BLUEPRINT HOUSE
It's the New "Farmhouse Style" from Long Island. It could start a trend

1962 SHOW AND PRODUCT PREVIEW
What new products will go into your next house?

Your choice affects your 1) Design, 2) Construction, 3) Production, 4) Price, 5) Sales, 6) Business

AMERICAN Builder
The Business Book for Builders
THE NEW BERRY AUTOMATIC
INSTALLS IN 30 MINUTES !!!
ONLY GARAGE DOOR OPENER
GUARANTEED FOR 5 YEARS
- Opens, closes garage door, lights up garage, all from inside your car. - Transistor-operated with portable pocket transmitter. - Completely pre-assembled, the Berry Automatic with pre-tuned electronic controls installs in just 30 minutes. Other door openers require from two to four hours for installation. - Servicing usually amounts to simple replacement of control box. - Mechanical components guaranteed for five years—*not just one year!* - Installs on all types of retractable garage doors—steel, wood, fiberglass, and aluminum. - Write to Berry Door Corporation, Birmingham, Michigan. In Canada: Berry Door Co., Ltd., Wingham, Ontario.

Berry
DOOR CORPORATION
Major appliances are doing it! NuTone does it too! with the sensational “Fold-Away” Hood that can match your cabinets in exactly the same wood. Just insert the wood panel in the metal frame.

If you want color, there’s no limit! Simply insert a panel of plastic that matches your counter or choose from NuTone’s metal panels in 11 beautiful colors and finishes that match most appliances.

WATCH FOR IMPORTANT NEW PRODUCTS ANNOUNCEMENT IN JANUARY
NUTONE Fold-Away Hood Fan

Now You See It...

A GENTLE LIFT . . . and you have a Range Hood-Fan, complete with a powerful exhaust fan PLUS bright concealed lighting to illuminate the entire range!

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A GENTLE PRESS . . . and it folds back, flush with your cabinets . . . out of sight, out of the way! Choose either the Standard or Deluxe Twin-Blower Power Unit.

NEW 1962 DELUXE CATALOGS IN BINDER

NUTONE, Inc., Dept. 1, Cincinnati 27, Ohio
When you're selling prospects up the quality ladder, the weathertight features of RoWay Doors help you make it to the top. Exclusive Taper-Tite Track and Seal-A-Matic Hinges effectively seal out snow, rain and dust. All units are fitted with galvanized, rust-resisting hardware for complete weather protection. Buyers also respond instantly to the quick, effortless lifting action made possible by "Power-Metered" springs. Every door is counterbalanced with a custom-wound spring—an advantage gained through RoWay's single-plant fabrication of all components. All RoWay Doors can be fitted with motor operators. To help you beat deadlines, hardware and door sections are shipped from the factory at the same time. For your next sale, let RoWay features help you open the door to bigger sales in the quality home market.
Gerber Princess lavatory has imported marble top, is moderately priced for low cost homes

The new Gerber Princess Lavatory includes a genuine Italian marble top at a price comparable with laminated plastic tops. It lets you enhance the sales appeal of any low cost home with a luxury touch usually impossible to obtain with tight budgets.

The Gerber Princess Lavatory is modern, beautiful and practical. It makes a strong selling point in new homes and for remodeling sales. Gerber lavatories offered are the new 18" Round Lavatory in vitreous china, cast iron or steel, and a new vitreous china Gerber Oval Lavatory, set into Gold Calacatta Italian Marble.

These new marble topped lavatories by Gerber are another example of the greater value Gerber is able to offer by specializing production for the Mighty Middle mass market. Gerber offers a complete line of moderately priced plumbing fixtures with the quality, styling, and deluxe features usually found only on the most expensive lines.

Send Coupon today for specifications and prices.

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

Please send complete information on Gerber's new Italian marble-topped Princess lavatory.

---

SEE GERBER'S BEAUTIFUL NEW MARBLE-TOPPED VANITIES AT THE NAHB SHOW: BOOTH 1255-56

"Plumbing Fixtures for The Mighty Middle"
Gerber Plumbing Fixtures Corp., 232 N. Clark St., Chicago 1, Illinois

How to pick up a $100,000 idea . . .

One way to do it, says builder Ed Mears of Medina, Ohio, is to read your builder magazines more carefully, and act quickly on the ideas you find.

"I might have missed the profit on 28 houses this year (about $100,000) if I hadn't read your Blueprint House article (p. 112, March, 1960) and your Builder's Best Bets (p. 110, Oct., 1960).

"These projects impressed me so much I figured they would work just as well for me.

"I flew out to visit them, talked to the builders, made arrangements to duplicate the same houses in Rustic Hills.

"I built several models just as I saw them in AMERICAN BUILDER; then merchandised them fully. They are $35,000 to $50,000 Colonials on scattered lots. I sold over a million dollars worth—all the result of my careful reading, studying, and acting on what I read."

Our reason for relating this story is not to expound on the influence of this publication, but to point to the moral that $100,000 ideas do lurk in many places. Most builder successes are based on the skillful adopting, adapting or application of smart new ideas. This goes for big or small firms.

This fact is especially evident right now when building is changing so rapidly. There's no question that the builders who were smartest at adapting to changed conditions, buyers' needs, or marketing situations made the greatest profits in 1961.

It's appropriate in this December issue to point out:
- Now is a good time to review your materials, methods and marketing for 1962.
- Now is a good time to re-read those articles on designs that sell, merchandising, and cost-saving techniques.
- Now is a good time to go to the NAHB Convention in Chicago, where over 500 manufacturers are displaying their 1962 products, where you will become charged with the enthusiasm and ideas of thousands of fellow builders who come there to learn.
- And now is a good time to take a few side trips, or long trips, to builder operations in other areas to find out how they operate. (If you'd like a list of 50 builders worth visiting, just write us.)

This building business is the most challenging and exciting there is, and the constant generation of new ideas keeps everyone in it on his toes. But to grow and prosper, you have to keep posted.

JOSEPH B. MASON, Editor
YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!

Look! A built-in electric oven with a second, low oven for baking pizza, pies, or pre-cooked frozen dishes... and it fits in a space-saving cut-out. Sharp styling, sharp pricing. Model HE1958. Available in brushed chrome or porcelain, as well as colors.

Dramatic kitchen beauty is yours in minutes with this exclusive new modular oven! Can be set on a counter, stacked, hung on a wall... combines built-in style with movability of conventional range. Chrome and glass front, beige sides. Model HE2900.

THREE UNIQUE APPROACHES TO MORE LIVABLE KITCHENS

...WITH RCA WHIRLPOOL GAS OR ELECTRIC RANGES

Take a moment to check these cooking centers. You'll find that each is designed around new, different, practical concepts that will enhance the value of any kitchen... will enhance the salability of your houses... and often save you time and money in installation. See these new ranges plus the complete line of RCA WHIRLPOOL gas or electric appliances at the NAHB show, or at your local RCA WHIRLPOOL distributor.

The flame can be controlled so accurately it will cook the egg without burning the paper plate. That's an example of revolutionary new "controlled cooking" now possible with the exclusive Blanket-O-Flame® range. An exciting new look, too, with uncluttered lines that complement today's fine home. Model HG889, in brushed chrome.

It's easier to sell homes equipped with RCA WHIRLPOOL appliances than to sell against them?

Whirlpool CORPORATION
ADMINISTRATIVE CENTER, BENTON HARBOR, 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.

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AMERICAN BUILDER
December 1961

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COVER: Only part of the blueprint used to build Bourne Homes' ranch house featuring a traditional farmhouse design is represented here. House with low roof lines contains modern five-bedroom floor plan, attracts many New York City prospects to Long Island. For the full blueprint and details, turn to page 115.
There's only one genuine Skilsaw Power Saw...

but you have 17 different models to choose from!

What's your preference? The speed and handling ease of a top handle saw... or the pile-driving power of a worm-drive? A compact 6\(\frac{1}{2}\)"-inch... or a 7\(\frac{3}{4}\", 8\(\frac{1}{2}\", 10" or 12" big job? A quality, low cost saw... or the very finest super duty saw money can buy?

Nobody offers as many models, as many features, as much saw for the money, as Skil. Best way to find out is to ask any owner or your Skil Distributor. They'll both tell you the same thing.

P. S. Your distributor's name is under "Tools Electric" in the Yellow Pages or write for free catalogs. Skil Corporation, 5033 Elston Ave., Chicago 30, Ill. Dept. 106-L.
Homebuilding's future: bright, brighter, very bright
The U.S. Dept. of Commerce, looking ahead to 1975 and 2000, forecasts that private residential new construction (non-farm) will increase from $22.5 billion in 1960 to $45.5 billion in 1975 and $74.2 billion by the year 2000—all this is in terms of 1960 dollars. The department further projects that "households should increase annually by 1.5 million in 1975 and by 2.2 million in the year 2000. These figures represent the number of residential units necessary to meet the demand for new households."

An interpretation by AMERICAN BUILDER'S research director William Milliken points out that the need for housing units will be even greater. "By 1975, approximately 2.2 million new housing units would be called for—1.5 million for new family formations and another .7 million for replacement of existing houses. By 2000, the total would be close to 3 million."

If you think the new home market is drying up, check these figures
While many builders and building economists explain away the current slow-down in sales by saying demand for new houses has been temporarily satisfied, the experience of Levitt & Sons indicates this may not be the case. Recently, after announcing plans to put up a 1,300-house development in central New Jersey, the big building firm received 750 $100 purchase applications for its new houses—sight unseen. Early promotion for the houses said they would range in price from $16,500 to $24,990 and include year-round air conditioning, U-shaped electric kitchens, fully equipped laundry rooms, hot-water radiant heat with zone controls, window walls in the rear, and electronic antenna systems with multiple plug-ins.

The tremendous response proved two things of importance to builders everywhere: 1) there is a good market for builders who can come up with ways to offer more for less than their competition; 2) a builder's reputation for quality is one of his strongest sales assets.

The remodeled model home—a good idea catches on
After reporting the success of three Philadelphia builders who re-did kitchens in their year-old model houses to boost sales (July, 1961), AMERICAN BUILDER editors are receiving reports of other builders in all parts of the country who are following suit. In most cases, exterior modifications are held to a minimum and a completely new look is given to both the kitchen and the bathrooms—the most important rooms in any house from the standpoint of selling the housewife.

The idea is good. It permits builders to get more mileage out of their model homes and come up with a fresh promotional angle at minimum expense. The fact that it is being used by some of the country's smartest merchandisers such as Chicago builders Braun & Aldridge should encourage others to give it a try, too.

Conventional home loans continue to make major gains
The nation's savings-and-loan associations continued to maintain their record setting lending pace through the first three quarters of 1961. Latest reports indicate that the third-quarter rate was 21% higher than a year ago. A buoyant U.S. Savings & Loan League estimates volume will top the all-time high set in 1959, with the S&Ls capturing 44% of the total mortgage market. And the S&L lenders see an even brighter year ahead. Managing director Kenneth G. Heisler of the National League of Insured Savings Associations predicts home construction will rise approximately 12% next year, with sales prices and interest rates on residential loans remaining relatively stable. Heisler estimated total starts of new homes would be 1.3 million this year and 1.45 million for 1962.
Near as I can tell, somebody tried to put anti-freeze in it.

Please don't try to force alcohol on our little truck. It can't hold it. There's nothing in the Volkswagen cooling system that can freeze, anyhow. Just air.

You may not have given much thought to air-cooling an engine. It has its advantages.

No radiator to leak. Or flush out. Or rust.
No hose to rot. No pump to poop out.
No water to freeze up or boil over.
No anti-freeze to buy.
You'll never hear of a Volkswagen with a cracked block from the cold.
Or of one that blew its top in a summer traffic jam.

It may seem funny that the truck that can't freeze up or boil over only costs $1,895, while trucks that cost several hundred more can still be seen by the side of the road.

On the other hand, you may not think it's funny at all. It all depends on which one you have.
Biggest all-industry sales promotion set for May, 1962
Paul C. K. Smith, newly appointed head of HI-PO (Housing Industry Promotional Operation), has announced the biggest joint house-selling venture in the building industry's history will be launched in May '62. During the month which has been designated "New Homes Month," Smith says there will be a barrage of merchandising and tie-in materials for builder and manufacturer use. Special newspaper sections for local use and a 16-page booklet insert in the Readers Digest are designed to spur home buying.

Have remodelers done the promotion job they could or should?
Apparently not. According to a new Parents magazine survey of its readers, mostly young marrieds with growing families, only 14.2% of the respondents had been contacted by a remodeler either directly or indirectly. Yet 44% were actively planning some type of remodeling or modernization in the near future. Among the total returns, 17.9% were planning to add new rooms and another 18.7% were going to convert spaces such as attics or basements into living areas. The room additions consisted mainly of garages (33.8%), family rooms (24.6%) and bathrooms (20%). The majority of the conversions (44.1%) were planned for basement areas.

While most remodelers agree that the best source of business is by referral, the low percentage of contacts shown by the survey indicates there may be plenty of untapped business just waiting for the aggressive promotion-minded remodeler. If you are in the market for new ideas on how to promote as well as operate a remodeling business, try the new 200-page handbook, "How to Operate a Profitable Modernizing Business." It's just been published by the National Home Improvement Council, Room 1107, 87 Madison Ave., New York 16, New York. Price: $10 for members, $25 for non-members.

Mechanical core for houses may be just around the corner
A mobile core containing a complete kitchen, two baths, heating-cooling equipment and all other electrical and plumbing equipment in a single unit is only a year away from production, according to Albert Hildebrandt of Kingsberry Homes, home manufacturers. Use of the core unit should cut the normal construction cycle on a manufactured home from 21 days to an average of five to seven and possibly three days under optimum conditions, says one Kingsberry research man. And, equally important to builders, is an estimated 15% reduction in the cost of the house.

Speedier FHA loan processing is in the offing
In an all-out drive to reduce processing time on loan applications, FHA commissioner Neal Hardy (who recently automated his department's record handling system) has announced a recruiting drive for 600 additional field employees—mostly appraisers. He said that although the average loan time lapse between house purchase and closing on FHA-insured loans is 103.3 days, lending institutions are spending an average of 40 days to complete and transmit FHA forms.

Both builders and their lenders who want to work with FHA should become more familiar with the department's procedures or step up their handling of forms. It could help eliminate one of the biggest complaints against FHA, and make it an even more attractive financing tool.

Dates for annual short course in residential building announced
The University of Illinois Small Homes Council 17th annual short course in homebuilding will be held on January 29 and 30. The session will concentrate on "New Methods and Materials for Better Homebuilding."

Tuition for the complete course is $20. For further information write Short Course Supervisor, Div. of University Extension, 116b Illini Hall, Champaign, Illinois.
47 MILLION PROSPECTS
FOR INLAND'S NEWEST LOW-COST HOME

here's why

DOMINATE THE LOW-COST MARKET

The Buccaneer is specifically designed for today's housing legislation. You can now take full advantage of the current requirements, and offer the best terms available with the Buccaneer.

The 3-bedroom Buccaneer is available with a choice of slab, crawl space or full basement, with or without attached garage.

Ten architect designed elevations in American Ranch, Cape Cod and Colonial.

Inland's top quality is unequalled: 2” x 4” construction and the finest nationally advertised materials make the Buccaneer another outstanding Inland low-cost home.

INLAND HOMES CORPORATION - Executive Offices: Piqua, Ohio
Plants in Piqua, Ohio; Hanover, Pennsylvania; and Clinton, Iowa

RECOGNIZED LEADER IN LOW-COST HOMES

INLAND HOMES BUILDER-DEALERS REPORT

RECORD SALES AHEAD! here's why:

- Most successful merchandising program and proven selling techniques in the industry.
- Liberal financial assistance from Inland Mortgage Corporation in all phases of financing.
- Faster service from 3 modern plants strategically located in a 25 state marketing area.
- The model you want. 133 distinctive designs with a large variety of floor plans. Colonial, Contemporary, Ranch, Swiss Chalet, French Provincial and Cape Cod models.
- For proof and performance! Write, wire or phone (PR 3-7550) Neal B. Welch, Jr., Vice President-Sales, Department A-12, Piqua, Ohio.
Open occupancy—a hot issue

Integrated housing is shaping up as the most crucial issue that will face builders in 1962. On the horizon: a Presidential order to force open occupancy in FHA and VA housing.

Builders everywhere are talking about open occupancy and what it will mean to the housing industry.

The recent report by the U.S. Commission on Civil Rights brought the issue to the fore. In this report, the Commission flatly stated that the Federal government was not living up to its promise to end discrimination in its housing programs.

The Commission recommended to President Kennedy that he issue an executive order directing all Federal agencies to promote equal opportunity in housing. The Commission also called on the President to direct FHA and VA to take appropriate steps to eliminate discrimination in housing built with FHA and VA aid.

The Commission also recommended Federal or Congressional action to end discrimination by mortgage loan institutions that are supervised by Federal agencies.

Law gives builders the jitters

At the moment, there are 17 states and several cities (including New York and Pittsburgh) that prohibit discrimination in housing. In Pennsylvania, where an anti-discrimination law went into effect last September, builders are concerned about its influence on market conditions. Some have even slowed down on construction. They don't want to leave themselves open to minority home-seekers during the winter with an inventory of unsold houses.

Other Pennsylvania builders have tried the usual trick of stalling Negro buyers to keep them out of their developments. And if they take an application, they try to avoid accepting a deposit.

These jittery builders are no different from builders in other states where anti-discrimination laws obtain. In Connecticut, where such a law became effective in 1959, builders were fearful of the mass infiltration of non-whites. But they have learned to live with open occupancy—if only because few Negroes have followed through.

Social reform—a bankruptcy risk?

As many builders see it, they are being asked to carry out a social reform at the risk of bankruptcy if they fail. There seems to be little consolation in the thought that legislation is putting all competing builders in the same boat.

Leonard L. Frank, NAHB's first vice president, says the state and Federal governments are shifting too much responsibility to the builder. He recently told AMERICAN BUILDER that these authorities should invest some money in trying to educate the public to the needs of open occupancy, instead of pressuring the builders into accepting it.

On the other hand, U.S. Senator Jacob K. Javits (N.Y.) recently made an assembly of home manufacturers feel as if they were an arm of the State Department trying to impress the free world—two thirds of which is non-white. “As a Senator, I tell you there is no single element of domestic policy that hurts the United States more than discrimination,” Javits pointed out. He hopes “the homebuilding industry will support and make effective non-discrimination in housing.”

There are still some natural obstacles that impede any real progress toward fully integrated housing. For one, many non-whites are not in a financial position to move into new houses—except for public housing. Second, non-whites often hesitate to enter developments where they may be unwanted. In time, housing experts insist, both these factors will be overcome.

Unfounded beliefs: the real obstacle

Of greater importance are the beliefs of builders, homeowners, realtors, mortgagors, and others on the effects of non-white infiltration in white developments (new or old). These beliefs seem paramount:

- That once a non-white enters a development it will eventually become all non-white.
- That once a non-white enters a development, property values always fall.

Studies by the Commission on Race and Housing conclusively show, however, that both these beliefs are unfounded in real life.
Designers who specified components for the HOUSE & GARDEN 1962 "House of Ideas", chose Follansbee Terne for the roof.

Its choice is a natural one for a structure like the "House of Ideas", which incorporates scores of architectural and decorating ideas using many materials of proven quality.

Follansbee Terne is also very much at home among products of architectural significance. Architects and builders everywhere are recognizing the design and sales potential of this roofing material which allows the roof to be a distinctive part of a structure's appearance.

That's why it is no surprise to find Follansbee Terne being specified for many new and modern buildings and homes. As it is on the "House of Ideas", Terne is being used to give them a "crowning touch" — a colorful and attractive roof which will last a lifetime.

See the "House of Ideas" at the Follansbee Booth (1156-57), Home Builders' Show.

FOLLANSBEE IS THE WORLD'S PIONEER PRODUCER OF SEAMLESS TERNE ROOFING

FOLLANSBEE STEEL CORPORATION
Follansbee, West Virginia
Len Frank looks at Building in '62

NAHB's first vice president calls for more field demonstrations to promote builder understanding and to stimulate cooperation between builders and local governments.

Q. Mr. Frank, what are some of the things that NAHB should do next year to stimulate home building?

A. Well, I think that we've got to make greater use of field demonstrations. This is especially important for two reasons. They motivate builders to participate in some of the programs we have been promoting. Demonstrations also bring the builder and the community into closer cooperation in solving the problems that exist in housing.

Q. What problems do you have in mind?

A. For one, there's going to be a great need for apartment house construction in the suburbs—even high-rise apartments. Many townships object to apartment houses, partly because they don't understand that these buildings provide just as much tax income as single-family units.

Q. What about housing for the elderly? Why aren't builders getting into this market as much as they should?

A. Mainly, I think, it’s because they don't understand it. There's a specialized market here that demands more understanding than other markets. I think, though, that with demonstration programs the association can drive home the lessons that have to be learned. The same is true of urban renewal. There are plenty of opportunities for builders here—but they require a new understanding of building.

Q. What about fallout shelters? Do you think builders should get into this market?

A. I hesitate to say. There is so much that we don't know. And so much conflicting opinion. Some authorities say we should build against blast; others say that all we need is protection against fallout. Then, there's the controversy over whether we need community shelters or shelters for single families. I think all these questions should be settled first—before we embark on any program of shelter construction.

Q. In looking ahead to next year, what kind of housing demand do you anticipate?

A. There's a lot of uncertainty in the air. People are worried about the international situation and the calling up of reserves. All this creates doubts in people's minds, and affects their decisions to buy homes. Actually, I think, we'll have a better year, but not very much better. Say, about a 5% increase.

Q. Eventually, there is the expectation that demand will boom, possibly to as much as two million units a year. Is the industry ready for that?

A. Not until we devote a lot more effort to research. What we need are faster and better ways of building. Eventually, I think, this industry will turn completely to component part construction. The need for this is shown right here on Long Island. We are running into a shortage of carpenters, just trying to meet a spurt in demand caused by last summer's strike delays. And this is only a temporary thing.
Kitchen Cabinets will sell your homes!

Now, a special new Formica cabinet surfacing features an exclusive brushed finish that hides fingerprints and laughs at harsh, color-fading detergents.

Local, regional and national cabinet manufacturers are finding that they can now provide you the many plus advantages of Formica V-32 material at prices no higher than wood.

Builders who offer this welcome improvement in home construction and maintenance are sure to enjoy an early and continuing sales advantage.

Write, wire, for the names of manufacturers of Formica kitchen cabinets, together with a complete set of 8 actual product samples of new Formica V-32 material in the exclusive brushed finish.
Letters to the Editor

Cul-de-sac arrangement is scorned in land planning

OH NO!
Your illustration of “RIGHT” and “WRONG” platting of the trapezoidal land plat on page 146 of the October issue just isn’t true. The wrong is more nearly right, and the right is more nearly wrong (see diagrams below).

What’s Wrong with the Right? In brief:
1. Cutting off two homes means that each of the remaining eight must bring in 25% more money in order to realize the same gross return as the “Wrong” platting.
2. The three homes centered “atop the plateau” have more than double the land area as well as an elevation advantage over the lower grade homes fronting on the main thoroughfare, and, as prestige homes, are usually hard to sell when facing lower value homesites.
3. And the cul-de-sac—one of the most unsatisfactory design arrangements ever conceived by impractical planners and highly unworthy of resurrection from the dead.

The “sac” becomes a merry-go-round of squealing tires, transmission rumbles and cursing drivers. The milkman, postman, and every delivery man doubles his tires’ wear, his gas cost, and his irritation. Every single resident loses any hope of privacy of movement as he is forced to pass the homes of his neighbors while traversing the only way in and the only way out.

I’ll beat you dollar-for-dollar by selling 11 homes on my plan faster than you will sell eight homes with your plan, and have better satisfied customers.

No dead-end street troubles, but still not a traffic thoroughfare; no surface water problems; no more cut and fill than you have; plus four homes on the rise without outclassing the neighbors.

Wanna’ bet?
John Gibson
Urban Planning Center
Miami, Florida

Editor’s Note—We feel that the basic concepts of averaging, topographic planning, and mixing of price ranges, which were used in our platting, are sound, but will face opposition until they have been put in practice. In the meantime, we don’t doubt, developers will continue to favor platting that squeezes as many homes as possible into a plat. As for Mr. Gibson’s comments on culs-de-sac, all we can say is that we know some very happy home owners living on culs-de-sac who would strongly disagree.

Praise from Washington
I should like to commend you for the job that was done in this issue (August, ’61).
Your editorial entitled “Kennedy’s housing bill means millions of new buyers” is excellent and certainly expressed the philosophy that is behind this legislation.
This, together with your breakdown of the Housing Act—“What’s in it for you?”—are really excellent pieces.
There are many fine things, I feel, that were stressed in your column on page 11, entitled “What’s New and what to do about it.”
One final item that intrigued me greatly was your story on Charles Reynolds of Toledo, Ohio, and 36 sales ideas that worked.
Administrator Robert C. Weaver asked me to express also his real interest and commendations for these pieces.
Fred A. Forbes
Assistant Administrator
Housing & Home Finance Agency
Washington, D. C.

AMERICAN BUILDER’S suggested platting for this hypothetical land development problem calls for avoiding expensive cut-and-fill, limiting the number of homes, and giving three homes a setting atop the plateau.

OUR READER’S platting, on the other hand, would place 11 homes on the plat (instead of eight) and would eliminate the cul-de-sac which is a feature of the AMERICAN BUILDER platting.
Shells inspire freeform plan

John M. Johansen, architect, captures decorative beauty, protective quality of sea shells in this house design

From the sea comes the basic principle that produced this Connecticut house with its cornerless rooms and appearance of a turreted castle. Its design, rough textured on the outside, smooth as silk on inner walls emulates the sea shell. The plan groups rooms together, yet allows free flow of traffic without conventional sharp corners.

The concrete that forms its outside walls is formed with vertical boards of random widths, irregularly spaced and angled to create rough, vertical striations. This simulates the outer surface of the sea shell. Inside surfaces are rendered smooth and shiny, soft in color like the inside of a conch or periwinkle.

The house, built in Westport for occupancy in January, is next to the waters of Long Island Sound and was designed to reflect its maritime landscape. Rounded corners form a serpentine design, both inside and out; a slender turret dominates the exterior and offers an uninterrupted view on all sides. Roofs are of vinyl plastic over rigid insulation. The tower room is the romantic expression of a retreat or private study, Johansen says.

The overall plan contains the main house and a guest house, a separate unit, self-sufficient with its own housekeeping facilities.
FEATURE THE FLOOR THAT'S "PRE-SOLD" TO PROSPECTS! This new Kentile Vinyl Asbestos Terrazzo Pastels Tile Floor is no stranger to home buyers. They've already seen—and been sold on it—via Kentile national advertising. And—because it has Kentile quality in every square foot—it helps build confidence in the ideas, construction, and other materials you show. Talk Kentile to your flooring contractor soon. Get the quality tile floor that eliminates costly call-backs; gives you more chances to create distinctive flooring designs in your model homes.

KENTILE FLOORS

There's a Kentile Floor for every home, in every price range. Over 200 decorator colors in 10 types of resilient tile.
The right track to greater sales...

FOLDING & SLIDING DOOR

For any size cabinet—any panel material...

**md** Aluma-Slide
SLIDING DOOR TRACK SET

Panels glide easily on special supporting ridges of lower track.

Installs Easily...
Requires No Special Tools

Aluma-Slide can be used wherever cabinets are needed... throughout the home, office or shop. In tubular packaged sets of 3-, 4-, 5-, 6- and 8-ft. lengths, with holes drilled, screws and instructions.

BUILDERS See your leading hardware, lumber or building supply dealer for M-D products!

For folding doors of any type...

**md** FOLDING DOOR HARDWARE

OPERATES SMOOTHLY with silent nylon bearing gliding in top quality extruded aluminum track.

Ideal for 4-panel or 2-panel full or half size interior doors of any thickness. For closets, wardrobes, dens, bars, room dividers, etc. Gives full access to closets... yet saves floor and wall space.

Comes in completely packaged sets for 2-, 2½-, 3-, 4-, 5- and 6-ft. openings, ready to install.

PERFECT DOOR ALIGNMENT

With M-D door guide, doors snug together when closed and will not creep open. No bottom track needed.

DEALERS Order today! Your order shipped promptly! All M-D products are fast sellers, nationally advertised.
For quiet, efficient operation...

OT-400 Reversible SLIDING DOOR HARDWARE with easy-to-install features!

Installation saves time ... cuts costs. Hangers are quickly attached to doors because of a built-in guide on each hanger which automatically positions it for proper alignment. Sturdy extruded aluminum track designed with built-in-no-jump feature. Cadmium steel hangers have silent nylon wheels.

Uses same hangers for both ¾" and 1¼" doors. Simplifies ordering and stocking.

Comes in Poly Tubular Package

Set includes track, hangers, guides, screws and instructions. Packaged in 3-, 4-, 5-, 6- and 8-ft. lengths. Please specify OT-400 REVERSIBLE!

