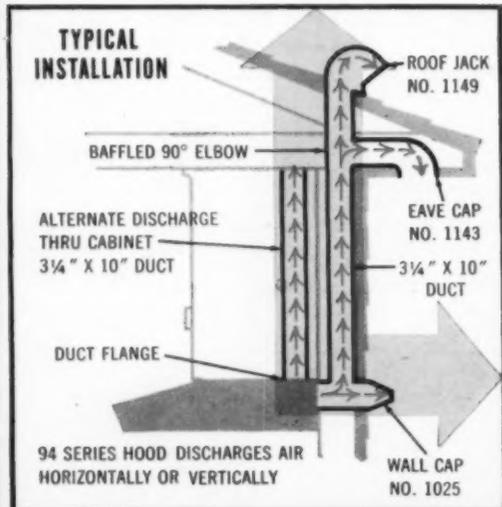
- **Cabinet status** for new Department of Housing and Urban Development. Puts spotlight on importance of industry.
- **FHA:** increased authorization and extension. More liberal terms. Perhaps no-down payment loans on houses under \$15,000.
- **Site development:** new FHA insurance setup.
- **Subsidy 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.

Continued ▶



ALL NEW!
FASCO 94 SERIES HOOD
 engineered to meet all performance standards

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.

Styled to please...
Designed to perform!



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.

Get yourself a copy. It's worth its weight in gold to you. Write either Ward Buzzell at 1625 L. Street, N.W., Washington, D.C., or the AIA, 1735 New York Avenue, N.W., Washington, D.C. Price: \$2.00.

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.

CHANGE



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.

HOMASOTE
INSULATED
SUB-FLOOR

For higher quality
at lower cost—

**BUILD WITH
HOMASOTE
PRODUCTS**

1,056 sq. ft.
of floor joists
covered with only
11 sheets 8' x 12'
Homasote sub-flooring.

**SOUND DEADENER
DUST BARRIER**

Quickly nailed in place, this 5/8" insulating and sound-deadening sub-floor protects finished flooring from dampness, excessive drying out. Why nail 116 separate pieces when you can do the job with 11?

HOMASOTE COMPANY, TRENTON 3, N. J.

*Check
these
costs!*

You save up to \$80
for a 1,000 sq. ft. house!

HOMASOTE	
1/2" PLYWOOD	\$137
WOOD SUB-FLOORING	\$183
	\$217

Ask your lumber dealer for Free Homasote Handbook. Its 72 pages tell you how to make many other savings.

Homasote Handbook

ACTUAL SIZE OF LUMBER S4S

1" Thick 3/4"	2" Wide 1 1/2"	6" Wide 5 1/2"
1 1/4" Thick 1 1/8"	3" Wide 2 1/4"	8" Wide 7 1/4"
2" Thick 1 3/8"	4" Wide 3 1/8"	10" Wide 9 1/2"

Example: 2 x 6 is 1 3/8" x 5 1/2"

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.



TO WIDEN YOUR MARKET
...get the full facts about Vacation and Small Homes, Farm and Utility Buildings constructed by the new Versitruess-Panel System. Also—ask about Homasote's Vacation and Small Home Financing Plan.



HOMASOTE COMPANY TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd. • 224 Merton Street • Toronto 7, Ontario

IMPACT

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 Dec. 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 strangling effects 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, and builders who are following our suggestions report savings up to \$15 per closet. If, in your set of plans, the saving was only \$5 per opening it would represent \$40 in this house.

Lloyd S. Taylor, Pres.
Float-Away Door Company
Atlanta, Ga.

Calls contests slanted in favor of high volume builders

... I believe ... you are not giving the proper attention to the bread and butter builders of the industry, the small builder.

We in the northern tier of states always seem to have to take a back seat to the south, southwest and west. I have never seen the results of any contest in any trade journal where these states failed to dominate. They 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
H.B.A. Kalamazoo, Mich.

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 seen in this field. Your "New Ways with Wood Framing" makes a solid contribution. The remodeling piece I read with undiminishing 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

cutting back on “call-backs”!

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!

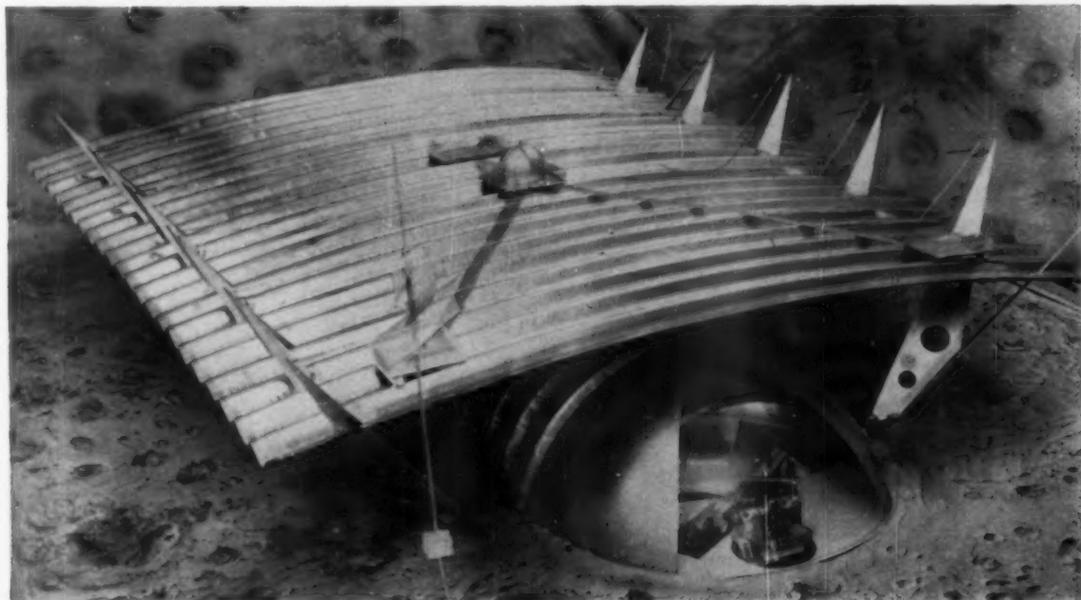
Kentile advertising like this appears in THE SATURDAY EVENING POST, LOOK, HOUSE BEAUTIFUL, HOUSE & GARDEN plus 12 other leading National publications, as well as the Magazine Sections of 324 Newspapers.



It's easy to give your homes a custom-flooring look, without extra cost. Over 200 decorator colors, thousands of designs to choose from in Solid Vinyl, Vinyl Asbestos, Rubber, Cork and Asphalt Tile. Kentile, Inc., Brooklyn 15, N. Y.

KENTILE FLOORS

TOMORROW'S HOUSE



SCALE MODEL of a proposed dwelling for lunar explorers shows how engineers are anticipating the conditions

builders will face on the moon. The thin metal canopy over the main structure is a barrier against meteoric particles.

A moon building not just a dream

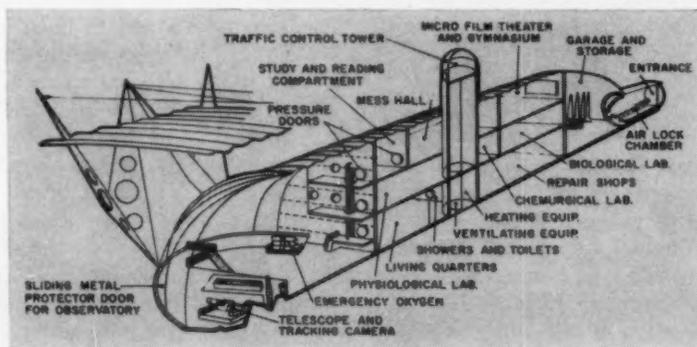
This building is not the day-dream of an unbalanced designer. It's a carefully planned structure that someday you may build on the surface of the moon.

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.



OPINION

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



JIM BURKE sees a need for increased government-industry cooperation, emphasis on low cost housing.

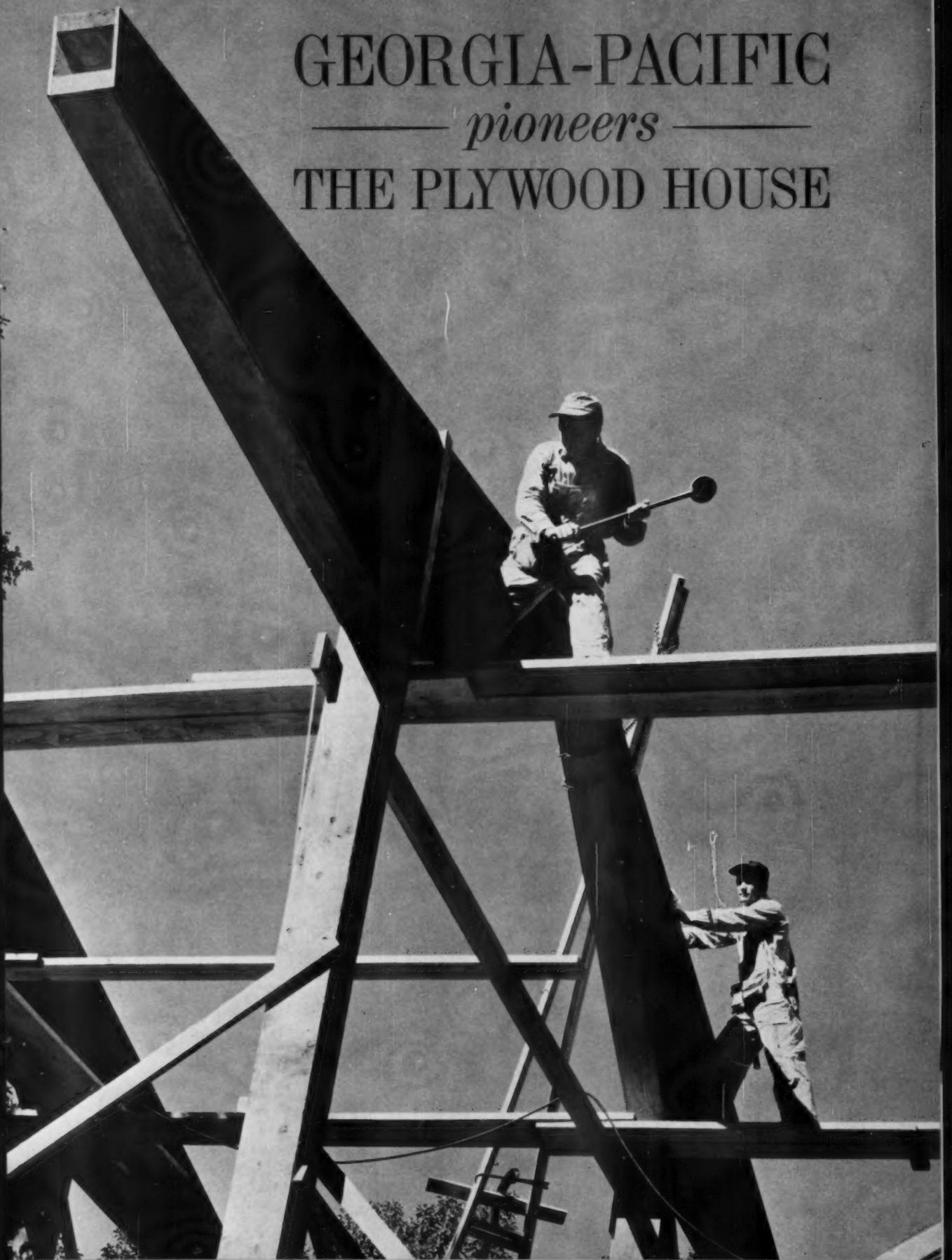
to meet higher monthly payments.

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.

GEORGIA-PACIFIC
— *pioneers* —
THE PLYWOOD HOUSE





◊ *G-P applies the new flooring system using Guaranteed Premium T&G 2·4·1. A combination subfloor and underlayment, these 1½", 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 reuseable 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 $\frac{1}{2}$ and $\frac{1}{2}$, 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 $\frac{5}{8}$ " 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.



GEORGIA-PACIFIC

EQUITABLE BUILDING, PORTLAND 4, OREGON

plywood • lumber • redwood • hardboard • pulp • paper • chemicals

All New *Rangaire* for '61



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 VENTILATING FANS

For wall or ceiling installation—answers the need for practical economical ventilation in kitchen or bath. Sparkling finish and contemporary design. Competitively priced.



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.



*with the Accent on Elegance
and Decorative Design!*

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

Announcing an exclusive new development in fibre pipe



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.



Cleaner hands Cleaner clothes No irritation

klean-kote^{*}

ORANGEBURG[®]

Root-Proof and Perforated Pipe



Look for
the Silver Band^{*}

**4 NEW Exclusive
Orangeburg Fittings!**



4" 1/2 bend



6" bend



6"x6"x4" wye



4" 1/4 bend 90° R



Orangeburg Manufacturing Co., Orangeburg, New York. Division of The Flintkote Company, Manufacturer of America's Broadest Line of Building Products

*KLEAN-KOTE IS A TRADE-MARK, U. S. PATENT APPLIED FOR. SILVER-GRAY BAND REG. U. S. PAT. OFF.



wood casement windows

combine traditional styling with "instant screens"

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.



INSTANT SCREENS

describe famous ROLSCREEN®...the inside screen that rolls down, up and out of sight.

.....THIS COUPON ANSWERED WITHIN 24 HOURS.....

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 _____

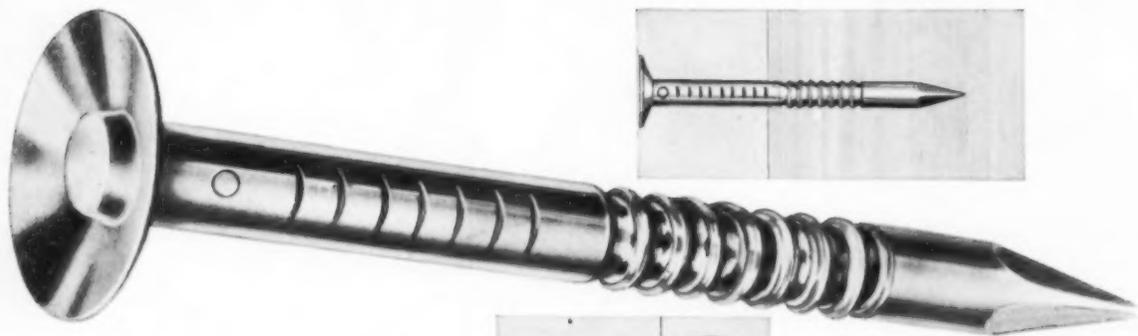
FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

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.

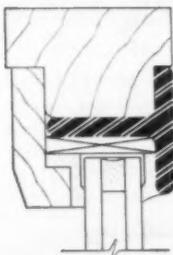
Here's the dry-wall nail that not only saves you labor and material costs, its advantages also contribute to your reputation for quality construction.

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.

ARMCO Sheffield Division

PELLA PRODUCTS

THE FOCAL POINT OF QUALITY



The welded steel T-section on all four sides of the 1 1/2" Ponderosa Pine door panels gives the PELLA SLIDING GLASS DOOR its rugged strength and slim lines.



wood sliding glass doors

porch in summer...extra room in winter

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 1/4" 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.

— THIS COUPON ANSWERED WITHIN 24 HOURS —

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

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 _____

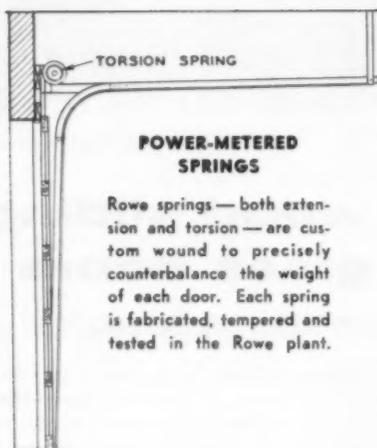
ADDRESS _____

CITY & ZONE _____

STATE _____



This **RōWAY** exclusive GIVES YOUR HOMES A SALES "LIFT"



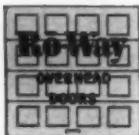
POWER-METERED SPRINGS
Rowe springs — both extension and torsion — are custom wound to precisely counterbalance the weight of each door. Each spring is fabricated, tempered and tested in the Rowe plant.

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.

there's a RoWay for every Doorway!

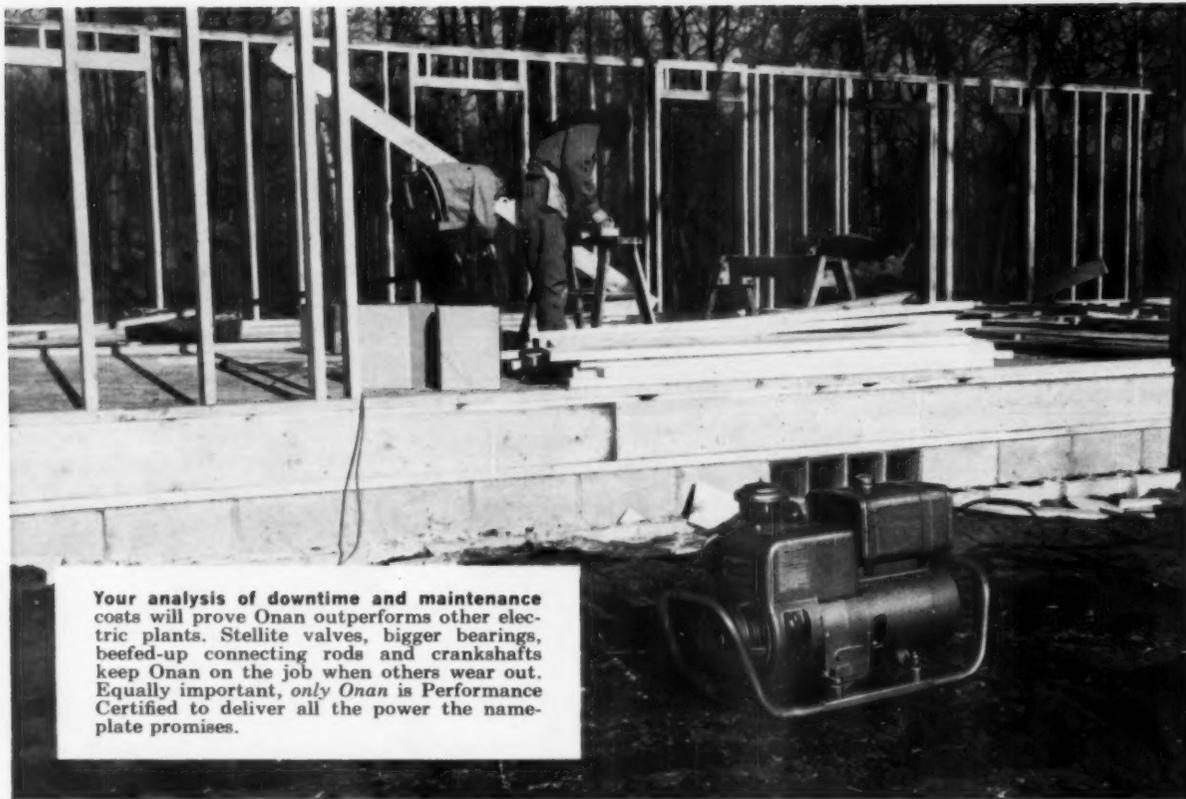


COMMERCIAL • INDUSTRIAL • RESIDENTIAL



ROWE MANUFACTURING COMPANY

1025 Holton Street • Galesburg, Illinois



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 Per-*

formance 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 short-changes 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.



World's Leading Builder of Electric Power Plants



ONAN Division, Studebaker-Packard Corporation, 2525 University Ave. S. E., Minneapolis 14, Minn.



RUSTIC HILLS, Medina, Ohio, is the brainchild of Edward C. Mears, President of Rustic Hills Development Corporation. (Top) Sholz Mark '60 home, built by R. E. Dresser Construction Co., Inc., a winner of American Builder Magazine's 1960 Quality Model Home Contest.

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.



Have your windows at the job site when you need them



NO DOWNTIME WITH
RIMCO WOOD WINDOW UNITS

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 . . .

HELPING BUILD AMERICA FOR OVER 90 YEARS

RIMCO

ROCK ISLAND MILLWORK COMPANY

FACTORY DIVISION, Department A,
 Rock Island, Illinois

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 know- ingness 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 is new?

"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 the 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 bummed 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 shrubbery. 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

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 in a 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?



A BUILDER STATES A CASE FOR GAS AIR CONDITIONING . . .

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 repairs, 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

The "Buy Words" for '61...

Live modern...for less...with



GAS

AMERICAN BUILDER



Plate No. 1059

COUNTER TOP: 1090 Pink 1" x 1"
2070 Gray 1" x 1"

FLOOR: Black Dresden 2" x 2"
Pink Drestex 2" x 1" Dots

SHOWER WALLS: 731 Petal Pink 4 1/4" x 4 1/4"

ROMANY



SPARTAN

CERAMIC TILE

Bathroom beauty on a budget

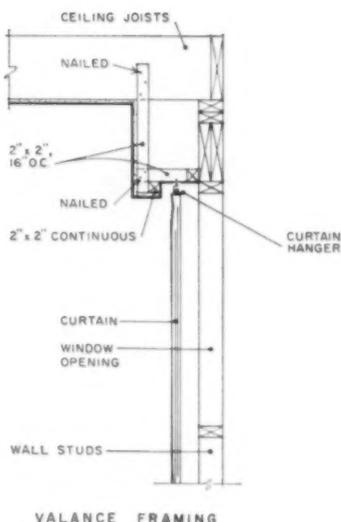
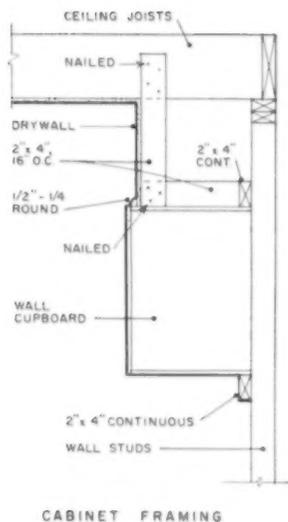
You know how the words "ceramic tile bath" make prospective home buyers sit up and take notice. Now, take advantage of the public's taste for tile by installing genuine Romany•Spartan ceramic tile in the homes you build. In beautiful hues, satin glazes and textured finishes, Romany•Spartan ceramic tile 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 cupboards, you will have to provide rigid wood framing as shown in the accompanying sketch, with wood hangers and horizontal members at every ceiling joist.

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, 1/4" tongue-and-groove or 1/8" 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. 15' 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 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 2x6's should be between 8 and 10'.

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'-0" 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!



DIPLOMAT ROOM, THE EXECUTIVE HOTEL, NEW YORK / CONTRACTOR: KEMACH & BERGAN, INC.

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.

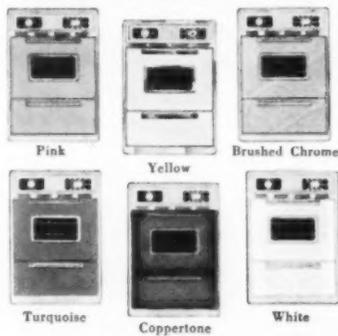
**IN ALL
STANDARD
OPERATING
AND
STATIONARY
SIZES**

BEAUTIFUL HARDWICK BUILT-INS

America's Most Exciting, Most Versatile Ranges



Decorator-Designed in 6 Fashion Colors



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 ().

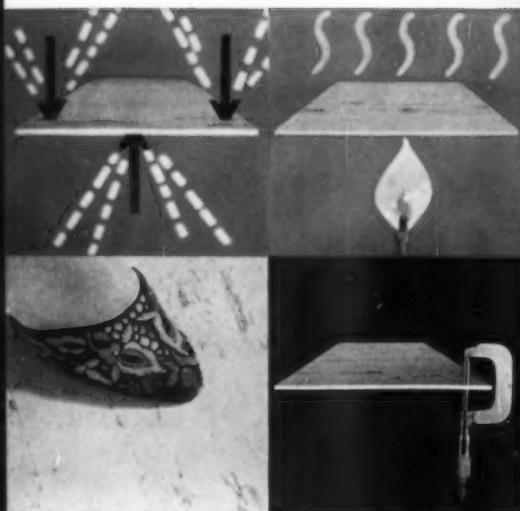
Name _____

Address _____

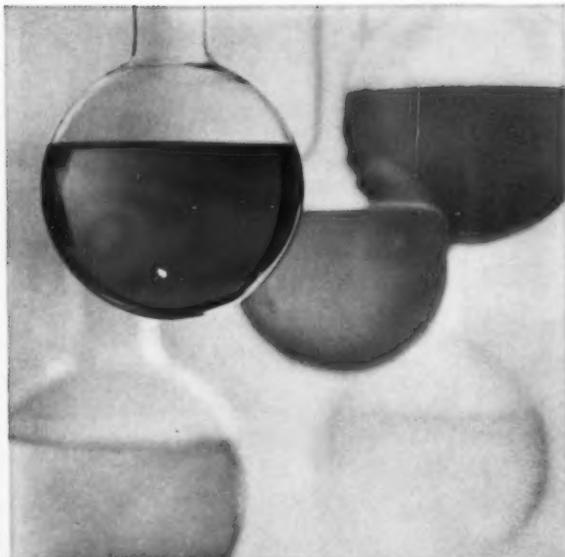
City _____ State _____

AB-612

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!**

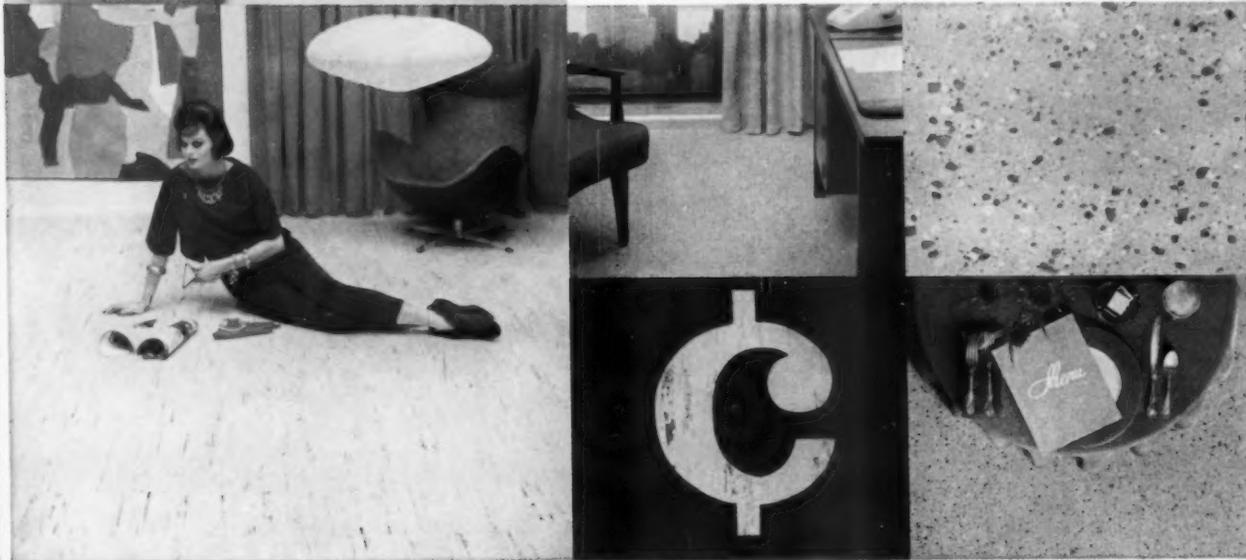
From an intensive program of research and development, Ruberoid proceeds to change all existing concepts of flooring with a tile years ahead of its time. Ruberoid Polymerite Floor Tile has the characteristics of the finest floor tile—all at a remarkably low cost!

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.



*Ruberoid Polymerite Tile conforms to Fed. Spec. SS-T-306b for Asphalt Tile and SS-T-307, Grease Resistant, Asphalt Tile; and the flame retardant qualities of Military Specification MIL-T-18830 (Ships).

RUBEROID®
FLOOR TILE

The RUBEROID Co., New York 36, N. Y.

CRAFTWALL

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.



Walnut shown above. Choose from 9 different woods. 7' to 12' lengths, or longer. You can offer Fire Retardant Craftwall, too.

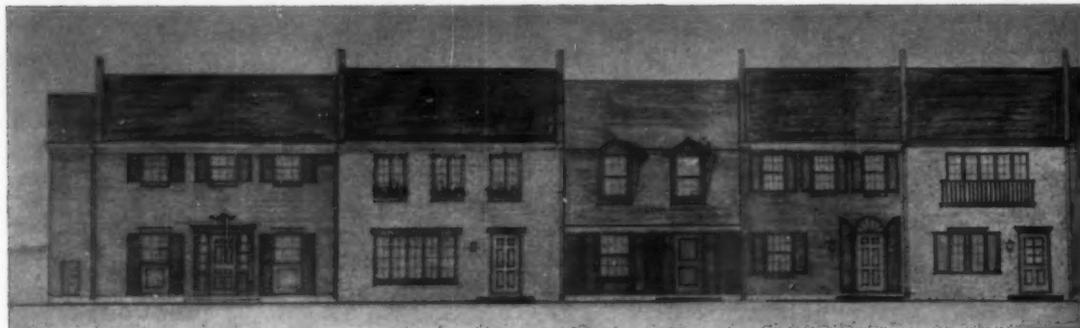


Weyerhaeuser Company
Roddis Division • Marshfield, Wis.

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

NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____

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.

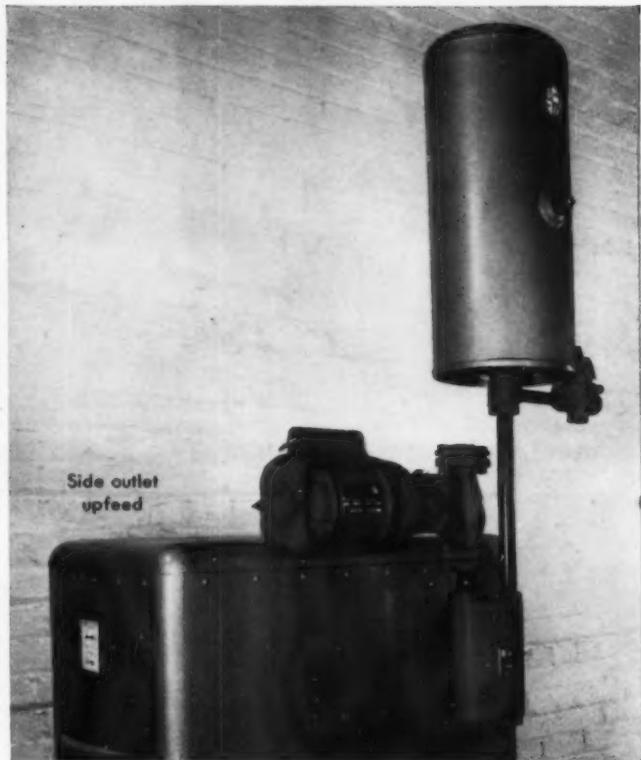
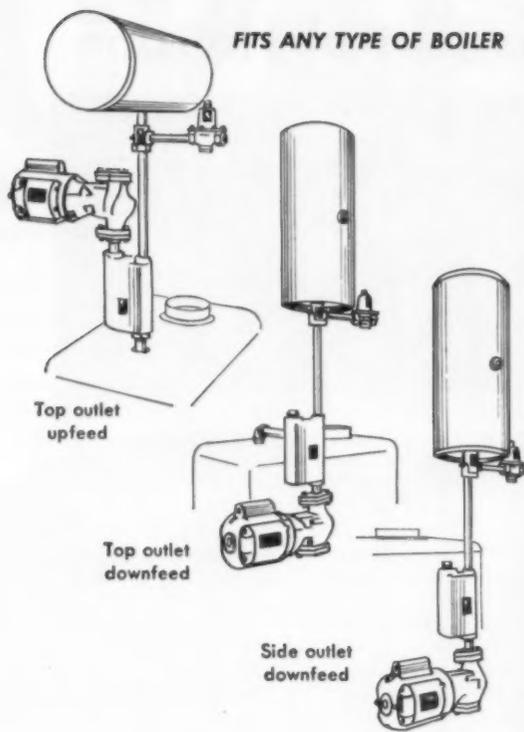
According to a recent Seattle Home Builders report, dollar volume in this field has grown steadily over a number of years and when the complete figures are in, 1960 is expected to set a record level for remodeling contractor operations in the greater Seattle area.

"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.

PRE-ENGINEERED FOR BUILDERS



B&G[®] Hydro-Flo[®] PAK

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



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.

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.



BELL & GOSSETT
COMPANY
 Dept. GN-11, Morton Grove, Illinois

Canadian Licensee: S.A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16, Ont.

REPORT FROM THE WEST



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.



CENTER IN HOUSTON: Texan "big-thinking" is obvious in this drawing of the proposed new Houston Home Building Center. Two story building will house the HHBA, manufacturers' display, meeting rooms and an auditorium.

SELECTED WESTERN HOUSE



New England design

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 cus-

tomers 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.

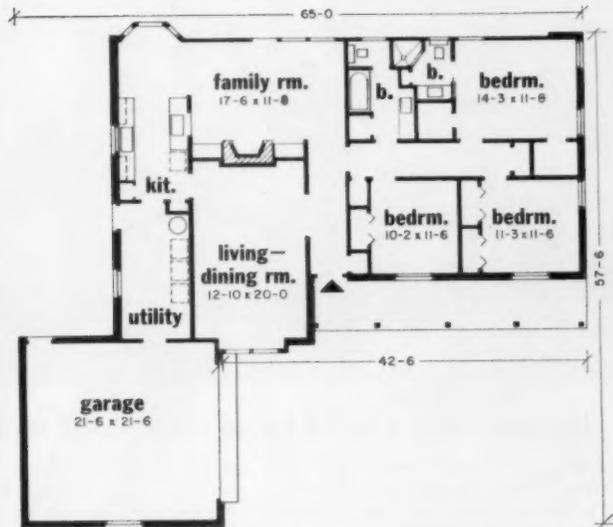
Quality Products in This House—General Electric washer-dryer, kitchen appliances and heating system; Kohler plumbing fixtures; Alenco aluminum windows; Hicks ceramic tile; Armstrong vinyl tile; Vanguard carpeting; Delta Mill kitchen cabinets; NuTone exhaust fans; Wilco interior doors; Formica convertops.



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

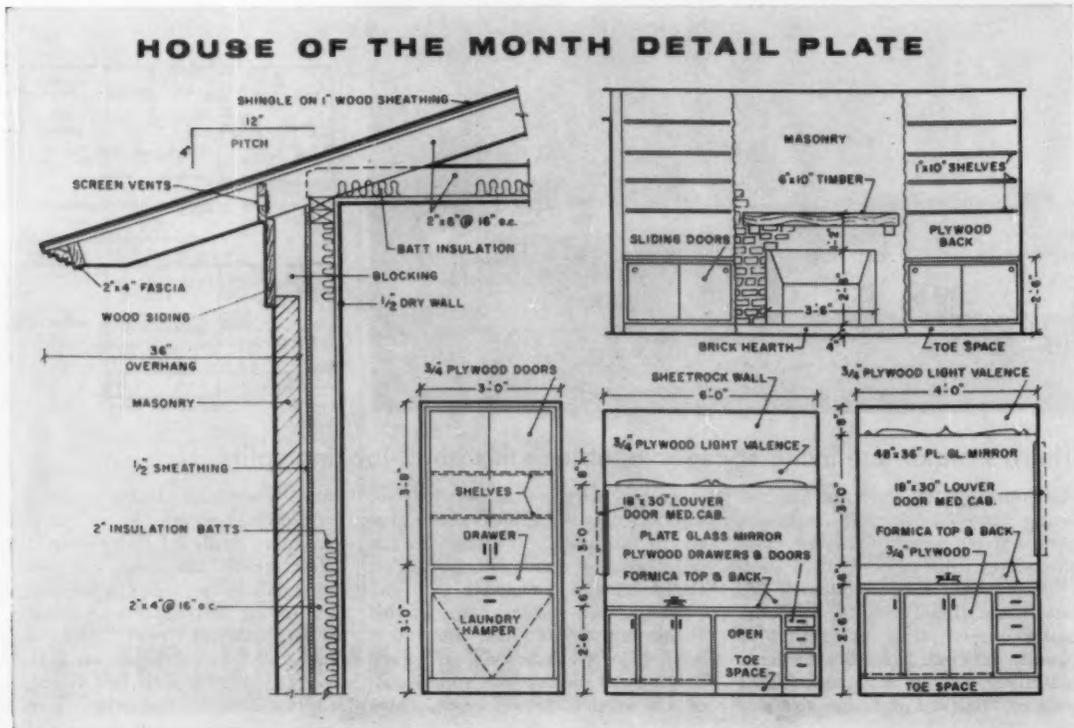


"KEEPING ROOM" is the early-American term builder Huddleston applied to this handsome family room in the "New Englander" model to maintain aura of authenticity. Fireplace and hearth are grey field stone, walls of antique ash.

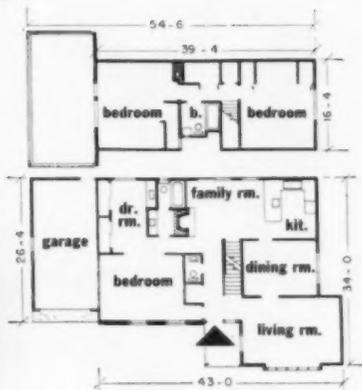


FLOOR PLAN shows disposition of "New Englander" model's 1,708 sq. ft. of finished living space. House is constructed on a slab. Porch-patio and closet space is emphasized. Hand-made pavers in vestibule and window seat in living room are popular with buyers.

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.

