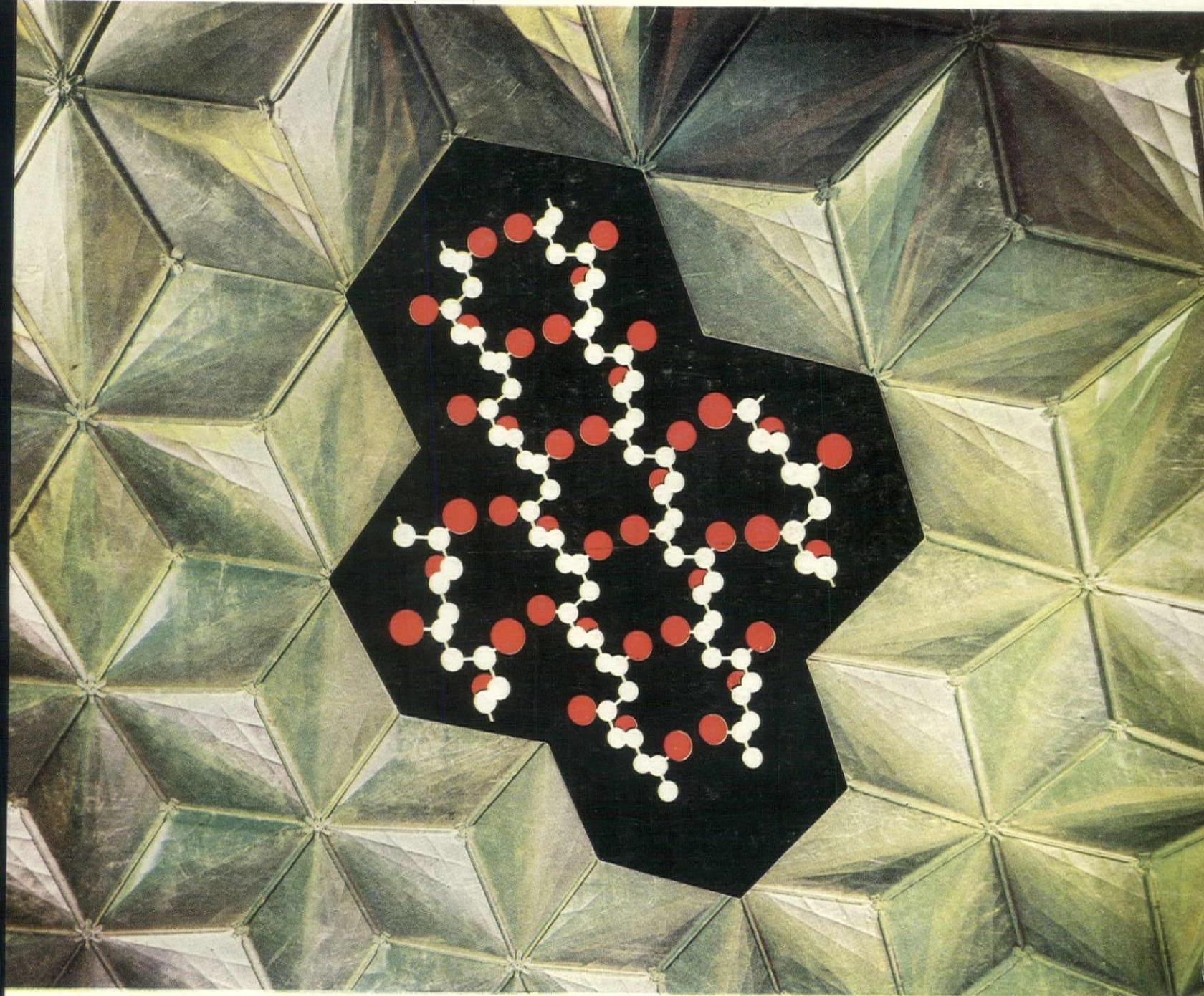


ERICA'S BIGGEST INDUSTRY MONTHLY FOR AMERICA'S BIGGEST INDUSTRY

JANUARY 1958 SIX DOLLARS A YEAR—ONE DOLLAR A COPY

House & Home

ECTS · APPRAISERS · BUILDERS · CONTRACTORS · DECORATORS · DEALERS · DISTRIBUTORS · FHA-VA · MANUFACTURERS · MORTGAGEES · PREFABRICATORS · REALTORS



THE NEXT REVOLUTION IN HOME BUILDING - A look at 196X, page 118

■ 28 pages of new products to help you build better in 1958, page 155

The big change in FHA policy, page 150

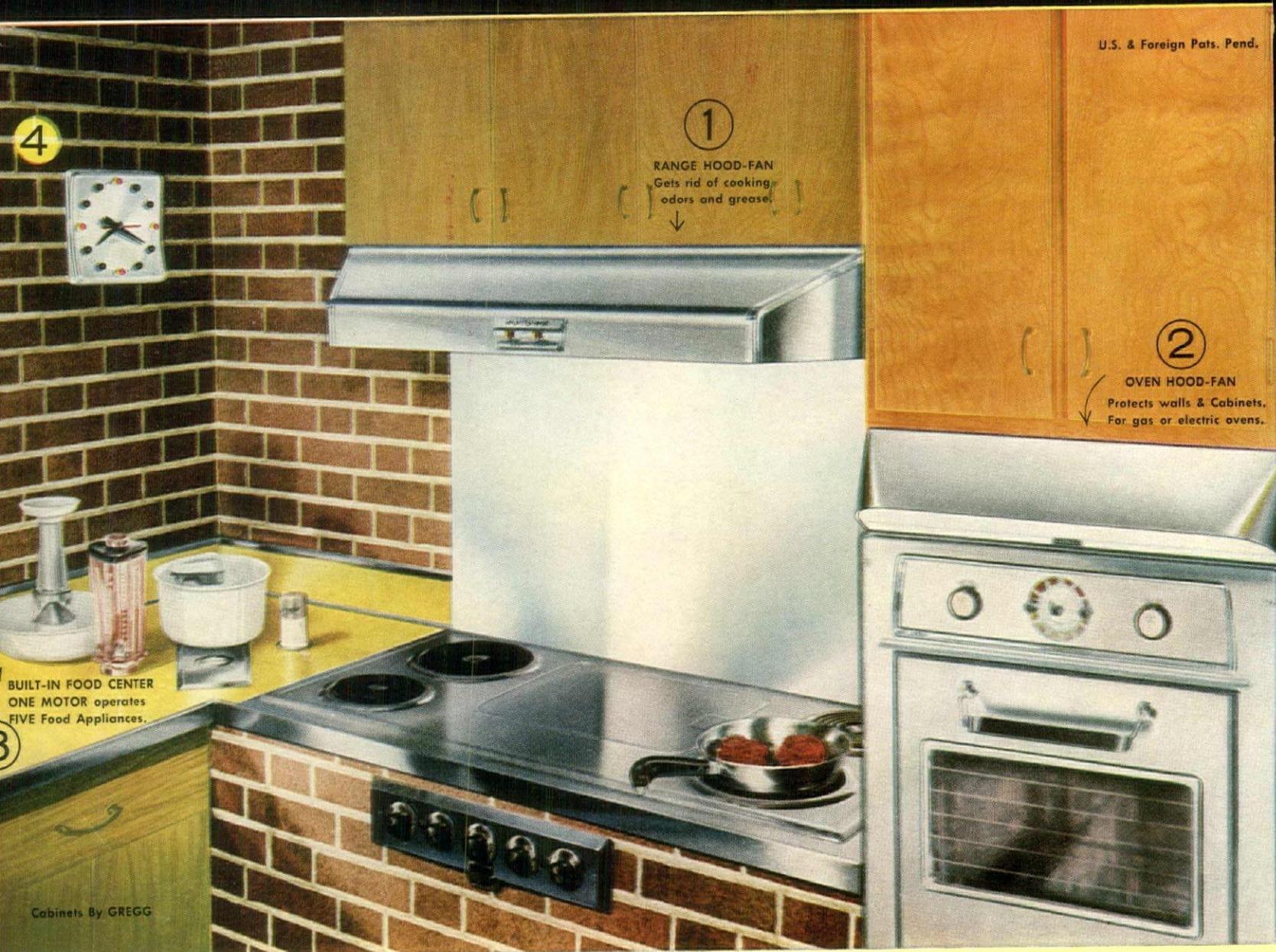
How Trenton is acting on House & Home's warning, page 53

Will industrial techniques really work in home building? page 148

VS BEGINS ON PAGE 25 / NEW WAYS TO BUILD BETTER, PAGE 173 / COMPLETE CONTENTS, PAGE 117

NuTone Built-Ins

Bring Splendor and Value



1. Range Hood-Fan

Every kitchen needs good ventilation over the range to get rid of hot, greasy odors. NuTone offers the finest Range Hood-Fans in every price class . . . unmatched for beauty, quiet power, and trouble-free performance. Matching NuTone's outstanding performance is the colorful styling of new Pushbutton Hoods. Available in 6 metals and finishes.

2. Oven Hood-Fan

AT LAST! Your beautiful cabinets can be protected from damage caused by scorching heat, grease, and smoke which escapes from any built-in oven when the door is opened. The NuTone Oven Hood-Fan is engineered to exhaust just the right amount of air without disturbing baking temperatures. Removable filter and fan assembly for easy cleaning.

3. Food Center

No more cluttered-up kitchen counter tops. NuTone's fabulous Built-In Food Center does everything! It's a Meat Grinder — a large size Mixer — Food Blender — Knife Sharpener and a Fruit Juicer—all completely recessed—leaving the kitchen counter smooth and tidy. Easy to install over a drawer . . . or filler . . . or dead corner . . . or other spaces on counter.

4. Clock & Chime

Homemakers will love this kitchen feature! It's a combination Kitchen Clock and Door Chime. Stunning design plus Chord Tones. Pleasing to the ear . . . attractive to the eye. Simplified installation — no clock outlet needed. Completely recessed, flush with wall. Copper Anodized, with Markers in Black and Red . . . Also in Gold or Silver Anodized.

..for Your Kitchens

nto Your 1958 HOMES!

New NUTONE OVEN HOOD FAN

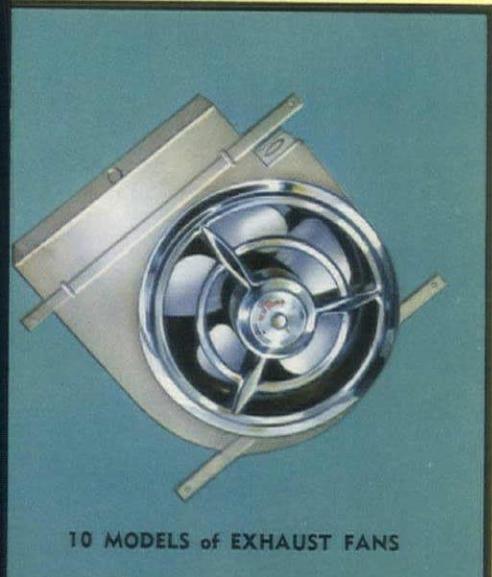
ere's a PERFECT PAIR for complete
kitchen Ventilation. The NuTone Range
hood-Fan gets rid of odors, grease and
excess heat over the range cooking zone.
— And NuTone's OVEN Hood-Fan captures
the overflow of heat, smoke and grease
which escapes in the oven baking zone!

Beautifully styled to blend with all
built-in ovens . . . either gas or electric.
More shallow than all other oven hoods.
No sharp corners to protrude and cause
accidental bumping. NuTone is lower in
cost — and wastes no cabinet space!

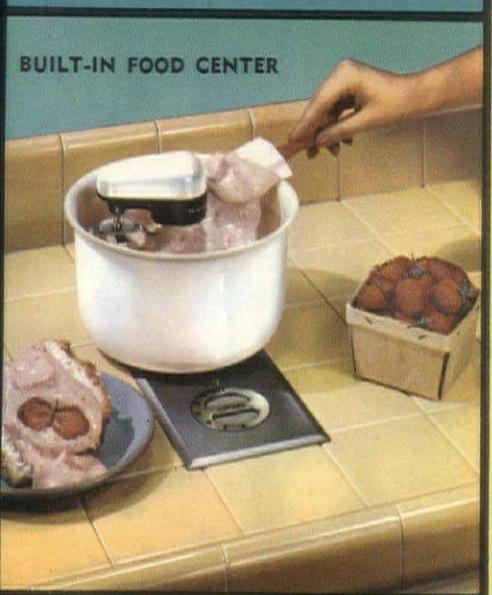
QUICK and EASY
TO INSTALL!



U. S. & Foreign
Patents Pending



10 MODELS of EXHAUST FANS



BUILT-IN FOOD CENTER

← NUTONE FOOD CENTER

The ONLY FOOD PREPARATION
CENTER of its kind. Built-in to
any kitchen counter top. SAVES
VALUABLE WORKSPACE and
prevents the tangle of cords
from separate food appliances.

SAVES MONEY, TOO . . . the
homemaker saves the cost of an
extra motor every time she adds
another appliance. Praised by
editors of all National Women's
magazines—Endorsed by largest
Builders and leading Architects.
They call it, "Most exciting
food appliance in 20 years".

NUTONE EXHAUST FANS

You'll find exactly, the right
type of NuTone Exhaust Fan to
fit any kitchen. Ten basic
models . . for Wall and Ceiling.
All carry NuTone's Exclusive
\$500,000 BOND . . Guaranteed
to give trouble-free service!

Grilles are anodized and can't
rust! Protected against stains
and tarnish. Your choice of
Pull Chain or Wall Automatics,
Ceiling Automatic, or Vertical
discharge types — More power-
ful than others at same price.
. . . More attractive in styling!

WORLD'S FIRST NAME IN

KITCHEN VENTILATION

NuTone

FREE 1958
CATALOGS

SEE
NEXT PAGE

NuTone Built-Ins

Bring Splendor and Value

Bathroom Fixtures by
BRIGGS Beautyware

U. S. & Foreign Pats. Pend.



1. Ventilation

No matter whether your bathrooms are "Inside Plan" or "Outside Wall" . . . you need exhaust fans to avoid lingering odors and prevent damage of clinging moisture to walls. NuTone offers three types of ceiling bathroom exhaust fan — designed especially for bathrooms, where closed doors require a fan with a high static pull.

2. Instant Heat

There are many months when bathrooms are too chilly for comfort or good health. — Even in Homes with central heating — AUXILIARY HEAT is needed early in the morning after the furnace has been turned down all night . . . or in off-seasons. NuTone Ceiling Heaters are SAFEST . . . for QUICK HEAT . . . when and where needed.

3. Built-In Scale

Weight-conscious Americans have made the bathroom scale A MUST in every home — but the big question is . . . "Where to store the scale when it is not in use?" Now NuTone has the perfect answer to solve this problem . . . with a BUILT-IN Bathroom Scale which folds into the wall . . . leaving the floor unobstructed.

For Your Bathrooms

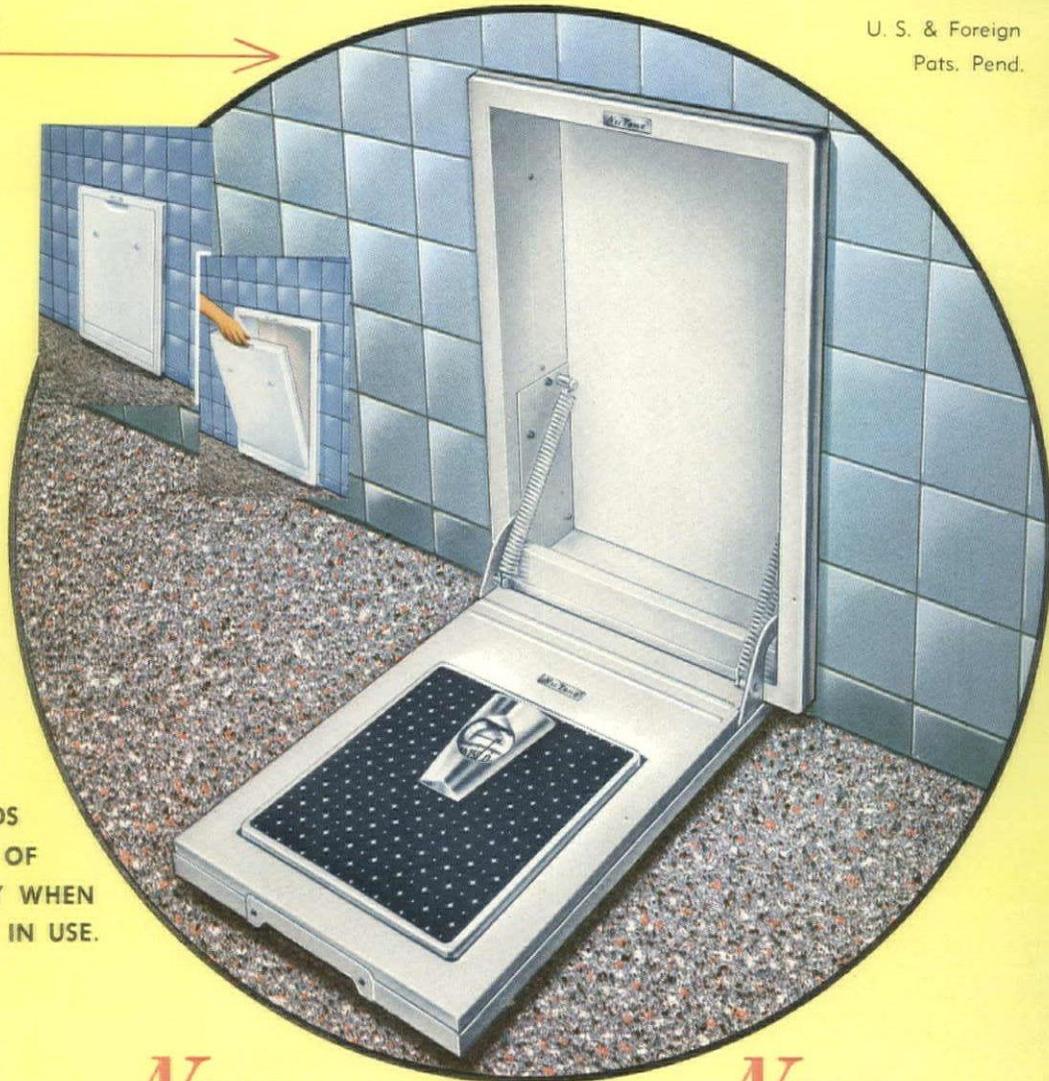
into Your 1958 HOMES!

New NUTONE BUILT-IN SCALE

U. S. & Foreign
Pats. Pend.

No more stumbling . . . no more fumbling with portable types of bathroom scales. The NuTone Built-In Scale **FOLDS OUT OF THE WAY** WHEN NOT IN USE. Outside door can be painted to match wall.

Recessed into the wall . . . to keep the floor uncluttered. Fingertip Control of "Spring Action" Door permits scale to fold down from wall, with plenty of room for even the stoutest person. No protruding handle. Easy to install between standard 16" studding. Large flange covers any rough cutouts.



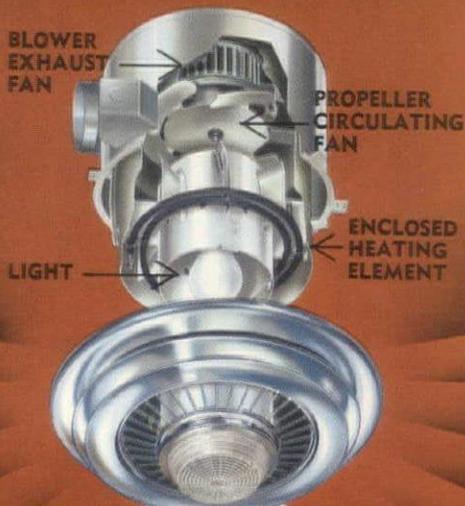
FOLDS
OUT OF
WAY WHEN
NOT IN USE.



EXHAUST
FAN

LIGHT

NUTONE VENT-A-LITE



BLOWER
EXHAUST
FAN

PROPELLER
CIRCULATING
FAN

ENCLOSED
HEATING
ELEMENT

LIGHT

NUTONE HEAT-A-VENTLITE

New HEAT-A-VENTLITE

It's a **CEILING HEATER** — plus a **CIRCULATING FAN** — plus an **EXHAUST FAN** — plus **LIGHTING** . . . The only Ceiling Fixture of its kind with **TWO BLADES!** — Propeller for circulating warm air — and Blower Wheel to exhaust lingering odors and damaging bathroom steam.

Best of all, the exhaust fan automatically shuts off when the circulating fan for the heater is moving. Enclosed heating element gives years of trouble-free operation.

New VENT-A-LITE

Now you can have an Exhaust Fan **PLUS** Overhead Lighting in the ceiling of your bathrooms . . . **BOTH** for the cost of **ONE COMBINATION UNIT!** Fan Blower is quiet and moves just the right amount of air without causing chilly drafts.

It's **ROUND** . . . to provide more and better lighting . . . enough to cover the entire bathroom area. Easier to install between the ceiling 2 x 6 joists. Hinged lens for replacement of bulbs. Meets FHA requirements.

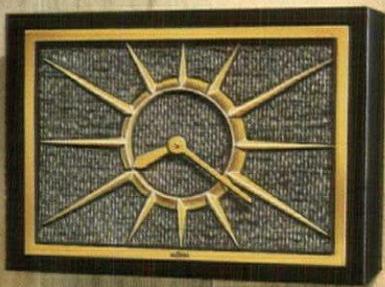
WORLD'S FIRST NAME IN

BATHROOM BUILT-INS

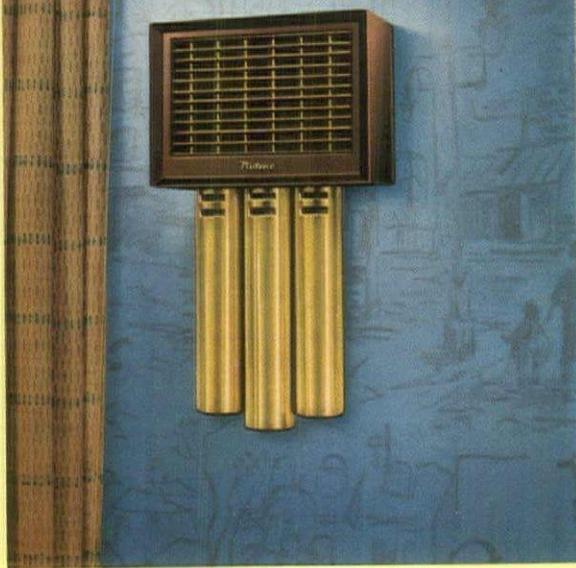
NuTone

FREE 1958
CATALOGS

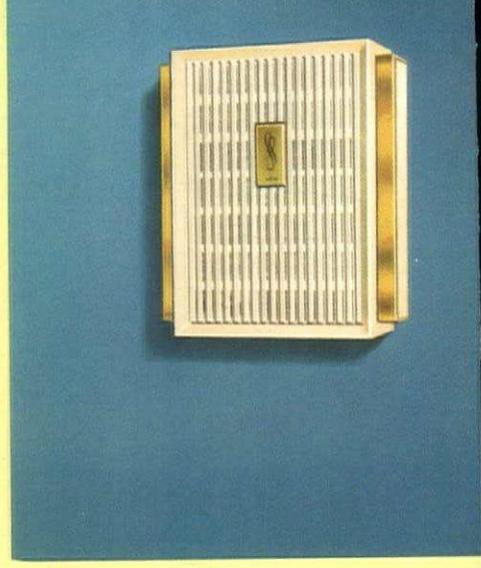
SEE
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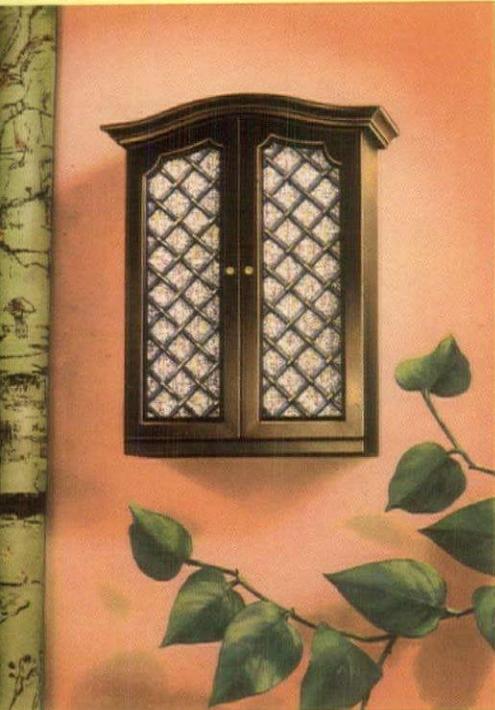
New (L60) World's First Westminster Chord Chime. 4 or 8 Notes.



New (L38) Chorale — 4 or 8 Note Chime with Short Tubes.



New (L21) Completely New 2-Note Repeating Door Chime



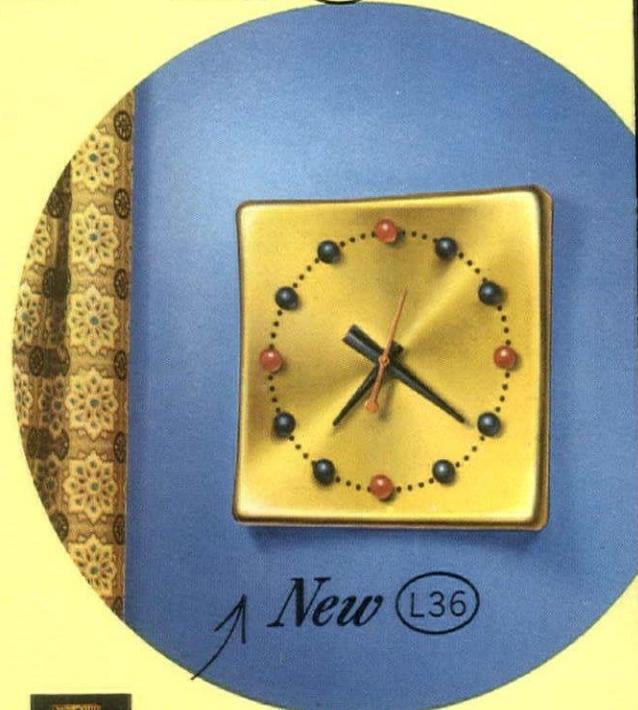
New (L32) Beautiful Provincial Chime with Chord Tones.

EYE-LEVEL *Beauty*

To Bring Splendor and Value into Your 1958 Homes!

Brilliant styling — magnificent new sound. NuTone has blended both to perfection in its 1958 line of Door Chimes. 22 Models for Contemporary, Traditional or Ranch Type Homes.

Make your homes more inviting with this "Cheerful Earful". It's such a friendly way to say "Hello" to visiting friends and family. NuTone Door Chimes add a luxury touch to your home at a moderate cost.



New (L36)



15 STYLES OF PUSHBUTTONS

NEW L-36 BUILT-IN CLOCK and CHIME. A Combination Kitchen Clock and Door Chime. Stunning Design Plus Chord Tones. Completely Recessed, Flush with Wall. Copper, Gold or Silver Anodized. No Clock Outlet Needed.

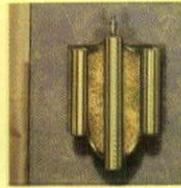
U. S. & Foreign Pats. Pend.

NuTone Door Chimes

THE WORLD'S FIRST NAME IN DOOR CHIMES



DK-308 Non-Electric



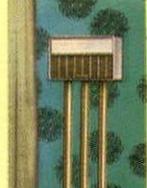
L-20 • 2-Note Chime



L-30 • Chord Tone



L-41 • 4 or 8 Notes



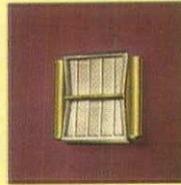
L-33 Long Tubes



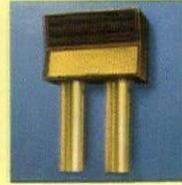
L-46 Westminster



MC-302 Non-Electric



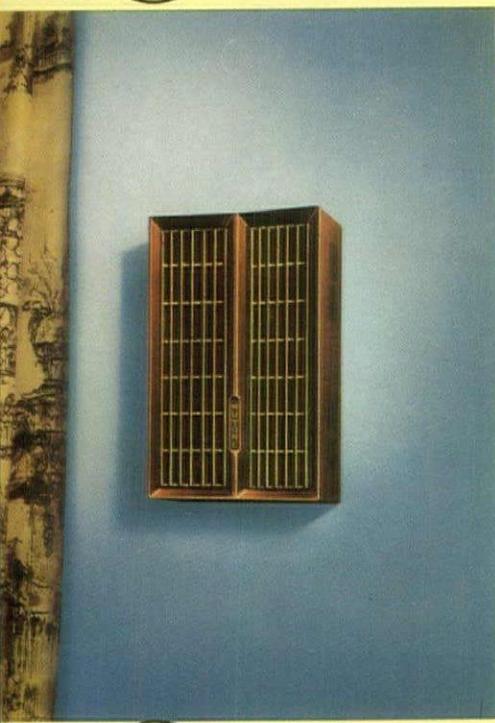
L-16 • 2-Note Chime



L-23 • 2-Note Chime



L-22 • 2-Note Chime



New (L17) A Two-Door Chime with "Decorator" Styling.

FREE 1958 CATALOGS

- EXHAUST HOOD FANS
- FOOD CENTER
- DOOR CHIMES
- CEILING HEATERS
- BUILT-IN SCALE

Write NuTone, Inc., Dept. HH-1, Cincinnati 27, Ohio



Coming
THE FINEST ENGINEERED INTERCOM-RADIO EVER PRODUCED



Block brings progress wherever it goes



*Split block used in the Liberty Bank Building, Honolulu, Hawaii. Vladimir Ossipoff, Architect.
Ask your local NCMA member for a copy of the new booklet "Split Block Architecture."*

National Concrete Masonry Association • 38 South Dearborn Street • Chicago

Again in 1958

YOU GET MORE WITH TRADE-WIND

THE BEAUTY LINE IN HOODS

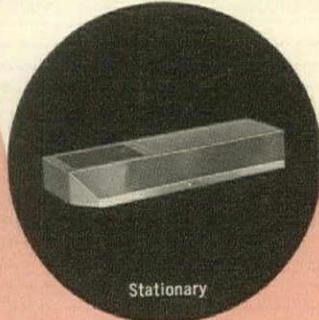
Only Trade-Wind makes the beautiful Salem Hood in real antique copper and the striking Stationary Hood in genuine stainless steel or real copper. These hoods—completely pre-wired—feature the exclusive Touch-Bar which selects 3 ventilator speeds and controls the light. Also available is the “packaged” Patrician Ventilating Hood at a remarkable low price. Comes completely pre-wired with hood, axial flow ventilator, grille and light. All hoods are supplied in 30”, 36”, 39”, 42” or 48” lengths.

SURPRISING NEW OVEN VENTILATOR

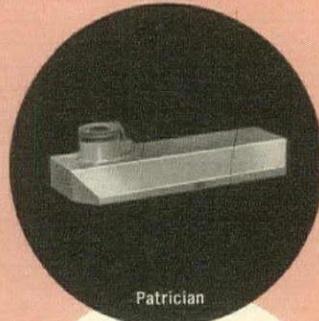
Trade-Wind has made kitchen ventilation *complete* with the new Model 1801 Ventilating Hood for built-in gas and electric ovens. Extra capacity twin blowers do this “hot blast” job completely... careful design makes installation easy... and hoods match the Trade-Wind range hood beauty line. Available in real antique copper in the Salem... and in real copper or stainless steel in the Stationary. Standard 24”, 27”, 33” and 45” lengths.



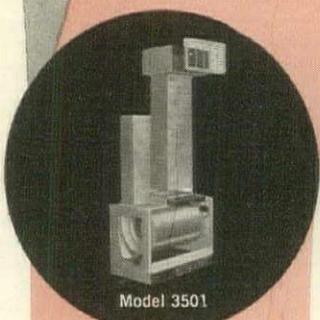
Salem



Stationary



Patrician



Model 3501



Oven Ventilator



Model 1701

CERTIFIED FULL CAPACITY VENTILATORS

Only Trade-Wind gives you a choice of 3 powerful ventilators for cabinet installation—Model 3501 with dual inlets and drawer-type filters, and Models 2501 and 1501 with drawer-type filter kit. For bathrooms Model 1701 combination light and ventilator and Model 1201 ventilator only.



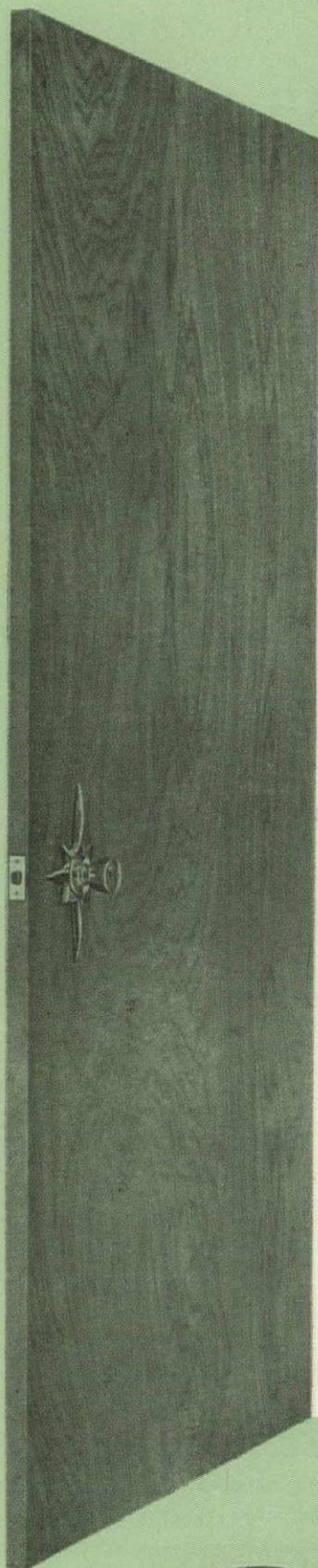
Model 2501

WELCOME TO BOOTH 449
NAHB SHOW, SHERMAN HOTEL

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BOULEVARD, RIVERA, CALIFORNIA





Kwikset cuts installation time

Kwikset "400" line locksets are designed for fast, trouble-free installation. With Kwikset's three easy-to-assemble components and team of time-saving tools, installation is cut to minutes.

Kwikset's time and money saving installation has been proven by the many builders who have installed more than 39,000,000 Kwikset locksets during the past eleven years.



America's largest selling residential locksets

KWIKSET SALES AND SERVICE COMPANY, *Anaheim, California*

HALL-MACK®

bathroom accessories

put a sparkle in her eye...



...and convenience and utility at her fingertips!

You can always be sure of enduring loveliness and the utmost in convenience and utility when you specify or install HALL-MACK Bathroom Accessories.

Bathrooms today have become one of the most important "showplaces" in the home. The *right* bathroom accessories and styling are of greater importance now than ever before. A modern, clean bathroom, with beautiful chromium plated Hall-Mack Accessories is the first choice of more and more builders, architects and plumbers . . . and more and more quality-conscious home owners and buyers everywhere.



New Concealed Scale — built in the wall for utmost convenience and safety.

Relaxation Unit is handy, useful, convenient — recessed for cigarettes, ashtray, magazines.



Concealed Lavatory Unit. Revolving door hides soap, tumblers and brushes



HALL-MACK COMPANY Division of **TEXTRON INC.**
1380 W. Washington Blvd., Los Angeles 7, California HH-1

Please send your FREE color booklet of new bathroom ideas

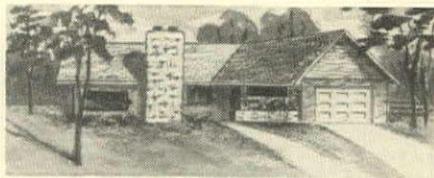
Name _____

Address _____

City _____ Zone _____ State _____

Sold by leading plumbing, tile, and hardware dealers everywhere.

Best Sight
At Any
Building
Site ...



CLOUD'S Lockwood

QUALITY OAK FLOORING

Best sight at any building site — evidence that the floors will be Cloud's Lockwood Oak! Here's why —

No potential house buyer ever turned down a home because it has oak flooring.

Yet, thousands of prospective home customers have refused to sign-on-the-line for purchase of a new house because of some substitute flooring installation!

This is why builders no longer are content to take a chance on finding one of few and far-between families which will accept some faddish novelty type of floor.

It pays to be *majority-wise* and install Cloud's Lockwood Oak Flooring for overwhelming preference and 100% acceptance by modern American families!

Then there's another angle besides that of getting the homes you build sold.

There's no flooring like oak and no other oak flooring like Lockwood!

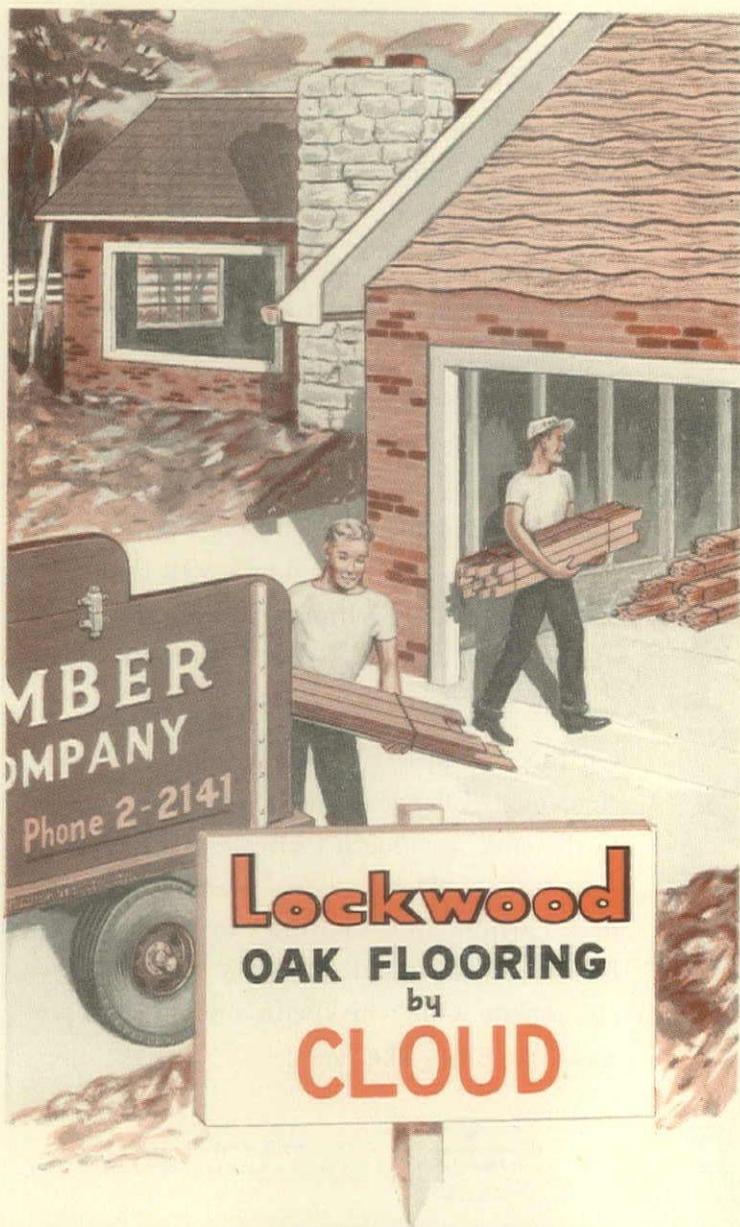
By choosing Lockwood Oak Flooring you save plenty of money on laying-through-finishing costs.

Lockwood Oak Flooring's engineered design makes it lay up readily and fit snugly . . . with less time on the job. It's precision-milled to reduce finishing time, too.

Check at your lumberyard on such Lockwood advantages as the Nail Groove Feature, Splinter Clipper and Snap Side-Match Design.

There's no flooring like oak and no other oak flooring like Lockwood. No other flooring is so widely accepted by the public! Best sight at any building site!

**SEE YOUR
LOCAL DEALER**



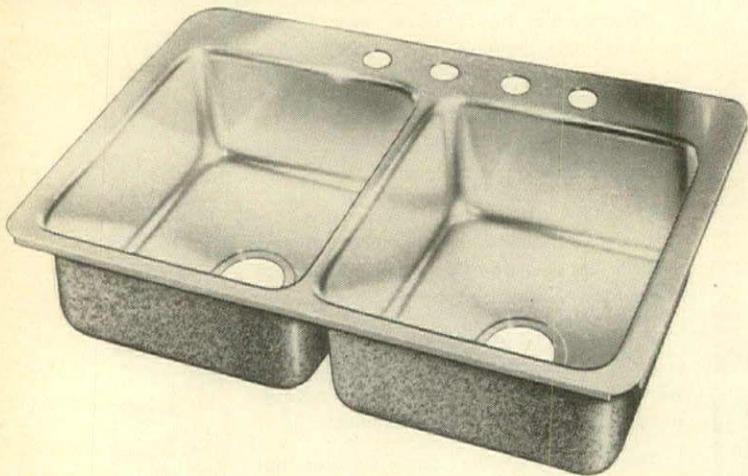
CLOUD OAK FLOORING CO.
SPRINGFIELD
MISSOURI



Carlton STAINLESS STEEL SINKS

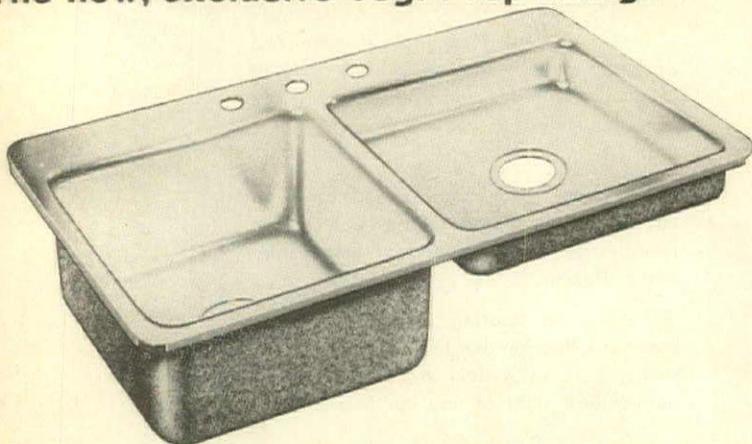
ARE SPECIALLY DESIGNED TO REDUCE
GARBAGE DISPOSER NOISE AND VIBRATION

The home-owner's first choice



Standard equipment for hundreds of modern homes and remodeled kitchens. Available in 4 sizes and designs. Carlton's exclusive Sparkle Finish.

The new, exclusive Vegi-Prep design



Very much in demand by the woman who likes to do her kitchen chores while seated. Shallow bowl is for paring and rinsing fruit and vegetables.

ANY homeowner can have a garbage disposal unit installed in his Carlton Stainless Steel Sink with confidence and with the assurance that the sink will be as vibration free as skillful designing can make it.

If the installation work is properly done by a competent plumber, there will be hardly a trace of vibration and the usual growl that's taken for granted with a disposal unit will have become only a quiet purr.

But that's only one of the benefits that goes with the purchase of a Carlton Stainless Steel Sink. There's the permanent Sparkle Finish that actually improves with age. Stainless Steel can't crack, chip, peel or rust. And this amazing metal matches any color scheme. It reflects colors and harmonizes with the decor of the kitchen. A Carlton Sink reduces kitchen noise and clatter. A special rubberized undercoating takes care of that.

Carlton Stainless Steel Sinks are built with right angled flanges. This gives extra rigidity to the sink, yet doesn't interfere with speedy installations. There are no seams or crevices in a Carlton Sink—nothing to catch dirt or bits of food. And it's as easy to clean as a china plate. One whisk with a damp cloth and the sink shines like new.

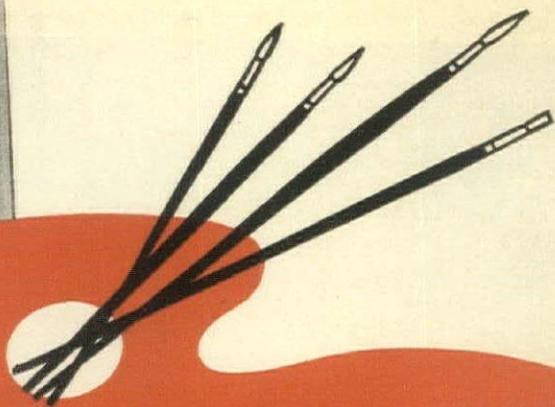


"We give this seal to no one—the product that has it—earns it."

Write today for Catalog No. 268 and the name of your nearest Carlton Distributor. Address SINK DIVISION, Carrollton Mfg. Co., Carrollton, Ohio.

CARLTON STAINLESS STEEL SINKS

Always the Bright Spot in any Kitchen — costs not a penny more!



NOW-

*Ruberoid Autoclaved
Clapboard*

IN SALES-TESTED
TREND COLORS

Ruberoid Clapboard Siding is now available in new Trend Colors designed to attract *today's* home buyers. These new colors have been selected for Ruberoid by Faber Birren, leading color consultant. Available in Bermuda Coral, Canary Yellow, Cloud Gray, Mist Green and Sno-White. See your Ruberoid dealer.

For more information, ask for Autoclaved Clapboard Folder #1368. Write to The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

RUBEROID

Clapboard
SIDING

The **RUBEROID** Co.

ASPHALT AND ASBESTOS
BUILDING MATERIALS

Sheldon Coleman, President, The Coleman Company, Inc. announces a remarkable new kind of warranty...



America's only bonded line of home heating and air conditioning

\$500 bond on furnaces, air conditioning units, heaters and water heaters.

\$1000 bond on the exclusive Blend-Air heating system.

Now by arrangement with one of America's foremost insurance underwriters,* every Coleman home heating or air conditioning unit is backed by a \$500 bonded warranty. When you install the Coleman Blend-Air heating system, a \$1000 bond guarantees the homeowner's comfort.

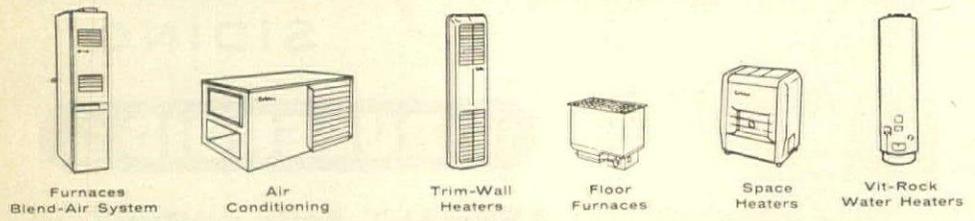
What will these bonds do for you?

These bonds strengthen your reputation as a builder of quality homes. They prove to your customers that you have installed the finest in heating and air conditioning.

They help you sell. Your prospects get the best buy for their family's health and comfort — plus the "bonded" assurance that we will stand behind our product.

*The Travelers Indemnity Company, Hartford, Connecticut

PHOTO: KARSH OF OTTAWA



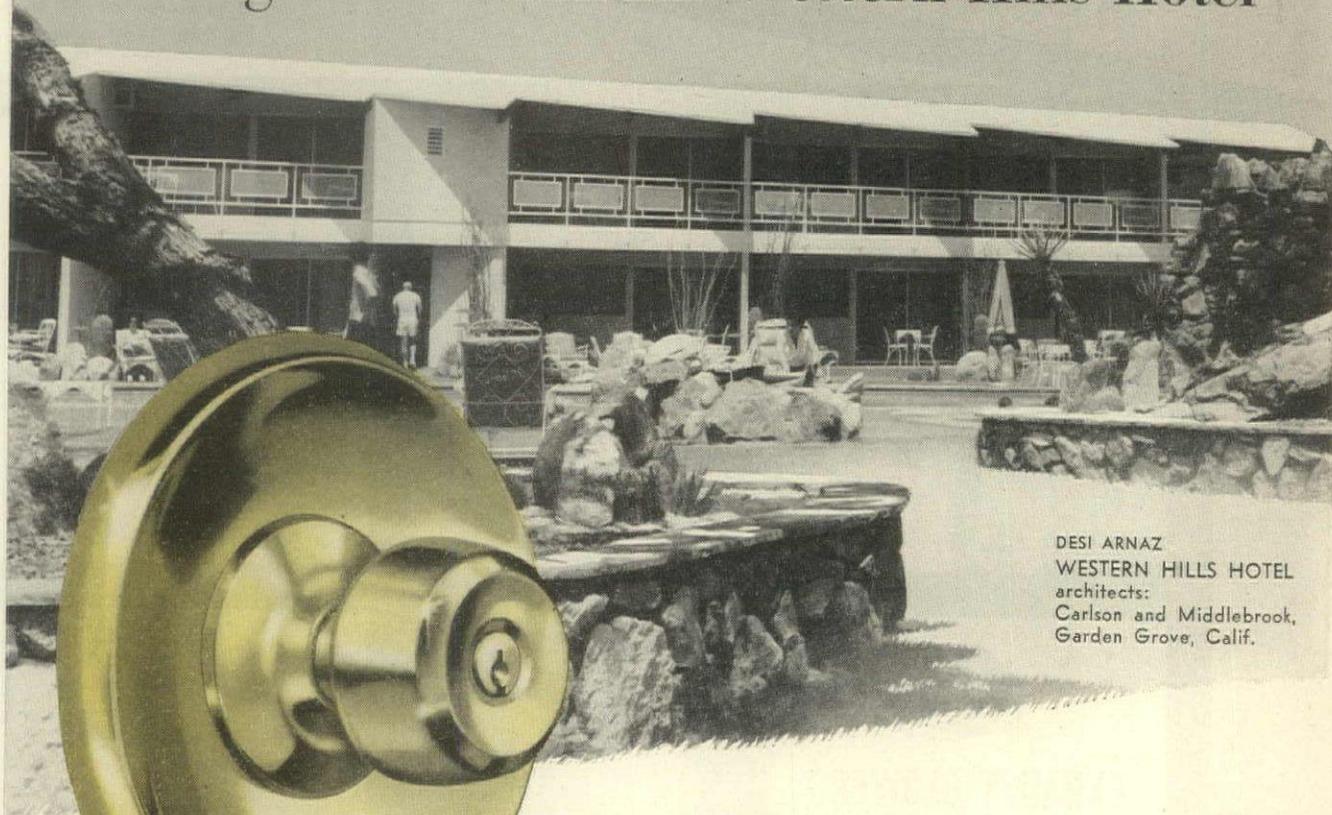
Use these bonds... sell more homes.

The Coleman Company, Inc.
Wichita, Kansas Toronto, Canada

More homes are heated with Coleman than any other make.

NATIONAL LOCKset®

Used **EXCLUSIVELY**
throughout Desi Arnaz-Western Hills Hotel



DESI ARNAZ
WESTERN HILLS HOTEL
architects:
Carlson and Middlebrook,
Garden Grove, Calif.

IN ALL
MODERN
FUNCTIONS AND
POPULAR FINISHES

quality-built to last longer...
smartly-styled to help homes sell faster

Located in Palm Springs, the heart of southern California's wonderful playground, the fabulous Desi Arnaz-Western Hills Hotel used NATIONAL LOCKset exclusively throughout. It was selected because it's gracefully styled for decorous exteriors... precision engineered for positive security. Yet, NATIONAL LOCKset is value priced for homes in every neighborhood... preferred by new home buyers across the nation. (Builders like its fast-installation features, too!). Write for Catalog No. 400.

Specify it with confidence... install it with pride



NATIONAL LOCK COMPANY
Rockford, Illinois • Merchant Sales Division

NOW

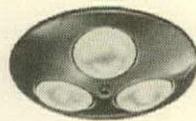
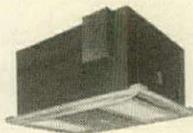


**GREAT
NAMES
COMBINE**

*to bring you
the world's most
complete line*

ATTIC FANS

in sizes from 24" to 42" provide complete home cooling at low cost.

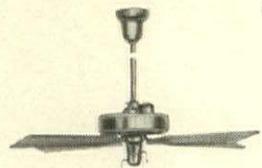


RECESSED ELECTRIC BATHROOM CEILING HEATERS

"Instant heat" infra-red heaters and Exhaust fan-light-heater-air circulator combinations.

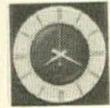
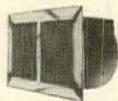
AIR CIRCULATING FANS

32" and 52" ceiling mounted air circulating fans can be quickly and easily installed to keep porches, breezeways and patios cool, comfortable and insect free.



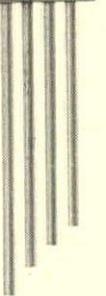
EXHAUST BLOWERS

"Squirrel cage" type dual and single blowers for residential exhaust ventilation.



RITTENHOUSE CHIMES

Emerson-Pryne is national sales representative for Rittenhouse... manufacturers of America's most distinctive line of door chimes, signalling systems and transformers.



EMERSON

pryne
COMPANY

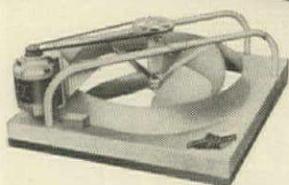
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A DIVISION OF THE EMERSON ELECTRIC MFG. CO., ST. LOUIS, MO.

EMERSON

pryne

Exhaust ventilating fans and blowers, kitchen ventilating fan-light-hoods, attic fans, air circulating fans, recessed lighting fixtures, electric bathroom heaters for safe ceiling installation.



EXHAUST VENTILATING FANS

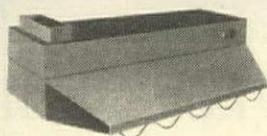
Emerson-Pryne exhaust ventilating fans are made in a wide range of sizes and types for both ceiling and wall instal-

lation, including the famous "thin-wall" Blo-Fans, straight-thru Axial Flo-Fans, and builders' special Aerofans.



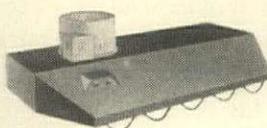
RECESSED LIGHTING FIXTURES

Emerson-Pryne "Pry-Lite" recessed lighting fixtures, architect styled and contractor approved, are made in sizes, shapes and types for every illuminating application.



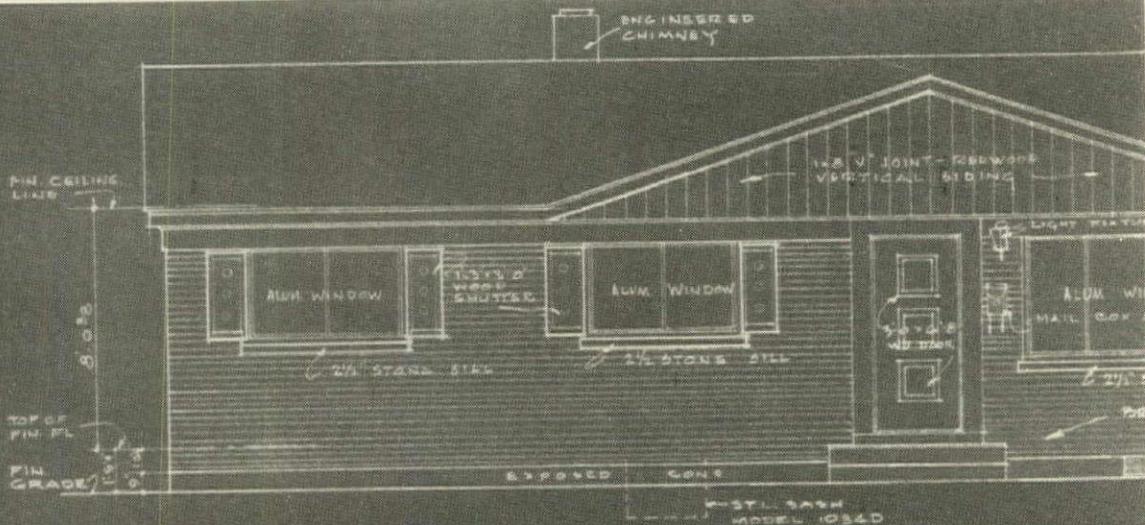
EASY-TO-CLEAN TILTING HOODS, made in 2 models with choice of length and finish, are exclusive with Emerson-Pryne.

KITCHEN VENTILATING HOODS



BEL-AIRE Stationary hoods, also in 2 models with choice of length and finish, assure true beauty and efficiency at project prices.





There is something new for '58 in the building industry

The officers and staff of
STYLECRAFT HOMES, INC.
 cordially invite you to visit our exhibit
SPACE 903 - CHICAGO COLISEUM
 at the
*National Association of Home Builders
 Convention and Exposition*
 January 19th through 23rd, 1958

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Stylecraft's homes designed with the BUILDER in mind — emphasizing Contemporary design that sells!

Fifteen refreshingly new designs, based on five basic floor plans, will be displayed in our exhibit space . . . and in greater detail at our hospitality suite (write us for hotel location and suite number, so we may plan to meet and welcome you there.)

The "shirtsleeves team of the manufactured homes industry" will also be prepared to show you its new *17 Point Plan*

for Stylecraft builder-dealers . . . a common-sense program, developed from our success as volume builders ourselves, to give you *real help at the local level.*

Interested builders are invited to go with us, at their convenience during the Convention, on personally-conducted tours of the Herzog Companies' subdivisions near Chicago . . . including *Waycinden Park,*

our remarkable new 511-homes showplace featuring Stylecraft Homes exclusively. See you at the show!

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 VANDERBILT 4-6142 SH-258



Demonstrate this new shingle!

It will help you sell your homes!

...the New **FLINTKOTE** self-sealing,
hurricane-resistant

SEAL-TAB

Now you have an exciting, new idea for your model home in an asphalt shingle. A shingle loaded with special advantages . . . special selling points.

You can convincingly *show* prospects how SEAL-TAB provides the sure "over-head" protection they've always wanted.

Point out how each shingle has a strip of special adhesive on the underside of the butt. Explain how the sun's heat bonds the SEAL-TAB together to produce an integrated roof . . . so *tightly bonded that even hurricane winds can't lift the tab.*

You'll be gratified when you see how this self-sealing hurricane-resistant feature impresses home buyers. As it should . . . because it's a real money- and worry-saver!

You can select SEAL-TABS from a variety of specially handsome, pleasing colors.

And it is backed by a name you know you can depend upon for extra years of service: Flintkote, *originator* of the asphalt strip shingle!

Take advantage of all that SEAL-TAB offers to give your model home *top* sales appeal.

Ask your Flintkote supplier to demonstrate the SEAL-TAB advantages to you. Or write for complete information to: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.



Quick...Easy...and Trouble-free Application

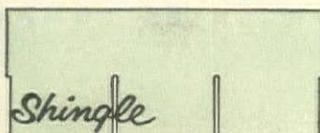
The SEAL-TAB has an exclusive Flintkote Aluminum Strip that retards the action of the adhesive until it is needed—it keeps the shingles free in the bundle . . . they don't have to be broken apart on the job. A SEAL-TAB roof is quick, easy and economical to apply.

*A trademark of The Flintkote Company, Patented—U.S. Patent 2,210,209—also patent pending.



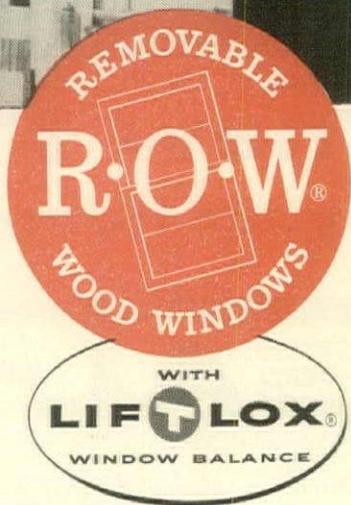
FLINTKOTE

Originator of the Asphalt Strip Shingle



FOR A BETTER HOME

THE REMOVABLE PAIR



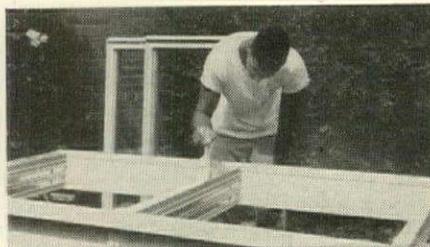
One very obvious mark of a conscientious builder is his use of quality wood windows. Pressure-tight and immediately removable R·O·W windows look better and work better. Because wood is a natural insulator, it resists the transfer of outside temperatures—eliminates condensation and “sill-puddles.” Conscientious builders will prosper this year and in years to come by using easy-operating, removable R·O·W windows.

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CUT INSTALLATION TIME—With sashes out, R·O·W windows are lighter and much easier to install.

CUT PAINTING TIME—Paint all sashes separately, on a production basis—safely and in half the-time.

EASE OF MAINTENANCE — Wash or paint R·O·W double-hung or gliding windows easily, safely—inside.



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WITH HIGH-STYLE FLAIR



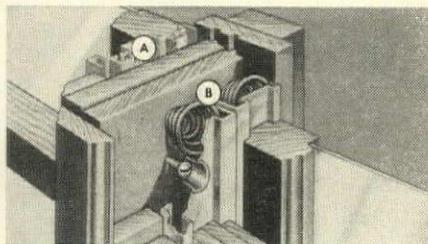
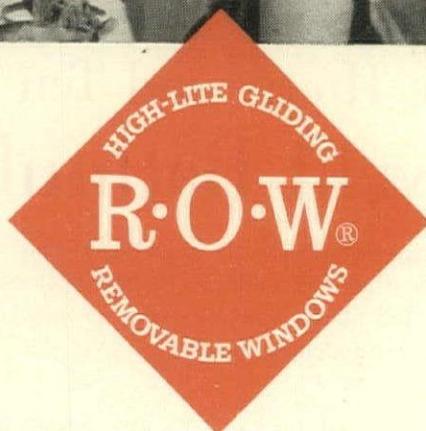
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See your local lumber dealer or write

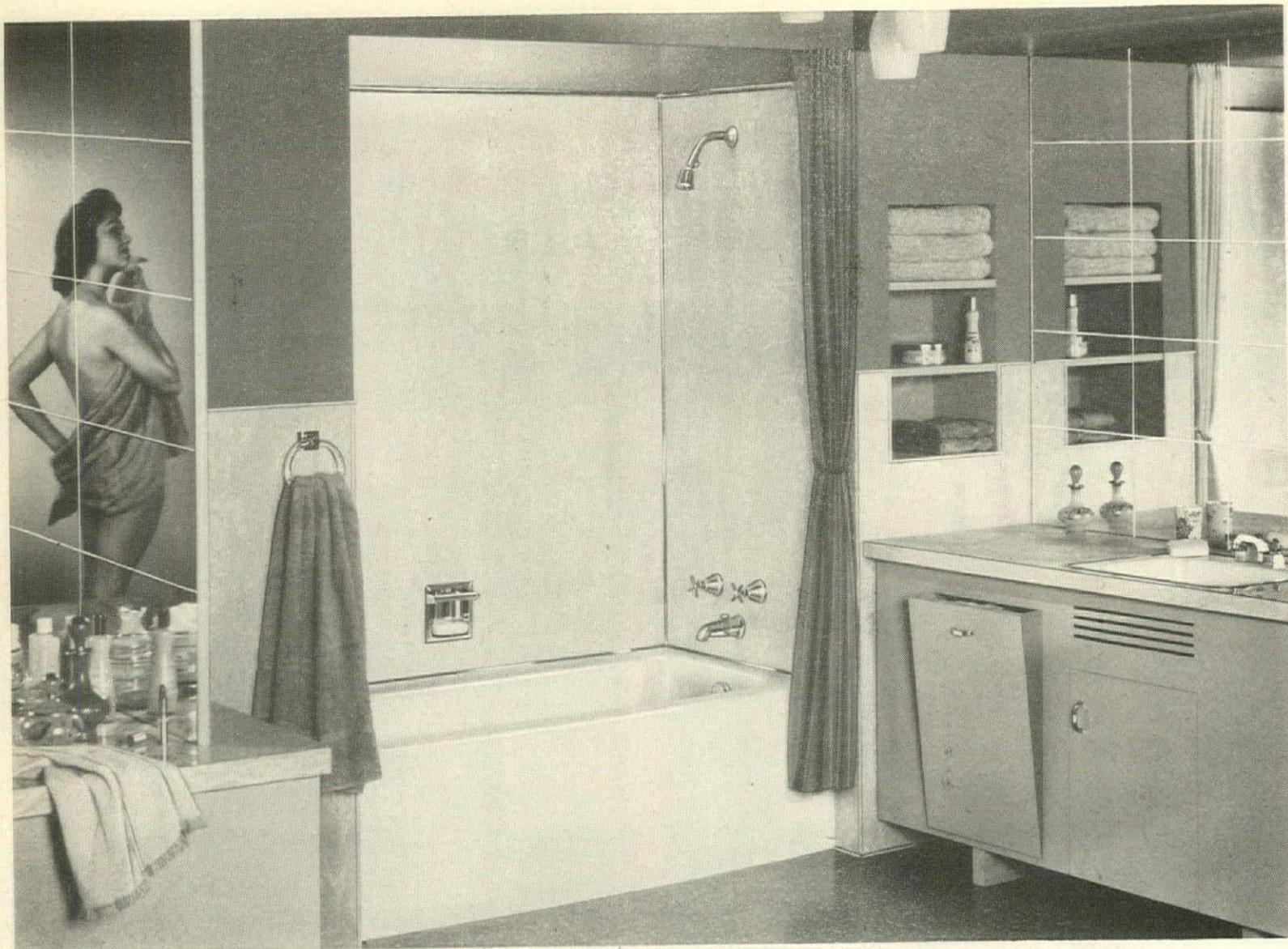
ADD TO HOUSE VALUE—Homes with removable R·O·W windows can be demonstrated to have plus value.

PROVIDE EASY OPERATION—with LIF-T-LOX balanced double-hung windows or HI-LITE gliding units.

TWO R·O·W "EXCLUSIVES"—for easy operation. (A) LIFT-T-LOX BALANCE. (B) SPRING-PRESSURE MECHANISM.



NAHB BOOTHS #86, CONRAD HILTON • #538, SHERMAN HOTEL



Showerwall, wainscoting and vanity in Beige Marble pattern Consoweld laminated plastic. Sheer luxury—at a moderate price!

In Three Hours and Ten Minutes You Can Install This Consoweld Bathtub Showerwall Package

Consoweld brings you the only package of its kind . . . a showerwall unit that adds modern bathroom beauty quickly, easily—and at low cost—to your project, individual home, or remodeling work.

Rapid Installation

Consoweld's Showerwall Package fits any 5-foot tub alcove—reaches 5 feet above tub—well over shower spray level. Each individually packaged unit consists of pre-cut panels, mouldings and corner fittings, plus step-by-step instructions . . . everything needed except adhesive and caulking. You cut labor and fitting costs . . . speed up on-the-job time!

Complete Selection

The Showerwall Package is available in eleven striking color choices—six luxurious Marble colors, five shower-bright colors in the new Twinkle pattern. All of them in durable Consoweld 10—1/10 of an inch thick!

Consumer Acceptance

Consoweld is advertised in leading national magazines . . . Consoweld colors and patterns offer complete consumer choice. The line is *designed*



See Consoweld Bathtub Showerwall in Booth 487, NAHB Show, Chicago

that way! Colors and patterns are "Color-Tuned" to consumer preferences and market-tested by research experts to assure eye-appealing (and *buy*-appealing) selections to please every taste.

Write for full information

Use the coupon to get complete information on Consoweld's Showerwall Package line, as well as data on other Consoweld applications on counters and walls in homes, offices and institutional buildings.



CONSOWELD CORP., Wisconsin Rapids, Wisc. HH-18

Please send me complete information on the Consoweld Bathtub Showerwall Package and other Consoweld applications in construction and remodeling.

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Company _____

Address _____

City _____ State _____ 64

Please Check: Builder Architect Other



Leadership . . . that leads to faster home sales!

The increasing preference for Yorktowne Natural-Birch Kitchens stems from a combination of advantages which benefit home owners and home builders alike.

Today, more than ever, home sales are being made *in* and *by* beautiful Yorktowne Kitchens.

Builders realize that Yorktowne leadership results in such advantages as unusual flexibility . . . 175 different stock models and sizes—immediately available from a nation-wide

chain of 60 warehouses. And, a five-year written guarantee against defective material or workmanship.

Home buyers admire their tawny, hand-rubbed beauty that harmonizes so well with modern decorators' colors. They like their fine-furniture craftsmanship and exclusive built-in features including sliding shelf trays, doors that close *quietly* with no dirt-catching hardware.

New illustrated brochure gives you the detailed story.

AT N.A.H.B. SHOW
BOOTHS 157-158

FIVE-YEAR GUARANTEE against defective material or workmanship.

Yorktowne

KITCHENS

Nationally Advertised to Help You Sell!

COLONIAL PRODUCTS COMPANY

DALLASTOWN, PENNSYLVANIA

Colonial Products Co.

Dallastown, Pennsylvania

Please send me new Yorktowne Kitchen brochure and information about new 1958 builder program.

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

36-minute installation — with new

In actual tests, The Eagles Company, Louisville builders, installed a G-E built-in oven and cooktop in less than 36 minutes. Reason: New G-E Built-in Ranges come from factory ready to install.



One-piece oven with one-piece front slides into 27-inch cabinet or wall opening. No knobs or trim to remove or replace . . . no assembly necessary. Comes from factory ready to install.



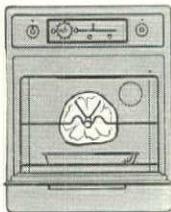
One-piece drop-in cooktop has built-in pushbutton controls . . . is easy to install. Drops into 29 13/16" x 20 7/16" opening . . . fits flush into countertop with accompanying sink-rim flange trim.



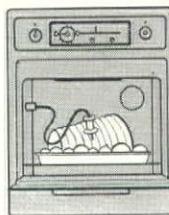
Tighten six thumb screws . . . connect one conduit . . . the job is done in minutes! Built-in oven and drop-in cooktop have been completely installed in as little as 36 minutes from cartons to finished job.

★ Plenty of features to talk about, too!

Electric Rotisserie in Custom and Deluxe models barbecues 12-pound roast. Plugs right into outlet in oven; separate pan catches drippings.



Electric Meat Thermometer . . . Standard equipment in Custom model . . . has easy-to-read dial; stainless steel meat probe plugs right into oven outlet.



Picture-window oven door in Custom model. Pushbutton-controlled floodlight illuminates interior. Available in satin chrome, 4 colors.



All models feature:

- Automatic Oven Timer and Minute-Minder
- Eye-level Control Panel
- Fully enclosed Calrod® bake and broil units
- Focused-heat Calrod broil unit

- Automatic Floodlight
- Starlight Grey porcelain interior
- Giant-size 21" oven with wide-opening platform door
- All in one standard size for easy installation

No service headaches:

All equipment carries the General Electric warranty . . . backed by dependable General Electric service! Consult your local General Electric dealer or distributor . . . a representative will be glad to tell you about the

sales and service program especially designed to fit the needs of builders and kitchen modernization contractors. General Electric Company, Range Department, Louisville 1, Kentucky.

GENERAL  ELECTRIC

General Electric Built-in Range!

★ New! Rotisserie, meat thermometer, picture-window oven!



Custom oven with remote control cooktops in 2-unit and 4-unit sizes gives this kitchen true custom beauty, plus extra cooking convenience. Remote control conduit plugs into cook-

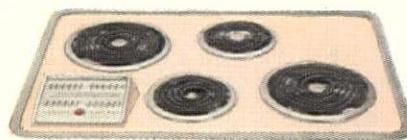
top...can be installed in any convenient location...in the cabinet or on the wall. All General Electric cooktops have fast-heating, fully-enclosed, dependable Calrod units.



Deluxe oven available in four decorator colors or satin chrome. Features sturdy electric Rotisserie, simplified Automatic Oven Timer and Minute-Minder, Eye-level Control Panel. True deluxe beauty at a common-sense price.



Master oven available in 4 decorator colors or satin chrome. Same roomy 21-inch width as Custom and Deluxe ovens. Features Automatic Oven Timer and Minute-Minder; fully enclosed Calrod heating units; economy price.



Up-front pushbuttons on new drop-in cooktop give customer true push-button cooking convenience. Both of the 4-unit cooktops available in 4 colors plus satin chrome; 2-unit cooktop in stainless steel only.



Today's smartest floors wear KENTILE®

This is KENCOVE® Vinyl Wall Base

Both inside and outside corners are easily formed right on the job, from the base itself. No short, off-color, factory-made corners that come off or kick loose*.

KENTILE FLOORS

Available in Rubber, Cork, Vinyl Asbestos, Solid Vinyl, Cushion-back Vinyl, and Asphalt Tile...over 150 decorator colors.

SPECIFICATIONS:

SIZES:

Height
2 1/2", 4", 6"

Length

48" (2 1/2" & 4" heights
also available in
96' rolls)

COLORS:

Black, Green, Brown,
Sumac Red,
Russet and Gray

*Ask your Kentile Representative to show you how the installation advantages of KENCOVE save time and money.

ROUNDUP

Recession assures more money for home building in '58

Money is easing. The first meaningful signs for home building—falling discounts—were reported in December (see p. 26). Easier money is just one product of the economic recession which prompted the Federal Reserve Board to cut the rediscount rate and step up its open market operations. The bond market has reacted quickly to the Fed's actions. Yields are going down as prices shoot up (to as high as 109¾ on a 5% issue of last summer).

Mortgage men are predicting more money for home building this year as FHA's 5¼% rate (unlikely to be boosted now) produces more competitive yields. Their biggest question: with sales so bad in many areas, will builders be able to use much more money?

Builders say easing money will boost starts despite sticky market

Private housing starts in 1957 were the lowest since 1949. Though the Bureau of Labor Statistics has not announced its final tabulation best estimate in December was a final total of 985,000—10% behind 1956, with dollar volume off an estimated 6%.

Most industry leaders have been predicting more starts this year, some as many as 10% more. This view was echoed by builders attending NAHB's annual outlook session. Almost half of them said starts would be up. On the other hand, Prefabber Jim Price of National Homes forecasts "fractional improvement in homebuilding in 1958." He explains: "Customer attitude is weakened by depressing business trends."

One thing the builders didn't know when they made their prediction: FHA has eased its credit requirements for home buyers, thus removing one of the biggest hurdles to more sales (see p. 150). For example, the income requirement for a \$20,000 house is now below the 1953-55 median requirement for a \$15,000 house.

Fresno builders sign pact with John Lewis' building union

Fresno (Calif.) home builders have signed a contract with the United Construction Workers, an offshoot of John L. Lewis' United Mine Workers catchall district 50. The pact apparently breaks a six-month strike by AFL-CIO carpenters, laborers and cement masons. UCW, which does not enforce rigid craft distinctions in work assignments, has organized some homebuilding before, but not in California, where AFL-CIO brass consider their building trades well entrenched. The building trades are threatening lawsuits. But they appear to have been cut out of most Fresno homebuilding. They still have contracts with general contractors and work for some builders who are not association members.

Teamsters will continue to support building trades

Home builders can expect the teamsters to continue to support the building trades in strikes and organizing drives. Despite their expulsion from the AFL-CIO (an action strongly opposed by the building trades) the teamsters have announced they will "continue to work in harmony with local central bodies . . . and through inter-union agreements."

The building trades, themselves, could well be out of the AFL-CIO within two months. At their convention last month they threatened withdrawal if the AFL-CIO does not affirm by Feb. 28 their jurisdiction over all construction and repair work done in industrial plants. Much of this work is now done by members of industrial unions.

This same convention produced an historic first: the suggestion by President Richard Gray of the Building Trades Dept. that unions accept a wage freeze this year, work to cut costs and increase productivity to generate more jobs (see p. 33).

New Jersey rent control law is left to die

Rent controls may be doomed in New Jersey, one of three states which have retained them from World War 2. The state legislature adjourned in mid-December without extending a rent control enabling act due to expire Dec. 31. The act has let 35 cities keep rent ceilings.

Only possibility for continuing controls seemed to be that the new legislature, with a Democratic-controlled Assembly, might pass a retroactive measure when it convenes this month.

If controls die in New Jersey, this hangover of World War 2 will remain only in 327 communities in New York and two in Connecticut.

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MORTGAGE MARKET:

Easier money (or is it recession?) begins to affect FHA, VA loans

Discounts are falling—a sure sign that mortgage money is easing. At mid-month, the trend had affected only VAs and best quality FHA loans (10% or more down) in several cities. Specifically:

- Savings banks were snapping up the dwindling volume of deep discount VAs. As a result, the price climbed from 87-88 in November to 87½-89 last month on the New York wholesale market, as reported by Tom Coogan's Housing Securities Inc.

- Prices on VAs were up 1 to 2 points in Jacksonville and Detroit (to 89-90). They rose from 88-90 to 89-90 on Boston's out-of-state market. Says one Jacksonville mortgage banker: "Money is chasing VAs."

HOUSE & HOME's exclusive monthly mortgage roundup

- Some lenders are now willing to forego the 1 point commitment fee on FHA 5¼s with 10% or more down in Philadelphia, buying at 98½.

- Top price on similar FHA paper is up 1 point to 98 in Houston.

- Metropolitan Life Insurance Co. came back into the San Francisco FHA market at 97, promptly moved up to 98.

Sums up Robert M. Morgan, vice president of the Boston Five Cents Savings Bank: "There is definitely more money than in November."

Conventional interest rates are slipping, too.

In some cities, conventional mortgage rates seem a more sensitive barometer than FHA and VA discounts.

Donald J. McGregor, executive vice president of T. J. Bettes Co. in Houston, reports one insurance company has cut its conventional rate from 5¾ to 5½—not enough to make a market but a good indicator. San Francisco banks (not S&Ls) have cut their rate on prime real estate loans to 5½%. A trend toward 5½% from 5¾% is reported in Detroit.

The Natl. Assn. of Mutual Savings Banks, meeting in New York in December, seemed in general agreement with speaker J. Brooke Willis, vice president of the Savings Bank Trust Co. of New York City, who predicted: "Interest rates are bound to fall [though] the decline will not be as rapid as in 1953."

Other indicators: Fanny May activity slackened in early November. Offerings were down 14% from the previous month; acceptances were off 9%. Heavy payoffs of construction loans by S&Ls are depressing rates on new loans in San Francisco.

What brought easing so quickly when the Federal Reserve's cut in rediscount rates was not expected to affect mortgages until spring?

Many mortgage bankers point to poor house sales and a resulting mortgage scarcity. Builders now complain more of lack of demand than tight money. Says one: "I have all the money I need but no buyers."

But mortgage scarcity is only one other symptom of what appears to be a real recession (see p. 38). One significant indicator: the bond market has reacted violently to the rediscount rate cut. A Chesapeake & Potomac Telephone Co. 4¼% issue sold to yield 3.9 in December, ¾% under the yield on a comparable issue in June. Fanny May paid 4¾% on 7½-year debentures and 4.2% on a 10-month issue vs. the record 4¾% paid in October for 8-month paper.

Now, experts expect mortgage money to continue easing—though probably not very fast.

NAREB President Kenneth Keyes predicts "a more adequate supply of loan money... in 1958." Mortgage Banker W. A. Clarke Sr. of Philadelphia comments: "The way the bond market is moving I don't know but what we may see more money in the mortgage market directly after the first of the year." Adds Boston's Morgan: "Price improvement will not be too great for a bit. But by spring things could look quite differently."

Easier money seems to have ended hope that FHA will boost its interest rate about 5¼, though most mortgage bankers still argue that it should go up.

MORTGAGE BRIEFS

Insurance tie-ins probed

A federal grand jury is looking into tie-in fire insurance deals by "a large residential mortgage lender."

Justice Dept. officials refuse to name the company or city involved, but Asst. Attorney Gen. Victor Hansen, in charge of the anti-trust division, revealed the investigation in a talk to the Natl. Assn. of Mutual Insurance Agents at Chicago. Up to the time this was written, the press had missed the story entirely. Here's what Hansen said:

"This investigation is based on complaints made to the division by responsible representatives of insurance organizations as well as complaints received from individuals and insurance agents. The complaints allege that a preponderant portion of the hazard insurance paid for by borrowers of the institution is funneled to an insurance company which is controlled by officers of the lending institution and the channeled business constitutes the majority of insurance written by the affiliated company."

The companies involved refused an FBI request to look at their books, Hansen disclosed. The FBI has no subpoena powers in antitrust cases, so the government could only drop the case or present it to a grand jury, which can subpoena records. Justice officials chose the latter course.

Hansen says FBI investigations of similar cases are underway elsewhere.

Commitments vs. starts

How many of the commitments issued by FHA since the beginning of discount control have resulted in starts?

FHA made a statistical study of eight of its 71 offices and concluded that the answer is 90%. But mortgage men contend FHA's own figures show that from mid-August through October (the first 12 weeks of discount control), there was a start-to-commitment ratio of 69.3%. In the previous three months the ratio was 76.4%.

This means that 44,824 commitments produced 34,251 starts in the earlier period while 55,703 commitments resulted in 38,613 starts in the mid-August through October period. Thus a bulge of 11,000 commitments produced only an increase of 4,000 starts.

Discount rules (cont'd)

FHA is still clarifying its discount control regulations, five months after controls were imposed. Even so, unsettled points remain.

The latest field order says a mortgage company may make a standby commitment and buy at the standby price. But in certification the company must state it will not sell the loan—obvious nonsense.

FHA has plugged one big loophole in its original regulations. Now, it will not let brokers sweeten a mortgage by cutting their commissions for the benefit of a lender. FHA says now a builder can pay both a mortgage brokerage and realty brokerage fees but no portion can be passed on to a mortgagee to evade discount ceilings.

SEC rejects S & L plan

Ben Hazen's plan to woo big investment funds as S&L depositors has suffered a setback.

The Securities & Exchange Commission has turned down Hazen's first plan of opera-

continued on p. 29

US SAVINGS & LOAN LEAGUE CONVENTION:

Plan for 20% FHA insurance condemned as a 'steal'

Never was the rift wider between the men who do the lion's share of financing housing and top government home finance officials.

The US Savings & Loan League scorned even the customary facade of superficial politeness in attacking HHH Administrator Albert M. Cole's trial balloon scheme to let FHA insure only the top 20% of 90% loans on one-family homes (Dec., News).

Cole sprang his plan—which would be the first major change in FHA mortgage insurance policy in 23 years—only one day before the league's annual convention in Chicago—

H&H staff



ADMINISTRATOR COLE

He sent up the trial balloon

where he was, as usual, not invited to speak. It was too much of a coincidence to be coincidence, however, that the league's No. 1 legislative objective for 1958 is to get government sanction for almost exactly the same type of mortgage insurance through a subsidiary of the privately-owned (i.e. S&L owned) Home Loan Bank Board.

Saying it for them

S&L men, smartest of the nation's lenders at the ways of publicity and promotion, found a public figure ready and eager to toss darts at Cole's balloon. Representative Albert M. Rains (D, Ala.) who, as chairman of the House housing subcommittee is one of the three or four most influential men in Congress on housing legislation, called the scheme "a hasty and ill-conceived proposal concocted solely to embarrass the savings and loan industry." Chances of Congressional approval are "nil," he told a press conference in the League's convention headquarters (see cut). Cole's plan, said Rains, "would carry all the disadvantages of the S&L proposal and none of its advantages. . . . The savings & loan proposal has a great deal of merit."

The League's legislative chairman, past president Henry Bubb (who is still one of its top leaders), added: "It is amazing that the administration should consider sponsorship of a plan, the only essential difference of which is the substitution of public credit for private credit and money."

The League itself issued a statement that oozed sarcasm for Cole's "having endorsed the League's concept."

Said Bubb: "Perhaps if this endorsement had been forthcoming early in the year when the League's program was first proposed, our program would now be serving the public usefully."

In Washington, meantime, Congressional opposition to Cole's plan seemed focused on two items: 1) its lack of a definite interest

rate ceiling and 2) the absence of FHA construction standards to protect buyers. Mortgage lenders would want no part of the proposed supplementary FHA insurance program with controlled sub-market interest rates. But Democratic congressmen want no part of a federal housing program without control over interest.

Under the S&L League's plan, Congress might be willing to refrain from imposing interest ceilings. On this question, Rep. Rains, a strong advocate on controlling FHA interest, says: "Since it would be conventional lending, it's different. I'm convinced S&Ls themselves would do a policing job on rates."

At mid-month, home builders were taking a non-committal attitude toward Cole's plan. Mortgage men at life insurance companies were expressing great interest. But the betting in Washington was that the plan will never get beyond the well-stuffed pigeonholes of the House & Senate banking committees.

The Home Loan Bank Board got into the act by endorsing the US League's plan in principle. The rival National Savings & Loan League came out in favor of Cole's plan for FHA. President W. Franklin Morrison said he thought it would produce a 15% jump in home mortgage financing.

Both plans—Coles' and the S&L League's—face another major hurdle even if Congress approves one of them. Most state laws, which now limit maximum mortgage loans to 66%, would have to be amended to exempt the new schemes just as they were for FHA.

Jab at builders

Other convention developments:

• "Inability [of builders] to cope successfully with rising labor, material and land costs as well as higher interest costs has now brought the new house to a price which is no longer attractive to prospective buyers," reported the League's economic policies committee. "At the same time, the industry has not been able to design and produce a new home which makes older houses so obsolete that home owners are willing to pay the new house price." Because of this tendency by builders to "price themselves out of the market," the committee contended, "home building would have been in considerable difficulty [last year]

H&H staff



CONGRESSMAN RAINS

He fired the first shot

even with a plentiful supply of mortgage funds."

• A convention resolution adopted by the 3,327 delegates asked cities to refrain from "unreasonable demands on home builders re-

garding grants of land for parks, schools and other public improvements." Said the League: "Demands of this nature mean that the builder (and through him, the ultimate home buyer) must pay immediately for public facilities that are usually available and open to the community at large, and should, more appropriately, be financed by the entire community through long-term bond issues. The government of every community has, and should exercise, its sovereign right to decide the type and value of housing built within its legal boundaries, but certainly this can be done without extracting concessions from home builders and buyers that retard home building and contribute directly to higher construction costs."

Support on community facilities

The resolution is a sop to NAHB, whose leaders have been fuming at the League's warnings that the upward spiral of building costs "entails a grave threat to home builders and home lenders as private organizers."

H&H staff



S&L LEAGUE'S BUBB

He wants to haul it down

• Executive Vice President Norman Strunk announced plans for a major study of the requirements for house and home credit in the 1960s, when housing experts figure the industry may need to step up its output to 2 million homes a year. The Indiana University School of Business, whose dean, Dr. Arthur M. Weimer, is the League's economist, will delve into: 1) how many houses will the nation need, what type and where 2) how will family incomes, spending and savings patterns change; 3) how can the housing need be financed; 4) what changes in government housing law will be needed. The study, to be directed by W. George Pinnell, associate dean, will be completed next year.

• Kenton R. Cravens, president of the Mercantile Trust Company of St. Louis, offered a program for commercial banks and S&Ls to get along better. S&Ls would watch their advertising language and stop implying that they are banks, he said. Banks should stop intimating that the insurance of savings accounts by the Federal Savings & Loan Insurance Corp. is inferior to that provided banks by the Federal Deposit Insurance Corp.

"Do not try to be something you are not—a short term lender—nor try to imply that you are equipped to make payments on demand," Cravens counseled the League. "Bankers have learned the hard way. They cannot invest demand money in long-term loans."

NEWS continued on p. 29

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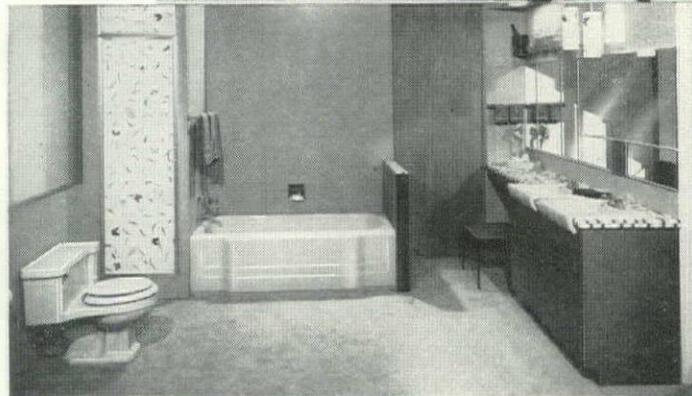
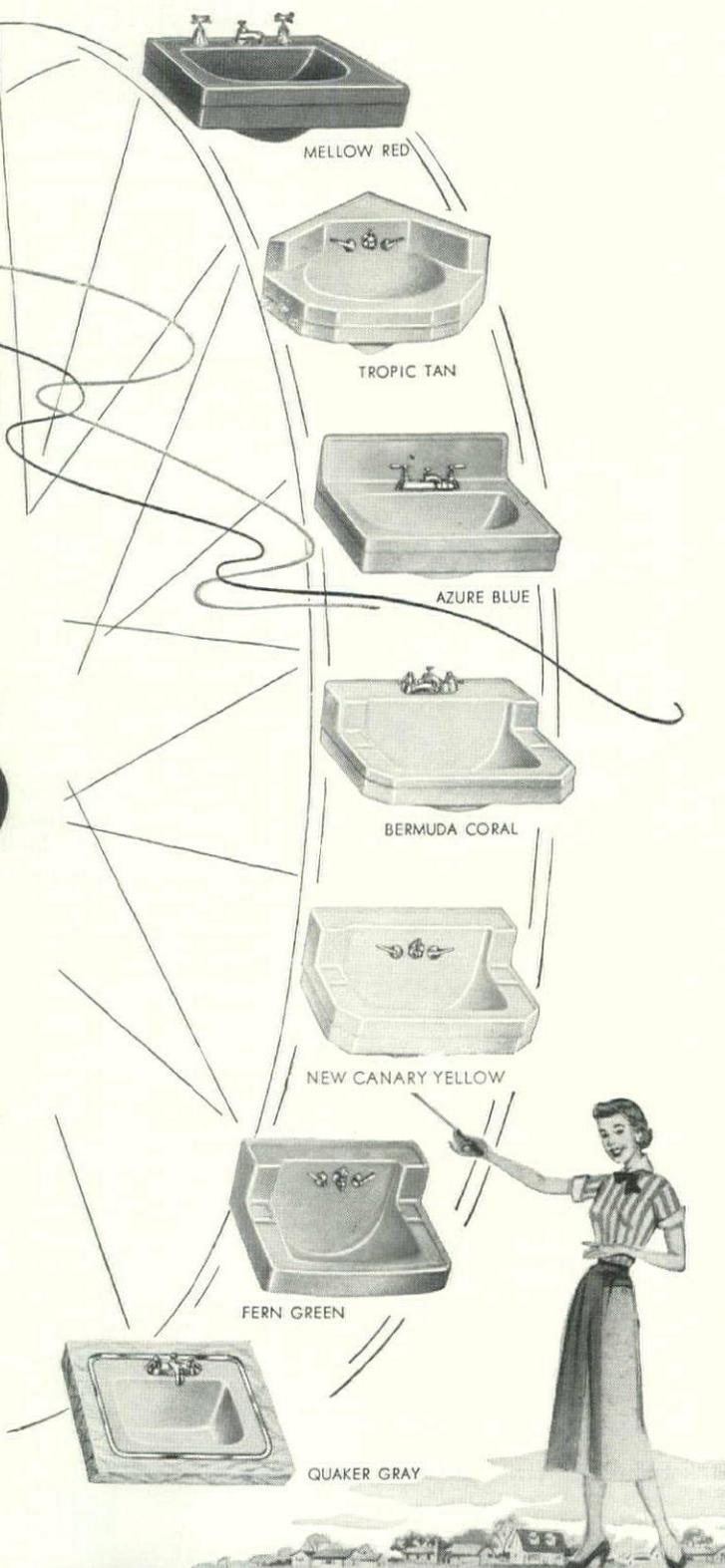
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tion for Home Loan Associates. SEC insists that members of the investment trust have voting rights. HLA does not oppose this in principle, but some investors would object because some states regard voting trusts as partnerships.

Home Loan Associates which the former US S&L League president from Portland, Ore. has been organizing since 1954 (Dec. '56, News), now is trying an alternate plan to set up as a corporation. The corporation itself would not invest the money in the 684 S&Ls which have put up \$149,839 to get

HLA into operation. It would instead set up a series of trusts which would each invest no more than \$10,000 in any one S&L, naming the HLA corporation as sole beneficiary.

The corporation, itself, would deposit no money because no matter how much it might deposit in any one S&L, only \$10,000 would be insured.

The plan has been submitted to the Home Loan Bank Board legal staff for approval, must also go to the SEC.

Hazen has a third plan if the second should be rejected (though the HLA legal

staff is confident the plan is legal.) The third plan involves a combination of trust and corporate plans, with HLA operating as a voting trust in states which would not regard it as a partnership and operating as a corporation in states which would.

The Hazen plan is aimed at wooing large out of state depositors for local S&Ls, thus letting them expand their mortgage lending. Participating S&Ls would pay an extra 1/2% for funds received through HLA to cover the cost of soliciting more funds.

NEWS continued on p. 31

MORTGAGE MARKET QUOTATIONS

(Sale by originating mortgagee, who retains servicing. As reported to HOUSE & HOME the week ending Dec. 13)

FHA 5 1/4s (Sec. 203) (b)

MARKET TRANSACTIONS

City	Conventional Interest Rates	FHA Discount Ceiling	FNMA Price xy	Minimum Down* 30-year		Minimum Down* 20-25-year		10% or more down 20-25-year	
				Immedi-ate	Future	Immedi-ate	Future	immedi-ate	Future
Boston local	5-5 3/4%	99	97 1/2	101-par	101-par	101-par	101-par	101-par	101-par
Out-of-st.	—	97 1/2-99	—	96-97	a	96-97b	a	a	a
Chicago	5 1/2-6%	98	96	95cf-98	95cf	95cf-98	95cf	95cf-98	95cf
Cleveland	5 1/2-6%	98	96	98b	97c	98	97	98	97
Denver	5 1/2-6%	97 1/2	95 1/2	95-97 1/2bc	95-97 1/2bc	95-97 1/2bc	95-97 1/2bc	95-97 1/2bc	95-97 1/2bc
Detroit	5 1/2-6%	97 1/2	95 1/2	96 1/2-97c	96 1/2-97c	97-97 1/2c	97-97 1/2c	97 1/2-98c	97 1/2-98c
Houston	5 1/2-6%	98	96	k	k	97-98g	97-98g	97c-98	97c-98
Jacksn'vl	5 3/4-6%	98	96	96b	95 1/2-97	96cd-97	96 1/2-97	96 1/2-97	96 1/2-97
Newark	5 3/4-6%	98 1/2	96 1/2	98e	97 1/2c	98 1/2	98e	98 1/2	98e
New York	5 1/2-6%	99	97 1/2	99-par	99-par	par	par	par	par
Phila.	5 1/2-6%	98 1/2	96 1/2	97 1/2c	97 1/2c	98c	98c	98c-98 1/2	98c-98 1/2
San Fran.	5 1/2-7.2%	98	96	97-98	a	97-98	a	98	a
Wash., D. C.	5 3/4-6%	97 1/2	97	97	97 1/2	97 1/2	97 1/2	97 1/2	97 1/2

* 3% down of first \$10,000; 15% of next \$8,000; 30% of balance.

VA 4 1/2s (Immediates)

MARKET TRANSACTIONS

Not subject to discount control unless so noted

City	VA Discount Control Price	FNMA Price xy	30 year		20-25 year
			2% down	5% down	10% down or more
Boston local	97	89	96-97h	96-97h	96-97h
Out-of-st.	—	—	89-90	89-90	89-90
Chicago	95 1/2	88	a	a	a
Cleveland	95 1/2	88	91	89-90b	89-90b
Denver	94 1/2	87 1/2	a	a	a
Detroit	95 1/2	87 1/2	89-90	89-90	89-90
Houston	95	88	88 1/2-89	a	a
Jacksn'vl	95 1/2	88	89-90	89-90	89-90
Newark	96 1/2	90 1/2	a	a	a
New York	97	89	a	a	a
Phila.	96 1/2	88 1/2	a	a	a
San Fran.	94 1/2	87 1/2	88-89	88-89	a
Wash., D. C.	96	88 1/2	90-91	90-91	90-91

Footnotes: a—no activity. b—very limited market. c—includes 1 point advance commitment fee. d—includes 1 point standby commitment fee. e—includes 1/2 point advance commitment fee. f—includes 2 1/2 points for construction financing. g—under \$12,000 loan, only market FNMA. h—for \$12,000 loans and up for houses 1,000-1,100 sq.ft. k—only market is FNMA. m—30 year. x—FNMA pays 1/2 point more for loans with 10% down or more. y—FNMA net price after 1 point purchase and marketing fee, plus 2% stock purchase figured at sale for 50¢ on the \$1.

▶ Immediate covers loans for delivery up to 3 months.

▶ Quotations refer to prices in metropolitan areas; discounts not subject to price control may run slightly higher in surrounding small towns or rural zones.

NEW YORK WHOLESALE MORTGAGE MARKET

Prices on the open wholesale market in New York City, for out-of-state loans, as reported the week ending Dec. 14 by Thomas P. Coogan, president, Housing Securities Inc.:

FHA 5 1/4s

(minimum down, 25 or 30 years)

Immediates: 95 1/2-97 Futures: 95 1/2-97

FHA 5s

(minimum down, 25 or 30 years)

Immediates: 93-94 1/2 Futures: 93-94 1/2

VA and FHA 4 1/2s

(minimum down, 25 or 30 years)

Immediates: 87 1/2-89 Futures: 87 1/2-89

Note: prices are net to originating mortgage broker (not necessarily net to builder) and usually include concessions made by servicing agencies.

FNMA STOCK

	Dec. 10	Months		Month's
		Nov. 14	low	
Bid	47	40	40 1/2	47 1/2
Asked	48 1/2	42	42	49

Quotations supplied by C. F. Childs & Co.

FHA 5s (Sec. 203) (b) (Immediates)

MARKET TRANSACTIONS

Not subject to discount control unless so noted

City	FNMA Price xy	Min. Down	Min. down	20-25 year
		30 year*	20-25 year*	10% down
Boston local	95 1/2	a	a	a
Out-of-st.	—	93-94	93-94	a
Chicago	94	a	a	a
Cleveland	94	a	a	a
Denver	96	a	a	a
Detroit	93 1/2	93-94	93-94	93-94
Houston	94	94 1/2-95b	94 1/2-95b	95m
Jacksn'vl	94	93b	93 1/2-94b	93 1/2-94b
Newark	94 1/2	a	a	a
New York	95 1/2	a	a	a
Phila.	94 1/2	a	a	a
San Fran.	93 1/2	93b	93b	93b
Wash., D. C.	95	95b	95b	95b

* 5% down on first \$9,000; 25% of balance.

▶ Quotations refer to new houses of typical average local quality with respect to design, location and construction.

SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Murray Wolbach Jr., vice pres., Draper & Kramer, Inc.; Cleveland, William T. Doyle, vice pres., Jay F. Zook Inc.; Denver, C. A. Bacon, vice pres., Mortgage Investments Co.; Detroit, Stanley M. Earp, pres., Citizens Mortgage Corp.; Houston, Donald McGregor, exec. vice pres., T. J. Bettes Co.; Jacksonville, George Dickerson, Stockton, Whatley, Davin & Co.; Newark, Arthur G. Pulis Jr., pres., Franklin Capital Corp.; New York, John Halperin, pres., J. Halperin & Co.; Philadelphia, W. A. Clarke Sr., pres., W. A. Clarke Mortgage Co.; San Francisco, Raymond H. Lapin, pres., Bankers Mortgage Co. of California; Washington, D. C., Hector Hollister, exec. vice pres., Frederick W. Berens Inc.

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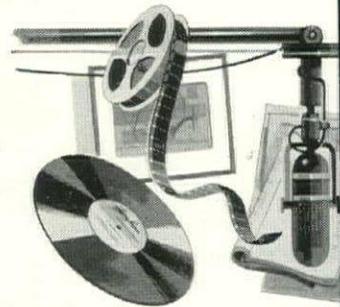
These helps are available to builders who use the sale appeal of the World's Finest Bathroom Fixtures by Universal-Rundle.

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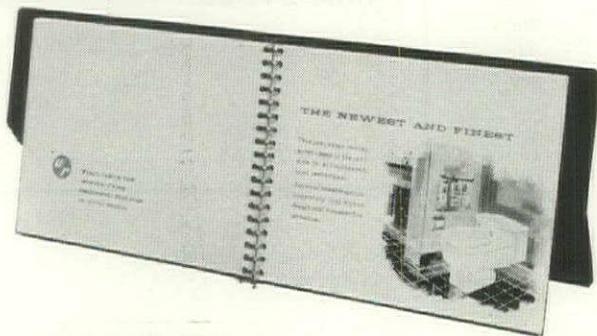
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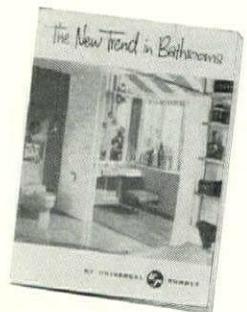
Television Films and Radio Scripts that can be used as spots or trailers.

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Counter Book in attractive easel binding . . . for use in sales office or on the water closet tank in the bathroom of your Model Home. Portrays the sales appealing features of the U/R fixtures in your home. Especially designed for you.

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Full-color Bathroom Decorating Book gives buyers exciting ideas for decorating the bathroom.

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HOUSING POLICY:

New middle-income housing scheme: tax-free local bonds with FHA backing

Evidence keeps piling up that federal housing policy is drifting toward more and more special deals for special groups of the population—backed up by extra enticing FHA terms or, more often, by Fanny May special assistance loans (i.e., inflationary printing press money).

Such schemes have been the hallmark of plans espoused by Democratic housers for years. Now, the administration, too, seems to lean toward gimmicks to offset problems created by earlier gimmicks. Nowhere on the Washington scene is there much apparent inclination to face up directly to the basic difficulty created by fixed mortgage rates in an otherwise free money market.

HHF Administrator Albert M. Cole has sent up another trial balloon.

Now, he is suggesting that FHA insure local debentures to finance "middle income housing," and perhaps even public housing.

The debentures would be exempt from federal income taxes. So presumably they would command interest rates low enough to make cheap rental projects feasible. Local governments would issue the debentures to limited profit corporations.

Opposition predicted

Except that local instead of federal debentures are involved, Cole's scheme is not much different from the one Senate Democrats led by Sen. Joseph Clark (D, Pa.) are plugging—and which the administration opposes. Clark would subsidize shelter for middle income families via 4% FNMA special assistance mortgages, which means FNMA would get the money from the Treasury.

So Cole's new brainstorm seems likely to run into strong opposition in Congress, just like his earlier plan to let FHA add a new program to insure only the top 20% of

otherwise conventional mortgage loans (see p. 27). Moreover, indications are that the White House council of economic advisers and other administration higher-ups are cool to Cole's middle-income idea. Similar schemes for federal underwriting of local bonds for schools and public works have been advanced, and government fiscal men fear these would be hard to refuse if rental housing is propped up with a new tax subsidy.*

FHA is cooking up another deal which it optimistically hopes will give rental housing a shot in the arm. But rental experts say the scheme is no better than the present FHA Sec. 220, which has attracted almost no builder or investor interest.

The plan calls for rejiggering Sec. 207, by

* Years ago, FHA tried out a similar plan under Sec. 207, which is still on the books, but, until HOUSE & HOME editors pointed it out, had escaped the attention of today's top housing officials. FHA insured the mortgage on a public housing project at Princeton, N.J. which was financed by tax-free bonds sold to a wealthy investor, Gerrard Lambert, of the St. Louis pharmaceutical family.

boosting its Congressionally frozen 4½% interest and providing two alternate mortgage patterns: 1) 90% of replacement cost including builders' fee and overhead instead of the present 90% of value or 2) 95% of what estimated rental would support. Both are aimed at producing a "no cash but no windfall" rental program. But the plan would prohibit a builder from declaring dividends on his common stock until after the mortgage is paid off. Experts contend this will kill investor interest because Internal Revenue imposes a heavy tax after reserves reach a lower point.

Cut urban renewal subsidy?

Administration plans for other changes in the Housing Act:

Public housing: Ikemen will ask no more authorization because the backlog totals 80,000 units. Instead, they will ask Congress to give the Public Housing Administration another year to get contracts signed with local housing authorities for units authorized.

Urban renewal: under consideration is a plan to cut federal subsidy on slum clearance land write-down from 66% to 50%.

Discount controls: from President Eisenhower down, the administration will urge their repeal.

FHA REGULATIONS

FHA will help out those builders who built houses on the basis of VA CRVs but don't have the financing to sell VA.

Field offices have been ordered to accept outstanding CRVs as evidence of FHA approval prior to construction. Thus builders can sell these houses on minimum down payment FHA terms.

Without this dispensation, builders would have to sell their houses on stiffer terms specified for houses which are less than a year old and did not have FHA inspections (10% down on the first \$10,000 valuation).

FHA is limiting this special arrangement to houses started before Nov. 15, 1957. It will make its own appraisals, will not accept the VA valuation, which often runs higher.

Is the US hurting housing by too much tinkering with laws?

In a broad sense, Dr. Leo Grebler addressed himself to this crucial question in his testimony to a Congressional subcommittee late in November. Rep. Wilbur D. Mills' fiscal policy subcommittee of the Joint Economic Committee was inquiring into how heavily the government is committed to programs to prop up the US economy.

Economist Grebler, now with New York's National Bureau of Economic Research, has devoted his career to such problems. A former (1938-44) Home Loan Bank Board staffer, longtime Columbia University professor and author of many monographs, articles and books on housing, Grebler recently spent two years as housing adviser to the President's council of economic advisers. His testimony was read for him: Grebler is recuperating from a heart attack. Main points:

Congress should stop enacting omnibus housing legislation every year.*

"The present procedure creates continuous

* One major reason for an annual omnibus housing law is the political fight over public housing. Its well organized supporters fear (probably correctly) that Congressional opponents will kill it if it isn't meshed with other proposals private industry supports. Example: Congress settled last year on a one-year extension for urban renewal because, as Rep. Albert Rains (D, Ala.), explains: "We didn't want to have to run public housing naked."

discontinuity, adds greatly to the uncertainties faced by hundreds of thousands of consumers, builders, mortgage lenders and local public agencies, interferes with long-range planning

Blackstone Studios Inc.



ECONOMIST GREBLER

Has Congress spawned artificial submarkets?

and complicates the administration of programs. The rules of the game are changed so often that disruption and poor performance are inevitable at both the national and local level."

FHA has so many special purpose programs (e.g. housing for slum clearance dis-

places, housing for the aged, trailer loans; etc.) that normal housing markets are disrupted.

As a result, there is more and more danger of "balkanizing the FHA mortgage system—there are 11 different insurance funds—and of creating artificial housing submarkets with their own financing and price structure, depending on who occupies the dwellings or where the dwellings are located." Such programs are "overripe for overhaul." . . . Attempts to insulate housing generally from the competition for savings have been misplaced and ineffectual."

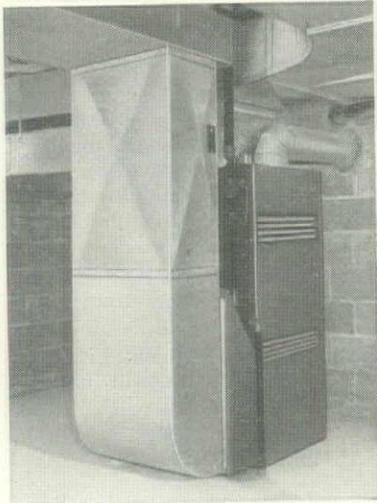
Congress and the industry alike must give up "the notion that a stable or rising volume" of housing "is necessary under all circumstances in the short run to achieve satisfactory [national] economic growth."

Public housing needs a major overhaul, which should delve into these questions:

"Is public landlordism essential or desirable? Is the 'project' approach socially sound? Should subsidies be applied to the family or the dwelling unit? Would subsidized home ownership be preferable to tenancy for at least some public-housing occupants? What portions of the population should a clearly subsidized low-rent housing program serve in a growing and high level economy? Why not use rehabilitated old housing as well as new?"

NEWS continued on p. 33

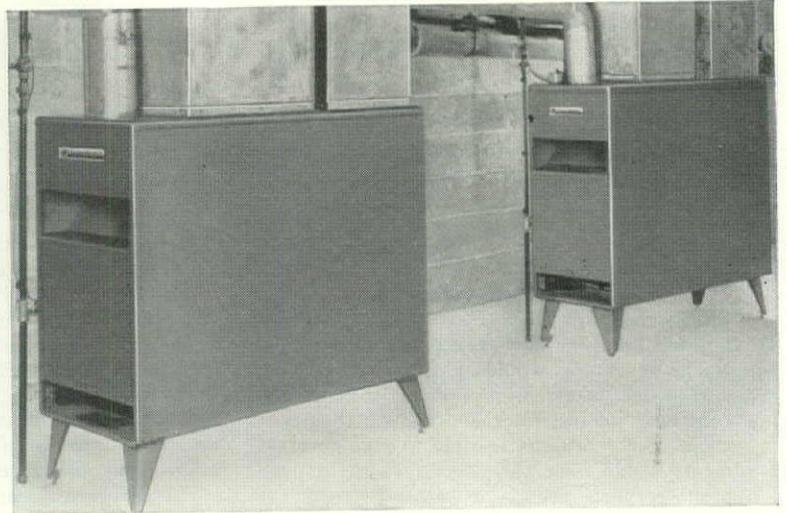
5 SALES-BUILDING suggestions for NEW HOME BUILDERS



Utility furnace in basement. Cumber- some return air duct is visually dis- pleasing—a sales *disadvantage*.



Basement furnace in basement pre- sents a neat, pleasing appearance— definitely a sales *advantage*.



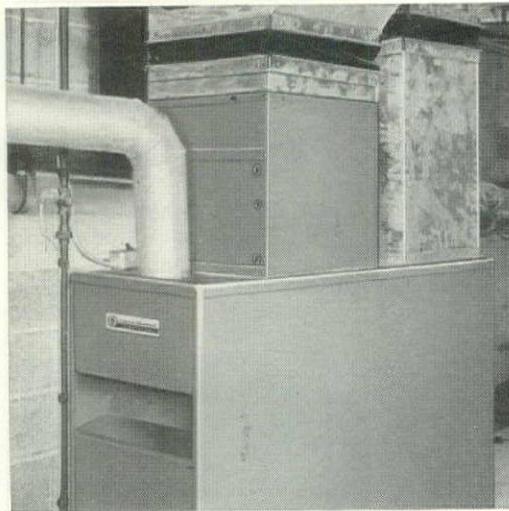
Two furnaces are better than one in most zone heating installations. Your home buyer can see the extra value that he's getting, and see that you've made solid provision for winter comfort. It's an installation he'll enjoy showing to friends.

1 FOR BASEMENT INSTALLATIONS, SPECIFY A BASE- MENT FURNACE. American-Standard Air Conditioning Division makes *all* types of warm air furnaces—therefore has no ax to grind. But in a basement, a basement furnace makes a more compact installation, with greater visual appeal. Also, it allows ample headroom for addition of a summer cooling evaporator.

2 SIMPLIFY YOUR ZONE CONTROL SYSTEMS. Where zone controlled heating is called for, why sink money into complicated motorized control equipment which your home buyer never sees? You can get a better result at comparable cost with *two* furnaces, each properly sized for its zone and governed by its own thermostat. Installation is easier and you've added sales appeal.



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5 TAKE ADVANTAGE OF AMERICAN- STANDARD'S SPECIAL BUILDER PROMOTION PLAN. Cash in on these two current trends: (1) The increasing impor- tance of famous brand name equipment in new home merchandising; (2) The fact that more and more new home buyers want *year 'round* air conditioning. American-Standard Air Conditioning Division helps you do this with a complete sales plan that exploits the brand name fully while achieving full local effectiveness for *your* benefit through tailor- made advertising, building site display ma- terials and strategically timed newspaper publicity. An aggressive builder can work wonders with this package. Ask your American-Standard distributor or dealer to give you the whole story.

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AIR CONDITIONING DIVISION

Will Congress act to ban second mortgage loans?

Second mortgages and land sales contracts are coming under more and more critical scrutiny in Congress.

Rep. Albert M. Rains (D, Ala.), influential chairman of the House subcommittee on housing, even insists that Congress "undoubtedly" will "consider . . . some form of control" over such conventional loans at this session. (Junior liens have always been forbidden under FHA; indeed, getting rid of them was one reason FHA was created.)

Strong medicine

"Some form of legislative restraint may be necessary," Rains insists. What kind? One possibility being talked of on Capitol Hill: prohibit second mortgages or deeds of trust by any lending institution insured by the federal government.

This would be strong medicine for a practice that, even by Rains' own data, looms large in home financing only in the South, Southwest and California. But if Congress adopted it, say proponents, it would stop as much as 90% of secondary mortgage lending. Other experts think this figure is much too high. Such a Congressional bank would prevent secondary mortgages by all savings and loans insured by the Federal S&L Insurance Corp. (50%) and all banks insured by the FDIC (95%). But many experts doubt that they account for anything like 90% of second mortgages.

Giant survey

Rains bases his strong stand against second mortgages on a new survey by his committee. He asked all 75 local FHA offices, 67 regional VA offices, the Federal Home Loan Bank Board, Comptroller of the Currency, Federal Reserve Board and Federal Deposit Insurance Corp. for detailed reports on the extent of second mortgage financing.

"Careful reading of these reports," says Rains, "clearly shows that second mortgage practices and other unwholesome financing schemes such as land sales contract financing, have mushroomed dangerously in many parts of the country over the past several years."

Rains, hewing to the Democratic Party line, blames "the administration hard money policy." He leaves unmentioned the simple truth that money tinkers in Congress (among them Rains) made secondary financing almost a necessity for some builders by 1) refusing to let interest rates on VA loans keep pace with the general rise of interest rates since early '55 and 2) imposing discount controls on both VAs and FHAs.

Where seconds flourish

Even so, some of the reports from FHA disclose so much secondary financing that Rains calls it "truly shocking." Examples:

- Los Angeles estimates that four out of five conventionally financed house buyers have second deeds of trust or land sales contracts.
- Jacksonville, Fla. estimates 75% of "speculatively built homes" with conventional loans use second mortgages.
- Mississippi estimates from 50 to 75% of conventional mortgages involve secondary loans or other low-equity financing.
- Milwaukee estimates at least half the real estate sales there involve second mortgages or land sales contracts.

For a full copy of the report, write Staff Director, House Banking Committee, Washington 25, D.C.



COST CUTTING PLEA IS MADE BY RODNEY LOCKWOOD. LISTENING: DICK GRAY

BUILDING TRADES CONVENTION:

Is labor pricing itself out of work by pay boosts without more output?

Independent old Dick Gray risked his job as titular head of the AFL-CIO Building Trades last month to tell its convention some important truths delegates did not want to hear.

Gray warned that building trades labor is pricing itself out of work by demanding higher and higher pay for no more productivity (just as the home building industry is pricing itself out of the market by asking higher and higher prices for no more value).

Knowing few of his 800 hearers would like what he planned to say, Gray kept his speech a secret until he mounted the platform at Atlantic City's oceanfront Shelburne Hotel. Said he: "I propose we voluntarily declare a moratorium on wage increases in 1958." The alternative, he warned, is "more tight money [because wage increases 'compensate for and . . . contribute to inflation'], more inflation, less construction and more unemployment for our people." Instead of more pay for no more work, the 71-year-old president of the 3½ million-member building trades suggested that labor sit down with building trades associations to study how to cut costs, increase productivity and boost the volume of building (for full text, see p. 35). His wage freeze proposal would not pertain to automatic wage boosts called for in long term contracts.

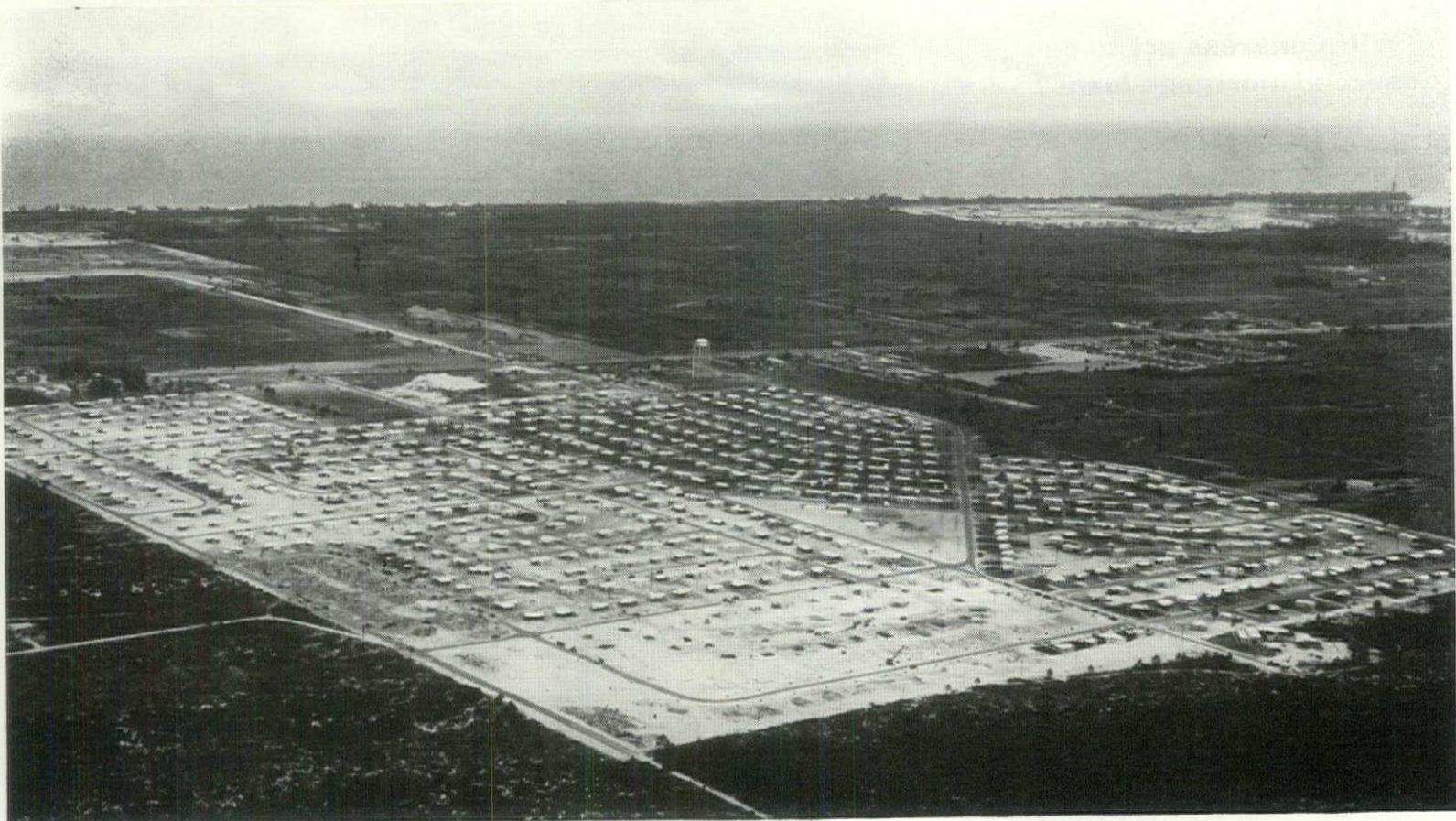
To builders, the most welcome part of ex-bricklayer Gray's historic talk was his recognition of productivity.

Rodney Lockwood, past NAHB president and one of the industry's most articulate spokesmen, stressed this in his talk to the convention (he was the only builder on the program). Asking union help in cost-cutting, Lockwood said: "We have got to give serious and urgent thought to ways and means of increasing the productivity of our on-site workmen. . . . It is true it will probably reduce the number of hours of labor on each job-site, but I contend . . . that in the long run it will mean more manhours of work because of the larger market we will enjoy." Delegates gave Lockwood polite but unenthusiastic applause.

For Gray's ideas, particularly the wage freeze, presidents of the 19 building trades unions, had only the back of their hands.* Snorted one: "Hairbrained." Several muttered to newsmen that Gray's forthright remarks might hasten his

continued on p. 35

* Chicago's 7,000 plumbers, already paid \$3.74 an hour (\$3.53 wages, 15¢ for pensions, 9¢ for health and welfare) promptly announced they will demand a 50¢ an hour pay hike in June.



Over 60,000 Feet Installed . . .

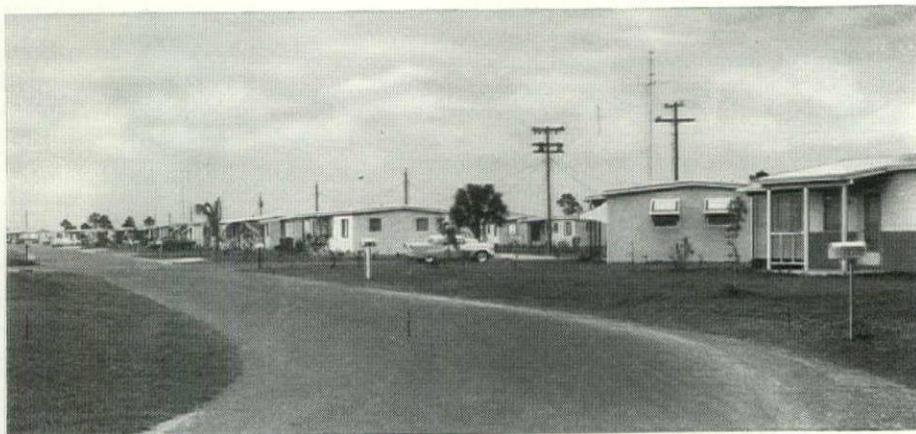
How L-M Permaline Fibre Pipe Saves Installation Time For Florida Developer

In Pompano Beach, Florida, the Mackle Company, largest home builder and developer in the South, has used over sixty thousand feet of L-M Permaline fibre pipe for house-to-sewer installations.

The primary reasons for using L-M Permaline pipe are its light weight and ease of handling and installation, according to Wm. C. Farmer, Mackle Company superintendent, and Joe C. High, master plumber in charge.

Permaline comes in 5-, 8-, and 10-foot lengths, 2- to 8-inch diameters. Joints are quickly and easily made by simply tapping the tapered coupling onto the tapered end of the pipe. No cement, no calking—just drive it.

Permaline is *root-proof*! It can't rust, shatter, crack or leak, and it is not harmed by hot water, detergents, acids or alkalis.



At the Pompano Beach development, 1200 houses have been erected, with L-M Permaline pipe used exclusively for house-to-street sewers. The developer eventually plans to have 2800 homes suitable for retired people on these beautiful highlands near Miami.

Get Complete Information . . . L-M offers a full line of couplings, fittings, bends, and adapters to connect to soil or sewer pipe. Mail the coupon or ask your plumbing distributor to get in touch with us.

278-R

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Send me free Bulletin 54078 with complete information on Permaline Pipe and name of nearest distributor.

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Company _____

Address _____

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Type of business, please _____

GRAY'S SPEECH: the facts support him

continued from p. 33

retirement. Others noted that their president is really only a staff employee, with no power to compel his 19 autonomous unions to do anything. Cried AFL-CIO President George Meany next day: "There is no reason to conclude that a wage freeze . . . would be advantageous to anyone but employers."

Despite the cold reception, dogged Dick Gray says he will lay his proposal before a meeting of the 19 building trades presidents Jan. 27-29 in Miami Beach (it was not formally considered at the convention at all). "I still think it will be approved," he insists.

The economic facts of life argue on Gray's side.

Last year, prices of houses went up about 2% because of wage increases (materials prices stood still) but house buyers got nothing more for their money. Since 1949, hourly wages of building tradesmen have risen 56%. The cost of living is up only 21%. Building labor's pay has soared far above the wages earned by most of the people builders must sell homes to. One result: the do-it-yourself movement. As Dick Gray says: "We are leading to our own downfall by advocating higher and higher wages."

What moved Gray to a proposal he himself admits was "unorthodox" for a labor leader?

One answer is that Gray has seldom behaved like an orthodox unionist. Unlike most other AFL-CIO brass (who squealed in outrage at the wage freeze idea), Gray is a Republican. He supported Eisenhower in 1952 and 1956, even had a good word to say for the late Sen. Joseph McCarthy. In the early days of World War 2, at a time when strikes were stalling much defense construction, Gray became one of the first union leaders to make a no strike pledge for the duration. And his unions kept it.

WHAT THE MAN SAID: text of Dick Gray's blockbuster

Up until now, our sole objective, like everyone else in organized labor, has been to get increased wages to compensate for the increased cost of living. Our efforts in obtaining increased wages have not been without success. Indeed, we have done very well—better than most segments of organized labor.

Shall we continue to strive for and obtain wage increases to compensate for, and I might add, contribute to the increased cost of living and inflation? If we do, will it mean more tight money, more inflation, less construction and more unemployment for our people? Or has the time come for us to reassess our basic policy? I say we have reached such a point. To me, it seems to be a question of stabilizing our wage gains and obtaining full employment through increased production.

First, I propose that all general presidents join in a public declaration of policy calling upon their local building and construction trades unions to notify their contractor associations that they voluntarily forego any wage increase during 1958. In other words, I propose we voluntarily declare a moratorium on wage increases during 1958.

This first step will demonstrate our sincerity of purpose to the nation and other important segments of the construction industry. It will also, I feel confident, lay the groundwork for the second and most important phase of my proposal.

I propose the formation of a working committee, representative of the building and construction industry. The objectives of the committee would be to:

1. Obtain maximum construction activity in all phases of the industry, thus adding to the strength of the nation's economy and providing full employment for all building tradesmen.

2. Develop ways and means to reduce construction costs such as increased productivity through the use of new materials and new techniques, etc.

3. Endeavor to obtain a voluntary wage increase moratorium in those supporting industries dependent upon construction, such as cement and lumber and other industries indirectly dependent upon construction such as steel, etc.

4. Bring industry-wide concerted effort upon the federal government to abandon its tight-money policies, to enact appropriate legislation to provide assistance for housing, schools, hospitals, airports and other construction programs; to effect much-needed economies by consolidations in the defense agencies and when feasible to reduce taxes so as to provide more purchasing power to the American public; and

5. Develop ways and means, both public and private, to assure a confident and sufficient money market at reasonable interest rates to fulfill the needs of the construction industry.