OT-200 Overhead Type SLIDING DOOR HARDWARE For ¾", 1¾" and 1¼" By-Passing Doors


WALL POCKET HARDWARE

Shown here is Hanger TH-2 and Guide No. 13, made especially for Wall Pocket Doors. Packed 2 hangers and 1 guide to envelope, plus screws for hangers, guide and track.
Mr. T. H. Ellis, Ellis Company, Rock Island, Ill., says: "Our buyers like all the new ideas. That makes telephone planning a must for us."

"Concealed telephone wiring is a must for the builder of a custom home," says T. H. Ellis, promotion-minded Illinois builder. "Buyers know about it, and they recognize it as a sign of quality in a home. It's one of the newer ideas that we consider essential.

"By planning ahead with both the customer and the Telephone Company's Communications Consultant, we get the most convenient, most practical locations for telephone outlets while the walls are still open."

Mr. Ellis has been building homes for twenty years. Since 1957 all of them have been built with concealed telephone wiring. "Now we are also providing for the Bell System's new intercommunications system, Home Interphone."

BELL TELEPHONE SYSTEM
It’s the new look in genuine wood paneling! New, richer wood colors and tones...new deep-grooved beauty...guaranteed for the life of the home. Craftwall genuine wood paneling is now more beautiful than ever. Thanks to an improved finishing process, colors are now even richer and clearer. And Craftwall’s new, deeper grooves accent the beauty of every “plank.” The setting below highlights Pastel Cherry, just one of the nine new Craftwall finishes. It will be featured in Better Homes and Gardens, and in five building and home improvement manuals this year. New Craftwall resists scuffs, stains, dirt, cleans with a damp cloth. Never needs waxing. It’s guaranteed for life, in writing. Coupon brings complete Craftwall details.
See the biggest Crane “Heart of the Home” package ever at the NAHB Show
Booth 653
CRANE

CONTENTS:
plumbing;
Crane-National A.S. Heating;
compact kitchen units;
air conditioning;
baseboard radiation.

It has to be the biggest exhibit because it’s jam-crammed with the largest array of builder-inspired, builder-designed, builder-proven products in Crane history. Here are the results of a 2-year program to give you the broadest line of all in plumbing, heating, air conditioning . . . Crane quality at every price level for every builder need. See why Crane offers you the most—to help you build quality homes that will excite prospective buyers. Crane Co., Box 780, Johnstown, Pennsylvania. • At the show: Booth 653— the big booth every builder should see this year!
Here's a Long-Bell Kitchen that's brimming with feminine sales appeal! What housewife could resist the warm "livability" of its natural Birch cabinets and smart contemporary styling?

What woman could say "no" to the many quality features that go with each Long-Bell cabinet—the careful workmanship, knee and toe room, adjustable wall shelves, non-warp doors, slide-out Nylon-glise base shelves, magnetic door catches, attractive hardware, and hand-rubbed appearance of Super Microseal® finish.

And how enthused she'll be about Long-Bell's special purpose cabinets—Lazy Susans, Vegetable Bins, Vertical Storage and many others. Yet, with all their beauty and quality features, Long-Bell cabinets are surprisingly low in cost.

From a builder's point-of-view Long-Bell cabinets mean extra profit because of their ease and speed of installation and finishing, due to 3" modular construction and the Microseal® pre-sealing process. Long-Bell cabinets are quickly available in Birch or Rift grain fir, setup or knocked down from stock at three conveniently located warehouses. Ask your dealer or call or write Long-Bell for information and price.

General Plywood Corp.
The lady who holds the purse strings can't readily recognize the quality of most of your building materials. And many she won't even see. But she's right "at home" with appliances. And she does know the KitchenAid reputation for better washing and long-life dependability.

Put one of these extra salesmen in the kitchen—the room that sells the home. From these three new series, you'll find a KitchenAid to fit your building budget.

NOW IN THREE SERIES

Superba VariCycle (shown at left) Push-button selection for partial loads, full loads or utensils. King-size capacity. Rinsing Agent Dispenser. Vari-Front finishes, including wood.

Beautiful Imperial
Same as the Superba VariCycle, except it has single push-button control, for full cycle. Rinsing Agent Dispenser is optional.

Economy-priced Custom Identical better-washing features as on all KitchenAid dishwashers—"Guided Action" wash, Dual Filters, exclusive Flo-Thru drying. Choice of finishes.

All series available with pump or gravity drain. Pump models include built-in U tube for simpler, more trouble-free installation. Get full specs at the show, or write: KitchenAid Home Dishwasher Div., The Hobart Mfg. Co., Dept. KAB Troy, Ohio. In Canada: 190 Railside Road, Don Mills, Toronto.
An important announcement to quality builders

To our builder friends everywhere:

We are making major changes which I believe will greatly benefit you in your future building programs. Many of these changes will be reflected in our manufacturing practices, enabling your dealer to quickly supply your specific wood products needs from a nearby distributing point. Let me review them with you:

1. Our objective is to help supply you with the kinds of products you need when you need them.

2. With this in mind, we have consolidated our former Lumber and Plywood, Roddis and Silvatek divisions into one...to be known as the Wood Products Division.

3. Your nearby dealer will now be able to supply you with the complete line of quality Weyerhaeuser wood products.

4. At the same time, we are expanding our distribution system to provide you with faster supply and better service.

5. When these changes are completed, you will be able to look to the Weyerhaeuser dealer nearest you for fast, personal service on all of your wood building product requirements, including lumber, plywood, hardboard, particleboard and other manufactured panel products, hardwood plywoods, Craftwall paneling, Roddis doors and numerous other standard and specialized finish items.

I sincerely believe that you will find your dealer's broader line of products and services increasingly important to you.

Sincerely,

George H. Weyerhaeuser

GHW:kd
DIMENSION LUMBER
Kiln-Dried dimension in a wide range of species, sizes and grades. And now all 2" K-D Common dimension is edge-marked for visible proof of quality before, during and after construction.

WOOD SIDING
Bevel, Drop, Dolly Varden, Board and Batten... a full range of patterns in many species. "Dri-Shield" water repellent treated and factory Prime-Coated sidings also available in three species.

PLYWOOD
Plycord Sheathing with the distinctive Weyerhaeuser mark plus nailing guides printed on each work-saving panel. Also sanded, decorative and specialty plywoods for interior and exterior use.

PANEL PRODUCTS
Prefinished, perforated, decorative and Prime-Coated hardboards; particle and flake panels for underlayment and core material, and Ply-Veneer for economical partitions and packaging.

RODDIS VENEER
Architectural doors for a solid-core, X-ray, sound deadening, plastic-faced doors guaranteed.

As a builder, you know that quality brand-name products help to sell houses. They put the unmistakable stamp of value on every home you build ... mark you as a quality builder. How important, then, that you carry this image into the basic structure itself. From the first joist to the final piece of finish, build with Weyerhaeuser 4-SQUARE products. Above are examples of the complete line, the line nationally known as the hallmark of quality in wood products. See your nearby Weyerhaeuser dealer for exciting news about the full line of Weyerhaeuser products and services.
FIS FLUSH ENGINEERED DOORS

Architecturally designed for all uses, including core, hollow-core, fire, sound-retardant and face-faced. Golden Dowel guaranteed for life.

SOFTWOOD LUMBER PANELING

Douglas Fir, Western Red Cedar, West Coast Hemlock, White Pine, Ponderosa Pine, in varied patterns and widths for complete interior and exterior design freedom.

HARDWOOD PANELING

A full line of prefinished hardwood paneling, including luxurious Craftwall in 12 beautiful tones, and the new beautiful "Forestglo" line in nine distinctive species.

SPECIALTY AND FINISH PRODUCTS

Nu-Loc "made-to-measure" lumber, end-matched lumber, Douglas Fir gutters, door jamb sets, moldings and trimming, flooring, fencing, ceiling, laminated beams, etc.

Weyerhaeuser Company

Wood Products Division
You'll benefit from a wider range of products and more personal service...
with this new, expanded Weyerhaeuser distributing system

Builders everywhere have the dual problem of locating the specific materials they need, and then getting these materials to the job-site on schedule. Substitute items or delays can mean costly setbacks, and often the additional expense of shifting manpower from project to project.

Recognizing this problem, Weyerhaeuser is in the process of expanding its distribution system. In the near future, your dealer will have a Weyerhaeuser distribution point nearby enabling him to give fast personal attention to your individual needs.

At the same time, by placing all of our building materials line under one Wood Products Division, you will have available from a single source... the dealer nearest you... one of America's most complete lines of quality wood products.

These two steps—fast local service and one-stop ordering to meet most of your needs—should help put more profit dollars in your pocket when you or your architect specify Weyerhaeuser quality wood products.

For further information on any Weyerhaeuser product or service, contact the dealer nearest you.

Weyerhaeuser Company
Wood Products Division
Tacoma, Washington
NYLON brings exclusive features!

More and more leading residential builders, like Steve Yeonas, are acclaiming Lockwood's new 'R' Series with internal parts of industrial nylon. They say it's the most important development in builders' hardware in years . . . and they are installing these revolutionary locksets on every door in thousands of new homes from Maine to California.

★ QUICK, EASY INSTALLATION—thanks to tumble-proof design with self-aligning feature.

★ QUIET, SMOOTH OPERATION—resilience eliminates rattle and click of metal parts.

★ NO OIL—internal parts of industrial nylon never require any lubrication . . . will outlast and outperform similar metal parts by wide margin.

★ WON'T RUST—parts will withstand extremes of humidity, temperature and corrosive atmosphere without deterioration.

See us at the N.A.H.B. Show—Booth 563

LOCK UP WITH LOCKWOOD

"As proud builders of proud homes in the Northern Virginia area, Yeonas is everlastingly on the lookout for new, improved products. Your revolutionary new lock is an innovation we are proud to add to the many others that characterize Yeonas Homes. "It is a Yeonas policy that every home we build shall reflect credit on our good name, so we are happy to tell our homebuyers that they are getting the most advanced locks in Lockwood's New 'R' Series with internal parts of industrial nylon."

Stephen G. Yeonas, President
YEONAS DEVELOPMENT CORP., VIENNA, VIRGINIA
The range that builders asked for:
the new all-in-one automatic Mark 27

The low cost and easy installation of a drop-in range plus the luxury features that customers want. That's what builders asked for.

The new Mark 27 is the first drop-in with the extra features that turn prospects into buyers. It has an automatic oven timer, minute timer, clock and timed appliance outlet. Oven doors lift off, Calrod units tilt up for easy cleaning. And the recessed cooktop adds to the built-in look.

Installation is simple and inexpensive because there's no remote wiring—and only one simple connection to make. All controls are right on the range. Just slide it into place.

The kitchen helps sell a house—and the Mark 27 will be the best salesman your kitchen could have. When customers see that you've installed General Electric, they'll know you don't compromise with quality.

A hood for the Mark 27, too. Shown above is the Mark 27 with General Electric's Model JH 92 exhaust hood. And hoods rank high on the "most wanted features" list of today's home prospects.
UNDER STUCCO, BRICK OR WOOD, QUALITY BUILDERS USE SHEATHING, AND...

THIS IS THE SHEATHING THAT INSULATES

That's the difference between one sheathing material and another. Insulation board is the one that insulates. In fact, insulation board sheathing meets F.H.A. minimum requirements without supplementary wall insulation.

Now the Insulation Board Institute has established a precise rating system (see chart). Soon these ratings will be stamped on every sheet manufactured by our fourteen member firms. Watch for the "IBI Rated" seal.

Got time for three fast facts? (1) Insulation board sheathing is strong—up to five times as strong as horizontal lumber sheathing! (2) Insulation board requires 50% less labor than lumber sheathing—and involves at least 10% less waste. (3) Insulation board weighs less than half as much as gypsum sheathing.

HEAT RESISTANCE RATINGS (R)

<table>
<thead>
<tr>
<th>Material</th>
<th>R Value</th>
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<tbody>
<tr>
<td>IBI RATED INSULATION BOARD SHEATHING (25/32 IN.)</td>
<td>R 2.06</td>
</tr>
<tr>
<td>IBI RATED INSULATION BOARD SHEATHING (1/2 IN.)</td>
<td>R 1.32</td>
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<tr>
<td>LUMBER (NOM. 1 IN.)</td>
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<tr>
<td>GYPSUM (3/16 IN.)</td>
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</tr>
<tr>
<td>PLYWOOD (3/16 IN.)</td>
<td>R 0.39</td>
</tr>
</tbody>
</table>

Write for the new booklet, "How to Save with Sheathing."

IBI INSULATION BOARD INSTITUTE
111 West Washington St., Chicago 2, Illinois
Build comfort into your slab floors with positive permanent insulation against cold and ground moisture. **SCORBORD and POLYFILM** are quick and easy to lay . . . give you "plus" benefits to sell.

Homes and buildings are easier to sell . . . and "most wanted" . . . when you build in permanently warm, dry slab floors. Scorbord and Polyfilm stop heat loss and moisture entry through foundations and floors, regardless of temperature conditions outside. These Dow Building Products are easy and economical to install. The result: more comfortable buildings, lower heating costs, *more* satisfied buyers.

**SCORBORD** (Patent applied for) perimeter insulation. To install, simply snap off the prescored width you want and lay it without adhesive against the foundation and on the fill. It is excellent for both heated and unheated slabs and for crawl spaces.

**POLYFILM** polyethylene film. Forms a permanent ground-moisture barrier. Lay Polyfilm on the fill and place concrete directly over it. In crawl spaces, use it to cover all exposed ground. And for flashing around door openings and window framing, staple strips of Polyfilm around the openings before installing frames.
keep slab floors warm and dry

OTHER DOW BUILDING PRODUCTS

STYROFOAM® insulation board for insulating cavity walls and as an insulating base for plaster and wallboard with masonry walls. Low “K” factor and high moisture resistance.

SARALOY® 400 flexible sheet flashing. Installs easily without complicated pre-fabrication. For information on these and other Dow Building Products, write THE DOW CHEMICAL COMPANY, Midland, Mich., Plastics Sales Dept. 1512D12.

Scorbord for insulating perimeters can be used horizontally and vertically (above) or vertically only (below).

Scorbord interrupts the passage of heat from slab to foundation, helps prevent condensation around slab perimeter.
Good Exhaust Ventilation
Is Needed in Every Home!

Be sure of good exhaust ventilation, which will do all six of these important things, if you select rated and certified ventilating fans — ventilating fans which will move air in accordance with their ratings.

The fans manufactured by members of the Home Ventilating Institute are rated and certified — and will ventilate in accordance with these ratings.

All fans are tested at an outstanding independent University Laboratory — and the results are Certified. Only in this way can you be assured of air movement that will provide the benefits every new and modernized home should enjoy — the benefits of good exhaust ventilation.

Look for these "H. V. I." Labels on the ventilating products you buy — and be sure!

Send for new Illustrated "HOME VENTILATION GUIDE"
Home Ventilating Institute, 1108 Standard Bldg., Cleveland 13, Ohio

You Can Be Sure If You Select an "HVI" Certified Fan
"I've gotten jobs worth $20,000 through the Yellow Pages," says C. W. Bean, owner, Clarence W. Bean Contractor, Los Angeles, Calif. "Hardly a week goes by that I don't get calls from people who see my ad in the Yellow Pages. And, I'd say about 50% of these calls are converted into jobs. Many of them become long-lasting contracts. In fact, just recently I did a $1,500 job for a client I first did business with 3 years ago. That customer originally found me in the Yellow Pages. My directory advertising does a great job for me!"
NOW YOU CAN OFFER HOME BUYERS THIS GUARANTEE OF SATISFACTION

Hotpoint

90-DAY REPLACEMENT Guarantee of Satisfaction

This is to certify that Hotpoint hereby guarantees your complete satisfaction with this appliance.

Your new Hotpoint electric appliance has been engineered and manufactured to exacting quality standards. We are confident that it will render satisfactory performance. However, if you are not completely satisfied with the performance of your new Hotpoint appliance and notify the seller within 90 days of the date of purchase, we will replace it with a comparable model at no cost to you. Your appliance will be picked up and a new one promptly delivered to you. This guarantee assures your complete satisfaction with the performance of this appliance. It does not, of course, cover disconnection and reconnection costs of built-in or plumbed-in products. This guarantee supplements the Hotpoint parts and labor Warranty against manufacturing defects, and applies within the continental United States, Hawaii, and Alaska.

This guarantee made by Hotpoint

A Division of General Electric Company, 5600 West Taylor Street, Chicago 44, Illinois

CELEBRATING

TODAY'S HOME BUYERS WILL BUY WITH CONFIDENCE FROM THE BUILDER WHO OFFERS THIS GUARANTEE!

Hotpoint gives you an unequalled selection of top quality built-in Town and Country ranges, ovens, surface units, dishwashers, disposals, automatic washers and dryers—and they are all backed by Hotpoint's unprecedented Guarantee of Satisfaction—exactly as stated in the above Certificate. This unprecedented written Guarantee is positive proof to home-buying prospects that you've selected top quality appliances for your homes—and that you're a top quality builder!
...and the

GREATEST LINE IN HOTPOINT HISTORY!

- Town and Country Ranges—the popularity of this new type of built-in is sweeping the country. Your choice of 6 models.
- Customline Built-In-Ovens—the widest variety on the market. 9 models, including single and double ovens.
- Famous Hotpoint Cabinet Ranges—six 40 in. models, seven 30 in. models, two 19½ in. apartment models.
- Touch Command Home Lavatories—6 Washer models and 6 “Speed Flow” Dryer models.
- Automatic Dishwashers—3 built-ins available, including models with “Double-Deck” washing action.
- Disposall® Food Waste Disposers—3 dependable models.

SEE THE GREAT NEW HOTPOINT LINE DURING THE NAHB CONVENTION IN CHICAGO AT SPACE 837, MCCORMICK PLACE, AND AT OUR SHOWROOM IN THE EDISON BUILDING AT 68 WEST ADAMS STREET, CHICAGO

Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS DISPOSALL® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING
For the most beautiful kitchens of them all...

Scheirich KITCHENS

BRONZEGLOW, BIRCH

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H. J. SCHEIRICH CO., 250 OTTAWA AVENUE, LOUISVILLE 9, KENTUCKY
Modern way to get custom wall effects! Bold and dramatic use of stucco is today's big opportunity for builders. It provides the distinctive, custom touch that makes houses stand out, move fast in the most competitive markets. No other wall material lends itself to so many unusual treatments—through simple variations in standard application methods, using readily available tools. The panel featured above, for example, has an exposed aggregate blown or thrown on the finish coat. Other popular techniques are combing and sculpturing. For houses of every style, white portland cement stucco is the material for modern living.

For the newest in homes...

LIVING CONCRETE
YOU CAN BE SURE OF CONSISTENT QUALITY—INSIDE AND OUT

* TO INSURE PROFITS

Specify Long-Bell® Plus-Grade Plywoods

Builders know and appreciate the year-in and year-out consistent top-quality of Long-Bell plywoods. They've found that Long-Bell plywoods work better, have greater weather resistance, are precisely sized to meet hairline tolerances, have more uniform dimensional stability, require less on-the-job finishing and are readily available in types, grades, dimensions and finishes to fit every construction need. Builders have learned over the years that Long-Bell stands solidly behind its many plywoods—backs them up with good service, performance guarantees, quick delivery and competitive pricing. For plywood that consistently makes your jobs easier, quicker and more profitable, call Long-Bell.

Long-Bell markets Douglas Fir and Hemlock interior, exterior, marine, 2-4-1, and sheathing plywoods; Ponderosa Pine solid pine core (illustrated above) interior, exterior and sheathing plywoods; Knotty Idaho Pine, Knotty Idaho Red Cedar and Decorative Hardwood on fir-core plywoods. Mills at Chelatchie Prairie, Wash., Weed, Calif., Vaughn and Gardiner, Oregon.

INTERNATIONAL PAPER

Long-Bell Division

A Quality Name in Forest Products

Longview, Washington • Kansas City, Missouri
Missile Bases Boost Building; Permits Go Over $72 Million

Because of activity at two big missile bases in Santa Barbara County, Calif., building construction has set a record during the first nine months of this year. Permits already have reached $72 million.

Overall, permits show a gain in home building, light and heavy construction (schools and shipping centers), and planned developments of all types.

Neighboring Santa Maria’s September total was nearly $1 million more than the September, 1960 valuation total.

Portland Home Builder Starts Apartment Project

Arizona Builder Begins Work On State’s 3rd Largest ‘City’

A $190 million community, largest pre-planned residential development ever undertaken in Arizona, has been started in Phoenix by Stagg-Built Homes, Inc. The 2,500-acre project will contain 10,000 homes when completed. The subdivision will include schools, and parks. Homes will sell in the $9,000 to $15,000 price range.

Construction is underway on a 130-unit apartment development in Portland, Ore., by home builder Jack C. Nunn, first vice-president, Portland Home Builders Assn.

The 120 living units will be located on eight floors with the lower level reserved for an 80-car parking area, storage, and office space. The building will also have a heated swimming pool.

Exterior walls will be constructed of concrete and brick with aluminum window walls. Reinforced concrete will provide the structure of the building. Inside, some living areas will be paneled; ceilings will be acoustically treated.

Start Construction on $500 Million Los Angeles Project

The first phase of construction on $500 million Century City, largest privately financed development of its kind in the United States, began Oct. 26 in Los Angeles adjacent to Beverly Hills.

The project is a joint venture by Webb & Knapp, Inc., New York, and Aluminum Co. of America.

The first office building, Gateway West, will rise 13 stories high, encompassing 300,000 sq. ft.

Construction contracts for on-site improvements and excavation were awarded Vinnell Constructors, Los Angeles, and Walsh Construction Co., of Iowa.

California Builder Credits Home Week for Sales Boost

Response to the formal opening of Park Knolls subdivision in La Mirada, Calif., was credited to the stimulus of National Home Week, reports W. R. Efinger, sales director. The project, designed by David Freedman, AIA, involves a range of exterior treatments that include contemporary and conventional styles.

Prices start at $21,700. Features of the homes include a fireplace and wall-to-wall carpeting.

ARIZONA’S FIRST MOTOR BANK, designed by William Wilde, AIA, for Southern Arizona Bank & Trust Co. in Tucson, uses adobe brick, tile curtain walls and—for the first time in the country—skin-stressed, thin-shell laminated plywood formed into compound curves. Quartz terrazzo columns support the front entrance. Free traffic flow has been created by three street entrances. Drivers have a choice of four windows while pedestrians are served by a walk-up unit. Total cost of building: $100,000.
‘Garden House’ in New Mexico

Part of a 750 house subdivision, formal ranch sells for $26,900 with quality features, two-car garage and an 80’x115’ improved lot. Builders Mossman-Gladden of Albuquerque offer choice of twelve different floor plans.

Careful research on both a national and local level helped bring about this house. Mossman-Gladden, its builders, took the guesswork out of buyer preferences by utilizing the services of Housing Market Research of Washington and sponsoring a two-day forum which enabled them to incorporate the needs and desires of homemakers in their vicinity. In addition, the distaff members of their staff provided the personalized woman’s touch for each home design.

Results show that such know-how pays off. In the 24 months since the opening of their Stardust Skies subdivision, 227 houses were sold and sales continue at a brisk pace. Each house has a custom-built look: each offers numerous features found only in more expensive houses. The model shown on these pages illustrates many of these quality best sellers. The classic simplicity of its outside design, free from carnival gimmicks; the inviting entrance court which affords privacy to the main entrance yet extends living out under the sky; the delicate grillwork on the window balconies—all spell quality.

The plan, too, places accent on comfortable, modern living. Main rooms are grouped together, each with direct access to the entrance foyer. Four sleeping rooms include a master room with a private bath and dressing alcove. One of these rooms can also double as a den. There’s a built-in desk in the hallway, a utility room off the kitchen plus a family room fireplace—all extras and sales boosters. Evaporative air-conditioning and forced-air perimeter heat provide year-round comfort.
ENTRANCE TO HOUSE is through brick-walled open court into centrally located foyer which separates sleeping quarters from main living areas. Formal living-dining room opens, through glass sliding doors, onto court; family room has outside door to rear patio. Street-side garage wing has direct access into kitchen.

TWIN LAMPS on entrance wall offer a traditional welcome to this modern variation of a ranch house while decorative touches—full length shutters at windows and wrought iron balconies—provide formal dignity to the outside design. Hip roofs are low, have wide overhangs to provide deep shadows and sun control.

planned around open court

FIRM is a family affair, Fred Mosman, Sr., center, founded firm in late 1940’s. Flanking him are Edward Gladden, left, son-in-law and Fred Mosman, Jr. Distaff members of family attend to advertising and act as interior design consultants.
Early American charm helps boost sales for Indiana tract builders

Homebuyers throughout the country are showing a growing preference today for houses that reflect our heritage. This is forcefully emphasized in the house shown above. Built by Pappas Brothers of Indianapolis, noted for the high quality of their designs, its plan is as modern as today's newspaper.

There's a look about it, however, that recalls farmhouses dotted along the old Connecticut Post Road.

Behind the traditional exterior is a house that's custom-tailored to meet the needs of today's active family living. Included are a long living-dining room, a family room with raised fireplace, a small, efficient kitchen, a mud room-laundry, a compartmented bath and a heated garage that's large enough for both heater and work bench. Other modern touches include a built-in oven, counter range and dishwasher.

Tampa, Florida builders spark sales with indoor-outdoor living plan

Though this house is located under the sunny skies of Florida, its plan could be adapted to almost any climate and allow its owners to extend their living far beyond four walls and a roof. A product of Sunstate Builders, Inc., its carport, which relies on a high wood fence to provide privacy on the street side, could well become an enclosed garage to serve the same purpose. By following the same rooflines, this substitution would still result in the same attractive overall design.

The L-shape plan of the main house offers much more good living than its 1,272 square feet would indicate and a basic price tag of $14,040 is a definite sales feature. Rooms are ample in size; traffic is cut to a minimum. There are three bedrooms, two baths, an open kitchen with built-in table, a combination living room.
West Coast builder draws retired buyers by following proven format

by Bill Rodd

Del Webb opens second "active retirement" community. Del Webb has started another development designed exclusively for senior citizens. It's called Kern City, and is located below Bakersfield, Cal., about 110 miles north of Los Angeles.

Webb's Sun City, opened near Phoenix, Ariz., in January, 1960, has already attracted more than 4,000 retired citizens. It was restricted to people over 50.

He is following the same format which made Sun City so successful. Before opening day at Kern City, he installed complete recreational facilities, including a golf course, swimming pool, clubhouse, arts and crafts center, shuffleboard courts, and horseshoe and croquet courts.

The homes are priced "with unbelievable modesty," Webb's ads declare. He is using full-page color ads in Los Angeles papers and low-cost bus trips from Los Angeles to bring prospects out to Kern City.

Better neighborhoods needed for minority races. A study just completed by the University of California shows that the population of large cities may well be 28% non-white by 1975. At present, 28 million Americans are limited in their choice of housing, according to the University. These people can no longer be ignored by governmental agencies or the housing industry, the report states.

One builder, Aaron Kolkey, who is close to this problem in San Diego, gave American Builder his view of the minority housing market: "It's my opinion that most Negroes do not really want to infiltrate into white neighborhoods. What they want are good homes in good neighborhoods of their own, near shopping centers, transportation and schools."

Kolkey's firm has built hundreds of homes for Negroes.

County lot levy voided by Supreme Court in Oregon. Multnomah County, Ore., has been overcharging builders for its park fund. At least that's what the Oregon Supreme Court believes. The court has ruled that the county's planning commission exceeded its authority in charging builders $37.50 per lot for its fund. The court has ordered a refund to a builder who brought action against the county.

Can gas be converted into electricity in homes? It's not right around the corner—but it is coming, say spokesmen for the Southern California gas companies.

"When certain technological breakthroughs have been achieved, perhaps in the next decade, it is possible that homes will have only one power supply—natural gas. Electricity used for home appliances will be generated in a natural gas converter—not larger than a suitcase—located in a garage," says Frank Foster, vice-president of Southern California Gas Co.
San Ramon stimulates buyer

Buyers want space—the more space the better. That’s the principle Ken Volk and Bob McLain put to the test in San Ramon when they built houses with spacious floor plans and long silhouettes. Proof: 80 sales a month

Give them more space at a lower price. This is the way Ken Volk and Bob McLain are winning homebuyers who travel to their thriving community (estimated future population: 50,000) near Oakland.

Exteriors offer variety
Designs employ wood siding and used brick or slumpstone veneer. Here doorway is recessed between garage and bedroom.

Hottest model sells for $16,495, offers three bedrooms
This is the “San Ramon” which offers three bedrooms and two baths. It has a family room in addition to a dining area. A wide overhang adds character to the exterior, which is heightened by diamond-panel casement windows and a deep-set entranceway.
A $75,000 recreation center offers an Olympic-size swimming pool

Center is just one of the many recreational facilities featured in the San Ramon Village. Plans also call for extensive parks and golf courses. Outdoor showers, restrooms, parking space for 32 cars, concrete decking, lawns and fencing are provided for in this area.