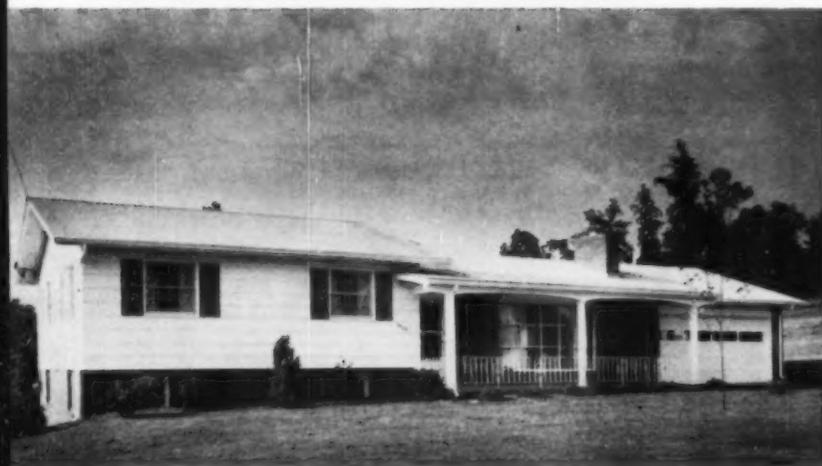
This 1½-story Cape Cod model has a large bedroom, full bath and dressing room (designated "owner's wing") on the ground level. In addition, there is a living room, sepa-

rate dining room, kitchen and family room.

On the second floor are two bedrooms, a full bath, and 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



FLOOR PLAN



FOUNDATION PLAN

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.

CUT YOUR ANCHORING COSTS . . . SWITCH TO



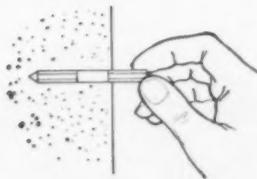
FASTENERS

A SIZE AND TYPE FOR EVERY ANCHORING JOB!

"Hi-RED"[®] PLASTIC SCREW ANCHORS



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



... and used in tandem with long screws

ONLY 5¢ PER MOUNTING*
(DRILL, ANCHOR AND SCREW)
*K-6 KIT



TERRIFIC HOLDING POWER

(P.T.L. ratings up to 4,180 lbs.)

HOLD...HOLD...HOLD
where others fail!

All-purpose screw anchors for use anywhere (outdoors or indoors)—in concrete, brick, stone, mortar, cinder block, tile, etc.

Vibration proof . . . takes smaller hole . . . no tamping! Nine sizes up to 1/2" lag screw. Size marked on every anchor.



TOGGLE BOLTS

MACHINE SCREW LEAD ANCHORS

LAG SCREW SHIELDS

"TRU-START" CORE DRILLS

PERCUSSION DRILLS

CARBIDE TIPPED MASONRY DRILLS

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

(A REAL JOB-PROVEN ANCHOR)



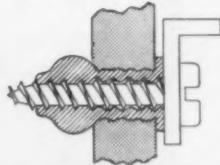
Wally[®] PLASTIC SCREW ANCHOR



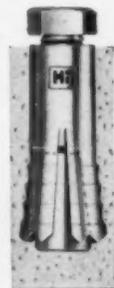
Only non-metallic anchor with "toggle belt" action.

FOR HOLLOW WALLS—plaster, plasterboard, tile, etc. Holds permanently. One size wally—fits in 1/4" hole. Handles screw sizes no. 6 thru no. 10.

EASY to use . . . LOW in cost!

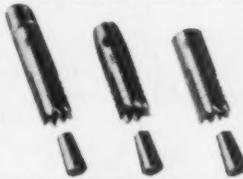


SELF-DRILLING ANCHORS



For fast, low cost anchoring into any masonry material. Drills its own hole—no masonry drill required. Stronger than the concrete!

3 NEW IMPROVED TYPES:



SNAP-OFF TIE-WIRE FLUSH

FREE SAMPLES

DEPT. 467

"Hi-RED" Anchors

"Wally" Anchors

Fastening Device Catalog

NAME

FIRM

STREET

CITY

STATE



HOLUB INDUSTRIES, INC.

467 ELM STREET

• SYCAMORE, ILLINOIS



No wood-eaters here. A. P. Woodson Co. "termite-proofs" the Springfield Bowling Lanes (40 lanes) with aldrin termite control.

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.

SHELL CHEMICAL COMPANY

AGRICULTURAL CHEMICALS DIVISION
110 West 51 Street, New York 20, N. Y.



Construction work continues without interruption. Aldrin chemical control of termites eliminates costly shields, makes application easy.



From left to right: Messrs. Karins, Appel and Henry discuss their rising sales curve largely attributed to new aldrin termite-proofing service.

CONSOWELD

introduces the elegance of
The Soft Look in colorful
laminated plastic surfacing

Whisper

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 beauty to the home in every room.

The "Whisper" pattern and colors have been pre-tested and proved statistically to have an exceptionally high consumer preference rating. "Whisper" will add "buyer appeal" in your model homes. Use it for kitchen countertops, wainscoting, and bathroom vanities.

For further information, samples of "Whisper" and free merchandising aids to help sell your homes, consult your Consoweld dealer.



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



CONSOWELD CORPORATION
Wisconsin Rapids, Wisconsin

95B



Design patent pending

CONSOWELD WHISPER is the newest in laminated plastics. Its enduring beauty cannot be harmed by boiling water, alcohol or fruit juices. Cleans easily with only a damp cloth.

PEACH



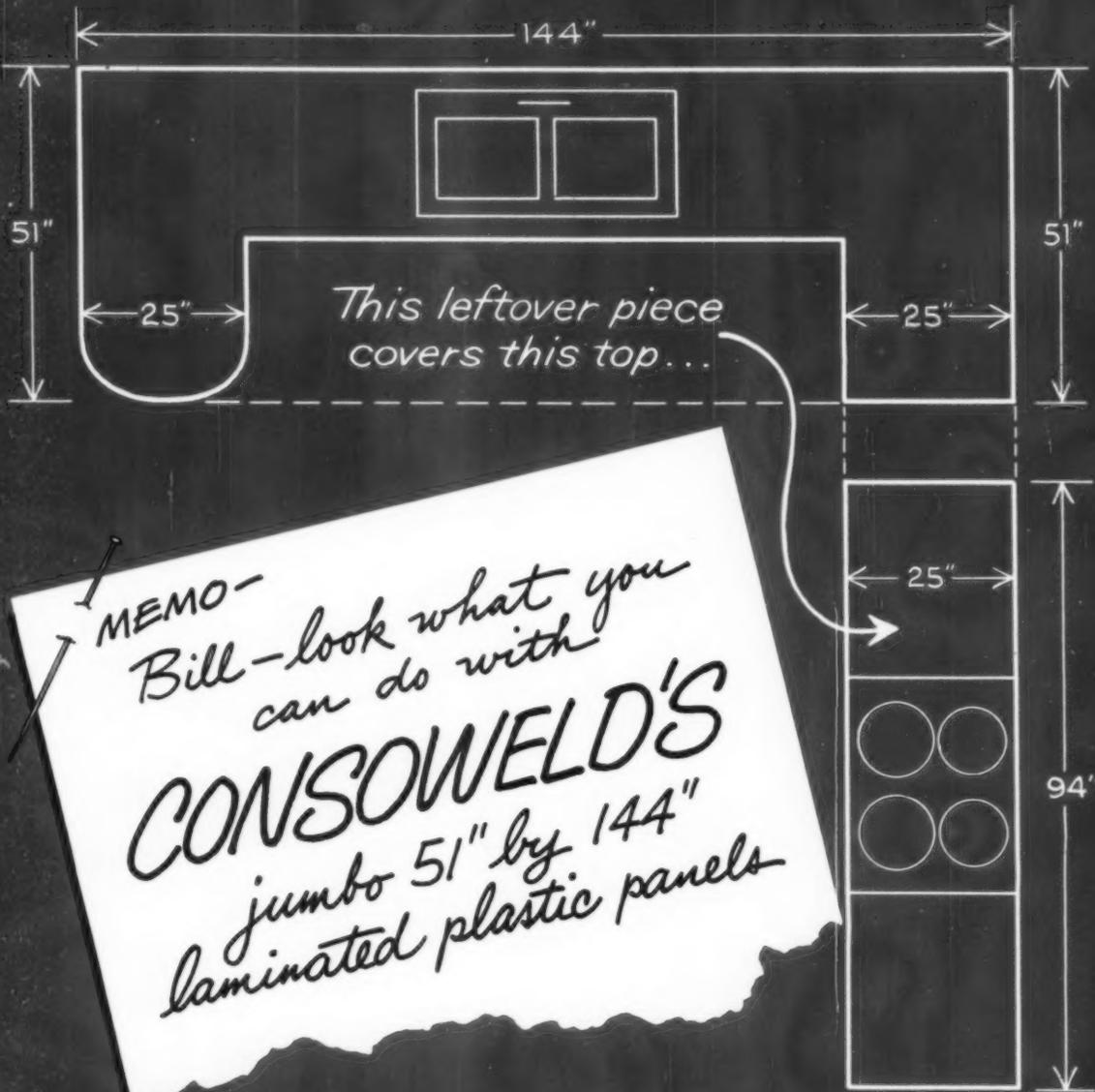
SEAFOAM



PLATINUM



OFF WHITE



MEMO-
 Bill - look what you
 can do with
CONSOWELD'S
 jumbo 51" by 144"
 laminated plastic panels

INCREASE YOUR PROFITS WITH THESE ADVANTAGES

- One piece tops up to 12' long with no costly butt joints required
- "U" or "L" top extensions up to 51" without seams
- Two full 25½" seamless tops by splitting 51" panel width
- 12' panels economically yield 3, 4, 5, 6, 7, 8 and 9 foot lengths

93-B



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



Consoweld Corporation, Dept. AB-21
 Wisconsin Rapids, Wisconsin

Please send me a free Consoweld Builder Kit and the name of my
 nearest Consoweld dealer.

Your Name _____

Company _____

Address _____

City _____ Zone _____ State _____



*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.



HOOD-FAN LABEL



EXHAUST FAN LABEL

*Here's
How...*

**H.V.I. LABELING
PROTECTS YOU**

CERTIFIED AIR DELIVERY

THIS FAN WILL VENTILATE A RESIDENTIAL:

- KITCHEN 80 sq. ft.
- BATHROOM 150 sq. ft.
- FAMILY, LAUNDRY, OR RECREATION ROOM 200 sq. ft.

Home Ventilating Institute

EXHAUST FAN TAG →

MEMBERSHIP LIST

- | | |
|------------------------|---|
| BERNS AIR KING CORP. | NUTONE, INC. |
| BROAN MFG. CO. INC. | PROGRESS MFG. CO. |
| EMERSON-PRYNE CO. | ROBERTS MFG. CO. |
| FASCO INDUSTRIES, INC. | SWANSON, INC. |
| MIAMI-CAREY MFG. CO. | TRADE-WIND DIVISION,
ROBBINS & MYERS, INC. |

SEND FOR NEW "HOME VENTILATION GUIDE"

HOME VENTILATING INSTITUTE, Dept. AB, 110B Standard Bldg., Cleveland 13, O.

Illustrated booklet with ideas for the homes you are planning.

Name

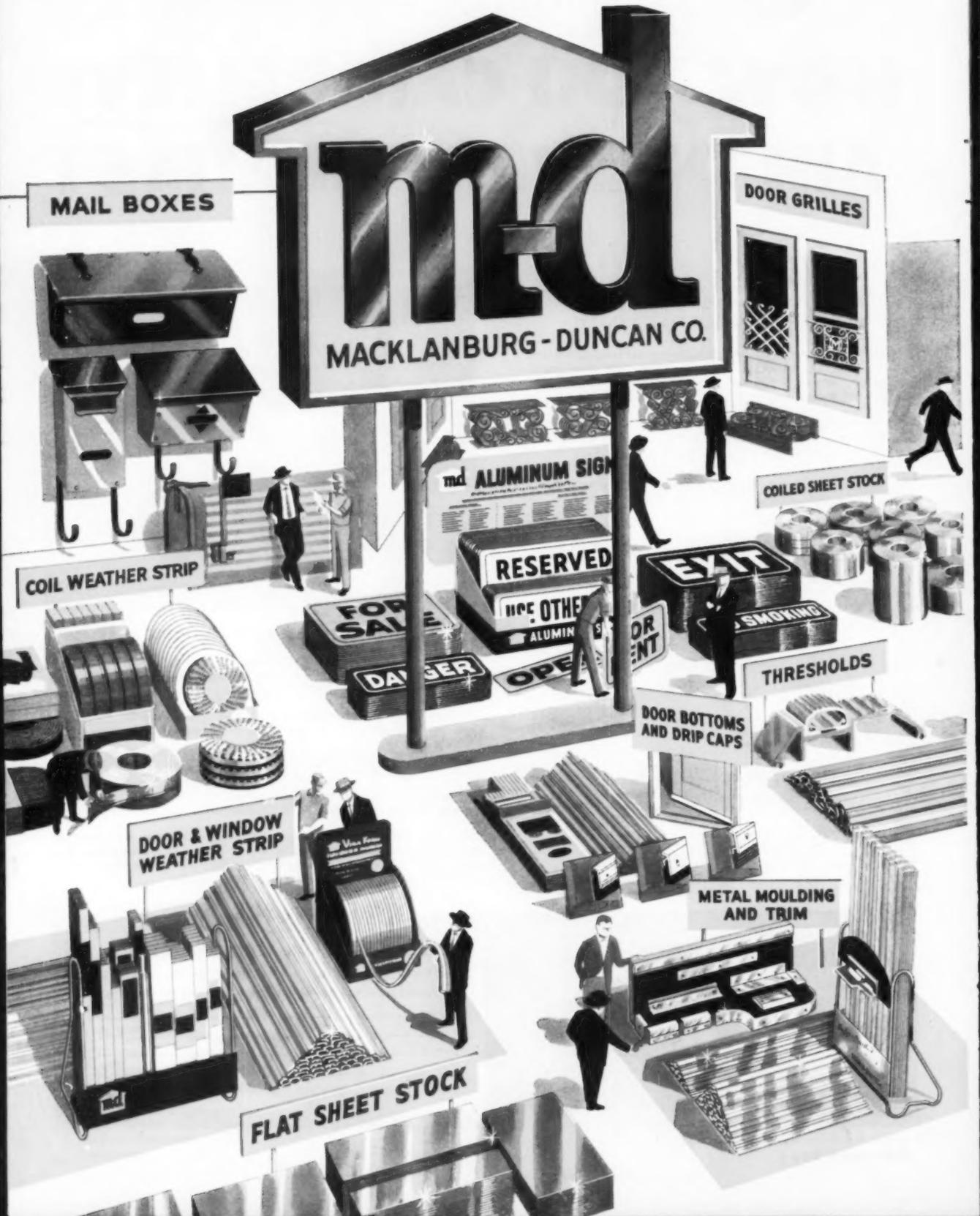
Address

Firm

City State

I am Builder Architect Contractor

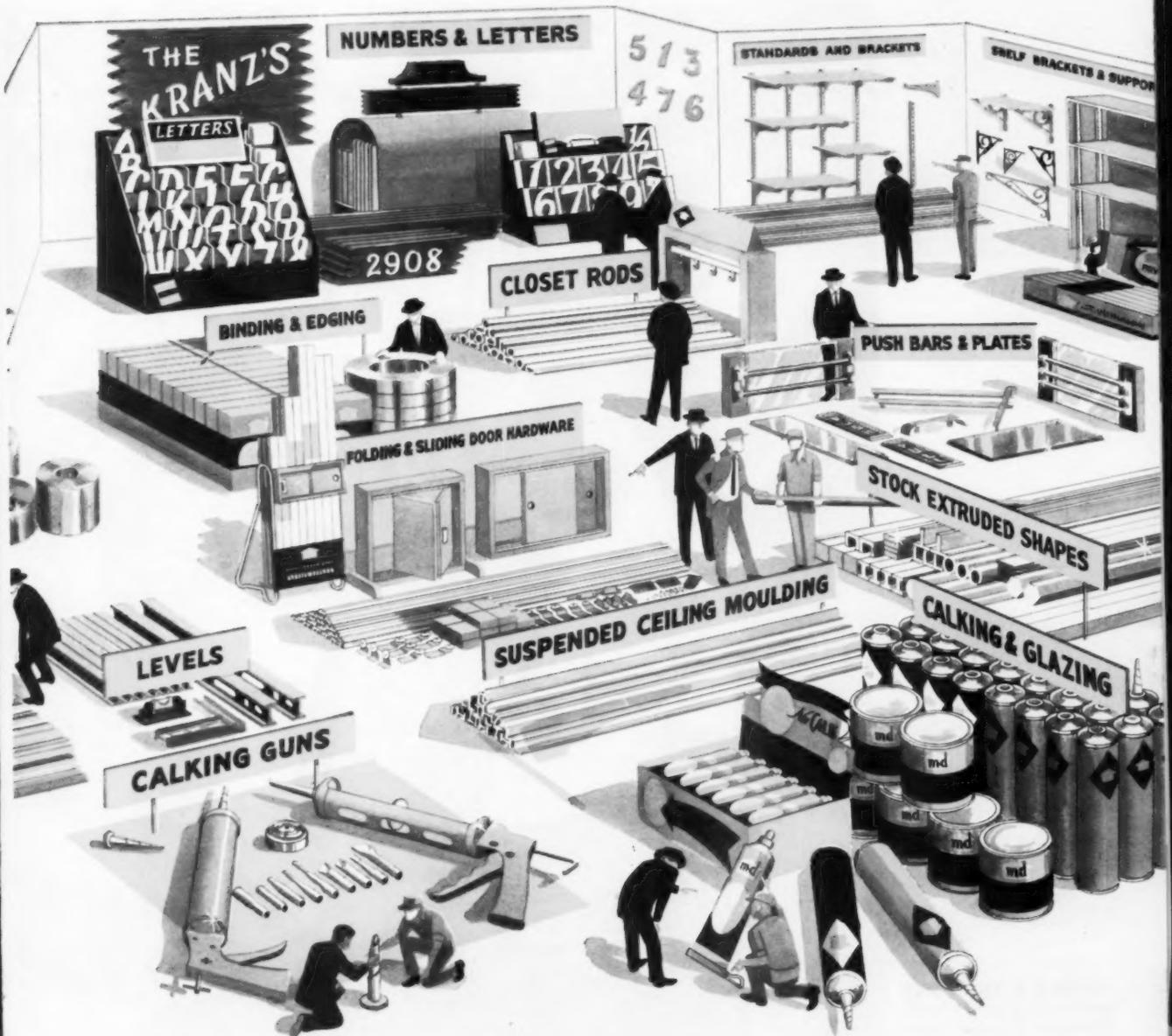
M-D Quality Boosts Sales .



.. M-D Variety Builds Volume!

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.

MACKLANBURG-DUNCAN CO. BOX 1197 • OKLAHOMA CITY 1, OKLA.

MANUFACTURERS OF QUALITY BUILDING PRODUCTS



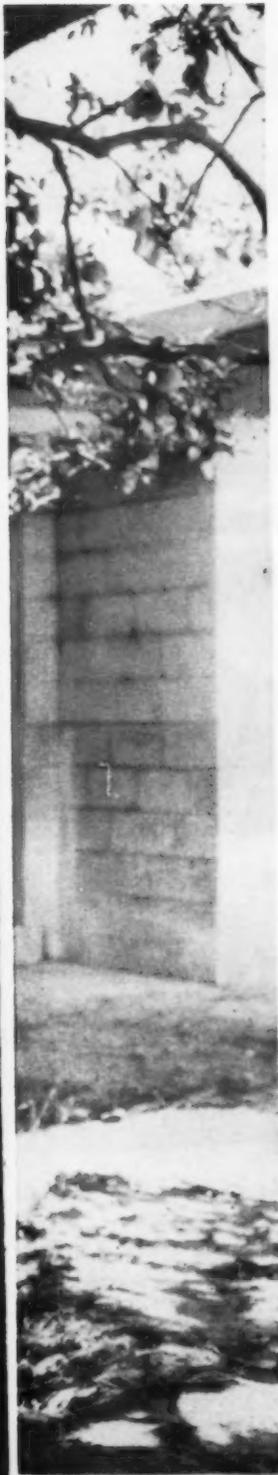
**A FLORIDA BUILDER REPORTS ON
FLAMELESS ELECTRIC HOUSE HEATING:**

"It's simple to install and gives us



ACCURATE ESTIMATES of heating costs help Cheezem convince prospects. Here he consults Howard Khouri (right), of Florida Power Corp., on insulation and wiring specs. Cheezem vaporproofs walls, floor slabs and uses 6" of blown ceiling insulation. Fully grown citrus trees add to customer appeal

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



EASY INSTALLATION speeds construction. "My electrical subcontractor handles the heating along with the wiring job," says Cheezem. "This saves me days in scheduling and simplifies bookkeeping. And customers like to know that it's easy to add more cable to heat an extra room, without expensive rewiring."



BUYER SATISFACTION: Mrs. Hazel Batterton is enthusiastic about the clean comfort and absence of maintenance in her electrically heated Largo home. Cheezem adds: "Low maintenance is especially appealing to retired couples."



HARNISCHFEGER Quality Award HOMES for 1961

— a home for every preference and price range!

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, for faster turnover. Every one of these homes carries the Parents' Magazine Seal of Commendation. And every one gives you a good margin while you hold your prices at a rock-bottom competitive level.

In addition, Harnischfeger gives you more personal services than any other home manufacturer. We help you build more houses with the same operating crew and capital, help you control overhead while you grow. You benefit from land-planning and financial assistance, from *custom-designed* promotion material created especially for your land and your houses.

Add it all up: Harnischfeger gives you better homes, better services, better profit. Step up to your **BIG OPPORTUNITY** now! Write for complete details *today*.

HARNISCHFEGER HOMES, INC.
Port Washington, Wisconsin



HARNISCHFEGER
FAMILY PLAN HOMES



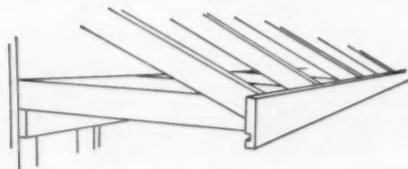
**now you
can order
a complete
ready-to-apply
UPSON**

SOFFIT SYSTEM

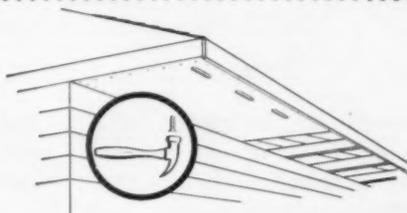
**PRE-CUT • PRIMED • VENTED
SCREENED AND EASY TO FIT**

Write for more Information ...

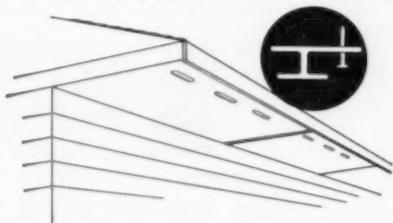
Here's how you save hours of on-site labor costs that can result in **savings** over **27%**



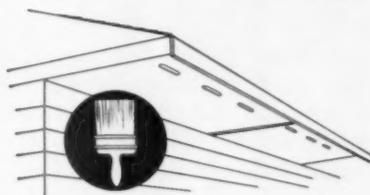
FRAMING: A simple method for providing needed soffit edge support is to rabbet the fascia board and nail a 1 x 4 against wall.



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.

Immediate delivery from stock.
12", 16", 24", 32", 36", 48" widths—
8' and 12' lengths.



FREE

Please send me the FREE illustrated brochure about the time-saving, money-saving Upson Soffit System and related Upson products.

THE UPSON COMPANY

111 UPSON POINT • LOCKPORT, NEW YORK

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

THE UPSON COMPANY • UPSON POINT • LOCKPORT, NEW YORK • PRIMED SIDING • DUBL-BILT • TRIM-BILT • SOFFITS • ALL WEATHER • STRONG-BILT

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

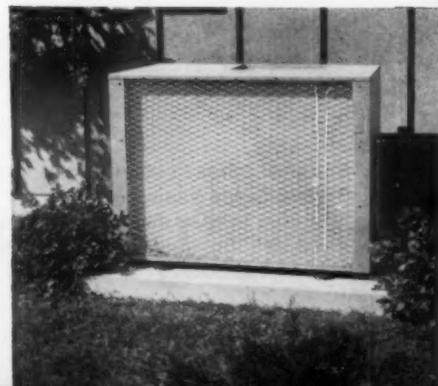
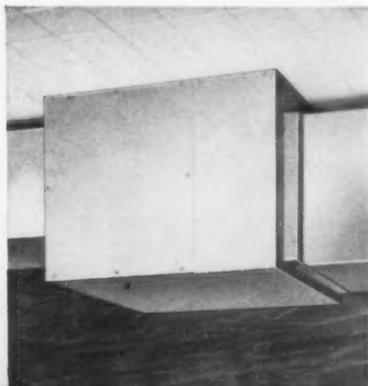
MANUFACTURING ENGINEERS OF AIR CONDITIONING,
HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA. • CLARKSVILLE MFG. DIV., CLARKSVILLE, TENN. • TRANE COMPANY OF CANADA, LIMITED, TORONTO • 100 U. S. AND 10 CANADIAN OFFICES

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., 4985 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."

KEYCORNER is another fine product of
KEYSTONE STEEL & WIRE COMPANY
Peoria, Illinois

Makers of KEYSTRIP • KEYCORNER • WELDED WIRE
NAILS • FABRIC • TIE WIRE • KEYDECK • KEYWALL



"NO
QUESTION
ABOUT IT..."

THE ANDERSEN LABEL ON THE WINDOWS IS HELPING SELL OUR HOMES"

*"The Andersen name is visible proof of the high quality
in our homes...and customers recognize it"*

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 ads, mats, counter cards, promotional literature, maintenance manuals, and many other helpful selling tools.

NEW ANDERSEN LABELS ALSO INCLUDED.

Andersen Windows

ANDERSEN CORPORATION • BAYPORT, MINNESOTA



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, $\frac{1}{2}$ " x 6", 8" and $\frac{3}{4}$ " 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



CUSTOM

NAUTILUS NO-DUCT HOOD

Quiet, fast, removal of cooking odors, smoke and grease
...without costly vents or ducts

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.

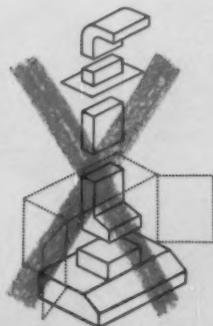
The Custom NAUTILUS NO-DUCT HOOD goes up easily in any kitchen . . . on any wall . . . over any type of range. No vents, ducts or carpentry needed . . . no wasted cabinet space. Keeps any kitchen cleaner, more pleasant! Available in 8 sizes and 9 finishes, including stainless steel and GE "mix or match" colors.

CAN BE INSTALLED IN MINUTES — No vents, ducts, carpentry required.

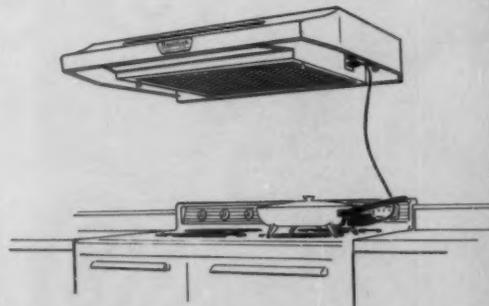
ADVERTISED IN
LIFE



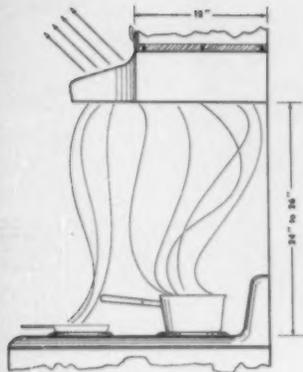
Suspended from wall over free-standing range.



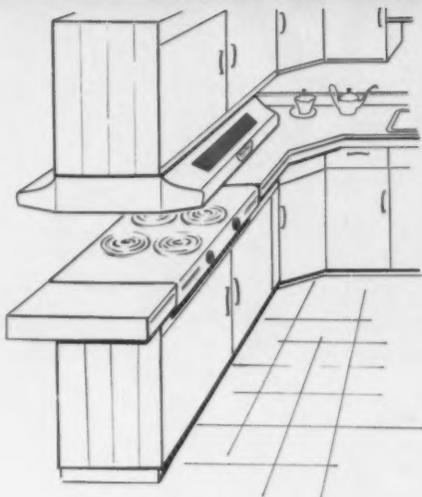
The Nautilus eliminates ductwork, vents, installation labor—saves time and money. No lost shelf space.



New handy outlet for coffee makers, electric skillet and other appliances.



Purified air is discharged at a 45° angle . . . away from user's face . . . away from overhead cabinets.



Peninsular model also available



Snap-out filters are easy to remove. Sturdily mounted motor and fan located above filters for maximum efficiency.

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:

Length ("L"): 24", 30", 33", 36", 39", 40", 42", 48"

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.

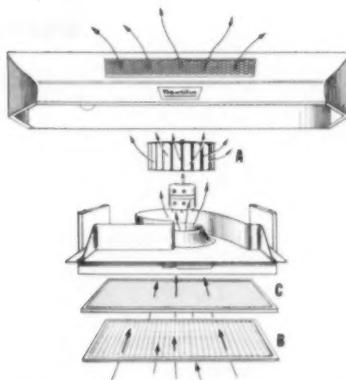
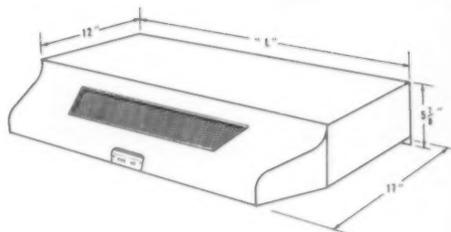
Features:

- 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.



Powerful fan (A) draws odor and grease-laden air through the Grease Filter (B) and the Activated Charcoal Filter (C), then recirculates pure fresh air through grille at top.



One of a complete line of NO-DUCT Range Hoods manufactured by Major Industries, Inc.,

WESTERN Section

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 unless 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 comprising over 100 California developers, will concern itself with the problem.

COME OUT: "\$92 Moves You In, Not a Cent More" . . . "Lease Your Home—Buy Later" . . . "Have Lunch With Us" . . . "Coffee and Donuts Served 11 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 marching 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 downtown, are renting for \$89 (one-bedroom), \$99 (two-bedrooms)—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 letting their buildings deteriorate. Then vacant lots found no takers; now they bring 50¢ per sq. ft. There are over 100 of them, all zoned for multiples, with streets, curbs, and sewers in. 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, realtor-industrialist, is developing a \$45,000,000, 1200-acre project surrounding the Alamedan Country Club. The homes will sell for \$30,000 and up. Over 50 homes are already under construction by individual builders who bought the sites from the Webb Co. Swimming and tennis facilities are planned for completion 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 dedicated to the development of a single building code for all construction 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 program which reaches over 100,000,000 people annually; supplying builders 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 National 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 Federal S&L Association in an address at the BCA Congress in Las Vegas. Wellman stated that although housing 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 although the new administration is committed to lower long term interest 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 preoccupation 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 different markets at different times. This was the view of Dr. James M. Gillies of UCLA, speaking at the same convention.

WESTERN EDITOR

8522 Loran Rd., San Gabriel, Cal.
ATLantic 6-1842—W. C. Rodd

ADVERTISING SALES REPRESENTATIVES

Dallas 19, Tex., 3915 Lemmon Ave.
LAKeside 1-2322—Joseph Sanders

Los Angeles 17, Cal., 1151 W. 6th St.
HUNtley 2-4000—Fred Klaner, Jr.
David S. Clark

San Francisco 11, Cal., 916 Kearny St.
GARfield 1-7004—Lewis A. Vogler

Portland 5, Oregon, Terminal Sales Bldg.
CAPital 7-4993—Peter W. Klaner
Larry Conaway

WESTERN ADVERTISERS INDEX

Great Lakes Carbon Corporation.
Palos Verde Stone 68F
O'Keefe & Merritt 68D, 68E

Palos Verde Stone 68F
Pioneer Manufacturing Co. 68H
Roberts Company 68G



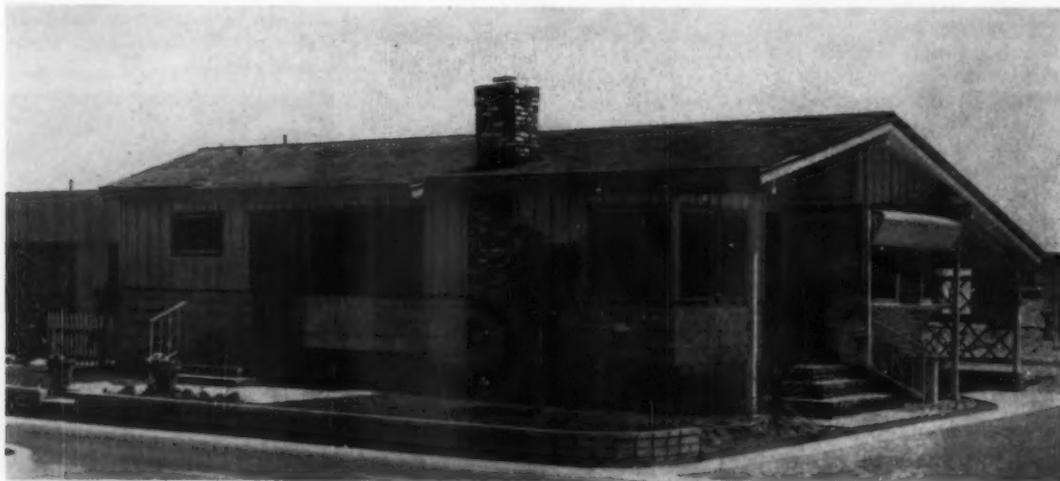
How to get a lot of mileage

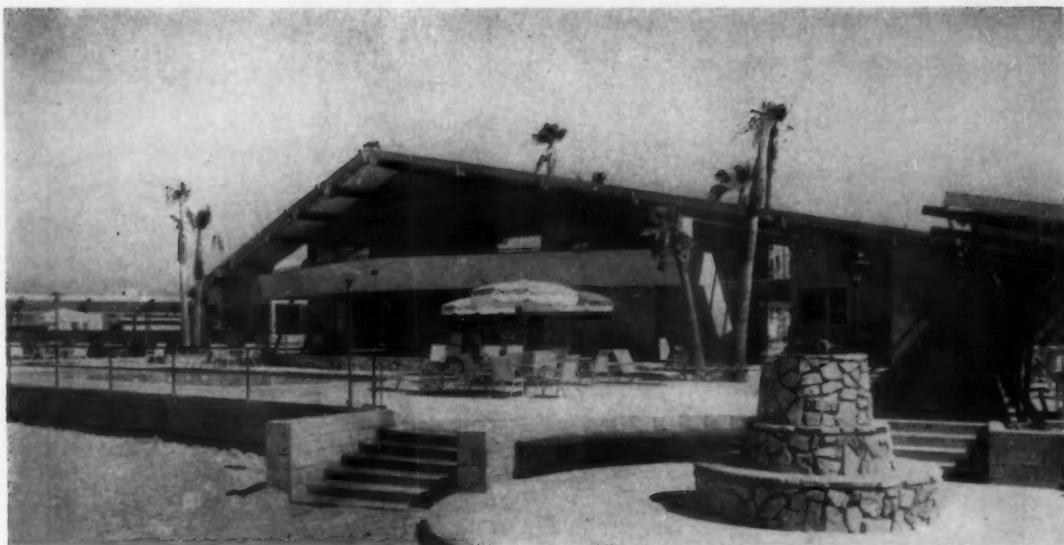
Thirty acres of prime bay-front property at Newport Beach, California (land-value—\$2,000 per frontage foot), was sub-divided into 2,200 sq. ft. lots with enough room for 300 mobile-cabana homes

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.

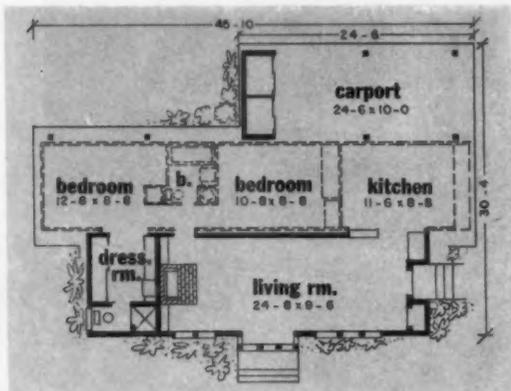
out of a little land

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 coachtrailer. 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.



INTERIOR of combined stationary and mobile homes at Bayside Village. Photo is taken from trailer kitchen and dining area looking into the permanent "cabana" living room. Special coach design gives "one-structure" effect.

**Just
unwrapped**

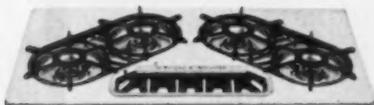


...IN TIME FOR YOUR
1961 BUILDING PLANS



**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

SPECIAL WESTERN SECTION



SIDeways BUILDER: E. M. Merbitz (left) with job supt., Russ Bennett.

**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 in 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 way "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, Waleria, California
SPring 2-1301 • FRontier 5-1013

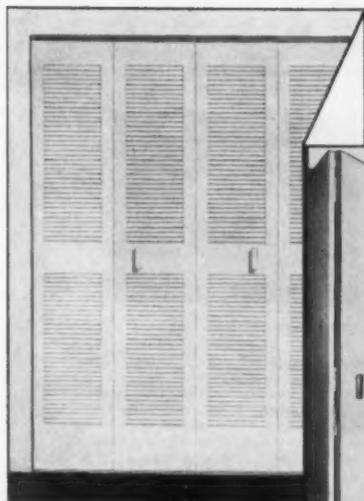
Authentic

Palos **V**erdes **STONE**

sold only through dealers.

Unfold a wealth of
 buyer appeal
 with

ROBERTS-FOLD®
 Metal folding
 wardrobe doors



VOGUE



MODERNE



PATRICIAN

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 2'0" x 6'8" to 16'0" x 8'0"
- **SMART DECOR** ... the semi-gloss prime coat finish takes all types of paint without streaking or bubbling



THE ROBERTS CO.