As I envision this industry-wide working committee, it would be composed of about 13 top representatives from these segments of the industry:

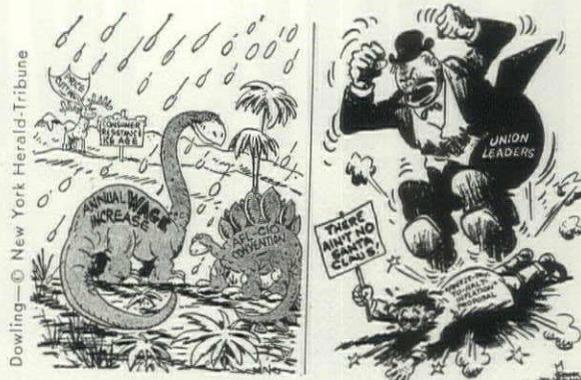
Three labor leaders (one from the basic trades, one from the specialty trades and one from the department); one each from the Associated General Contractors, National Constructors Association, the Mechanical Contractors Association, the specialty contractors associations, NAHB, architect and engineers associations, NAREB, the savings and loan leagues, the American Bankers Assn. and the Mortgage Bankers Assn.

. . . As chairman I would suggest a well-known public figure outside of government and the industry. I also would suggest that the President designate one of his top economic advisors to participate in all meetings as an observer. . . .

Will such a committee produce concrete results? This I do not know—maybe yes, maybe no. If this is not the answer to inflation; namely, private enterprise in the No. 1 industry of the country voluntarily attempting to solve the problem, then of some things you can be sure—higher wages, higher prices, less construction, more unemployment—plus eventual government wage and price controls.

It is not easy for me to stand up here and advocate a one year moratorium on wage increases. I am well aware of the magnitude of the sacrifices such a policy means. This is, to say the least, a most unorthodox policy for a labor leader to propose. However it may differ from the views of others, I think I am right.

Williams—Detroit Free Press



Is it my imagination or is the climate getting colder?

There is, too

How the press reacted

Richard Gray's wage freeze scheme was front page news across the nation. It also drew much editorial comment, some emotional and inaccurate (a few editors thought Gray asked a wage freeze for all workers, not just the building trades). Excerpts:

New York Herald-Tribune: "Constantly rising building costs are the biggest menace to the American dream of owning your own home. These costs are at an unreasonably high level in considerable part because of the stranglehold of the building unions and their antiquated systems based on a scarcity of jobs which existed a generation ago and which have been outdated by prosperity—efforts to "spread the work", opposition to labor-saving devices, featherbedding of every kind. . . . The sensible thing would be to put an end to featherbedding and other restrictive practices . . . and give the home buyer his money's worth."

Washington Post & Times-Herald: "The ideal arrangement from the point of view of maintaining a stable economy would be limitation of wage adjustments to increases in productivity and correction of inequities. . . . Every union negotiator ought to realize that the net effect of excessive wage increases that force prices to rise will be shrinkage in the value of the dollar. Until union leaders are willing to face this unpleasant economic fact, inflation can be halted only at the cost of restrictions [i.e., credit controls by the Fed] that necessarily increase unemployment."

Atlanta Constitution: ". . . a welcome bit of fresh air in the confusion about inflation."

New York Daily News: "Our hunch is that Gray's fellow labor leaders know he's right but are afraid to admit it in public. Continuously rising mass buying power is fine but only so long as productivity per worker rises along with it."

Wall Street Journal: ". . . We question whether this plan is a solution to the problem of the inflationary impact of constantly rising pay. . . . The real trouble. . . is the combination of union monopoly and government inflation . . . which makes possible uneconomic wage increases."

Waco (Tex.) News-Tribune: "A fancy wage scale doesn't mean anything if work is not available."

Los Angeles Mirror-News: ". . . Gray seems to have the courage to hunt lions with a fly swatter."

San Francisco Examiner: "a man in Mr. Gray's position . . . has done labor and the country a service by recognizing that the [wage-price] spiral cannot go on forever."

NEWS continued on p. 38

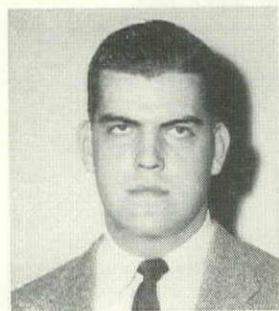
LOOK WHAT HAPPENED



... WHEN A WESTINGHOUSE-EQUIPPED

16,000 people recently visited this Electri-Living Home in Greensboro, North Carolina. Sponsored by Living for Young Homemakers magazine and the Duke Power Company, it resulted in "one of the greatest electrical living promotions ever seen in the Greensboro area!"

When the Phillips Realty Company built the Electri-Living Home, they took particular care to make sure that all appliances and equipment were selected for leadership in styling, performance and customer acceptance. Kermit G. Phillips II, partner, had this to say about his choice of 1958 Westinghouse appliances for kitchen and laundry:



"As a custom builder, we find our customers appreciate quality and style. This is one of the reasons we selected Westinghouse. We believe that the attractive new SHAPE OF TOMORROW styling with its clear, uncluttered design was best in keeping with the style of the Electri-Living Home."

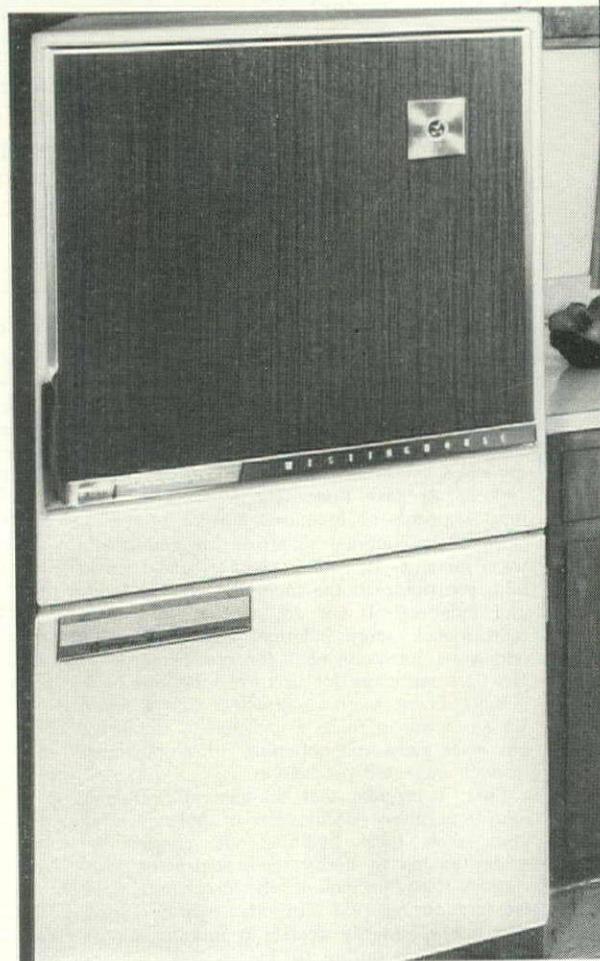
The intense public interest in the kitchen and laundry areas of the Electri-Living Home exceeded all expectations. This is clear proof of the value that Westinghouse's new free-standing and built-in appliances give to any home. As a builder, you can't afford to pass up the selling advantages that Westinghouse's new SHAPE OF TOMORROW offers you. For complete information, call your Westinghouse Distributor or write to the Westinghouse Electric Corp., Contract Sales Dept., Major Appliance Division, Mansfield, Ohio.

Visit the Westinghouse exhibit, spaces 88-93, at the NAHB show in Chicago. See models from the full line of Westinghouse built-in appliances, plus new ideas in builder advertising.



YOU CAN BE **SURE**...IF IT'S

Westinghouse



"The squared-off styling of the Westinghouse Refrigerator-Freezer makes it look built-in without the expense of special cabinet work," says Kermit G. Phillips II. This view of the



"People were thrilled with the 24-inch interior width of this big Westinghouse Built-In Oven," says Mrs. Marietta Mason, Duke Power Company Home Economist. The extra-large size makes it possible to double recipes . . . store the extra in a Westinghouse Refrigerator-Freezer.

MARKET BRIEFS
 WARE outdoor season forecasts
 HOUSING MAY



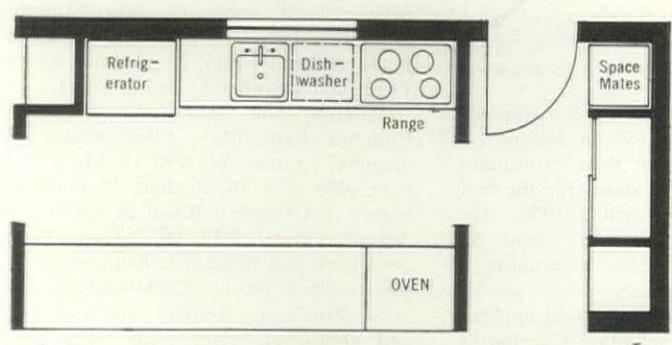
MODEL HOME OPENED IN GREENSBORO!



Electri-Living Kitchen also shows the big-capacity, under-counter dishwasher and the conveniently located, built-in range platform . . . all easily demonstrated to prospects.



"Being able to build in a complete home laundry in only 25 inches is a great money-saver in construction," commented Mr. Phillips. The unique, vertically installed Westinghouse Space-Mates can also be built-in under counter . . . or side by side at counter height.



Floor plan shows the efficient location of the Westinghouse Space-Mates Laundry Twins at the end of utility hallway. Adjacent wall space is used for built-in storage and linen closets. Oven is located across aisle from built-in range platform.

HOUSING MARKET:

NAHB outlook session forecasts easier money will boost '58 starts

Easier money will mean more house sales and starts in 1958, despite an economic recession.

This is the consensus of views expressed by 30 builders taking part in NAHB's annual outlook session in Washington. Specifically: 45% predicted more starts; 25% believe they will be down (but only slightly) and 25% look for no change.

These views, reflected in questionnaires the builders filled in, were divulged three days after the Housing Center had issued a press release announcing that the session forecast a 10% drop in starts "unless something is done to restore buyer confidence"*—by far the most pessimistic forecast of the season.

As usual, builders were more optimistic about their personal outlook.

Totaled together, they plan 6,500 units this year vs. 5,200 in 1957. They say they plan more lower priced homes, though they do not plan to reduce size (which is inconsistent with the prediction by 70% that labor costs will be up). More than half the builders say their profit margin will be cut this year. Some 60% plan larger sales expenditures.

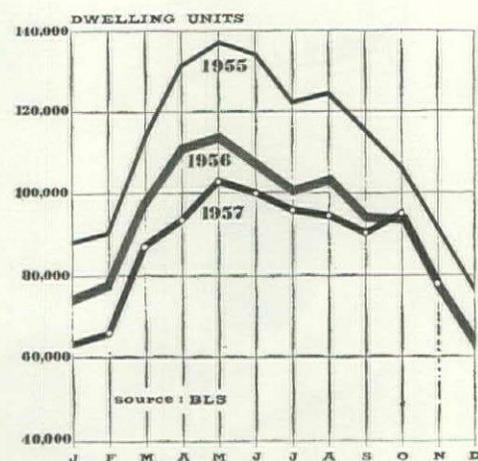
The "psychology of slump" was cited time after time as the new reason why sales may be sticky this year.

Said NAHB Past President Earl Smith: "Something will have to be done to alleviate fears people get from . . . getting news about a depression."

Builders are not alone in this belief. Economist Arthur A. Smith, vice president of Dallas' First National Bank, says: "Current business conditions are not as bad as current business psychology. . . . Once more psychology appears to be the joker in the economy's deck of cards."

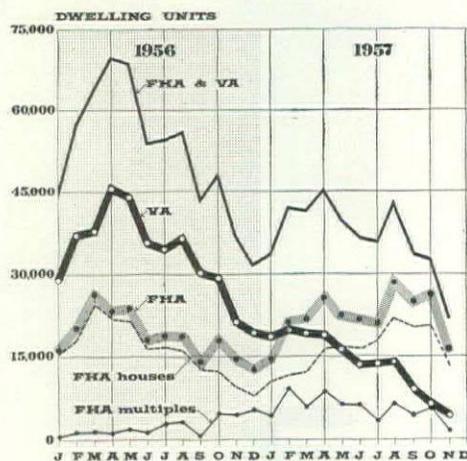
The recession builders fear is unquestionably underway. The Fed's industrial production index (average output of mines, mills and factories) slid to 139 in November, down six points from August and the lowest level since July 1955. Unemployment is up and the National Industrial Conference Board predicts it will go up 400,000 more to 3,600,000 in the first half of this year.

*Last year they predicted a 20% decrease in starts for 1957. The real decline: only 10%.



HOUSING STARTS are going up again—if you believe the BLS figures. Seasonally adjusted rate for private starts in November was 1.01 million (based on 75,700 starts), up from 1 million in October. It is the fourth straight month starts have hugged the 1 million mark. Thus, in BLS' opinion, 1957 would be a 1 million starts year except for a slow first half—this in spite of builders' wailing over bad sales.

Total starts for November were 78,000, including 2,300 public. All starts for the first 11 months are off 7.5%—a 100% gain in public starts partially offsetting a 10.1% drop in private starts.



FHA APPLICATIONS on new homes slumped 27% from October to 14,695 in November. That level is 47% better than November 1956, but new home applications for the first 11 months are still 2.5% behind 1956. Applications on multi-family units went up 38.5% from October to 1,384 (discounting a big drop in Capehart military units); are up 160% for the first 11 months. Total applications on new units (excluding Capeharts) were off 24% from October. A seasonal drop is normal, but varies from 4½ to 37%.

VA appraisal requests for proposed units continued to fade away. There were only 3,748 in November, off 40% from October.

MARKET BRIEFS

Chicago lawyers sue broker

How much advice and counsel can a real estate broker give a client before he is really practicing law?

Not very much, contends the Chicago Bar Assn. The bar has filed a test case against the realty firm of Quinlan and Tyson Inc., asking the court to enjoin the company from performing such functions as:

Preparing offers to purchase, deeds of conveyance, sale and purchase contracts, reports on title, bills of sale and writing leases, advertising offers to handle all legal aspects of a realty deal and advising customers on legal aspects of a proposed deal.

Explains John Ligtenberg, chairman of the Chicago Bar's committee on unauthorized practice: "The bar says that the drawing of legal documents . . . even the selection of forms and the filling of the blank spaces . . . involves the practice of law."

Archibald J. Jennings, president of Quinlan & Tyson, admits his firm uses and fills out the standard realty forms just "like other realtors." He suggests that realtors and lawyers form a joint committee to work out their jurisdictional problem.

If the bar association wins, builders may well have a new problem: closing costs charged home buyers in Chicago could jump substantially.

New open-occupancy tracts

Builders Morris Milgram and George Otto, who pioneered open-occupancy tract housing around Philadelphia, have started two new interracial tracts in Princeton, N.J.

They were asked to Princeton by the Princeton Housing Group, prominent local citizens who organized last year after a city advisory committee on housing reported: "Princeton will grow as a civilized community only as all sections of it are open without distinction to all citizens who have the financial resources to secure or rent property." Nine Princetonians own stock in Princeton Housing Associates, Inc., the corporation formed with Milgram and Otto to sponsor the tracts.

The tracts are east of the village. Other homes stand near both, but most are cheaper than those planned by Milgram and Otto (\$17,900 to \$26,500). The open-occupancy feature was not divulged until opening day (Dec. 2). But Milgram says he expects no opposition from neighbors.

Unlike their 139-home Concord Park tract in Bucks County, Pa.—where sales were carefully controlled to yield only 45% Negro buyers—(H&H, Apr. '55) Milgram and Otto have set no quota in Princeton. "We don't believe we'll need it," says Milgram. By mid-December, 12 prospective buyers had made deposits—four Negro and eight white (with conventional financing only).

Milgram and Otto have sold out their Concord Park tract, three years after its opening (prices: \$11,990 to \$14,350). They have also sold 16 of their 19 contemporary homes in Greenbelt Knoll in northeast Philadelphia. (Prices: \$22,500 and up.) Both Concord Park and Greenbelt Knoll were co-sponsored with a group of Philadelphia Quakers.

At Princeton, designs will include ranch and split-level styles with three and four bedrooms. Lots will range from ¼ to 1 acre. Broker for the tracts is Stuart E. Wallace, who played a key part in the successful merchandising of Concord Park and Greenbelt Knoll.

BLS starts figures 20% too low, Census Bureau housing inventory finds

The Census Bureau has just exploded a statistical bombshell.

Its national housing inventory, taken in December 1956 to update the 1950 census, indicates that the familiar monthly Bureau of Labor Statistics figures on housing starts may be wildly inaccurate.

If the inventory is right—and flabbergasted government statisticians have so far been unable to find fault with it—then the nation has put up some 20% more new homes than BLS reported since 1950!

The inventory also reveals that the Census Bureau's own quarterly housing vacancy surveys have been underestimating residential vacancies. The figures (as of Dec. '56):

	Quarterly survey	Inventory count
Sale units	0.8%	1.3%
Rental units	5.0%	6.1%

Taken together, the new findings go a long way to explain why housing has slumped since 1955. They undermine the argument—still espoused by NAHB—that more cheap housing is needed. They bolster the Federal Reserve's view that housing, at times, is a postponable item. And they mean new housing bulks about \$2 billion a year larger than the government has been figuring—and so does the total national economy.

280,000 more houses a year?

Here are the figures that lead to such provocative conclusions:

Census' housing inventory found that in the 6¾ years between 1950 census (in April) and its new count a year ago last month 10.9 million new dwelling units were added to the nation's supply. That compares with only 8.1 million starts reported by BLS for the same period. Thus, the raw figures seem to show new housing going up to the tune of 415,000 more units a year than BLS has reported.

The truth—as nearly as experts can get at it—is not so simple. BLS does not count nonfarm housing, seasonal units unless equipped for year-round occupancy, trailers, or other makeshifts. Census counts everything. In the new inventory, Census identifies 200,000 new trailers and 590,000 new farm homes. This cuts the difference to 2 million—or 296,000 a year. But, as the government admits, the discrepancy is still "about 25%." The discrepancy is greater in non-metropolitan areas than in metropolitan areas. And it is biggest in the South.

It may well be months before Census and BLS, digging into the reasons for the huge differences in their figures, come up with a final explanation. So far, insiders say, it looks as though many a Southern community is lax about enforcing laws requiring building permits, which means the major basis of BLS' monthly count is shaky for that region.

How much is torn down?

New light on demolitions and conversions—a largely dark subject—is also shed by the housing inventory. In metropolitan areas, the inventory finds 1,680,000 units were lost through demolition, merger or other means (e.g. fire) since 1950. Another 1,530,000 were lost in non-metropolitan areas for a US total of 3,210,000. At the same time, 1,650,000 units were added by conversions and other sources than new building (910,000 inside and 740,000 outside metropolitan areas).

At the end of 1956, the US had 55,340,000 dwelling units, according to the inventory—an increase of 9.4 million (or 20.3%) since 1950. That means an average annual gain of about 1.39 million units over 6¾ years!

What leading builders are planning for 1958: uncertainty predominates

How many houses are you planning to build this year—and why?

HOUSE & HOME again has asked that question of leading builders across the nation—the same "builders that other builders follow" it queried a year ago on the same question (Oct. '56, News).

The unsurprising result: builders are more divided and uncertain over the outlook than a year ago. And so their plans for 1958—as a group—march off in more different directions.

Specifically, a year ago 50% expected to build as many units as they had in 1956; 27% expected to build more and 24% fewer. All but a few planned to stay in the same price range with the same size house.

Now, 22% of the builders told HOUSE & HOME they are too unsure about 1958 to estimate their starts; another 22% think they will start more houses than in 1957; 28% plan the same number; 22% plan fewer. (Two builders plan no starts at all.)

As for their 1957 forecasts, only 13% of the builders started more units than originally planned; 56% started fewer and 17% started as many as expected. (The balance made no estimate of planned starts.)

Among builders who started fewer homes, the average firm missed its estimate by 40%. Only 30% of the builders blamed tight money for poor sales. Half called buyer resistance and the state of the nation's economy more crucial. Other reasons: "houses are too expensive" and "the merchandise is bad." Specific records, plans and comments:

Fabian Bachrach



Joseph Meyerhoff of Baltimore planned 643 houses last year, actually started only 500. Not optimistic, he hopes to start more in 1958, adds that it might be 15% fewer.

Meyerhoff reports he has not been able to sell all the houses for which he had financing, blames recession talk. This year he will spread his price range, keeping a minimum house at \$10,500 but raising his top from \$17,500 to \$19,000.

Tom W. Collins



Fox & Jacobs of Dallas. Ike Jacobs planned 100 houses in 1957, started about 75. In 1958 he hopes for 200.

"We would consider it a good year if we built 100," Jacobs adds. One hopeful sign: "We've already had more preliminary interest in new houses than ever before. We've received \$50 deposits from 25 buyers."

H&H Staff



Carl Mitnick of Merchantville, N. J. started 475 houses last year, about what he expected. But he's scaling plans down this year, expects to start 350 to 375.

Mitnick, NAHB's second vice president, attributes his good year to his price range,

\$8,000 to \$12,000. He'll stay in it this year. "My customers are still buying terms," he explains.

He expects a sales downturn this year because of buyer reluctance: "Buyers have been led to believe it's not a good time to buy and they don't," he says.

Aldon Construction Co. of Los Angeles. President Willard Woodrow planned 1,900 starts last year, fell short at only 925. He plans 1,400 to 1,500 in 1958.



Slow sales and zoning problems in two new tracts made 1957 a comparatively poor year for Aldon. Says Woodrow: "Demand is the crux of the present situation and demand simply isn't there. But the situation could change overnight if the administration embarks upon a full scale defense program."

Woodrow is moving into Miami for the first time with \$15,000 houses; plans \$30,000 to \$40,000 houses in a new Los Angeles tract in addition to \$15,000-\$17,000 houses in his other tracts. He will boost contemporary design from 5 to 20% of his total because of buyer demand.

Moffett Studio



George Arquilla Sr. of Chicago started 40 more houses than the 200 he planned, expects to do as well or better this year.

Pointing to bad sales of other builders, Arquilla says: "This slump has been the best thing that's happened for the housing market in years. . . . Too many undesirables in the housing field . . . oversold through misrepre-

continued on p. 40

sentation. I hope it gets worse for another year."

Arquilla will stay with his 1957 models this year—\$17,900 to \$20,000. "As long as the stuff sells, why change," says he.

Elsou Alexandre



Diller-Kalsman of Los Angeles. Richard S. Diller planned 1,500 houses for 1957, started just about that many; but plans only 500 to 1,200 in 1958.

"We're shrinking our thinking!" says Diller. "The outlook is not too optimistic. We feel that the builder who is fairly conservative and does not overexpand can stay in business." He will build in the \$16,500 to \$19,000 price range, same as in '57, except for a \$22,500 model he will drop.

Laughead



Centex Construction Co. President Tom Lively hoped for 2,000 starts last year, actually started 4,647—2,600 of them Capehart units. He plans 2,000 or more in 1958 (excluding possible Capeharts).

Lively expects to start 1,500 houses this year at his big Chicago tract, the rest in Dallas and Honolulu. Despite his good 1957 record, Lively believes he could have sold more except for tight money: "It slowed us up." But he notes that fear of recession now hurts demand for new houses.

El Greco



Walter L. Tally of Atlanta planned 55 to 60 starts last year, came close with 50, hopes for 50 this year.

Tally has a few unsold houses from 1957 inventory, blames this on credit problems with buyers. "We don't see any slackening in demand," he adds. Tally will try to hold his 1958 houses at \$16,500 to get the most benefit from FHA terms.

Mackie Co. of Miami planned 2,200 starts did slightly better with 2,300; hopes for 3,000 in 1958 in addition to its big volume of mail-order lot sales.



Partner Frank Mackie believes his company's secret of success has been the budget house (around \$10,000) and the company will stay with it. "We are actually afraid to advertise on a national scale. We wouldn't be able to handle the volume."

He expects house prices to be up 2 to 3% this year, but only because of material and labor costs.



Leo Rush of Portland hoped to start 75 to 100 houses in 1957, actually built 25. He hopes to start 50 this year.

Rush will go to low cost houses—\$10,000 to \$11,000—this year, but admits: "There is no shortage of money. We have plenty of it. The trouble with the market is psychological. People are tightening their belts because of all the adverse talk, including talk about tight money."

Herbert & Holden



Chris McKeon of San Francisco planned 700 houses, started 700 and plans another 700 in 1958.

"If we had the financing, we could have sold hundreds more," he reports. "Now, we have to sell every house three times because so many customers are disqualified."

McKeon is clearing 334 acres in adjacent Daly City where he will build 2,000 homes—one of the largest new tracts in the Bay Area.

Jim Norland



Hutchinson Construction Co. of Denver. General Manager Ed Northway reports starts of 500 homes last year vs. the 700 planned. He plans 500 in 1958.

"The impact of tight money was more than we expected," he says. Moreover, the company was unable to get enough water connections for land outside the city. The city of

Denver controls all water, makes very little available outside its limits.

Northway says his firm will broaden its offerings this year, holding to a \$12,950 bottom but raising the top from \$17,950 to \$22,000.

Miami Herald



Cutler Ridge Development Co. of Miami. President David Blumberg had expected to start 800 houses last year; started only 50 as his firm went exclusively into land development. He will start no houses in '58.

With land prices spiralling, Blumberg says he found it more profitable to sell lots from his 3,500 lot subdivision to other builders. He also owns the water and sewage disposal systems serving the tract.

Oscar & Associates



Maurice Fishman of Cleveland planned 75 houses in 1957, started only 50. He has no plans for 1958.

"We'll start nothing until May, if then," says Fishman. "We'll sit tight and see what happens in financing and customer demand. Difficult financing and the tough policy of banks and FHA in approving buyers hurt us last year."



Morrison Bros. of Omaha. Don Morrison started 22 houses last year, as planned, will probably start 22 more this year.

"The market has been just about what we figured it would be," he says.

Morrison builds in the \$32,500 to \$37,500 range, will stay there this year.

LOCAL MARKETS: industrial growth boosts outlook for housing in cities of the South

The South today may be the most promising regional housing market in the US.

And with reason: the South has always had one-third of US farmland, two-thirds of all land with 40" of rainfall or more, plenty of water and unlimited fuel. Now it is getting industry, enticing thousands of skilled workers from the North and big builders like Aldon Construction Co. and Heftler Construction Co. of Los Angeles. (Both are building now in Miami.)

The industrial boom is centered in the metropolitan areas where home building is biggest, giving special significance to a new survey of home builder activity and plans by the Federal Reserve Bank of Atlanta. The

bank found that in both 1955 and 1956 builders planned to cut back starts 15% in the fourth quarter from the third quarter. This year the bank found that builders planned 15% more houses in the fourth quarter.

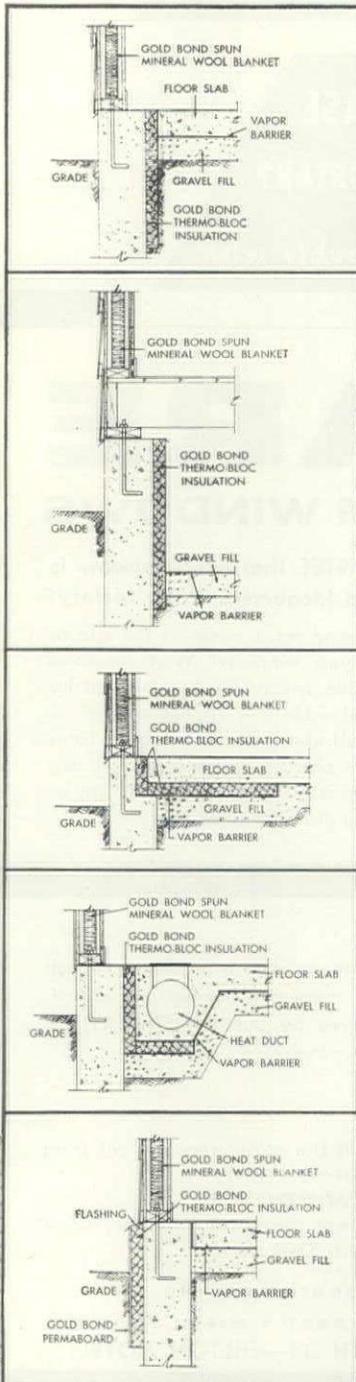
(Surveyers also pointed out, however, that in each of the last four quarters actual starts fell 25% short of reported plans.)

The bank gives this rundown of plans in six key metropolitan areas:

Atlanta: Builders are optimistic, planned 56% more starts in the fourth quarter, though the big increase was traced to plans of comparatively few builders.

continued on p. 43

"Here's why I save money on every house I build...with Gold Bond THERMO-BLOC PERIMETER INSULATION"



NATIONAL GYPSUM COMPANY

Gold Bond
BUILDING PRODUCTS

Made to comply with F. H. A. Minimum Property Requirements, THERMO-BLOC is

PERMANENT—will not deteriorate, decay or burn.

STRONG—resists compression from weight of concrete.

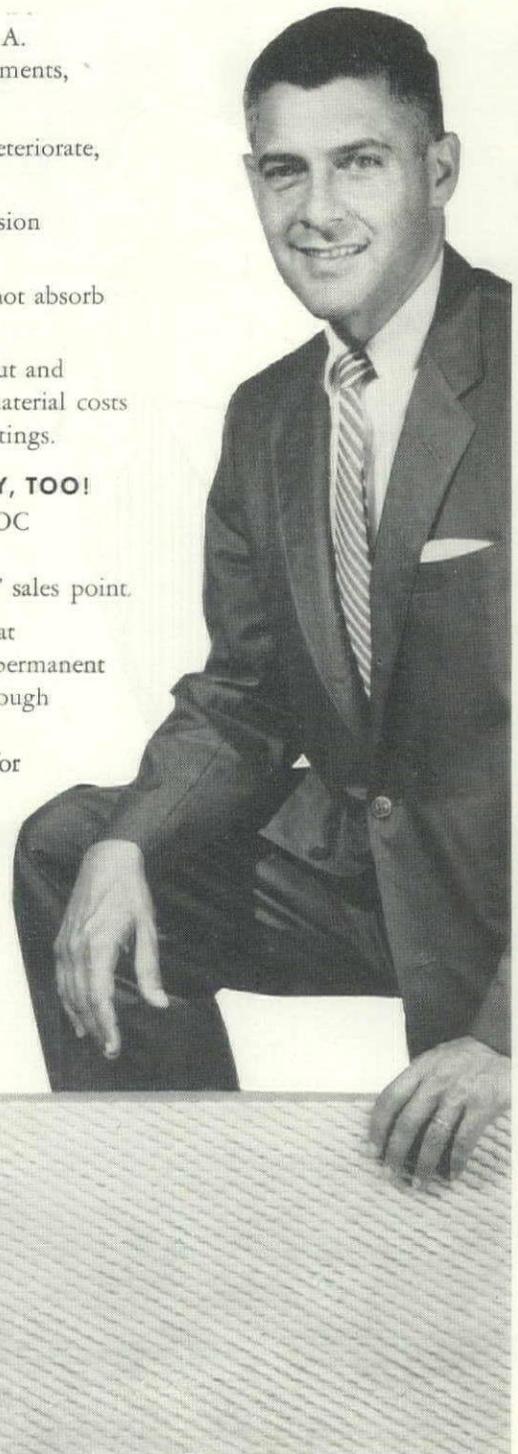
NON-CAPILLARY—will not absorb wet cement and solidify.

ECONOMICAL—easy to cut and install, *saves about 25%* of material costs by eliminating asphaltic coatings.

YOU CAN SAVE MONEY, TOO!

Gold Bond THERMO-BLOC used as diagrammed here gives you an "extra-quality" sales point.

Remind your prospects that THERMO-BLOC forms a permanent barrier against heat loss through concrete slab or walls. Ask your Gold Bond® salesman for more details—or write Dept. HH-18, National Gypsum Company, Buffalo 2, N. Y.



having trouble
with windows...

COVERED WITH MILL GREASE
...OR DEFACED BY HOT MORTAR?

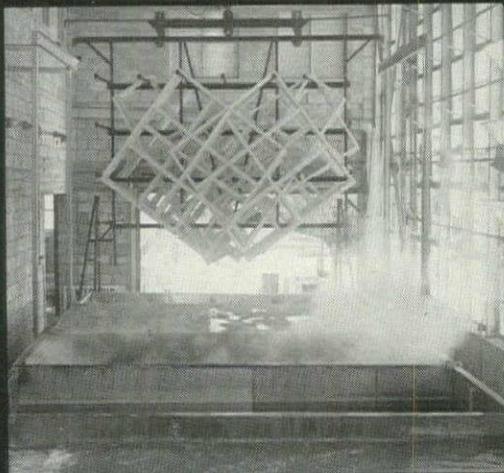
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Every window at the giant Ware plant is processed through five dip tanks. After being chemically cleaned and etched, the lustrous finish is preserved by DuPont METHACRYLATE—exceeding Federal specifications.

This is just one example of the *extra value* you get from competitively-priced

WARE WINDOWS.

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Write Dept. HH-1

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Aluminum **WARE** Windows



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Ware Awning



Projected



Casements



Member

LOCAL MARKETS: Cleveland fears housing shortage within 3 years

continued from p. 40

Birmingham: With third quarter sales and starts climbing, builders planned 32% more starts in the final three months of the year.

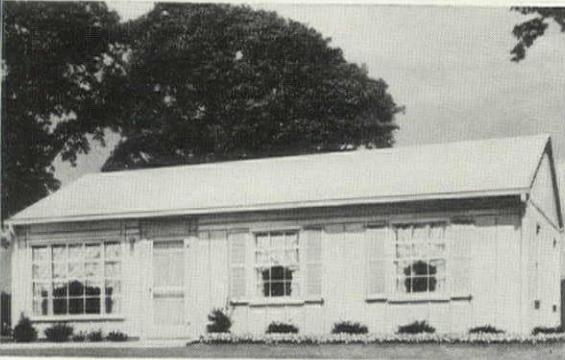
Jacksonville is one of the slower spots in the South with unsold inventory up sharply in the third quarter. Builders were expecting a modest fourth quarter gain in starts.

Nashville: Builders looked for a seasonal decline of about 20% in the last quarter. Both sales and starts declined steadily from mid-year with unsold inventory up 18%.

New Orleans: Builders looked for a 9% increase in starts, though sales were down sharply in the third quarter. Reason: Sales were still ahead of starts, cut unsold inventory by 18%.

South Florida: An 8% increase in starts was planned with 42% of all builders ex-

National Homes



National Homes brings out \$9,600 model—\$300 down

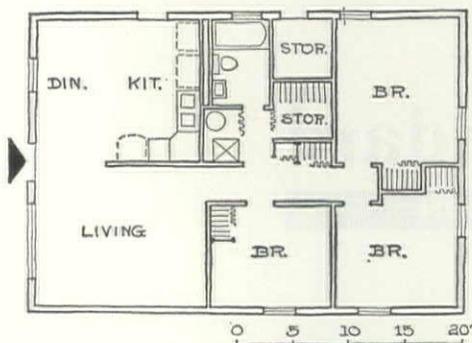
National Homes Corp., the nation's biggest prefabricator, is betting on a new, bargain basement model "to fill up the VA void."

Its three-bedroom, 905 sq. ft. "Fairlane" sells for \$7,600 (plus \$2,000 for a 50' lot) at its Lafayette, Ind. headquarters. Under FHA terms, that means only \$300 down and \$66.50 a month there, says the firm. So a family with \$69.25 a week income qualifies.

President James Price says the new model will run about \$2,000 under today's prices for competing new homes (which meant \$80 a month payments and about \$83 a week income to qualify).

The house has insulated walls and ceilings, weather-stripped doors and windows, aluminum gutters and downspouts, forced-air space heaters (oil or gas). Closets have bamboo folding doors. Kitchens come with wall and base cabinets plus double sink. "If you strip too far in a buyer's market, you won't sell," notes National's Allen Dibble.

Exterior siding is Masonite with battens, prime-coat painted in the factory. National recommends finishing with spray paint. A recent surge of market interest dictated the colonial styling, says the company.



pecting more starts. (See p. 78 for more Miami market news.)

Other local market news:

Buffalo: Starts (97% of them single-family units) are down 20% from last year, 36% from 1955. So are sales. Reasons: death of the VA program and increasingly selective consumers. Consumers want more space and less frills, say some builders (who are planning accordingly) for next year. Others reflect that buyers who seem to want "basic" homes often won't buy them. Best sellers: \$15,000 to \$20,000 homes.

Cleveland: Outlook for 1958 is fairly optimistic. A survey by Cleveland Electric Illuminating Co. of 243 Northeast Ohio builders shows almost 25% plan more starts this year than they did last. Another 35% will match 1957 levels; only 13% foresee a drop. The long-term outlook is good, too. Says Illuminating's Arnold L. Miller: "The metropolitan area will be facing a critical shortage of homes within the next three years." Miller cites these figures:

Expanding industry is attracting 2,800 families per year.

Normal family formation is running 11,000 per year.

Engineering projects (freeway extension and inner belt construction) will displace 7,500 families during the next three years.

Total need by 1960: 49,000 new homes. This means Cleveland builders should produce an average of 16,300 houses a year—a pace better than 1955's record 15,700 starts.

Moreover, notes Miller, Cleveland has an 0.6% vacancy rate, compared to 2.2% in all US metropolitan areas.

Milwaukee: One-family homebuilding shows signs of a comeback. And the rental market is softening a little. Experts estimate vacan-

cies at the same 3% as a year ago, but landlords report older apartments are harder to rent, particularly furnished units in poor neighborhoods. FHA rental property, largely newer buildings, has only 1.7% vacancy. So operators of better properties say they do not fear continuation of the local boom in rental building (Aug., News).

Louisville: Unsold inventory is the lowest in ten years (estimated 300 in this 500,000 population area). This points to: 1) a shortage of speculative housing by spring and 2) higher prices, predicts Real Estate Board President Michael O'Dea. Says he: "We've sold tight money so much that it's beginning to back bounce on us. We've got a selling job to do just to get people back in a buying mood after all this tight money talk."

Lubbock: Larger homes with more built-ins is the trend. This year's typical house has five rooms, two baths, double attached garage, ample storage. In the past three months, starts have been above year-ago levels. And, comments Builder Cecil Jennings, the city's growth has outdistanced available homes. "There's a shortage here now," he says.

Washington: Home building is down 21% from last year. And, says James W. Pearson, executive vice president of the local home builders: "unsold inventory is negligible—less than 1%."

Pearson blames fall-off in consumer demand sparked by "statements from the White House and the Economic Council that have had a depressing psychological effect."

As in other cities (Aug., News), there is a boomlet in rental units here. Example: Builder Carl Freeman, who has been building \$16,000 to \$19,000 houses in his Fairfax County Ridgeview Estates, plans 500 rental units for 1958, but no homes for sale.

Research: housing's big new frontier

Research is showing an astonishing increase throughout homebuilding.

Announcements of new inquiries aimed at product development are becoming so commonplace they attract scant notice. The industry that ganged up to kill HHFA's research program authorized by the 1949 Housing Act now talks the other way about big, basic investigations. Items:

- Leonard Haeger heads an 18-man Building Research Institute committee which has set itself the formidable job of compiling a really complete list of what research housing still needs, how it can be financed and how university and non-profit laboratories can help.

- Dean Turpin Bannister at University of Florida's college of architecture is lining up support among contractors for contributions totaling 1/12 of 1% of their net profits for research.

- NAHB President George Goodyear, picking up an idea broached at the National Housing Center-House & HOME fall merchandising conference in San Francisco, is making speeches urging closer builder-manufacturer partnership in research.

- Realtors are getting into the act. NAREB has just begun fund raising for a "new research program to get answers that will fill the present vacuum in real estate knowledge." It hopes to raise \$300,000 to look into: 1)

mortgage money shortages, 2) traffic and parking problems, 3) advertising techniques, 4) property disposal in urban renewal, 5) new zoning ideas, 6) housing demolitions, 7) safeguarding eminent domain and 8) how highways affect land values and uses.

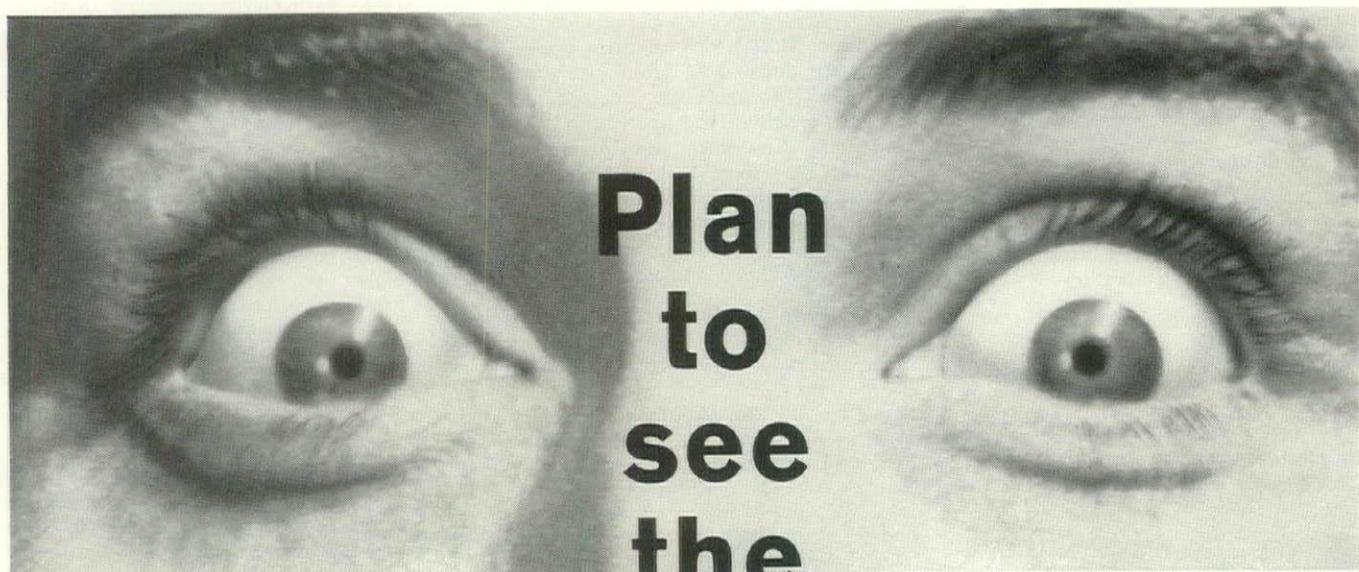
- MIT has just set up a Center for Urban and Regional Studies under City Planner Lloyd Rodwin to delve into this problem (among others): "Are the great cities of the US doomed to extinction or can planners develop new urban forms to give cities new life?" Noting that FHA—with its federally imposed standards—has spawned a "characteristic" breed of subdivision, Prof. Rodwin says: "Such standardization may invite substandardization." He wants to probe whether "financial formulas (in FHA and VA) victimize the product."

- At rival Harvard University, ACTION Vice President Martin Meyerson was lately named to head a similar research center (July, News).

At last count, at least 15 major research projects financed by foundation money were underway on housing problems. The largest: ACTION's \$250,000 study of roadblocks to better housing (H&H, Oct.) financed by the Ford Foundation, and the Commission on Race and Housing's \$350,000 probing of minority housing problems, also with Ford money.

NEWS continued on p. 45

THE BIG NEWS COMES FROM YOUNGSTOWN KITCHENS



**Plan
to
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the
great
new**

YOUNGSTOWN KITCHENS SERVI-CENTER

A NEW CONCEPT IN KITCHEN LIVING

**FIRST SHOWING AT
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JANUARY 19 to 23

Youngstown Kitchens will introduce the newest, the most exciting high fashion home appliance in a decade... slated to revolutionize kitchens. The new Servi-Center will bring new sales excitement for model homes... will give builders new glamour kitchen features that mean quicker home sales. Be sure to see Youngstown Kitchens new Servi-Center at the Show... you can't afford to miss it!



AMERICAN-Standard

YOUNGSTOWN KITCHENS DIVISION

ZONING:**Four-acre zoning to slow housing held illegal by Connecticut court**

Another court decision has slapped down community efforts to stymie subdivision development by upzoning.

Connecticut's common pleas court has set aside a ruling by the zoning commission of New Canaan, posh New York City suburb (pop. 8,000), limiting new housing to one dwelling per four acres in nearly a third of town.

New Canaan, which lies about 1 hr. 10 min. commute from Grand Central Station in the rolling hills of southern Connecticut, has a dedication to 1) modern architecture and 2) keeping its semi-rural flavor. In December 1956, the zoning commission, dominated by well-to-do commuters, decided the simplest way was to curb the threat of speculative homebuilding. Over objections of builders and realtors, the commission:

- Boosted the minimum lot size in 4,350 of the town's 14,000 acres from two to four acres.
- Boosted the minimum building site in another 2,400 acre section from one to two acres.
- Rezoned 64 acres near the center of town to allow only one acre building sites instead of small lots.
- Suspended all apartment construction until new regulations could be drawn to prevent "overcrowding."

How people felt

The zoning commission said it voted the changes to prevent an increase in tax rates, to prevent school overcrowding, reduce flood danger and traffic hazards, and preserve the town's semi-rural tone.

"We have seen developers go into Long Island, Stamford, Darien and now into New Canaan," cried one resident at a crowded hearing. "Every time they go into a place they put blight on it," said W. Randolph Montgomery.

"Four acres is basically undemocratic," retorted Alexander Aderer.

Included in the 4,350 acres of newly zoned four-acre residences was the 436 acre estate of John L. Senior Jr., former chairman of New York Airways Inc. He had been about to sell it to developers for \$650,000 (\$1,491 an acre). After the upgrading the best offer he could get was \$400,000, say his attorneys. So Senior sued.

'Arbitrary and unreasonable'

Judge Norman M. Dube's ruling, on Dec. 11 at nearby Bridgeport, branded the upzoning "unreasonable and arbitrary . . . considering the type of town that is New Canaan, its closeness to metropolitan New York, its density of population, its porosity of soil." He did not call four-acre zoning unreasonable in itself—only unwarranted in New Canaan. He noted the zoning commission's reasons for upzoning, and dismissed them thus:

1. *New Canaan*: health hazards from possible pollution from septic tanks would be cut. *Judge*: "Not realistic . . . on a two-acre site, a well designed private disposal system should function adequately."

2. *New Canaan*: flood danger would be reduced. *Judge*: "Without foundation. . . . A proper size drainpipe would carry off increased runoff [from houses, sidewalks and streets] of water adequately."

3. *New Canaan*: expensive and difficult road rebuilding and traffic hazards would be avoided. *Judge*: "Without foundation."

4. *New Canaan*: four-acre zoning will encourage the most appropriate use of land, preserve the town's semi-rural character, conserve value of existing homes. *Judge*: "With a two-acre zone a rural atmosphere cannot help but be preserved." Said Judge Dube:

"If the court were to permit an upgrade from a two-acre zone to a four-acre zone on the reasons given by the commission, then it would not be unreasonable to expect that zones could be increased from four to eight acres to 16 acres ad infinitum.

"Our country is in a dynamic economy with tremendous capacity for growth. Our population is increasing. Our state is a most desirable place to live. Unreasonable and arbitrary measures would prevent our descendants and our own good neighbors from finding a place to live within our own state."

The town says it will appeal. "There is too much at stake for the town to sit by and do nothing," says Ira Hicks, town counsel.

At stake, basically, is what population pressures of the bursting New York metropolis will make of New Canaan. It is likely that a big majority of the town's 8,000 folk support four-acre zoning. But some, including influential local businessmen, argue that the big-acreage policy freezes out middle- and low-income groups and will produce a one-class, monied society.

SEGREGATION:**New York bars bias in private housing; realtors promise court test of legality**

New York City is adopting the nation's first law barring racial discrimination in private housing.

Effective April 1, it will become illegal to refuse to rent or sell an apartment or other multiple dwelling housing at least three families "because of the race, color, religion, national origin or ancestry" of the would-be tenant or buyer. Cooperative apartments are exempt, except those in developments of ten units or more.

Right off the bat, unless it is watered down by the Board of Estimate, the law will apply to 5 million people and 1,787,000 city apartments.

"The bill is important," says Lawyer Charles Abrams, chairman of the New York State Commission Against Discrimination and one of the nation's leading authorities on minority housing, "because it will be adopted in other states and cities—because what is enacted here is always copied in other jurisdictions."

Impact of the anti-bias law will be gradual. Even its backers admit it is little more than a statement of principle supported by the moral force of the city government. Complaints will go first to conciliation by New York's Commission on Intergroup Relations, next to a three-man review board appointed by the mayor, and finally to state courts via city prosecutors. Penalties—if any—would be up to the courts. (Provisions for \$500 fines

CANADA:**Cut in income requirements, lower down payments planned for Housing Act**

The government is planning to give housing another shot in the arm by 1) cutting down payments under the National Housing Act as much as 30% and 2) cutting income requirements for borrowers (as FHA is doing in the US—see p. 150). The changes, debated by Parliament last month, were expected to become effective early in January. The changes:

• Buyers will officially be permitted to spend 27% of their income on mortgage payments and taxes. The old limit was 23%. This means a buyer whose annual income is \$3,450 will be able to get a \$9,000 mortgage. Previously he had to earn \$4,050 for the same loan. Average income in Canada is about \$3,400 a year.

• NHA loans will be bigger. The new rates: 90% of the first \$12,000, 30% of the remainder, up to \$12,800 maximum loan for a one-family house. Previously, they ran 90% of the first \$8,000 and 30% of the remainder. The \$12,800 ceiling is unchanged. How new loans compare with the old:

APPRAISAL	OLD LOAN	NEW LOAN
\$10,000	\$ 8,600	\$ 9,000
\$12,000	\$10,000	\$10,800
\$14,000	\$11,400	\$12,200
\$16,000	\$12,800*	\$12,800*

* Maximum loan

Of the changes, lower down payments are likely to have quicker impact. The \$3,000- to \$4,000-a-year income groups disappeared long ago as a major market of house buyers.

for violators were dropped during a six-month wrangle over terms of the law.)

But litigation may prevent the law's machinery from functioning for months or even years. New York realtors argue the law is an unconstitutional invasion of private property rights and promise an appeal "to the highest courts."

"Such legislation is bound to make race relations worse instead of better," contends realtor spokesman James Andrews. "[Its backers] forget that our ancestors fought their heads off for the right to own property, to use it as they saw fit. . . . Without privately owned property we lose the rights that depend on it in actual practice: a free press, free religion, free assembly. . . . The public is not prepared for compulsory integration, even though the law provides that standards of financial income, of education, of culture—however that may be interpreted—are maintained. . . . Who can measure levels of culture? If a Negro or Puerto Rican is refused an apartment, not because he is Negro or Puerto Rican, but because his financial condition or his cultural level does not measure up to the standards of the tenants in the house, must every other tenant be rated for the official record as to financial responsibility, living standards, culture and so on?"

The *New York Times* calls the law: ". . . an unwise and possibly unconstitutional compulsion as to private property. . . . Hous-

cont'd. on p. 53; NEWS cont'd. on p. 47

This new window is really built. Exactly what you've been looking for. All wood parts are toxic-treated with water repellents. Because there's no sloping outside frame surface, it's easier to install in straight, level openings. Excellent sill drainage in any position. May be used with either push-bar or roto-operator to open or close sash. And the extra heavy hinges and precision construction make it work easily and close tightly.

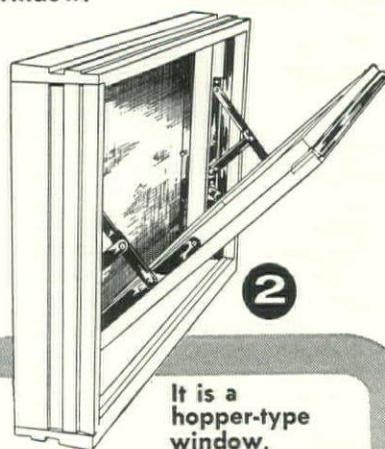


1

It is a casement window.

It's 4 windows in One!

New convertible L-B "four-way"

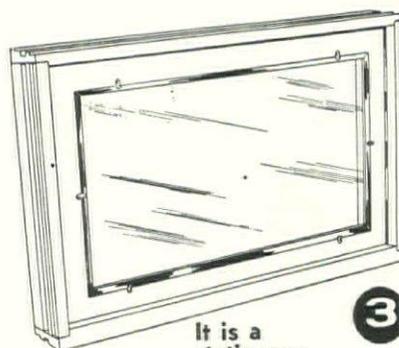


2

It is a hopper-type window.

Lots of extra features

- Aluminum storm sash and screens are available to make this unit a fast-seller.
- Cartoned units stack evenly, firmly.
- Adaptable to the stock of trim you now have on hand.
- Tightly weatherstripped in any position.
- Both sides of operating sash may be cleaned from the inside without removing sash.
- Many details of extra-fine workmanship typical of Long-Bell products.



3

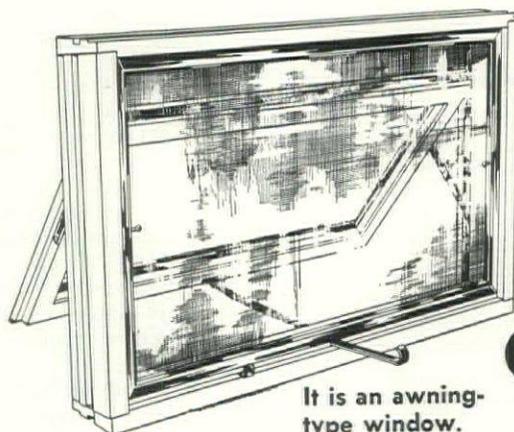
It is a stationary window.

Visit our display at the N.A.H.B. show in Chicago, Space Nos. 561 and 562.

INTERNATIONAL PAPER COMPANY
Long-Bell
 DIVISION

Kansas City, Mo.

Longview, Wash.



4

It is an awning-type window.

MATERIALS & PRICES:

Hot water heat industry driving for bigger share of home market

The hot water heating industry, which began losing the residential heating market to warm air systems 30 years ago, is trying to make a comeback.

It has a long way to go. The Bureau of Labor Statistics reports only 8% of the houses started in the first quarter of 1957 had hot water heat systems. (The Institute of Boiler and Radiator Manufacturers claims it has 30 to 35% of the new house market, most of it in the Northeast. The Institute says the BLS survey was heavily weighted in favor of the South.)

The hydronics industry, as it has named itself, has two key problems: 1) an archaic distribution system, dependent upon the local plumbing contractor, which put the industry virtually out of contact with home building and 2) high installation costs because only plumbers, among the highest paid building tradesmen, can do the job.

No major manufacturer of hot water heating has divulged plans to junk the archaic distribution pattern though many privately acknowledge it is not a good one for the industry. Plumbing contractors are not good merchandisers, producers complain; when they do try to sell, they are less interested in hydronics than in selling an additional bathroom. Says one hydronics sales executive: "The contractor is our own worst competitor." No hydronics producer has an exclusive local dealer. Contractors are agents for many manufacturers, thus, in effect, represent none.

Though they won't tamper with the distribution pattern, hot water heating manufacturers are trying to get in closer touch with builders. Most have put sales representatives into the field (where they must

work under the handicap of being unable to quote a price, directing builders instead to local plumbing contractors).

The Better Heating & Cooling Council, promotional arm of the industry, is readying a 1958 campaign of "builder cooperation." It will have representatives out with merchandising aids for builders using hot water heating systems.

The council is fostering local councils in 11 cities (the first is in Cleveland) with manufacturers representatives, distributors and contractors joining to promote their product.

To cut installation costs, the Boiler Institute publishes a series of technical manuals, based on research at its University of Illinois test center, outlining more efficient and cheaper methods of installation. It will hold short-courses in 15 cities this year to demonstrate for plumbing contractors and distributors latest designs and installation techniques for residential systems.

(Bell & Gossett, a major producer of hydronics, recently sponsored a short-course of its own in San Francisco for 800 plumbers. Topic: installation problems.)

Research by individual companies has already produced one notable result: the astonishingly inexpensive Bell & Gossett radiant ribbon system, which costs \$308 with a gas-fired furnace in a typical three-bedroom home (Tech. News, Nov.)

So far, the hydronics industry believes it is making progress at recapturing a bigger slice of the residential heating market. For one thing, it notes that sales of residential baseboard radiation systems dropped only 7% in the past two years while new housing starts slumped 25%.

Fiberglas starts builder-aid program to sell more houses through models

Owens-Corning Fiberglas Corp. is starting a new merchandising aid program for builders—one of the most comprehensive ever undertaken by a building products company.

The company is building its promotion around the model homes of 200 leading builders who are expected to participate over the next three years. Recognizing the model as the No. 1 selling tool of the home building industry, OCF will require the builders to insulate their models with Fiberglas and wire them for full "housepower" (100 amps).

The OCF campaign is not aimed only at selling more OCF products. It is aimed at selling more houses.

OCF hopes to benefit as builders use its insulation and glass fiber screening in new homes. It also expects to sell more glass fiber for furniture and drapery material and more insulation for electric wire as more houses are built.

The program had an impressive send-off as OCF executives and salesmen hosted several hundred builders and industry leaders in 18 cities to see a closed circuit telecast. President Harold Boeschstein outlined the program (with the aid of NBC Newscaster Chet Huntley).

Said Boeschstein: "The building industry has been notably outpromoted by the aggres-

sive marketing campaigns of travel and transportation industries and by manufacturers of automobiles, television sets, high fidelity systems and a host of other products. We believe [our] program will provide . . . home builders with the strong professional tools they need to compete successfully against such competition."



BOESCHSTEIN

OCF plans to run 49 pages of advertising, exclusively in LIFE (among consumer magazines), promoting home ownership and the "comfort conditioned house." It will supplement this by local advertisements in newspapers and spot announcements on radio.

Besides benefitting from the OCF advertising and promotion, builders will get other incentives (the number depending upon their production) including pennants, acoustical ceiling tile, insulation, glass fiber panelling, curtain and drapery material plus door prizes. Biggest builders (101 units or more per year) will have pictures of their models used in the LIFE ads.

MATERIALS BRIEFS

New plywood pricing

Weyerhaeuser Timber, a major producer of plywood, has announced a new pricing system, abandoning the traditional 5% discount for carload lots.

Reason: the company dislikes the cut-throat discount pricing system (which has seen some recent discounts as high as 10%). So it decided to go to a net price system like that of lumber.

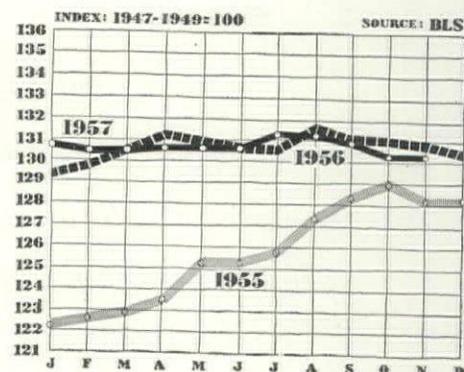
For five days before fixing a \$69M net price for 1/4" AD index, Weyerhaeuser threw the industry into confusion by announcing a price of \$67M minus 5% for carload lots. Even with this apparently below market price (other producers stayed at \$72 minus 5%) Weyerhaeuser's order file increased only from nine to 15 days. Conclusion: other producers were matching the price by giving bigger discounts.

Only one other producer, the small Corvallis Plywood Co., has gone to a net list method.

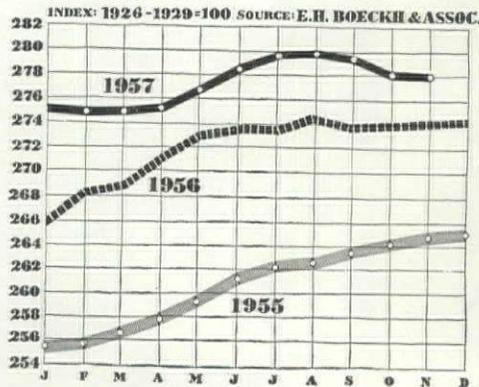
Lumber exchange closes

The National Lumber Exchange, organized in Portland, Ore., as an attempt to revolutionize lumber marketing (Oct., News), quietly went out of business six weeks after it opened.

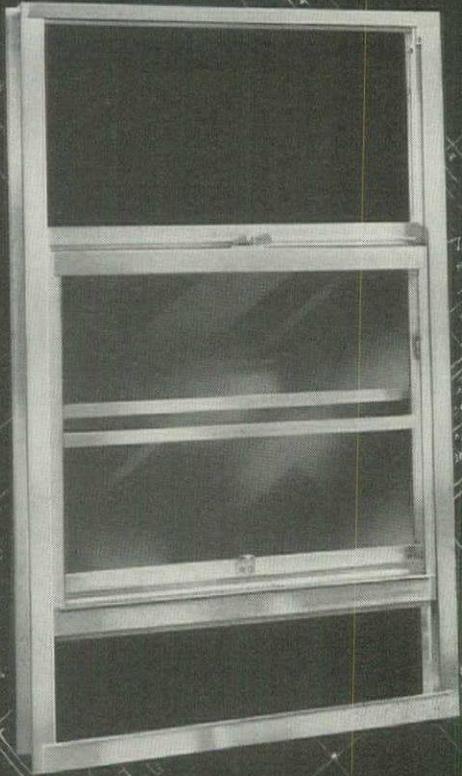
The exchange was to have been patterned *continued on p. 48*



BLS' BUILDING MATERIALS price index stood still at 130.2 in November, a little less than 1% below November 1956. There were two minor changes: lumber and wood products slipped 0.3% and heating equipment inched up 0.1%.



BOECKH'S INDEX of residential construction costs dipped 0.2 of a point to 278.1 in November, a minor change Col. E. H. Boeckh attributes to the weak lumber market. Automatic contractual wage hikes this month may push the index back up, Boeckh warns.



Mr. James H. Suddeth
Vice President-Engineering
ARNOLD ALTEX
ALUMINUM COMPANY
 South Carolina

says...

"We use Unique Sash Balances because of their uniform lifting power, their smooth, quiet operation, and because of their unmatched dependability proven by over 180 million now in use."

This home is equipped throughout with ALTEX Series 300 aluminum double-hung windows using UNIQUE SASH BALANCES.



BETTER HOMES FOR A BETTER AMERICA

UNIQUE BALANCE COMPANY
 41 Magee Avenue • Stamford, Connecticut

continued from p. 47

after other commodity exchanges in the Midwest. But it never really got started. Fred C. Talbot, board chairman and treasurer, commented that business was on the rise, but "too slowly to warrant continuing."

Lumbermen showed little interest in the plan with its big board and scheme for floor transactions. In fact, some officials of the Natl. American Wholesale Lumbermen's Assn. criticized the idea as just "an added cost for marketing lumber." Officers of the exchange insisted it was actually cheaper.

Says Talbot: "Less costly means of merchandising lumber products must come into being in the very near future if the industry hopes to hold its position against competition." He still insists a lumber exchange is the answer, but adds that if another effort is made to start one, "It should be a cooperative effort by all segments of the forest products industry."

The defunct exchange reorganized as a standard lumber wholesale firm, Lumber National, Inc.

Electric heat drive set

A nationwide drive for electric heating is planned by the Natl. Electrical Contractors Assn.

Reason: for the first time since World War 2 the utilities have caught up with expanding power demands. Now they actually need a new winter outlet for the current they must supply in summer for air conditioning.

NECA contends that electric space heating in properly insulated homes is now competitive with natural gas. It hopes to double the number of electrically heated homes to 1 million by 1960.

Costs: up again

Scattered materials' price increases are popping up despite lagging starts. Items:

- Eight cement companies have raised prices 15¢ per bbl. as of Jan. 1 in the South, Midwest and West. Prices were not changed in the Northeast (where boosts were made twice in the last year), parts of the North Central area and Southwest.
- Armstrong Cork raised some resilient flooring and wall covering prices by 2 to 5% Jan. 1 to cover "higher labor, raw materials and freight costs."
- Devoe & Reynolds Co. raised wholesale house paint prices an average of 3.4%.

LABOR BRIEFS

Teamsters enjoined from picketing realtors

Seattle teamsters have suffered their first setback in efforts to organize real estate salesmen there.

After signing contracts with three offices (Nov., News), the teamsters notified Don Kennedy real estate that they had signed up his sales force and demanded that he sign a contract. Kennedy refused, claiming only three of his 11 salesmen are union members.

The teamsters put out pickets. So Kennedy and his brother got a temporary injunction against the picketing. They also sued the union of \$100 per day damages while the picketing continued plus \$100,000 for damages to the business.

Seattle's board of realtors has entered the fight for the first time (officially). The board's attorney helped prepare the injunction suit, and the board suggested to other brokers they run Kennedy exclusive listings in their newspaper ads to help him out. (Kennedy would get part of the commission on any of his listings sold.)

The teamsters, meanwhile, claim they have organized 250 of Seattle's 1,600 active real estate salesmen.

Labor leaders on panel at builder convention

The Building Contractors Assn. of Southern California is trying a new tack in labor relations.

BCA members sat down with five local building trades council secretaries in late November for a simple panel session—no negotiations, no wage demands, no strike threat—just a talk about their problems.

The discussion—first of its kind, according to NAHB, was held at BCA's 34th annual convention in Coronado. It produced no startling solutions and not much agreement. But it did produce some frank exchanges. Sample:

Why, asked a contractor, must roofers wait until the rainy season to negotiate higher wages? "That's selfish."

Replied San Diego Roofer Walter DeBrunner: "The roofer wants to talk wages when he thinks the time or the climate will help him. Someone has to be hurt, regardless of what month of the year it is."

NEWS continued on p. 51



**All 4-Way Windows
Clean Easily from Inside**

New
**Qualitybilt 4-Way
Wood Windows Offer
Remarkable
Versatility**

Here they are . . . brand new Qualitybilt TWO-SASH and SINGLE SASH Series windows to give you almost unlimited versatility in window installation! All units are supplied complete, set up, ready to install . . . with all hardware included.

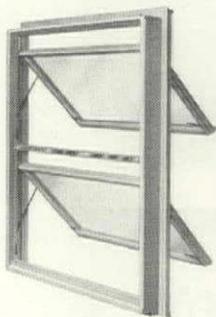
The TWO-SASH Series can be installed with both sash swinging outward, giving 100% ventilation, or, for greater economy, with top sash fixed. As casements, simply install them with sash vertical.

The SINGLE SASH Series can be installed as AWNING Windows or HOPPER Vents for the popular "shoulder-high" look . . . also, in stacks or ribbons, or above or below TWO-SASH or Picture Units. As out-swinging CASEMENTS, they can be installed to operate either right or left-hand; used singly, in groups, or as flankers for Picture Units.

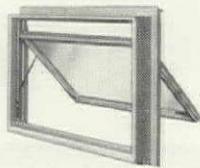
And versatility is only part of the story! For maximum view, the TWO-SASH Series has a slender meeting rail . . . only 2½" between glass! Concealed sliding hinges make cleaning easy from inside. You can select roto, bar, or manual operation . . . single glazing with removable double glazing panels, or insulating glass. Screens are all-aluminum with gun-metal finish wire. Wood parts are toxic-treated with approved water repellent preservative, and all windows are completely weatherstripped.

Your Qualitybilt distributor has the complete story on the new FOUR-WAY Window series. See him TODAY, or write for illustrated catalog!

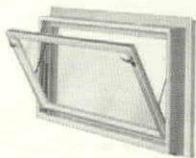
**WE'LL BE AT THE NAHB CONVENTION
BOOTHS 578-579-580**



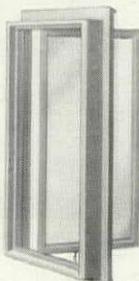
TWO-SASH



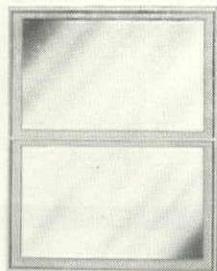
AWNING



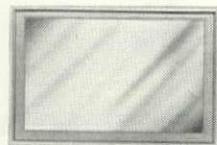
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For Awning or Casement installations. Top sash stationary or operative.



SINGLE SASH SERIES UNITS
For Awning, Casement, or Hopper installations.

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right price, too.

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cash-in • feature Vacu-Flo
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AND IMPORTANT PROFIT

that is more than other
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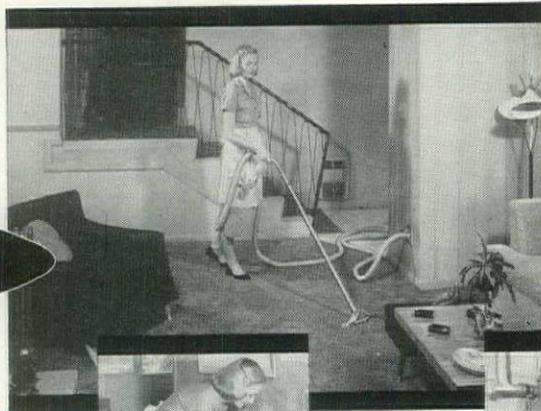
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—see how you can profit, too, by featuring
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Flo for more profitable home selling in
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PUBLIC HOUSING:

Holtzendorff, head of L.A. authority, indicted: 52 counts of misusing funds

Howard L. Holtzendorff, for 18 years executive director of the Los Angeles Housing Authority, has been indicted on 52 counts of misusing public funds and falsifying records.

The felony charges arise out of Los Angeles' bitter 1953 mayoralty campaign. Holtzendorff is accused of using 20 women on the housing authority payroll to address campaign literature for incumbent Fletcher Bowron, who made support of public housing his No. 1 issue but lost to Mayor Norris Poulson.

The indictment accuses the veteran housing official of listing the 20 stenographers as being on their vacation during the 10-day to three-week periods when they did political typing at home, but of actually paying them their regular wages out of housing authority funds. The alleged misappropriation totals about \$4,000, including some \$200 for typewriter rental.

A county grand jury voted the indictment after nearly two months of investigation during which some 50 witnesses were questioned.

The 46-year-old Holtzendorff wept as a superior judge reduced bail to \$2,000 from the \$10,000 recommended by the grand jury and postponed his booking at the county jail for two weeks. His attorney explained that Holtzendorff was scheduled to go from his arraignment to a hospital for surgery.

A background of battle

Public housing supporters see the case against Holtzendorff as primarily political. Before the county grand jury moved into the act, a Justice Dept. attorney spent 17 months investigating how the 20 stenographers were paid and, in the words of Adolph Alexander, one of Holtzendorff's attorneys, "gave him a clean bill of health, which is why Holtzendorff was so surprised at the indictment." Holtzendorff and his assistant, Barbara Rosine, refused to testify before the grand jury.

Holtzendorff has been at the center of the struggle over public housing in Los Angeles for years. When 1949 Housing Act became law, he started planning 10,000 units. Housing, realty, and many other groups opposed this but their first efforts were largely unorganized. By 1951, Holtzendorff had plans drawn, land purchased and federal approval for the necessary subsidy. He laid the plans before the city council quietly. The council, not completely happy, approved the program, then did a double take when it learned how costly it would be to back out of the deal.

Opposition mounted. In December 1951, a 8-7 majority of the council voted to cancel the \$110 million project. But the state supreme court ruled the contract was binding.

Private enterprisers got the question before Los Angeles voters at a June referendum. Public housing was overwhelmingly defeated. Mayor Bowron went right ahead anyway, noting that the ballot was only advisory. He also flew secretly to Washington, where he said he renegotiated the program down to 7,000 units costing only \$83 million.

Bowron, who is now a superior judge, staked his political future on support for public housing as the 1953 mayoralty campaign rolled around. Poulson, backed by the powerful Los Angeles Times, campaigned with a pledge to curtail public housing.

Holtzendorff, meanwhile, was busily building. By the time Poulson was elected mayor, Holtzendorff had 4,300 of the 10,000 units started, making them too expensive for the city to cancel.

Former Congressman Poulson quickly



PUBLIC HOUSING'S HOLTZENDORFF

A case of 20 stenographers

worked out a compromise in Washington to abandon the other 5,700 units and managed to squeeze a bill through Congress approving the terms. One of the canceled sites, Chavez Ravine, is the land the city now wants to trade to the Brooklyn Dodgers for Wrigley Field, but has been stymied by a successful petition forcing a referendum vote on such disposal of land which carries a deed restriction that it must be used for public recreation purposes.

Holtzendorff, a former (1945) president of the Natl. Assn. of Housing and Redevelopment Officials, came to Los Angeles from a post as regional attorney for the Federal Public Housing Authority in San Francisco.

PHA halts funds for stalled projects; move may foreshadow cancellation

The Public Housing Administration has taken a first step toward canceling inactive projects.

With a backlog of 80,000 units for which annual contributions contracts have been signed (some of them five years ago) but no construction begun, public housers will face a staggering job convincing Congress they need authority to build any more. If the backlog is cut drastically, Capitol Hill observers feel, Congressional opposition to expanding public housing may weaken.

PHA's first move was to order its seven field offices to cut off all further federal money to plan stalled projects.

The crackdown will be a blow to some housing authorities, which have managed so far to finance themselves from federal advances. A stalled and "inactive" project PHA ruled, is one where any of these conditions apply:

1. The original site is available but no action is under way to acquire the land or to prepare preliminary documents.

Renewal demonstration program gets new boss

One of the brightest ideas in the Housing Act of 1954, which created urban renewal, was its Sec. 314 demonstration grant program. Its sponsors figured urban renewal, being a new idea, would need experiments with new ideas and methods. Sec. 314 gave the Urban Renewal Administration \$5 million for the job. The money can go to local public bodies—up to two-thirds of the cost of each experiment.

Three years later, as Sec. 314's third director, Lester M. Haddad, took over the program, it was still struggling to get off the ground. Only 23 projects have been approved (involving \$1,633,000 of federal grant). Only seven have been completed. And only three of these have been printed and distributed,* according to URA officials.

This listless performance is defended by URA officials on two grounds: 1) even though local sponsors need not put up their third of costs in cash, resources of many local outfits do not match their thirst for knowledge; 2) the appropriation is valid until it is spent—no matter how long it takes—so URA is deliberately choosy about approving proposals.

Even so, many a renewal expert is beginning to question whether URA underlings share HHF Administrator Albert M. Cole's often proclaimed sense of urgency about renewing US cities before multiplying problems bankrupt them. It is doubtful, critics contend, that URA is working hard enough at sharing this expensively collected know-how of renewal with local communities across the nation who could make best use of it and profit by it.

Ohio-born Haddad, 48, is a veteran government official with no housing or urban renewal experience. Most recently, he was program officer of the International Cooperation Administration and acting director of the US Operations Mission to Lebanon. Before that, he worked at the Depts. of Agriculture, Defense, Army and the Munitions Board. He succeeds Gilbert R. Barnhart, who quit to become executive secretary of the Citizens Advisory Committee for Cambridge, Mass.

2. The original site on which the annual contributions contract was based must be changed but another site is not yet tentatively approved.

3. The community has voted against public housing in a referendum.

4. Project development is being "unduly" delayed by opposition of the local government.

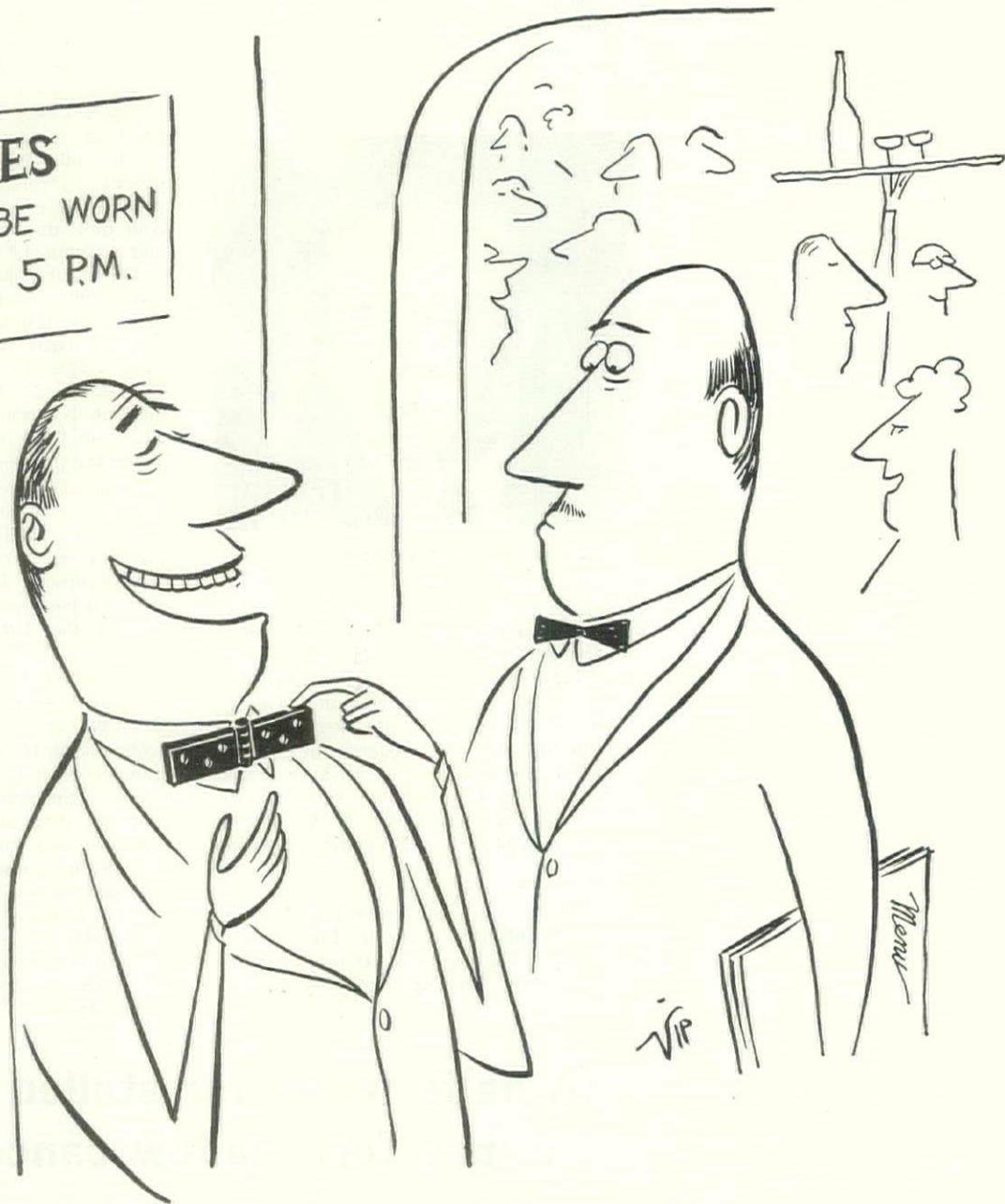
5. "Any other reason which is delaying progress."

In Washington, D.C., the National Capital Housing Authority reported it will be virtually unable to build any more public housing because it cannot find "suitable sites."

NCHA has 14,826 units under annual assistance contracts, but sites for only 174.

The big problem, which housing officials sedulously avoid mentioning, is that Washington public housing is not only integrated but 84% Negro occupied. As a result, the capital's remaining white residential neighborhoods don't want public housing built in their areas. *NEWS continued on p. 53*

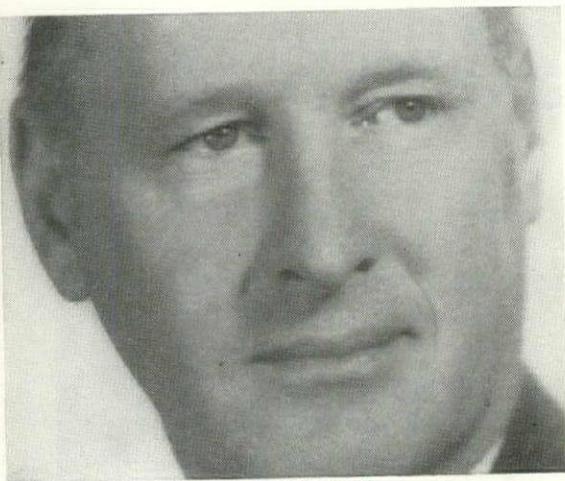
TIES
MUST BE WORN
AFTER 5 P.M.



"EVERYTHING HINGES ON HAGER!"*

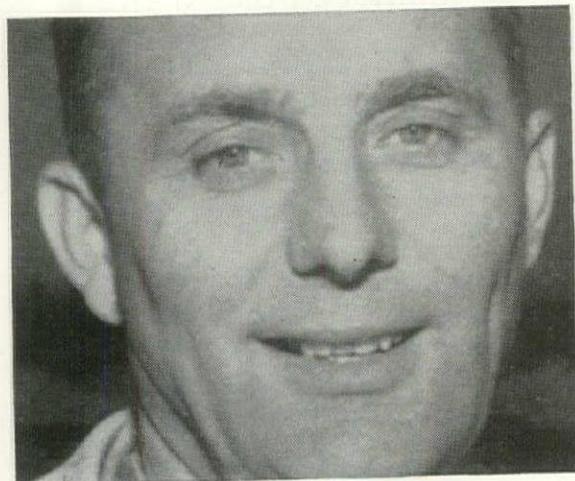
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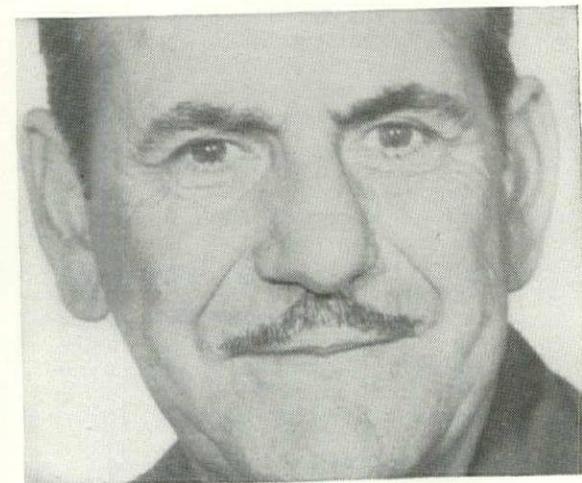


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... and full HOUSEPOWER is a big factor in the success I've had," says **Ernest S. Hopkins**, a prominent residential builder of Greenville, Rhode Island. "A Full HOUSEPOWER sign is put on every house I build. In today's up-grading market, it's just plain good business to stress quality... and often *full* HOUSEPOWER is the sell-up point that clinches the sale."



"We feature 100-amp service in every house we build," declares **Kendall DeMars**, of St. Paul, Minnesota, "Makes selling a lot easier when you sit down with a prospect and show him, by using a HOUSEPOWER Rating Sheet, how *full* HOUSEPOWER assures him of a safe, convenient, *expandable* wiring system. This is a real selling point with women."



"My customers are my best salesmen," claims **Tom G. DiMaggio**, of Concord, California. "Actually, one HOUSEPOWER home sells another. *Full* HOUSEPOWER is one recommendation my customers always pass along to the prospects they send to me. It's one big reason I've been able to maintain sales at a high level."

More and more builders are finding that *full* HOUSEPOWER sells homes faster, makes financing easier, builds repeat business. The mammoth HOUSEPOWER program continues to pre-sell your prospects on the increased value of homes wired for full HOUSEPOWER. And the effective direct sales aid — the HOUSEPOWER Rating Sheet — plus many other aids are available for your use. For full information on how to put HOUSEPOWER to work for profit, consult your local Wiring Bureau or utility, or write: National Wiring Bureau, 155 East 44th Street, New York 17, N. Y.

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TRADE MARK

PEOPLE: Builder Hugh Coddling, near bankruptcy seven months ago, bounces back, runs for Congress

Hugh B. Coddling, onetime multi-millionaire Santa Rosa (Calif.) builder, has climbed exuberantly out of near-bankruptcy and announced he will run for Congress. Democrat Coddling, 39, wants the seat being vacated by retiring **Hubert Scudder**, a Republican.

Last month, the local Democratic council endorsed his rival, **Clem Miller**, by an overwhelming 158-1 vote. Coddling laughed it off, says he will run as an independent. "I'm just going to carry on this campaign personally," says the twice wealthy, twice married developer. "I'll talk to everybody who'll listen. . . . You just have to talk to people to win an election."



CODDING

Until last June, Coddling was one of the busiest builders in California. He put up 3,000 homes in a single Santa Rosa subdivision, built the fancy Flamingo Hotel, four shopping centers, an office building and a 30-unit apartment. He was chairman of the Frontier Bank and president of Redwood Empire Title Co. Last June, Coddling hired a hall to tell 400 creditors he was broke. "I got too spread out," he says—\$10 million in assets but \$8 million in 60-day liabilities. The financial pitch hit him hard. In three weeks, he lost 25 of his 215 pounds (he's 6' 1"). Now, he is back to 200. His creditors gave him \$200 a month, his wife \$400 a month salary while he bailed himself out. Coddling sold an interest in the Flamingo, four shopping centers, the office and apartment. But he kept Montgomery Shopping Village (\$300,000 a year income) and the bank. He remains majority stockholder of the title firm. Last month, his comeback was such that he was able to buy the only asphalt plant in the area, Empire Rock Co., for \$160,000, plus a portable concrete batchplant for making his own concrete. Then he bid on his first highway job, \$55,000 for a road in Eureka—and got it.

Early this year, Coddling plans to take himself, his wife and two sons on a 60-day trip around the world. Some of his Santa Rosa neighbors have hinted he needs to know more about foreign affairs to run for Congress. "Then I oughta be able to show 'em," says Coddling.

Schneider promoted; govt. revamps statistics setup

Building statistics are getting greater recognition from the Commerce Dept. **Walter W. Schneider**, the department's top construction statistician, has been promoted to head a new office of construction statistics. He was (hold your breath) head of the construction statistics and economics branch of the building materials and construction division of Commerce's business and defense services administration.

The change in title has more significance than appears on the surface. For the first time, construction statistics gathering is being set up as a separate job instead of forming only a part of 20 industry divisions. This means building statistics will be less vulnerable to Congressional economy cuts. (The construction branch narrowly missed being killed entirely last session.) Some observers regard the move as a first step toward con-

solidating all the government's construction statistics in one agency (Labor Dept.'s Bureau of Labor Statistics still keeps track of housing starts. But the Census Bureau's new housing inventory—see p. 39—has just cast much doubt on the accuracy of the figures.)

BUILDERS: Local chapters elected these new presidents:

Building Contractors Assn. of California, **Leo J. Volk** of San Gabriel; Home Builders' Institute of Los Angeles, **Ben C. Deane** (who succeeds **George M. Pardee**); Texas, **Edgar Von Scheele** of San Antonio; Houston, **Robert W. Clemens**, who is both a builder and architect; Dallas, **W. H. (Boots) Roberts**, (who succeeds **Joe Maberry**); South Jersey, **Alan Kessler** of Collingswood; Northern Illinois, **John M. Downs** of West Chicago.

REALTORS: **Morton S. Kline**, Trenton broker has been elected president of the New Jersey Assn. of Real Estate Boards; **Alan L. Emlen**, 37, former member of the Pennsylvania Real Estate Commission, has been elected president of Philadelphia realtors—youngest in the board's 50 year history.

Builder John Long honored as Phoenix 'man of year'

John F. Long, Phoenix's largest builder was honored as "citizen of the year" by Phoenix realtors. The award cited Long for: 1) donating a 12½-acre county park in his 10,000-home Maryvale development, 2) building a big public swimming pool in the park, 3) providing 16 classrooms for elementary schools, 4) giving Phoenix 67 acres of land for a nine-hole golf course—with more reserved for a second nine and 5) helping build a cafeteria-auditorium for a school for handicapped children.

Institutional Securities Corp., wholly-owned subsidiary of New York state mutual savings banks which buys out-of-state FHA and VA loans, has named **Clifford C. Boyd** president and **August Ihlefeld** chairman. Boyd succeeds the late **Robert E. Pratt**. He has been vice president in charge of FHA and VA investments since 1948. Ihlefeld, former (1942-47) president of Institutional Securities, is president of the Savings Bank Trust Co., commercial bank owned by savings banks.

H&H staff



SAVINGS & LOAN LEADERS **Roy Marr** (l), retiring president of the US S&L League, and **C. R. Mitchell** (r), new vice president, finished running the league's annual convention (p. 27) without incoming President **Joseph Holzka**. Holzka, stricken during the Chicago meeting, underwent abdominal surgery and missed his scheduled installation.

J. Ralph Corbett moved up from president to chairman of NuTone Inc., big Cincinnati maker of built-in household appliances (bathroom heaters, fans, range hoods, door chimes, food centers) which Corbett founded 23 years ago. His successor: **E. Herbert Bladh**, 40, who joined NuTone 12 years ago as an engineer. **Frank A. Knapp** succeeds Bladh as vice president and general manager.

Walter G. Ullman became president of Siegler Heating Co., Centralia, Ill. makers of space heaters, subsidiary of The Siegler Corp. of Anaheim, Calif.; **Albert L. Doering**, president of J. S. Thorn Co., became vice president of Fenestra Inc., Detroit, as the two firms merged; **Joseph J. Decker**, acting president since last July, moved up to president of the air conditioning division, American-Standard.

Floyd McGowin, new head of lumber mfrs., plans sales drive

The new president of the National Lumber Manufacturers Assn., **N. Floyd McGowin**, 57, president of the W. T. Smith Lumber Co., Chapman, Ala., has a year of hard selling ahead. "How lumbermen fare in the 1958 housing market will depend largely upon how aggressively and how forcefully they promote the advantages of lumber and wood products to the builder, architect and prospective buyer," he told NLMA's annual meeting in Washington.



MCGOWIN

Lumber manufacturers plan a \$25,000 promotional campaign to halt the drop in per capita consumption of lumber. If lumbermen can do it, they figure the growing population and economy will give them annual sales of 48.6 billion board feet of lumber by 1975, compared to 36.4 billion today.

Efforts to boost lumber sales are overdue, pleaded Outgoing President **Walter M. Leuthold**. He noted: "While lumber and wood products companies are now spending 4¢ on advertising out of every \$10 of gross sales, stone and clay products firms are spending 8¢, metal products companies 10¢, and plastics and synthetics makers a generous 30¢.

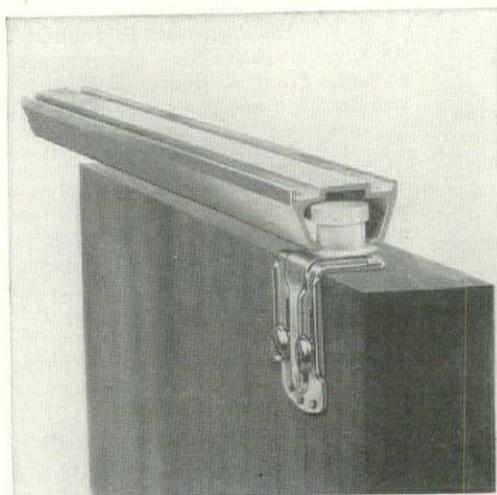
"Does this explain why the gross sales of chemical companies are about three-and-a-half times those of lumber and wood products firms? One thing is clear. The industry that pinches on its advertising dollars is only short changing itself."

Like other architectural and planning critics, **Fritz Gutheim**, 49, has come up with many bright ideas about his home city, with little chance to do anything about them. Now, Author-Planner Gutheim has a chance to sell them all to Congress in one package. On leave as vice president of Galaxy Inc., Washington, D. C. planning consultants, Gutheim will direct a Congressional study of problems brought on by the metropolitan area's fast growth.

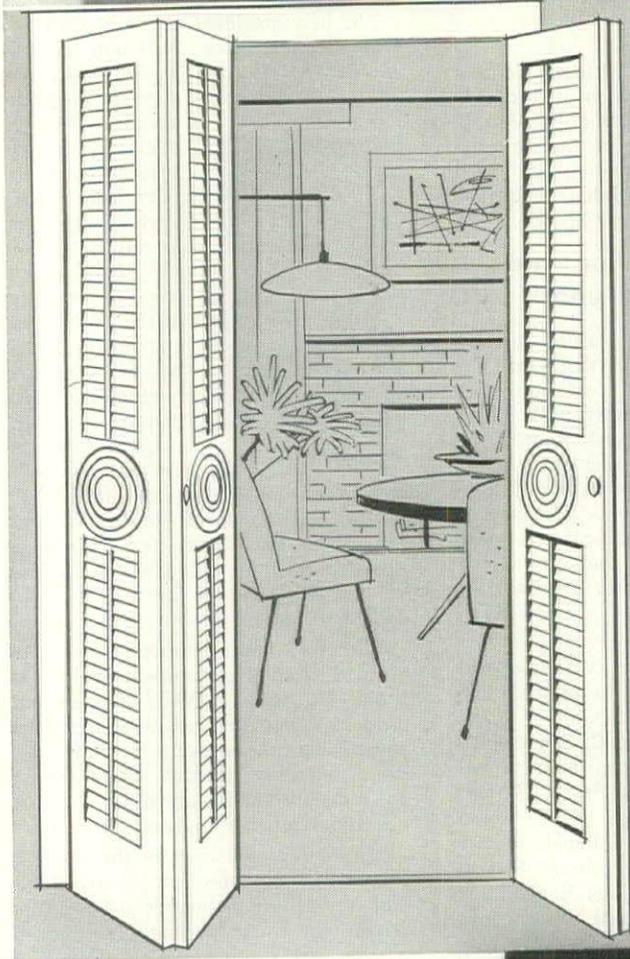
The onetime (1950-52) assistant to AIA Executive Director **Ned Purves** will delve into a list of fairly universal headaches: mass transit, roads, highways, parks, sewage, water, schools, hospitals, taxes. What makes Washington's problem unique is federal responsibility which, he contends, should now cover a 75-mile long city. Gutheim's \$14,800-a-year assignment requires a first report this month.

NEWS continued on p. 70

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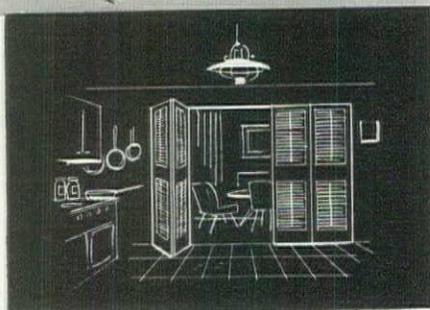
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THEY ALL MEAN BIGGER BUILDER PROFITS**

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- ▶ A WEALTH OF EXCLUSIVE YEARS-AHEAD FEATURES

- ▶ SELL-UP PROFITS FOR THE BUILDER
- ▶ TOP VALUES IN EVERY PRICE RANGE

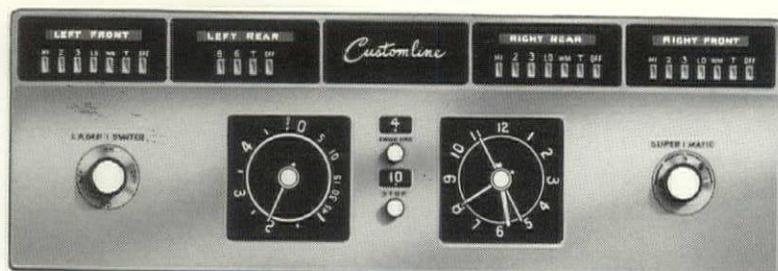
Look for that Hotpoint Difference / Home Buyers do!



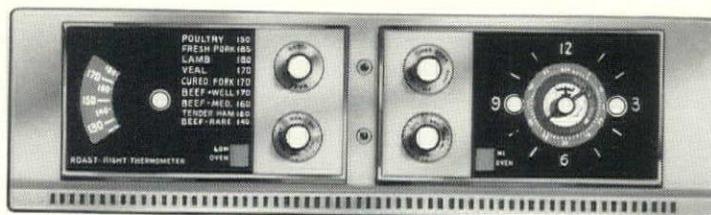
◀ Available from your **HOTPOINT** Distributor: New color-sound film and booklet that shows how to sell the home and its kitchen.

Available direct from **HOTPOINT**: "Kitchen Imagination"—▶ New 28-page, full-color book on Hotpoint Built-In Kitchens.





Hotpoint Cooks—Automatically!



Hotpoint Sells—

Automatically!

It's love at first sight—the instant that home-buyers see your Hotpoint Kitchens.

To women, the Hotpoint name means the ultimate in quality—in exclusive, years-ahead features that bring them completely automatic cooking.

Women love the Oven Control Center that automatically regulates baking and roasting—the Roast-Right Thermometer that automatically tells her when meat is done—the Rota-Grill Rotisserie that brings her barbecue treats all year 'round—the Handi-Raise Broiler Rack—the big Panorama Window.

Women know that Hotpoint surface sections are the very finest made—with the instant-heating Super "2600" Calrod® Unit—the Super-Matic unit that makes any pan an automatic utensil—the Mealtimer that automatically controls any unit—the 24-cup Coffee-Perk—lighted pushbuttons that show exact heat.

Women want all of these wonderful features. That's why Hotpoint sells automatically—that's why home-buyers know you're a *quality builder* when they see the Hotpoint Built-Ins in your kitchens.

Cash in on the glamour of Hotpoint in 1958!

Look for that

Hotpoint

Difference / Home Buyers do!

Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois

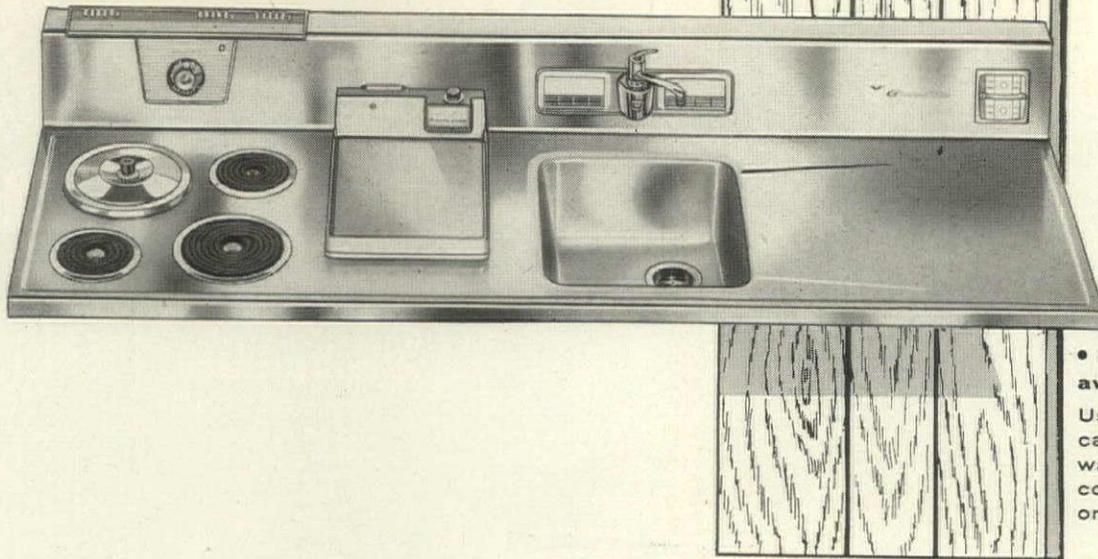
◀ Pictured at left—Super Deluxe Bi-Level Oven, Super Deluxe Surface Unit. Built-In Refrigerator and Freezer. Available in Stainless Finish, Coppertone, and four Colortones—Pink, Yellow, Green and Brown.

Look for that Hotpoint Difference / Home Buyers do!



In one unit, a complete cooking, clean-up, and storage center

- DeLuxe Super Oven with Panorama Window.
- 4 Calrod® Surface Cooking Units, including raisable unit under deep-well cooker.
- Automatically-controlled plug-in Griddle.
- DeLuxe pushbutton Spot-Less Dishwasher.
- Seamless, stainless-steel countertop and sink with Wonderflo single-control faucet.
- Pushbutton controls and appliance outlets.
- Roomy storage cabinets and drawers.
- Disposall® Food Waste Disposer (optional)



• Hotpoint Modular Top available separately—
Use with natural wood cabinets and any Hotpoint wall oven. Available with cooking center at right or left.

In a class by itself— the distinctive, beautiful Hotpoint Modular Kitchen!

At first glance—you know that you are looking at one of the most dramatic home-selling features in America.

At first glance—every woman knows that this completely modern Modular Kitchen makes your home unique—that it will bring her the ultimate in gracious living—and in space-saving, step-saving convenience.

Hotpoint Modular Kitchens have been engineered for fast, low-cost installation—with simple connections that eliminate on-site slow ups. They save valuable floor space, increase the size of your kitchens, and give you complete freedom to plan a limitless variety of kitchens to charm every home prospect.

Capitalize on the sales power of *the* most distinctive kitchens in the market. They'll put your homes in a class by themselves—at prices geared to make maximum profits for you.

Contact your Hotpoint Distributor today for details—or write to Hotpoint direct for your copy of "Kitchens by Keck," 16 pages of sketches by architect George Fred Keck, showing many of the Modular Kitchen design possibilities.

Look for that

Hotpoint

Your choice of 3 models—

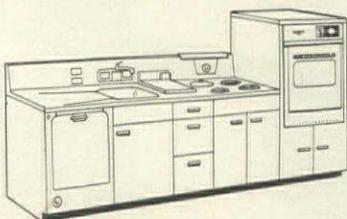
Available in right-hand or left-hand models at *no extra cost*. You can reverse floor plans and offer a limitless variety of kitchen layouts and color schemes. In 4 Colortones—Brown, Yellow, Pink or Green.

Difference / Home Buyers do!

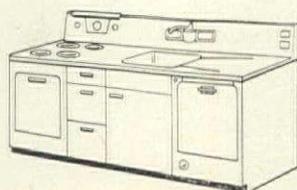
Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois

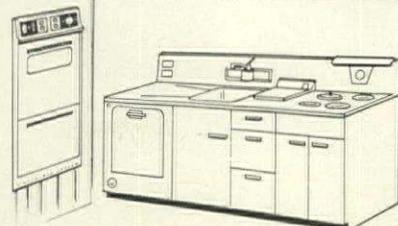
9-FOOT MODEL WITH HIGH OVEN



7-FOOT MODEL WITH UNDER-COUNTER OVEN

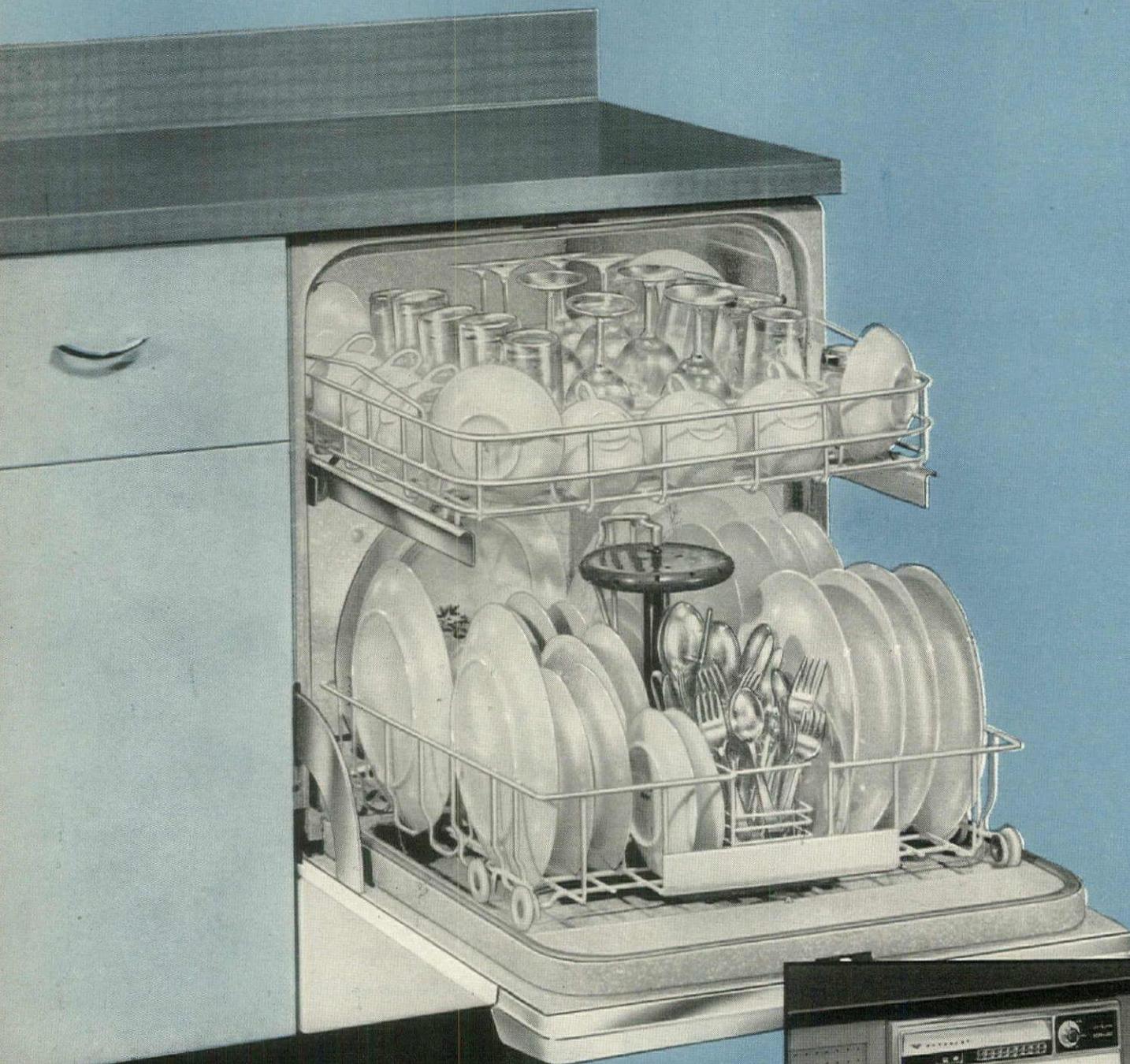


7-FOOT MODEL WITH SEPARATE WALL OVEN



All New

inside and out...the Hotpoint

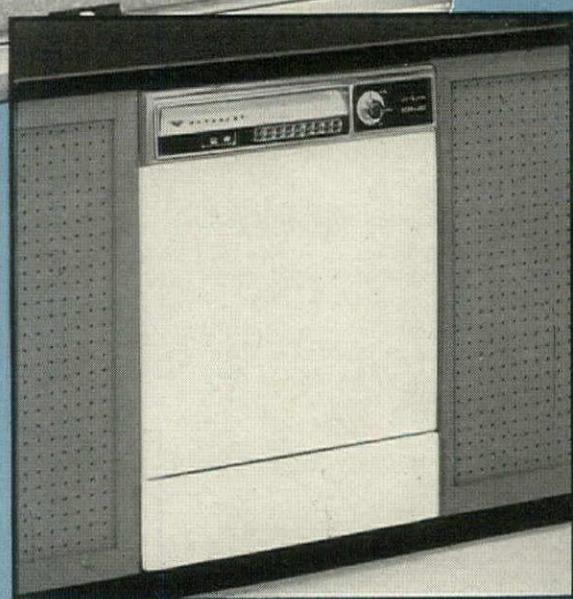


INTERCHANGEABLE FRONT PANELS

In just 3 minutes, you can give the home buyer her choice of color—pink, yellow, brown, green, white, Coppertone, Stainless Steel or provision for Natural Wood.

EASIEST INSTALLATION OF ALL!

Once plumbing has been roughed in, connections are easily made from the front—forward of the motor—with a screwdriver, pliers and a small wrench. 24" wide, 24" deep, 34½" high. For use on 115-volt, 60-cycle AC circuits.



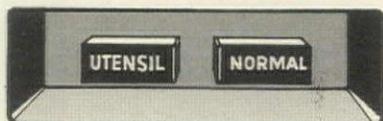
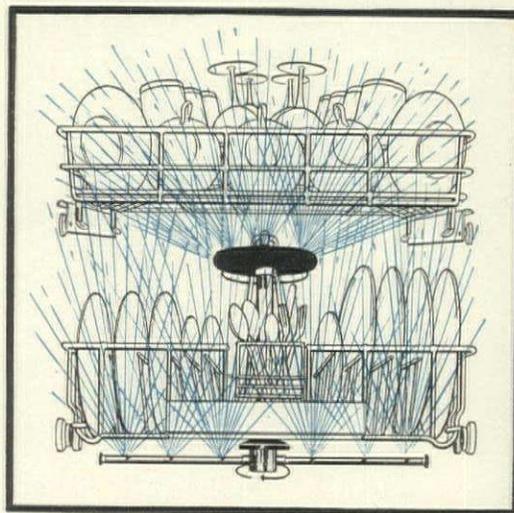
Dual-Cycle Spot-Less Supreme is the **GREATEST** Dishwasher in America!



The instant that women see Hotpoint Spot-Less Supreme Dishwashers in your kitchens, their estimates of your homes will soar!

Women know that the Spot-Less Supreme is so brilliant in performance—in flawless beauty—in years-ahead features—that it's in a class by itself.

The Hotpoint Spot-Less Supreme Dishwasher will be one of the most powerful "selling features" in your entire home—so contact your Hotpoint Distributor today.



Exclusive New

PUSHBUTTON DUAL-CYCLE SELECTOR

Utensil Cycle does pots and pans in just 16 minutes... loosens stubborn soil and flushes it away.

Normal Cycle washes dishes, glasses, silver, and lightly soiled pots and pans... spotlessly!

Exclusive New

DOUBLE-DECK WATER ACTION

Surging, driving jets of water whirl up from two rotors—one below each rack. So effective, no pre-rinsing is necessary. So quiet, all you hear is the whisper of the water. Exclusive Automatic Dual-Filter filters ALL the water every 4 seconds.

Bigger and Better

ROLL-R-RACKS

Roll out separately for easy, random front loading. Large 13-inch plates, tall tumblers, platters, pots, pans, even broiler racks go in quickly and easily. So roomy even large families can enjoy once-a-day dishwashing.

Famous

SPOT-LESS WASHING, RINSING, AND DRYING

Two 5-minute washes, each with fresh detergent, scrub away every trace of food. Super wetting agent in Spot-Less second rinse prevents drops from forming. Everything dries to a gleaming, spotless sparkle.

LOOK FOR THAT

Hotpoint

DIFFERENCE! (Home Buyers do!)

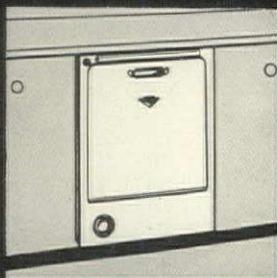
Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois

You Can Add Important Profits To Every Home Sale—By "Selling-Up" Hotpoint Dishwashers

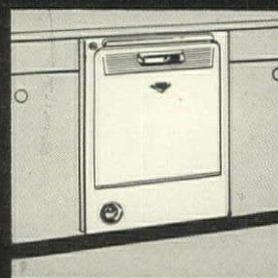
"Selling-up" can add extra net profit to every home you sell.

It's easy—you install Model MA in your model homes and—with Hotpoint selling aids—you'll quickly sell-up home buyers to the MC or DE. Or, you can install the MC and sell-up to the great DE.



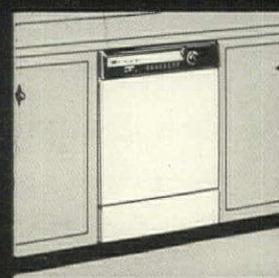
GOOD Deluxe Model MA

An unequalled value for the economy-minded—with Push-button Control, Dual-Detergent Dispenser, two washes, two rinses, roll-out racks.



BETTER Spot-Less Deluxe Model MC

Everything that the MA offers—PLUS—Roll-R-Racks that roll out *separately*—PLUS—Spot-Less Washing, Spot-Less Rinsing, Spot-Less Drying!



BEST Spot-Less Supreme Model DE

All-new, with Dual-Cycle Selector—Double-Deck Water Action—Automatic Dual-Filter—bigger Roll-R-Racks. America's greatest dishwasher!

New Hotpoint Perma-Seal

**New Low-Cost Round
and Table-Top Models**

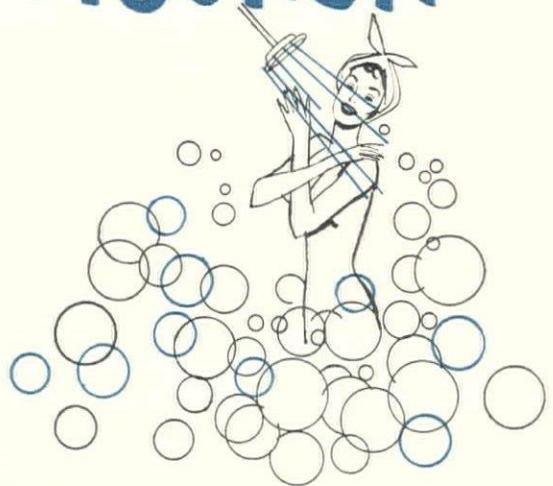


**New Deluxe
Perma-Seal Models
with MIRACLE MLC-7**

electric Water Heaters offer Triple-tank protection

- 1. New Miracle MLC-7:** Exclusive new chemical compound coats bottom of every Perma-Seal tank, neutralizes rust-inducing properties of water. This exclusive Hotpoint discovery can lengthen the life of tank as much as 200%.
- 2. Extra-thick tanks.** Hotpoint tank steel is thicker than a stack of three 25-cent pieces—so thick that a bullet from a powerful 44-calibre Magnum failed to penetrate it.
- 3. Hot-dip galvanizing.** Hotpoint tanks, complete except for bottoms, are immersed in molten zinc. Hot-dip galvanized bottoms are then pressure-fitted and sealed a full inch below the water line.

Deluxe models have new MAGIC CONTROL. This insures constant supply of hot water at the right temperature for every purpose. Dial "NORMAL" for everyday needs. Dial "EXTRA HOT" for hotter water to supply your family plus a house-full of guests. Dial "VACATION" to store hot water at small operating cost while you're away.



All models feature Calrod® Magic Circle Heat—Automatic Thermostats . . . Cold Water Baffle . . . Extra-thick Insulation.

Hotpoint has the *right water heater* for every need . . . deluxe Perma-Seal round and table-top models, low-cost round Silver Line models, low-cost table-top models, Quick-Recovery Super-Speed models, and cement-lined Perma-Stone models.

Guaranteed Tank Protection for 10 Years!

In 1,500,000 homes, Hotpoint-built water heaters have proved their superiority. In 40 years, only 3 out of every 1,000 have ever required servicing. Now they're better than ever!

On every woman's "Wanted" list . . .

Hotpoint DISPOSALL®

FOOD WASTE DISPOSERS

Hotpoint Disposalls are the finest in the industry!

- **They're superior in operation**—because of their thorough grinding, their jam-free construction, and their long life.
- **They're the quietest of all**—because of their special sound-deadening water seal.
- **They're the easiest to install**—because plumbers helped design them.

These are just a few of the reasons why Hotpoint Disposall sales are soaring!

Continuous-Feed
Model MW11



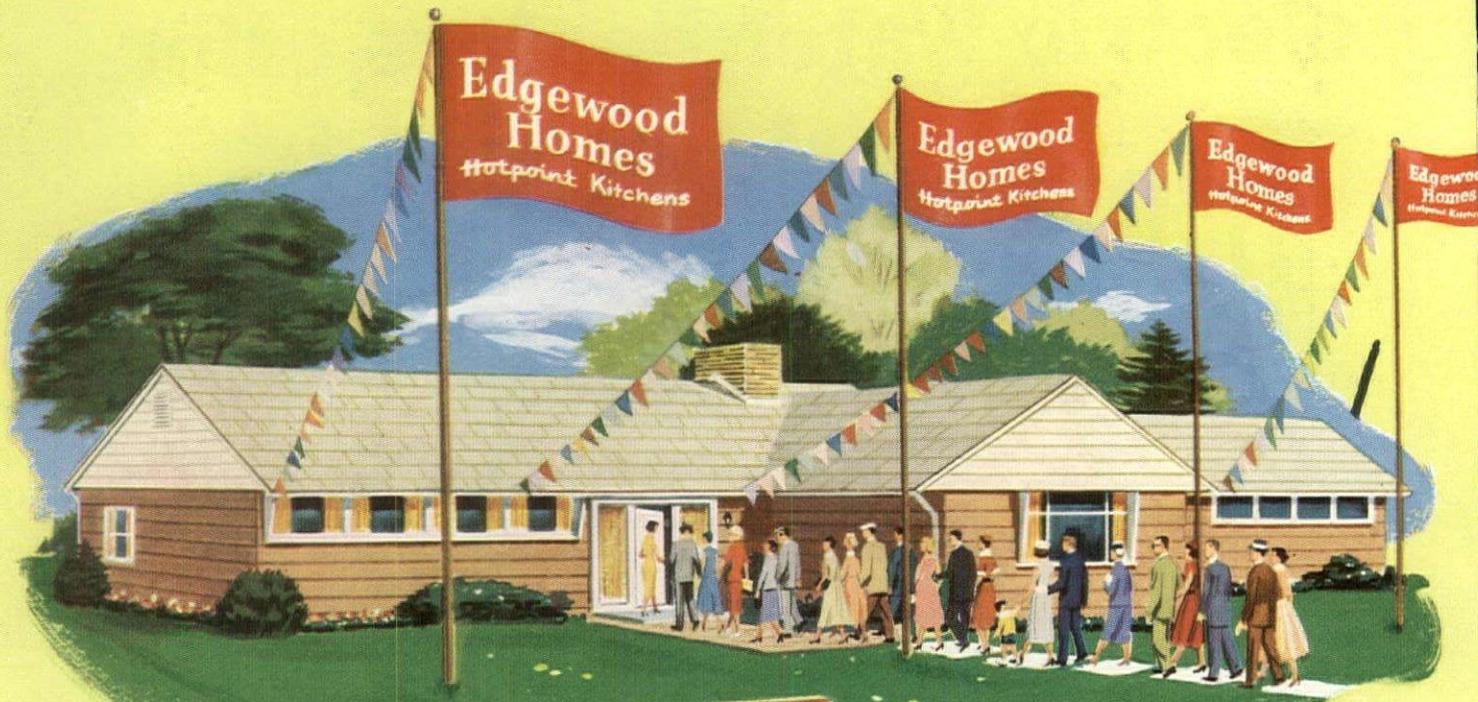
Custom Switch-Top
Model MW12



LOOK FOR THAT **Hotpoint** DIFFERENCE!
(Home Buyers do!)

Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois



Hotpoint will
**prepare and
 deliver**

these sales materials...

made-to-order for the
individual builder

Yes, Hotpoint will write, prepare, and deliver merchandising materials for qualified builders—the materials needed to sell homes quickly and profitably.

As a qualified builder, all you do is supply statistics, floor plan, photo or drawing—and our advertising staff will do the rest.

Hotpoint can create any or all of these sales aids . . .

- Avenue of Flags
- Model home pennants
- Site signs
- 4-color brochures
- Newspaper ads
- Press releases
- TV and radio scripts
- Point-of-purchase signs
- Talking House promotions

and

Sound-slide films that pre-sell prospects

In addition, our staff will help plan kitchens that qualify builders for Honor Home Certificates and Planned Kitchen Citations.

Hotpoint offers these services for one good reason—we want builder business. We know the way to get it is to earn it—by helping to sell your homes—with fine appliances and with powerful merchandising support. For complete details, contact your Hotpoint Distributor's Builder Specialist today.

LOOK FOR THAT

Hotpoint

DIFFERENCE/HOME BUYERS DO!

Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois



PROFIT BY THE Hotpoint DIFFERENCE...

Contact your nearest Hotpoint Distributor today.

- ★ **ALABAMA**
Hotpoint Appliance Sales Co.
2617 N. 24th Street
Birmingham 4, Alabama
Graybar Electric Co., Inc.
701 N. Joachim Street
Mobile 6, Alabama
- ★ **ARIZONA**
Hotpoint Appliance Sales Co.
1102 N. 22nd Avenue
Phoenix, Arizona
- ★ **ARKANSAS**
Hotpoint Appliance Sales Co.
603 E. Markham Street
Little Rock, Arkansas
- ★ **CALIFORNIA**
Hotpoint Appliance Sales Co.
660 P Street
Fresno, California
Hotpoint Appliance Sales Co.
212 N. Vignes Street
Los Angeles, California
Graybar Electric Co., Inc.
1911 Union Street
Oakland 7, California
Graybar Electric Co., Inc.
1900 Fourteenth Street
Sacramento 1, California
Graybar Electric Co., Inc.
1750 Alameda Street
San Francisco 1, California
- ★ **COLORADO**
Hotpoint Appliance Sales Co.
1429 18th Street
Denver 17, Colorado
- ★ **CONNECTICUT**
Hotpoint Appliance Sales Co.
2964 Main Street
Hartford 1, Connecticut
- ★ **DELAWARE**
Graybar Electric Co., Inc.
915 S. Heald Street
Wilmington 1, Delaware
- ★ **DISTRICT OF COLUMBIA**
Hotpoint Appliance Sales Co.
705 Edgewood Street, N.E.
Washington 17, D. C.
- ★ **FLORIDA**
Hotpoint Appliance Sales Co.
530 E. Forsyth Street
Jacksonville 2, Florida
Hotpoint Appliance Sales Co.
2770 N.W. 24th Street
Miami 52, Florida
Hotpoint Appliance Sales Co.
P. O. Box 1946
Orlando, Florida
Hotpoint Appliance Sales Co.
845 W. Madison
Tallahassee, Florida
Hotpoint Appliance Sales Co.
5605 Westshore Blvd.
Tampa 1, Florida
Hotpoint Appliance Sales Co.
2406 Florida Avenue
West Palm Beach, Florida
- ★ **GEORGIA**
Hotpoint Appliance Sales Co.
412 Hodges Avenue
Albany, Georgia
Hotpoint Appliance Sales Co.
710 Murphy Avenue, S.W.
Atlanta 1, Georgia
Hotpoint Appliance Sales Co.
1547½ 15th Street
Augusta, Georgia
Hotpoint Appliance Sales Co.
779 Fifth Street
Macon, Georgia
Hotpoint Appliance Sales Co.
917 Louisville Road
Savannah, Georgia
- ★ **IDAHO**
Graybar Electric Co., Inc.
1325 Idaho Street
Boise, Idaho
- ★ **ILLINOIS**
Hotpoint Appliance Sales Co.
1945 N. Cornell
Melrose Park (Chicago)
Hotpoint Appliance Sales Co.
811 21st Street
Rockford, Illinois
- ★ **INDIANA**
Graybar Electric Co., Inc.
2110 Highway 41 North
Evansville 14, Indiana
Hotpoint Appliance Sales Co.
1250 Stadium Drive
Indianapolis 2, Indiana
Hotpoint Appliance Sales Co.
315 W. Monroe
South Bend, Indiana
- ★ **IOWA**
The Rock Smith Co.
1111 E. River Drive
Davenport, Iowa
Hotpoint Appliance Sales Co.
75 Washington Avenue
Des Moines, Iowa
- ★ **KANSAS**
Hotpoint Appliance Sales Co.
1401 Fairfax Trafficway
Kansas City, Kansas
- ★ **KENTUCKY**
Graybar Electric Co., Inc.
Box 95, Highland Park Station
Louisville 9, Kentucky
- ★ **LOUISIANA**
Graybar Electric Co., Inc.
2442 Ted Dunham Avenue
Baton Rouge 1, Louisiana
Graybar Electric Co., Inc.
1116 Magnolia Street
New Orleans 13, Louisiana
Graybar Electric Co., Inc.
2536 Linwood Avenue
Shreveport, Louisiana
- ★ **MAINE**
Hotpoint Appliance Sales Co.
180 Anderson Street
Portland, Maine
- ★ **MARYLAND**
Hotpoint Appliance Sales Co.
1500 Barclay Street
Baltimore 3, Maryland
- ★ **MASSACHUSETTS**
Hotpoint Appliance Sales Co.
1 Life Street
Boston 35, Massachusetts
- ★ **MICHIGAN**
Hotpoint Appliance Sales Co.
12600 Southfield Road
Detroit 23, Michigan
Hotpoint Appliance Sales Co.
206 Grandville Avenue
Grand Rapids, Michigan
- ★ **MINNESOTA**
Graybar Electric Co., Inc.
1730 W. Michigan
Duluth 2, Minnesota
Graybar Electric Co., Inc.
824 S. Fourth Street
Minneapolis 15, Minnesota
- ★ **MISSISSIPPI**
Graybar Electric Co., Inc.
154 E. Porter Street
Jackson 9, Mississippi
- ★ **MISSOURI**
Hotpoint Appliance Sales Co.
2647 Locust Street
St. Louis 3, Missouri
- ★ **NEBRASKA**
Hotpoint Appliance Sales Co.
1812 N. 13th Street
Omaha, Nebraska
- ★ **NEW JERSEY**
Hotpoint Appliance Sales Co.
254 Elizabeth Avenue
Newark 8, New Jersey
- ★ **NEW MEXICO**
Hotpoint Appliance Sales Co.
923 First Street, N.W.
Albuquerque, New Mexico
- ★ **NEW YORK**
Havens Electric Co., Inc.
31 Hudson Avenue
Albany 1, New York
Hotpoint Appliance Sales Co.
1210 Main Street
Buffalo 9, New York
Hotpoint Appliance Sales Co.
585 Hudson Street
New York 14, New York
Hotpoint Appliance Sales Co.
112 Baker Street
Syracuse, New York
- ★ **NORTH CAROLINA**
Hotpoint Appliance Sales Co.
24 Glendale
Asheville, North Carolina
Hotpoint Appliance Sales Co.
700 Tuckaseegee Road
Charlotte 6, North Carolina
Hotpoint Appliance Sales Co.
1111 Willowbrook Drive
Greensboro, North Carolina
Hotpoint Appliance Sales Co.
200 Hooker Road
Greenville, North Carolina
Hotpoint Appliance Sales Co.
802 Poole Avenue
Raleigh, North Carolina
- ★ **OHIO**
Graybar Electric Co., Inc.
975 E. Tallmadge Avenue
Akron 10, Ohio
Hotpoint Appliance Sales Co.
910 Ross Avenue
Cincinnati 17, Ohio
Graybar Electric Co., Inc.
1100 E. 55th Street
Cleveland 3, Ohio
Hotpoint Appliance Sales Co.
941 Burrell Avenue
Columbus 15, Ohio
Hotpoint Appliance Sales Co.
601 E. Third Street
Dayton 2, Ohio
Hotpoint Appliance Sales Co.
P. O. Box 394, RR2
Portsmouth, Ohio
Graybar Electric Co., Inc.
602 W. Rayen Avenue
Youngstown 1, Ohio
- ★ **OKLAHOMA**
Hotpoint Appliance Sales Co.
3518 S.W. 29th Street
Oklahoma City, Oklahoma
Hotpoint Appliance Sales Co.
1336 E. 6th Street
Tulsa, Oklahoma
- ★ **OREGON**
Hotpoint Appliance Sales Co.
226 W. 4th Street
Eugene, Oregon
Hotpoint Appliance Sales Co.
2900 N. W. 29th Street
Portland, Oregon
- ★ **PENNSYLVANIA**
Graybar Electric Co., Inc.
1941 Hamilton Street
Allentown, Pennsylvania
Graybar Electric Co., Inc.
2001 W. 12th Street
Erie, Pennsylvania
Graybar Electric Co., Inc.
1039 S. 13th Street
Harrisburg, Pennsylvania
Hotpoint Appliance Sales Co.
401 E. Hunting Park Avenue
Philadelphia 24, Pennsylvania
Hotpoint Appliance Sales Co.
200 W. River Avenue
Pittsburgh 12, Pennsylvania
Graybar Electric Co., Inc.
333 Buttonwood Street
West Reading, Pennsylvania
- ★ **SOUTH CAROLINA**
Hotpoint Appliance Sales Co.
1076 Berea Road
Columbia 17, South Carolina
- ★ **SOUTH DAKOTA**
Graybar Electric Co., Inc.
300 N. Phillips Street
Sioux Falls, South Dakota
- ★ **TENNESSEE**
Hotpoint Appliance Sales Co.
1228 Carter Street
Chattanooga, Tennessee
Hotpoint Appliance Sales Co.
1218 Riverside Drive
Knoxville, Tennessee
Hotpoint Appliance Sales Co.
353 S. Front Street
Memphis, Tennessee
Hotpoint Appliance Sales Co.
2505 Bransford Avenue
Nashville, Tennessee
- ★ **TEXAS**
Graybar Electric Co., Inc.
1601 S. Treadway
Abilene, Texas
Graybar Electric Co., Inc.
601 E. Second Avenue
Amarillo, Texas
Graybar Electric Co., Inc.
2155 Hiway 90
Beaumont, Texas
Graybar Electric Co., Inc.
1311 Agnes Street
Corpus Christi, Texas
Graybar Electric Co., Inc.
717 Latimer Street
Dallas 26, Texas
Gorman Engineering Co.
1701 Texas Street
El Paso, Texas
Graybar Electric Co., Inc.
1107 Foch Street
Fort Worth 7, Texas
Graybar Electric Co., Inc.
1702 Cullen Blvd.
Houston 3, Texas
Graybar Electric Co., Inc.
1223 Hackberry Street
San Antonio 8, Texas
- ★ **UTAH**
Graybar Electric Co., Inc.
362 N. Third West Street
Salt Lake City 13, Utah
- ★ **VIRGINIA**
Hotpoint Appliance Sales Co.
3563 Argonne Avenue
Norfolk 1, Virginia
Hotpoint Appliance Sales Co.
1503 Sherwood Avenue
Richmond 20, Virginia
Hotpoint Appliance Sales Co.
513 Norfolk Avenue, S.W.
Roanoke 16, Virginia
- ★ **WASHINGTON**
Hotpoint Appliance Sales Co.
3625 Interlake Avenue
Seattle, Washington
Hotpoint Appliance Sales Co.
412 N. Haven Street
Spokane, Washington
- ★ **WEST VIRGINIA**
Bluefield Supply Co.
116 Bluefield Avenue
Bluefield, West Virginia
Wheeling Kitchen & Equipment Co.
36th & McCollock
Wheeling, West Virginia
- ★ **WISCONSIN**
Hotpoint Appliance Sales Co.
544 S. First Street
Milwaukee 1, Wisconsin
- ★ **HAWAII**
Honolulu Electrical Products Co., Ltd.
630 Piikoi Street
Honolulu, Hawaii

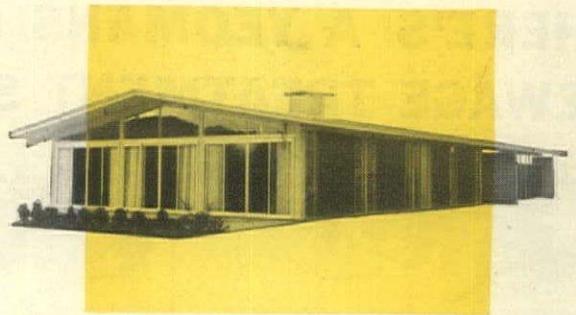
Look for that

Hotpoint

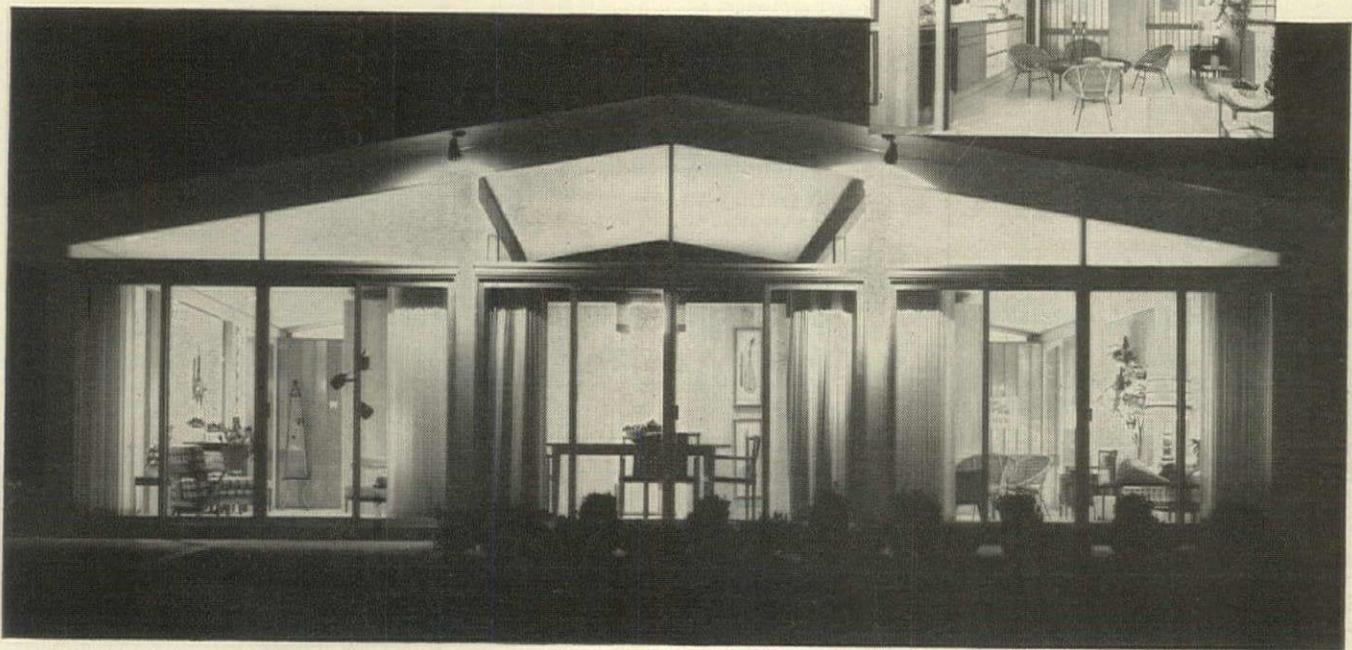
Difference/Home Buyers do!