Here's a buyer boom in a recession housing market

San Ramon Village draws crowds of excited home seekers. Selling 800 houses between Labor Day and June 1, this community is located 20 miles southeast of Oakland, Cal., in a market that has been surfeited with thousands of unsold homes.

response with 'space houses'

Floor plans vary from 1,140 sq. ft. to 1,430 sq. ft. with large (20x22) garages—a strong sales feature.

The appearance of the homes is made even larger by the long, shallow layouts that please the eyes.

Lowest priced model sells for $13,905 and includes three bedrooms. The hottest seller adds a dining area and a family room and sells for $16,495 (see below).

Volk and McLain achieved their economies through shrewd land buying. They bought 4,500 acres of rolling land out beyond the reach of neighboring developments, yet close enough to Oakland to promise "city close, country quiet" living.

Long floor plan gives big house look

The house looks big from the outside because the plans are long and shallow. Here the kitchen is placed in front with the living room which faces a long backyard. The floor space is 1,430 sq. ft.

Kitchen contains many attractions

High on list of kitchen attractions are built-in range and oven, range hood, disposals, double sinks and all-wood cabinets. Laundry units are located in nearby garage.
ORMICA's the only name she knows!

FORMICA® sells the kitchen

Watch her face light up when she sees Formica laminated plastic in your kitchen. She knows Formica eliminates dirt-catching grout lines...won't crack, chip, peel, burn, warp, stain or fade. She also knows Formica will stay lovely to look at for the life of her home. There's a whole, wonderful world of dramatic patterns and colors, too (including fresh, new “Silver Snow”), giving you added selling flexibility. And wait 'til she sees all-new maintenance-free Formica V-32 kitchen cabinets, designed to double the selling impact of your kitchens. There's plenty of big, exciting news from Formica...and all of it will help sell your kitchens (and your homes) like no other counter or cabinet surfacing ever made.

FORMICA®...the only name she knows!

FREE! Write today for your color swatches of New Formica V-32 laminated cabinet surfacing.
FORMICA, 8692 Wilshire Boulevard, Beverly Hills, California
How to make a small bathroom BIG
and a big bathroom Better

New for '62...available now!

This enlarged Lawson slide door medicine cabinet adds value far beyond its modest cost.

The wing mirrors amplify every selling feature in the room and introduce a suggestion of real luxury. Lawson offers a complete line of quality bathroom cabinets and accessories that dollar for dollar is unmatched.

Common sense demands that every bathroom have safe convenient medicine storage out of the reach of small children. Our reputation for quality is the reason more medicine cabinets carry the Lawson name than any other.

Sold through leading distributors the country over. Write for complete catalog.

THE F. H. LAWSON COMPANY, DEPT. A-2, CINCINNATI 4, OHIO
Quality and beauty to enrich any decor—care-free wearability to enhance any installation. Now Plywall provides more ways to add the warmth and richness of beautiful wood-grain finishes—more efficiently, more economically. And only Plywall offers the wear-free, cost-free livability of Poly-Clad protected products.

WOOD PANELING . . .

MATCHING MOLDINGS . . .
Poly-Clad protected, prefinished moldings cut costs, save the time and trouble of special finishing on the job. 10 styles and 12 finishes to match Poly-Clad Plywall paneling. Perfect for any room—paneled, papered or painted.

BI-FOLD DOORS . . .

INTERIOR DOORS . . .
Plywall’s High-Pressure Laminex doors are distinctive, durable, economical! Bold Poly-Clad wood-grain finishes—in Rock Maple or English Walnut—complement any decor, add lifetime beauty and value to any home. Standard heights and thicknesses. Complete range of widths.

See how Poly-Clad Plywall guaranteed building products can add more quality, beauty and economy to your homes. Visit the Plywall booth, No. 1743, NAHB Show, December 3-7, McCormick Place, Chicago.

Call your dealer or write
PLYWALL PRODUCTS COMPANY, INC.
Fort Wayne, Indiana • Corona, California
A subsidiary of Evans Products Company
NEW PRODUCTS:
don't underestimate
their importance
in the '62 market

The arresting array of new and improved products now being introduced for 1962 will be a potent sales help and a force for better building. Such product development is constantly expanding markets, improving quality and spurring new building techniques and construction methods.

This year producers have advanced the introduction of many new lines because of the earlier date of the N.A.H.B convention in Chicago. It is a significant step forward because it enables builders to start planning their 1962 buying almost two months earlier. They will be off to a fast start.

And from all the advance reports, builders will need every new sales help and better building idea they can get to increase their business next year. 

American Builder is previewing several hundred of the most striking products that will be on display at the N.A.H.B convention in Chicago's McCormick Place, December 3 to 7. There's no doubt that American industry has made giant strides in its 1962 product work. We're impressed by—

- Research-based wall, floor and panel units.
- Colorful bath-kitchen products with sales punch.
- Wall and floor materials in colors and textures that resist time and wear. Colorful prefinished panelling.
- Compact air conditioning and heating units.
- Products that employ new chemicals, plastics or combinations to resist decay, add longer life and beauty.

Many a builder proved last year that one new quality product or one new construction idea made the difference between good and bad sales. We're sure that among the dazzling display of products on the pages of this issue are many more that can prove money-makers in 1962—The Editors.
MARKETING involves deep research to step up sales, profits in '62.

REMODELING: Experts agree estimating, financing are most important.

BUILDING technology is changing. Sales depend on a faster, better house.

FHA-VA. New laws, new procedures will affect most projects in every way.

SMALL VOLUME builders need a fresh approach to profit operation.

TAXES and related problems are taking on new importance for all builders.
Your preview of building for '62

More than ever before, every phase of your business has to be analyzed and evaluated now so you can jump the gun on Spring sales and stay ahead of competition in 1962. The NAHB Show will discuss and demonstrate new ways to streamline your operation.

"More New Homes—Better Old Homes."

That's the theme of the greatest show on earth for those in the light construction industry: The National Assn. of Home Builders' Convention-Exposition which shifts into high gear December 3 for five days in Chicago's giant McCormick Place on the Lake.

Dates for the show have been advanced nearly two months to give builders more time to study and work out problems before Spring construction begins. Too, conventioners will have the opportunity to see and try the latest equipment and materials available to them before placing orders for 1962 construction.

As in past years, all builders—including those who don't belong to NAHB—are invited to attend the show. Registration fees total $15 for men and $10 for women. Most meetings—except NAHB housekeeping affairs—are open to non-members. Exhibits (to date, more than 550 manufacturers have reserved space) are open to all that have registered for the event.

What they'll be talking about

- Marketing involves more than just sales. It starts with land planning and moves onto such problems as design, building techniques, merchandising, and financing. Scheduled in special sessions are discussions by experts on this important phase: "You and Your Market Research," "Your Model Home Promotion," "Your Sales Force," and "The Smart Sell."
- The Government, under the new Housing Act, affects your business more than ever before. To help you understand what the new program involves, a series of panels have been set up to discuss Federal housing policies and programs, the Housing Act of 1961, the relation between community facilities administration and housing development and the state.
- Financing and taxes are becoming more complex by the day. Helpful sessions will include equity and development financing, tax saving ideas for the builder and land developers, the new strength in the savings and loan system, the new look in FHA financing, housing and the monetary and credit policy, FNMA financing and what it means.
- For small volume and large volume builders, sessions are planned on merchandising, advertising, the builder and realtor relationship, and the small volume builder and diversification of projects.
- The utility problem has become more serious since subdivisions have had to move farther away from the city because of land shortages. Special panels will discuss how to get the most for-your money in sewer and water installations, facts and figures on sewage lagoons, the new package systems and intermediate treatment, how to successfully operate privately owned utility plants, complete utility services for tract developers, and the best financial approach to community-wide sewer and water installations.
- Remodeling and urban renewal is one of today's most talked about, but misunderstood phases of the industry. To give you a better understanding of both programs, workshops are planned on all elements involved: estimating and financing, how-to-do-it, home building and urban renewal, and the small city approach to urban renewal problems.
- Other events important to your 1962 building program will include business management, time and method analysis, sales training and selling, retirement housing, fallout shelters, the general economic outlook, manufactured homes, shell houses, low-cost housing, light commercial construction, and the ever-popular how-to-do-it carnival by manufacturers.

BUILD BETTER, SELL MORE. THE '62 PRODUCT PREVIEW
IDEAS FROM RESEARCH

Build better for less with these

Take advantage of the effort manufacturers are making in your behalf. To survive and make money in a progressive field, you must keep pace with research.

Building research has exploded out of the back room at the factory and comes into its own.

Millions of dollars are budgeted annually to nourish the growth of research. The Douglas Fir Plywood Association alone spent $1,187,410 this year seeking better ways to produce plywood and build with it. Spotless laboratories like the 22,000 sq. ft. Simpson Research Center dedicated in Seattle last August are springing up throughout the country. They're staffed with technicians whose sole job is to improve the solutions to your building problems.

Research, however, is not all bright new materials and spectacular methods. Often, it simply challenges deep-rooted traditions with surprising results for the builder.

For example: bridging between floor joists—one of the deepest rooted traditions in building—is about to be exploded as a myth.

A study by the NAHB's Research Institute Lab in Rockville, Md., has proven that the crossed sticks so painstakingly nailed between the joists might better be used for fence pickets. Working the test structures loaded to within an ounce of accuracy, and dial indicators to measure deflection in thousandths of an inch, the researchers found that in many instances simply removing the dead weight of the bridging lessened the deflection.

The NAHB is planning to dramatize this study at the convention. As a result, FHA is expected to sanction bridging-free construction in all residential dwellings, regardless of joist span.

Builders specializing in masonry construction will welcome the news of a new high-bond mortar just developed after five years of joint effort by the Structural Clay Products Research Foundation and the Dow Chemical Company.

Tests indicated that the new mortar increases bond strength more than five times. In dollars- and cents home construction, this means that four-inch load-bearing brick walls may soon be entirely adequate without structural wood studs or back-up masonry.

Little, if any reinforcing will be needed in the design of structures that will resist earthquakes, hurricanes and tornadoes: a four-inch wall tested on a five-foot span withstood a horizontal force of 250 pounds per square foot as against 50 pounds with standard mortar.

As soon as engineering and structural data on the high-bond mortar are prepared, SCR will ask the national code authorities for approval of the higher stress figures.

Meanwhile, there are other developments in masonry that have already been approved. New lightweight brick: SCR veri-lite mixed with regular clay expands like popcorn when it is fired, making the brick 40% lighter.

Structural research with brick produced a brick component wall, or building panel, for fast erection of exterior walls. Factory-cast panels of brick, one foot wide by four feet long, are bonded together in steel frames to produce panels of any required size. Because of the steel reinforcement, the walls are only 2 1/2 inches thick.

What to look forward to in '62

Research will continue its dynamic pace next year. New methods will make better use of old materials. New materials will make old methods more

Research sharpens competition, but there's room for everybody

"Try my brand" is the cry you hear as each new development emerges. "Wood is better than steel! Steel will outlast wood! Masonry's the thing to use! Concrete lasts forever!" Each has something to offer, but the contradictions could be confusing. Your good judgment is the deciding factor. By keeping informed, reading the magazines of your industry and attending your conventions to shop and see, you'll be able to choose intelligently. And it will pay off.

There is no panacea. No one method or material that will solve all the problems of building. There's so much room for everyone in this wide-open building industry that the fruits of research often overlap. Yet each new idea fits one particular situation best and may be only second best or mediocre for others—that's one reason why paint comes in so many types and colors.
efficient. New methods will lead to the development of new materials. These, in turn, will bring about new methods. However approached, it all adds up to a better house at a profit. Here are just a few ideas from the labs that could affect your balance sheet next year:

Elimination of blocking in flooring by Douglas Fir Plywood Assn.'s new tongue-and-groove joint treatments in plywood subflooring and underlayment.

Shallower crawl spaces to obtain the low silhouette now possible only in concrete slab construction. New floor construction, treated wood and soil poisoning to protect against termites and decay are expected to get the minimum height lowered.

The shallow space will serve as a plenum for heating and air conditioning. Washington State University is conducting the investigation for the National Lumber Manufacturers' Association.

Lighter framing resulting from a study on load distribution over structural members and the covering materials is another NLMA study now under way.

Cushioned sleepers, 2x3's with rubber pads bonded to one face, will provide a sound and shock absorbing base for hardwood flooring laid over con-
There's a better-for-less program under concrete slab. The floor becomes an independent structure within the building. Potlatch Forests, Inc., developed the system.

**Low-cost headers**, made by combining wood with light gauge steel, will span openings for two-car garages at savings up to $15. A 16' steel-wood header costs about $27—$6 cheaper than a 12" junior I-beam and $15 less than the commonly-used pair of 2x12's combined with a 3/4" steel flitch plate. NAHB and the United States Steel Corp. developed the header jointly.

**Nailed-only box beam** garage-door headers require no gluing and can be fabricated on the site without special equipment. An engineered nail pattern gives it extra strength—2½ times the design load in lab tests made by the Douglas Fir Plywood Assn.

**Panels built like box beams** can be supported on piers spaced 8, 12 or 16 feet o.c. to carry roof and floor loads. Using these panels, NAHB estimates that load-bearing exterior walls can be erected in a few hours.

**Plastic foam** will become an important building material and is already well-established as a fire-retardant, insulating core material in shop-built stressed-skin exterior panels and doors.

**National Gypsum** will soon announce a panel for exterior walls similar to the one recently unveiled for interior partitions. The new panel will consist of a core of rigid polyurethane foam sandwiched between sheet asbestos on the outside and gypsum board on the inside.

Dow Chemical has developed a system that allows direct lamination of plastic foam and wallboard over masonry walls. Plastic foam can also be expanded on the site. Two liquids are mixed together and the solution foams to as much as 30 times the original volume to fill irregular voids or to foam throughout the cavities in concrete blocks—effectively bonding them together. The foam is an efficient moisture and termite barrier as well as insulator.

**Pease Woodworking Co., Koppers Co. and United States Steel** have jointly produced a warp-free, foam-core steel door lacking the oil-can sound usually associated with metal clad doors. A thermal break between the outer and inner steel facings eliminates the tendency to sweat on the warm side.

**Ventilating acoustical ceiling** developed by Armstrong Cork diffuses conditioned air for heating or cooling over an entire room with no drafts. Air is forced into a plenum space above the ceiling, and it descends uniformly through thousands of through perforations in the acoustical tile. The system eliminates air diffuser units and much ductwork.

**Resilient flooring** will adhere firmly to concrete slab when the results of two studies currently in progress are analyzed. The Asphalt & Vinyl Asbestos Tile Institute and the Rubber Manufacturers Association are testing the effect of concrete-curing compounds on the flooring.

It is said that many of these compounds prevent an adequate bond between the flooring and the concrete and are responsible for many installation failures. Recommendations for suitable types of compounds and preparation of the slab are expected to eliminate the problem.

**Plumbing and heating equipment** manufacturers have taken the hint and the competition is keen. While makers of the plastic, copper and cast iron pipe fight for supremacy, new prefab plumbing systems, faster connecting fittings and code revisions will help cut your material and installation costs.

**The oil heating industry's answer** to the convenience of gas and electricity is a new system of metered oil delivery emanating from a centrally located storage tank that serves an entire community. The answer is valid: it will eliminate the storage tank in the basement and permit the customer to pay for fuel as he uses it. To balance this,
important improvements are being made in oil heating equipment. Burners will be smaller and more efficient, and one new type requires no chimney—only a vent pipe.

In the electrical field, two research homes have been built to test the latest electrical innovations under actual living conditions. NuTone, Inc., calls theirs the "guinea pig" ranch house. It's equipped with two kitchens for testing hoods and fans over different type ranges, electrical ceiling and wall heaters, built-in stereo and intercom systems, and a charcoal barbecue. One kitchen and the bathroom have movable walls to vary their size.

Emerson Electric's research home—their "Laboratory of Living Effects"—will be used as a proving ground for electric heating, cooling, ventilating and lighting products, chimes, and intercoms. A variety of related products such as insulation, floor and ceiling coverings will also be tested.

Your co-operation is needed

Research provides only the foundation for success. You must follow through on new ideas, put archaic methods aside and gamble a bit—even stick your neck out once in a while. Next year, and in the years to follow, you'll be asked to experiment more and more. There will be more wonder materials, greater advancement in the use of components, and more startling news from the labs in the next ten years than we have known in the past century.

The fight to revise and streamline building codes will be waged with increased intensity. Here, too, your voice must be heard in support of those who are helping you build better for less.

Keep informed by supporting the many organizations that promote the science of building and make new data available on the arts and technologies involved. The Building Research Institute in Washington, D. C., is the accepted leader in the field of research reporting.

BRI provides a forum where researchers and building scientists may present their papers, discuss problems and uncover areas that call for further investigation. The recent Fall Conference featured sessions on prefinishing of exterior components, building cost analysis, plastics in building, mechanical fasteners for wood and identification of colors for building. Even a design for a nuclear city was discussed.

All this represents only a cross-section of what's going on behind the scenes in research. It's a broad picture, but American Builder will focus on the details of every innovation that you can use to save time, money or material.
From slide-in ranges to component jigs—from a ventilated ceiling to fallout shelter circulators—American Builder presents the latest in products and materials to help you build better and sell better in 1962.

Kitchens: heart of the home—

**Compact range-oven slides into 27” of space**
New four-burner range (with 21” oven) is designed for compact kitchens, fits into 27” wide space. Controls are located on front, feature five heat settings. Surface units, reflector pans lift out for easy cleaning. Range comes in five colors.—**General Electric**, Booths 1144-1152, 1244-1252. Circle D1, reply card.

**Range burners feature broad temperature range**
Temperature of gas range burners goes to 1,000° at high setting, down to 140° at low setting. Units reach maximum of 12,000 btu’s, minimum of 500 btu’s. Burners have removable caps for cleaning; are made of cast iron; controls have click position, are color coded.—**Magic-Chef**, Booths 247, 248. Circle D3, reply card.

**Four-burner range utilizes two-level top**
New 30” range features a two-level cooking surface, sets easily between cabinets. Installation requires only single 230-volt connection. Range is available in two models, includes removable oven door, lift-up surface units, decor panel.—**Westinghouse**, Booths 823-835, 836. Circle D1, reply card.
Kitchens present color-coordination system

Built-in range top and oven are designed into color-coordinated themes representing styles from here and abroad. Created by designer Beatrice West, kitchens show influences of Paris, Denmark, Mexico and the United States.—Caloric Appliance, Booths 1322-1324. Circle D2, reply card.

Range sets up with any cabinet arrangement

Extra-wide flanges and floating end caps on either side of range panel make it possible to fit unit into any cabinet layout. Once positioned, range is secured by four thumbscrews. Rough-in opening is 30" wide, 20 1/2" from front to rear.—Frigidaire, Booths 747-752, 647-652. Circle D3, reply card.

they're packed with sales clinchers

FOR MORE KITCHEN PRODUCTS, TURN TO PAGE 74

Compact dishwasher mounts anywhere, handles service up to 15

Dishwasher can mount under wall-hung cabinets, over or under built-in ovens, recessed in wall or as floating room divider. Washes and steam-purifies dishes in 25 minutes. Water is re-circulated and filtered at rate of 100 gal. per minute.

Steam prevents water spotting at 212°. Comes in three models, handles plate service for 5, 10, 15. All models are 30" long: range from 13" deep to 25" deep.—ITT Ind. Div., Kings-Tennco-Vought, Booths 1529, 1530. Circle D7, reply card.

Cooktop maintains even heat

Surface built-in has 8" burner with thermostat, maintains even heat at any temperature. Other units have 3 heat settings: are color-keyed to control bank. Cooktop measures 19 1/2" x 28 1/4".—Hotpoint, Booths 817-819, 917, 919. Circle D8, reply card.

Oven handles double load


Standardize disposal mount

Sink mounting for garbage disposal is rigidly secured by three set screws in mounting rings. Top and lower rings are engaged by quarter-turn of lower ring: service wrench locks lug, rings in position.—In-Sink-Era, Booth 659-661. Circle D6, reply card.

Cooktop comes in two models

Built-in cooktop drops in less than 3" of space, is available in three or four burner units. Heat output ranges from 9,000 btu's to 12,000 btu's. Tops come in white, pink, yellow, chrome, turquoise.—Admiral, Booth 1823. Circle D9, reply card.
Year-round a/c comes in builder’s package
Air conditioning package consists of condensing unit, right; pre-charged refrigerant lines (carried by worker) and gas-fired up-flow furnace with evaporator coil, left. Condenser’s intake and discharge is on same side, allows unit to be built into wall. Refrigerant lines can run in floor, joists, crawl space or attic. Furnace and coil provide 1½-, 2-ton cooling.—Lennox Industries, Booths 1211, 1212. Circle D11, reply card.

Heating, Cooling: comfortable

Room air-conditioner cools large areas
Called the “Imperial,” this air-conditioner has a 20,000 btu cooling capacity, can take care of large living, family rooms or small buildings. Unit mounts through the wall, comes in models measuring up to 14” in depth. Also comes in heat pump model.—Carrier Corp., Booths 941-944. Circle D18, reply card.

Two-piece furnace adds a/c at low cost
Horizontal electric furnace is designed for fast, inexpensive addition of central air conditioner. Unit features two-part construction consisting of heating and blower sections. Furnace measures 18½” high, comes in 34,100 btu/hr. to 68,300 btu/hr. ranges.—Fedders Corp. Circle D19, reply card.
Bathroom ceiling heater uses infra-red lamps
Ceiling heater installs parallel or at right angles between joists, uses two infra-red lamps as heating elements. The 250-watt lamps yield 1706 btu's; can be replaced by 150-watters for lighting. Comes in aluminized steel housing.—NuTone, Booths 1033, 1035, 1036, 1133-1135. Circle D12, reply card.

Bathroom ventilator needs no outside vents
Bathroom unit ventilates electronically, requires no outside venting. Ventilator installs either free-standing or wall-mounted. Comes in two models—both weigh 7 lbs., measure 9"x6"x5", are white with gray trim, and operate off 110 volt AC.—Puritron, Booths 249, 259. Circle D13, reply card.

Bathrooms will impress hot prospects
FOR MORE ON HEATING, COOLING TURN TO PAGE 80

Design air-conditioner for small, medium houses
Central air-conditioner for small and medium-size houses installs in attic, basement or crawl space. A/C can mount on furnace, use heating ducts to circulate cooling air, or can utilize its own system. Operates from central thermostat.—The Coleman Co., Booth 1037. Circle D20, reply card.

Furnace installs anywhere
All-electric furnace installs in vertical, horizontal positions, can go in attic, basement, crawl space, closet. Uses up-flow, down-flow, horizontal-flow duct systems. Unit measures 52"x25"x 20".—Electromode, Booths 1041-1042. Circle D14, reply card.

Heat elements side-by-side

New down-flow gas furnace
New model is gas-fired down-flow furnace available in three btu sizes: 80,000, 100,000 and 120,000. Comes in straight heating model or high-capacity a/c, measures 51"x20"x20-1/2" (or 16-3/10")—Day & Night Mfg. Circle D17, reply card.

Electric element creates heat in hydronic unit
Hydronic heating system contains electric heat-producing element in individual units, eliminates ducts, boilers, pumps, other accessories. Available in "H" panels (10" high) and "L" panels (7" high). All units available in 2" to 20" lengths.—Aqua-Lectric, Inc., Booth 330. Circle D21, reply card.
Lavatory combines with dressing table
Small "Legend" combination lavatory and dressing table measures 49 1/2" in length, features full-sized wash basin at one end (available on left or right side) and dressing table on the other. Eliminates need for extra vanity shelf. Unit goes with "Champlain" toilet which can be positioned as seat for vanity. Toilet measures 19" from floor to top of tank.—Kohler, Booths 1418, 1419, 1518. Circle D22, reply card.

Plumbing: you'll see a new high-style

Design sewage plant for small tract
Extended aeration sewage plant is designed for small subdivisions (maximum: 50 homes) as well as shopping centers, motels, etc. Simplicity of design is said to result in low installation, operating, maintenance costs. Ten sizes from 3,000 to 18,000 gal per day are available for on-site construction; five smaller sizes are factory completed and shipped.—Yeomans Bros, Booth 940. Circle D27, reply card.
Vanity has European look, lots of cabinets

Factory-finished vanity top and cabinets, called "Gold Regency Vanity," has European furniture styling, plenty of under-counter storage space. Line is available in seven colors; counter is laminate. Features single, double bowls.—Boro Wood Products, Booths 1420, 1421, 1520, 1521. Circle D23, reply card.

level in baths

FOR PLUMBING PRODUCTS TURN TO PAGE 94

Twin bowl lavatory installs on cabinet top

Called the "Valery," this lavatory has twin bowls, large 48"x20" china slab which can be installed on a cabinet top. Fixtures are conveniently placed, bowls have hidden overflows, anti-splash rims. Slab, bowls come in all colors.—Briggs, Booths 718, 618. Circle D25, reply card.

Water softener is compact

Water softener comes in two parts, is designed to be fully automatic. Both mineral tank and salt-storage tank are corrosion proof. Softener is compact (34" high), can be placed in kitchen.—Bruner, Booth 807. Circle D24, reply card.

One-piece seamless shower stall nails directly on partition studs, needs no plaster or drywall backing. Surface is non-porous, will not chip or crack. Finish is gold-flecked white.—Then, Efron, Booths 1235-1239. Circle D25, reply card.

Wall-hung toilet uses concealed pipe

Wall-hung, siphon jet toilet is built with concealed drainpipe. The vitreous china toilet features integral china tank overflows and ground-in valve seat. Round front bowl has curved side panels, partially conceals installation bolts. Supply pipe is roughed through back flange of bowl, is not visible in the normal bathroom. Water tank has top opening smaller than the bottom. Acid-resistant toilet called the "Eaton" comes in white, six colors.—Eljer Div., Murray Corp., Booth 1848. Circle D26, reply card.

Debut commercial water plant


Faucet has spray device

New one-knob controlled lavatory sink faucet features auxiliary hair spray attachment known as Lava-Spray 575. Faucet control regulates temperature of spray unit.—Deltic Faucets, Booths 515, 516. Circle D30, reply card.

Sink for commercial cleaning

Floor sink is designed for commercial building maintenance. Sink is made of enamel, measures 28"x28", curb height is 8"; back height is 13".—American Standard, Plumbing & Heating Div., Booths 948, 952, 818, 832. Circle D31, reply card.
Random-plank panels can be applied in all rooms. Paneling is finished at the factory, and is available in grooved, random-plank modular units. "Imperial Cherry Plateboard" panels set directly on plaster walls or over furring strips. They are suitable for living rooms, dining rooms, family rooms, bedrooms, nurseries, and kitchens. Units measure 4'x2' and 4'x8', with a 1/4" thickness.—Abitibi Corp., Booths 1413, 1444, Circle D32, reply card.

Interior materials: new colors

Vinyl flooring is designed for big builder
Vinyl yard goods called "Americana" is aimed at flooring needs of mass builder and remodeler. Flooring is blend of polished marble flakes set against light backgrounds surrounded by multicolored accent chips. Backing is resin impregnated. In six colors.—Congoleum-Nairn, Booth 348, Circle D19, reply card.

Face crown makes panels three-dimensional
Off-center crown and sloping sides of pine panels give a sculptured look to den, family room, dining room. Pattern is called "Coronado"; panels are mounted by either reverse batten or flush method, go up natural or stained. Panel spacing is painted flat white.—Arkansas Soft Pine Bureau. Circle D41, reply card.
Tile is cushioned in rubber
Ceramic tile for kitchens, bath-rooms, family rooms, has rubber joints; 1" x 1" tiles come 64 to 8" x 8" sections. Tile resists stains, scuffs, chipping and cracking. Material is "Cermatex."—U. S. Ceramic Tile, Booth 617. Circle D17, reply card.

Decking gets FHA sanction
New building component called "Sheet-Deck" has been cleared by FHA. Panels are made in 2' widths, any desired length. Uses: roof sheathing, roof decking, sub-flooring. Can be finished for exposed ceilings.—Western Pine Assn., Booths 1748, 1749. Circle D17, reply card.

Floor eliminates finishing
Factory-finished oak flooring has random planks. "Midnight" finish eliminates on-site sanding, filling, waxing. Planks are recommended for colonial, oriental decor, yet go with most modern interiors.—E. L. Bruce, 1039, 1039, 1130, 1139. Circle D38, reply card.

looks like tile singles
New floor tile module is scored to appear as individual 21/4" squares, actually comes in 4/4 x 4/4 units. Tile surface is rough, called "Crystalline Scored Tile." Tile back is gloved for easy bending.—American-Olean, Booth 623. Circle D91, reply card.

For commercial ceilings
New 2' x 2' ceiling panels install on metal grids, are designed for commercial construction. Standard colors are white, green, blue, or custom printed. Flame-spread rating is zero.—Johnson-Manville, Booths 1657, 1757, 1759. Circle D76, reply card.