600 NORTH BALDWIN PARK BOULEVARD
 CITY OF INDUSTRY • CALIFORNIA

Another quality product of *The ROBERTS Co.*

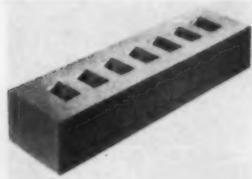
Quality products for Home and Industry
 for over 20 years, including:

Zephyr Range Hoods
 Smoothedge® Carpet Gripper • ROBERTS® Tools
 Anchor-Weld® Adhesives • DrafStop® Weatherproofing

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

3-4

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 1/4" 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.

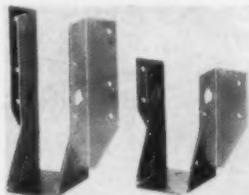
Circle No. F39-W on reply card, p. 137



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, it won't show lap marks or brush strokes. Protects wood as well as giving it a built-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



Hangers give maximum strength

Three new additions to a joist 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



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

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.

**Universal Atlas Cement
Division of
United States Steel**

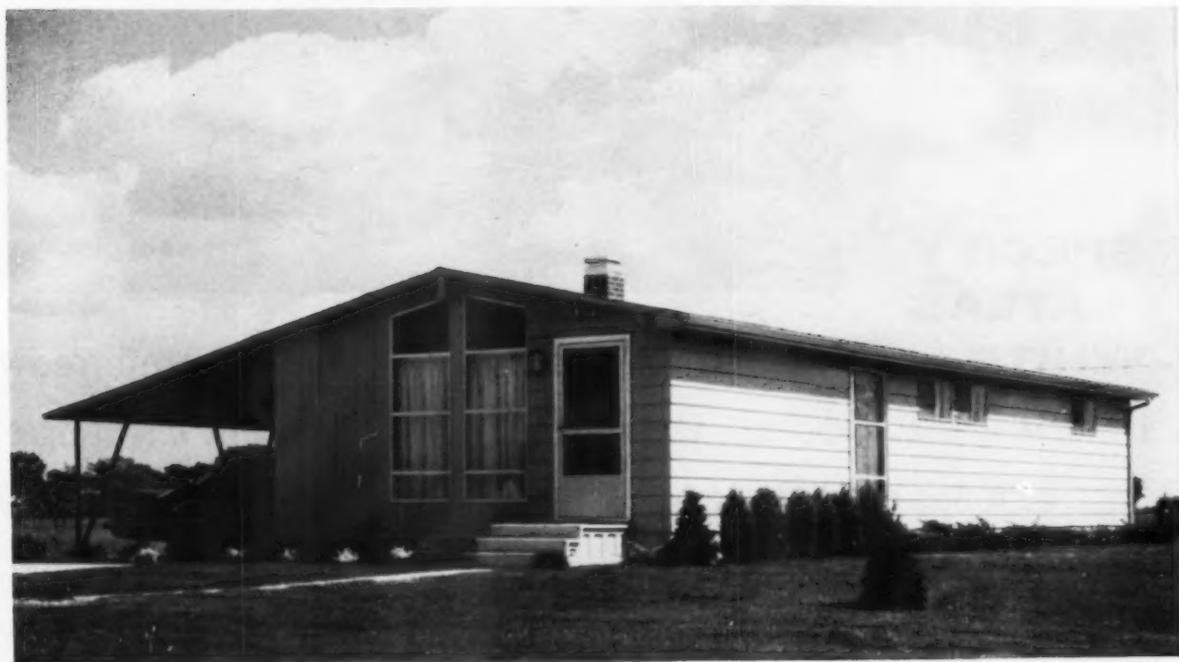


"USS" and "Atlas" are registered trademarks

WG-3

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Phila. • Pittsburgh • St. Louis • Waco

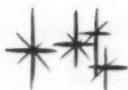
Announcing *a unique new* the "Starlighter" BY GUERDON INDUSTRIES, INC.



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.

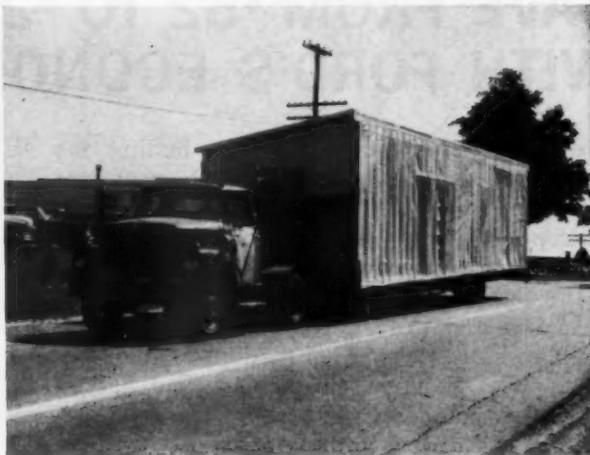
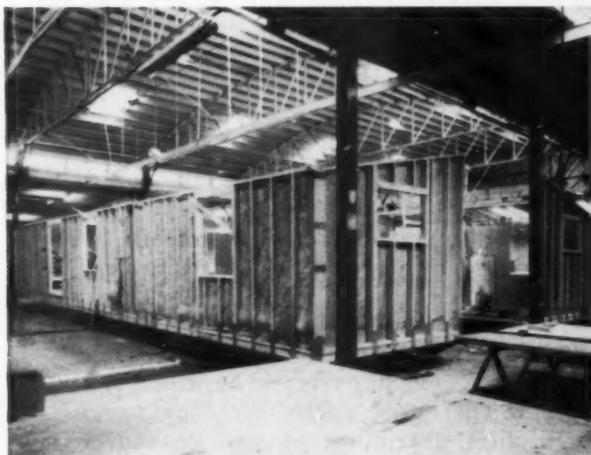


CONTEMPORARY STYLING—The spacious living room features tall, cathedral-type picture windows and an open ceiling with natural wood beams. The photographs above show one of several floor plans and exterior styles available.



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.

"Starlighter"

A COMPLETE FACTORY BUILT HOME BY

**GUERDON
INDUSTRIES
INC.**

MARLETTE, MICHIGAN

NEWTON, KANSAS • LAKE CITY, FLORIDA
BOISE, IDAHO • CORONA, CALIFORNIA



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 _____ Title _____

Firm Name _____

Address _____

City _____ State _____

Save on construction costs with the new '61 FORD TRUCKS

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

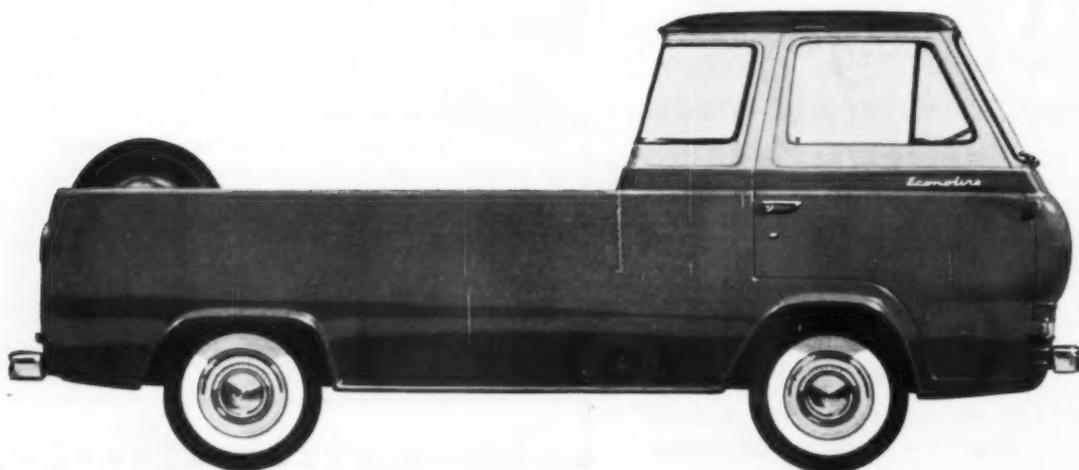
Profit-conscious contractors are finding it's good business to do business with the new Ford Econoline Pickup. It's America's lowest-priced* pickup—bar none! Priced from \$52 to \$221 below other cab-forward economy pickups. But that's just the beginning! You get lively performance and proven gas economy 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.

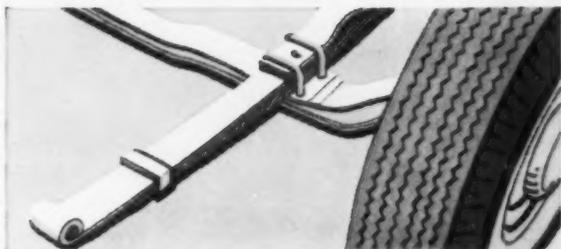
And you can save more because Ford's functional design has pared away 1,000 pounds of dead weight, yet you still get the payload capacity of standard ½-tonners. The big 7-foot box provides a whopping 73 cubic feet of loadspace . . . that's up to 23% more than conventional

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.

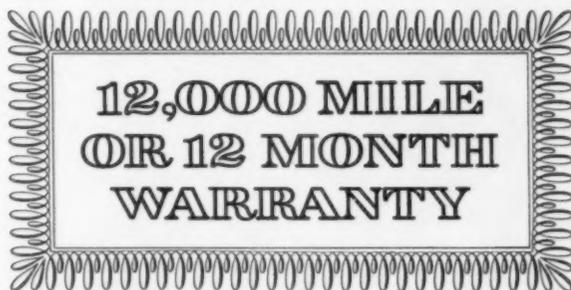
And you can save on maintenance expense, too. The large engine cover can be lifted quickly, exposing the entire engine for rapid service. Spark plugs, distributor, etc., are conveniently located to speed engine tune-ups. And many major repairs can be made without ever removing the engine. One-piece cab-and-body 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-tonners. 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.

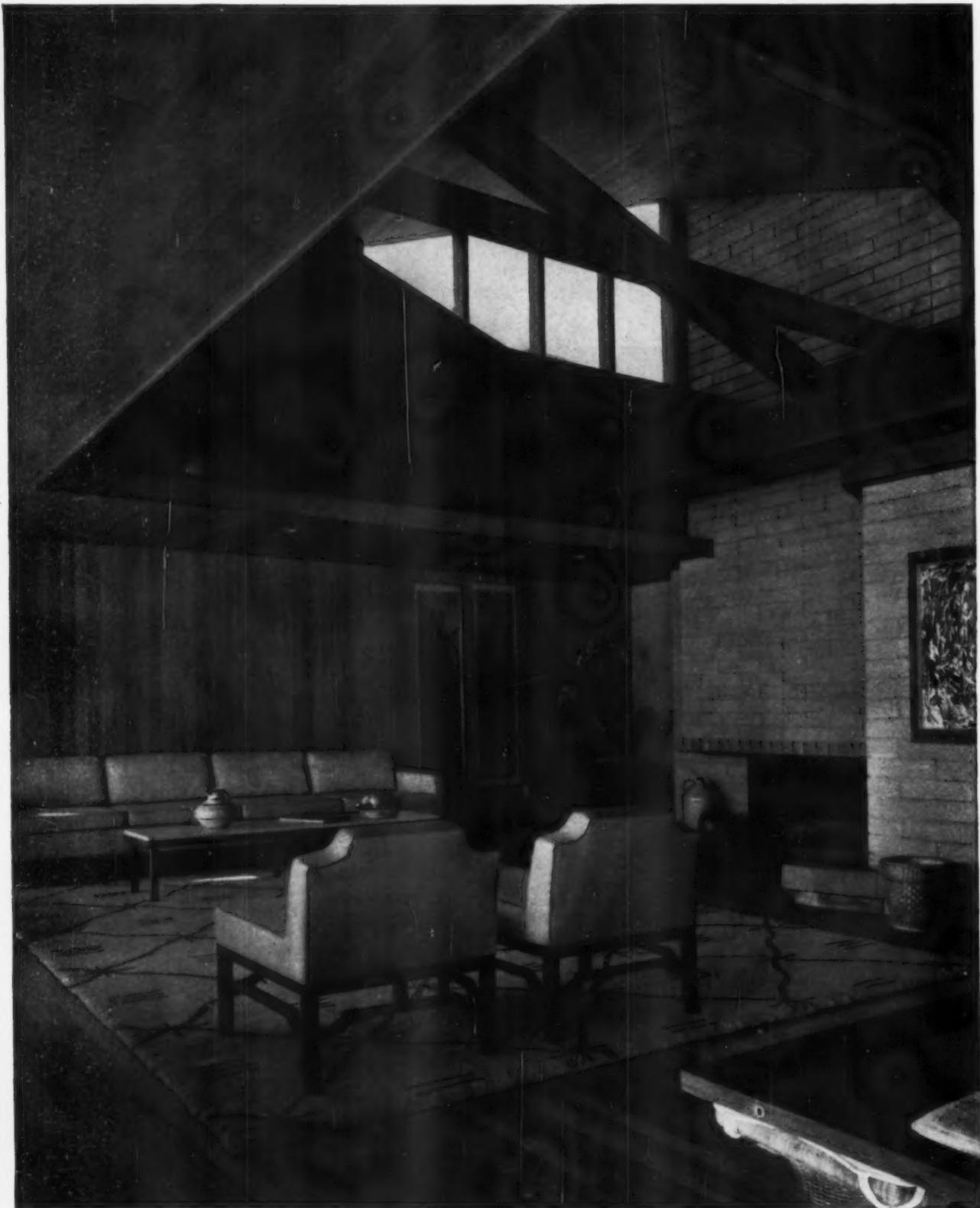
You also save with other new features like the stronger radiator with new lock-seam construction, and color-coded printed instrument panel electrical circuits that provide for greater reliability and simplified maintenance. In addition, Ford's parallel ladder-type frame, with standard 34-inch width, 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...

FORD DIVISION, *Ford Motor Company*





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



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.

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.



Built of wood means built to sell



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.



*An award winning motel
with Gerber Plumbing Fixtures*

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.



"Plumbing Fixtures for The Mighty Middle"

Gerber Plumbing Fixtures Corp., 232 N. Clark St., Chicago 1, Illinois

5 Factories: Kokomo, Ind., Woodbridge, N. J., Delphi, Ind., Gadsden, Ala., West Delphi, Ind. • Export Div.: Gerber Int'l. Corp., 500 Green St., Woodbridge, N. J.



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

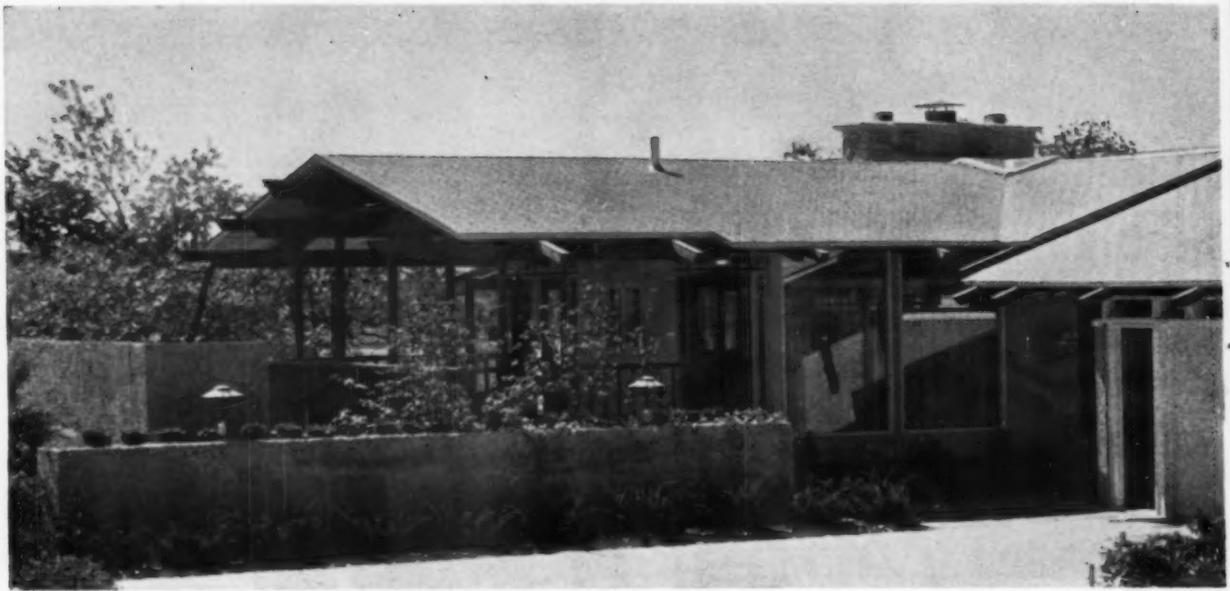
the Producer's Council, Director of Architectural Services, Pittsburgh Plate Glass Co.; Martin L. Bartling, builder of Knoxville, Tenn. and last year's president of the NAHB; Neil Connor, Director of Architectural Standards Division, FHA; Martin H. Braun, architect-builder, Westchester, Illinois; and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

Why Some Houses Won

- Clean, unbroken design
- Logical use of quality materials
- Economical, up-to-date construction methods
- Good circulation—no wasted room space
- Well-integrated family room—kitchen
- Wall space planned for easy furniture placement
- Compartmented bathroom
- Right house for the right lot
- Closet, storage space as sales booster
- Well-planned "extras," e.g. fireplace set-up

Why Some Houses Lost

- Gingerbread frills on the house
- "Banana split" use of too many materials
- Poor construction, "Price should not be a quality factor."
- Poor circulation in a cut-up, wasteful floor plan
- No provision for family room and/or dining area
- Inadequate room for furniture, e.g. bedrooms too small for good bed placement
- Too narrow service entry or none at all
- Not enough closet and storage space
- Efficiency cut in poorly planned kitchen

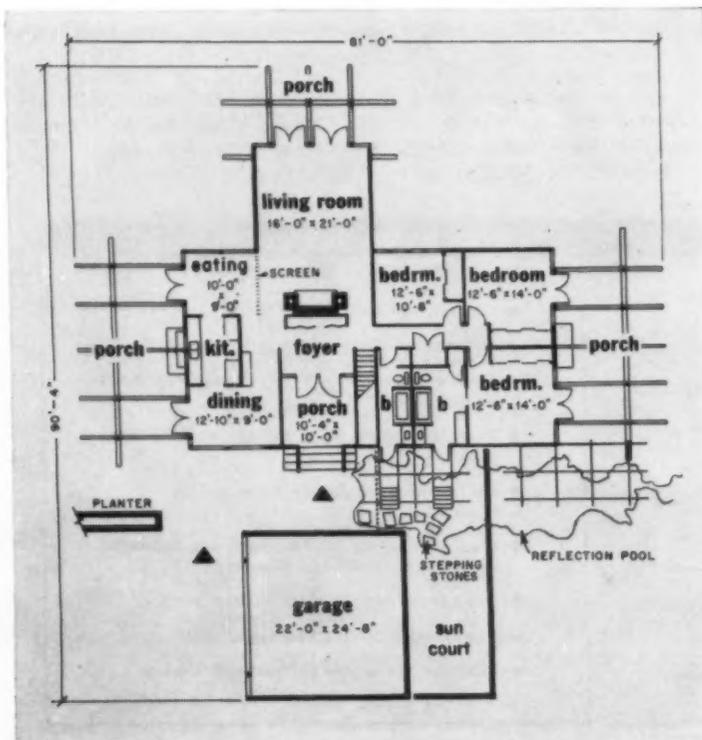


From the street the garage wing provides privacy for the recessed main entrance and a sun garden at the right;



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

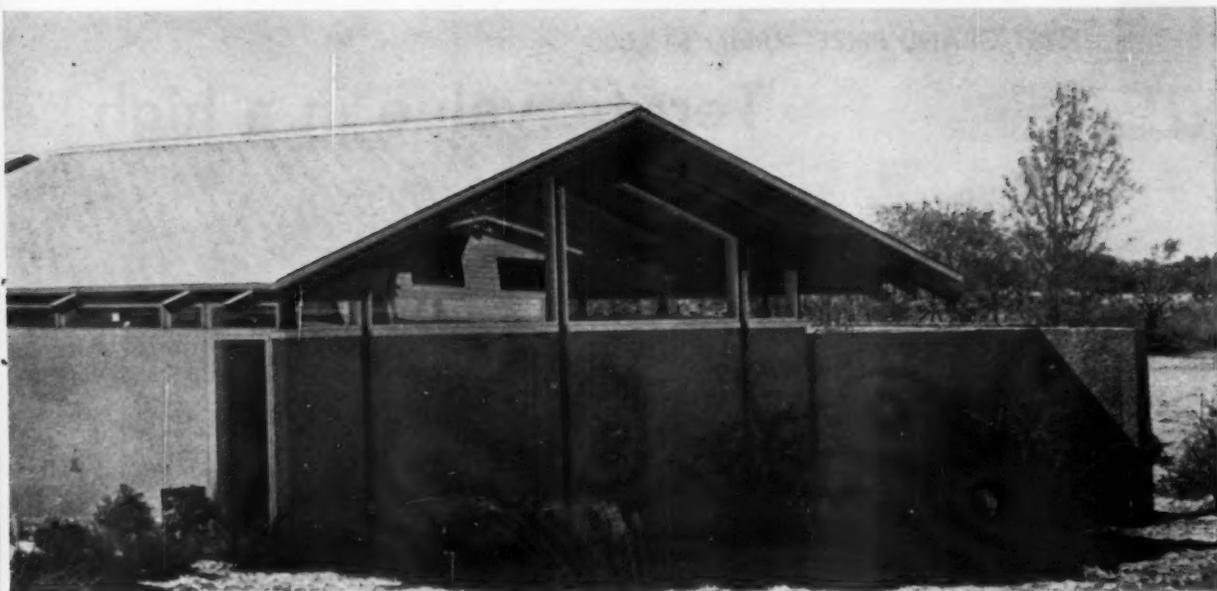
"A gem—Far East simplicity



Builder:
Thomas J. Dillon Co.
Location:
Cayahoga Falls, Ohio
Price:
\$36,000
Area:
Total-2,955 sq. ft.
Architect:
Gerald M. Rembowski

Builders Choice: Quality products

- Intercom, stereo system—Nu-Tone, Inc.
- Air conditioning—Bryant Mfg. Co.
- Gas furnace—Carrier Corp.
- Floor—General Tire & Rubber Corp.
- Refrigerator-freezer—Revco, Inc.
- Built-ins (range, oven)—Tappan Co.
- Kitchen cabinets—Quaker Maid Corp.
- Insulation—Zonolite Co.
- Bath fixtures—American-Standard
- Lighting fixtures—Lightolier Co.



low planter shields the kitchen windows and side deck. Walls are of grooved plywood, stucco and glass.

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:

\$11,900

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
- Exhaust Fan—Roberts Mfg. Co.
- Fan & Radiant Heat Light—Emerson-Pryne Co.
- Water Heater—Rheem Mfg. Co.
- Plumbing Fixtures—Eljer Div., Murray Corp.
- Windows—Louvre Leader
- Switches—Aero Mfg. Co.
- Vinyl Tile—Matico, Mastic Tile Div., Ruberoid Co.



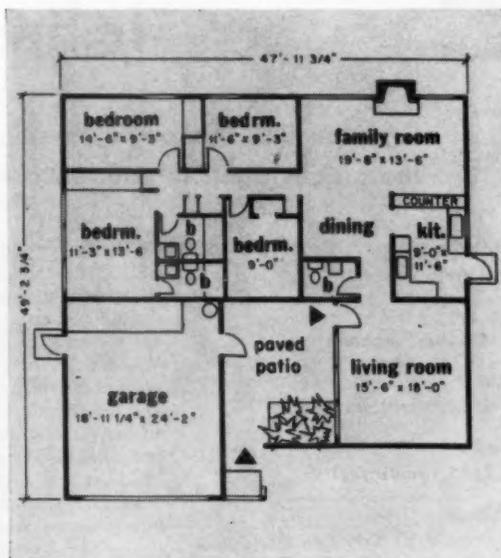
cost building area"

Ed Sievers



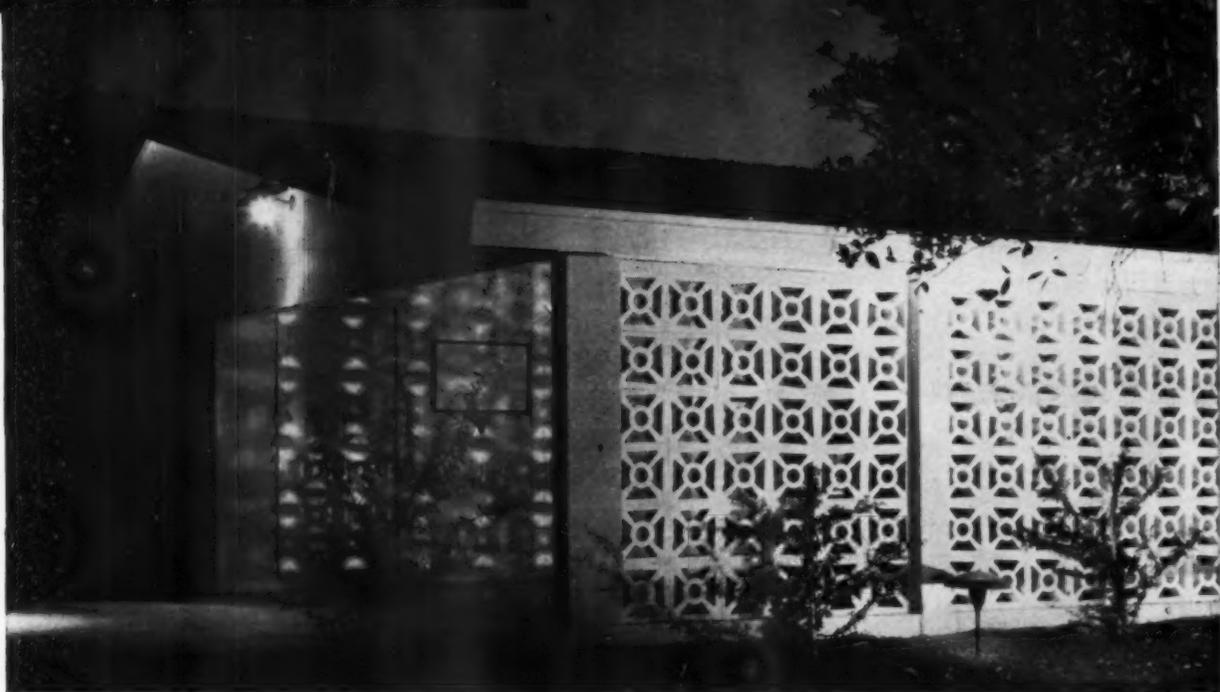
SNACK BAR acts as a pass-through between the family room and kitchen, is near dining area (right), for convenient serving of meals. Beyond is the more formal living

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 bats 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.

BLUEPRINT HOUSE



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.

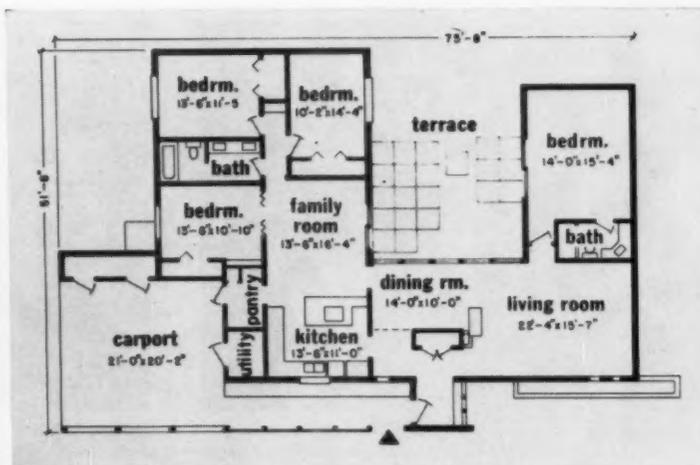
Builder's choice: Quality products

- Heating a/c—Carrier Corp.
- Insulation—Owens-Corning Fiberglass
- Countertops—Formica Corp.
- Floor—Armstrong Cork Co.
- Tile—Gladding McBean & Co.
- Intercom, AM-FM radio—Nu-Tone, Inc.
- Hardware—Schlage Lock Co.
- Roofing—Johns-Manville Corp.
- Bath accessories—Hall-Mack Co.
- Plumbing—American-Standard



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.

BLUEPRINT HOUSE



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.

AMERICAN BUILDER BLUEPRINT NO. 282 ▶

"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.

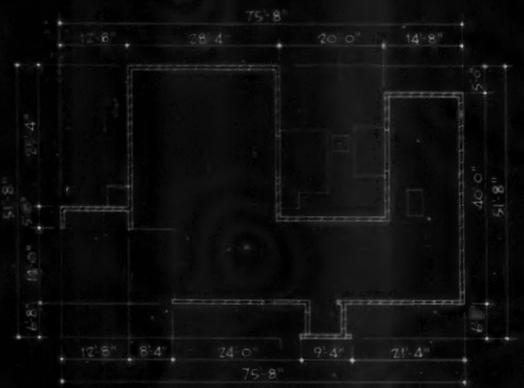
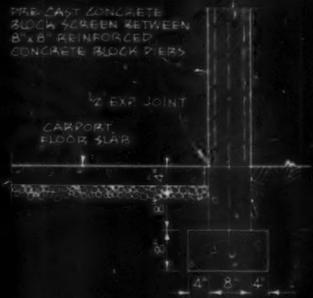
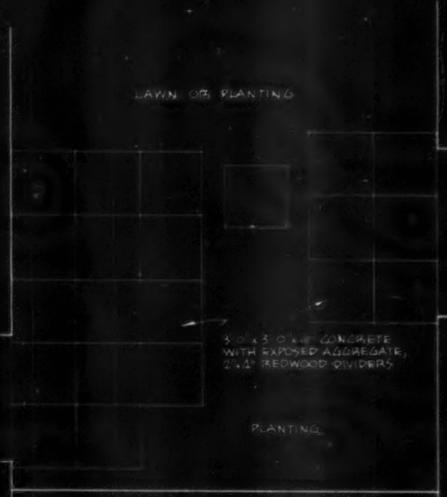


FAMILY ROOM opens on the patio, forms an activity core surrounded by two bedrooms, bath, a third bedroom or den; is closely integrated with fully equipped kitchen. U-shaped kitchen and open counter makes two rooms work well.



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.

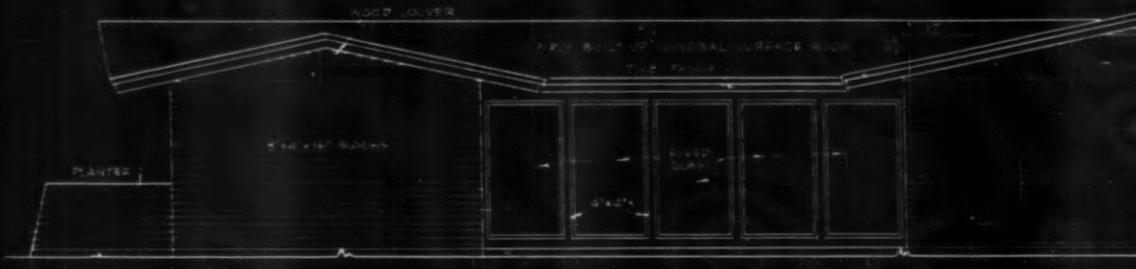
See page 157 for estimating take-off list



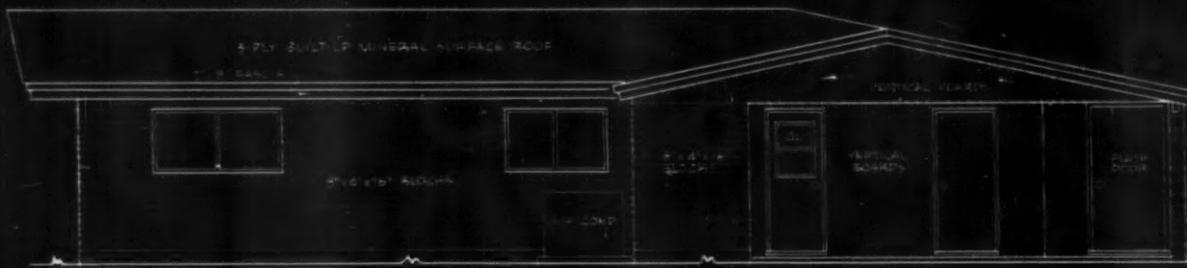
5 SECTION 6



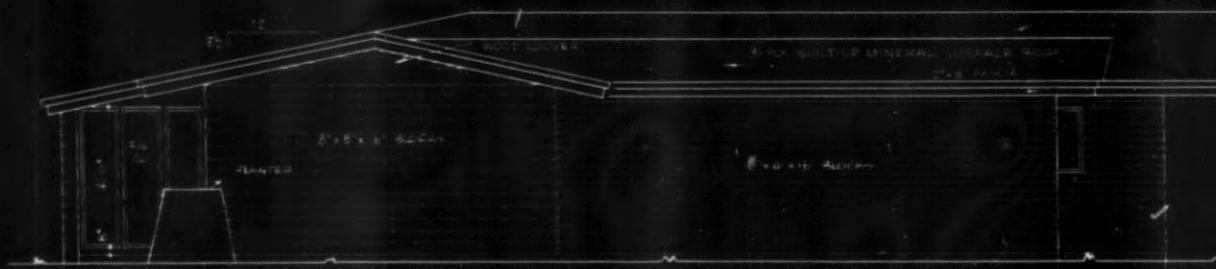
FRONT ELEVATION SCALE 1/8" = 1'-0"



REAR ELEVATION SCALE 1/8" = 1'-0"



LEFT SIDE ELEVATION SCALE 1/8" = 1'-0"



RIGHT SIDE ELEVATION SCALE 1/8" = 1'-0"

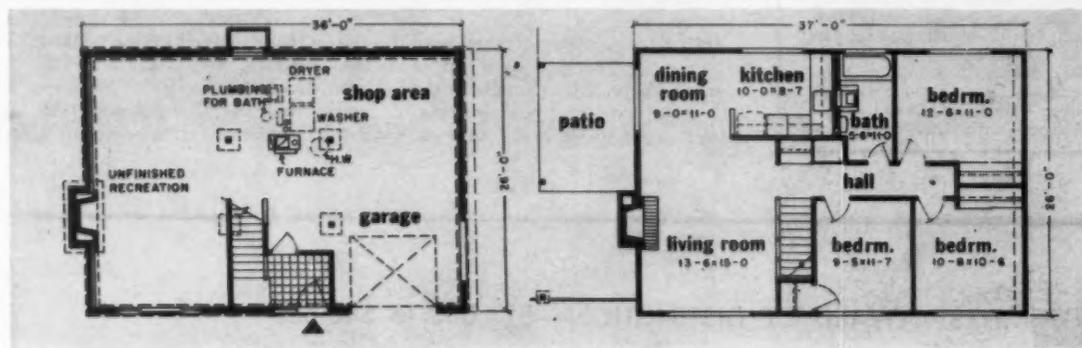




Roger Dudley

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.



FIRST AWARD OF DISTINCTION—under \$15,000

"Puts its lot to work"

BUILDER:

Bell & Valdez

LOCATION:

Bellevue, Washington

PRICE:

\$12,950

AREA:

1,007 Sq. Ft. each floor

ARCHITECT:

John M. Anderson

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.

**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.
- Roofing materials—Pabco Roofing Div., Fibreboard Paper Products 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**

Outside walls—J-M Flexboard,
Inside walls—U.S. Gypsum,
Sheathing — Johns-Manville
Corp., **Shingles** — Johns-Manville
Corp., **Locks**—Sargent &
Co., **Oven & Range**—Tappan
Co., **Sliding doors**—Arcadia
Metal Prods., **Windows**—General
Bronze Corp., **Garage door**—Overhead Door Corp.,
Carpet—Katherine.



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.



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

The reason: "tops in design,"

Builder:
Valleybrook Builders, Inc.

Location:
Sylvania, Ohio

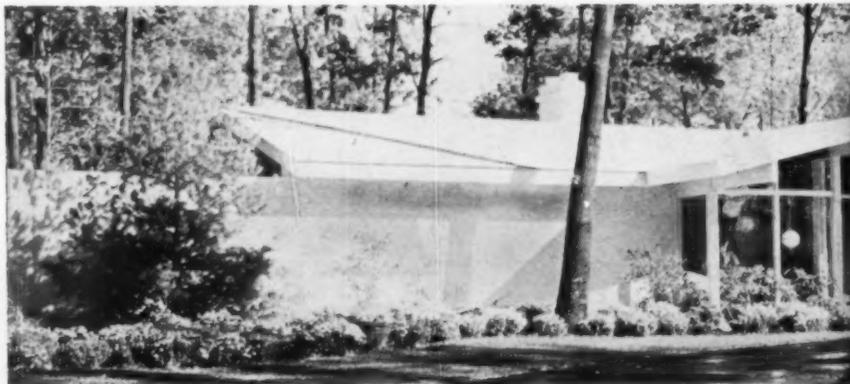
Price:
\$39,995

Area:
Total 4,664 sq. ft.

Designer:
Donald J. Scholz

**Builders choice:
Quality products**

Outside walls—J-M Flexboard,
Inside walls—U.S. Gypsum,
Sheathing — Johns-Manville
Corp., **Shingles** — Johns-Manville
Corp., **Locks**—Sargent &
Co., **Oven & Range**—Tappan
Co., **Sliding doors**—Arcadia
Metal Prods., **Windows**—General
Bronze Corp., **Garage door**—Overhead Door Corp.,
Carpet—Katherine.