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers
Customline • Dishwashers • Disposals® • Water Heaters • Food Freezers • Air Conditioners • Television

HOTPOINT CO. (A Division of General Electric Company)
5600 West Taylor St., Chicago 44, Illinois



Care-free home by **ALCOA**
Lighting by **virden**



● From Alcoa comes a new concept in home lighting . . . soft, even illumination to accent the spacious beauty of the rooms plus adequate glare-free lighting for every seeing task.

Virden fixtures gain this effect in the Cleveland, Ohio model of Alcoa's Care-free home. Thirty-six aluminum louvered high hats light-decorate the sleeping and living areas.

Virden fluorescent strip, shielded with corrugated plastic, provides the brightness needed in the kitchen and baths. And to heighten the outside beauty of the home, twenty-two Virden aluminum bullets floodlight the blue and yellow aluminum panels.

Whether you build homes, install fixtures or help the public select them, well-planned lighting can be your most profitable selling tool. John C. Virden Co., Dept. HH, 6103 Longfellow Avenue, Cleveland 3, Ohio.



virden

Member American Home Lighting Institute

continued from p. 55

Mr. Builder..for 1 home or 10,000 THERE'S A YEOMANS LOW-COST SEWAGE TREATMENT SYSTEM

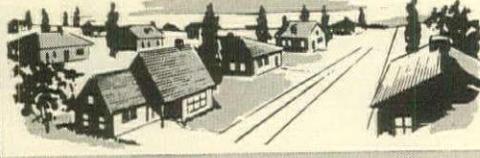


THE CAVITETTE* FOR SINGLE HOMES!

- .. operates where septic tanks won't
- .. absolutely no odors

Here are some of the advantages of the CAVITETTE Yeomans Home Sewage Disposer (a single-home sewage treatment system) over the septic tank system:

- 1 Cavitettes frequently operate successfully on smaller lots than those required for septic systems.
- 2 Cavitettes can be used to eliminate odors and nuisances of existing septic systems.
- 3 Cavitettes operate easily in areas where soil conditions prohibit the use of septic tank systems.
- 4 There is no annual tank cleaning expense .. as is often the case with septic systems.
- 5 There is no odor .. no backup, no need for cleaning tile beds. There are no health hazards.
- 6 Cavitettes are ideal in areas of scattered homes where septic tanks are not permitted .. and where the cost of long sewage lines to a central plant would be prohibitive.
- 7 Automatic garbage disposal units will not interfere with Cavitette installations.
- 8 Original cost in many cases is no more than for a septic system.



THE CAVITATOR* FOR 25 OR MORE HOMES!

- .. lower cost per home
- .. meets State health requirements

Here are some of the advantages of the CAVITATOR community treatment system:

- 1 Builders find that original cost of Cavitator community systems is up to 40% less than for individual septic tanks.
- 2 With community systems, local governments often permit builders to use smaller lots .. thus more houses share original cost of the system, not to mention the cost of various other off-site improvements, such as streets and drainage.
- 3 Community systems improve the value of homes (both to owner and lender) .. make them easier to sell.
- 4 Municipalities or townships frequently are willing to assume operation of community systems because they are easy and inexpensive to run and maintain.
- 5 Cavitator community treatment systems produce effluent of the highest purity .. there are no objectionable odors.
- 6 Cavitator community systems are practical for developments of as few as 25 homes.
- 7 Plants are small .. can easily be camouflaged to look like a home.

*Cavitator and Cavitette—
Yeomans trade-marks

YEOMANS

2003-8 N. Ruby Street, Melrose Park, Illinois

manufacturers of: distributors • clarifiers • digesters • mechanical aerators
pneumatic sewage ejectors • centrifugal pumps



JUST PUBLISHED!

This four-page catalog which tells the story of the CAVITETTE Yeomans Home Sewage Disposer

.. and this 12-page brochure which carries detailed information on the YEOMANS CAVITATOR community treatment system for small communities, subdivisions, motels, resorts, schools, and industrial plants.



Yeomans Brothers Co.
2003-8 N. Ruby St., Melrose Park, Ill.

Please send me descriptive literature as checked:

"the story of the Cavitette"

"the Cavitator"

name _____

company _____

street _____

city _____ zone _____ state _____

LENDERS: Russell C. Rosenfelt, executive vice president of Peoples Bond & Mortgage Co., Philadelphia and Harrisburg, has been elected president, succeeding **Elwell Whalen**, who died Sept. 1; **Milford Visser**, vice president of Mutual Benefit Life Insurance Co., Newark, was the US delegate to the Economic Commission for Europe in Geneva, Nov. 18-22; **Everett Mattson**, vice president of T. J. Bettes Co., Houston, has been elected a director; **William Zeckendorf Jr.**, vice president of Webb & Knapp, has been elected a director of Colonial Trust Co., New York.

ARCHITECTS: Two Ohioans will compete for the AIA presidency at the national convention in Cleveland next July. In the ring: **Cleveland Alexander Robinson** 3rd, already nominated (Nov., News), and Toledoan **John N. Richards**. Robinson has 41 supporting petitions. Richards, first vice president for the past two years, has 17. Nominated for first vice president: **Albert S. Golemon** (five nominations); for second vice president: **Herbert C. Millkey**, Atlanta (nine nominations).

Harry M. Prince, New York, has been elected president of the New York State Assn. of Architects; **Hideo Sasaki** has been appointed associate professor of landscape architecture in the Harvard School of Design.

MANUFACTURERS: Frank W. Jenks has been made executive vice president to president of International Harvester Co., succeeding **Peter V. Moulder**, who retired; **A. G. Cochran** has been named president of the Cee Sewer Pipe Assn., Columbus, O., succeeding **Paul R. Rutherford**, who resigned; **John H. White**, president of Taco Heaters, Cranston, R. I., has been elected president of the Better Heating-Cooling Council; Crane Co., still rebuilding its staff after a plane crash which killed six top executives 18 months ago (June '56 and Jan. '57, News), has named **Maurice Nelles**, formerly with Technicolor Corp., Hollywood, Calif., vice president for engineering, and **Paul S. Kempf**, formerly with Hoffman Electronics Corp., Los Angeles, vice president for personnel and industrial relations.

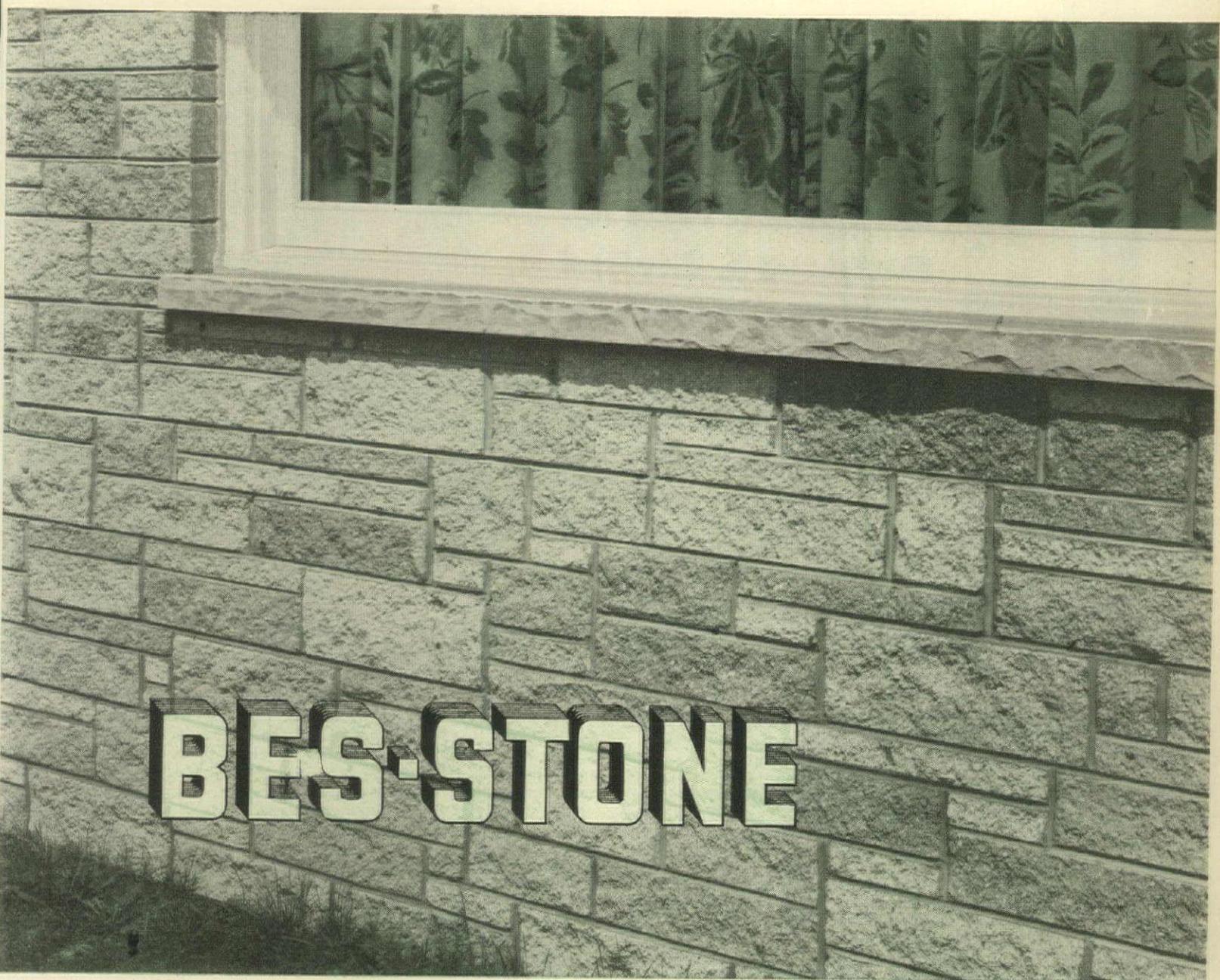
MANUFACTURERS' INSTITUTES: **Elmer R. Queer**, director of engineering research at Pennsylvania State University, has been nominated as president of the American Society of Heating & Air-Conditioning Engineers; **Robert W. Otto**, chairman of Laclede Gas Co., St. Louis, has been nominated for president of American Gas Assn.; **Clifford V. Coons**, executive vice president of Rheem Manufacturing Co., Chicago, has been elected president of the Gas Appliance Manufacturers Assn.; **Everett W. (Pat) Smith**, vice president of Owens-Corning Fiberglas Corp., has been elected president of the Mineral Wool Assn.

ACTION has elected seven new members to its board of directors:

William M. Allen, president, Boeing Airplane Co.; **Harry C. Bates**, chairman of the AFL-CIO's housing committee; **Albert R. Connelly**, law partner of Cravath, Swaine & Moore, New York; **Joseph D. Keenan**, secretary, International Brotherhood of Electrical Workers; **Jacob S. Potofsky**, president, Amalgamated Clothing Workers of America; **Dr. J. E. Wallace Sterling**, president of Stanford University and **Samuel R. Walker**, vice president, City Investing Co., New York.

Andrew Heiskell, publisher of LIFE, was reelected chairman. **Roy W. Johnson** of General Electric Co., was reelected president.

NEWS continued on p. 72



BES-STONE

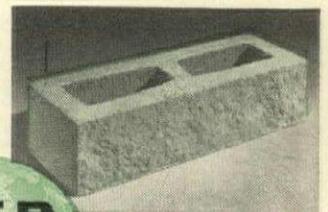
— the Split Block with Character!



BES-STONE gives a small home that expensive big residence appearance, without stretching the home-builder's budget.

BES-STONE Split Block actually has the appeal and durability of fine quarried stone. It also has another distinct advantage — ECONOMY. With BES-STONE, you get a wider range of beautiful colors, textures and patterns to meet new ideas or cost problems. It offers economy and versatility in construction, freedom from costly upkeep and a distinctive charm that lasts for years.

BES-STONE Split Block gives you beauty plus permanence. It meets all code requirements . . . is adaptable to all types of architecture . . . challenges the creative ability of both architect and builder. Ask your nearby Vibrapac block plant for new Bulletin No. 121 showing BES-STONE applications in natural colors, or write:



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FIRST IN CONCRETE BLOCK MACHINES



BES-STONE is available in a variety of sizes and colors, for either veneer or solid masonry construction.

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REVIEWS:

NAHB publishes second annual Housing Almanac

HOUSING ALMANAC. A fact file of the home-building industry. Published by NAHB, 1625 L St. NW, Washington. 144 pp. \$2 (\$1 to NAHB members through local chapters).

This is the second edition of what is probably the best comprehensive, basic compendium of facts on housing and its problems. It explains the complexities of government aids to housing in language suitable for beginners (and many self-appointed housers who need to know more than they do). It includes only the mildest of complaints about public housing. More than half the paper-bound booklet is devoted to 29 tables of home building's most important statistics and 16 directories (listing everybody from BLS regional officers to the members of the little-known Natl. Assn. of Real Estate Editors).—G.B.

Neighborhood rating plan devised by Illinois experts

REAL ESTATE AND CITY PLANNING. By Richard L. Nelson and Frederick T. Aschman. 507 pp. Prentice-Hall, Englewood Cliffs, N. J. \$10.

How good or bad is your neighborhood? Residential suburbs, sections of major cities and satellite towns can be scored for over-all desirability under a weighting system developed by the authors for the Cook County Housing Authority in Illinois.*

They use 12 factors. Scoring is based on a theoretically perfect rating of 100 (lowest possible rating is minus 46). (The authors do not say where any one city or most fall on the scale.)

The value of the technique for judging real estate values is attested by the reputations of the authors: Nelson is president of Real Estate Research Corp., largest real estate analysis firm in the US, and Aschman, former executive director of the Chicago Plan Commission, is now a leading planning and redevelopment consultant.

Though the factors may be weighted a bit differently in some cities, the authors insist "no city plan will be effective that does not take all of them into account in some degree." In a medium-size city, they note, more points might be given for good schools and fewer for good transportation. Items:

Economic Base (0 to 25)

Avg. Family Income.....	0 to 15
Under \$3,000.....	0.0
\$3,000.....	5.0
3,500.....	6.5
4,000.....	8.0
4,500.....	9.0
5,000.....	10.0
5,500.....	11.0
\$6,000.....	12.0
6,500.....	12.5
7,000.....	13.0
7,500.....	13.5
8,000.....	14.0
8,500.....	14.5
9,000.....	15.0

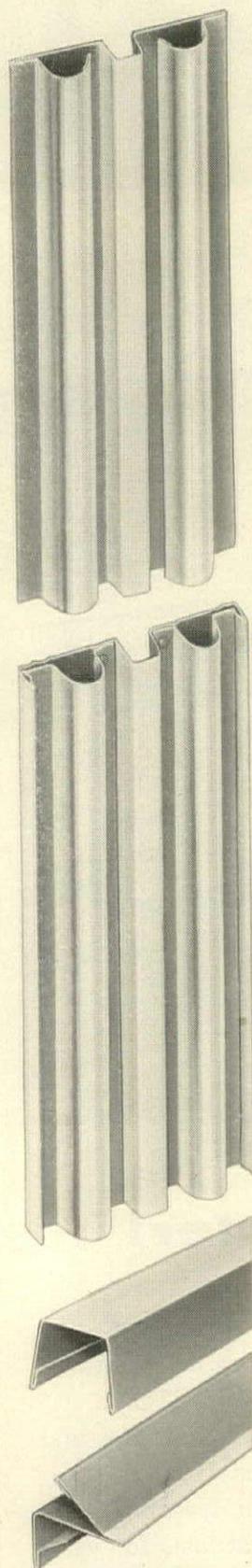
Stability (degree of diversified employment).....0 to 5
Tax support (1 point for each 5% paid by industry).....0 to 5

Industrial Blight (-10 to 0)

Excessive noise.....	- 1/2 to 0	Confused traffic.....	- 1/2 to 0
Excessive odor.....	- 1/2 to 0	Poor parking.....	- 1/2 to 0
Waste pollution.....	- 1/2 to 0	Inadequate load-	
Smoke.....	- 1/2 to 0	ing facilities.....	- 1/2 to 0
Unsightly dumps.....	- 1/2 to 0	Plant does not fit	
Unsightly bldgs.	- 1/2 to 0	zoning.....	- 2 1/2 to 0
Excess traffic.....	- 1/2 to 0	Abandoned plant.....	- 2 1/2 to 0

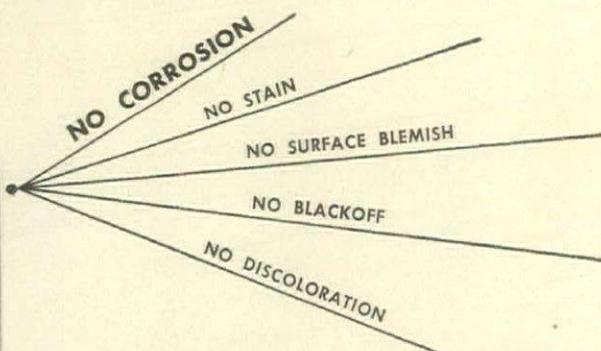
continued on p. 74

* Under another system for scoring housing worked out by the Chicago Plan Commission, five blight factors are obtained from block-by-block data from Census reports, then rechecked in field studies. The method is described in the commissions "Population & Housing, Report No. 1."



Another forward step
by Allmetal!

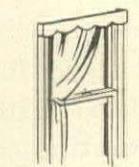
**ALLWEATHER
Balance Strips
formed from
ALLMETALITE
(ANODIZED)
Aluminum Alloy**



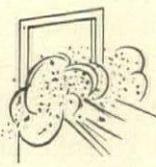
ALLMETALITE (ANODIZED) aluminum alloy is another factor in Allmetal's march toward maintaining and improving the quality of its products. Quality that is vitally important to you and your customers.

This special electro chemical process develops on the aluminum alloy surface a pre-hardened and pre-oxidized coating that will not chip, peel or blister. Finally the oxide coating, being porous, is sealed in by a special lubricant. The combination of aluminum oxide and special lubricant provide a strip that is free from discoloration, stain and surface blemish. And the silver sheen surface will never change or lose its lustre.

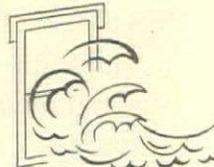
In addition—ALLWEATHER Balance Strip is free from the stain of blackoff, the hazard of salt spray and is resistant to abrasion from windblown sand. Balance strips formed from ALLMETALITE aluminum alloy function faultlessly, minimize friction and enhance the appearance of the windows on which they are installed. Additional information on weatherstrip formed from ALLMETALITE aluminum alloy, will be sent immediately upon request.



Draperies are free from dust, dirt, water.



Resists abrasion from windblown sand.



Resists the onslaught of salt spray.

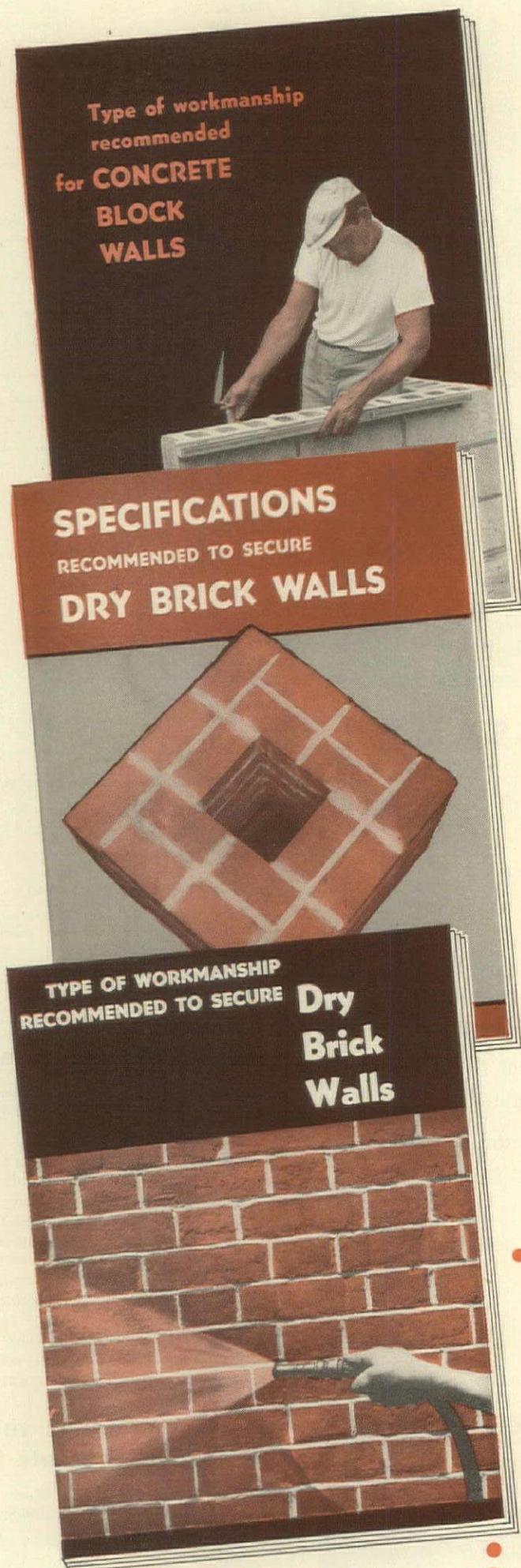
MILLWORK JOBBERS
Call or Write for Details

LUMBER DEALERS
Ask Your Jobber for Window Units
Equipped with ALLMETALITE

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GET THESE IMPORTANT BOOKS!

THE three books at the left are a "must" for anyone who is interested in good masonry construction. One describes the type of *workmanship* recommended to secure dry brick walls. The second describes the *specifications* recommended to secure dry brick walls. The third describes the type of workmanship recommended for *good concrete-block walls*.

Each of these books has been endorsed by foremost authorities. Each has received a citation of merit from the Producers' Council and the American Institute of Architects. Each is fully illustrated, clearly written. Each contains a wealth of really valuable information.

These books are *not* advertisements for our product, Brixment. They are published and made available to members of the building trades solely as an industry service. Mail the coupon, *today*, for your free copies.

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Manufacturers of
BRIXMENT FOR MORTAR

.....

Louisville Cement Company—Dept. HH-8
Second and Walnut Streets, Louisville 2, Kentucky

Gentlemen:

Without cost or obligation, please send me a copy of each of your three books on masonry construction.

Name _____

Firm _____

Street _____

City _____ State _____

continued from p. 72

Railroad Blight (-10 to 0)

Excessive noise -1 to 0	Scattered terminals -1 to 0
Obnoxious orders -1 to 0	Nearness of rrs. to homes -2 to 0
Poor waste disposal -1 to 0	Rrs. block community growth -1 to 0
Smoke -1 to 0	
Bad grade crossings -2 to 0	

Existing Residential Use (-15 to 10)

Obsolescence -2 to 2	State of repair -3 to 3
Desirability of developments -5 to 5	Number and kind of outbuildings -5 to 0

Building Code (0 to 5)

If no code 0	Code based on performance 0 to 1
Code permits many bldg. types 0 to 1	Enforcement 0 to 3

Zoning Ordinance (0 to 5)

No ordinance 0	Code reg's height 0 to 1/2
Code regulates use 0 to 1/2	Code reg's parking 0 to 1/2
Code regulates area 0 to 1/2	Enforcement 0 to 3

Adequate Municipal Improvements (0 to 5)

Storm sewers 0 to 1/2	Street lighting 0 to 1/2
Sanitary sewers 0 to 1/2	Street repairing 0 to 1/2
Water system 0 to 1/2	Snow removal 0 to 1/2
Paved streets 0 to 1/2	Garbage collected 0 to 1/2
Parks, playgrounds 0 to 1/2	Municipal bldgs. 0 to 1/2

School System (0 to 5)

Adequate budget (no bonds for oper.) 0 to 1	Good locations and transportation 0 to 1
Adequate plant 0 to 1	Good academic std. 0 to 1

Local Transportation (0 to 15)

Frequent schedules 0 to 5	Adequate facilities for peak loads 0 to 5
Adequate routes 0 to 5	

Shopping Facilities (-1 to 10)

Variety of goods 0 to 3	Private off-street parking facilities 0 to 2
Variety of stores 0 to 1	No off-street parking -1 to 0
Nearness of main shopping center 0 to 2	Public off-street parking 0 to 1
Good local stores 0 to 1	

Social-Cultural Amenities (-10 to 10)

Enough churches 0 to 3	Not too many liquor stores & taverns -2 to 1
Enough recreational & social facil. 0 to 3	Vice -3 to 1
Crime rate -5 to 2	

Town Layout & Plan (0 to 10)

Layout 0 to 5	Subdivision control practiced 0 to 1
Master plan exists 0 to 1	Land use based on sound estimates of later needs 0 to 1
Master plan is used 0 to 1	
Capital improvements fit master plan 0 to 1	

Revised real estate 'Bible' includes mortgage section

QUESTIONS AND ANSWERS ON REAL ESTATE. By Robert W. Semenow. Prentice-Hall, Englewood Cliffs, N.J. \$6.50.

Since the first edition of this volume came out in 1948, it has become the "Bible" of most state real estate licensing boards.

This third edition is destined to be a best-seller among fledgling real estate salesmen and veteran realtors alike.

The new volume contains more than 2,000 questions and answers commonly asked of applicants for broker licenses (a third more than in the last edition). Also included is a new section of 54 pages on real estate financing and mortgage practices.

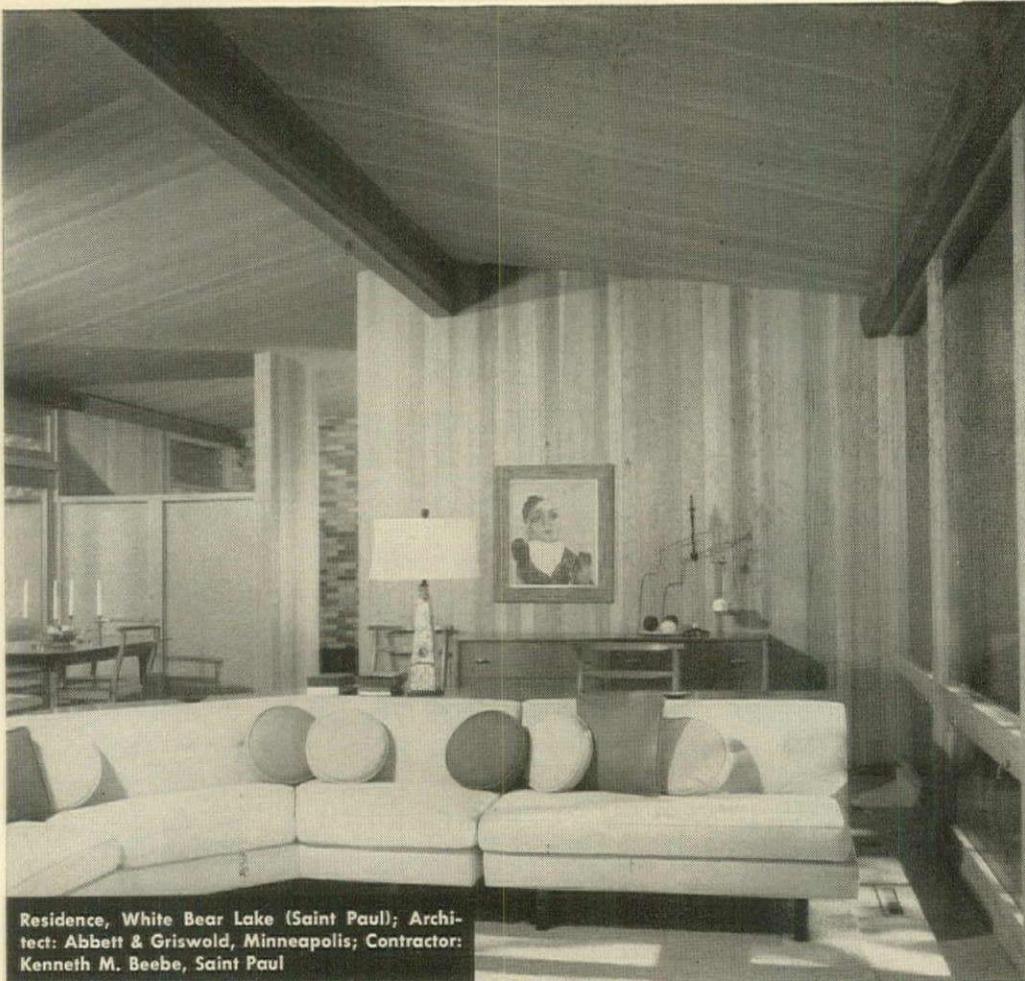
Lawyer compiles volume of legal real estate forms

HANDBOOK OF REAL ESTATE FORMS. By Edith J. Friedman. Prentice-Hall, Englewood Cliffs, N.J. \$8.50.

Almost every real estate legal form imaginable (except trade-in agreements) is printed in full in this volume by Miss Friedman, a lawyer and editor.

The 248 forms range from contracts be-

continued on p. 76



Residence, White Bear Lake (Saint Paul); Architect: Abbott & Griswold, Minneapolis; Contractor: Kenneth M. Beebe, Saint Paul

WHY A RILCO BEAM?**Here's what this architect answered . . .**

"Use of the (Rilco) laminated wood beam as a ridge beam (which ran the length of the house) combined the necessary strength with a pleasing finish and texture that was compatible with the large areas of paneled walls and paneled ceilings. It was, of course, free of the checks and cracks that would be found in a natural wood beam of that dimension."

Besides, Rilco laminated beams are available in sizes difficult or impossible to obtain in solid timbers—resist twisting, warping, splitting.

Rilco members offer other advantages . . . besides the warm richness of wood, Rilco beams, arches, decking allow complete design freedom—wide latitude of expression.

Engineered to your specification, Rilco members may be able to help solve a design problem. For more information write

RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.
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DISTRICT OFFICES:
Tacoma, Washington; Fort Wayne, Indiana;
Newark, New Jersey

Three glued laminated wood billets:
one 30', one 34', one 36' long





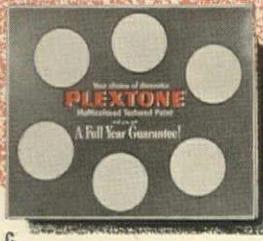
Homes sell faster

with

PLEXTONE®

Multicolored Textured Paint

and the
PLEXTONE
Model Home
Merchandising
Aids



Plexitone is the fabulous paint product of *two or more colors* that are sprayed simultaneously from one gun—without special equipment . . . creating a beautiful interlacing color network! The result is an outstanding *multicolored, textured* finish, ideal for walls, ideal for woodwork. Beautiful Plextone resists chipping and scratching, and can be scrubbed, scoured—even sanded! Plextone Model Home Merchandising Aids are designed to help you tell your prospects about Plextone and to help you sell homes faster, more profitably! For more information on Plextone and how you can obtain your Plextone Model Home Merchandising Aids, use the convenient coupon below.

- A. NEWSPAPER ADS**
Available in many sizes in mat form.
- B. OUTDOOR SIGN**
Generous space for builder's name.
- C. WALL CHART**
Six "Portholes" for displaying your selected Plextone colors.
- D. TENT CARDS**
Seven to a set. Specific room-by-room Plextone advantages.
- E. CONSUMER FOLDER**
Model Home giveaway highlights Plextone's features.
- F. GUARANTEE**
Full year "on the walls" guarantee.
- G. MANNEQUIN**
Tells prospects about Plextone benefits.

Write for more information on PLEXTONE today!

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FOUNDED BY MAAS & WALDSTEIN CO.
World's Largest Manufacturer of Multicolored Textured Paints

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Midwest Division: 1658 Carroll Avenue, Chicago 12, Ill.
Pacific Coast Division: 10751 Venice Blvd., Los Angeles 34, Calif.

PLEXTONE Corporation of America
2123 McCarter Highway
Newark 4, N. J.

Please send me Plextone color chips and tell me how I can obtain my Plextone Model Home Merchandising Aids.

Name _____
Title (or occupation) _____
Company _____
Street _____
City _____ Zone _____ State _____

continued from p. 74

Rugged Case "320" loader beats anything in its class

Hundreds of builders from coast to coast are discovering that the Case "320" Industrial wheel-mounted loader *pays for itself in a hurry* on a wide variety of light digging, loading, filling and clean-up jobs—where both hand labor and bigger equipment are too costly. Engineered and built exclusively by J. I. Case, this heavy-duty industrial loader *costs only a few dollars a month more than the cheapest light-duty loaders would cost on "converted" farm tractors.* Yet it will do twice as much work because it's bigger, faster, more durable.

With the Case "320" you get a much larger self-leveling bucket... unbreakable one-piece drop-forged front axle... more powerful engine and hydraulic system... heavy-duty industrial bumper and rear seat... plus many other *exclusive* features that insure maximum output with minimum cost. You also gain the important advantage of only *one warranty, one service source* for the complete machine.

See your nearest Case Industrial Dealer for complete facts, or mail handy coupon for free literature.



**less than
\$3200**

FOB Factory, plus freight and taxes. Hydraulic hitch, grader blade, shuttle transmission and power steering optional at extra cost. (Price subject to change without notice.)

COMPARE FOR YOURSELF!

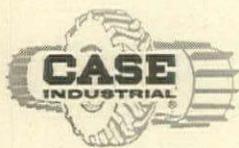
Feature	Case "320" (L-2)	Mfr. "A"	Mfr. "B"
Bucket capacity	13 cu. ft.	9 cu. ft.	11 cu. ft.
Lifting capacity	2460 lbs.	1200 lbs.	1500 lbs.
Lift arm guides	YES	NO	NO
Pump capacity	15 GPM	7½ GPM	8 GPM
Engine displacement	148 cu. in.	134 cu. in.	134 cu. in.
Max. Torque and RPM	128 @ 1100	110 @ 1450	105 @ 1150
Foot accelerator	YES	NO	NO
Front axle	1-piece forged industrial	3-piece agricultural	1-piece Ind. w/spindles
Ind. bumper and rad, guard	YES	NO	NO
Ceremetallic clutch	YES	NO	NO
Back-rest seat	YES	NO	YES
Service accessibility	YES	NO	NO
Weight—Tractor & Loader	4875 lbs.	4268 lbs.	4106 lbs.

Above data based on latest specification sheets available to us at time of printing.

OTHER CASE PRODUCTS FOR BUILDERS

J. I. Case now offers a complete line of advanced design crawler tractors—from 42 to 100 HP—with matching bulldozers, angle-dozers, backhoes and fork lifts, plus powerful tractor-shovels up to 2 cu. yd. capacity. Call your nearest dealer for details.

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Send free catalog on Case "320" wheel-loader.
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 Company.....
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C-L-102

Industrial Wheel and Crawler Tractors • Loaders • Dozers • Fork Lifts

tween broker and his salesmen to purchase and leasing forms covering various types of property, mortgage loan applications, notes, bonds, etc., and agreements on new home construction, (including one on buying a precut house).

Brokers should plan more, fret less over daily details

MODERN REAL ESTATE PRACTICE. By Frederick E. Case. Allyn and Bacon, Inc. 70 Fifth Avenue, New York 11, N. Y. 454 pp. \$6.50.

What real estate jobs are more big businesses, fewer dinky ones.

So says Frederick E. Case, associate professor of real estate at the University of California at Los Angeles, in his new survey book on real estate.

How can this problem be solved? For one thing, says Case, real estate operators must become executives and not get trapped in day-to-day details which stifle their business.

According to Case, real estate's particular attraction is "the degree to which the individual can depend upon his own resources, but the price for this individualism comes high."

The price is actually real estate's most pressing problem: "The constant feeling of instability and insecurity of the business owners or managers which leads them to emphasize each day's operations and profits to the exclusion of thinking on the long-range needs of their businesses."

Case predicts: "Concentration on the technical details of real estate business operation to the exclusion of more important overall executive functions [planning, organizing, staffing, directing, controlling] will continue to limit the size and success of most real estate businesses."

LOCAL MARKETS

continued

Miami: Local builders apparently have won a four-year fight to get FHA to insure mortgages in the soggy western fringes of Miami.

Local Director Charles B. Spofford Jr. has announced floor and yard elevation and land drainage requirements for the area—the first standards FHA has ever set for a vast amount of marginal land, most of it 6 to 8' elevation. FHA's requirements are tougher than either VA's or the Dade county building department's. But local builders say they can work with them.

VA approved home building in this area in 1953. So did the county building department. FHA continued to refuse, arguing that the land had not been proven safe from flood (it was underwater in 1947) despite elaborate drainage plans.

Early this year FHA approved an application from the Mackle Co., biggest builder in Florida, for homes in the western area. This led other builders to believe that FHA had finally decided to open the door for all. Instead, Spofford still rejected other applications (from eight or nine builders). He argued that Mackle had demonstrated the effectiveness of his drainage plan in VA work. Other builders hadn't, he said, though the others had built hundreds of homes out there.

The case was argued up to FHA's zone engineering office in Atlanta and on to Washington. Spofford's announcement is the result.

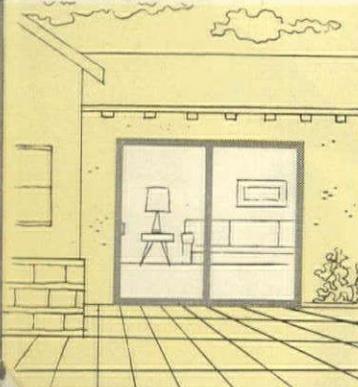
Cincinnati: The Better League contends there is now an "acute housing shortage" because Cincinnati's housing supply has gained only 5% since 1950 (less than 1% per year). It warns: "Vacancies in rental and sale units are estimated at less than 1% (1,421 units)."

Now a sliding glass door for every purpose from **Sun Valley**



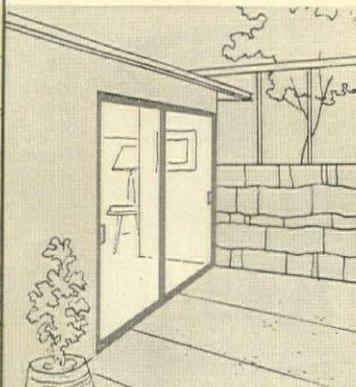
JUNIOR DOOR
2, 3 & 4 panel

Sun Valley Junior Door is quality designed yet competitively priced... the perfect sliding glass door for tract homes and multiple housing projects.



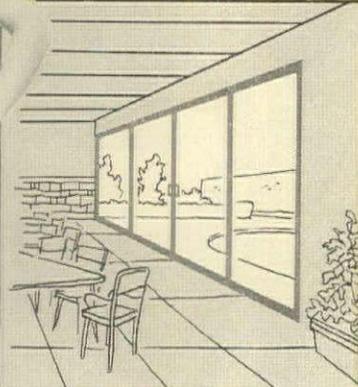
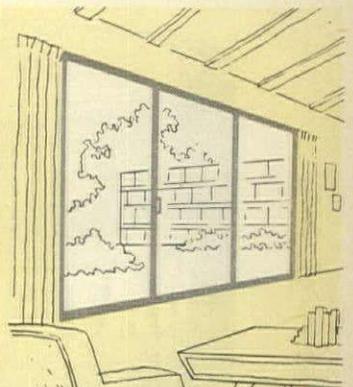
JUNIOR MULTIPLE SLIDING DOOR

Sun Valley Junior Multiple Door allows more indoor flexibility in arranging furniture. Competitively priced, as with Junior Door.



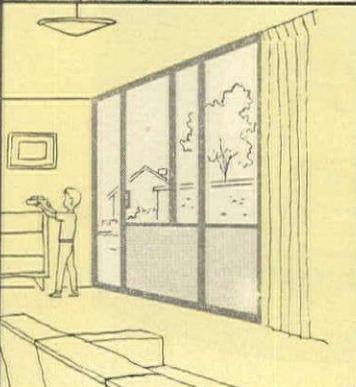
SENIOR DOOR
2, 3 & 4 panel

Sun Valley Senior Door is the deluxe sliding glass door designed for deluxe installations—for people who want the finest.



SENIOR POCKET DOOR
any number of panels

Sun Valley Senior Pocket Door makes possible a far wider span when doors are in open position... because any number of panels—from 1 to 100—recess completely into pocket.



SENIOR MUNTIN DOOR
any number of panels

Sun Valley Muntin Door provides the perfect answer for institutional buildings, such as schools, where kick plates and safety bars are desirable.



IMPERIAL DOOR
2 & 4 panel

Sun Valley Imperial Door is specially deluxe engineered to meet demands of extreme climates—hot or cold—with all-weather double glazing, including Twin-dow or Thermopane.

More new features...most complete line

Here—right from stock—is the greatest selection of high quality aluminum sliding glass doors ever assembled—fashion engineered to blend with every decor—to add thrilling new scope and dimensions throughout homes—offices—buildings.

Nationwide coverage... convenient, geographically located factory depots in cities from coast-to-coast enable our thousands of local neighborhood dealers to guarantee you immediate or overnight delivery!

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And with Sun Valley doors, you are assured of: balanced design, aluminum extrusion, complete weatherstripping and easy installation. For detailed information visit Sun Valley's booth #467 (Sherman Hotel) at the National Home Builders Show.



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"Sun Valley doors are as close as your neighborhood dealer!"

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Chicago, Ill.

Please send me your free descriptive literature on specifications and prices of the entire Sun Valley aluminum sliding door line.

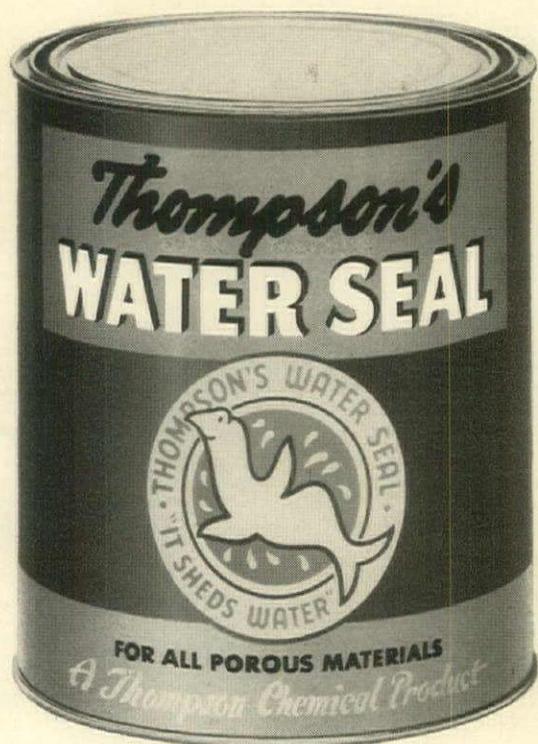
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

the one
SOLUTION

for all these construction
problems...



- ✓ CRACKS IN CONCRETE SLABS AND PATIO** — Thompson's Water Seal helps prevent cracks, stains and dusting because it penetrates deep for hard water-repellent surfaces that are smooth and evenly cured.
- ✓ SEEPAGE IN CONCRETE BLOCKS** — Thompson's Water Seal puts a deep-penetrating seal into concrete blocks to help maintain texture and color and to protect for 5 years or more against moisture seepage, leakage, stains, paint blistering and peeling.
- ✓ JOB FOULED UP BY MOISTURE** — unlike surface-coaters, clear, colorless Thompson's Water Seal gives all porous materials a deep-penetrating seal for 5 years or more against moisture, alkalis, salt water, many organic acids — particularly valuable for door and window sections, masonry, plywood, basements, retaining walls, stucco.
- ✓ EXTERIOR SIDING WARPS AND CRACKS** — Thompson's Water Seal penetrates deep into wood fibers — gives exposed structures protection for 5 years or more against weather and moisture that often cause warping, swelling, checking and grain-raising right on the job.

NEW BOOKLET WITH COMPLETE SPECIFICATIONS — contains Thompson's Water Seal end-use specifications for porous materials in building and maintenance applications... and for TWS use with paints, floor hardeners and Thompson's Waterproofing Redwood Stain.

See your dealer for free copies or write to:



Thompson's

MANUFACTURERS OF
FINE PROTECTIVE
CHEMICALS SINCE 1929

E. A. THOMPSON CO., INC. • MERCHANDISE MART • SAN FRANCISCO 3, CALIFORNIA
San Francisco • Los Angeles • San Diego • Portland • Seattle • Denver • Dallas • Houston
St. Louis • St. Paul • Philadelphia • Detroit • Chicago • Cleveland • New York • Memphis

SECOND MORTGAGES

I feel that a completely erroneous picture of the second mortgage situation has been given by your magazine, apparently based on information obtained from FHA Commissioner Mason and Lon Worth Crow. Neither of these gentlemen, to the best of my knowledge, handle second mortgages—so how can they advise as to the quality and experience? The same is true of Rep. Albert Rains (D, Ala.), chairman of the House subcommittee on housing, quoted as saying "all it means is that home buyers are being cheated."

Our offices have been handling second mortgage and contract-for-deed sales in this area since World War II. Our experience has probably been as good as the average savings and loan company has had on firsts. We have provided buyers with homes on a basis they could pay for. We have sold this secondary financing to investors who, to this date, have never lost a dime to our knowledge. Can the gentlemen you quote say the same about first mortgages?

If your magazine wants to give a true picture of a subject like second mortgages, you should consult those people who have made it their business to handle this type of financing.

Another thing: I don't see how you can say the situation is apparently serious in Florida. We have exceptionally good experience on seconds, and our values are rising so that buyers under this type of financing usually have an equity growing faster than their payment reductions.

Of course, our experience is based on business-like dealings and not to be considered in the light of "wildcatting" such as is done in certain locations—particularly on the Florida East Coast. These bad situations are cited to indicate that all second mortgages are no good, without due consideration of the hundreds of good ones. I think an article on the good results of such financing would be of value.

R. C. HILTON, *president*
R. C. Hilton, Inc.
Tampa

H&H's report was of testimony presented to the House housing subcommittee headed by Rep. Rains. Witnesses, who may or may not have been truly representative, agreed second mortgages are a bad thing.—ED.

OPPORTUNITY FOR ARCHITECTS

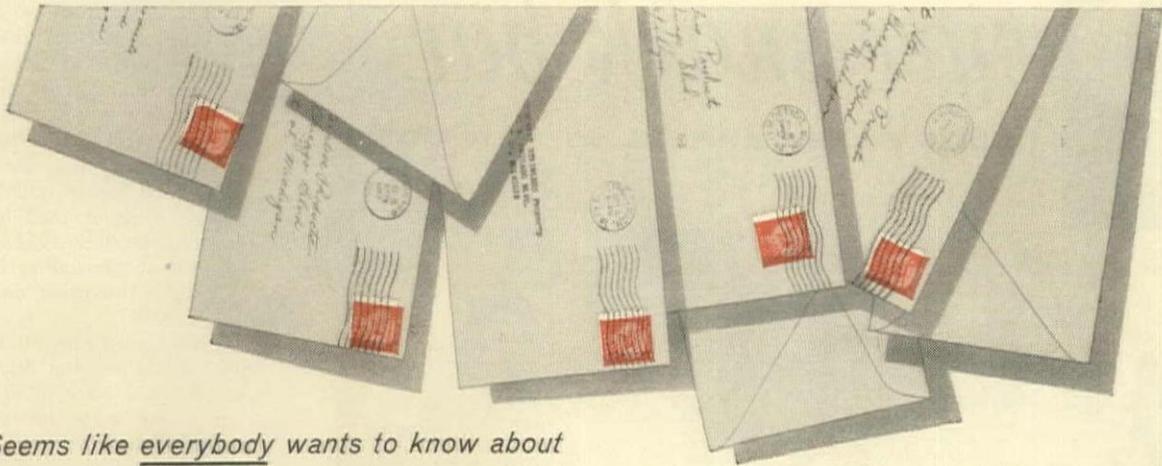
For 30 years I have been reading how the architect has not taken advantage of the great opportunities provided by the mass building of homes. I suppose this will continue on through the years. I know that in some areas very fine architects are rendering valuable services to builders whose views of design and economics are compatible. However, in other areas investment builders seem to have one plan, which perhaps is designed by an architect, from which they build house after house, changing but never enhancing the design, always taking something away.

I think your articles are interesting and stimulating and I trust that many people will heed the advice, but I am afraid that in 30 years we will still be writing the same story.

JOHN H. PRITCHARD, *AIA*
Pritchard and Nickles
Tunica, Miss.

continued on p. 80

HOME & HOME



Seems like everybody wants to know about

Redi-Rim^{®*}

EXCLUSIVE WITH NEW LYONCRAFT STAINLESS SINKS



You've written asking about REDI-RIM . . . and you will hear from us! But we're swamped with inquiries. Please be patient . . . our representative will get to you soon. Meanwhile, here are the answers to some of the most-asked questions about REDI-RIM and the Lyoncraft line . . .

Q. What makes the Redi-Rim so sanitary?

A. The sink and rim are one integral unit. By eliminating a separate rim, Redi-Rim design does away with water, dirt and debris-catching grooves or cracks that often are found between sink, molding and counter top.

Q. Why is Redi-Rim a safer installation?

A. A Redi-Rim sink carries its own weight with its integral heavy-gauge rim. It is fastened into the counter top . . . not a below-the-counter fitting. There is no danger of sink pulling away from the counter.

Q. What quality of stainless steel is used in Redi-Rim sinks?

A. Since chrome-nickel stainless is the most corrosion-resistant in all climates and all water conditions, Lyoncraft uses this high-quality steel exclusively.

Q. What other features does the Redi-Rim sink have?

A. In addition to Redi-Rim design, the Lyoncraft line offers these quality features: maximum cubic bowl capacity . . . new, quick-draining design . . . faucet-flow directly into strainer or disposer . . . effective sound-damping . . . narrow anti-splash center partition . . . smaller cutout, leaving more counter area . . . and extra lustrous finish.

Q. When can I expect to get Redi-Rim?

A. Right now orders are running ahead of production. However, we are catching up . . . and we know that you'll find the Lyoncraft line of Redi-Rim sinks well worth waiting for!

*PATENT PENDING



See the Lyoncraft display booth #836 at the Builder's Show!



Lyoncraft

World's largest fabricator of chrome-nickel stainless

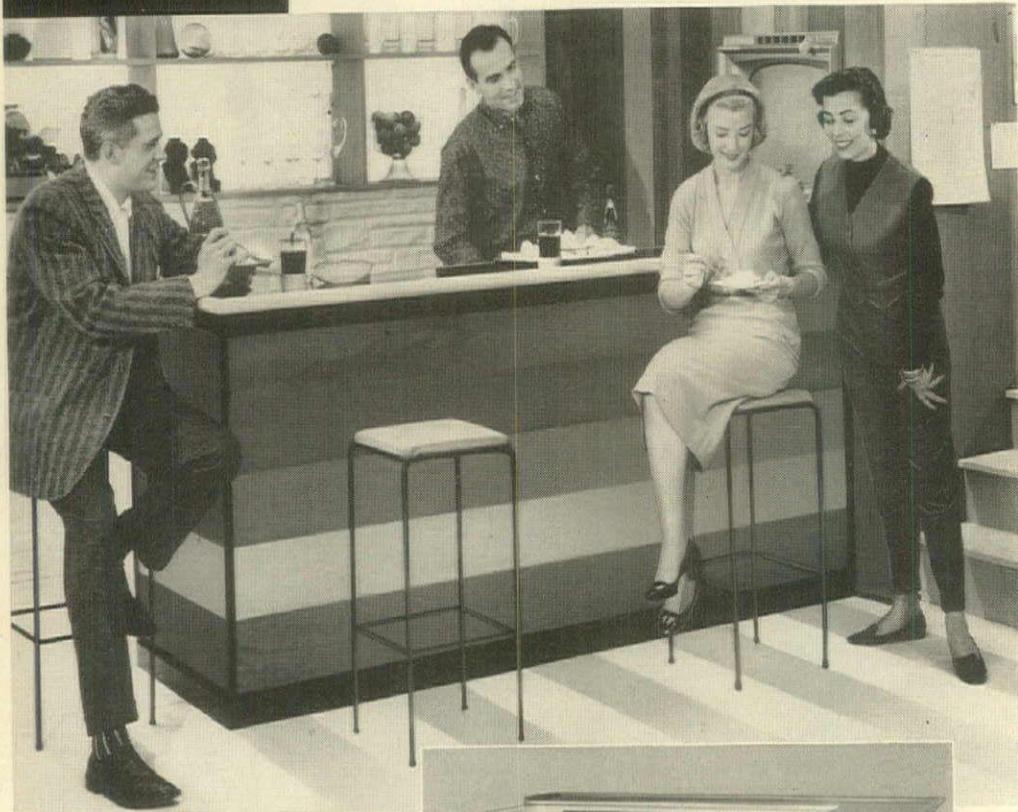
**LYONCRAFT STAINLESS PRODUCTS
DIVISION OF LYON INCORPORATED**

13881 W. Chicago Blvd., Detroit 28, Michigan

Automobile Wheel Covers • Prestige Tableware • Kitchen Sinks • Housewares

Dwyer snack bar

ADDS SALES APPEAL AT LOW COST



*makes the
recreation room
a complete
hospitality
center*



HERE'S a touch of luxury that sets your homes apart. A Dwyer Snack Bar places accent on the recreation room for family fun and informal entertaining . . . in keeping with contemporary living; contemporary buying.

See above how refrigerator, rangetop, oven, broiler, sink and storage are combined in one "lifetime" porcelain-finished steel unit; how bar front and top fit around it. No design, space, or installation problem here! Four sizes from which to choose (57" to 89" wide) with or without cooking facilities. Selection of bar front finishes includes walnut, oak or mahogany; also unfinished fir for custom covering on the job.



FURNITURE-STYLED DWYER "400" opens into a Snack Bar with refrigerator, rangetop, sink and storage.

FREE SNACK BAR IDEA FOLDER

DWYER PRODUCTS CORPORATION
Dept. H-1501, Michigan City, Indiana

Please send literature and prices on Snack Bars.

name _____

firm _____

address _____

city, state _____

Also send catalog of entire line of Dwyer Compact Kitchens.

APPRAISER'S AXIOM

Thank you for letting us reprint in our October issue fourteen columns of your provocative study of the housing market and your advice to builders on what kind of house to build for sales.

In reading your advice to builders, I was interested in the following statement "And most of these used homes are now priced well below today's cost, for the average price of used homes has shown little change since 1952, while the cost of new homes (including higher land costs and higher financing costs) has climbed almost 20%."

It has been an appraisal axiom for some time that when the price of new homes increases the price of older homes inches along with this cost trend. Many axioms change as new factors enter the market and I wondered what the source of your statement might be. If we delve into it further, we may find that this is one of the axioms that we should be exploding.

FRANCES K. LEGAS, *editor*
The Residential Appraiser

Our statement that "since 1952 the average price of used houses has shown little change while the cost of new houses has climbed almost 20%" is based on information we got from NAREB's very able research chief, Miss Catherine Martini—ED.

TEXTBOOK

I want every student in my class to have a copy of your Webb & Knapp story. They will find this article extremely valuable in their work.

ESMOND SHAW, *head*
Dept. of Architecture
Cooper Union

QUESTION OF THE HOUR

As usual, you are alert to the question of the hour. Your article on middle income housing (Nov. News) is well taken. It is a phony issue, nevertheless, an issue

EUGENE P. CONSER,
exec. vice president
NAREB

BUY A NEW HOME NOW

Congratulations on the bold presentation of the facts about new houses in your advertisement in LIFE.

ERNEST G. FRITSCH, *executive committee*
NAHB

It is very heartening to find your organization has the foresight to spearhead a very necessary and timely campaign to plug the sale of new houses.

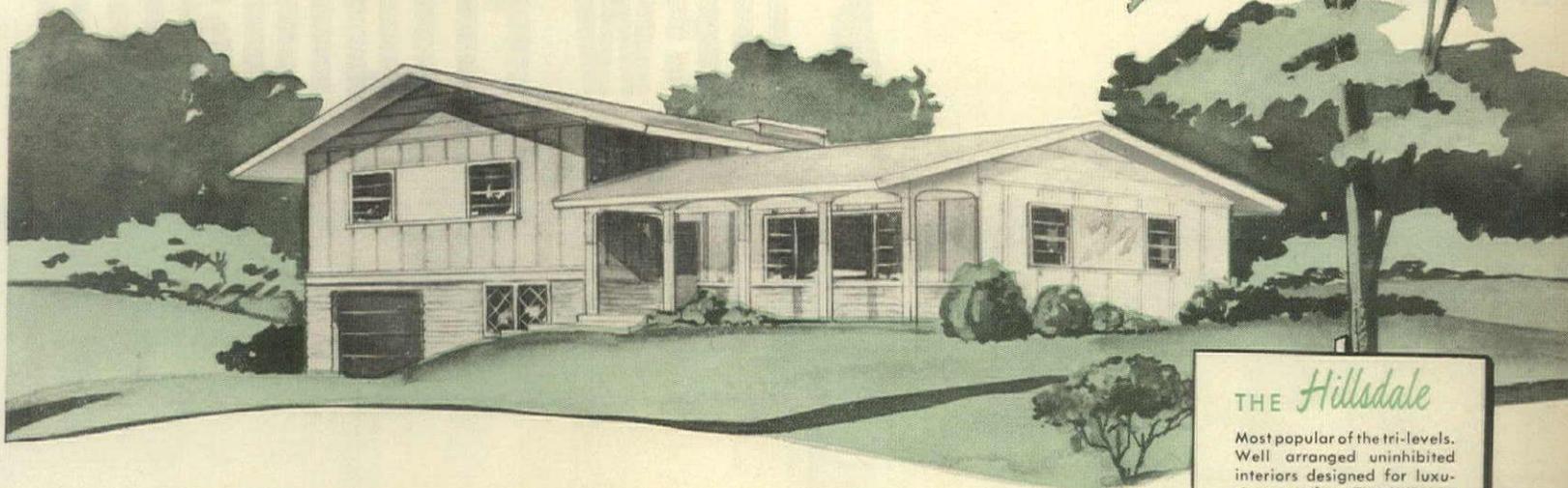
It always seemed strange to me that the various manufacturers and suppliers that make products that are designed for new houses never had the sense or the goodwill to promote the sale of the finished product that utilizes their merchandise—the NEW house.

Might I suggest this new slogan: "BUY A NEW HOUSE—YOUR BEST BET AGAINST INFLATION".

LEON M. SILBERSTEIN, *president*
Silbert Construction Co.
Great Neck, N. Y.

continued on p. 84

for a better way of life



THE *Hillsdale*

Most popular of the tri-levels. Well arranged uninhibited interiors designed for luxurious comfort. The *Hillsdale* is well suited to both flat or rolling countryside.

PERMABILT HOMES

23 Beautiful Models . . . Hundreds of Variations!



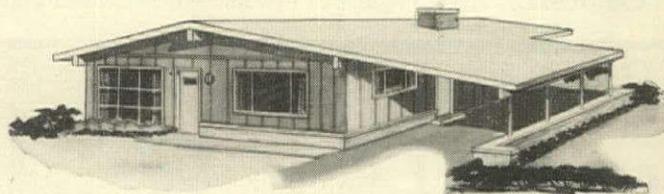
THE COSMOPOLITAN . . . a modern colonial with warmth and charm that will always be in style. Available in six models, 3 and 4 bedrooms — with single or double garage.

The all new 1958 Permabilt Homes go up even faster . . . and are completed more quickly than ever before, thanks to Permabilt's pre-engineered, panelized quality construction techniques. Scientifically and professionally designed, these attractive new models are tailored to meet the discerning tastes of the modern home builder. Available in a delightful range of practical styles, types, sizes and plan variations to suit each need.

Write today for the big 20-page, full color brochure of new Permabilt Homes.

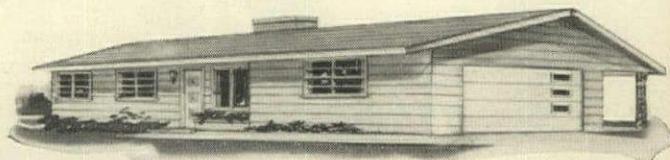


THE RANCHETTE . . . long, low and modern. Features maximum living area, individuality plus abundant comfort. Available in six models as 3 or 4 bedroom units with or without garage.



THE STUDIO CONTEMPORARY . . . the ultimate in style and versatility for young moderns. Low pitch roof, studio ceilings and enormous view windows. Six models with 2 and 3 bedrooms plus attached garage or carport.

Serving the entire Mid-western Area . . . Dealer inquiries are cordially invited



THE MAYFAIR . . . good, clean modern design available in 3 basic models with conventional frame construction or brick veneer and aluminum windows. 3 and 4 bedroom styles with or without garage and patio porch.



330 S. KALAMAZOO AVENUE, MARSHALL, MICHIGAN

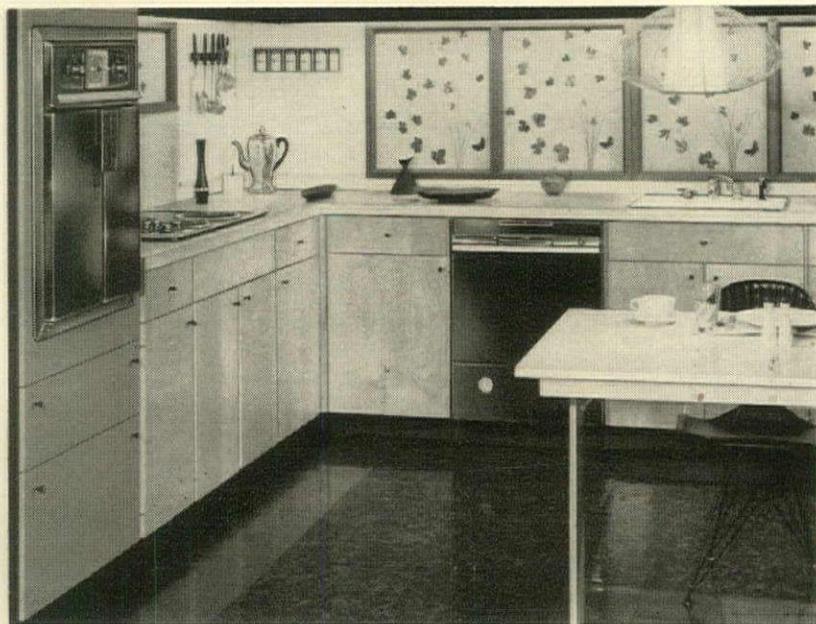
At NAHB be sure to see



new Frigidaire



CAROUSEL — one of Frigidaire's new Idea Kitchens featuring Sheer Look Appliances in Mayfair Pink with Cabinets by St. Charles



FLEXIBILITY of modular design is shown at its money-saving best in the Oriental Magic Idea Kitchen with Cabinets by Bilt-Well. At the left, the 30-inch RI-39-58 Range blends into a compact cooking center. At the right, in the same cabinets, the RBW-101 Built-In Cooking Top drops into position; RBW-90 Wall Oven slips into the glass cabinet space. Either way, Frigidaire makes it easy to satisfy every home-buyer!

sheer look...plusappliances

BLEND-INS, BUILT-INS, MODULAR DESIGN, MATCHED COLORS AND STYLING, AND MORE NEW HOME-BUYER FEATURES GIVE YOU THE EDGE IN SALES AND PROFITS

YOU'RE OUT FRONT with the beautiful new Frigidaire free-standing blend-in appliances, with the Sheer Look... PLUS. They install in minutes, snug up to standard wood or steel cabinets to give your kitchens the wanted built-in look—make every corner count. Because they match in color, style, quality, and performance, you can blend them to perfection with Frigidaire Built-ins.

They're loaded with woman-appealing better living features—the kind that start home sales right in the kitchen. And look at the variety of colors you can choose to high-style any priced home—Mayfair Pink, Turquoise, Sunny Yellow or Charcoal Gray, all sold by Frigidaire at the same price as White. New Sheer Look Appliances are styled right, made right, and priced right to put you out front.

BUILDER-DESIGNED BUILT-INS offer you (and your home-buyers) so much more, thanks to the New Sheer Look... PLUS. See for yourself how easily they install with less handling, less wasted time, less on-site labor cost—in most cases just three easy steps from rough-in to finished selling feature. True modular design means perfect fit in standard wood or steel cabinets... more flexibility in kitchen planning.

Featuring the same years-ahead Sheer Look styling and colors as the entire family of Frigidaire Appliances, these built-ins assure you of quality-matched kitchens that won't be "old" before they're sold. Let your next job prove Frigidaire has the complete line of builder appliances, heating and air conditioning, too, to keep you out front in profits.

*For an advance showing of the newest ideas in built-ins
and three new idea kitchens, too...*

**VISIT BOOTH 162
NAHB EXPOSITION
CONRAD HILTON HOTEL**

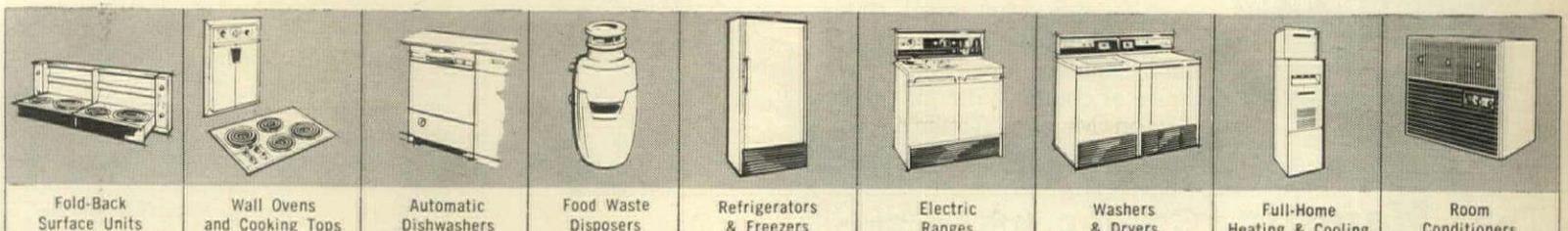
FRIGIDAIRE



Celebrating 50 Years of General Motors Leadership

FRIGIDAIRE DIVISION, General Motors Corporation, Dayton 1, Ohio

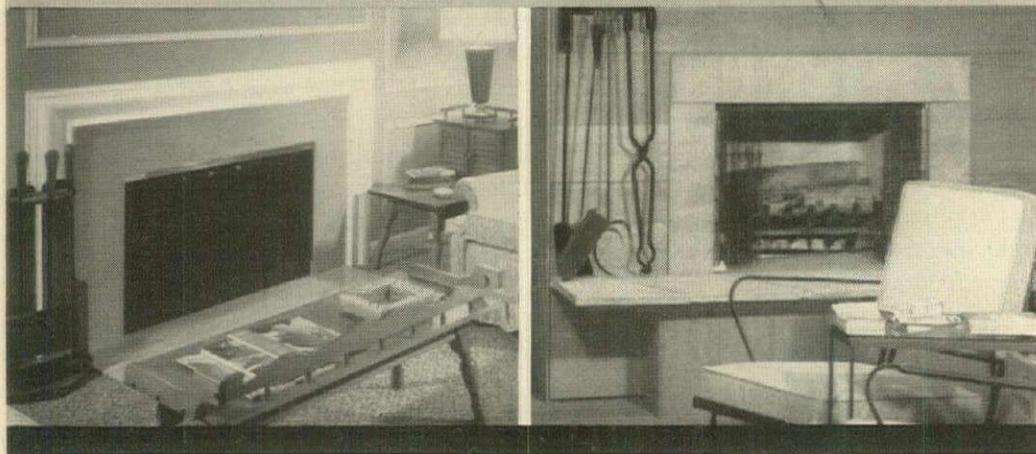
Designed today... for satisfied home owners tomorrow!



Fireplace and Chimney Build in as simply as Kitchen Cabinets!

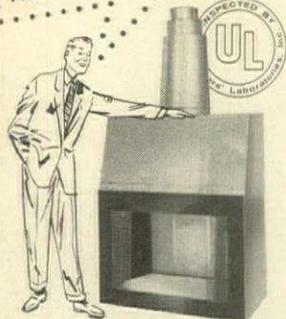
no masonry, no mortar

For Floor-Level or Raised-Hearth Installation



Majestic Thulman FIREPLACE and CHIMNEY

THIS IS THE
MAJESTIC THULMAN
FIREPLACE



NEW Chimney-Quality GAS VENT

LISTED—by Underwriters Laboratories, Inc., under their highest gas vent classification — Type B-Zero. Needs no clearances, no ventilation. Approved for any gas appliance with flue gas temperatures up to 550° at the draft hood outlet. Easy to install. Attractive to housings!

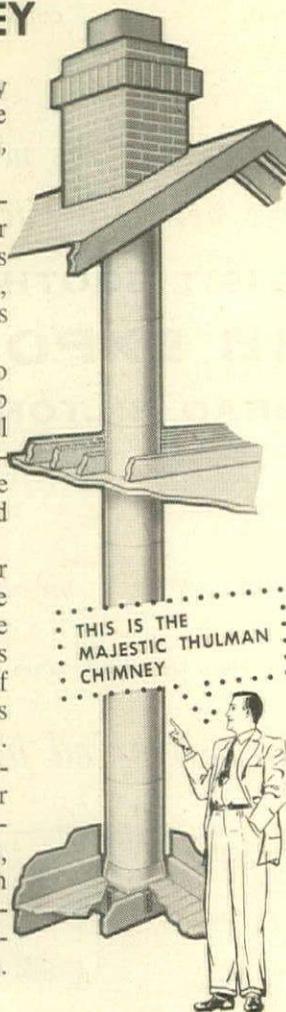
Majestic Thulman goes all the way to make beautiful fireplaces more practical and economical to plan, to erect, and to enjoy!

Clearances are built-in. Fireplaces can set on wood floor or subfloor. Fireplaces and chimneys can go flush against wood beams, joists, studs or other combustibles—all the way to the roof.

The units are all-metal. No breakage problems. No on-the-job losses or delays. The stainless steel flue liner is rustproof, and acid-resistant—so nearly friction-free you're sure of maximum draft and high capacity.

Hearths can be raised, or at floor level. Any mantel design can be added—of any material or size (marble or black glass surrounds available, which fasten to face of fireplace with mastic). Fireplaces even have built-in sliding screens.

Choice of 30" and 36" fireplace opening widths. Chimneys for homes up to two full stories. Chimney top housings in several sizes, and in simulated-brick pattern with choice of colors. Write for full details on Majestic Thulman Fireplaces, Chimneys, and GAS Vents.



The **Majestic** Co., Inc. 416 Erie Street, Huntington, Indiana

HOUSE & HOME is to be congratulated on taking the lead in bringing greater national consciousness to the importance of buying a new home now.

LAWRENCE W. NELSON, *exec. vice president*
Minneapolis Home Builders Assn.

... A fine example for national advertisers to follow.

FEDERICK C. KRACKE, *exec. vice president*
General Contractors Assn. of
Contra Costa Co.
Lafayette, Calif.

... Will be valuable for our members and our merchandising committee.

HARRY E. SMITH, *exec. vice president*
Home Builders League of South Jersey

RACE PROBLEMS AT LEVITTOWN

In your October article "Is Levittown only the start of builders' race troubles?" you ask what builders can learn from the trouble accompanying entry of a Negro family into Levittown. The following lessons would seem too clearly evident:

1. In a time of unprecedented population movement, the exclusively all-white character of the suburbs surrounding our big cities is as brittle as a candy picture window. Non-whites want new homes and can pay for them. Segregation in housing faces a growing challenge.

2. The home buying public does not understand this fact and most builders cater to and abet this lack of understanding by evading mention of the issue or giving an increasingly false assurance that non-whites can somehow be kept out of the new housing areas.

3. Unless the housing industry itself takes the initiative in a program of consumer education to inform home buyers of the probability and factual significance of non-white move-ins, the industry will be at the mercy of extremist elements, community tensions, and unpredictable influences.

Postponing prudent consumer guidance on this issue can only mean bad public relations all around and an intensified resentment against the housing industry on the part of Negroes, whose legal and political effectiveness is rising.

DENNIS CLARK & WILLIAM COUSINS
housing staff, City of Philadelphia

CORRECTION

I very much enjoyed reading your October issue. You did an excellent job on the Zeckendorf article. I would like to point out, however, that we were not the architects for the NAHB Research House.

BRUCE MCCARTHY, *architect*
Painter, Weeks & McCarthy,
Knoxville, Tenn.

Correction noted: The NAHB house was designed by a committee of the Research Institute Trustees. ED.

W. G. BEST HOMES CO.

The listing of W. G. Best Homes Co., Effingham, Ill. was inadvertently omitted from the Directory of Prefabricators (Dec., '57).

Best makes 60 models ranging from a \$6,000, 700 sq. ft. model to \$60,000 semi-custom models. A company mortgage department places loans for buyers through institutional investors. They offer a full line of merchandising aids as well as special engineering help with special house plans.—ED.

the new **SCHOLZ** "House of the year" **Mark 58**



The Mark 58, House Beautiful Magazine's selection as "House of the Year", is the joint effort of 30 of the nation's foremost manufacturers to demonstrate the results of years of research and development in products being introduced for the first time to the American public in 1958.

YOU CAN BUILD THIS HOME IN YOUR COMMUNITY AND PARTICIPATE IN THE FOLLOWING:

- **LIBERAL LOCAL ADVERTISING** allocation for your own model as your share of the million dollar budget being spent in the presentation of the Mark 58.
- **YOUR OWN MODEL LISTED** and featured in conjunction with over 50 pages of presentation in House Beautiful and Life Magazines with a readership of 32 million people.
- **YOUR OWN MODEL DESCRIBED** on station breaks following the presentation of the Mark 58 on numerous national network television programs, such as the George Gobel Show, with audiences in excess of 100 million people.
- **YOUR OWN MODEL AS** the focal point of countless associated advertising programs being sponsored by both local and national utility companies, manufacturers and their distributors, department stores and super market chains.

The Mark 58 "House of the Year" is available to builders everywhere, not just Scholz dealers.

FOUR SIZE MODELS FROM \$24,000 TO \$50,000 . . . An outstanding architectural achievement—representing so many advancements impossible to describe in the limitations of this space that builders are urged to see one of the two pilot models on display either in Toledo or in Roger Ladd's famed "Lincolnshire" on Chicago's North Shore.

Decide now to share in the interest—the traffic—the profits—this great program assures you in your community. Phone or write today.

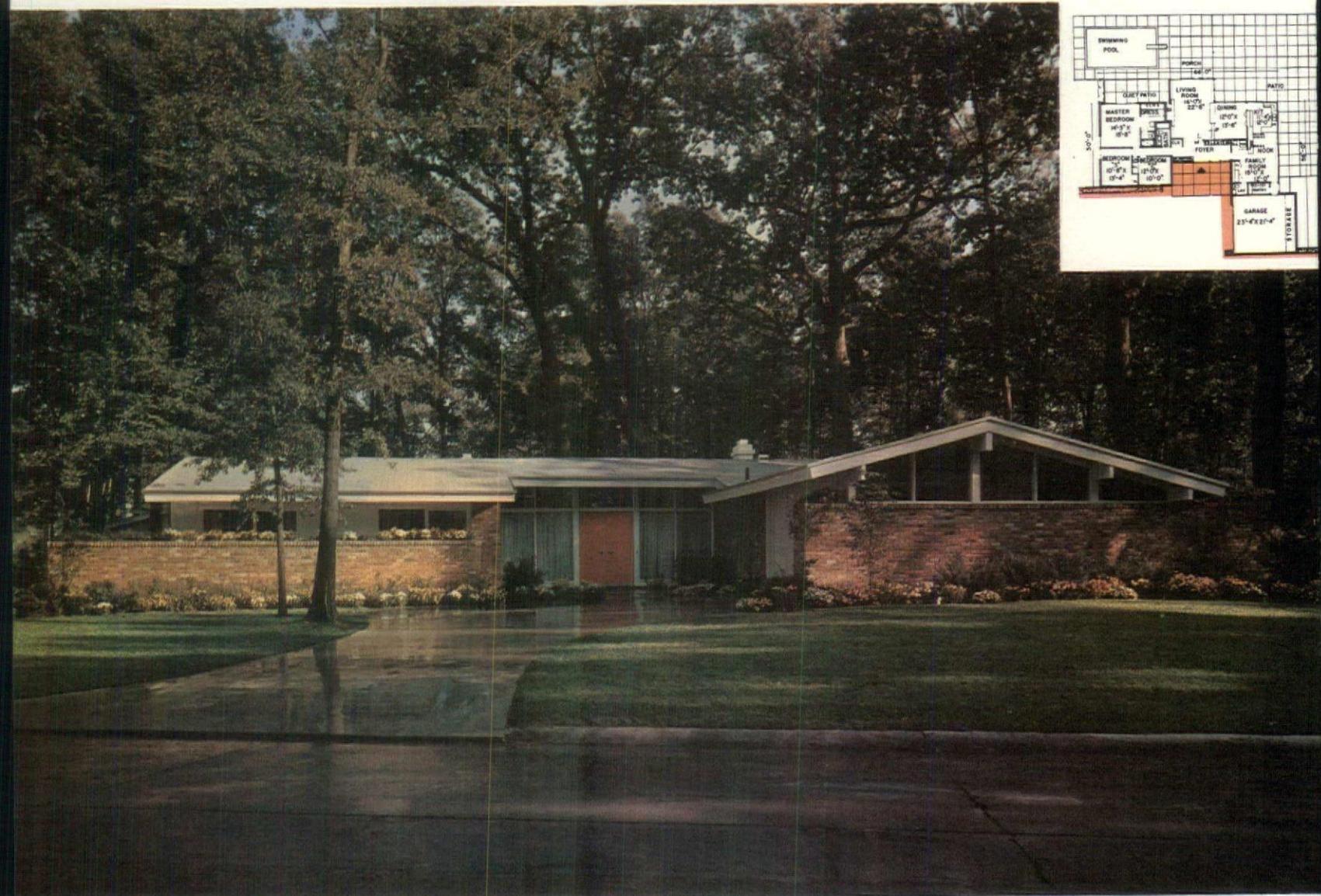
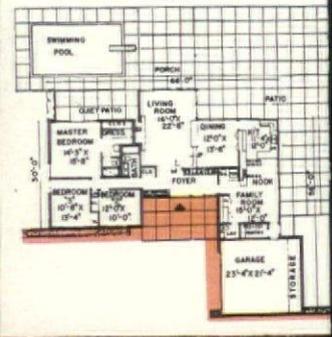
America's most exciting homes . . . the quality . . . the design . . . sells itself.

SCHOLZ HOMES, INC.

2001 N. Westwood • Toledo 7, Ohio • Phone: FR 1601

PLANTS: TOLEDO, OHIO • HUNTINGTON STATION, LONG ISLAND, N. Y. • KANSAS CITY, MISSOURI • INDEPENDENCE, LOUISIANA

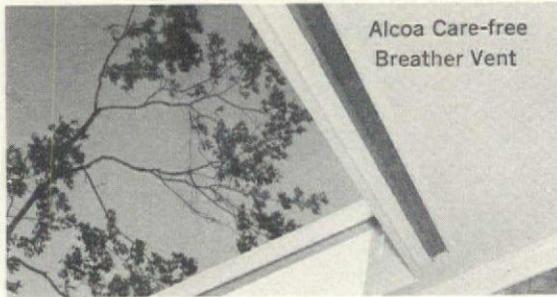
the SCHOLZ **Mark 58** "House of the year" features...



These new developments from Alcoa research are included in the Mark 58



Alcoa Care-free Heat Diffuser



Alcoa Care-free Breather Vent



Alcoa Care-free Cove Fascia Strip

You can live with aluminum! That's why Scholz Homes specified Care-free products of Alcoa® Aluminum for the Mark 58 "House of the year." Aluminum does not rust, rot, warp or burn and needs no painting.

Alcoa supplies aluminum for these Mark 58 uses:

Alcoa Care-free Heat Diffuser . . . continuous heat vent strip floods large glass areas with blanket of warm air.

Alcoa Care-free Breather Vent provides attic and roof insulation.

Alcoa Care-free Cove Fascia Strip a new contemporary everlasting roof gutter.

Non-warping sliding glass doors by Arcadia.

Aluminum surface insulation . . . comfort everybody can afford . . . by L.O.F. Glass Fibers Company.

Distinctive lighting fixtures by Lightlier.

Air-conditioning equipment for year-round comfort and Precipitron* for air cleaning . . . by Westinghouse.

Suspension system that won't rust for acoustic ceiling by Celotex.



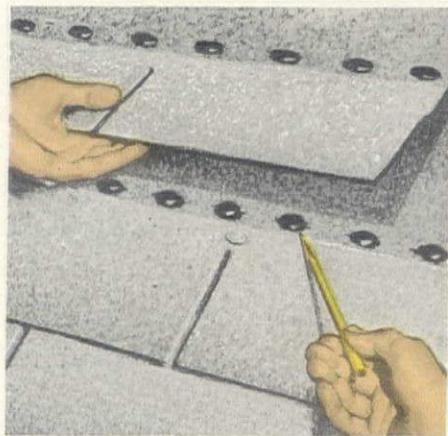
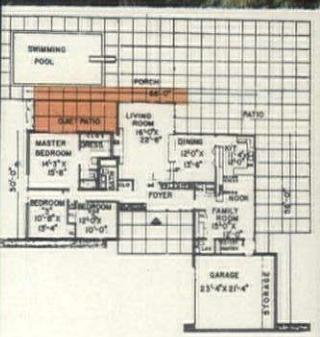
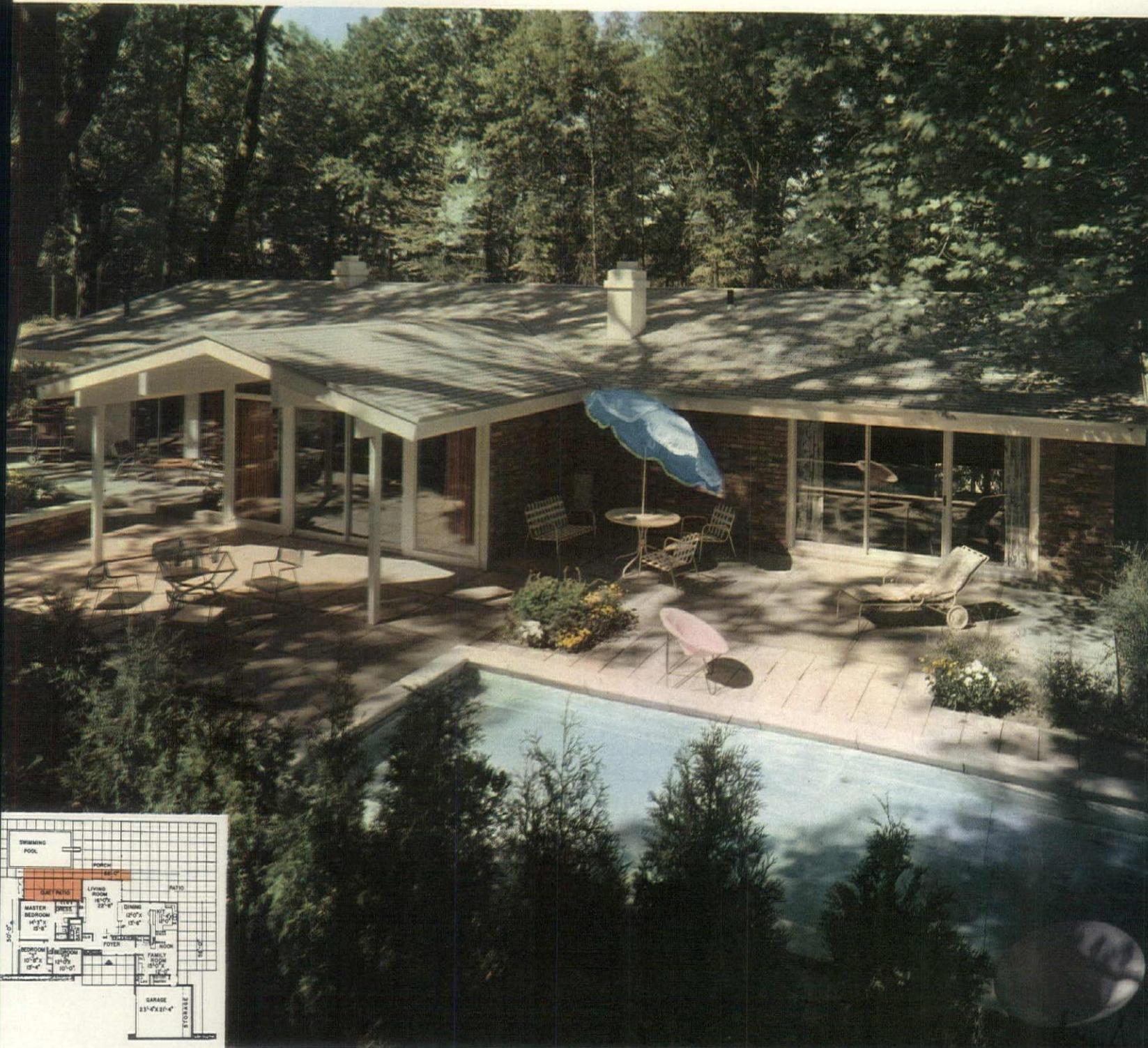
FOR A Care-free Home

When buying aluminum building products, look for the Alcoa Care-free tag. It's your guide to the best in aluminum value.

ALCOA ALUMINUM FOR *Care-free* LIVING

*Trade Mark of Westinghouse Electric Corp.

the **SCHOLZ**  **Mark 58** "House of the year" features...



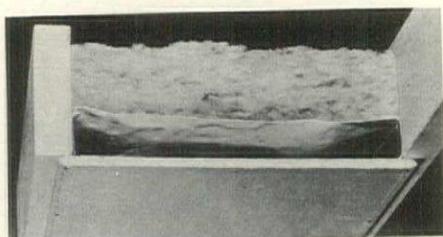
Closeup of the Wind Seal's dots of powerful cement that the sun's heat sets into sticking action, 19,000 to the average roof.

Free Booklet: "Spot-welded By The Sun",
Bird & Son, Inc, Box DC-1, E. Walpole, Mass.

... THE SHINGLE THAT EVEN HURRICANES CAN'T BLOW OFF, the great Wind Seal shingle by Bird. Wind-driven rains run off this revolutionary new shingle — not under it. Spots of powerful cement are dotted on every shingle; and these are set into sticking action by the heat of the sun. This holds it down to the one beneath it in a grip that defies the wind. The entire roof is stuck down tight. Result: no storm damage that causes expensive redecorating; no loosened plaster, stained ceilings, ruined furnishings. And never the expense of replacing blown-off shingles. Wonderful plus:—the Bird Wind Seal roof in beautiful colors has an unmistakable look of quality.

BIRD *for Roofs*
THE BEST YOU CAN OWN

the **SCHOLZ** **Mark 58** "House of the year" features...



Fine-fibered blanket and aluminum-foil facing work together to keep out summer heat . . . hold in winter warmth. Snug-fitting insulation efficiently resists heat flow while foil turns back radiant heat.

You will enjoy refreshing coolness in summer . . . cozy warmth in winter in the Scholz Mark 58 with L · O · F Glass Fibers' Thermo-Sensitive Home Insulation. This new kind of home insulation holds back summer's heat . . . then actually helps homes cool off faster after sundown, even without fans or air-conditioning. In winter, it stays in step with modern thermostatic furnace controls to smooth out variations in room temperatures . . . saves your fuel dollars.

Scientifically designed, this amazing new insulation combines fine, resilient glass fibers with a reflective aluminum vapor barrier. L · O · F Glass Fibers' Home Insulation adds "Hidden Value" to the Mark 58 . . . assures pleasant, comfortable living — day after day, for years to come.

L · O · F GLASS FIBERS COMPANY · TOLEDO 1, OHIO



the **SCHOLZ**  **Mark 58** "House of the year" features...

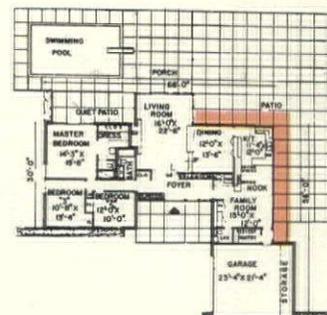


The exterior finish walls are built with pre-primed Johns-Manville Asbestos Flex-board which lends itself beautifully to the authentic board and batten styling of the true California ranch style architecture of the Mark 58. This siding material is rotproof, fireproof and weatherproof. In addition it provides an excellent paint base, not subject to the wide variation in paint holding characteristics of other siding materials.



JOHNS-MANVILLE
JM
 PRODUCTS

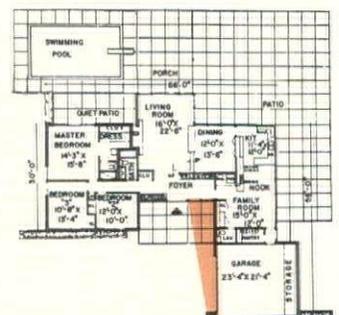
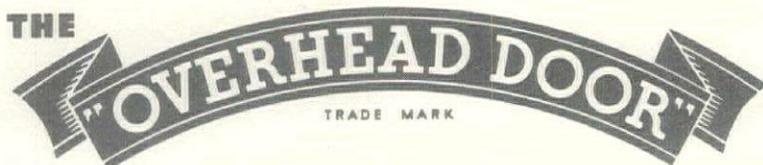
JOHNS-MANVILLE



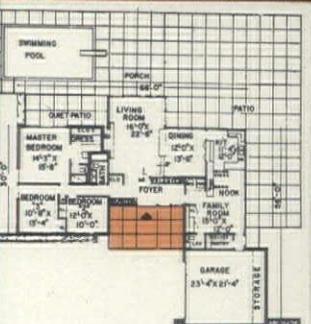
the **SCHOLZ Mark 58** "House of the year" features...



America's most famous garage door for 37 years, offers many options for distinctive, personalized design on the very face of the home . . . reflects high quality and value throughout . . . warranted, local service . . . feather-lift ease of operation the one and only "OVERHEAD DOOR" is a true Mark of Prestige.



the **SCHOLZ** Mark 58 "House of the year" features...



A new concept in design . . . interior locksets in striking combinations of highly polished brass with rich, leather-like "mocha" vinyl knob and rosette inserts. All exterior trim is in handsome polished brass.

The dramatic entrance in the Mark 58 highlights Sargents new Mystic design door lock. Lasting security and convenience for your family . . . distinctive beauty for your home: Sentrylocks by Sargent, since 1864 a name known and respected throughout the world. This fine brand of locksets has been selected not only for its many security and convenience features, but for its rich decorative qualities as well. The Sentrylock will add much to the pride you take in your Mark 58 home.

SARGENT & COMPANY
HARDWARE MANUFACTURERS • NEW HAVEN 9, CONNECTICUT



the SCHOLZ Mark 58 "House of the year" features...



HONEYWELL DIM-A-LITE — a brightness control providing four selected stages of illumination for night lighting, parties, dinners, watching TV, reading, etc.

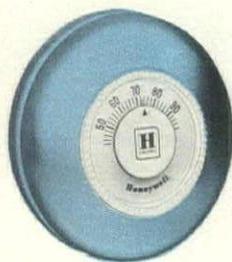


HONEYWELL TAP-LITE — these modern wall switches feature convenient push-button lighting and snap-in background inserts for complete decor flexibility.

Scholz homes offer a choice of the latest design features: spreadout floor plans, split levels, large glass areas, story and-a-half models and finished basements which open onto lower level patios on hillside models.

And Scholz Homes also feature the up-to-date kind of comfort required by these advanced floor plans — **HONEYWELL ZONE CONTROL**. Zone Control divides the home into its natural comfort areas, with a separate thermostat for each area. For example: the living room area above represents one comfort zone and has a separate thermostat.

That's why, in a Scholz home, you'll always find whole-house comfort — because it's heated the logical, modern way — **HONEYWELL ZONE CONTROL** with an **ALL-HONEYWELL CONTROL SYSTEM**.

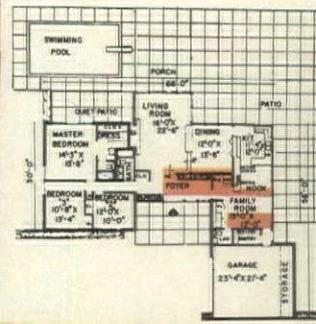


Honeywell



First in Controls

the **SCHOLZ** Mark 58 "House of the year" features...



Here is the ultimate in flooring luxury and durability . . . Amtico Renaissance Vinyl Flooring . . . the wonderful new flooring that actually surpasses the lustrous beauty and grandeur of natural marble complemented by gold vinyl striping. Renaissance captures all the subtle shadings and variations of natural marble . . . has a translucent, three-dimensional quality never before achieved in vinyl flooring . . . actually will outwear marble many, many times.

Enhancing any decor, Amtico Vinyl Flooring helps create handsome and distinctive settings. Quiet and comfortable, it provides a lifetime of beauty and wear . . . always looks new with so little care! Amtico is all-vinyl . . . colors go through each tile. There is no finer flooring on the market!

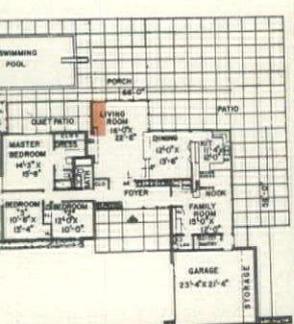
"None but the finest from Amtico"

**AMERICAN BILTRITE
RUBBER COMPANY**
TRENTON 2, NEW JERSEY

In Canada: American Biltrite Rubber Co. (Canada) Ltd., Sherbrooke, Que.



the **SCHOLZ** Mark 58 "House of the year" features...



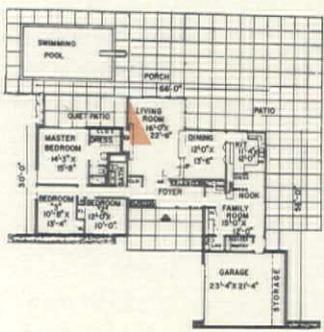
There's a happy family living in this handsome room. Beautiful Craftwall wood paneling gives it such a warm personality. Professionally prefinished, Craftwall has that rich, hand-rubbed look. So practical, too! Craftwall's finish defies dirt, stains and abuse. It wipes clean . . . doesn't even need waxing. And Craftwall — in any of 9 woods — is guaranteed by Roddis for the life of the home. Roddis Plywood Corp., Marshfield, Wisconsin.



Crayon, ink, even nail polish won't stain Craftwall. It wipes clean. The Craftwall finish gives complete protection — even in the V-grooves. Proof: ink dripped in the grooves won't penetrate the wood as in ordinary paneling.

RODDIS
Craftwall
 WOOD PANELING

the **SCHOLZ** Mark 58 "House of the year" features...



U. S. NAUGAHYDE Brings the Decorator Look to the Finest in Vinyl Upholstery. Today's wonderful new way to live . . . furniture upholstered in superb new U. S. Naugahyde® . . . requiring the minimum of care. Both Elastic* U. S. Naugahyde, the all-over vinyl material, and Breathable* U. S. Naugahyde, the unique deep-dimensional vinylized fabric, are soil and stain-resistant, wipe clean with a damp cloth. Look for U. S. Naugahyde in a wide selection of patterns, textures, and colors on fine furniture at leading stores everywhere . . . or ask your decorator.

*Patent applied for



United States Rubber



the SCHOLZ **Mark 58** "House of the year" features...

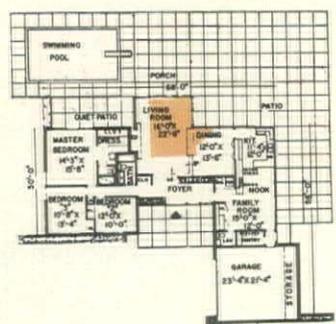


When you glide this wonderful wall aside, the trees, the grass and the blue sky beckon.

How about wintertime? With these sliding glass doors of *Thermopane*® insulating glass, rooms stay warmer, less drafty . . . cheaper to heat . . . and maintain a more healthful humidity. In summer, rooms stay cooler so are cheaper to air condition.

And you'll be amazed how little extra sliding glass doors of *Thermopane* cost on your monthly mortgage payments. They replace solid wall materials and painting, too.

For more information call your L·O·F Distributor or Dealer (listed under "Glass" in the Yellow Pages), or write for Sliding Glass Doors booklet, Dept. AD-100, Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

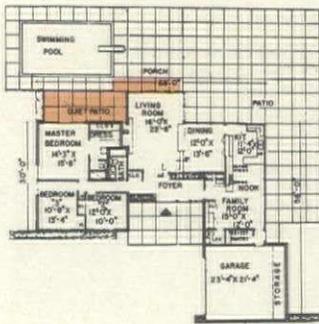


Thermopane

the **SCHOLZ** **Mark 58** "House of the year" features...



Happiness in this home starts when the family gathers around the versatile Hammond Chord Organ the instrument anyone can play in minutes. Beginner or trained musician will enjoy the beauty of its rich tones. And the family circle will be strengthened with memories you and your children will always treasure. Why not experience the thrill of creating your own music? Price, \$975 (FOB Chicago).



Hammond Chord Organ

the **SCHOLZ** Mark 58 "House of the year" features...



For comfort, quiet and beauty — nothing begins a beautiful room like a Bigelow! Fashion-wise Bigelow floors-of-a-color achieve spacious continuity . . . as the glowing expanse of Beguine in Sandalwood proves on these pages. And Beguine's thirteen other pastel tones are equally radiant.

This high-low ripple broadloom is literally an investment in leisure. Loomed of Bigelow's sturdy Staylux carpet rayon yarn with color sealed in, Beguine is easy to keep looking lovely because it's reluctant to fade . . . eager to release stains . . . unruffled by scuffs and footprints.

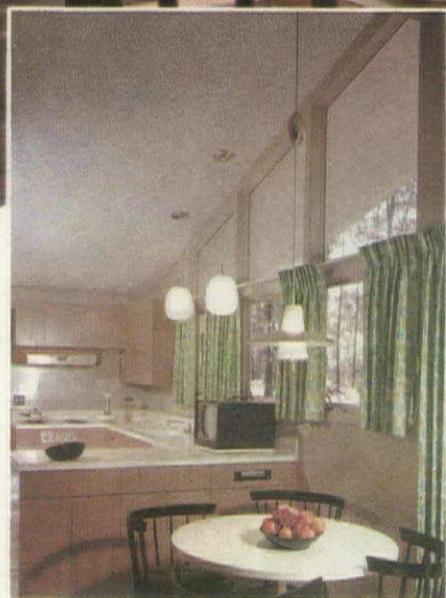
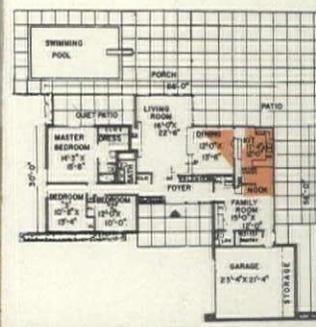


Bigelow

fine rugs and carpets since 1825



the **SCHOLZ** Mark 58 "House of the year" features...



In the kitchen and dinette too, Lightolier lighting brightens the scene. Here two luminous globes lighten kitchen tasks while a hooded cone design adds gaiety and charm at the table.

Lightolier lighting looks so lovely, does so much. Here in this handsome dining room, a boldly over-scaled fixture of sparkling brass and walnut-hued matchsticks adds a dramatic note to the decorating scheme. And, it lifts when you want a flood of light for entertaining, lowers for intimate dinners. Unusual pleated diffuser spreads a soft even glow. Throughout the Mark 58, handsomely styled Lightolier fixtures and lamps offer a rare blend of trend setting fashion, high level good lighting and extreme flexibility. For a free, 40 page, illustrated color brochure containing solutions to the fifty most common home lighting problems, write: Lightolier, Dept. SH, Jersey City 5, N.J.

lighting by

LIGHTOLIER 

RESIDENTIAL FIXTURES · ARCHITECTURAL LIGHTING · PORTABLE LAMPS

the SCHOLZ Mark 58 "House of the year" features...



the sound and the

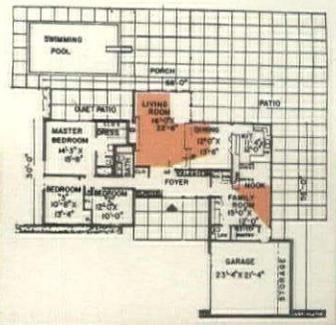
The Sound of the Future — at home in the house of the year. The Sound, superb high fidelity from the Mark II "Victrola"® (Shown with custom matching cabinet at right — not available) with 4-speed record changer, AM-FM radio. Model SHF2 in Natural Walnut, Price \$825.00. Stereotape Player with Stereophonic Sound (Optional extra).



On the left the RCA TV Eye Camera, on guard at the swimming pool or in the nursery, can let you watch your children wherever you may be in the house.

Your own TV receivers will bring you the picture bright and clear as shown in the kitchen on the right.





look of the future

The Look of the Future — at home in the house of the year. The Look, RCA Victor "Living Color" TV represented here by the Mark Series Abington, 260 sq. in. viewable area. Like two sets in one, performance-proved, easy to tune. Model 21CD8725 in Mahogany grained finish, Price \$550.00. Stand (Optional extra).



Musical nightcap — morning eye-opener. RCA Victor's Sentry clock radio, in bedroom setting, Model 8C7 in three bright two-tone color combinations, Price \$39.95.

Youngsters will love this 4-speed, Portable "Victrola". RCA Victor's Model 9EMP21 in three colors, Price \$29.95. The RCA Victor record favorites are just their speed, too.



Manufacturer's nationally advertised list prices shown, subject to change without notice. Slightly higher far West and South. RCA Factory Service available in most areas to RCA Victor TV owners.

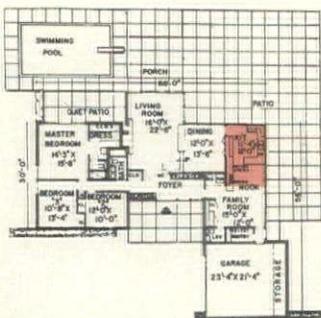
® RCA Trademark for Record and Tape Players.



RCA VICTOR
RADIO CORPORATION OF AMERICA



the SCHOLZ Mark 58 "House of the year" features...



What woman wouldn't feel like a queen in this RCA WHIRLPOOL Kitchen?

For cold food storage there's the finest of built-in's, the RCA WHIRLPOOL Mark 17 Refrigerator-Freezer. The 12-cubic-foot automatic-defrosting refrigerator section keeps foods fresher with its Air Purifying System. The 5-cubic-foot freezer section never needs defrosting because frost never forms.

Center of food preparation is the biggest cooking news in years — the RCA WHIRLPOOL Electronic Oven, straight out of tomorrow! It's easy to use, cooks eggs in 20 seconds, broils steak in 4½ minutes and performs other cooking miracles, yet never heats up your kitchen. There's also a waist-high RCA WHIRLPOOL built-in oven big enough to handle a 40-pound turkey! And four heat elements with work space in-between on the RCA WHIRLPOOL built-in range make top-of-range cooking a pleasure too.



To make kitchen work easier, there's the under-counter RCA WHIRLPOOL Automatic Dishwasher, and the RCA WHIRLPOOL Food Waste Disposer.

And laundry practically does itself in the RCA WHIRLPOOL Combination Washer-Dryer. Set it, start it, and don't come back until your wash is completely clean and dry!

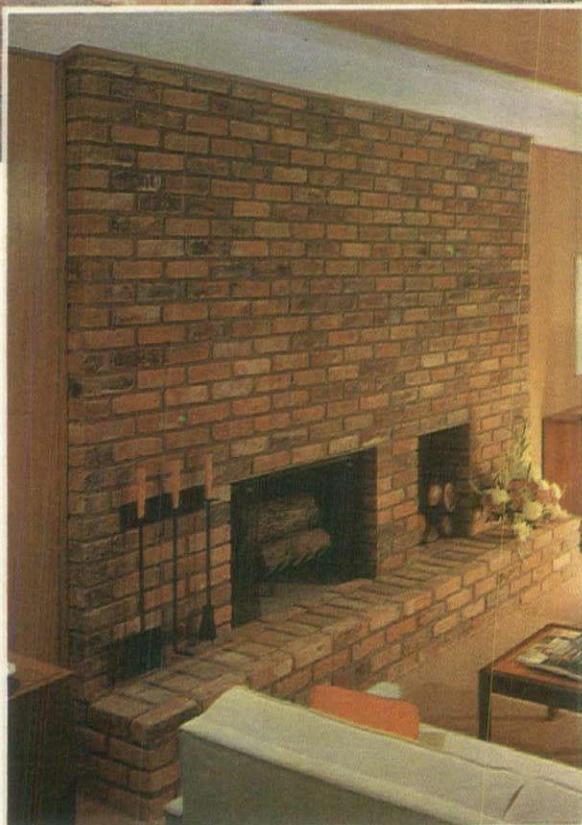
This beautiful new RCA WHIRLPOOL Kitchen, with gas or electric appliances, is every woman's kitchen dream come true . . . in the Mark 58 "House of the year"!

 **Whirlpool**

Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks  and RCA authorized by trademark owner, Radio Corporation of America.)

BETTER HOME APPLIANCES . . . FOR BETTER HOMES

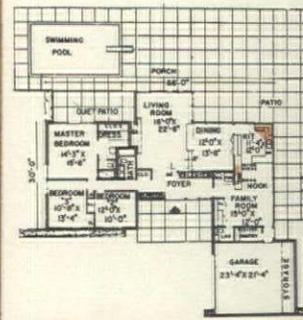
the **SCHOLZ** Mark 58 "House of the year" features...



Keynoting the "pleasurable-living" featured in the Mark 58 are two items of ever-increasing popularity — the Majestic Thulman Fireplace . . . and the new, much-talked-about Majestic Char-Grill. The distinctive leisure-appeal of the woodburning fireplace in the living room is built around the scientifically engineered, factory-fabricated Majestic Thulman Fireplace and Chimney. Its efficiency extends even to its quality-identifying chimney top! Then think of the new fun from indoor charcoal barbecuing of foods on the built-in Majestic Char-Grill. The last word in kitchen built-ins . . . the Char-Grill will be the envy of every last-year home purchaser. The Majestic Co., Inc., (Nationally known for quality since 1907) Huntington, Indiana.

Majestic

the SCHOLZ **Mark 58** "House of the year" features...



NuTone Hood-Fans are installed over the range — over the grille and above the Built-In oven.

NUTONE BUILT-INS . . . add so much to the extra comfort and convenience of modern living in the Scholz "House of the year" . . . You're sure of fresh, clean, odor-free air at all times with NuTone Hood-Fans in the kitchen — and NuTone exhaust fans in every bathroom . . . You'll marvel at the NuTone Built-In Food Center — that operates a mixer, blender, meat grinder, sharpener and juicer — And NuTone makes your Scholz homes more inviting too — with a friendly cheerful NuTone "Chord-Tone" Door Chime.



FREE Catalogs - Write NuTone Inc., Dep't. SCI, Cincinnati 27, Ohio

the **SCHOLZ** **Mark 58** "House of the year" features...



OUTSIDE AND INSIDE, the Mark 58 features superior wall construction: Celotex Insulating Sheathing for added insulation and greater strength; Celo-Rok® Gypsum Wallboard for smart, durable interiors.

HUSH-TONE* CEILING TILE BY CELOTEX . . . first name in sound-quieting products. New Linear-Random ceiling tile not only lends decorative distinction to this family room and kitchen, but also puts a heavenly hush on noise . . . adds the comfort of quiet to modern living. Absorbs up to 20 times more noise than ordinary ceilings. Linear-Random is a restful, eye-pleasing design† created for Celotex by Raymond Loewy Associates, world-famous designers. Available in True White or color-flecked Fiesta pattern.

*Trade Mark
†U.S. Pat. No. D168,763

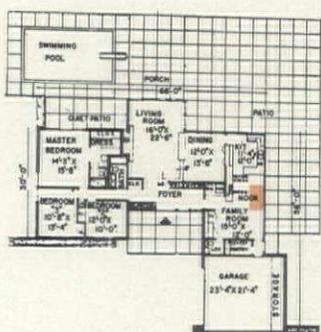
CELOTEX
REG U S PAT OFF

the **SCHOLZ**  **Mark 58** "House of the year" features...



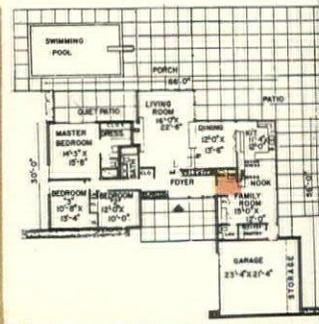
. . . sliding glass doors by Arcadia, the world's finest. You'll discover the wonderful outdoors, be safe from wind, rain, cold and dust, thanks to Arcadia's exclusive weatherseal of snug wool pile. In this years-ahead home, your glass walls — framed in enduring aluminum by Alcoa — will roll at finger-touch, smooth and silent. And watch your furnishings come alive in these cheery, spacious rooms! Arcadia — choice of leading architects and builders — makes the difference . . .

National Member of Producer's Council, Inc. and National Association of Home Builders
Member of Prefabricated Home Manufacturers Institute



 **arcadia**
801 South Acacia Avenue
Fullerton, California

the **SCHOLZ** Mark 58 "House of the year" features...



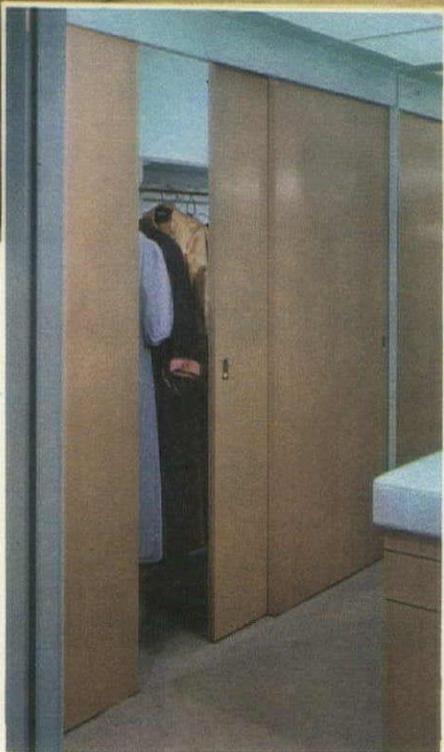
Serving your kitchen, your laundry, your bathrooms with "more than enough" sparkling clean, rust-free hot water: A. O. Smith PERMAGLAS water heaters are unmatched in quality, performance and long life. Over 4 million American families have expressed their confidence in the proven dependability of A. O. Smith PERMAGLAS . . . guaranteed for 15 years (50% longer than ever before) by the A. O. Smith Corporation!

A. O. Smith
Permaglas[®]

HYDRASTEEL

GLASS-LINED AUTOMATIC WATER HEATERS

the **SCHOLZ** Mark 58 "House of the year" features...



Quality Hardware for Added Convenience — Stanley Bi-fold Hardware is used on the doors of the handy washing machine and storage alcove shown above. A new concept by Stanley makes it possible.

By-passing doors give you extra space in your dressing room and utility area for greater freedom of arrangement. They are quiet — glide smoothly on Stanley nylon rollers and perfectly straight steel tracks.

Stanley traverse rods for extra wide windows swing your draperies with trouble-free ease — never sag or stick and always run smoothly.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • builders and industrial hardware • drapery hardware • door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

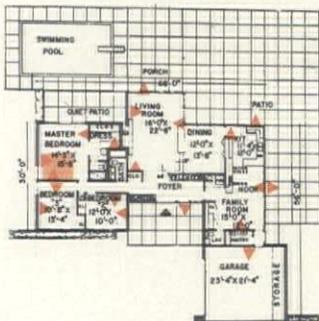
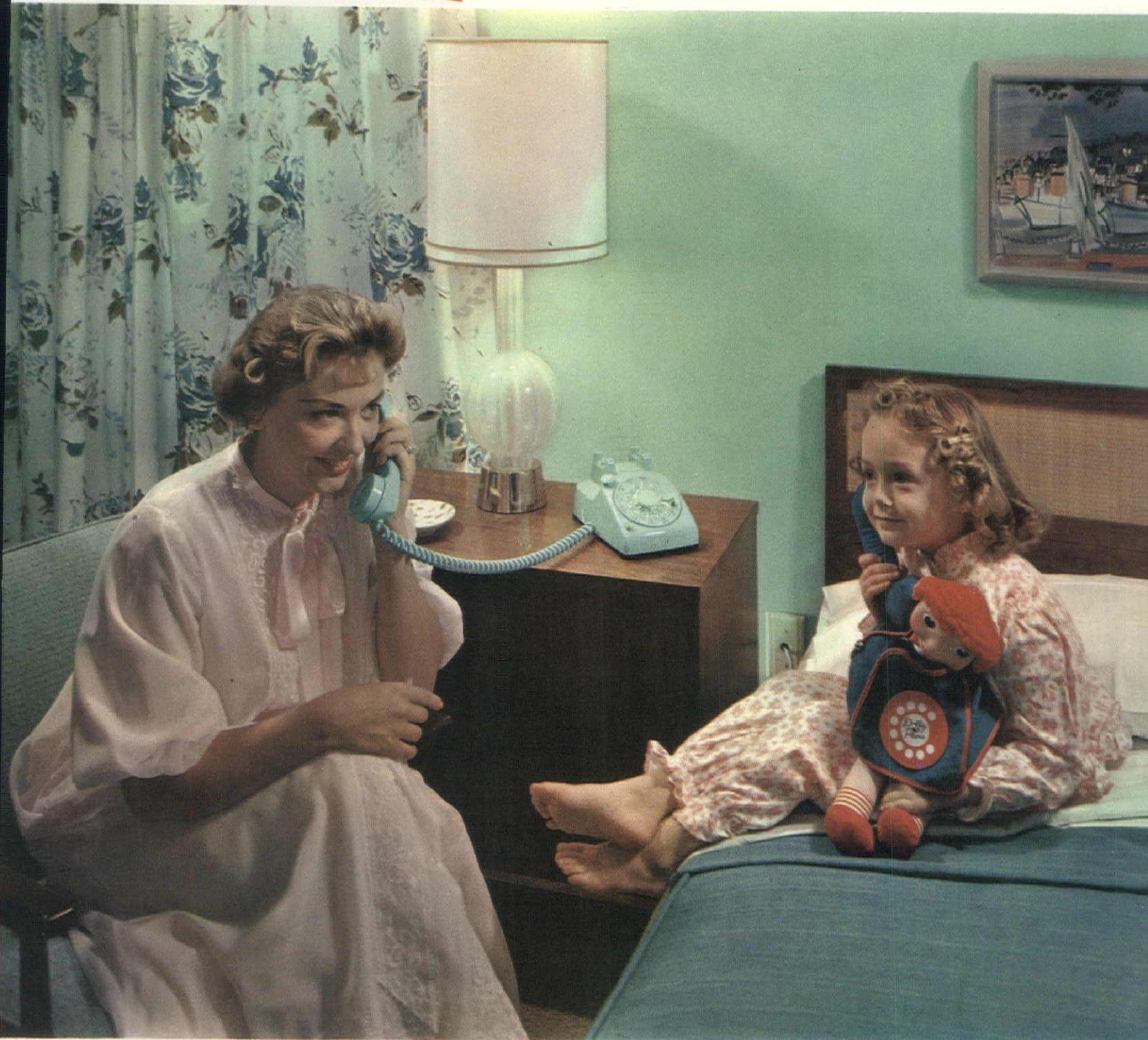
the **SCHOLZ** Mark 58 "House of the year" features...



There's ever so much more pleasure, pride and protection in Pittsburgh Paints, made as fine as man and materials can make them, for time has proved they do look better longer. Into the making of these paints go the finest of specially treated oils and materials, more than a century of research, know-how, skill, and the determination to make only top-quality paints. Many generations of homeowners have learned that paint represents only a small part of painting costs and an investment in Pittsburgh Paints saves money over the years.

PITTSBURGH PAINTS
 PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS
 PITTSBURGH PLATE GLASS COMPANY

the **SCHOLZ** Mark 58 "House of the year" features...

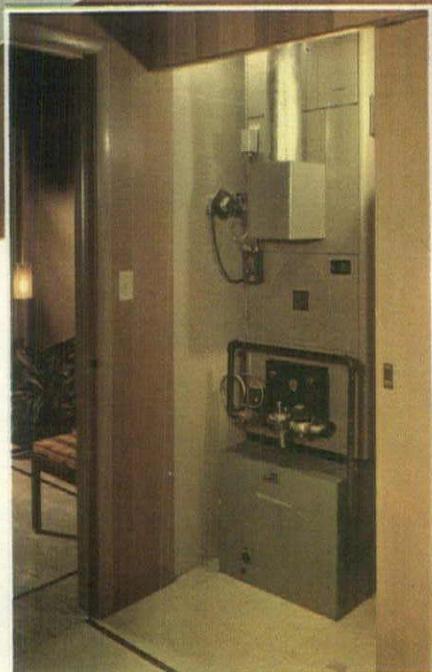


Concealed Telephone Wiring — the mark of a truly modern home. With several preplanned telephone outlets wherever you need them — in the living, working and sleeping areas — telephones can readily be relocated. All this without any wires showing to mar the decor of your rooms. Call your local Bell Telephone Business Office for more information and for help in planning telephone service.



BELL TELEPHONE SYSTEM

the **SCHOLZ Mark 58** "House of the year" features...



CRANE Sunnyland HEATING — You'll enjoy solid comfort in your new Scholz Home because of its well-designed warm air perimeter heating system. The heart of this system is a Crane Sunnyland counterflow furnace which circulates clean, filtered, dust-free air throughout the house. The unit performs with outstanding economy — either oil or gas fired.





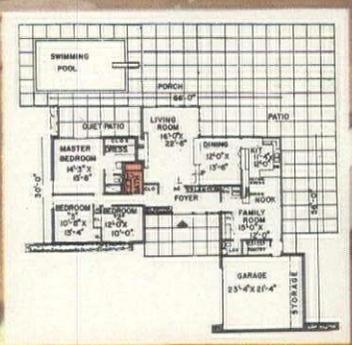
All your dreams come true when you buy a Scholz Home, for you get two and a half of the loveliest bathrooms imaginable.

The master bath is created around a built-in dressing table with a Crane Elayne countertop lavatory of gleaming vitreous china. There is also a dressing table in the children's bath. It features a Crane Crestmont "double-basin" countertop lavatory. No morning traffic jams here!

Crane bathroom fixtures give you assurance of full value and maximum comfort for years to come, for Crane has long been the symbol of highest quality.

CRANE CO.

the **SCHOLZ** **Mark 58** "House of the year" features...

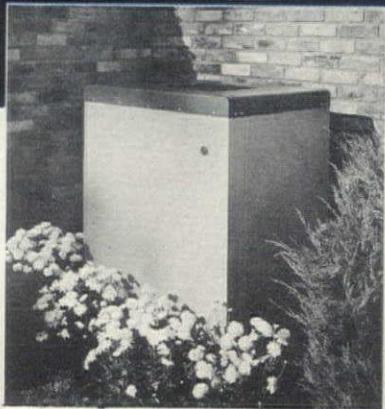


OF COURSE IT'S FORMICA®. Surrounded by the elegance of Formica in this bath you'll luxuriate in the beauty, comfort and convenience of this famous surfacing on walls and Vanitory® unit. From the more than 70 colors, patterns and wood-grains, Antique Milano and White were selected for this room that will stay beautiful for many years, wipe clean with only a damp cloth. Naturally the kitchen too, features genuine Formica surfaces in this show-case of famous quality names in building.

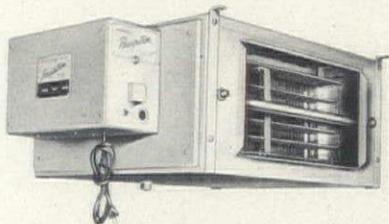
For more information on new ways to use Formica, write for free literature. Formica Corporation, 4681 Spring Grove Avenue, Cincinnati 32, Ohio. For the name of your local Formica Fabricator, look in the yellow pages of your local phone book under "plastics".



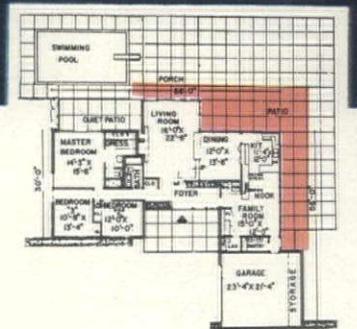
the **SCHOLZ**  **Mark 58** "House of the year" features...



Compact remote unit nestles among shrubbery outside the home.



Westinghouse Precipitron — electronically cleans the air — practically eliminates house cleaning.