Add seven new floor tiles
Vinyl asbestos floor tile line features such tiles as Sunny Buff, Piedmont Green, Primrose, Nassau Pink, Alleghany Gray, Bahamas Blue, Nantucket. Line is called "Terrazo Pastels," comes in 1/4, 9" x 9" tiles designed for kitchens, family rooms.—Kentile, Booths 538, 539.

Acoustical ceiling acts as ventilator
Ventilating acoustical ceiling absorbs sound and allows conditioned air to flow directly into room through thousands of perforations in the material. Designed for commercial and industrial use, the system eliminates long runs of ductwork.—Armstrong Cork, Booth 670. Circle D12, reply card.

Commercial partitions are flexible
Called "Spacemaker," the partitions set up, dismantle easily. Special spring-loaded latches ease placement of panels into anodized extruded aluminum framing members, assure perfect alignment. Panel posts on floor pedestals adjust to uneven floors.—Simpson Timber, Booth 1812. Circle D45, reply card.

Finishes will spark home sales
For more on interior materials turn to page 88
1962 Product Preview

Steel T-bar reinforces wood-frame sliders
Wood-framed sliding glass window wall goes with warm-textured interiors, is reinforced with warp preventing steel T-section. Track is stainless steel, screens are self-closing. Doors take 1/4", 3/4" plate glass: 1" insulating glass.—Pella, Roloscreen Co., Booths 1071, 1271. Circle D44, reply card.

Garage door opens at touch of a button
Operated electronically from transmitter inside car, garage door opens, closes automatically. Operator is called "Ultronic," contains light which stays on after door is closed. Device works on single-track pull-up with manually-operated catch.—Overhead Door Corp., Booth 879. Circle D45, reply card.

Doors, Windows: eye-catching,

Casement window contains fixed center section
Picture window called "Royal Casement" is framed in wood, blends with wood, plastic, hardboard interiors. Center section is fixed, side panels have concealed hardware, diamond muntins, open vertically and are self-locking.—R.O.W. Window Sales Co., Booth 116. Circle D47, reply card.

Sub-head, sub-sill fit contour of bow window
Bow window, called "Tru-Bow," features sub-head and sub-sill shaped to exterior contour of window's head and seat. Bow radius is arc-formed, not angular. Head, seat boards are 1 1/4" thick clear pine with routed dovetail mullion joints.—Fred Reuten, Inc., Booths 1526, 1527. Circle D48, reply card.
Folding doors turn wall into closet
Floor-to-ceiling metal bifold doors are designed for apartments, other dwellings where utilization of minimum floor and storage area is necessary. Extra shelf can add 25% to 35% extra storage space. Doors fold outward at pull of center knob, will not warp or bind. Units are louvered for ventilation, are factory-finished, run on tracks and require no special framing.—Float-Away Door Co., Booth 1817, Circle D16, reply card.

versatile designs will stimulate sales
FOR MORE ON DOORS, WINDOWS TURN TO PAGE 98

Muntins snap on glass
Plastic window grilles called "Divided Light" are designed for "Strutwall" line of window units. Muntins snap in and out for easy cleaning of windows, are molded in one piece, change window decor.—Andersen Corp., Booth 1237, Circle D50, reply card.

Features self-storing sash
Double-rolling, four-track sliding window has self-storing storm sash, tubular frame and inserts. Removable vinyl track minimizes condensation, pre-drilled flanges speed installation. Window matches decor.—Ida Products, Booths 1727, 1728, Circle D47, reply card.

Sheet glass reduces glare
Sheet glass called Grey Plate is designed for use in reducing heat and glare in large areas. Plate comes in 13/16" thickness, maximum sizes of 84" x 120." Transmits 50% daylight, 52.2% radiation.—Libbey-Owens-Ford Glass, Booths 645, 646, Circle D53, reply card.

Eliminates door frame
Exterior door has "butting strip" which allows completion of exterior walls without finished door frame. Door goes in after exterior, interior walls are dry, finish floor is laid. Useful for component building.—Ready Hung Door, Booths 1457, 1458, Circle D54, reply card.

Features new frame finish
Combination storm-screen window has extruded aluminum frame with new finish called Patina Lustre. Finish will not pit or corrode, requires only soap for cleaning. Appearance is pear gray.—Alico, Inc., Booths 1546, 1547, Circle D49, reply card.

Combine door and frame
All-steel door, frame, hardware comes in one package, needs no mortising, setting, sanding or hardware preparation. Door has acoustical core, can't warp, swell, rot. Unit is self aligned, will not sag or stick.—Triumvir Inc., Republic Steel, Booths 915, 917, Circle D51, reply card.

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Sheet glass called Grey Plate is designed for use in reducing heat and glare in large areas. Plate comes in 13/16" thickness, maximum sizes of 84" x 120." Transmits 50% daylight, 52.2% radiation.—Libbey-Owens-Ford Glass, Booths 645, 646, Circle D53, reply card.

Eliminates door frame
Exterior door has "butting strip" which allows completion of exterior walls without finished door frame. Door goes in after exterior, interior walls are dry, finish floor is laid. Useful for component building.—Ready Hung Door, Booths 1457, 1458, Circle D54, reply card.
Exterior Materials: new ways to dress

Foam core panels make up exterior siding
Stressed-skin modular panels, shown here as partial exterior siding on Pittsburgh house, are molded around expanded polystyrene core. Foam is closed-cell type of insulation, will not sag or pack, is impervious to moisture. Panels are 3" thick and manufactured to builder's specifications. Units for one house can fit into truck, are light and easily handled.—Plastics Div., Koppers Co. Circle D55, reply card.

Lighting, Wiring: bright ideas

Ceramic globes lend glamour to pendant lamps
Two new pendant lighting fixtures feature ceramic globes. Left: eggshell white with brown stippling and diamond holes; right: eggshell with scattered perforations and gold speckles. Pendants are 7" wide with 58" of white cord. Tops are of walnut with brass canopies.—Virden Lighting, Circle D61, reply card.

Lamp gives three levels of even light
Multi-bulb, three-way socket in pull-down lamp adjusts collectively to three levels of light, take 25-, 35-, 60-watt bulbs. Old system had single bulb dimmer. Bulbs are called "Cluster Light," have rated life of 1,500 hrs. at low level; 1,000 at upper. —Nela Park, General Electric. Circle D62, reply card.
up the outside
FOR MORE ON EXTERIOR MATERIALS PAGE 99

Edge marks identify framing lumber
Dry framing lumber for attic rafters, floor joists, wall studing, garage studing is marked on one edge, symbolizes quality and pre-seasoning of material. Effectively demonstrates hidden values in builder’s cutaway model house.—Weyerhaeuser Co., Booths 1437-1439, 1538-1539. Circle D56, reply card.

Siding carries guarantee
Mineral surface insulating siding is offered with 20-year warranty. Siding is called Woodsul, measures 8" x 48". Units are fire-retardant resist termites, fungus, rot, mildew.—Bestwull Certain-teed, Booths 419, 420. Circle D57, reply card.

Add two new siding panels
Factory-primed vertical siding panels come in 4' x 9', 4' x 10' sizes, as well as standard 4' x 8'. Three lengths are packaged four to a bundle. Line includes 10 horizontal lap siding; 10 per bundle.—Insulite, Booth 1052. Circle D59, reply card.

Press-in insulation

Wrap protects lumber
Lumber wrap combines heavy-duty paper and polyethylene film, protects wood against moisture, dust, scuffing. Uses no twine, tape for sealing, opens easily.—Crown Zellerbach, Booths 1440, 1441. Circle D60, reply card.

for your models
FOR MORE ON LIGHTING, WIRING, PAGE 150

Light housing takes wide variety of fronts
Individual housings permits use of 67 front and trim styles, including flat and drop bowls, louvered, conical, skirted, eyeball, pinhole and adjustable spots. Housing is called “U-All.” Fronts are anodized aluminum with chrome, brass, copper, finishes.—Emerson-Pryne, Booths 1017, 1117. Circle D63, reply card.

Controls for light dimming
Dimmer has two positions, comes in 300, 500-watt capacities. Other type has continuous selectivity, comes in 300-, 500-watt capacities. Dimming capacities are for incandescent.—Progress Mfg. Co., Booths 342, 343. Circle D64, reply card.

Antenna goes in attic
Built-in attic TV antenna comes in 2, 4, 5 outlet systems. Unit above has 2-set coupler, 2 TV, FM “plug-in” outlets. Face plates are flush or surface types. Antenna staples over joists.—Jerrold Electronics. Circle D66, reply card.

Takes many types of trims
Recessed light housing goes with variety of trims and lenses. Has snap-on bar hangers, fits easily into plaster frame. Housing is prewired, measures 8½" high, 6½" dia.—Jerrold Electronics, Thomas Industries. Booth 150. Circle D67, reply card.
Packaged Homes: new designs,

Manufactured home called the "Lexington" has two full stories, offers total living space of 1,495 sq. ft. Designed to make maximum use of limited lot size, home has living room, dining room, kitchen, half-bathroom on first floor; features three bedrooms, study and full bathroom on the second. Exteriors are available in several stylings. Optional: one-, two-car garage.—U. S. Steel Homes, Booths 1223, 1224. Circle D68, reply card.

Hardware, Building Specialties:

Design lockset for motel
Lockset has red occupancy indicator, is designed for motel, hotel rooms. Device locks out extra guest keys, master keys, can only be opened by owner's key. Safety feature prevents leaving room unlocked.—Kwikset Sales, American Hardware, Booths 414-416. Circle D73, reply card.

Complete fireplace for $300
Masonry fireplace is completely built from hearth to housing top for under $300 in any inside location. Sets up in less than 10 hours, is designed for slab, basement, inside wall or center of house. Has classic or two-sided opening.—Vega Industries, Booths 1125, 1126. Circle D74, reply card.

Ventilator for fallout shelter
Fallout shelter ventilator is powered by electricity; works by hand in case of power failure. Blower operates at 2,850 rpm (on electric); motor is 66 watts, 115 volts, 60 cycle AC. Delivers 86 cu. ft. of air per minute.—Hunter Div., Robbins & Myers, Booth 1352. Circle D75, reply card.
techniques for every taste
FOR MORE ON PACKAGED HOMES TURN TO PAGE 84

Series comes in several different models
Home series known as "1500" comes in variety of stylings, features three bedrooms, two baths. Shown above is "Ranch Colonial."—Scholz Homes, Booths 441, 541. Circle D69, reply card.

Four floor plans, ten elevations for home series
"Buccaneer" series of homes have variety of designs, three bedrooms, 904 sq. ft. of space. "American Ranch" is shown above.—Inland Homes Corp., Booths 1558, 1559. Circle D71, reply card.

Derrick truck unloads homes right on slab
Truck brings packaged homes to site, has 85' "sky hook" which lowers fully constructed wall sections directly on slab.—Mid-American Homes, Booths 412, 413. Circle D70, reply card.

Packaged homes enter low-cost market
Three-bedroom, 902 sq. ft. home is designed to sell for as little as $9,280 (excluding lot). Homes exceed FHA minimum requirements.—Kingsberry Homes, Circle D72, reply card.

extras that count
FOR MORE HARDWARE TURN TO PAGE 102

Intercom, AM-FM comes all in one package
Intercom system includes AM-FM radio, fold-out stereo record changer. Easy-to-read switches open communication to nine rooms and front door. Unit is designed for living room, recreation or family room and kitchen.—Rangaire, Roberts Mfg. Co., Booths 933-935. Circle D76, reply card.

Device gives fire protection
Built-in outlet for home cleaning system features thermostat which triggers alarm bell in case of fire. Bell rings until heat subsides or is turned off manually. Outlet also has burglar alarm.—H. P. Products, Booth 1121. Circle D77, reply card.

Locks for panel doors
Lockets are designed for traditional-style front entrance, blend with flush or set-back framing. Lockets have in-knob keyhole, click-shut and double-bolting action. Manufacturer's line includes interior door locks and pulls, strikes, bolts, handles.—Schlage Lock, Booths 434, 435. Circle D78, reply card.

Sets go with any decor
Exterior, interior lock-and-latch sets are designed to fit any design. Includes front door, closet, passage, bedroom, terrace and bathroom units. Also spring latches and dummy trims.—Bray Lock Corp., Booth 1671. Circle D79, reply card.

Pegs take care of tools
Power and hand tools hang on adjustable pegs which fit easily into 4' track. Called "Handi-Pegs," units come in natural or anodized finishes, eight pegs and 4' track to a package.—Mecklenburg-Duncan, Circle D80, reply card.

Caps go with two members
Post caps are designed for use with 4x4, 4x6 framing members. Can be used singly or in pairs when tying post and beam connections together. Packaged with post, beam cap nails.—Timber Engineering, Booths 321, 322. Circle D81, reply card.
Power screwdriver sets drywall quickly

Heavy-duty drywall power screwdriver sets mounting screws to pre-set depth on metal or wood studs. Prevents marred wallboard, damaged screw heads. Eliminates nail-pops, broken bits, stripped threads. Can also be used for mounting acoustical tile.
—Black & Decker, Booths 221, 222. Circle D81, reply card.

Pistol-grip drill makes holes up to 3½”

Power drill has heavy-duty, compact chuck, takes ½” drill for metal or 3½” hole saw. Side handle gives leverage and control for heavy drilling operations, can be removed for close-quarter drilling. Housing is aluminum; 3 amp. motor provides 300 rpm at full load.—Skil Corp. Circle D82, reply card.

Tools, Equipment: they help

Panel jig requires only three men to operate

Panel jig, called “Q-System,” needs only two men for exterior and interior component building. Third man pre-cuts lumber. Panels can be dimensioned and made to any stock plan of 1,000’.

1,200’ house. Jig can make corner panels, door panels, exterior types with blocking, partition, panels for stock windows, filler panels. Jig can operate right on site or in shop.—Quesenberry Component Building System. Circle F85, reply card.

AMERICAN BUILDER
Pump device cuts contractor's costs

Automatic idle control on water pump cuts in when water drops below suction line strainer, cuts maintenance costs on engine and pump parts. Engine resumes full speed when water level rises. Device releases workman for other duties. Control available on four pump models.—Homelite. Circle D83, reply card.

Block plane features one-hand control

Power block plane can be controlled by one hand, is suited for overhead work and hard to reach locations. Performs wide range of operations including edge planing, beveling, rabbeting. Can plane 2" dressed stock.—Porter-Cable, Rockwell Mfg., Booth 1819. Circle D84, reply card.

make the faster house a reality

FOR MORE ON TOOLS, EQUIPMENT TURN TO PAGE 107

Power saw handles all sizes of panels

Two-way panel saw and jig can size standard 48" wide panels and large 62" types. Jig channel lengths go up to 14', can accommodate any panel length. Special turntable allows operator quick change from cross-cut to rip. Can cut thin laminates.—DeWalt, Booth 1753. Circle D86, reply card.

Drill cuts into concrete

Heavy duty floor drill has diamond-headed core bits, is designed for drilling into steel reinforced concrete, other critical areas. Device is set up for contractors involved in small drilling jobs.—Clipper Mfg. Co. Circle D87, reply card.

Sharpens saws on the job

Jointing, gumming, sharpening and setting can be done right on the job, requires no special skills. Called "EZ-Sharp," machine saves sending power and handsaw blades to shop.—Easy-sharp Corp., Booths 716, 717. Circle D90, reply card.

Cuts wood for 600 trusses

Component cutter will size up parts for 600 roof "russes per eight-hour day. Fabricator cuts to minimum of ½ to 12 pitch on a 2½ lower chord; heel cut from 0° to 15° pitch on lower chord.—Clary Corp., Booth 1714. Circle D89, reply card.

Design for masonry drilling

Excavator combines backhoe and backfiller
Crawler-type excavator combines trencher-backfiller with heavy duty, detachable backhoe. Operator can handle any soil and digging problem as well as backfilling and leveling up to final grade. Trencher handles ditches up to 18" wide, 78" deep at speeds up to 840' an hour. Backhoe digs 84" deep, has continuous operating arc of 180°, pryout pressure in excess of 10,000 lbs.—Davis Mfg. Co. Circle D92, reply card.

Trucks, Earthmoving: these potent

Introduce diesel power into truck line
Truck line now uses diesel power with 15 medium-duty models. Power is supplied by 130 hp., 212 cu. in., two-cycle, in-line, four-cylinder engine. Trucks also feature lower hood lines, direction signals as standard equipment, longer-life mufflers.—Chevrolet Motor Div. Circle D98, reply card.

Van pickup has walk-in door feature
Delivery van pickup features walk-in type door. Truck is designed for light pickup and delivery duty, weighs 1/2-ton. Commercial unit has cargo capacity of 170 cu. ft., compact wheelbase of 81", overall length of 154"; engine is 4-cylinder.—Willys Motors, Booths 112, 113. Circle D99, reply card.
Front-end loader has removable backhoe
Loader takes variety of front-end attachments, has quickly removable backhoe. Loader has 3,700 lb. breakaway and 1,800 lb. lifting capacity, comes in bucket sizes of $\frac{1}{2}$, $\frac{3}{4}$, $\frac{3}{4}$ cu. yds. Front-end attachments include 72" backfill blade and 1,000 lb. capacity fork lift.—Oliver Corp. Circle D93, reply card.

Bucket teeth are longer
Longer tips for loader bucket teeth, called "runners," are designed for 944 and 966 models. Top of tooth is ribbed, wears slightly faster than flat bottom surface, keeps tooth sharp throughout wear life.—Caterpillar. Circle D97, reply card.

Truck has swivel seat
Driver has ready access to 170 cu. ft. compartment of truck line by using swivel seat. Reduces operator fatigue, allows driver to step into compartment without leaving truck. Seat is optional on trucks.—Volkswagen. Circle D96, reply card.

Blade fits small tractors, angles 10 ways
Maintenance blade fits most small tractors, has ten adjustments for angling blade. Unit is designed for maintaining roads, is effective in backfilling and leveling operations. Three reverse blade positions are set up for backfilling; angle of cutting edge is controlled by top link of tractor, side tilt controlled by leveling screw. Blade measures 6', construction is all-steel, weight is 224 lbs. Hitches to tractor by snap-coupling or point fastening. Blade is designed for tractors with 35 hp rating.—Servis Equipment. Circle D97, reply card.

Utility truck comes with soft top
Soft top snaps on quickly on utility pickup truck, is made of white vinyl-faced cotton twill with polished vinyl windows. Top is supported by steel tubing sections that can be stored in special compartment mounted behind front seat.—International Harvester, Booths 1648, 1650. Circle D100, reply card.

Tractor adapts to all grading work
Tractor and attachments are designed for all types of grading from sub-surface work to final landscaping. Backhoe digs pipe and tile lines, has angle-blade for backfilling. Front loader removes surplus dirt quickly. Special "Earthcavator" attachment does all final grading.—Ford. Circle D101, reply card.
**KITCHENS**

**Award winning gas range comes free-standing or built-in**
Control provides higher operating temperatures yet maintains lower temperatures than ever before possible, according to manufacturer. Free-standing or built-in models; cooking top is on sliding panel beneath oven at convenient work height. Features double oven and eye-level broiler. Included is thermostatically controlled burner and hard wood cutting board. Entire burner top can be lifted out for cleaning convenience.—O’Keefe & Merritt Co., Booths 667-669. Circle D101A, reply card.

**Oven cooks, keeps food warm**
A boon to housewives, automatic cooking turns oven down when food is cooked, keeps it warm until ready to serve. Control keeps food fresh. Has 19" wide oven.—Modern Maid, Tennessee Stove, Booths 144, 145. Circle D105, reply card.

**Plastic finishes reduce glare, go on kitchen cabinets**
New plastic laminate finishes retain look of fine wood, cut glare and hide fingerprints. Especially adaptable for vertical surfacing of cabinets. Material is 1/32" thick and has tough abrasion resistance, is impervious to strong cleaning solutions. New finishes come in a special line of eight wood grains, popular choices of average homeowners. Laminate is stocked in 48"x120" sheet sizes. Complete line also includes counter tops.—Formica Corporation, Booth 1601. Circle D103, reply card.

**Prefinished cabinet package includes wood edging**
New Poly-Clad package, new Plywall wood edging and moldings are now part of Poly-Clad Plywall line along with full access bifold doors and 12 panel finishes. Offer wide variety of kitchen wall surfaces that are both decorative and easy to clean, allow builder and buyer opportunity to achieve custom-made look. Panels and finishes are equally at home in living and dining rooms, add informal look to family room.—Plywall Products Co., Inc. Booths 1741. Circle D102, reply card.

**Gas range has take-out doors**
Model with 20" oven features new Vesta line. Oven doors are removable, have double silicon seals. Wide variety of porcelain enamel finishes. Other versions: 30" and 36".—Athens Stove Inc., Booths 1210-1211. Circle D118, reply card.

**Range hood glides on rollers**
For oven-over-burner ranges, hood glides all or part way out. When not in use, front is flush with panel of range. Has mesh grease and activated charcoal filters, variety of finishes.—Major Industries, Inc., Booth 560. Circle D111, reply card.

**Range has even heat control**
Drop-in range top features low temperature gas heat control, keeps food warm without scorching. Called "Blanket-O-Flame." control is maintained by cushion of air under grate.—Whirlpool, Booths 1058-1061, 1158-1161. Circle D112, reply card.

**Corner shelf revolves**

**Ranges save on work**
New line of gas and electric ranges has advanced luxury features that are designed to save labor for the housewife. Free-standing or built-in styles from 36" to 20".—Brown Stove Works, Booths 708, 709. Circle D116, reply card.

**Barbecue is built-in**
Now in 6 attractive colors and an attractive pebble texture

Mix them up, houses can still have the same basic floor plan but look excitingly different. Change colors from house to house. Change from siding to panels.

Combine Gold Bond Classic Siding and batten areas of Flat Sheets, in matching or contrasting colors for even greater variety. These Gold Bond products are easy to work with, and come in large sizes to speed erection and lower your costs.

Sell "No Maintenance." That's something the home buyer is vitally interested in. And that's what you give him with Gold Bond Asbestos-Cement Products. They're fireproof, rotproof, verminproof, weatherproof. And the color is permanently protected by exclusive Plasticrylic® finish.

Ask your Gold Bond® Representative about these products. Or write to Department AB-121 for technical information.

National Gypsum Company
Buffalo 13, New York
Now— for the first time— you can include whole-house air conditioning in your new homes for less than the cost of an average fireplace. By installing Chrysler’s Model 1140, you get 33,000 BTU’s of cooling capacity— enough to cool 2,200 square feet of living space. Here’s your opportunity to sell more houses— faster. This breakthrough was made possible by Chrysler advances in design— another example of Chrysler’s engineering leadership.

Fancy frills and extra weight are gone. The compressor features a new “deep probe” motor guard: an overload protector wired directly into the motor windings, eliminating the need for four separate (and complicated) control components. This increases reliability, simplifies servicing and reduces manufacturing costs.

So insure that sale before you build. See your Chrysler distributor today and let him show you how you can install Chrysler’s Model 1140 for less than $600.
PRODUC PREVIEW

KITCHENS

Compact all-electric heat pump saves space, cuts ductwork
Electro-Flo heat pump was designed to fit into a 22x22" space —preferably in kitchen areas or small closets to keep ductwork at a minimum and improve operating efficiency according to designers. Indoor section of the unit consists of blower, heating-coil and furnace. Outdoor section is reported to have several new features including a meter that indicates operating efficiency and a charge stabilizer to increase input of btu's for heating cycle.— Stewart-Warner Corp., Booths 819-20. Circle D138, reply card.

Water reaches all corners of dishwasher, prevents spotting
Dual-direction roll repeller dips into solid water, rotates in both directions and reduces blind spots. Washer has selector dial and indicator light recessed in control panel; manual switch allows light to act as night light in kitchen. Automatic water-conditioner injector adds exact amount of conditioner to rinsing cycles, preventing spotting on glasses and silverware. Thermostat insures positive drying action; timer turns off machine.—The Tappan Co., Booths 1063, 960-964. Circle D104, reply card.

Ranges match cabinets
Electric and gas ranges highlight styling with easy-to-clean blue-gray oven interiors, modern control panels. In 20" and 30" sizes, they match cabinet heights and depths.—Hardwick Stove Co., Booths 1260-1262. Circle D120, reply card.

Cabinets with lasting finish
Cabinet doors are of high-pressure laminate, exclusive development of company. Will not warp or dent. Available in various wood grain patterns, won't fade. In 3" module units.—Canada, Inc., Booths 1061-1067. Circle D107, reply card.

Fiber glass laundry tray
Tray has 23 gallon capacity, black enameled steel stand with leveling screws and tie down plates. Tray is finished at factory. Colors: white, mint, canary and pink. Shipping weight—211 pounds.—The Selfridge Company. Circle D121, reply card.

Knock-down steel cabinets need only screwdriver to assemble
Designed to save shipping costs, cabinets can be assembled by one man with screwdriver. Panels of wood veneers or plastic laminates are interchangeable. Decorative appearance makes them equally metal in kitchens, baths or in main living areas of house, offer builder and owner greater choice of decorative schemes. Inset front can be changed in a matter of minutes. Cabinets can be purchased assembled.—United Metal Cabinet Corp. Booths 1428. Circle D113, reply card.

Gas disposer is lined

Sculptured kitchen cabinets
High style design in spicewood finishes add a decorator note to any kitchen; give home that custom-designed look. Cabinets match those available for dressing rooms and bath.—The 1-XX Furniture Co., Inc., Booths 1064-1066. Circle D123, reply card.

Cooktops are packaged
Electric built-ins come in four packages, offer builders wide range of 3- and 4-counter units, wall oven, with or without window. All units offer a selection of 6 decorator colors.—Fernow, Mt. Vernon Furnace & Mfg. Co. Circle D122, reply card.

Scrubbed kitchen sinks feature lavatory-type pop-up drain
No longer need a woman plunge her hand to the bottom of a sink full of soapy dishwater to release the drain. A study by manufacturers showed that the sink feature most wanted by women is a remote control drain at counter level. The pop-up, lavatory-type drain can be had in single and double sinks. A three-bowl "Cuisine Centre" sink has remote drain controls for the two side sinks and provision for installation of a garbage disposal in the center. Sink includes: cutting board.—Elkay Mfg. Co., Booths 1533-1535. Circle D147, reply card.

Gas disposer is lined

Knock-down steel cabinets need only screwdriver to assemble
Designed to save shipping costs, cabinets can be assembled by one man with screwdriver. Panels of wood veneers or plastic laminates are interchangeable. Decorative appearance makes them equally metal in kitchens, baths or in main living areas of house, offer builder and owner greater choice of decorative schemes. Inset front can be changed in a matter of minutes. Cabinets can be purchased assembled.—United Metal Cabinet Corp. Booths 1428. Circle D113, reply card.
See what’s new in air conditioning at the NAHB Show!

Trane announces new line—MEETS THE 7 MAJOR CHALLENGES OF

For some time now, builders have wanted central air conditioning equipment that offers greater installation flexibility—sizes to meet exact requirements—more compact design—quieter operation and easier installation and maintenance.

Now, Trane announces a completely new and expanded line of residential and small commercial Climate Changers to meet these demands. Built with the skill that has made Trane the leader in big building air conditioning, Trane Climate Changers offer these attractive advantages...

**INSTALLATION FLEXIBILITY**

Trane Climate Changers can be installed anywhere—in or out of the house. The new Horizontal Self-Contained unit can be completely hidden in the attic, basement, crawlspace, furred-in; or outside against a wall. Compact design allows you to butt units through the wall of a standard frame house by cutting only one stud.

Trane Split System Climate Changers have the same flexibility and design. The neat, trim compressor unit is up to 50% smaller than comparable units. It fits perfectly in a typical garage corner. Compact cooling coil is installed on top or bottom of furnace...or in ductwork.

**UNMATCHED SELECTIVITY**

The new Trane line is the most complete in the industry. It assures you of a unit sized to fit almost every residential application regardless of the size or style of the home you build. Allows you to select a unit to meet exact tonnage requirements—no unsatisfactory under-sizing or expensive over-sizing.

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Trane air conditioning, including heat pumps, is now available in full-rated capacities of 2, 2 1/2, 3, 4, 5, 7, 10, 12 1/2 and 15 tons...in horizontal self-contained or split system units.

Trane furnaces to match are available in gas models ranging from 77,000 Btu to 154,000 Btu. Oil models, 84,000 to 140,000 Btu.

**CUSTOM APPEARANCE**

Attractive Climate Changer styling allows the unit to blend with any surrounding. An attractive accessory condensing air intake and discharge grille provides trim outside appearance for units mounted inside the house. When installed outside, unobtrusive compact units blend with the landscape or roof line.

**QUIET OPERATION**

In the past builders complained of the noise associated with residential air conditioning equipment. Now, Trane has solved the problem. Trane equipment is designed to provide maximum cooling with a minimum of sound.
RESIDENTIAL AIR CONDITIONING

All fans used in Trane Climate Changer units are carefully selected to provide top efficiency at low sound levels. Fans are accurately balanced before installation in the unit and all are belt driven for quieter operation. Fan motors and the compressor are floated on rubber.