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-

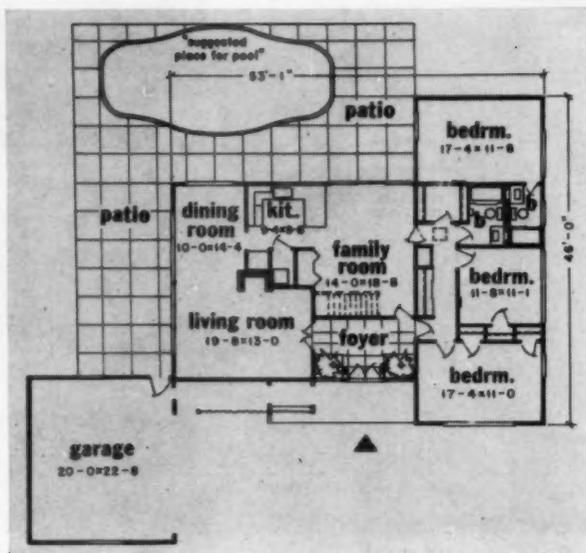
awards for one builder



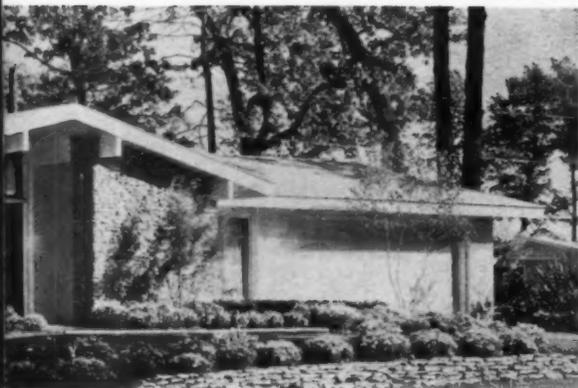
Covered passage leads from front door to garage.

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.

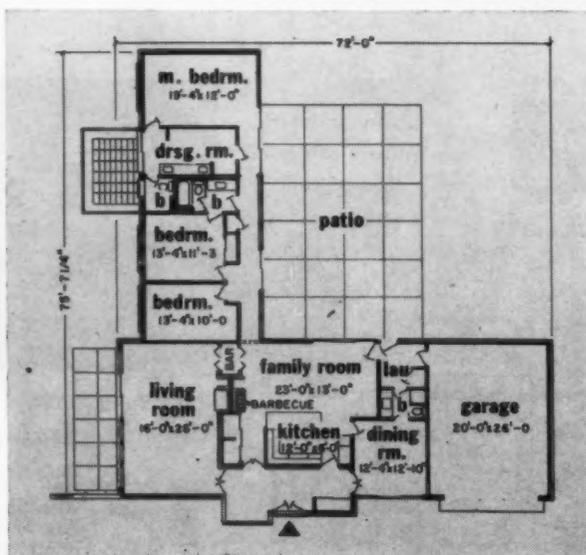


sound planning, good living"



and inviting by a large flowering planter.

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

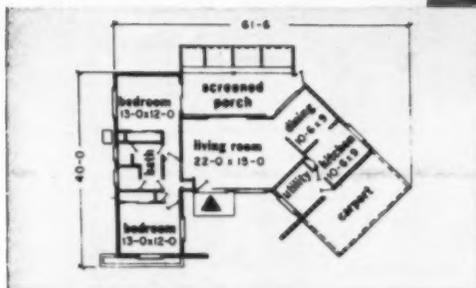


AWARD OF MERIT WINNERS

Robert Ford, Sarasota



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



BUILDER: Richmond Const. Corp.

LOCATION: Sarasota, Fla.

PRICE: \$10,995

AREA: 1,236 sq. ft.

DESIGNER: Ruth Richmond

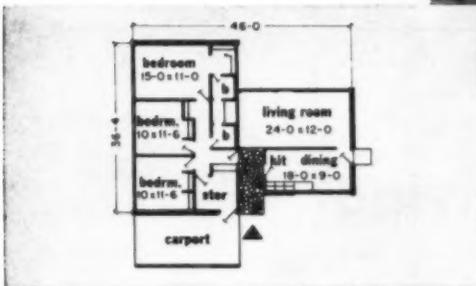
Builder's Choice:

Westinghouse appliances; Formica cabinets; Amana heat pump; Schlage hardware; Thomas Industries (Moc Lights) lighting; Visking Co., Visqueen vapor barrier, Rheem water heater; NuTone hood and fan; Kohler bathroom fixtures.

Columbus Ledger Enquirer



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



BUILDER: Windsor Corporation

LOCATION: Columbus, Ga.

PRICE: \$14,500

AREA: 1,316

ARCHITECT: William L. Christian

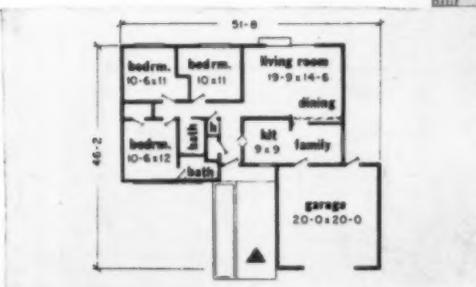
Builder's Choice:

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



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



BUILDER: Lake Country Const. Co.

LOCATION: Los Angeles, Calif.

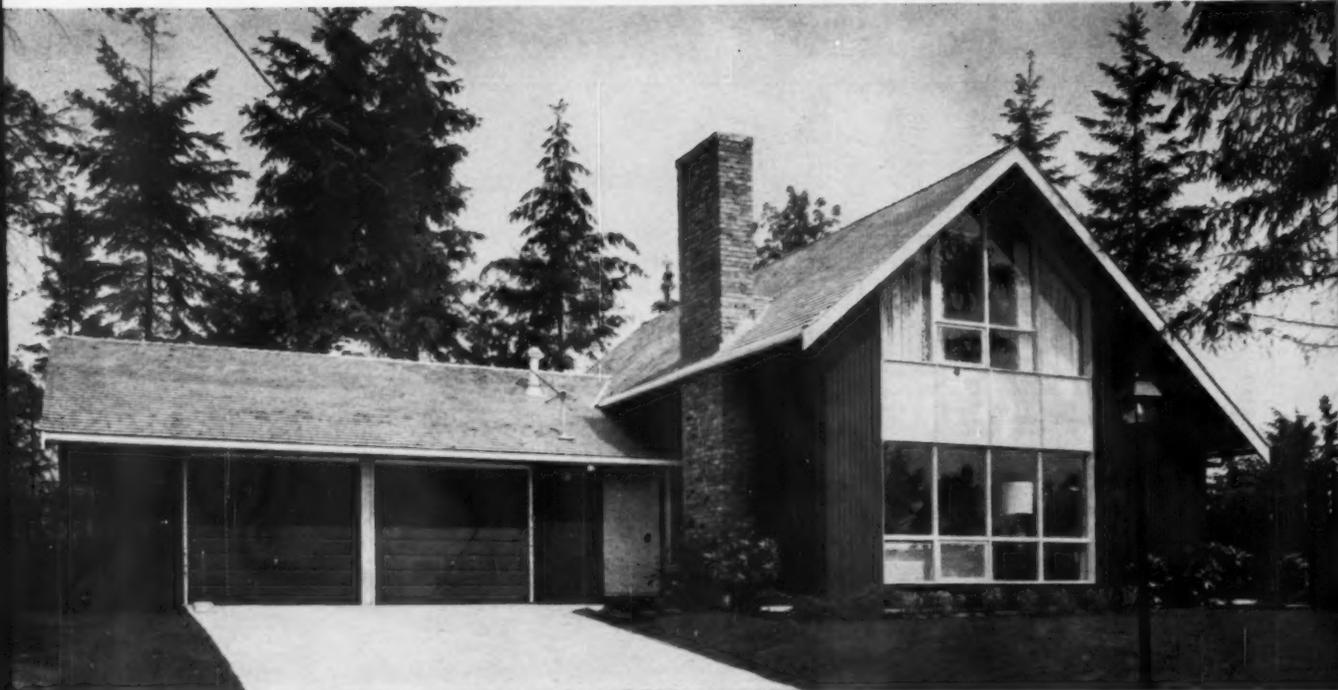
PRICE: \$13,000

AREA: 1,200 sq. ft.

ARCHITECT: Richard Leitch, A.J.A.

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 (Supramic) tile.



"Compact floor plan, yet plenty of expansion space in this fine home"

BUILDER: Bell & Valdez

LOCATION: Bellevue, Wash.

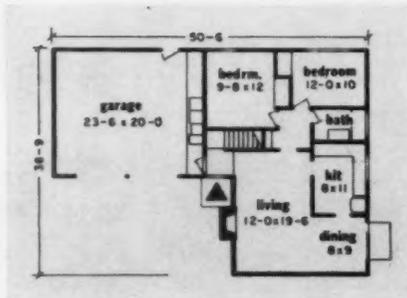
PRICE: \$15,300

AREA: 890 sq. ft. plus

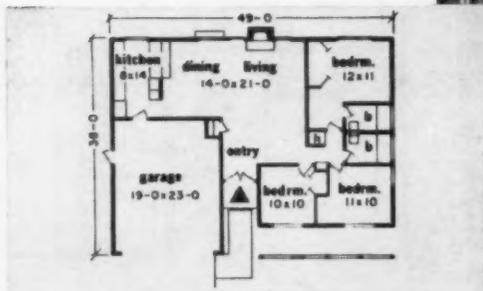
576 sq. ft. expandable space

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.

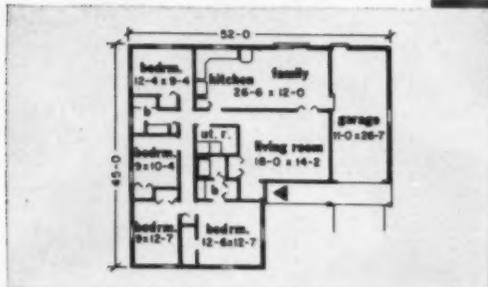
Builder's Choice:
Waste King appliances; Crane fixtures; Moen faucets, Sherwin-Williams paints, Flintkote floors, L.O.F. mirrors; Bourne windows; Sierra switches; Schlage locks; Amerock hardware; Modernaire fans; Air King heaters; Celotex insulation; Nevamar counters.

AWARD OF MERIT WINNERS

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 dry-wall; 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, Dallas



"Simplicity of exterior design enlarges look of this house"

BUILDER: Centennial Const. Co.

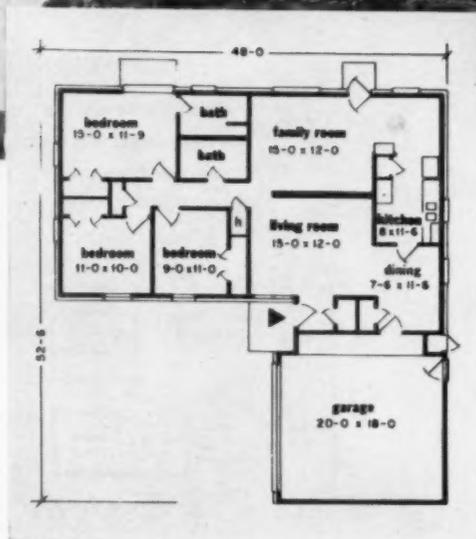
LOCATION: Dallas, Texas

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.



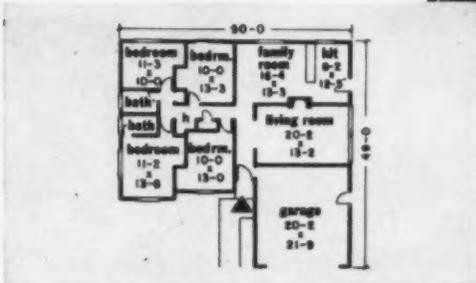


"It's a good house—
sold well too—in
6 months, 46 out of
58 built were sold"



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

Builder's Choice:
G. E. appliances, heating;
Huntington tile; Visqueen v/b;
Formica tops; Lupton windows;
O.C.F. insulation, screening;
Pioneer h.w. heater; Moore
trusses; Pass & Seymour switch-
es; Moen, regulator; Capri slid-
ing doors.

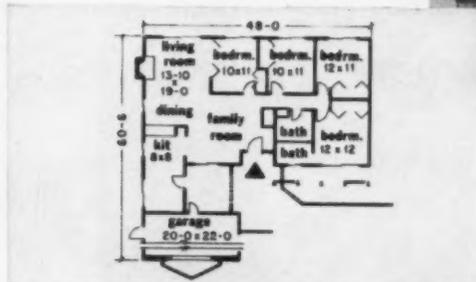


"For the low
sales price—4 bed-
rooms, two baths
and a fully equipped
kitchen"



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

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

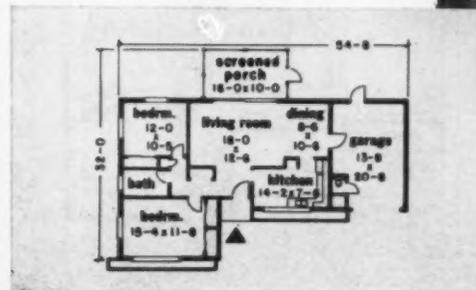


"For a small, inex-
pensive house, one
of the best floor
plans we've seen"



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

Builder's Choice:
Weiser locks; American Stand-
ard plumbing; Moe Light fix-
tures; Superior windows; Nu-
Tone range hood; G. E. range,
oven; Lumidor sliding doors;
Everwarm thermostats; Formica
countertops; Bryant wall
switches.



AWARD OF MERIT WINNERS



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

BUILDER: Desert Star Homes, Inc.

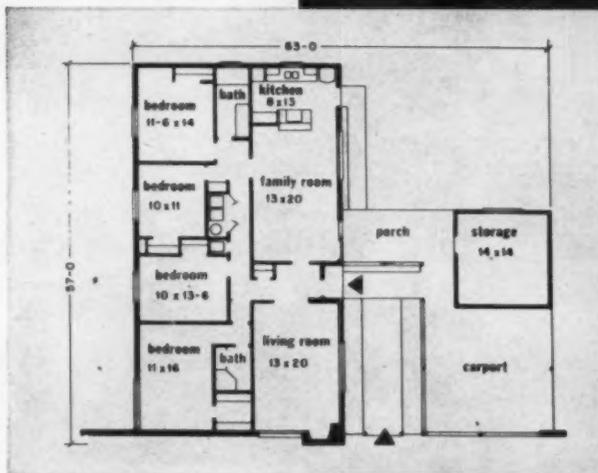
LOCATION: Scottsdale, Arizona

PRICE: \$17,950

AREA: House—1,834 sq. ft.

ARCHITECT: William R. Knox

Builder's Choice:
 Plumbing Fixtures—American-Standard; appliances—Hotpoint Div.; wallboard—Sheetrock, U.S. Gypsum Co.; doors, cabinets—U.S. Plywood Corp., aluminum patio doors—Arcadia Metal Products; cabinet hardware—National Lock Co., insulation—Fiberglas, Owens-Corning; vinyl floors—Armstrong Cork Co.; aluminum sash—Bourne Products; heating and air-conditioning—Carrier Corp.; bathroom accessories—Hall-Mack Co.; doors—U.S. Mengel; lighting fixtures—Emerson-Fryne; door knobs—Schlage Lock Co.; hot water heater—Hotpoint Div.; countertops—Formica Corp.



Beimlich, Phoenix



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

BUILDER: Young Construction Co.

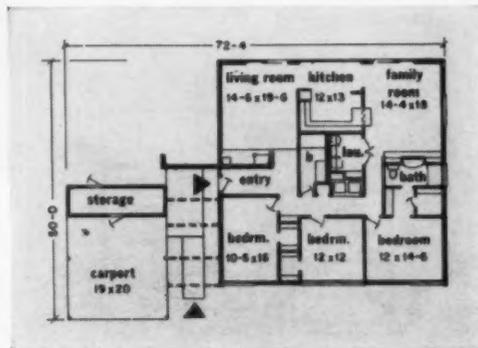
LOCATION: Phoenix, Arizona

PRICE: \$22,000

AREA: House—2,000 sq. ft.

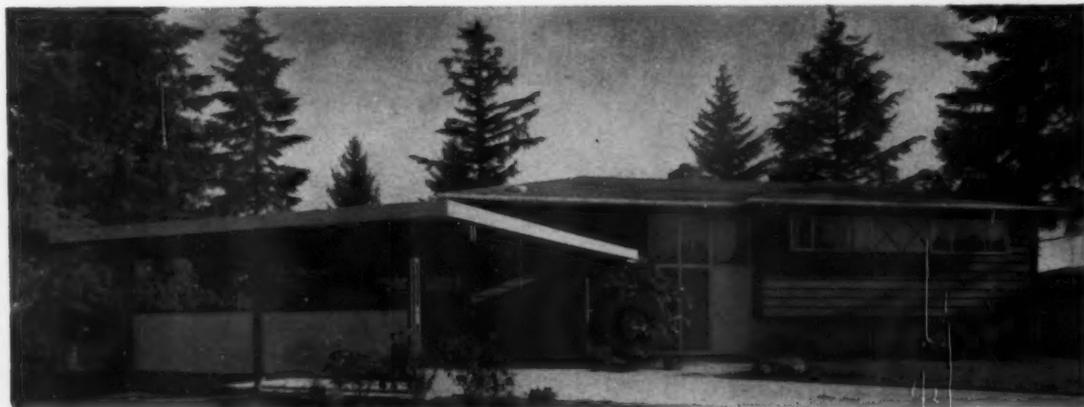
ARCHITECT: William R. Knox

Builder's Choice:
 Plumbing fixtures—American-Standard; appliances—Hotpoint; wallboard—U.S. Gypsum Co., doors & cabinets—U.S. Plywood Corp.; aluminum patio doors—Arcadia Metal Products; countertops—Formica; cabinet hardware—National Lock Co.





Roger Dudley, Seattle



"A compact split-level that gives the buyer plenty of room for future expansion."

BUILDER: Bell & Valdez

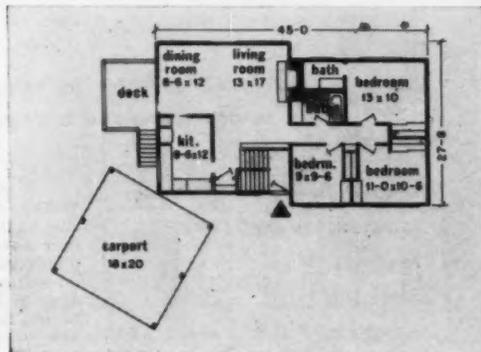
LOCATION: Bellevue, Washington

PRICE: \$17,600

AREA: House—1,130 sq. ft.

ARCHITECT: John Anderson

Builder's Choice:
 Hood fan—Nu-Tone, Inc.; appliances—General Electric; floorings—Armstrong Cork Co.; carpets—Lee Carpet Co.; plumbing & heating—American-Standard; switches—Slater Co.; fiberboard paper—Pabco Roofing; circuit breakers—General Electric.





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

BUILDER: Ray G. Staff

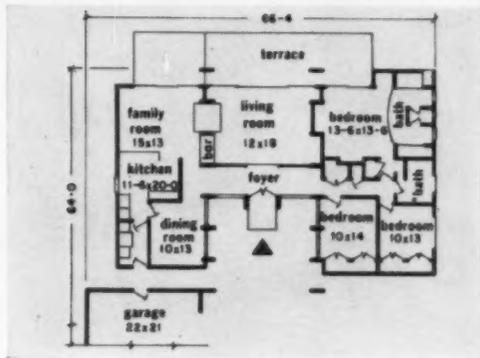
LOCATION: San Bernardino, Calif.

PRICE: \$31,000

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.



Charles AquaVivo



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

BUILDER: University City Builders

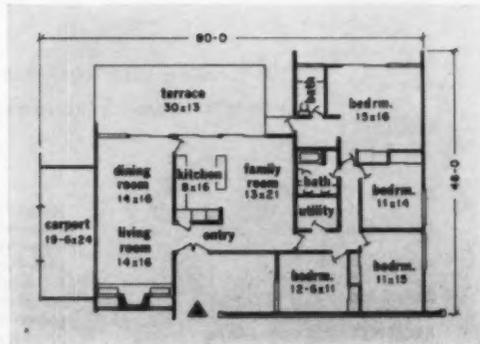
LOCATION: San Diego, Calif.

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. (Glad-ding McBean) Superamic Tile; Kaiser Gypsum, acoustical tile and gypsum.



AMERICAN BUILDER



"In a compact plan, well organized living space at a reasonable sales price"

BUILDER: David E. Edmunds

LOCATION: Clearwater, Fla.

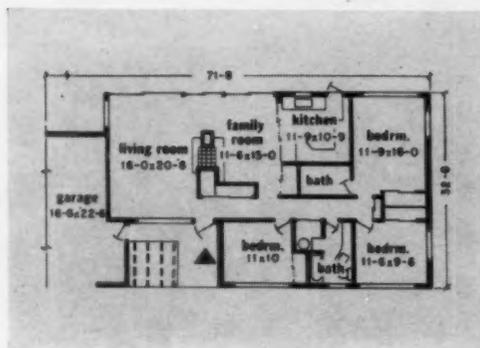
PRICE: \$21,675

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.



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

BUILDER: Drogin Construction Co.

LOCATION: San Diego, Calif.

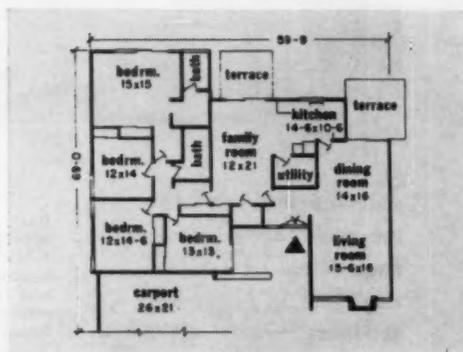
PRICE: \$19,500

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. Lautman, Washington, D. C.



AMERICAN
BUILDER
AWARD



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

BUILDER: Bennett Const. Co.

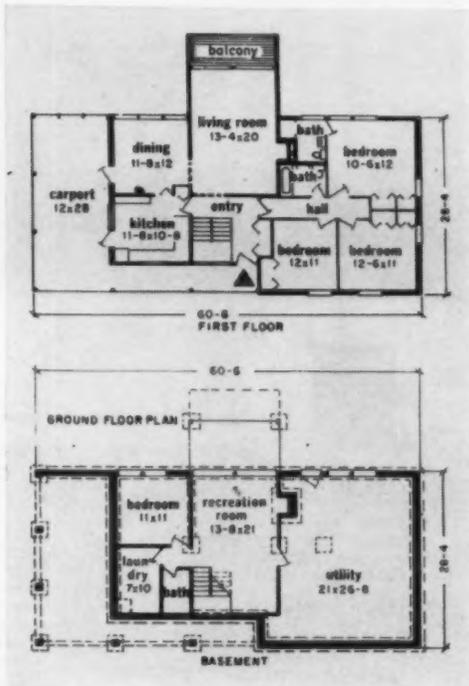
LOCATION: Bethesda, Maryland

PRICE: \$31,000

AREA: 2,938 sq. ft. (1st floor)

ARCHITECTS: Keyes, Lethbridge & Condon

Builder's Choice:
Bath fixtures—Briggs Mfg. Co.;
appliances — Frigidaire Div.,
G.M.; hood fans—NuTone, Inc.;
heating & air-conditioning—Len-
nox Industries; kitchen cabinets
—Precisionware, Inc.; hot water
heaters—Rheem Mfg. Co.; inside
walls—U.S. Gypsum.

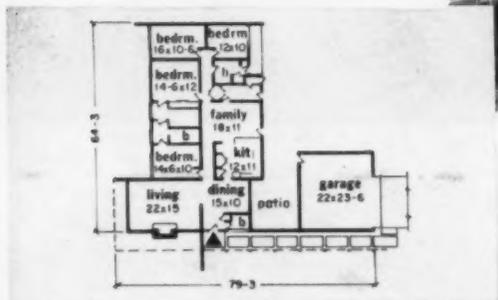


AMERICAN BUILDER

AMERICAN
BUILDER
AWARD



"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 & Balley

Builder's Choice:

Dishwasher & disposer—Waste King Corp.; pipe—Johns-Manville Corp.; range & oven—Tappan Co.; plumbing fixtures—American Standard; toilets—Case Mfg. Co.; furnace & hot water heater—Payne Co.; bath accessories—Hall-Mack Co.

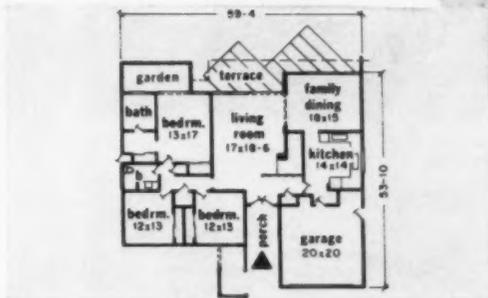
AMERICAN
BUILDER
AWARD



"Ingenious use of materials and details make this an outstanding house"



Fran Hunt, Los Angeles



BUILDER: L. M. Halper & Co.

LOCATION: Studio City, Cal.

PRICE: \$29,500

AREA: (House) 2,100 sq. ft.

ARCHITECT: David Freeman

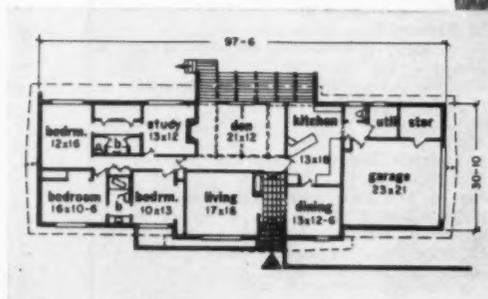
Builder's Choice:

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.

AMERICAN
BUILDER
AWARD



"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:

Insulation—Johns-Manville; termite treatment—Orkin; heat & air-conditioning—Bryant Mfg. Co.; plumbing—American Standard; built-in appliances—Caloric Appliance Corp.; walls & ceilings—Best-Wall Gypsum Co.; vapor barrier—Visking Co.

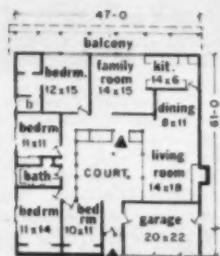
AWARD OF MERIT WINNERS



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



John Haskett & Ass., San Francisco



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.; faucets—Moen Faucet Div.; plywood—Douglas Fir Plywood Co.; cabinets—Emanuel; aluminum doors—Arcadia Metal Prods.

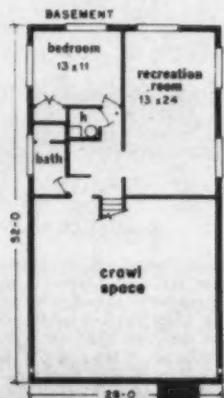
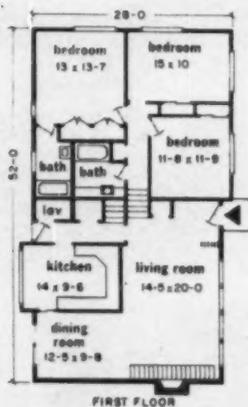


"Exceptional plan with excellent traffic lanes, large rooms, ample storage space"



BUILDER: *Community Const. Co.*
LOCATION: *Salt Lake City, Utah*
PRICE: *\$22,300*
AREA: (House) *1,502 sq. ft.*
ARCHITECTS: *John N. Clawson*

Builder's Choice:
 Appliances — Whirlpool Corp.; plumbing & heating—American Standard; aluminum — Alcoa, Inc.; heating & air-conditioning — Janitrol; floors — Armstrong Cork Co.; insulation — Owens-Corning; paint—General Paint Co.; inside walls—U.S. Gypsum.



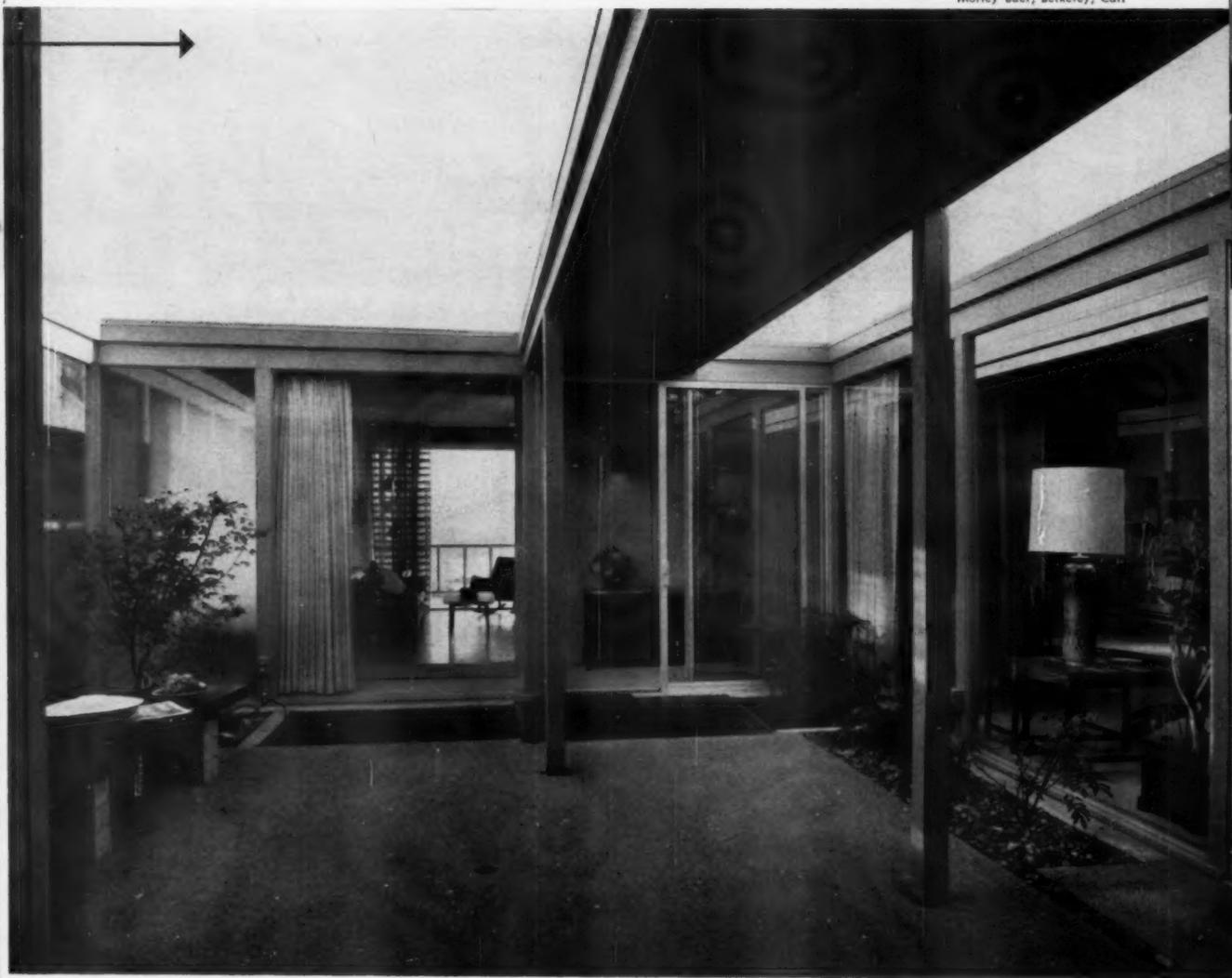
And watch for these award winning houses in future issues

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:

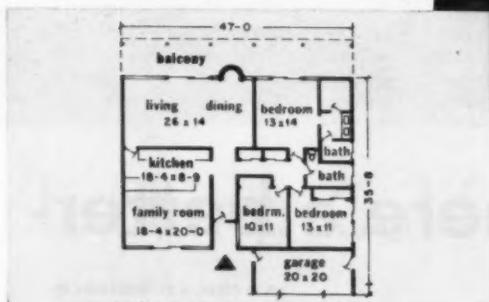
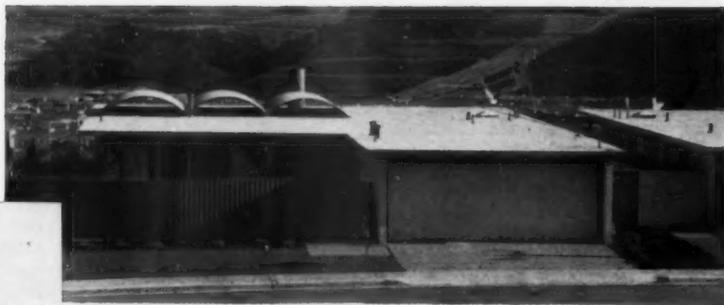
- \$15,000—\$25,000: G. S. Shipp & Son, Limited, Don Mills, Ontario, Canada
- \$25,000—\$40,000: Denton Development Co., San Antonio, Texas
- \$25,000—\$40,000: R. E. Dresser Const. Co., Inc., Akron Ohio
- \$25,000—\$40,000: Grandview Building Co., Los Angeles, California

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.

Morley Baer, Berkeley, Cal.



"Triumphs over a narrow lot—opens front and back to patio and view"



BUILDER: *Stoneson Dev. Corp.*

LOCATION: *Milbrae, California*

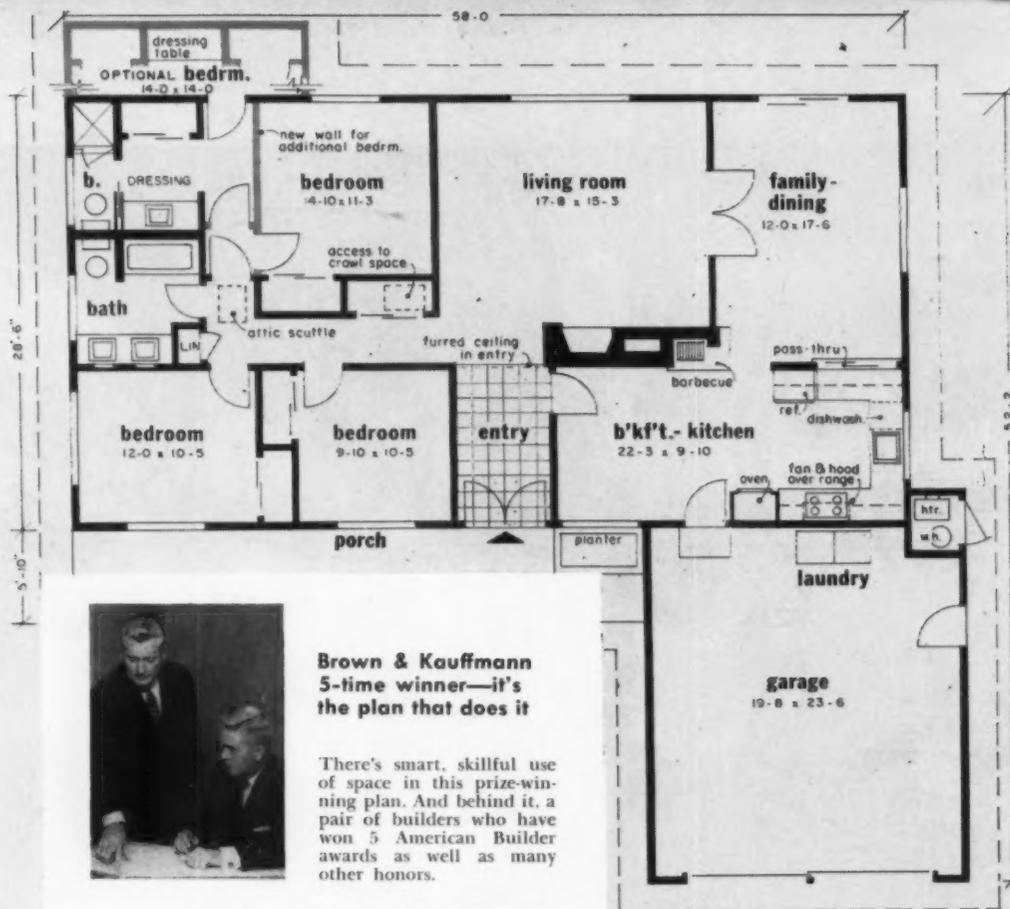
PRICE: *\$27,000*

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.

AMERICAN
BUILDER
AWARD



"Plan is near perfect..."

BUILDER:

Brown & Kauffmann, Inc.

LOCATION:

Palo Alto, California

PRICE:

\$17,450 (without land)

AREA:

1,550 sq. ft.; porch, garage

ARCHITECTS

Prentice & Lindstrom

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 panelling.

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.

rate it from living room (right) make both rooms seem larger. Kitchen barbecue wall is seen in center.

WHAT

"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 panelling adds appeal to this family room.

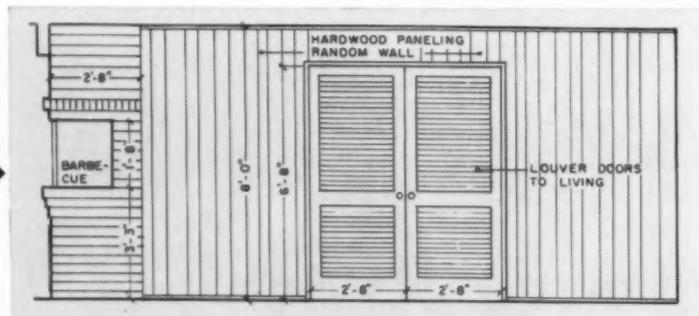
Builder's choice: 10 top quality products

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 panelling; Pomona tile by Gladding McBean.

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

Brown & Kauffmann merchandise the quality products they use—by manufacturers' displays, product cutaways, signs, literature.

HOW

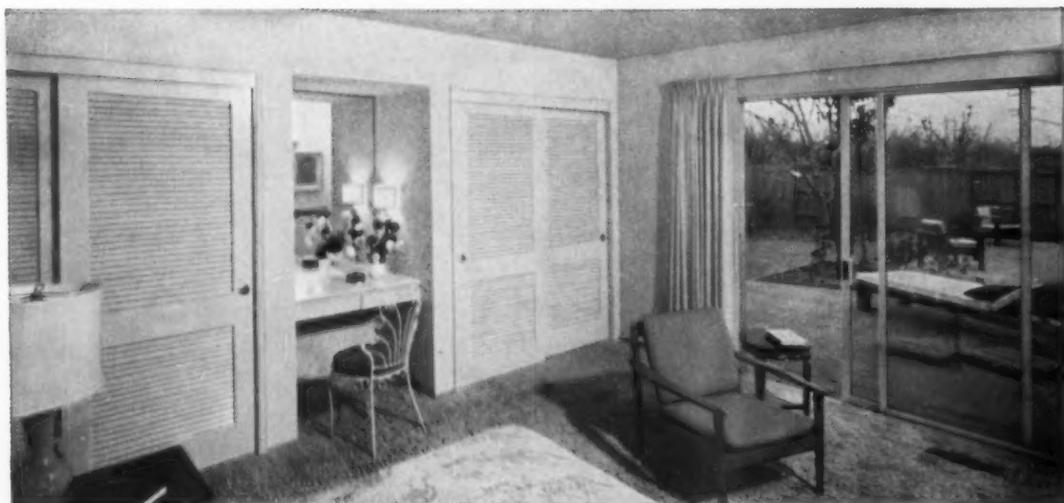




WIDE SLIDING aluminum doors lead from family room to redwood recreation deck at rear of house. Rich tones of

wood panelling were popular with buyers. Living room has garden picture window, old brick fireplace.