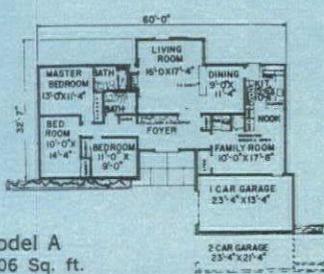
You enter a new world of summer comfort inside the Mark 58 . . . made possible by Westinghouse COMFORT COMMAND, a new kind of air conditioning. Perfect, carefree atmosphere in every room . . . for all the pleasant hours you'll spend inside. Hot, dusty days . . . humid, muggy nights — even with a house-full of company, the air you breathe will be delicately cool and fresh.

COMFORT COMMAND by Westinghouse — gives you living comfort for everyday living.

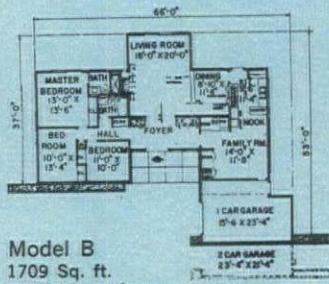
YOU CAN BE SURE...IF IT'S Westinghouse



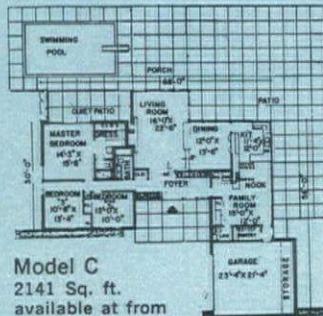
the new SCHOLZ "House of the year" Mark 58



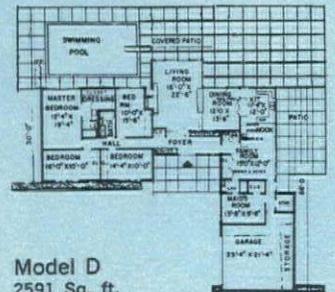
Model A
1606 Sq. ft.
available at from
\$24,000 to \$28,000
excluding land & special equipment



Model B
1709 Sq. ft.
available at from
\$27,000 to \$32,000
excluding land & special equipment



Model C
2141 Sq. ft.
available at from
\$34,000 to \$42,000
excluding land & special equipment



Model D
2591 Sq. ft.
available at from
\$40,000 to \$50,000
excluding land & special equipment

America's most exciting homes . . . the quality . . . the design . . . sells itself.

SCHOLZ HOMES, INC.

2001 N. Westwood • Toledo 7, Ohio • Phone: FR 1601

PLANTS: TOLEDO, OHIO • HUNTINGTON STATION, LONG ISLAND, N.Y. • KANSAS CITY, MISSOURI • INDEPENDENCE, LOUISIANA

JANUARY 1958

House & Home

Published by TIME Incorporated

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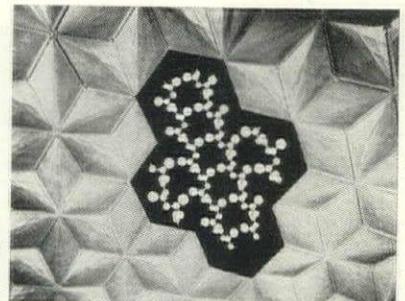
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N. R. Farbman, LIFE

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Volume XIII, No. 1



196X

Thomas McAvoy, LIFE

The news you are about to read will change your life—whether you are an architect, builder, manufacturer, supplier, realtor or lender.

For here is the first authoritative report on the coming technological breakthrough in home building—due 8 to 10 years from now; call it 196X.

It is a story in two equally dramatic parts: first, a story of irresistible pressures that will bring a five-fold economic and social crisis in less than a decade; and, second, a story of great technological advances—advances coming just in time to let us cope with the economic and social pressures.

We have already lived through one revolution in home building since 1929—a revolution which has changed America from a nation of renters to a nation of home owners; a revolution in building materials and methods, in planning and in design, which is making houses much more efficient and much more liveable indoors and out; a revolution in organization which has given us the volume builder and the economies of quantity production.

Now we are on the verge of a second revolution—a revolution in technology which will affect almost every material used in our houses and almost every method by which they are assembled.



The next revolution in home building

If you are worried about the current slow-down in home building, stop worrying and count your blessings while you can; for, any day now, you are going to be busier than you have ever been before, and you will continue to be very busy for a great many years. Why? Because—

By 196X the war-babies of World War II will be getting married. Result: we will need nearly 2 million *more* dwellings each year than we had the year before; and that's not all . . .

Just when this unprecedented demand for more homes hits us, our industry—and most other industries—will run headlong into an unprecedented shortage of labor. For in 1965 the U.S. labor force will actually include *fewer* men between 25 and 45 than today. Reason: the 25-45 year olds of 1965 will include the depression babies, and depression babies were scarce. Result: Every industry will be bidding up wages, and home building will find it impossible to get the labor to build 2 million houses a year by today's inefficient, make-work methods.

And we will face three other critical shortages at about that same time—

A shortage of land to build on;

A shortage of some traditional materials to build with; and

A shortage of cash to pay the bills.

All this adds up to a 196X crisis in home building the like of which we have never had to face.

Luckily, on the eve of this crisis, technology is coming to our rescue. Here is how:

Just as our material needs are about to double, technology is starting to produce a flood of brand new building materials; and

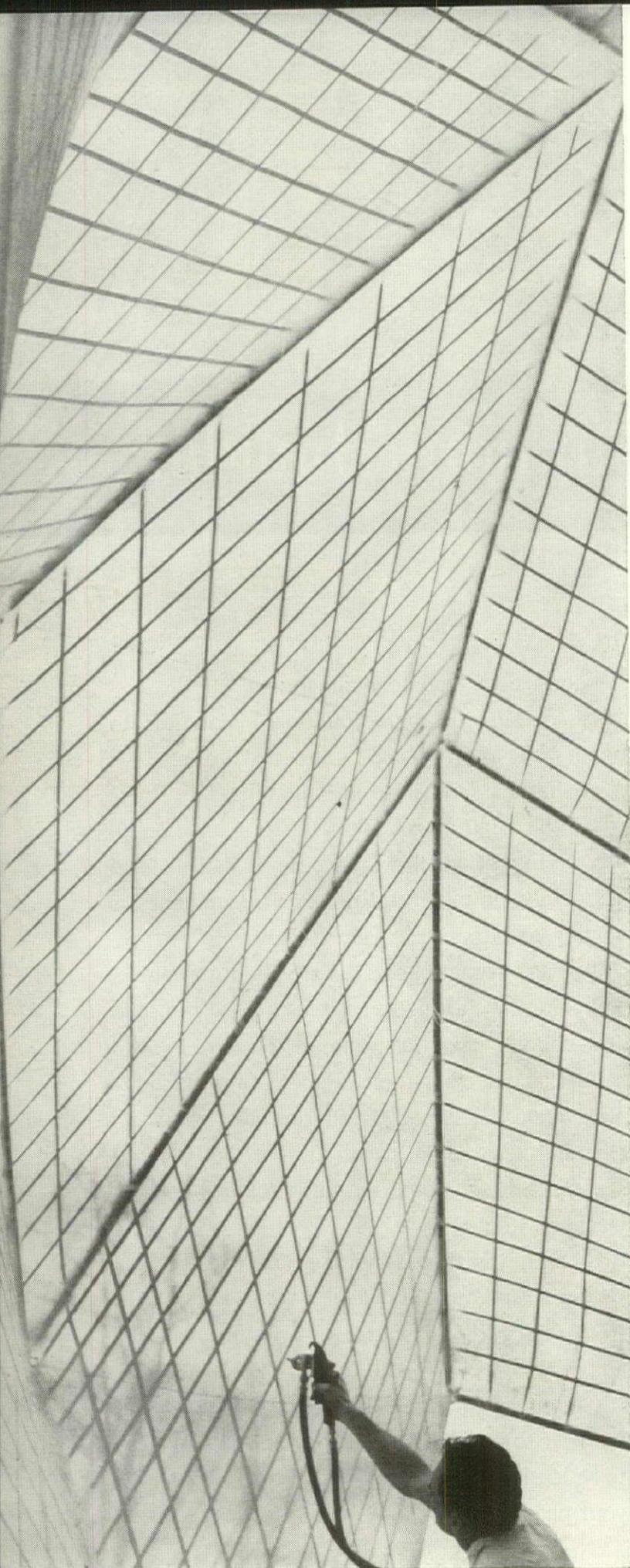
Just as our labor force is about to prove quite inadequate, technology is offering us a whole set of brand new building methods—methods requiring much less labor, permitting much greater mechanization.

So while the home building crisis of 196X is very real and very immediate, we can meet it—**IF** we prepare to change our ways drastically and now.

The crisis year is 196X, but the year of decision, the year to prepare for the Big Breakthrough (or to be left behind when it comes), the year to make your plans and look ahead—that year is 1958.

continued

196X—year of the big breakthrough



The biggest news of our time is that man has almost learned to equal, duplicate or even improve on many works of nature. To us in home building, this means that—

As of now, we possess entirely new families of materials that are equal to (or better than) many traditional building materials found in nature;

As of now, we possess entirely new sources of power, heat and energy;

As of now, we can make just about anything we need in building, make it from scratch, make it better, make it cheaper, and make it in factories, rather than on-site and by handicraft methods.

These are no pipedreams, no laboratory experiments. Here are some hard facts, backed this year by hundreds of millions of dollars in new plants and new equipment in the US alone:

- Cheap new polyethylenes and polypropylenes offer properties heretofore found only in metals and the most costly plastics. US industry is backing polyethylene alone with a \$100 million plant investment *this year*. This investment will make polyethylene—*this year*—the first billion-pound plastic in the US.

- New adhesives are proving so strong that the fuselage of the Air Force's supersonic B-58 is being put together—*right now*—without a single rivet or bolt.

- Stressed skin sandwich panels have left the talk stage. They are an economic and practical reality—*right now*: several big US manufacturers are producing them commercially today, at a cost as low as 80¢ a sq. ft.

- And the luminous ceilings and luminous walls, the prefab kitchens, the spray-on and bake-on and photograph-on finishes—all this is with us now, a tangible reality.

In short, we need no longer talk about such gradual advances as have characterized home building technology since World War II—however astonishing these advances may have been.

At last we can talk about a technological revolution that will eventually make obsolete many of home building's present products, change its labor, financing and sales patterns, alter even the very shape of the houses we will live in.

EXPERIMENTAL STRUCTURE developed at the Illinois Institute of Technology (under direction of Richard Baringer). It consists of a light, tubular steel frame, cloth tape webbing and sprayed vinyl. Result: a tough, weathertight plastic enclosure at very low cost.

Photo: Tom Rego

Here are some of the materials and methods we will use in 196X—and the ways those materials and methods will change our houses:

1. The 196X house will be a one-story house—built of sandwich panels

Skin: aluminum, steel, porcelain enamel, plywood, asbestos, plastics, composition materials, or just about anything else your heart desires (see cut.)

Core: foamed styrene, foamed urethane, foamed phenolics, honeycombs or grids (paper, aluminum, gypsum), sometimes reinforced with wood.

Finish: integral coloring, acrylic coatings, paints.

Strength: structural—i.e. self- and roof-supporting.

Result: a new kind of panelized house using entirely new maintenance-free materials. Unlike today's panelized houses (which offer a slight labor saving but no difference in the materials employed), the new panels will not only cut on-site assembly costs drastically, but will also give the home buyer an entirely new type of product, produced with the precision and finish attainable under factory conditions.

2. The 196X house can be assembled without nails or screws

New fastener: adhesives (used in B-58 at right).

Application: almost anywhere.

Result: stronger, well sealed joints; more rapid assembly; lower costs; much greater use of hard-to-nail materials; much greater freedom to combine materials—wood, metals, plastics, and masonry.

3. The 196X house will be easy to take apart

Reason: Since theoretically every adhesive has its solvent, houses assembled with adhesives can be rapidly disassembled and most of their components can be salvaged for reassembling somewhere else.

Result: a revolution in land use, and mortgage and real estate law. No longer will the most desirable close-in locations be preempted by obsolete houses sinking into blight. Instead, every house can be resold, disassembled and moved to cheaper land, freeing the best sites for new houses.

4. The 196X house can put plastics to many new uses

Principal plastics: polyethylenes and polypropylenes.

Application: almost anywhere—specifically, piping, hardware, exterior and interior finishes (as well as complete wall panels like the Wasco acrylic sheet, 4' wide and 12' long, shown at left); extrusions (like windows), even structural members.

Result: lower costs, less wear, longer life, better weather-resistance, less maintenance.

5. ... and the 196X house can use new foam products

Principal foams: styrene, urethane and phenolics.

Application: Insulation, structural sandwich panels, spray-on carpeting and acoustic ceilings.

Result: Great weight-saving, an important factor in shipping and assembly costs.

6. The 196X house will get most of the utilities out of the walls

Principal developments: continuous baseboard wiring (see cut), heating and airconditioning.

Result: An end to criss-crossing trades, to confusion of functions in building components; much greater ease of inspection during construction. Easier access to utilities for repairs or changes after construction.

7. And the 196X house will look very different

One reason: most economical way of using sheet materials is to curve them into continuous forms (as in sea shells—or, for that matter, in the laminated wood frame house by Architect Victor Lundy, below.)

Result: softer, less rectangular outlines for buildings; smoother, less broken-up surfaces.

Photo: Alexandre Georges



Fay Foto

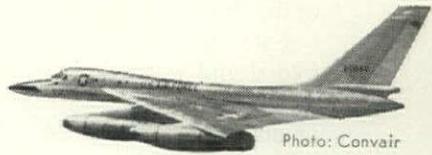
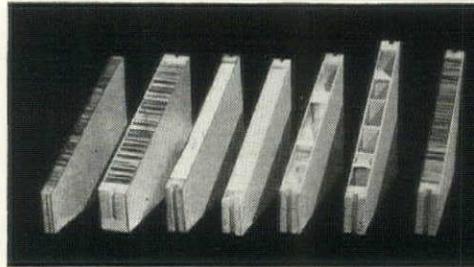
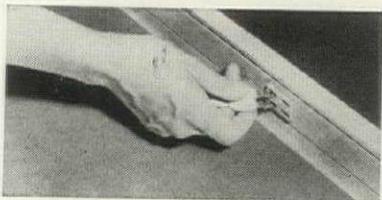
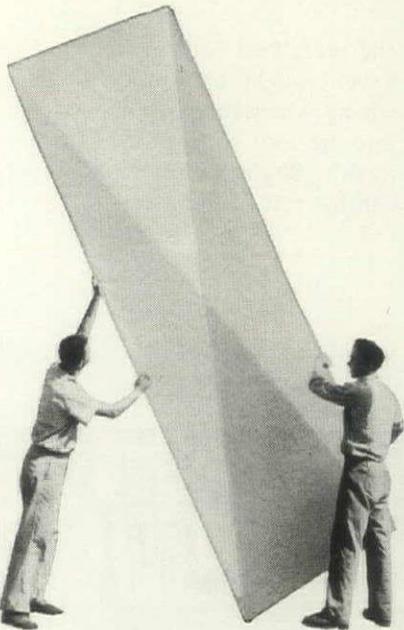
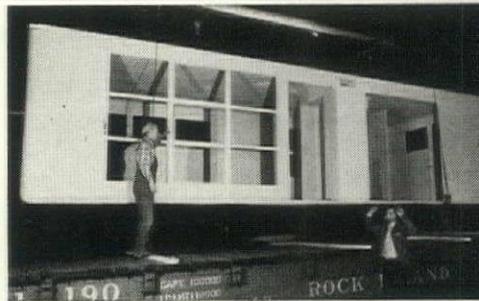


Photo: Convair



So here you have it: the social and economic forces that will, inevitably, create a radical change in 196X, and the new technological means by which that change can be accomplished. What will all this mean to you, to everyone in home building? Let's take a look at today's house, from roof down to foundation, and see where the big changes will come. For that preview, turn to the next 12 pages.

196X roofs will have fewer pieces, no framing

Prediction:

The 196X roof will weigh about 1½ lbs. per sq. ft. (vs. 8 to 10 lbs. today). It will be made of a very few panels—perhaps 20 to a 1,200-sq.-ft. house. Each panel will have a core of honeycomb or foamed plastic or glass fiber insulation, and skins of metal, plastic, plywood or composition boards. The sandwiches will measure about 4' by 18'; and they will be about 4" thick. The first 196X roofs will be pitched, rest on ridge-beams and exterior walls. Panels will span from exterior wall to ridge-beam.

Later on, other roof shapes may be developed based on folded and warped plane principles.

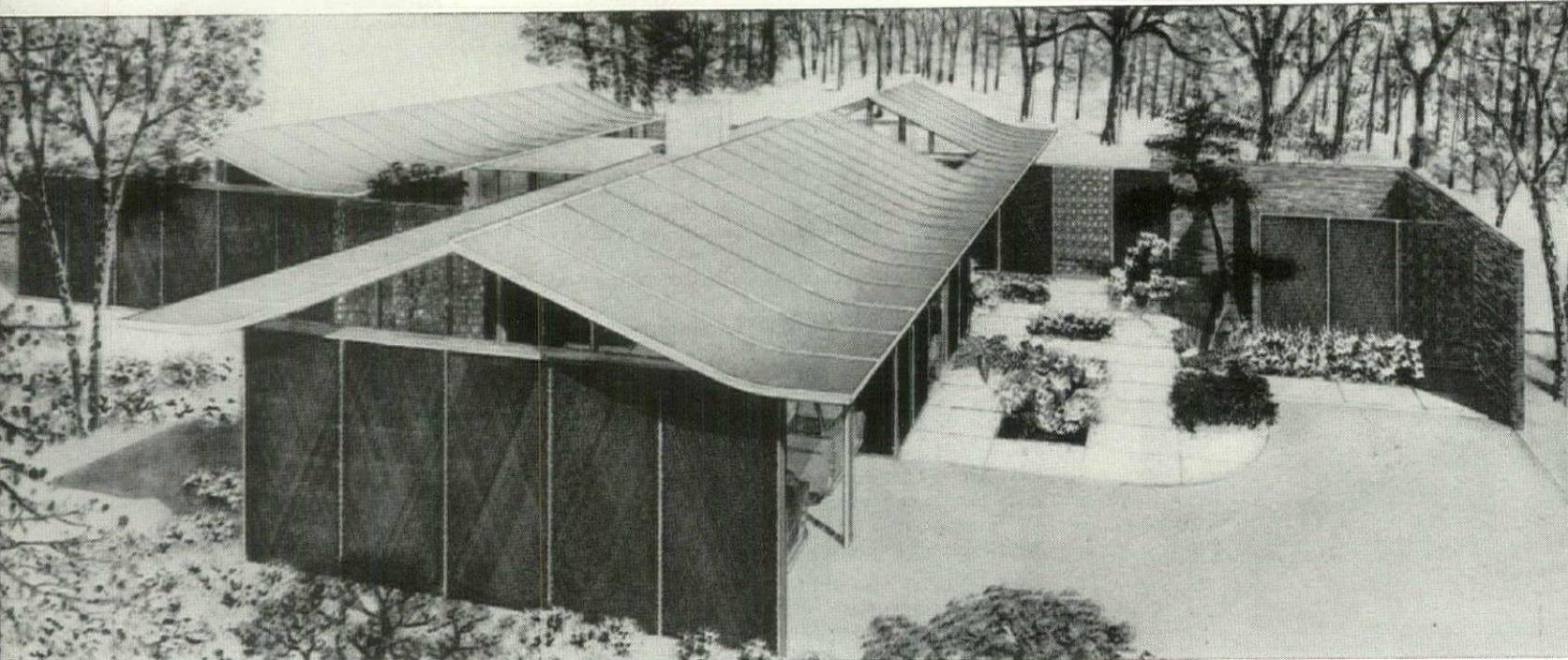
The top surfaces of the roof panels may be finished off in any one of a number of ways, including some of the roofing materials available today. Among the *new* finishes will be sprayed-on plastic skins in different colors and textures. They will form a weather-tight coating over the entire roof surface. Joints between panels will be interlocking with plastic or rubber gaskets used to assure weather tightness.

Ceiling surfaces on undersides of roof panels may be treated in several different ways: some may receive a thin urethane foam skin for better sound-absorption. (Such foam skins, in several good colors, are being used as ceiling finishes in some 1958 cars.) Other ceilings may be finished with photo-laminates of friendlier, warmer looking materials. Still others may be of more traditional materials applied to the roof sandwich with adhesives.

Wherever flat ceilings are desired, these will be hung from the roof structure. They may be designed to serve as sources of light (over baths and kitchens), as sound-absorbing blankets (anywhere), or as radiant heating or cooling panels.

To avoid tampering with the prefabbed roof panels on the job, vents and flues will be brought up outside the roof area or through the overhang whenever possible—or through special sleeves built into the roof panel at the factory (as in today's Panelfab roofs). Skylights will be clear plastic roof panels, integral with the rest of the roof.

Evidence:

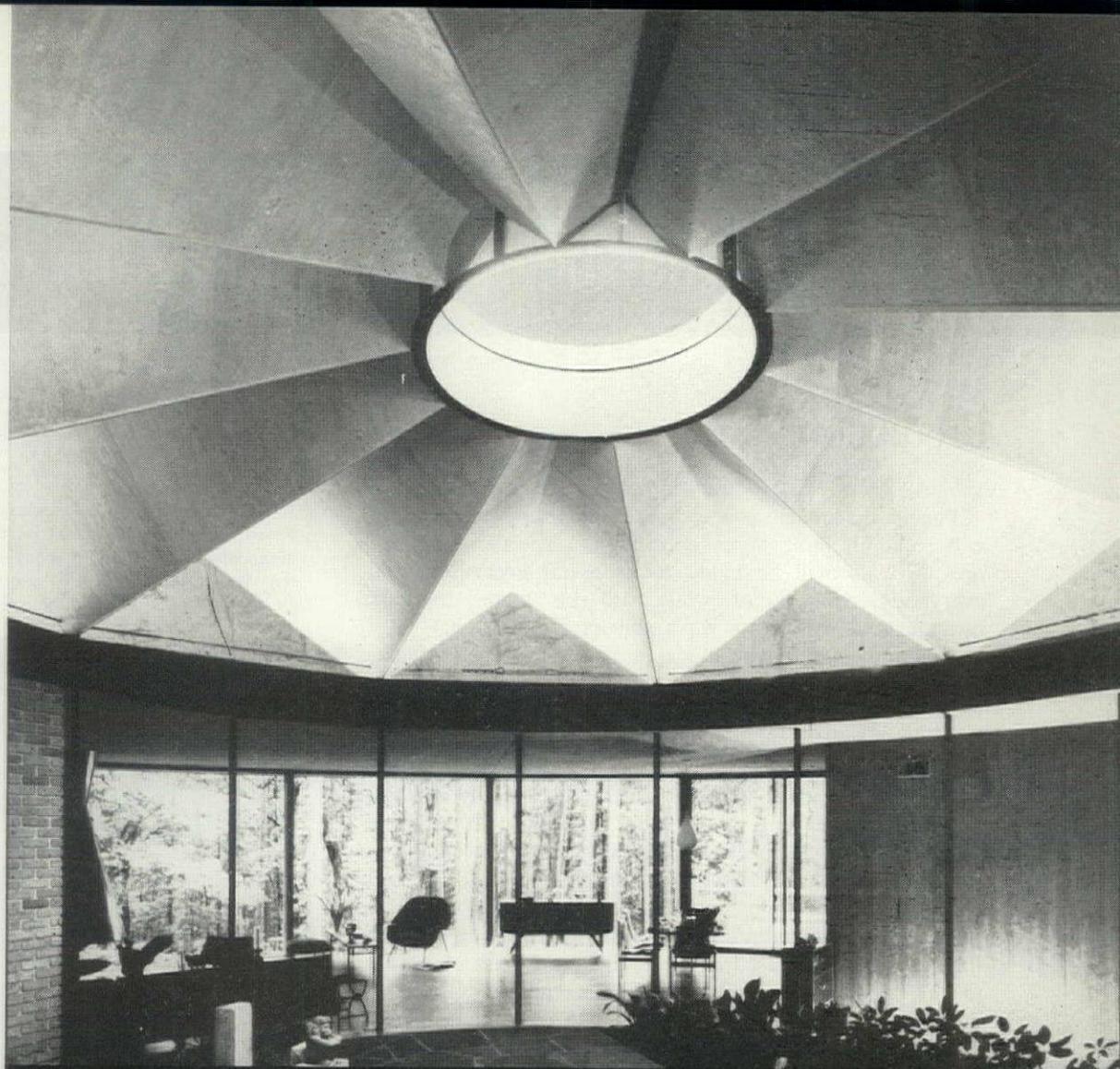


ALCOA'S "CAREFREE HOUSE" for 1958: Panelized roof, with outside and inside skins of anodized aluminum, core of foamed styrene. The panels will span clear from ridge-beam to loadbearing exterior walls, form an overhang. Early study by Architect Charles M. Goodman.

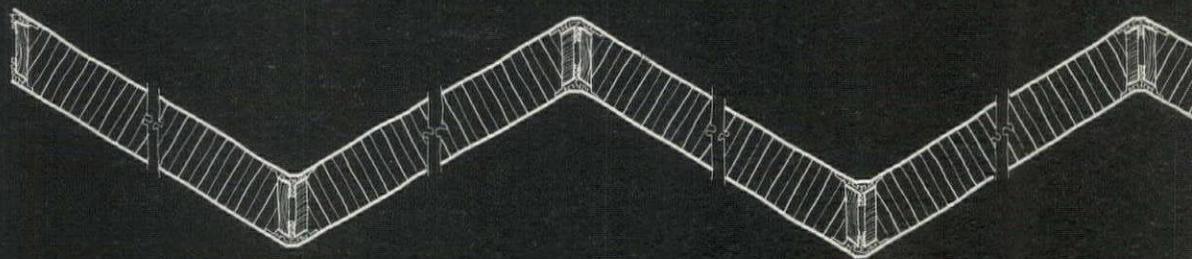
GE'S "HOUSE FOR 1964": Sandwich roof panels of stressed plastic skins bonded to foamed phenolic insulation core. Panels are curved for greater structural strength. Criss-crossed aluminum ribs hold the roof sections in place. Architect: Eliot Noyes.



FOLDED ROOF, Atlanta, Ga. 1957: Circular patio in center of this house is covered by stressed skin, wooden folded roof. Steel compression ring in center contains skylight. Tension cable around periphery keeps roof from flattening out. Architects: Alexander & Rothschild.



PANELFAB'S FOLDED PLATE ROOF, 1957: Aluminum skins, paper honeycomb cores. Interlocking joints have enough structural strength to act as built-in ridgebeams. Underside can be finished in any of 35 photo-laminated "wood" patterns.



"BEACH HOUSE OF THE FUTURE": Folded, foam-core panels arranged in star-shaped pattern form roof and walls of this experimental ALCOA house. No supporting structure is needed for this roof system, but tension ring may be required around circumference of star-shape. Architects: Harrison & Abramovitz.



196X walls may be opaque, transparent or ventilating

Prediction:

Panels that enclose the house and support the roof will come in three types each with a specific function: opaque walls will be made to keep out everything and everybody; transparent walls will be made to look through; and ventilating walls will let air through.

Opaque walls will be made in sandwich panels of materials similar to those indicated for the roof (pp. 122-3). Principal difference: the skins will be backed up with a tough material to make them dentproof. Factory finishes may be sprayed, baked on or integral with the skin.

Transparent walls will be fixed and generally double-glazed. Before long, transparent plastics with integral, structural-strength plastic frames may become available in the residential field. Two new developments in aircraft design may eventually enter the home building industry as alternatives to today's double glazing: 1) a new silicone interlayer-material used between sheets of glass or plastic to cut out heat transmission almost completely; 2) conductive coatings on exterior surfaces to cut out condensation by heating the surfaces with low-voltage current.

Ventilating walls will let in fresh air and filter it. Present indications are that the ventilating wall may soon become a year-round air-conditioning element acting much like today's room air conditioners.

The problem of joints between wall panels is likely to be solved by the use of new elastic adhesives and of new caulking compounds made of materials like glass fiber.

Evidence:

ALCOA'S SANDWICH WALL PANELS, 1957: These foamed styrene core panels are now being placed on the market by ALCOA, can have skins of anodized aluminum in many different textures, plywood, asbestos, etc. Walls are load-bearing, can be made dent-proof by insertion of an asbestos back-up sheet behind the aluminum skin.

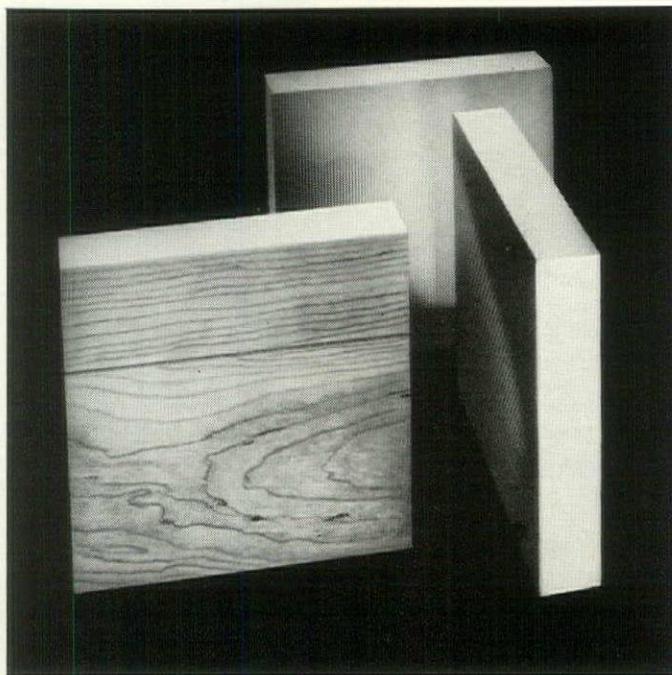
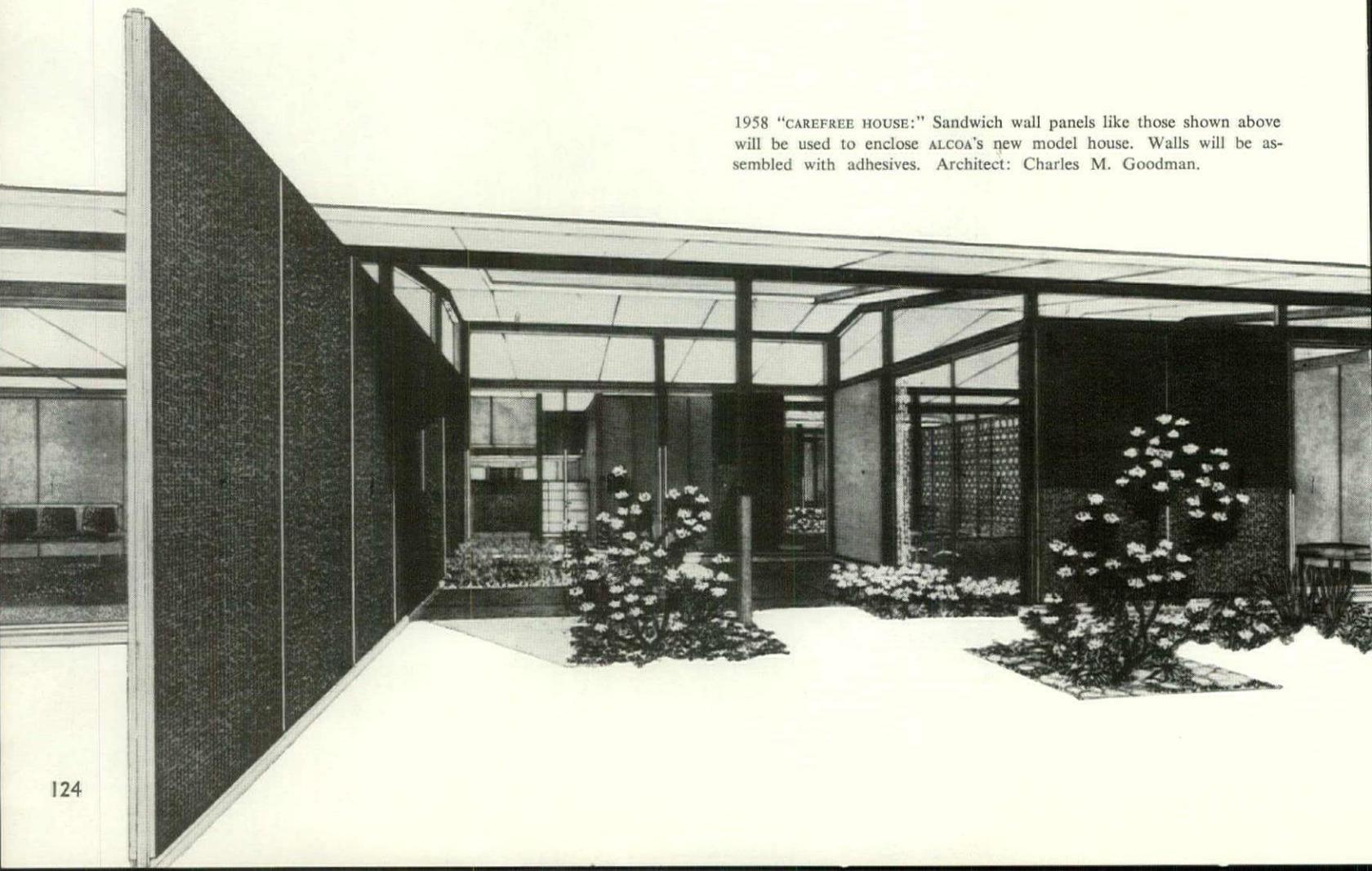


Photo: John Reed

1958 "CAREFREE HOUSE:" Sandwich wall panels like those shown above will be used to enclose ALCOA's new model house. Walls will be assembled with adhesives. Architect: Charles M. Goodman.



196X assemblies may use adhesives

Prediction:

By 196X there will be a workable adhesive for almost any condition and almost any material in house construction. In fact, there may well be an inexpensive epoxy adhesive that can be used universally—to attach anything to anything else in the house.

This means that adhesives will be in serious competition with all the thousands of nails and bolts that go into today's house; they will be in competition with all the sealers, some of the flashing devices, and with many present-day fasteners. Chief remaining problems are two:

first, the application of adhesives calls for controlled conditions hard to attain in the field; and, second, the "pot-life" of adhesives is generally short, and so is their setting time. Result: no chance to correct mistakes in the field either.

Both these problems are currently being solved. Meanwhile, the strength of today's adhesives is almost phenomenal: far from merely joining two dissimilar materials, they often weld the materials into a joint that is stronger than the materials it connects.

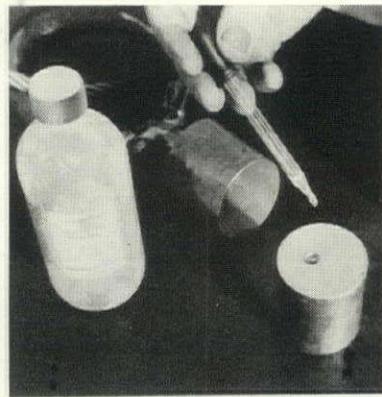
Evidence:



International News Photos

US AIR FORCE B-58: This supersonic bomber is put together with a structural bonding film that replaces rivets in fuselage, wings and tail assembly. Engineers found that individual panels in the plane's body could be larger when bonded together than when riveted.

EASTMAN CHEMICAL'S "910" ADHESIVE: Picture sequence at right shows two ends of 2" diameter steel rods joined by a single drop of this new adhesive (1). Eye bolts were then attached to opposite ends of this assembly (2), and 30 minutes later the completed rig was able to lift a convertible (3) with passengers—5,000 lbs. in all—off the ground without trouble.



1



2



3

SAYS H. W. MOHRMAN, research director, Monsanto Chemical Co.: "The increasing use of plastic-containing building materials lends itself to the utilization of cements and adhesives as joining systems rather than mechanical methods such as nailing and bolting."

196X floors may be off the ground

Prediction:

Floors of 196X—like walls and roofs—will be factory-made in panels, and erected on the site. The panels will be about 6" thick (depending upon the span and the materials used); they will have a hollow, space-frame type core; and they will be as big as 12' or 16' square.

These floor panels will rest on a very few piers designed, roughly, like big golf tees, and driven into the ground far enough to develop sufficient friction to support a one-story house. The piers will be located at panel corners. No supporting girders will be needed.

Elimination of slab floors will make home building more independent of the weather. In addition, the precision required by modular wall panel systems implies a high degree of precision in the floor system as well—and this is much harder to achieve by on-site methods.

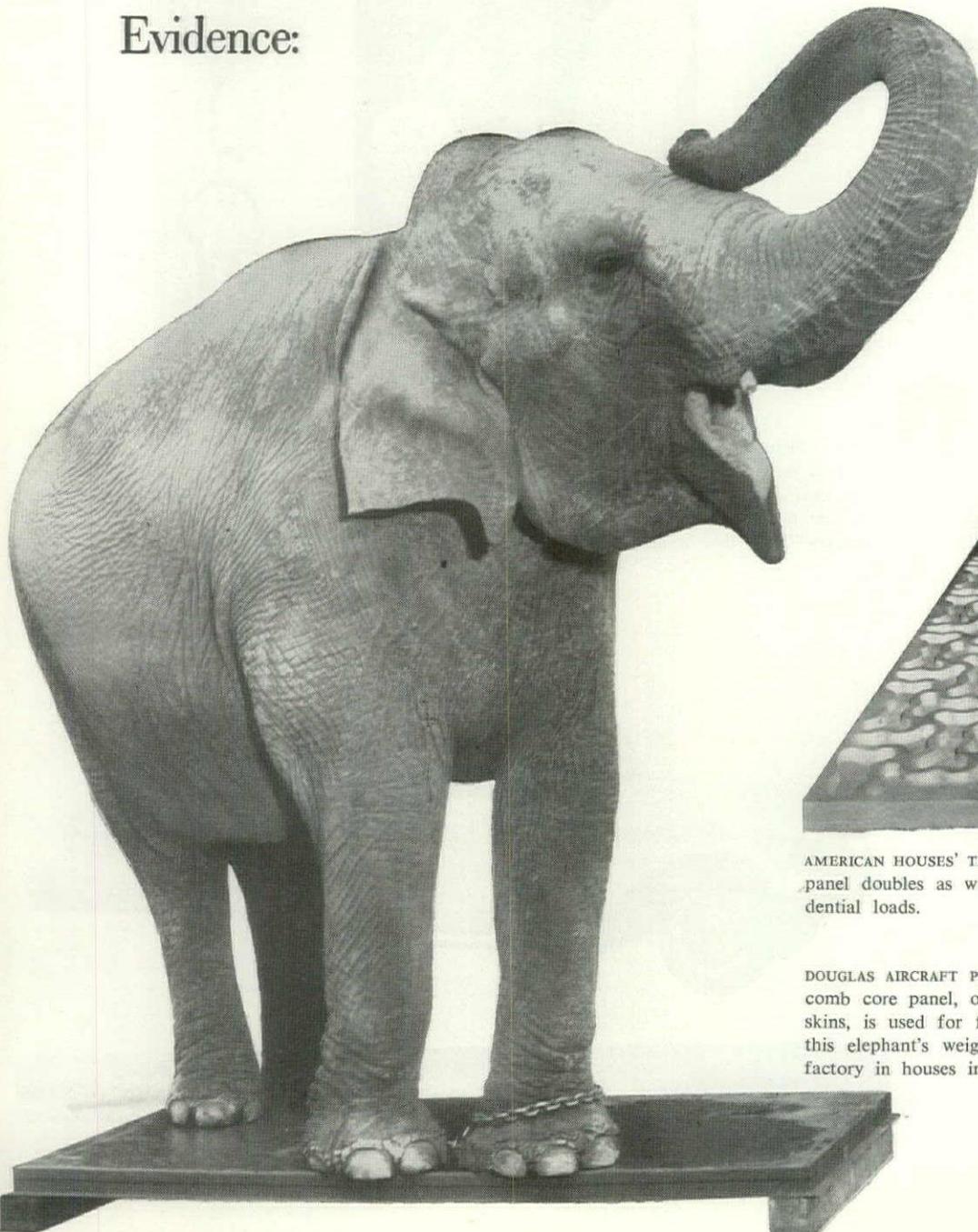
The hollowness of the floor panels will make it possible

to use them as plenums for warm air heating systems, or as chases for cross-overs in wiring and plumbing.

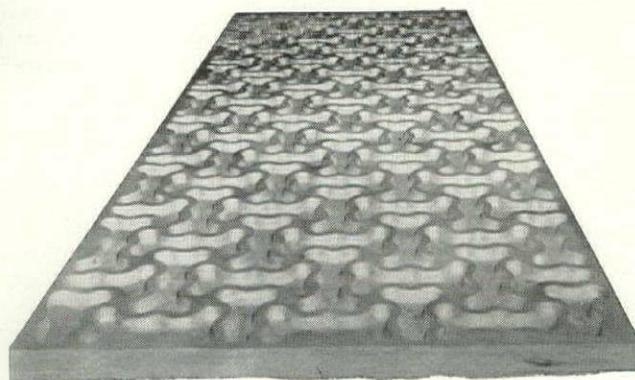
Floor surfaces may be of wood or synthetic tile, both laminated to top skins of the floor panels. Soon there may be a sprayed-on urethane foam for carpeting.

The effect of a panelized floor system will be to divorce the house from the ground. If the floor panels are fastened to their supporting piers by easily soluble adhesives (or by simple mechanical fasteners), it will become possible to disassemble and move entire houses from their lots, and thus, for the first time, create a basis for trading in an old house just like an old car. Since many undesirable houses tend to be located on desirable land, the possibility of trading in the house *without trading in the land* will open up an entirely unexplored market for new and better houses on re-usable land.

Evidence:



SAYS WILLIAM H. SCHEICK, executive director, Building Research Institute: "The house structure (of tomorrow) may be divorced from the ground . . . by having the floor panels out of contact with the ground and supported on pins. The battle with mud is a nuisance during construction, and the battle with ground moisture and termites goes on and on for houses in or upon the earth. . . . Houses will be built so that they can . . . ultimately be sold second-hand to another homeowner *for use somewhere else*. . . . With a changeable and movable house . . . a good site will no longer have to be occupied by one house through its full life cycle and into its obsolescent years."



AMERICAN HOUSES' TEST FLOOR, 1956: 4" thick phenolic-and-paper floor panel doubles as warm air plenum, can span 8' under normal residential loads.

DOUGLAS AIRCRAFT PANEL, tested by 5,000 lb. elephant: Paper honeycomb core panel, only 2½" thick and faced with 1/16" magnesium skins, is used for floors of radar van trailers, could support twice this elephant's weight without serious deflection, would prove satisfactory in houses inhabited by most humans.

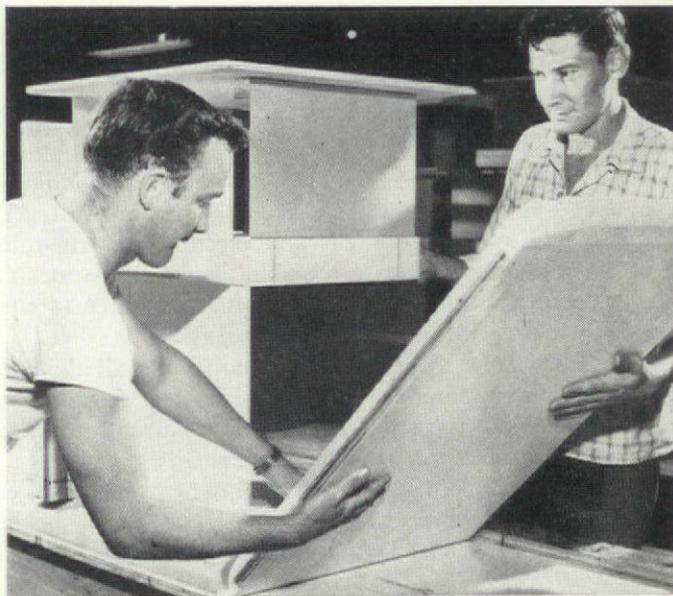
196X partitions will be movable storage walls

Prediction:

Most 196X partitions will be nonstructural—so they can be put up anywhere in the house, and taken down at will. They should be light, rigid, self-supporting and sound-resistant. Some type of sandwich panel may be the answer.

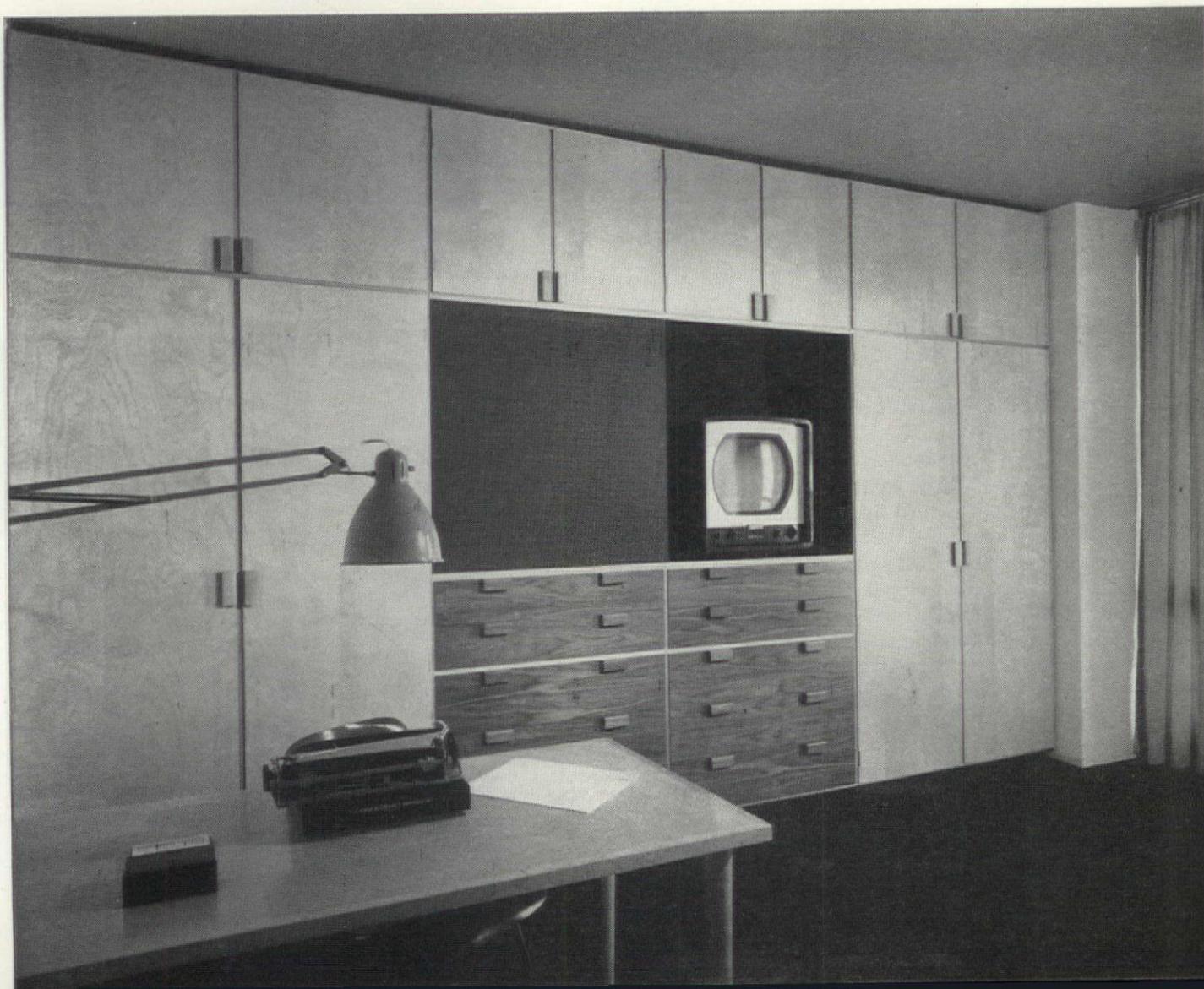
A new approach will be made to the storage wall problem: Because of the high cost of shipping *completely* prefabricated storage walls, an attempt will be made to devise new, knockdown units that can be assembled quickly on the job. Among the design concepts offering great promise are prescored panels similar to the prescored sandwich materials used to build today's refrigerators. These prescored panels would be shipped flat, folded into boxes on the job. Another idea is to prefabricate the *faces* of storage walls (including sliding doors), and to erect such facing walls parallel to one another on the job. More elaborate divisions like shelves, drawers, dressing tables, etc. could be inserted into the unit after erection. This suggests that the storage wall of 196X will incorporate many units now counted as free-standing furniture. Result: much of today's furniture will be considered part and parcel of house-equipment, hence included in the mortgage package.

Evidence:



WESTINGHOUSE REFRIGERATOR, 1957: Walls of unit consist of foam-core sandwich with two metal skins. By scoring sandwich along definite lines, units of any size may be formed by simple folding process.

MODULAR STORAGE, 1954: Unit storage wall will form principal room division in 196X. Designers: Henry N. Wright & Robert Boyd Britten.



196X cooling and heating will use much more electricity

Prediction:

More air conditioning in houses will mean more electricity used—and that in turn will bring cheaper electricity rates to induce home owners to use more electricity in winter. Result: a cut in the cost of electric heat and an increase in the use of electricity for heating. In other words, heat-pump systems, all-year-round air-conditioning systems, and electric radiant heating systems will get a boost. (However both gas and oil-fired, all-year-round air-conditioning systems are making important strides and will compete in areas where these fuels continue to equal or beat electricity in terms of price.)

There will be three principal sources for all the extra electric power required: first will be nuclear reactors; second will be power plants that get more current out of less fuel. And third may be solar batteries.

Scientists agree that within 30 years or so the earth will face a serious shortage of fossil fuels (i.e. petroleum and coal). Signs are that by that time synthetic fuels will have

been developed to take the place of today's traditional fuels. Dr. Clifford C. Furnas, one of the top scientists in the country, indicated recently that the new field of radiation chemistry may enable us to make all our liquid fuel synthetically.

Equipment:

Two specific types of 196X heating and air conditioning equipment are indicated by recent developments: first, a continuous heating and air-conditioning baseboard strip around the periphery of the house, which would probably be developed as part of a complete baseboard utility package containing also the electric wiring. This package would be kept out of the wall proper. Second possible development will be a wall panel designed to fit into the modular pattern of the exterior walls and equipped to function as a year-round room air conditioner. This wall panel may be only 4" thick. At least one manufacturer is today working on just such a thin room unit.

196X wiring may be aluminum, 3-wire, out of the wall

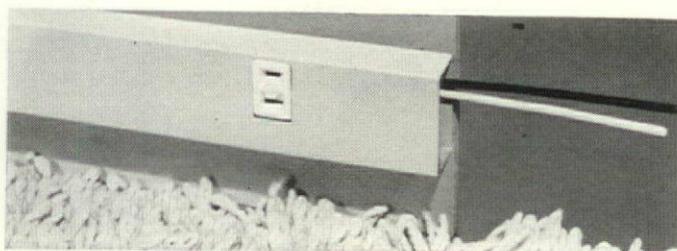
Prediction:

The 196X house will need so much more power (for added appliances, air conditioning, maybe heating) that the first major change will be to use much heavier circuits throughout the house. Three-wire No. 12 circuit, carrying 40 amps and making 220 v. available anywhere it may be needed, will become standard in houses.

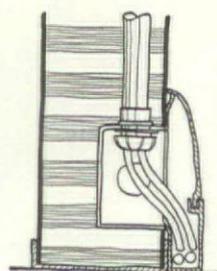
The next change will be a major switch from copper to aluminum. Aluminum is already competing with copper in terms of price for all distribution wires up to No. 3. It may soon be competitive with wires up to No. 12. With wider use of aluminum wiring will come pressure connections (which don't require twisting of wires).

Finally, the wiring (and practically all other utilities) will come out of the walls. It will be run around the baseboard where it can be inspected easily during construction, and where it can be fixed, changed and tapped easily after the house is completed. This continuous raceway may, eventually, end up recessed in the floor (rather than in the baseboard) since floor-chases will interfere less with large openings like sliding glass doors.

Evidence:



NATIONAL HOMES' SHEET ALUMINUM RACEWAY, 1957: Raceway wiring system developed by this prefabricator may cut costs in half. Baseboard radiation pipe and cover fit under raceway.



PANELFAB'S BASEBOARD RACEWAY: Here a continuous baseboard raceway system is being used to minimize cutting into sandwich wall panels. Conduit pipe shown here is really unnecessary, since all switches could be contained in vertical raceway doubling as door trim.

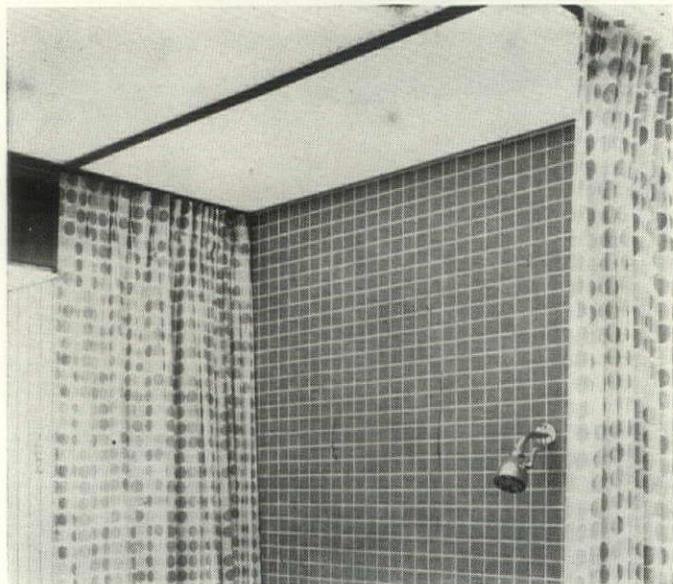
196X lighting will be a building element

Prediction:

Lighting in the 196X house will fall into two categories: first, general illumination (which will be built-in); and, second, specific localized light (by individual fixtures). General illumination will be handled by luminous surfaces—luminous walls as well as luminous ceiling (particularly in baths, kitchens, playrooms). These luminous surfaces will be controlled by dimmers. There will be further developments in the field of electroluminescence—e.g., methods of sandwiching transparent phosphors between sheets of glass coated to conduct electricity. Result: the 196X window may be turned into a luminous wall at night. Specific localized lighting will continue to be handled by individual, movable fixtures given added mobility and flexibility through the use of a type of continuous plug-in strip.

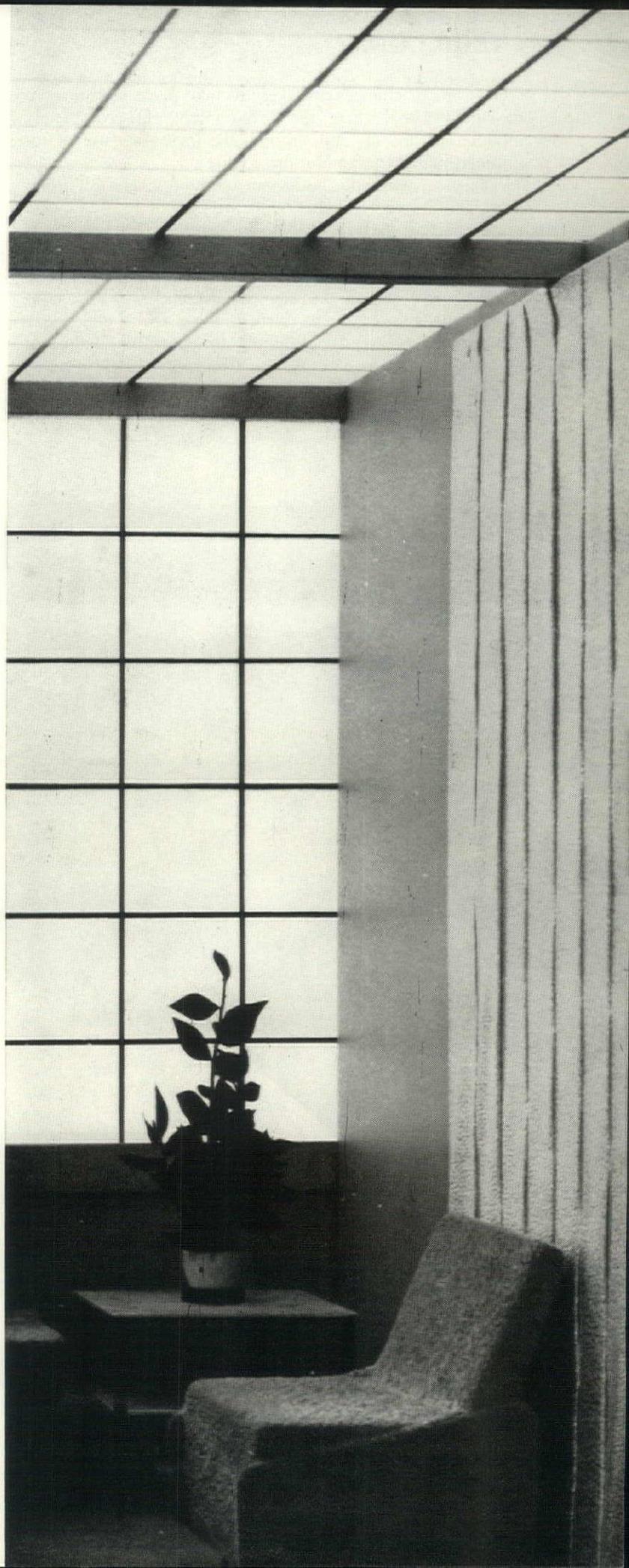
Evidence:

Ben Schnell



LUMINOUS BATHROOM CEILING, 1957: Fluorescent-and-plastic ceiling in this bathroom assures even, shadowless light, good for shaving, make-up. Designer: G. Luss.

WESTINGHOUSE'S LUMINOUS WINDOW, 1957: Phosphor-and-glass sandwich in rear forms a transparent picture window in daytime, becomes a luminous wall at night. Result: source of lighting is the same for the room by day as by night.



196X bathrooms can be prefabbed in sections

Prediction:

Two major changes are likely to take place in bathroom design by 196X: first, the development of a completely modular bathroom; and, second, the increasing use of reinforced plastics for bathroom fixtures.

The most workable bathroom module will be 32", and most bathrooms will be built around three 32" wide units—each a fixture (toilet, lavatory or tub) *with its own, integral back-up panel*. Chances are that each of these panels will be 48" high, and that additional panels for the upper half of the wall will become available, containing medicine cabinets, mirrors, towel racks, etc.

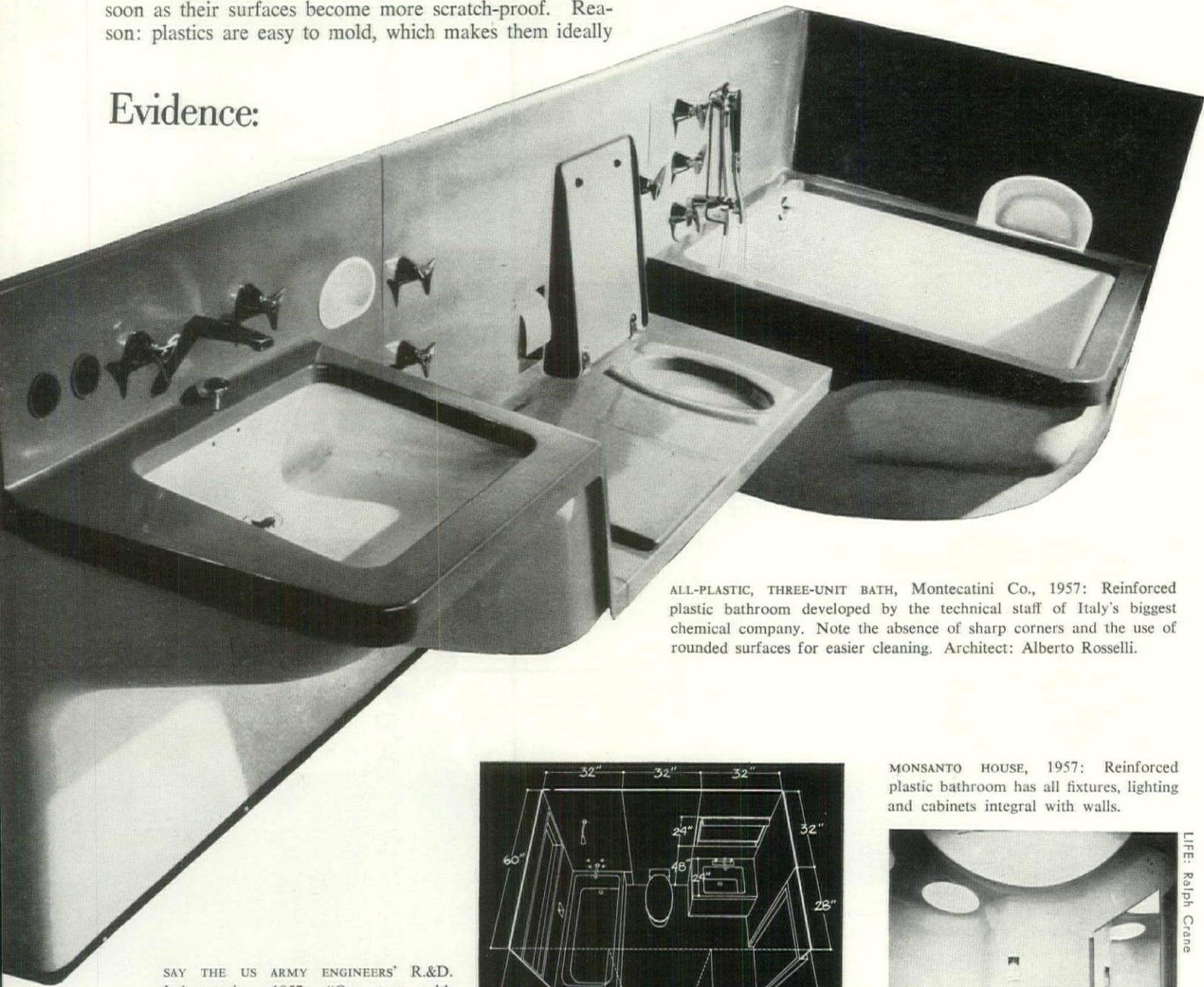
Plastics are already beginning to enter the bathroom fixture field. They will become even more widely used as soon as their surfaces become more scratch-proof. Reason: plastics are easy to mold, which makes them ideally

suited for the fabrication of the type of fixture-and-wall components suggested above. Light weight (less than 50% of the equivalent ceramic fixture) may play a role in assembly and support of wall-hung components.

All bathroom plumbing will be above floor level, and all corners and joints within the bathroom will be rounded to permit easier cleaning.

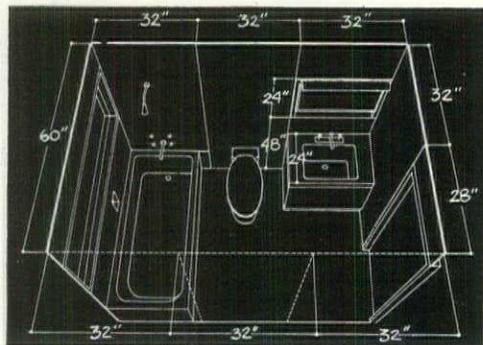
The following features will become standard in the 196X bath: luminous ceilings, electric heating units, exhaust fans, built-in medicine cabinets with integral lighting, heated towel racks, etc. Prefabricated plumbing stacks will be designed to fit into the 32" module.

Evidence:



ALL-PLASTIC, THREE-UNIT BATH, Montecatini Co., 1957: Reinforced plastic bathroom developed by the technical staff of Italy's biggest chemical company. Note the absence of sharp corners and the use of rounded surfaces for easier cleaning. Architect: Alberto Rosselli.

SAY THE US ARMY ENGINEERS' R.&D. Laboratories; 1957: "Our tests with fiberglass reinforced plastic fixtures indicate entirely satisfactory performance."



HOUSE & HOME ROUND TABLE, 1955: Industry-wide round table agreed to promote standardized, three-module bathroom shown above.

MONSANTO HOUSE, 1957: Reinforced plastic bathroom has all fixtures, lighting and cabinets integral with walls.



LIFE: Ralph Crane

196X plumbing can use plastic pipes

Prediction:

The development of cheap plastic pipe that will not soften when carrying hot water is just around the corner. One inexpensive blend of rubber and plastics has been tested by US Rubber and found easily capable of handling water at boiling point and above.

The production of such plastic pipe, together with the production of plastic pipe fittings and pipe fixtures, means that various types of metal pipe used in residential plumbing today will soon feel the competition of this new material. Such plastic may cost only two-thirds as much as copper tubing. If so, it may be possible to make cold water supply lines large enough (at little extra cost) to

abolish the need for water tanks in residential toilets. Result: flush-valve wall-hung toilets may become standard for houses.

Other major advantages claimed for plastic pipes are the reduction in the number of connections and fittings, since the pipe will be made highly flexible. Because of its elasticity it is not damaged by freezing.

Many manufacturers are currently working on polyethylene and polypropylene pipe, fittings and fixtures of greater strength, elasticity and resistance to high temperatures. These products will get into residential construction in big quantities in 196X.

Evidence:

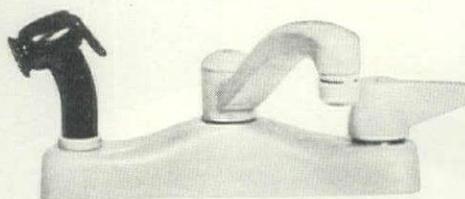
SAYS H. W. MOHRMAN, Research Director, Monsanto Chemical Co.; 1957: "Vinyl and polyethylene lined pipes combine the corrosion resistance of the plastic materials with the structural properties of steel and concrete. . . ."

MONTECATINI'S MOPLEN PIPE: 1957. This polypropylene pipe is tough and rigid, can be used at temperatures close to 300 deg. F. without softening. Resins for these products have just become available in US through Chemore Corp.

CHEMICAL & ENGINEERING NEWS, 1957: "The use of virgin polyethylene for pipes has grown tenfold in five years and may top 75 million pounds by 1960."



POLYPROPYLENE VALVE, 1957: Typical plastic fitting of great strength and durability. Low cost processes for manufacturing such plastic will shortly put these fittings into residential use.



DUPONT FAUCET, 1957: Kitchen faucet assembly with integral colors was molded to test consumer-reaction.



FORTUNE: Langley

196X cooking may be electronic

Prediction:

The most radical change in kitchen design may result from the development of cheaper electronic ovens. If these become available then meals that now take three hours to cook may be cooked in as little as fifteen minutes.

The next most important change in kitchen design may be the development of a "decentralized refrigerator." Such a refrigerator would consist of a central compressor that will make refrigeration available in different locations (perhaps in drawers spotted throughout the kitchen).

These two advances in kitchen design go hand in hand with the concept of the complete modular kitchen package, since both electronic cooking and central refrigeration suggest that the kitchen will be a single, pre-engineered

piece of mechanical equipment. The recent adoption of modular standards for kitchen design (1' modules in width and an 8' ceiling height) will make it a great deal easier to prefabricate and mass-produce this piece of mechanical equipment at low cost. It will also help eliminate dust catchers between individual units and wasted space between tops of wall cabinets and finished ceiling.

While this trend toward the complete package will be the main development in 196X kitchen planning, there will also be a diametrically opposed move toward the decentralization of the kitchen. Small, compact and mobile plug-in kitchen units will come on the market so people can prepare meals anywhere in the house or in the garden.

Evidence:

WILLIAM M. KLINE JR., of Westinghouse, describing the Kitchen of 1962: "A portable kitchen could be used wherever there's an electrical outlet... The kitchen may... migrate into other parts of the home."

RCA WHIRLPOOL MIRACLE KITCHEN, 1957: Luminous ceiling, refrigerated drawers, electronic gadgets are part of the cooking arsenal envisaged for 196X by this manufacturer (below).

Photo: Krantzen Studio Inc.



196X home building needs new trades, professions

If the predictions made on these pages prove reasonably accurate, then the 196X home building industry will need a new breed of men to run it, plan for it, build for it.

It will require architects who are true industrial designers, with a rare talent for achieving new beauty with unaccustomed materials.

It will require builders who can assemble a vast variety of factory-finished components as skillfully as their fathers framed a house with nails and 2x4s.

It will require realtors who can not only sell new houses to people who want the new way of life, but also take their old houses in trade to sell to those who are satisfied just to get shelter and space.

And home building will require new trades in old places, and old trades in new places: carpenters (the most versatile home building workers today) must become all-round mechanics, ready and able to do all the on-site

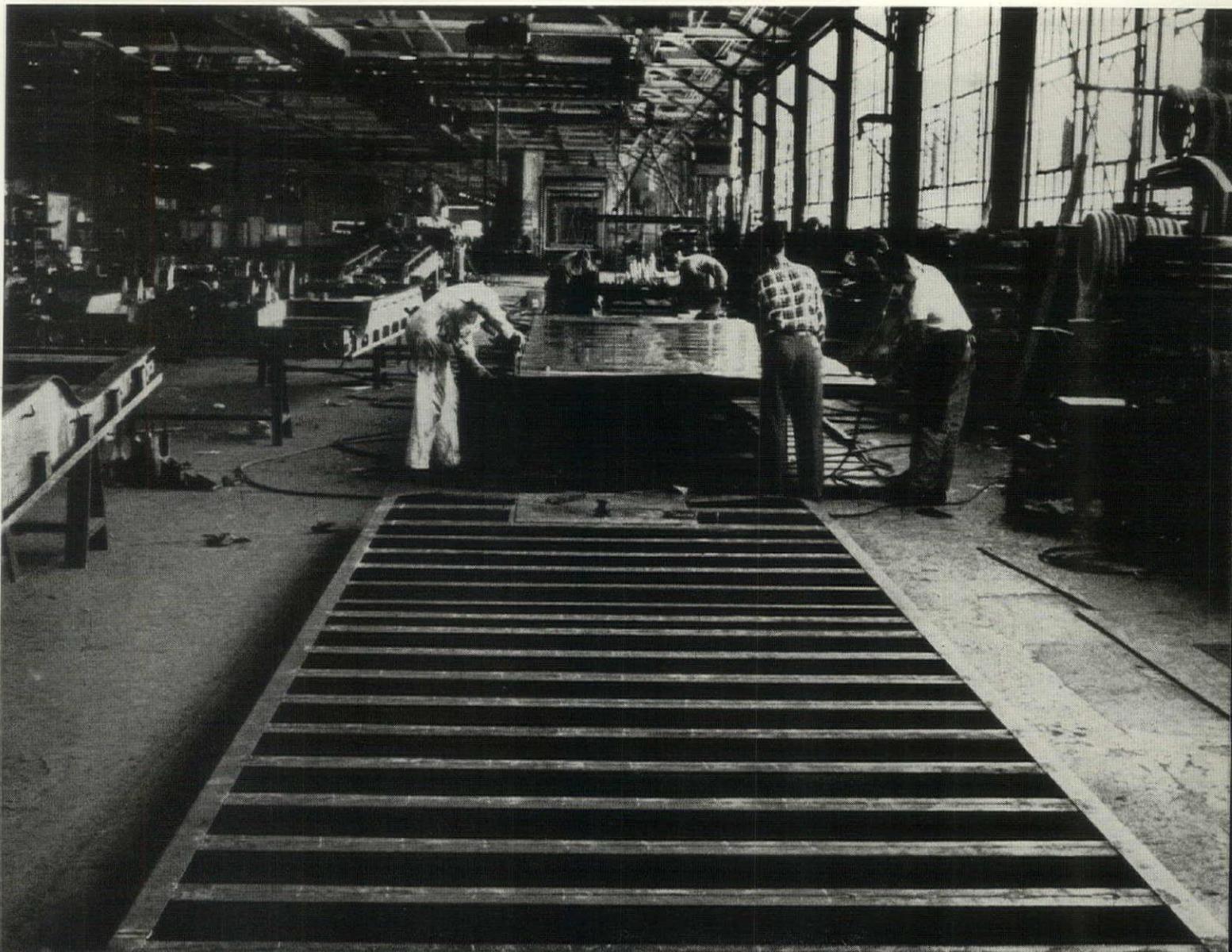
assembly of components. Plumbers and electricians will do most of their work in fabricating plants, all year round and under controlled conditions. And the painters will work there, too, with spray guns or "paint baths" instead of little brushes.

For nothing will be quite so precious in 196X as the available man-hours of labor—the labor that today's home building now wastes at almost every point.

What about the traditional trades and skills? The fact is, of course, that the house of 196X will still use plenty of brick, block and stone—because, after all, man can not live by polyethylene alone. And the house of 196X will still use plenty of wood in traditional ways—for the same reason.

But the staggering increase in the need for houses in 196X will force home building to conserve all its resources—and especially, its resources in labor.

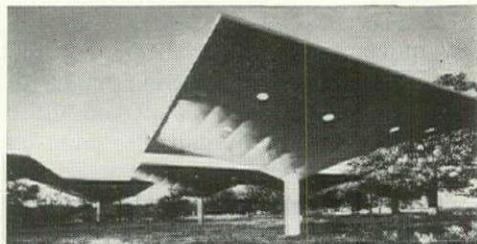
TRAILER FACTORY shows mechanization of building techniques in a related field. Walls are of aluminum insulated with foamed styrene.



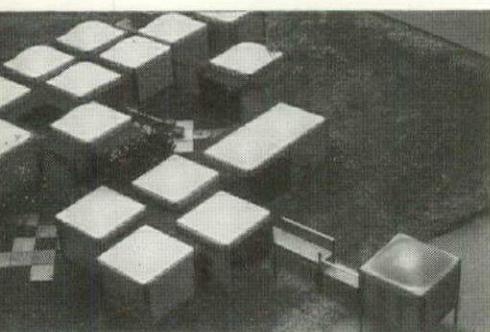
The 196X house and after

Prediction:

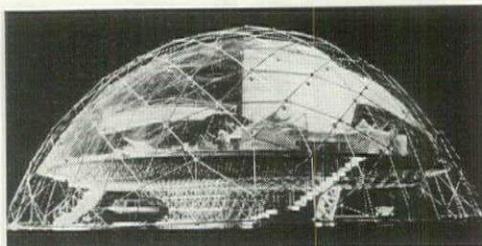
N. Bleecker Green



HYPERBOLIC PARABOLOIDS, 1957: Thin shells of reinforced concrete will roof a club-house now being built near Dallas.



UNIT-HOUSE FOR HOMESTYLE CENTER, 1957: Square, dome-topped units form a group of pavilions scattered across the site. George Nelson, architect.



GEODESIC DOME, HOMESTYLE CENTER, 1957: Plastic dome shelters prefabricated living units. Buckminster Fuller, Designer.

In most respects, the house of 196X will look much like today's more advanced houses—simple lines and surfaces, large areas of glass, deep overhangs, low-pitched or flat roofs. There will be certain changes in detail: panelized walls will probably produce an emphatic "panelized look"; prefabricated floors will probably sit on short piers; wall and fascia thicknesses will be much reduced; various sun-control devices—grills and louvers—may become major decorative and functional elements in air conditioned houses. In addition, there will still be considerable use of today's more traditional materials to add warmth and substance to the house.

But as the house becomes more completely engineered, its over-all form will begin to change radically.

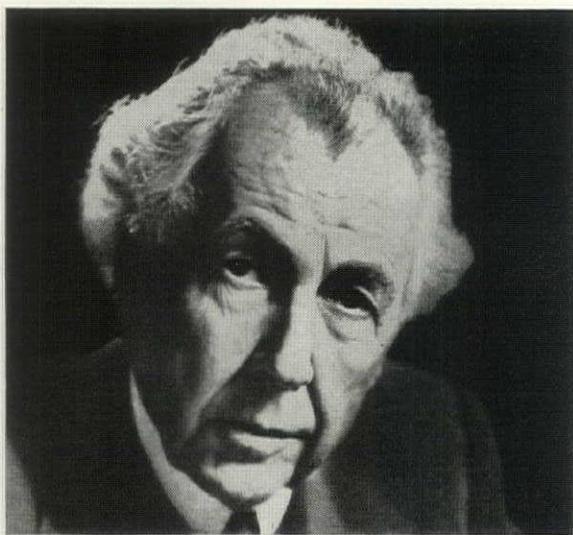
A few weeks ago, Professor Herman Mark of the Brooklyn Polytechnic Institute and one of the top authorities on plastics in the US, predicted that the new, inexpensive, copolymerized plastics would have "as great an impact upon the construction industry as nylon had on the textile industry twenty years ago."

He was referring, of course, to the technological changes that will be brought about by the new and cheaper plastic materials. But he might as well have spoken of the development of new plastic forms—forms that attain structural strength from the curvature of their skins; forms made economically feasible at last by these new structural plastics that are just beginning to come into use.

People like to refer to the eggshell or the seashell in describing the strength inherent in such curved structures. No one knows what the house of 197X, say, is going to look like, and no one will seriously claim that it will look like an egg or a clam.

But there is little doubt that the house of 197X or 198X—or, perhaps, the house of the year 2000—will have incorporated in its form these simple lessons: first, that thin shells can be enormously strong if they are curved right; second, that certain plastics lend themselves well to shell construction; and, third, that such thin shell structures can create a new world of beautiful forms./END





A TESTAMENT
BY
FRANK LLOYD WRIGHT

**“Properly focused
upon the needs of twentieth century life,
new uses of livable space
will continually evolve—
improved, more exuberant and serene.”**

These words are part of Frank Lloyd Wright's testament. They express his faith in a living, organic architecture, a faith he reaffirms throughout the summation of his life work: *A Testament* (Horizon Press, 256 pp. \$12.50).

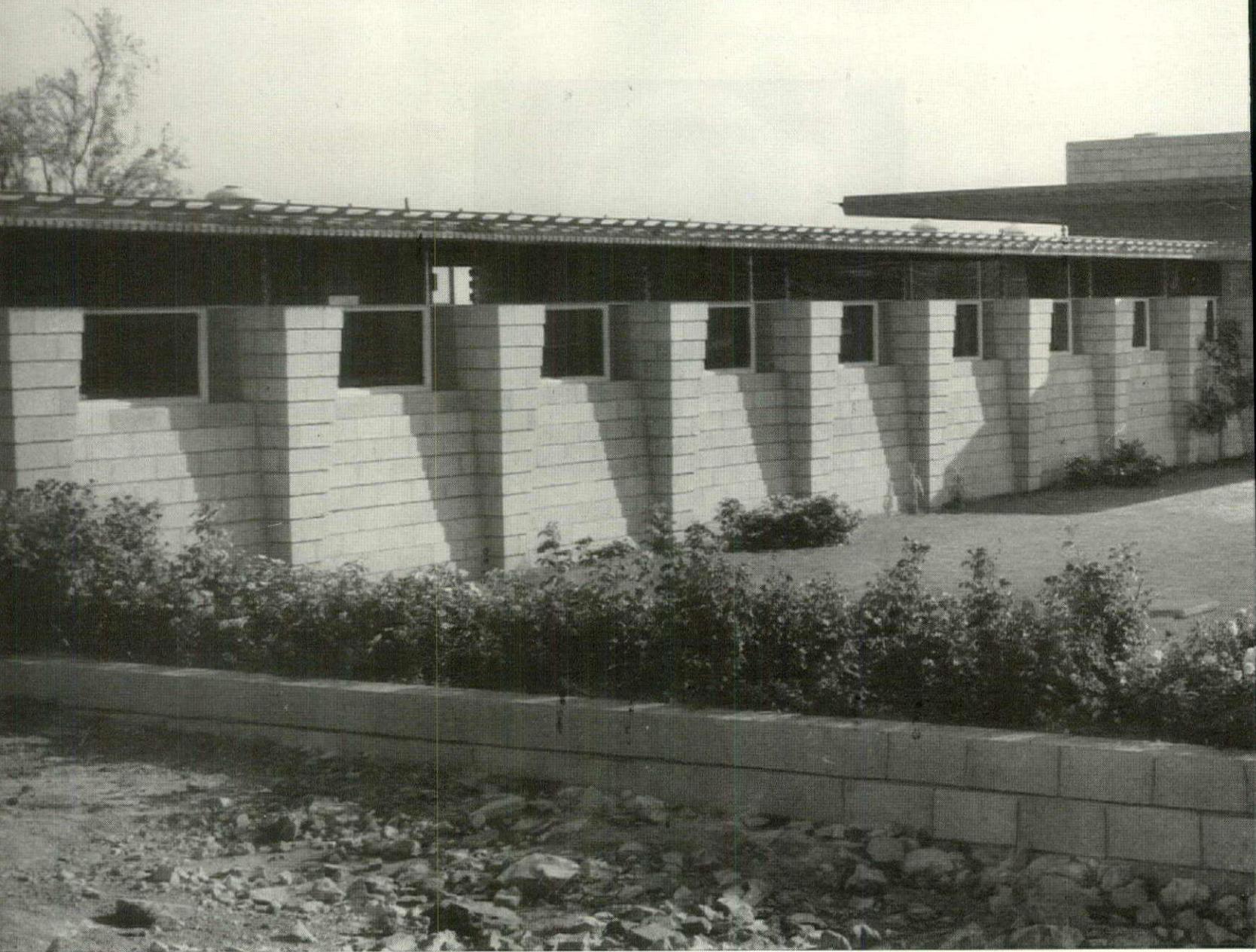
Wright says:

“Our new resources already evolved by science, especially glass and steel wrought by the machine, are bound continually to develop new forms. Continually new ways and shapes of building will continue to give fresh character and true significance to all modern structure . . .

“By new products of technology and increased inventive ingenuity in applying them to building-construction many superlative new space-forms have already come alive: and, because of them, more continually in sight. Some as a matter of course will be novel but insignificant; some will be significant and really new. But more important, modern building becomes the solid creative art which the poetic principle can release and develop . . .

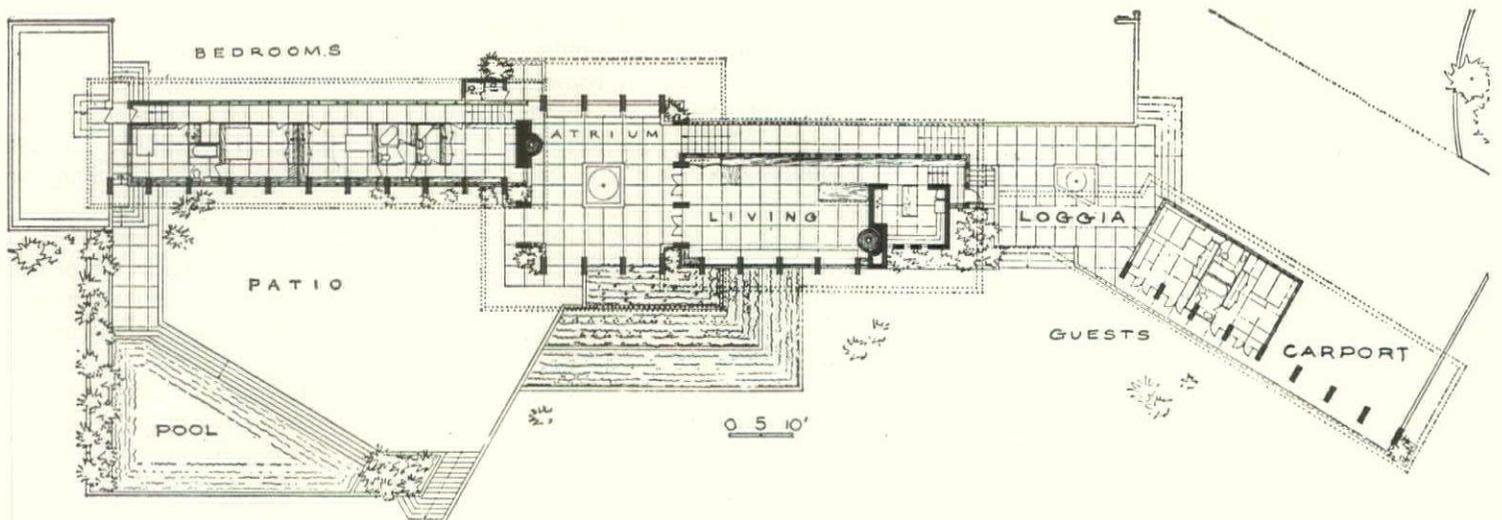
“The machine as a tool now is inevitable to human joy and comfort, and originals must have, in themselves, properties essential to the proper use of our machine-powers. But, machined-shapes are no *substitutes* for architectural form, nor is the machine itself a form-giver or interpreter . . .”

On the following six pages HOUSE & HOME presents further quotations from A Testament and shows photographs of two houses selected from the 200 drawings and photographs contained in the book. Many of the photographs used in A Testament, including those reproduced on the next pages, are from the House Beautiful collection.



Harold C. Price house, Phoenix. All photos: Maynard Parker.

From *A Testament* by Frank Lloyd Wright:





“Old or new materials have their own lively contributions to make to the form, character and quality of any building . . .

“Steel gave rise to a new property: I call it *tenuity*. Tenuity is simply a matter of tension (pull), something never before known in the architecture of this world. No building could withstand a pull. Push it you might and it would stay together but pull on it and it would fall apart. With tensile strength of steel, this pull permits free use of the cantilever, a projectile and tensile at the same time, in building-design . . .

“The cantilever is essentially steel at its most economical level of use. The principle of the cantilever in architecture develops tenuity as a wholly new human expression, a means, too, of placing all loads over central supports, thereby balancing extended load against opposite extended load. This brought into architecture for the first time another principle in construction—I call it *continuity*—a property which may be seen as a new, elastic, cohesive *stability* . . .

“A new freedom involving far wider spacings of more slender supports. Thus architecture arrived at construction from within outward rather than from the outside inward; much heightening and lightening of proportions throughout all building is now economical and natural, space extended and utilized in a more liberal planning that the ancients could ever have dreamed of . . .”

continued



Harold C. Price house, Phoenix, living room.

From *A Testament* by Frank Lloyd Wright:

"Atrium [right], open on all sides to the sky, connects living room and bedroom wings. The great roofs hover lightly over the house affording the unique sense of shelter, light, and soft shadow characteristic of organic architecture . . .

"Centralized supports may stand isolated, balanced load against load—seen not as walls at all, but as integral pattern; walls may be slender suspension from point to point, in fascinating pendant form . . .

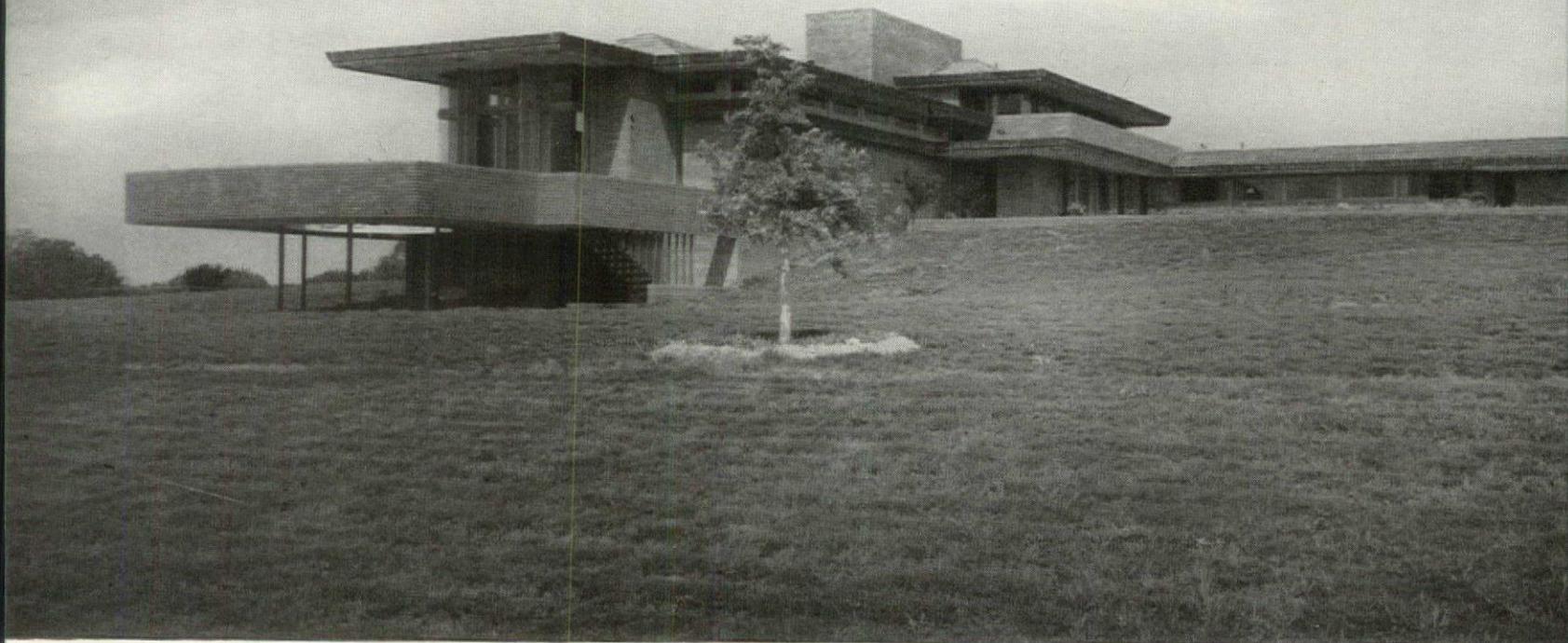
"Cover therefore now becomes in itself a feature more important as architectural form: Solidity of walls vanishing to reappear as imaginative screens involving light, and as inevitable consequence leaving more responsibility to the shapes and shaping of the whole building 'overhead' with direct reference to the elements."

continued

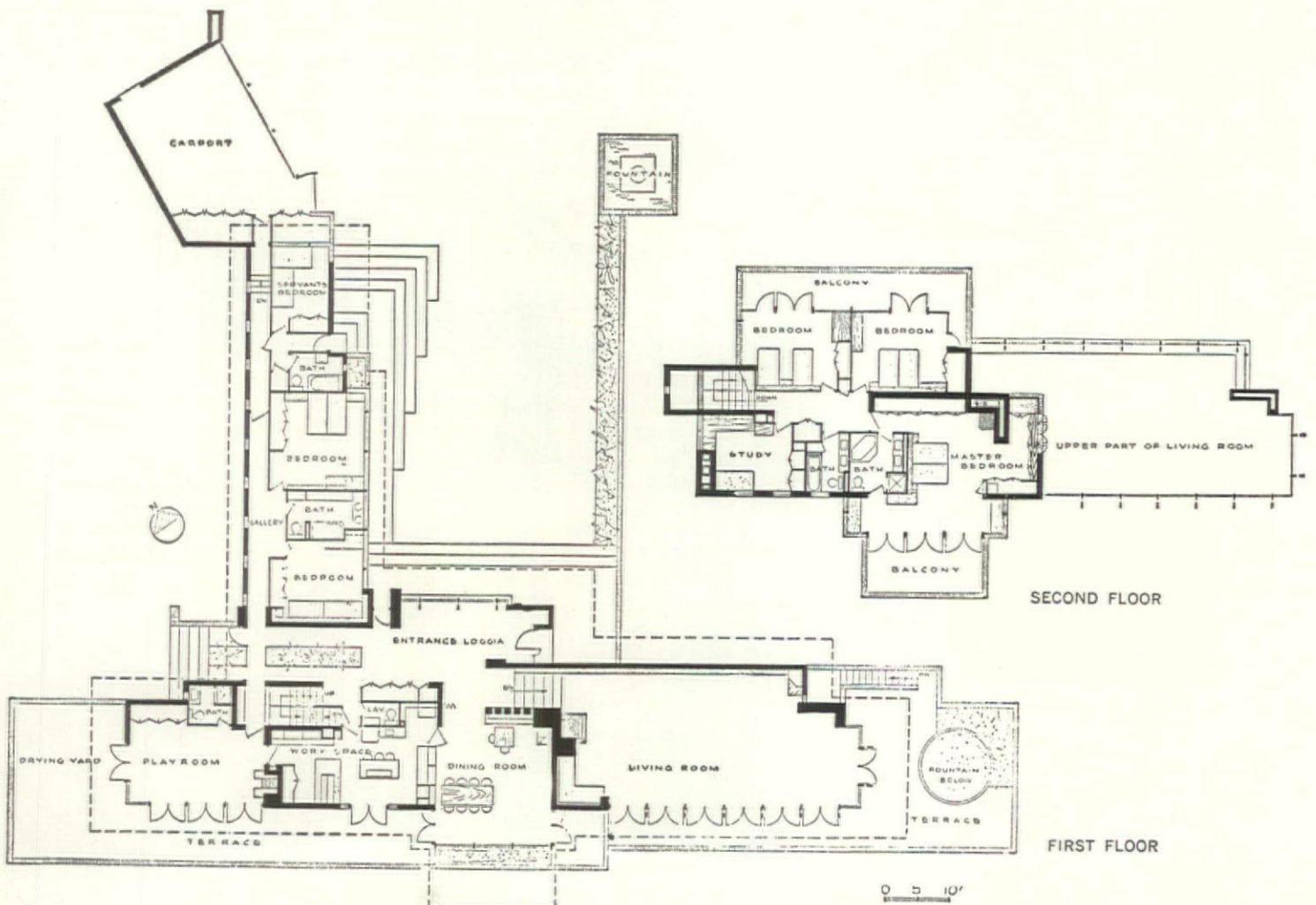
View through living room toward entry from atrium.

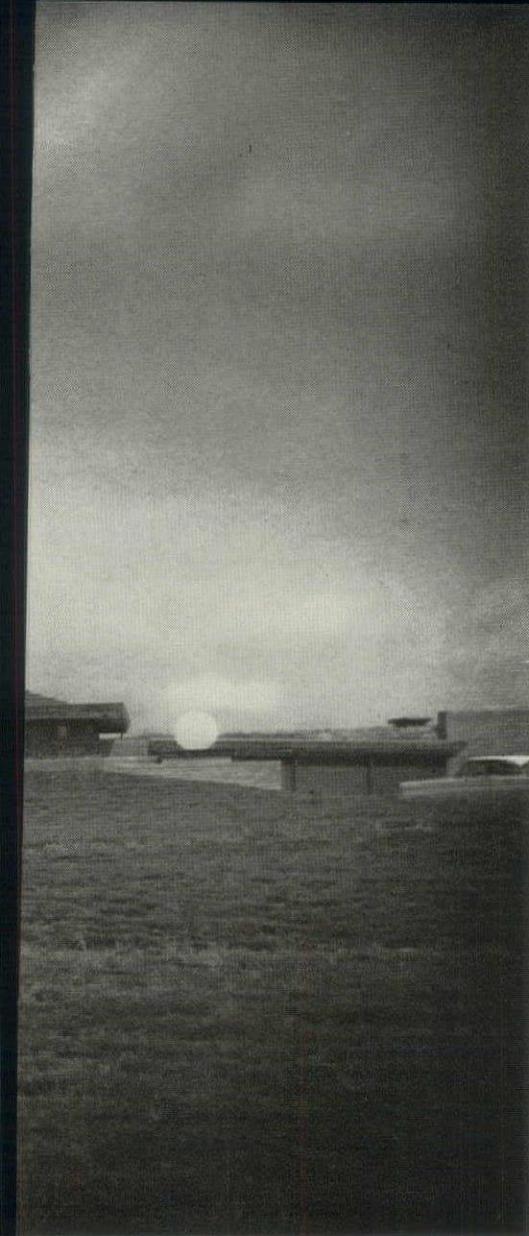






Harold C. Price Jr. house, Bartlesville, Okla.





From *A Testament* by Frank Lloyd Wright:

"Anyone anything of an architect will never be content to design a building merely (or chiefly) for the picture it makes—any more than a man would buy a horse merely by its color. What kind of intellect must the critic have who seeing a building judges it by 'the look of it,' ignorant of the nature of its construction?"

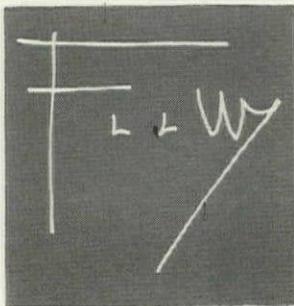
". . . For the first time in 500 years a sense of architectural form appears as a new spiritual integrity.

"Heavy walls, senseless overheads and overloads of every sort, vanish—let us be glad. Light and thin walls may now depend from cantilever slabs supported from the interior on shallow, dry-wall footings, walls themselves becoming slender screens, entirely independent of use as support . . . Various geometrical forms (circular especially) in planning structure become more economical than the square of the box. Building loads may be suspended, suspension supported by slender, isolated uprights. Glass or light plastics may be used to fill in and make the whole habitable. Sheet metal and light metal castings afford a permanent material for the exteriors of such structures. Enclosures extremely light in weight combined with such structural elements relieve all modern building of surplus static; structure no longer an obesity or likely to fall of its own weight . . .

"Walls require little or no floor space. Spaces hitherto concealed or wasted or made impossible by heavy walls are revealed and made useful. Arrangements for human occupation in comfort may be so well aimed that spaciousness becomes economical as well as beautiful, appearing where it was never before thought to exist. Space now gives not only charm and character to practical occupation but beauty to the countenance and form of a valid new kind of habitation for mankind . . .

"Buildings, at long last—like their occupants—may be themselves free and wear the shining countenance of principle and directly say honestly, by free expression, yet becomingly, what they really are, what they really mean . . .

"Style will be the consequence of integral character. An art as flexible, as various, as infinite in its possibilities as the spirit of man."/END





MARVIN MYERS
PRESIDENT



SALES MANAGER
RICHARD ESMOND
3 SALESMEN



ADMINISTRATION CHIEF
FRANK BUTZ
1 MAN, 1 GIRL



DESIGN CHIEF
ROBERT FLOOD
2 DESIGNERS



SITE ENGINEER
CLIFTON WOEST
1 ASSISTANT



SHOP SUPERINTENDENT
DONALD MELIN



PROD. CONTROL HEAD
SULLY JOHNS



FIELD SUPERINTENDENT
HENRY WOLF

FOREMAN

4 LOADERS

3 MILL WORKERS

2 SPRAY PAINTERS

SHIPPING CLERK

SAW MAN

5 BENCHMEN

TRIM FOREMAN

16 MEN

LABOR FOREMAN

20 LABORERS

ASSORTED TRADES

2 ROOFERS

8 CEMENT WORKERS

TILE SETTER

FRAMING FOREMAN

25 CARPENTERS

SUBCONTRACTORS

ELECTRICAL

HEAT SHEET METAL

CERAMIC TILE

PLUMBING

PAINTING

LANDSCAPING

SEWER & WATER

THE CASE OF MARVIN MYERS:

Does it prove that today's industrial management methods really work in home building?

Marvin Myers, the man on the phone at left, says: "Yes!"

Myers runs his Auburn Construction Co. (Rockford, Ill.) with industrial-plant efficiency. His formula: "Cut out waste, and you cut down costs; cut down costs, and you're in a better competitive position."

- His construction costs, he says, are "the lowest in town"—have been slashed by roughly 17% since he started building four years ago.

- His sales are up at a time when many builders are bogged down in a sticky market. Last year his starts rose 8% (to 130 houses) over 1956. Dollar volume did even better—topped '56 by 20%. One reason for the bigger jump in dollars: Myers is building more expensive homes (they range from \$17,300 to \$24,300 with land) than in previous years.

Myers looks at home building with the critical eye of an outsider

That's partly because of his background—a smattering of book learning in business administration (University of Chicago); four years as a factory manager (his plant made ice cream scoops, paper cup holders and other small, mass produced items).

"When I started building," he says, "I did a lot of studying. I compared home building with other industries—especially those that are noted for cutting costs—and I began to see two things:

1. Something was wrong with the way our industry was operating. We didn't know our costs. Our men were working inefficiently. And we weren't doing much to improve our product.

2. You have to keep expanding if you want to stay in any industry. Home building is no exception. Soon it, like others, will be dominated by fewer and fewer companies that will get bigger and bigger."

So Myers set out to gear his operation for efficiency and long-range growth.

That wasn't easy. It demanded a team (see organization chart on facing page) of better-than-average key men. It demanded more equipment than most builders of his size have. And it demanded a big financial investment in men and machines. So, to no one's surprise, he lost money for the first two years.

"So far," says Myers, "we've been able to apply good business principles only on a small scale. But now, at least, we have something to show."

What he has to show is an efficient operation that works better every year. Pick it apart, and you'll understand how Myers gets results with industrial management methods.

He standardizes most of his components and makes them with factory-like efficiency

Like any other industrialized operation, Auburn Construction has a production system that depends on standardization.

From floor to roof, Auburn houses are put together from components. Only three different floor plans are used. Yet Myers steers clear of look-alike models and offers home buyers lots of variety (for the story of how he eats his cake and has it too, see page 146).

He simplifies field construction by mass-producing his components in a shop instead of on the site. His shop (see page 148 for details) makes exterior wall panels, partition panels, roof trusses and kitchen and bathroom units.

He hires plenty of specialists—but not all from the home-building industry

Two of his department heads—the shop superintendent and the supervisor of production control and scheduling—came to Auburn from the machine tool industry.

Why? Because, explains Myers, he wanted men who understood the principles of efficient production. He did not want them to be hamstrung by preconceived ideas about home building. His shop, as he sees it, is a factory—not just a place where outdoor work is done indoors.

Myers also adds to his overhead with departments to do jobs that many builders of his size would farm out. Examples: design, sales and site engineering. Reason: he says he gets better work from specialists who are a part of his building team and have a continuing interest in the company.

The three-man design department, headed by Robert Flood, was set up, Myers says, after outside architects "failed to do the job for us. I see design as 1/12 genius and 11/12 hard work on details and production." Auburn's designers go into so much detail that drawings for a typical house cover 36 sheets. The pay-off? Less costly confusion and mistakes in the field.

Myers also took on a site engineer because, he says, outside experts did not give him the kind of performance he wanted. An expensive luxury? Some builders might think so. But in his first year on the job, the engineer saved Auburn \$27,000 in earth moving, site planning and street arrangement.

He follows a "hands-off policy"—delegates authority to his department heads

But he makes sure his top men know what's expected of them. He nails down responsibilities to avoid misunderstandings and buck passing. A written policy statement spells out the duties of each department, also clarifies any possible confusion on inter-departmental projects. What's more, he insists on monthly progress reports—in writing—from each department head. Reports cover past performance and future plans, are studied by Myers who then sends back written comments.

But the key to Myers' success—and the one method that makes all his other methods work—is the way he handles his employees.

"People are the most important thing," he says. "Home building is 25% hammer and nails and 75% getting along with people—and seeing that they get along with each other."

For the story of Myers' human relations program, turn the page



AT SUPERVISORS' MEETING, Foreman James Finnell (dark jacket) discusses worker's suggestion with Consultant William Gould (at end of table).

The case of Marvin Myers *continued*

You can cut costs with well trained foremen who want

As Myers introduced new methods at Auburn, his men began giving the boss a hard-time—fouled up schedules, took off during working hours and lost and wasted materials.

His field supervisors were irked when he centralized production and materials control under an office executive. His field carpenters saw shop-built components as a threat to their security—an effort to downgrade them to assemblers. So Myers set up a human relations program and set out to win over the men who could help him most—his foremen.

"If you can get the foremen on your side," he says, "they'll get the others to go along." His program is guided by an outside consultant—and industrial psychologist. Its goal: to develop the teamwork Myers' new methods demand.

Supervisory training meetings are the key to the programs' success

The meetings convince the 12 foremen and potential foremen who take part that management really cares about them.

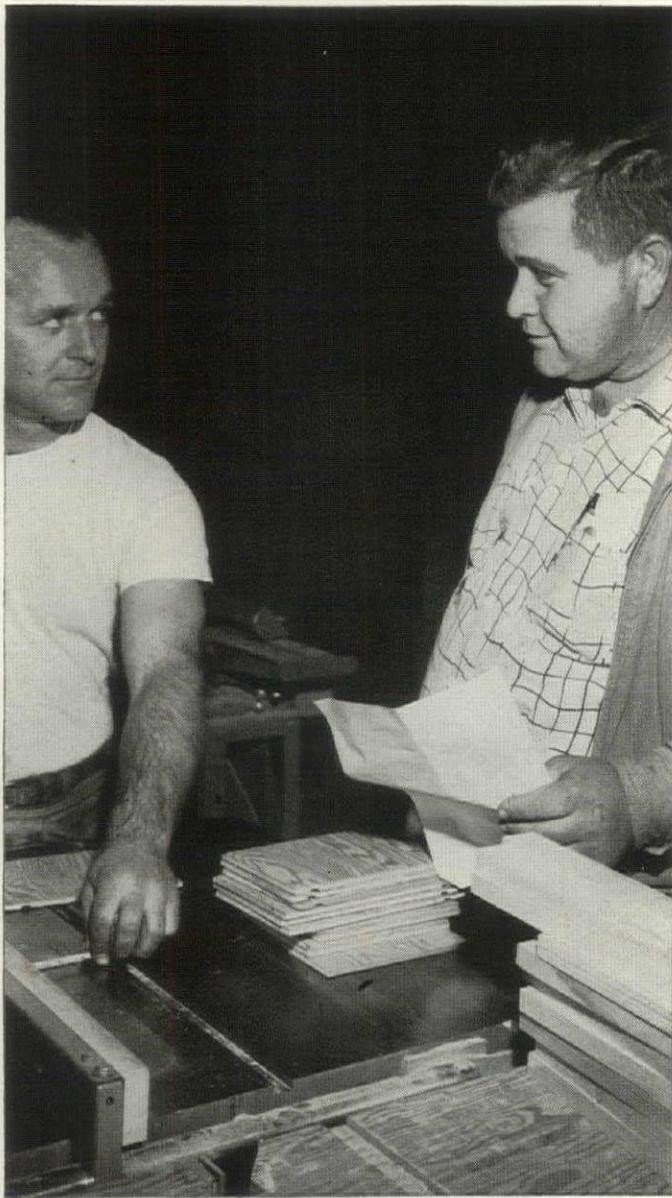
Attendance is voluntary. Sessions are held twice a month in a model house. They start at 7 PM, are scheduled for one hour, but often last until midnight. The consultant—Psychologist William Gould—acts as moderator, keeps the atmosphere informal to encourage everyone to talk.

- The meetings help Myers put across the reasons for his new methods. At the first session, he showed how they would increase, rather than decrease, job security.

"We want to expand," he told the group, "and expansion will mean more jobs. But we can't do it unless we offer more house for the money. So we have to cut our construction costs with more efficient methods."

- The meetings develop better leaders at the shop and field level.

"You can't drive people into cooperating," says Myers. "You have to lead them." The consultant explains the principles of strong leadership (see box at right above), also advises the foremen on handling their men.



ON THE JOB, Finnell tells worker Donald Belknap about discussion.

CAN YOUR FOREMEN USE THESE FIVE LESSONS IN LEADERSHIP?

Here's what Industrial Psychologist William Gould suggests to Myers' foreman at their supervisory training meetings:

1. Step back and take an objective view of each man under you. You'll get far better work from a man if you know why he behaves as he does. For example, some men are unsure of themselves. They worry about what the boss thinks of them. And they're apt to get discouraged if you overlook small personal touches like saying, "Good morning" to them.
2. Give your men a chance to talk to you. They'll be a lot happier if they feel free to tell you about their problems on the job and even at home.
3. Don't let hostility develop between your men. You need good teamwork, and you can't get it with men who are pulling against each other. Maybe you can't make one man like another, but you can show him why he should swallow his dislike on the job.
4. Don't be hasty in handling gripes. First listen—hear the man out. Then if you need time to think about an answer, say so. If the man's gripe is justified, act on it. If it's not justified, be sure to explain why.
5. Set a good example. The men you supervise are bound to reflect your attitude. If you're surly, for instance, your surliness will probably rub off on your men. If you're patient and understanding, your men will take the cue from you and get along better with each other.

to sell labor on labor-saving methods

- The meetings develop better communications. Men from different departments get a chance to hash out their problems together. Gripes are not allowed to fester. Instead, they are brought out in the open—then followed up.

Workers' and foremen's gripes, listed at each meeting, are sent to the appropriate department—design, for instance, or production control—which must answer by next meeting.

One field laborer was surprised at the action he got. Says he: "I told the bosses they weren't doing a job right, and darned if they didn't change it."

Myers also used psychological and aptitude tests to get a line on his key people

In fact, the tests—like those used in other industries—were the first step in his human relations program (similar tests are now used to screen job applicants). The idea: to find out whether a man's skills, interests and emotional make-up fitted him for his job.

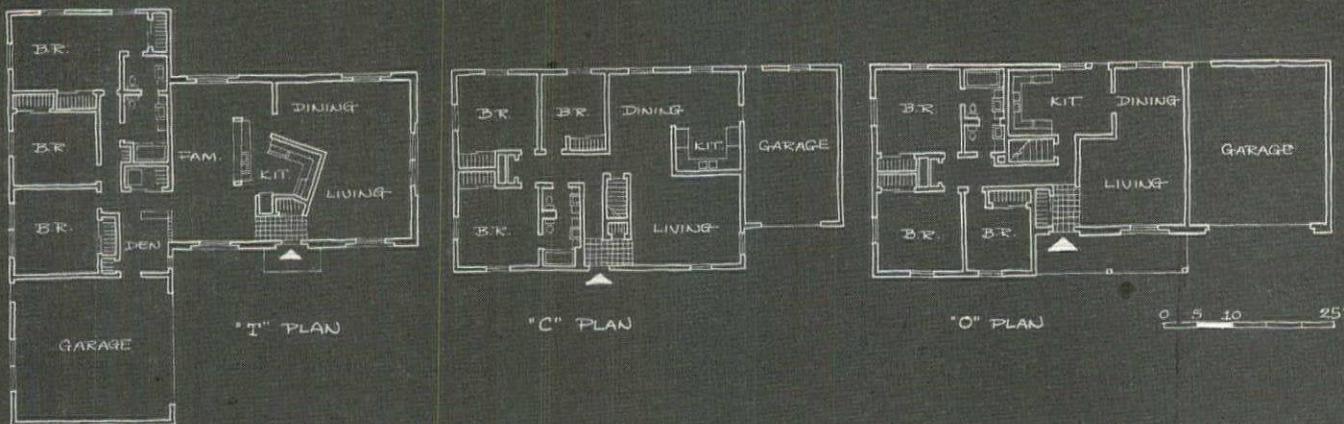
Myers, his department heads and foremen and eight men tabbed as likely foremen took the tests. Then the psychologist interpreted the results for Meyers and conferred with each man tested. Everybody, Meyers included, came in for some criticism.

"Of course, you can't use these tests as the sole basis for judging people," Meyers notes. "But they help you work better with a man because they show some of the things that make him tick."

Pay-off: a 10% boost in workers' productivity, a two-fold improvement in quality

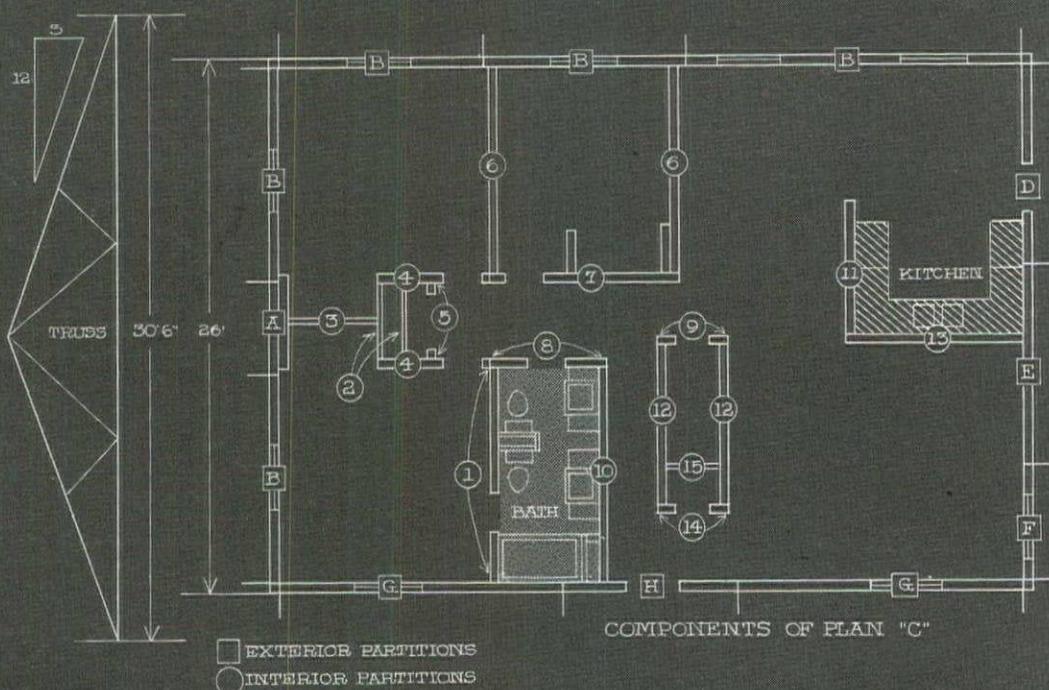
"Our men are constantly offering cost-saving ideas," says Myers (see page 148 for examples). And there has been at least a two-fold improvement in our quality. Better morale shows itself in little ways, too. For instance, in the muddy season, the houses we are building are ten times cleaner than they used to be."

To see how Auburn uses components, turn the page



From any one of three basic floor plans (above)...

... and standard components (below) Myers gets ranch or split-level models (right) in three styles



The case of Marvin Myers *continued*

You can cut costs with standard plans and components—

If you are thinking of standardizing your floor plans and house components, you can learn a lot from Myers' designers.

They have worked out a wide variety of models with only three basic plans (top of page) and components that are almost completely standardized (many of these components work with all three, of the basic plans). Result: costs are lower because standard components lend themselves to mass production in a shop and easy assembly.

Two kinds of variations give buyers a choice of 18 different models:

1. All three plans work on one level or as splits. In the splits, bedrooms are raised a half level, and the hall to the

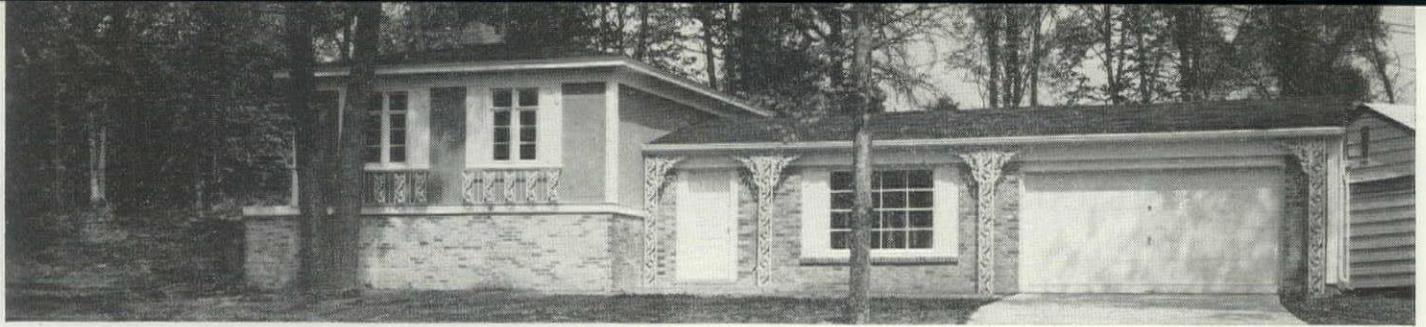
bedroom wing becomes a stairway.

2. All three plans are offered in three basic styles—colonial, French provincial and what Myers calls Swedish modern.

The 18 different models can be varied further in three other ways:

1. Each can be built over a crawl space or basement.
2. Each model is offered in two roof pitches—a steep 5-in-12 or a moderate 3-in-12.
3. Each model can be built with a choice of garage locations—flush with the front of the house, set forward, set back or detached.

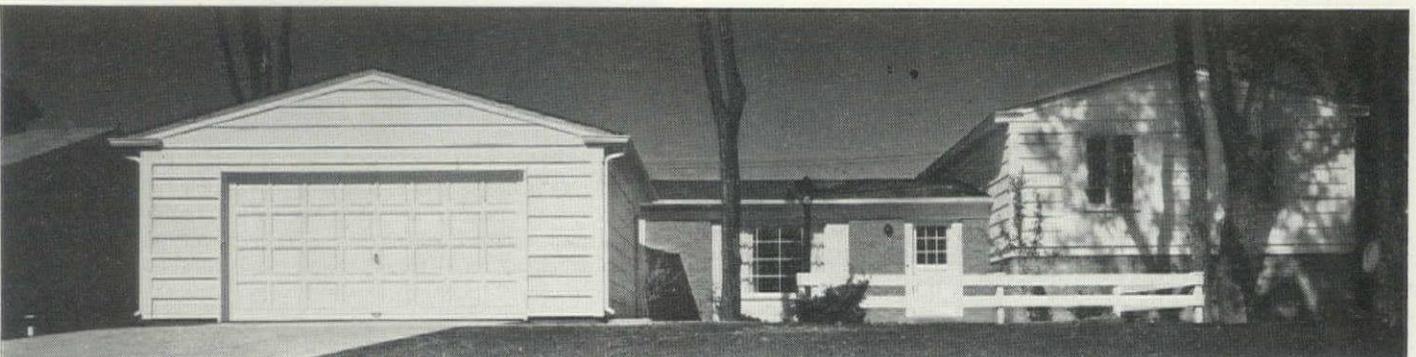
Finally, floor plans can be modified without making any basic structural changes. For example: the kitchen can be



"C" PLAN, like other Myers plans, works as split level (above) or one story (below). Exterior treatment of both houses is French provincial.



OTHER EXTERIORS are "Swedish modern" (above) and colonial (below). They are shown here with "C" plan but are also available with other plans.



Bill Engdahl: Hedrich-Blessing

and still avoid look-alike houses

placed at an unconventional angle (see "T" plan above); and it's easy to shift partitions because, with Myers' truss system, they bear no load.

Myers uses standard components for five major elements in the house

They are: exterior wall panels, partition panels, roof trusses, kitchen units and bathroom units. A typical house (see drawings of components in plan, above) includes:

- 12 wall panels ranging from a 4'x8' blank panel to an 18'x8' panel with two windows. Studs are 2x4s on 16" centers. Exterior sheathing is 25/32" insulating board.
- 20 partition panels ranging from 4'x8' closet backings

to full-length partitions (12'x8'). Panels have 2x4 studs on 16" centers and are faced in the field with 3/8" drywall.

- 23 to 25 roof trusses, depending on the length of the house. All are "W" trusses with ring connectors. They span 26', are 30'-9" long and are mounted on 24" centers. All truss members are 2x4s except the top chords, which are 2x6s. Gable-end trusses are faced with siding. In addition, there are six trusses, spanning 11', for a one-car garage, 22' for a two-car garage.

- A standard bathroom unit—a full bath next to a half bath—that's used in every house. The two baths are separated by a sliding door and vented by one stack.

- A standard kitchen that fits every house. A U-shaped unit, it includes overhead and under-counter cabinets.

To see how Auburn makes components, turn the page

You can cut costs by using assembly lines in a well planned shop

Take a look at the panel-production line at right, and you'll see how Myers has simplified the job of making the components described on the previous pages.

Here's why shop production pays off for Auburn

- It's easier to control costs in a shop. Variable conditions—mainly unpredictable weather—foul up cost control in the field. Shop production eliminates these variables.

- It's easier to cut costs in a shop. Shop production—standard designs—reduces waste of men and materials.

Materials costs for the components are down 20% now that they are made in the shop. Example: made in the field, partitions for one house used 2,278' of 2x4 framing; as shop-made panels, they need only 1,840'.

Labor savings vary. On large panels and trusses, shop savings are partly offset by the cost of moving components to the site. On smaller components, cabinets, closets, staircases—labor savings run as high as 80%.

- It's easier to improve quality in a shop. Shop equipment—assembly jigs, for example—permits more accurate fitting. What's more, Auburn can now do higher quality work than is possible on the site: They can spray-paint furniture-like finishes on doors, cabinets and interior trim.

Here are some shop planning and operating ideas you can borrow from Auburn

Lay out your shop so work flows straight through it. Auburn's shop (see diagram above, right) is planned to prevent double handling, backtracking and jam-ups. Parts and subassemblies are stored along production lines at the points of use. Finished components move right to trailers at the loading dock—not into temporary storage where they would take up space and require a second handling.

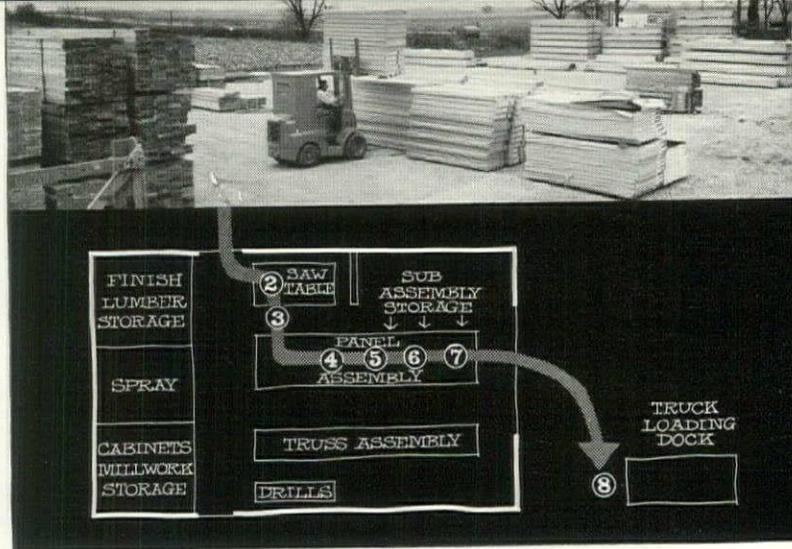
Plan your shop with plenty of excess capacity. It's cheaper to build in extra space now than to add it later. Auburn's 60' x 100' shop can handle twice its present load.

Don't ignore cheap overhead space. Balconies along sides of the shop house small, lightweight parts and materials; trim and small component assembly.

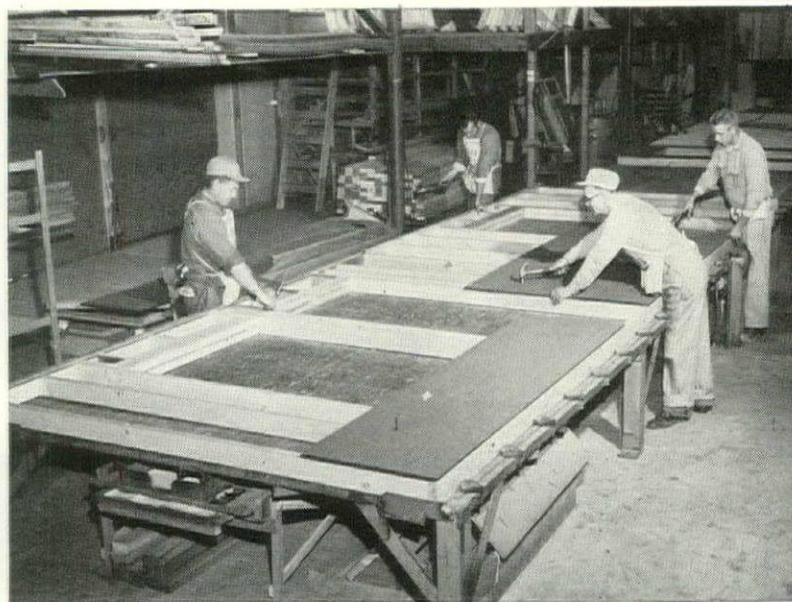
Don't skimp on labor-saving equipment. After all, one reason for making components in the shop is to take advantage of equipment you can't use at the site. Auburn's shop is well equipped. Machine tools speed cutting and drilling. Materials-handling equipment moves materials and assemblies. Overhead hoists hike material to balconies and put heavy components on dollies.

Make your equipment more productive. Auburn employees suggested the radial-saw attachments and the router attachments (see photos 2 and 5 opposite page). Another improvement halves the time needed to drill for a ring connector.

If you can't buy what you need, make it. Auburn's shop-made equipment includes special dollies (photos 3 and 8), the jig with pneumatic clamps (photo 4), and a truss-assembly jig that tilts up to become a dolly (wheels are mounted on one side) when the truss is finished.



1 Production flow (diagram keyed to photos by numbers) begins when uncut lumber is fork-trucked from outside storage stacks (above) to saws in shop. Once work reaches panel assembly line (4), it rides through shop on roller conveyors.



4 Big jig with pneumatic clamps speeds framing and sheathing of panel. Lumber is laid out with top and bottom plates aligned against clamping bars. Clamps, actuated by a single pushbutton, force plates against stud ends before nailing.



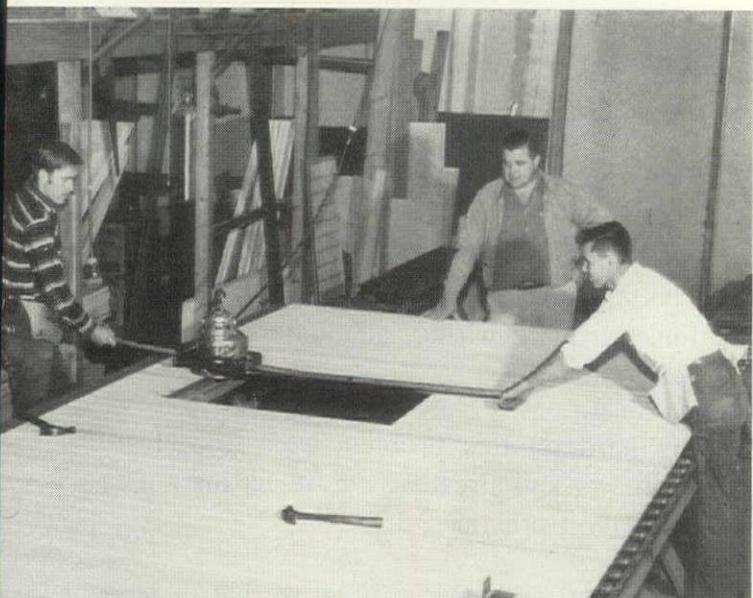
7 Finished panel is lifted off assembly conveyor and set on dolly (photo 8) by two electric hoists. Smart idea: to keep door frames from buckling, bottom plate has been extended under opening—will become stool when panel is erected.



2 Lumber is cut on radial saw with two labor-saving attachments: 1) metal tape on reel (left of saw) is hooked onto end of lumber, saves time in measuring; 2) pneumatic cylinder moves saw across work, leaves operator's hands free.



3 Cut-to-size lumber is stacked on this four-shelf hand truck, which is pushed to assembly jig by handler. Truck was designed by shop superintendent—holds enough material for a half-day's work. Frame is welded steel; shelves 3/4" plywood.