And, when even greater sound reduction is required because of nearby homes or outdoor entertainment, an exclusive Trane accessory sound attenuator is available to make the unit even more quiet.

COMPACT SIZE

Trane Climate Changers are more compact. Single package air conditioners save up to 50% of the space used by other makes. Trane units require no floor space—can be suspended from a ceiling, tucked away under the kitchen sink or hidden in a closet. In outdoor application the low silhouette unit is ideal for roof top installation or for slab installation beside the house.

EASY INSTALLATION, MAINTENANCE

Horizontal Self-Contained units can be flush mounted in a corner because all working parts and controls are accessible from one side—no need for service clearance on top or other three sides.

Rugged cabinets are constructed of heavy gage, rust-proof galvanized steel. Even if playing children jumped on an outside installation, they wouldn’t hurt this sturdy unit—or hurt themselves because all working parts are completely enclosed.

HIGH QUALITY AT LOW COST

Trane enables you to meet the demands of today’s quality-conscious buyers. Here’s quality heating and cooling at down to earth prices. With Trane, you get all the experience and know-how of a leader in air conditioning... everything from skyscrapers to jet planes to subway trains.

A 270,000 sq. ft. plant in Clarksville, Tenn. was built especially for the production of residential air conditioning and heating equipment. In this multi-million dollar plant, modern tools, top-grade materials, skilled workmen and painstaking testing and inspection procedures work to uphold the Trane tradition for quality equipment.

Now’s the time for you to investigate the new Trane line of Climate Changers. Call your local Trane authorized dealer or Trane Sales Office today. Learn how Trane equipment will solve your residential air conditioning problems at lower cost. Or, write Trane, La Crosse, Wisconsin.

If you attend the National Association of Home Builders Show in Chicago, be sure to stop at the Trane exhibit, Booths 954-958, and see what’s new in air conditioning.

DECEMBER 1961
Prefabricated glass fiber duct said to cost less in-place

G-B Duct, a round duct which combines thermal and acoustical insulating properties, is delivered in six-foot sections which require no pre-assembly—only standard sheet metal fittings. Makers also point out that additional time and money may be saved by the product’s resilience and ability to take abuse during installation. G-B Duct also said to be inorganic, does not rot, mildew, corrode or deteriorate. Carries Underwriter Laboratory approval. Adapts to attic or basement installations.—Gustin-Bacon Mfg. Co., Booth 1844. Circle D142, reply card.

Cleans air electronically

Electronic cleaner removes dirt smaller than tobacco smoke particles by means of ionization. Designed to fit into space similar to one used by disposable air filters. Units have full-year warranties.—Triumph, Inc., Booths 1528. Circle D135, reply card.

Improved heating-cooling


Gas merchandising materials

Gas industry announces complete line of promotional and merchandising materials to be used with its Blue Star Home program. Also, information on gas heating and cooling is available.—American Gas Association, Booths 1119-20. Circle D125, reply card.

Lightweight fibre ducts

Sonoairduct—fibre ducts—permit savings in time and labor on slab perimeter heating-cooling jobs according to maker. Ducts meet FHA standards, come in 18' lengths, diameters up to 36". —Sonoco Construction Prods., Circle D139, reply card.

Furnace line saves space

New line of Base Blo and Counter Flow, upflow and downflow gas heating units, will feature squared look and space saving design. Unit capacities range from 50- to 150,000 btu. Can go in kitchen, closet.—American Furnace Co., Booths 930-932. Circle D143, reply card.

Furnace needs little space

New A165 needs less than 2 sq. ft. of floor space. Can be installed with side, front or rear outlets. Rated at 65,000 btu input. Safety controls turn off gas in case of overheating, power or pilot failure.—Monogram Ind., Booths 711, 732. Circle D173, reply card.

Year-round unit goes outside

Economair, combination forced-gas heater and electric cooling unit, is designed for completely outside installation on slabs or roof tops. Only ducts and thermostat needed inside. Unit available in three sizes: 60-, 80-, 100,000 btu’s.—The Payne Co. Circle D137, reply card.

Electric baseboard designed to reduce installation costs

Main features of new electric baseboard heating unit are special fin system and labor saving installation accessories. Patented fin system reduces noise, increases heat transfer surface, cuts dust clogging. Accessories include snap-on joints for in-line joining, piano-hinged inside corner, in-floor thermostat and map-on end caps. Lengths of 3', 4', 6' and 8' offered for both 120 and 240-volt hook-up. Two densities: 200 and 250 watt per foot.—Slant/Fin, Booths 605-14. Circle D134, reply card.

Improved heating-cooling

Complete line of residential air conditioning equipment is being introduced. New units include air-cooled condenser, vertical air-handler, horizontal heat pump, split-system heat pump.—Trane Co., Booths 955-960. Circle D132, reply card.

New radiant ceiling heater

Bathroom ceiling heater, Model 1104, uses a pendant design to enclose fully the 700-watt, 115-volt heating element capable of producing 2500 btus. Both grille and reflector are aluminum.—;Trade-Wind Div., Robbins & Myers. Circle D128, reply card.

Hot water heating packages

Full line of Heatmaster gas- and oil-fired boilers come completely packaged to speed installation. Oil units have net btu outputs of 90- to 135,000. Gas units have 72- to 150,000 btu outputs.—L. O. Koven & Bro. Booths 605-14. Circle D134, reply card.

Easy-to-install central a/c

To simplify installation of central a/c, new pre-charged split system-model 1254 has been introduced. Special features: flexible refrigerant tube; deep probe motor guard to stop overheating.—Glenwood Div., Chrysler, Booth 403. Circle D139, reply card.

Triple duty bathroom heater

New bathroom heating unit offers lighting, ventilation and 4500 btu heating. The 115-volt package includes remote wall switch with plate, 4" duct with built-in back draft damper.—Hunter Div., Robbins & Myers, Booth 1352. Circle D126, reply card.

New radiant ceiling heater

Bathroom ceiling heater, Model 1104, uses a pendant design to enclose fully the 700-watt, 115-volt heating element capable of producing 2500 btus. Both grille and reflector are aluminum.—;Trade-Wind Div., Robbins & Myers. Circle D128, reply card.
You can shop by postcard in

American Builder’s Supermarket

Help yourself...to the wide variety of manufacturer's literature 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.

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Mail one of these postcards today to get free product information. Service on December reply cards expires March 1, 1962.

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TO THE BUILDER OR ARCHITECT

THE BUSTLING BUILDER OF BEAUTYWARE PLUMBING FIXTURES- WARREN, MICHIGAN
DECEMBER 1961
PRODUCT PREVIEW

PACKAGED HOMES

Harnischfeger debuts spacious vacation cottage
Two-bedroom, contemporary styled vacation model features a "wide open" end plan covering 768 square feet of living space. Latest in the "Forestaire" series, it is 20'x20', has an 8' covered porch. Included is a 14'x24' living room, two 8'x10' bedrooms, bath, storage and kitchen areas. The front is almost entirely of fixed glass. This model retails at approximately $5,000. Other Forestaires offer 512 and 640 sq. ft. of living space.—Harnischfeger Homes, Inc., Booth 437, Circle D228, reply card.

Fairfield offers 7 closets
L-shaped manufactured house has seven closets for storage space. While divided into two distinct areas, house's central hall provides access to all areas. Bedroom "wing" makes for privacy.—Seaboard Homes, Booths 1463, 1464, Circle D229, reply card.

Develop aluminum panel system
Mechanically fastened aluminum panel system permits combination of typical prefab panels with beauty and easy maintenance of prefinished aluminum. May be completed in shop.—Reynolds Metals Co., Booths 450-452, 550-552, Circle D230, reply card.

LIGHTING

Modular lighting fixture uses prisms to focus light
Holophane 6000 eliminates shadows and uneven light. By use of prisms, light focuses on work spaces and out of people's eyes. The fixture is surface-mounted, and houses four fluorescent lamps, and two prisms which are each 2 feet square. The prisms are made of acrylic plastic.

Nine types of switch plates
Switch plates harmonize with any kitchen and bathroom tiles, and go well in other rooms, too. Available in nine different types and several finishes, including copper and stainless steel.—Vikon Tile Corp., Booth #42, Circle D225, reply card.

Accent lights have custom look
Accent lights with random perforations have star-shaped piercings to enhance effect. They're made of polished brass or matte black. From a new series of low-brightness fixtures.—Globe Lighting Products, Inc. Circle D222A, reply card.
NEW FLOOR PLANS
Five fresh approaches to interior living arrangements designed for the '62 buyer. Pre-tested in tough markets to prove their worth. Customers will demand the new and different . . . and Richmond has it . . . for you in '62.

DELUXE KITCHENS
Smart new traffic-stopping kitchen arrangements in all models. Your choice of custom, built-in or drop-in appliance arrangements.

IMPROVED KLOSET-WALLS
Famous traffic puller is improved through and through in '62. Only Richmond Homes offers this really different sales feature.

MORE ELEVATIONS
Outstanding NEW elevations to existing best selling floor plans. Richmond Homes has variety for you in '62.

LOWER PRICES
Improved production facilities allow price to be lowered on the entire line. This means more profit for you in '62.

Builders . . . in Illinois, Indiana, Ohio, Kentucky, Pennsylvania, Tennessee, Western New York . . . call Ray Imperial, 8-1636, Richmond, Indiana
When a woman walks into one of your kitchens, does she see a big, empty space there? If so, you're short one of your best salesmen. But—if she sees a spanking new refrigerator—a General Electric Refrigerator—chances are she's on her way to being sold!

A General Electric Refrigerator is every woman's choice, and no wonder. She knows she'll find all her favorite features—swing-out shelves, roll-out freezer—and Frost-Guard, the best no-frost system made. She'll find dependability—7 million General Electric refrigerators have been in use 10 years or longer. She'll find quality—the kind General Electric is famous for.

In fact, if the lady finds a General Electric Refrigerator, you might just find yourself with a sale! Better call your distributor now. Household Refrigerator Dept., Louisville 1, Kentucky.

By any measure...

There is nothing "just as good as" General Electric

Progress Is Our Most Important Product

GENERAL ELECTRIC
USE THE COMPLETE UPSON SYSTEM
FOR MODERN HOME BUILDING AND REMODELING

Upson Soffits—Pre-cut, primed, vented, screened, ready-to-apply.

Upson Trim-Bilt—Attractive, economical exterior trim board for cornices, fascia and rakes.

Upson Prime Siding—Practical, proven lap siding that will not crack, splinter, chip or check.

Upson Interior Board—Wide range of sizes and textures for interior walls and ceilings.

See the complete Upson System all in one place. All at one time. Booths #432 and #433 NAHB Show.

THE UPSON COMPANY • 1121 UPSON POINT • LOCKPORT, NEW YORK
DECEMBER 1961
INTERIOR MATERIALS

Multi-purpose design units for dividers, screens, fences, rails.

You have thousands of decorating possibilities with these units and new aluminum design units with a variety of colors and finishes. Use them inside for room dividers, screens, wall motifs. Outside, the material can be used for fences, columns, rails, etc.

Add new series to tile line

Droplets of shimmering gold, silver or copper, alone or combined with pink, aqua, or emerald, decorate six background colors of a new vinyl-asbestos floor tile. —The Ruberoid Co., Booths 430 and 431. Circle D189, reply card.

Develops semi-solid partition

A new semi-solid partition for residential use has been recently developed. The unit consists of face layers of gypsum wallboard applied to wide ribs of 1" gypsum coreboard. —U.S. Gypsum Co., Booth 436. Circle D188, reply card.

Cement and marble chip tile

This new cement and marble chip tile can be used for floors and walls—both interior and exterior. It’s quick and easy to install, reducing labor costs. No special tools are required. —Boit Tile Mfg. Corp., Booth Circle D184, reply card.

Introduces new vinyl floor tile with realistic slate appearance

An English courtyard design with new vinyl slate tile produces an outdoor effect in this dining room. The pattern for the tile was taken directly from a piece of fine natural slate flooring and duplicated. With the tile, builders gain the advantages of lower shipping, handling, and installation costs plus greater versatility in creating natural stone effects. Tiles are easy to cut with regular tools. They’re made in 12" sq., 14" thick. —R.F. Goodrich Co. Circle D193, reply card.

Panels flat or corrugated

Unbroken spans of paneling up to 100' are now possible with this reinforced plastic material in both flat and corrugated rolls. The panels are available in four colors: material is shatter- and weatherproof. —Alpynite, Booth 1062. Circle D175, reply card.

Wall panels cut labor cost

Two workmen can quickly put these new “Spiral-Core” panels in place. All interior non-load-bearing walls of any home can be erected this way in several hours. Lowers labor costs over conventional way. —National Gypsum Co., Booth 1003. Circle D174, reply card.

New ceiling sparks interiors

By using these new fiber glass panels, it’s possible to create a lighting situation that facilitates work and reduces eye fatigue for the homeowner. The panels come in many designs. —Barclite, Barclay Corp., Booth 1511. Circle D195, reply card.

Stain interior textures

Emphasis is being placed on stained rough texture paneling for any interior. Paneling here is 1x8 red cedar, tongue-and-groove with an edge vee. Other styles available. —Western Red Cedar Assn., Booths 1344, 1345. Circle D194, reply card.

Laminate beams add decor

Structural laminated beams add beauty to church (above) and other commercial or residential buildings. Beams withstand flame for long periods. Material is Douglas fir, western larch. —Polifitch (Idaho), Booths 1346, 1347. Circle D206, reply card.

Wall panels brighten rooms naturally, without ‘hot spots’

Lightweight, structural wall and skylight units are made with fiber glass sheets bonded to an open aluminum grid core. Wall panels come in standard 4x8x1-9/16" sizes for bathrooms, bedrooms, living areas—anywhere diffused daylighting is desired. Skylight units, with self-flashing aluminum edges, are designed to fit standard rafter spacing. Material has top insulating value, eliminating ‘hot spots’ and glare common to transparent building materials. —Alpwall Corp. Circle D174, reply card.
Dimmer has four stages
Just a quarter turn offers a full range of light: full on, half, 20°, and off. "Dimi-
tron" can be installed quickly, without special construction. Its smooth switch-
plate surface is unmarred by screws.—Lutron Electronics Co. Circle D223, reply 
card.

Grounding outlet snaps in
Miniature grounding outlet snaps in place. Measures 1-1/32" across to fit a 3-1/32" 
square. The strong mounting clip will ac-
 commodate any material 0.01" to 0.05" 
thick. It comes in four colors: grey, brown, 
black and white, is especially useful in 
remodeling operations.—Circle F Mfrs. 
Co. Circle D226, reply card.

Features split-foyer design
This manufactured house has 1,877 square 
feet of living space and a split-foyer de-
sign. Porch columns, split-roof and planta-
tion lines help give it strong curb appeal.
—National Homes Corp., Booths 1118-1120, 
1018-1020. Circle D274, reply card.
AND ONLY
FASCO HAS IT!

STAINLESS STEEL on vents and hoods...

Fasco is the first ventilator manufacturer to round out the stainless steel concept in the kitchen. New and exclusive stainless steel ventilator grilles of advanced design spearhead this breakthrough by Fasco. Another Fasco ventilator “first” that gives builders more to sell, more solid value, more kitchen sales appeal than ever before.

The durable gleaming finish of stainless steel ventilator grilles adds a touch of luxury and a feeling of known-quality. The use of this exciting material on the Fasco vents and hoods provides builders with highly saleable, top performing products wrapped in the widely accepted appeal of stainless steel.

This revolutionary development in ventilator grilles is only one of many ways that Fasco has redesigned and re-styled many in the 1962 line of ventilators, hoods, fans and electric heat units. Look into Fasco for products that “please as they perform”... you'll find value and installation satisfaction that you have never experienced before.

Fasco Industries, Inc. • Rochester 2, New York
NOW!

INSULITE PRIMED SIDING AVAILABLE IN A COMPLETE RANGE OF SIZES

Lap siding in 3 widths . . . vertical panels in eights, nines and tens—for design flexibility and economy

Now you get even more versatility with this man-made siding that has proved itself on more than 250,000 homes in just 4 years! Leading builders know from experience that homes built with Insulite Primed Siding are easier and faster to build and sell. Use it on your next start—and you’ll use it regularly.

NAILS EASILY—SEATS PERFECTLY. Has no structural grain—which means no knots, pitch or splits. It’s easy to saw, easy to nail, easy to put up fast.

COMPLETELY PRIMED AT FACTORY. Deep priming on face, edges, ends and back saves time and cost of on-the-job priming coat. Finish coat goes on easily, bonds firmly, is extremely resistant to paint blistering.

PROVED DIMENSIONAL STABILITY. Four years of experience with exposure to all kinds of climates has demonstrated the superior stability of Insulite Primed Siding. Joints stay butted!

All Insulite Primed Siding is now available for immediate delivery. Call your building materials dealer today. For special information write Insulite, Minneapolis 2, Minn.

Build better with INSULITE Primed Siding

3 SIZES OF HORIZONTAL (LAP) SIDING

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Now you have more design opportunities—and you can match existing sidings when adding a garage or an addition to a home. Ten pieces of horizontal siding per bundle of 8" x 16' siding; eight pieces of 10" siding; six pieces of 12" siding.

NEW PULL-TAB CARTONS FOR HORIZONTAL LAP SIDING

Exclusive with Insulite: new Pull-Tab cartons for 12" siding open quickly, simply. Require no tools. Stronger, more rigid . . . easier to handle, too. Won’t rip, catch or snag when moved.
New 9' and 10' lengths of vertical panels—in addition to the standard 8' length—let you cut down on joints and frieze board, save you money by cutting waste. Use these panels plain—or for board and batten construction. Butt edge. Four panels per bundle.

Three sizes—eight, nine and ten-foot lengths—to give you even more design opportunities. Grooves are \(\frac{1}{2}\)" wide and 8" apart—lengthwise. Long edges have shiplapped edge which creates groove at joint for continuous groove pattern. Four panels per bundle.
SEWAGE TREATMENT PLANT HANDLES HALF-MILLION GALLONS A DAY

A new sewage treatment plant, the Model R "Oxigrist," can be field-erected on the job site to serve subdivisions or small communities of 200 to 5,000 persons. Formerly limited to a peak of 35,000 gals. per day, the new sewage plant is available in 17 standard sizes to handle from 20,000 to 500,000 gals. per day. The manufacturer will assemble the new units on the purchaser's foundation and supply all equipment necessary.—Smith & Loveless, Booths 1344-1345. Circle D115, reply card.

LOW COST PACKAGED SHOWER

Packaged showers combine good looks with economy. The "Cadet" model illustrated is said to have an installed price that is less than half the cost of conventional built-on-the-job showers.—Fiat Metal Mfg. Co., Inc., Booths 1034, 1035. Circle D139, reply card.

NON-ELECTRIC WATER SOFTENER

Turning a dial on the new model MTA-9 water softener initiates regeneration as required, and sets a mechanical timer that controls the operation and returns the unit to service.—Permutit Water Conditioning, Inc. Circle D136, reply card.

PLASTIC OVER ASPHALT MEMBRANE MAKES DURABLE SHOWER PANS

Already in use in over half the tiled shower stalls in the U. S., a laminated asphalt shower stall is said to be proving superior to conventional pans formed of sheet lead. Costing only one-third as much as lead pans, the plastic-faced pan is impervious to corrosion and electrolytic action. Manufacturer's records of 20,000 installations in a test area show that only two cases of leakage were found, both due to mechanical causes.—Composite Shower Pan, Inc., Booth 509. Circle D149, reply card.

AUTOMATIC WATER HEATER COMPANY OFFERS 10-YEAR GUARANTEE

Budget-priced, glass-lined automatic gas water heater comes with 10-year guarantee. Unit is covered for its entire value for six years, then pro-rated (by years in use) for four years. Called "Valiant," heater has 30- to 40,000 btus/hr. for maximum inputs in 30 to 40 gal. capacities. Unit has enclosed combustion chamber, can be installed on combustible flooring without need of special insulation. Styling is two-toned. Also available in compact "L" model.—A. O. Smith. Circle D144, reply card.

SMALLER BOILERS NOW POSSIBLE

A compact "Two-Service" heat and hot water system handles 200 to 500 sq. ft. of radiation. Unit supplies hot water at 3-4 gpm with a smaller boiler than previously possible.—Hydrotrol, Inc., Booths 605-614. Circle D148, reply card.

BOILER UTILIZES WASTE HEAT

Matching external and internal projections—"Thermal Pins"—cast into sections of a new boiler capture what would ordinarily be waste heat and transfer it to the boiler water.—Bryant Mfg. Co., Booths 438-440. Circle D146, reply card.

MAINTENANCE-FREE VANITIES

All exteriors of a new line of vanities are of non-porous laminated plastic, permitting easy cleaning with a damp cloth. The line includes many combinations of drawers and linen storage.—Curtis Companies, Inc., Booth 1453. Circle D136, reply card.

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Hardwick offers the largest, finest selection of Built-In Ranges ever! Designed with the homemaker in mind, Hardwick Built-In Ranges include luxury styling and top performance features that only 83 years of experience can produce. See the Built-In Range that fits every home, every budget.

Let Hardwick help you co-ordinate your kitchen needs. Complete line of hoods, backsplash, and sinks to color-match Hardwick's famous gas or electric cooking equipment.

Gas or Electric Built-In Ranges, fully interchangeable counter-tops and ovens plus special single-oven electric model. Queen size 18" ovens, all popular features, five popular colors or white.

New "Trend" Series Gas or Electric, 20" or 30" Slide-In ranges that install neatly between kitchen cabinets...giving the custom look of a built-in range without the built-in cost. Four popular colors or white.

Please send me information on Hardwick Built-In Ranges

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DECEMBER 1961
1962 CHEVROLET JOBMASTER TRUCKS ARE BUILT TO SAVE.
MORE WAYS TO MAKE MORE MILES (AND MONEY)!

Matchless performers...matched to the job. That's what you'll find under the hoods of Chevrolet light-duty trucks for '62. More sure-saving power plants to choose from than ever before. New assurance of the right power for the job—power that does just what you want it to so that operating costs stay at a low low.

Standard in conventional models is the thrifty High Torque 235 Six, an engine that's powered more payloads than any other. Then for heavier, harder working jobs that take more out of a truck, Chevy offers two great optional (extra-cost) engines for '62: the big High Torque 261 Six, available for the first time in this weight class, and the spunky High Torque 283 V8 with short-stroke design.

Add to this engine spread the space-saving High Torque 145 Six provided in Corvair 95 models and you've got a broad, all-purpose lineup that allows you to match the power to your type of work and nurse the last penny's worth of performance out of every operating dollar. Talk it over with your Chevrolet dealer soon.... Chevrolet Division of General Motors, Detroit 2, Michigan.

Compact High Torque 145 Six—air-cooled “pancake” design (only 17" high) saves space and minimizes weight by eliminating water jacketing, radiator, coolant and water pump. Gone for good are antifreeze and cooling system maintenance expenses. With fuel-saving valve-in-head design, the 145 Six develops 80 hp and 128 ft.-lbs. of torque—ample for brisk performance with big loads.

Rugged High Torque 261 Six—you get extra torque (235 ft.-lbs. of it) for extra tough pulls, plus proved 6-cylinder economy—available for the first time in Chevrolet light-duty trucks. Provides 150 hp and scores of reasons for efficient, cost-saving performance—forged steel crankshaft, high-alloy inlet valves, precision bearings, hard-faced exhaust valves with Rotocoils, to name just a few.

Popular High Torque 235 Six—the most widely used engine in the history of hauling with 235 cubic inches of lean-muscled efficiency. Standard in conventional models, the 235 Six delivers 135 hp and a load-moving 217 ft.-lbs. of torque. Premium-quality features such as forged steel crankshaft, aluminized exhaust valves, oil-bath air cleaner, and precision bearings add to engine durability.

Efficient High Torque 283 V8—made to order for runs that call for the extra punch of V8 power. Advanced short-stroke design knows how to nurse extra power and miles out of every drop of gas. 160 hp and 270 ft.-lbs. of torque get big loads moving quickly and efficiently. Top durability features include chrome-plated piston rings, Moraine 100 bearings and hydraulic valve lifters.
DOORS, WINDOWS

Sliding glass doors in 12 standard sizes satisfy most needs

Manufacturer expands line

Aiming at making everything from hinges to houses available at low prices, a line of building products will include new awning, fixed and removable windows, and prefinished paneling. — Morgan-Wightman, Booths 1011, 1012, 1111, 1112. Circle D158, reply card.

Door frame adjusts to wall

The Adjusta-Jamb Pocket Door Frame has an adjustable split jamb that can be fitted to drywall or plaster or a combination of both. The door rolls easily on a raised track that can't clog with dust. — Precision Paris Corp. Circle D179, reply card.

Economy storm-screen door

Self-storing and pre-hung, a new aluminum combination storm-screen door, the Duo-Door, is said to be priced as much as $20 lower than competitive doors of comparable design. All holes are pre-drilled.—The Weatherproof Co. Circle D160, reply card.

Venetian-blind garage doors

Horizontal steel panels in Panel-Lift garage doors raise and lower electrically on side tracks like a Venetian blind. Residential and industrial sizes up to 80" are available.—Panel-Lift Door Corp., Booth 22. Circle D167, reply card.

Window know-how pays off

Everything required for fast, easy installation—from nailing grooves to calking stops—has been designed into a full range of residential aluminum windows made of Aloc by aluminum.—Copper Products Div., Booths 1165, 1166. Circle D166, reply card.

Dutch doors created by assembling interchangeable halves

You get variety in a line of "Qualitybuilt" Dutch doors that offers 16 different doors assembled from a choice of 4 interchangeable tops and 4 interchangeable bottoms. A vinyl seal attached at the factory to the bottom rail of each top section keeps out the weather. The doors are treated with wood preservative and are guaranteed in accordance with the requirements of the NMA's Warranty.—Farley & Mfg. Co., Booths 1451, 1452. Circle D162, reply card.

Garage door self-lifting

Fresh engineering has gone into the Uni-Glide one-piece steel garage door to make it easy to install and maintain. Operation is easier because of a new automatic self-lifting feature.—Wagner Mfg. Co., Booth 46. Circle D160, reply card.

Windows are wood framed

The insulating qualities of wood and the freedom from maintenance of aluminum are combined in windows that can be nailed right to studs.—Wood-A-Lume, Grand Rapids Hardware Co., Booths 1454, 1455. Circle D169, reply card.

Door units divide rooms

Designed to close large openings, Kennawider door units eliminate custom doors between rooms. Several styles are available in 6'8" heights for framed openings and 8" heights to reach ceilings.—Kennon Track Corp., Booths 561, 562. Circle D164, reply card.

Add quality with glass

For better daylighting or to borrow light from one room for another, choose from an extensive selection of figured glass in structural and non-structural grades for partitions and exterior walls.—Mississippi Glass Co. Circle D165, reply card.

Door operator transistorized

It takes only 30 minutes to install a new remote-control garage-door opener and there's a 5-year guarantee on the parts. The portable transmitter is about twice the size of a pack of cigarettes.—Berry Door Corp., Booths 1618-1620. Circle D168, reply card.

Acoustical door expands against jamb when closed

Magnaseal, an innovation on the newest Hufcor Acoustical Door, offers 41.7 decibels attenuation. The design employs the use of a magnetic seal operating with a bellows effect, which expands the seal against the jamb as the door is closed. Twin sweep strips with five full plies of vinyl, rubber and felt seal the door at the top and bottom. Steel plates laminated between layers of fiberboard and vinyl provide maximum sound control with low weight.—Hough Mfg. Co., Booths 662, 663. Circle D161, reply card.

Windows custom styled

Single light window sash can be styled to blend with a variety of designs by arranging clip-in muntins. Window cleaning is easier, too; snap the muntins out and clean one pane.—Zegers Inc., Booth 761. Circle D171, reply card.

Windows are wood framed

The insulating qualities of wood and the freedom from maintenance of aluminum are combined in windows that can be nailed right to studs.—Wood-A-Lume, Grand Rapids Hardware Co., Booths 1454, 1455. Circle D169, reply card.
Prefabricated terne roof panels featured on House of Ideas

Prefabricated terne roof panels featured on House of Ideas for 1962 at Franklin Lakes, N.J. Fifty-three 50 linear foot seamless rolls of 24" wide, 40 lb. terne were used on the spacious ranch home. Completely fabricated in the shop, the roof panels were installed on rosin felt backing in the standing seam construction to create a handsome and distinctive pattern. Total weight of the panels: 3,021 lbs.—Follansbee Steel Corp., Booths 1156-7. Circle No. D212, reply card.

Sealant proves versatile

Roofing sealant seals all joints—metal, ceramic, wood, or masonry. Designed for all roofs, it’s available in standard-sized calking cartridges and fits into conventional applicator guns.—Atcoa, Booths 1067, 1069. Circle No. D220, reply card.