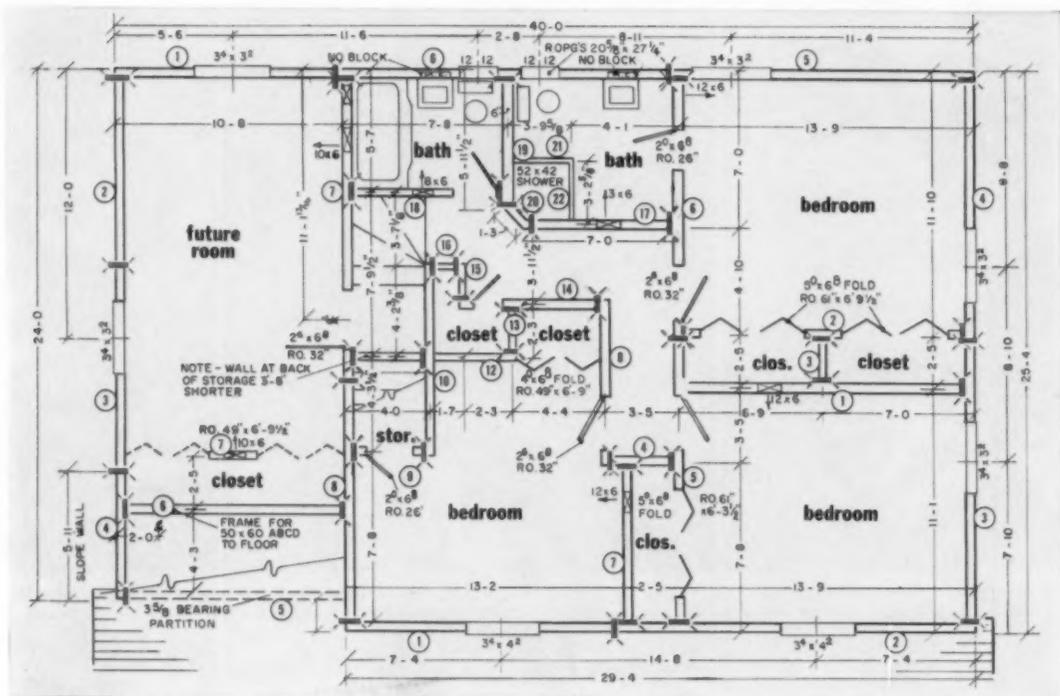
colorful brick, warm panelling"



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.

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 con-

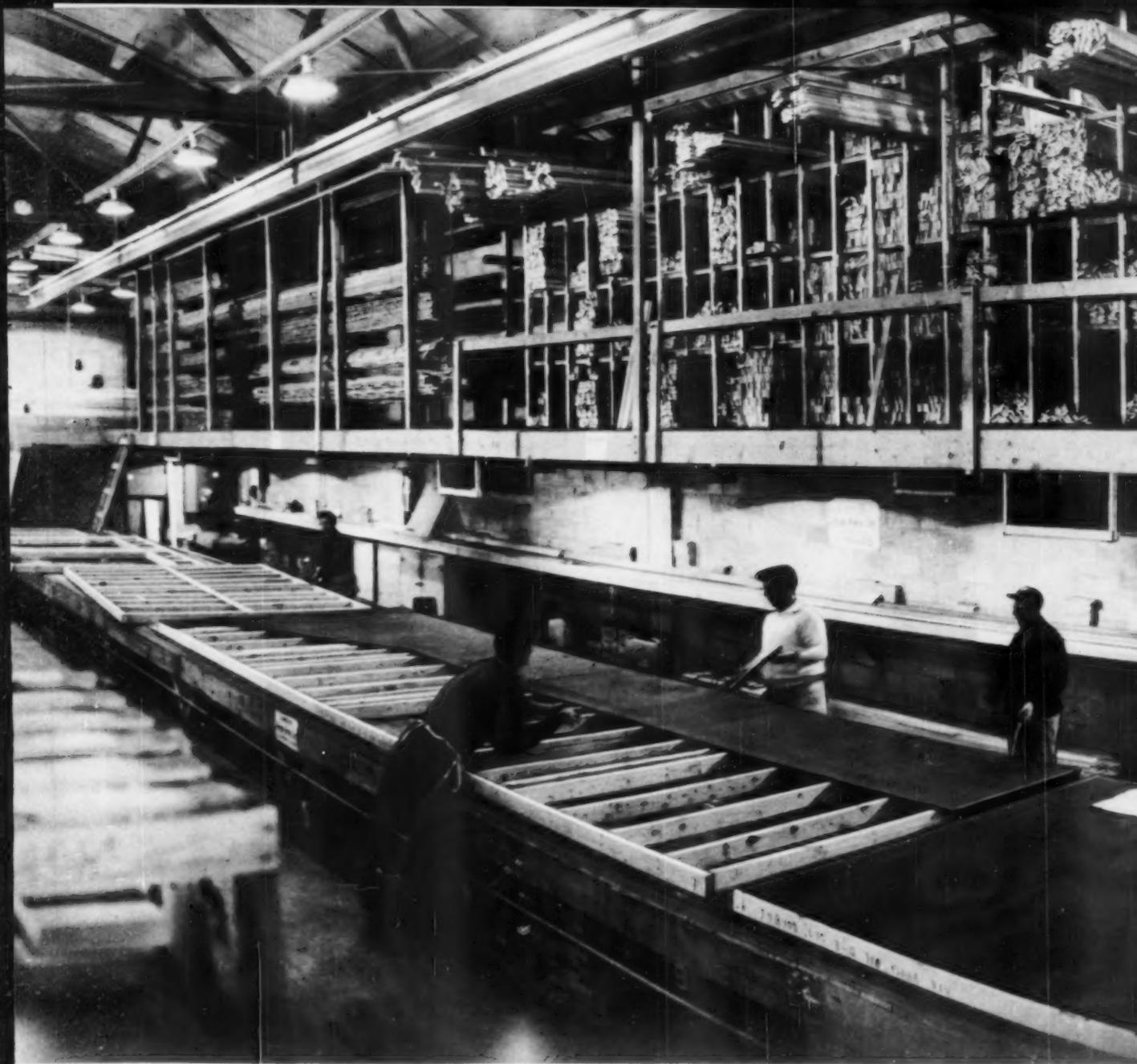
tinuous strip on a 175 foot long table . . . then disassembled into segments as planned. Segments are numbered both on plan and on executed wall sections for orderly assembly at site.



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 on

... all exterior and interior walls are as

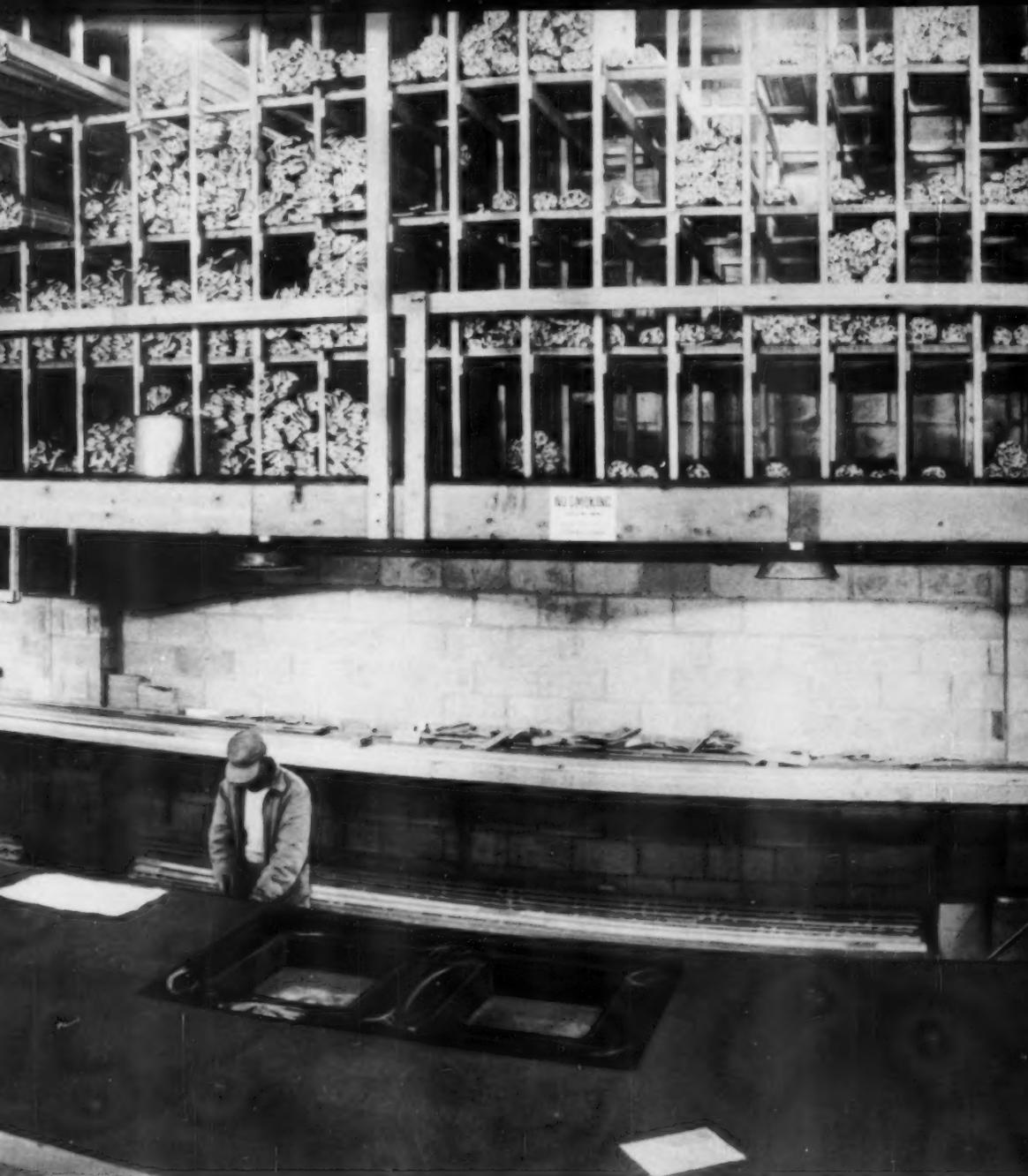
New approach to prefabrication pays with even one-of-a-kind houses, says its inventor. He's licensing his system to retail lumber dealers.

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 neces-

sary is to remove the strips from the ends and far sides of the table and place them with another house plan.

handy, store compactly. To reverse a p



is one of approximately 45 for "Top of the Park" subdivision of W. Evans Buchanan, prominent Washington, D. C. a

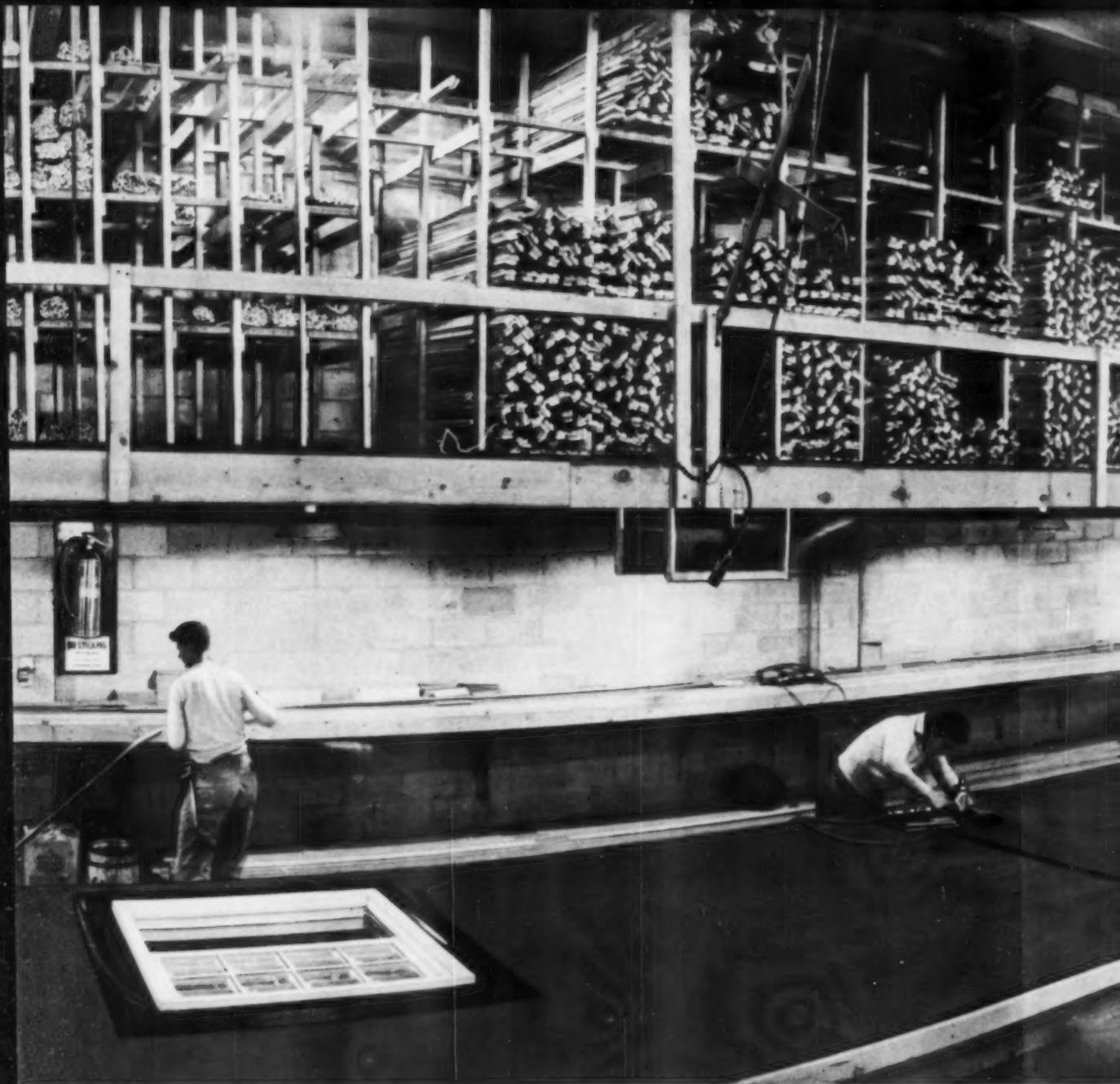
assembled in a continuous strip; table is

remove the set of pattern
in the grooves in the near
sides of the table—and re-
turn with a set of strips of
house. Strips are light,
are compactly.
e 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 pat-
ent No. 2754862.

Kemp i
develop
invento
prefab
off the
this wa
● "Wh



area builder. Outside plant, as picture was made, Washington struggled through heaviest snowstorm of season. Window frames, door fr

specially equipped to guide assembly of an

is a scholarly-looking realtor, er, volume builder and now r, licensor and his own local er in Chattanooga. He ticks Kemp System's advantages y:
 at 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 toenailing, 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.

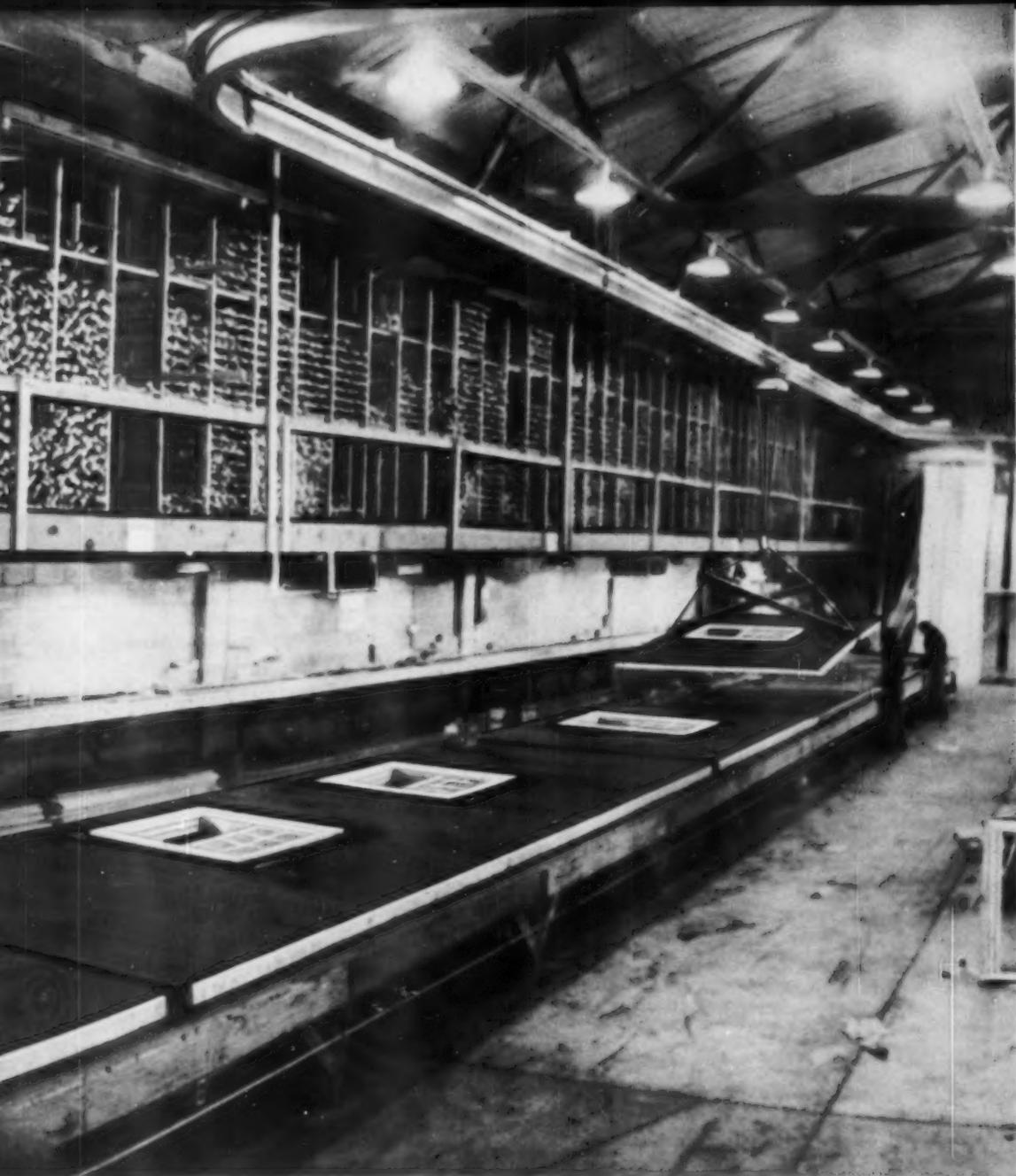
- "It's so easy to change houses that

here's the answer to ment look-alike proble

- "Now custom build enjoy benefits of prefa

- "The builder can operation without com

- self. He can be compl



or frames, tees—all are positioned according to instructions on pattern strips.

n endless variety of houses

to the develop-
problem.

builders, too, can
prefabrication.

can expand his
committing him-
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 prof

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 \$3 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 lum-

ber 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

Yo

Fred Gorm
Richheimer
techniques
planning t

Selling a re
S of psych
claims Fred
manager an
Here's some
salesmen be

● Put you
when you en
up the custo
for him or h
to his house
full needs.

● Feel th
determine if
way of life;
the improve
the youngst

● Help t
budget it ca
important.
stitute, com
something o
The family

TO THE TR
rector of train
tells students

Profitable business can answer mo

L IT...

DO IT

You've got to give the buyer what "she" wants

Gorman, director of training for the Premier Modernizing Systems, unveils techniques for making customer contact, getting the job, then closing the sale.

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

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

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

Help the family solve its problem with a solution it can afford. The family's budget is all that counts. This means you frequently must substitute compromise, blend. Never try to force a solution 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.

- Operate professionally and surely. Show no doubt and you're lost. If you don't have an answer to a question promise to find one.

- 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.

- 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.

- 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.

- 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.

- 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) directs 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-yourselfism."

Remo



any problems facing builders through 1

Modeling closely resembles custom building



BEFORE

AFTER

CUSTOM CONSTRUCTION CO. of Walnut Creek, Calif., does a big business taking waste space and converting it into useable area. Example is this open porch converted into closed-in living space.

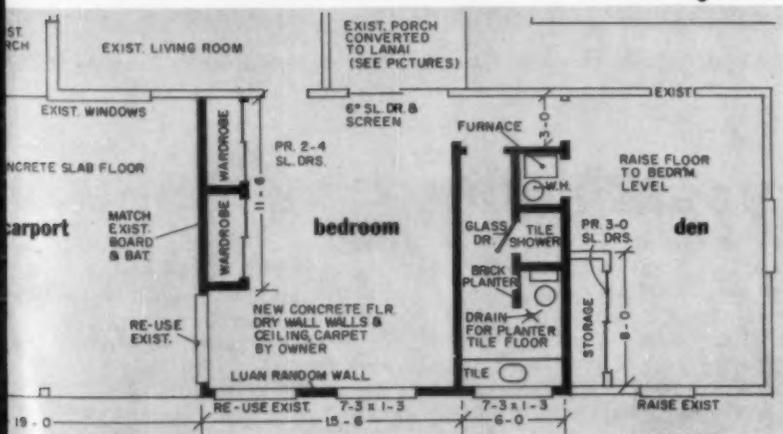
WHAT

HOW



BEFORE

NEW T...
ural wo...
ing giv...
outdoor...
well-wo...
Huge wi...



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.



AFTER

BEFORE

NEW TERRAZZO FLOOR and natural wood finishes to walls and ceiling give new porch a rustic indoor-outdoor look that blends with the well-wooded adjacent landscape. Large windows are fitted to ledge.



AFTER

BEFORE



BRICK DIVIDER WALL accents driveway leading up to semi-closed carport. Simple touches frequently make the big difference. The Custom Company operates generally with one boss and two men.

fit-
elf
on
m.
ng
ry
ek,
om
\$1
so
en
Co.
ge.

Together with two carpenters, Dick took a series of jobs that consisted mainly of adding bedrooms 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;
2. Boil down copy, skimming off the fat;
3. Organize articles for selective reading;
4. Make fast-working layouts, to speed the big idea

into the reader's mind.

What's good for the reader is doubly good for the advertiser:

He gets wide-awake readers—with the time and inclination to pursue ideas in his advertising.

SIMMONS-BOARDMAN, 30 Church St., New York 7.

You get wide awake readers
with Simmons-Boardman **Time-Saver** magazines



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.

Bayne A. Sparks

Publisher
AMERICAN BUILDER

KNOW YOUR SYMBOLS



This symbol stands for circuit breaker



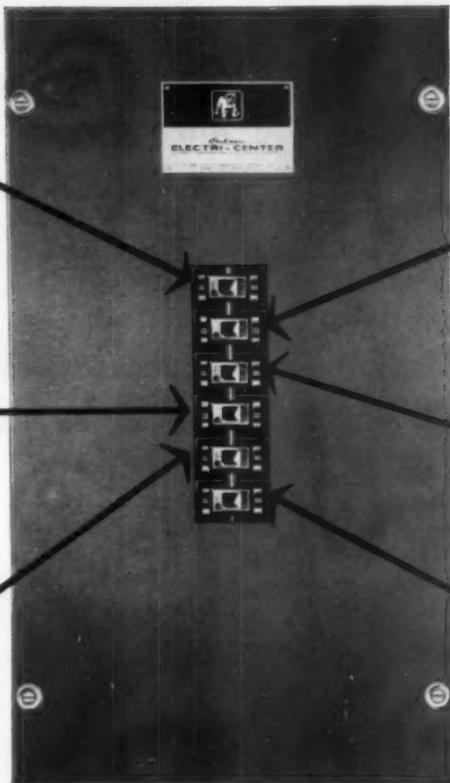
This symbol stands for QUALITY

BULLDOG 200-AMP SERVICE DISTRIBUTION PANELS

"Power pack" all-electric homes with maximum home-buyer convenience!

Here's Pushmatic flexibility aplenty for electric heating, lighting, appliances . . .

100-amp submain feeds conveniently located electric heat panel (10 two-pole circuits).



100-amp submain feeds conveniently located lighting panel (12 to 20 single-pole circuits).



PL12A

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)

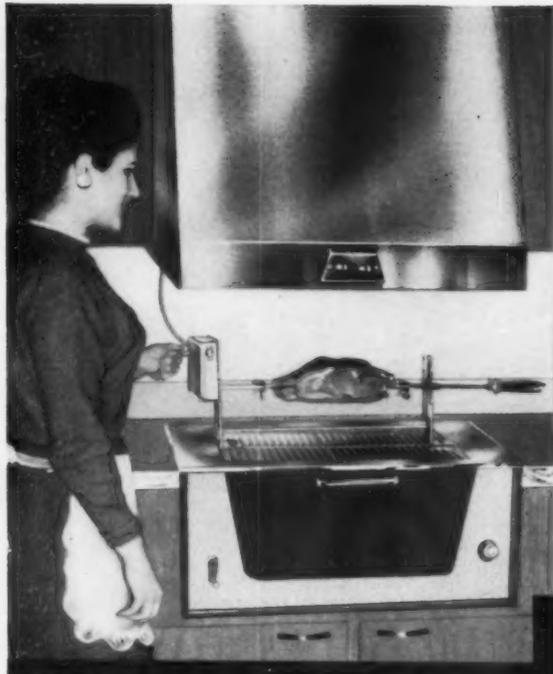
against harmful overloads, (2) against dangerous short circuits. Pushmatic breakers as well as 100- and 200-amp Electri-Center panels are available in a full range of sizes to meet every residential wiring need. For details, write for your "Pushmatic Pocket Guide"—it's free!

Bulldog Electric Products Division, I-T-E Circuit Breaker Company, Box 177, Detroit 32, Mich. In Canada: 80 Clayson Rd., Toronto, Ont. Export Division: 13 East 40th St., New York 16, N.Y.



I-T-E CIRCUIT BREAKER COMPANY

BULLDOG ELECTRIC PRODUCTS DIVISION



Builder Ray M. Wright of Columbus, Ga., and the beautiful custom-built home in which he installed the Majestic Char-Grill. Mr. Wright's home won an award of merit in the \$25,000 to \$40,000 class in American Builder's 1960 Quality Home Contest.



Majestic[®] CHAR-GRILL[®]

wins a
**Quality Builders'
Product Award**



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-looker'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".

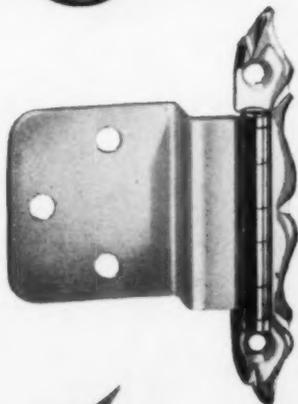


Write for details!

The **Majestic** Co., Inc., 300 Erie Street, Huntington, Indiana

PERFECT FOR TRADITIONAL HOMES . . .

French Classic



*Y*our 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!

NATIONAL LOCK

Medalist®

*trademark for outstanding
value in builders hardware*

MEDALIST HARDWARE DIVISION
NATIONAL LOCK COMPANY
Rockford, Illinois



DOOR TO STREET

14'x20'
GARAGE

DOOR TO PATIO

KITCHEN

DINING ROOM

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.

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.

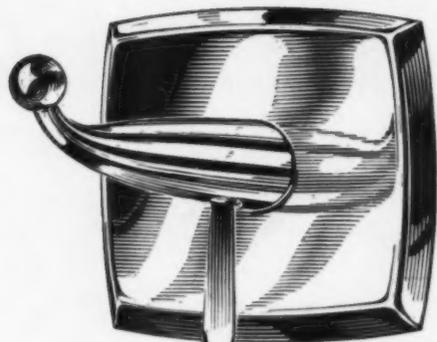
◀ "Street-side" door of the garage (at rear in this picture) can be closed to provide privacy. With the back wall opened by the extra door, the garage becomes an extension to the patio in the foreground. A variety of glass-paneled, wood-paneled, and flush-panel "OVERHEAD DOORS" is available.

THE
OVERHEAD DOOR
TRADE MARK

*the original upward-acting
sectional door, made only by*

OVERHEAD DOOR CORPORATION

General Office: Hartford City, Ind. Manufacturing Distributors: Dallas, Tex.; Portland, Ore.; Cortland, N.Y.; Hillside, N.J.; Lewistown, Pa.; Nashua, N.H. In Canada: Oakville, Ontario.



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

HALL-MACK®

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.

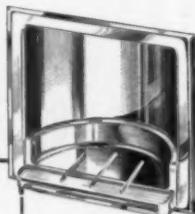


round or hexagonal towel bar



paper holder with square or round wall flanges

tumbler holder with removable tray



towel holder with clear lucite ring

HALL-MACK COMPANY

AB-261

division of Textron Inc.

1380 W. Washington Blvd., Los Angeles 7, Calif.

Please send your free color booklet on bathroom planning.

Name _____ PLEASE PRINT

Address _____

City _____ Zone _____ State _____

Sold by leading plumbing, tile and hardware dealers everywhere

HOW TO SELL
MORE HOUSES:

IDEA #1



Convenience—quality—color! Huge Visualite oven, eye-level controls, every major gas or electric cooking feature that women want. Six warmly beautiful colors to choose from—14 different surface unit arrangements. Ovens, surface units interchangeable. All fit standard cut-outs.

Offer **TAPPAN** gas or electric built-in ranges
...with a choice of surface unit arrangements



Clock Control Oven for completely automatic cooking. Roast-Meter regulates "doneness" of meats. Chrome-lined oven assures even heat reflection for better baking, roasting, browning. And so easy to keep clean! Your prospects will love it!

6 lovely finishes—including Copperloy, Lusterloy. Lifetime color. Easy to keep clean and bright.

GIVE YOUR PROSPECT WHAT SHE WANTS . . .

GAS OR ELECTRIC COOKING!

Mail Postcard
Today for Full
Information

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY MAIL

First Class Permit No. 3 (C.F.R. 34.9), Mansfield, Ohio

THE TAPPAN COMPANY

Dept. AB 2-1

Mansfield, Ohio

Attention: Mr. Ken Berkey



TAPPAN 'FABULOUS 400'—40 inches wide. Stand on cabinet—hang on wall. Always looks built-in! Self-vented. No special cut-outs needed. Hideaway surface units. Dozens more features.



TAPPAN 'DEBUTANTE 400'—30 inches wide. Reach-in height oven, broiler. Easy to clean. Self-vented. No cut-outs needed. Eye-level controls. Back units hide away when not in use.

**HOW TO SELL
MORE HOUSES:
IDEA #2**

Offer the **TAPPAN '400'**...
most exciting range made today!



11:00—wiring, vent roughed in



11:05—base cabinet in place



11:20—set and wires connected



11:30—soup's on!

Please supply me with complete specification, installation and model information on Tappan:

- Built-in gas ranges Built-in electric ranges
 Electronic ranges Built-in refrigerators Built-in dishwashers
 The 'Fabulous 400' and the 'Debutante 400'

Name _____

Address _____

City _____ Zone _____ State _____

**You'll save up to \$166
on installation costs!**

	Save*
Single conduit connection.....	\$25.00
No separate vent or hood.....	\$50.00
No countertop covering.....	\$20.00
No oven cabinet needed.....	\$45.00
Labor saving.....	\$26.00
*Savings approximate	\$166.00

GAS, ELECTRIC, ELECTRONIC ...
Nothing cooks or looks like a

TAPPAN

Mansfield, Ohio • Montreal, Quebec

Decorative Lighting by
will help sell your homes faster

**MOE
LIGHT**

Shown
installed,
model
M-1542.

Tole style
pull-down.

\$49⁹⁵
each

Retail

Prices slightly
higher Denver
and West.



Today's builders who are moving their homes fast are using MOE Light's fabulous new decorative lighting. You, too, can step up your sales with high-style, low-cost decorative lighting fixtures. Dramatic lighting ideas can make an empty house a sales-appealing home. Ask your MOE Light lighting expert to help you plan now.

Your free copy of the new MOE LIGHT Catalog, Inspiration Lighting, is now ready. It's truly a library of decorative lighting ideas. Write for yours today.



CLIP AND
MAIL NOW

THOMAS INDUSTRIES INC.

Moe Light Division, 207 E. Broadway
Louisville 2, Kentucky, Dept. MAB-261

- Please send me FREE MOE LIGHT catalog, Inspiration Lighting
- Please have your planned Lighting Specialist contact me.

NAME _____
 COMPANY _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____



**THOMAS
INDUSTRIES, INC.**

MOE LIGHT DIVISION 207 E. Broadway, Louisville 2, Kentucky
The World's Largest Single Source of Lighting for Home, Industry and Commerce

Awarded



QUALITY PRODUCT SEAL

FOR THE CONTRIBUTION IT HAS MADE TO THE VALUE AND SALABILITY OF THE AWARD-WINNING EDGEWATER HOMES IN SPRING VALLEY, SAN DIEGO, CALIFORNIA

NEVAMAR[®]

THE CAREFREE HIGH-PRESSURE LAMINATE

The National Plastic Products Company is proud to have had NEVAMAR selected for award in the American Builder's Quality Model Homes Contest. On sink tops, counters, serving bar tops and bathroom pullmans, NEVAMAR will give lifetime service that will make the owners of these homes equally proud of their possession.



CONGRATULATIONS TO
MR. MILTON KEFFERSTEIN

President of Edgewater Homes, Inc., whose model homes have been chosen award-winners by a group of distinguished judges in the field of architecture and building.



One of the award-winning model homes in the \$15,000 to \$25,000 class, built by Edgewater Homes, Inc.

NEVAMAR DIVISION

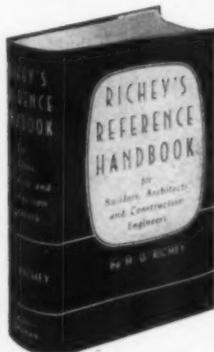
THE NATIONAL PLASTIC PRODUCTS COMPANY

Saran and Nylon Fibers—Nevamar High-Pressure Laminates—Wynene Extruded and Molded Products
OSHTON, MD. • NEW YORK, N. Y. • LONG BEACH, CALIF. • SAN FRANCISCO, CALIF. • MIAMI, FLA. • CHICAGO, ILL.
DENVER, COLO. • PORTLAND, ORE. • CLEVELAND, O. • CHARLOTTE, N. C. • MEMPHIS, TENN. • INDIANAPOLIS, IND.

Here's your chance to own
the Greatest Handbook of
BUILDING FACTS AND METHODS
Ever Published . . .

At a fantastic price savings!!!

SAVE TIME • SAVE MONEY • AVOID MISTAKES



RICHEY'S REFERENCE HANDBOOK

for Builders • Carpenters

Architects • Engineers • Contractors • Etcetera

HERE is the greatest collection of drawings, tables, and practical building and construction data ever assembled! You have never seen a book like this before. It is a giant, 1,640 page volume packed with thousands upon thousands of facts, figures, statistics, procedures and illustrations covering the ENTIRE CONSTRUCTION FIELD!

No matter what branch of the building profession you're in, this huge handbook tells you what to use and how to do it. It gives you not building theory, but up-to-date building FACTS. On every kind of construction operation, RICHEY tells you in plain language the method or methods that years of experience have proved sound and efficient. RICHEY warns you of costly pitfalls you must be careful to avoid . . . guides you in safe, fast economical building methods . . . helps you select the latest qualities, grades, types, sizes, etc. of building materials for best results.

PACKED WITH UP-TO-DATE BUILDING KNOW-HOW ON:

Carpentry — Woodworking — Hardware — Wood Fastenings — Timber — Strength of Timber — Life of Timber — Inspection of Lumber — Preservation of Timber — Concrete Forms — Excavating — Testing the Carrying Power of Soil — Natural Foundations — Concrete Piles — Sheet Piling — Driving Piles — Footing Courses — Foundation Walls — Waterproofing — Dampproofing — Selection of Building Stones — Testing Stones for Building Purposes — Stone Masonry — Cut Stonework — Stone Setting — Marble Work — Structural Slate and Glass — Terrazzo — Tile Work — Composition Floors — Bricklaying — Estimating Brickwork — Mortar — Cement — Sand and Aggregate — Superintending Concrete Construction — Fireproofing and Fire Prevention — Curbs and Copings — Cast Iron — Structural Iron and Steel — Tin and Sheet Metal Work — Painting — Plastering — Plumbing — Sewers and Drains — Heating and Ventilation — Hydraulics — Strength and Weight of Materials — Orders of Architecture — Drawing — Laying out Rafters, Hoppers, Curves for Walks, Arches, Circles, etc. — Squares, Cubes, Roots, Mensuration — Engineering Formulas — Electric Wiring — Conduit Systems Bell Wiring — Elevator Installation — Glass and Glazing — Etc. Etc.

YOU CAN BUY A COPY NOW FOR ONLY \$9.95
Limited Time Offer! Rush Your Order

—MAIL TODAY—

Simmons-Boardman Books Dept. AB 2-61
30 Church Street, New York 7, N. Y.

Please send me a copy of RICHEY'S REFERENCE HANDBOOK at your special limited time price of \$9.95, which I enclose herewith.