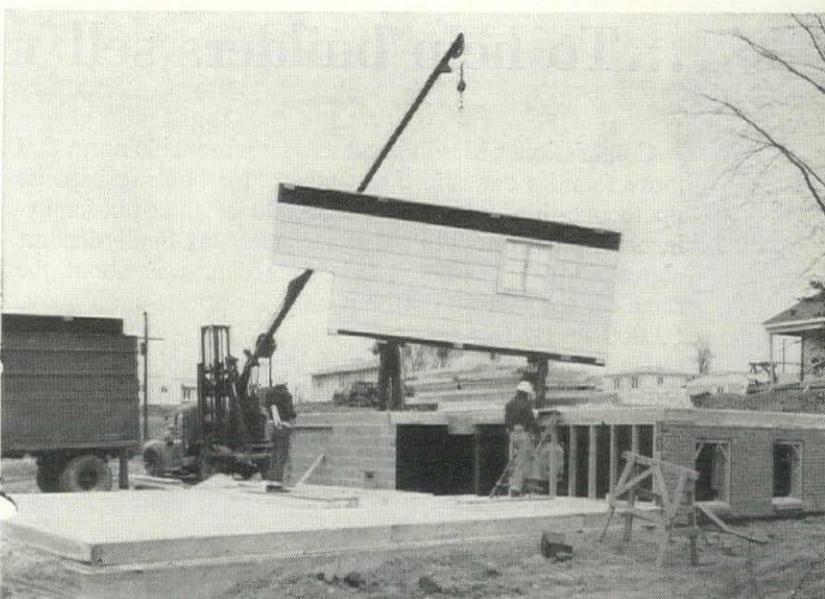
5 Router, instead of power handsaw, is used to trim window openings. Reason: it's faster, more accurate. To adapt router for this awkward job, Auburn attached two pipe handles and steel finger that guides router along rough frame opening.



6 Window installation is easy (calls for no wedging) because opening has been framed and trimmed accurately. Casement and double-hung units are already glazed, hung and prime-coated when Auburn buys them, get final paint coat at site.



8 Shop-made dolly is used to tote panel into trailer, which carries all components for one house. Two chunks of scrap lumber, nailed to bottom plate, serve as bumpers to protect panels. They will be knocked off before panel is erected.



9 At building site Auburn's boom truck unloads panel and sets it up. Crane also handles trusses and partitions. Five working days after components are delivered to site (shop-to-field move costs \$40) house is completely closed in./END.

Commissioner Norman Mason spells out a



Roy Stevens

BIG CHANGE IN FHA POLICY...

Commissioner Mason is cleaning up the FHA credit approval mess—the mess that for years has plagued home builders and home buyers alike. He is cleaning it up in a way that should

1. help some builders sell many more houses FHA;
2. help home buyers get homes much better built, complete with all appliances, air conditioning, adequate insulation, adequate wiring, adequate roof overhangs, and long-warranty mechanical equipment.

Commissioner Mason has been working hard on this problem ever since last March with Credit and Appraisal Director Jarchow and already they are getting most FHA offices to follow much more constructive credit practices.

Now he has spelled out his new policy in a short and simple directive that makes it more than clear that he wants to reverse FHA's long-standing pressure on builders to build houses too cheap to be good. Says the directive: "The basic purpose of FHA legislation is to improve housing in America."

...To help builders sell more quality houses

Commissioner Mason suggests as a reasonable norm that more families can afford to budget "for housing expense up to one-third of their first \$3,000 of after-tax-family-income plus one-fifth of their after-tax-family-income above \$3,000." (The 1953-55 median was about the same for the first \$3,000, but only about one-tenth above \$3,000.) By this proposal—

He is cutting the normal FHA income requirement for a \$20,000 house below its 1953-55 median requirement for a \$15,000 house. This opens the \$20,000-house FHA market to families making \$9,000 after taxes and triples the number of families whose credit FHA can be expected to okay for a \$20,000 house.

He is cutting the normal FHA income requirement for a \$15,000 house below the 1953-55 median requirement for a \$12,000 house. This opens the \$15,000 FHA market to families making \$7,000 after taxes and doubles the number of families whose credit FHA can be expected to okay for a \$15,000 home.

He is putting FHA credit policy back in line with the credit policies of most private lenders. (All the mortgage lenders on his credit advisory committee agreed that FHA's former credit policy was much tougher than theirs.)

He is making FHA's credit policy almost as liberal in terms of today's 48¢ dollar as FHA's pre-war credit policy was in terms of the pre-war dollar.

Before the war, as often as not, FHA allowed the buyer of a \$7,500 house to budget for housing expense 26% of his after-tax-income; under Mr. Mason's new directive FHA would normally allow today's buyer to budget 25% of his income to own a \$15,000 house, which is today's equivalent of the pre-war \$7,500 house. This compares with a median of only about 16% under the credit policy FHA was following in 1953-55.

He is giving the builders a much needed break on a problem many builders have called almost as serious as tight money—the unreasonable trouble builders have had getting FHA to qualify buyers for better homes.

But also—

Here's how the new policy affects typical new house buyers

A family with an annual income after taxes of \$3,000 \$5,000 \$6,000 \$7,000 \$7,500 \$8,000 \$9,000

BEFORE—under the 1953-55 median practice

could budget for total housing expense	\$1,000	\$1,200	\$1,300	\$1,400	\$1,450	\$1,500	\$1,600
which meant paying on the mortgage	600	720	780	840	870	900	960
for 30 years at 5¾%, amounting to	8,600	10,250	11,000	12,000	12,400	13,000	13,700
This enabled them to buy a house that cost	8,900	10,600	11,400	12,600	13,000	13,700	14,400

NOW—under the new reasonable norm

they can budget for total housing expense	\$1,000	\$1,400	\$1,600	\$1,800	\$1,900	\$2,000	\$2,200
which means paying on the mortgage	600	840	960	1,080	1,140	1,200	1,320
for 30 years at 5¾% amounting to	8,600	12,000	13,700	15,440	16,350	17,000	19,000
This enables them to buy a house that costs	8,900	12,600	14,400	16,500	17,800	18,700	21,600

...To make builders build better houses

Commissioner Mason is leaving builders less excuse than ever for building with cheap materials and equipment that will not last. He is leaving them less excuse than ever for building homes without adequate wiring, adequate insulation, adequate overhangs or any of the other near-essentials that so many home buyers have had to pay twice as much to add after their house was finished. No longer can builders plead that FHA would penalize them for better quality and better hidden values by disqualifying half their buyers.

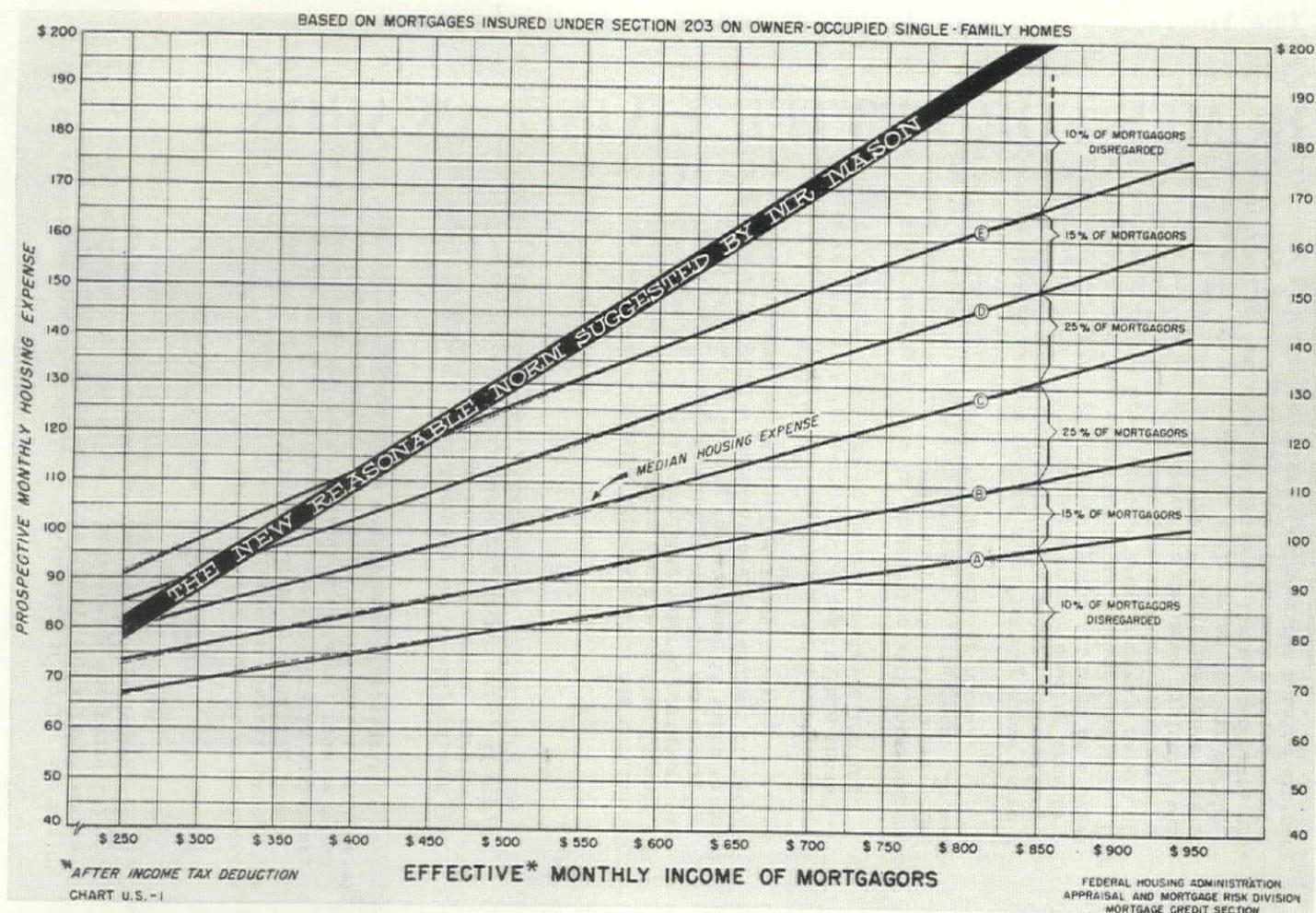
Says the directive: "FHA wants to encourage the use of money-saving quality products and not penalize their use through our credit requirements. No otherwise acceptable credit application for a house costing over \$12,000 should be turned down just because the first cost of the house was increased a few hundred dollars to pay for certain quality items whose use will actually make it cost less rather than more to live there."

He is making homes with complete labor-saving kitchens—range, oven, refrigerator, dishwasher, disposer, laundry, etc.—as easy to buy as stripped-down models with none of these appliances every woman wants and

needs. Says the directive: "No otherwise acceptable credit application for a house costing over \$12,000 should be turned down just because of the inclusion of a complete kitchen . . . the home buyer is actually a better credit risk if the appliances are sold as part of the house . . . and financed through the mortgage."

Finally, he is blasting what has been the biggest barrier to air conditioning 500,000 new homes a year—the often excessive FHA estimate of what air conditioning costs to operate and the common FHA requirement that a family's income must be \$1,000 bigger to cover a \$100 a year cooling cost. Says the directive: "No otherwise acceptable credit application for a house costing over \$15,000 should be turned down just because of the anticipated operating cost of air conditioning. The best opinion of the industry is that the savings on heat, cleaning, laundry and medical expense resulting from air conditioning more than offset the added cost of operating a cooling unit during the cooling season. Within a few years any house that is not air conditioned will probably be obsolescent so FHA should start encouraging the inclusion of air conditioning."

continued



Mr. Mason's new norm climbs twice as fast as the 1950-1955 median

The graph above was reproduced from the guide to judgment issued last winter showing how much income FHA was requiring in 1953-55 to budget a given housing expense (60% for mortgage payments; 40%

for taxes, heat, light, and maintenance). On this graph H&H has superimposed a bold line showing that the norm proposed by Mr. Mason climbs twice as fast as the 1953-55 median.

Industry leaders cheer new FHA policy

George Goodyear, president, NAHB: "This is good news for every builder. It removes one of the worst obstacles builders have had to face this year. It will make it a lot easier to sell quality houses and so broaden the base for home ownership. I'm particularly pleased to see FHA as an insuring agency recognizing that quality items reduce maintenance."

Milford A. Vieser, chairman, Housing & Mortgage Lending Policy Committee of the Life Insurance Assn.: "I am sure the national lenders will go along with the new FHA credit policy. We all want to encourage better housing. A great forward step."

Charles K. Rieger, vice president, General Electric: "This is the best news I've heard in a long time, good for builders, good for home buyers, and very good for us manufacturers."

H. Walter Graves, president-elect of NAREB: "I'm delighted to hear that Norman Mason is making this change in FHA policy. Home buyers should not be penalized for buying their homes as a complete package instead of buying them stripped down and then adding the needed equipment on instalment credit."

Richard G. Hughes, past president, NAHB; chairman, National Housing Center: "The exciting news from FHA encouraging the inclusion of air conditioning is the best we have heard in our continuing effort to provide a new and better standard of housing. This directive will undoubtedly open up a great new market. Please express my congratulations to Mr. Mason and his staff."

Joseph A. Grazier, president, American-Standard: "We are extremely gratified that FHA has revised its mortgage credit phi-

losophy to stimulate improved housing in the US. This should spur home building activity substantially in 1958.

By recognizing that the average American family not only desires, but is able to devote a higher percentage of its income to housing than heretofore permitted, FHA is making it possible for more families to own and live in the type of homes they want."

Eugene Conser, executive vice president NAREB: "This change in FHA policy is right in line with the policy of NAREB and should go far to extend the ownership of better homes."

Sheldon Coleman, president, The Coleman Co.: "This is great news. The entire air conditioning industry will be delighted at this sound and forward-looking FHA move."

James C. O'Malley, president, NRLDA: "We lumber dealers are pushing quality all the time, so of course we welcome the new FHA credit policy."

John Biggi, manager, Business Development Dept., NEMA: "FHA's recognition of adequate wiring as a way to reduce future maintenance cost is a tremendous forward step. It will save home owners hundreds of dollars of later expense in wiring modernization. The electrical industry is now engaged in a major effort to correct, in existing homes, the errors of inadequate wiring in past years. This new regulation offers hope that such errors need not be repeated in the future."

Alexander Schwartz, president, Infra Insulation: "FHA's new realistic attitude should reduce the drain on the home owner's pocketbook and make the mortgage a better risk."

The American Institute of Architects announces its third annual

HOMES FOR BETTER LIVING AWARDS

As in 1956 and 1957, HOUSE & HOME, the NAHB and thirteen other national organizations listed below will cooperate with the AIA in the Awards. This year, for the first time, they will be joined by LIFE.

This year, as in the past two programs, awards will be made to the best custom-built and builder-produced houses designed by a registered architect and erected during the past two years in one section of the US.

Here are the principal conditions:

You must send in your entry slips by March 28, 1958.

Your entry must be postmarked before midnight, May 12, 1958.

The house must be designed by a registered architect (but it may be submitted by the builder, owner, or architect with the approval of the others).

And you must follow the program rules (printed in part below) which will be sent to you when you send your entry slips.

The award-winning houses will be given the widest publicity: They will be exhibited in the Museum of Art at the AIA Convention in Cleveland and

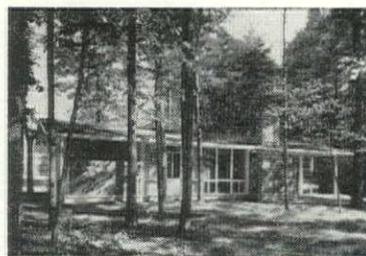
at the National Housing Center. They will be published in HOUSE & HOME. They will be publicized on radio and TV and in the national and local press.

For 1958 the area is the Midwest.

The houses will be chosen by a distinguished jury of architects, builders, land planners and the editors of HOUSE & HOME and LIFE.

Last year the jury for custom houses included: Chairman Harry Weese, AIA; Gordon Bunshaft, AIA; Eero Saarinen, AIA; Ralph Rapson, AIA, dean of architecture, University of Minnesota; John Normile, AIA, architectural editor, *Better Homes & Gardens*; Norman Grant, director of color production, NBC; and Peter Blake, architectural editor, HOUSE & HOME. For merchant-built houses, the jury included: Chairman Robert Anshen, AIA; Neil Connor, AIA, director of architectural standards, FHA; James T. Lendrum, AIA, past director of Small Homes Council; Mr. Normile; Robert Gerholz, past president, NAHB; and Perry Prentice, editor and publisher of HOUSE & HOME.

Some of the houses they picked are shown in the column at the right.



Robert C. Lautman



© Ezra Stoller



Cooperating Associations:

American Bankers Association
American Institute of Decorators
American Society of Landscape Architects

Institute of Life Insurance
Mortgage Bankers Association of America

National Association of Home Builders
National Association of Mutual Savings Banks

National Association of Real Estate Boards

National Retail Lumber Dealers Association

National Savings & Loan League
Prefabricated Home Manufacturers' Institute

Producers' Council, Inc.
US Savings & Loan League
US Chamber of Commerce



Robert C. Lautman

Send in your entry slip today. Use the coupon on p. 273 or write to the American Institute of Architects, 1735 New York Avenue, N.W., Washington, D. C.

Here are the rules in part:

The houses submitted must be built since January 1955 and located in: Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Oklahoma, Ohio, South Dakota, Wisconsin.

Awards will be made in two major categories: 1. Houses designed specifically for an individual owner, divided according to size:

a. Under 1,600 sq. ft. of living space.
b. Between 1,600 sq. ft. and 2,800 sq. ft. of living space.

c. Over 2,800 sq. ft. of living space.

2. Houses designed for a merchant builder and sold speculatively, divided into three classes:

a. Under \$15,000.

b. \$15,000 to \$20,000.

c. Over \$20,000.

All notifications of entry shall be submitted on an entry slip like that printed on p. 273, accompanied by a check for \$10 for each house entered. Mail to "Homes for Better Living Awards," c/o American Institute of Architects, 1735 New York Ave., NW, Washington 6, D.C. A separate entry slip shall be submitted for each project entered. Additional slips are available from the AIA, HOUSE & HOME and LIFE.

All entries must comply with the regulations listed in the program. The program is also available from the sponsor and the principal participants, and will be sent automatically to anyone submitting an entry slip.



Joseph W. Molitor



Alexander Georges

HOUSE & HOME'S ANNUAL HOME SHOW

NEW PRODUCTS FOR 1958:

Starting on the next page you'll find 27 pages of significant *new* building products.

Taken as a group, they show several developments that will make an impact on home building in 1958. The trend to "big parts instead of little pieces" is accelerated. It shows up, for example, in complete bathroom units and big wall panels that replace multiple layers of material. This trend ties in with a new emphasis on easy installation; you'll see more above-the-floor plumbing fixtures and more nail-on windows and new, much smaller heating and air conditioning units. As for color: there's more of it in more products than ever before—and the end of the trend to color is not in sight. Major disappointment of the year: the relatively slow progress in standardization and simplification.

For your easy reference, the products are gathered in the following groups on the pages shown:

Kitchens	page 156
Flooring	161
Storage	162
Heating and air conditioning	164
Bathrooms	168
Hardware	172
Doors	202
Masonry	206
Paneling	210
Sheathing, siding, and insulation	214
Windows	220
Paint	222
Electrical	226

KITCHENS

"Volume in built-ins has more than doubled for the past two years," says one manufacturer, "and as many as one-third of all types of ranges sold in 1958 will be built-ins." Another appliance maker expects more than 50% of his business to be built-ins. The kitchens you'll see this year are no longer a collection of independent elements. Instead they are units of interrelated cabinets, appliances and work space.

In 1958, kitchens will have the "living room look." This is the single most important design trend. It means giving kitchens the kind of styling and finish that used to be associated with good furniture.

There are new favorites in colors. The current choice: yellow. Green and beige are the runners-up. The rage for pink has run its course. You'll find that most manufacturers are offering a choice of white and four colors plus copper tones and stainless steel. And don't forget that many appliances now come with color-changeable front panels.



You can put a kitchen like this together with a brand-new line of custom appliances

"Citation Kitchen" is Philco's name for its new appliances which you can buy piecemeal or put together as shown above. Trend-setter is the double oven, designed to set into the counter. Upper oven is 14" deep, has a reflective liner

for browning meats. Lower oven is 24" deep, operates like a drawer and does the baking. Individual refrigerator and freezer are 33½" wide, 34½" high. Surface cooking units are only 30" long, have pushbutton controls. There's also

a 24" wide dishwasher with roll out baskets. Dishwasher, refrigerator, freezer have changeable front panels in wood grain, color, copper or stainless steel.

Philco Corp., Philadelphia.
For details circle No. 1 on coupon, p. 272



GE's kitchen-laundry center has four major appliances in one unit—a combination washer-dryer, dishwasher, range and Disposall-equipped sink, all grouped under a 9' stainless steel top. One electric supply line serves all the appliances, and for plumbing, you need

just one hot and one cold water line, traps for sink and washer-dryer.

The range, at far right of the unit, is 23" wide. Two retractable appliance cords in the backsplash provide connections for four plug-in appliances.

An under-sink storage center has a

large removable trash receptacle, racks and shelves. Cabinet which fits over the backsplash is an accessory. Kitchen center is also available in two other appliance groupings, four colors.

General Electric, Louisville.

For details circle No. 2 on coupon, p. 272

Modular kitchens: the new one above even includes a laundry center under a 9' top

Hotpoint's modular kitchen is also 9' long (you can get a 7' unit) and has automatic oven, Calrod surface cooking units, dishwasher, plug-in griddle, stainless-steel top and sink.

This unit is available in either right or left-hand models (you can move the oven and cooking units to the other side) and the high oven has 24" French door cabinets underneath. A 36" sink cabinet includes three 15" drawers and a 21" storage area. Backsplash over dishwasher counter has four electrical outlets. You can install this new unit as a kitchen island, or in L or U shapes. Since the work area is concentrated, you might also group the kitchen center along one wall, build-in seating and counter space along the opposite wall.

Hotpoint, Chicago 44.

For details circle No. 3 on coupon, p. 272



NEW PRODUCTS continued

KITCHENS *Continued*



Built-in cooking top is designed for installation with ceramic tile. Burner pans fit level with counter top and small lip on pan allows a tile setter normal leeway in fitting tiles around pan area. No cut-out in the cabinet front is needed since controls are included on the cooking panel.

The angled look of the burners is new, too. They're designed that way to save space. The 36" x 18" unit needs a counter cut-out of 34½" x 16½".

O'Keefe & Merritt Co., Los Angeles.

For details circle No. 4 on coupon, p. 272



"Electramic" broiler contains two special heating elements above a bed of ceramic coals. The ceramic is removable and can be washed. You can install this charcoal-less barbecue in kitchen, family room or on a patio. The broiler mounts on any cabinet 24" square and 28" high. That will place the hardwood cutting board top (which fits over the unit) about 1¼" above a 36" counter top. Installation should be made to include a ventilating hood, company says.

Stanthony Corp., Los Angeles.

For details circle No. 5 on coupon, p. 272



New appliance centers come from Westinghouse. Last year there was one; this year there are three, all designed to go between studding in a 4" wall.

The two new models, shown below last year's model, are rectangular, fit into a 14¼" wall opening and are bracketed to two wall studs. Custom model, right, has four outlets—two on pull-out cords, two on plug-ins—and a clock timer. Special model has four plug-ins, timer.

Westinghouse, Mansfield, Ohio.

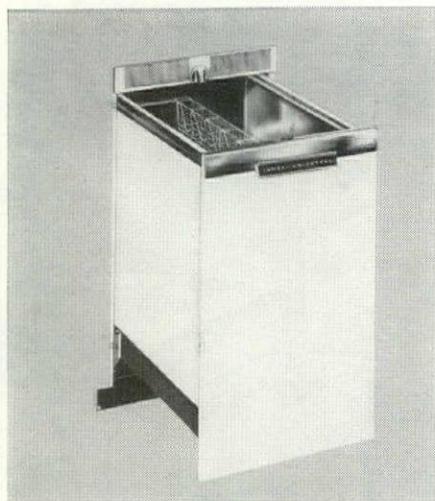
For details circle No. 6 on coupon, p. 272



Snack bar includes refrigerator, sink, storage as basic pieces; a range top and/or oven is added if you want a miniature kitchen. Units range from 39" to 69" wide, with a choice of bar tops and fronts. Or you can enclose the snack bar in your own choice of materials. There's a seamless countertop, separate bake and broil burners in oven, even a storage cupboard.

Dwyer Products Corp., Michigan City, Ind.

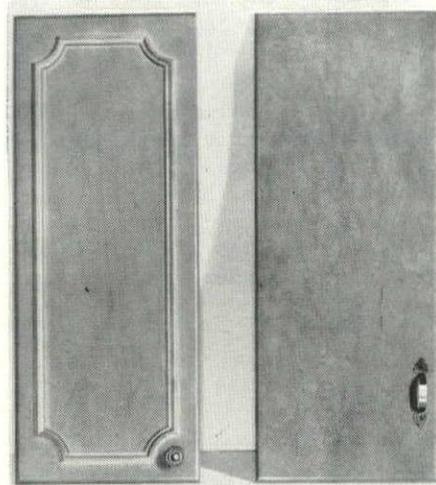
For details circle No. 7 on coupon, p. 272



Small dishwasher uses only about 6 gallons of water, maker says, but by recirculating water under pressure at the rate of approximately 80 gallons per minute, it provides the equivalent of 500 gallons. The unit is top loading and is said to hold as much as larger dishwashers. It is 18" wide, 31¼" high to allow for 1½" countertop and ¼" adjustment to floor. Depth closed is 24".

James-Universal, Cribben and Sexton Co., Chicago 12.

For details circle No. 8 on coupon, p. 272



Traditional cabinet fronts are one way to get a living-room look in the kitchen.

The provincial cabinet front at left has a decorative border molding on doors; pulls are antiqued brass. Early American door front, right, has copper pulls.

You can get the cabinetwork in select-grain maple in a choice of natural finishes.

Mutschler Bros. Co., Nappanee, Ind.

For details circle No. 9 on coupon, p. 272



This trend-setting packaged kitchen features a living-room look, gas appliances

Ten manufacturers teamed up to produce the modular kitchen you see above.

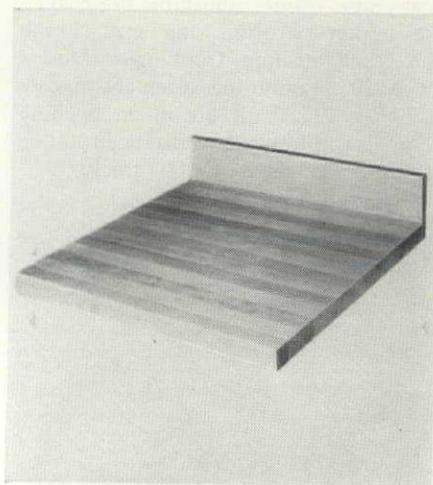
The Mayfair kitchen cabinets are wood, finished like fine furniture. Cabinets come ready to slip into place, are dimensioned to fit almost any

space. Base cabinets are 34½" high, 24" deep, wall and island-wall cabinets are 12¼" deep, island base cabinets are 22" deep, 34½" high without tops.

Gas appliance manufacturers who supply appliances are Caloric, Roper, Universal, Western Holly, Servel, ABC.

Dishwasher in this kitchen is by James-Universal; disposer is by National; countertops are by Nevamar. This kitchen has Universal built-in oven and surface units; Servel refrigerator.

Mayfair Cabinet Corp., Fort Worth. For details circle No. 10 on coupon, p. 272

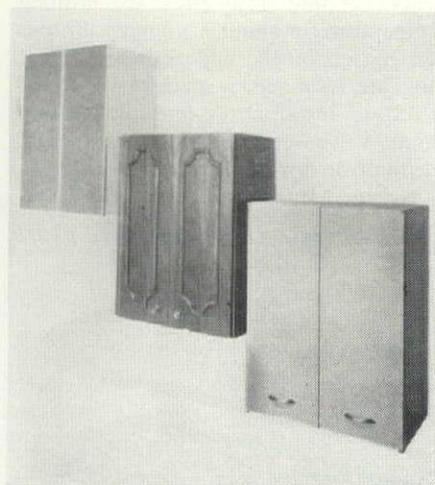


All-wood counter tops are one more way to get your kitchen talked about. Sensenich makes theirs in widths from 12" to 96" in a depth of 25", with or without 4" backsplash.

The counters are made of hard maple kiln dried to 5 to 7% moisture content. Strips approximately 1¾" wide are machined and face bonded to give an edge grain surface and to provide maximum stability.

Sensenich Corp., Lancaster, Pa.

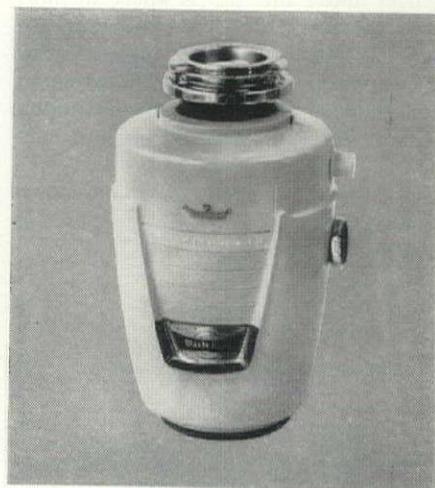
For details circle No. 11 on coupon, p. 272



Furniture-style door fronts are in contemporary and provincial style. The doors snap onto cabinets after other work is completed. They are surfaced in Formica or Textolite. One contemporary door has square lines trimmed with anodized aluminum. The plastic is bonded to steel and core is expanded honeycomb. Third door, designed for use in provincial decor has simulated fruitwood surface, raised and molded.

Raygold Industries, Copiague, N.Y.

For details circle No. 12 on coupon, p. 272



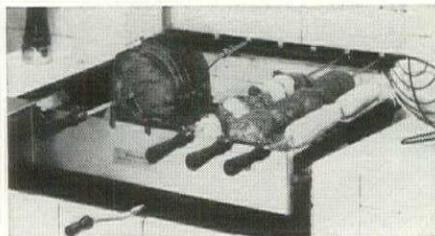
King-size disposer was designed to meet the needs of larger families. "Imperial Hush" is encased in a noise-deadening polystyrene shell lined with ½" of fiber sponge. Its speed in disposing of waste is claimed to be 1.8 times as fast as any similar unit; and because of its size, long bones, corn husks and melon rinds can be fed in without first being broken into segments.

Designed for easy installation.

Waste King Corp., Los Angeles.

For details circle No. 13 on coupon, p. 272

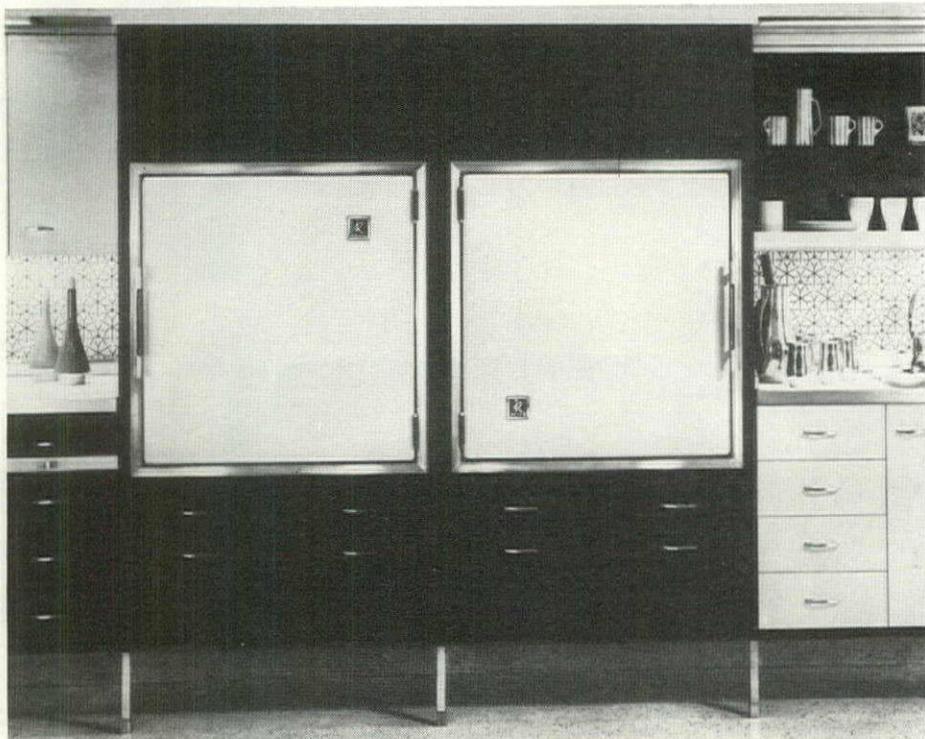
KITCHENS *continued*



3-in-1 barbecue for spit cooking, grill broiling and shishkebab comes with a heavy 24" spit shaft and two spit forks; six 24" stainless steel skewers; a two-section 25" x 24" copper-nickel-chrome plate grill. A crank adjusts the unit 12" up or down. Unit is powered by an 60 cycle 115 v. AC electric motor. Masonry opening: 26½" wide, 24½" deep, 6" high.

Burr-Southern Corp., Pasadena.

For details circle No. 14 on coupon, p. 272



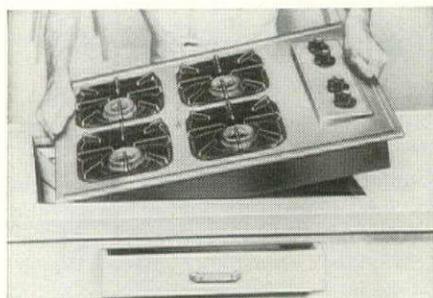
Built-in refrigerator and freezer use new spiral evaporator and air circulating system. The 9 or 7.3 cu. ft. refrigerators and the 5.7 cu. ft. freezer can be mounted side by side, over and

under, or separately.

Available in stainless steel, copper finish, wood finish, or 28 colors.

Revco, Inc., Deerfield, Mich.

For details circle No. 15 on coupon, p. 277



Gas drop-in top doesn't need a front cut-out and it is only 3" thick, so it will fit above the drawer space in most base cabinets. Modern Maid unit can be simply installed in tile tops, too, for a custom look; and once in place, it pulls down flush to cabinet—so there's no way for spillovers to run into cabinet.

Tennessee Stove Works, Chattanooga.

For details circle No. 16 on coupon, p. 272

Victor Char-Broiler is barbecue, broiler, grill and grill, all in one. Gas heats ceramic briquettes to broiling temperature in about 8 minutes. Burner has gas jets on the underside to prevent clogging. You need a space of 18" x 22" x 25" to install it. A multiple-position safety valve sets temperature for high, medium or low cooking.

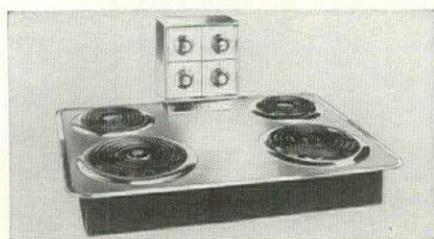
Nelson Mfg. Corp., Glendale, Calif.

For details circle No. 17 on coupon, p. 272

Grillcraft barbecue unit can be used either indoors or out. It includes a heavy steel frame, adjustable fire basket, fire basket partition, top grill, crank and crank bushing. Cooking surface is 19" x 20". Frame measurement outside is 24" x 23". Unit fits in an opening 21¾" sq. Fireplace walls need to be 30" to 35" high, 8" to 16" thick.

Grillcraft Co., St. Paul.

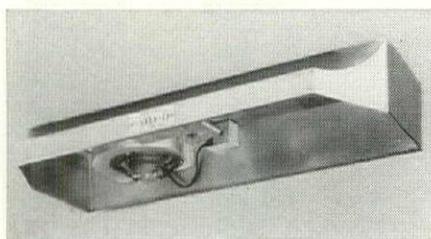
For details circle No. 18 on coupon, p. 272



Cook-top controls are moving to the back of built-in units. Preway's new electric surface unit has its control panel and switch enclosure mounted at the back of the 4-element unit. Switch panels light up the elements and keyed to the elements. Cook-top includes a thermostatic control.

Preway Inc., Wisconsin Rapids, Wis.

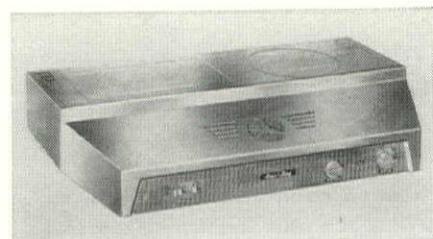
For details circle No. 19 on coupon, p. 272



New range hood is available in three models: 24" wide unit without light and fan in white enamel (\$21); 36" model with light and single-speed fan in copper finish (\$29.80); and 48" unit with 3-speed blower, light and baffle plate, in solid stainless steel (\$91.20).

Miami Cabinet Div., Philip Carey Mfg. Co., Middletown, Ohio.

For details circle No. 20 on coupon, p. 272



Range-hood-radio should whet the interest of women buyers. RadioHood comes in 36", 42" and 48" lengths and in four finishes. The radio components are heat and moisture resistant, maker says. Hood can be used for left, right or solid top installations, has 3-button control.

Berns Air King Corp., Chicago.

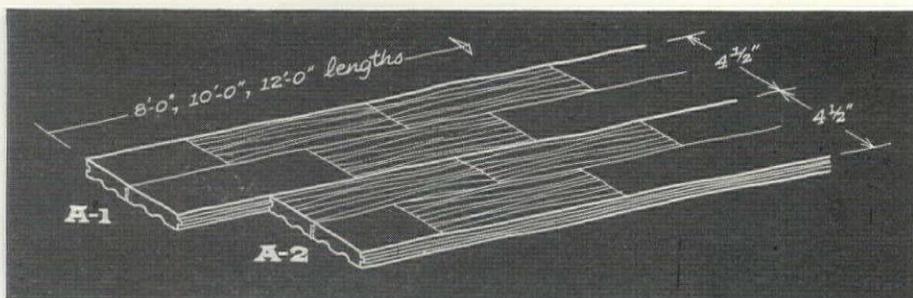
For details circle No. 21 on coupon, p. 272

FLOORING

Important progress is being made in two directions: flooring is becoming easier to install and more decorative.

To ease installation, some tile manufacturers are offering bigger tiles, and some wood-floor manufacturers are pre-assembling individual planks into sections that eliminate a lot of on-site nailing.

The patterned floor shown just below is one example of the trend to more decorative floors. So are new tiles with four or five secondary colors that can be picked up in decorating rooms.



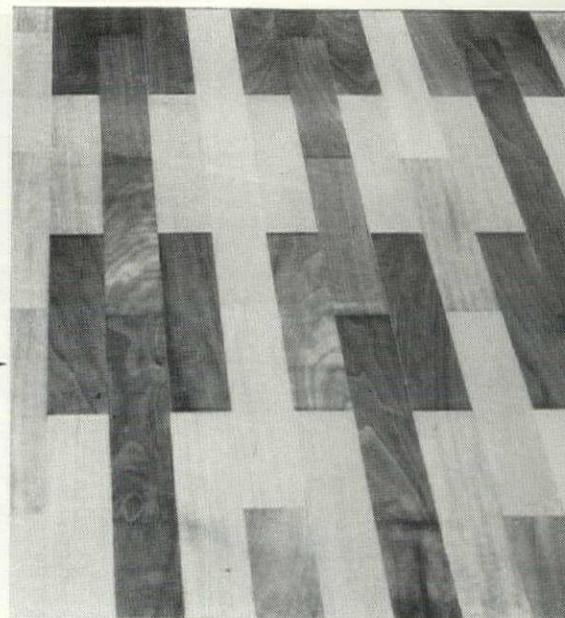
Pre-assembled patterned planks install by number

Each plank in this floor is numbered to speed installation and insure accurate reproduction of this pattern borrowed from Europe (photo right). Each length is end- and side-matched with tongue and groove. As shown in detail, plank A1 abuts A2; B1 would end-match A1. Flooring is mahogany and

walnut heartwood. It is also available in 8' lengths in an elongated zig-zag pattern of walnut sapwood and maple, or in a light contrast of cherry and maple. Floors could also be used as wall paneling.

Miller Bros., Johnson City, Tenn.

For details circle No. 27 on coupon, p. 272



Parquet flooring is designed for installation with adhesive over concrete or wood. Flooring comes in units 5/16" x 19" x 19", made up of sixteen 4 3/4" squares. Each square is made of several square-edged slats of solid hardwood.

Available in oak, maple, walnut.

Harris Mfg. Co., Johnson City, Tenn.

For details circle No. 28 on coupon, p. 272

Giant-sized ceramic floor tile is 12" x 12". You can use the tiles indoors or out since they're frostproof and wear well. They come in 15 colors. In addition, company produces tile 12" x 16", 6" x 12", 6" x 6", 4 1/4" x 4 1/4" and in 3" hexagon and 4 1/4" octagon. (Last three are not frostproof.)

Stylon Corp., Milford, Mass.

For details circle No. 31 on coupon, p. 272

Vinyl-asbestos floor tile, in new "Castle Series," is 1/16" gauge, comes in 18 colors for the house market.

There is also a new line of rubber floor tile in 16 marbled colors. Tiles are 9" x 9", come in 1/8" and .080 gauges.

Tile-Tex Div., The Flintkote Co., Chicago Heights, Ill.

For details circle No. 33 on coupon, p. 272

Particle board underlayment now comes in 4' x 8' panels in a range of thicknesses. It affords a strong surface bond for adhesives, can be cut with ordinary carpenter tools, doesn't need sanding to make flush joints.

Weyerhaeuser Sales Co., St. Paul 1.

For details circle No. 29 on coupon, p. 272

Cushioned rubber floor tile is now available in .080 gauge. Rubber tile is backed with a cellular rubber cushion.

Agatine floor tile, also new, is made of vinyl and rubber.

B. F. Goodrich, Watertown 72, Mass.

For details circle No. 30 on coupon, p. 272

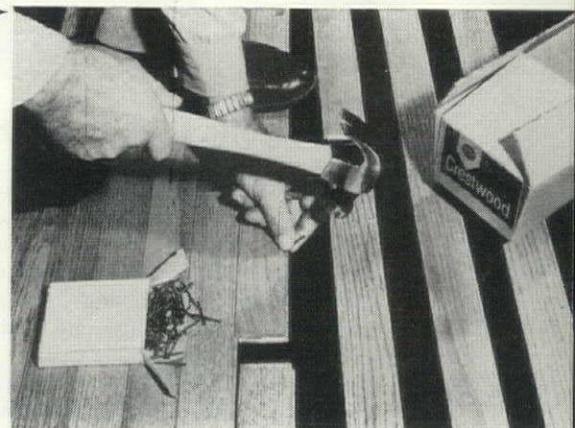
Prefinished strip flooring package

(right) is primarily aimed at the remodeling market. It comes in a nested carton containing 3/8" x 2" prefinished strip to cover 25 sq. ft. of floor area, with an allowance for cutting waste.

Company officials think the flooring will be particularly good for remodeling because it is easy to handle and installation is relatively simple. Two open cartons supply all necessary lengths for laying a floor and cartons also contain the right kind and quantity of nails.

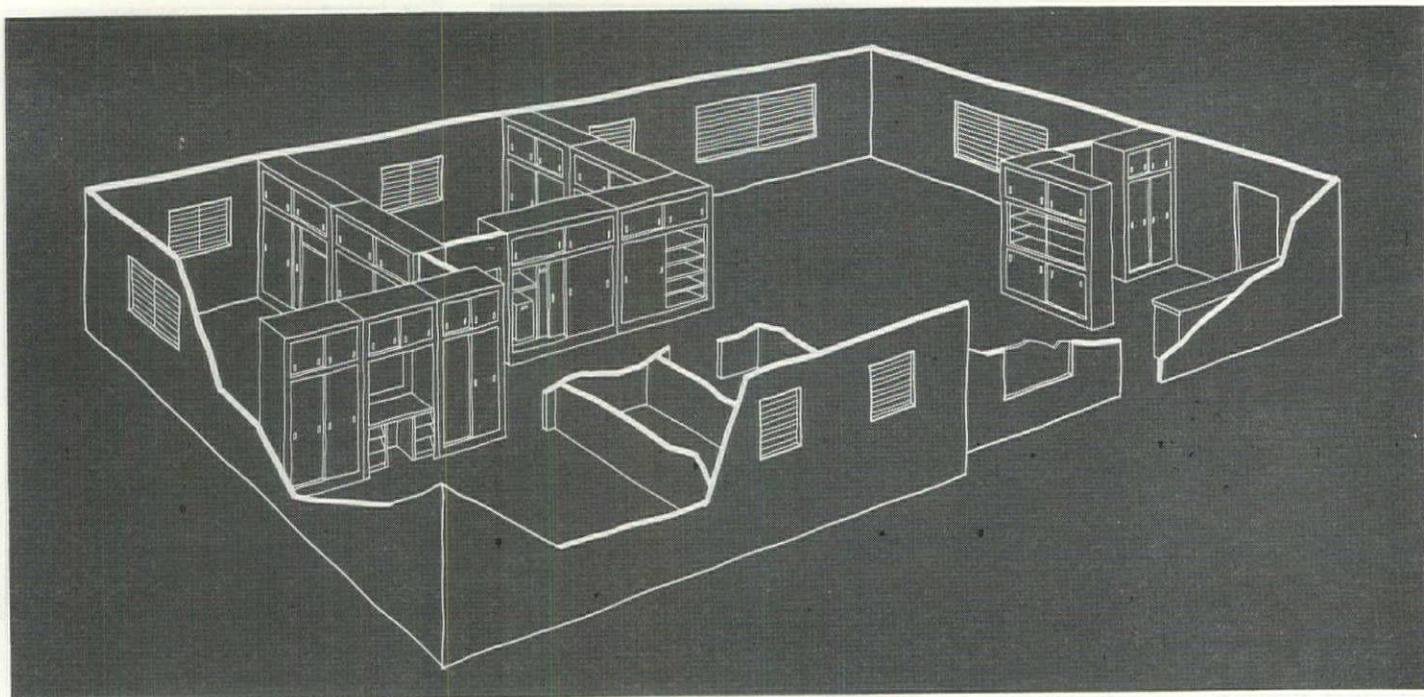
E. L. Bruce Co., Memphis

For details circle No. 32 on coupon, p. 272

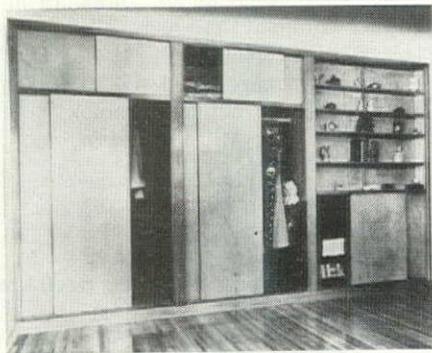


STORAGE

More and more components will come on the market during 1958. Established makers are enlarging their lines and other manufacturers are entering the storage field for the first time. Their products can help you solve your storage problems with good looking and practical units—they range from relatively simple drawer assemblies (that you can build into almost any room) to complete storage walls (that double as interior partitions).



CUTAWAY PLAN shows how you can divide interior space with storage units. From stock pieces you can assemble units (below).



Storage walls like these three need to be planned for at blueprint stage

When they are, you can make your walls hold all the storage your house (and your buyers) will require. You can do away with small, inadequate closets which waste space and cut up rooms. You can put storage into each room, right at point of use.

For example, a 48" wide vanity flanked by two wardrobe units that you

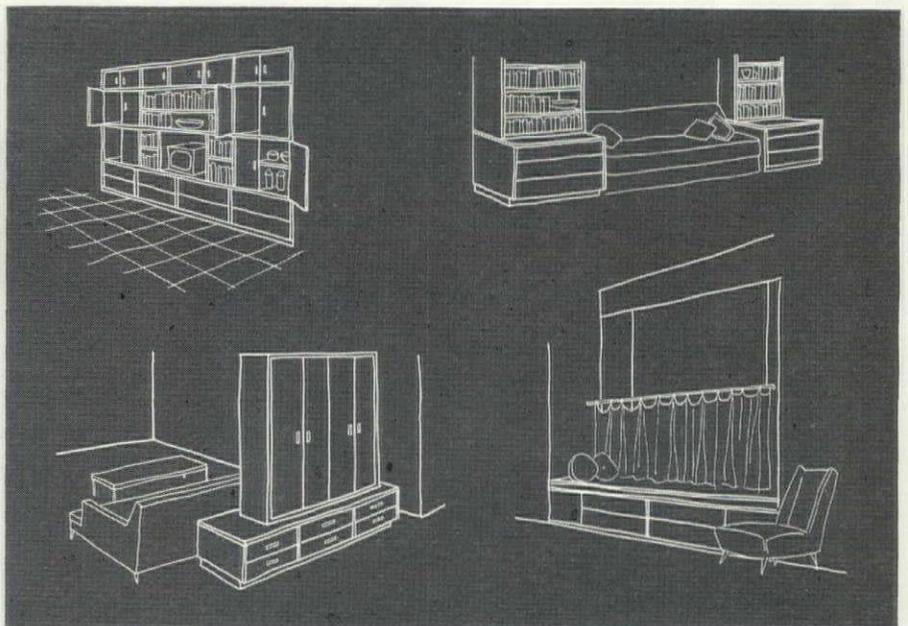
can get in widths from 36" to 84", will give you a minimum of 10 lin. ft. of closet space in a bedroom (the figure mentioned at H&H's storage Round Table, March '56 as being "none too much").

The units can be used with bookcase or china storage pieces to give point-of-use storage in a dining-foyer area or

in a living or family room. All units except china and bookcase sections (which are 16½" deep) are 2'-3½" or 2'-2" deep. Units are available with facing of walnut, mahogany, birch or oak; and doors are available in traditional, contemporary or louvered styles.

The Unit Wall Co., Miami.

For details circle No. 35 on coupon, p. 272



With this new drawer-unit assembly, you can build in storage anywhere in the house

R-Way's storage drawers come with their own steel frame which holds a combination of two to six drawers. These units can be used just about anywhere you want to add storage—on a bookcase wall, at the bottom of a room divider, in a built-in seating center, under a picture window. You can give a big closet a custom look by building-in a base of drawers, or you could use them in the kitchen to hold linen or

flatware or kitchen utensils.

The drawers are molded plastic, 6 1/8" high, 28 3/8" wide, 16" deep. Handsome slip-on wood fronts are 30" x 6 7/8". Drawers slide into a steel frame which can hold a combination of two to six drawers and needs only two bolts and two nuts to set up. Unit has holes provided in all frame legs for nailing or screwing to studs.

Attic frame, a six-drawer assembly, is

equipped to hang from roof rafters; center hanger of drawer-guide back-rib is vertically adjustable to fit openings from 48" to 66".

Frame heights range from 15 3/4" of two-drawer frame to 38 1/4" of five-drawer frame. Over-all frame depth is 16 1/2". Two-drawer unit costs about \$19.25; six-drawer unit is \$51.

Reiss Mfg. Co., New York City 3.
For details circle No. 36 on coupon, p. 272



Bi-Fold door unit operates without guides, tracks or pivots. Doors are hung on regular full-mortise hinges and a spring in mortise at top of door passes over hinge pin to give automatic folding and unfolding operation. Spring holds doors straight when closed, keeps them folded when open. Two-door unit for openings up to 3'; four-door units for openings from 3'-6'. With split jamb, installation takes about 20 minutes. Ready Hung Door, Fort Worth.

For details circle No. 37 on coupon, p. 272



Complete wardrobe unit of natural mahogany has sliding doors, overhead shelf, hanger rod, base storage drawers and an optional chest for inside the wardrobe. Units are 81 1/2" high, 29" deep, come in six widths. Wardrobe can be built in a bedroom, a guest room or a foyer. Unit comes in easy-to-assemble parts, can be finished to match room. About \$88 to \$128.

N. & A. Cabinet Works, Hoquiam, Wash.

For details circle No. 38 on coupon, p. 272



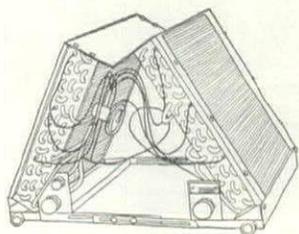
Sliding mirrored door closes off storage areas, helps give your rooms a new look of space and light. The entire door, with mirror in place and hardware for hanging, comes in a single carton. Mirror is 1/4" thick; face molding of aluminum in matte black, gold or satin silver is 9/16" wide. Mirror runs from floor to ceiling, is 8' high, 6' wide, 1/8" Masonite backed.

Carolina Mirror Corp., North Wilkesboro, N.C.

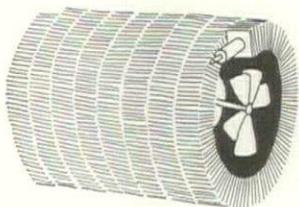
For details circle No. 39 on coupon, p. 272

HEATING AND AIR CONDITIONING

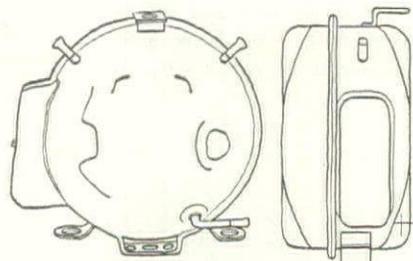
"Miniaturization" is the big new idea in heating and air conditioning. The make-it-smaller drive started with the development of the V-coil evaporator (top, left) used in the plenum of combination heating-cooling units. Many manufacturers of central systems are beginning to use this coil which almost doubles cooling capacity without increasing the size of the plenum.



PERFECTION INDUSTRIES



PEERLESS OF AMERICA



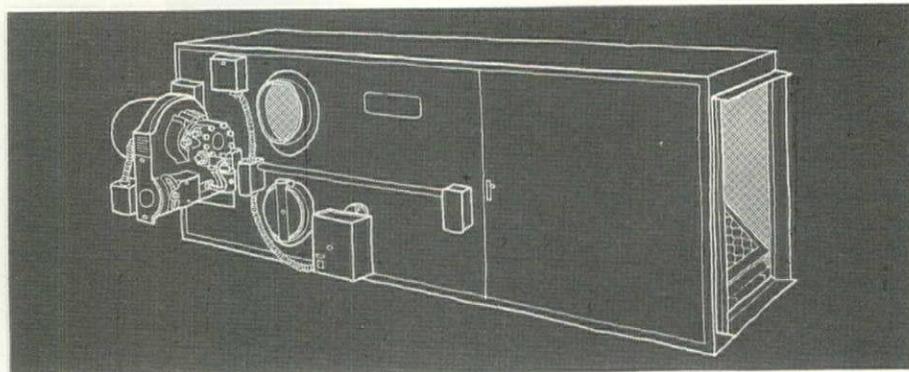
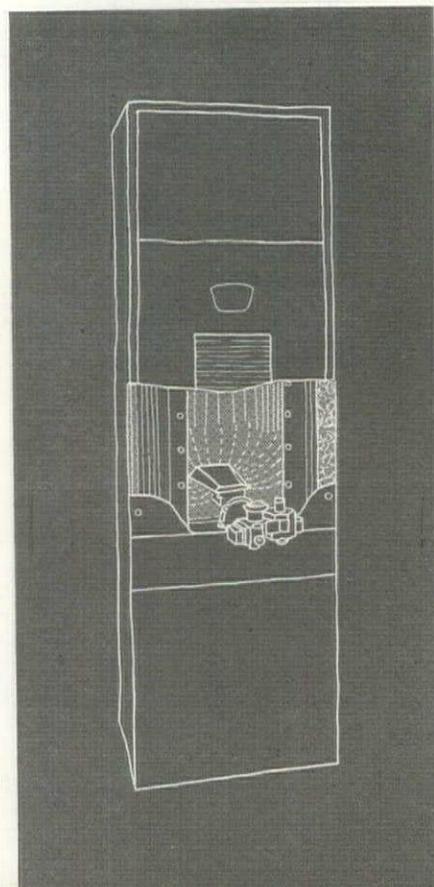
TECUMSEH PRODUCTS CO.

Today, most major air conditioning manufacturers have working models of a new circular or doughnut evaporator and condenser coil like the one shown at left center. Fans and motors are mounted inside the coil, with the condenser side at one end and the evaporator side at the other. One unit now on the market (Sears, Roebuck) uses the new coil and a $\frac{3}{4}$ -hp compressor, packs 5,000 btu per hr. cooling capacity into a 12"x12"x21" box.

Compressors, too, are being cut down. The pancake compressor at left is an example. This $\frac{1}{2}$ -hp unit measures 11"x6 $\frac{1}{4}$ ". It runs twice as fast (3,400 rpm) as older models and so gets almost double the compression within a given displacement.

Heat pumps are also making news

Most major air conditioning manufacturers have added big air-to-air heat pump models to their lines. They say it makes sense to use the same equipment to heat and cool rooms simply by reversing the air conditioning cycle. Most new heat pumps are the air-to-air type that avoids water problems.



← **Contour flame** of this furnace is made by down-sweep burner, heats all the primary surface of heat exchanger evenly in seconds. Models from 81,250 to 150,000 btu per hr. input are all only 57 $\frac{1}{2}$ " high. They occupy only 4.3 sq. ft. of floor, have AGA approval for zero clearance.

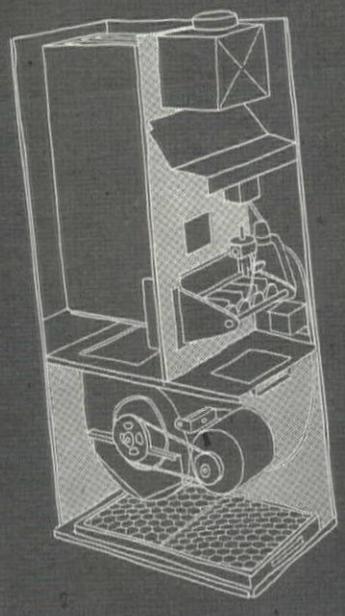
Chrysler-Airtemp, Dayton.

For details circle No. 40 on coupon, p. 272

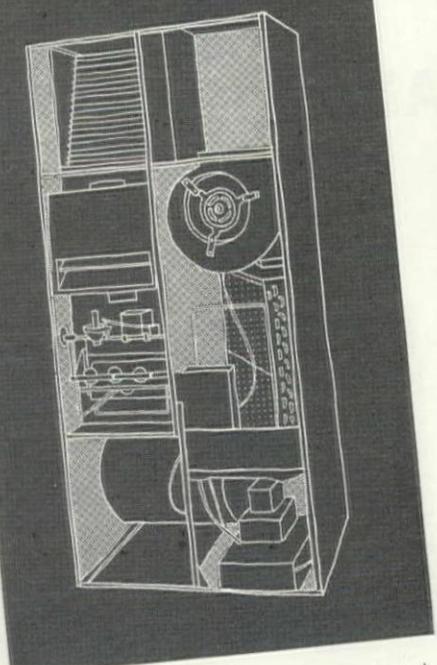
Slim-jim oil-fired furnace has box sizes of 23 $\frac{1}{2}$ "x17"x71" and 23 $\frac{1}{2}$ "x20"x71" for 84,000 and 112,000 btu per hr. input respectively. Burner protrudes from unit only 11 $\frac{1}{2}$ ". Unit can be incorporated right into ducting in the attic, workshop, kitchen, basement or laundry, so it takes no floor space.

The Heil Co., Milwaukee.

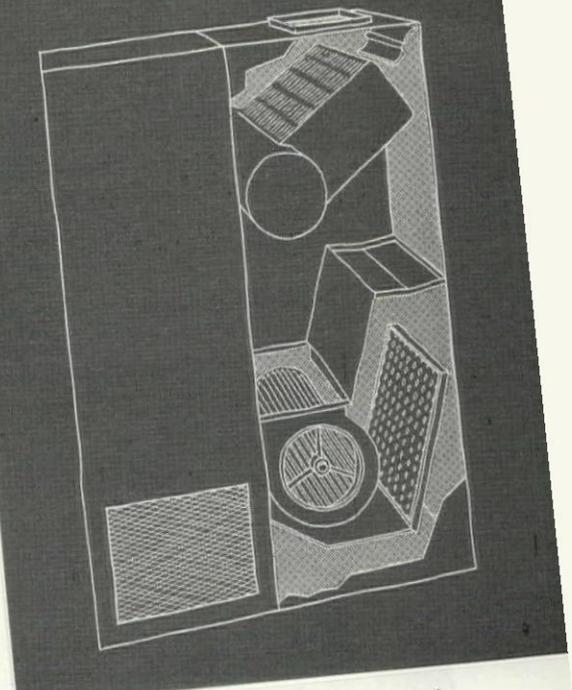
For details circle No. 41 on coupon, p. 272



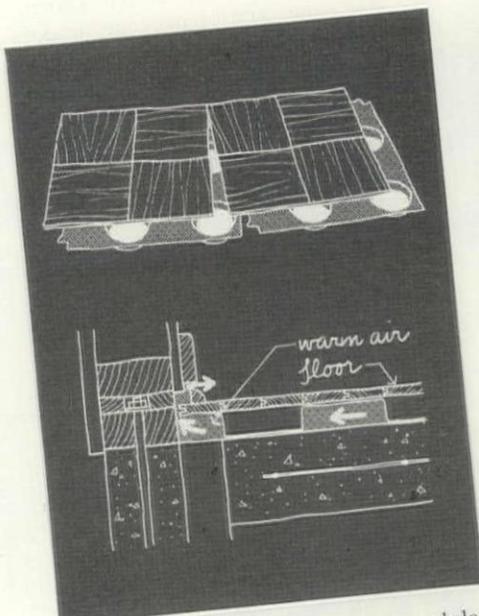
New compact furnace uses a multi-section heating element that provides a flue for each gas burner to give maximum possible heat transfer to circulated air. Rated from 75,000 to 125,000 btu per hr. input, all units are 57" high, 28" deep and vary in width from 16" to 22½".
American-Standard, New York City.
For details circle No. 42 on coupon, p. 272



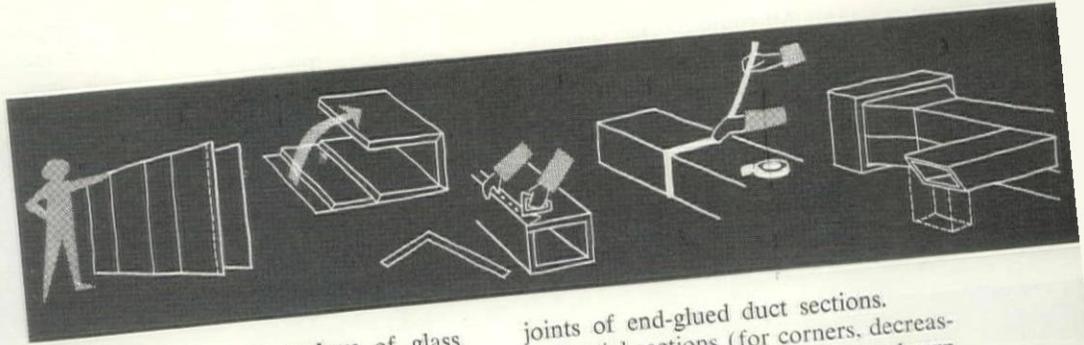
Heating-cooling air conditioner is packed into a unit 34¾" wide, 28" deep and 72" high. Heating capacity is rated at 100,000 btu per hr. input and cooling capacity at 23,200 btu per hr. Condensing coil is at right in picture and evaporator at top left above burners.
Bryant Mfg. Co., Indianapolis.
For details circle No. 43 on coupon, p. 272



Heat-pump air conditioner heats and cools with gas firing. It measures 26"x62"x79", has heating capacity of 120,000 btu per hr. input and cooling capacity of 60,000 btu per hr. Cooling and heating coil is at upper right; air intake filter, lower right; only moving part in the unit is the blower.
Arkla-Servel, Evansville, Ind.
For details circle No. 44 on coupon, p. 272

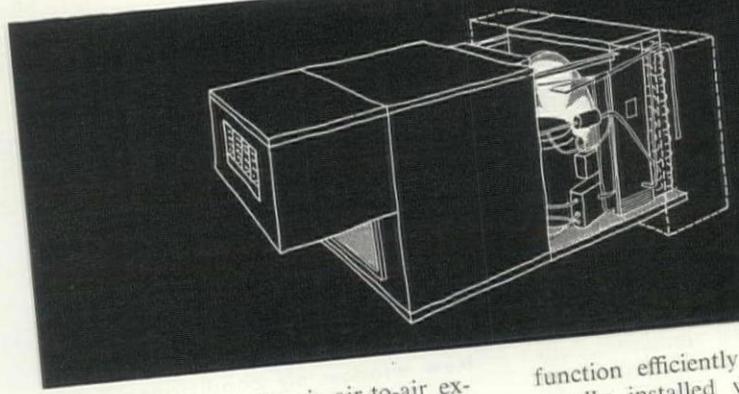


New Flor-Heat core is a modular metal panel used under parquet or plywood-based floor that provides a continuous ducting for warm air under the entire floor. From a plenum chamber, warm air circulates between the cups of metal pans, enters the room at a continuous baseboard strip opening. Cups in the pans support the floor. For a concrete floor, the metal panel becomes the lower form and concrete fills up the pockets in it. Panels measure 17"x17", cover a 16"x16" modular floor area. Cups are 4" in diameter and 1¼" deep, are made of 30-gauge steel.
Flor-Heat Corp., Louisville, Ohio.
For details circle No. 45 on coupon, p. 272



Prefabricated duct system of glass fiber board covered with aluminum foil is shipped in flat sheets. Strip at edge of panel is removed to leave aluminum foil edge for stapler. Special tape goes over stapled flange and is used to cover butt

joints of end-glued duct sections. Special sections (for corners, decreasing or increasing cross-section) shown at right, above, are fastened to duct in same way.
Owens-Corning Fiberglas, Toledo.
For details circle No. 46 on coupon, p. 272

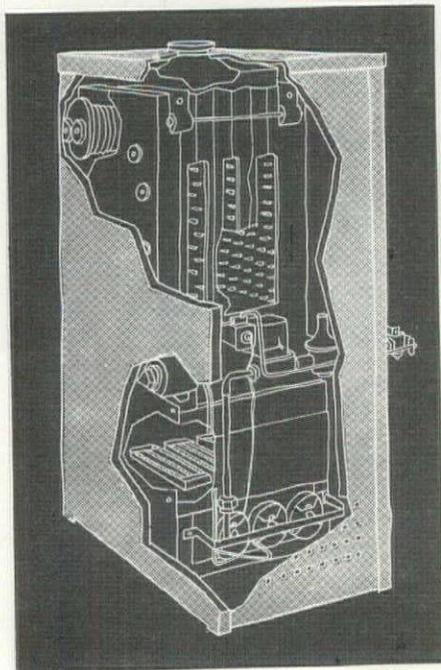


Packaged heat pump is air-to-air exchange system with electrical resistance coils at left end for supplemental heat when temperature gets too far below freezing for the heat pump cycle to

function efficiently in heating. Unit is usually installed with condenser coils in gable.
Chrysler-Airtemp, Dayton.
For details circle No. 47 on coupon, p. 272

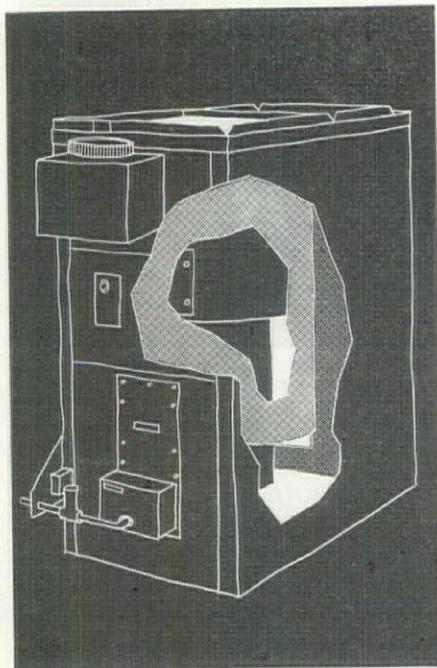
NEW PRODUCTS continued

HEATING AND AIR CONDITIONING *continued*



Gas-fired boiler is available in eight sizes, from btu per hr. input of 100,000 to 450,000. All units of the Sunnyday 26 are 29" deep and 45" high, 15" to 41" wide. A built-in tankless water heater (upper left) is available. Crane Co., Chicago.

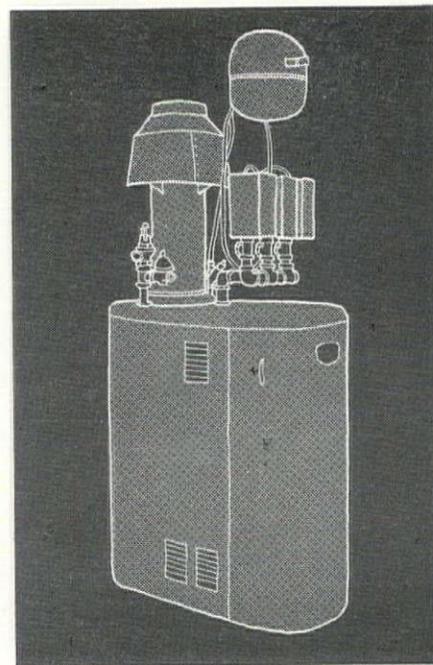
For details circle No. 48 on coupon, p. 272



New gas-fired furnace uses single-port, up-shot burner for clean efficient fuel consumption. Five models have btu per hr. ratings at the bonnet that range from 64,000 to 152,000. Automatic humidifier is optional.

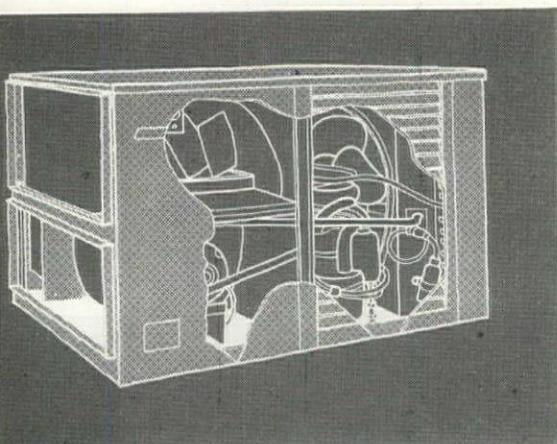
Thatcher Co., Garwood, N. J.

For details circle No. 49 on coupon, p. 272



Complete package boiler comes with air pressure tank for closed system, top, and zone control package, middle right, with relay, transformer, high-head pump, pressure reducing valve and air vent. 100,000 to 200,000 btu per hr. Edwards Engr., Pompton Plains, N.J.

For details circle No. 50 on coupon, p. 272



Packaged air conditioner has a cooling capacity up to 40,000 btu per hr. in the big 45"x35"x26" size. Smaller size, 20,000 btu per hr, measures 36"x26"x20". A vaporizer attached to condenser propeller blade uses evaporator condensate to increase condenser efficiency. The big unit contains a twin refrigerant system to provide two-stage air conditioning with better humidity control and more effective operation.

Mueller Climatrol, Milwaukee

For details circle No. 51 on coupon, p. 272

Gas-fired cast-iron boiler (the Mighty Midget) comes in three sizes: 70,000 btu per hr. input, 24" high; 95,000 btu per hr., 30" high; 120,000 btu per hr., 36" high.

Peerless, Boyertown, Pa.

For details circle No. 52 on coupon, p. 272

Room air conditioner, through-the-wall vertical type, gives a permanent weather-proof installation. Cabinet sleeve with flange for prepared wall opening is 25½" wide, 20½" high.

Frigidaire, Dayton.

For details circle No. 53 on coupon, p. 272

Heat pump room air conditioner can be used to heat or cool rooms. Two units of the Four Seasons models are equipped with 3,200 watts of supplementary strip heating. There's a 1½-hp model for use on 115 v. ac.

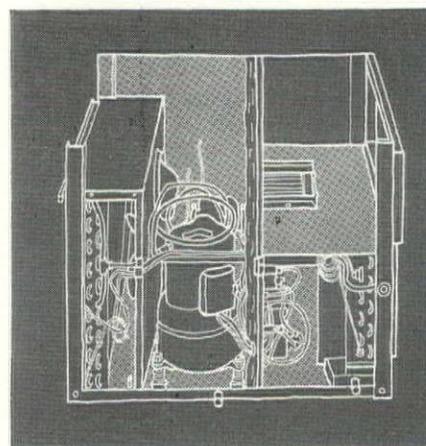
Feddens-Quigan, Maspeth, N. Y.

For details circle No. 54 on coupon, p. 272

New window air conditioner is 16" deep, 19" high and 27" wide, with drawer-type construction to allow easy access for maintenance.

Westinghouse, Springfield, Mass.

For details circle No. 55 on coupon, p. 272

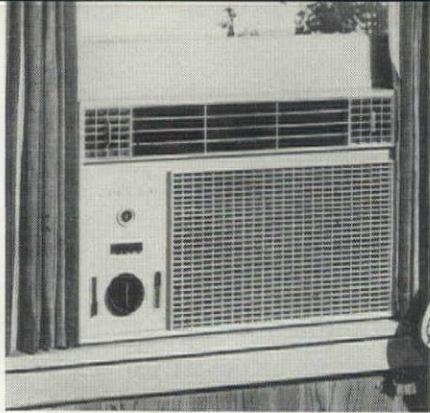


New central conditioner is a self-contained 2-hp model that delivers 17,500 btu per hr.

For gable-end installation with ducts over the ceiling, the unit measures 30" wide by 23" high by 32" deep. Balance of air flow between intake at bottom, right, and discharge at top assures thorough mixing of exhaust air with outside air before it can recirculate into the unit.

Whirlpool Corp., St. Joseph, Mich.

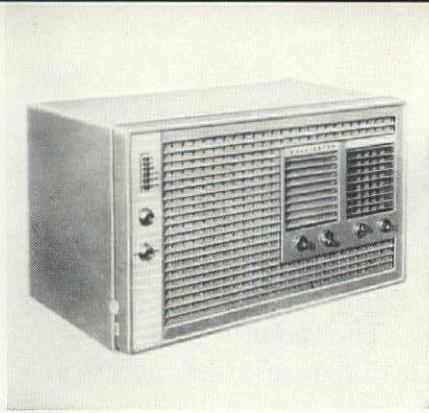
For details circle No. 56 on coupon, p. 272



Room air conditioners are offered in capacities of 1, 1½ and 2 hp. Five of the 11 models in the line have reverse cycles so they work as heat pumps. Features of the new line include dehumidification control, electrostatic filters and flush mounting with interior wall. Slide-out chassis eases installation and service.

Gibson Refrig. Co., Greenville, Mich.

For details circle No. 57 on coupon, p. 272

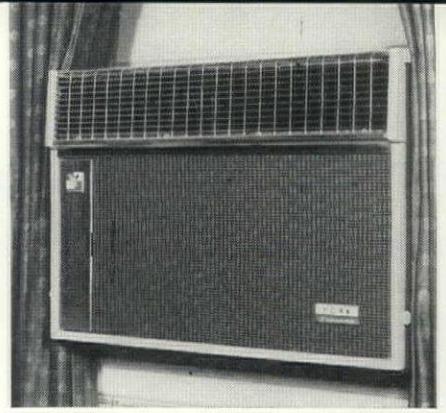


Cool two rooms at once with this new unit. Units are placed through the wall, or in windows, at points where they will serve two room areas.

Twin air nozzles and two sets of directional louvers send cooled air in two different directions, so that it will cool both rooms.

Kelvinator Div., American Motors, Detroit.

For details circle No. 58 on coupon, p. 272



Increased cooling power in a much smaller package marks this complete line. The deluxe room air conditioner above is a 2-hp model that can cool up to three rooms.

Also in the new line is the "Snorkel", a unit that fits under the window and extends only 9" above the sill. The unit is only 12¾" deep.

York Corp., York, Pa.

For details circle No. 59 on coupon, p. 272

Portable conditioner weighing less than 60 lbs., which heats as well as cools and can be used to remove basement dampness, points the way to the multi-purpose role air conditioners may play in tomorrow's houses. This small unit operates on 7½ amps and weighs less than 60 lbs. Fits any standard window.

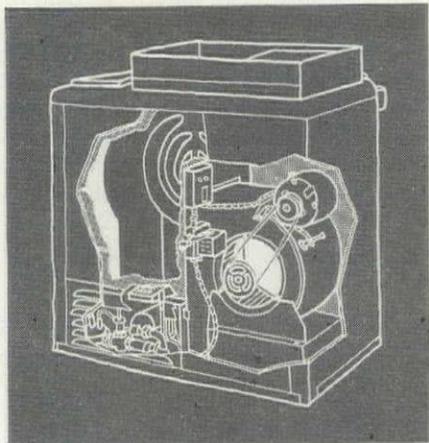
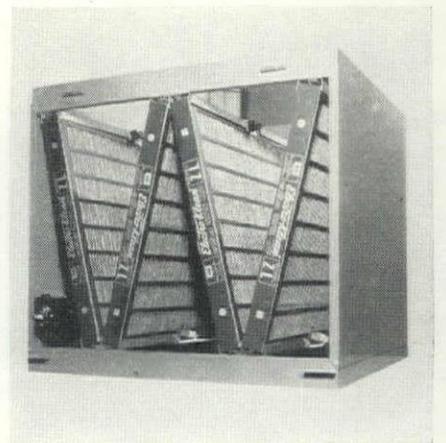
Carrier Corp., Syracuse, N. Y.

For details circle No. 60 on coupon, p. 272

Casement air conditioner is a 1-hp model, largest yet in the casement window series. Cabinet design makes installation quick and easy. Conditioner mounts like a screen, requiring neither pane removal nor window alteration. With conditioner in place the window can still be opened or closed. Grills are adjustable.

Chrysler-Airtemp, Dayton.

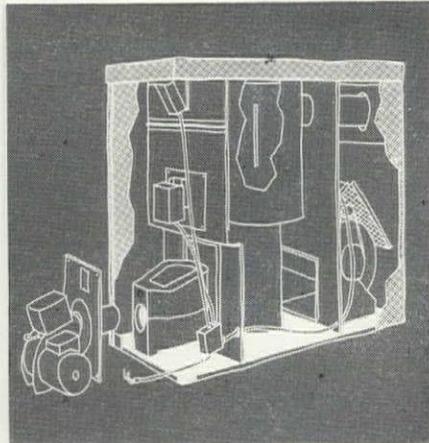
For details circle No. 61 on coupon, p. 272



Cast-iron furnace has a lightweight iron, venturi-type heat exchanger. Ratings are 100,000 and 115,000 btu per hr. input, and the two models are 42" wide, 25" deep, 37½" high.

Incinerator Corp. of America, Eastlake, Ohio.

For details circle No. 62 on coupon, p. 272



Compact new furnace (48" high, 25" wide, 53½" long) has a rated input of 119,000. All controls are mounted in front for easy servicing. A heavily baffled radiator lengthens fire travel.

Dowagiac Steel Furnace Co., Dowagiac, Mich.

For details circle No. 64 on coupon, p. 272

Electro-Klean filter eliminates dust, dirt and airborne pollen in the average house and uses less current than a 10-watt bulb. The electronic filter is installed in the return air duct of heating or air-conditioning system, traps dirt in an electrostatic field with over 84 sq. ft. of filtering surface.

American Air Filter Co., Louisville, Ky.

For details circle No. 66 on coupon, p. 272

Portable heat pump air conditioner weighs 65 lbs., has a new electrostatic filter. And maker's new room air conditioners are designed as heat pumps with automatic defrosts.

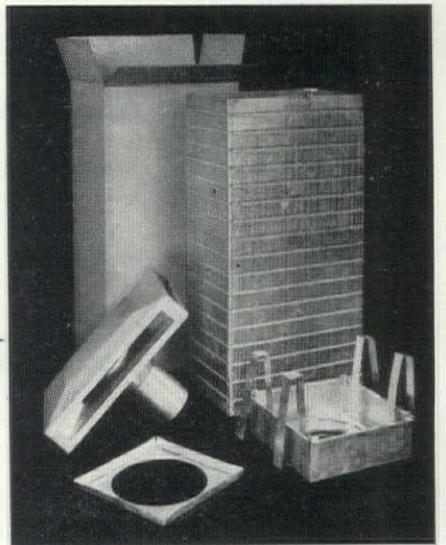
Lonergan Coolerator Div. of McGraw-Edison Co., Albion, Mich.

For details circle No. 63 on coupon, p. 272

All-fuel chimney is lightweight, pre-fabricated, takes no special skills to assemble. The 18" and 30" sections can be coupled for any chimney height. Venturi cap sections assure draft.

Metalbestos Chimney Div., William Wallace Co., Belmont, Calif.

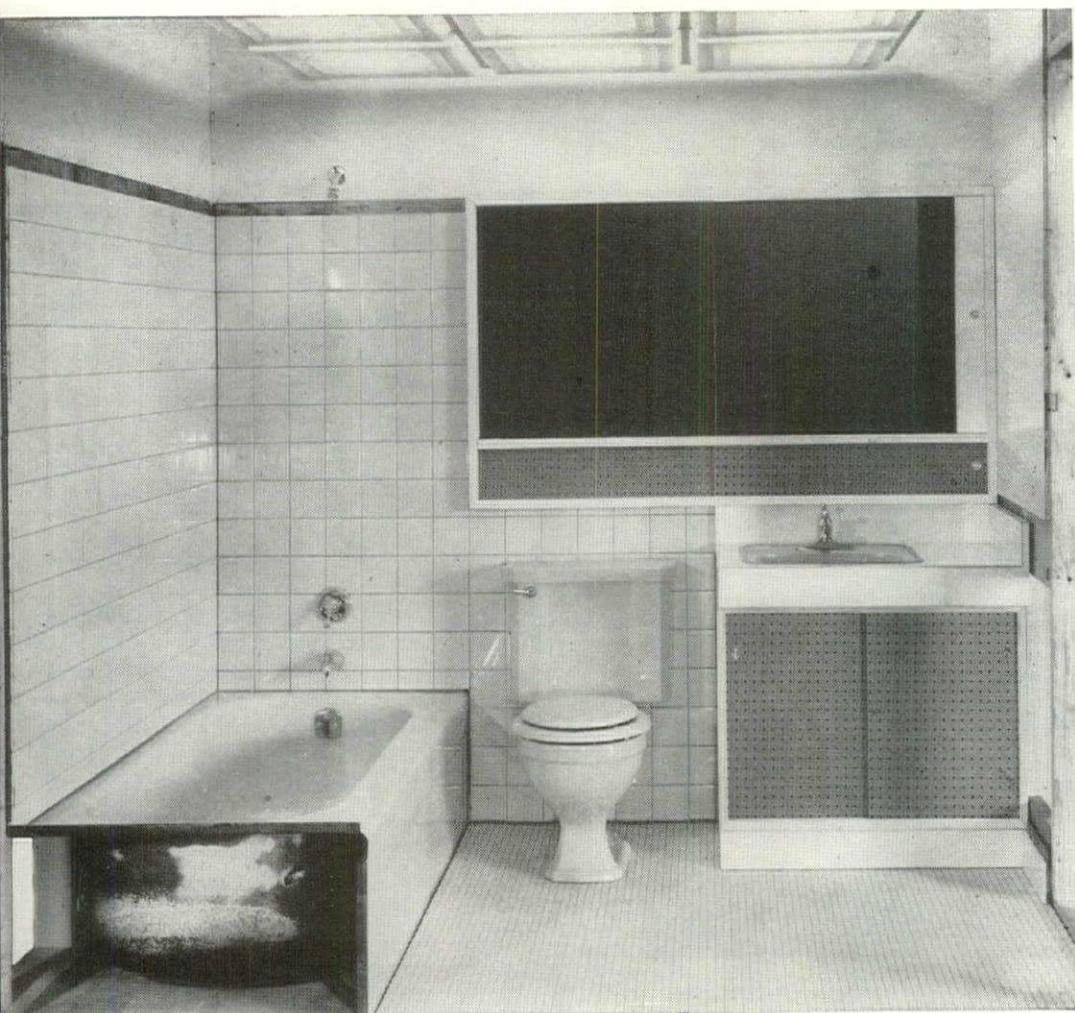
For details circle No. 65 on coupon, p. 272



BATHROOMS

The trend towards more color is continuing in 1958. You can see it in fixtures, tiles, accessories—some makers are even using plastic-coated natural woods in vanities and in wall panels. Along with this style note, there's greater emphasis on lighting and ventilation.

Equipment manufacturers are also working to make installation easier. There is a trend toward bigger parts: one maker offers a packaged bath that needs only to be set in place (see below). Above-the-floor plumbing is another idea to cut costs: this month a third major supplier is introducing a wall-hung toilet (see item 71).



Everything here comes in one bathroom package

Even the luminous ceiling is optional equipment in APSCO's new complete modular bath.

Photo above shows unit with one end of the tub panel removed for photographing. The package includes fixtures (either white or in colors), ceramic tile on floor and on wall panels that extend 60" above tub, single-valve lever faucets for tub and lavatory, tub enclosure (not shown), cabinet lavatory, and luminous ceiling.

The tub is the end-outlet type and the closet is wall-hung (though stand-

ard model is shown here). This enables the factory to install prefabricated copper plumbing above the floor and within the wall, with only one connection to the drain at floor level. Hot water heaters will be available with the package.

Bath is made for single, 1½ and 2 baths in back-to-back arrangement.

Prices will vary from \$350 to \$650; water heaters and tile panels extra.

APSCO, Fort Wayne, Ind.

For details circle No. 67 on coupon, p. 272

Pressed steel bathtub has a new easy-back design claimed to give more comfort. The tub has a substructure designed for easier installation and better weight distribution. A welded steel frame strengthens tub, reinforces front panel and is said to maintain exact roughing-in dimensions. Unexposed surfaces are coated with sound-deadening insulation.

A second tub, 4½', will be manufactured later in the year for use in small second or third bathrooms.

Active Tool & Mfg. Co., Detroit.

For details circle No. 68 on coupon, p. 272

New line of fixtures has snap-in interchangeable color inserts so that you can match or contrast plumbing equipment colors. You can get the inserts in blue, coral, sea green, yellow, sandstone or pearl gray. The fixtures themselves are a new design called the Sculptured Look which, according to Briggs, adds warmth and individuality.

Briggs Mfg. Co., Detroit 26.

For details circle No. 69 on coupon, p. 272

New 5' tub is 29" wide, 15" high, is made of one-piece 14-gauge deep-drawn steel, accented with a raised V-line across the front.

It is available in white and all of the popular colors, or the maker can furnish the tub in any color to match any plumbing fixture, potteryware, or tile tone.

Coralware Mfg. Co., Chicago.

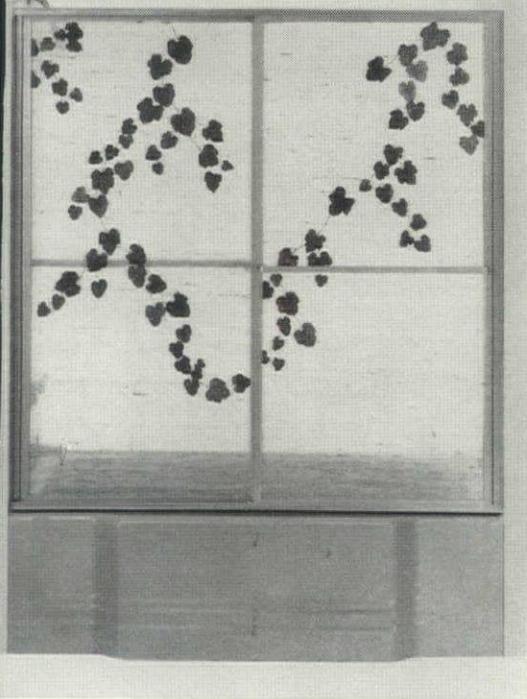
For details circle No. 70 on coupon, p. 272

New wall-hung toilet is full-sized, elongated rim unit. It is designed for above-the-floor plumbing, will give an unobstructed floor area that will simplify the housewife's cleaning problem and make installation of floor covering easier.

Full details will be announced at the Chicago builders show this month.

Universal-Rundle, New Castle, Pa.

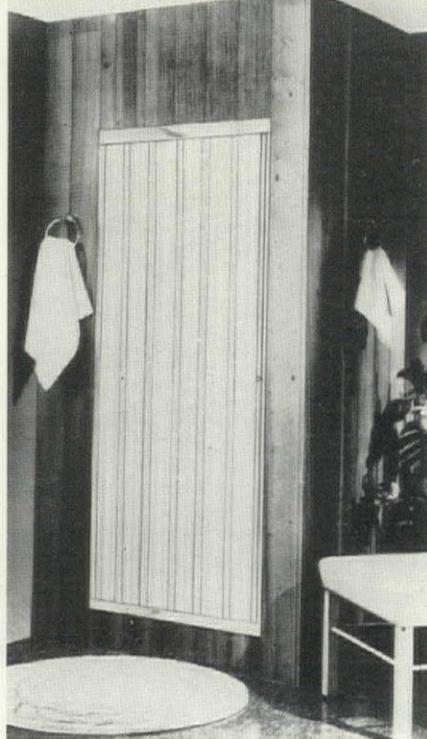
For details circle No. 71 on coupon, p. 272



High fashion shower screens are made of Wasco acrylite plastic. Six new patterns are available. The one seen here is Grape Vine, made of pressed wild grape leaves on a background of gold threaded grass cloth, all embedded in plastic. Frame for the screens is of anodized aluminum finished in gold or silver to match faucets, other hardware. Tub enclosures are made 60" or 72" high and in 48", 54", 60" and 66" widths. Shower stall doors are 64½" or 72" high and come in 24" or 26" widths.

Wasco Products, Inc., Cambridge, Mass.

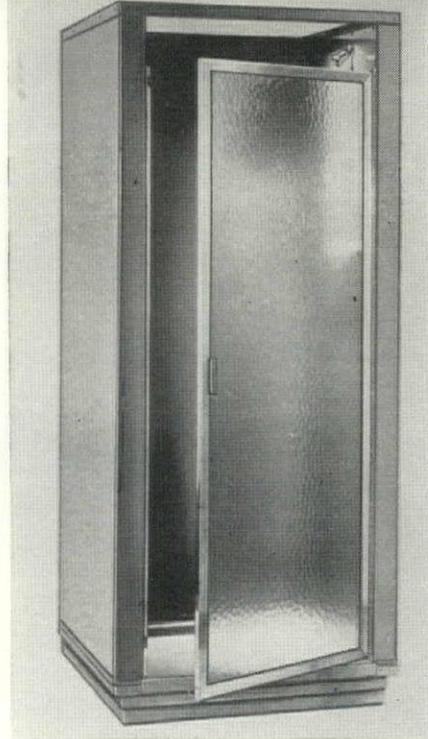
For details circle No. 72 on coupon, p. 272



Folding shower or tub door gives a custom look to a bathroom. The door opens and closes within the stall doorway so it can't drip on floor or bump against walls. You can get "Tub-master" in white or colors to match a bathroom color scheme. It's made of polystyrene panels and hinges and can operate as conventional, by-passing doors, or fold away to the ends of the tub for bathing children or for cleaning. Nylon trolleys at top and nylon slides at bottom give a smooth operation. For openings up to 3'.

New Castle Products, Inc., New Castle, Ind.

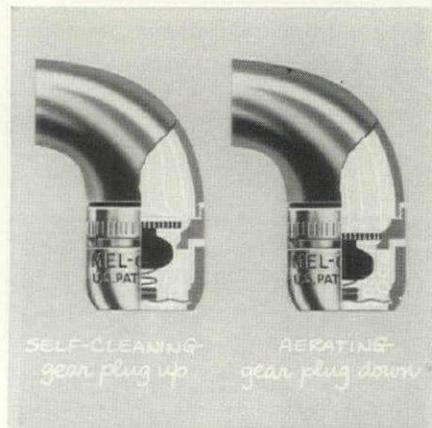
For details circle No. 73 on coupon, p. 272



Vitreous porcelain enamel shower comes with a leak-proof, built-in pan and can be installed by one man in about 30 minutes. The finish, white or grey, has a glass-smooth surface that's easy to clean and resistant to detergents and discoloring. Brass fittings are chrome plated. There's a self-cleaning shower head, valves, strainer—even a shower curtain. You can also buy a glass shower door which fits the cabinet and comes with a polished heavy extruded aluminum frame. Complete unit is 32"x32"x76".

Vitreous Steel Products Co., Cleveland 20.

For details circle No. 74 on coupon, p. 272

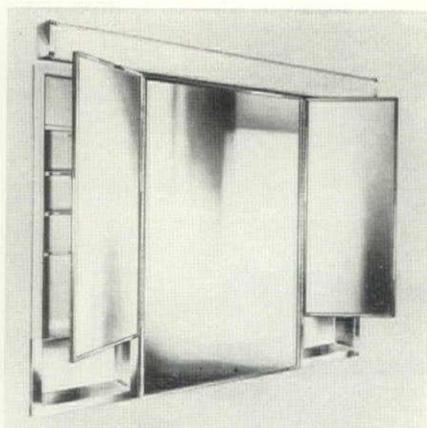


Water-saving aerator is said to save about five gallons of water per minute by a new design which mixes a little water with a lot of air. Mel-O-Flo Jet Aerator has a gear plug plus a wide mesh screen. When faucet is turned on, water pressure pushes gear plug down and water is aerated. When the faucet is off, spring raises gear plug so particles can be flushed out.

Unit has only one moving part. All parts are plated brass or monel. Available for outside-threaded and new inside-threaded faucets.

Melard Mfg. Co., New York City.

For details circle No. 75 on coupon, p. 272



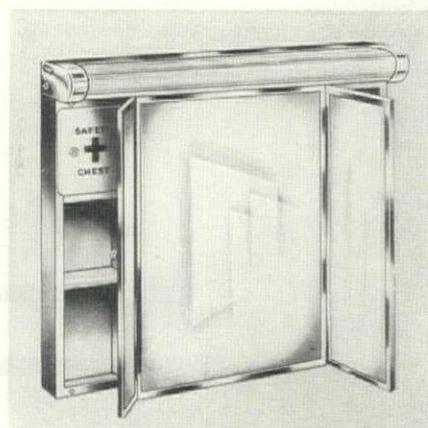
Recessed vanity offers twin recessed cabinets separated by a wall-mounted plate-glass mirror which is available in widths from 24" to 42" in ¼" increments to fit any size requirement.

A poison cabinet held shut by a strong, bullet-type door catch is well above reach of children. Mirrored fronts of cabinets provide three-sided viewing when open.

Unit is also available with just one cabinet for bathrooms where space is limited.

Grote Mfg. Co., Bellevue, Ky.

For details circle No. 76 on coupon, p. 272



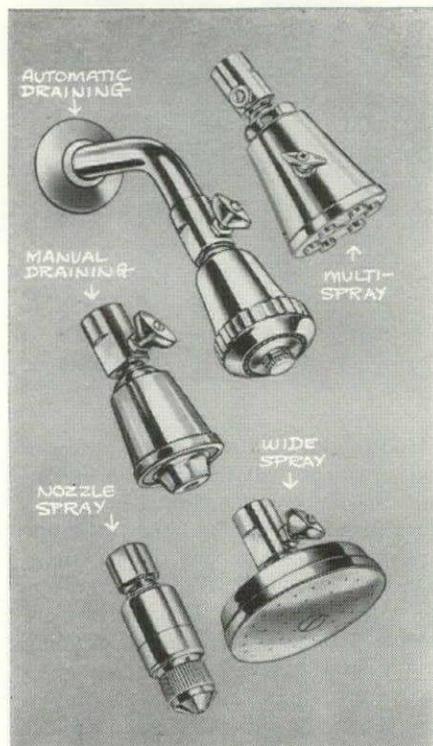
Magnetic door cabinet is really three cabinets in one. Overall dimension is 26" but center cabinet recesses into standard 14" x 20" wall opening and two end cabinets hang flush on the wall. Each has a mirror; those on the side cabinets can be opened out for three-sided viewing.

A safety chest is fitted into one of the side cabinets and comes complete with lock and key so poisons, razor blades and the like can be kept safely out of the reach of children. Unit is topped by a fluorescent light.

Adams Mfg. Co., Chicago.

For details circle No. 77 on coupon, p. 272

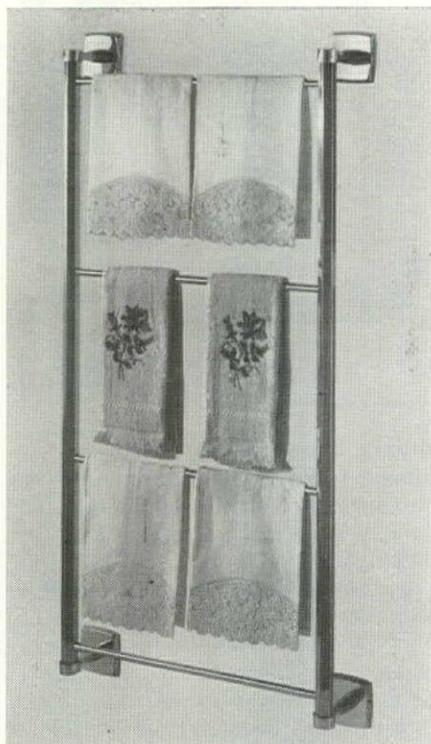
BATHROOMS *continued*



Five new showerheads have one thing in common—a heavy phosphor bronze spring which keeps a constant self-adjusting pressure between ball joint and packing. Self-draining and manual-draining units have corrosion, lime- and wear-resistant nylon faces. Multi-spray is variable from fine needle to flushing flood.

Kohler Co., Kohler, Wis.

For details circle No. 78 on coupon, p. 272

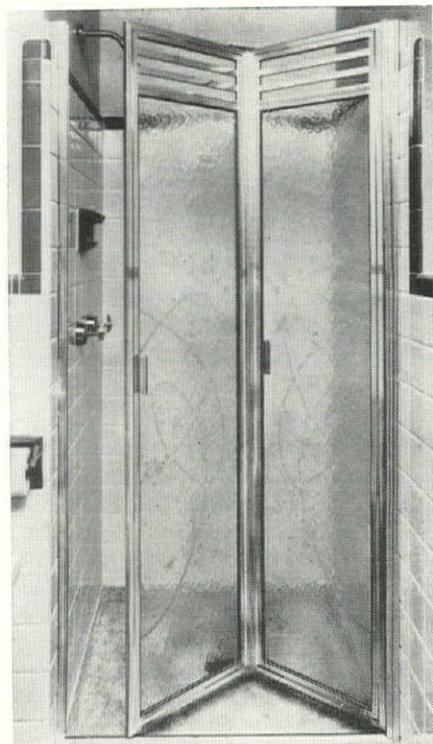


New towel ladder can be used to give a luxury touch to bathrooms where wall space for towel bars is limited.

The rack is made of chrome-plated brass and stainless steel, is 16" wide by 32" high. The manufacturer reports that the retail price has not been determined, but will be about \$17.50.

Hall-Mack Co., Div. of Textron Inc., Los Angeles.

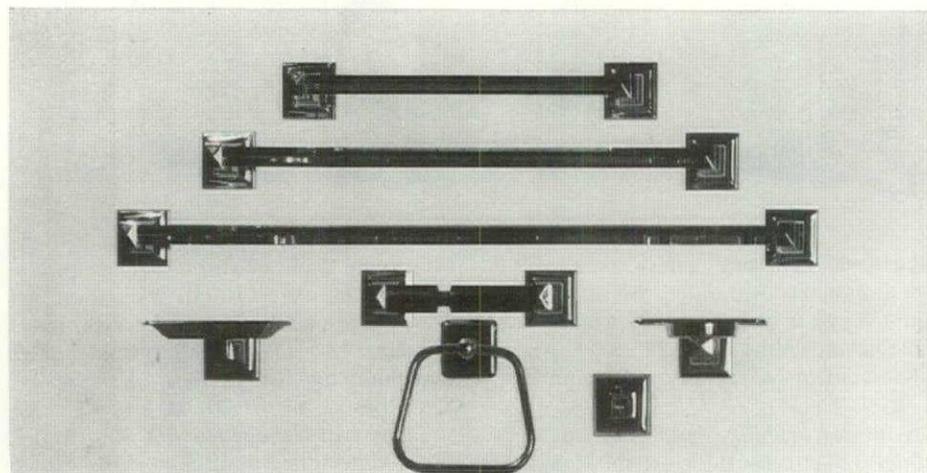
For details circle No. 79 on coupon, p. 272



Folding glass shower door is primarily designed for small bathrooms where space does not permit a swing door. This new Permalume model folds into the shower stall so it doesn't protrude into the room. It comes in widths up to 36", has a standard height of 66" above the curb; with grill, it is 72" above curb.

Shower Door Co., Atlanta.

For details circle No. 80 on coupon, p. 272



Mar-Not fixtures go up without nails or screws. The secret is in a mounting capsule filled with liquid adhesive. You just spread it over the back of each mounting plate and press onto the wall. Fixtures can be mounted to tile, plaster, marble, wood or enamel. Sets like the

one above give you towel bars in 12", 18", 24" or 30" sizes, towel rings, soap holders and robe hooks. Fixtures are chrome plated.

Rayco Products, Inc., Middletown, Conn.

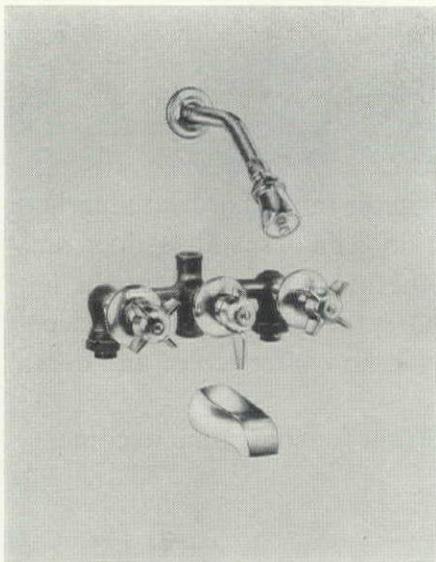
For details circle No. 81 on coupon, p. 272



Triple-duty ceiling fixture heats, exhausts and lights the bathroom. An automatic control closes the exhaust when heater is operating. Light or exhaust can be operated independently.

NuTone, Cincinnati.

For details circle No. 82 on coupon, p. 272

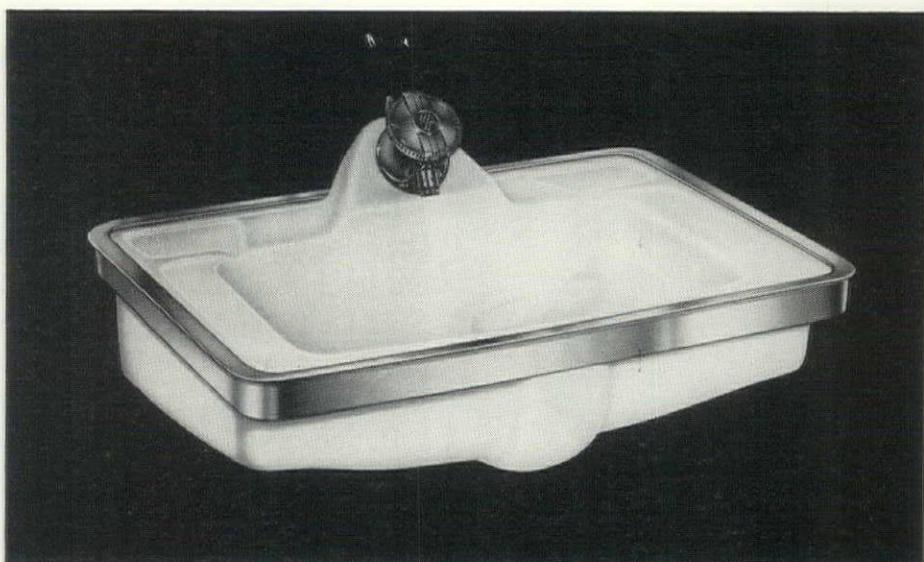


Redesigned fixture line is being introduced early in 1958 by Gerber.

Tub and shower fixtures above are designed to fit any type of wall construction without any adjustment on the job. List price: \$16.90.

Gerber Plumbing Fixture Corp., Chicago.

For details circle No. 83 on coupon, p. 272

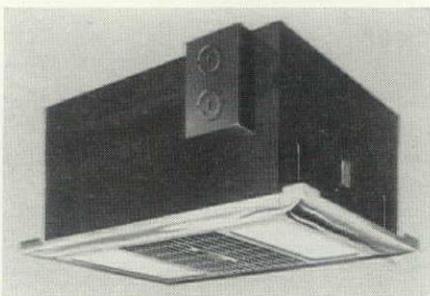


New counter-top lavatory features a new fitting called Uni-Dial, which allows user to control temperature and flow of water with one hand. Dial is tilted back and forth to control flow, turned to left or right for desired temperature. Water volume can be changed without affecting temperature, and vice versa.

Lavatory is 24" x 18", is designed for counter-top installation. And the maker has a new method of making low-cost ceramic counter-top lavatory installations to go with it which, it claims, will speed installations.

Universal-Rundle Corp., New Castle, Pennsylvania.

For details circle No. 84 on coupon, p. 272



Fan-light-heater combines a squirrel-cage exhaust blower, two 60-watt lamps, and a 1,450-watt radiator-convactor. Automatic damper prevents back drafts, blower recirculates warmed room air when heater is on.

Housing is 14" long, 8" wide, 8" high; fits between ceiling joists on adjustable mounting brackets. UL approved for standard building wiring.

Emerson Pryne Co., Pomona, Calif.

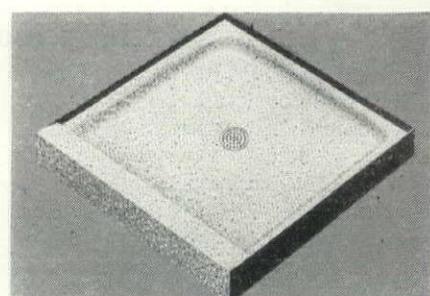
For details circle No. 85 on coupon, p. 272



Shower head gives 60 streams of water which can be tuned to tingling, gentle or foamy washing action. Live rubber diaphragm in shower head is pierced with 60 slits. Water enters main body of shower head which is a large mixing chamber for incoming water to reach uniform temperature. Metal plate gives it a further swirling action.

Magic Fountain, Inc., Waltham, Mass.

For details circle No. 86 on coupon, p. 272



All-terrazzo receptor has its own built-in sill. The new Biltmore is made in one piece, doesn't need a lead or copper pan, and is claimed not to be affected by average building settlement. Shoulders are 1" high to keep shower walls well above area where water collects. Square models, 32" x 32" and 36" x 36", corner model, 36" x 36".

Cutler Metal Products Co., Camden 3, N.J.

For details circle No. 87 on coupon, p. 272

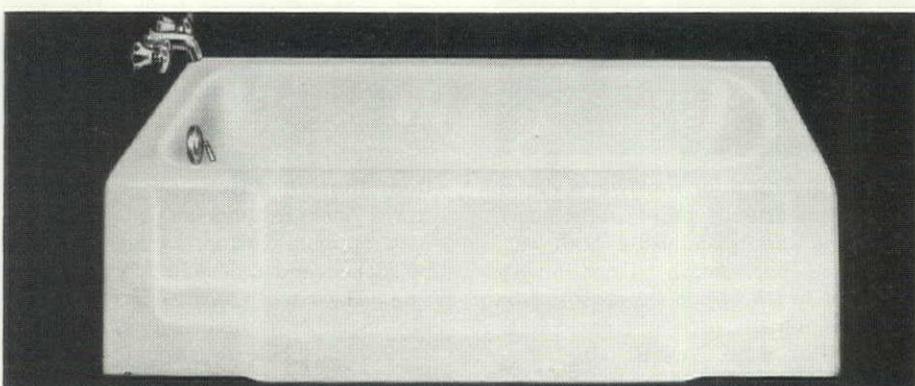
New tubs—one with a 14" height, low enough for bathing children, the other made of steel in the 5' length—are available in the new canary yellow color plus the standard Richmond colors and white.

New Lo-Seat tub is available for right or left-hand outlet.

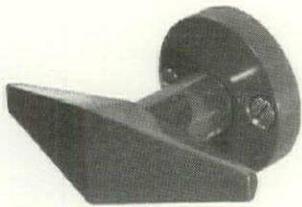
The steel tub has an extra-high lip flange that provides a permanent water seal.

Richmond Plumbing Fixtures Div., Rheem Mfg. Co., Metuchen, N. J.

For details circle No. 88 on coupon, p. 272

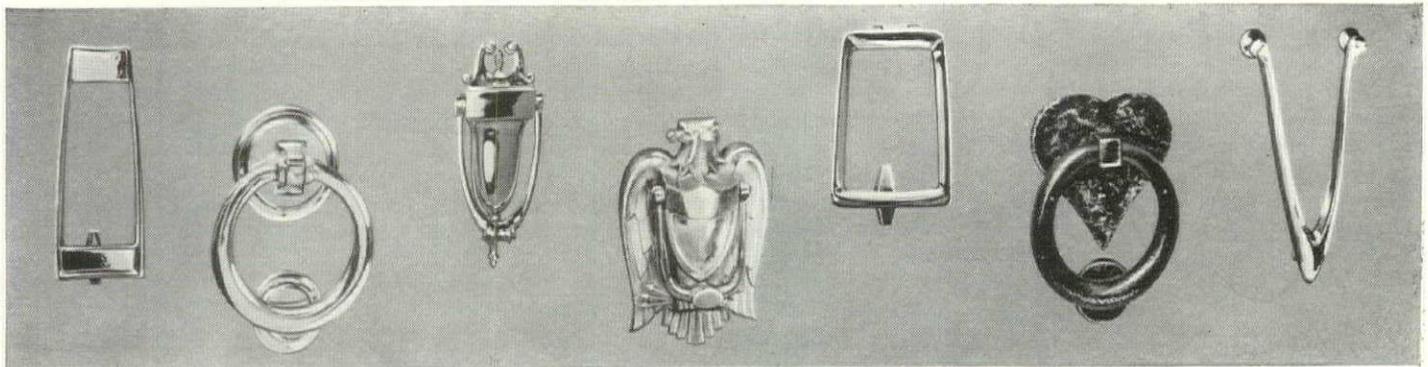


HARDWARE



Plastics are becoming an important factor in the hardware market. They are making inroads in items like door guides, sliding door rails and latch mechanisms. For example, the nylon doorknob at the left can take use and abrasion in moving parts for a lifetime. Translucent and transparent door hardware of plastic now offers color and depth not possible with ceramics and metal.

But costs will keep metal in the forefront for some time to come.



Here's the new-fashion look for the old-fashioned door knocker

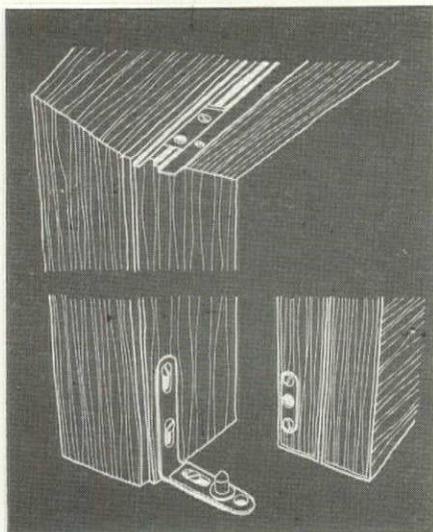
The traditional door knocker has been completely restyled in this major new line of designs. Developed to meet the revived trend to individualism in decorating today's houses, the new line uses both geometric and natural motifs, so it can fit a variety of tastes. Knock-

ers like those at far left are completely functional; while others, like the stylized American eagle in the center, follow more conventional lines. Two of the new line of knockers are also available in miniature matching sets for use on bedroom doors. The new knockers are

made of solid polished brass with the striking areas and joints reinforced to absorb extra shock and heavy wear. From \$7.50 to \$11.50.

Yale & Towne Mfg. Co., New York City.

For details circle No. 97 on coupon, p. 272



New bi-folding door hardware allows easy alignment with jambs and headers because it can be adjusted both vertically and horizontally. Door hinges and pivot brackets can be mortised or surface mounted. Priced from \$4.35. Stanley Hardware, New Britain, Conn.

For details circle No. 98 on coupon, p. 272

Folding door hardware that eliminates binding and keeps door aligned has been introduced by Kennatrack. Prices start at \$8.40. Also announced: a preassembled folding door unit and a new low cost line.

Kennatrack Corp., Elkhart, Ind.

For details circle No. 99 on coupon, p. 272

Bath hardware in a complete new design by Autoyre has a patented snap-in fastener that locks surface mounted fixtures to the wall bracket without screws and without special tools. The new line is competitively priced, the maker reports.

Autoyre Co., Chicago.

For details circle No. 100 on coupon, p. 272

Combination latch for screen and storm door features an external knob with optional keying, so the door can be locked and unlocked from the outside. The latch is reversible for mounting on either right or left hand doors.

National Lock Co., Rockford, Ill.

For details circle No. 101 on coupon, p. 272



New series of low cost locks for interior doors speed assembly with pre-set mounting screws, snap-in knob assemblies, snap-on rose, and surface-mounted face and strike plates masked for protection during painting. Two designs.

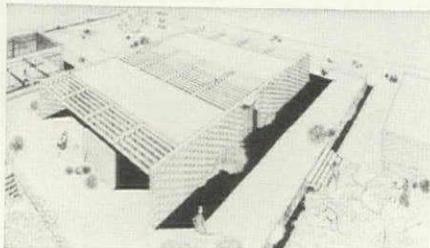
Schlage Lock Co., San Francisco.

For details circle No. 102 on coupon, p. 272

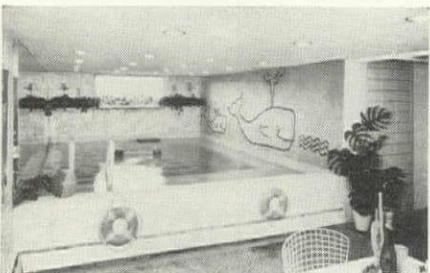
On page 190 you will find

NEW WAYS TO BUILD BETTER

A monthly report on home building ideas, products and techniques



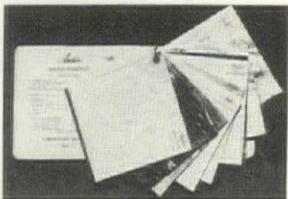
See page 190



See page 198



See page 230



See page 242

NEW IDEAS IN SOLAR HOUSES point the way to a possible saving in heating costs: We are a step nearer efficient use of the sun's great energy. See the new ideas and new designs on page 190.

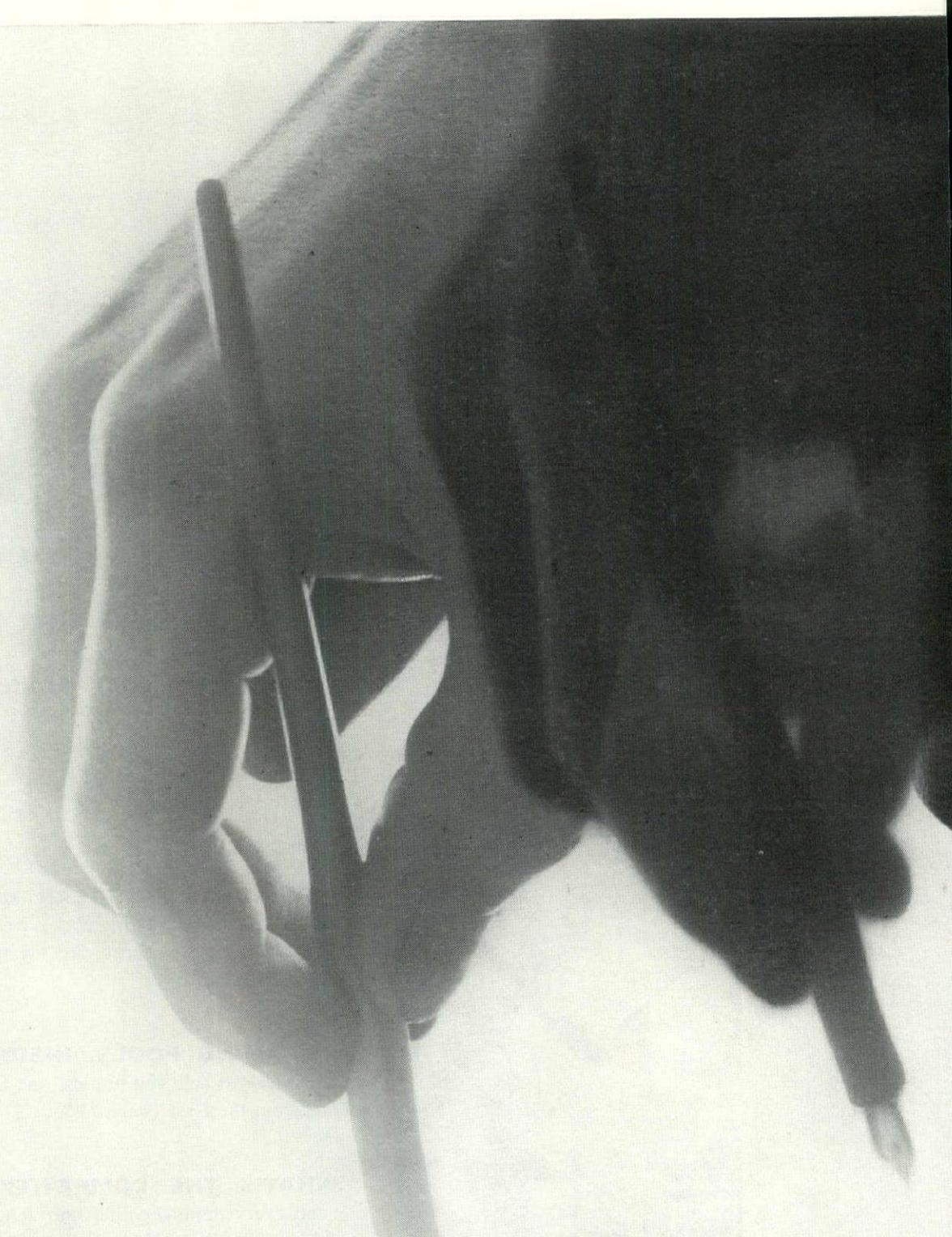
SWIMMING POOLS, INSIDE OR OUT, are two good new ideas to help sell houses, one from the West (page 194) and one from the East (page 198).

WHAT'S THE COMPETITION UP TO? This month (and every month) you'll find a host of new ideas in *What the Leaders are Doing*. It begins on page 194.

THE BIG PRODUCT SHOW FOR '58 continues with news of what's happening in masonry, paint, paneling, siding, sheathing, insulation, windows and electrical equipment. When you have finished the 18 pages of new products in the middle of the book, pick up your survey with the masonry story on page 202.

TIPS ON HOW TO SELL YOUR HOUSES come to you from Hotpoint in the new slide film "Take it From Here." There's a synopsis starting on page 230 and news of other films on page 268.

TECHNICAL NEWS FROM YOUR SUPPLIERS will be found in the ten columns of the *Publications* section. This month you'll find news from Lightolier, Wall-Tex, General Electric, Towmotor, Martin Senour, Georgia-Pacific, among others, as well as many trade associations. The section starts on page 242.



They're signing up ... the big move is on to



One month ago, we announced our Comfort-Conditioned Home Program. Already builders all over the country have signed up and said, "The best selling promotion we've ever seen!"

Comfort-Conditioned Home — the hottest three words in the building business today. These three words wrap up a selling idea that answers the building industry's crying need for a coordinated sales crusade.

How do we make the public aware of the wonders of modern living, which can be theirs in a new home?

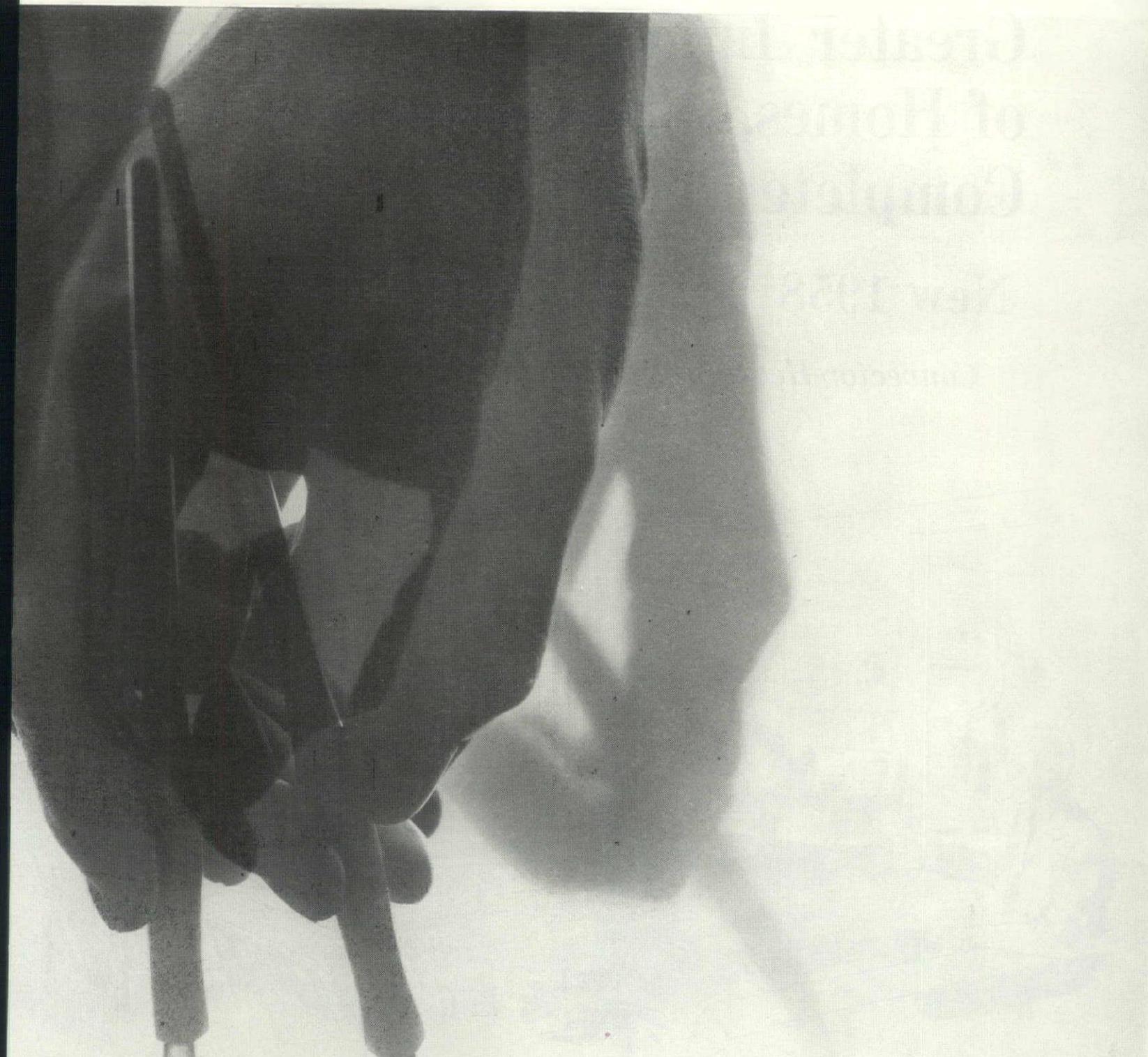
The answer is found in a complete advertising, merchandising and selling promotion for the entire

building industry . . . a program that *tells* the public about your homes, *shows* them your homes and *sells* them your homes. The Comfort-Conditioned Home Program does all these things—and in a big way!

TELL THEM

Four-color advertising in LIFE will support "The Comfort-Conditioned Home." These ads tell millions what a wonderful buy a new home is—with the comfort of full insulation, the convenience of full "HOUSEPOWER," and other new features for better living . . . such as indoor-outdoor living, low-cost air conditioning, and more original equipment under the mortgage.

You can depend on this advertising to arouse new millions to *desire, see,* and eventually *buy* a new Comfort-Conditioned Home.



Greater
of Home
Company
New York
Company

THE COMFORT-CONDITIONED HOME

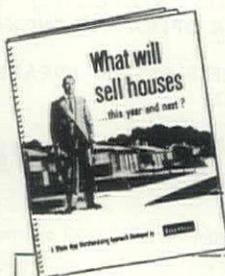
*T. M. (Reg. U. S. Pat. Off.) O-C.F. Corp.

SHOW THEM

This program will help you put sales appeal into your model home. Glamorous Fiberglas* products—draperies, curtains, plastic paneling, screening—will go into the model homes of builders who qualify. Every convenience and comfort in the home fits the unifying theme of Comfort Conditioning. Signs, sales aids, advertising and merchandising ideas, selling strategies—all will generate traffic for the Comfort-Conditioned Home builder.

* * *

Builders all over the country are already signing up! There's still time for you to participate. Let us show you complete details of The Comfort-Conditioned Home—and how you'll profit by selling it. *Just send us this coupon.*



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Gentlemen: I'm interested in hearing your presentation on the Comfort-Conditioned Home Program.