Moisture infiltration is cut

Rigid urethane foam in masonry cavities is designed to save construction, operating costs. Insulates and cuts down moisture infiltration, according to laboratory tests.—E. I. DuPont De Nemours & Co., Booths 1663-1665. Circle D221, reply card.

Tiles highlight balcony

Dazzling burst of tan, surrounded by whites, and sprinkled with a gold-leaf effect: this is the impression derived from KJA Series #2 tiles. Has wide variety of applications.—Amsterdam Corp., Booth 141. Circle D205, reply card.

Device figures shingle space


Plans for fallout shelters

Douglas Fir Plywood Assn. has developed three plans for fallout shelters: underground, basement and above-ground, which have been approved by the Department of Defense.—Douglas Fir Plywood Assn., Booths 347-348. Circle D206, reply card.

Adhesive for concrete

Epoxy concrete adhesive is excellent for bonding large areas of new concrete to old concrete because of its long working life (90 minutes). The adhesive and the new concrete cure simultaneously.—Adhesive Engineering Circle No. D201, reply card.

Paint dries quickly

New paint goes right on exterior surface—even if it’s wet. No need to “shut down” because it has just rained. Luminall forms a dry film in 15 minutes.—Luminall Paints Div., National Chemical & Mfg. Co., Booth 1411. Circle D204, reply card.

Forms for fallout shelters

Here are field-tested fallout shelter wall forms. “Wedge-Lock” brackets and “Poly-Cone” form ties attach panels securely. Steel reinforcing bars give positive tie-in to the roof slab.—Gates & Sons, Inc. Circle No. D209, reply card.

Soffit system comes complete

Soffit system comes complete with a soffit panel, screen covered vents, and panel joining mouldings. It is prime-coated at the factory for easy painting, features a smooth surface.—Upson Co., Booths 412-413. Circle No. D210, reply card.

Glam girders insulate well

Glam girders overcome cold weather problem of insulating exposed members against frosting and heat loss. With natural insulating properties of wood, girders eliminate need for special treatment.—Timber Structures Inc. Circle No. D211, reply card.

Film seals water out

“Visqueen” vapor barrier seals a house against excessive moisture, keeps out dust and drafts. Made of thin (4-mil and 6-mil) polyethylene, it comes in rolls 3' to 40' wide.—Visking, Union Carbide Corp., Booth 124. Circle D222, reply card.

Adaptable to many installations

Adhesive expands and contracts with other materials

Flashings expands and contracts with other materials

Saraloy is a highly durable flashing that does not corrode, crack or peel. It is classified as self-extinguishing by ASTM standards. Because of its elasticity, Saraloy insures against failure from expansion and contraction of other materials. It expands and contracts (not at its own rate) but at the rates of the materials to which it is attached. Saraloy is also easily molded and it’s labor saving, too, by as much as 25% to 75%, studies show.—Dow Chemical Co. Circle D201, reply card.
Sliding ALUMINUM WINDOWS

Cupples series 100c Sliding Window with integral fin and inside trim. 23 standard sizes. Also Picture Slide, Center Vent Slide and Picture-over-Slide windows.
DEPENDABILITY

is but one reason for using Cupples windows and sliding glass doors!

DEPENDABLE FOR QUALITY OF PRODUCT
DEPENDABLE FOR SERVICE AND DELIVERY
DEPENDABLE FOR CONTINUITY OF OPERATIONS

Everybody likes to do business with dependable people . . . to handle dependable, satisfactory products. Nothing costs a builder or a dealer more in lost time, in aggravation, and in profit dollars than to have the manufacturer fall down on delivery or to ship poorly made products that give unsatisfactory service and require costly call-backs.

You’ll find Cupples aluminum windows (double-hung, single-hung, sliding) and sliding glass patio doors dependable in every way. They’re not only superbly designed, embodying all the latest improvements, but they’re also precision made to assure trouble-free operating efficiency and complete customer satisfaction.

Dependable, too, is Cupples service and delivery that gets your windows and doors to you on time—when you need them—delivered from nearby warehouse stocks. And what’s more, you’ll find all Cupples products priced to meet today’s competitive conditions.

Now add to all this, the DEPENDABILITY of product, of service, of company behind the product (Cupples is a division of Alcoa) . . . and you’ll quickly understand why you should investigate Cupples. Write today for a copy of our latest catalog. Address Dept. AB-112.

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A DIVISION OF ALUMINUM COMPANY OF AMERICA
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See us at Booth 1165 NAHB Builders Show

SLIDING GLASS DOORS

DECEMBER 1961
Complete fireplace unit is ready for installation in home

Hart Imperial Hearth Fireplace model 425 is a complete unit designed for simple installation. The unit comes with everything from firebrick to roof flashing in a complete package. This is a full-sized fireplace able to take fire logs up to 27 inches long. Lightweight, it erects without tools.

Blends with any decorator period because of its neutral tone. Can be painted any color. Made of aluminized steel with minimum foil faced fiber glass insulation. Line includes center-placed corner fireplaces.—Stratton & Terstegge Co., Booths 1214. Circle D248, reply card.

New compact cabinet hardware

Cabinet hardware is designed with emphasis on compactness. The new “900” line consists of four bevel edged knobs, two pulls. Comes in individual plastic bags, also in bulk packs.—Washington Steel Products, Inc., Booths 128-129. Circle D266, reply card.

Ideas home program featured

Scale model homes will be displayed on exhibit for builders to duplicate across the nation during 1962. Magazine to feature these homes and their builders editorially next fall.—Better Homes & Gardens, Booth 451. Circle D253, reply card.

Light thwarts burglars

Electronic garage door operator has safety feature to thwart nighttime intruders. “Genie Switch” consists of an automatic light timed to remain on after garage door closes.—The Alliance Manufacturing Co., Booths 1658-1659. Circle D256, reply card.

Weatherstrip is weather-tight


Brackets adjust swiftly

All-metal footing bracket adjusts to depths of 4” to 12” and to widths of 4” to 36”. No need to knock down for resetting, no need for nails in assembling footing forms. Lifts free when stripping.—Engineered Concrete Form Corp. Circle D261, reply card.

New weatherstripping weave

New weatherstripping weave reduces air and moisture infiltration. The fabric has uniform pile, smooth backing and is coated with polyester resin. Available with or without metal backing.—Schlegel Manufacturing Co. Circle D250, reply card.
World leader in roof truss connectors

- Save up to $200 a house while adding strength to roof construction.
- Sanford is the choice of the nation's largest home manufacturers.
- Sanford trusses out-sell all other truss systems.
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DECEMBER 1961
NEW LAUNDRY CENTER IN

BUILD IT INTO THE MORTGAGE AS WELL AS THE HOUSE

UTILITY TOP Filter-Flo® Washer, with a handy extra basin and the companion Under-Counter Dryer, topped by 27 inches of usable counter space—this is General Electric’s brand new Laundry Center.

General Electric has telescoped all this into a space-saving 54 linear inches—a saving for the builder of 5 to 6 square feet over separate installations. For the buyer, a very attractive addition to utility room or playroom.

The Utility Top Washer and Under-Counter Dryer have been reviewed by leading architects, builders and plumbers.

Build it into the mortgage as well as the house. Consult your local lending institution for details.

It’s tailor-made for discriminating home builders and buyers. For details, see your General Electric Distributor.

Stainless-steel basin is above the washer. Drains directly into separate waste system, lifts for access to washer. Finished, non-splashing faucet is included.

UTILITY TOP Washer WB-2050W. Gets a big 12-pound load truly clean. 2 wash speeds, 2 spin speeds, 3 wash and 2 rinse temperatures and 3 water levels. Famous Filter-Flo Washing System, too.

High-Speed Dryer DU-2020W. Three automatic drying selections as well as de-wrinkling cycle for wash-and-wear. Counter space for sorting and folding. (Counter-top not included.)
The washer with the basin on top.

The washer with the basin on top.

MODEL WB-2050W

Steel wall-box supports back of washer. Location of knockouts permits variation in plumbing to meet local codes.

Under-Counter Dryer DU-2020W completes the Family Laundry Center.

SEE THE NEW BUILT-IN GENERAL ELECTRIC LAUNDRY CENTER NAHB Convention and Exposition: December 3-7 General Electric Booth 1252.

Progress Is Our Most Important Product

GENERAL ELECTRIC

DECEMBER 1961
HARDWARE, BUILDING SPECIALTIES

Connector plate cuts costs
New truss connector plate cuts nailing in half, holds costs at a minimum. "Grip-Master" offers added strength through a patented corrugation process and retains flexibility in fabrication. Can be used on-site or in shop.—Sanford Truss, Inc, Booth 28. Circle D262, reply card.

Rail installs fast, easy
New steel grip-rail permits perfect fit for every installation. The rail erects faster, saves costs and installs easily. Comes in three lengths, 12', 8', 4' and requires one finish coat and needs no priming.—Logan Co., Booths 1142-1143. Circle D263, reply card.

Ventilation simplified

Fall-out shelter ventilator
Ventilator is designed to move 78 cubic feet of air per minute while under manual or electric operation. Has 8" long, 3" diameter intake pipe with cap. Operates quietly and meets CD requirements.—Swanson Manufacturing Co. Circle D233, reply card.

Lock features snap-in chain
Chain Door Guard has interior-mounted lock which opens and locks from outside by use of snap-in chain. Easily installed, chain cannot be removed, filed or clipped.—National Lock Co., Booths 1359, 741-742. Circle D256, reply card.

Chimney has hidden raincap
Prefabricated chimney with concealed raincap and stainless steel tank has no exposed parts to catch soot. Tank collects and evaporates moisture. Chimneys are coated with acid-resistant porcelain.—Condensation Engineering Corp. Circle D257, reply card.

Service reports for builders

Home improvement projects
"Minimum Maintenance for Maximum Living" articles featured in '62. Subject covers interior and exterior home improvement projects, home building workshop projects and a vacation home program.—Popular Mechanics, Booth 327. Circle D249, reply card.

Automatic door bottom

Adorned bathroom accessories
Bathroom accessories in Hawaiian shell and Versailles rose patterns create luxury look. Accessories are cast in brass, finished in chrome, brass and gold. Finishes have clear baked enamel coating, adapt to drawers and cabinets.—Artistic Brass, Inc., Booth 865. Circle D255, reply card.

Lever lock seals tightly
Designed to complement company's vent window unit, lever lock pulls sash tightly against stop and weatherstripping on vent. The scissor lock gives smooth operation and is gold toned in color.—Malta Manufacturing Co., Booths 1447-1448. Circle D240, reply card.

Developer reproduces blueprints
Automatic diazo print developer has a heated roller which speeds up action and assures good color tone. The "Thermomatic," designed for wall or table mounting, develops clear, crisp prints.—Rotolite Sales Corp., Booth 1222. Circle D237, reply card.
Drill increases accuracy
New type ¼" hand drill has 3-amp, 1,800-rpm motor set at right angle to drilling axis. With center of weight below axis, there is less wobbling which makes for greater accuracy.—Disston, H. K. Porter Co., Inc. Circle D277, reply card.

Improve soil compactors
Soil compaction units permit greater control, easier starting. All three models now use a new carburetor and fuel line; a dry type air cleaner with the carburetor assures longer engine life.—Jay, J. Leukert Co., Booth 1310. Circle D278, reply card.

Space heaters aid painters
Portable space heaters can be used to speed drying of plaster which is slowed down by cold weather. Enabling painters to keep pace with plasterers, units keep winter construction job on schedule.—Stow Mfg. Co. Circle D276, reply card.

Nailer speeds truss-making
Air-powered nailing machine helps speed construction of trusses and component parts. Model 6-16A is latest addition to Powasert line of nailers this company manufactures.—United Shoe Machinery Corp., Booth 17. Circle D266, reply card.

Roof trusses save money
Jig table and tools for roof trusses enable builder to save between $150 and $500 per house, manufacturer claims. Equipment is designed to erect strong, lightweight units.—International Truss Plate Corp., Booth 403. Circle D268, reply card.

Trash pumps handle solids
Heavy-duty line of 3" self-priming trash pumps handles trashiest water, including up to 1½" solids. Hatch permits removal of big obstructions in minutes without tools or disconnecting hose.—Construction Machinery Co. Circle D279, reply card.

Screwdrivers in ten sizes
Screwdriver line comes in ten most wanted sizes, features handles of unbreakable amber plastic. Inexpensive screwdrivers also have blades of high carbon steel, hardened and nickel-plated to deter rust.—Great Neck Saw Mfrs. Circle D272, reply card.

Guard prevents paint smears
Handy little flat metal triangle keeps window panes smear-free while window sashes are being painted. Versatile device can protect walls, aid in trimming wallpaper. Recalls for 40¢, 12 to a box.—Red Devil Tools. Circle D269, reply card.

Debut plastering tool
Newly designed featheredge tool for plasterers who work behind machines all day. Can be held and controlled with tips of forefingers. Extra-wide blade permits scraping off of maximum amount of mud.—Goldblatt Tool Co. Circle D273, reply card.

Design nailer for trusses
Portable air-powered nailing and stapling machine is made for truss builders who use metal plates or gussets in assembly operations. Drives fillet headed nails at 300 per minute.—Power-Line Sales Co., Booth 45. Circle D264, reply card.

Layout tool speeds building
Precision tool makes it possible to automatically lay-out A, 12, 16 or 24 inch o.c. markings for studs or other modular materials. Marking wheel can be set quickly. Works equally well on steel or concrete.—Pearson Products, Booth 1010. Circle D271, reply card.

Truss machine uses monorail
Truss-making machine consists of assembly that moves along monorail under own power and fixture with universal adjustments for various trusses. Nails are pressed into the lumber.—Hydro-Air Engineering, Booth 1745. Circle D265, reply card.

Truss building machinery
Advanced method of fabricating roof trusses features machine with special connector plates. Designed to assemble trusses spanning 16' to 40'. Roof pitches may be set from 1¼ to 6.—Trussomatic, Inc., Booths 1180, 1181. Circle D277, reply card.
"O.K! Tell me why I should put Puritron® Range Hoods in the kitchens I build?"

BECAUSE Puritron is the only range hood that works on the Patented Puritron electronic principle. This electronic miracle keeps kitchens free of cooking odors, smoke...and even swallows grease electronically, so it can never settle on the walls.

BECAUSE you need no expensive ducts, exhaust fans...no expensive carpentry to install a Puritron Range Hood. You put it up over the range in minutes with just two screws.

BECAUSE you'll be amazed at the fantastically low cost of Puritron Range Hoods. And since there are no installation costs, this means bigger savings.

BECAUSE Puritron is the only range hood that is nationally advertised on television. It has been pre-sold over and over again to millions on the Jack Paar NBC-TV show and 9 popular daytime TV shows. Puritron is also advertised in Life, Saturday Evening Post, Readers Digest and other important national magazines.

AND THE BIG BECAUSE...Puritron Range Hoods make your houses easier to sell...your apartments easier to rent. For full information, write Puritron Corporation, 15 Stiles St., New Haven, Conn.

Come to Booth 249-250 at the NAHB Show and see Puritron's newest Range Hoods. You'll see powerfully effective, beautifully styled units that improve the decor of any modern kitchen. And see Puritron's exclusive new ductless bathroom unit. This handsome built-in model has been specifically designed to solve the tough problem of bathroom odors, immediately and effectively. Needs no vents or ducts either. Come to the show and learn why Puritron is the choice of successful builders everywhere.
"We Built this House for only $7.50 per sq. ft. of living space by using a Seaboard Manufactured Home!"

MEET THESE BUILDERS AT BOOTH 1463 & 1464 AT THE CHICAGO HOME BUILDERS EXPOSITION TO LEARN HOW THEY DID IT—AND INCREASED SALES...

- YORKTOWN WOODS
  Yorktown Heights, N. Y.
  By exclusively using Seaboard Manufactured Homes, no one, but no one, was able to undersell us in our area.
  Aaron Grad

- THRUWAY HOMES
  Mamaroneck, N.Y.
  Sales and profits increased while construction headaches decreased when I turned to Seaboard Homes.
  Roger Becker

- DONO & SWIRNOW, INC.
  Greenwood Lake, N.Y.
  Seaboard Manufactured Homes enabled us to sell quality homes at low prices with healthy profits.
  Gerald M. Swirnow

- LAKE & VILLAGE
  Wolfeboro, New Hampshire
  With the flexibility offered by Seaboard I custom designed my homes to meet the most discriminating tastes.
  James Wales

- YORKTOWN WOODS ' THRUWAY HOMES LAKE & VILLAGE
  Yorktown Heights, N.Y.: Mamaroneck, N.Y. Wolfeboro, New Hampshire

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  Mahopac, N. Y.
  I increased my sales by better than 300% since I began using Seaboard Manufactured Homes.
  Vincent Melillo

- ALUMINUM HOMES, INC.
  Yonkers, New York
  Seaboard Homes enabled me to sell quality homes at low prices with high profits. I'm sold on them.
  Alfred J. Modica

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Recessed Units

For that extra touch of delightful luxury and comfort in your bathroom, there's nothing to equal the classic styling of Hall-Mack built-in accessories. Their quiet dignity blends harmoniously with any decor... saves precious space... provides extra convenience for every member of your family. The traditional fine quality of Hall-Mack accessories brings lifetime beauty to your bathroom... combines discriminating concealment with full utility. Accessories make the bath, so to be sure to specify Hall-Mack when you build or remodel.

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DECEMBER 1961

Sold by leading plumbing, tile and hardware dealers everywhere
1 Push-Button Garage Doors Help YOU Excite Prospects

Now YOU can sell your prospects electronic-age convenience, status, fun they can't resist!

YOU will sell them faster with the ULTRONIC Automatic Garage Door Operator, new from Overhead Door Corporation.

YOUR CUSTOMER stays right in the car . . . safe from prowlers, dry and comfortable in the ugliest weather. He touches a button on the compact ULTRONIC radio transmitter. Presto! Garage doors open or close—electronically. Makes manual door operation absolutely old-fashioned!

YOUR CUSTOMERS will like the gadgetry, the status symbol of ULTRONIC. And what a profitable selling feature for your now truly modern model homes!

ONE OF YOUR BETTER SALESMEN now can be this ULTRONIC Operator, installed in one of YOUR model homes—a deal so attractive YOU can't afford to turn it down!

YOUR NEARBY “OVERHEAD DOOR” DISTRIBUTOR will give you details—and free promotion materials, such as the colorful wall poster shown at right. He’s listed in the white pages under “OVERHEAD DOOR.”

Or write us today.

2 Door Design Helps YOU Sell

SELL YOUR PROSPECTS modern design, individuality—dramatic garage door styling with personality.

Let them see and select their own personalized garage door designs from our complete line, shown on this full-color poster: raised and routed doors, modern and traditional doors, flush and special doors, standard and multi-panel doors. Doors with windows, with decorative molding added, with unbroken surfaces, with tack-ons, appliques, louvers—and tasteful color.

YOU CAN VISUALIZE endless variations with our new Design Selector, too. Large poster and full-color folder are available to help YOUR customers make up their minds. Ask YOUR “OVERHEAD DOOR” distributor.
3 Dramatic Use of Livable Garage Space

YOU will build traffic with this whole new concept of space-use, that converts garage area into pastime workroom, play-room, patio extension—more useful space as well as car space.

An optional "OVERHEAD DOOR" as a "movable" backwall lets in more light and air, provides better space use. Transforms whole area. Labor and materials saved on the backwall may make up most of the extra door cost. And YOU get higher evaluation for your homes.

Put the "Convertible-Garage-Room" to work for YOU... selling. Exciting sales tools are free from YOUR "OVERHEAD DOOR" distributor. Or write us.

FAMOUS NAME

helps YOU sell reliability. "OVERHEAD Door" is the original, made only by us.

SERVICE WARRANTY

relieves YOU of any call-back. YOUR local "OVERHEAD Door" distributor installs every "OVERHEAD Door" with service warranty label.

SALES AIDS: Wall banners, handout "idea" booklets, publicity releases, and other materials are available from Overhead Door Corporation, Dept. AB-112, Hartford City, Indiana.

SEE US AT THE NAHB EXHIBIT, BOOTH 870
McCORMICK PLACE, DEC. 3-7, CHICAGO

the original upward-acting sectional door, made only by

OVERHEAD DOOR CORPORATION


DECEMBER 1961
Introducing a new trend...

With something borrowed, something new, model home attracts New York prospects. Basic ranch-style offers buyers informal charm of traditional farm house combined with modern five-bedroom floor plan. The price—$33,800; the site—Harbour Green, Massapequa, Long Island; the builder—Bourne Homes; Architect—Donald J. Brown

The spearhead for a proposed development of nineteen houses, this month's blueprint house reflects a trend that is being felt throughout the country: buyer pressure for more traditional design. Informality is its keynote; warm, inviting living its promise.

Hand-split red cedar shingles add texture to the outside walls and, left natural, will soon reward the owner with that much prized salt-sprayed look so familiar in New England. Inside, exposed beams which follow the roof lines add a feeling of extra height to all main rooms. This feeling of spaciousness is further emphasized by sliding glass doors in the family room which open onto a private side terrace. This room, lined with pre-finished plywood, gains added interest because of a brick island fireplace which separates it from the dining area.

The first floor also includes a formal living room, a kitchen-breakfast room, foyer, three bedrooms and two baths. This basic design is offered along with a two-car garage, laundry and unfinished attic. Price: $29,990. A second floor dormer brings the price tag up to $31,800. If the attic is finished, offering two more bedrooms and an extra bath, the buyer pays $33,800.

Large studio windows on the upper floor add brightness to the bedrooms.
FAMILY ROOM
DINING ROOM
LIVING ROOM
LAUNDRY
KITCHEN
FOYER
BREAKFAST
BEDROOM
GARAGE
FAMILY ROOM
DINING ROOM
LIVING ROOM
LAUNDRY
KITCHEN
FOYER
BREAKFAST
BEDROOM
GARAGE
FAMILY ROOM
DINING ROOM
LIVING ROOM
LAUNDRY
KITCHEN
FOYER
BREAKFAST
BEDROOM
GARAGE
VIEW OF FAMILY ROOM shows exposed beams of ceiling, peninsula fireplace and open passage leading into formal living area.

Complete estimating take-off list of building materials

<table>
<thead>
<tr>
<th>Material Description</th>
<th>Quantity</th>
<th>Unit Cost</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire Brick 4&quot; Fireplace Wall Lining</td>
<td>100</td>
<td>$10</td>
<td>$1000</td>
</tr>
<tr>
<td>Fire Brick 4&quot; Fireplace Floor Paving</td>
<td>200</td>
<td>$20</td>
<td>$4000</td>
</tr>
<tr>
<td>Fire Brick 4&quot; Fireplace Hearth Paving</td>
<td>100</td>
<td>$15</td>
<td>$1500</td>
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<tr>
<td>Comm. Brick Chimney Construction</td>
<td>150</td>
<td>$15</td>
<td>$2250</td>
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<tr>
<td>Face Brick 4&quot;x8&quot; Window Sill</td>
<td>20</td>
<td>$15</td>
<td>$300</td>
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<tr>
<td>Vitr. T.C. 9&quot;x9&quot; Floor Lining</td>
<td>150</td>
<td>$25</td>
<td>$3750</td>
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<tr>
<td>Vitr. T.C. 13&quot;x13&quot; Floor Lining</td>
<td>150</td>
<td>$20</td>
<td>$3000</td>
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<tr>
<td>Acid &amp; Mortar Expos. Brick Clean &amp; Point</td>
<td>300</td>
<td>$30</td>
<td>$9000</td>
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<tr>
<td>2x4&quot; Wood Wall &amp; Port. Sill</td>
<td>200</td>
<td>$2</td>
<td>$400</td>
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<tr>
<td>2x4&quot; Wood 16&quot;x12&quot; Ceil. Joists</td>
<td>200</td>
<td>$10</td>
<td>$2000</td>
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<tr>
<td>2x4&quot; Wood 48&quot;x12&quot; Ceil. Joists</td>
<td>100</td>
<td>$60</td>
<td>$6000</td>
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<td>2x4&quot; Wood 48&quot;x12&quot; Port. Studs</td>
<td>200</td>
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<td>$8000</td>
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<tr>
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<td>200</td>
<td>$25</td>
<td>$5000</td>
</tr>
<tr>
<td>2x4&quot; Wood Wall &amp; Port. Plate</td>
<td>200</td>
<td>$5</td>
<td>$1000</td>
</tr>
<tr>
<td>2x4&quot; Wood 16&quot;x12&quot; Port. Plates</td>
<td>200</td>
<td>$30</td>
<td>$6000</td>
</tr>
<tr>
<td>2x4&quot; Wood Wall &amp; Port. Sill</td>
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<td>$15</td>
<td>$3000</td>
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<tr>
<td>2x4&quot; Wood 16&quot;x12&quot; Port. Sills</td>
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<td>$30</td>
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<td>2x4&quot; Wood Wall &amp; Port. Plate</td>
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<tr>
<td>2x4&quot; Wood 16&quot;x12&quot; Port. Plates</td>
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<td>$40</td>
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</tr>
<tr>
<td>2x4&quot; Wood Wall &amp; Port. Plate</td>
<td>200</td>
<td>$50</td>
<td>$10000</td>
</tr>
</tbody>
</table>

**AMERICAN BUILDER HOUSE NO. 291**

<table>
<thead>
<tr>
<th>Section</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASEMENT FLOOR AREA</td>
<td>1,440 sq. ft.</td>
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<tr>
<td>MAIN FLOOR AREA</td>
<td>1,745 sq. ft.</td>
</tr>
<tr>
<td>GARAGE FLOOR AREA</td>
<td>395 sq. ft.</td>
</tr>
</tbody>
</table>

**—EARTH EXCAVATION & GRADING—**

- Topsoil Exc. & Fill
- Earth Basement Excavation
- Earth Foundation Exc. & Fill
- Earth Misc. Surplus Removal
- Gravel 4" Fr. & Fill, Sub-Fill

**—CONCRETE CONSTRUCTION & FINISH—**

- Concrete Wall & Chim. Footings
- Concrete Chimney Foundation
- Concrete Foundation Walls
- Concrete Foundation Wall Forms
- Concrete Structural Pier
- Concrete Structural Riser
- Concrete Structural Tier Forms
- Concrete 4" Fr. & Fill, Sock O.G.
- Concrete 11"x37" Steps, Form & Finish
- Monolithic Floor Finish
- Monolithic Floor Sub-Finish
- Monolithic Platform Finish
- Kraft Paper Paper & Floor Prot. & Curing
- Precoated 15x4" Floor Expos. Joint
- 4x4 Steel 6x6" Rebar Reinforcing
- Mastic Finish, Wall Dampening

**—METAL ORNAMENT & MISCELLANEOUS WORK—**

- 3x3" Light Steel Column
- 2x6"x6"x6" Stl. Base Plate
- 2x6"x6"x6" Stl. Base Plate
- 2x4x4x4" Stl. Fireplace Linet

**—METAL SHEET WORK—**

- Metal 14"x14" Wall Flashing
- Metal 12"x12" Base Flashing
- Metal 12"x12" Chimney Flashing
- Metal 6"x6" Dr. & Window Flashing (Head)
- Metal 2x1x1" Chim. Cracker

**—LUMBER FRAMING & CONSTRUCTION—**

- 2x4"x10" Wood Floor Girder
- 2x12"x8" Wood Ceiling Beam
- 2x8"x8"x8 Wood Floor Joists
- 2x10"x8" Wood Valley Rafter
- 2x8"x8" Wood Hip Rafter
- 2x8"x8"x8 Roof Ridge Board
- 2x8"x8"x8 Wood 12"x12" Joists
- 2x8"x8"x8 Wood Wall & Port. Plate
- 2x8"x8"x8 Wood 16"x16" Joists
- 2x8"x8"x8 Wood Wall & Port. Plate
- 2x8"x8"x8 Wood 16"x16" Joists
- 2x8"x8"x8 Wood Wall & Port. Plate
- 2x8"x8"x8 Wood 16"x16" Joists

**—WOOD EXT. & INT. MILLWORK—**

- Wood & Glass 4"x8" Gls. Ext. St. Door, F&T
- Wood & Glass 9"x8" Gls. Ext. Door, F&T
- Wood & Glass 9"x12" Gls. Ext. Door, F&T
- Wood & Glass 12"x12" Gls. Ext. Door, F&T
- Wood & Glass 12"x12" Gls. Ext. Door, F&T
- Wood & Glass 12"x12" Gls. Ext. Door, F&T
- Wood & Glass 12"x12" Gls. Ext. Door, F&T
- Wood & Glass 12"x12" Gls. Ext. Door, F&T
- Wood & Glass 12"x12" Gls. Ext. Door, F&T
- Wood & Glass 12"x12" Gls. Ext. Door, F&T
- Wood & Glass 12"x12" Gls. Ext. Door, F&T
- Wood & Glass 12"x12" Gls. Ext. Door, F&T

**—SECOND HALF OF BLUEPRINT FOLDED UNDER—**

Cape Cod Look

DECEMBER 1961

119
FOR EXAMPLE:

**HOMASOTE ONE-MAN PANELS**

*save you $64. or more*

on every 1,000 sq. ft. of exterior wall area

Applied vertically, these panels provide the most economical, satisfactory exterior wall covering available. They give you structural strength, insulating value and resistance to weather. With V-grooving and end-matching—and applied either vertically or horizontally—they afford an attractive new note in interior walls and ceilings.