Name

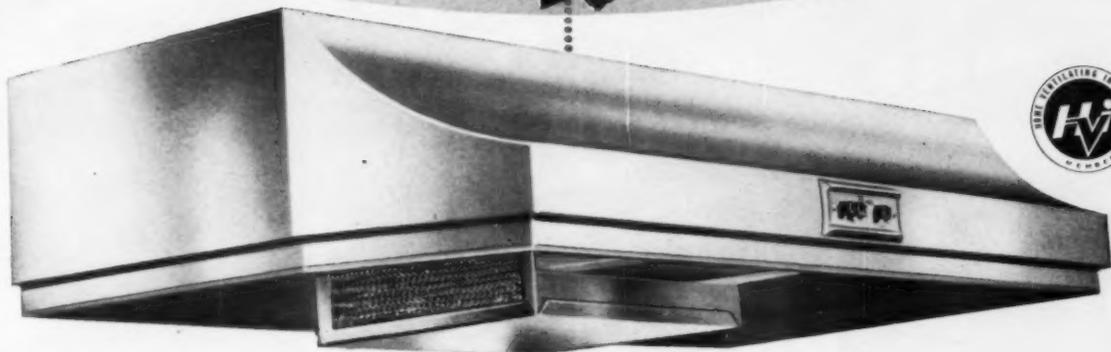
Address

City Zone State

SAVE! Send \$9.95 with coupon and we will pay postage. Same return and refund privileges.

looks perfect in the kitchen

... is perfect in performance



Broan Dual Blower Range Hood

Under the surface of this hood you find one of the best engineered blowers available. A genuine four pole motor — not a noisy two pole — drives two large 5 1/2 inch "squirrel cage" wheels for high performance against high duct pressures. Quietness is inherent in every centrifugal blower of this type, but Broan goes a step further by mounting the motor on neoprene to eliminate vibration noise.

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.

Other features are lifetime aluminum filters, recessed light, built in damper, push button controls, 5 year guarantee and "HELIARC" welded construction that leaves no seams to collect grease.

For full details, specifications and colors, please write



DUAL-BLOWER ISLAND HOOD

Has the same engineering features and advantages as the regular Dual-Blower Hood.



DUCT-FREE HOOD COMBINATION with Air Refreshing Charcoal Converter

A slim line converter that mounts atop any Dual-Blower or Mixed-Flo Hood for Duct-Free service.



Manufacturing Company, Inc.

946 West State Street, Hartford, Wisconsin
NEAR MILWAUKEE

Specialists in Quality Ventilating Equipment for Over 25 Years

In Canada: Manufactured by Superior Electric, Ltd., Pembroke, Ontario

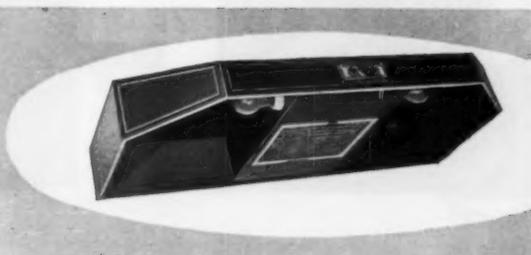


Broan Mixed-Flo Range Hood — winner of the Quality Builders' Product Award

Broan Mixed-Flo Range Hood

a great performer in saving space and money

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.



NEW BOON

Hotpoint Town and Country



30" MODEL RF37-B
2 OTHER MODELS ALSO AVAILABLE

SLIDES IN
LIKE A DRAWER!



Hot

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS

FOR BUILDERS

Ranges Give You That Luxury Look with ...

LOW
INITIAL
COST

LOW
INSTALLATION
COST

DELUXE
SELLING
FEATURES

Initial cost is low because no side panels are needed. Installation cost is low because this single compact unit slides in like a drawer ... with just one electrical connection. And Town and Country Ranges give you deluxe selling features like ...

- Twin Control Towers—easy to see and reach, yet away from "little fingers" and spatters.
- "Super 2600" Speed Unit—heats so swiftly you can boil a can of soup in just 65 seconds.
- Automatic Oven Timer—turns oven on and off with pre-set clock control.
- Removable Window Door—detaches for easy, reach-in oven cleaning.
- Seven Beautiful Finishes—complete compatibility with any color scheme.

CONTACT YOUR HOTPOINT DISTRIBUTOR FOR COMPLETE DETAILS TODAY!

... And Hotpoint Offers the Most Complete Line of Built-Ins in America! The right model, the right price for every home from \$10,000 to \$100,000.

No matter what kind of homes you're building, Hotpoint has a quality built-in range and surface unit that will fit your kitchens and your cost requirements. Specify Hotpoint ... no other manufacturer offers you so wide a choice.



point

A Division of General Electric Company, Chicago 44, Illinois



DISPOSALLS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

Here's one quality built-in almost every home buyer wants!



USS American Welded Wire Reinforcement makes any

People are buying a little more carefully now. They still love all the time- and work-saving convenience you can offer them. But they're also asking about the basic construction of the property. How durable is it? How about maintenance?

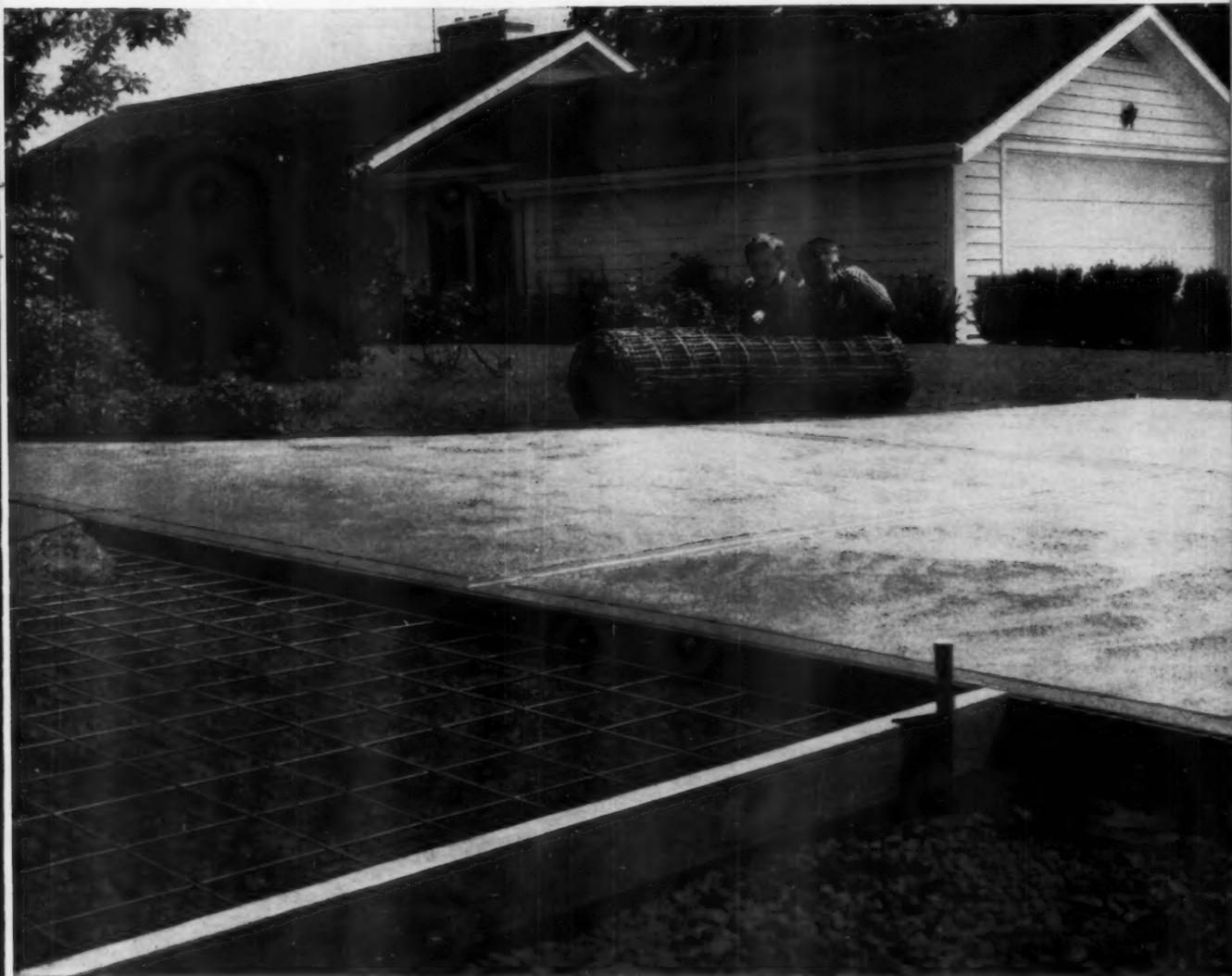
When you point out that your homes have reinforced concrete foundations . . . or that the concrete patio is reinforced with steel . . . and that the driveway and walkway are reinforced, they know what you're talking about.

When it comes to concrete reinforcement, you

won't find anything more satisfactory than USS American Welded Wire Fabric. You can use it in literally every type of concrete construction. Use it to strengthen, protect and improve the appearance of walkways, driveways, patios, slab foundations and basement floors—even foundation walls.

To reinforce the concrete work around the average new home adds only about a penny a day on the mortgage life—an insignificantly small amount to insure the many extra years of maintenance-free service good reinforced concrete construction provides. *The*

This mark tells you a product is made of modern, dependable Steel.



home easier to sell!

chances are that 99 out of a 100 buyers would welcome the opportunity to get this protection so cheaply.

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.

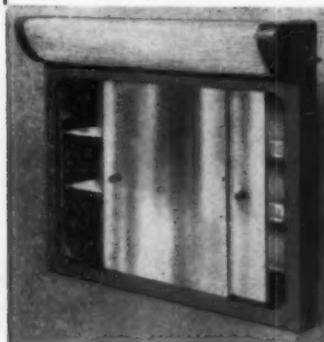
USS and American are registered trademarks



**American Steel & Wire
Division of
United States Steel**

Columbia-Geneva Steel Division, San Francisco, Pacific Coast Distributors
Tennessee Coal & Iron Division, Fairfield, Ala., Southern Distributors
United States Steel Export Company, Distributors Abroad

\$14.90 Includes LITE—DELIVERED to SITE



- Stamped Deep-Drawn Body
 - We manufacture specifically for builders!
 - Modern COPPERTONE finish
- Stainless steel track . . .
 Chrome knobs . . . Includes
 G. E. bulb, switch, starter,
 convenience outlet and bulb
 edge shelves . . . Also avail-
 able in polished chrome frame.

Factory representatives
 needed. Write for cata-
 logs and samples.

**GLENN METAL
 PRODUCTS CORP.**

8915 West Chester Pike
 Upper Darby, Pa. GRanite 6-0118

COMPLETELY ACCURATE MITER CUTS

WITH THE
**LION
 TRIMMER**



How often do you
 have to patch,
 sand or plane
 faulty cuts
 like these?

**THEY CAN BE INSTANTLY CORRECTED—
 EVEN BEVELED UNDER— IF NEEDED!**



- Never needs sanding
- Mitters to 5" wide
- Square end planing to 1/8"
- Any angle between 45° — 90°

Write for full information
 and name of nearest dealer

POOTATUCK CORP.

50 Old Stratford Rd., Shelton, Conn.

**INCREASE HOME SALES IN 1961
 THIS PRACTICAL WAY—**

give your home buyers a copy of **THIS IS YOUR HOME**—use it these four practical ways:

1. AS A DIRECT SALES AID. . . . Your looseleaf "builder's edition of This Is Your Home has extra space on the dedication page. This allows you to give personalized copies to each purchaser of your homes.
 2. AS AN INDIRECT SALES AID. . . . Give each home buyer an appreciation of your own skill—with a book that points out the craftsmanship and hidden values in your homes.
 3. AS A PRESTIGE BOOSTER. . . . Your special looseleaf edition allows you to insert a model home picture with instruction sheets about materials and appliances used in the home.
 4. AS A GOODWILL BOOSTER. . . . Home buyers will appreciate the "do-it-yourself" emphasis and these essentials of good home maintenance eliminate expensive, unnecessary service calls for you.
- Look at this book through the eyes of your home buyers, and you'll see a substantial increase in your own sales.

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

Sample price, looseleaf Buckram binding, \$4.75 per copy (plus 30¢ for your business name, gold stamped on cover.)

Case bound edition (not looseleaf) \$3.95 (quantities only stamped 30¢ extra.)

Simmons-Boardman Pub. Corp.

Dept. AB-2-61

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

Yes, rush me a sample copy of **THIS IS YOUR HOME** for which I enclose \$..... (\$4.75 per copy, \$5.05 per copy with name stamped) or bill me.

Name

Street

Address

Imprint as follows:

**"WHY I SUBSCRIBE TO
 AMERICAN BUILDER"**

**I rode American
 Builder 9,000 miles
 last month**

I just figured how far I would have had to travel last month to see all the things I saw in American Builder...houses in California, New York, Michigan, Idaho, North Carolina...a neat way to pour footings in Ohio...a new twist on work planning in Louisiana...etc., etc., etc.

It figured out at a little over 9,000 miles!

Reading American Builder is one of the most important things I do. How else could I possibly keep up with the new ideas?

— A SMALL BUILDER

**American Builder
 is the best insurance
 I know**

Why do some builders hit the skids? From what I've seen, it's because they let themselves get out of touch.

That's a chance I don't take. Every month, I expect all my key people to stop, look and listen to what you publish in American Builder. How are the smartest builders handling their financing today? How are they cutting costs, picking design winners, merchandising their houses?

Studying American Builder is a basic part of our work.

— A LARGE BUILDER

AMERICAN BUILDER, Dept. 261, Emmett St., Bristol, Conn.

Yes, enter my subscription for one year of American Builder at \$3.50 with money-back guarantee if I am not delighted.

Amt. enclosed \$..... Bill me

Send to:

Address:

City, Zone, State:

for lasting winter comfort
in basementless homes...



new

J-LINE

BY JANITROL

GAS-FIRED
COUNTER-FLOW
FURNACES

Presenting new . . .

J-LINE

COUNTER-FLOW FURNACES

**PEAK PERFORMANCE
COMPETITIVELY PRICED**

NOW . . . every home can afford true, quality heating equipment! The new J-Line models are designed to a new concept in performance and value. This is made possible through savings in modern design (no fancy decorations), and high production tooling . . . at no sacrifice in quality.

The new J-Line has the many exclusive features and complaint-free engineering that have made the Janitrol name famous for over 50 years. Compare the features . . . compare the price. You'll find the J-Line has advantages not even offered in higher priced lines.



J-line furnaces are available in both counter-flow or upflow models. For extra air delivery, belt drive blowers may be ordered. Sizes from 65,000 to 120,000 Btu hr. meet most requirements for new homes, apartments or modernization.

THESE EXTRA QUALITY FEATURES ARE STANDARD!

Multi-Thermex Heat Exchanger—the famous Janitrol design that produces maximum heat transfer and tight-fisted fuel economy.

Ribbon-flame Burners—produce clean, sharp intense heat . . . burn with unusual quietness.

Two-pass air flow—a unique internal design that directs the air over the heat exchanger twice, for extra heating efficiency.

Trim Styling—crisp, modern cabinet design in warm two-tone colors that add richness to any home.

Compact, Space-Saving—requires less than four square feet of floor space.

Quiet—blowers are dynamically balanced and rubber-cushion supported for quiet air delivery.

Unidrive Blower—full capacity air delivery with lower power consumption—saves at least \$5.00 per year.

5-Year Lubricated Bearings—on blower motor save on maintenance.

Precision Controls—sensitive thermostat, pilot and operating controls are enclosed and protected from dirt.

Factory Fire-Tested—all models are wired, fired and checked at the factory under operating conditions.

Exclusive Builders' Model Home Promotion

DOUBLES YOUR SALES POWER!

JANITROL HEATING AND AIR CONDITIONING

A Division of Midland-Ross Corporation

Columbus 16, Ohio

Gentlemen:

Please rush me complete information on new Janitrol J-Line heating and powerful model home merchandising aids that will double my sales power!

NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

1 Feature the nationally advertised, consumer-accepted Janitrol brand name in your home at prices no higher than ordinary "builder model" equipment.

2 FREE . . . *Model home merchandising aids*, field-tested, to help you sell your homes (instead of the furnace)! Do a real selling job on your model homes with this exclusive promotion plan. It's sales-action tested and complete . . . a powerful traffic-builder and point-of-sale tool to help you build sales and profits . . . See for yourself! Mail coupon today for facts on this terrific sales booster!

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE

NEW FOR '61
RCA WHIRLPOOL
DISHWASHERS and
FOOD WASTE
DISPOSERS



Model FU-70B Dishwasher Model SHD-31 Disposer



THE TWO APPLIANCES THAT SELL THE WHOLE FAMILY

You'll get unanimous home-buying decisions faster, because mom, dad and the kids all will welcome the opportunity to put an end to dishwashing drudgery and messy garbage cans.

Home buying is a family affair. With RCA WHIRLPOOL Dishwashers and Food Waste Disposers you capture the fancy of every member of the family. No more dishwashing for mom. No more dishdrying for dad and the kids. No more messy garbage cans.

With the large capacity of an RCA WHIRLPOOL Dishwasher, plus its easy loading, Filter-Stream* washing system, 4 automatic dial settings, and Select-A-Door* trim kits which permit the matching of panels with kitchen decor, your prospects are immediately impressed. And the new RCA WHIRLPOOL Disposer with automatic reversing, quiet positive action, and three-position cover control completes the job. Write Contract Division, Whirlpool Corporation, St. Joseph, Michigan for the complete details.

*Tmk.

ST. JOSEPH, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

Use of trademarks  and RCA authorized by trademark owner Radio Corporation of America



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.

“We’ve shipped 209,275 sales leads to date from the last **BUYERS GUIDE** ...and they are still coming in”

“Reader Service reply cards are included with the *American Builder Buyers Guide* to make it easier for builders to order manufacturers’ catalogs they *actively* want. By the end of November we’d passed on to manufacturers over 200,000 requests—*the equivalent of one sales lead from every builder in America* . . . all from the 1960 *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 *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 *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 *plan* and *buy* faster and more efficiently.”

Joseph B. Mason
Editor
AMERICAN BUILDER

ANNOUNCING
APRIL, 1961
**AMERICAN
BUILDER**

- **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!

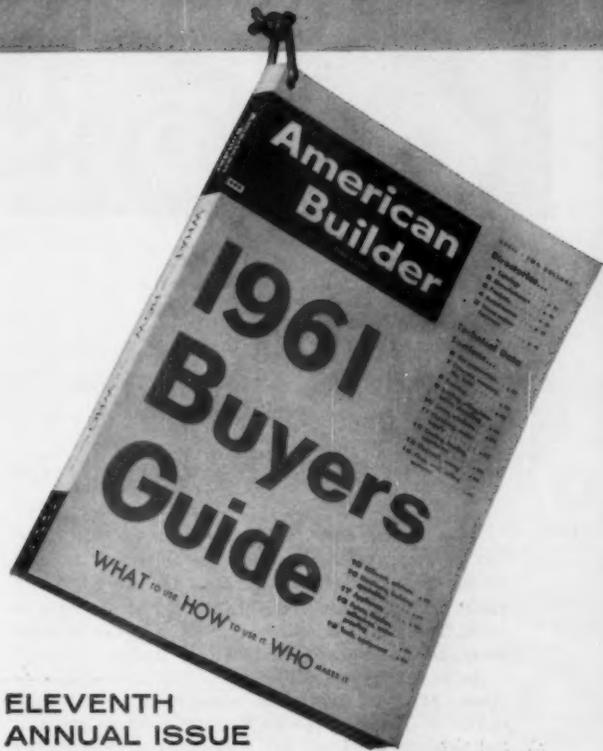
BUYERS GUIDE ISSUE

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

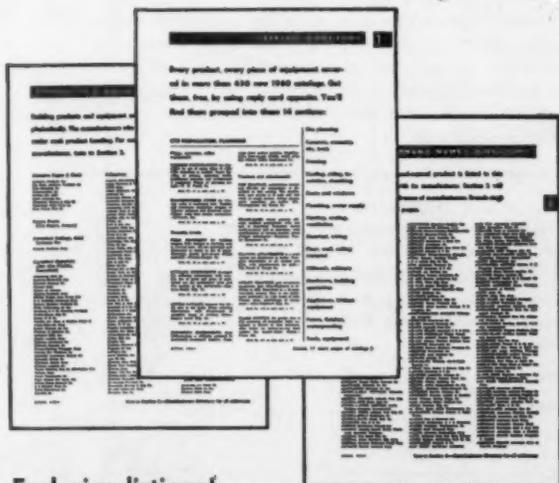
Catalog Directory and American Builder Reader Service cards produced over 200,000 sales leads for manufacturers in 1960!

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!



ELEVENTH
ANNUAL ISSUE



Exclusive listings!

Only the American Builder Buyers Guide gives builders Directories of catalogs, products and brand names!

PUBLISHING DATE: APRIL, 1961
CLOSING DATE FOR ADVERTISERS:
FEBRUARY 25, 1961
ABC PAID CIRCULATION 109,110

The Business Magazine for Builders
American Builder

A SIMMONS-BOARDMAN PUBLICATION
30 Church Street • New York 7, N. Y.



Mr. Patrick H. Hoy, President, Material Service Division, General Dynamics Corp., Chicago, Ill. (left) with Stephen Feller, his Dodge Representative.

"We trace the bulk of our orders to Dodge Reports"

"Dodge Reports are the basis of our operation and our primary method of keeping informed on new or planned construction," says Mr. Hoy. "We've relied on them ever since we started in business in 1919. There is no other source of information so complete, and we trace the bulk of our orders to them."

As one of the world's largest building material suppliers, Material Service operates within a 100-mile radius of Chicago. "Dodge Reports come to our general sales department," Mr. Hoy explains, "where they are studied by a top official who routes them to the district sales manager of the territory suggested in each report. We also buy duplicate copies of these Reports and send them for follow-up to each of our departments — ready-mix concrete, brick and tile, prestressed concrete, roofing materials and so on, each of which has its own sales force. These secondary reports serve the double purpose of keeping our top people up-to-date on new developments and improving our chances of getting orders by covering a job from more than one department."



DODGE
reports

119 W. 40th St., New York 18, N. Y.

"Our sales staff calls repeatedly on potential customers — architects, owners, contractors — before and during planning stages, and at the moment bids are let out. So you can see why we wouldn't want to try doing business without the accurate, advance news Dodge Reports give us every day."

Dodge Reports can give your company this same advance information—tailored to the exact territories you serve — at surprisingly low cost. For full information, use the coupon below. Or consult your telephone directory for the Dodge office (in over 80 principal cities) nearest you.

F. W. DODGE CORPORATION

Construction News & Statistics Div., Dept. AB21
119 West 40th Street, New York 18, N. Y.

I'd like to receive your free booklet "How to Get More Business in the New Construction Field" and details on how Dodge Reports can help me increase volume and profits.

Name

Company Title

Address

City Zone State

You are now entering

American Builder's Supermarket

Help yourself . . . to the latest in new products and new catalogs shown on the pages ahead. You don't have to write, just circle the numbers on one of the cards below. Then drop the card in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer and he'll send you complete data, free of charge. So . . . get out your pencil and help yourself.

Just circle the numbers at right and you'll receive the information you want FREE from the manufacturers

American Builder

Reader Service

★★ FEBRUARY 1961

NEW PRODUCTS	F7	F12
	F8	F13
		F14
F1		F15
F2	CATALOGS	F16
F3		F17
F4	F9	F18
F5	F10	F19
F6	F11	F20

NAME (Please print) _____

FIRM NAME _____

TITLE _____

STREET _____

CITY _____

ZONE _____

STATE _____

PLEASE CHECK YOUR FIELD OR OCCUPATION

- | | | |
|--|---|---|
| <input type="checkbox"/> Builder or Contractor | <input type="checkbox"/> Architectural | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Engineering | <input type="checkbox"/> Realty |
| <input type="checkbox"/> Building or Planning Own Home | <input type="checkbox"/> Manufacturer or Producer | <input type="checkbox"/> Organization |
| | <input type="checkbox"/> Distributor | <input type="checkbox"/> Government |
| | | <input type="checkbox"/> Student or Teacher |

Signature _____

F21	F25	F29	F33	WESTERN	F39-W
F22	F26	F30	F34	PRODUCTS	F40-W
F23	F27	F31	F35		F41-W
F24	F28	F32	F36	F38-W	F42-W

American Builder

Reader Service

★ FEBRUARY 1961

NEW PRODUCTS	F7	F12
	F8	F13
		F14
F1		F15
F2	CATALOGS	F16
F3		F17
F4	F9	F18
F5	F10	F19
F6	F11	F20

NAME (Please print) _____

FIRM NAME _____

TITLE _____

STREET _____

CITY _____

ZONE _____

STATE _____

PLEASE CHECK YOUR FIELD OR OCCUPATION

- | | | |
|--|---|---|
| <input type="checkbox"/> Builder or Contractor | <input type="checkbox"/> Architectural | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Engineering | <input type="checkbox"/> Realty |
| <input type="checkbox"/> Building or Planning Own Home | <input type="checkbox"/> Manufacturer or Producer | <input type="checkbox"/> Organization |
| | <input type="checkbox"/> Distributor | <input type="checkbox"/> Government |
| | | <input type="checkbox"/> Student or Teacher |

Signature _____

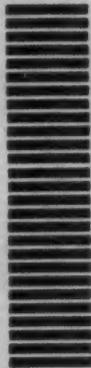
F21	F25	F29	F33	WESTERN	F39-W
F22	F26	F30	F34	PRODUCTS	F40-W
F23	F27	F31	F35		F41-W
F24	F28	F32	F36	F38-W	F42-W

**Mail one of these postcards today
for free information
on new products and equipment. Service
on cards expires after 90 days.**



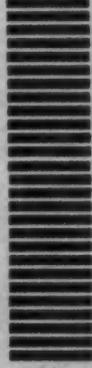
BUSINESS REPLY MAIL
First Class Permit No. 153, New York, N. Y.

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



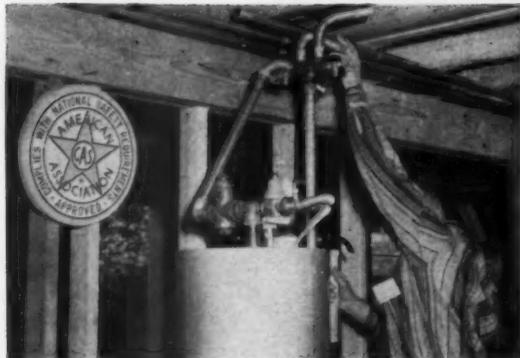
BUSINESS REPLY MAIL
First Class Permit No. 153, New York, N. Y.

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





1. **HOT WATER TANK** is nipped to the boiler. Only two union connectors necessary. This job took 10 min.



2. A $\frac{3}{4}$ " **HYDRO-FLEX** return loop is connected to balancing and purging valve. All vents are eliminated.



3. **WITH OFFSET DRILL**, floor is cut for baseboard drop. Baseboards had fittings soldered to ends in the shop.



4. **BASEBOARD PIGTAILS** drop through holes; baseboard, backplate are seated. End fittings soldered to copper tubing.

Hydronic system installs in 72 min.

The photos you see above were shot during an actual installation of a complete hydronic heating and hot water supply system. A three-man 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.

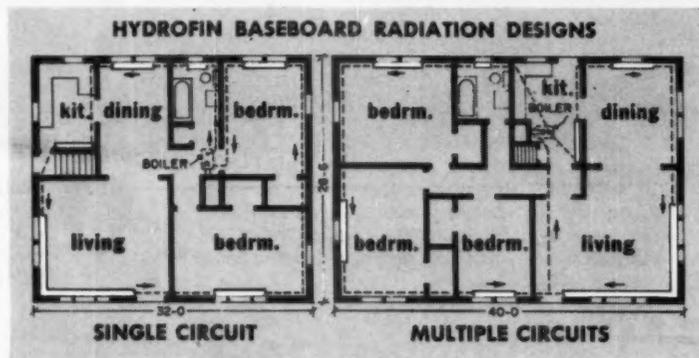
Manufacturer Hydrotherm Inc., which produces the boilers, joined Hydro-Flex Corp. (flexible connectors) and Radiant-Ray-Radiation, Inc. (baseboards) to stage the demonstration. Its purpose: to dramatize the cost- and time-saving techniques now available for installing hydronic heating equipment.

Three features that eased the job: the water heater is combined with the boiler in Hydrotherm's package; the baseboard was pre-cut; 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. F1 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

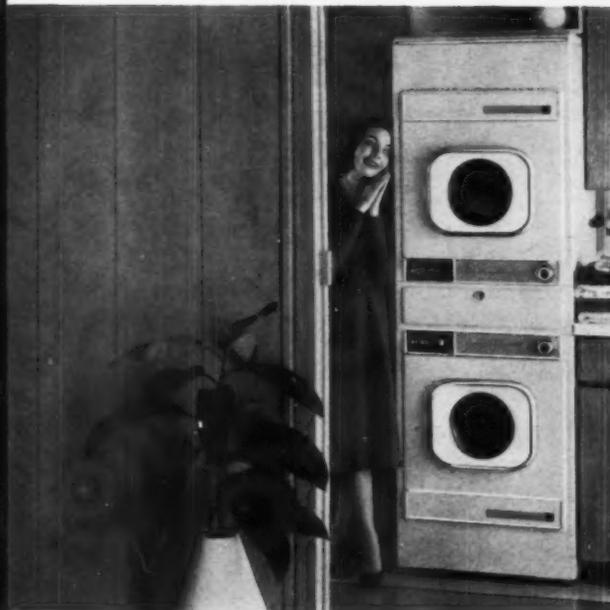
POINT OUT THE OVEN CONTROLS. They're at eye level . . . mounted at the side, out of the heat zone. Other things she'll love about the Westinghouse built-in oven: Rotisserie, Serv-Temp Roast Guard, Lift-off oven door, fully adjustable oven racks.



2 **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.



3 **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.



6 **SHOW HER THE SPACE-MATES.** The Westinghouse Space-Mates Laundromat® and Dryer put 18 pounds of washing and drying capacity into a space just 25 inches wide. Or they can be built in side-by-side. Now she's seen a kitchen equipped with the finest appliances you can supply.

These appliances and Kitchen Cabinets, plus Heating & Air Conditioning, Wiring Devices, Micarta® Counter Tops, Apartment Elevators, are all available through one point of contact. See your Westinghouse residential sales manager or write Westinghouse Electric Corporation, Contract Sales Dept., Mansfield, Ohio.



... and what happens to her husband when she does!
(You can be sure... if it's Westinghouse.)

Westinghouse



THE FIRST LOW COST PLANER-MOLDER



from \$289⁵⁰

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

Now 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 12¼ inches wide by 6 inches thick. Saws 2¼ inches thick. Power feeds 22 feet a minute with 3 or 5 H.P. motor.

Delivered on easy payment plan with full money back guarantee.

Find out today how the 910 can provide extra production and more profits for your company.

Send for Complete Facts Today

BELSAW MACHINERY CO.
9081 Field Bldg., Kansas City 11, Mo.

TIMBERLOCK

SPLIT RING CONNECTORS and FRAMING ANCHORS

engineered,
tested
and approved

COST
LESS



Extensively used in government and private construction. 2½" and 4" I.D.

- Precision manufactured of 18 gauge zinc coated steel.
- Measures 4½" high.
- Extra strength factors.

for Free catalog

Write to P. O. Box 808



F. D. KEES MFG. CO.
BEATRICE, NEBRASKA

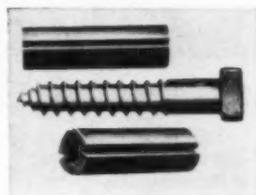
NEW PRODUCTS



Create more living space

Privacy Panels by Homeshield offer a simple and flexible way to achieve outdoor private areas. Panels are 4, 5 or 6' high, have white painted surface of bonderized baked enamel. Package contains eight panels, cross bars, end brackets, assembly instructions. Material makes a six-foot wide section, easily and quickly assembled. Can be put to many uses. More complete information available from—American Screen Products Co.

Circle No. F2 on reply card, p. 137



Anchor holds permanently

"Hi-Red" plastic screw anchor is available in nine sizes in various lengths. For use with Nos. 4 to 20 wood screws and ¼" through ½" lag screws. Up to 70% in anchoring costs is claimed because anchors require small hole, are easy to install, can be used indoors or out. Made of ethyl cellulose, impervious to moisture. Will hold firm against almost any conditions. Complete information from—Holub Industries, Inc.

Circle No. F3 on reply card, p. 137



Air cleaner installs easily

Compact, highly-flexible, two-stage electronic air cleaner goes in new or existing homes. Honeywell cleaner cabinet is 8x22x31", designed for installation with any type forced air central heating-cooling system. Second part of package is living area control center panel mounted in living area of home. Panel is good looking, will match room's decor.—Minneapolis-Honeywell Regulator Co.

Circle No. F4 on reply card, p. 137

for interior paneling and woodwork

SPECIFY Cabot's

Cabot's STAIN WAX

CUTS YOUR COSTS

- Stains, waxes, seals in one easy operation
- Creates satisfied customers
- Produces rich, satin-like finish that brings out the delicate shadings of the wood grain
- Seals and protects the wood
- Easy to use, easy to keep clean
- Excellent for all kinds of wood

WRITE FOR COLOR CARD TODAY



SAMUEL CABOT INC.
224 South Terminal Trust Bldg.
Boston 10, Mass.

Please send Stain Wax color card

SELL MORE HOMES THIS YEAR WITH GM-DELCO'S TRIPLE SALES OFFENSIVE

1

A COMPLETE NEW DELCO LINE OF CENTRAL AIR CONDITIONING

Choose from Delco's wide selection of units and meet your problems of air conditioning installations across-the-board. Installation is quick and simple with the Delco Cooling Coil (evaporator) unit. With the matching GM-Delco durable and attractive Remote Condenser (outdoor) units, Delco has a completely self-contained line which is just the ticket for hot water, steam and other ductless heating systems.

2

NATIONAL ADVERTISING THAT PRE-SELLS THE DELCO NAME

Because your prime home-buying prospects will continue to see, hear and read a broad schedule of national GM-Delco advertising, they'll spot your home as quality-built when they see your Delco installation. The General Motors name will help sell your homes.

3

A FLEXIBLE, LOCAL MERCHANDISING PACKAGE TO FIT YOUR MARKET

Take your pick of the tops in billboard signs, local radio and TV scripts, 1000 and 500-line newspaper ads, brochures and tack-up signs for your model homes. They are available for your selection in Delco's hot new merchandising package. And they're all designed to sell the quality of your homes . . . and help you sell more homes.

*The brand name
that identifies your
homes with quality*

**GM Delco 365
CONDITIONAIR**

An Amazing Introductory Offer of Books on Building Take any 3 for only \$7.95

(TOTAL VALUE UP TO \$21.85)



If you're a builder, contractor, building supply distributor, architect, real estate man, or otherwise associated with the building industry, here's a unique opportunity to secure interesting, valuable and instructive books at an unusual cost saving. Every one of these books should be in the builder's library. They help cut costs on the job, point out new building techniques and supply a convenient reference source for solving day to day building problems. The books pictured here have original publisher's prices ranging from \$2.50 to \$9.95. Choose any three of these handsomely bound books for only \$7.95. In addition we'll enroll you as a member of the *Builder's Book Club* so that you'll be informed of important new books in building, and will be able to secure them at special membership prices.

How the Club Operates

In coming months we'll send you announcements from time to time of new book selections. If you wish to buy the particular book selected, at a special money-saving club price, you need only return the postage-free order form which you receive with the announcement—nothing to send back if you wish no book. The club's method of operation saves you time and trouble.

You Need Buy No Further Books

You are not obligated to purchase any minimum number of volumes and you may discontinue membership whenever you wish. But we believe you'll want many of the forthcoming books we plan to announce this coming year.

Bonus Book Free If You Hurry

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.

The Club reserves the right to request members to make alternate selections in the event a book as listed becomes out of print. This special club offer expires April 30, 1961.

CUT HERE—Fill in the coupon below and mail promptly.

Yes, send at once the three books checked below. Bill me \$7.95 plus shipping charges. I understand that as a member I am not obligated to buy any minimum number of books and may cancel my membership whenever I wish.

- | | |
|---|--|
| <input type="checkbox"/> Richey's Reference Handbook , 1,640-page fact-packed reference book, all phases of building construction. Regularly \$9.95. | <input type="checkbox"/> Book of Modern Home Decoration . Hundreds of new ideas for interior decor. Scores of illustrative plates. |
| <input type="checkbox"/> House Construction Details , by N. L. Burbank. Complete book on house construction. More than 150,000 copies sold. Regular price \$5.95. | <input type="checkbox"/> Selling Houses Successfully . How to sell the houses you build. Advertising techniques, model homes, etc. Published at \$5.00. |
| <input type="checkbox"/> House Carpentry Simplified , by N. L. Burbank. Standard book today on carpentry. 100,000 copies in print. Regular price \$5.95. | <input type="checkbox"/> This is Your Home . Explains home construction and maintenance to the new home owner. Illus. |
| <input type="checkbox"/> Simplified Carpentry Estimating , by Wilson & Rogers. How to "take-off" bill of materials from blueprints and specifications. Regularly \$3.95. | <input type="checkbox"/> Theodolite Practice , by J. A. Sandover. Explains the use of the transit in easily-understood language, trigonometric functions, slide rule. 110 pp. |
| <input type="checkbox"/> How to Build Cabinets for the Modern Kitchen , by R. P. Stevenson. 1960 printing. Many working drawings. Illustrated. Regularly \$4.95. | <input type="checkbox"/> Over the Drawing Board , by R. Forman. A beginner's introduction to architectural drafting, sketching, lettering. 120 pp. |
| <input type="checkbox"/> How to Remodel Your Home . Get in on the 20 billion dollar remodeling market for 1961. Many illustrations. | <input type="checkbox"/> World Atlas . Full color maps, all nations, plus maps on rainfall, climate, etc. For every home and office. 112 pp. |

SHIPPING LABEL

FROM
THE SIMMONS-BOARDMAN PUBLISHING CORP.
BUILDERS' BOOK CLUB
Room 932B, 30 Church St., New York 7, N. Y.

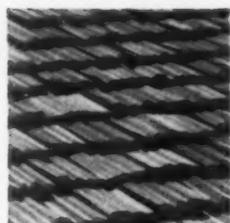
TO:

Your Name

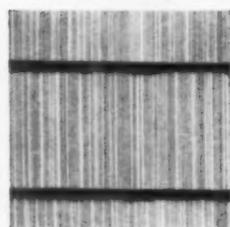
Address

City Zone State

America's finest homes feature **Shakertown** exterior decorating products



HANDSPLIT
CEDAR SHAKES



CEDAR SHAKE
GLUMAC PANELS



SILVARA
NATURAL STONE

customize your exteriors...

minimize your costs...