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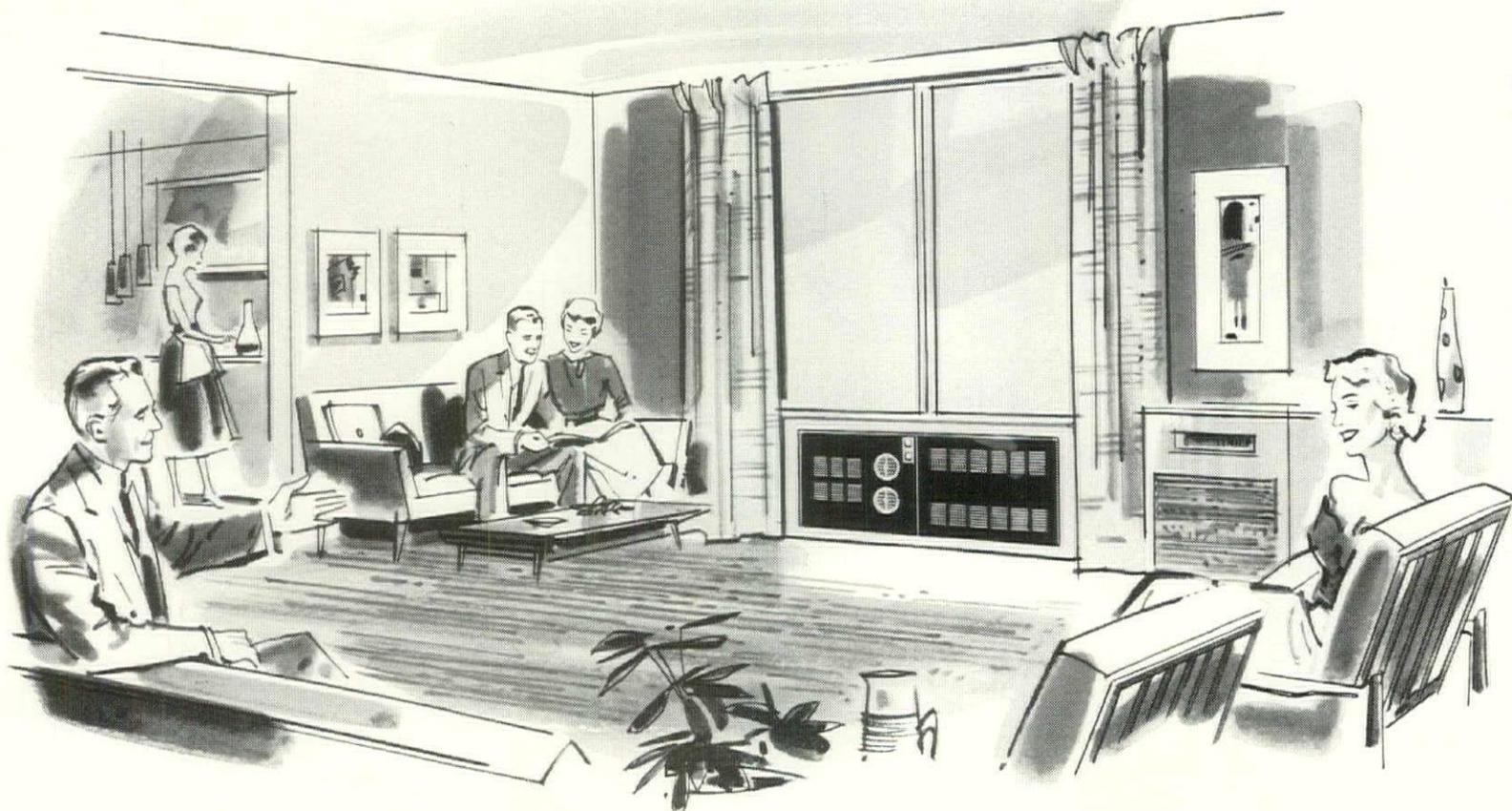
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48 apartments Howard Garfinkle—Builder 130 air conditioners	55 apartments Geller & Mitchell—Builders 130 air conditioners
SILVERSET REALTY CORP.—YONKERS, NEW YORK	STRATTON ESTATES, INC.—FOREST HILLS, L.I., N.Y.
85 apartments Harry Silverman—Builder 196 air conditioners	60 apartments Frank Vitale—Builder 110 air conditioners

*Weather-Twins . . . Heating by Embassy Steel Products, Inc.—890 Stanley Ave.; Brooklyn 8, N. Y. . . Air Conditioning by Kelvinator

Kelvinator For Complete Details

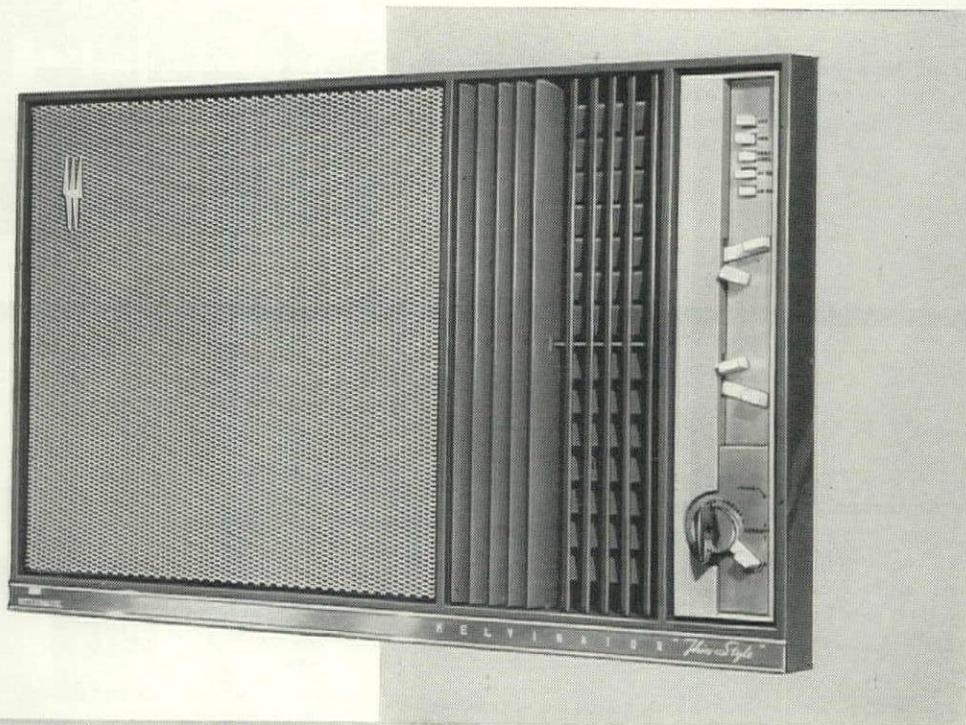
One of the Reasons Why Builders and Apartment Houses Should Get 1958 Kelvinator Air Conditioning!

New 1958 **KELVINATOR**

"Style Mark" Room Air Conditioners



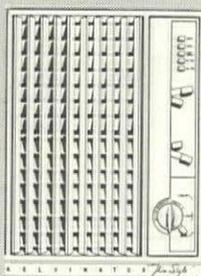
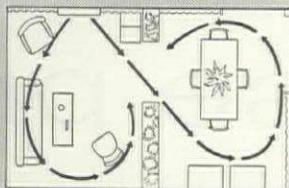
New 1958 Kelvinator air conditioners have that sheer beauty with a subtle touch of elegance that will help sell more new homes. The cabinets are finished in softly contrasting Polar Grey and Twilight Grey—decorative trim in burnished gold.



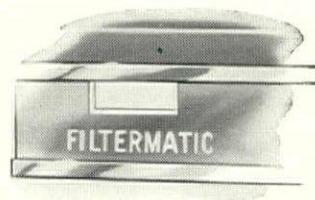
Cool Two Rooms with One Air Conditioner **KELVINATOR TWO-DIRECTIONAL COOLING**

Here is the first air conditioner that effectively uses the full cooling capacity of the unit, that puts cool air where you want it.

Horizontal louvers direct the streams of cool air Up or Down, or Up and Down. Vertical louvers direct the streams of cool air Left or Right, or Left and Right.



FILTERMATIC SIGNAL



Only Kelvinator automatically signals proof that the air conditioner is delivering full capacity. No guesswork, no bother, when signal shows red, slip in new glass fibre filter.

6 New 1958 KELVINATOR "THIN-Style" Models *Install Through The Wall or In The Window*

Two-Directional Cooling—Two-Speed Fan—Push-Button Controls—Thermostat—Exhaust—Fit Any 27" Window.

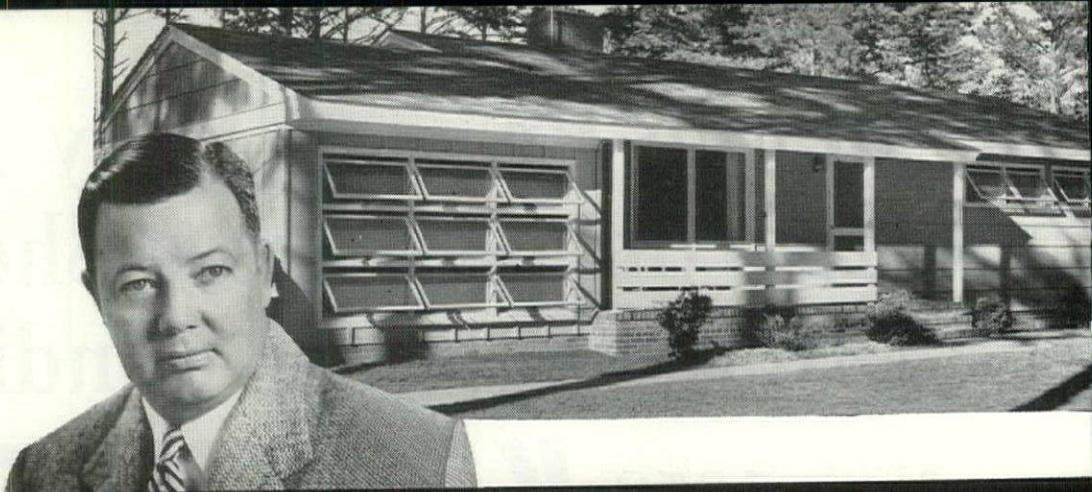
Four of the new "THIN-Style" models are of low am-

perage for 115-volt installation. Also available, a new 7.5 amperes, 1 H.P. Casement window model for 115-volt as well as a powerful 2 H.P. model for large homes, offices and shops.

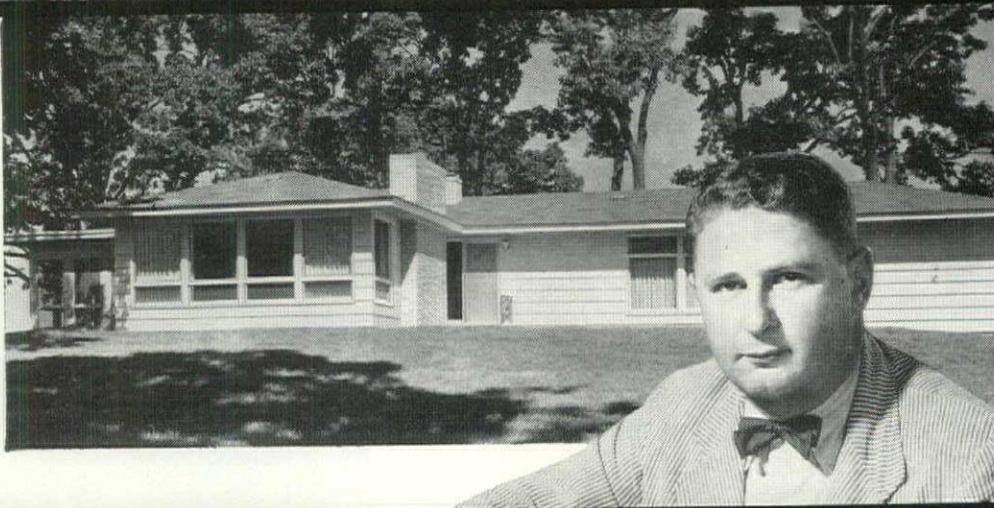
perage for 115-volt installation. Also available, a new 7.5 amperes, 1 H.P. Casement window model for 115-volt as well as a powerful 2 H.P. model for large homes, offices and shops.

Write **KELVINATOR DIVISION, 14250 Plymouth Road, Detroit 32, Michigan**

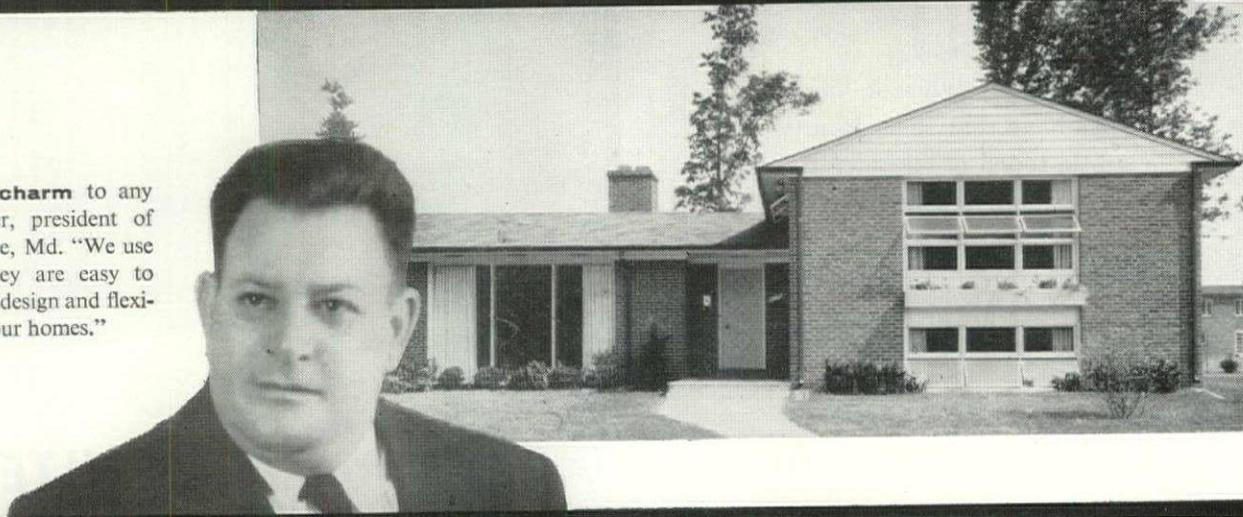
"Window beauty helped sell our Lyon Park project homes," says George E. Viall, Raleigh, North Carolina builder. "The ease of operation and eye appeal of the Flexiview and Flexivent Units are outstanding. What's more, we save \$100 per house by eliminating service call-backs."



"We use Andersen Windows exclusively because of their excellent acceptance by people we sell to," says Marshall Erdman of Marshall Erdman Associates in Madison, Wisconsin. "When we tell prospects about Andersen WINDOWALLS, they recognize a name that stands for quality."



"Andersen Windows add charm to any home," says Walter E. Crismer, president of Estates, Incorporated of Baltimore, Md. "We use Andersen Flexivents because they are easy to install, have outstanding modern design and flexibility. And they add livability to our homes."



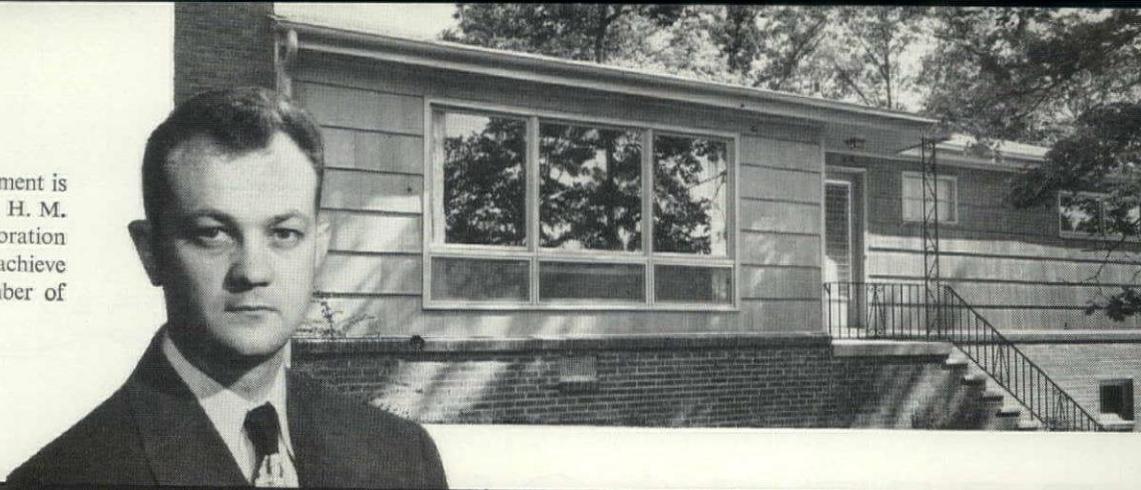
These project Andersen Flexivents®

More home buyers and planners know Andersen WINDOWALLS by name than any other window on the market! These prospective customers prefer Andersen wood window units by a margin of 7 to 1. This nationwide acceptance of Andersen quality and window beauty can be a sales stimulator for you... can help you sell the homes you build—*fast!* High in quality,

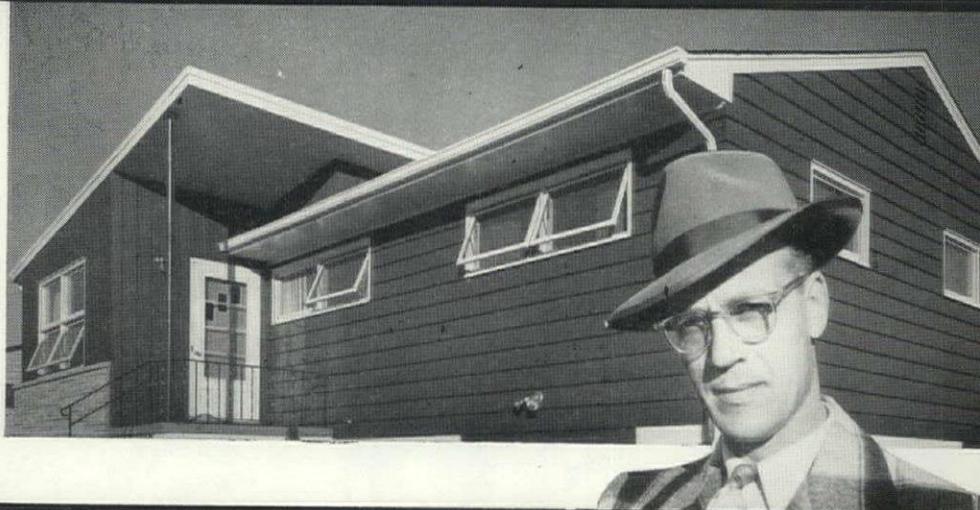
low in cost, the versatile Flexivents are proving to be a prime selling feature for project homes in every price range. Look into the extra advantages of Andersen Flexivent Windows for the next project you plan or build! Get complete information from your lumber dealer, see Sweet's Files, or write Andersen Corporation, Bayport, Minn.

See the versatile Andersen Flexivent in our booth 571-574, Hotel Sherman, at the NAHB Convention in Chicago.

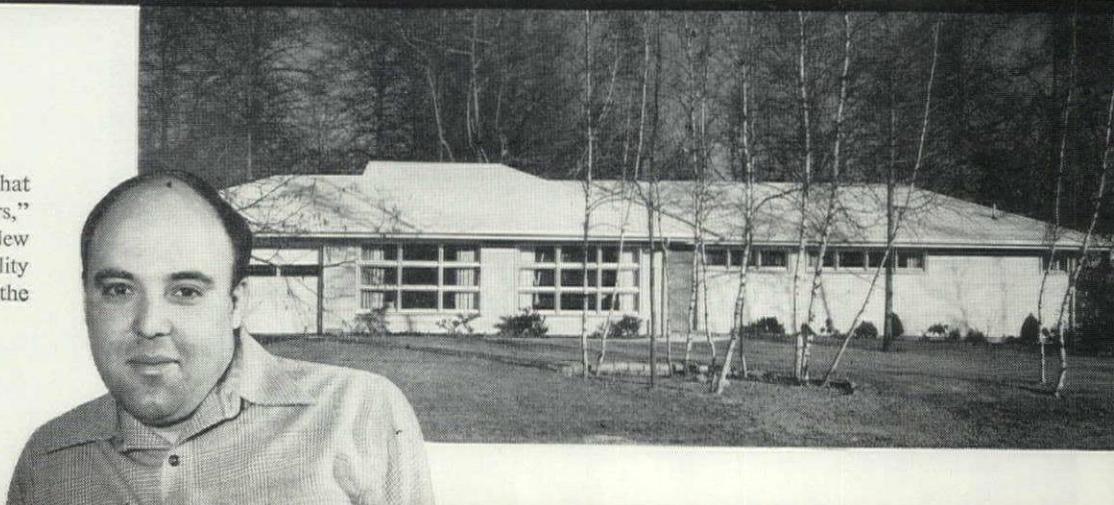
"A pleasing variation in window treatment is easy with Andersen Flexivents," writes Mr. H. M. Abele, president of Atlas-Tennessee Corporation of Knoxville. "This variation helps us achieve interesting variety using a minimum number of different floor plans."



"We find Flexivents eliminate call-backs for servicing after owners have moved in," says A. S. Battiato of A. S. Battiato Construction Co., Omaha, Nebraska. "These wood window units are a help in merchandising our homes to both men and women prospects."



"A mark of superior quality—that's what the Andersen name means to our customers," writes Saul Fox of Fox Brothers, Englewood, New Jersey. "Flexivents help establish ours as quality homes—and their horizontal lines blend with the 'long, low look' of the homes we build."



builders tell how
help sell homes...fast!

Andersen Windowalls
TRADEMARK OF ANDERSEN CORPORATION

AW ANDERSEN CORPORATION • BAYPORT, MINNESOTA

FLY IN **TWA**



AMBASSADOR LUXURY

TO THE BUILDERS' SHOW



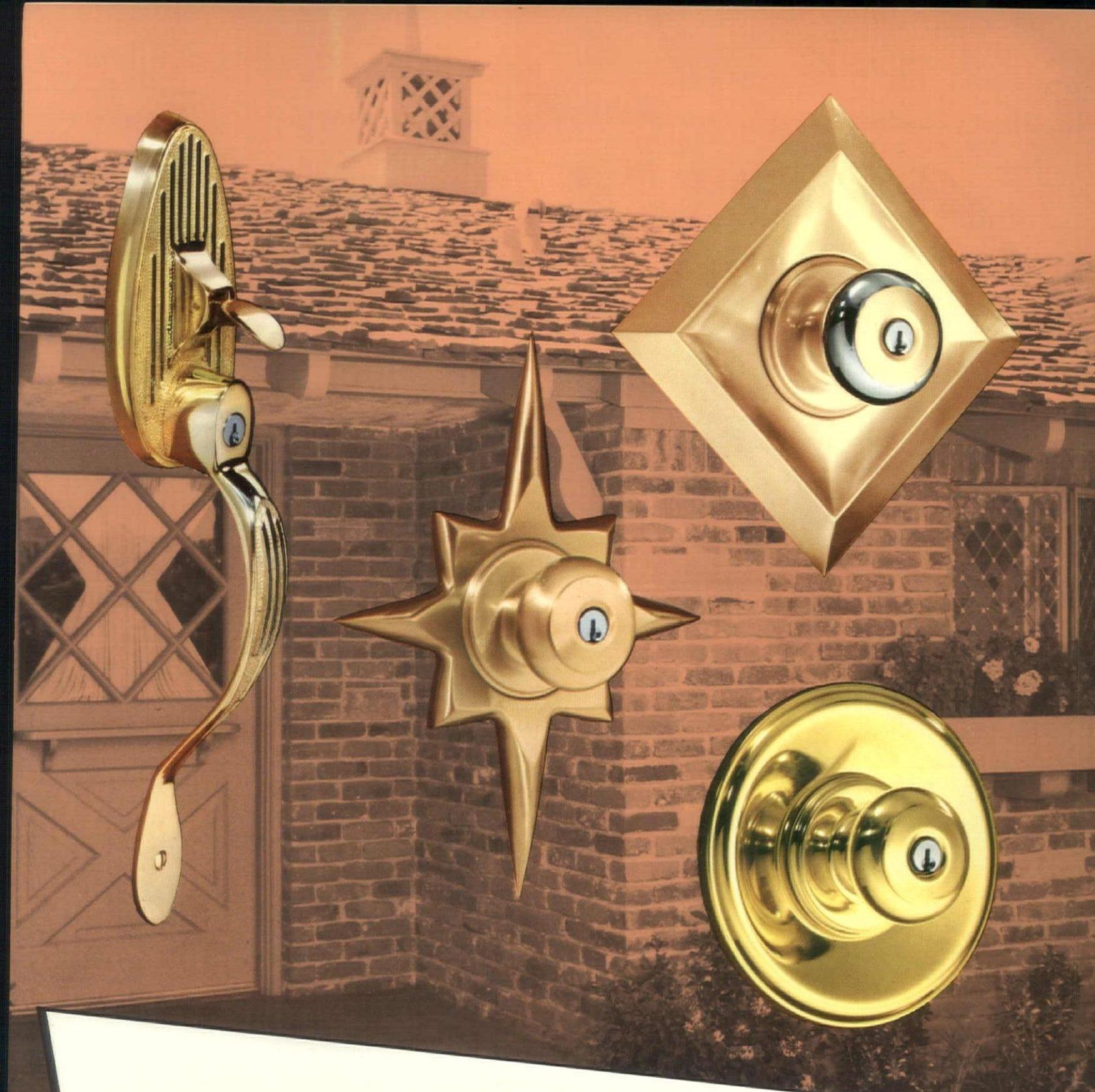
Fly TWA First Class Ambassador to the National Home Builders' Show in Chicago . . . the week of January 19th. Travel in superb luxury aboard fast, magnificent Super-G Constellations. Relax en route. Read or nap in

deep-cushioned, reclining seats. Enjoy complimentary cocktails and tempting hors d'oeuvres in the beautiful Starlight Lounge. Delicious full-course meals with vintage wines...wonderful service. Make your reservations today.

See your TWA travel agent or call your nearest TWA office

FLY THE FINEST...

FLY TWA
TRANS WORLD AIRLINES



MR. BUILDER—WEISER LOCKS ARE YOUR ANSWER

Home buyers judge your homes by the locks and other features which meet the eye. Weiser Locks on the doors tell them that here is a builder who insists on quality. And from a labor-saving viewpoint, Weiser Locks are the fastest and most fool-proof to install.

When you install a Weiser Lock your work is done —

you know there won't be any costly repairs or replacements.

Weiser Locks insure that every house you build will help your opportunity to build another — to realize another profit. Weiser Locks are your answer — they insure future sales and future profits.

WEISER LOCKS

WEISER COMPANY • SOUTH GATE, CALIFORNIA

WEISER LOCK CO. OF CANADA LTD. • SOUTH BURNABY, BRITISH COLUMBIA





Visit us at the Builder's Show and see the newest General Electric "Straight-Line" Design

New General Electric "Straight- built-in kitchens without

Your G-E distributor can give you so much help—from plans right through to sale!



Help in publicity! General Electric Model Home Program gives you advertising, publicity, merchandising help based on hundreds of success stories.



Help in color styling! A General Electric Distributor builder specialist works with you on appliance deliveries, installation, even on color coordination.



Help in planning! General Electric's Custom Kitchen-Laundry Design Service will help you in designing kitchens, improving layouts.



Help in selling! You get on-the-spot demonstrations of your General Electric Kitchens by experts—everything you need for sales action!

*Send
this
now!*

GENERAL ELECTRIC COMPANY, HOME BUREAU
Appliance Park, Louisville 1, Kentucky

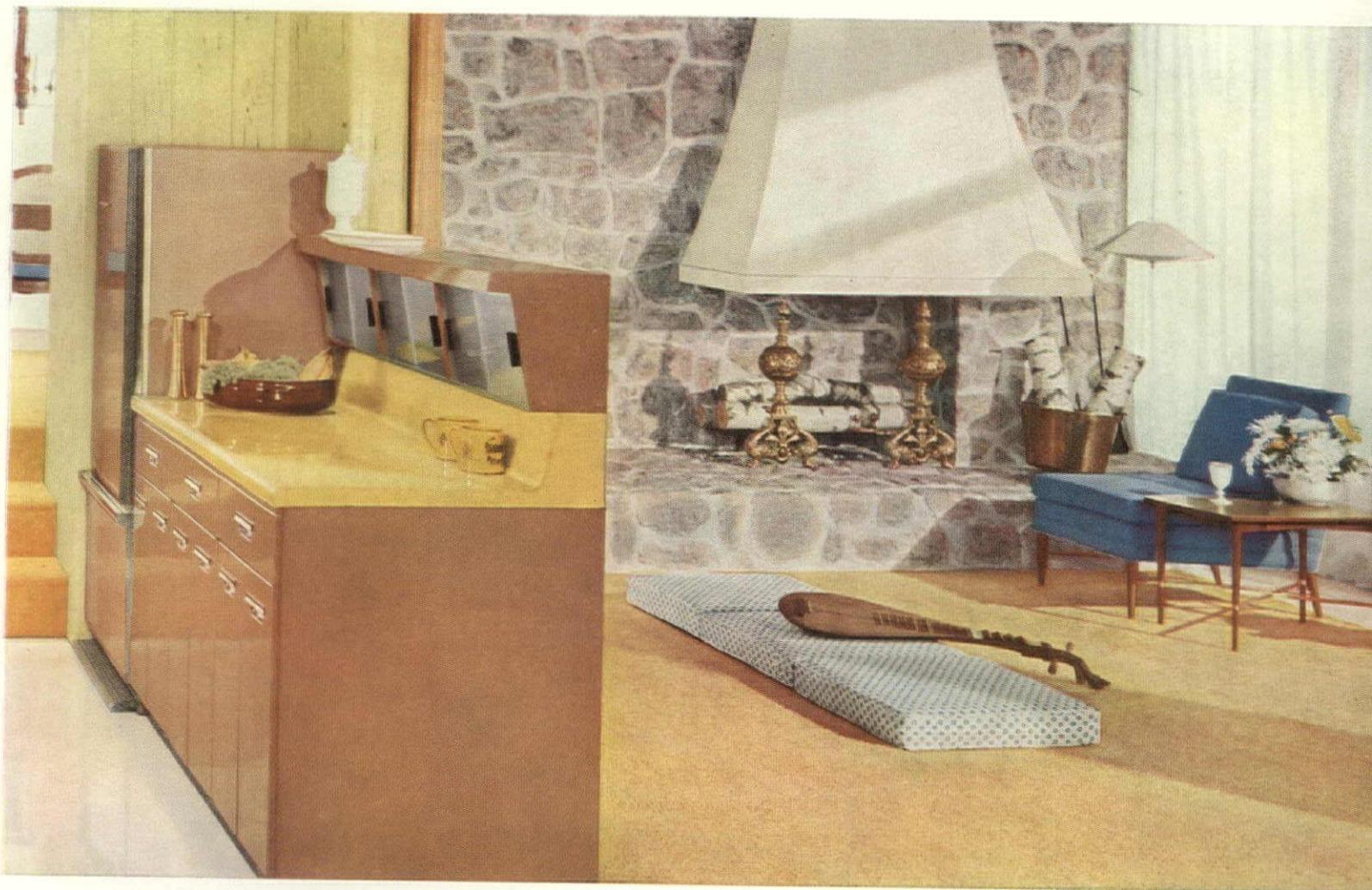
Yes! Send me by return mail General Electric's free builder handbook containing complete information on the new General Electric "Straight-Line" Design Kitchens.

NAME
(PLEASE PRINT)

STREET ADDRESS.....

CITY.....STATE.....

PUB. NO. B24-0386 HHI



Kitchens! Chicago Coliseum, Chicago. Display Booths 773-777 and 756-760.

Line" Appliances give you the look of built-in expenses!

No rounded corners! No bulging sides! Every appliance fits flush.

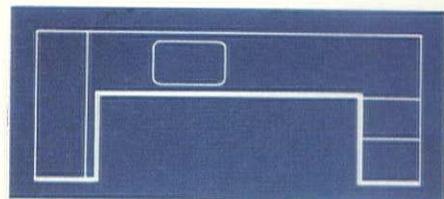
That kitchen in the picture looks every inch a built-in. You can see that.

But there's one big difference: actually this kitchen is a grouping of easily installed free-standing components. All appliance sides are flat. All appliance corners are square. All appliances fit flush. This is the new General Electric "Straight-Line" appliance concept.

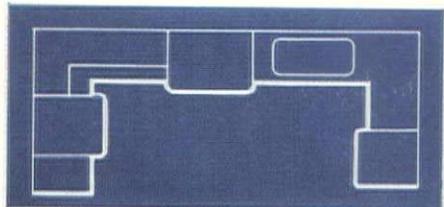
Think of what this means to your prospects: the latest in kitchens . . . with the brand name women prefer—General Electric.

You can start putting these kitchens in your houses tomorrow. No waiting. They'll suit "U", "L" or "Island". . . or any layout you have in mind. They're available in a multitude of sparkling color and design variations. They'll fit any price house you are building . . . \$9,600 to \$96,000.

See your General Electric distributor or dealer—or write: General Electric Company, Home Bureau, Appliance Park, Louisville 1, Ky.

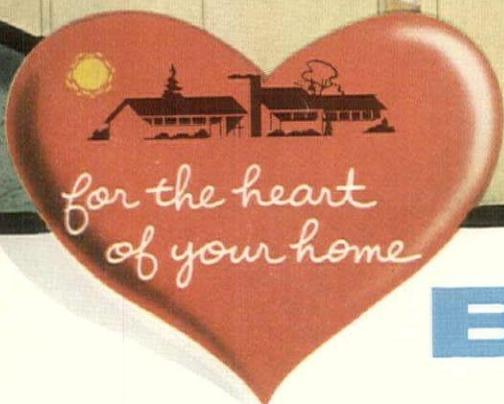


New G-E "Straight-Line" Design.



Gone is the old jig-saw line.

GENERAL  **ELECTRIC**



BEN-HUR

America's Finest

Self-Contained, Freezer and Refrigerator Built-In Units
with features home owners want most

NEW
KITCHEN
BEAUTY



1. **Completely Self-Contained** . . . Individual Refrigerator and Freezer Units. Install anywhere, any way in the modern kitchen.
2. **Available** in Brushed Chrome or Antiqued Copper plated finish to fit individual tastes.
3. **Beautiful - Distinctive** . . . styled by world famous Brooks Stevens.
4. **R.O.P.** . . . every unit "Record-of-Performance" tested before shipment. Safe, sure, satisfying performance.
5. **Approved** . . . financing through local mortgage lending agencies . . . with ten-year warranty on compressor.*

NEW
EASE OF
INSTALLATION



Ben-Hur Built-Ins always on display Space 11 - 114 Merchandise Mart, Chicago
Largest Exclusive Manufacturer of Farm and Home Freezers

NEW
HOME OWNER
APPEAL



**20 PAGE
INSTALLATION MANUAL
Complete - Illustrated**



BEN-HUR MFG. CO.
Dept. V-8, 634 E. Keefe Ave.
Milwaukee 12, Wis., U.S.A.
Yes, I'd like to know all about the Ben-Hur, Ameri-
ca's Finest Built-In. Send me Complete Information.

*
Replacement
Compressor
Price
Pro-rated
After
Five
Years

Name.....
Company.....
Position.....
Address.....
City..... Zone..... State.....

TEAR OUT AND MAIL TODAY

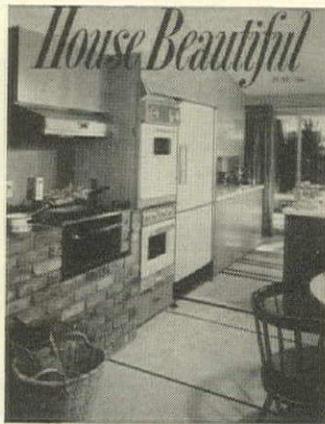
House Beautiful salutes

27 Home Product manufacturers participating in

an unprecedented

Home Building

sales package!



A 32 page, four-color advertising section sponsored by Scholz Homes, featuring these manufacturers' products, will kick off this great building activity in the June issue of House Beautiful.

The MARK 58—newest house in the famous line of Scholz Homes . . . decorated by House Beautiful . . . will be featured editorially in June, and will be seen by over 3,500,000 readers among House Beautiful's more than

700,000 Pace Setter Families with the means and the desire to buy new homes in 1958. Average income of the House Beautiful Pace Setter Family is \$14,750.

1958 will be the year of the quality home-building prospect . . . the second house buyer whose present equity is large enough to meet conventional mortgage requirements . . . which is the House Beautiful market.

SCHOLZ MARK 58 "HOUSE OF THE YEAR"



Aluminum Company of America
American Biltrite Rubber Company
American Tel. & Tel. Company
Arcadia Metal Products
Bigelow-Sanford Carpet Company, Inc.
Bird & Son, Inc.
The Celotex Corporation
Crane Company
Formica Corporation
Hammond Organ Company
Johns-Manville Corporation
Libbey-Owens-Ford Glass Company
L.O.F. Glass Fibers Company
Lightolier, Inc.
The Majestic Company, Inc.
Minneapolis-Honeywell Regulator Co.
NuTone, Inc.
Overhead Door Corporation
Pittsburgh Plate Glass Company
Radio Corporation of America
Roddis Plywood Corporation
Sargent & Company
A. O. Smith Corporation
The Stanley Works
United States Rubber Company
Westinghouse Electric Corporation
Whirlpool Corporation

Turn page for builders already signed up for the Scholz MARK 58

House Beautiful Salutes....these leading builders

Other leading builders will be invited to join this exciting program during January



Wilson P. Abraham
Abraham Const. Co.
Baton Rouge, La.



John Abraham
John Abraham Bldrs.
Adrian, Michigan



Richard Humphries
Akron Quality Bldrs.
Akron, Ohio



Charles E. Rusconi
Armstrong Bldrs. Inc.
Beloit, Wisconsin



Joseph B. Basine
Basine Const. Co.
Avon, Connecticut



Walter Roupp
Better Homes Inc.
Elkhart, Indiana



C. W. Bradt
Bradt-Milner, Inc.
DeKalb, Illinois



Don Rodebaugh
Brentwood Dev. Co.
Canton, Illinois



Mannie Shapiro
Country Ridge Estates
Rye, New York



Wilbur Duberstein
Dee Construction Co.
Westport, Connecticut



Henry A. Lefkowitz
Dover Bay Homes, Inc.
Cleveland, Ohio



Paul Bailey
Erie Co. Investment Co.
Sandusky, Ohio.



John M. Hamilton
Fairlane Subdivision
Kalamazoo, Mich.



Devon Higgins
Fairway Const. Co.
Ashland, Ohio



J. F. Manson
R. P. Farnsworth & Co.
New Orleans, La.



John W. Mercer
Forest Hills Subdiv.
Okemos, Michigan



Edward Godfrey
Boonton, New Jersey



J. W. Atwell
Grandview Shores
Hampton, Virginia



John G. Halloran
Kelly Halloran Dev. Co.
Belleville, Illinois



William D. Weaver
Heritage Homes, Inc.
Denver, Colorado



Carl Strom
Hillcrest Acres
Barrington, Illinois



Bert A. Gass
Hilldale Homes, Inc.
Warwick, R. I.



Paul Cromelin
Imaginative Homes
Charlotte, N. C.



Peter J. Firra
International Dev. Co.
Washington, D. C.



Alex Treuhft
Keys-Treuhft Co.
Cleveland, Ohio



Leon Kimball
Sturgis, Mich.



Eugene Jarrell
Krell Corp.
Media, Pennsylvania



Roger Ladd
Ladd's Lincolnshire
Deerfield, Illinois



Elton G. Hoehn
Lake Erie Estates
Willoughby, Ohio



Edward F. Herring
Lake Front Bldrs. Inc.
Falls Church, Virginia



Louis T. Block
Susan Lewis Corp.
Cincinnati, Ohio



Mrs. Edward Waller
Lexington Builders
Palantine, Illinois



Charles Schmoyer
Oneida Builders Inc.
Niagara Falls, N.Y.



Harold J. Stahl
Penn Park Const. Co.
State College, Penn.



Peter Braun
Pierce & Pierce
Buffalo, New York



Robert L. Pine
Dayton, Ohio



Duane Sickels
The Pond Subdivisor
Benton Harbor, Mich.



Richard Reber
Ken Reber Real Estate
Granite City, Illinois



Jack Rodeghier
Joliet, Illinois



C. H. Schaefer
H. R. Schaefer Co.
Davenport, Iowa



Joseph E. Smith
Jefferson Woods
Newark, Ohio



Ronald G. Smith
Smith Quality Homes
Flint, Michigan



Roy Showalter
Soma Const. Co.
North Brook, Illinois



Stanley C. Hartzel
Stan Worth Homes
Ft. Wayne, Indiana



John W. Harpster
Starfire Bldg. Co.
Detroit, Michigan



James H. Staunton
James H. Staunton
Const. Co.
Kansas City, Mo.



Morley H. Ringer
Sunny Slopes
Indianapolis, Indiana



Florence K. Sweezy
Harrisburg, Penn.



Murray I. Dann
Uniontowne Const. Corp.
Johnson City, N. Y.



Robert Brown
Valley Brook Homes Inc.
Toledo, Ohio



Don Cotherman
Valley Homes
South Bend, Indiana



Ted Williams
Valley Real Estate
Sharon, Pennsylvania



William B. Watkins
A. J. Watkins & Sons
Baltimore, Maryland



James Winter
J. Winter & Co.
Freeport, Illinois



James Hendrix
Woodruff-Brown Co.
Columbus, Georgia



Melvin Wukotich
Salem, Ohio

who have already contracted to build the Scholz MARK 58



Carl Foreman
C & F Builders
Mount Vernon, Ohio



Arthur Klosowicz
Can Do Const. Co.
Warren, Ohio



William Carrice
Carrice & Wilgus
Rockford, Illinois



D. A. Caruso
Caruso Const. Co.
Middletown, New Jersey



Richard M. Seiple
Contemporary Builders
Cambridge, Ohio



Fred B. Friestedt
Friestedt Bldg. Corp.
Lake Forest, Ill.



Mathew M. Mezzanotte
Ft. Washington Estates
Washington, D. C.



Melvin W. Funk
Medford, New Jersey



Robert H. Galbraith
Mechanicsburg, Penn.



Otto Gibson
Gibson Const. Co.
South Bend, Indiana



Thelma Ives
Ives Realty Co.
Normal, Illinois



Raymond Johnson
Skokie, Illinois



Harley Kane
Harley Kane Const. Co.
Zanesville, Ohio



William Kayhoe
Kayhoe Const. Corp.
Richmond, Virginia



Charles Kelly
Mobile, Ala.



Floyd B. Lux
The Lux Agency
Lafayette, Indiana



Victor Meyer
Saginaw, Michigan



R. D. Gibbons
Mid South Const. Co.
New Orleans, La.



Kelly Martin
Modern Bldrs. &
Suppliers
Centralia, Ill.



Arthur J. Bishop
Modern Home Bldrs.
Grand Rapids, Mich.



William S. DuBois
Scholz Homes by DuBois
Greensburg, Penn.



Frederick J. Schotthofer
Schotthofer Const. Co.
Peoria, Illinois



Jack Turner
Seal & Turner Bldrs.
Media, Pennsylvania



Lewis E. Doelling
Sheffield Estates
Springfield, Illinois



Franklin Shroyer
Shroyer Bros.
Troy, Ohio



Hugh B. Thorson
Hugh Thorson Const. Co.
Minneapolis, Minn.



L. A. Thornton
Thornton Const.
Omaha, Nebraska



Don Toohey
Toohey-Ryan Homes
Morton Grove, Illinois



Joseph Toth
Novelty, Ohio



Harvey Rouff
Tri Co. Inc.
St. Louis, Missouri

Also:

Donald Decker
Husker Homes, Inc.
Omaha, Neb.

Fred Davenport
Sioux City, Iowa

James Schaeffer
Excel Bldrs. Inc.
Racine, Wisc.

Frank R. Hoffinger
Hoffinger & Brandvold Cons. Co.
Minneapolis, Minn.

James F. Weatherly
Meridian Estates
Tallahassee, Florida

Harlan Fraley
Potomac Bldrs.
Alexandria, Va.

George Shapland
Shapland Homes, Inc.
Champaign, Ill.

Mark Rosenfeld
Storybook Village Corp.
Boston, Mass.

Highlights of this great nationwide building opportunity:

- 32-page four-color advertising section in HOUSE BEAUTIFUL, June.
- 2-page four-color advertising spread in LIFE, May 26.
- Eddie Fisher-George Gobel Show and many other nationwide radio and television programs.
- Mats, publicity releases, local newspaper releases, radio and TV scripts, photos of the house.
- Display aids, materials and suggestions for local community programs.
- House Beautiful-Scholz Merchandising kit.

More information regarding this program will be available at the NAHB Show, Chicago—or contact Paul Yergens, House Beautiful Magazine, New York.

The one magazine that sells both sides of the counter

—more than 21,000 trade subscribers in the building industry.

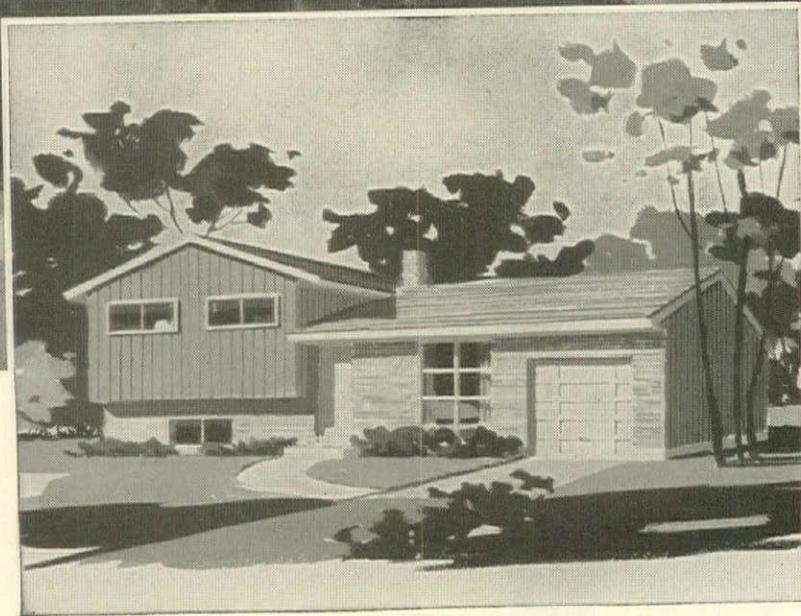
If you are not now one of our 21,000 trade subscribers, write us about our special trade subscription

House Beautiful

A HEARST KEY MAGAZINE

572 Madison Avenue, New York 22, New York

Cincinnati's "Best



This home, featuring Truscon Aluminum Casements, built by Warner-Kanter, Inc. located in Forest Park, the new planned community for 50,000 people adjacent to Cincinnati, won the Ohio Home Citation plaque, awarded as the "best home buy for the money" by the national publication, *The American Home*.

REPUBLIC



World's Widest Range of Standard Steels

N. A. H. B. CONVENTION ... JANUARY 19-23 ... VISIT TRUSCON BOOTHS #5-6-7...

Home Buy For The Money" Features TRUSCON Aluminum Casements

They came—nearly 15,000 visitors the first day! They saw! They bought—12 homes the first day, 35 homes in ten days and were buying an average of 15 homes per week at last report.

That's the record of Warner-Kanter, Inc., home-builder winners of the 1957 *American Home Ohio Home Citation* "best home for the money" award. The citation home, located in Forest Park, the new planned community for 50,000 people adjacent to Cincinnati, features Truscon Aluminum Casements.

The results of this award can be summed up in three words—*plan*, *product*, and *price*. That sums up Truscon Aluminum Casements, too.

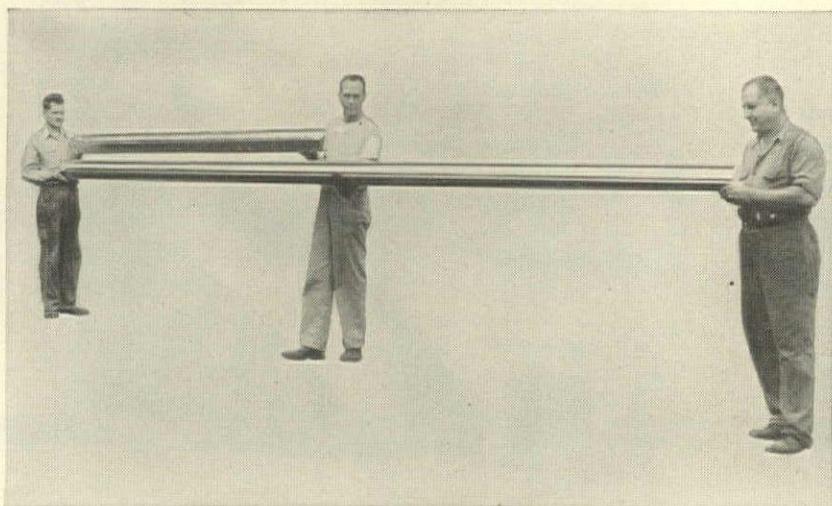
PLAN—Truscon Aluminum Casement beauty adds value and home-buyer appeal to any home plan. And they are available without delay from 24

conveniently located warehouses to meet building plan schedules, too.

PRODUCT—precision engineered, manufactured to rigid specifications, carefully inspected. This is further assurance of top-quality product. That's why Truscon Aluminum casements are a hallmark everywhere of gracious living.

PRICE—all the advantages of years of Truscon manufacturing skill and experience keep original costs low. And care-free Truscon Aluminum Casements never stick, warp, sag—never need painting or costly maintenance.

If you plan to build 10 homes, 100 homes, or just one fine home for yourself, take a tip from Warner-Kanter, Inc. Call your Truscon representative and get the facts first hand. Or, mail the coupon below today!



ANOTHER BEST BUY! Republic House-Long Galvanized Steel Gutters are available in lengths up to 32-feet. They cut installation costs up to 50% by eliminating unnecessary cutting, measuring and soldering time. No seams to mar home beauty. Send for complete information today.



ANOTHER BEST BUY! Republic Steel Kitchens offer built-in beauty, conveniences and features home-buyers want most. From organized storage, fire-safe steel ovens and surface ranges to custom-looking sink centers, there's a Republic cabinet to fill every kitchen need. On display, N.A.H.B. Convention, Booths 793 and 794, Coliseum.

STEEL

and Steel Products

HOTEL CONRAD HILTON, CHICAGO

REPUBLIC STEEL CORPORATION

DEPT. C-4687

3122 EAST 45th STREET • CLEVELAND 27, OHIO

Please send information on the following Republic products:

- Truscon Aluminum Casements Republic House-Long Gutters
 Republic Steel Kitchens

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Willard Woodrow,

(Aldon Construction Company)



"Today's home buyers

They watch Gas work its wonders on TV.

This is Julia Meade, one of the nation's outstanding sales personalities. Each week, on the award-winning "Playhouse 90" on CBS-TV, she appears in more than 13,000,000 homes with dramatic demonstrations of uses of modern Gas and Gas appliances.

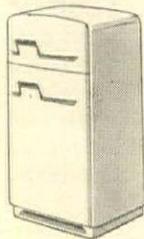


TODAY'S HOME BUYERS KNOW GAS IS BEST...

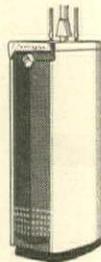
FOR COOKING. Today's Gas ranges are faster, cleaner, completely automatic, too.



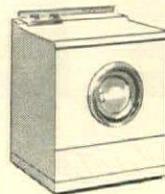
FOR REFRIGERATION. Only a Gas refrigerator makes troublesome ice trays obsolete.



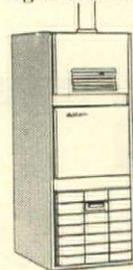
FOR HEATING WATER. Gas heats plenty of water plenty hot. Heats it faster—much more economically.



FOR DRYING CLOTHES. Nothing is safer than the quick, even, controlled heat of dependable Gas.



FOR HOME HEATING. No fuel deliveries when modern Gas is piped right into the home.



Be sure to see the A. G. A. exhibit of New Freedom* Gas Kitchen and Laundries

*leading California builder,
says:*

are sold on **GAS!**"



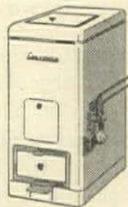
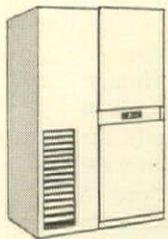
**They see its marvels
in magazines!**

These are just some of the magazines which each month carry interesting articles and informative advertisements describing the modernity, convenience and economy of Gas appliances—everything from ranges to air-conditioning and incineration.

AMERICAN GAS ASSOCIATION

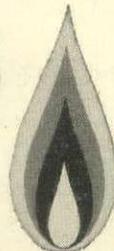
FOR AIR-CONDITIONING.
Gas cools the entire house from a single unit—automatically.

FOR INCINERATION. Gas incinerators do away with the need for unpleasant garbage cans.

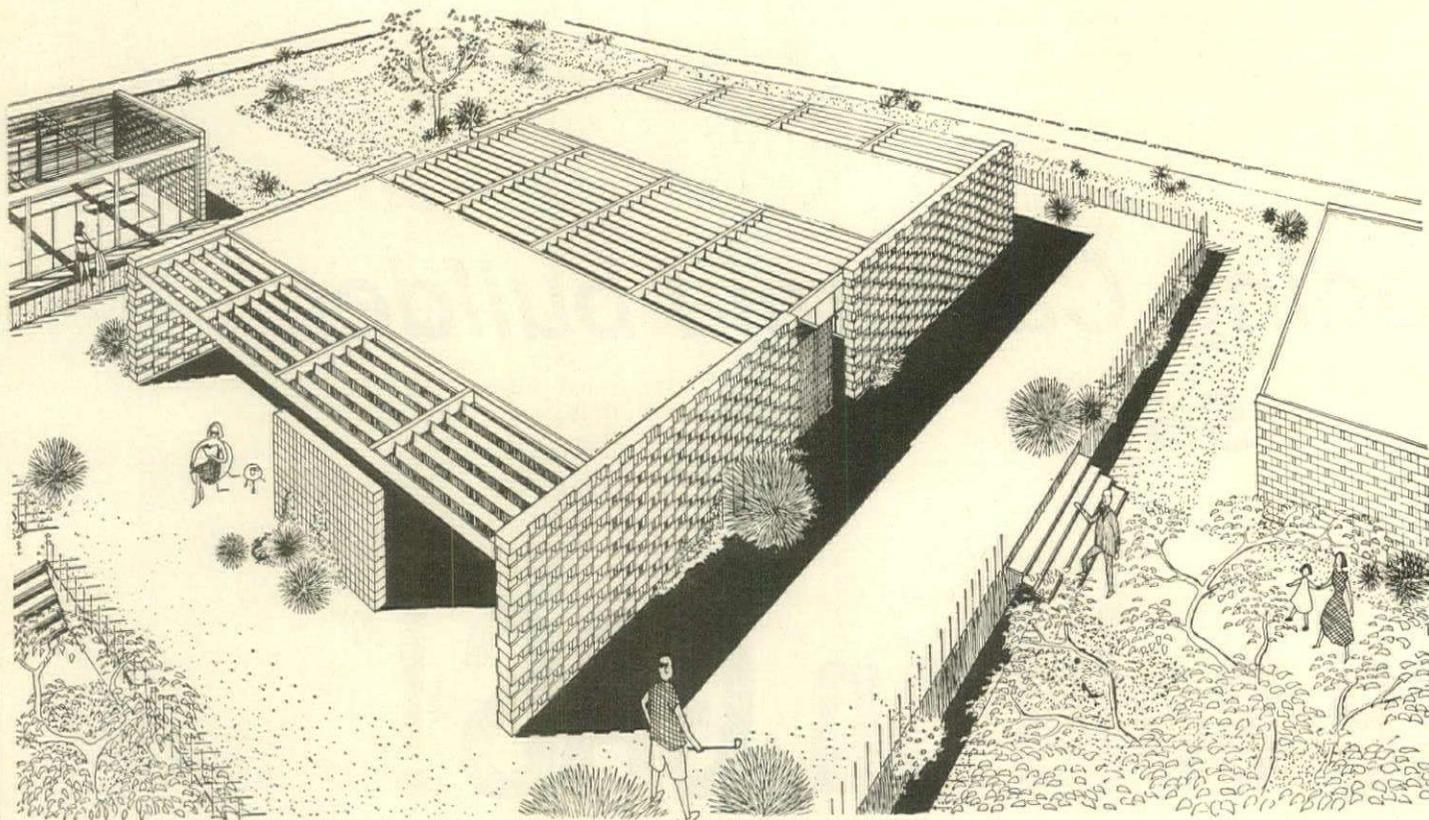


at the NAHB Convention in the Chicago Coliseum.

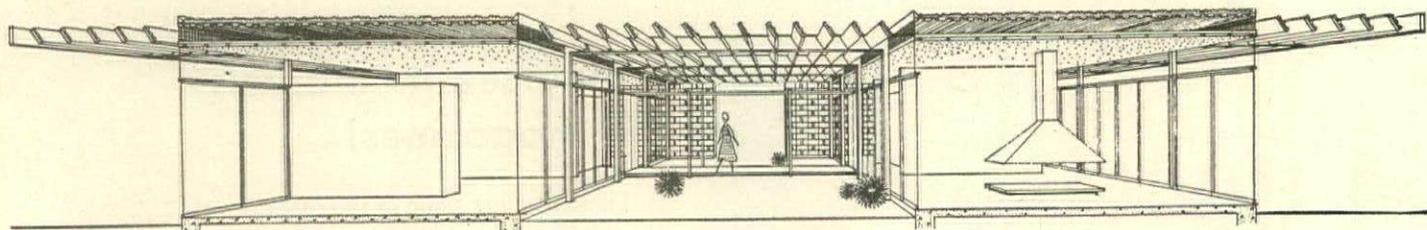
**LOOK AT THEM ALL—
AND YOU'LL INSTALL
GAS**



*Reg. A.G.A.



FIRST PRIZE WINNER in contest sponsored by Association for Applied Solar Energy was designed by Peter Lee, Minneapolis. Below . . .



. . . cross section of the house shows how plate-type, water-circulating heat collectors are used in the form of louvers which shade open patios.

Prize winning solar houses stir up fresh interest

The houses you see on these pages are the latest designs for using the sun for winter heat—an idea that has intrigued a lot of people for a very long time.

These three renderings are the top winners from 113 entries in a solar house competition sponsored by the Association for Applied Solar Research.

Why all the interest? Because as long as the sun shines—and then a while longer—the only fuel cost in a solar house is the cost of power to turn pumps or fans that circulate warmed water or air from the heat collectors. This is true even in cold climates.

Why aren't there more solar heated houses?

Because, while solar heating systems are cheap to operate, they still have three big "first costs":

1. Equipment to collect and distribute the solar heat (about \$3,000 installed);
2. Equipment and space for heat storage units to supply warmth at night and on grey days (which can cost anywhere from \$200 to more than \$1,000 installed);

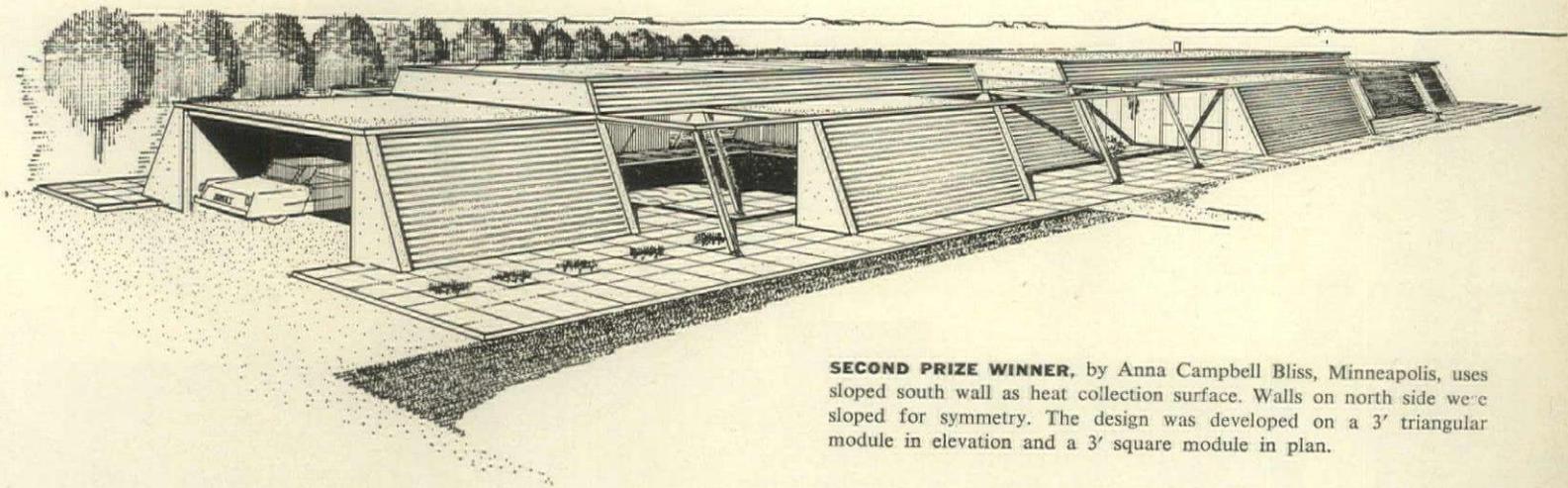
3. Auxiliary equipment (boiler or furnace) for use in protracted spells—four days or more—of sunless weather (\$100 to \$300 connected to regular distribution system).

The cost of auxiliary equipment can be saved in areas where the sun can be counted on to shine (i.e. the Southwest) and the cost of the solar heat and storage units should be reduced in mass production. (For details on how solar heating systems work, see opposite page.)

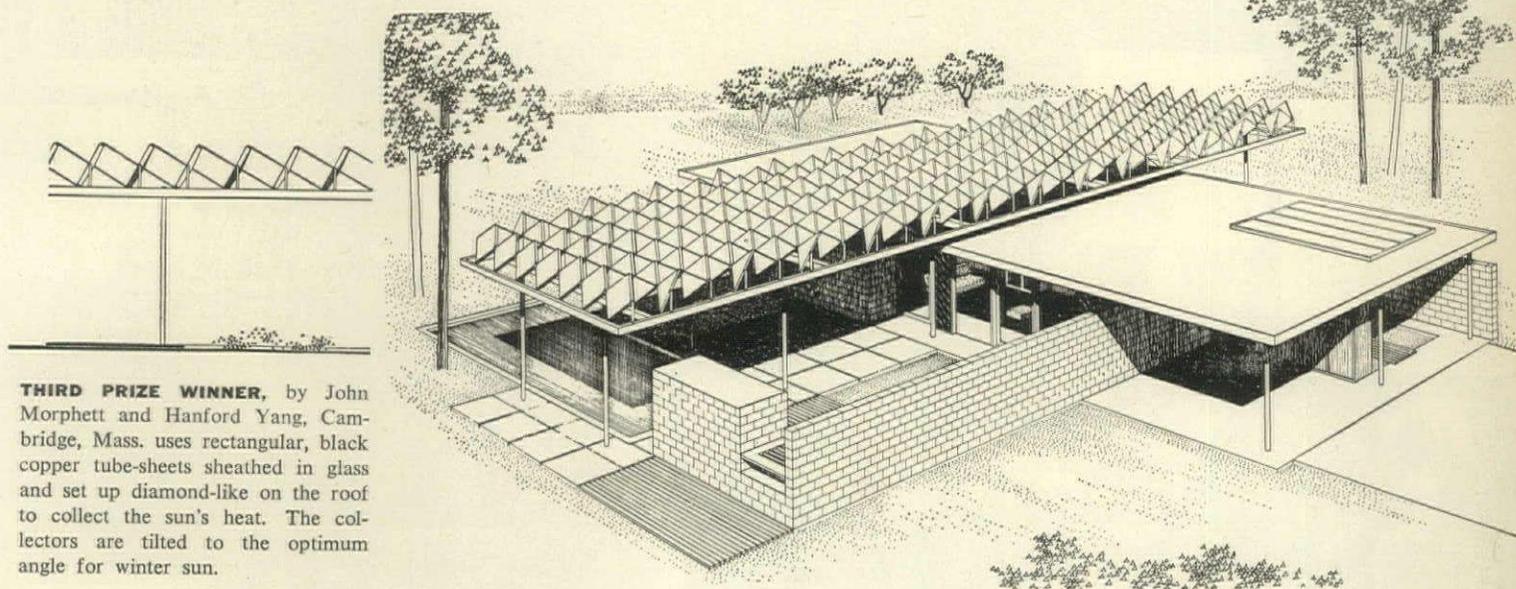
Cold climate experiments are underway

A new \$45,000 solar house, designed by James M. Hunter, has been built in Denver for Dr. George Lof, a consultant to the AASR. It was designed as a pilot plant to study the operation of solar heating in cold climates. (Denver's average high temperature in January is about 40 degrees, close to the New York City high; its average low is 16 degrees; much lower than New York's 26 degrees.) Tests results are expected within a year.

The solar heating system in this house consists of two large air-circulating collector units with 20 glass-covered



SECOND PRIZE WINNER, by Anna Campbell Bliss, Minneapolis, uses sloped south wall as heat collection surface. Walls on north side were sloped for symmetry. The design was developed on a 3' triangular module in elevation and a 3' square module in plan.



THIRD PRIZE WINNER, by John Morphett and Hanford Yang, Cambridge, Mass. uses rectangular, black copper tube-sheets sheathed in glass and set up diamond-like on the roof to collect the sun's heat. The collectors are tilted to the optimum angle for winter sun.

in an old idea—free heat from the sun

panels 6' long and 2½' wide. Fuel savings should run about 75% of the usual fuel cost, Dr. Lof believes. (The American Window Glass Co. collaborated in the design of the solar unit.)

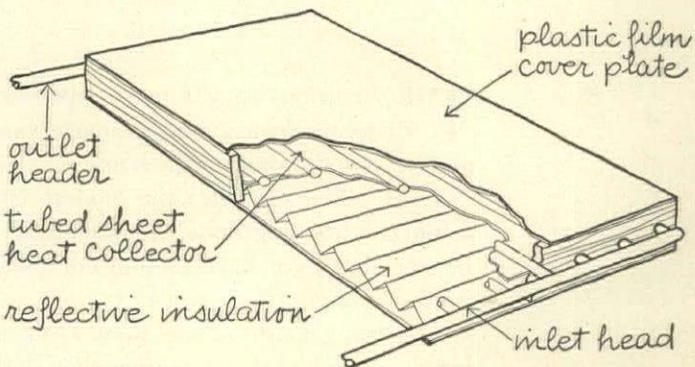
Here's how solar heating works

The operation of the newest systems is quite simple. Water is circulated through panels like the one shown at the right. The sun, striking the black-painted aluminum or copper tubed heat collector heats water up to 150 degrees. The heated water is then distributed to radiators as in a conventional system or is used to heat air which is distributed to baseboard convectors. Domestic hot water is also supplied by the system.

Air may also be circulated directly through collector plates with integral ducts, then supplied to the house directly through perimeter ducts.

When only part of the collected heat is needed, the rest can be stored for use at night or on cloudy days. Hot water can be stored in tanks. Excess hot air can be blown over rocks, which store the heat. The most efficient storage ma-

terial for either hot air or hot water is Glauber's salt. This salt changes its physical state with changes in temperature, absorbing and giving off more heat per cubic foot than any other material now used./END.



NEW FLAT PLATE COLLECTOR for solar heating. Details in text above.



New Armstrong Cushiontone Roof Deck combines the modern comfort of sound conditioning with the luxurious appearance of open-beam interiors in this model home.

New Armstrong Cushiontone peace and quiet

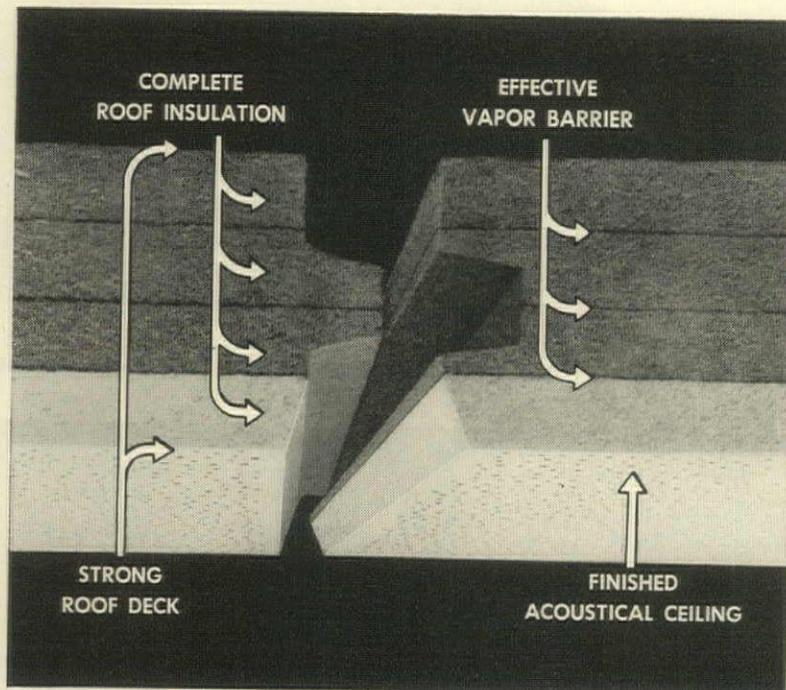
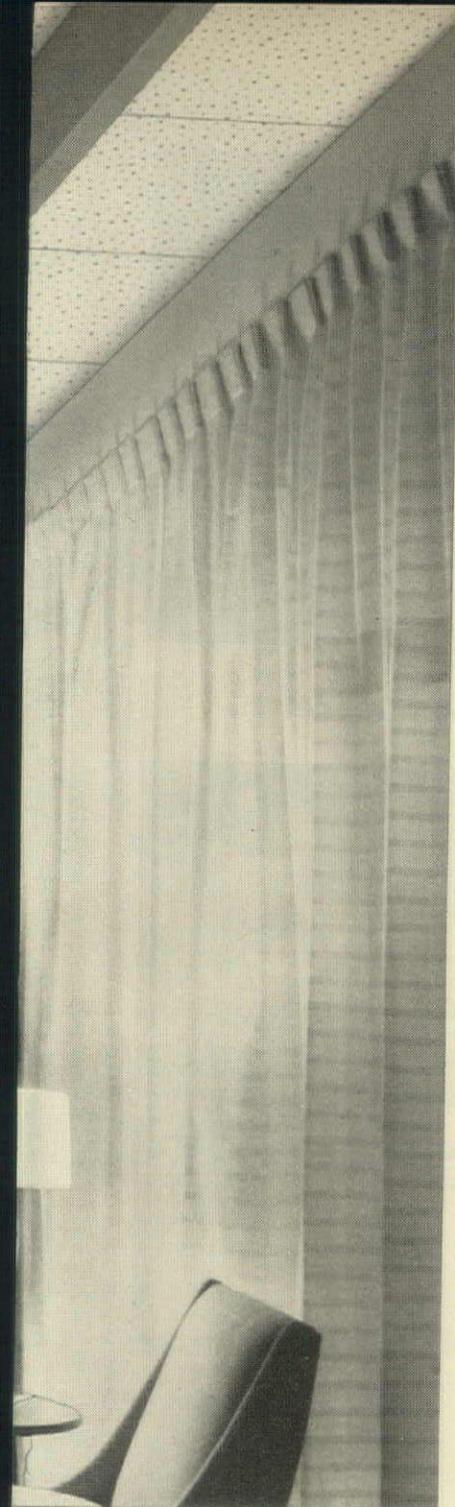
THE luxurious appearance of open-beam interiors can create an impression of value above and beyond the price of the house.

Then, when you offer the modern comfort of sound conditioning along with the beauty of open-beam ceilings, you have a selling combination that is hard to beat!

Armstrong Cushiontone Roof Deck is a new building product that combines the sales features

of sound conditioning and open-beam interiors in one easy-to-use roof deck and ceiling material.

Armstrong Cushiontone Roof Deck is made up of multiple layers of strong asphalt-impregnated fiberboard. It provides roof deck, complete roof insulation, multiple vapor barriers, and finished acoustical ceiling in one material and in one application. The interior surface is pre-finished with two coats of washable white paint. Perforated in



New Armstrong Cushiontone Roof Deck is a 4-in-1 material that provides roof deck, complete insulation, multiple vapor barriers, and finished acoustical ceiling in one fast, simple application. It needs only beams to support it and built-up roofing to weatherproof it.

Roof Deck adds to open-beam interiors

the popular Full Random design, it absorbs more than half the noise that strikes the ceiling. It's available in 2' x 8' panels, 2" or 3" thick, with sturdy T&G joints on all four sides.

Send for free twenty-four-page technical booklet that gives you complete construction details. Write to Armstrong Cork Company, 3901 Sixth Street, Lancaster, Pennsylvania.

Armstrong BUILDING MATERIALS

Temlok® Roof Deck

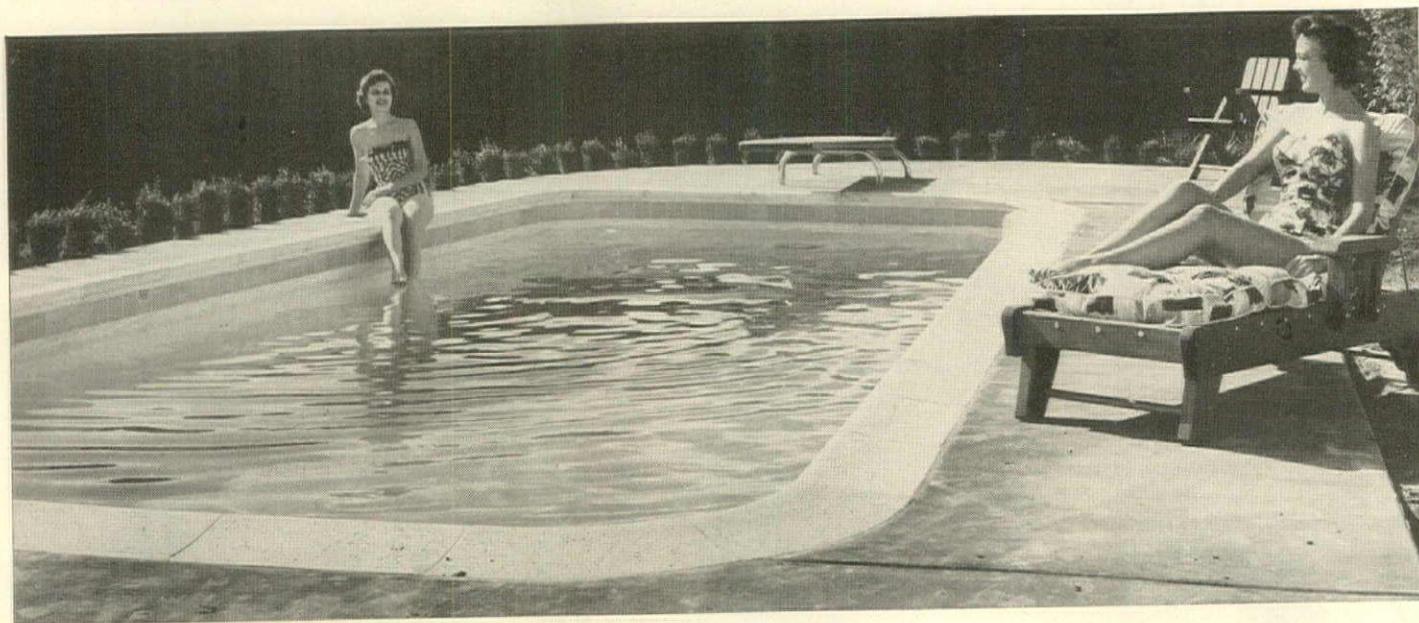
Temlok Sheathing

Temlok Tile

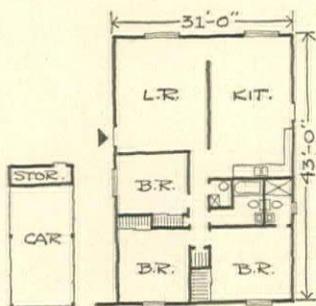
Cushiontone® Ceilings



For \$9,995 Arizona's John Long offers this new 3-bedroom, 1½ bath model . . .



. . . with a 28-ft. swimming pool in the backyard



With land (lots average 65'x100') but without the pool, Builder Long's "Balboa" provides 1,338 sq. ft. of living space for \$8,295 (\$6.20 a sq. ft.).

The 14'x28' pool is optional at \$1,700—with a diving board, filter system and underwater lighting

Long's latest model, the contemporary "Balboa" buttresses the low end of his price line (\$8,295 to \$21,500) at

Maryvale, his 10,000-home development in suburban Phoenix.

The house, of masonry construction on concrete slab, is offered in five elevations. Its living areas are open (see plan at left), and its sloping ceilings follow the low-pitched roof (see photos below). The purchase price includes utilities, paved streets with sidewalks and a 14' concrete driveway.



OPEN FAMILY KITCHEN forms a 23'x14' center for informal living.



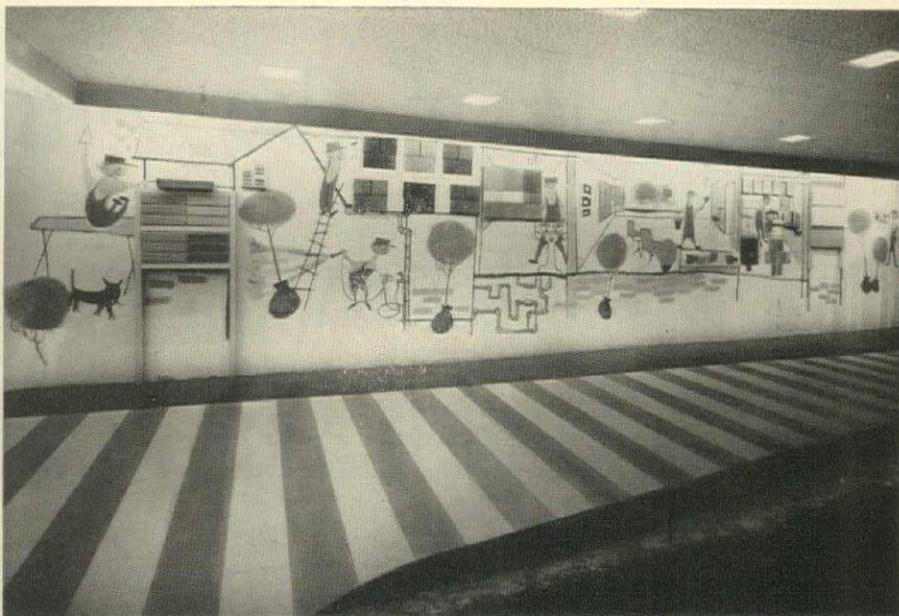
THREE-QUARTER WALL lets living room borrow space from kitchen



Texan's talking point is an indoor tropical garden

If you want visitors to remember your houses, show them something unusual like the indoor garden above, suggests San Antonio Builder M. A. Blank.

Blank had Architect Ellis Albaugh design the garden for the foyer of a \$32,000 model. Open at the top, the garden is glass-walled to keep its moisture from overloading the house's air conditioning system. It is reached through the sliding door (foreground).



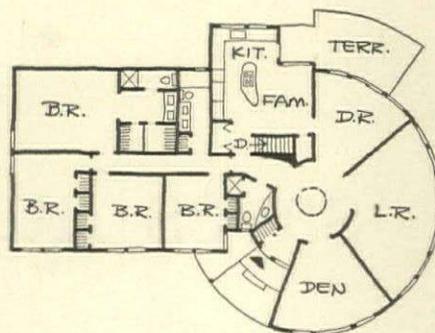
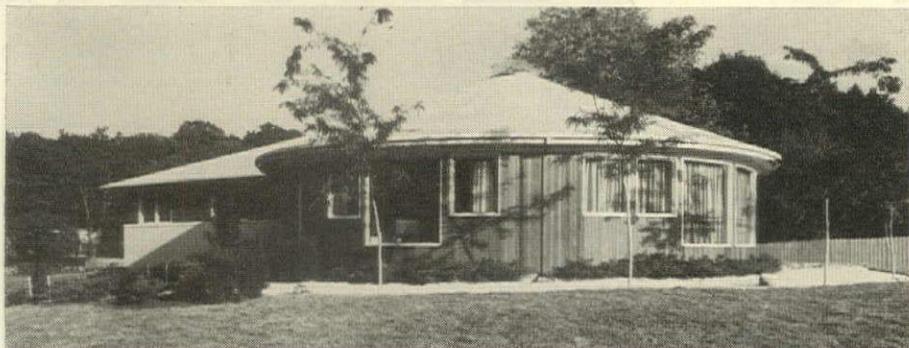
Display idea: Put product murals on basement walls

The idea works fine for Cameo Home Builders of Detroit—keeps prospects in the display area longer, gives salesmen more time to talk with them.

Cameo's mural (above) brightens the basement sales room of a model house. Building products are mounted among the mural's cartoon-like paint-

ings of tradesmen.

Other smart touches: 1) acoustical ceiling tile, 2) recessed ceiling lights to give the area a "store-display" atmosphere, 3) floor tile that's patterned and shaped to flow traffic from the mural wall to the sales desks (out of photo in foreground).



Is this partly round house just an oddity to lure prospects to a new development?

It's not just a merchandising gimmick, say Builders Seidenwurn & Schwartz (Country Estates). They built the house to sell—have averaged four sales a month since September.

The 2,400 sq. ft. house, designed by Architect Michael L. Radoslovich, is priced at \$44,900 on one-third acre in Roslyn Hills, L.I.

Why a circular plan? "To stimulate the market with something different," says Norman Seidenwurn.

"It's novel, permits new architectural effects inside and out and provides greater room orientation."

In the circular section, living areas fan out from a central rotunda (photo, right) with a plastic-topped dome that lets in natural light. Bedrooms are in the rectangular wing.

Any construction problems? The builders say they spent \$150,000 working out pilot-model problems—"mostly with subcontractors who have to be pounded with the idea that they can build a house in a circle as easily as in a straight line."

Major components are standard, with three exceptions:

1. Seven arc-shaped steel I-beams—five form lintels over the rotunda doors; two are used in framing over the entrance portico.

2. A laminated wood girder—it surrounds the dome opening in which the plastic bubble is set.

3. Curved wooden sills and headers for windows—the windows themselves are flat but appear curved when set into the rounded walls.



NOW from the company

that gave you the Carrier
Weathermaker Home...

NEW



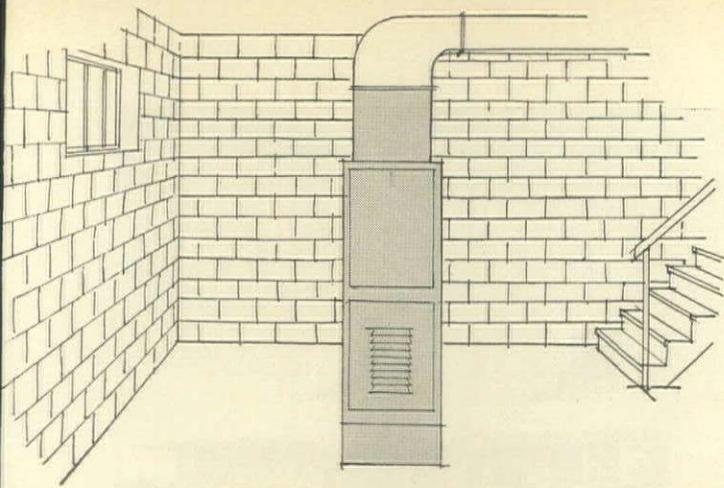
THERMO-CENTER

saves hundreds of dollars

on the cost of new home

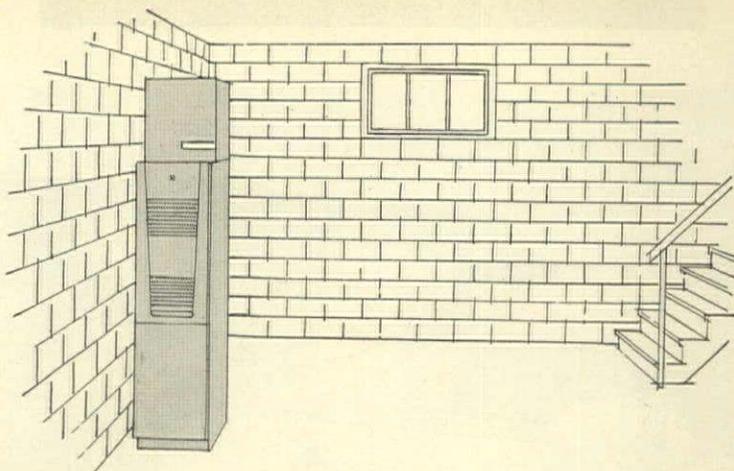
air conditioning!

See the Carrier Thermo-Center at the NAHB Show, Sherman Hotel, Chicago,
January 19, Booth 401, or phone your Carrier Distributor.
Carrier Corporation, Syracuse, New York.



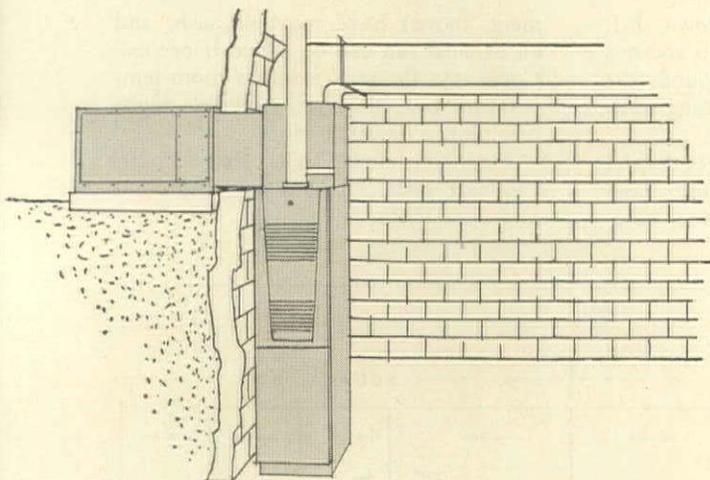
1. GONE ARE THE DAYS...

when the furnace was planted in the middle of the basement. That was good enough when people were satisfied with heating only. But today they want air conditioning, too — and they want it at low cost.



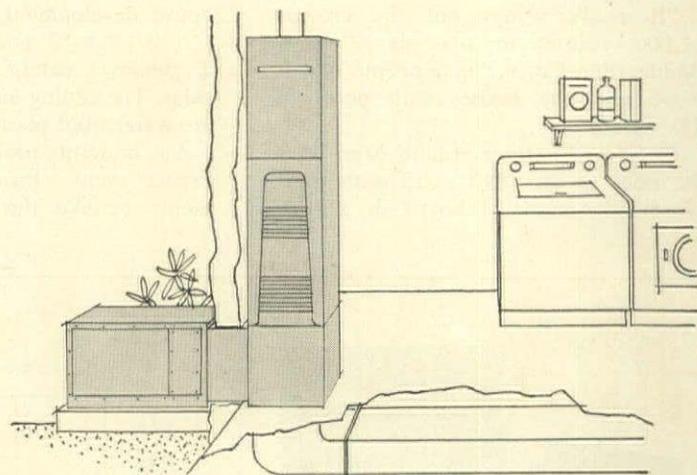
2. SO CARRIER MOVED THE FURNACE...

from the center of the basement over against an exterior wall. Now, the way was opened for a new kind of year-round air conditioner: the Carrier Thermo-Center which costs hundreds of dollars less than conventional systems.



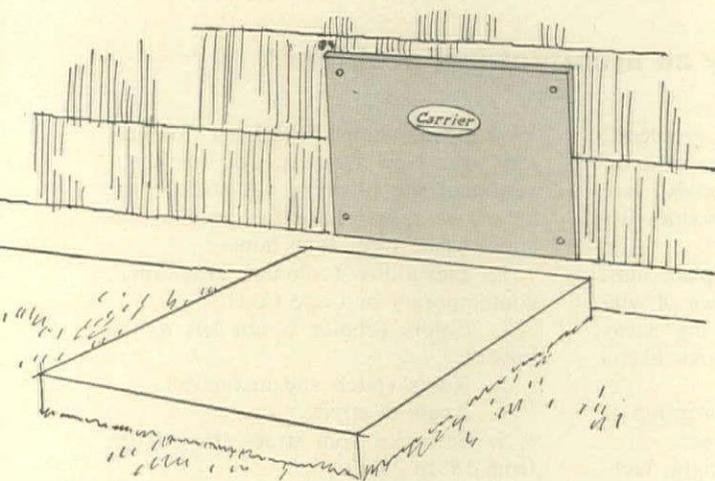
3. IN A HOUSE WITH A BASEMENT...

a plenum is set on top of an upflow Carrier Winter Weathermaker. A short duct goes through the wall, connecting the plenum with the cooling section located just outside. No water or refrigerant piping is required.



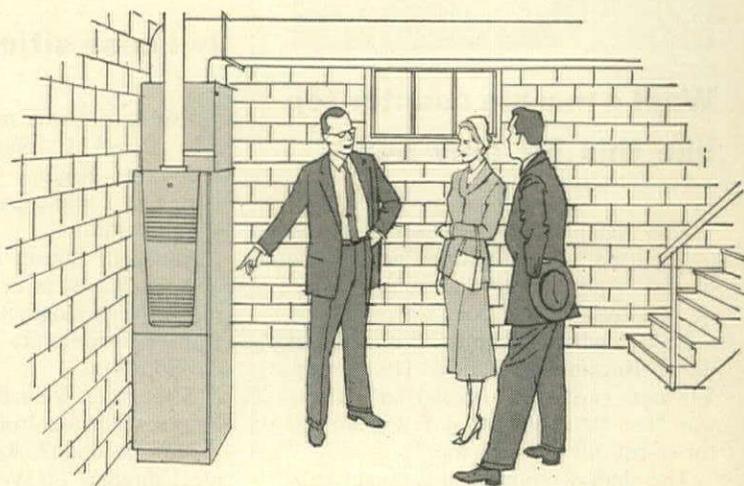
4. IN A MODERN SLAB HOUSE...

a plenum is placed underneath a downflow Carrier Winter Weathermaker. Then the same procedure is followed. A short duct through the wall connects the plenum with the cooling section located just outside. Quick, simple, easy!



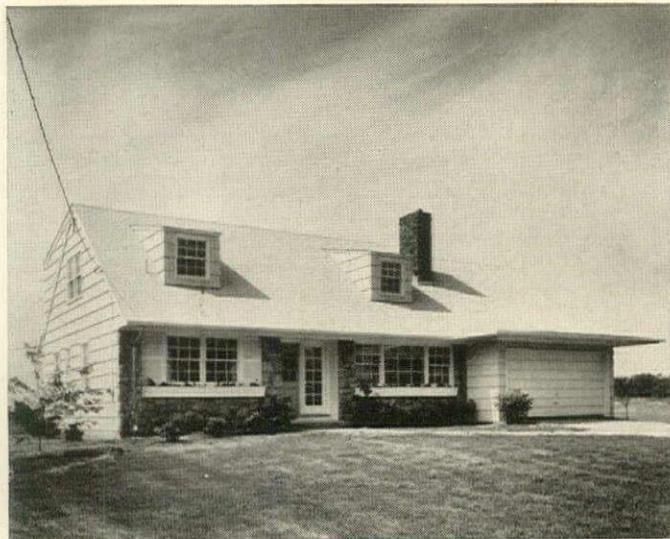
5. THE OPTION IS YOURS

You can install a complete Carrier Thermo-Center when the house is built. Or omit the cooling section. Carrier provides a metal cover for the wall opening which reminds the home owner how easily he can add cooling later.



6. EITHER WAY YOU GO...

the Carrier Thermo-Center enables your salesmen to talk to their prospects about the many year-round benefits of home-wide air conditioning. They can have it now or add in the future — either way at unbelievably low cost.



Basement swimming pool stirs interest in this Long Island development house

"It really brings out the crowds (2,000 visitors in one day)," says Builder Ben Corin, "and people like it—we sold five houses with pools in five days."

Corin and partner Hillard Man offer the pool as an \$890 extra with their Normandie model (above) in a 180-

house development at Smithtown, L.I.

The 18' x 12' pool is 5' deep and has a shallow seating ledge around the sides. The ceiling and surrounding walls are waterproof plaster.

Any humidity problems? Corin doesn't expect them. Production-house basements (unlike the model-house base-

ment above) have movable sash, and an exhaust fan can be added if needed. Corin says the pool assumes room temperature fast, thus gives off less moisture than a shower bath.

The Normandie sells for \$25,200 (without pool). It has five bedrooms and three baths.



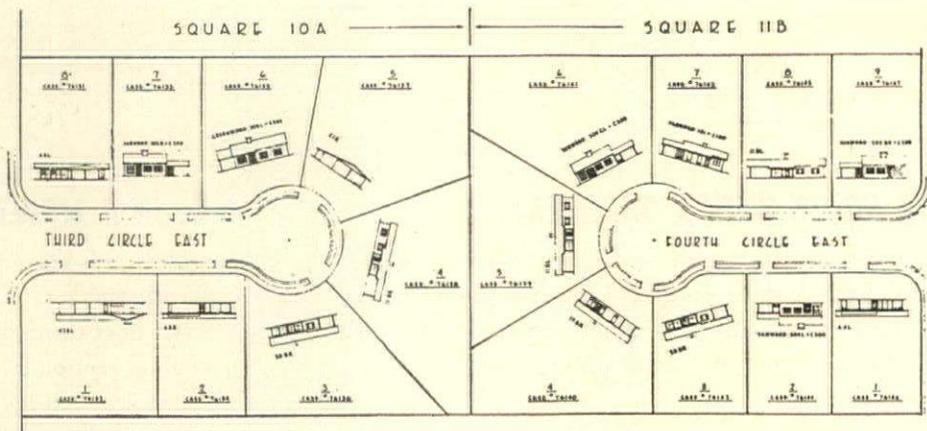
Want a marble counter top like this for only \$48?

Use rectangular marble slabs instead of the usual cut-out counter around the basins. And make your counters 16" deep instead of the usual 24".

That's what Designer William Fitt did in Birmingham, Mich. He says the \$48 cost (includes material and labor) was "less than half what I was quoted for a cut-out counter top."

The shallower counter also makes cabinet shelves more accessible and saves floor space.

The basins cost \$5 more than those used with cut-out counters, but, Fitt notes, the added cost was offset by savings in making the shallower cabinets.



Is house siting only an architectural problem?

"Siting is also a marketing problem," says David C. Slipher, president of Webb & Knapp Communities (see H&H, Oct.) and a trustee of NAHB's Research Institute.

Site your houses right, Slipher adds, and you'll have a better chance of winning over prospects who shy away from a community that "looks like a development."

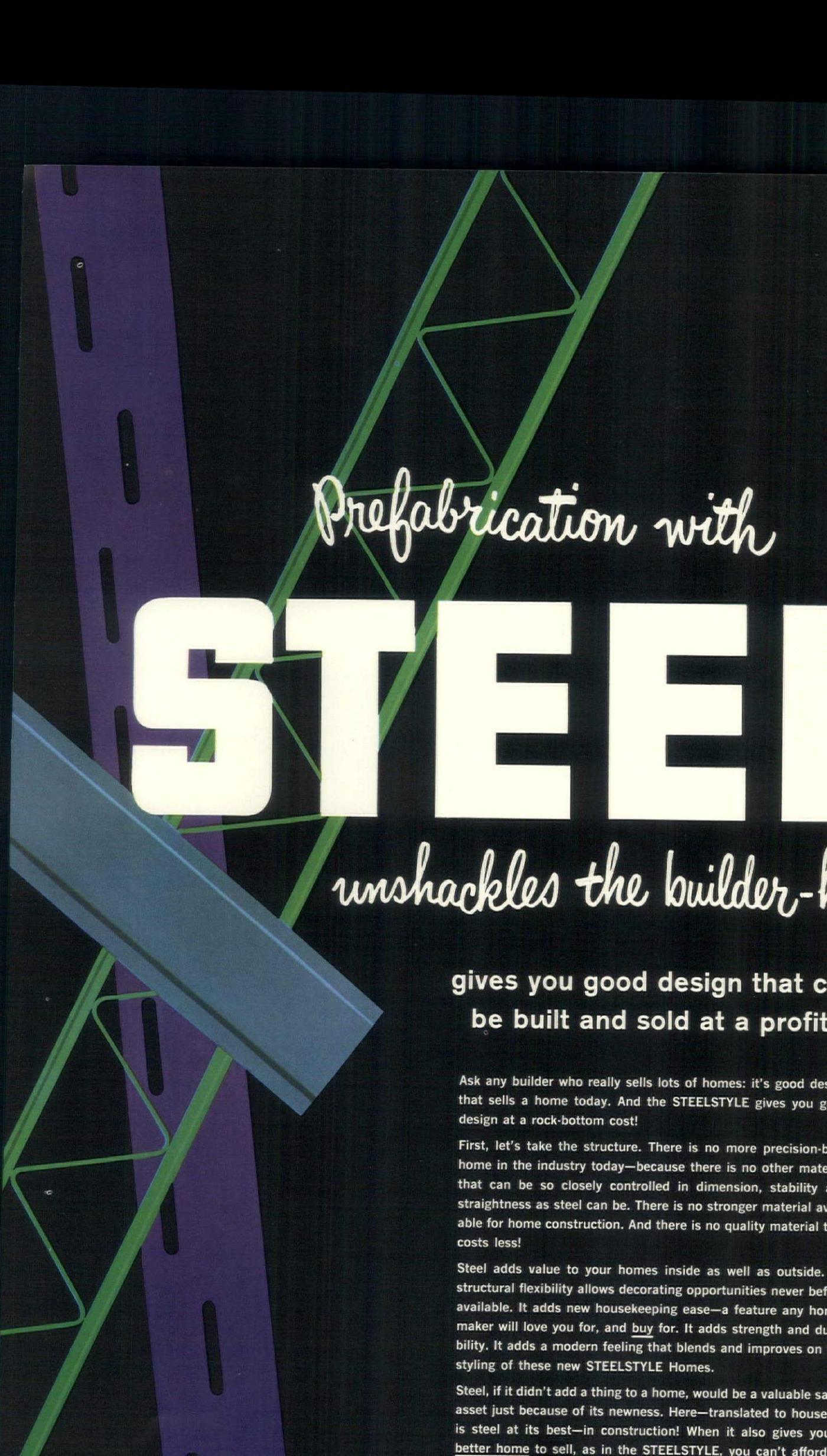
The trick? Visualize how a group of houses will look from the street.

How to do it? Robert Wright, technical director of Webb & Knapp Communities, has one answer. He often uses cut-outs of house elevations to get an idea of how different houses will look on the same street.

Wright, now laying out plots for

W&K's 5,000-home Godchaux Community near New Orleans, also uses conventional site planning. A stickler for detail, he takes these factors into account as he plots each house:

1. Elevations (colonial, traditional, contemporary or Cape Cod).
2. Colors (choice is not left to the buyer).
3. Roofs (pitch and materials).
4. Angle to street.
5. Setbacks from street (they range from 18' to 25').
6. Orientation (main problem is to face large windowing areas away from sun so air conditioning systems won't be overloaded).
7. Landscaping (all plots get at least three 15' to 18' trees; trees along streets are staggered).



Prefabrication with

STEEL

unshackles the builder-

**gives you good design that can
be built and sold at a profit**

Ask any builder who really sells lots of homes: it's good design that sells a home today. And the STEELSTYLE gives you good design at a rock-bottom cost!

First, let's take the structure. There is no more precision-built home in the industry today—because there is no other material that can be so closely controlled in dimension, stability and straightness as steel can be. There is no stronger material available for home construction. And there is no quality material that costs less!

Steel adds value to your homes inside as well as outside. Its structural flexibility allows decorating opportunities never before available. It adds new housekeeping ease—a feature any homeowner will love you for, and buy for. It adds strength and durability. It adds a modern feeling that blends and improves on the styling of these new STEELSTYLE Homes.

Steel, if it didn't add a thing to a home, would be a valuable asset just because of its newness. Here—translated to housing—is steel at its best—in construction! When it also gives you a better home to sell, as in the STEELSTYLE, you can't afford

Steelstyle

better home because it's built with steel!



can do a job better than wood
er materials—that's where you
e STEELSTYLE.

it adding extra strength and
recision to the entire structure.
atural frame is steel. In sheath-
r walls, architectural and deco-
s are used, throughout.) You
dding durability and good looks.

his structure that will never warp
rame that will never tolerate a
ine what a terrific sales story
around this home!

ELSTYLE is even better than you
In addition to being a strong,
ision-built home, it's a home that
n a variety of architectural treat-
es in a wide range of floor plans.
ome here for practically every-
price market. And you have a
n build quickly, precisely—and at
! This is the home you have been



The 28' clear span in this 32' STEELSTYLE opens up the plan to give more living and storage space.



The strength and beauty that only steel can add to a home is yours to sell in this 36', 3-bedroom model.



Four large bedrooms and two baths distinguish this 48' STEELSTYLE.
There is a STEELSTYLE for every buyer interested in a well-designed home.



EXTRA SALES FEATURES

The only feature that is better than the outside of the STEEL-STYLE is the inside—and that is where homes are bought!

Here your buyers will find just what they are looking for: the extra space in living room, kitchen and bedrooms . . . the separate dining area they need and now insist upon . . . the variety of floor plans that enable you to individualize any model to suit special needs.

The color in the kitchen and the bath . . . the walls that will take any desired type of finishing material—paint, wallpaper—yes—and even the new textures!! . . . the array of large closets throughout the home are all features that will help you profit!



STEELSTYLES come in both 3- and 4-bedroom plans to give the buyer a wide choice of architectural exterior ideas!

Every component in the STEELSTYLE is factory-made and factory-assembled to precise dimensions to make it simpler—and at low cost.

A 28' clear span adds extra space in all the rooms.



3 REASONS WHY YOU SHOULD BUILD Steelstyle HOMES

First, you can get the help you need with interim financing and mortgage financing, through United States Steel Homes.

Second, you have the advantage of precision erection that only steel can give you.

Third, you can have the backing of professional advertising and sales promotion that goes to work on the local level—for you.

STEELSTYLE Homes are meant to be built and sold in volume. Write or call today for information on how you can build—and PROFIT with these exciting new homes.

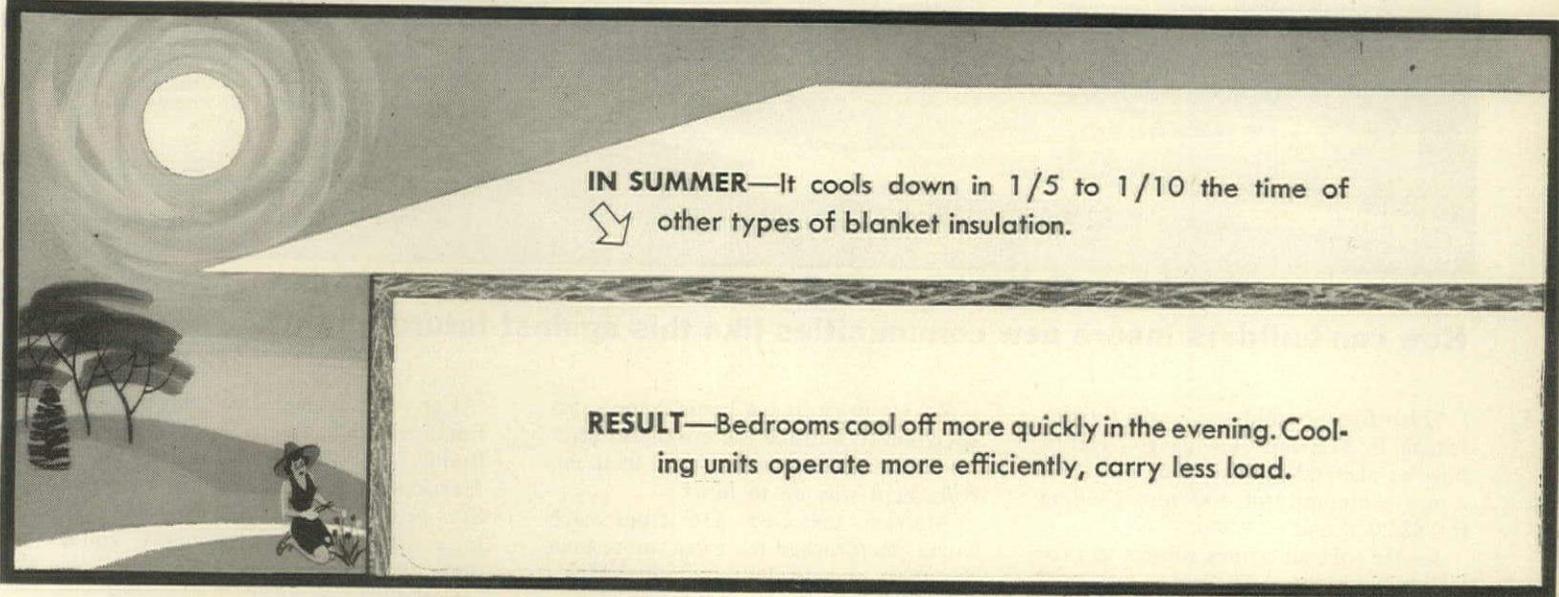


home

United States Steel Homes Division · United States Steel · New Al

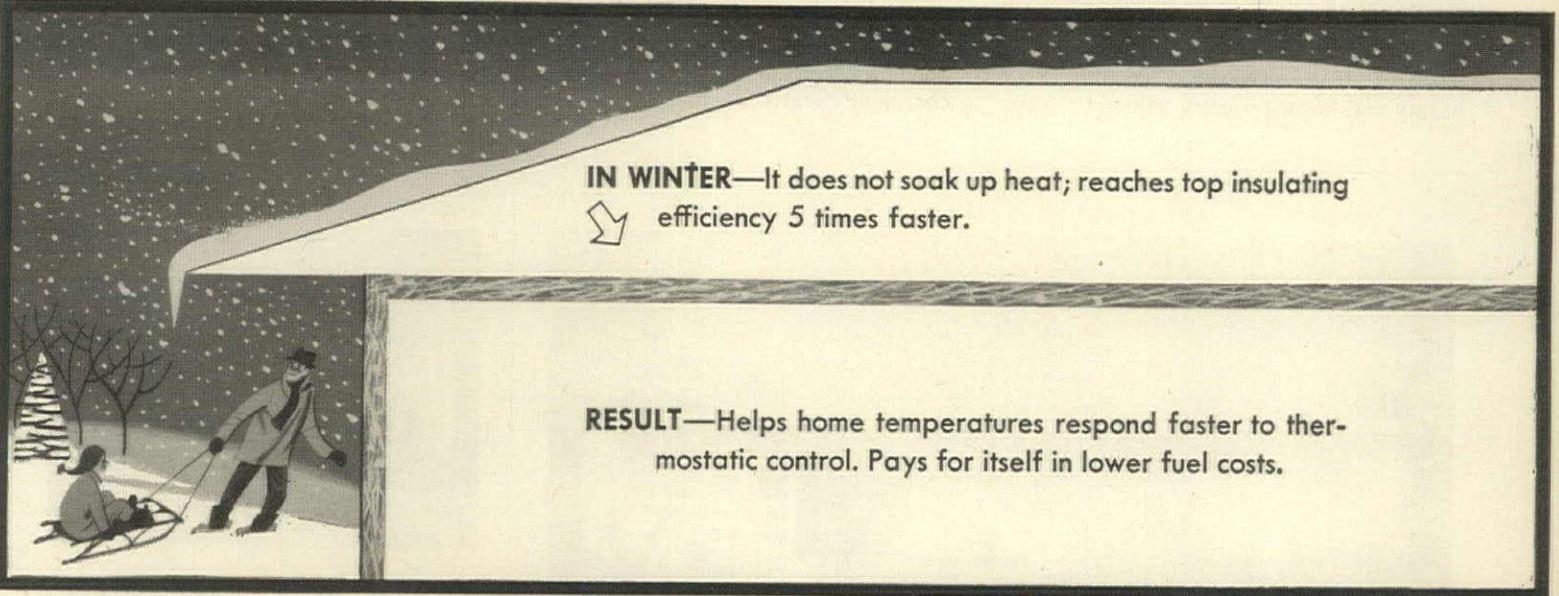
New kind of home insulation!

L·O·F Glass Fibers' new **Thermo-Sensitive** Home Insulation actually helps homes cool off faster in summer . . . cost less to heat in winter!



IN SUMMER—It cools down in 1/5 to 1/10 the time of
other types of blanket insulation.

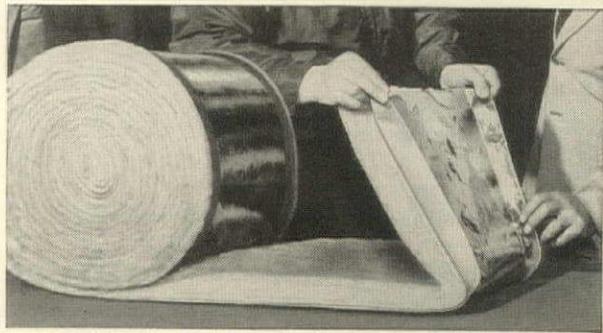
RESULT—Bedrooms cool off more quickly in the evening. Cooling units operate more efficiently, carry less load.



IN WINTER—It does not soak up heat; reaches top insulating
efficiency 5 times faster.

RESULT—Helps home temperatures respond faster to thermostat control. Pays for itself in lower fuel costs.

© 1957, L·O·F Glass Fibers Company



Resilient, compression-packed insulation made of fine glass fibers unrolls to proper thickness. Permanent, snug fit—no gaps between blanket and framing members. Reflective facing acts as vapor barrier, turns back radiant heat.

Because L·O·F Glass Fibers' Home Insulation is *Thermo-Sensitive*, it offers home buyers comfort-benefits they can get with no other insulation now on the market.

And because it's so lightweight and resilient, it offers *you* advantages like easy one-man installation and lower handling costs . . . in addition to its tremendous value as a home-selling feature.

You can get fast delivery from your nearest distributor. For his name, write: L·O·F Glass Fibers Company, Dept. 21-18, 1810 Madison Ave., Toledo 1, O.



L·O·F GLASS FIBERS COMPANY • TOLEDO 1, OHIO



How can builders insure new communities like this against future blight?

"Plan for their old age," says Builder Joseph E. Merrion of Chicago. Here's how he planned at Marynook (above), a new community of 400 homes selling for \$22,000 and \$23,000:

1. He sold all homes subject to protective covenants. The covenants spell out construction and land-use restrictions, require approval of changes and additions like garages, patios and even fences. Idea? To prevent unsightly practices that mar the community's beauty and lower property values.

2. He organized a home owners' association to enforce the covenants after all the homes were sold (until then, enforcement was up to him).

Merrion collected \$36 from each buyer, then turned the total (more than \$14,000) over to the association. Members also pay small monthly dues.

"Even spanking new communities must be protected against eyesores," says Merrion. "If you don't enforce protective covenants, it isn't long before a community starts downhill."

Can you make covenants stick? Emanuel Schechtman, president of Builder Merrion's covenant-protected Merrionette Manor, answers that one. Says he: "In many cases, we have gone to court to prevent unsightly conditions. All rulings have been in our association's favor.

"Last year the Circuit Court ruled favorably in the first Illinois case testing the right of an association to enforce protective covenants. In the decision, the court praised our activity."



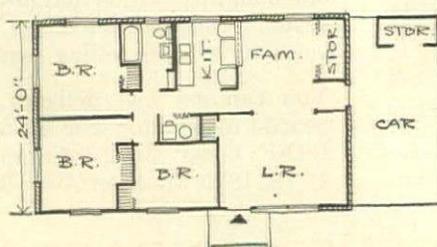
Here's how to get a high priced look in a low cost house

This new prefab, the "Bennington" by Place Homes of South Bend, is small (960 sq. ft.) and inexpensive (\$13,650 with land in South Bend).

"Our aim was to manufacture a low cost house," says President Robert Place, "but then we added items to make the house more attractive to today's buyers."

Some of the items: 1) full-length shutters; 2) diamond windows; 3) an

open floor plan; 4) sloping ceilings; 5) a paneled family room (grooved oak plywood).



Hidden TV is sales point

How do you keep a big TV set from dominating a room when it's not in use? Many home buyers ask that question, and in Fort Worth, Tex. Builder C. Allen True has come up with an answer (above).

In the den of one of his new models, True has built a TV niche next to the fireplace. A roller-mounted TV set can be shoved back into the niche and concealed by one of two louvered, sliding doors. The other door hides a set of storage drawers. True says the hidden TV feature of his model gets a lot of favorable comment from visitors.

For selective buyers and builders...

YALE'S NEW MEDWOOD KNOB DESIGN



Here the delightful new Medwood Knob, center, is shown with Yale's high-fashion Litchwood escutcheon.

...to widen your choice of distinctive doorware

FASHION NOTE: The flawless beauty of chaste design joins Yale's distinguished line of doorware in the new Medwood Knob. Its clear, clean lines are available in brass, bronze and modern-decor aluminum. It broadens your selection of home hardware appointments which already provide a choice of more than 120 combinations of beautiful Yale knobs and trim.

SECURITY NOTE: The new Medwood Knob can be used with Yale 5200, 5300 and 5400 Locksets, which provide maximum security in cylindrical and tubular locks. The key-in-knob design adds to the Medwood's convenience.

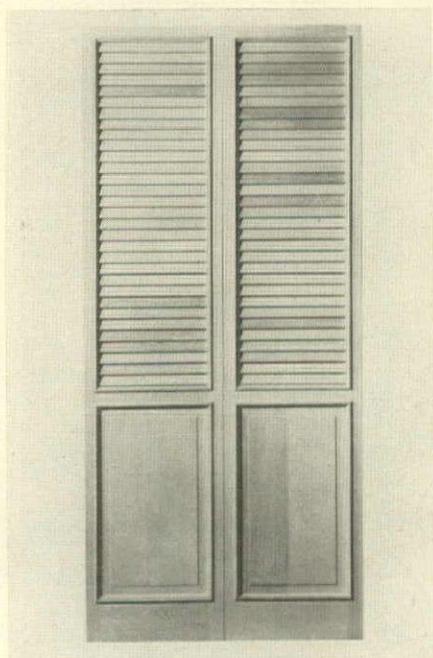
For the high-fashion look plus Yale's dependability, see the new Medwood at leading hardware stores and building supply dealers, or write directly to: The Yale & Towne Manufacturing Company, Lock & Hardware Division, White Plains, N. Y.

Only the Yale look is expensive... **YALE & TOWNE**

YALE—REG. U. S. PAT. OFF.

DOORS

Important progress is being made in mechanisms for bi-fold and multi-fold doors. Most of the new multi-fold doors, for example, use one of several new pantographic actions which keep the folds evenly spaced and evenly hung. A new tension-spring device has been developed for easier opening and closing of bi-fold doors. Makers are continuing to emphasize texture and color in prefinished doors.

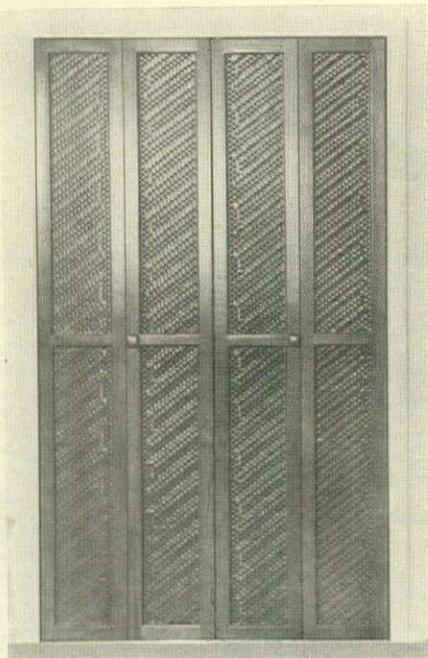


Louvered doors come in so many patterns that you can use them with just about any house style.

The doors are 1½" or 1¾" thick, made of kiln-dried clear white pine. Joints are blind mortise and tenon and the louvers are stationary. You can get just about any height or width you need. Company also makes Dutch doors and cafe doors you can use between rooms without closing them off entirely.

Louvercraft, Inc., New York City.

For details circle No. 103 on coupon, p. 272



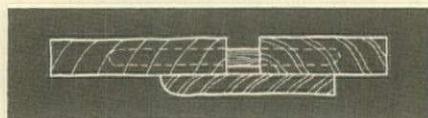
Sliding or folding doors come in six textures ("Woodwoven," "Canetex" shown above, strip or matchstick bamboo, perforated, or louvers), unfinished, or in three stain finishes or three colors.

Folding doors are 6'-8" high for openings from 1'-6" to 6' wide.

Sliding doors, 6'-8" or 7'-10¼" high for openings from 3' to 6'. Special sizes in either the sliding or folding type can be made to your order.

Jamaica Dors, Savannah, Ga.

For details circle No. 105 on coupon, p. 272



Adjustable door jamb is designed to cut inventory. It adjusts to most standard wall thicknesses. The two-member jamb is made of Ponderosa pine and comes complete with stops and ¾" dowels in one size to fit walls from 4½" to 5¼" thick. Dowel holes are pre-drilled.

Crestline Millwork, The Silcrest Co., Wausau, Wis.

For details circle No. 104 on coupon, p. 272

Sliding glass door is made for between-room installations as shown in the photo at the right; offers maximum light, a clear view (unless you want to screen it) into the next room, and a way to block noise from a family room or a children's wing. The door has a flat sill, flush with the floor; is weatherstripped to block out air, dust and cold; and is set off by a handsome aluminum frame.

Available in a wide range of styles and sizes, the door comes unglazed but factory assembled.

Fleet of America Sales Corp., Buffalo.

For details circle No. 106 on coupon, p. 272

Sun Valley Sr. pocket door makes it possible to have virtually unlimited spans of sliding glass which can all be opened at the same time. Any number of panels from 1 to 100 can be set into the pocket. The door has full weatherstripping, extra heavy frames.

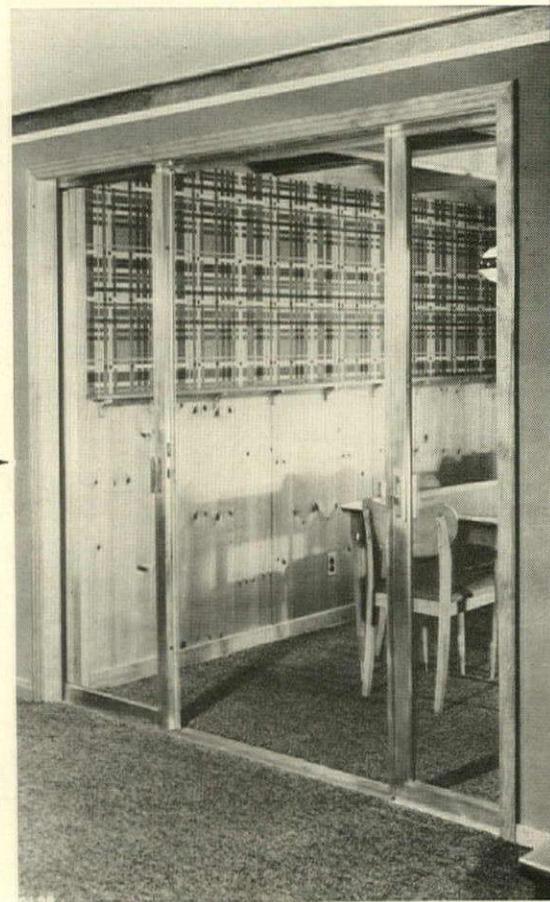
Sun Valley Industries, Inc., Sun Valley, Calif.

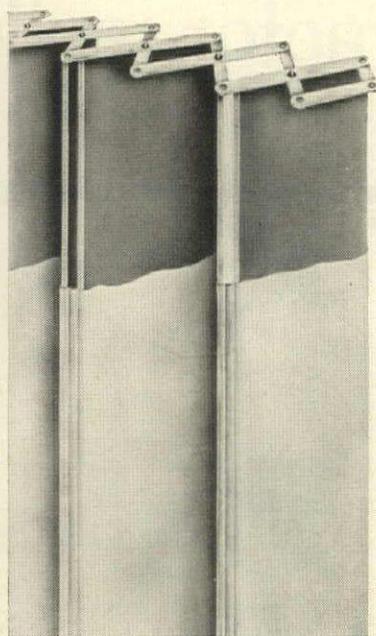
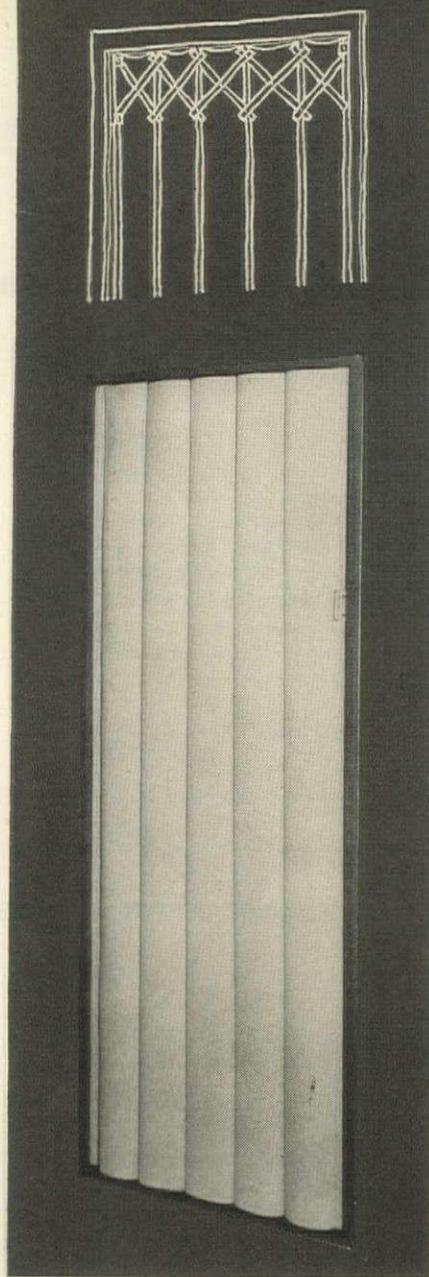
For details circle No. 107 on coupon, p. 272

New Foldoor has an X-type hinge construction rigid enough for very large folding doors. Pantograph action is contained within the frame. Available with any of the vinyl Foldoor fabrics.

Holcomb & Hoke Mfg. Co., Indianapolis.

For details circle No. 108 on coupon, p. 272





Magic-Fold door has pantographic action to keep folds uniformly spaced, requires minimum stacking space (only 4¼" for 32" opening). Door is made in 4¼" panels so it can be set into a standard-width door jamb. Full-length Masonite baffle cores in the heat-sealed vinyl pockets keep the door rigid regardless of heat and humidity and help insulate against noise. You can get a variety of handles and locking devices, and even matching top trim that looks like a valance.

Closures Sales Corp., Detroit 1.

For details circle No. 111 on coupon, p. 272



Modernfold's new door comes in candy stripes, linen weaves, Japanese prints, and silk screen patterns. (Candy stripe door is shown above.)

All designs are on vinyl coated fabrics which cover hinges, track and trolleys. Adjustable trolleys are attached at the hinge for easier operation. Stock sizes fill openings 6'-6" or 6'-8½" high and from 2'-6" to 3'-7" wide; standard sizes are for openings 6'-8½" or 8' high and from 2'-6" to 14' wide. Later in the year, the company will also introduce a new line of wood folding doors which will be available in a variety of matched veneers and in a complete range of standard and custom sizes.

New Castle Products, Inc., New Castle, Ind.

For details circle No. 112 on coupon, p. 272

Imperial folding door uses two vertical synchronized pantographs, one at top of door, other near the bottom. Synchronized action of the two pantographs is achieved by connecting opposite pivot points with vertical steel rods and fastening the vinyl-plastic covering to the rods. Door covering is carried to within ¼" of top of frame to conceal track and eliminate need for cornice or valance.

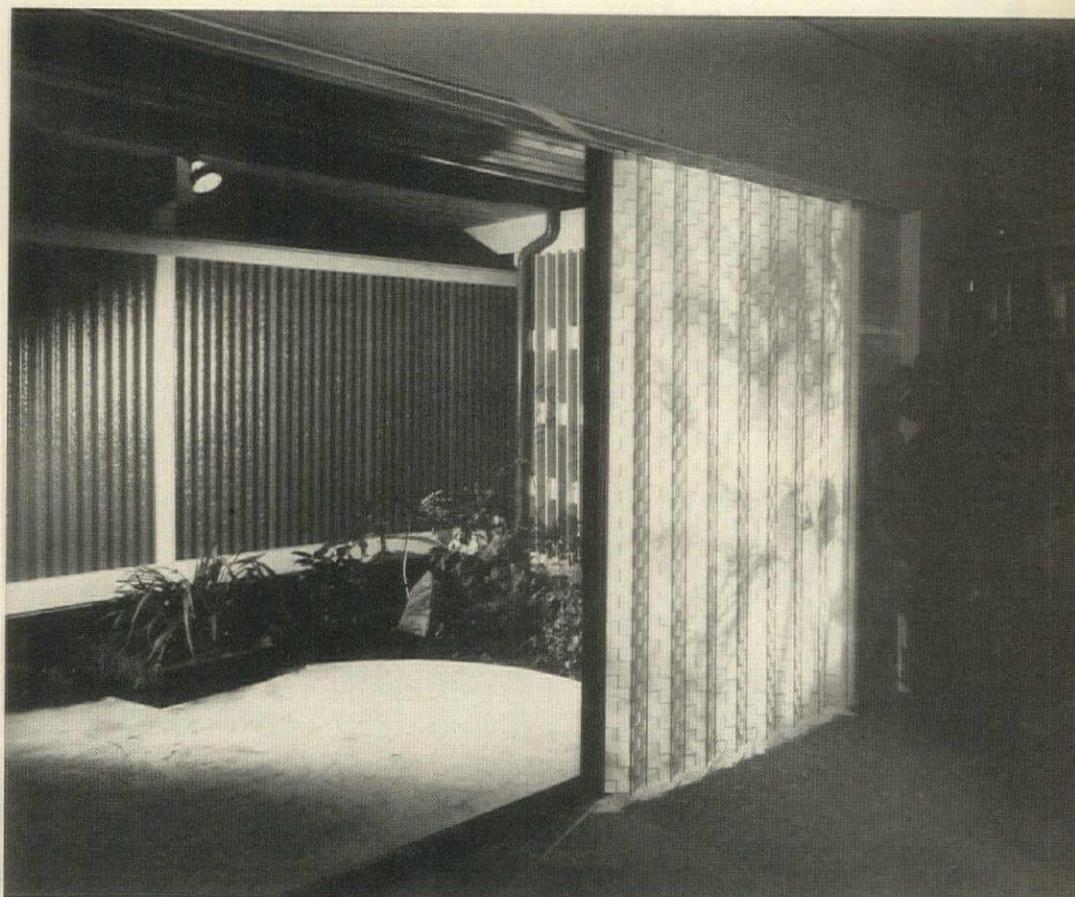
Gates Mfg. Co., Indianapolis.