Homasote Products can help you cut your costs—whether in specific applications or throughout the whole structure. With a wide variety of thicknesses and sizes (up to 8' x 14")—and all of them weatherproof—you save money at every step. They permit many uses not possible with other materials.

The major facts about each Homasote Product are presented in briefest terms—on a colorful Nutshell Card (as here pictured). Handy reference tables—such as Comparative “R” Factors—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 your request to Department M-1 or ask your Homasote representative.

**HOMASOTE COMPANY**

TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd. • 224 Merton Street • Toronto 7, Ontario
American Builder’s Top Winners
In Quality Home Contest
Get Flights To Europe

Three lucky builders will soon be winging their way to Europe, enjoying a bonus prize for excellence in their work. These free trips for two, via Icelandic Airlines, were the added incentive that brought this year’s entries in American Builder’s Quality Home Contest way above the 300 mark, the largest number to date.

Entries came from every part of the country though, as in previous years, the West Coast and South dominated the field. Quality of design, planning and construction was high; there seemed to be a definite trend towards more traditional design, two-story houses, dual-purpose rooms and simplified decoration.

Our panel of distinguished judges met October 13 in New York’s famous Savoy-Plaza. Their job wasn’t an easy one. Hundreds of photographs, plans and details were carefully studied; pros and cons argued and debated. Finally the list dwindled down to twelve houses, four in each category and, from these, three Grand Prize winners were selected, and appear on this page. Congratulations!

The Winners: Their designs will be in the February American Builder


Top Winners
James Deane,
B. C.
Deane Cont.
Co.—
M. J. Brock & Sons.

Steven L. Fortunato & Leon N.
Weiner, Frank-
lin Assoc. & L.
Fortunato Assoc.
Wilmington,
Del.

John C. Mackay,
Mackay Homes,
Menlo Park, Cal.
“Our first Ford Econoline truck convinced us we should replace all 11 units in our repair and maintenance fleet with Econoline Vans and Pickups.

“We saved from $300 to $500 apiece on initial cost, and this lower price also means a fleet savings of $200 in city taxes and several hundred dollars each year in state taxes.

“We also found that our gasoline bill has been cut almost in half. These Ford Econolines are getting about 20 miles to the gallon, compared to the 10 miles our standard 1½-tonners used to average. It looks like we’ll save 15% yearly on tire costs. In fact, our total maintenance expense is way down. So much so, we’ve been able to cut our staff of mechanics from three to two.

“Many other Ford advantages have shown up—besides economy. Our drivers report the Econolines are much more maneuverable, and they’re easier to operate in snow than the standard trucks we’ve had.

“Each driver-repairman carries all the supplies and equipment needed to plaster, paint, fix plumbing, secure sagging hinges or handle any emergency. They need plenty of room to keep everything where it can be reached quickly and easily. The Econoline’s flat floor, larger loadspace and convenient double doors (side and rear) are big timesavers.

“We have 12 other Ford Trucks, including dumps and mixers for construction work and Falcon Rancheros in our nursery operation, all doing an excellent job for us.”

Solid testimony that Ford’s full-time economy only starts with low price!

FORD TRUCKS COST LESS
Introducing ...a sales-winning new line from the house of Qualitybilt

Princess kitchen cabinets

If you are interested in the bigger volume that comes when you can feature genuine quality tempered with budget pricing ... you’ll find these beautifully designed new “Princess” cabinets a money-making answer for your building and remodeling business. Made of fine birch wood finished to a mellow, golden fruitwood finish ... crafted in the Qualitybilt tradition ... completely assembled, ready to install ... with exclusive antique copper-tone hardware for a final touch of elegance.

These and many other exclusive features make the “Princess” a truly outstanding new line. Call your Qualitybilt distributor for full details now!

Qualitybilt FARLEY & LOETSCHER MFG. CO. DUBUQUE, IOWA
The new “Princess” cabinets ... and other outstanding products ... will be on display at the NAHB show — Booths 1451 and 1452. Don’t miss them!
GM-DELCO BREAKS to Low-Cost Home

the THRIFT-PAK
(upflow or counterflow models)
Gives complete heating and air conditioning

See this advanced home conditioning unit and other new GM-Delco Home Conditioning products at the Builders Show—Booth 917
THE BARRIER Conditioning

Now you can completely air condition even modestly priced homes with Thrift-Pak, GM-Delco's new thru-the-wall heating and cooling system. This is the unit that builders requested to help sell new homes in the big $10,000 to $15,000 range.

Low installation cost makes the difference. In just sixty minutes, two men can install this GM-Delco Conditionair. For more details, write the Delco Appliance Division, Dept. A-2, General Motors Corporation, Rochester 1, New York.

Versatile...with all these applications

CRAWL SPACE... The Thrift-Pak fits through the wall and connects to distribution duct work underneath the house for an economical installation.

OVERHEAD DUCTS... The popular overhead distribution system uses the Thrift-Pak mounted through the wall and over the heating unit.

BASEMENT... A conventional basement heating installation can be easily made into a year-round Delco-365 system by locating the Thrift-Pak directly above the furnace.

SLAB CONSTRUCTION... For fast, easy, year-round air conditioning in slab type houses, the Thrift-Pak is installed through the wall and over the supply plenum in the floor.
Estimating Takeoff List
continued from page 119

Wood 1"x3" Crown Molding
Wood 1-1/8 diam. Clothes Pole
Wood 12Rx3' Stair & Rail
Wood 12Rx3'6" Stair & Rail
Wood & Mesh 3'6x1'6" Wall Louver & Scrn.
Pre-fin. Wood 3'2x3'9" Pantry Cabinet
Pre-fin. Wood 2'x2'x1' Wall Cabinet
Pre-fin. Wood 2'x2'x1' Wall Cabinet
Pre-fin. Wood 3'1x1'6x1' Wall Cabinet
Pre-fin. Wood 3'6x1'8x3'6" Vanity Cabinet
Pre-fin. Wood 1'x3"x8'8" Linen Cabinet
Pre-fin. Wood 3'1x1'6x3'6" Vanity Cabinet
Pre-fin. Wood 4'x2'x3' Base Cabinet
Pre-fin. Wood 4'x2'x3' Range Cabinet
Pre-fin. Wood 3'1x1'6x1'6' Vanity Cabinet
Pre-fin. Wood 4'x2'x3' Base Cabinet
Pre-fin. Wood 2'x2'x4'9" Oven Cabinet
Pre-fin. Wood 4'x2'x3' Base Cabinet
Pre-fin. Wood 3'x2'x1' Wall Cabinet
Pre-fin. Wood 2'x2'x1' Wall Cabinet
Pre-fin. Wood 3'x1'6x1' Wall Cabinet
—GYPSUM BOARD & METAL CEIL. & WALL BOARDING—
Gypsum board 1/8 T. J. Ceiling Boarding 2,480 S
Gypsum board 2" T. J. Wall Boarding 5,865 S
Metal Corner Beads 9 S
—WOOD & RESILIENT FLOORING & TILING—
Wood Finish Flooring 1,545 S
Machine Finish Sanding 1,545 S
—CERAMIC FLOOR & WALL TILING & TRIM—
Ceramic Floor Tiling 1,730 S
Ceramic Wall Tiling 270 S
Marble 1"x4" Door Saddle 6 S
—METAL FINISH HARDWARE—
Metal Ext. Cylinder Locks 3 S
Metal Interior Latch 1 S
Metal Interior Lock Sets 3 S
Metal Exterior Door Hinge Sets 3 S
Metal Inter. Door hinge Sets 14 S
Metal Sliding Door Tracks Sets 5 S
Metal Sliding Door Finger Pull 5 S
—METAL & GLASS TOILET ROOM ACCESSORIES—
Metal & Glass 18x24" Medic. Cabinet 1 S
Metal & Glass 18x24" Medicine Cabinet 1 S
Chrome Metal Toilet Paper Holder 3 S
Chrome Metal Soap Holder 3 S
Chrome Metal Tumbler & T.B. Holder 3 S
Chrome Metal Soap Dish & Grab Bar 3 S
Chrome Metal Towel Bar 3 S
Chrome & Fabric 9" Shower Rod & Curtain 2 S
—PAINT EXT. & INT. FINISH—
Paint Ext. Millwork 3 Coats 850 S
Paint Int. Millwork 3 Coats 75 S
Paint Ext. Doors 4 Coats 1,500 S
Paint Gypb'd Wall 2 Coats 5,965 S
Paint Gypb'd. Cell. 2 Coats 2,480 S
Paint Wood Floor 4 Coats 1,545 S
Paint Wood Sash 3 Coats 795 S
—PLUMBING SYSTEM & FIXTURES—
Water Service Connection & Piping 1 S
Gas Service Connection & Piping 1 S
Gas Furnace Connection & Piping & Acc. 1 S
Hose Bibb. Connection & Piping 1 S
Laundry, Piping & Accessories 2 S
Von. Laundry, Piping & Accessories 2 S
Both Tub, Piping & Accessories 2 S
Water Closet, Piping & Accessories 3 S
Shower, Mixed, Piping & Accessories 3 S
Kitchen Sink, Piping & Accessories 1 S
Elec. H. W. Htr. Piping & Accessories 1 S
Laundry Wash. Piping & Accessories 1 S
Laundry Dryer & Accessories 1 S
—HEATING SYSTEM & FIXTURES—
Gas Hot Air Furnace & Accessories 1 S
Gas Hot Air Furnace & Accessories 1 S
Gas Hot Air Furnace & Accessories 1 S
Gas Hot Air Vent Stack & Connection 1 S
—ELECTRIC SYSTEM & FIXTURES—
Electric Service & Connection 1 S
Electric Service & Connection 1 S
Electric Service & Connection 1 S
Electric Service & Connection 1 S
Gas Furnace Connection & Wiring 1 S
Gas Furnace Connection & Wiring 1 S
Gas Furnace Connection & Wiring 1 S
Gas Furnace Connection & Wiring 1 S
Electric Range Connection & Wiring 1 S
Electric Range Connection & Wiring 1 S
Electric Range Connection & Wiring 1 S
Electric Range Connection & Wiring 1 S
Oven, Connection & Wiring 1 S
Oven, Connection & Wiring 1 S
Oven, Connection & Wiring 1 S
Oven, Connection & Wiring 1 S
Conven. Ramps, Outlet & Wiring 40 S
Light Outlets & Wiring 20 S
Entry F. Bath. Doors, Trans. & Wiring 1 S
Ceiling Fixtures & Bulbs 10 S
Wall Fixtures & Bulbs 4 S
Cell. P. C. Fixtures & Bulbs 4 S
"We can bid lower because Dodge Reports do our prospecting for us"

"Without the advance notice of prospects for new work that Dodge Reports give us," says Mr. Penker, "we'd have to maintain a much larger sales force to provide the same kind of information. We figure that could add 5 to 10% to our cost of sales and advertising . . . which might make the difference between losing or winning an award!"

"We cannot afford to miss a single valuable lead, since we can't hope to get more than a few of the jobs we bid on. This is why continuation of our business at its present levels without Dodge Reports would be almost impossible!"

Mr. Penker's company was formed in 1880 by his grandfather to build homes and small factories. Today it employs 300 to 400 men on various projects ranging from buildings to sewage, water and power plants, bridges, viaducts and highways. It is one of the three largest firms in southwest Ohio doing both engineering and building types of construction.

"Over the 35 years that we've been using Dodge Reports," Mr. Penker says, "their primary value to us has been the important advance news of new projects they provide. But they give us other benefits, too.

They let the sub-contractors know which jobs we are bidding in plenty of time to submit their bids to us! What's more, Dodge Reports help us to know a large part of our possible market as much as two years ahead, thereby enabling us to plan on either curtailing or expanding our overhead, personnel and equipment requirements. This can be a vital factor in an operation of our size."

Every day, Dodge Reports give Penker Construction the kind of advance information they need—in time to take action. Dodge Reports can do the same for your company—at surprisingly low cost—regardless of your size or scope.

Send the coupon for FREE BOOKLET.

F. W. DODGE CORPORATION
Construction News & Statistics Div., Dept. AB-121
119 West 40th Street, New York 18, N. Y.
I'd like to receive your free booklet, "How General Contractors Get More Business in New Construction" and details on how Dodge Reports can help me increase volume and profits.

Name ____________________________________________
Company __________________________________________
Address __________________________________________
City___ Zone___ State___
SHAKERTOWN® GLUMAC SIDING TOPS ANY “PANEL” DISCUSSION!

PHOOEY!
...EVERYBODY KNOWS ABOUT SHAKERTOWN
the all-fuel 10-K by Metalbestos

with Lo-K, a revolutionary new insulation

- 2" of Lo-K insulation in 10-K has insulating value of 35" of brick.
- Chimney capacity increased 100% yet supports in standard framing.
- Lightweight. One-man installation.
- Exclusive TWIST-LOCK coupling — no screws, masonry or mastic.
- Simple 3-step installation for fast job-site assembly.
YOU TOLD US WHAT YOU WANTED!

HERE IT IS
a practical new promotion package from Carrier to sell your homes in '62!

Within the last year, we talked with hundreds of builders all over the country about their problems.

We asked: "What can we do to help you sell your homes?"

We listened. We made notes. And then we put together a program that includes the builders' major requests.

Is it workable? We've already field-tested just one section of the program with a group of builders—and the result was increased builder profits.

It's ready now—without any cost whatsoever—for builders using Carrier furnaces and/or air conditioning. It's complete with everything you need from the moment the prospect walks in until he's happily moved into his new home.

You can get complete information about the program and the new Carrier furnace line of gas-fired and oil-fired...upflow, counterflow, horizontal and loby...budget, standard and deluxe models...for any size and type of home at our booths in the NAHB convention.

If you're not attending the convention...or want information before then...see your Carrier Dealer, listed in the Yellow Pages. Or write Carrier Air Conditioning Company, Syracuse 1, New York.

A sample of the new promotion for your homes:

1. Training on successful home selling methods for builders' and realtors' salesmen. 2. Prospect brochures custom-tailored to promote all the major features of your homes. 3. Publicity releases specially prepared on you and your homes for use in your local newspapers. 4. A "Keep-the-Prospects-Sold" promotion—the first of its kind to clinch sales. 5. Dramatic display materials for practical point-of-sale use. And more!

Visit the Carrier exhibit at the NAHB Convention, McCormick Place, Chicago—Booths 941 through 946
Now, you can benefit and profit from all the sanitary advantages of an elongated type closet for just a few dollars more than a conventional round front model.

Eliminating the common institutional look, Eljer's new EMBLEM Elongated rim closet, designed especially for residential use, is of premium quality in every detail. Both elongated and round front models comply fully with federal specifications for siphon jet closets.

Available in all Eljer colors as well as snowy white. For further information contact The Murray Corporation of America, Eljer Plumbingware Division, 3 Gateway Center, Pittsburgh 22, Pa.
Get set for BH&G's biggest
HOME BUILDERS' BONANZA!

BETTER HOMES & Gardens
1962 HOME IMPROVEMENT CONTEST

Even BIGGER and BETTER than the 1956 Contest when 136,000 Families entered and 19,733 Builders-Dealers and 87 Manufacturers tied in!

MAKE YOUR COMPANY OFFICIAL CONTEST HEADQUARTERS AND BUILD YEAR-LONG TRAFFIC AND SALES!

If you tied in with the 1956 Contest you know what a success it was for builders, dealers and manufacturers alike! And this new one has even more sales excitement and consumer incentive!

Here's how BH&G will help you cash in: (1) By a major editorial series beginning in January, generating tremendous enthusiasm for home-improvement among the 514 million action-minded BH&G families; (2) By providing you FREE all the merchandising and promotion materials to make your organization Official Contest Headquarters, including entry forms.

CONTEST STARTS JANUARY 1

Already, top brand names manufacturers are tying in to add tremendous support. Harness the purchasing power of 5,500,000 BH&G families... order your promotion kit today, and you'll be on your way!

To: BH&G 1962 HOME IMPROVEMENT CONTEST
AB-12, Des Moines 3, Iowa

Name __________________________
Company Name __________________________
Type of Business __________________________
Address __________________________
City __________________________ Zone __________________________ State __________________________

(ADVERTISERS: Write on your letterhead for Contest details, or tie-in assistance, to the above address.)
Drywall contractor's idea eliminates costly callbacks

How can a drywall contractor put up a better ceiling to reduce callbacks, yet keep his price competitive?

Jim Shaw, Orleans, Mass., found the answer in a strip lamination system he devised to eliminate face nails in the panels. After using the system on more than 300 jobs, Shaw has yet to send his crew back to reset popped nailheads or repair a deformity caused by delayed warping of framing.

Here's how it works: Strips of gypsum or backing board, 8" wide, are double-nailed 16" o.c. at right angles to the joists. Adhesives are applied with an applicator, and the panels are pressed in position and nailed only along the tapered edges—joint taping will later cover the heads. As the panels are installed, bowed wood braces are nailed across them at every other joist to press them firmly against the backing strips until the adhesive sets. Scaffold nails are used to hold the braces in place and they, too, are driven through the tapered edges of the panels, leaving the face surfaces unmarred.

Oil keeps asphalt materials from clogging metal shears

When using sheet metal shears to cut roofing, linoleum or asphalt shingles, dip the blades in oil before each cut.

H. Josephs, Gardenville, Pa., reports that this prevents the asphalt from sticking to the blades and insures a clean cut.

Plastic laminate improves window sills

Covering the stools of window sill assemblies with laminated plastic adds durability and convenience to these trouble spots for little more than the cost of runoff. A backing sheet laminates conventional stools, according to Bob Lilly of the Formica Corp. stool seals it against warpage.
Place blocking as floor is laid for accuracy

To avoid having to move the blocking because of a miscalculation or accumulated error in a long building, carpenters using the Douglas Fir Plywood Association's 2.4.1 system install the blocking one jump ahead of the floor layers. The blocking is suspended from the beams by metal hangers, and a spacer is used to center the blocking accurately beneath the butting edges of the panels about to be laid.

Paneled foundation walls cost nothing extra

By using textured plywood for part of the inner foundation forms, you can cast a driftwood or striated effect in the exterior walls around a basement game room. After stripping the forms, these panels are cleaned and used for matching interior partitions. Builders who use this cost-saving trick say it's hard to tell the difference between the real wood and the cast concrete when the walls are painted.

Supporting columns double as downspouts

A second story porch, carport or patio roof can have controlled drainage without installing a gutter system. Builder Gordon Rogers, Mercer Island, Wash., slopes the deck (or roof) to drain to the corners, then installs tees and elbows in the supporting pipe to carry the water to the ground.

Close line placement facilitates insulation work

If your plumbers and electricians install their lines close to the inner edge of studs in exterior walls, there will be ample room to slide insulation batts in place without tearing or compressing them. The insulation and its vapor barrier helps prevent freezing in pipes and condensation in electrical conduits.

Colored antifreeze is easy to read in level tube

Have you tried a colored antifreeze in your level tube? Not only does it keep the level from freezing, but it's easier to read.
The compatibility of wood makes a strong selling point in this kitchen. Note how beautifully cabinets of wood accommodate the enameled range. Ceiling, floor, and wall paneling of wood blend harmoniously for an effect of warmth and comfort. Frazier and Raftery, architects.
In kitchens that whet buyers' appetites

WOOD sells the rooms that sell the house

When you build the kitchens for today's homes, make them wood. Wood's warm beauty and ease of care mean more pleasure and freedom for the home-maker...more chance of a sale for you. For kitchens that are desirable and livable, for houses that are readily salable, there's nothing in the world like wood. Walls of wood are so comfortable, so practical to maintain. Beautiful cabinets of wood, prebuilt or custom, are strongly preferred. Windows and doors of wood are durable, attractive barriers against heat, cold, and sound. With its many economical possibilities for good design, wood makes the homes you show women the ones they will want to live in.

NLMA, with its ad campaign in LIFE, continually reminds home-buyers of wood's many wonderful uses. Millions of people—your customers among them—are seeing it. They'll remember to look for wood in the kitchens you show them. For more information on better homes of wood, write:

NATIONAL LUMBER MANUFACTURERS ASSOCIATION
Wood Information Center, 1619 Massachusetts Ave., N.W., Washington 6, D.C.

A free-standing centerpiece of wood serves as counter decoration and storage space in this kitchen. Cabinets, beams, and paneling of wood combine warmth and beauty with practical advantages.

All the good points home-buyers look for in kitchens of wood are present in this dramatic illustration. Exposed structural elements emphasize the advantages of building with wood. Paneling shows wood's easy-to-maintain beauty on walls, while strip flooring calls attention to its benefits underfoot. The wood door is both good-looking and practical. Cabinets and shelves demonstrate useful and attractive ways in which wood creates space for storage; while wood countertops make attractive work areas in the kitchen.
Ask the Experts

QUESTION: I completed a home this year which has an indoor swimming pool in a room roofed with corrugated fiberglass. The sun warms this room during the day, but at night water drips from the ceiling like rain. It there any advice you can give me about correcting this situation?

New Brunswick, N. J.

ANSWER: Your problem is primarily a lack of insulation. When the evening air settles on the roof above the warm, humid pool room, moisture condenses on the warm side—just as the outside of glass containing a cold drink sweats profusely in hot weather.

Since we assume you want to retain the translucent roof, we can only suggest that you create a double fiberglass roof. Seal both layers to the closure strips thoroughly with mastic to trap dead air between them. This should minimize the problem to a great extent.

Another solution might be to ventilate the room with a large exhaust fan. This might not appeal to the swimmers, but it will stop the condensation by equalizing inner air with outer air.

The How and Why of placing concrete reinforcement effectively

QUESTION: I asked the foreman why they always put reinforcing rods in the bottom of a slab. He said to ask a guy who makes blueprints. Can you help me?

Los Angeles, California

ANSWER: Placing the rods at the top is little better than no reinforcement at all if the stress is downward; the slab will crack at the bottom as shown at (A). Figure (B) illustrates how placing the rod at the bottom ties the concrete together. When stress is from two directions (C) rods are often used at top and bottom. However, the Wire Reinforcement Institute tells us that draping a single layer of wire mesh toward the center of the slab (D) is nearly as effective.
Fast roof pitched without waste—underside level becomes ceiling

**QUESTION:** I plan to build small cottages approximately 21' square. Roofs will be pitched just enough for water to run off. How can I pitch the rafters without using separate joists for a flat ceiling? Each cottage will have a center partition.

**ANSWER:** Rip 2x12's diagonally. Join their wide ends above the supporting center partition. This will give you 21' rafters pitched on top and flat on bottom.

Concealed backbone of rod reinforces cantilevered brick slab

**QUESTION:** I've seen fireplaces having a cantilevered hearth of brick protruding into the room a foot above the floor. What holds the brick together?

**ANSWER:** The hearth slab is reinforced by 3/8" rods set in the mortar between the brick. To make such a slab, arrange the brick on a flat surface in parallel rows, leaving a 3/8" joint between the edges and the ends. Work a 1" layer of mortar into the joints and place the rods between the brick in both directions. Next, fill the joints with mortar and allow the slab to set. Turn the slab over and install it in the fireplace so that the rods are near the top.

Okay to weld short girders together to make long one, if...

**QUESTION:** I have a supply of I-beams that are too short to span the foundations of a group of larger houses I'm putting up. Can I use these beams by welding two sections together?

**ANSWER:** Welded beams are acceptable, but the joint should be centered over one of the supporting columns. This might mean trimming both ends of the girder, since the location of the column fixes the placement of the joint. If this is too wasteful, save the short beams and buy new steel to fit present starts.

Metal barrier is dead end for termites trying to reach wood

**QUESTION:** Since a termite shield is nothing but a strip of metal placed between the sill and foundation, what's to prevent these bugs from crawling around the shield to get at the wood?

**ANSWER:** Termites are borers, not surface crawlers. They nest in damp earth and burrow through weak spots in masonry or concrete, finally eating into the sills from below. Since they can't chew their way through metal, their tunnels end at the shields.
DRESSING TABLE occupies one corner of a bedroom and takes the place of movable furniture. Placed next to the bathroom door, it is a great convenience to the lady of the house and helps solve the bathroom bottleneck during the pre-breakfast rush. Counter is of black hard-surfaced plastic; panel between framework is a plastic insert.

STORAGE WALL, with open shelves, forms one end of a divider between a family room and kitchen, serves as a pass-thru during mealtimes. Designed as a piece of furniture, its height allows the ceiling to run into a formal living room beyond, giving an added sense of unity and extra spaciousness to all main living areas in the house.

SECOND FLOOR ATTIC, where headroom is at a premium, finds one solution in this storage wall. Equally usable in either a bedroom or a family room, it takes care of book or collection displays and has plenty of room for concealed storage underneath. Design can be made of solid wood or plywood, painted or stained to match trim of a room.
ENTERTAINMENT and laundry wall proves ideal for a family room with limited floor space. A slanted frame focuses attention on the upper portion with its built-in TV, radio, record player and hi-fi. Sliding doors conceal a washer-dryer. Unit is covered with natural finish, flush wood panels match those on the adjacent wall.

ENTRY DIVIDER helps define the foyer of a split-level house and partially conceals stairway to an upper floor. The lower part facing the entrance door, acts as storage space for rubbers, gloves and other outdoor gear; the upper shelves display plants and flowers, add a decorative note. Wood matches panelling shown on the adjacent room wall.

PARTIAL PRIVACY between three living areas, foyer, living room and family room, is gained by an open-slatted screen with plant box in its lower section. Slat boards set at a 60° angle, begin at counter height and run up to the soffit of the ceiling beam. Finished in light driftwood stain, they add a feeling of verticality and allow the passage of light and air between rooms. The planter built of the same wood and finish, has a removable metal tray which is concealed when filled with foliage. For a change of pace, alternate dividers, in houses with similar floor plans, could substitute panels of decorative plastic, in geometric pattern, for the slatted louvres.
Storage tank serves as central distribution point for houses...

Protective coating is applied to supply tank slated for installation on separate one-acre site at edge of development. Public Service Commission ruled that Tri-State's system doesn't constitute a public utility and is not subject to their regulation.

...which receive fuel oil through main and feeder line network...

Builder Mark Ritter inspects typical juncture of main and feeder line. An elaborate safety valve and cut-off system is provided at the head of each street, the tank site and curb line of each house. Two pumps at the main tank assure constant pressure.

...and use special meters to measure individual gallons used

Plumber prepares to attach fuel oil line to unique device that solved metering problem of central distribution system for oil. New system puts oil companies on direct competitive footing with utilities in nationwide battle for residential business.

LAND PLANNING

Metered

A pilot installation in Poughkeepsie Township, New York, demonstrates how this system works to the advantage of all parties.

For the builder: Tri-State Pipe Lines Corp., the sponsor, pays for and installs the system. It costs the builder exactly nothing. On one item alone—an oil tank for every house—the builder saves from $75 to $100.

Furthermore, the central system enjoys complete mobility, Otis M. Waters, Tri-State's president, points out. "It is self-contained and can readily be installed wherever the development is located," he says.

Another advantage is that the builder doesn't have to post the bond that utilities often require when a development is not located near existing fuel mains.

For the homeowner: Homebuilder Mark Ritter estimates oil can save between 10% and 25% on his heating bills.
fuel oil system free to builder

Major breakthrough puts oil consumption on pay-as-you-use-it basis. Central distribution system—installed free of charge—features one large supply tank for each fifty houses, eliminating fuel oil tank in basement or yard.

Key to the system, which puts oil consumption on an individual basis despite the use of a community storage tank, is the meter at the furnace. Called a "Slow-Flow" meter, it measures down to 10ths of a gallon on an easily read dial face.

Approved in New York State and California, the meter handles firing rates as low as a half-gallon per hour. As with gas, a serviceman periodically reads the meter for billing purposes.

Since the central tank is large enough to hold a two-to-three-week reserve against weather contingencies, this eliminates potential heating emergencies in winter due to impassable or treacherous roads.

With this system, naturally, oil tank trucks do not visit individual homes. Consequently, there is no oil spillage or smell, and the hazard, however remote, of a fuel tank on the premises is removed.

In addition, homeowners will never be charged more than the current market price for fuel oil, Waters says. A restriction in the builders' contract and the lease of the supplying oil company guarantees this price structure.

For the company: Tri-State's income comes from leasing the distribution system to Sinclair Refining Co. on a long-term basis. Sinclair supplies and services it.

At Oakland Heights, Tri-State bought the land on which it buried the fuel oil tanks and holds permanent title to that spot. This is the procedure it will follow on a 500-house project in Monroe, N.Y. All home titles will be subject to perpetual easement to the company for the lines.