WITH NATURAL MATERIALS FROM **Shakertown!**

Caught between rising costs and increasing competition, alert home builders everywhere are adding extra sales appeal . . . selling more quality homes . . . while actually reducing application costs with Shakertown Products! *Proof:* 100 sq. ft. of pre-stained, pre-insulated Cedar Shake Glumac Panels can be applied in about one hour. Colored nails and Jiffy Corners help speed the job. *Proof:* Silvara Natural Stone . . . beautiful, genuine stone . . . can be applied over wood or block in half the time, at half the cost of full-cut stone. *Proof:* Cedar Handsplit Shake Roofs create a distinctive decorative effect . . . lasts years longer than other premium roofs.

Shakertown
CORPORATION

PLEASE SEND ME COMPLETE
INFORMATION TODAY ABOUT
SHAKERTOWN PRODUCTS.

Dept. AB-21 • 20310 Chagrin Blvd. • Cleveland 22, Ohio

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

10091-ST



CHEVROLET **IFS** **"WALKS" WHEELS OVER**
FRONT INDEPENDENT SUSPENSION **TRUCK-BUSTING BUMPS!**

Chevrolet truck wheel action on rough road surface, as depicted by 4-stage stop-action photography.

CHEVROLET I.F.S. FRONT INDEPENDENT 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



CHEVROLET

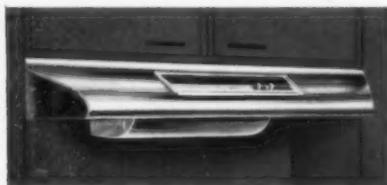
Give your houses
new sales appeal
with the

ELECTRONIC MAGIC

of amazing new

AIRSWEEP

ELECTRONIC RANGE HOOD



THE MOST FABULOUS appliance ever developed for kitchens, Airsweep is a potent new sales clincher!

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.

AIRSWEEP

ELECTRONIC RANGE HOOD

PRODUCT OF **PROGRESS MANUFACTURING CO., INC., PHILADELPHIA 34, PENNA.** WORLD'S LARGEST MANUFACTURER OF RESIDENTIAL LIGHTING AND RELATED ELECTRICAL PRODUCTS.

GET DATA ON AIRSWEEP, the big news in range hoods, and the complete Progress line.

PROGRESS MFG. CO., INC., Phila. 34, Pa.

Send information on the complete line of Progress Range Hoods and Exhaust Fans plus name of nearby distributor to:

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

NEW PRODUCTS



Nozzle has four size openings

Speed load tube of "Nu-Calk" compound has a Marlex plastic nozzle. Offers four-place nozzle opening. Sizes: 1/8", 3/16", 1/4" or 3/8" for on-the-job desired size calking bead. Pleated plunger gives controlled flow action.—Macklanburg-Duncan Co.

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, drying and thawing materials. Need no vents.—John Wood Co.

Circle No. F6 on reply card, p. 137



Clipper 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 1,600 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

left or right opening!
Install anywhere!



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.

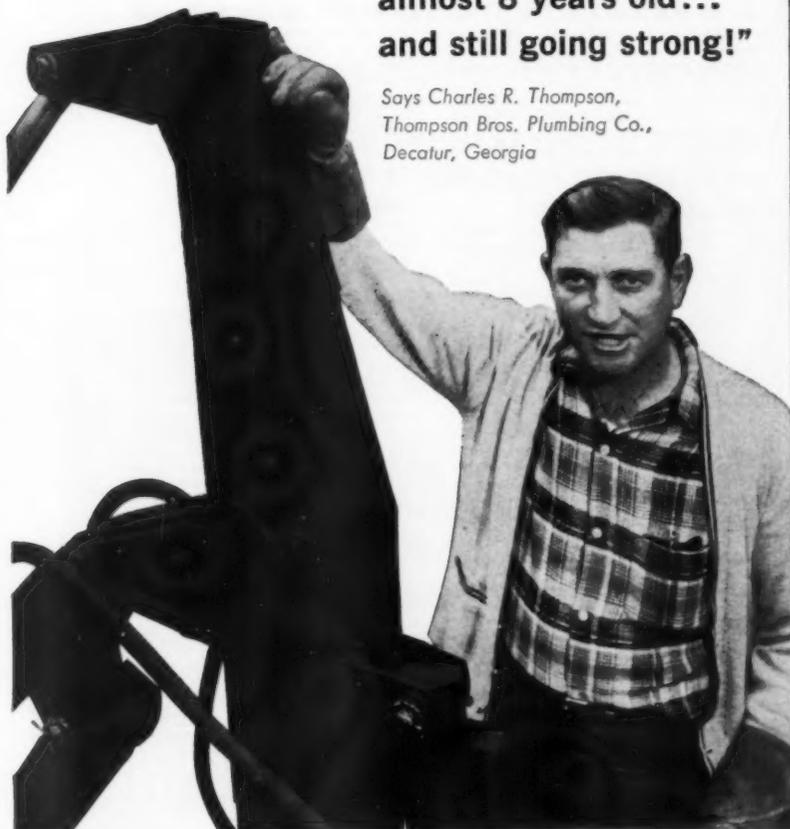
The **Majestic** Co., Inc.
433 Erie St., Huntington, Ind.

Old Shermans Sell New Shermans

The old ...

"This Sherman is almost 8 years old... and still going strong!"

*Says Charles R. Thompson,
Thompson Bros. Plumbing Co.,
Decatur, Georgia*



"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.

SHERMAN

POWER DIGGERS • LOADERS • AUXILIARY TRANSMISSIONS

FEBRUARY 1961

And the New...

SHERMAN BOBCAT DIGGER

Compact, maneuverable 8' or 10' digger for light budgets, tight spots—cemeteries, inside work—or where light weight is necessary.



SHERMAN PANTHER DIGGER

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.

CATALOGS

To sell your kitchens

"The Most Important Room in Your Home" is the title of this 18-page package of kitchen ideas. Texboro Cabinets are colorfully detailed in complete line of different finishes. Also in different modular arrangements.—*Texboro Cabinet Corp.*

Circle No. F9 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

Tile is glazed, unglazed

Four pages of in-color drawings and color combinations on Wheeling's new "Pironette" 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

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

Finish surfaces correctly

Literature from Llenroc covers four surface finishing products. "Rocksure", a moisture-controlling concrete curing compound; "Ferroc", a metallic hardener; "Liquidroc", a concrete floor hardener; and "Siliconex", a concrete and masonry water repellent.—*Llenroc Products Co.*

Circle No. F14 on reply card, p. 137

How to use curtain walls

Eight pages of full color outlines 445,652 curtain wall variations. Erie presents its porcelain enamel 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. F15 on reply card, p. 137

Doors and how to choose them

Flush, bifold, stile, rail and "Symphonic" doors are presented in color in Simpson's new eight-page catalog. Symphonic doors have panel variations which give custom look to rooms. Plenty of detail drawings, sizes, specs. Also best use for different door types.—*Simpson Timber Co.*

Circle No. F16 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 four-pole lighting and time-controlling of lighting.—*Paragon Electric Co.*

Circle No. F17 on reply card, p. 137

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, watts to h.p. 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 glass interiors

How to use patterned glass in commercial interiors is the topic of this eight-page booklet. Shows, with many photos, the various applications of glass to different commercial layouts and problems. Other issues of booklet on different applications.—*American-Saint Gobain Corp.*

Circle No. F19 on reply card, p. 137

Sewage treatment is low-cost

Bulletin 136 describing "Rated Aeration SS" tells about a factory-fabricated, small cylindrical steel sewage treatment tank. Gives plenty of detail information on original cost, operating costs, efficiency. For use with small developments, motels, resorts, shopping areas.—*Chicago Pump Company.*

Circle No. F20 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.

Write Today! . . .

for color literature on Vitroliner Chimneys and details for new housing top and support for all Type "B" Gas Vents.

CONDENSATION ENGINEERING CORPORATION

3511 WEST POTOMAC AVE., CHICAGO 51, ILL.

SAVE MONEY—TIME ON HOME PLANS



SEE OVER 1,000 DIFFERENT BUILDERS PLANS

IN Garlinghouse HOME PLAN BOOKS

All sizes and styles. Blueprints ready to mail. America's largest plan service—for Custom Building

MARK BOOKS WANTED ON THIS ORDER FORM—MAIL TODAY

Books will be Mailed Postpaid if Full Remittance Accompanies Order.

- | | |
|---|--|
| <input type="checkbox"/> RANCH & SUBURBAN—New 125 Ranch type plans 50c | <input type="checkbox"/> AMERICA'S BEST—Over 120 plans Outstanding; 2 and 3 bedrooms 50c |
| <input type="checkbox"/> CHOICE SELECTED HOMES—114 plans. Two, 3 and 4-bedroom sizes 75c | <input type="checkbox"/> SPLIT LEVEL HOMES—Shows 41 split levels and 18 contemporary 50c |
| <input type="checkbox"/> DELUXE SMALL HOMES—Our largest selection of moderns 50c | <input type="checkbox"/> HOMES FOR NARROW LOTS—Over 60 plans. 2 & 3 bedrooms 50c |
| <input type="checkbox"/> HOMES IN BRICK—114 plans of medium and large homes \$1.00 | <input type="checkbox"/> INCOME & RETIREMENT HOMES—125 homes, multiple units 50c |
| <input type="checkbox"/> ALL AMERICAN HOMES—120 plans in varied types of construction 50c | <input type="checkbox"/> LAKE SHORE & MOUNTAIN COTTAGES—58 year-round, summer designs 50c |
| <input type="checkbox"/> CAPE COD AND COLONIAL HOMES—Cape Cod, Southern, Colonial 50c | <input type="checkbox"/> LAWN & GARDEN IDEAS—32 pages. Patios, fences, trellises, etc. 50c |
| <input type="checkbox"/> SUNSHINE HOMES—58 appealing plans. Many without basements 50c | <input type="checkbox"/> SUPERIOR FIREPLACES—Indoor types. Correct construction details \$1.00 |
| <input type="checkbox"/> PLANS FOR NEW HOMES—84 very desirable plans; 2 to 4 bedrooms 50c | |
| <input type="checkbox"/> MASONRY HOMES—Over 60 designs for concrete block, brick & stone 50c | |
| <input type="checkbox"/> NEW AMERICAN HOMES—100 Ranch, Contemporary, Cape Cod, etc. 50c | |
| <input type="checkbox"/> BLUE RIBBON HOMES—116 of our most popular plans 50c | |

Builders Special!

Above 18 Books Showing Over 1,000 Plans \$8.00 With Heavy Duty Binder \$10.95 Regular \$10.25 or \$14.50

MAIL ORDER TO: L. F. GARLINGHOUSE CO., INC. Box AB-261 Topeka, Kansas

ANOTHER BILT-WELL



FEATURE BY CARADCO

BILT-WELL Super-Therm 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
- Competitively Priced

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, 2,866,234 and 2,918,710.

*BILT-WELL "Job-Tested" means the products have been thoroughly tested in actual construction for ease of installation, weather-tightness, ease of operation, durability and acceptance.

The BILT-WELL Line—WINDOW UNITS, Double-hung, Awning, Casement, Basement, CABINETS, Kitchen, Multite-use, Wardrobe, Storage, Vanity-Lavatory, DOORS, Exterior, Interior, Screen and Combination.

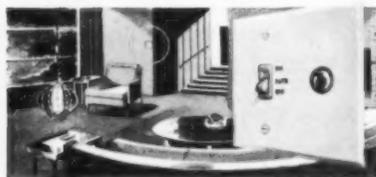
Mfg. Since 1866 by **CARADCO, Inc.**, Dubuque, Ia.

products of progress



NEW AUTOMATIC OUTDOOR LANTERN AND POST CONTROL

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.



INDOOR LIGHT CONTROL

Arrive after dark to a home aglow with warm, welcoming, pre-selected lights. Automatically turned on or off by a photoelectric 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.

PROGRESS MANUFACTURING CO., INC.
Dept. AB-2, Philadelphia 34, Pa.
Please send me complete information on

Outdoor Control Indoor Control Dimmer Switch

Name _____

Company _____

Address _____

AB2

CATALOGS

Eases fire protection job

New system of fire-protective acoustical panels that can be laid into an exposed grid system described here. The 12-page color booklet from Armstrong explains system in concise detail. Illustrates its parts and their assembly into ceiling system.
—*Armstrong Cork Co.*

Circle No. F21 on reply card, p. 137

Construction data on plywood

Catalog has 16 pages full of detail drawings, size and weight construction charts, etc.—Includes written and diagrammed information on new "Sturdi-i-wall" construction system, the "Insta-Floor" system, shelving, concrete forms, sub-flooring.—*Douglas Fir Plywood Assn.*

Circle No. F22 on reply card, p. 137

Design churches with wood

"Invitation to Worship" is a full-color, 20-page look at some of the latest finished churches. All use wood as one of their primary materials. You'll find a full package of church designs.—*Nat'l Lumber Mfrs. Assn.*

Circle No. F23 on reply card, p. 137

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.*

Circle No. F24 on reply card, p. 137

Patterns in masonry

Dramatic patterns in masonry walls . . . and how to obtain them. "Shadowal" concrete block is shown combined into 22 different building design patterns. This 16-page catalog offers the patterns, then illustrates their use in finished homes, offices, churches, commercial buildings.—*National Concrete Masonry Assn.*

Circle No. F25 on reply card, p. 137

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.—*Gustin-Baron Mfg. Co.*

Circle No. F26 on reply card, p. 137

Bathroom accessories boost sales

Accessories that can add sales value to bathrooms are presented by General Chrome. Pamphlet pictures complete line of towel bars, glass holders, grab bars and rings—all finished in chrome. Complete line, together with number and size, and list price.—*General Chrome Inc.*

Circle No. F27 on reply card, p. 137

How to install glass blocks

New 20-page catalog shows installation of glass blocks and sculptured glass modules. Filled with actual photos of uses, property and size 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.*

Circle No. F28 on reply card, p. 137

CONCRETE REFINISHING PROBLEM?

FIX-IT... WITH

LARSEN-MIX™

Now . . . a faster, easier, better way to produce thin, self-bonding cement top-pings . . . 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.

Get Larsen-Mix at your building materials or hardware dealer. If he doesn't have it, write us direct for complete information.

LP Address Box 5938-F
LARSEN PRODUCTS CORPORATION Bethesda 14, Md.

LABORATORY DATA	
Compressing Strength	4,600 P.S.I.
Tensile Strength	1,100 P.S.I.
Bond Strength	490 P.S.I.

**In a fix . . . ?
Use
LARSEN-MIX!**

New from J. I. Case

DIESELS...fast-starting, responsive, cost-pinching

for utility wheel and crawler machines

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 Dynaclone 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 Dynaclone 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 Dynaclone 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 Dynaclone 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 Dynaclone diesel or 42 hp gasoline engine. Gives you 5815 lbs. drawbar pull (gas), power-turn steering. Available with bulldozer, angling dozer, power-till or power-angling blades; or ¾-yd. high-dump front-loader . . . rear scarifier, winch, backhoe, or hitch.



Fast-rolling fork lift —

Model 430, powered by 40 hp Dynaclone 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.

J. I. Case Co., Dept. B1401, Racine, Wis.

Send details on Case Utility machines: diesel-powered gas
 430 Wheel tractor Loader
 530 Wheel tractor with Backhoe Fork Lift
 310 Crawler tractor Dozers

CASE Utility

Name _____ Position _____
 Employed by _____ Address _____
 City _____ State _____

write for the...

"Big New Complete 1961"



Catalog



Featuring...
Nationally advertised brands —
many new styles —
many new low prices

Building Materials at Wholesale

You benefit from the economy of one-stop buying and single invoicing to reduce paper work and accounting costs. Plus extra savings with the M-W pre-paid freight plan covering more than 7,000 items.

St. Louis
Chicago
and now
Milwaukee



America's Most Complete Building Supply House

Send for FREE 1961 Catalog MORGAN-WIGHTMAN

Dept. A2, P.O. Box No. 1, St. Louis 66, Mo.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

CATALOGS

Building paper stops weather

A new and exceptionally strong building paper, "Flextex 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. Slicker 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-Press" gives an eight-page look at some of the latest structures using glulam beams. Photos, floor plans and descriptions feature 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 Weyerhaeuser's new "Ply-Vener" 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.—Sibaetek Div., Weyerhaeuser 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 sidewall 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

ELEVATOR STILTS...

LIKE THESE MAKE SCAFFOLDING OBSOLETE!

JUST 64 OUNCES EACH, AND ADJUSTABLE FROM 6" TO 26"

ALL ALUMINUM, WITH INDIVIDUAL STIRRUPS.

4 1/2" x 7 3/8" CAST BASES, WITH TRIPLE SOLID RUBBER TREADS.

\$37.50 PAIR

NO. 07 106 E4



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.



1912 WALNUT STREET
KANSAS CITY 41, MISSOURI

The 1961 Goldblatt Tool Catalog is the most valuable book in print, if you're in the building business! Do you have your copy — and as many copies as you need? If not, just write! They're FREE, of course.



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.



**LOADERS
BULLDOZERS
BACKHOE
AND
EARTHMOVING
EQUIPMENT**

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.

SEE YOUR
OLIVER
DEALER



Turn to your dependable Oliver dealer when you need hurry-up service and genuine Oliver spare parts.

DON'T POSTPONE IT! Try a big sample of the job speed and range of the Oliver 550 backhoe. Ask your Oliver distributor or write for complete information.



Here's the Seville estimating take-off

AMERICAN BUILDER HOUSE NO. 282

L = lin. ft. C = cu. ft.
S = sq. ft. U = unit(s)

FIRST FLOOR LEVEL AREA 1,975 S
CARPOR & STORAGE AREA 535 S
TERRACE & WALKWAY AREA 350 S
TOTAL BUILDING CUBAGE 29,000 C

—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pile 6,950 S
Earth Floor Exc. & Dispose 1,005 C
Earth Foundation Exc. & B'fill 695 C
Earth Hand Footing Exc. & B'fill 670 C
Gravel 4" Flr. & Walk Sub-fill 2,800 S
Exc. Topsoil 6" Grade Sur-fill 4,150 S

—CONC. & STEEL CONC., FIN. & REINFORCING—

#4 Steel .668 Rod Reinforcing 575 L
2500# Conc. Wall Footings 265 C
2500# Conc. Wall Footings Forms 400 S
2500# Conc. Foundation Walls 290 C
2500# Conc. Foundation Walls Forms 915 S
2500# Conc. 4" Fr. & Platf. Slab O.G. 2,620 S
2500# Conc. 4" Terrace Slab O.G. 20 C
2500# Conc. Floor Haunch 30 C
2500# Conc. Floor & Platf. Curb 80 S
2500# Conc. Floor & Platf. Curb Forms 1 U
2500# Conc. 4"x4"x8" A.C. Pad & Forms 10 S
Sand 2" Floor Cushion 1,820 S
Monolithic 2" Floor Sub-finish 515 S
Monolithic Floor Finish 170 S
Monolithic Platform Floor Finish 190 S
Exp. Agg. Terrace Treatment 180 S
Premoulded 1/2" Floor Expan. Joint 510 S
Liquid 3 Ct. Floor Hardener 2,810 S
Kraft Paper Terr., Plt. & Fl. Prot. & Curing

—BLOCK CONSTRUCTION & VENEER—

P.C. Block 12x12x6" Grill Screen 152 U
Ashlar C. Blk. 8" Plant Box Wall 95 S
Ashlar C. Blk. 8" Exterior Wall 1,180 S
Ashlar C. Blk. 8" Exterior Wall 160 S
Ashlar C. Blk. 8" Exterior Stack B. Wall 420 S
Ashlar C. Blk. 8"x8" Exterior Piers 30 L
Dur-O-Wall 8" Block Reinforcing 1,390 S
1:3 Com. Mort. 8" Block Void Filling 8 C
Acid & Mort. Expos. Block Clean & Point 2,045 S
Mastic 1 Ct. Ext. Wl. Int. Damprfg. 1,585 S
Oakum & Mast. Door & Wind. Caulking 285 L

—GYPSUM WALL & CEILING BOARDING—

Gypsum 1/2" T. J. Wall Boarding 4,260 S
Gypsum 1/2" T. J. Ceiling Boarding 2,415 S
Gypsum 1/2" Wall Lining 330 S
2 1/2 ga. Metal Corner Beads 115 L

—LUMBER FRAMING & CONSTRUCTION—

4x4" Fir D4S Porch & Door Post 60 L
2x2x10" Fir Door & Wind. Lintels 60 L
2x10" Fir Roof Ridge Board 40 L
2x10" Fir Roof Valley Rafter 45 L
2x2x8" Fir Door & Wind. Lintels 35 L
2x2x8" Fir Ceiling Beam 15 L
2x2x8" Fir Valley Rafter 30 L
2x2x8" Fir 24" Roof Rafter 60 L
2x2x8" Fir 24" o.c. Roof Ridge 120 L
2x2x8" Fir Bolted Wall Plate 265 L
2x2x8" Fir 16" o.c. Ceil. Joists 330 L
2x2x6" Fir Door Lintel 55 L
2x2x6" Fir Wall Plate 30 L
2x6" Fir Wall Sill 30 L
2x6" Fir 16" o.c. Wall Studs 225 L
2x6" Fir 16" o.c. Ceiling Joists 1,670 L
2x6" Fir 24" o.c. Roof Rafter 1,295 L
2x2x4" Fir Partition Plate 225 L
2x2x4" Fir Door Lintel 30 L
2x4" Fir D4S Porch Rail Slats 95 L
2x4" Fir D4S Insulation Stop 315 L
2x4" Fir D4S 16" o.c. Jack Studs 10 L
2x4" Fir D4S 16" o.c. Partit. Studs 1,840 L
2x4" Fir D4S 16" o.c. Stud Bridging 140 L
2x4" Fir Partition Sill 140 L
2x2x3" Fir Partition Plate 5 L
2x3" Fir Partition Sill 5 L
2x3" Fir 16" o.c. Part. Studs 25 L
2x2" Fir Beam Ledger 25 L
1x3" Fir Ceiling X Bridging 595 L
1x3" Fir 16" o.c. Wall Furring 1,740 L
1x2" Fir Gravel Stop Blocking 330 L
Fir Plywd. 3/4" Ext. Wall Lining 285 S
1x6" Fir T&G Roof Lining 3,560 S
15% Felt Wall Insulation 285 S
Fiberglass 4" Ceiling Insulation 2,130 S
Miner. Surf. 3 Ply Roof Covering 3,560 S

—METAL ORNAMENT & MISC. WORK—

1x1 1/2x1/2" Stl. L Floor Edging 20 L
3x4x1/4" Stl. L Window Lintel 44 L
1/2"x1 1/4" Stl. Wall Plate Anchor Bolts 30 U
Aluminum 4"x1/2" Door Saddle 20 L

—ASPHALT FLOOR TILING—

Asphalt 1/4" Floor Tiling 1,380 S
Gr. Prf. Asp. 1/4" Floor Tiling 405 S

—WOOD EXT. & INT. DOORS & FRAME—

1 3/4" Wh. Pine 3'x6'8" Flush Ext. Dr., FT&H 2 U
1 3/4" Wh. Pine 2'8x6'8" Flush Ext. Dr., FT&H 2 U
1 3/4" Wh. Pine 2'8x6'8" Glz. Ext. Dr., FT&H 1 U
1-3/4" W. Pine 6'x6'8" Flush Int. Dr., FT&H 2 U
1-3/4" W. Pine 5'x6'8" Flush Int. Dr., FT&H 2 U
1-3/4" W. Pine 4'x6'8" Flush Int. Dr., FT&H 2 U
1-3/4" W. Pine 3'x6'8" Flush Int. Dr., FT&H 1 U
1-3/4" W. Pine 2'8x6'8" Flush Int. Dr., FT&H 4 U
1-3/4" W. Pine 2'4x6'8" Flush Int. Dr., FT&H 3 U
1-3/4" W. Pine 2'3x6'8" Louv. Int. Dr., FT&H 1 U
Wood 6'x6'8" Fold. Dr., FT&H&Trk 1 U
Wood 3'x6'8" Fold. Dr., FT&H&Trk 1 U

—BIRCH CABINETS & COUNTERS & ACC.—

Birch Veneer 7'9x2'3" Sink Cabinet 1 U
Birch Veneer 7'6x2'3" Base Cabinet 1 U
Birch Veneer 6'x2'6x3" Range Cabinet 1 U
Birch Veneer 3'x2'x3" Dish Washer Cabinet 1 U
Birch Veneer 8'6"x2'6"x1" Wall Cabinet 1 U
Birch Veneer 4'x2'6"x1" Wall Cabinet 1 U
Birch Veneer 2'x2'6"x1" Wall Cabinet 1 U
Birch Veneer 3'x1'6"x1" Wall Cabinet 1 U
Birch Veneer 6'x1'6"x1" Ceiling Cabinet 1 U
Birch Veneer 8'6"x4"x2" Wall Counter 1 U
Birch Veneer 2'4"x2'6"x8" Oven Cabinet 1 U
Birch Veneer 7'x1'6"x3" Sink Vanity Cabin. 1 U
Birch Veneer 6'x1'6"x3" Sink Vanity Cabin. 1 U
Plastic Laminate Counter Tops 80 S

—WOOD EXT. & INT. MILLWORK—

3x8" Wh. Pine Roof Fascia 330 L
1x12" Wh. Pine Closet Shelf 60 L
1x4" Wh. Pine Wall Base 450 L
1x3" Wh. Pine Shelf Cleat 80 L
1x2" Wh. Pine Soffit Molding 280 L
Wh. Pine 3'8"x8"x1" Book Shelves 1 U
Wh. Pine & Mesh 9'x1'3" Gable Louver & Screen 2 U
Wh. Pine & Mesh 7'x1" Gable Louver & Screen 1 U
1x6" T&G Pine Vert. Ext. Wall Boarding 445 S
2x4" Redwood Terrace Dividers 150 L
1-1/2"-d. Hdwd. Clothes Pole & Supp. 45 L
Alum. Mesh 4" Cont. Soff. Screen 330 L
1/4" Ext. Plywd. Soffit Boarding 1,105 L
1/4" DSA Glass Door Panes 5 S

—CERAMIC FLOOR, BASE & WALL TILING—

Ceramic 1/2" Floor Tiling 90 S
Ceramic 1/2" Wall Tiling 330 S
Ceramic 1/2"x6" Wall Base 60 L

—METAL SHEET WORK—

16 oz. Copper 16" Valley Flashing 70 L
16-oz. Copper Plant Box Lining 10 S
26-ga. Metal 13" Gravel Stop 330 L

—ALUM. & GLASS DOORS, WINDOWS & ACC.—

Alum. & Glass 8'x6'10" Slid. Door & Acc. 1 U
Alum. & Glass 6'x6'10" Slid. Door & Acc. 1 U
Alum. & Glass 5'8'x6' Fixed Window & Acc. 1 U
Alum. & Glass 3'8'x6'10" Fixed Window & Acc. 5 U
Alum. & Glass 6'x3" Sliding Window & Acc. 2 U
Alum. & Glass 4'6'x3" Sliding Window & Acc. 1 U
Alum. & Glass 4'x4" Sliding Window & Acc. 1 U
Alum. & Glass 2'x7" Fixed Window & Acc. 1 U
Alum. & Glass 1'x4" Fixed Window & Acc. 2 U
Alum. & Mesh Door Screens & Acc. 95 S
Alum. & Mesh Window Screens & Acc. 65 S

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millwork 3 Coats 2,135 S
Lead & Oil Int. Millwork 3 Coats 650 S
Lead & Oil Gypbd. Ceil. 3 Coats 2,415 S
Lead & Oil Gypbd. Wall 3 Coats 4,260 S
Latex Block Wall 2 Coats 2,045 S
Stain & Varn. Int. Millwork 4 Coats 1,500 S
Stain & Varn. Int. Doors 4 Coats 1,450 S
Lead & Oil Ext. Doors 3 Coats 250 S

—METAL & GLASS TOILET ACCESSORIES—

Metal & Glz. 7'x2" Wall Mirror & Fr. 1 U
Metal & Glz. 5'x2" Wall Mirror & Fr. 1 U
Metal & Glz. 4'x2" Wall Mirror & Fr. 1 U
Chrome Metal Toilet Paper Holder 2 U
Chrome Metal Soap Holder 3 U
Chrome Metal Soap Holder & Grab Bar 2 U
Chrome & Cloth 60" Shower Rod & Curtain 2 U
Chrome Tooth Brush & Tumbler Hldr. 2 U

—PLUMBING SYSTEM & FIXTURES—

Water Serv. Connection & Piping 1 U
Sanit. Serv. Connection & Piping 1 U
Gas Serv. Connection & Piping 1 U
Gas Furnace Connection & Piping & Acc. 1 U
Hose Bibb Connection & Piping & Acc. 1 U
Lavatory Piping & Accessories 3 U
Bathtub Piping & Accessories 1 U
Water Closet Piping & Accessories 2 U
Kitchen Sink Piping & Accessories 1 U
Shower Head Piping & Accessories 2 U
Elec. H. W. Htr. Piping & Accessories 1 U
Shower Recep. Piping & Accessories 1 U
Dish Washer Piping & Accessories 1 U

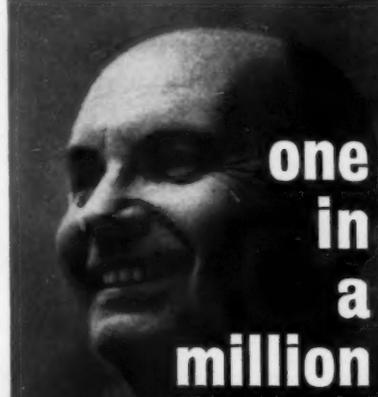
Clothes Washer Piping & Accessories 1 U
Garbage Disp. Piping & Accessories 1 U

—HEATING & AIR COND. SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories 1 U
Gas Warm Air Ducts & Registers 19 U
Gas Warm Air Temp. Control Equipment 1 U
Gas Warm Air Vent Flue & Connections 1 U
Gas Air Cond. Piping & Accessories 1 U

—ELECTRICAL SYSTEM & FIXTURES—

Electric Service Connection 1 U
Electric Service Panel & Switch 1 U
Telephone Service Connection 1 U
H. W. Heater Connection & Wiring 1 U
Gas Furnace Connection & Wiring 1 U
Oven Connection & Wiring 1 U
Range Connection & Wiring 1 U
Exh. Fan Hood Connection & Wiring 2 U
Exh. Fan w/ Lite Connection & Wiring 2 U
Dish Washer Connection & Wiring 1 U
Clothes Washer Connection & Wiring 1 U
Dryer Connection & Wiring 1 U
Sing. Switch Outlet & Wiring 23 U
3 Way Switch Outlet & Wiring 4 U
Conven. Recep. Outlet & Wiring 31 U
W. P. Conven. Recep. Outlet & Wiring 2 U
Telephone Outlet & Wiring 3 U
Television Antenna & Wiring 1 U
Entry P. Butt. Chime, & Wiring 1 U
Ceiling Outlet, Fixt. & Bulbs 19 U
Wall Outlet, Fixt. & Bulbs 8 U
Ext. W. P. Wall Outlet, Fixt. & Bulbs 2 U
Ext. W. P. Soffit Outlet, Fixt. & Bulbs 3 U
Ext. W. P. Lamp Post Fixt., Bulbs & Wiring 1 U



one in a million

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.



"rig" for the right job

Two simple formulas show a builder how to determine which type of machine is best suited for an excavation job and how to estimate its operating efficiency in dollars and cents

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 returning. 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

$$\frac{1.00}{1.40} = .72$$

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 =
$$\frac{\text{Distance traveled in feet}}{\text{(Speed in mph)} \times (88 \text{ ft./min./mph})}$$
 and
2. Production (bank cu yd per hr) =
$$\frac{\text{(efficiency factor)} \times \text{cu yd/trip} \times \text{load factor}}{\text{cycle time}}$$

Formula 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.

$$\text{Dozing travel time} = \frac{100}{(2.2) \times (88)} = .51 \text{ min.}$$

$$\text{Return travel time} = \frac{100}{(5.4) \times (88)} = .21 \text{ min.}$$

$$\begin{array}{r} \text{So total cycle time} = .20 \\ \quad \quad \quad \quad \quad .51 \\ \quad \quad \quad \quad \quad .21 \\ \hline \quad \quad \quad \quad \quad 0.92 \text{ min.} \end{array}$$

To determine bank cu yd produc-

tion per trip, you then apply the load factor to the loose yd capacity of the bulldozer in this way:

$$4.7 \times .80 \text{ (common earth load factor)} = 3.76 \text{ bcy/trip}$$

If you apply the second of the formulas to this information you can determine the bank cu yd per hr production that you can expect. Since studies over many years indicate that track-type tractors operators work only about 50 min out of an hour, that figure should be used in applying the formula.

$$\text{Production (bcy/hr.)} = \frac{(50 \text{ min. efficiency factor}) \times (3.76 \text{ yd/trip})}{0.92 \text{ min.}} = 174.8$$

Determining the probable production of track-type front-end loaders follows very much the same pattern. For example:

A 2¼-yd bucket front-end loader digs to a depth of 6' and loads into hauling units. A 30' allowance will be made for the ramp and maneuvering to approach the truck outside the excavation.

Fixed time, including loading, turning, shifting and dumping, requires .60 min (36 sec). And since the efficiency factor still is under study for this type of equipment, production must be figured on a 100% (60 min) efficiency hr. (Individual owners can substitute their own figure.) The loader will be able to work in first reverse gear (1.9 mph) in the haul phase as it moves up the ramp and maneuvers for loading, in second forward gear (2.4 mph) on the return phase.

The loader obtains 2.25 yd x .80 (load factor for common earth) or 1.9 bank cu yd per trip.

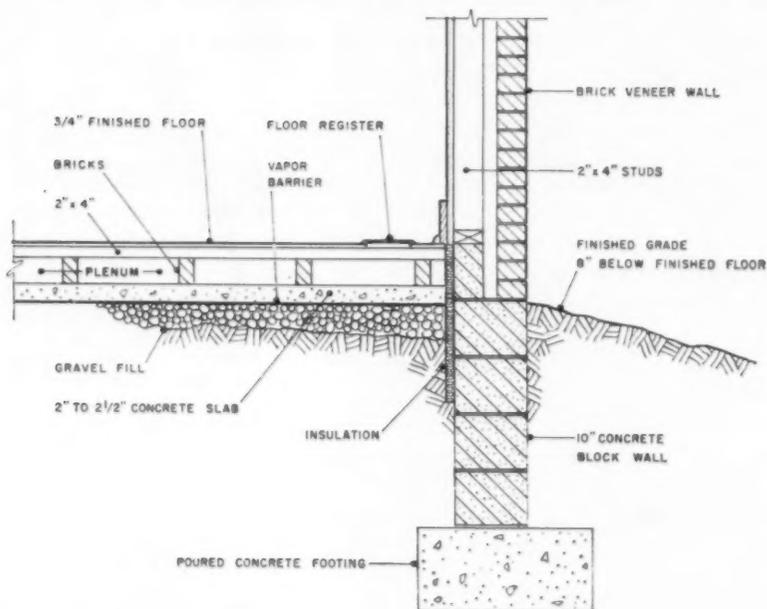
Thus, production per hr equals:

$$\begin{array}{r} \frac{60 \text{ (efficiency hr)} \times 1.8 \text{ (bcy/trip)}}{0.92 \text{ (cycle time)}} \\ = \frac{108.0}{0.92} = 117.3 \text{ yd/hr} \end{array}$$

Load factor figures and other information necessary to adapt this method to specific jobs can be obtained through your local equipment dealer.

BUILDING WITH BRAINS

Plenum heating warm air system offers many advantages



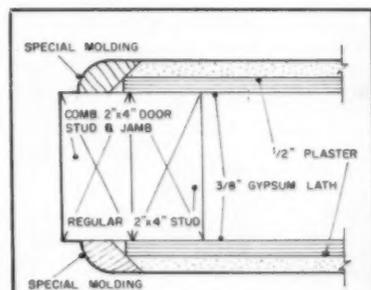
A type of heating system that's getting more attention from builders is one in which space between the wood floor and concrete slab acts as a warm-air plenum.

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.



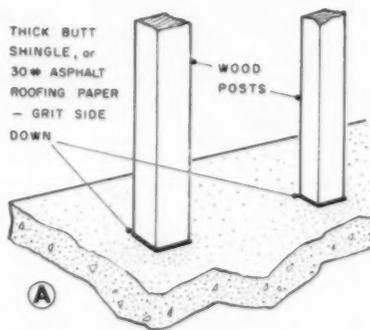
Door frame saves time, material

This drawing shows how A. B. Stanbery, Inc., Toledo homebuilder, saves 50% on both time and material needed to frame a door.

The special molding, which doubles as plaster stop, is milled to the builder's specifications. It's completely primed before the plaster goes on.

A further time saving results from use of McKinney doors with nonmortise butts.

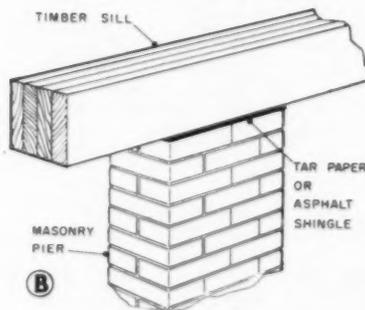
Prevents moisture damage to wood posts



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

Seamless TERNE



gutter and downspout



chimney flashings



valley



window and door flashing



copings



flashings

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

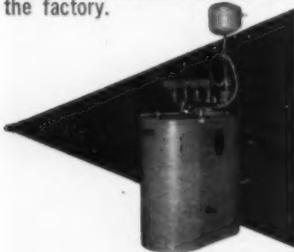
FOLLANSBEE STEEL CORPORATION

Follansbee, West Virginia • Sales Offices in Principal Cities

Engineered by Edwards

INSTALL LOW COST, PACKAGED, ZONE CONTROL BASEBOARD HEAT ...build your reputation for value!