For details circle No. 109 on coupon, p. 272

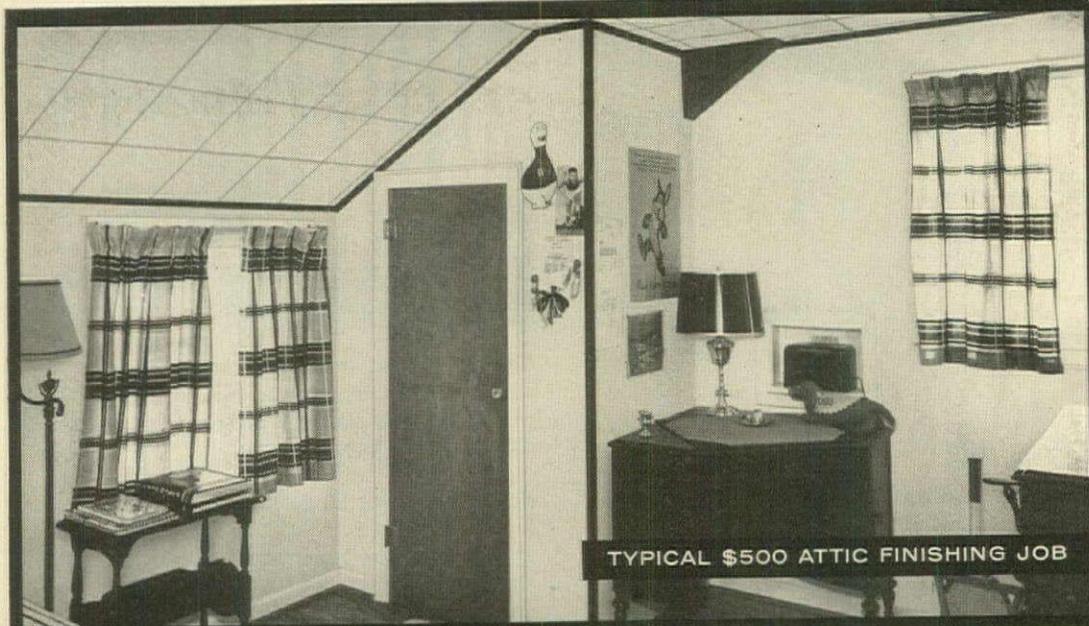
Plastic traversing screen for doors and windows filters sunlight glare while it ventilates. The Jaylis Decorator Screen is composed of a series of 3" squares, each with four vents. The screens are made to individual requirements; sizes range from 1½' to 12' vertically, 1½' to 16' horizontally. The folded screen takes an inch of stacking space for each foot of opened screen. Now in a number of colors; new patterns will be added. Manufacturer claims screens will not warp, discolor, disintegrate in sunlight or weather.

Universe Prods., Los Angeles.

For details circle No. 110 on coupon, p. 272

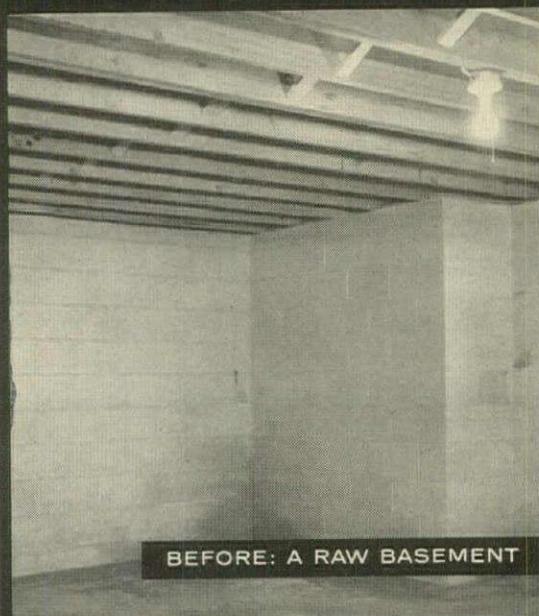


"Can a contractor really make money

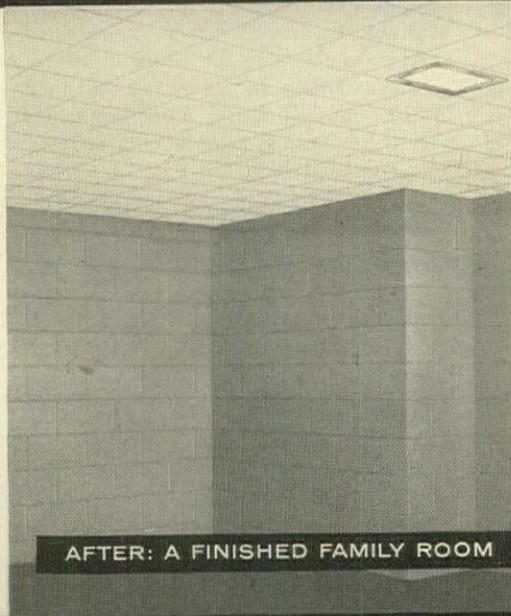


TYPICAL \$500 ATTIC FINISHING JOB

"For dependable, steady business, and sure, fast profits, I wouldn't trade my home remodeling jobs for anything you could name. By the way, I guarantee every Insulite ceiling for a full year . . . and haven't had one complaint yet."

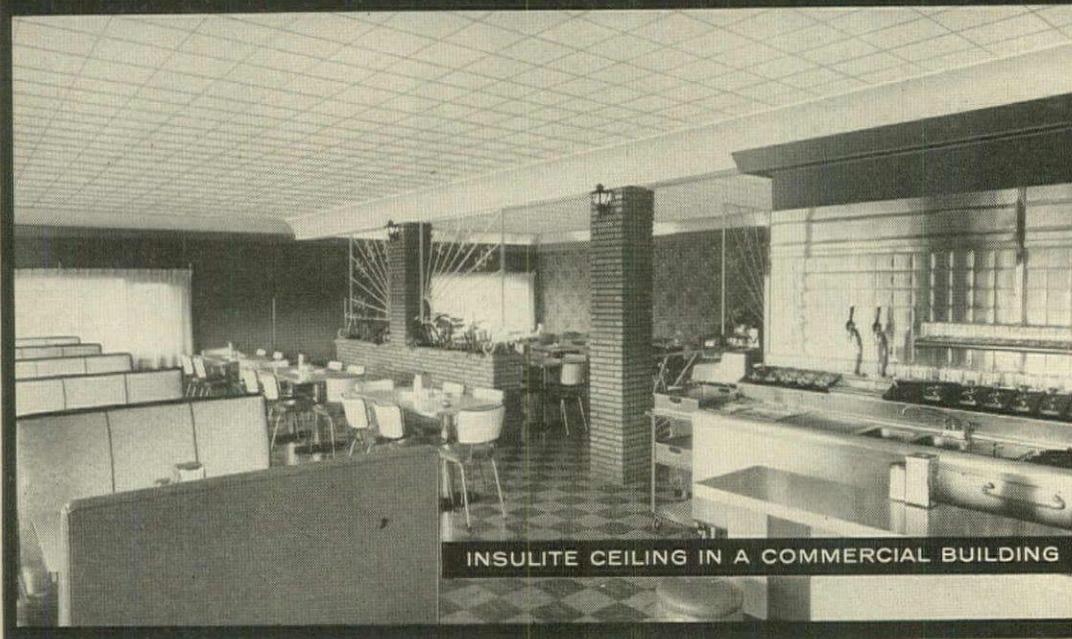


BEFORE: A RAW BASEMENT



AFTER: A FINISHED FAMILY ROOM

"If I had new houses that were moving slow today, I'd finish the basements with Insulite ceilings, and talk it up as a really big extra. It's amazing how fast a finished basement sells a house."



INSULITE CEILING IN A COMMERCIAL BUILDING

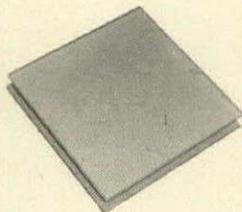
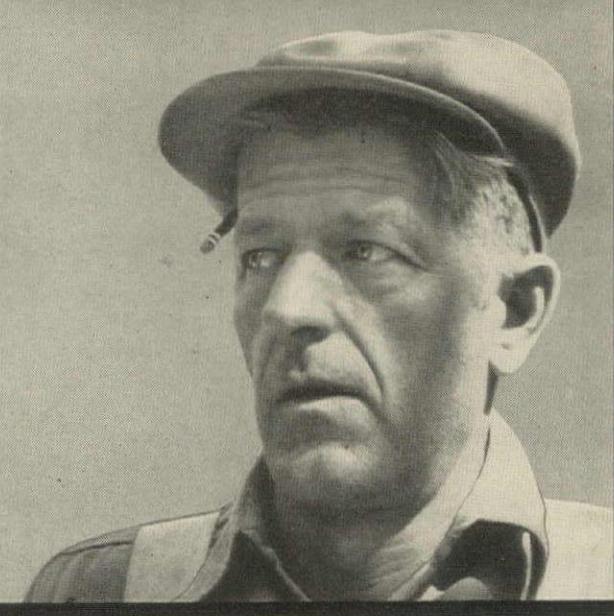
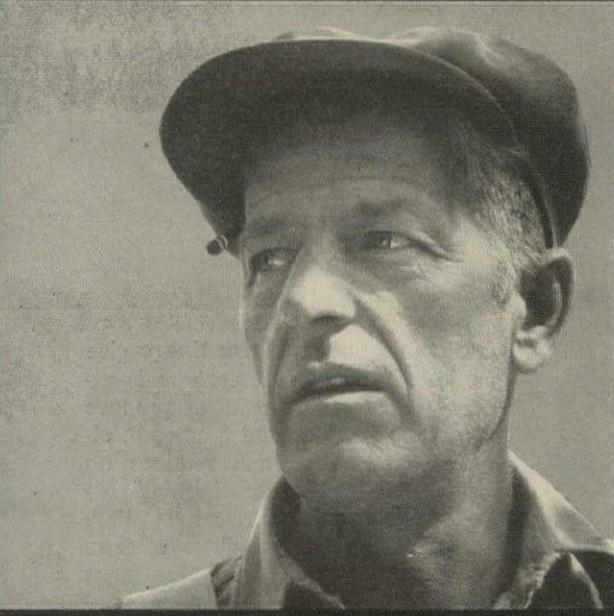
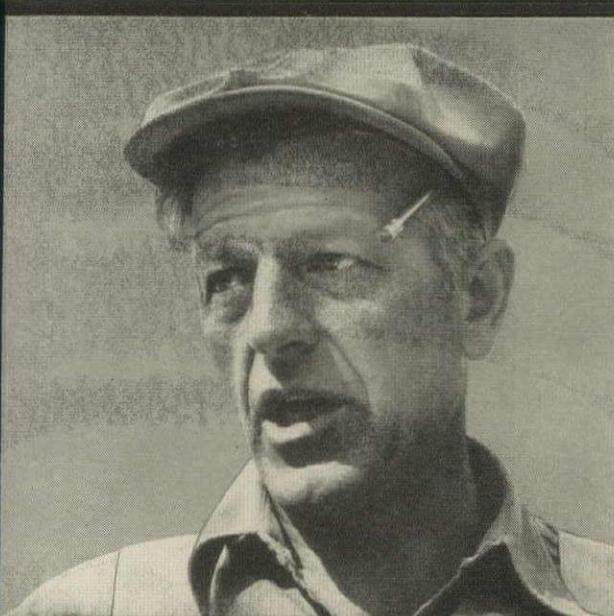
"Insulite Ceiling Tile makes a real nice interior finish—and acoustical treatment—in store buildings, offices, motels, schools, etc. On smaller jobs, I like to handle the whole contract myself. On big jobs, I sometimes take the ceiling work on a sub-contract."

with Ceiling Tile today, Mr. Zicka?"

Just recently, we visited builder Ralph Zicka, Cleveland, Ohio, and asked him how he's doing with the new Insulite Ceiling Tiles. You can read his answers at left. Zicka has been in business 18 years. He employs five men, full time, year around. A big part of his business is attic finishing jobs in homes he built originally.

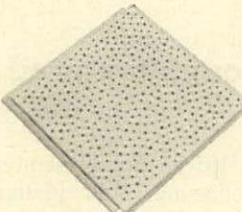
So here are three money-making ideas for *any* building contractor, large or small. If you've got some slow-moving new homes on your hands, finish the basements with rich-looking Insulite ceilings. For a nice, steady backlog of jobs from \$500 to \$3,500, go after the home-remodeling business, featuring Insulite tileboards. For extra billing and profit on commercial jobs, *install the Insulite ceilings with your own crew.*

We can help you get the business. For free tile samples, literature, application tips and selling helps, write us—Insulite, Minneapolis 2, Minnesota.



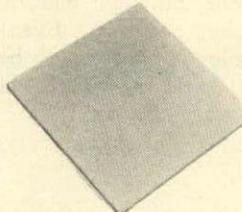
DUROLITE

Slightly textured $\frac{1}{2}$ " T&G tileboard, with brightest, toughest paint finish on any ceiling tile. Withstands repeated soap-and-water scrubblings. Sizes: 12" x 12", 16" x 16", 12" x 24", 16" x 32". White or Light Ivory.



ACOUSTILITE CASUAL RANDOM

Newest, most modern style in drilled acoustical ceiling tile. "Casual" pattern has two size holes in a pleasing informal design. T&G, 12" x 12" and 12" x 24", $\frac{1}{2}$ " thick. Butt edge 12" x 12", $\frac{1}{2}$ " and $\frac{3}{4}$ " thick. Efficient sound absorption!



FIBERLITE

Rich travertine-textured surface, for deluxe appearance and good acoustical quieting. Sizes: 12" x 12", 12" x 24", 16" x 16", $\frac{1}{2}$ " or $\frac{3}{4}$ " thick. Butt edge . . . applied with adhesive or clips.

build better, sell faster, with

INSULITE

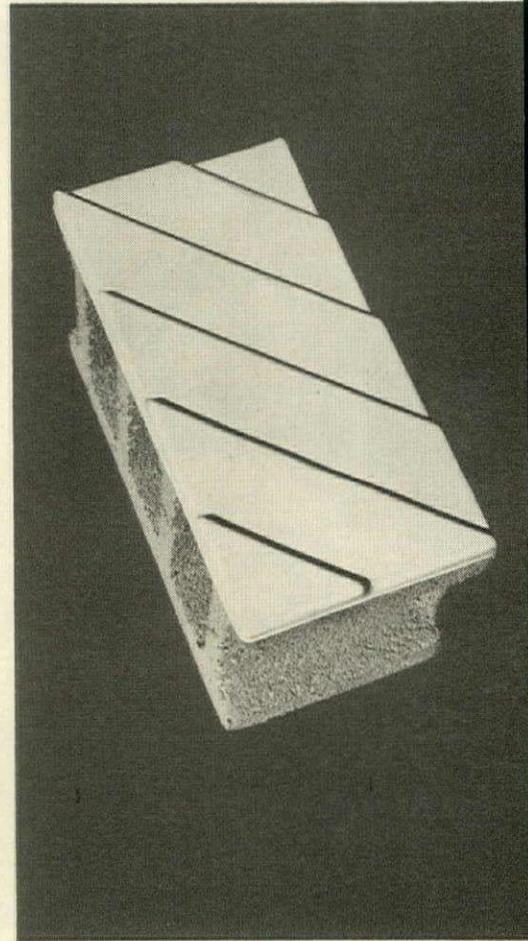
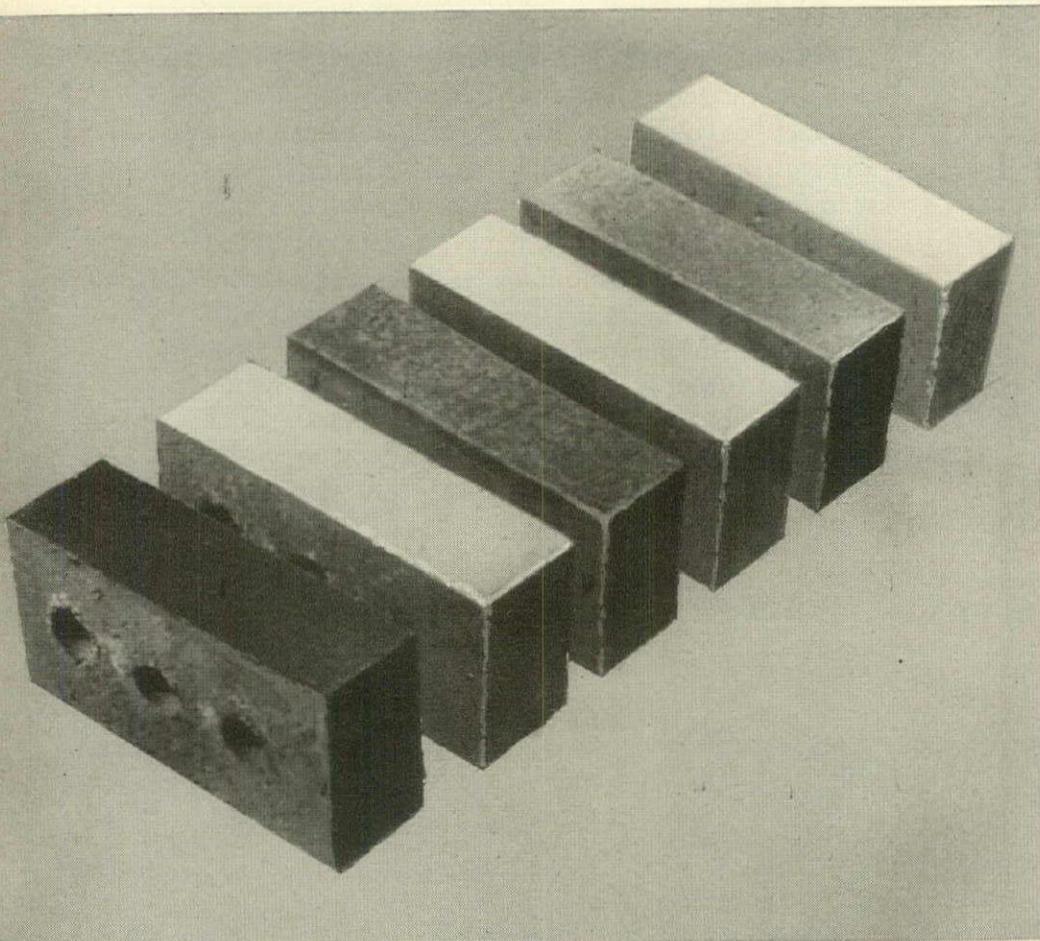
CEILING TILE



INSULITE, made of hardy Northern wood. Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minn.

INSULITE, DUROLITE, ACOUSTILITE ARE REG. T. M.'S U.S. PAT. OFF.
FIBERLITE IS A T. M.

MASONRY



Now you can get 14 colors in rough-textured face brick

Which means that, while "standard red" will probably always be a favorite, you're no longer limited to a one-color standard face brick.

A new coloring process developed by the Brick and Tile Service, Inc. has turned out a new product: ordinary face brick in 14 colors. And more colors are on the way.

The new colored brick will probably cost about half as much as glazed brick and it will be rough textured instead of smooth surfaced.

The color is sprayed on the extruded column of clay before it is cut. From then on the brick is handled in the regular way since, unlike glazed brick, it does not have to be separated to keep from sticking.

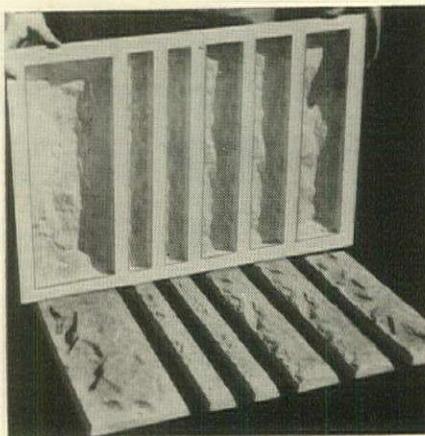
Only the surface of the brick is chemically altered to the new color. Spraying is said to be simpler than glazing since it is not necessary to hold to such close thickness tolerances.

The homespun character of the natural red brick will be unaffected, but the range of colors opens up new uses for brick all over the house.

Bricks are presently colored in the following: gold, platinum, pearl, slate, oyster, rose, emerald, jade, field gray, wine, midnight blue, black velvet, steel gray, and red. Even more range of color is expected to be developed.

Brick and Tile Service, Inc., Greensboro, N.C.

For details circle No. 113 on coupon, p. 272



Plastic and rubber form liners give concrete surfaces new texture and pattern. The liners are said to produce sharp, crisp patterns and a smooth, almost glassy surface that requires no clean down, grinding or finishing. No special concrete mix is necessary; both lightweight and heavyweight aggregates can be used. Textures in rubber liners are now available in stock; plastic patterns can be made to order. Liners for concrete block are slightly larger than block face. For precast wall panels, any size up to 54" x 84" can be supplied at present. Liners can be used ten or more times.

Portland Cement Assn., Chicago.

For details circle No. 114 on coupon, p. 272

Plastic form, left, models masonry mix into imitation quarry stone.

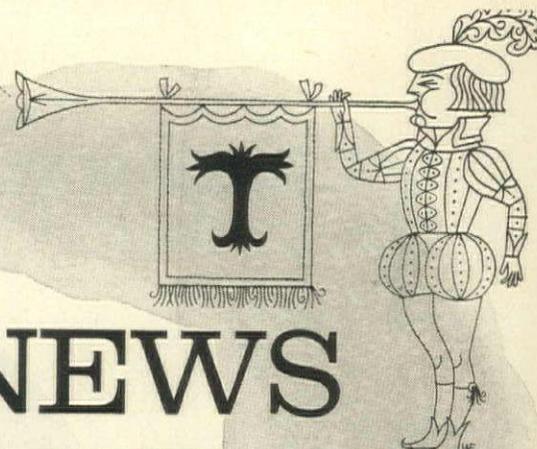
Each form is made up of six panels which will give you two stones 1½" x 15⅞"; two stones 2⅝" x 15⅞"; one stone 3½" x 15⅞" and one stone 5½" x 15⅞", all ½" thick. This is enough to cover 2⅓ sq. ft. of wall space.

There is sufficient draft for easy stripping. You simply rinse the forms with water to prepare them for the next pouring.

Forms Inc., Chicago.

For details circle No. 115 on coupon, p. 272

TODAY'S EXCITING FLOORING NEWS IS IN THE TILE-TEX LINE!



KORKOLOR FLEXACHROME

FLEXACHROME "EXECUTIVE SERIES"

SKYTRAIL FLEXACHROME

HOLIDAY FLEXACHROME

FLEXACHROME "CASTLE SERIES"

See these new
Tile-TEX products
at the National
Association of
Home Builders Show,
Chicago Coliseum,
January 19-23,
Booth 845.

Timed to tomorrow's tempo...and ready now...are the very latest developments of Tile-TEX research.

NEW PRODUCTS ... NEW PATTERNS

SKYTRAIL† Flexachrome*... in patterns that permit free-est range in floor styling.

KORKOLOR† Flexachrome... that gives the luxury of cork with the economical features of vinyl-asbestos tile.

NEW RUBBER FLOOR TILE... for which distinguished color consultants created the most up-to-the-minute rubber tile colors on the market today.

NEW FLEXACHROME COLORS

Three brand new lines of Flexachrome Vinyl-Asbestos Tile are also available to you ... the Executive, Castle and Holiday*. The Flexachrome "Castle Series" was created to help you satisfy the desires in the residential market—the Flexachrome "Executive Series" to meet the trends in the commercial fields. The "Holiday Line" reflects today's light-hearted fashions in home decoration. All are in dramatic new colors, each based on a knowledge of the public's taste ... keyed to blend with timely hues in paint, wallpaper, fixtures and furniture.

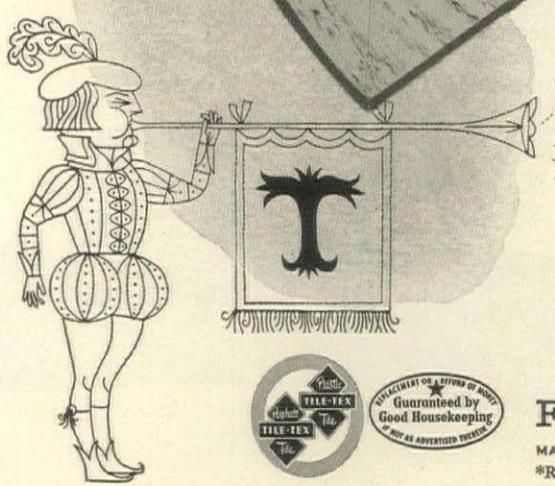
For all that's new in floor tile, the Tile-TEX line, call your local Tile-TEX Sales Representative or Flooring Contractor or write:

THE TILE-TEX DIVISION, THE FLINTKOTE COMPANY
1234 McKinley Avenue, Chicago Heights, Illinois

In the 11 Western states: Pioneer Division, The Flintkote Company,
P.O. Box 2218, Terminal Annex, Los Angeles, California

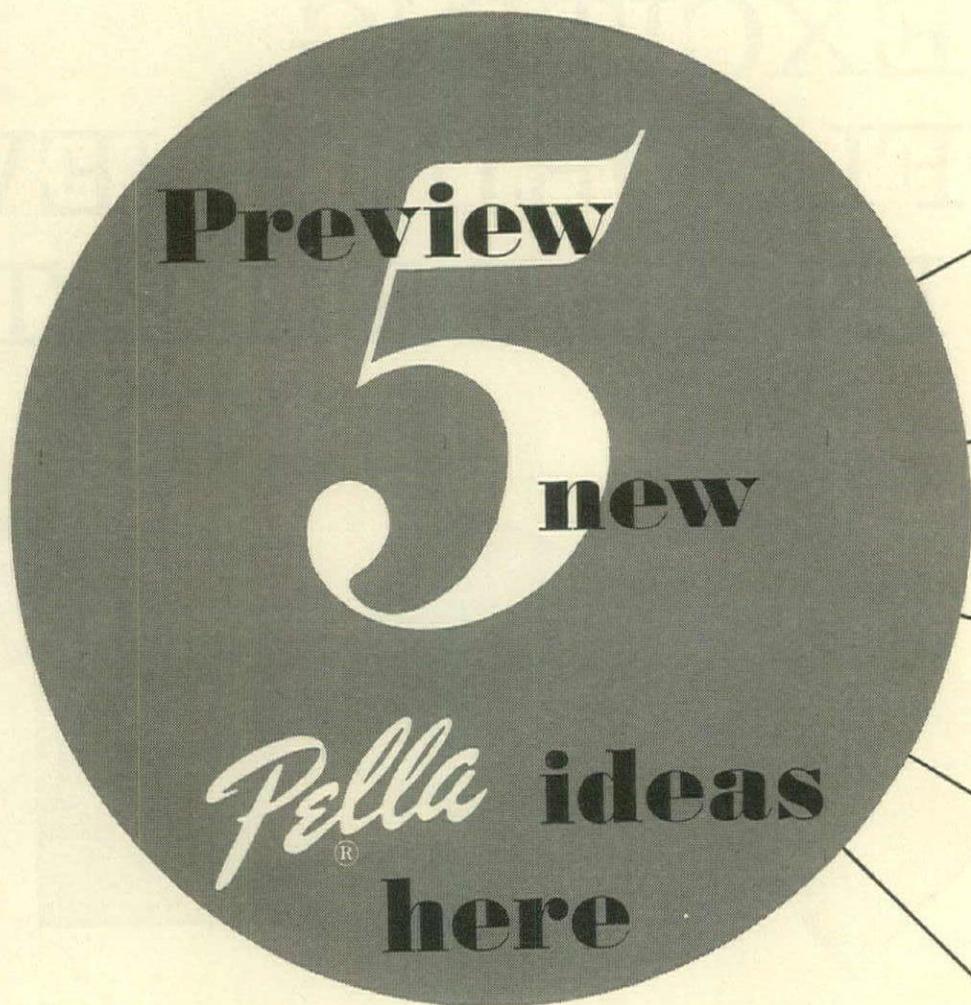
In Canada: The Flintkote Company of Canada, Ltd., 30th Street, Long Branch, Toronto.

TILE-TEX RUBBER TILE



FLOORS OF LASTING BEAUTY...TILE-TEX

MANUFACTURERS OF ASPHALT (4 DESIGNS), VINYL-ASBESTOS (4 DESIGNS), GREASEPROOF AND RUBBER TILES
*Reg. U. S. Pat. Off. †Trademark of The Flintkote Company



... SEE them at NAHB show — booth 18-19

Big, new ideas—more improvements—year after year this continuing development keeps the PELLA line on top! In wood windows—in wood folding doors—PELLA consistently comes forward with the new design achievements, the additional “plus” features that mean more sales and customer satisfaction!

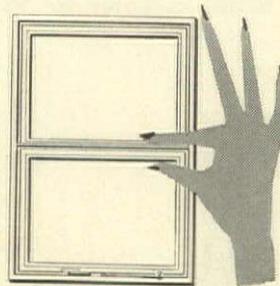
Check the high points of PELLA’s newest product advances here—
then get the full story—first hand—at the show!





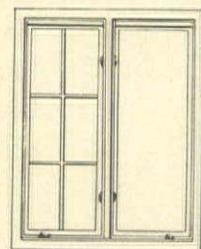
Introducing the Pella Twinlite Window!

"THE AWNING-TYPE WINDOW with the slim, trim look!" In a single frame, a new narrow joining mullion unites a fixed PELLA MULTI-PURPOSE UNIT at top with an equal-size ventilating window at the bottom. Result—a window of conventional appearance, but with self-storing screens and storm panels, GLIDE-lock underscreen operator that locks window in any of 10 positions without screen interference, and stainless steel weatherstripping. Seven modular sizes in 32" and 44" frame widths, including picture window with ventilator.



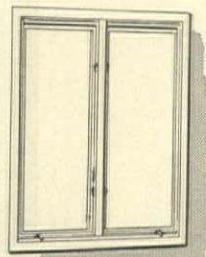
NEW! Removable Muntin Bars!

Available as extras on PELLA CASEMENTS, MULTI-PURPOSE and TWINLITE WINDOWS. Snap to inside of sash by ball-and-socket—speed window cleaning and painting—let you utilize insulating glass economically, too! Both horizontal and regular removable muntin bars available with this snap-in feature. Made of clear Western Pine, steel-pinned at intersections, and toxic treated for long life.



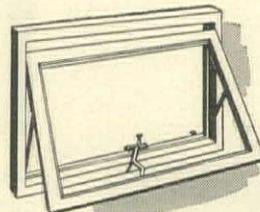
New Narrower Frames on Casements!

A narrow 4 3/8" overall, this newly designed frame simplifies installation for dry wall, bullnose plaster, 1/2" sheathing, etc. Continuous cove at head and sill for composite units and identical mullions outside and inside. In addition, PELLA CASEMENTS now offer a wood operator sill for added beauty and easier trimming. Shorter ROLSCREEN box fitting between stops and maintaining a fixed position; redesigned ROLSCREEN latching mechanism; and a new 6-High, 68" glass casement unit; in all three glass widths 16", 20" and 24".



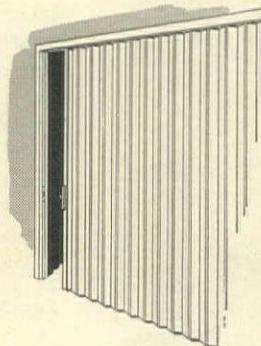
Multi-Purpose Window Features!

Wood sash 1 3/4" Western Pine, toxic-treated, mortised and tenoned, glued and nailed. Water groove all around. Completely weatherstripped with stainless steel. Hardware aluminum or stainless steel. Self-storing storms and screens. Exclusive GLIDE-lock underscreen operator. Available in fifteen ventilating and fixed sizes. Use as awning, hopper vent or installed sideways as casement windows.



NEW! Wood Folding Doors 12' 1" High

The introduction of wood folding doors in a new 12' 1" maximum opening height makes possible new uses in buildings where high ceilings are a requirement but space is at a premium. Pine, oak, Philippine mahogany, and birch veneers blend well with wood trim, paneling and furniture. These wood folding doors have been engineered to operate smoothly, to stack tightly and quietly, and to resist warpage through laminated core construction.



ROLSCREEN COMPANY, Dept. J-14, Pella, Iowa

Please send detailed literature describing

THE NEW 1958 PELLA WINDOW LINE THE NEW 1958 PELLA WOOD FOLDING DOORS

NAME AND TITLE _____

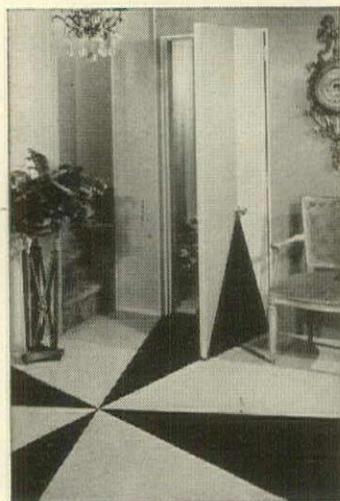
COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

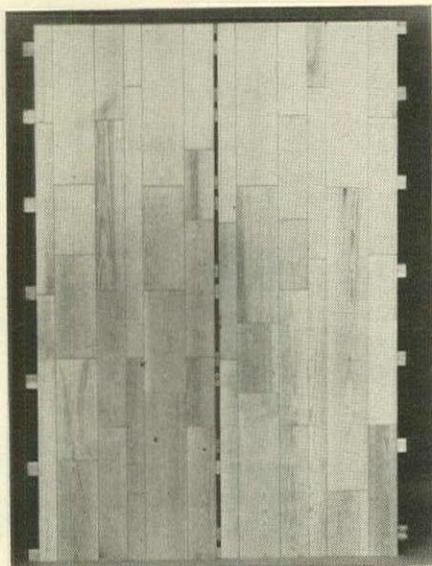


PANELING



THE FORMICA CO.

New prefinished interior wall products (plywood, drywall, plastic laminates, hardboard) are helping home building to: 1) give buyers low-cost maintenance; 2) get custom-quality wall decoration in builder houses; and 3) cut the installed cost of interior walls. Prefinished panels eliminate joint problems (like drywall taping) because the joint becomes a part of the pattern and needs no hiding. Hardwoods in fine veneers, aluminum in colored and grained surfaces, plastics in rich tones and textures—all seem likely soon to become tough competitors for walls that now have to be built up in a series of steps on the job.



Loc-Wall paneling is designed to be quick and easy to install. Interlocking wood backer strips, glued to the panels, extend beyond the panels to permit mostly blind nailing. Loc-Wall is claimed to go on 50% faster than regular paneling. Panels are 32" wide, 84" or 96" high, and available in Idaho white pine, inland red cedar, and larch. Total panel thickness with backing strip is 3/4". The new paneling is sold through lumber dealers.

Weyerhaeuser Sales Co., St. Paul.

For details circle No. 124 on coupon, p. 272



Prefinished plywood paneling in ten finishes is now available with complete paneling package. Known as PlyWelsh, the products include the paneling, color blended putty sticks to fill nail holes, and stains to match surrounding built-ins, doors, etc.

Matching pre-finished moldings will be available in the near future, the company says. Panel stretchers that let you use 8' panels with a higher ceiling are also available.

Welsh Plywood, Memphis.

For details circle No. 125 on coupon, p. 272



Predecorated sheetrock from US Gypsum, is available in three new finishes — Cherrywood, Sablewood, and Ranch Pine. The 3/8" gypsum wallboard is predecorated with a face paper, suitable for use in remodeling as well as new construction. The surface of the board is washable, and can be waxed or varnished for extra durability. Sheetrock comes in 4' widths.

US Gypsum Co., Chicago.

For details circle No. 126 on coupon, p. 272

Solid hardwood paneling comes in a variety of woods, including maple, oak, poplar, beech, ash, cherry. The panels are available in packages of one 4", 5", 6", 7", and 8" piece to cover 30" wall space. Panels may be had in full wall heights or end matched in lengths from 2' to 8'. Panels are 3/4" thick, t&g V-joint.

Appalachian Hardwood Mfrs., Cincinnati.

For details circle No. 127 on coupon, p. 272

Micarta wall panels are now added to US Plywood line. The Micarta is bonded to 1/2" rigid insulation board. Panels are t&g, available in 16"x96" and 32"x96" sheets and in wood grains, patterns and solid colors. Two other new products in the US Plywood line: prefinished Surfwood, in tints of fawn, grey, ebony and green; and Samara, prefinished in three tones.

US Plywood Corp., New York City.

For details circle No. 128 on coupon, p. 272

Sandalwood random plank is prefinished a platinum blonde hue that is designed to harmonize with a wide variety of room color schemes. It is claimed to need no paint, resist severe knocks and bumps, and be easy to clean. Panels are 1/4" thick, 4'x8' in size. Shiplap grooves hide nailing.

Forest Fiber Products Co., Forest Grove, Ore.

For details circle No. 129 on coupon, p. 272

Packaged paneling called Nu-Wall is produced in wall-height lengths for ease and speed of installation. The paneling is packaged in either 7' or 8' lengths, six boards to a package, and comes in three different designs in Ponderosa pine. Edges of any shorter lengths are end-V'd in the factory and matched to make a wall-height length.

Weyerhaeuser Sales Co., St. Paul.

For details circle No. 130 on coupon, p. 272

New wood-grained Masonite in a pattern called Misty Walnut is being introduced for distribution east of the Rockies. The new panels are decorated with groups of five shallow grooves spaced 16" apart. The grooves serve as nailing locations as well as decoration. The panel size is 4'x8', 1/4" thick. The panels may be applied direct to studs or over a solid backing.

Masonite Corp., Chicago.

For details circle No. 131 on coupon, p. 272

Marble-patterned laminate, available in beige, pink and grey, opens GE's new plastic laminate line. Known as Travera, it is available either in a flat sheet or formed for countertop edges, backs, etc.

Also announced: an addition to the decorative laminate line called Mist, available in grey or beige. An overall white spatter gives it a textured effect that looks like a solid color from a distance.

General Electric Co., Coshocton, Ohio.

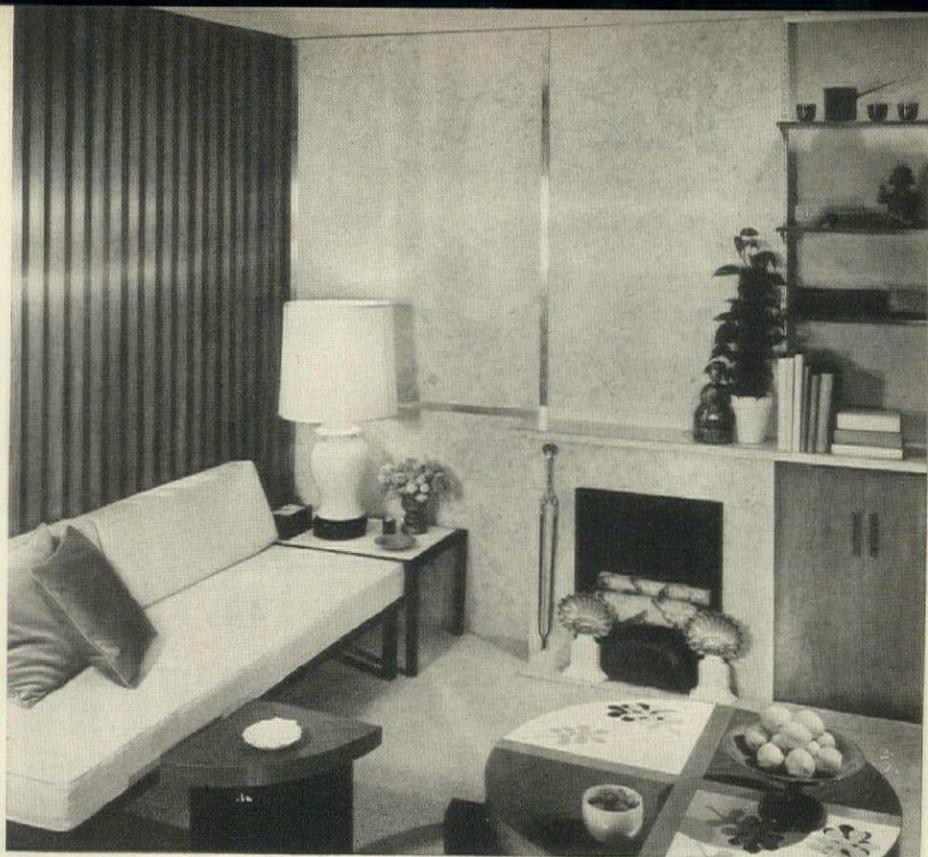
For details circle No. 132 on coupon, p. 272

Clad-Rexwall panels now come in 13 new color and texture combinations. The colors include yellow, dark and light grey, green, brown, and red. Panels are made in 4'x8' or 4'x10' sizes. Their washable surfaces require minimum maintenance.

The manufacturer says the panels are well suited for use in baths, kitchens, recreation rooms.

Clad-Rex Corp., Chicago, Ill.

For details circle No. 133 on coupon, p. 272



Marlite wall panels are now offered in two new patterns. One, the Imperial, is a marble pattern in eight colors, including gold, blue, pink, and charcoal. The second, called Celestial, also comes in a number of color combinations. Both come in 4'x8' "soil-proof" plastic-faced panels that resist heat, moisture, scratching.

Marsh Wall Products, Inc., Dover, Ohio.

For details circle No. 134 on coupon, p. 272

Flakeboard is expected on the market sometime in 1958. A particle board produced under heat and pressure, it is made from fresh lumber instead of wood waste products. This is claimed to give it constant quality by allowing more control over flake structure and moisture content.

Flakeboard specifications call for less than 6% water absorption, a complete absence of wood grain or core voids in the finished board and a modulus of rupture of 3,500 psi.

Formica Corp., Cincinnati.

For details circle No. 135 on coupon, p. 272



Decorative designs embedded in acrylite are new in Wasco's plastic panel collection.

Some of the designs which are now available are shown left to right above. They include: grass cloth with New England shrub ash branches; geometric pattern of gold ash leaves, gold threaded grass cloth with an all-over pattern, and a flocked colonial pattern.

Wasco Products, Cambridge, Mass.

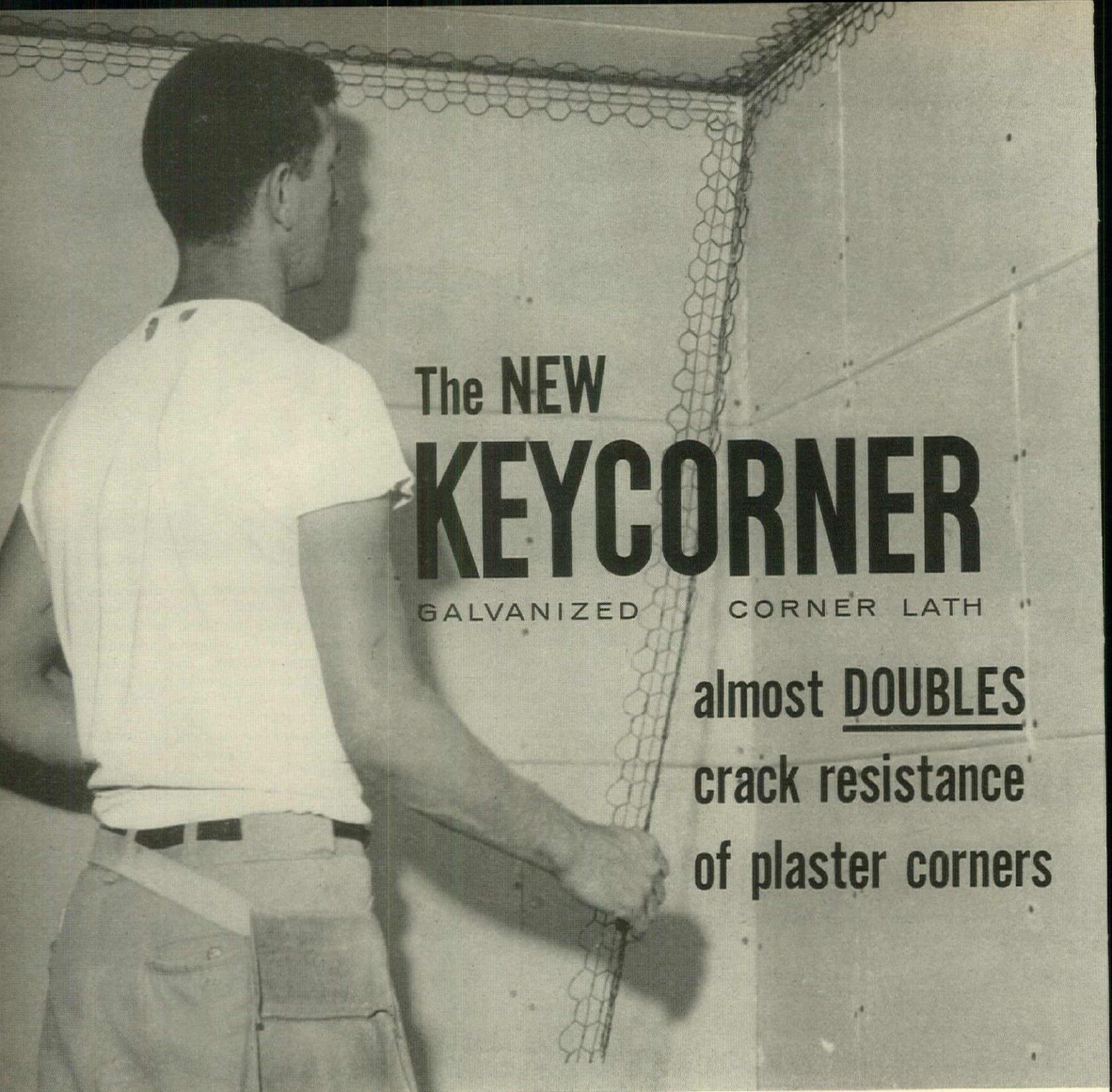
For details circle No. 136 on coupon, p. 272



Plastic wall tiles in 4 1/2" squares are now molded to give appearance of four small squares. But it has 50% more water seal contact with the wall, goes up faster than small tiles. Costs and application methods are the same as regular 4 1/2" tile. Known as Modern Mosaic, the new tile is available in 15 colors, may be combined with individual quarter tiles as shown above.

Arterest Plastics Co., Chicago.

For details circle No. 137 on coupon, p. 272



The **NEW**
KEYCORNER

GALVANIZED CORNER LATH

almost **DOUBLES**
crack resistance
of plaster corners

A comparison test recently completed by Edwin L. Saxer, Professor and Chairman, Civil Engineering Department, Research Foundation, University of Toledo, revealed that Keycorner lath, when embedded in gypsum plaster corners over gypsum lath, provides better than $1\frac{3}{4}$ to almost two times as much resistance to cracking than any of the other common types of reinforcement tested. These included 3" x 3"—2.5 lb. metal lath cornerite; 2" x 2"

—18 ga. welded wire cornerite; 2" x 2"— $2\frac{1}{2}$ x $2\frac{1}{2}$ meshes—21 ga. wire lath cornerite.

The results make it obvious that the new Keycorner imparts a strength when embedded not present in the other materials tested. Best of all, you get this extra quality with Keycorner at no increase in price over ordinary cornerite.

Your lathers and plasterers will be glad to use the new Keycorner on your jobs.

AT A NEW ATTRACTIVE PRICE

KEYSTONE STEEL &

MAKERS OF KEYMESH • KEYCORNER • KEYBEAD

*Affiliated with American Federation of Labor
Affiliated with Building & Construction Trades Department*

WOOD, WIRE AND METAL LATHERS' INTERNATIONAL UNION

LOCAL 74

205 WEST WACKER DRIVE. ROOM 822

TELEPHONES RANDOLPH 6-9301 - 6-9302

CHICAGO 6, ILLINOIS

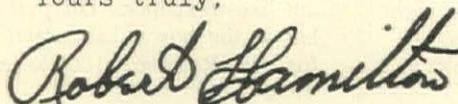
June 4, 1957

Mr. Gil Kingery
Keystone Steel & Wire Company
Peoria, Illinois

Dear Mr. Kingery:

The Executive Board of Lathers' Local #74 has permitted the use of the new Keycorner Lath Angles in straight 4'-0" lengths, as well as in rolls, at their meeting of April 27, 1957.

Yours truly,



Robert Hamilton
Sec. Executive Board

jd

Lathers' Local #74 is one of America's largest and most influential locals. It is a pleasure working with them in promoting better construction with plastering.

WIRE COMPANY Peoria 7, Illinois

KEYWELD • FURRING, BLUED AND CONCRETE NAILS • KEYSTONE TIE WIRE

SHEATHING, SIDING AND INSULATION

Experimentation with natural and synthetic products is beginning to produce big sheets of new materials that replace a number of layers in conventional outer walls. Many of these new products combine structural strength, high insulating value, a choice of finishes and colors. They should help cut the cost of exterior walls.

Insulation board sheathing for use without corner boards is now on the market. Named Strongbord, the sheathing is $\frac{1}{2}$ " thick, 4' wide, comes in 8' and 9' lengths. Made of wood fibers bonded together with bituminous compounds, it can be used as an interior or exterior surface, and painted with polyvinyl acetate paint.

Johns-Manville, New York City.

For details circle No. 138 on coupon, p. 272

Multiple aluminum insulation $5\frac{1}{4}$ " deep is said to have insulating value twice that of conventional blanket of the same thickness. Known as Infra Insulation Type 9, it comes in long, lightweight rolls and is made up of eight aluminum-fiber laminate layers, $\frac{3}{4}$ " apart. It stretches from joist to joist and can be stapled in place.

Infra Insulation Inc., New York City.

For details circle No. 139 on coupon, p. 272



Black Styrofoam is now scored so it can be broken to different widths right on the job. Grooves at 3", 12" and 20" marks across the 24" width of each board make on-the-job selection of sizes quick and easy, give a choice of size to fit most foundation and cavity walls. Called Scorboard, boards are 1" thick, 8' long.

Dow Chemical Co., Midland, Mich.

For details circle No. 140 on coupon, p. 272

Lightweight concrete called Durox comes in slabs, panels, or building blocks. The material can be cut, sawed, or shaped with conventional hand tools at the job site. Its density can be as low as 25 lbs. per cu. ft., so shipping costs are low and handling on the job is easy. Material has good water- and fire-resistance.

US Durox Corp., Denver.

For details circle No. 141 on coupon, p. 272

Polyethylene film in special carton dispenser makes on-the-job handling easier. The polyethylene has an edge-width that marks footage, thickness and width. And it can be pulled out and cut like waxpaper. The part of the roll left in the box is kept clean and ready for use. Rolls are 100' long, $10\frac{1}{2}$ ' or $16\frac{1}{2}$ ' wide.

Kordite Co., Macedon, N.Y.

For details circle No. 142 on coupon, p. 272

Calsi-crete is a lightweight cellular concrete now being put into production for use as siding, roof decks, wall panels, etc. It is now manufactured in 1'-8" x 6'-8" panels $3\frac{1}{2}$ " thick, weighing 110 lbs. and with a density of 34 lbs. per cu. ft. It can be cut on the job with hand or power tools, and can be nailed, as well as plastered and painted.

Continental Matls. Corp., Pacific, Mo.

For details circle No. 143 on coupon, p. 272

Aluminum foil insulation has polyethylene backing that increases its value as a vapor barrier, according to the manufacturer. The material is available in two types—Alfol Type 22 for ceilings, sidewalls; Type 44 for crawl spaces and exposed ceilings.

Both come in rolls to fit 12" to 24" o.c. framing.

Reflectal Corp., Chicago.

For details circle No. 144 on coupon, p. 272

New particle board, called Flake-Bond, is a core material with a variety of uses. It is available in 24", 30" and 48" widths, and lengths ranging from 24" to 120".

With either a natural or veneered face, it can be factory processed to resist fire, termites, and mold.

Carolina-Pacific Sales, Inc., Wilmington, N.C.

For details circle No. 145 on coupon, p. 272

This plywood sheathing is guaranteed to store outdoors mold-free and without delamination for as long as a year. Known as Premium, it is available in 4' x 8' panel size, and in five thicknesses, from $5/16$ " to $3/4$ ". All panels are edge-sealed with a special black sealer to help prevent moisture absorption.

Georgia-Pacific Corp., Portland.

For details circle No. 146 on coupon, p. 272

Insulite primed siding is factory prime-coated on all sides and edges. Horizontal (lap) siding is $\frac{1}{2}$ " thick, 1' wide, comes 8', 12' or 16' long. Vertical panels are $\frac{1}{2}$ " thick, 4' wide, 8' long, come with grooves and shiplap joints, or without grooves and with butt joints for use with battens.

Insulite Div., Minnesota and Ontario Paper Co., Minneapolis.

For details circle No. 147 on coupon, p. 272

New asbestos shingle siding comes in two special widths—9" and $14\frac{3}{4}$ ". The 9" width is recommended by the manufacturer for remodeling older homes, because it makes them look lower, like today's new houses.

Both are available in 32" lengths, and in five colors: green, grey, tan, rose and white.

National Gypsum Co., Buffalo.

For details circle No. 148 on coupon, p. 272

SWAY HER "HOME-BUYING DECISION" WITH THE NEW

Caloric

BUILT-IN GAS RANGE



Usually it's the woman who makes the final decision "to buy or not to buy." And what woman doesn't base her home-buying decision largely on the kitchen?

She'll like the larger, smoother surface of this completely-new Caloric oven-broiler unit . . . the separate top burner units that can be conveniently placed to save steps, save time . . . and all Caloric's other years-ahead features. She can choose from a variety of dazzling porcelain enamel colors or metal finishes to match, contrast, or blend with her kitchen color scheme.

Install this modern, more-beautiful-than-ever Caloric Built-In and watch it "swing the sale."



NEW! MEAT THERMOMETER provides precise, automatic control in meat roasting. Thermometer is set and inserted in meat. Turns oven off automatically when meat is done.



NEW! MORE SPACIOUS OVEN is 1 1/4 inches deeper than before. Complete oven-broiler unit looks larger, but fits the same cut-out dimensions of previous Caloric Built-In gas ranges.



THERMO-SET TOP BURNER gives the same automatic temperature control to top burner cooking that's available in oven cooking. Makes every pot and pan an "automatic" utensil.



NEW! ROTO-ROASTER rotisserie in the oven lets family have a barbeque any day of the year. Meats come out moister and more tender than conventional oven-roasted meats.

VISIT SPACE 825-826 N.A.H.B. SHOW
THE COLISEUM, CHICAGO, ILLINOIS

Caloric

THE BUILT-IN GAS RANGE SPECIFIED BY LEADING HOME BUILDERS FOR AMERICA'S BEST HOMES

CALORIC APPLIANCE CORP., TOPTON, PA. • RANGES • DRYERS • BUILT-INS • DISPOSERS

CALORIC APPLIANCE CORP.
DEPARTMENT HH-1
TOPTON, PA.

Please send me full descriptive literature on the new Caloric Built-In Gas Ranges.

Name _____

Address _____

City _____ State _____

look what you can



new **RCA WHIRLPOOL** kitchens



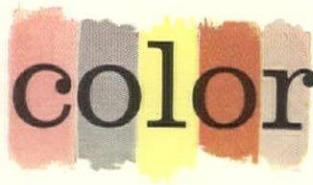
Door and drawer fronts snap on... without tools!

With new RCA WHIRLPOOL Imperial cabinets you install the door and drawer fronts after the home buyer has selected the colors. Only the shells are installed during construction. Then, after the clean-up crew is finished, the fronts are snapped on by one man in minutes . . . without tools, screws, or bolts. There's no chance of marring or scratching.

Now, for the first time, you can show five different color styled kitchens in one home. For the first time, you can offer prospects complete flexibility and variation in kitchen styling. And, for the first time, you can offer complete kitchens with the brand name your prospects know best, want most, and buy readily.

All-new RCA WHIRLPOOL kitchens consist of a *complete* standard line of cabinet shells made of steel for durability and ease of installation . . . with door and drawer fronts of wood for extra sales appeal. The fronts are finished in rich fruit-

do with color now!



In minutes the gay "Carnival Color" kitchen at left can be changed to quiet Traditional . . . simply by snapping on rich fruitwood finish fronts. One color may be used all over, or an accent color may be used on certain cabinets.



And, it's so simple to mix and match several colors as in this two-tone decor. There's infinite variation . . . and the fronts may be changed any time . . . actually, it's easier to restyle these kitchens than to rearrange living room furniture!

change the selling picture!

wood and limed oak plus popular pink, yellow, and white for dramatic styling . . . and are easily interchangeable for infinite styling variation.

Mail the coupon now for complete information about the most saleable, most profitable kitchens ever created . . . RCA WHIRLPOOL kitchens!

Contract Sales Division
Whirlpool Corporation, St. Joseph, Michigan

Please rush me complete information about the new RCA WHIRLPOOL interchangeable front cabinets.

NAME _____

FIRM NAME _____ TITLE _____

FIRM ADDRESS _____

CITY, ZONE, STATE _____

 **Whirlpool** KITCHENS

RCA WHIRLPOOL Home Appliances

Products of **WHIRLPOOL CORPORATION** St. Joseph, Michigan



Random-plank effect on walls is obtained with 4' x 8' panels of Nutmeg tone Samara V-Plank®.

Now—Prefinished Hardwood Paneling by Weldwood at a lower-than-ever price!

Three beautiful new prefinished Samara® panels make any room a show place . . . yet cost only 47¢/sq. ft.—retail.

NUTMEG SAMARA

Its deep, rich shade lends dramatic contrasts to light-colored rooms.

In sunlight or shadow, this African hardwood paneling has a spirited appeal for your prospects. Its beauty attracts their interest, and its easy-to-care-for luxury appeals to their common sense.

Only Weldwood's completely automated new prefinishing facilities could offer such beauty while saving you such labor and costs! A 17-step process, utiliz-

CINNAMON SAMARA

Warm cherry tone blends with traditional and contemporary furnishings.

ing genuine lacquer finishes rather than the cheaper synthetic varnishes, produces a tone "furniture finish" of utmost durability and beauty. Each panel is guaranteed for the life of the home.

See a complete display of Weldwood Paneling at your Weldwood lumber dealer's or at any of our 106 offices. In Canada: Weldwood Plywood, Ltd.

SUN TAN SAMARA

Its sunny color adds a cheerful note to shaded rooms—ideal for family rooms.

— SEND FOR FREE NEW PREFINISHED PANELING BOOK —

United States Plywood Corp.
55 W. 44th St., New York 36, N. Y.

Please send me a copy of the full-color book, "Presenting Weldwood Prefinished Paneling For Fine Interiors."
HH 1-58

Name

Firm

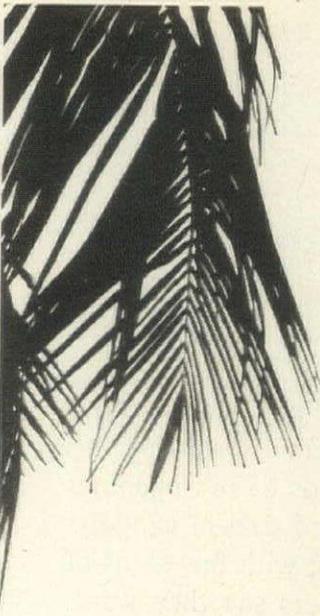
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City Zone State

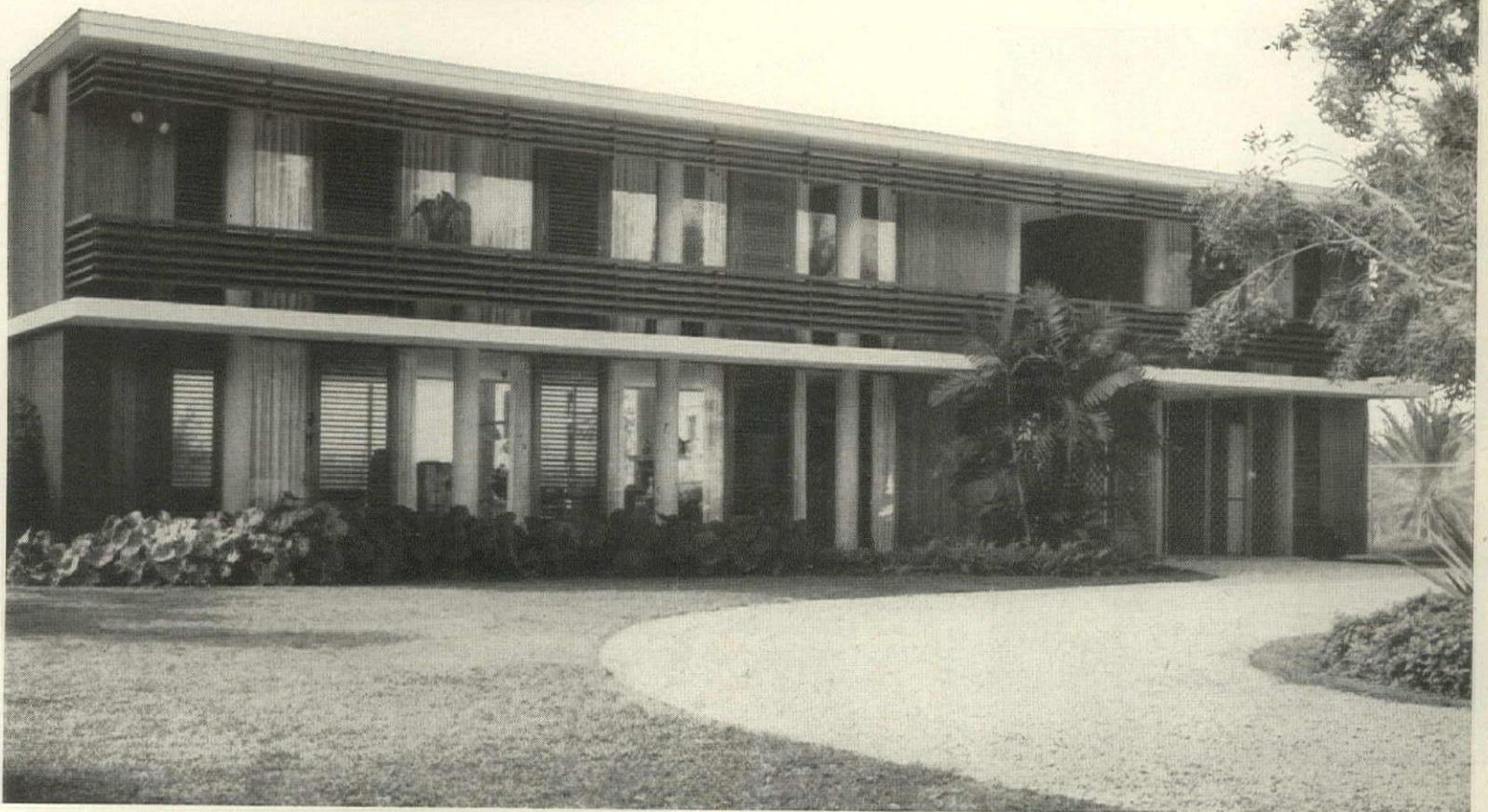


WELDWOOD® WOOD PANELING

Softwood and Hardwood Plywood
Doors • Lumber • Finishing Materials



**California
redwood
at home
in Florida...**



Residence, Miami Beach, Florida Nims & Browne, Associated Architects

Ezra Stoller Photo

North, south, east, west... the natural beauty of California redwood enhances fine homes, while the ingrown durability of its heartwood assures resistance to decay. For architectural use, be sure to specify "CRA-Certified Kiln Dry."



CALIFORNIA REDWOOD ASSOCIATION • 576 SACRAMENTO STREET • SAN FRANCISCO 11

WINDOWS

More and more windows are coming from the factory fully assembled and ready to be nailed in place from the outside. Equally newsworthy is the improved hardware being used on many types of windows to make operation and cleaning easier.

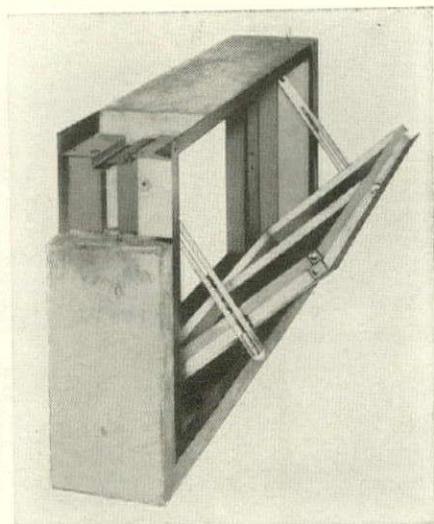
New four-way windows (see item 156, opposite page) are a move in the direction of simplification, and a few makers are starting this year to produce windows that fit $30\frac{3}{8}$ " , $46\frac{3}{8}$ " , or $62\frac{3}{8}$ " openings between studs 16" o.c. But a multiplicity of assorted sizes of windows continues to pour from the manufacturers' plants, with few signs of standardization on the sizes architects and builders say they want. (Standardization Round Tables, H&H June '55 and Jan. '57.)



Unilock windows have a special locking pattern so they can be combined as awning, casement, hopper, or fixed windows. Locking device is said to prevent air and water seepage between frames.

Fabrow Mfg. Co., Toledo.

For details circle No. 149 on coupon, p. 272



These basement windows eliminate need for metal bucks, wood forms and lintels with brick veneer or frame. They are 8", 9", 10" deep—full thickness of walls.

Colorado Metal Prods., Denver.

For details circle No. 150 on coupon, p. 272

Modular aluminum windows are now on the market in three new series. All are on a standard 4" module.

Of the new types, one, series 60, is double-hung, with channel frame sections. Series 70, double-hung, and series 80, single-hung, both have integral fin trim sections running the full perimeter of the windows.

The fin on series 70 and 80 is pre-punched for nail or screw placement, so the windows are quickly fixed in place over sheathing or framing.

Series 70 and 80 windows are for wood stud framing with wood siding or brick veneer. Series 60 windows can also be used with wood framing, but are mainly for easy installation with clips or anchors in solid brick and concrete block walls.

Ceco Steel Products Corp., Chicago.

For details circle No. 151 on coupon, p. 272



Awning window has extra narrow mullions so it can be used singly, or in twos or threes. Continuous casing eliminates stools and aprons.

Malta Mfg. Co., Malta, Ohio.

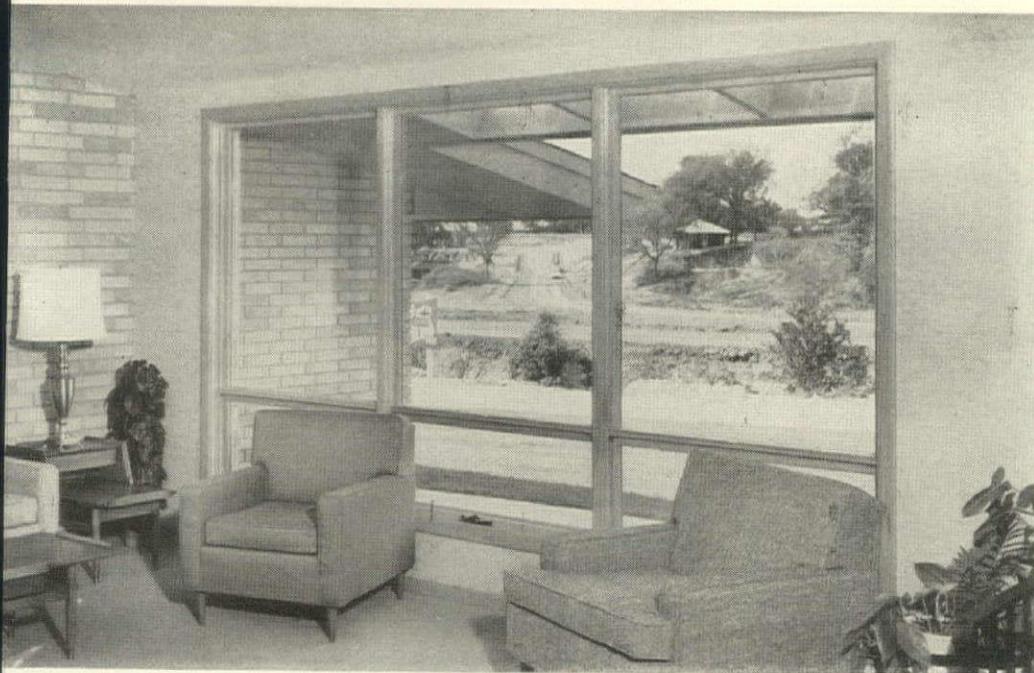
For details circle No. 152 on coupon, p. 272



Surelok windows have new hardware that makes operation easy and quick; one right-hand crank does it all, including locking.

R-O-W Window Co., Joliet, Ill.

For details circle No. 153 on coupon, p. 272



New window unit combines fixed and ventilating sash

The window shown above has a fixed upper sash with a narrow bottom rail that doubles as the receiving jamb for the awning-type operating sash below. So each unit gets the advantage of both kinds of windows in one. Because the wood frames are so thin, several of the windows can be used side by side without mullions looking bulky. Called Beauty-Line, the unit comes in seven

Four-way windows are basic units designed for variety in installation. They may be used as awning types, hopper vents, casements, or fixed sash. Four-way units come in two-sash and single-sash series. Single sash units may be combined in a group, or used with two-sash or picture units.

Qualitybilt Woodwork, Dubuque, Ia.

For details circle No. 156 on coupon, p. 272

sizes, including six common double-hung sizes. Heights vary from 3'-6" for a privacy window to 6'-1" for a view window. Available options include aluminum screen, choice of three operators, and removable double glazing or welded insulating glass. The unit is completely factory-assembled.

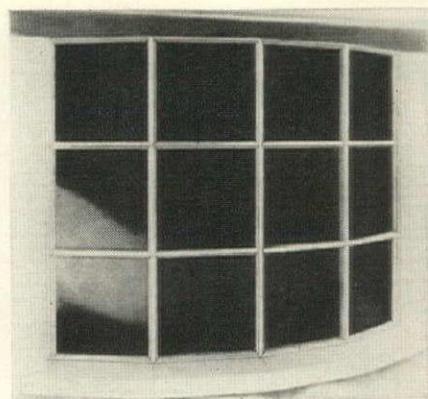
Andersen Corp., Bayport, Minn.

For details circle No. 154 on coupon, p. 272

Combination window unit combines advantages of awning window with the conventional look of double-hung sash. Each unit has an upper fixed window, and a ventilating lower section. Called Twinlite, it comes in seven sizes, 32" or 44" wide, completely assembled and with all hardware attached.

Rolscreen Co., Pella, Ia.

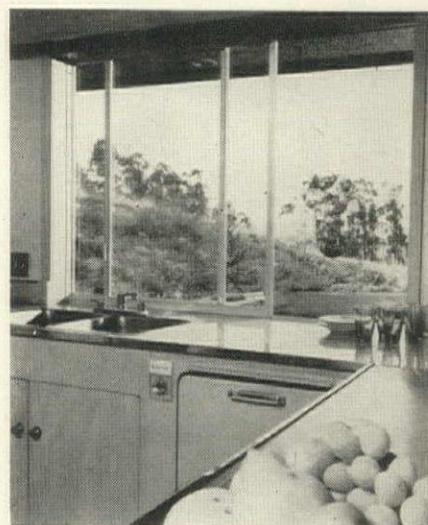
For details circle No. 157 on coupon, p. 272



Aluminum bay window is a completely assembled unit, ready for nailing, and designed for insulating glass. Now available in a variety of sizes, and in 12 and 18 degree angles.

The Maco Corp., Huntington, Ind.

For details circle No. 155 on coupon, p. 272



Sliding aluminum window will be marketed nationally in 1958. Window has automatic latching, double weather-seals, fin for nail-on installation.

Arcadia Metal Prods., Fullerton, Calif.

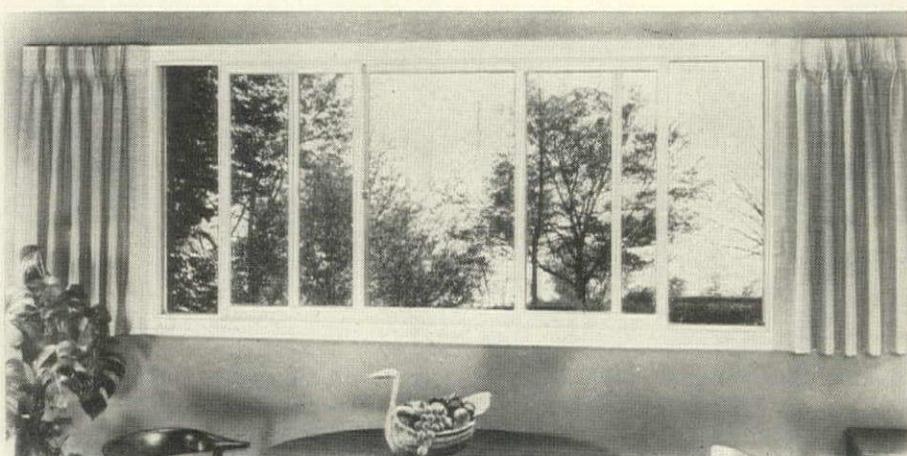
For details circle No. 158 on coupon, p. 272



Bilt-Well casement line has fully-concealed sliding hinge and two complete systems of weatherstripping. The windows opens a full 90 degrees.

Carr, Adams & Collier Co., Dubuque.

For details circle No. 159 on coupon, p. 272



Sliding wood window units are removable for cleaning, painting. Called Style-Trend, they are available as sliding units, or as combined sliding and picture units. Available optionals: drip cap, inside trim, storm sash, aluminum

screens, and self-storing storm sash and screen units.

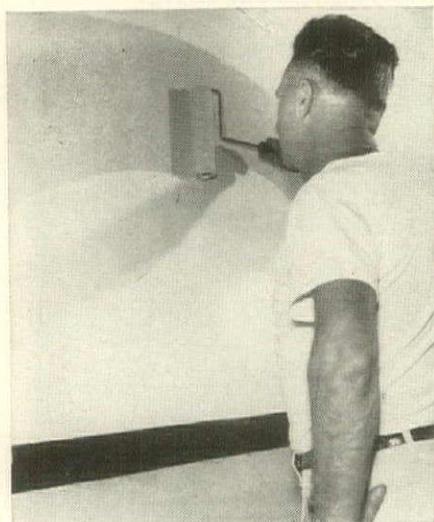
This new line is now available in over 20 different sizes.

Curtis Co., Clinton, Ia.

For details circle No. 160 on coupon, p. 272

PAINT

Paint makers are getting new products from the chemical and plastics industry every day. These new chemical compounds are making better paint formulations: paints that will dry in minutes, lay up in thick coats that won't run, have texture as integral as the color. Developments in styrene-butadiene formulations are making many of these paints usable for exteriors. And a new vehicle by American Cyanamid combines the best qualities of latex emulsions and alkyd base paints. This new vehicle can be cleaned out of rollers, brushes, or sprayers with water; it has high hiding power and scrub resistance; it gives control of sheen down to a dead flat finish.



Redwood sealer for both exterior and interior use gives a one-coat, non-bleeding surface that can be painted or varnished. The finish penetrates the wood and gives a water-resistant, low-lustre surface. Also available: a suede-finish, latex-emulsion concrete floor paint that has excellent adhesion and wearing qualities.

Minnesota Paints, Inc., Minneapolis.

For details circle No. 118 on coupon, p. 272

New masonry coatings—Sika-Kote, Sika-Gard, and Sika-Pel—protect with one application. The first is a cement-like powder, applied as a slurry, that fends off water above and below grade. Sika-Gard is a liquid floor hardener that seals concrete floors. Sika-Pel is a transparent water-repellent for masonry.

Sika Chemical Corp., Bldg. Products Sales Div., Passaic, N.J.

For details circle No. 120 on coupon, p. 272

Latex-base deck paint will adhere to masonry floors without the usual acid-etch wash. Available in six colors, it will dry in minutes so you can apply two coats in a day.

National Gypsum Co., Chicago.

For details circle No. 115 on coupon, p. 272

Masonry waterproofing for all above-grade exterior surfaces is a blend of silicone and solvents that is said to be easy to apply. It can be sprayed or brushed on for lasting one-coat protection that makes no change in appearance.

Reardon Co., St. Louis.

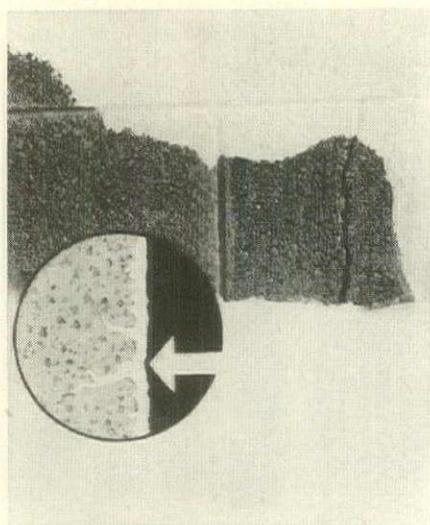
For details circle No. 116 on coupon, p. 272

One coat spray-on interior finish covers about 200 sq. ft. per gallon, and dries to the touch with a ripple texture in 30 to 60 minutes. Available in eight colors.

Company's new asbestos board primer seals against burning and gives complete hold-out of finish coats.

Arco Co., Cleveland.

For details circle No. 117 on coupon, p. 272



Textured masonry paint offers water-resistance and elasticity, has a plasticized base that will bridge hairline cracks. (See photo above.) Available in a wide color range, Hydrocide Color-coat can be used on both interior and exterior masonry above grade.

L. Sonneborn Sons, Inc., New York City.

For details circle No. 119 on coupon, p. 272

Pool 'n Patio paint is a rubber-base enamel for concrete swimming pools, patios and masonry floors. Comes in six colors, can be applied by brush, roller or spray. The paint is resistant to water and chemicals.

And a new textured paint—a combination of alkyd and latex—can be used over plaster, wallboard, masonry and painted walls with no prime coat needed. Will cover dents and seams.

Lowe Brothers Co., Dayton.

For details circle No. 121 on coupon, p. 272

A clear, high gloss varnish for floors or wall panels dries in less than an hour. The alkyd-resin varnish has excellent resistance to scuffing.

Benjamin Moore & Co., New York City.

For details circle No. 122 on coupon, p. 272

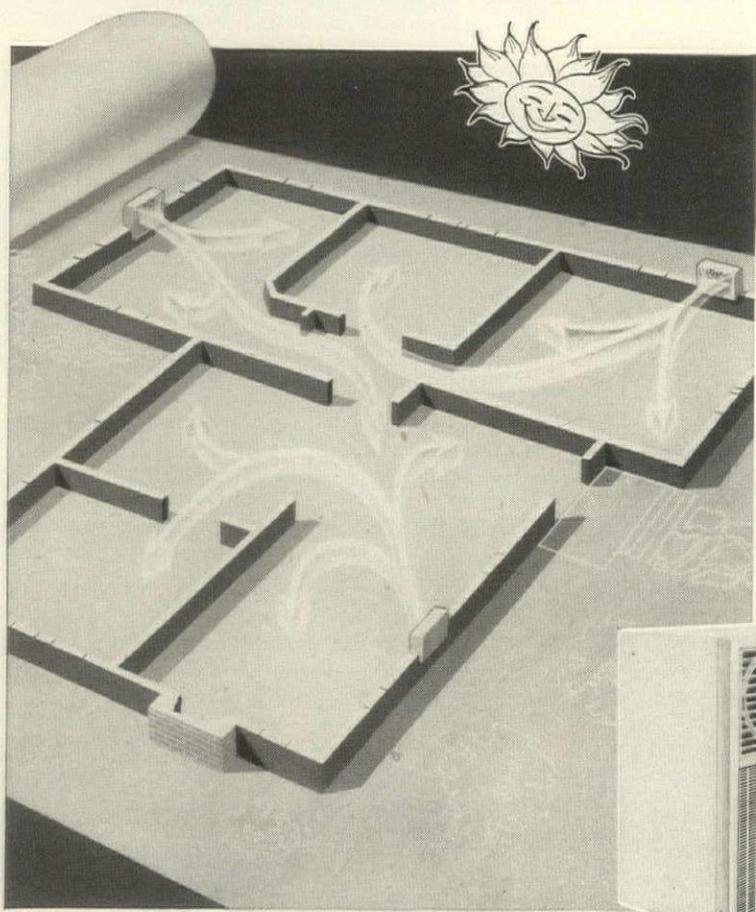
Solid color Plextone in 10 pastel shades gives the same textured effect in one color as the current multi-colored Plextone gives. Sprayed on, one coat of the paint is said to equal in resistance to wear and in hiding power up to five coats of ordinary, brushed-on paint.

Plextone Corp. of America, Newark, N.J.

For details circle No. 123 on coupon, p. 272

Air Conditioning zone by zone

with the new General Electric Built-In Thinline



Here at last is a permanent air conditioning system that's easy for you to install—economical for your buyers to operate.

By installing Built-In General Electric *Thinline*s zone by zone, you can air condition a whole house without needing plumbing or costly ductwork—without wasting floor or window space!

And the system's fully automatic! As the sun moves around the house, unneeded units turn off and those in the warm rooms go on. Buyers don't have to pay to cool rooms that are not in use.

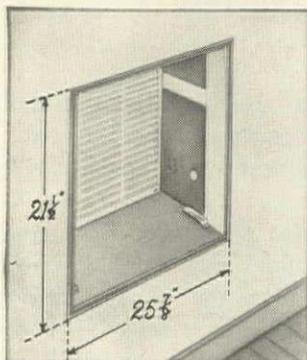
Built-In *Thinline*s are *so thin* that there's no unsightly overhang inside or out to mar the appearance of the house. They come in $\frac{1}{2}$, $\frac{3}{4}$, and 1 hp. models. All fit the same thin case.

Every *Thinline* is pre-sold to your buyers through national advertising, backed by expert service and a written guarantee, designed to meet FHA requirements.

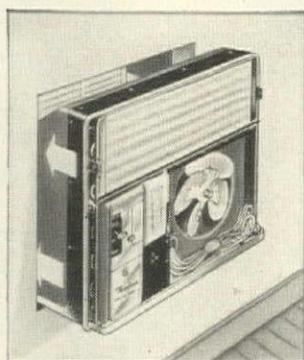
See your General Electric retailer soon for full details. General Electric Company, Louisville 1, Kentucky.



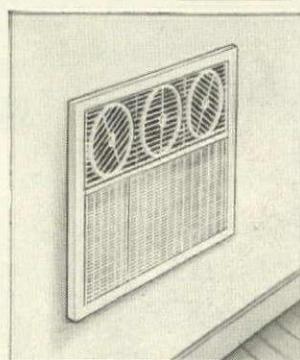
It's simple to install the new General Electric Thinline Built-In model



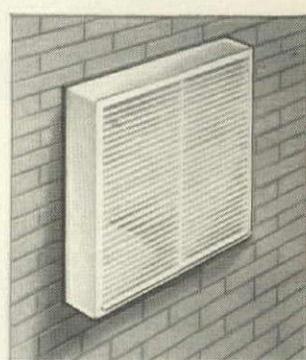
Case is installed during construction—mounts in any kind of wall. Panel protects opening until building is completed.



Thinline mechanism slides into case later. Six screws hold it in place—give you a quick, weather-tight installation.



Add appearance front, air filter, grille. Plug in and the *Thinline* is ready to operate. Grille can be painted if desired.



On the outside the *Thinline's* aluminum grille will keep its good looks for years. Paints easily to match the exterior.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

"TWINDOW helps me

says BOB SCHMITT, Berea, Ohio, builder

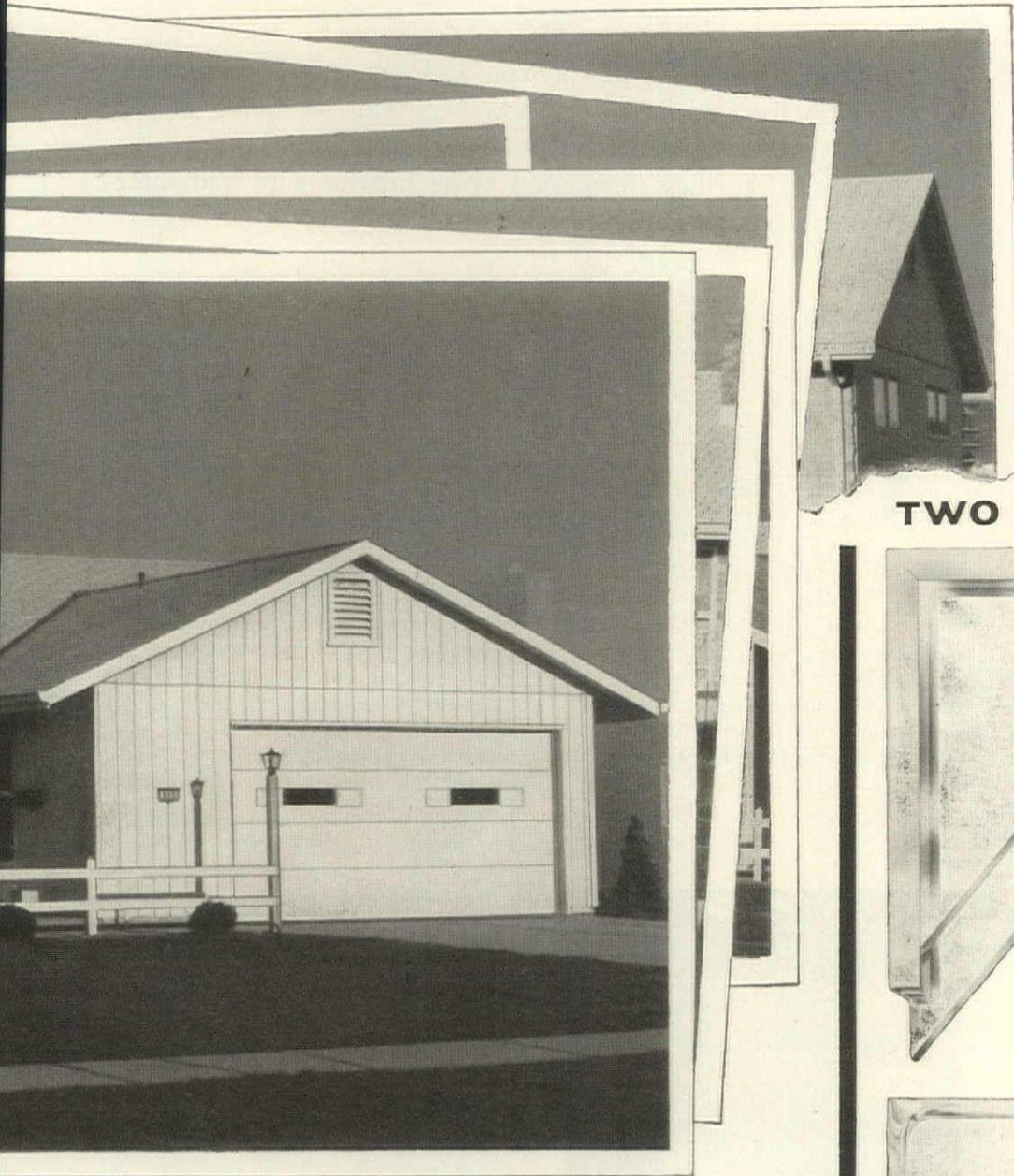


MR. SCHMITT, well-known Ohio builder, has won national recognition for his efficiently built homes, which are presently in the \$22,000-\$30,000 price range.

He includes TWINDOW insulating glass in the houses he builds, because, as he stated: "In the first place, these insulating glass units help me sell my homes faster. That's because I can tell prospective buyers that TWINDOW substantially reduces heating and cooling costs . . . keeps rooms warmer in winter, cooler in summer . . . lessens cold air downdrafts . . . minimizes window steaming and icing . . . muffles outside noises.

"I emphasize, too, that this insulating glass eliminates the need for storm windows. This is a matter of great concern to the purchaser, for, with TWINDOW, he is not faced with the extra expense and bother of storm windows, after he moves into the house. Also, it means a lot to me as a builder, since I am not subjected to customer complaints on this score, after

sell my homes faster”



TWO TYPES OF TWINDOW

TWINDOW—METAL EDGE.

This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of 1/4" clear-vision Plate Glass, with a 1/2" sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safer, quicker, and easier.



TWINDOW—GLASS EDGE.

This type is just the thing for modern window wall construction. It, too, has exceptional insulating properties. It is constructed of two panes of 1/8" PENNVERNON®—the quality window glass—with a 3/16" air space between. TWINDOW—glass edge units come in popular sizes for a variety of window styles.



Architects: Heine, Crider & Williamson, Berea, Ohio

the sale is made. What's more, I have found that TWINDOW costs no more than single-pane windows plus storm sash. And these units are quickly, safely and easily installed."

Why not get all the facts on TWINDOW? Find out how these insulating glass units can help *you* sell more homes faster. Write to Pittsburgh Plate Glass Company, Room 8108, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

TWINDOW®
... the windowpane with insulation built in

You are cordially invited to visit our display in Booth No. 427 in the Sherman Hotel, Chicago, during the National Association of Homebuilders' exhibition—
 from January 19-23.



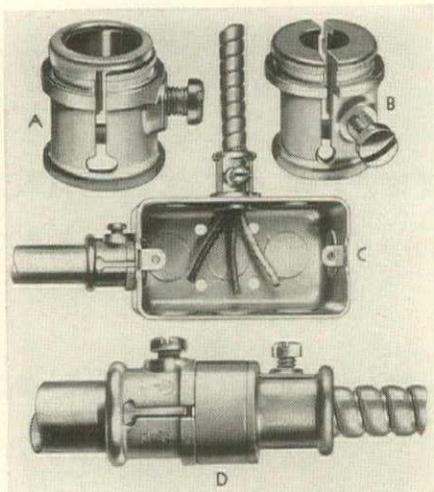
Paints • Glass • Chemicals • Brushes • Plastics • Fiber Glass

PITTSBURGH PLATE GLASS COMPANY

In Canada: Canadian Pittsburgh Industries Limited

ELECTRICAL

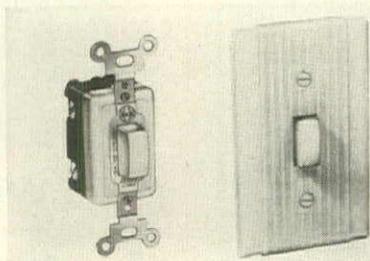
New wiring devices with pressure-lock or snap-in connectors instead of screw terminals are now beginning to come on the market to meet the demand for lower costs in rough wiring. Developments like these may soon make heavier wire and three-wire systems economically feasible.



New connectors, one for joining conduit (A) and one for joining BX (B) to terminal boxes are a snap-in type attached without nuts. No wrench or pliers needed—connector snaps to box.

Badger Die Casting Corp., Milwaukee.

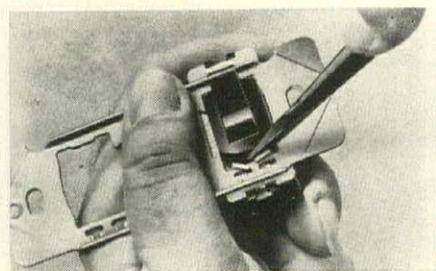
For details circle No. 168 on coupon, p. 272



New switch gives instantaneous and noiseless light control at gentlest pressure of finger tip on any area of the button. Fits any standard toggle wall plate. Screw or screwless terminals.

Arrow-Hart & Hegeman Electric Co., Hartford.

For details circle No. 170 on coupon, p. 272



Interchangeable wiring devices with screwless, pressure lock terminals give firm mounting on any bracket in only seconds. Double-hook on device is simply twisted with screw driver. Line includes outlets, switches, pilot lights.

General Electric Corp., Providence.

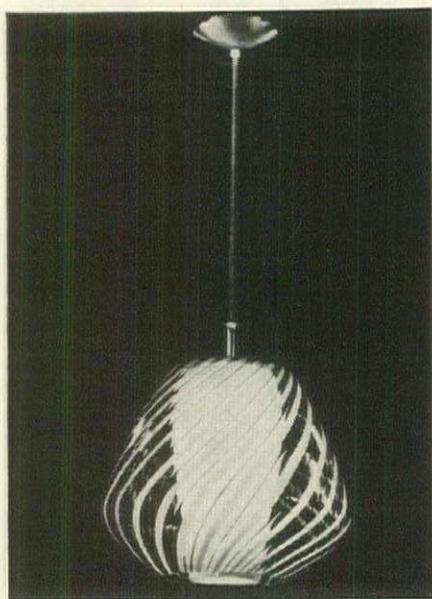
For details circle No. 171 on coupon, p. 272



Outdoor lighting fixture line features old English carriage lamps and gas light styling.

Moe Light Div., Thomas Industries, Inc., Louisville.

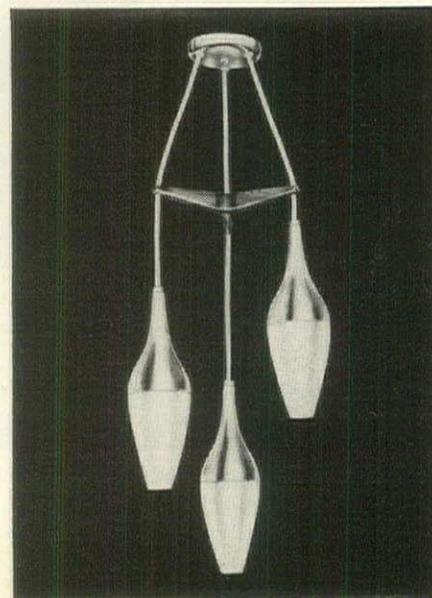
For details circle No. 169 on coupon, p. 272



Glass-in-glass "brandy snifter" combines etched outer glass with even lighting of an opal inner cylinder.

Lightolier, New York City.

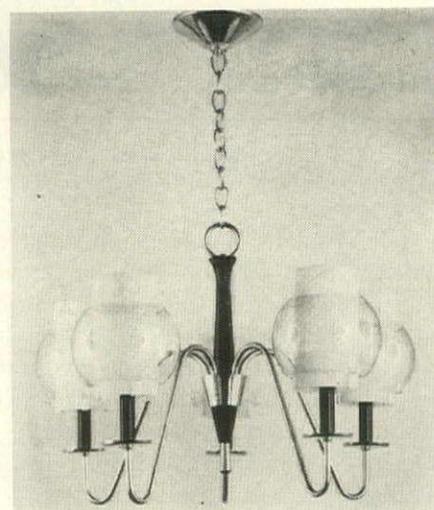
For details circle No. 172 on coupon, p. 272



"Ten Pin" cluster fixture with walnut spreader has each unit capped with perforated brass.

Imperial Lighting Prod., Latrobe, Pa.

For details circle No. 174 on coupon, p. 272



Chandelier is brass with black and white trim. Inner glass cylinders are opal, outer glass is clear.

Globe Lighting Products, Brooklyn.

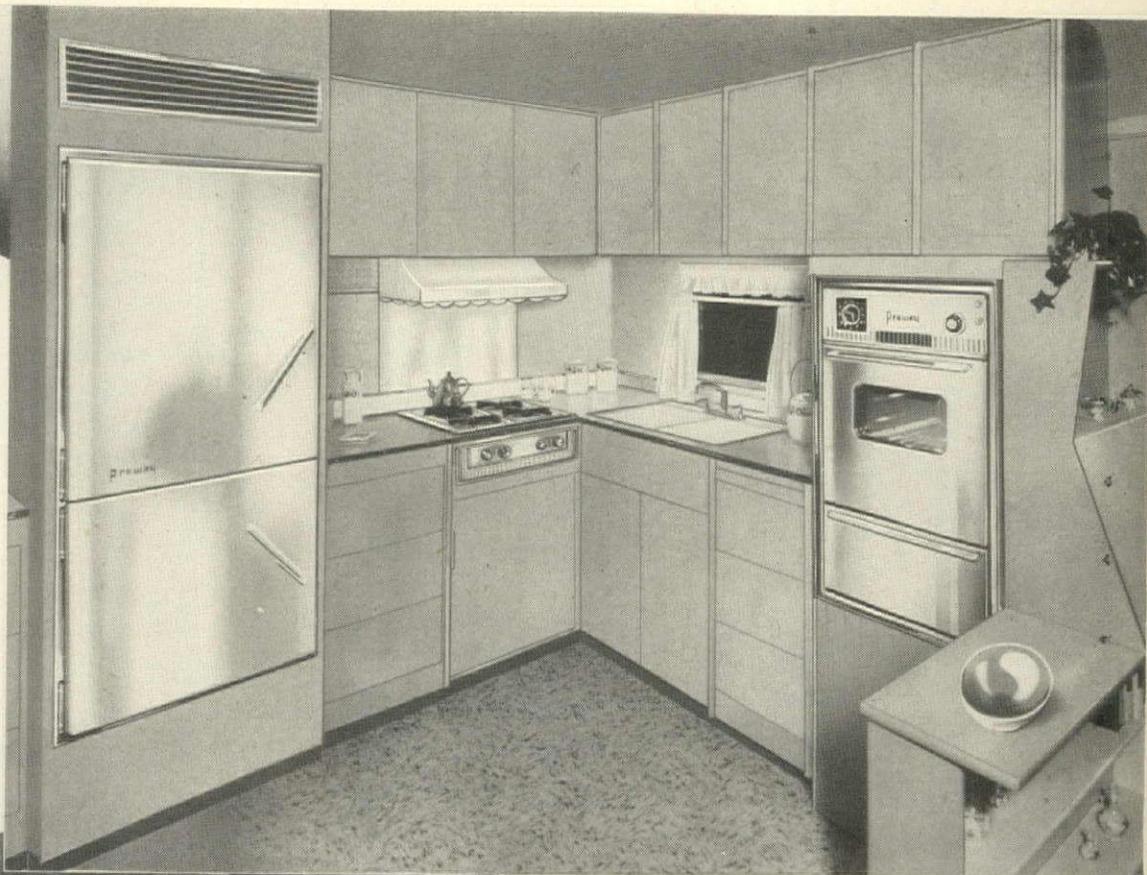
For details circle No. 173 on coupon, p. 272

NEW PRODUCTS /end

*"I don't worry
about service
calls with*



Bilt-In ranges"



*"Our most expensive
costs — trouble calls —
have just disappeared"*

says Martin H. Braun
prominent Chicago Architect-Builder
and president of the
Home Builders Association
of Chicagoland*

**Heretofore known as Chicago Metropolitan Home Builders Association.*

A big successful home builder like Martin H. Braun doesn't spend more than others for his kitchens — *but he does try to get more for his money.* This point is well illustrated by his selection of PREWAY Bilt-In ranges — offered to buyers of the 410 homes that he is now building in Martindale Estates.

Mr. Braun knows the PREWAY Wallchef and Counterchef units provide the eye appeal a kitchen needs; he knows they offer the automatic cooking features that women look for — and most important to the builder, Mr. Braun has learned that PREWAY Bilt-Ins go in quickly and PERFORM PERFECTLY after installation.

Calls for servicing are not experienced — nor need they be expected. That's what Martin H. Braun especially likes and looks for — and why he now concen-

trates on this pioneer line of color co-ordinated built-in appliances. It might be a very good reason for you, too, to investigate PREWAY. Hundreds of other large and small builders already have.

Write today for colorful specification bulletins that give you full information on PREWAY Bilt-In ranges, electric and gas; PREWAY Bilt-In refrigerator-freezer; and PREWAY range hoods.



INC. | 2158 Second Street, North
Wisconsin Rapids, Wisconsin

Since 1917 — Pioneer manufacturer of built-in appliances — refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods.

A tale of

*or How Honeywell Zone Control can make life
far more pleasant for your customers and you*

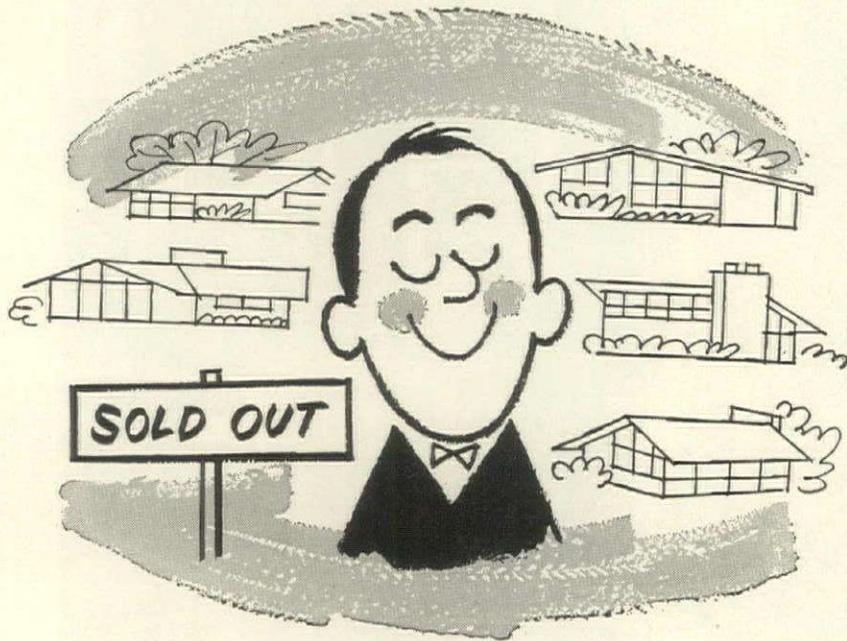


Builder A found selling tough.
His homes weren't moving fast enough.
Though prospects liked their style and look.
They didn't have that extra "hook,"
(A plus that helps your homes to sell
Like Zone Control by Honeywell).

And when his homes were finally sold.
Old winter came and brought the cold.
Then A began to hear the screams.
His basements were like ice, it seems.
And the picture window with its view,
Left people cold. (They shivered, too.)



two builders



B sold out *his* homes darn quick.
He had a special selling trick.
“The heating system’s zoned,” he said,
“To feed heat where it should be fed.”
And here’s another plus for you,
This Zone Control’s for cooling, too!

Then he showed the extra thermostat.
(It didn’t take much more than that.)
And when B’s homes were occupied,
His customers stayed satisfied,
Enjoyed the comfort, loved the view
B did all right

And you can, too!



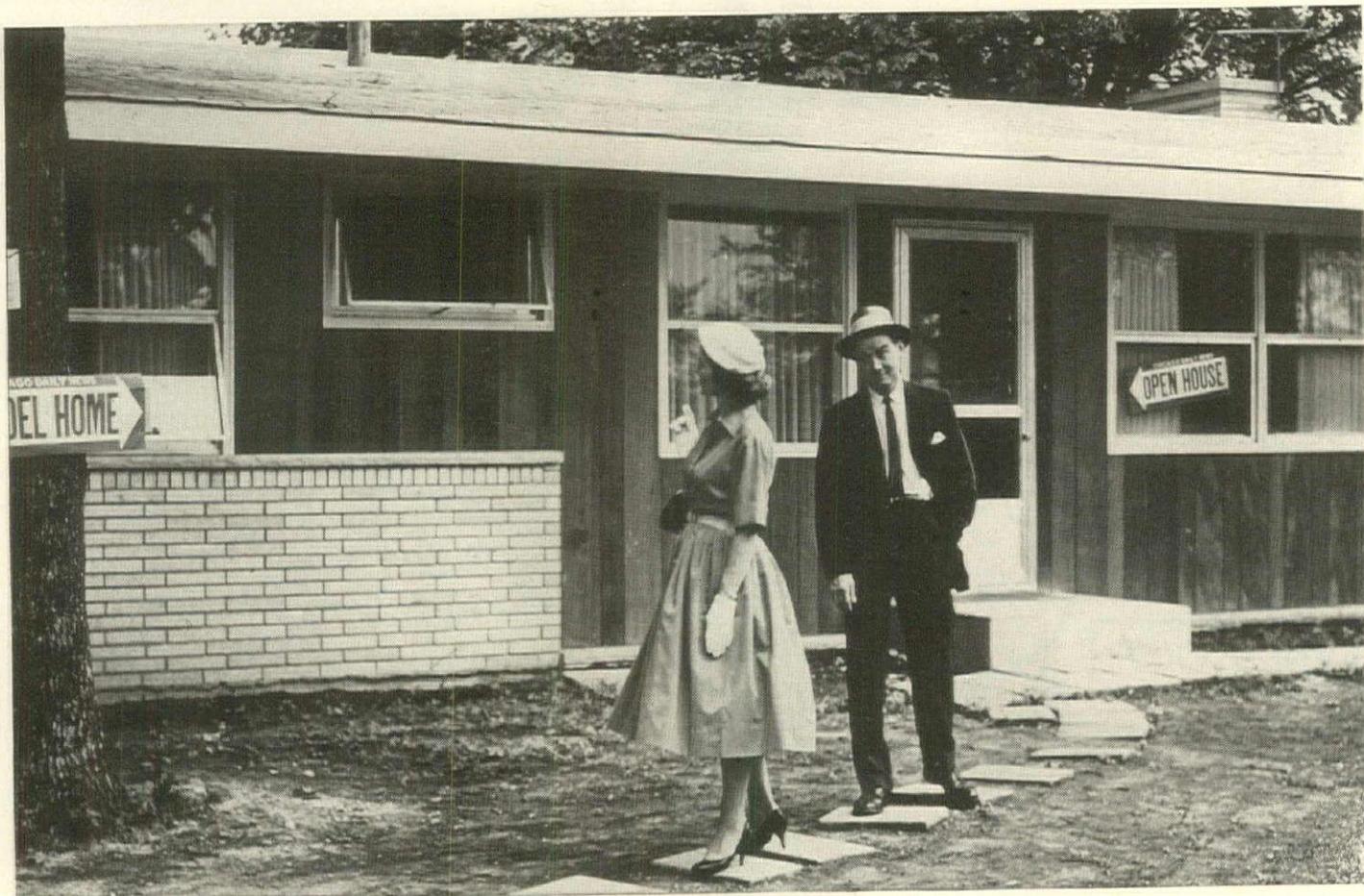
Ask your heating and air conditioning contractor about Honeywell Zone Control especially for these 6 problem areas.

1. Finished basements. 2. Split-level homes. 3. Rooms over unheated areas. 4. Large concentrated glass areas. 5. Spread out floor plan. 6. Living and sleeping areas. There’s a Honeywell Zone Control system adaptable to all types of installations—all types of homes. For further information about this extra selling feature for your homes contact your contractor or the Honeywell branch nearest you.

MINNEAPOLIS
Honeywell



First in Controls



What do you do when prospects are at your door?

Many model house salesmen will do a better job after seeing Hotpoint's new slide film "Take It from Here." This colorful effort to teach salesmen of new houses how to turn prospects into buyers is light and amusing—but always to the point. (Hotpoint never steals the show for its own products.) The basics of good selling unfold so painlessly that most salesmen will find the film entertaining as well as profitable. Narrator of the well acted and directed film is an easily recognized Reluctant Husband. Below are some highlights from the 12-minute show. (Film showings can be arranged through your local Hotpoint distributor. An eight-page brochure with a long list of good rules for new house salesmen is given out at each showing.)



HUSBAND: If you think shopping for a new home is any picnic, you've got another think coming. I kept telling Sarah, this is no time to be buying a new home. They're overpriced, way too much for what you get. Just aren't built the way they used to be . . .



The more houses we traipsed through the harder it was for Sarah to decide. One house had one feature, another had something else. Just like this salesman told us, it's all a matter of personal preference. Either you fall in love with a house, or you don't . . .



But that salesman at Tripoli Homes. Oh brother! He must have been a new man. Met us right at the door, asked us our names, how many children we had, where I worked, and so on.

I had to admit he seemed really interested in helping us choose a house

to fit our needs. But I wasn't about to buy a new house just to do a favor for a nice guy. And I knew he was going to start selling any minute.



SALESMAN: Mr. Johnson, as you probably know, there are three basic points to consider about any house: the right location, the right style and the right floor plan for you. All three points reflect the planning that's gone into our homes . . .



The style of this house is modern today and you'll be proud of it 30 years from now. And our architect put the same care into the floor plan. This huge living room, for instance. It's not in the way of your normal traffic pattern. . . .



HUSBAND: It didn't take me long to see a lot of thought and planning had gone into this house and development. Course, the average person probably wouldn't notice these fine points of architecture . . .



What I was really interested in was quality. And you can always spot the cheap construction they use today if you know what to look for.



SALESMAN: I can see you're a man who knows quality when he sees it, Mr. Johnson. You've probably noticed the wall construction, for instance. The finest brick-veneer construction, it will save you money on maintenance, and on fuel bills. Notice there's an air space between brick and sheathing . . .



Then the sturdy sheathing itself, plus the thick insulation that goes down here between the select-quality studs. And the finest half-inch plasterboard gives you a fire-resistant wall that won't ever crack.



HUSBAND: I had to hand it to him. He seemed to know what he was talking about. I, uh, checked him out on some of the other hidden construction features. And he seemed to have all the answers. But Sarah couldn't wait to go over the kitchen. The most important purchase we'll ever make, and all she really wants to know about is the kitchen!



SALESMAN: Mrs. Johnson, you'll find this Hotpoint kitchen is truly the kitchen of your dreams. Everything you need is built in, planned to save steps.

You'll never have to clean behind anything. Imagine the comfort and convenience you'll enjoy. Here in the kitchen, just as all through the home, we offer you quality we know we can stand behind.



HUSBAND: Sarah was about ready to say "yes" to that deal right then and there! And would have if I hadn't brought up the matter of the cost on the mortgage. I wasn't about to go for any of these tricky package deals that would cost us a lot more money in the long run. What did the salesman say to that!



SALESMAN: Obviously you've given this a lot more thought than most persons, Mr. Johnson. I'm glad, because you'll see what the savings are. We as builders buy all these appliances in quantity, and of course we get a very good price, much less than you'd have to pay if you were to buy them yourself. And since our business is selling homes and not appliances, we pass those big savings right along to you. If you added these conveniences later, the installation cost would be much greater to you than it is to us during construction.



HUSBAND: It's a darned good thing I was there with Sarah to make sure we got the best deal. The trouble with women—and most home buyers, for that matter—is they get too emotional, lose their perspective. So they're a push-over for the salesman!

If you're going to get your money's worth these days, you really have to know what you're doing. Be just a little smarter than the other guy.

Know what I mean?/END.

Announcing

The "Live Better Medallion Home

AN EXCITING NEW SELLING APPROACH FOR BUILDERS

The "Live Better Electrically" Medallion Home Program is a nationwide drive in the electrical and home-building industries to help builders increase new-home sales. Utilities, manufacturers, and distributors are combining their efforts to help you promote homes that meet "Live Better Electrically" Medallion requirements. The nationally advertised Medallion is awarded locally to

homes that qualify. Builders then display this hallmark of excellence and use it to help merchandise their homes.

As an authorized builder of "Live Better Electrically" Medallion Homes, you'll get the double-barreled advantages of strong national and local advertising and promotion—and a valuable, competitive selling edge that will mean faster sales and greater profits.

POWERFUL ADVERTISING WILL SELL CONSUMERS ON "MEDALLION" HOMES

In top magazines, full-color, full-page ads will help sell Live Better Electrically Medallion Homes — will tell your customers to look for the Medallion as the hallmark of quality in a new home.

On CBS network TV, more than 40 million viewers Sunday nights at 9:00 P.M., EST, will be told about the many benefits of better electrical living in a Medallion Home.

MAGAZINES

Saturday Evening PostFebruary 8
Saturday Evening PostApril 5
American HomeApril
Better Homes and GardensApril
Saturday Evening PostSeptember 13
Better Homes and GardensSeptember

... plus 15 more full-color ads in 6 national magazines that will sell the *idea* of living better electrically with the appliances and equipment found in Medallion Homes.

TELEVISION

January 12Electric Laundry
February 9Medallion Home
March 9Electric Cooking
April 6Medallion Home
May 4Electric Housewares
June 1Air Conditioning
July 13 "Push-Button Chef"
August 10Electric Heat Pump & House Heating
September 7Medallion Home
October 5Light for Living
November 2Electric Cooking & Laundry
November 30Electric Housewares

Also, 7 additional top TV shows sponsored by different electrical manufacturers will carry dramatic Live Better Electrically messages to your prospects.

**IMPORTANT: CONTACT YOUR LOCAL ELECTRIC
"LIVE BETTER ELECTRICALLY"**

Electrically" Program



LOCAL ADVERTISING AND PROMOTION...

Local utilities will spearhead the "Live Better Electrically" Medallion Home Program with advertising, publicity, and merchandising timed with na-

tional campaigns. Distributors, banks, lending firms, and electrical contractors will team up with builders in promoting the Medallion Home.

SUPPORT BY LEADING MANUFACTURERS

Here are a few of the many major manufacturers who are enthusiastically participating in the "Live Better Electrically" Medallion Home program:

FRIGIDAIRE

"... cooperating with this well-conceived effort to raise the electrical content of new home construction."—C. H. Menge, General Sales Manager

GENERAL ELECTRIC

"We see the new Medallion Home program as a tremendous step forward."—James H. Goss, Vice President and Group Executive

HOTPOINT

"National advertising will support this market-development drive."—J. C. Sharp, President and General Manager

KELVINATOR

"... provides us with a really effective tool to sell the idea of more electrical equipment in new homes."—Walter Jeffrey, Vice President and General Manager

PHILCO

"... a much needed approach to help builders merchandise the value of electric living."—J. M. Otter, Executive Vice President, Marketing

WESTINGHOUSE

"... our resources will be thrown behind the Medallion Home idea."—C. J. Witting, Vice President, Consumer Products

RCA-WHIRLPOOL

"... will employ the Medallion Home program to help upgrade the electrical content of new homes."—John Hurley, Vice President



Seven major electrical manufacturers joined forces with the Edison Electric Institute on October 7, 1957, to announce the Medallion Home program at the "Live Better Electrically" Press Conference, Waldorf-Astoria Hotel, New York.

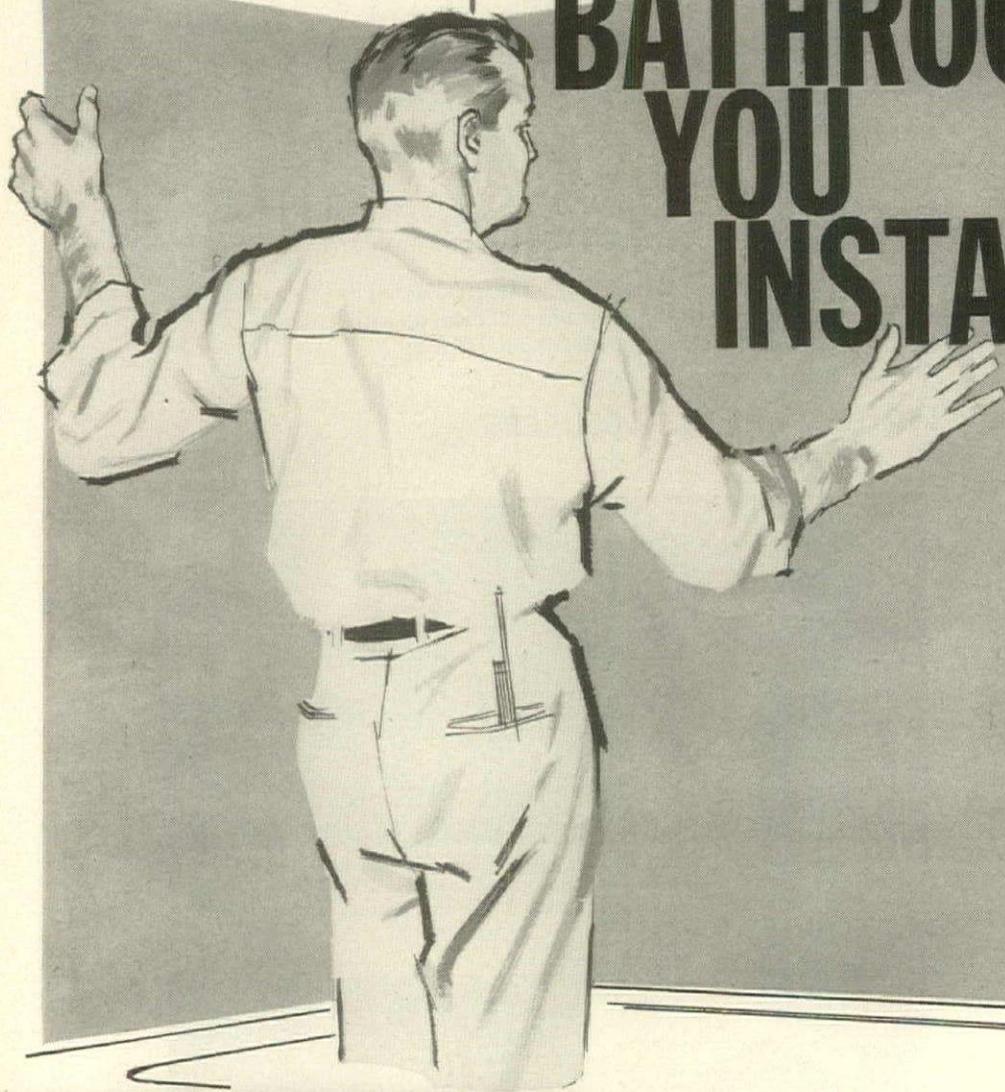


D. W. Jones of Duke Power awards certificate of the "Live Better Electrically" Medallion Home program to Neil Ervin of Twin City Builders, Inc., at a public ceremony launching an intensive 3-week promotion that attracted 20,000 visitors to this all-electric Medallion Home in Hickory, North Carolina.

**UTILITY TODAY FOR FULL DETAILS ON THE
MEDALLION HOME PROGRAM!**

see us at the NAHB show,
and
see how you can

**SAVE UP TO \$50
ON EVERY
BATHROOM
YOU
INSTALL!**



CLAD  **REX**

VINYL-ON-METAL
WALL PANELS

on display in

BOOTH 734

Chicago Coliseum

NAHB

Here's how to cut your building costs . . . here's how to build more beauty, more comfort, more value into your homes! Large panels of durable, colorful vinyl, permanently bonded to metal, speed the finishing of walls in bathrooms, kitchens, other rooms. Easily pre-formed on the job, Clad Rex Wall Panels may be installed as a single, joint-free unit to take the costly "piece-work" out of finishing bathtub recesses—just one example of how you can save time and money with CLAD REX.

See us at the NAHB show in Chicago (or write us) . . . discover all the reasons why it will pay you to use this modern, tested-and-proved wall covering in the homes you build!

NOTE TO DISTRIBUTOR-INSTALLERS—Some desirable territories still open. For complete information, write us on your letterhead.

CLAD  **REX CORPORATION**

A Subsidiary of Simoniz Company

2101 South Indiana Avenue, Chicago 16, Illinois



Wherever quiet is essential...

THE LEVITON QUIET SWITCH

DOES NOT DISTURB

For bedrooms, sickrooms, nurseries, libraries, hotels, hospitals and other places where "peace and quiet" are essential... the Leviton QUIET SWITCH is just what is needed.

A lifetime switch that is tops for quality, reasonable in price and up-to-date in quiet action. Everyone is switching to Leviton Quiet Switches... the modern switch for homes, institutions and industry.



▲ **MECHANICAL QUIET SWITCH** Fully enclosed. Operates in any position. Will withstand the high inductive loads of fluorescent systems and take the full rated capacity of tungsten filament lamp loads. Rated 15A.-120-277V. AC only. This new 277 volt rating permits this switch to be utilized in modern 4-wire electrical systems now being installed.

#5501—Single Pole; #5502—Double Pole; #5503 — 3-Way, all with brown or ivory toggle

▲ **ALSO AVAILABLE: QUIET SWITCH FOR HEAVY-DUTY USE**

Fully enclosed. Rated 20A.-120-277V. AC only with red cover.

#5521—Single Pole... #5523—3-Way, both with brown or ivory toggle.

Write for descriptive literature. All quiet switches listed by U.I. and C.S.A.

your best jobs are done with...

LEVITON MANUFACTURING CO., INC., BROOKLYN 22, N. Y.

Chicago, Los Angeles, Leviton (Canada) Limited, Montreal

For your wire needs, contact our subsidiary, AMERICAN INSULATED WIRE CORPORATION

LEVITON

All eyes are on the

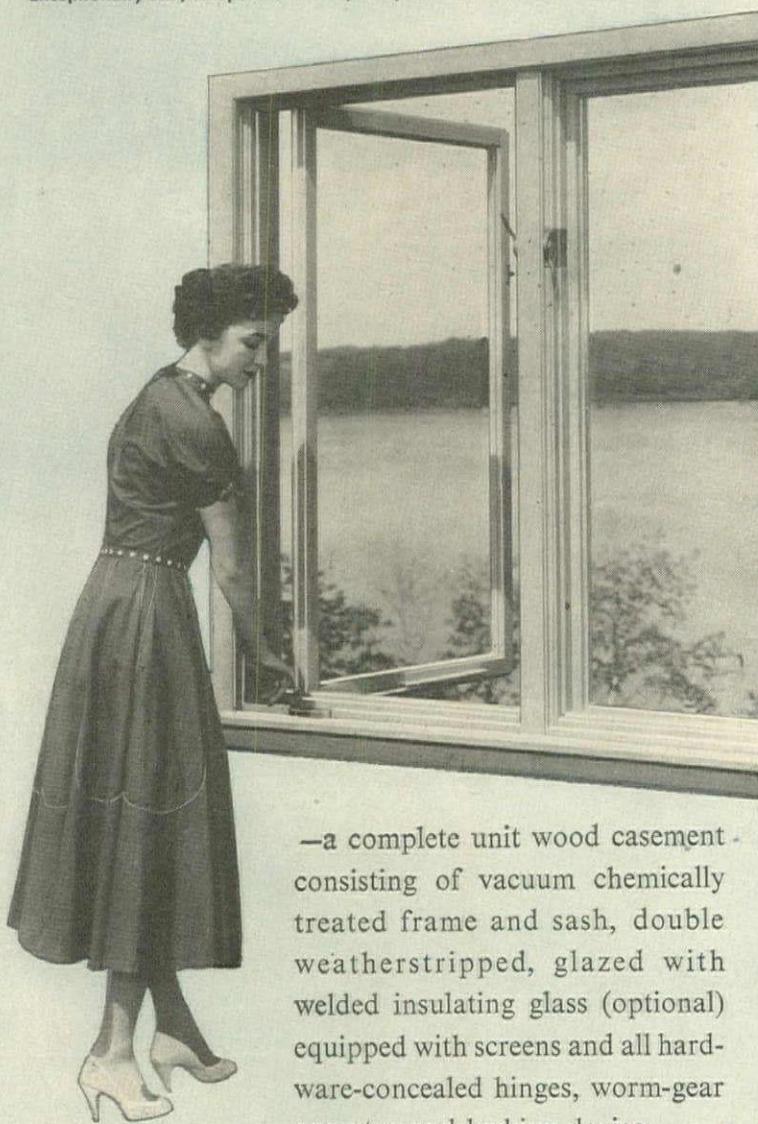
BILT-WELL

*BACKED BY GUARANTEE FOR THE LIFE OF BUILDING

Featured Attraction...the All New

BILT-WELL Casement Window

Fully Guaranteed...Amazingly simple to install... Absolutely weathertight...
Exceptionally easy to operate...Completely flexible arrangement possibilities.

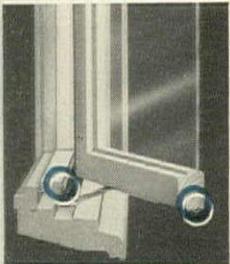


—a complete unit wood casement consisting of vacuum chemically treated frame and sash, double weatherstripped, glazed with welded insulating glass (optional) equipped with screens and all hardware—concealed hinges, worm-gear operator and locking device.

Check These Exclusive Features

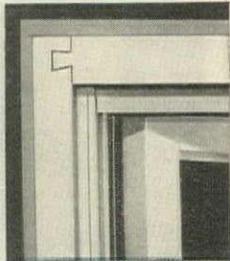
GUARANTEED WEATHERTIGHTNESS

Double weatherstripping... stainless steel installed on sash in the same plane together with an inner weatherstrip system of tubular vinyl...makes the BILT-WELL Casement absolutely weathertight. The greater the air pressure outside, the tighter it fits!



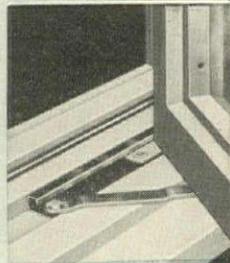
DOVETAILED FRAME JOINTS

All four vital points of the frame are securely fastened together by dovetailed joints to provide maximum strength and rigidity. Thus all four corners are constructed to prevent any water-leakage at the joints insuring maximum durability.



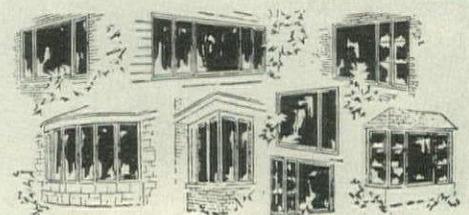
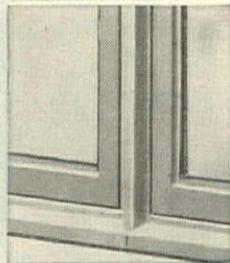
FOOLPROOF GEAR OPERATOR & HINGES

New, fully concealed sliding type hinges offer safety protection plus the elimination of protruding hardware on the exterior. Made of stainless steel with nylon main bearings and washers at all moving parts...no maintenance or lubrication required. Gear Operator comprised of a ling arm provides effortless operation and positive locking action.



UNITIZED FRAME

Bilt-Well's Unitized sill simplifies installing groups of Casements offering complete flexibility—speedy and economical installations. Simply set each, side by side, without long cumbersome sills.



See the full line of new and improved BILT-WELL Windows, Kitchen and Storage Cabinets, Fired-Ceramic Doors at our booth No. 558-559-560, Sherman Hotel at the N.A.H.B. Show in Chicago, January 19 thru 23.

LINE

completely re-engineered for the 1958
Building Market!

...also starring the all-new
BILT-WELL
Birch Front Cabinets



For greater sales of homes in '58, beautiful Bilt-Well Cabinets are being offered with a "new look." Available with either birch or ponderosa pine door and drawer fronts. Exclusive design and construction features make Bilt-Well Cabinets a special attraction in Model Homes. Such features as continuous-line contour, smooth easy to clean surfaces plus dovetail drawer construction have dynamic appeal to Homemakers.

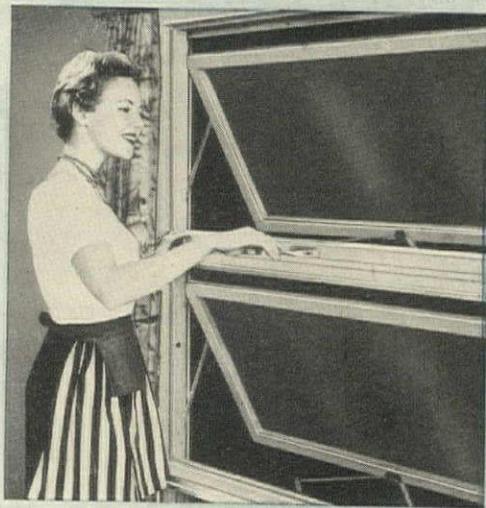
THE BILT-WELL LINE



WINDOW UNITS, Double-hung, Awning, Casement, Basement, Storm and Screen. **CABINETS**, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory and Vinyl Countertops. **DOORS**, Exterior, Interior, Screen and Combination.



Improved and Expanded Line of
BILT-WELL *Super 7*
REMOVABLE WINDOWS



Expanded Line of Standard Sizes of
BILT-WELL *Awning*
WINDOWS

Dept. HH-1 Dubuque, Iowa

Send information on 1958 BILT-WELL MODEL HOME MERCHANDISING PACKAGE and on BILT-WELL line of new and improved products for the 1958 home market.

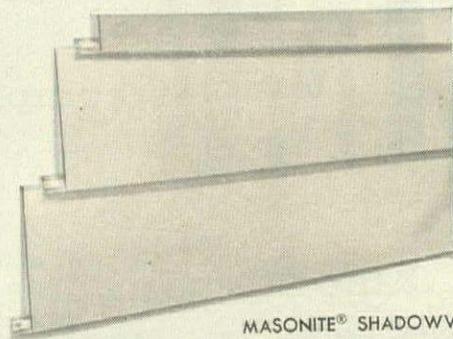
NAME.....
COMPANY.....
STREET.....
CITY..... STATE.....