Normally, Tri-State will undertake to install its system in developments with a 100-house minimum, Waters says. At present, there are two 10,000-gallon tanks underground in the Oakwood Heights development—the second one in case the project grows.

To "seal out" corrosion and insure long life, Republic Steel Corporation's plastic-coated steel pipe, called X-Tru-Coat, was specified for main and feeder lines. The piping network consists of 2,500 ft. of 1½" main lines and 1,800 ft. of ½" feeder lines. The main lines run in a trench two to four feet under the streets.
She needs the hot water- and detergent-resistance of K & M Asbestos-Cement Building Sewer Pipe!

It's easy to sell a homeowner by giving her what she needs and Keasbey & Mattison Asbestos-Cement Building Sewer Pipe does just that. This tough house-to-sewer pipe resists the normally destructive effects of hot water and detergents (even where other materials go "soft" or disintegrate). You'll do yourself a favor as well, by installing this modern material. Its two-step assembly and lightweight 6 1/2 and 13 foot lengths let one man do the entire installation. Available in 4", 5", and 6" diameters. For more information, write: Keasbey & Mattison Company, Ambler, Pa. Dept. P-36121.

These rugged asbestos-cement features assure homeowner satisfaction:
- Permanently smooth bore
- Root-tight, leak-tight joints
- Corrosion-resistance
- No collapsing—can be laid under driveways and streets
It's a 3010... for heavyweight stability above ground... better work 13 1/2 feet down

Built for the big jobs, the new John Deere “3010” furnishes a steady platform for fast, efficient trenching, plus the high mobility only a wheel tractor can provide.

Two John Deere backhoes are available for “3010” work—the center-mounted 50, and five-position 51 for regular and offset digging. Each operates with simple two-lever control, has a 13-1/2 foot digging depth.

With a “3010,” the operator sees his job through from start to finish in comfort. Adjustable, weatherproof backhoe seat is contoured fiberglass plastic. Tractor seat is adjustable to operator’s height and clean platform provides easy off-on access. Low profile improves stability.

The unit is available with a choice of power—64 engine h.p. gasoline or 69 engine h.p. Diesel. Power steering and power brakes are standard. Constant-mesh transmission.

For a “3010” demonstration, contact your John Deere equipment dealer now through the yellow pages. Ask him about the advantages of the John Deere Credit Plan, and long-term leasing arrangements available. John Deere, 3300 River Drive, Moline, Illinois.
Imagine it — standard divider doors to fit non-standard room openings! Now, the Kennavider door and matching hardware package makes short work of such room division problems.

Kennatrack engineers have pre-figured most room opening requirements. They've designed the right doors and matching hardware to fill each such opening — fashionably and economically. Further, they've put the doors, necessary hardware and full instructions in one package and made it available to you in one-stop shopping. The Kennavider plan makes you the specialist in room divider problems; gives you the package to conquer unlimited room divider sales in today's building market. Be sure to read the next page for full details.
KENNAVIDER package includes two-door units, track, hangers, factory-mortised hinges, jamb set, door guide, screws, instructions. All hardware is Kennatrack's heavy-duty Custom 1300 Series.

Now...all in one package!

KENNAVIDER Philippine mahogany doors install with snap-on ease, save immensely on assembly and installation time. Door panels and all hardware necessary for a finished installation are included in the Kennavidor package (hinges mortised and assembled at the factory). Two-door units (separate jamb and intermediate sets) are completely interchangeable. Add as many as you want to fill any width opening. Two styles—traditional flush panels and a classic combination of louvered top with raised-panel bottom. Warm mahogany finish on all six sides. Available in 6'8" and 8'0" heights and in standard panel widths.

KENNATRACK CORPORATION

DECEMBER 1961
Wire mesh reinforcing carries the heat

Concrete slab reinforcing does double duty as the electrical conductor for efficient radiant heat. Unusual system stores heat for daytime use.

Experimental use of a welded wire fabric grid in a floor slab holds promise for substantial savings in installation over more conventional systems of radiant heating.

This floor grid is energized primarily at night to store heat in the floor and underlying areas, eliminating an increase in the daytime demand factor. Baseboard resistance heating supplements the stored heat during late afternoon hours. A thermostat overrides the preset schedule to energize the floor grid during the daytime.

Can be used in commercial structures

Now being tested in a 6,500 sq. ft. warehouse for Northern States Power Company on the outskirts of Minot, N. D., the process can be adapted to other commercial buildings.

In making the method work, both the reinforcing and electrical conductor had to operate without one impairing the efficiency of the other. To be effective as reinforcing, the welded wire fabric had to be overlapped to assure continuity of its crack-controlling ability. To maintain a proper flow of current, however, it was essential to electrically separate the overlapping lengths of wire fabric.

Asbestos cement lumber does the trick

This problem was solved by placing between the lengths of fabric a 2" wide, 1/8" thick strip of asbestos cement lumber. This was tied securely in place every 12" by plastic tape wrapped about the sandwich formed by the insulation and the overlapping wires.

Electricians then welded 1/4"x3" wide copper bars across the full width of each length to apply the electric potential to the lengths of wire fabric. That established a path for the flow of current.

Near the transformer ends the bars were 5' long. But at the far side the copper buss bars reached nearly 10' in length. These bridged two strips of fabric and served to conduct the current from one length to its immediate neighbor.

To simplify placing the wire fabric, the welding of the copper buss bars, and the insulating and tying of the overlapping lengths, the designer specified that the floor slab be constructed in two separate stages by the workmen.

Welding the wire mesh overlaps comes first...

Workman connects wire mesh overlaps. Mesh is laid out on previously-placed 20" course of unreinforced concrete set over polyethylene vapor barrier. Welding makes mesh continuous grid.

...tightening bars and wires is next stage...

Electricians tighten cable-connecting lugs to copper bars at ends of wire fabric. Clamps keep wires and bar in close contact. Acetylene flame is hot enough to weld but not burn wire.

...and pouring concrete completes the slab

Fully connected mesh reinforcing awaits pouring of concrete to complete slab. Conventional concrete is used and concreting is done in conventional manner. Current flow is 600 amps.
A tremendous profit opportunity is yours in The Air Conditioned Range. For here is unprecedented sales appeal... deriving from brand new, very important range benefits that your customers will find nowhere else:

**Completely odor-free cooking** — All fumes and vapors are removed within the range-top and oven. Even onions fry in an open skillet with no detectable odor in the room!

**Quietness** — The Air Conditioned Range is several times quieter than conventional ventilators. The power unit is centrifugal, resilient-mounted, and remotely located inside the range base cabinet... does not interfere with even normal conversation.

**Exclusive range cover** — When closed, the lustrous cover beautifully conceals the stainless cooking area, providing extra counter space. At the touch of a button the cover raises to reveal four front elements, and then becomes a splashguard to protect walls and decorations.

**Freedom of kitchen design** — By eliminating overhead ventilating apparatus, The Air Conditioned Range opens up dramatic new design concepts. Wall cabinets can be carried full length directly above the range in a beautiful, sweeping, unbroken line. Or, for an open spacious effect, the range-top can be located in islands or peninsulas... with no overhanging obstructions.

**Lasting beauty** — Classic simplicity gives The Air Conditioned Range-Top and Oven a look of quiet elegance that quality-conscious kitchen and home buyers will be quick to appreciate.

Installation Ease and Economy

Single-unit installation with only one mounting and one electrical outlet for both cooking and ventilating saves time and money, and so does the simplified down-and-out ducting.

The Air Conditioned Range is "tomorrow's concept in cooking"... for profitable sales today! Write for complete brochure and the name of your Jenn-Air Distributor.
"CHROMALOX electric heating helps sell my homes faster by giving buyers more for their money!"
says Paul L. Sell, Builder, Huntington, Indiana

"Believe me, electric heating has played a great part in the growth and development of my business," says Paul L. Sell, highly successful home builder in Huntington, Indiana. "Owners know that an all-electric home is a more comfortable home . . . with better heat, insulation and other conveniences not available in other types of homes. In fact, I sell electrically-heated homes easier than those equipped with other types of heating equipment!"

You, too, can profit with CHROMALOX Electric Heat

Smart, thrifty home-buyers appreciate CHROMALOX electric heat. They know they will pocket substantial savings over other types of installations because there's no furnace, flue or chimney, no piping or ventilating to worry about or to pay for. This helps electrically-heated homes go up faster, too, with savings in installation costs as high as $500 a home!

Join the swing to Chromalox electric comfort heating. Send now for Bulletin 975 and name of nearest Sales Engineering Representative.

Nylon carriers on anodized closet rod glide at a touch

New anodized closet rod features nylon carriers which glide out clothes at a touch. Carriers can snap in place, permitting the addition of extra carriers for more clothes. The rod will support extra heavy loads safely, and can be cut to size for special widths. Track is made of aluminum and is gold anodized. Nylon carrier is black in color. The end brackets and center support are of cold rolled steel and arc brass plated.—Grant Palley & Hardware Corp., Booths 45-46. Circle D247, reply card.

Unit holds large magazines


Finish line is extensive

Complete line of finishes and wood primers for in-plant application by various methods is available. Designed for manufactured homes and builders supplying components for factory-built homes.—The Arc Corporation, Booths 1554, 1555. Circle D232, reply card.

Instant ELECTRIC POWER

115 VOLT AC for lights, tools, appliances

MITE-E-LITE

$249.50 F.O.S.

It's the most...

Trouble Free

Light Weight (60 lbs.)

Compact

Powerful

Dependable

Because it's a new Missile-Tested Principle in a permanent magnet design—brushless—burnout-proof.

Operated by famed quick-starting Briggs & Stratton 4-cycle engine using regular gasoline.

Carry MITE-E-LITE with you for instant electric power anywhere.

Use one unit for 1500 watts; 2 for 3000; 3 for 4500.

Write for literature...

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215 S. BROOKLYN AVE. • WELLSVILLE, N.Y.
Delco-Matic operator opens, closes garage door from car
All-transistor garage door operator is push-buttoned and fully automatic. Opens and closes garage doors at the touch of a button providing instant operating action. Transmitter and receiver are fuse protected and are set up separately from main house control. Door also has automatic light switch (optional) which turns on when door is opened. Sensitive control stops door when contacting an obstacle. Operator motor is guarded against mechanical or electrical overload and works on an exclusive radio frequency range. Lubrication is not required and requires very little maintenance.—Delco Products Div., General Motors, Booth 1821. Circle D247, reply card.

Lift has 12,000 capacity
Manufacturer announces addition of F-120, 12,000 lb. capacity fork lift truck. It has a heavy-duty frame with all-welded members. Steering axle is mounted on springs to cushion road shock. Can adapt to lifting roof trusses into place.—Allis-Chalmers Mfg. Co. Circle D285, reply card.

One man operates aerial lift
Compact aerial lift is designed for one-man operation, has basket heights extending to 28', 32' or 36'. All movements are controlled by joy stick in basket. Torsion bar suspension assures stability. Lift is designed for trees, other high work.—Highway Trailer Ind. Circle D286, reply card.

Add models to heater line
Two portable heaters, a larger and a smaller unit, have been added to the John Wood line. Both use no vents and are equipped with combustion chambers to help eliminate odor, smoke and visible flame.—John Wood Co. Circle D219, reply card.

Add larger trowel engines
Larger engines have been furnished as standard equipment on 24" and 29" power trowels. Due to longer handle, trowel is easier to operate and provides better control for operator. Tool speeds large tract cement slab work.—Muller Machinery Co. Circle D207, reply card.

Jig features truss variety
Improved jig turns out more components per minute than earlier models. Four-foot, all-steel jig can produce almost all trusses used of any design. Hips, scissors, gables can be turned out on same unit and needs small labor force to operate; can be moved from site to site.—Gang-Nail Sales Co. Circle D214, reply card.
YOU OWE IT TO YOURSELF TO SEND FOR THIS FREE BOOKLET TODAY!

"HOW TO CUT TRUCK OPERATING COSTS IN THE BUILDING INDUSTRY"

IT MAY CHANGE ALL YOUR IDEAS ABOUT THE ECONOMICS OF TRUCK OPERATION

If you are in any branch of the building industry that employs even one truck, "HOW TO CUT TRUCK OPERATING COSTS IN THE BUILDING INDUSTRY" may be a real eye opener for you! Here, in factual language, is everything you want and need to know about truck economics today as applied to your particular business—facts and figures that are beyond dispute.

Fill out, clip and mail the coupon below. Do it right now, before you turn the page. This simple act may help you to substantially increase your operating profits!

Studebaker trucks are designed by truck engineers, built in a truck factory with components conforming to truck specifications. The '62 Studebaker line includes ½-ton and ¾-ton CHAMP pickups, TRANSTAR gasoline trucks and America's first light-medium Diesel trucks (16,000 to 23,000 GVW). See your Studebaker truck dealer for specifications and prices.

TRUCK ECONOMICS ENGINEER, South Bend 27, Indiana
Please send me the free booklet "HOW TO CUT TRUCK OPERATING COSTS IN THE BUILDING INDUSTRY." I understand that this puts me under no obligation whatever.

Name and Title
Address
Company
City Zone State
Number of trucks in fleet

Shakes mounted to sheathing
New cedar shingle panel has the shakes already mounted on insulation board in panels 43½" long. Units also are available in 8' lengths; 14 colors are available.—Shakerstown Corp., Booths 709, 710. Circle D185, reply card.

Hardwood floors resist wear
Hardwood floors have great resistance to denting by women's spike heels, children's toys, etc. Many interesting designs can be created with the material.—National Oak Flooring Manufacturer's Assn., Booths 1340, 1341. Circle D186, reply card.

Laminate has many uses
Besides wooden countertops, this laminated plastic material can be used for cabinets, shower walls, wall paneling, doors, etc. It's available in grains and patterns, as well as solid colors.—Consaweld Corp., Booths 729 and 730. Circle D187, reply card.

Wood ceiling adds beauty
Depth and natural beauty of plank-and-beam ceiling dominates interior, eliminates the need for other types of decoration. Roof system is constructed of pine lumber; it offers strength.—Southern Pine Assn., Booths 1355, 1356. Circle D17, reply card.

On-grade vinyl flooring
New on-grade vinyl flooring—1/16" gauge for residential use and 1/8" for commercial jobs—is applied with conventional asphalt type adhesive for economy. Many patterns available.—Good-year, Booths 1264 1267. Circle D192, reply card.
**PRODUCT PREVIEW**

**New panel has scatter design**

A new hardboard panel, Sandalite, has a neutral, light blond Sandalwood background for imbedded particles of white, grey, and blue-gray random scatter design. Material is ideal for walls, counters and blends well with contemporary or oriental interior design.—Forest Fiber Products Circle D180, reply card.

**Offer suspended ceiling kits**

A ceiling in a package—complete with 2' square foamed Styrene panels 2” thick and wall-to-wall aluminum grid—is the big item. Units, designed on module, fit most commercial jobs.—Arcrest Products Co. Booths 868 and 869. Circle D181, reply card.

**Add eight grain patterns**

New flat cut mahogany, available in four colors, is one of eight new wood grain patterns to the Nevamar high-pressure laminate selection. Material can be used for walls, counters—National Plastic Products Co., Booths 621, 622. Circle D182, reply card.

**Lead acts as sound barrier**

To block sound, two factors are required: weight and limpness. Research points out that lead—over other materials—approaches the ideal. It can be used as “wallpaper,” door linings, and in partition materials.—Lead Industries Assn., Booth 527. Circle D183, reply card.

**Panels designed for utility**

A new hardboard product, “Garage Liner,” has been designed expressly for utility—garage walls, in basement shops, storage room. It’s prefinished in light tone, can be installed directly to the studs. Board takes shelf and tool-hanging support pegs.—Evans Products Co. Circle D184, reply card.

**HIPP AND REIMER**

**Dramatize Quality That Buyers Can Appreciate To Sell Homes In Minneapolis**

Richard Reimer and Richard E. Hipp shown with Lindsay “Hidden Value” Blue Ribbon

Richard Reimer, realtor, tells Mr. and Mrs. Walt Moffett how their attractive new Lindsay Princess water softener will give an unlimited supply of pure soft water for baths, cleaning, dishes and laundry. The Moffetts’ new home is in Hipp’s Hopewood Hills, a new subdivision in the Minneapolis suburban area.

**Viewers’ Curiosity Piqued by Lindsay Soft Water Blue Ribbon Benefits**

Richard E. Hipp has built over 1,500 quality homes in Minneapolis suburban area. His present project is Hipp’s Hopewood Hills homes—a 500-home subdivision. He believes his buyers deserve the best quality homes he can give them for their money. This is evident to builders by 2 x 10 joists, extra house power, large heating units, self-storing windows and many other quality features.

Richard Reimer, realtor, who works closely with Hipp also believes in the selling power of quality home features.

When Hipp and Reimer discovered that 98% of their buyers installed water softeners within the first six months they knew this was an extra that would dramatically help to show quality in such a way that buyers would see and understand—and want to buy.

As Richard E. Hipp says, “Most of the people want a water softener in the home, so we decided to make a selling feature of it. Water is, after all, the most used utility in the home, so the quality of the water is vitally important!”

Throughout their model display home Hipp and Reimer use blue ribbon medallions to highlight the many soft water benefits. Each ribbon has two streamers. The top one refers to a Hidden Value. The streamer underneath then gives the soft water benefit, such as “Complexion fair, soft water care.” Visitors’ natural curiosity leads them to examine the blue ribbons throughout the house to find out what the “Hidden Values” are. This gives the salesman plenty of opportunity to point out that Lindsay soft water is just an example of extra quality the builder has put into the home. He shows builder thoughtfulness by pointing out Lindsay soft water saves up to $117.60 a year, or about a house payment a year. Yet this “plus” feature is included right in the mortgage!

The water softener selected by Hipp and Reimer is the trim, slim Lindsay Princess, only 12” wide and 43” tall. Genuine porcelain inside and out, it comes in 4 popular decorator colors and white. It’s all-automatic, too—with an automatic by-pass in the regeneration cycle.

Drop us a letter to see how you, too, can benefit from the Blue Ribbon Hidden Values promotion.
PRODUCT PREVIEW

Combination heating-cooling unit designed primarily for roof-mounting on one-story commercial buildings now available in cooling sizes of 5 to 35 tons, and 150- to 600,000 btu heating capacity. Prices: from $1500 to $8000. — Welbilt. Circle D140, reply card.

Two-way unit mounts on roof

Combination heating-cooling unit designed primarily for roof-mounting on one-story commercial buildings now available in cooling sizes of 5 to 35 tons, and 150- to 600,000 btu heating capacity. Prices: from $1500 to $8000. — Welbilt. Circle D140, reply card.

Add pattern to fabric line

A new pattern, a combination of gauze balloons and blossoms, has been added to the Wall-Text line. The fabric, Balla, is available in 4 colors and pre-trimmed. — Columbus Coated Fabrics Co., Booths 1121 and 1124. Circle D178, reply card.

Introduce woodgrain pattern

A new woodgrain pattern, American Elm, has been added to the TextiRoll line of decorative plastic laminates. Line includes solid color and other wood patterns. — General Electric Co., Booths 1144, 1157, 1244, 1267. Circle D177, reply card.

Wall mounted cooling unit

WhispAir, new 18,000 btu cooling unit, fits on outside walls. The factory assembled units with prewired thermostats serve up to 1,000 sq. ft. Cased in 6 x 2 x 1' cabinet. — Westinghouse, Booths 823, 835, 836. Circle D141, reply card.

New textile wall covering

Recently developed, this dramatic wall covering is easy to wash without harm to the material. The vinyl fabric is easy to install and impervious to scuffing. — The Birge Co., Booth 529. Circle D191, reply card.

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.

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Life-time finish for swimming pools is made of liquid cement. Designed to take place of ceramic tile, "marble" finishes or paint. Applied under pressure with a special sprayer, it hardens like concrete.—L. F. Popell Co., Inc. Circle D214, reply card.

Coatings are guaranteed
"Handi-gard" aluminum roof and sidewall coatings, guaranteed for five years, comes in five colors—red, white, green, blue, and gray. The warranty assures replacement if defective.—Gibson-Homers Co., Circle No. D215, reply card.

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Undercounter dishwasher-dryer is made in two models—Supreme and Custom. Both feature two power washers, four power rinses and fan-forced drying, load from side. Size—24½" high, 24° deep and 24" wide. Fits into most cabinet arrangements.—Gaffers & Sattler. Circle D109, reply card.

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Low-temperature insulator is made of small cells, which are produced by expanding beads of polystyrene. "Uni-Crest" material comes in sheets or as a covering for blocks or pipes.


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Olympic Stained Products Co., Booth 1354, Circle D218, reply card.

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Canadian Consulate General, Booth 1843, Circle D219, reply card.

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**Door chimes come in all models, adapt to one to three doors**
Door chimes are designed to sound pleasantly in two to eight musical notes. Chimes styles are modern, early American or contemporary and adapt to needs of one, two or three doors. Finishes are polished brass, embossed brass, chrome, ornamental antique, polished and embossed bronze. Chimes are either non-electric types or complete push-button electric. Come with wide line of push-buttons. Line also includes bathroom heaters and fans, exhaust ventilators.—Miami-Carey, Mfg. Co., Booths 418, 518. Circle D291, reply card.

**Decorative concrete block**
Exterior, interior concrete block screening geared to the homebuilder will be presented. Also includes decorative, textured interior walls, many commercial and residential applications. Literature will be offered showing decorative uses of concrete products.—Portland Cement Assn., Booth 1718. Circle D292, reply card.

**Pool liner fits tightly**
Feature called "Innerlock" makes tight, multilayered vinyl swimming pool liner. Design consists of extruded bead welded to edge of vinyl liner and companion locking channel molding. Goes in with minimum labor. Swimming pool liner fits over concrete, tile or plywood pool foundations, is unaffected by weather.—Plastimaid. Circle D290, reply card.

**More venting in chimney**
Model 10-K all-fuel chimney supports in standard framing, provides double the venting. Inside is 10" with total venting area of 78.5 sq. in. Can be used with oil, gas, coal equipment and classic, two-sided, center-placed or prefab fireplaces.—Metalbestos Div., William Wallace. Circle D289, reply card.

**Range hood meets FHA rules**
Series 94 range hood meets all FHA requirements whether air is discharged horizontally or vertically. Venting can go through wall, eaves or roof. Comes in copper or satin chrome. Goes well with any range oven, cabinet arrangement, works equally well with gas or electric appliances.—Fasco Industries, Booths 447, 449, 1630. Circle D288, reply card.

**Electronic air cleaner**
Horizontal air-flow electronic air-cleaner rich house of smoke, pollen, dust and dirt. Installs on floor or suspended between furnace and ductwork. Comes completely assembled.—Electro-Air Cleaner Co., Booth 1309. Circle D299, reply card.

**Floor tile varies patterns within houses and rooms**
Solid hardwood floor tile called "Stretchwood" can be mixed or matched to vary designs and patterns in the house. Tiles apply to concrete slab or subflooring using resilient-type adhesives. Units measure 9" x 9" x 1/4", will not stretch, shrink or buckle. Six-coat finishing system includes hydraulic press curing which makes finish part of wood. Tile comes in light domestic oak or dark African hardwood. Although Stretchwood is designed for residential use, it can adapt to commercial jobs.—Higgins Industries, Inc., Booths 1622, 1623. Circle D29, reply card.
Air-driven DUO-FAST Staple Nailer makes short work of sheathing job.

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Hardwood parquet flooring installs over concrete
Larger than other parquet blocks, these units measure 19x19", with a full 5/16" wearing surface—8½% thicker than laminated blocks. The material can be installed in a variety of patterns—plain, with divider strips, with insets and divider strips. There are no dirt-catching beveled edges: units have square-edged slats, with flush points. In the event of damage, slats can be removed. Price is competitive to other flooring.—Harris Mfg. Co., Booth D61. Circle D196, reply card.

New plaster partition system
Simple lock tabs on metal ceiling runners fasten gypsum lath at the top with this improved solid plaster partition system with a 1" core. Lath is locked at the bottom in same way.—Kaiser Gypsum Co., Booths 1242, 1246. Circle D196, reply card.

New thickness offers design
Because all planks and blocks in color will be made in 1/4", the units can be used together for decorative effects. Moldings also have been standardized.—Mar-lite, Marsh Wall Products, Booth 1241. Circle D197, reply card.

Water closets can't overflow
A patented feature, which prevents overflow even when the ballcock is wide open at 90 pounds pressure, is now available on the Cassette One-Piece Water Saver, illustrated, and on another moderately priced model.—Case Mf'g., Booths 109-111. Circle D155, reply card.

Range fits into 2' space
Featuring eye-appeal, electric range is designed in one-piece unit with full 19" oven and 4 heating elements. Oven has a patterned glass door. Range comes in chrome and five decorator colors.—Waste King Corp, Booths 637, 641. Circle D108, reply card.

Foam core door won't warp
Primed galvanized metal faces over a foamed-in-place polystyrene core provide dimensional stability and insulation in "Ever-Strait" door. Now available in 23 designs, each is pre-hung in a wood frame.—Pease Woodworking Co., Booth 863, Circle D170, reply card.
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DECEMBER 1961
**PRODUCT PREVIEW**

**Cabinet lit at top and sides**
Shadowless lighting around this sliding-door medicine cabinet is provided by three fluorescent lights—25 watts on top, 15 watts on each side—covered by a plastic shade in a continuous line—F. H. Lawson Co., Booths 1560, 1561. Circle D174, reply card.

**High-style closet seat**
New contours designed into the top of the closet bowl. The molded cover on matching color hinges is dished on the underside to fit over the seat.—Beneke Corp., Booths 1056, 1057. Circle D153, reply card.

**For planning your homes**
Floor plan books include such titles as “Blue Ribbon Homes,” “Choice Selected Homes,” “Ranch and Suburban,” etc. Ranch books include working drawings and materials list for fall-out shelter.—L. F. Garlinghouse, Booth 859. Circle D295, reply card.

**Uses of redwood covered**
Garden redwood and its uses—decks, patios, gazebos—add outdoor living at a fraction of cost of house remodeling. Shows how redwood can give luxurious look to gardens. —California Redwood Assn. Circle D296, reply card.

**Panels designed for re-use**
Concrete form panel is designed to be used again and again. Called “Fiber-Ply,” the panels have new type of hard, smooth surface which allows extensive reuse of materials.—Georgia-Pacific Corp., Booth 1253. Circle D297, reply card.

**Wood fronts match cabinets**

**Line includes new saws, sanders**
Latest line includes 10” table saws, 24” jig saws, 12” band saws. Also belt and disc sanders, 12” lathes, 15” drill presses, 6” planers and a new grinder-sharpenet. Complements radial arm saw line.—DeWalt, Booth 1753. Circle D299, reply card.

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American Builder, December 1961

MONTH AHEAD

Merchandising from the ground up—literally
Where does selling begin? Not too long ago, many builders thought selling began with the salesman—and ended there, too. Whether or not a house sold often depended on the salesman’s personality or gift of gab. As long as this approach worked, the builder had no cause for complaint, especially not when he acted as his own salesman and saved the commission.

But personal magnetism is no longer enough to sell a house in today’s market. While home building is coming out of the doldrums, along with the rest of the country, the public’s buying resistance must still be overcome. In today’s market, the builder should recognize that he cannot afford to wait until his houses are up to start selling them: sales appeals must be built in. And that’s what American Builder’s January issue is all about: Merchandising From the Ground Up.

The four stages of merchandising
For the first time, a magazine is going to talk sense to builders on the crucial subject of how to sell. Unlike other efforts in this direction, our stories will not be confined to the “circus” promotions of a few big, big builders. Instead, we will point out and explain how each step in the builder’s operation affects his sales record, from planning the house, selecting and buying land and materials, building the house, to the final selling stage.

Learn from modern masters of merchandising
You can profit from the sales success of Herman Sarkowsky who operates in several markets in the Northwest. He builds and sells 100 or more houses in one town, 10 or less in another. You can pick up land buying ideas from Marion McCune, one of America’s top land appraisers. You can learn about the right words to use in selling from Dale Witt. A special vocabulary of field-tested words that your salesmen should use will appear in this special issue.

Don’t overlook special features on how to style your house to sell, what kind and price of house to build and how to make your model house more effective as a selling tool. These and other stories on how to revitalize your merchandising techniques will come your way.

IN FEBRUARY: Best Model Homes
- Looking for hot ideas? You can get them from the award winners of American Builder’s Quality Model Home Contest. The houses and plans in this issue represent a bumper crop: you can reap the harvest of profit.
Congoleum-Nairn has startled the building world with its brilliant design leadership. Now we present "Tangier," vinyl-plus linoleum — style and budget news. Here is today's most popular floor fashion by the yard — 3-DIMENSIONAL inlaid mosaics — at 25% to 40% less cost! Write for a free sample of "Tangier" today. Address Home Builder Service Department, Congoleum-Nairn Inc., 195 Belgrove Drive, Kearny, New Jersey.
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