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.

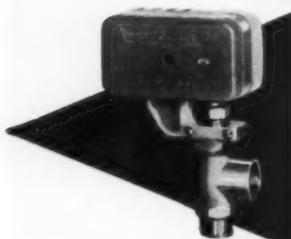
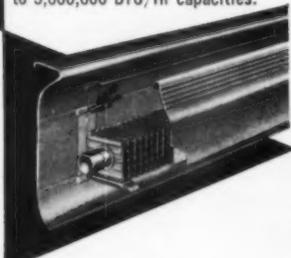


OIL AND GAS HEATING UNIT

Space-saving design (3' long x 2' wide x 3' high). Completely wired. 100% automatic air elimination. Oil-fired units are completely smokeless; feature rumble 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 1/2" and 3/4" sizes. I.B.R. approved ratings. Available in chrome, copper-tone, wood-grain, white primer coat.

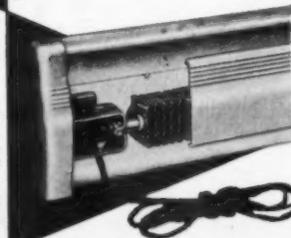


COMPACT MOTORIZED ZONE CONTROL VALVES

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".

ELECTRIC BASEBOARD RADIATION

Ideal for new construction, remodeling or mobile homes. Low cost. Perfect for zoned heat — just plug it in. No need for pipes, ducts, furnaces or chimneys. Portable models also available. Lengths from 3' to 12' in chrome, copper-tone, wood-grain or white primer coat.



For complete data on any or all of the above EDWARDS products, write today to:



EDWARDS ENGINEERING CORP.

239-3 ALEXANDER AVENUE
POMPTON PLAINS, NEW JERSEY
TEmpLe 5-2808



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.

Available in 5 sizes through distributors in all trade areas, served by two factories. WRITE FOR COMPLETE INFORMATION and SCALE DRAWINGS on SUPERIOR HI-FORM DAMPERS for both single and multiple openings.

SUPERIOR FIREPLACE COMPANY

Dept. AB-D
4325 Artesia Avenue
Fullerton, California

Dept. AB-D
601 North Point Road
Baltimore 6, Maryland



Self-Teaching COMPLETE
CONSTRUCTION DRAFTING COURSE
\$10. Complete (Drafting Equipment may be secured locally at nominal cost)

2nd Printing
Written by Outstanding Teacher of many years leadership in the profession
In our opinion as satisfactory as a regular Correspondence Course which would cost \$225.00 complete. Your savings: \$225.00

A self-teaching Drafting Course written in Simple Language, enriched with 600 illustrations for easier learning. 430 Pages of Valuable Material, and useful also in Learning to Read Construction Blueprints. Specially suited for Contractors, Appraisers, Builders, Real Estate personnel, Home Owners and potential Draftsmen.

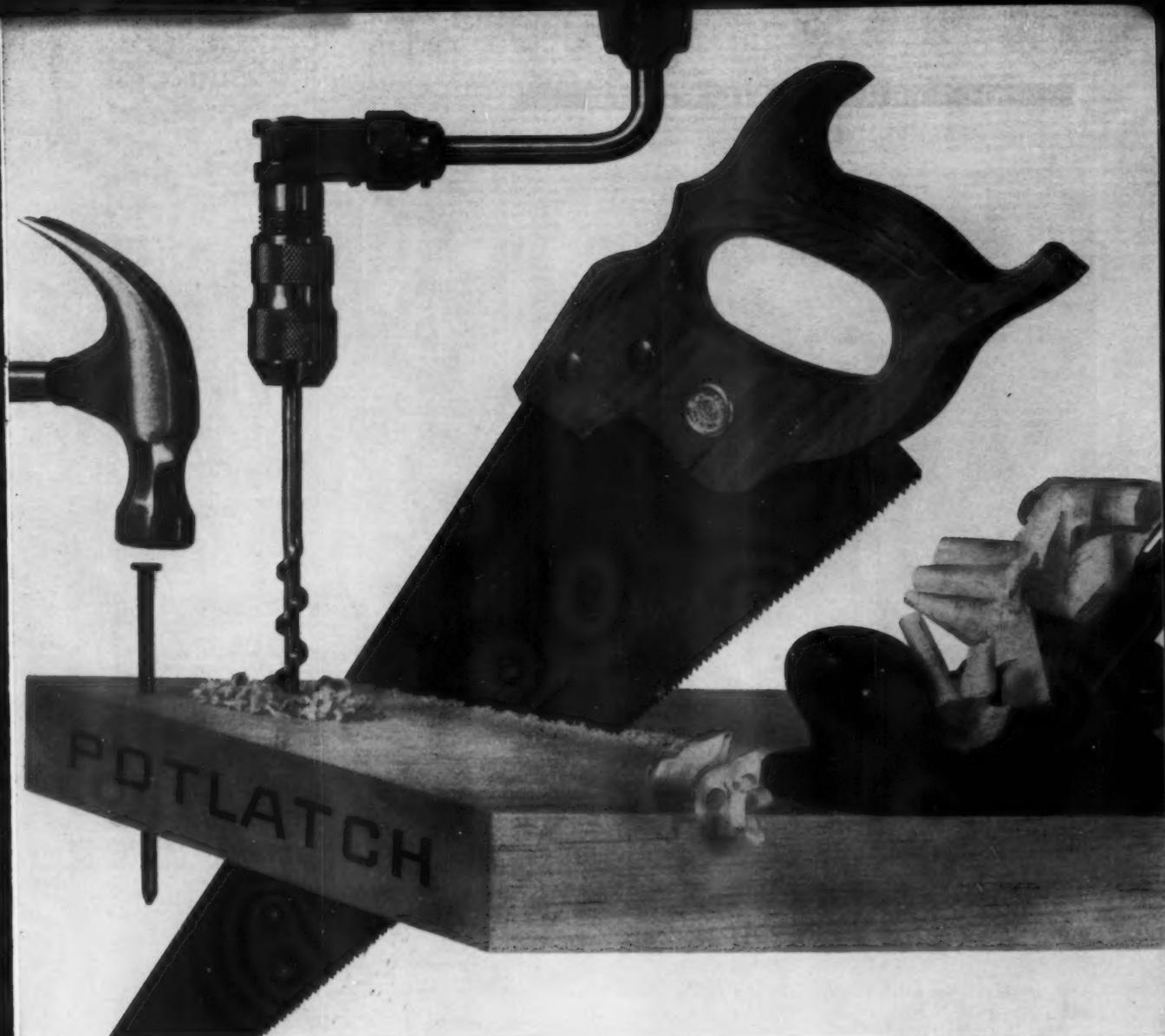
- CONTENTS
- | | |
|---|-------------------------------------|
| 1. Your Drafting Equipment and how to use it. | 11. Planning the House. |
| 2. Single Stroke Architectural Lettering. | 12. Drawing the Plans. |
| 3. Foundations and Sill Constructions. | 13. Drawing the Elevations. |
| 4. Frame Wall Constructions. | 14. The Framing Plans. |
| 5. Veneer and Masonry Construction. | 15. The Cross Sections and Details. |
| 6. Windows and Details. | 16. Enclosing a Porch. |
| 7. Doors and Details. | 17. Plumbing. |
| 8. Stair Details. | 18. Heating the House. |
| 9. Fireplaces and Chimney. | 19. Electric Wiring for the House. |
| 10. Standard Details for House Construction. | 20. Estimating Material Quantities. |

10 DAY MONEY BACK GUARANTEE
If not completely satisfied return book and your money will be immediately refunded, less shipping costs.

NATIONAL TECHNICAL INSTITUTE PUBLICATIONS
214 West 23rd St. New York 11, N.Y.

Gentlemen: Kindly ship me Complete
"CONSTRUCTION DRAFTING" Courses @ \$10. per set.
Check or Money Order Enclosed \$.....
N.Y.C. Residents add 3% Sales Tax.

Name
Address Please Print
City Zone State



... works better

Every builder knows his No. 1 cost is Time and Labor — that's why "WORKABILITY" is all-important in wood.

Idaho White Pine has it — its all-around *workability* can't be matched.

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.

You get the best selection and control because Potlatch cuts 120 million feet of Idaho White Pine per year. Next time you want easy-working, cost-saving wood, specify Genuine Idaho White Pine . . . from Potlatch Forests.

POTLATCH FORESTS, INC.

GENERAL OFFICES, LEWISTON, IDAHO



symbol
of quality
since 1906

SALES OFFICES

Kansas City, Mo.	Warren, Ark.
Pittsburgh, Pa.	Lewiston, Idaho
Chicago, Ill.	Deer Park, Wash.
New Brunswick, N. J.	Jacksonville, Fla.



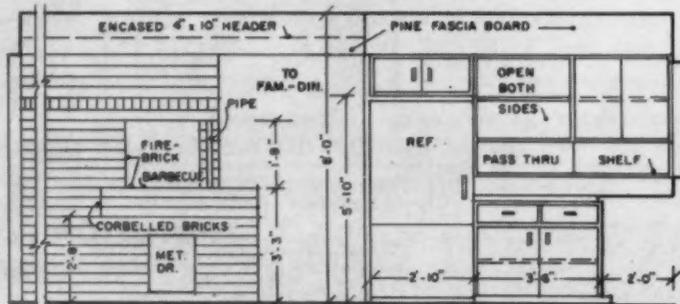
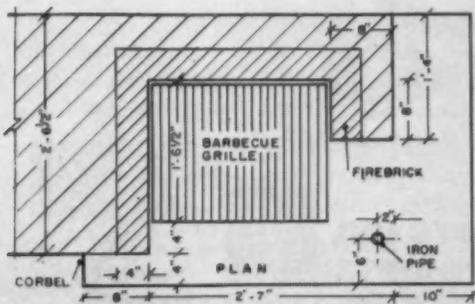
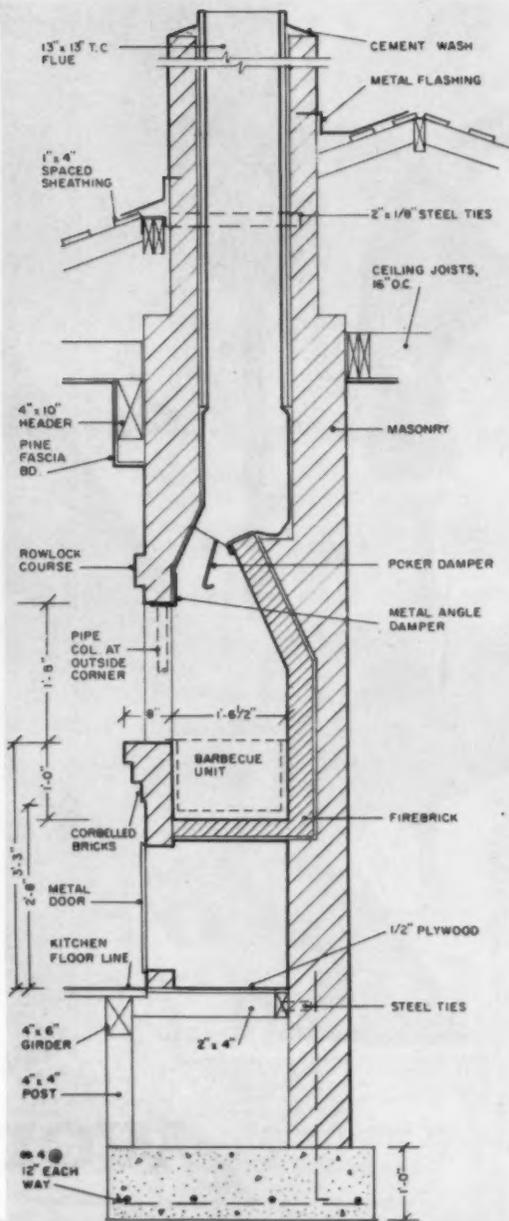
Ernest Braun

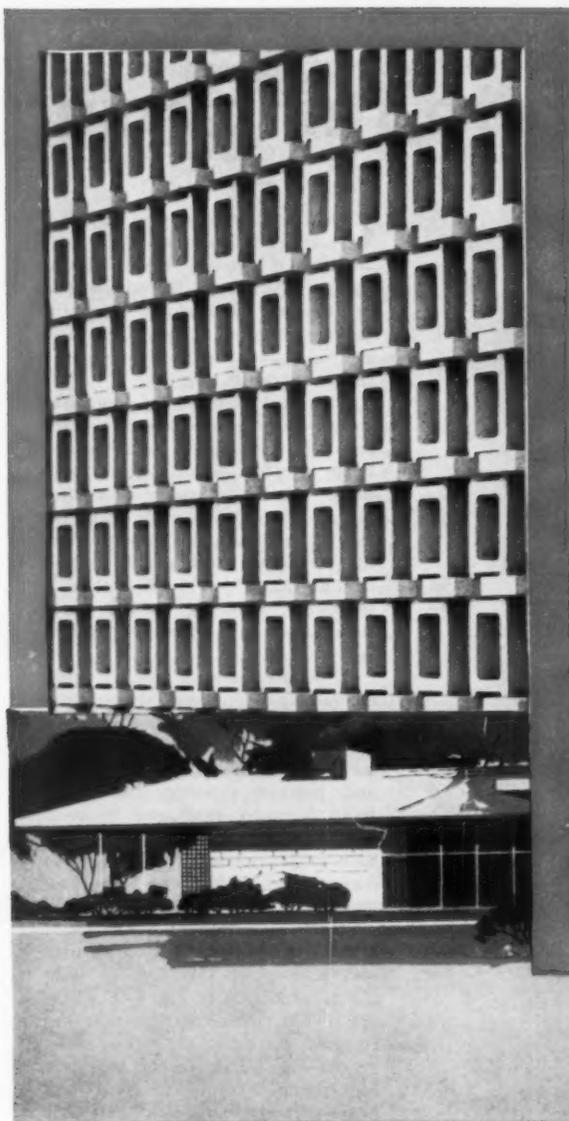
Corner brick barbecue adds rugged background for indoor dining

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

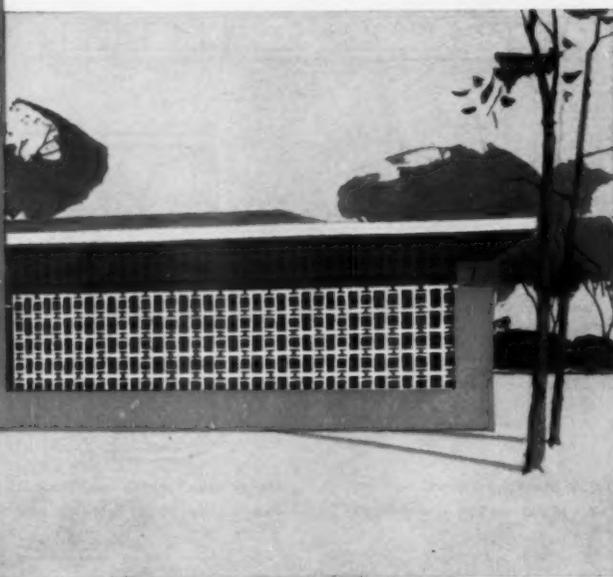
area and family room. When it's not in use, a handy storage space below keeps equipment out of sight behind a cast iron door. There's plenty of counter space, too, around the grill. This sales-appeal feature was built by Brown & Kauffman, Inc. of Cal. Architect was Alexander C. Prentice.





Decorative walls of

**CONCRETE
GRILLE BLOCK**



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.

For the newest in homes . . .
**LIVING
CONCRETE**

PORTLAND CEMENT ASSOCIATION

. . . a national organization to improve and extend the uses of concrete

watch
for



Concrete Industries **HORIZON HOMES** Program

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.

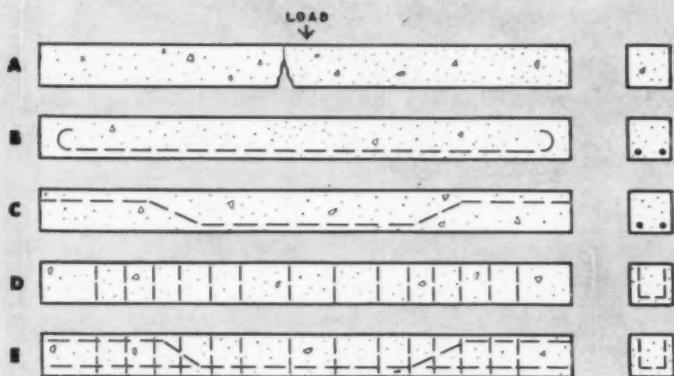
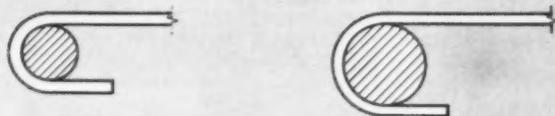


FIG. 1



PIN DIAMETER NOT LESS THAN TWO TIMES DIA. OF BAR (FOR STIRRUPS & TIES)



PIN IS SIX TIMES DIAMETER OF BAR (BARS UNDER 1" DIAMETER)

PIN IS EIGHT TIMES DIAMETER OF BAR (BARS OVER 1" DIAMETER)

FIG. 2

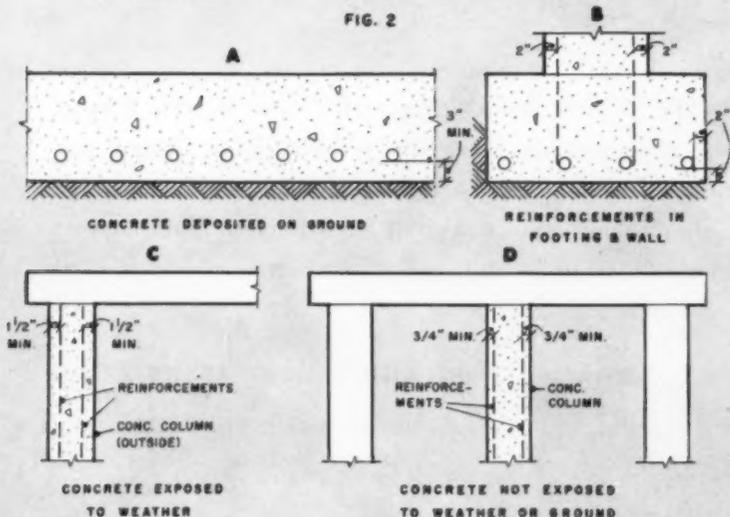


FIG. 3

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 1½" 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 ¾" 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.

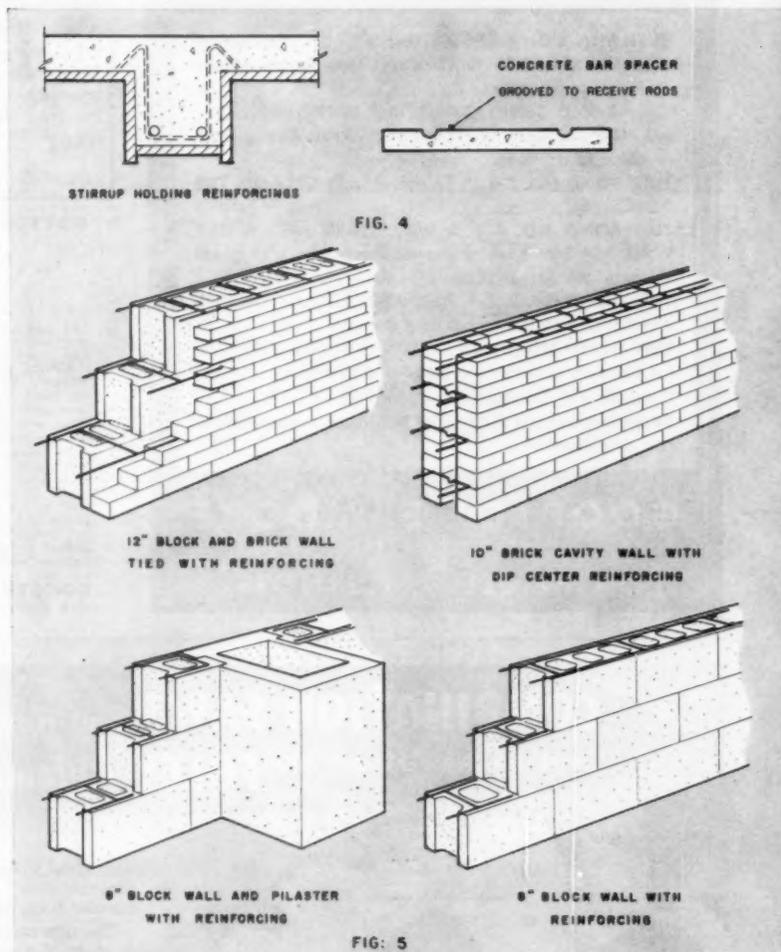
Reinforced type tubular columns

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 clean, sharp sand, and three parts of ½" 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 ¾". 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.



STANDARD REINFORCING BAR SIZES

Old Dimension System	New Number System	Weight in Lbs. Per Foot
¼" dia.	2	.167
⅜" dia.	3	.376
½" dia.	4	.668
⅝" dia.	5	1.043
¾" dia.	6	1.502
⅞" dia.	7	2.044
1" dia.	8	2.670
1" sq.	9	3.400
1½" sq.	10	4.303
1¾" sq.	11	5.313

TUFF-BOND

SUPER-STRENGTH ADHESIVES

SEE OUR CATALOG IN SWEET'S OR WRITE FOR COPY

Formulated for the Construction Industry

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.

***TUFF-BOND NO. 2-5**... An oyster white CERAMIC TILE ADHESIVE.

***TUFF-BOND NO. 4**... A WALLBOARD AND A DRY WALL ADHESIVE. An economical adhesive with great strength and excellent aging qualities.

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

TUFF-BOND NO. 8... A CONTACT BOND ADHESIVE for bonding laminates to wood and to metal.

* Complies with Commercial Standard CS 181-52.

Recommendations for special adhesives made without cost or obligation.

GOODLOE E. MOORE
INCORPORATED
DANVILLE 7, ILLINOIS

FREE SAMPLE FIBRE DUCT

Moisture-Proofed • Extra Strong • Crush-Proof • Termite-Proof the most rigid fibre duct model

NOW SAVE 75% on MATERIAL
80% on LABOR COSTS

On Ducts for AIR CONDITIONING and PERIMETER HEATING

INTERNATIONAL FIBRE DUCT DIVISION
3800 Park Ave., St. Louis 10, Mo.

Do away with costly metal or concrete ducts. Set up for fast installation — no delays — at low cost — in heating and air conditioning. For free literature



NAME.....
ADDRESS.....

BETTER ESTIMATING



TO SUCCESS

LEARN TO ESTIMATE

You can become a successful building contractor by learning to estimate construction costs quickly and accurately. Bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or worse yet, too low?"

WHAT WE TEACH

We teach you to prepare estimates complete in every detail. You learn to read plans, to list and figure the cost of materials, to estimate the cost of labor, and many other things that you need to know to bid with confidence.

We will send you plans, specifications, estimate sheets, cost data, and complete instructions. The labor data that we supply is not vague and theoretical—it is specific, complete and accurate. It gives you the actual cost of labor required to do work in your locality at your current wage scales.

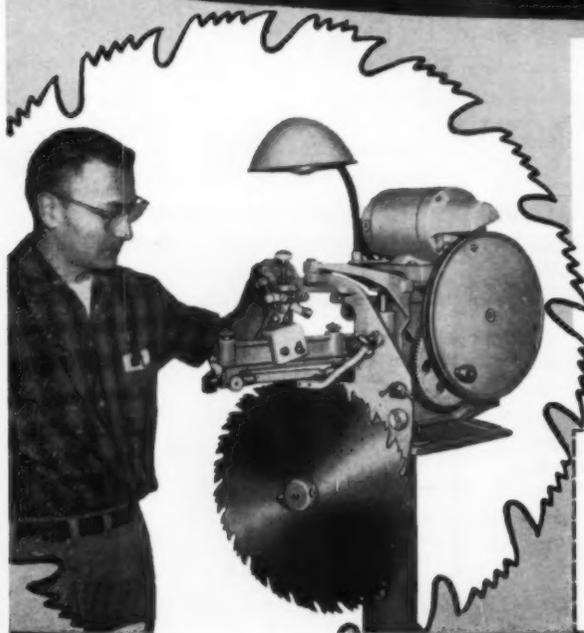
OUR GUARANTEE

Best of all, you don't need to pay us one cent unless you decide that our course is what you need and want. Study for ten days, and then if you are not delighted, simply return the materials we sent you and there is no further obligation. If you decide to keep our course, send us \$19.75 (payable in two monthly payments). Send us your name and address today and see what our course can do for you.

CONSTRUCTION COST INSTITUTE—Dept. A261
Box 8788, University Station—Denver 10, Colorado

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. 224-1 Foley Bldg.
MINNEAPOLIS 18, MINN.

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

NAME.....
ADDRESS.....
CITY..... STATE.....



Advertiser's Index "The better you buy—the better you build—the better you sell"®

A

Airtemp Division, Chrysler Corporation 30
 Allied Equipment Department, Ford Motor Company 149
 American Builder 118, 132, 134, 135, 144
 American Gas Association 34
 American Steel & Wire Division, United States Steel Corporation 130, 131
 Andersen Corporation 64, 65
 Armco, Sheffield Division 26

B

Barclay Manufacturing Company, Inc. 36, 37
 Bell & Gossett Company 44
 Belsaw Machinery Co. 142
 Berry Door Corporation Cover 2
 Broan Manufacturing Co., Inc. 127
 Bruce Co., E. L. 6
 Bulldog Electric Products Division, I-T-E Circuit Breaker Company 119

C

Cabot Inc., Samuel 142
 CARADCO, Inc. 151
 Case Co., J. I. 153
 Chevrolet Division of General Motors 146, 147
 Chrysler Corporation, Airtemp Division 30
 Columbia-Geneva Steel Division, United States Steel Corporation 130, 131
 Condensation Engineering Corporation 150
 Congoleum-Nairn, Inc. Cover 3
 Consoweld Corp. 50A, 50B
 Construction Costs Institute 168

D

Delco Appliance Div., General Motors Corp. 143
 Dodge Reports, F. W. Dodge Corporation 136

E

Edison Electric Institute 54, 55
 Edwards Engineering Corp. 162

F

Fasco Industries, Inc. 10
 Firestone Tire & Rubber Company 12
 Foley Mfg. Co. 168
 Follansbee Steel Corporation 161
 Ford Division, Ford Motor Co. 72, 73
 Ford Motor Company, Allied Equipment Department 149

G

Gang-Nail Sales Co., Inc. 169
 Garlinghouse Co., Inc., L. F., The 150
 General Motors Corp., Delco Appliance Div. 143
 Georgia-Pacific Corporation 19-22
 Gerber Plumbing Fixtures Corp. 76
 Glen Metal Products Corporation 132
 Goldblatt Tool Company 154
 *Great Lakes Carbon Corporation, Palos Verdes Stone Dept. 68F
 Guerdon Industries, Inc. 70, 71

H

Hall-Mack Company 124
 Hardwick Stove Company 39
 Harnischfeger Homes, Inc. 56, 57
 Holub Industries, Inc. 49
 Homasote Company 14
 Home Ventilating Institute 51
 Hotpoint 128, 129

*Appears in Western Editions Only.

I

Inland Homes Corporation 4
 International Oil Burner Co. 168
 International Paper Company, Long-Bell Division 38
 I-T-E Circuit Breaker Co., Bulldog Electric Division 119

J

Janitrol Heating and Air Conditioning, A Division of Midland-Ross Corporation 132A, 132B
 John Deere Industrial Division 155

K

Kees Mfg. Co., F. D. 142
 Kentile, Inc. 16
 Keystone Steel & Wire Company 62, 63

L

Larsen Products Corporation 152
 Long-Bell Division, International Paper Company 38

M

Macklanburg-Duncan Co. 52, 53
 Majestic Co., Inc., The 120, 148
 Major Industries, Inc. 67, 68
 Midland Ross Corporation, Janitrol Heating & Air Conditioning Division 132A, 132B
 Moe Light Division, Thomas Industries Inc. 125
 Moore Incorporated, Goodloe E. 168
 Morgan-Wightman Supply Co. 154

N

National Lock Company 121
 National Lumber Manufacturers Association 74, 75
 National Manufacturing Company Cover 4
 National Plastic Products Company, The 126
 National Technical Institute Publications 162
 NuTone, Inc. 1, 2

O

*O'Keefe & Merritt Company 68D, 68E
 Oliver Corporation, The 156
 Onan Division, Studebaker Packard Corporation 29
 Orangeburg Manufacturing Co., Inc. 24
 Overhead Door Corporation 122, 123

P

*Palos Verdes Stone Dept. Great Lakes Carbon Corporation 68F
 *Pioneer Manufacturing Co. 68H
 Pootatuck Corp. 132
 Portland Cement Association 165
 Potlatch Forests, Inc. 163
 Progress Manufacturing Company, Inc. 148, 152

R

*Roberts Co., The 68G
 Roberts Mfg. Co., Ranzaire 23
 Rock Island Millwork Company 31
 Roddis Division, Weyerhaeuser Company 42
 Rolfscreen Company 25, 27
 Rowe Manufacturing Company 28
 Ruberoid Co., The 40, 41

S

Shakertown Corporation 145
 Sheffield Division, Armco 26
 Shell Chemical Corporation 50
 Skill Corporation 8
 Studebaker Packard Corporation, Onan Division 29
 Superior Fireplace Company 162

T

Tappan Company, The 124A, 124B
 Tennessee Coal & Iron Division, United States Steel Corporation 130, 131
 Thomas Industries Inc., Moe Light Division 125
 Trane Company 60, 61

U

United States Ceramic Tile Company 35
 United States Steel Corporation, United States Steel Export Company 130, 131
 Universal Atlas Cement Company 69
 Universal Rundle Corporation 3
 Upson Company, The 58, 59

W

Westinghouse Electric Corporation 140, 141
 Weyerhaeuser Company 66
 Weyerhaeuser Company, Roddis Division 42
 Whirlpool Corporation 133

© 1961 American Builder

Advertising Sales Representatives:

NEW YORK 7, N.Y. 30 Church St. Phone: Worth 4-3060	Jack Wyatt District Manager Sal Sciorola District Manager
CHICAGO 3, ILL. 79 West Monroe St. Phone: Randolph 6-0794	George Hutchings District Manager Dave Rompel District Manager J. D. Delon District Manager
CLEVELAND 15, OHIO 1501 Euclid Ave. Phone: Main 1-4455	D. J. Casey Regional General Manager Arthur W. Stockdale District Manager
TOLEDO 6, OHIO 3545 Lincolnshire Woods Rd. Phone: Grenwood 9-2801	Harold Mann District Manager
DALLAS 19, TEXAS 3915 Lemmon Ave. Phone: Lakeside 1-2322	Joe Sanders Representative
LOS ANGELES 17, CALIF. 1151 West 6th St. Phone: HUntley 2-4000	Fred A. Klaner Dave Clark Representatives
SAN FRANCISCO 11, CALIF. 916 Kearny St. Phone: GArdfield 1-7004	Low Vagler Representative
PORTLAND 5, OREGON 1220 S.W. Morrison St. Phone: CApital 7-4993	Pete Klaner Representative
ATLANTA 9, GA. 22 Eighth St. Phone: TRinity 2-6720	J. Sidney Crane Representative
NEW YORK OFFICE: Advertising Sales Manager Sales Promotion Manager Production Manager	A. W. Brownell, II Bernard L. Ferry John V. Mitchell

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



BUILDERS! Save up to \$200 per House with GANG-NAILS

for complete information, write

GANG-NAIL SALES CO., Inc.

7525 N.W. 37th Avenue
Miami 47, Florida

the ULTIMATE in
STEEL FABRICATION

MONTH AHEAD

Now's the time to act

Winter soon will be drawing to a close and all your blue-sky talk about the 1961 market should draw to a close with it. The time has come for nailing down your course of action for the year. But, you're going to have tough sledding unless you've found good answers to these important questions:

Will you be building to your market?

The only way you can be sure is if you've gone to the trouble of scientifically classifying your market—learned exactly the kind of people ready to buy your houses and what kind of houses they want to buy. If you don't have these answers, better get in touch with a local agency like your utility or chamber of commerce to help paint the local market picture.

Will your selling be geared to the people that represent your market?

Remember, one market's merchandising meat is another market's poison. There's one way to sell to a blue-shirt worker and another way to sell the exec.

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?

Everything 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—

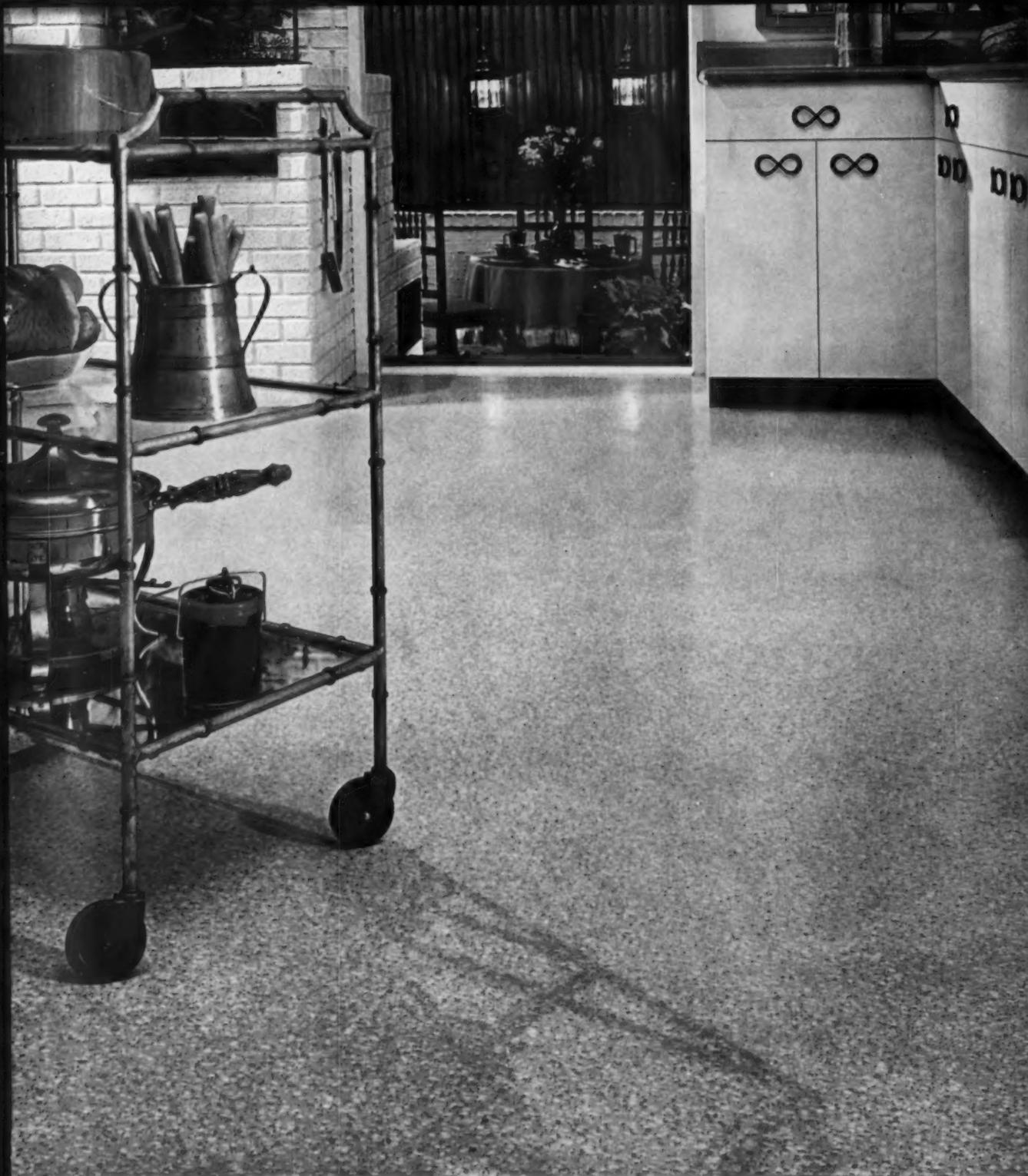
Look into your local building code picture. Many communities, promoted by your local homebuilders associations, are throwing out obsolete specification codes and adopting the more functional performance codes. These spell new cost-saving opportunities for the whole building industry—especially with materials.

And speaking of materials—

Another special report on the miracle of asbestos-cement in building will be featured in March. The report will open your eyes to the many new uses for this versatile material.

IN APRIL: You'll find these features in our big annual Buyer's Guide

- An expanded, revised technical data section designed to show you where and how to improve every phase of your home building operation.
- An expanded and revised directory section that lists catalogs, building products, brand names, manufacturers and how to find them.



You get more with a Congoleum-Nairn floor

You get more *every* way...a floor for *every* room at any price. You get a sure fire C-N selling program that will *merchandise* your homes...C-N's famous Home Builders Specials, selling aids, important color coordination plans...*everything* you want! Send for free samples of this new Congoleum-Nairn *Westernaire*™ Vinyl. See for yourself...then ask the price! That's the clincher! Write Home-Builder Service Dept., Congoleum-Nairn Inc., 195 Belgrove Drive, Kearny, N. J.

Congoleum-Nairn
FINE FLOORS



**HOW MUCH IS A
GOOD BUSINESS REPUTATION
WORTH TO YOU?**



ANOTHER NEW PRODUCT FROM

National



HAND RAIL BRACKET

Here's quality that you can actually feel... National's No. V112 Hand Rail Bracket is a zinc die-cast. It's smoother and stronger than competitive cast-iron brackets.

National hardware
helps protect your good name...
builds customer satisfaction

Builders who value their name and reputation refuse to substitute price for quality. They know how important it is to keep the respect and confidence of their customers. And although hardware is a small part of the total building cost, it plays an important role in keeping your customers satisfied. Next time, if you don't already, insist upon National hardware and be assured of the finest, longest lasting hardware available... anywhere.

NATIONAL MANUFACTURING COMPANY

18102 First Ave.

Sterling, Illinois