BILT-WELL WOODWORK

Manufactured by • CARR, ADAMS & COLLIER COMPANY • Dubuque, Iowa

MASONITE

Makes the News



MASONITE® SHADOWVENT®
the world's most famous siding.

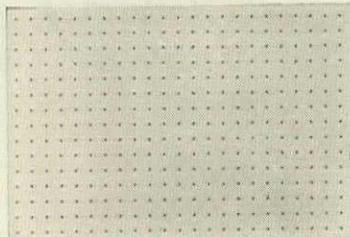
So many ways to build better
and more profitably with

MASONITE PRODUCTS

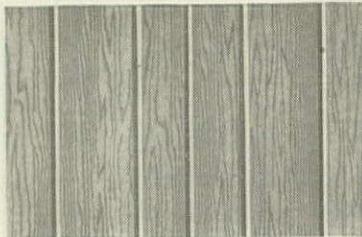
Do you, like progressive builders everywhere, look to Masonite for the newest in hardboard panels?

Masonite is really making the news—two ways! First, with panels that protect as well as beautify—such as the exterior products above. And second, with panels—shown below—that add beauty as well as functional utility to a home.

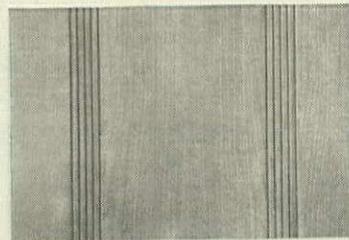
But the most important advantage for you is that Masonite panels add quality and value to your houses, and cut construction costs. Send for the 1958 copy of our "Guide for Builders," along with news about the newest Masonite products. Masonite Corporation, Dept. HH-1, Box 777, Chicago 90, Ill.



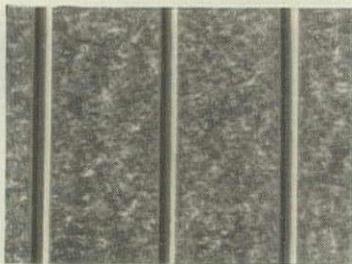
MASONITE PEG-BOARD®
panels and fixtures...decorative and practical.



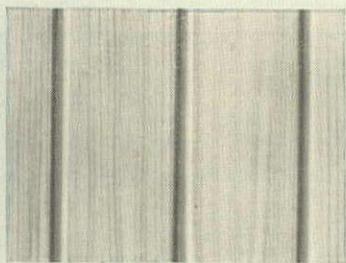
SEADRIFT®
embossed and grooved surface in random plank pattern



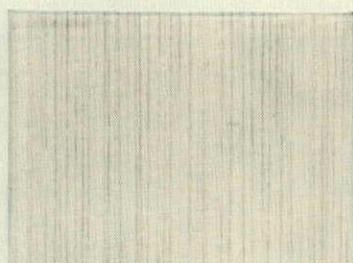
and now, ROYALCOTE MISTY WALNUT
decorative grooves and wood-grain finish.
(Available at present east of the Rockies only.)



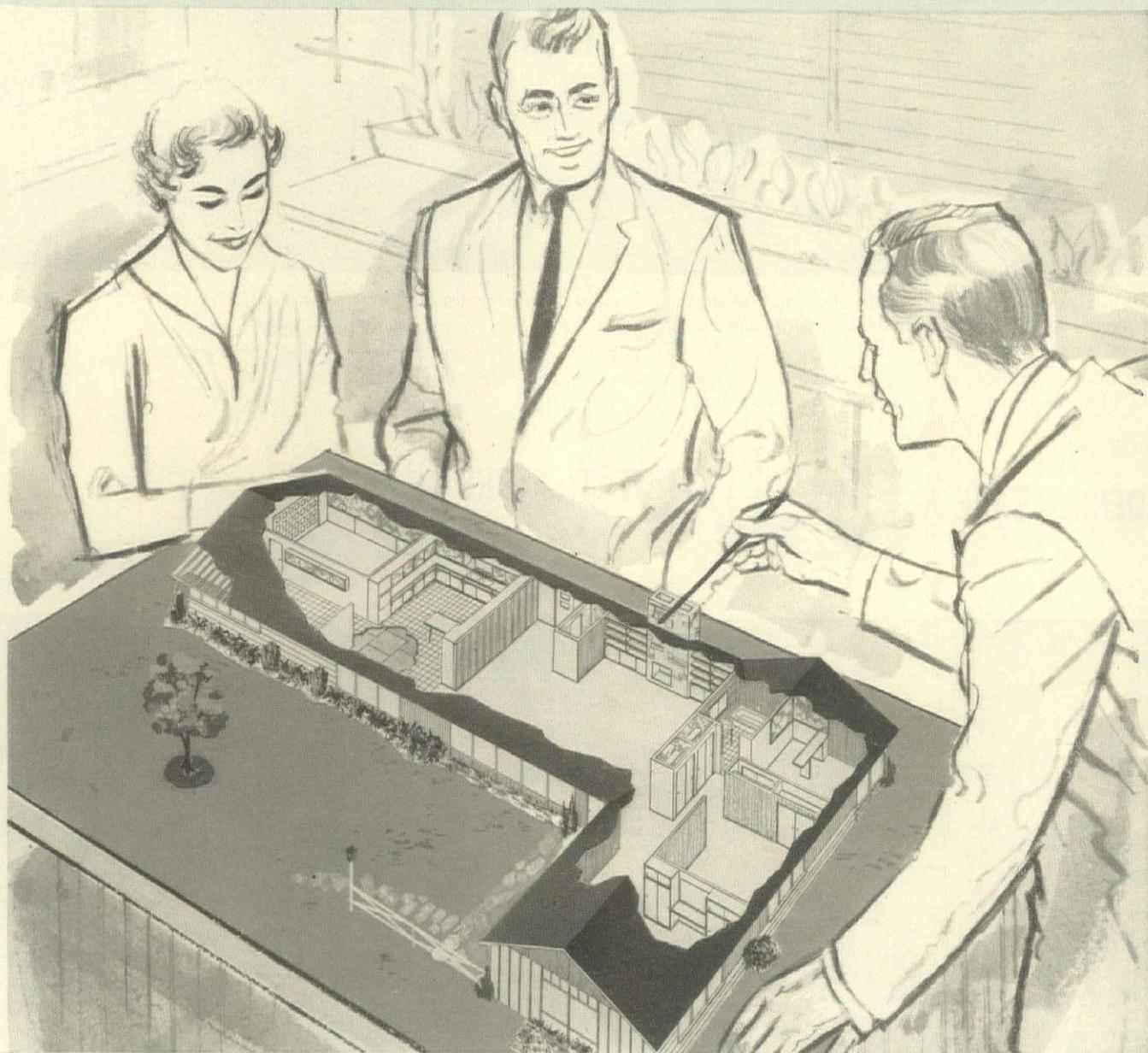
PANELGROOVE®
for a continuous vertical pattern.



RIDGEGROOVE®
handsome from a distance or close up.



RIDGELINE®
comb-textured surface, effective with battens.



— and these time-tested Masonite panels
are still making building news:

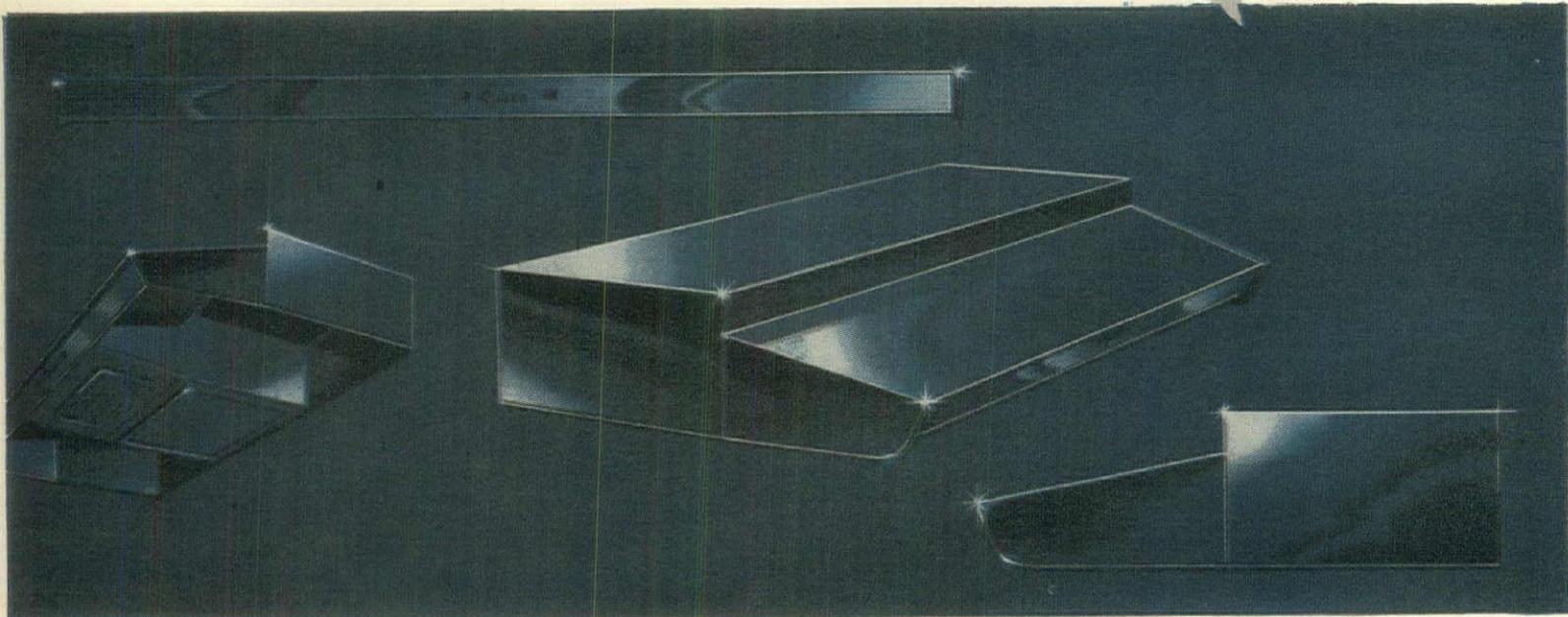
- * TEMPERED PRESWOOD® all-purpose interior and exterior panel.
- * STANDARD PRESWOOD the original Masonite panel product.
- * PANELWOOD® for ceilings, walls, protected exteriors.
- * DUOLUX® smooth on both sides of the panel.
- * UNDERLAYMENT makes floor coverings last longer.
- * TEMPRTILE® scored in 4" squares; for bath, laundry, etc.
- * LEATHERWOOD® surface resembles Spanish-grain leather.



©Masonite Corporation—manufacturer of quality panel products.

BE MODERN...GET THE **Slim Trim** OF POWER RANGE HOODS
LOOK

BY 



Here's the power range hood with crisp, new styling that blends with today's trend to modern, efficient kitchens. And only Fasco has it!

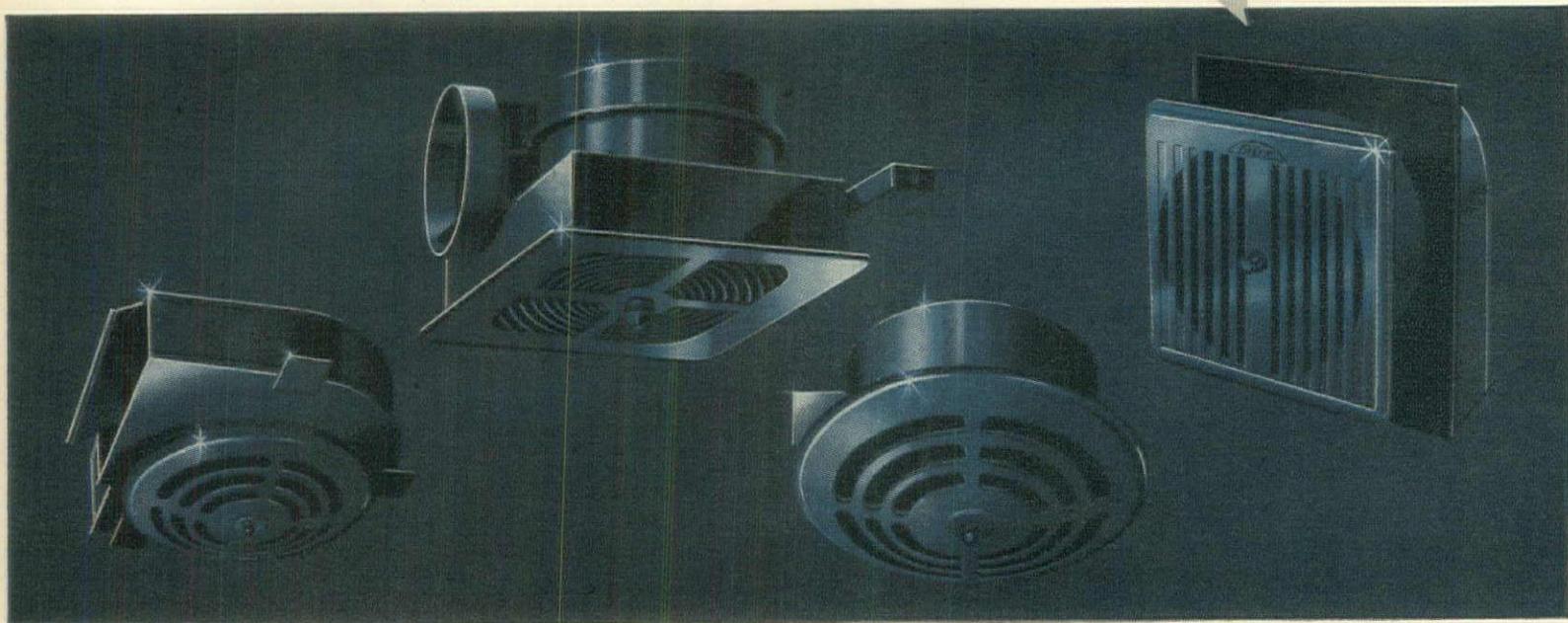
Featuring built-in light, easy-to-clean filter, and quiet, powerful turbo-impeller, this new Fasco power range

hood is the perfect finishing touch for any kitchen.

Give the kitchen you build the extra sparkle that lifts it out of the ordinary... install a Fasco power range hood and see how it pays off in sales.

BE MODERN...TAKE A **fresh** AT VENTILATORS
LOOK

BY 



You will find it pays in more ways than one to take another look at Fasco. You'll see a complete line of ventilators all with smart "no-rust" anodized aluminum grilles. You'll see ventilators that cut installation costs... the trimmest ventilator on the market... and a host

of other features in this value-packed line designed and priced to reduce your costs.

Take a fresh look at all the new Fasco features... they will convince you Fasco ventilators are your best buy today.

Please send me full information on new hoods and ventilators.

H & H-158

Name _____

Address _____

City _____ Zone _____ State _____



To bring out the crowds... and ring up sales...



There's nothing so powerful as an idea!

*One builder sells 318 homes through
BH&G 1957 Idea Home Promotion!*

A good promotion gains effectiveness by being hitched to an *idea*. BH&G is famous for the quality and quantity of trade-stimulating ideas it produces. Here's one example, in the builder's own words, of the way a BH&G idea goes to work.

"1957 Idea Home promotion resulted in the heaviest traffic and greatest sales of any promotion to date. We're accustomed to crowds, but this topped them all! Attendance, 115,000 first ten days. Sales all models, first ten days, 157 homes. First 30 days, 318 homes! Advertising expenditures, 30 days, \$43,000. All sales traceable to promotion. Delighted with results!"

JOHN LONG, Phoenix, Arizona

*—and BH&G satisfies people's
idea-hunger two ways that work
wonderfully for home builders*

The magazine itself is a gold mine of ideas for the home minded — month after month, year after year. Secondly, the soundest ideas in home building are *brought vigorously to life* year after year via BH&G's Idea Home promotion. Crowds line up* to see the Idea Home, and it puts them in the mood to *buy*. These are some of the reasons why your building message *belongs* in Better Homes & Gardens—the *idea book* of home building.



For '58—a novel concept. Though it is too early to take the wraps off BH&G's Idea Home Plans for 1958, we can promise you something new, different and exciting—the most flexible program we've ever offered. Look for details at the NAHB Convention, Chicago, beginning January 19.

*Total attendance, 1957: 1,060,263; local promotion dollars invested, \$323,106.00; sales leads, 1516.

$\frac{1}{3}$ of America reads **BH&G** the family idea magazine

4,500,000 COPIES MONTHLY

REVOLUTIONARY NEW HARDWOOD PARQUET

ADDS
6
SALES
ADVANTAGES
TO
YOUR HOMES!

FOR INSTALLATION OVER CONCRETE OR WOOD

Square Joints — no beveled edges. **Different Pattern** — grain direction changes every $4\frac{1}{4}$ ". **Easily Repaired** — individually replaceable slats. **Tighter Fit** — unique construction makes for less contraction and expansion.

No other parquet offers so many exclusive sales features to add to the sales atmosphere of your homes. HARRIS BondWood is revolutionary in concept — you can find these exclusive sales-provoking features only in BondWood. It's no wonder that leading builders are using HARRIS BondWood in installations across America. Write for free color brochure today. See our catalog in Sweets'.

Harris Manufacturing Company, Dept. HH-18
Johnson City, Tenn.

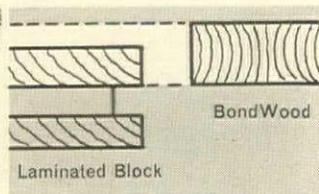


BondWood

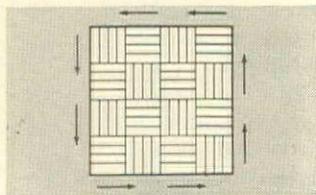
A new conception in flooring



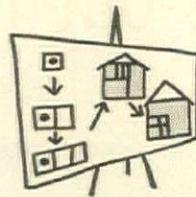
We'll see you in Chicago at the NAHB Exposition.
Bring this coupon to Space No. 549, Sherman Hotel for a free gift.



**81.8% Thicker—
Refinish More Times**
Can be refinished countless times. A full $5/16$ " of wearing surface — 81.8% thicker than $1/2$ " laminated block, because BondWood has no tongue or groove.



Exclusive Adhesive—More Stable
Exclusive adhesive and unique construction — grain direction changes every $4\frac{1}{4}$ " — makes this the most stable parquet any prospect ever stepped on!



MERCHANDISING AIDS

Model home merchandising plan

"Among the crowds who visit your model home, how many do you have a chance to talk to and sell?"

"And after a full day of house hunting, how many will remember the selling features of your home?"

So begins Lightolier's introduction of their new plan to help you impress prospects with your house.

The display card you see here can be set up in the garage, basement or "store" of your model house. Potential buyers who want to know more about lighting sign their names to perforated labels which are picked up by Lightolier's local distributor. Copies of Lightolier's "How to Work Wonders With Light" book are sent to your potential buyers with a covering letter explaining more about your particular house.



The booklet itself will give you, as well as future owners, over 40 ideas on how to light living rooms, family rooms, halls and foyers, bedrooms, entrance doors and baths. There's a special section on lighting the out-of-doors which may give you some ideas on how to keep your model selling for you night and day. Lightolier fixtures for special lighting problems are included and there is a checklist of what to look for in lamps. The booklet has a chart to plot lighting throughout the house; with spaces to write down room size, ceiling height, furniture styles and color scheme, number of ceiling and wall outlets and the fixtures you plan to select.

Lightolier, Dept. HH, 346 Claremont Ave., Jersey City, N.J.

For details circle No. 201 on coupon, p. 272

Upgrading—with plywood

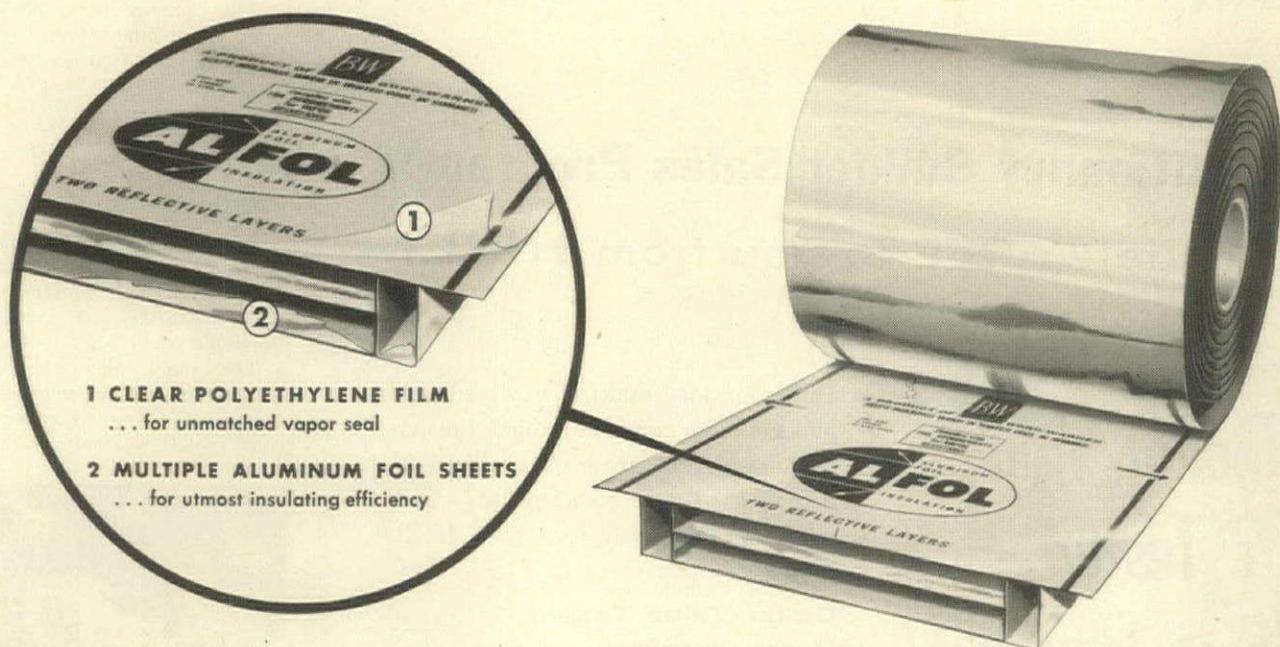
Douglas Fir Plywood Assn. has aimed a new book at builders interested in home improvement and remodeling ideas. It's called "77 Ideas for Remodeling with Fir Plywood," and it's chock-full of sketches that you can use not only in remodeling but in new houses, too.

One page shows you how to solve the storage problem in an old house by widening the opening to closets, hanging them with double doors of plywood which hold racks and bins.

New ways to update old kitchens in-

continued on p. 244

Introducing a NEW kind of ALFOL Insulation lined with vapor-sealing polyethylene



- 1 CLEAR POLYETHYLENE FILM**
... for unmatched vapor seal
- 2 MULTIPLE ALUMINUM FOIL SHEETS**
... for utmost insulating efficiency

**Delivers the greatest moisture protection
ever offered in a full insulation!**
Sturdier, more efficient too!

Entirely new, this is the Alfol Type 22F Blanket. Combines the high insulating value of multi-layer aluminum foil with the unmatched vapor resistance of genuine polyethylene sheeting. Net result: the most effective built-in vapor barrier ever offered in a full-efficiency insulation!

Superior quality your customers can see

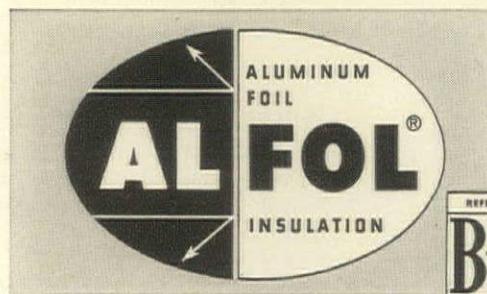
Alfol Type 22F is easy to install, too. The heavy polyethylene backing makes it sturdier than ever. Insulat-

ing efficiency is higher. Yes, and the superiority of this new kind of insulation actually *shows*. The "poly" glistens for all to see, demonstrates at a glance the extra safety built into your homes.

Why not investigate Alfol Type 22F now. One of several new Alfol Types, it's the ideal insulation for sidewalls, ceilings, etc.—*wherever* condensation control is a "must." Return the coupon today for illustrated details.

**Now . . . See ALL the New Alfol Types
at the N.A.H.B. Convention in Chicago
. . . Visit Booth No. 717, Coliseum**

SEND TODAY for FREE NEW BROCHURE ➔



*Please send
full details on
ALFOL Type 22F
and other
new types of
Alfol
Insulation.*

REFLECTAL CORPORATION, Department C-59
A subsidiary of Borg-Warner Corporation
310 South Michigan Avenue, Chicago 4, Illinois

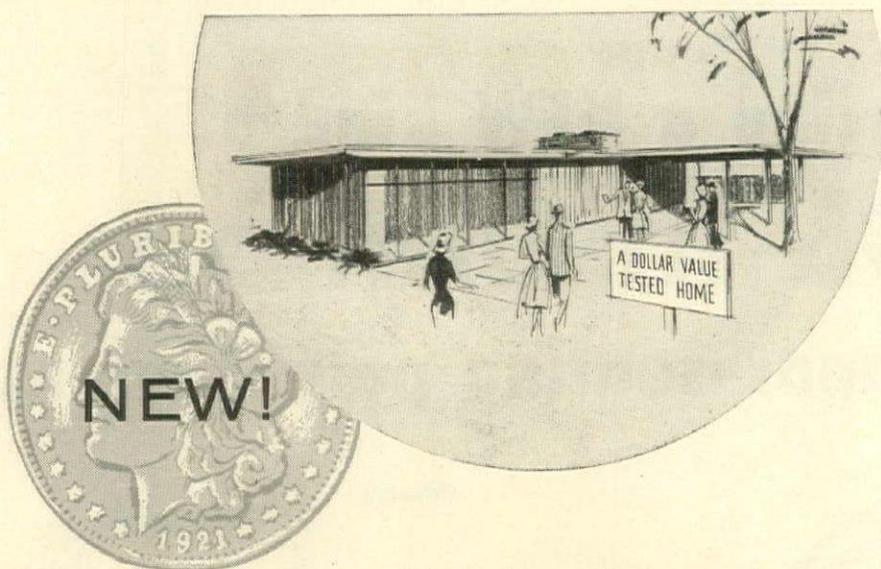
Name _____
Firm _____
Address _____
City _____ State _____

8008

REFLECTAL®



Borg-Warner®



Revolutionary Builder Sales Program!

Absolutely FREE to you from HEIL!



Here's history-making news for all builders! — a complete, sound, builder merchandising program designed to help you sell more homes faster — and it's yours absolutely free from Heil! It's the new

Dollar-Value Tested Home Program

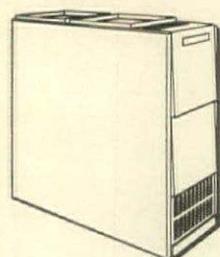
— that tells and sells the quality features of your houses to prospects in newspapers, on radio, in every room of your model home!

The Dollar-Value Tested Home Program

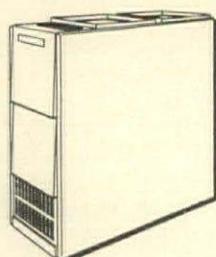
— helps your house *sell itself* by pin-pointing all the "more-for-your-money" features you've built into it . . . assures your prospects of full dollar value when they buy your quality built *Dollar-Value Tested Home!*

Naturally Heil equipment will be a prominent feature in your Dollar Value Home because it is precision built, tailored to fit the needs in today's modern homes and its reliability is attested by the thousands of installations in quality homes such as yours. Heil heating and cooling equipment helps your homes pass the Dollar Value Test with flying colors.

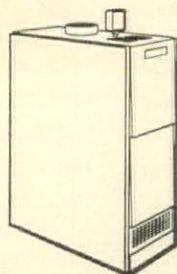
Write today for complete details on this revolutionary new builder sales idea — from the Heil-Quaker Corporation.



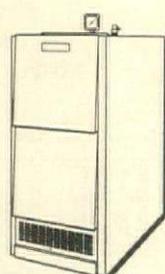
14 Gas-Fired
Winter Air Conditioners
(BTU range:
60,000 to 200,000)



13 Oil-fired
Winter Air Conditioners
(BTU range:
84,000 to 224,000)



6 Gas-Fired
Boiler-Burner Units
(BTU range:
70,000 to 200,000)



6 Oil-Fired
Boiler-Burner Units
(BTU range:
93,000 to 252,000)

HEIL-QUAKER CORPORATION

3095 W. Montana Street • Milwaukee, Wisconsin

clude plywood built-ins, Texture 1-11 paneling, islands and work centers.

In the living room, you might build in a room divider that also acts as a bookcase, make an entry closet of plywood with sliding doors for coats, turn a dining area of the living room into an almost separate room by including a built-in buffet.

There are six ideas for potential living space in a basement, suggestions for sprucing up the front of an old house, ways to create outdoor living space by adding privacy screens, overhangs and sun shades. In addition, you'll find ways to turn an attic into a useful livable room, eight methods of adding storage space, eight methods of adding livable room, eight methods of adding bedrooms and baths, and a miscellany of extras that will be sure to catch and hold the attention of potential buyers.

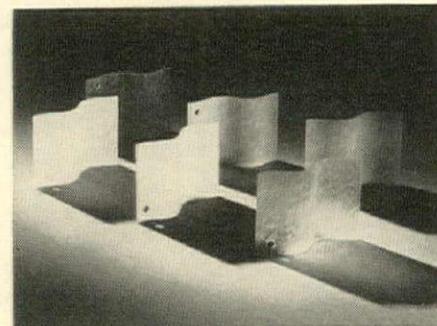
Douglas Fir Plywood Assn., Dept. HH, Tacoma 2, Wash.

For details circle No. 202 on coupon, p. 272

Plastics portfolio

Filon plastics building panels—you can use them for sun shades out-of-doors and for shower stalls, luminous ceilings, and the like inside—are explained in a big portfolio you'll want to keep on file.

The panels themselves are made of translucent plastic reinforced with fiber glass and nylon to make them strong, shatterproof, weatherproof and lightweight.



The colors available are mostly pastels to give you high fashion and lots of light. New pastels like coral, dusty peach, Nile green are extremely handsome. You can get Filon in corrugated panels, in flat sheets, and in sections for shower doors and tub enclosures. A color guide is included to tell you which panels have high, medium or low light transmission.

You'll also find details on standard types and sizes, a list of accessories to use and ideas for making patio screens, room dividers, fences.

Filon Plastics Corp., Dept. HH, 2051 E. Maple Ave., El Segundo, Calif.

For details circle No. 203 on coupon, p. 272

Kitchen sales program

Hotpoint talks about its new kitchen modernization package in a brochure called "A new look in job-built custom-styled kitchens."

The appliance company has pooled talents with US Plywood on a plan to aid lumber dealers in selling their share of kitchen remodeling jobs by offering the complete kitchen modernization package—from hardware to appliances—at low cost.

The plan centers on cabinets built with stock US Plywood products, available through any lumber dealer. Cabinets can

continued on p. 248

Right Combination

FOR SALE AFTER SALE!



PRODUCED IN 41 DECORATOR COLORS PLUS SPARKLING BLACK AND WHITE

Here is the most wanted, therefore most *profitable* bathroom fixture combination you can offer. The industry's first Concave Lavatory* plus the famous Case Non-Overflow One-piece** Water Closet with the whispering flush.

The Case Wellington*** 300 Lavatory is the most wanted because it's the first *really comfortable* lavatory ever made for men and women. Gracefully curved for comfort and unusual beauty. Extra-spacious, wide, flat deck. Shown with art-designed wrought iron legs and towel bars all in one piece.

*Available with Wrought Iron or Chrome Legs

**Patented

***Patent Pending

Legs supplied in decorator colors and sparkling black and gold. You already know the Case One-Piece Water Closet and its customer-winning features like non-overflow bowl; safeguarding anti-syphon ballcock; pressurized cleansing rim flush; large water area; healthful seat height; time tested, with streamlined design in 41 colors and black and white. Ask your Case wholesaler or distributor or write:

by **Case**

CASE MANUFACTURING CORPORATION

33 MAIN STREET, BUFFALO 3, NEW YORK

MAKE SALES WHEN YOU

It's actually possible for you to be two people at once—a builder of homes *and* a seller of homes. Whether or not you are depends upon the appliances you install—especially in the kitchen. That's what home buyers examine with a critical eye—and an *approving* one, if the equipment includes an ELECTRIC Range. It offers women the benefits of cooking that's clean, automatic, heat-free and drudgery-free.

Many new homes feature *built-in* ELECTRIC Ranges because oven and surface units may be installed independently of each other. Others offer the free-standing type of ELECTRIC Range, with all *its* modern features. You can give your

customers their choice of either type with confidence, because both are ELECTRIC, thus offering controlled cooking heats which insure perfect baking and cooking results.

Whether they're "built-in" or "free-standing," ELECTRIC Ranges *can* make sales for you right from the time you plan your homes!

ELECTRIC RANGE SECTION

National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL • AMERICAN KITCHENS • FRIGIDAIRE
GENERAL ELECTRIC • HOTPOINT • KELVINATOR
MONARCH • NORGE • PHILCO • RCA WHIRLPOOL
TAPPAN • WESTINGHOUSE



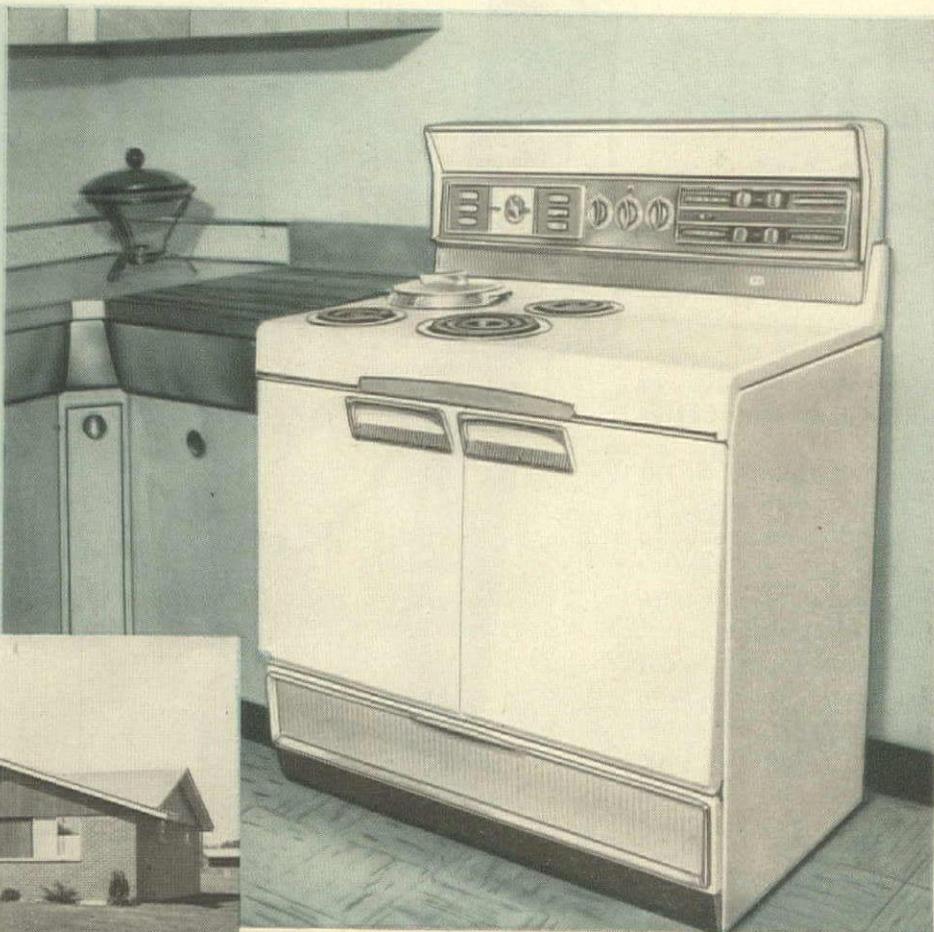
ELECTRIC RANGES help sell houses



"Built-in ELECTRIC Ranges definitely add sales appeal to our brick and frame, 7-room, 2-bath, stylized homes," says builder Roscoe F. Sanders of Novelty, Ohio. "Since we are particular in construction and material, we want kitchens in keeping with our quality homes. Built-in ELECTRIC Ranges and other electric appliances complete the quality theme we emphasize in our homes."

PLAN YOUR HOMES!

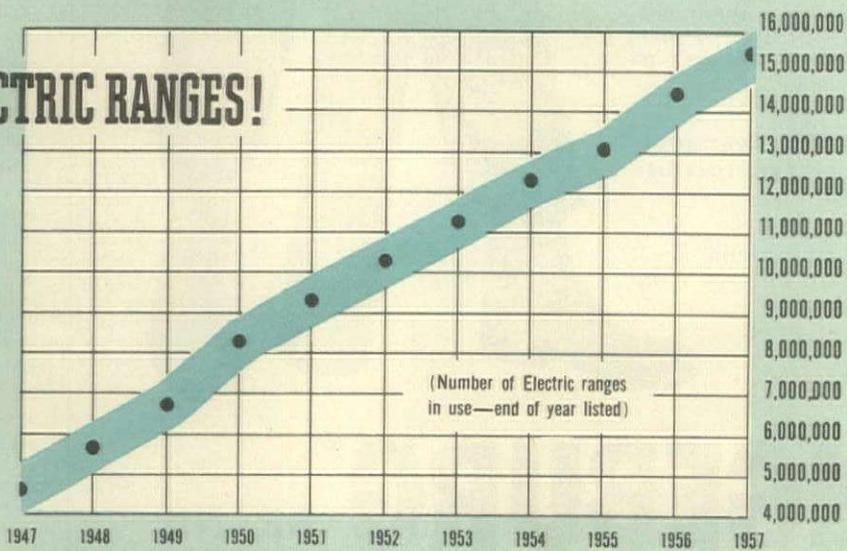
Rutmann-Copher & Co., builders, say: "We are building modern, 3-bedroom, 1½-bath, brick ranch homes in our Broadmoor plot in Trotwood, just outside the city of Dayton, Ohio. For modern convenience and styling, we heartily recommend **ELECTRIC Ranges**, and equip all houses with a 220-volt circuit in the kitchen as well as in the laundry room for the electric dryer. Just off the kitchen, we have a living-dining-patio area designed as one luxurious unit."



You can profit by

THE TREND TO ELECTRIC RANGES!

There's no doubt about the fact that built-in or free-standing **ELECTRIC Ranges** help sell homes. The proof is right here for you in the chart on this page. There are *three times* as many **ELECTRIC Ranges** in American homes now as there were ten years ago. Every day, more than 3,500 of these ranges are being installed. These figures prove that home buyers want **ELECTRIC Ranges**—show that you should install them in the homes you build!

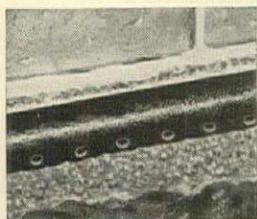


Source: ELECTRICAL MERCHANDISING Annual Statistical and Marketing Issues

the holes do the job!

Keep cellars dry . . . drain wet spots . . .
make septic tank filter beds work better

The scientific design of Orangeburg Brand Perforated Pipe . . . with two rows of $\frac{5}{8}$ " holes, on 3" centers, 100 degrees apart . . . increases drainage capacity . . . creates uniform seepage . . . Unique Snap Couplings maintain positive alignment . . . prevent silting . . . Lightweight 8-foot lengths *grade easily, install easily*, save time and cut cost. Orangeburg Perforated comes in 4" size . . . it is the ideal pipe for foundation drains, septic tank disposal fields, land drainage.



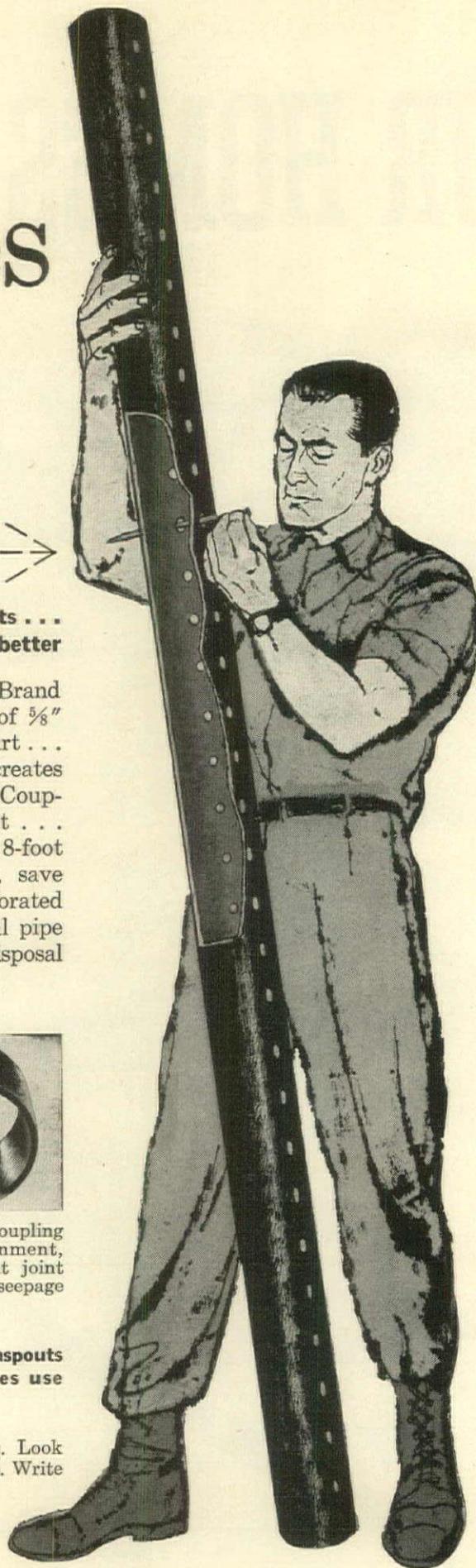
Orangeburg Perforated Pipe keeps cellars dry. Makes efficient, long-lasting foundation footing drains.



Unique Snap Coupling maintains alignment, gives permanent joint cover, permits seepage at joint.

For house sewers, run-offs from downspouts and other tight-joint drainage lines use Orangeburg Brand Root-Proof Pipe.

Make sure you get *genuine* Orangeburg. Look for the Brand Name on Pipe and Fittings. Write Dept. HH-18 for more facts.



ORANGEBURG[®] BRAND perforated pipe

ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y. . . Newark, Calif.

be sold assembled, pre-cut or as materials only.

Materials required for basic cabinets include sides of Texture 1-11 plywood—with convenient rabbets every four inches—making these Hotpoint-designed cabinets adaptable to almost any storage requirements. Shelves and drawer bottoms are of $\frac{1}{4}$ " plywood as is cabinet back; doors are presently made of $\frac{1}{4}$ " hardwood plywood face glued on a $\frac{1}{2}$ " warp-resistant Novoply which US Plywood may eliminate later by cutting out a $\frac{3}{4}$ " pre-finished Weldwood board for the door. "Furniture-finished" hardwood $\frac{1}{4}$ " plywood is used on exposed side panels and 1x4 lumber is used for cabinet base and bracing.

Hotpoint will provide selected lumber dealers with the plans to build and the merchandising aids to sell these units, while franchising them to handle Hotpoint built-in appliances at the same time.

Hotpoint, Chicago.

For details circle No. 204 on coupon, p. 272

Plumbing contractors—please note

Here are sales aids to help you sell Permaline fibre pipe and fittings. What you'll be selling is house-to-street sewer pipe, house-to-septic tank sewer pipe, foundation footing drains, roadbed and muckland drainage. You'll get free newspaper ad mats, radio spot announcements, metal signs, decals, imprinted matches with your name on the cover, envelope stuffers, and an electric clock sign. A page of newspaper and magazine ads shows you how big tract builders merchandise. All these sales aids are designed to stress fibre pipe applications.

Fibre Products Div., Line Material Industries, Dept. HH, 700 W. Michigan St., Milwaukee 1.

For details circle No. 205 on coupon, p. 272

GE built-in ranges

"This portfolio highlights a new line in which more models with more flexibility make more buyers for the homes you build," says GE.

There are three new GE oven models, each with different features, yet all the same size to fit the same space, anywhere. There are now three different cooktops for any counter arrangement you blueprint and GE's standardized sizes are claimed to make installation easy for 1 or 100 homes, since with uniform oven and cooktop sizes you can offer a wide choice of range unit and range features without altering blueprints and you can build many different kitchens to the same basic plans.

Promotion tools to help you build sales include photographs of some of the hand-somest kitchens ever, rendering of ovens and cooktops, builder signs and installation instructions.

General Electric, Dept. HH, Appliance Division, Louisville 1.

For details circle No. 206 on coupon, p. 272

Opportunity package

That's what Wall-Tex calls their big portfolio on scrubbable wall canvas. The book includes swatches as well as glossy

continued on p. 252

HOUSE & HOME

Announcing a promotion

... a promotion designed to focus the attention of prospective home builders and homeowners on the importance of color and design in bathrooms. . .

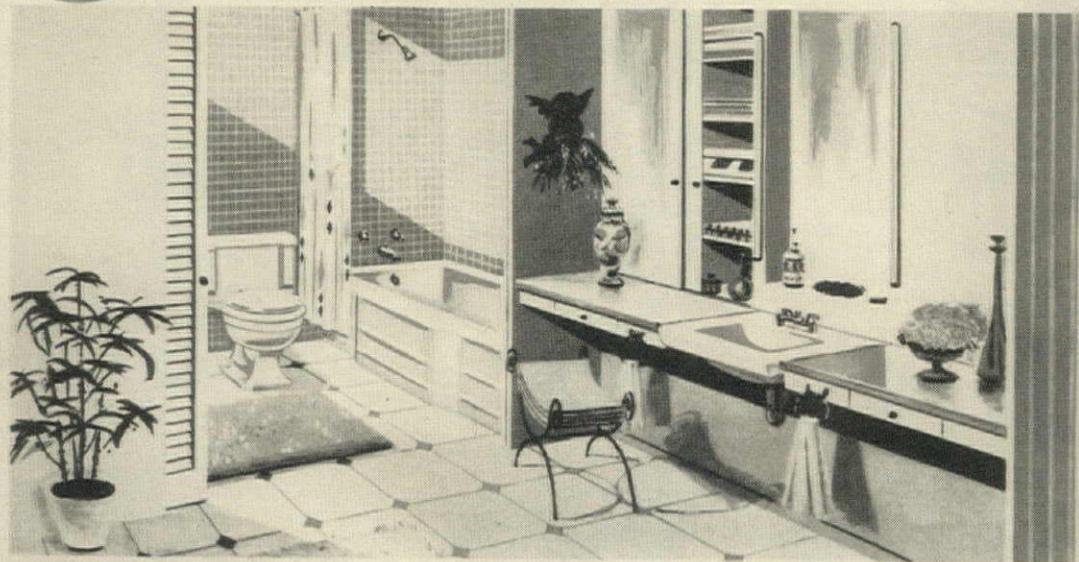
dream of an Eljer bathroom CONSUMER CONTEST

Get your official entry form by going or writing to the Eljer Plumber displaying this sign



\$50,000

in prizes just for dreaming of an **Eljer** bathroom



PLUMBER LISTING

win An Eljer dream bathroom ... plus an exciting vacation trip

100 BIG PRIZES

FIRST PRIZE—your dream bathroom with a value up to \$4000 built in your home exactly as you designed it. Plus two weeks for two in glamorous Hawaii with all expenses paid.

SECOND PRIZE—your dream bathroom with a value up to \$3500 and a week in Acapulco with all expenses paid for two.

THIRD PRIZE—your dream bathroom with a value up to \$3000 and a week for two in Hollywood with all expenses paid.

SEVEN—FOURTH PRIZES—dream bathrooms each with a value up to \$2000.

TWENTY—FIFTH PRIZES—convenient Eljer powder rooms each with a value up to \$600.

TEN—SIXTH PRIZES—Easy Combomatic Washer-Dryers each valued at over \$300.

SIXTY CASH PRIZES—ten awards of \$100 in cash and fifty of \$50 in cash.

PLAN NOW TO BE A WINNER...



Have you ever dreamed about a beautiful new bathroom... designed just the way you want it... with gleaming modern Eljer fixtures... stylish, spacious cabinets... soft-toned colors and subdued lighting? A dream bathroom... one that marks your home with distinctive good taste... a bathroom that reflects your own personality... a gracious Eljer bathroom.

Now this dream can come magically alive. All you have to do is put your dreams down on paper. If your simple sketch and statement are selected as the winner, Eljer will build your bathroom for you... exactly the way you dreamed it.

How to enter.... Stop in or call any of the nearby Eljer plumbers listed in the column on the left of this ad and obtain an official entry blank. You'll find that it contains full instructions, many helpful suggestions and complete rules. Or, if you prefer, write to Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pa.

ELJER

DIVISION OF THE MURRAY CORPORATION OF AMERICA

or write Advertising Department
Eljer Division
Three Gateway Center
Pittsburgh 22, Pennsylvania

This first big national contest ever designed to point directly to the convenience and beauty that can be enjoyed when bathrooms are correctly styled to appeal to today's homemakers has already awakened tremendous interest in the industry.

It is another Eljer contribution to stimulate widespread interest in home modernization and properly designed new homes. Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh, Pennsylvania.

ELJER

DIVISION OF THE MURRAY CORPORATION OF AMERICA

CELOTEX
REG. U. S. PAT. OFF.

RCA Whirlpool

A.O. Smith CORPORATION
PERMAGLAS DIVISION • KANKAKEE, ILLINOIS

MINNEAPOLIS
Honeywell



Working together to bring people together
BELL TELEPHONE SYSTEM

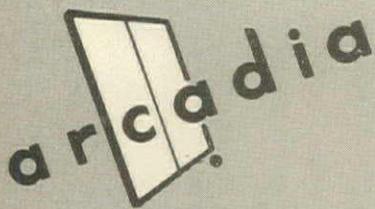
CRANE CO.



JOHNS-MANVILLE



Westinghouse



Hammond Chord Organ

SARGENT & COMPANY

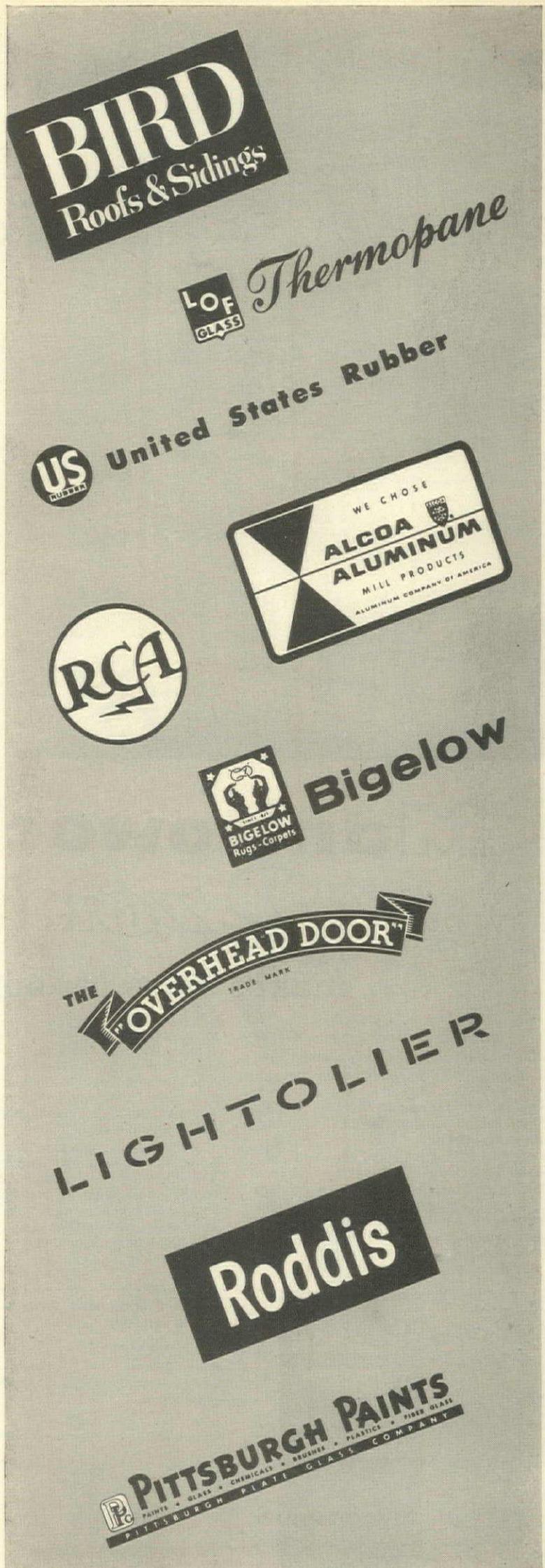


THE PROMOTION OF NEW HOMES

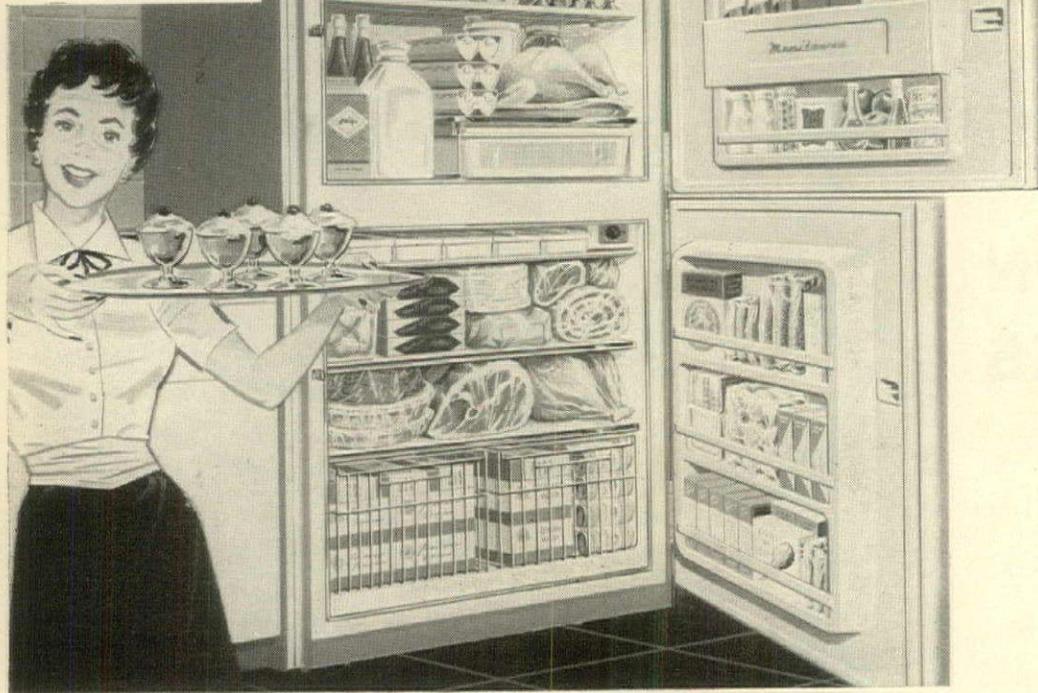
is one, sure-fire way for everyone in the home building industry to get back a bigger share of the consumer dollar.

THE 27 PRODUCERS NAMED HERE, together with Scholz Homes, Inc., have undertaken just such a promotion. Their combined promotion of the Scholz Mark 58 "House of the year"—and its quality components—is being launched with the 32 page, related-advertising section in this issue of HOUSE & HOME.

House & Home is proud to have been selected to carry exclusively the announcement of this promotion to you, the leading professionals in the home building industry.



Refrigerator section:
10 cu. ft.
Freezer compartment:
13 cu. ft.
(holds 455 lbs.
of foods)
Height, 82 inches;
width, 36; depth, 24.
LOWEST COST
PER CUBIC FOOT
OF CAPACITY



Manitowoc's

new built-in 2-Zone[®]

makes sales for builder

"We enjoyed closing several home sales and about 50% of the buyers included the 2-Zone in their purchases."

So reports James M. Nichols, Nichols Construction Corporation, Milwaukee. His letter continues:

"I put a built-in 2-Zone into my home, which was included in the 1957 Parade of Homes and given an award for originality and use of new materials. Interest shown by thousands of people was tremendous, and the 2-Zone caused more comment than any other individual

item. . . . I have a fair knowledge of competitive units and am convinced that the 2-Zone is by far the best. . . . Larger capacity and installation ease caused me to decide in its favor . . . and I would not want to use anything but the Manitowoc 2-Zone again."

Mr. Nichols' reaction is your cue to offer the 2-Zone to your customers. They'll have America's most desirable combination, with its practical capacity and honest construction; you'll profit by simplified installation, customer goodwill and trade discounts.



THIS COUPON



is your gateway to 2-Zone profits. Use it today!

MANITOWOC EQUIPMENT WORKS Manitowoc 35, Wis.

Send all details about:

- Built-in 2-Zone Free-standing 2-Zone
 Upright Freezers Chest Freezers

CLASSIFICATION:

- Builder Architect Dealer
 Wholesaler Kitchen specialist
 _____ Other _____

NAME _____
FIRM _____
ADDRESS _____
CITY, STATE _____

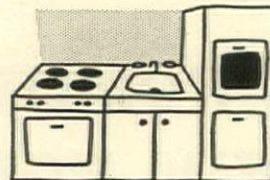
8297

photographs of patterns that you could use all over your model—particularly in family rooms that take hard wear and tear, and in baths, kitchens and entry ways.

You'll also get a chart which shows you how to figure how much Wall-Tex you need for rooms; installation instructions which show you how to prepare surfaces; a decorating guide and pattern selector to help set off rooms with lots of furniture or only a little furniture; and a summary list of publicity releases, radio and TV spots, etc. which could help you publicize your house and the Wall-Tex in it.

Wall-Tex, Columbus Coated Fabrics Corp., Dept. HH, Columbus.

For details circle No. 207 on coupon, p. 272



EQUIPMENT

Lift trucks

This booklet describes a Towmotor fork lift truck available in gasoline, 1p-gas, or diesel models. Truck has a load-carrying capacity of 4000 pounds at 24-inch load center. Its small size, light weight, and maneuverability in close quarters permit easy entry into carriers for fast loading and unloading operations. Unusually high "free lift" provided by standard mast means that stacking is possible in trailers, boxcars and other low headroom areas. A hydraulic system lifts a 4000-pound load nine feet in less than 15 seconds, company says.



Book describes control and safety features, gives tables, schematic drawings and diagrams.

Towmotor Corp., Dept. HH, 1226 E. 152nd St., Cleveland 10.

For details circle No. 208 on coupon, p. 272

Heaters, coolers

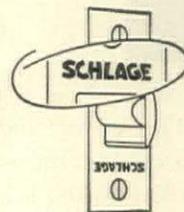
Dowagiac equipment book lists a complete line of heating equipment, summer coolers and automatic water heaters. This binder book is sectioned by colored tables so that you can turn quickly to oil-gas units, coal-blowers, summer cooling, water heaters, or miscellaneous. In each section

continued on p. 254

SCHLAGE now enters the low-cost field

Designed to meet low-cost residential building requirements, the new Schlage J series interior lock is now available. It has the famous Schlage pushbutton as well as many new time-saving installation features. All-steel construction in brass, bronze or aluminum finishes.

AMERICA'S MOST DISTINGUISHED LOCK BRAND



NAHB

Stop by the Schlage booth — No. 127 — at the NAHB Convention in Chicago, January 19 to 23. See the complete Schlage line, including the new J series interior lock.



This
METALBESTOS
 "Safety System" seal...
 helps you sell
 quality gas venting!



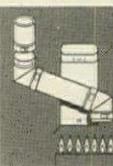
Point out the red-and-black Metalbestos "Safety Seal" to home-buying prospects. Tell them it stands for an all-Metalbestos gas vent, installed according to the scientifically-proven Metalbestos "Safety System."

Quality symbol of gas vent safety, the Metalbestos "Safety Seal" is a visible guarantee that you've built in *total* gas heating comfort... by installing a permanently safe Metalbestos gas vent.

Find out how the new Metalbestos "Safety System" can lower installation costs... solve your gas vent problems. Write Dept. D-1.

STOCKED BY PRINCIPAL JOBBERS IN MAJOR CITIES. FACTORY WAREHOUSES

IN AKRON
 ATLANTA
 DALLAS
 NEWARK
 DES MOINES
 CHICAGO
 NEW ORLEANS
 LOS ANGELES



METALBESTOS DIVISION

WILLIAM WALLACE COMPANY • BELMONT, CALIF.

you'll find bulletins on the various products plus photographs, specifications and descriptions of various units which make up each piece of equipment.

Summer coolers are both water and air-cooled types. Diagrams give the suggested installations you can make which vary with different house plans.

Dowagiac Steel Furnace Co., Dept. HH, Dowagiac, Mich.

For details circle No. 209 on coupon, p. 272

Adjustable scaffolds

These, by Baker, are highly maneuverable, can be built up to reach high places and provide a safe, sturdy scaffold which will support several men working at the same height or different levels. Units come equipped with 3", 5" or 8" casters, with or without brakes, can be stored flat.

The platforms are adjustable every three inches, important for working on a staggered or uneven floor surface or on stairways. Photographs are included in the brochure so that you can see the scaffold in action on a variety of different jobs.

Baker-Roos, Inc., Dept. HH, Indianapolis 6.

For details circle No. 210 on coupon, p. 272

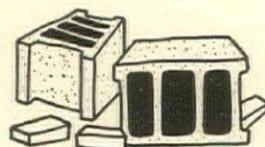
Power tools

You'll find 70 portable electric tools and kits in this new 1958 tool guide by Porter-Cable. In addition, there are over 400 accessories for builders, utility and maintenance crews, carpenters, heating, plumbing and air conditioning contractors.

The book includes pictures of the tools and describes their uses. There are complete specifications and prices for electric saws, sanders, drills, planes, routers, shapers and combination tools.

Porter-Cable Machine Co., Dept. HH, Syracuse, N.Y.

For details circle No. 211 on coupon, p. 272



MATERIALS

Redwood—all over the house

Simpson redwood can add warmth and elegance to your houses and this new booklet shows you how. You might use it, as one application photo shows, as vertical t&g paneling, alternated with cream-colored sap wood for contrast. You'll see it in a kitchen wall of cabinets, used as paneling in a bathroom and bedroom; as background for a modern living-room fireplace wall.

Outdoors you might use vertical grain, clear, all-heart redwood in a reverse board and batten application, rustic V-groove siding or square-edge t&g siding. You can also create garden areas with fences, terrace boxes, outdoor seating, etc.

Simpson Timber Co., Dept. HH, 1010 White Bldg., Seattle.

For details circle No. 212 on coupon, p. 272

continued on p. 258

HOUSE & HOME

CREATE NEW BEAUTY IN YOUR KITCHENS WITH

Princess

DRAMATIC NEW PATTERN BY



Choose from
10 decorator colors



New Princess by Panelyte, the practically indestructible laminated plastic, is simple and cheerful, with colors to give women wide scope in choosing kitchen decor. Each of the 10 colors has been tested for eye-appeal and *buy-appeal* . . . coordinated to blend with modern appliance and kitchen colors. And Panelyte resists scuff, stains and impact . . . keeps looking like new through years of wonderful service.

For free color samples and illustrated material, write Panelyte Division, Dept. HH-158, St. Regis Paper Company, 150 East 42nd Street, New York 17, N. Y.

See Panelyte Princess at Booth 494-496
National Association of Home Builders Show
Hotel Sherman, Chicago



Visit our exhibit at the NAHB Show, The Coliseum,
Chicago, Ill. Jan. 19-23. Booths 847 through 850.

Rolling glass doors can decide

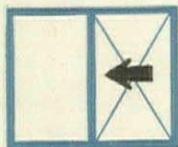
No single feature of new home design has caught the public fancy in such a sweeping manner as modern rolling glass doors.

These magnificently engineered doors by Capitol are presented in a complete line that will give you the chance to "Capitolize" on this growing demand.

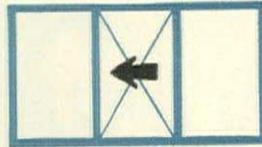
Available in two, three and four panel units, in widths from six to sixteen feet, in various heights to eight feet, Capitol rolling doors appeal to the builder because of ease of installation, and will attract the homeowner because of their smart styling, smooth operation and simple maintenance.

Rolling doors by Capitol received a significant stamp of approval when they were chosen by Bill Levitt for his homes in Levittown, Pa.

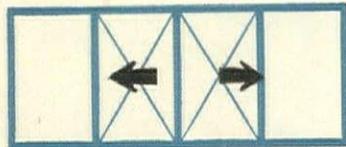
Perfect machining, careful assembly and factory checking assure trouble-free installations. You may have Capitol rolling doors with single glass or Thermopane. They are completely weatherstripped in vinyl plastic, wool pile and polyethylene. Cylinder lock with automatic latch is a standard feature.



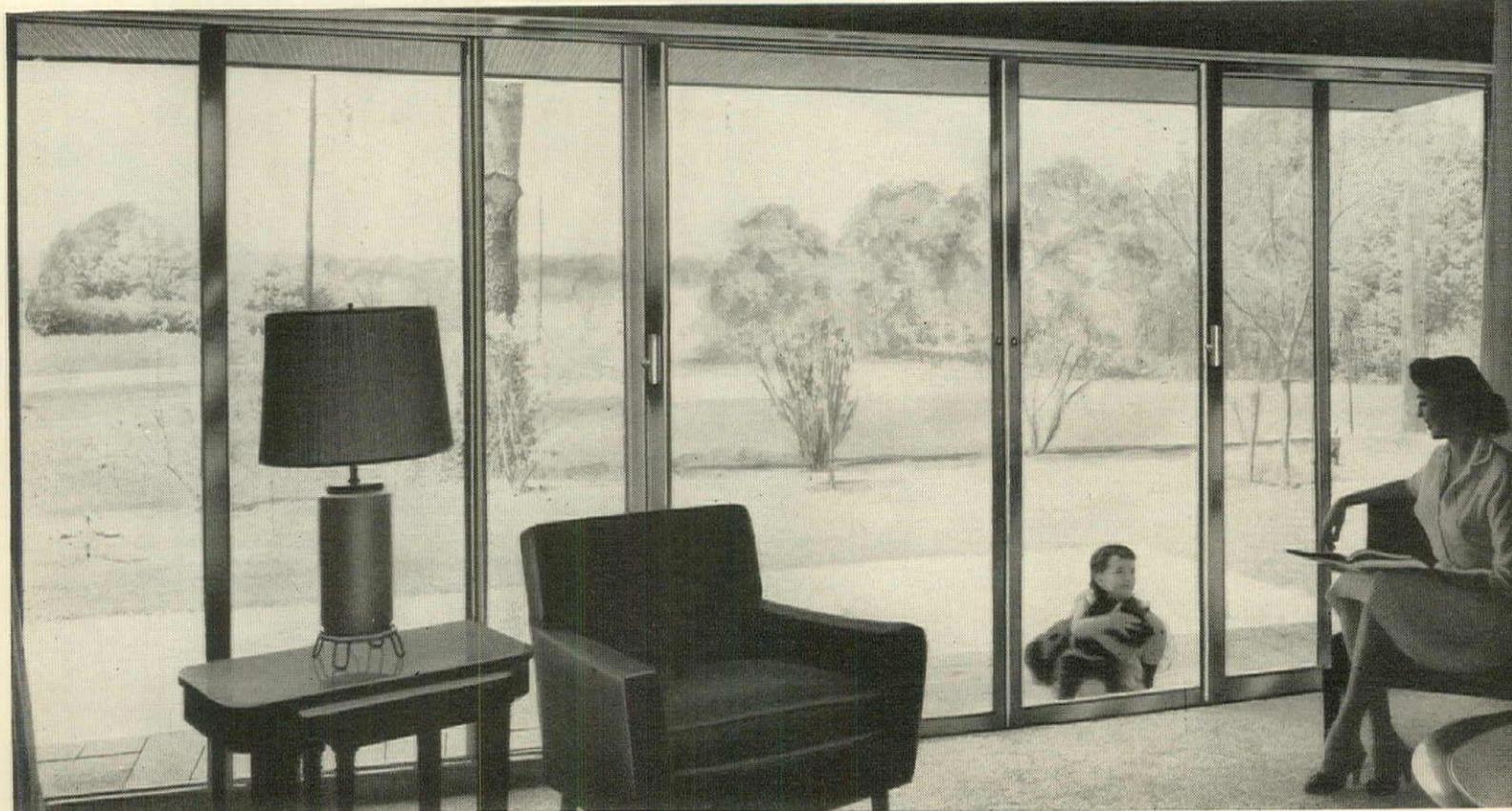
TYPE O-X



TYPE O-X-O



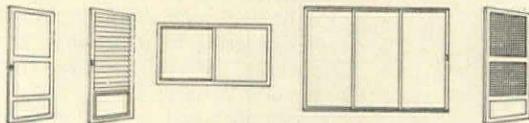
TYPE O-X-X-O



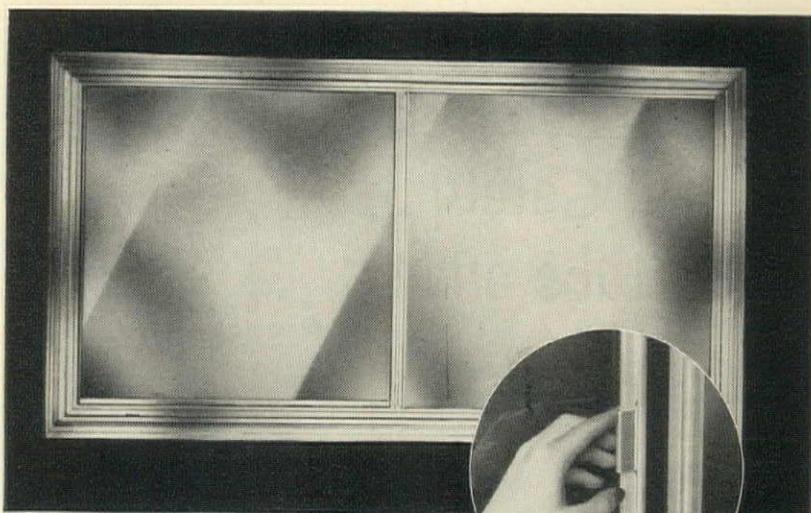
the sale!

Aluminum
all-weather doors
by **Capitol**
give that touch of
luxury at
modest cost

Back all this with the Capitol name and reputation, Capitol delivery and Capitol service . . . and you have an unbeatable combination. Keep in mind that you can get your aluminum combination storm doors and windows from Capitol, too.



ROLLING GLASS DOORS • PRIME WINDOWS
STORM DOORS, WINDOWS, SCREENS • JALOUSIES • EXTRUSIONS



Capitol ALUMINUM

PRIME SLIDING WINDOWS

Still unmatched in the building industry, still exclusive with Capitol, this remarkable prime slider is like an answer to the builder's prayer.

POSITIVE AIR-TIGHT, WEATHER-TIGHT CLOSURE

Capitol's new compressive vinyl seal and new design of meeting rails makes this window such a positive seal against the elements that wind and wind-driven water at hurricane force could not get through.*

*Results of tests at the University of Miami and the Pittsburgh Testing Laboratory will be sent you on request.

EASY OPERATION...NOT A RATTLE

Heavy aluminum extrusions are welded into a rigid frame. Reinforced, perfectly mitered corners add extra strength, make sagging or warping impossible. Sliding sections have nylon guides. Units slide freely at the touch of a finger.

PATENTED FINGER-TIP AUTOMATIC LOCK

Here's the finest sliding window lock available today. Attractively designed, it opens at the touch of a finger . . . automatically locks when the window is closed. It's fool-proof!

EASY, TROUBLE-FREE INSTALLATION

With the simplicity of design, and easy-to-follow installation instructions on every window, improper installation is virtually impossible.



Capitol

A SINGLE SOURCE...SINGULAR SERVICE
for all your aluminum doors and windows

SN917

CAPITOL PRODUCTS CORPORATION
Mechanicsburg, Pa.

Please give me complete information as soon as possible on:

- Capitol Rolling Glass Doors
- Capitol Prime Sliding Windows
- Capitol Combination Storm Doors & Windows

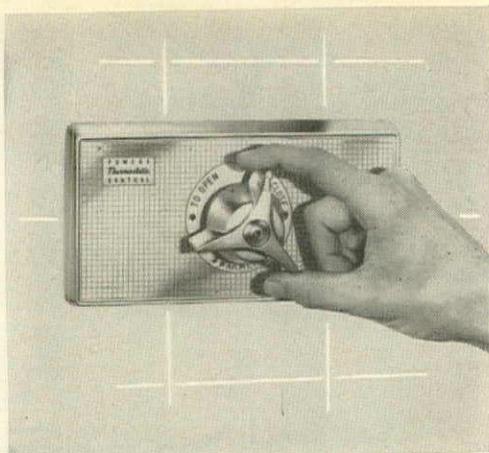
NAME _____

COMPANY _____

ADDRESS _____

TELEPHONE _____

adds Comfort
and Safety
to tubs and
showers



Nationally
Advertised
to home
buyers

Complete
Merchandising
program
for you



HYDROGUARD
Helps you Sell!

Today's home buyers want the complete bathing comfort and safety offered by Hydroguard, the thermostatic tub and shower control. Your prospects have seen it advertised in major home magazines . . . know it's the choice of trend-setting architects and builders. To help you cash in on this strong selling feature, Powers offers standing displays and tag-ons for model homes . . . reminder folders for prospects . . . other merchandising aids.

Hydroguard is a single dial thermostatic control that permits quick selection of any desired water temperature—prevents sudden shots of hot or icy water caused by changes in temperature or pressure of water supply. We have a special offer for builders who sell from a prototype model. Write for full information.

THE POWERS REGULATOR COMPANY

Dept. 158 Skokie 20, Illinois

POWERS

SPECIALISTS IN THERMOSTATIC CONTROL SINCE 1891

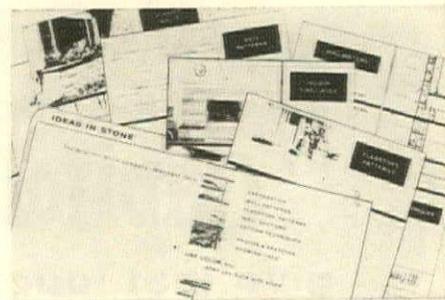
Timber handbook

A compilation of basic reference material for designing and building in timber, this new reference book is also a practical field handbook. It gives you essential information needed to develop and construct the best, most economical wood structures.

The new reference took over four years of work by 26 specialists in timber engineering, designing and wood technology. You'll find material which you haven't seen in print before plus information previously published but never before collected into one reference guide.

Book costs \$12.75, was edited by Ralph H. Gloss. For your copy, write to the publisher: F. W. Dodge Corp., Dept. HH, 119 W. 40th St., New York City.

For details write direct to publisher



Ideas in stone

This new file folder assembles some valuable facts on the most effective use of natural quarried stone on today's construction projects.

Individual sheets give you data on preparation of stone, wall section details and setting techniques. Other sheets illustrate popular wall patterns, fireplaces, chimneys, planter walls, flagstone patterns for walks, patios and play areas. There are full-color reproductions of wall sections showing the various tones of the stone—which range from light grays through buffs and pinks to tans and dark browns. Shades available through each of three specifications—run of quarry, medium range and light range—are described.

You'll also see how standard 2¼", 5" and 7¾" heights of Briar Hill sandstone can be combined in coursed and random patterns with raked, weather, rough stuck, tight and rodded joints. A chart simplifies ordering by indicating the square foot coverage of wall per ton for the most popular patterns.

Specifications are included and sill, coping, cap, mantel and hearth material is listed in standard sizes and shapes with either split face or chat sawn finish. The company also has an advisory service for architects and builders: you send in your blueprints for recommendations and estimates without obligation.

The Briar Hill Stone Co., Dept. HH, Glenmont, Ohio.

For details circle No. 213 on coupon, p. 272

Standard molding book

Western Pine Assn. has a new book designed to simplify identification of hundreds of patterns and to standardize wood moldings by means of a new numbering system.

The book reproduces drawings of some 500 patterns—a cross section of the mold-

continued on p. 262

HOUSE & HOME



Long after
these trees have
grown, the buyer
will still be sold on

INDIANA LIMESTONE

Sales come fast — and passing years bring only increasing satisfaction with this nationally-famous building material. In the all-masonry home, Indiana Limestone gives the buyer an immediate bonus in home beauty and prestige, plus the long term advantages of minimum care and maintenance. Apart from all-masonry homes, those with one or more limestone elevations, an interior wall, fireplace, planters or trim of Indian Limestone gain proportionately in acceptance and value.

The new developments coming in Indiana Limestone, plus its traditional place in fine residential construction, warrant its early consideration by every speculative builder.

*For detailed information and specifications,
send coupon today.*



*Founded 1932 as a service organization for the Builder,
Architect and Contractor*

.....

INDIANA LIMESTONE INSTITUTE
DEPT. HH-18 - BEDFORD, INDIANA

NAME _____ TITLE _____

ADDRESS _____

CITY _____ STATE _____

National

SLIDING DOOR HARDWARE



*Designed for
Smart Interiors...*

The modern space saving innovation for bypassing doors or doors that slide into their own recessed pockets.

With this type of door there is never a sacrifice of valuable floor space. More artistic placement of furniture and wall decorations are possible when the sliding door is employed in preference to the conventional swinging door.

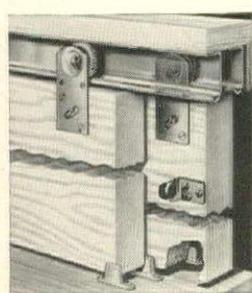
Sliding doors are ideal for clothes closets, supply and storage cabinets or as room dividers in the home, office or factory.

Hangers have large $1\frac{3}{8}$ inch diameter wheels of Nylon and never require lubrication. A specially designed adjustable rail is made in 44, 56, 60, 68 and 92 inch lengths.

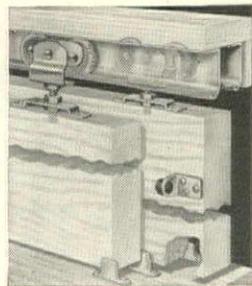
Two styles each with distinctive features fit any thickness of door

National
MANUFACTURING CO.
Sterling, Illinois

No. 182 Single
Wheel Hanger



No. 185 Two
Wheel Hanger





Mr. Scholz (left) at the site of one of his nationally distributed "Mark 58" prefabricated homes with Ken Sprengel of the Telephone Company

"Concealed telephone wiring adds sales appeal to our homes"

—says Mr. Don Scholz, of Scholz Homes Incorporated, Toledo, Ohio

"I compare selling new homes with selling new cars," says Mr. Scholz. "New homes have to be more attractive and more modern than what the public has had before, or they won't sell.

"Concealed telephone wiring is a feature that helps give prefabricated homes such as we manufacture the added sales appeal that attracts buyers. We merchandise it with the many other modern conveniences we offer. It's a valuable sales aid, and we take full advantage of it as such."

Mr. Scholz began manufacturing prefabricated homes in 1953, and last year sold 1500 units at an average completed sales price of \$30,000 each.

This year Mr. Scholz's "Mark 58" home will be nationally advertised and distributed. In today's competitive market, Mr. Scholz, like many other trend-minded builders across the country, recognizes concealed telephone wiring as an indispensable modern sales feature.

* * *

Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Working together to bring people together . . . **BELL TELEPHONE SYSTEM**



ings most in use today which are manufactured by Western mills. It classifies them according to their use and new number and gives their dimensions. A cross index is also included.

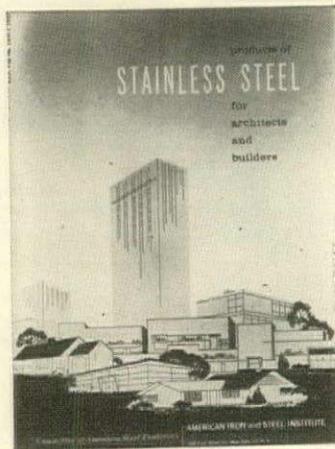
Molding grading rules and a table of molding shipping weights are included. You can get a copy for 25¢ by writing Western Pine Assn., Dept. HH, 510 Yeon Bldg., Portland 4 or West Coast Lumbermen's Assn., Dept. HH, 1410 S. W. Morrison St., Portland 5.

For details write direct to manufacturer

Stainless steel manual

Do you know about the wide variety of factory-made stainless steel components you can get? Do you know who manufactures them?

"Products of Stainless Steel for Architects and Builders," is the title of a new 44-page reference manual which tells you where to buy factory-made components.



The booklet describes stainless steel components for windows and doors, hardware, exterior walls, signs, trim, kitchen equipment, etc. It also illustrates with photographs, detail drawings, profiles and exploded views the products it describes. You'll find, too, stainless steel component manufacturers, listed by component type.

The Committee of Stainless Steel Producers, American Iron and Steel Institute, Dept. HH, 150 E. 42nd St., New York City 17.

For details circle No. 214 on coupon, p. 272

Redwood handbook

A new little booklet called "Redwood Grades" describes and defines the seven major grades of redwood and illustrates each in the dimensions available. Photographs make clear the distinguishing characteristics of each grade, and a section of uses also gives you some idea of what the costs are.

Georgia-Pacific Corp., Dept. HH, The Equitable Bldg., Portland

For details circle No. 215 on coupon, p. 272

Why marble?

You'll discover ways you can use marble as you leaf through the pages of this handsome book. You'll see it used in handsome applications like a living room foyer, a fireplace wall, or a vanity countertop in a bathroom. The book includes a brief resume of the permanence, versatility and

SYMBOL OF QUALITY

for fine homes

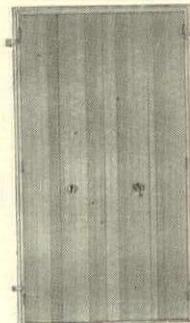
PRECISION



Visit the PRECISION BOOTH, 514-515, NAHB Convention, Sherman Hotel, Chicago, January 19-23



The nationally-advertised brand-name, PRECISION means something to your prospective home buyer. He knows immediately that the PRECISION Stairway is a quality product — a guaranteed product — for he has been told of the quality and dependability of PRECISION Attic Stairways for over a decade in such widely read national publications as . . . Better Homes & Gardens, House Beautiful, House & Home, House & Garden and Living For Young Homemakers. Again this year, home buyers will be seeing the PRECISION Stairway in these and other national publications. Use the nationally-advertised PRECISION Deluxe Folding Stairway in your homes as a sales feature. It's a symbol of quality and guaranteed dependability to home buyers everywhere.



Another practical and economical new PRECISION product is the "Money-Saver" Closet Front Assembly. This PRECISION Closet Front comes completely assembled and braced . . . features strong folding doors with heavy butt type hinges to insure "life-time" ease of operation.

Steel alignment brackets assure perfect lining of doors when closed, with no over-lapping. Full closet space is available when both doors are open . . . and there's no door stop to sweep or stumble over. Can be installed in just 20 minutes by one person with a hammer and screwdriver.

Also manufacturers of the PRECISION Electric Stairway and the economical Simplex Stairway Line

Precision Parts Corp.

Manufacturers of America's most complete line of attic stairways

400-H&H North First Street, Nashville 7, Tennessee

Please send me Free color brochure and complete information on

- Precision Stairway Line
- Precision "Money-Saver" Closet Front Assembly

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



TRAFFIC STOPPER!

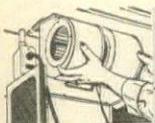
Nothing stops traffic like a Stanthony Ventilating Hood! That distinctive styling makes prospects stop, look and consider . . . provides you with the opportunity to close the sale fast by pointing out all the important features beneath Stanthony's beauty. Yes, Stanthony stops 'em . . . so you can sell 'em!



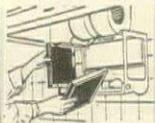
Stanthony

VENTILATING HOODS

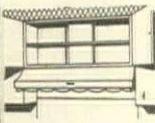
Manufactured by Stanthony Corp., Dept. HH-1
5341 San Fernando Road West,
Los Angeles 39, California



Two-speed, twin-wheel blowers move more air quickly, quietly, efficiently. Unit easily removed for servicing.



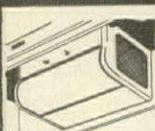
All power automatic hoods — blower, lights, filters within hood itself. All have center discharge of 3 1/2" x 10" against back wall.



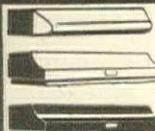
Self-contained hoods — blower, lights, filters within hood itself. All have center discharge of 3 1/2" x 10" against back wall.



Aluminum foil twin filters prevent grease accumulation in blower, duct work, easily cleansed in household detergent. Hi-baked enamel finish wipes clean.



No wall switches. Light and power controls built into housing. Translucent light lens for non-glare illumination.



Choice of three distinctive styles, several sizes and colors. Vent cover available, with or without electric clock.

Also makers of the Stanthony "Electramic" Broiler for perfectly controlled heat without messy charcoal

Fresh from big success in 1957, undisputed leader in booming swimming pool industry announces dynamic new program for 1958.

DISTRIBUTORS

now being selected for new 1958 Motel and Home

Esther Williams

Swimming Pool Program—

NOW IN MOTION!



Big Profit Opportunities

right now in booming home and motel pool markets. Pool heaters and advanced design, all-concrete, simple construction bring year-round volume sales.

Millions spent on 1957 program in LIFE, BETTER HOMES & GARDENS, TV, RADIO, etc., provide springboard for more millions planned in 1958.

New Motel Program offers wide-open profit opportunities starting at once with fast sales to leads from our trade advertising and mailings.

\$25,000 to \$250,000 Yearly Profit potential from five-figure investment in self-liquidating inventory.

Biggest Season Ever Just Ahead!

Distributors being appointed at rapid rate. **ACT NOW!**

ESTHER WILLIAMS SWIMMING POOLS

123 East Post Road, White Plains, N. Y.



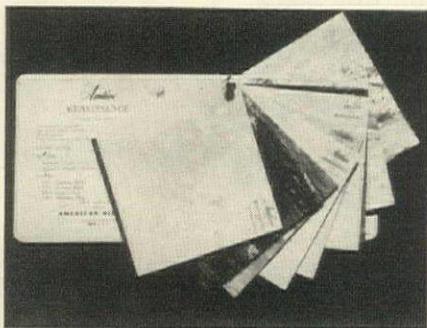
You'll recognize Esther Williams Swimming Pools by their unique advanced design, pure sparkling water and custom tailored beauty . . . at homes, motels, clubs and model houses everywhere.

See us at the NAHB Show, Booth No. 866

relative cost of marble; back pages list member companies.

Marble Institute of America, Dept. HH, 32 South Fifth Ave., Mount Vernon, N.Y.

For details circle No. 216 on coupon, p. 272



Vinyl flooring

Amtico's sample book of vinyl flooring includes nine actual samples of six-inch tile, each a new color in the "Renaissance" line of translucent marble patterns. The samples have much of the subtle variation and characteristics of natural marble and come in white, black, gray, beige, pink, jade, green, cedar and pearl. Standard sizes are 9" x 9", 12" x 12", 36" x 36" untrimmed; and in special sizes 9" x 18", 18" x 18", 24" x 36", 36" x 36" trimmed. All in 1/8" gauge. Any or all of the patterns will give you a wealth of ideas for decorating the baths, kitchens, family rooms and even built-ins in your houses. Company also has available folders on Amtico's complete line of vinyl and rubber floorings.

American Biltrite Rubber Co., Dept HH, Trenton 2, N. J.

For details circle No. 217 on coupon, p. 272

Adequate insulation

This new manual will show you how important adequate insulation is in a new house. Tables show savings in original cost of heating and cooling equipment, and average operating savings for typical homes adequately insulated. The figures cover four widely spaced areas of the US.

The "Certified Adequate Insulation" program calls for six inches of insulation in all ceilings or roofs, three inches in side walls and two inches under exposed floors or around perimeters of slag houses.

Orientation, shade, ventilation and moisture and condensation are also covered.

US Mineral Wool Co., Dept. HH, Stanhope, N. J.

For details circle No. 218 on coupon, p. 272

Sliding glass doors

A new handsomely styled booklet tells you the facts about Nudor's Hi Lo, Nudor and D'Cor lines of aluminum sliding glass doors and aluminum rolling glass windows. The booklet includes specifications, quarter-scale installation details for frame siding, concrete block and brick veneer construction, half-scale plans and elevations and quarter-scale structural details, as well as table of standard stock sizes. You'll also find the features of each product.

In addition, you can also get detail decals on which are imprinted specifications for Nudor and D'Cor doors. Paste

How do you interest a man in kitchen appliances?



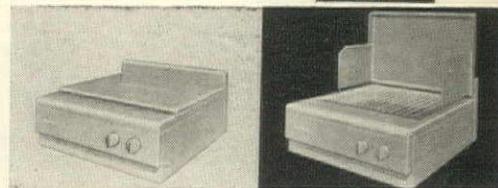
Show him a Stanthony "Electramic" Broiler

The Stanthony Built-In "electramic" broiler has male sales appeal throughout, making it easy for you to sell both halves of the buying team.

Whet the man's desire by describing indoor barbecue fun . . . of tangy barbecued foods done to a turn . . .

perfectly controlled heat. Then tell the women about Stanthony's work-saving features . . . no messy charcoal

. . . easy-to-clean drip pan, and grill that can be washed in the sink. Remember, sell the male . . . and clinch the sale.

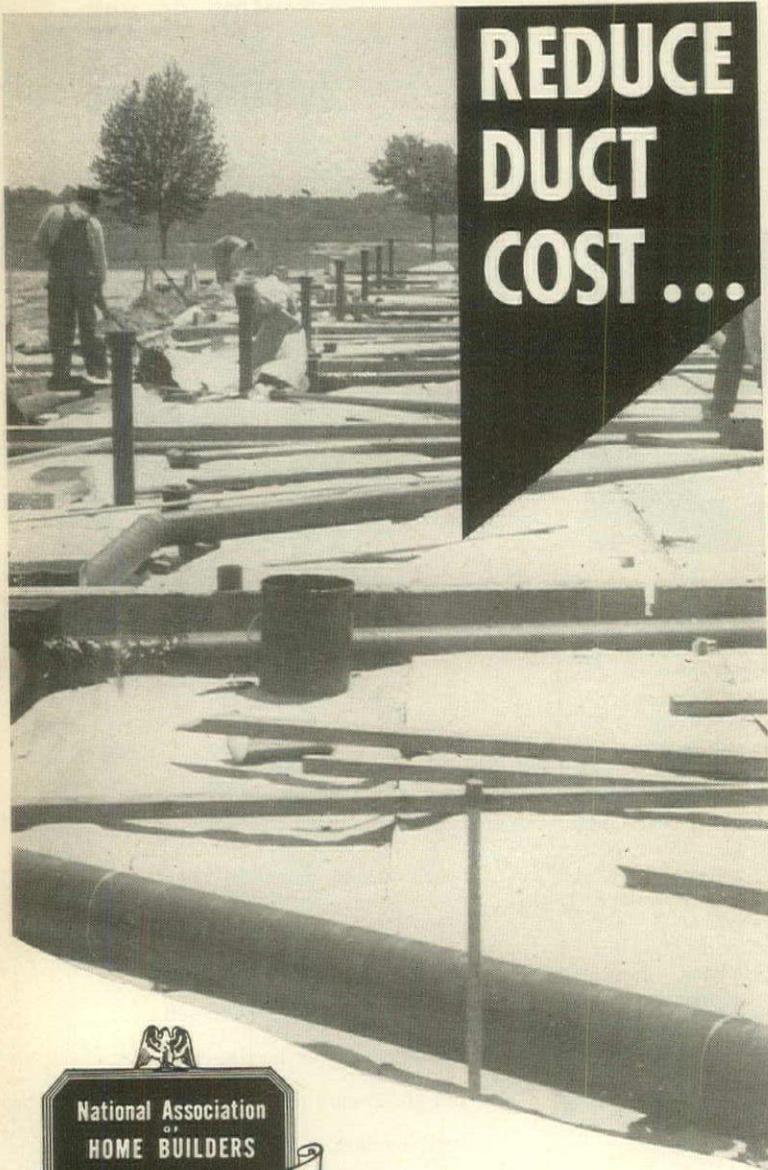


Stanthony

"ELECTRAMIC" BROILERS
Manufactured by Stanthony Corp., Dept. HH-2
5341 San Fernando Road West,
Los Angeles 39, California

Also makers of
The Stanthony Ventilating Hood
the best way to ventilate a kitchen

continued on p. 266



**REDUCE
DUCT
COST...**



Get the facts at
BOOTH 235
CONRAD HILTON HOTEL

SONOCO
SONOAIRODUCT®
FIBRE DUCT

Here's your chance to see the revolutionary, cost-cutting Sonoco Sonoairduct fibre duct for yourself!

Sonoairduct has been used and approved by builders and contractors for more than seven years . . . and they have saved time, labor and money in the installation of gas and oil fired, slab-floor warm air perimeter heating systems. Sonoairduct is aluminum foil lined and available in lengths up to 50'. It can be sawed to exact lengths on the job. 23 sizes—2" to 36" I.D. Made to comply with F.H.A. criteria and test requirements for products in this category. FREE installation manual.

See our catalog in SWEET'S

SONOCO
Construction Products
SONOCO PRODUCTS COMPANY

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Your Customers can now have
VAMPCO Aluminum Windows

**... IN THEIR HOMES ... AT THE
PRICE OF ORDINARY ALUMINUM WINDOWS**

The famous Vampco line of Aluminum Windows, widely used in industrial and institutional building, is now available to you for residential installation.

The same sturdy aluminum window construction that has resulted in the selection of Vampco Windows for over 11,000 schools and numerous office and monumental buildings, will make Vampco the preferred aluminum windows for your customers' homes.

Aluminum Awning Windows, Vampco's famous Projected Windows, Champion Casements, Glass Block Ventilators and Basement Windows will give any home a quality look.

Vampco Aluminum Windows save users' time, money and inconvenience. They are easily installed, will not rot or rust, require no maintenance and provide a reliable lifetime window of exceptional beauty. Screens and storm sash are available at any time. Basement Window Bucks are also available for poured concrete and masonry walls.

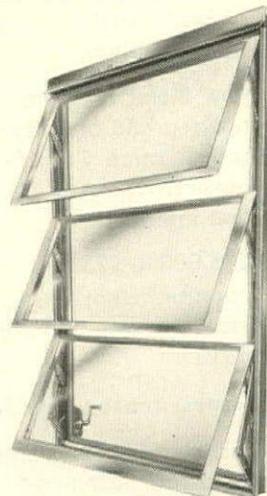
An investment in Vampco Aluminum Windows is sound business!

VAMPCO Champion Casements exceed Aluminum Window Manufacturers' test C-A1.

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THESE VAMPCOS are approved by
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AWNING WINDOW

VALLEY METAL PRODUCTS CO.

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A NAME THAT MEANS THE
VERY FINEST IN LIFELONG
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- Please send me 12-page Catalog describing VAMPCO Light Construction and Residential aluminum windows.
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CITY.....ZONE.....STATE.....



Part of the Havenwood development, Baltimore County, Md. Homes are in the \$13,400-and-up price range.



Mr. Victor J. Previti, electrical contractor, Dundalk, Maryland, who installed the wiring in Havenwood, says: "G-E Remote-Control is the best low-voltage control system. I've tried them all. It offers the builder a real selling feature at reasonable cost."



Mr. H. E. Suhr, Jr. and Mr. Martin W. Seabolt, of the Ashton Building Corporation, Baltimore, shown in one of their "Havenwood" homes. The builders credit "leaving trees on the site" and "using name-brand, top-quality materials such as G-E remote-control wiring systems" . . . as primary reasons for the success of this development.

Baltimore builders tell how they sold 130 homes at \$13,400 and up in a particularly difficult market by applying a simple formula that anyone can use

"The formula is simpler than you might think", say Partners Suhr and Seabolt of the Ashton Building Corp. "Number one . . . we left the trees. Number two . . . we used high-quality, name-brand materials throughout.

"What happened? We sold the model home in Havenwood before it was built! People would drive by and see a nice house going up and appreciate the fact we'd left the trees standing outside . . . notice the good materials being put inside. They ordered 22 homes right off the bat!

"The word spread that we were doing a careful job. In two years, we built and sold

130 homes. All of these sales were made off-the-plans . . . without need for a sample home or running an ad!

"General Electric remote-control wiring is the kind of well-known, quality product that helped put Havenwood across. Our customers like the convenience it offers with multi-point switching and the mod-

ern master selector switch. We are including these G-E wiring systems again in our next development of 175 homes."

Ask your electrical contractor to show you how G-E Remote-Control Wiring Systems can liven up the sales of your houses; or write General Electric Company, Wiring Device Department, Providence 7, R. I.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

QUESTION

Why should I, an ARCHITECT, specify Superior Fireplace Products?

Why should I, a BUILDER, use Superior Fireplace Products?

Why should I, a DEALER, recommend and sell Superior Fireplace Products?

ANSWER



Because there is a properly designed unit for every type of fireplace.



Because of installation ease and it costs no more to give my customer the best.



Because it is the most complete line of highest quality merchandise available and will serve my customer best.

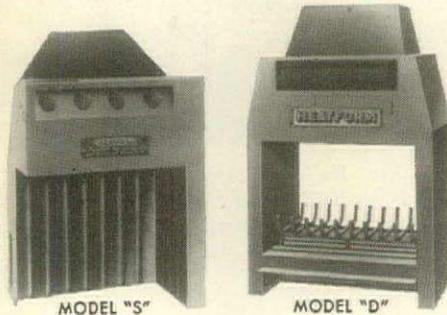
HEATFORM
WARM AIR-CIRCULATING FIREPLACE UNIT

Everyone engaged in the Home Building Industry wants to serve his customers to the best of his ability and can serve them no better than with Superior Fireplace merchandise.



MODEL "A"

MODEL "M"



MODEL "S"

MODEL "D"

HEATFORM is the only heat circulating fireplace unit available in four models to accommodate any architectural design — MODEL "A" for the single opening fireplace, MODEL "S" for the modern corner fireplace with the front and either side open to a view of the fire, MODEL "M" for the fireplace with the front and two sides open, and MODEL "D" for the fireplace opening through between and serving two rooms.

Check these exclusive HEATFORM advantages and you will understand why you may recommend HEATFORM with confidence:

- Ribbed reinforced boiler plate firebox — for greater strength.
- More heating surface per size unit—air chambers surround front and side walls of throat as well as firebox.
- No dead air pockets—round superheating air flues through throat connect lower and upper heating chambers, assuring contact of air to all heating surface.
- Larger air inlet and outlet capacity—speeds air circulation and increases heat delivery.
- Nothing to rust out—masonry downdraft shelf seals all exposed metal beneath chimney against corrosion. THIS IS IMPORTANT!
- Greater choice of warm air outlet location.

SUPERIOR HI-FORM FIREPLACE DAMPERS

MODEL "L" for single opening tapered fireboxes. MODEL "H" for all multiple opening square fireboxes. Detachable metal downdraft support allows for masonry shelf to prevent rainfall entering firebox. Flue may be located directly above center of apex of dome, saving 20-25% of masonry and labor required by other designs to offset flue and form downdraft in another location.

HI-FORM EXCLUSIVE ADVANTAGES

1. Controls construction of throat, lintel to flue.
2. Properly hinged and located damper cannot swing back beneath chimney flue. It is a buffer to prevent wind currents interfering with draft.
3. Friction control holds tight-closure damper in any desired position.
4. Constructed of heavy steel for lifetime service. No brittle cast iron parts to break in shipping, handling, or usage.
5. Rockwool blanket provided with each unit — only proven method of absorbing metal expansion.
6. 100% foolproof when constructed per specifications.

SUPERIOR FIREPLACE COMPANY

Pioneer designers and manufacturers of Heat Circulating Fireplace Units and Hi-Form Dampers

Dept. HH581
4325 Artesia Avenue
Fullerton, California

Dept. HH581
601 North Point Road
Baltimore 6, Maryland



SUPERIOR FORM DAMPER MODEL L

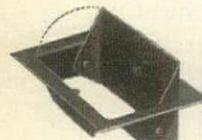


Superior Stay-Put CLEAN-OUT DOOR



FRONT VIEW

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Superior Stay-Put ASH DUMP



REAR VIEW

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Specify your profession or trade and WRITE TODAY for FREE FILE FOLDER containing complete and detailed fireplace information.

them up where they're in sight and you save time looking up specifications for any particular job.

Nudor Mfg. Corp., Dept. HH, 7326 Fulton Ave., North Hollywood, Calif.

For details circle No. 219 on coupon, p. 272

Terrazzo and mosaics

Here's a big information kit on both terrazzo and mosaic which includes data and specifications in a big file folder (AIA File No. 23-5).

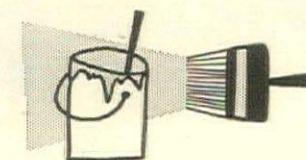
Loose-leaf sheets in the folder show you some typical applications of terrazzo, which you can get in almost any combination of colors, and which can be worked into almost any design you want.

Technical sheets give specifications for terrazzo and mosaic work, include drawings and details for terrazzo floors, shower stalls, stair construction, wainscots and partitions, door trim.

You'll also get information on terrazzo and radiant heating, divider strip location, maintenance of terrazzo floors, and resiliency tests. The membership list of the national association is included.

The Nat'l. Terrazzo and Mosaic Assn., Dept. HH, 711 14th St., N.W., Washington 5, D. C.

For details circle No. 220 on coupon, p. 272



COLOR

What's the trend in colors?

Martin Senour has provided a handy sliderule booklet plus a swatch book of colors to help you in color selection.

The sliderule booklet is ruler-high and about 2 1/4" wide so you can carry it around on the job. It contains the company's ready-packaged line of the current most popular colors in alkylid flat for interior walls, ceilings and woodwork; satin gloss enamel for bathroom and kitchen



walls, interior woodwork and furniture; poly-flow interior emulsion flat paint; exterior house paint; floor and trim enamel; interior wood stains; exterior flat finishes; alkylid full-gloss enamel. Colors range from soft, almost dusty pastels to vivid accent colors which help call attention to points of interest in your rooms.

An additional book, Contempo-Tones, gives you basic colors and the accent colors you might use with each. Samples are impressive, going as they do from lighter beige (in one group) through the pale greens, yellows, tans and blues.

Martin-Senour Co., Dept. HH, 2500 S. Senour Ave., Chicago.

For details circle No. 221 on coupon, p. 272

continued on p. 268

Builders:

Something New

has been added

at

Rangaite

Visit us and see!
BOOTH

812

CHICAGO COLISEUM

JANUARY 19-23

NATIONAL ASSOCIATION
OF HOME BUILDERS SHOW



ROBERTS MANUFACTURING CO. CLEBURNE, TEXAS

*Fine
homes
call
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FOR KITCHEN COUNTERTOPS
Glass-smooth Farlite resists stains, heat, fading . . . stays beautiful without attention for years!



*the
finest
in
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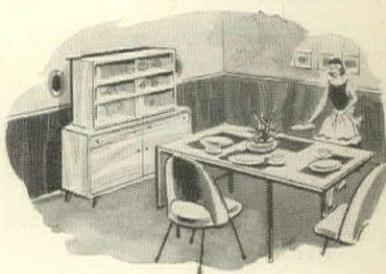
FOR SHOWER STALLS

Adds "tile-like" beauty that cleans in a whisk, won't chip or craze . . . and costs less! Meets or exceeds NEMA approved specifications.

**plastic
laminates**

Mr. Builder . . . there's an ideal application for Farlite in practically every room! Here's a combination of ruggedness and easy-to-clean beauty to add new zip to home sales. Over 120 patterns and colors . . . in sheets, panels, or 1/2" Farlbord. Easy to install . . . economical to use. Mail coupon below for details!

BOOTH 578 • NAHB SHOW



FOR WALL SURFACING

A new idea . . . lasting beauty that never needs refinishing!

FARLEY & LOETSCHER MFG. CO., DUBUQUE, IOWA

GENTLEMEN: I am interested in Farlite's uses in home building. Send along samples and complete information!

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specify... Cabot's

inside ...



House in San Diego.
Architect: Mosher & Drew, La Jolla, Calif.
Finished with Cabot's Stain Wax

outside ...



House in Carmel, Calif.
Designer: Gordon Drake, San Francisco
Stained with Cabot's Creosote Stain

... enhance natural beauty of redwood

Cabot's Stain Finishes maintain the rich coloring of redwood . . . accent the lovely natural texture and grain . . . provide any desired effect. So, to beautify, preserve, maintain or restore redwood . . . specify

Cabot's Finishes for REDWOOD

*They are so easy to apply...
economical, too.*

For exteriors:

- California Redwood Stain (#325)
- Sequoia Red Stain (RH #25)
- Mariposa Redwood Stain (RH #80)
- Redwood Gloss Finish (#880)
- Creosote Stains, Ranch House Hues

For interior:

- Stain Wax, Interior Stains

Quality products from Cabot Laboratories
...manufacturing chemists since 1877

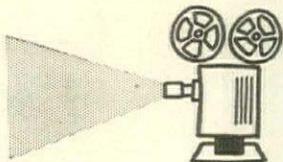
Samuel Cabot

SAMUEL CABOT INC.

130 Oliver Building, Boston 9, Mass.

Please send your "Redwood Staining" Folder

PUBLICATIONS



FILMS

"The Man From Missouri"

This film is designed to show builders the improvements that have been made in asbestos-cement siding since the days when it was just a "cheap-house" siding. Three New Jersey builders—Frank McClatchey (that's one of his houses "on location" in the photo below), Bob Scar-



borough, and Max Fink show how they each have used the "new look" in asbestos-cement siding, and why. They detail how—with a full undercoursing of fibreboard to "kickout" the shingle and reinforce it—the flat look that used to be asbestos' giveaway has been eliminated. They point out the savings they have enjoyed in using asbestos shingles, the simple installation, the wide variety of colors and easy maintenance they can offer their buyers.

On a trip the viewer will take with Chet Kelsey, executive director of the Asbestos Cement Products' Assn., the viewer learns some of the techniques that can be used to tell the prospective buyer the advantages of asbestos siding.

This worthwhile film is in full color, runs about 15 minutes. It is available for showing before building industry groups without charge from the Asbestos Cement Products' Assn., 509 Madison Ave., New York City 22.

For details write direct to manufacturer

"House of a Lifetime"

The many uses of threaded nails pictured and described in this film should be an eye-opener to many builders.

The film shows how they can be used to fasten the mudsill to the concrete foundation (at a cost said to be half that of using a concrete-embedded bolt), fasten panels to the sills, perimeter beams to the panels, trusses to the wall, sheathing to the trusses. And how the threaded nails can be used in assembling components.

In short, the film shows many of the applications of threaded nails (each designed for a specific construction purpose) which have been studied by VPI research engineers.

The 13-minute sound color film is available on a free-loan basis to non-profit organizations from the Virginia Polytechnic Institute Extension Film Library, Blacksburg, Va.

For details write direct to manufacturer

continued on p. 272

DON'T MISS

THE ANNUAL

FEATURE ISSUE

ON

HOME MERCHANDISING

HOUSE & HOME

MAY 1958



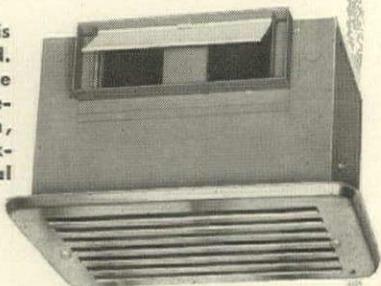
Broan Range Hoods

*Beauty and Utility for the Housewife
Practical and Profitable for You*

Broan is a plus value range hood with bonus advantages for contractor and owner alike. Women everywhere respond to its new contour styling and superb craftsmanship. Attractive oblique corners provide design luster, allow adjacent cupboard doors to open fully. And beneath the trim lines of the hood is solid engineering: seamless construction, glare-free lighting, powerful exhaust (with choice of three companion systems), lifetime filter.

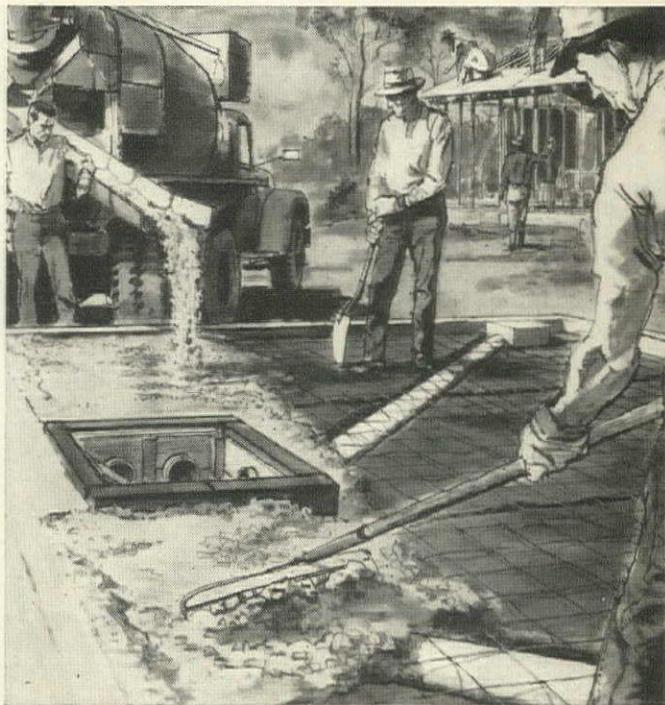
A reversible top plate with round and rectangular knockouts — a Broan origination — speeds up installation. There are five standard lengths, all in 12" or 13" depths . . . and all are available in modern stainless steel, colonial coppertone, or white enamel. Write for detailed bulletin and the name of the Broan distributor in your area.

The Broan No. 300 Twin Blower is first choice to power the Broan Hood. Two blower wheels deliver a large volume of air against high duct resistance. Whisper-quiet operation, speed control, spring-loaded back-draft damper, horizontal or vertical discharge.



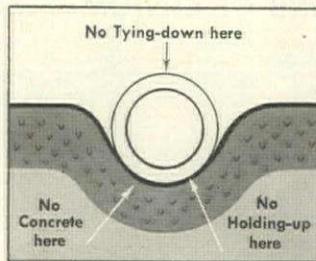
Broan MANUFACTURING CO., INC. | 924 W. State St.
Hartford, Wis.
Specialists in quality ventilating equipment for 25 years. | Near Milwaukee

JANUARY 1958



Pocket the cost of concrete encasement!

Strong, corrosion-resistant Transite® offers many ways to save when you install modern slab-in-grade perimeter heating and air-conditioning systems. Costly concrete encasement is unnecessary. Time and concrete are saved as your men position Transite Air Duct directly on the prepared bottom. No need for special supports—and because Transite won't float—no need for anchoring. All your men do is position duct and pour concrete.



Transite installs still faster because fittings can be made quickly, easily, right on the job—or ordered factory-made to your requirements. Made of asbestos-cement, Transite won't flake or flap down to impede air flow . . . will never rot or give off odor.

Let us send you a free copy of Transite Air Duct booklet, TR-144A. Address Johns-Manville, Box 14, New York 16, N. Y. In Canada, 565 Lakeshore Road East, Port Credit, Ont.



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TRANSITE AIR DUCT**

Sell more homes



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New Talk-A-Phone

ALL-TRANSISTOR HOME INTERCOM-RADIO SYSTEM

America's feature-conscious market acclaims this exciting new built-in feature . . . for safer, more comfortable and more enjoyable living. Your buyer will delight with . . .

- **THE SAFETY** of answering outside doors from any room without opening the door to strangers.
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- **THE CONVENIENCE** of talking to anyone in the home or garage by the simple flick of a switch.
- **THE ENJOYMENT** of favorite radio programs following the listener throughout the house.

Distinctively styled by Dave Chapman, internationally renowned industrial designer and beautifully finished in richly blended tones of satin silver and polished gold. Easily installed in homes already constructed as well as in new construction.

Write today for complete information and prices.

TALK-A-PHONE CO.

Dept. HH-1, 1512 S. Pulaski Rd., Chicago 23, Ill.



BENDIX MOULDINGS

with their especial appeal to women, help make the sale. Decorative mouldings for cornices, chair rails, closet edges, door frames.

ANY KIND OF CUSTOM CARVING



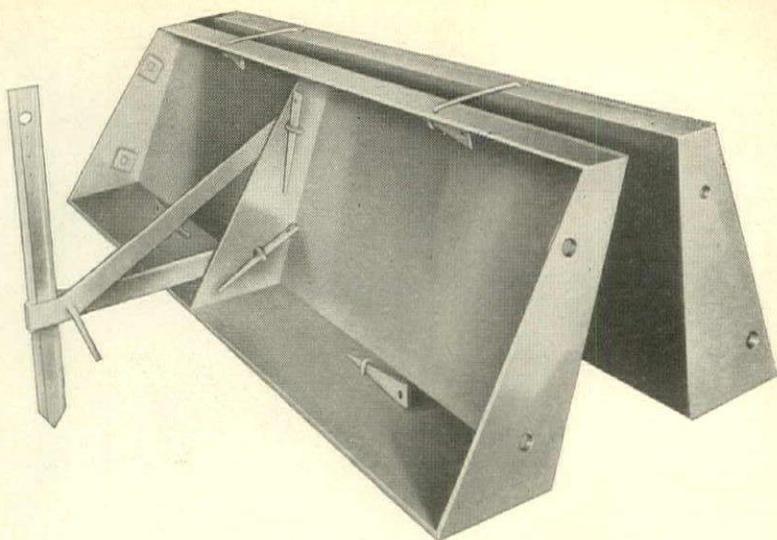
SEND COUPON BELOW FOR CATALOG BA 622

Please send new fully illustrated catalog BA 622.

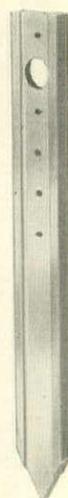
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NEW "Lo-Wall" Pre-Fab Form



- 1. This high grade steel form is designed primarily for slab-on-grade foundations of housing projects. It is also recommended for any standard size, multiple-reuse, low wall forming operation. Cost of form is paid for many times in labor savings. Assures greatly improved job appearance. Standard dimensions are 12 inches high by 8 feet long. It is adaptable for battered as well as straight walls. Adjoining units are secured together with connecting bolts and wedges. When used for opposite panel set-ups, metal base ties and wedges are all that are needed to spread and hold the forms at top and bottom. Prefabricated braces can be furnished with the form.
- 2. **New Steel Stake**
High carbon alloy steel stake has these outstanding features:
1. pullout hole, 2. nail holes 1" apart, 3. alloy steel point stays sharp. Available in 12, 18, 24, 30, 36 and 42 inch lengths. Further information on these products available on request.

- 3. Symons Clamp & Mfg. Co., 4277 Diversey Ave., Chicago 39, Ill.

**RESEARCH DATA
RELEASED BY DUR-O-WAL**

Independent Study Now Available to Industry

In an effort to obtain pertinent information as to how joint reinforcing actually affects the strength of masonry construction, Dur-O-wal sponsored a program of research carried on by the Research Foundation of the University of Toledo in 1956.

A total of 39 walls, 9'-4" x 4' were built and tested. More than two dozen tension tests were made on plain and deformed wires; 80 pull-out tests were made to determine bond characteristics.

Guide for Comparison

Three points of importance in comparing quality —

1. Weight of material
 - a. Comparison of actual weight per 1000 lineal feet.
 - b. Flexural strength in relation to weight of steel in wall.
2. Deformation
 - a. Report of tests

3. Mortar Locks
 - a. Report of comparative tests

You are invited to send for your copy of the research findings to learn how this truss design member provides superior lateral and horizontal reinforcing.

Manufacturing and Distributing Facilities

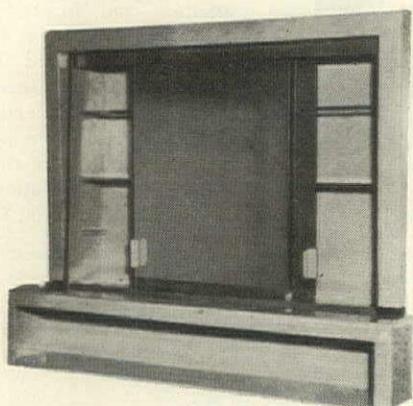
More than 8,000 dealers stock Dur-O-wal, which is distributed in key markets throughout the United States. It is readily available in your area now.

Dur-O-wal is manufactured by the Dur-O-wal Division, Cedar Rapids Block Company, Cedar Rapids, Iowa; Dur-O-wal Products, Inc., Box 628, Syracuse, N.Y.; Dur-O-wal of Illinois, 119 N. River Street, Aurora, Illinois; Dur-O-wal Products of Alabama, Inc., Box 5446, Birmingham, Alabama; Dur-O-wal Products, Inc., 4500 E. Lombard St., Baltimore, Md.; Dur-O-wal Div., Frontier Mfg. Co., Box 49, Phoenix, Ariz.; and Dur-O-wal, Inc., 165 Utah St., Toledo, Ohio.

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*Cole
Customett*



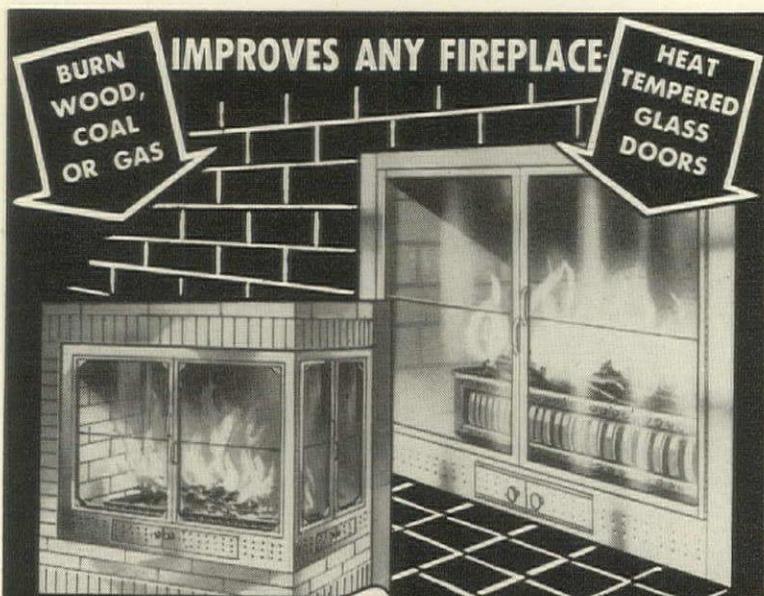
*Cole
CUSTOM-ETT*

Attracts the ladies who buy your houses. Sliding mirror doors, enamel finish, white and colors. Rough in 26" x 17". Sensible builder price. Quantity discounts. Telephone collect to place your sample order. Call J. D. Cole, President. Glendale 3-7356.

Cole Products Corp.

P. O. BOX 4182

AUSTIN, TEXAS



Thermo-Rite

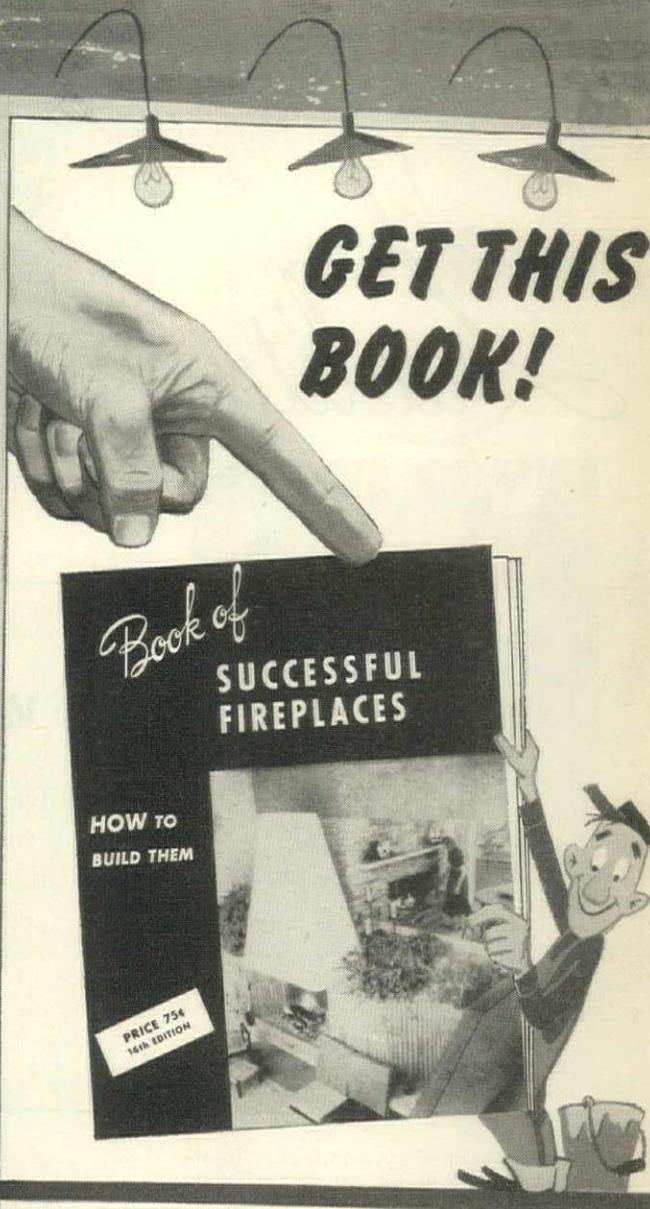
FIREPLACE ENCLOSURE

- Radiates heat evenly from floor to ceiling.
- Sliding draft doors control fire.
- Stops smoke, sparks, dirt and drafts.
- Frame is solid brass, in sizes to fit any fireplace and decor.
- Stops heat loss, fuel waste.
- Glass guaranteed for one year.
- Doors open wide for easy fueling.

Send fireplace width & height, receive colorful **FREE BOOKLET**

THERMO-RITE Mfg. Co., AKRON 9, OHIO
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IF YOU PLAN TO BUILD AN
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FIREPLACE OR BARBECUE

Here's your opportunity to get all the facts. This newly revised publication has 80 pages filled with more than 300 illustrations to help you select, plan or build virtually any type of fireplace. Photographs, drawings, cautions and cures for faulty fireplaces are included. Send only 75c for your copy today. Use the convenient coupon below . . . NOW!



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Cleveland 5, Ohio

Check one:

- I would like to receive the Indoor Fireplace Booklet. Enclosed find .75c.
- I would like to receive both the Indoor and Outdoor Fireplace Booklets (at a savings of .25c). Enclosed find \$1.00.

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Quality



that builds
your name...

The Quality and Permanence that forms an integral part of the screws and bolts employed in today's building hardware is yours for the asking. Yet your projects do not always receive the best fasteners, unless you so specify!

Southern fasteners, manufactured under rigid quality controls, in the U. S. A., from U. S. A. materials by U. S. A. workers, is an excellent example of the fasteners you can use with complete confidence. You can't buy better fasteners than Southern's—yet Southern screws and bolts cost no more than run-of-the-mill fasteners. Why settle for less?

Specify "Southern Fasteners" when you buy building hardware. That means assurance of quality and permanence—and satisfaction that helps build success! Sold through leading wholesale distributors, and leading hardware and building supply stores.

May we send you a descriptive brochure about Southern Screw Company. Address P. O. Box 1360-HH, Statesville, North Carolina.

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LOS ANGELES



PUBLICATIONS



"This Above All"

The story of roofs—from the time the caveman moved out into the light and air

and started weaving palm fronds together until the present day—is told in this film. Emphasis is on the use, in modern homes, of insulating roof deck. The film shows how the deck is made of multiple plies of insulating board in big panels with interlocking joints. It shows how the deck combines three functions—structural roof deck, insulation, and finished ceiling—in one panel. Many uses in different styles of house are shown, and the advantages of this construction are detailed.

The film, in sound and color, runs 13½ minutes. Much of it is in animation. It is available on free loan, for groups of 12 or more, from the Insulation Board Institute, 111 W. Washington St., Chicago 2:

For details write direct to manufacturer

Want more information?

The numbers below are keyed to the items described on the New Products and Publications pages. Circle the ones that interest you and mail the coupon to:

House & Home

Room 1021A 9, Rockefeller Plaza, New York 20, N. Y.

NEW PRODUCTS

1	26	51	76	101	126	151	176
2	27	52	77	102	127	152	177
3	28	53	78	103	128	153	178
4	29	54	79	104	129	154	179
5	30	55	80	105	130	155	180
6	31	56	81	106	131	156	181
7	32	57	82	107	132	157	182
8	33	58	83	108	133	158	183
9	34	59	84	109	134	159	184
10	35	60	85	110	135	160	185
11	36	61	86	111	136	161	186
12	37	62	87	112	137	162	187
13	38	63	88	113	138	163	188
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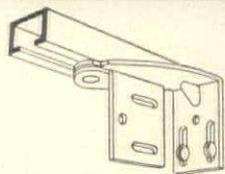
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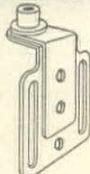
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C-468-8



TILE DESCRIPTION: Walls 315 Cr. Tan, 350 Cr. Gray; Floors: 315 Cr. Tan, 350 Cr. Gray, 360 Cr. Charcoal; Counter Tops: 360 Cr. Charcoal; Decorative Inserts: H54-C514 Fleur de fis; Shower Wall: Tile Gems—360 Cr. Charcoal, 350 Cr. Gray, 315 Cr. Tan; Shower Floor: CB-612 Spearhead—Sea Blue, Pearl Shadowflash, Cascade. (Color Plate 76 above, 77 below.)

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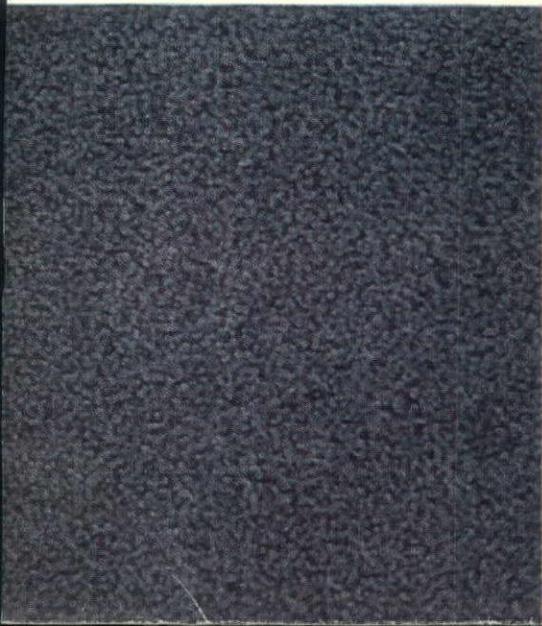
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No. 360 Cr. Charcoal shown actual size

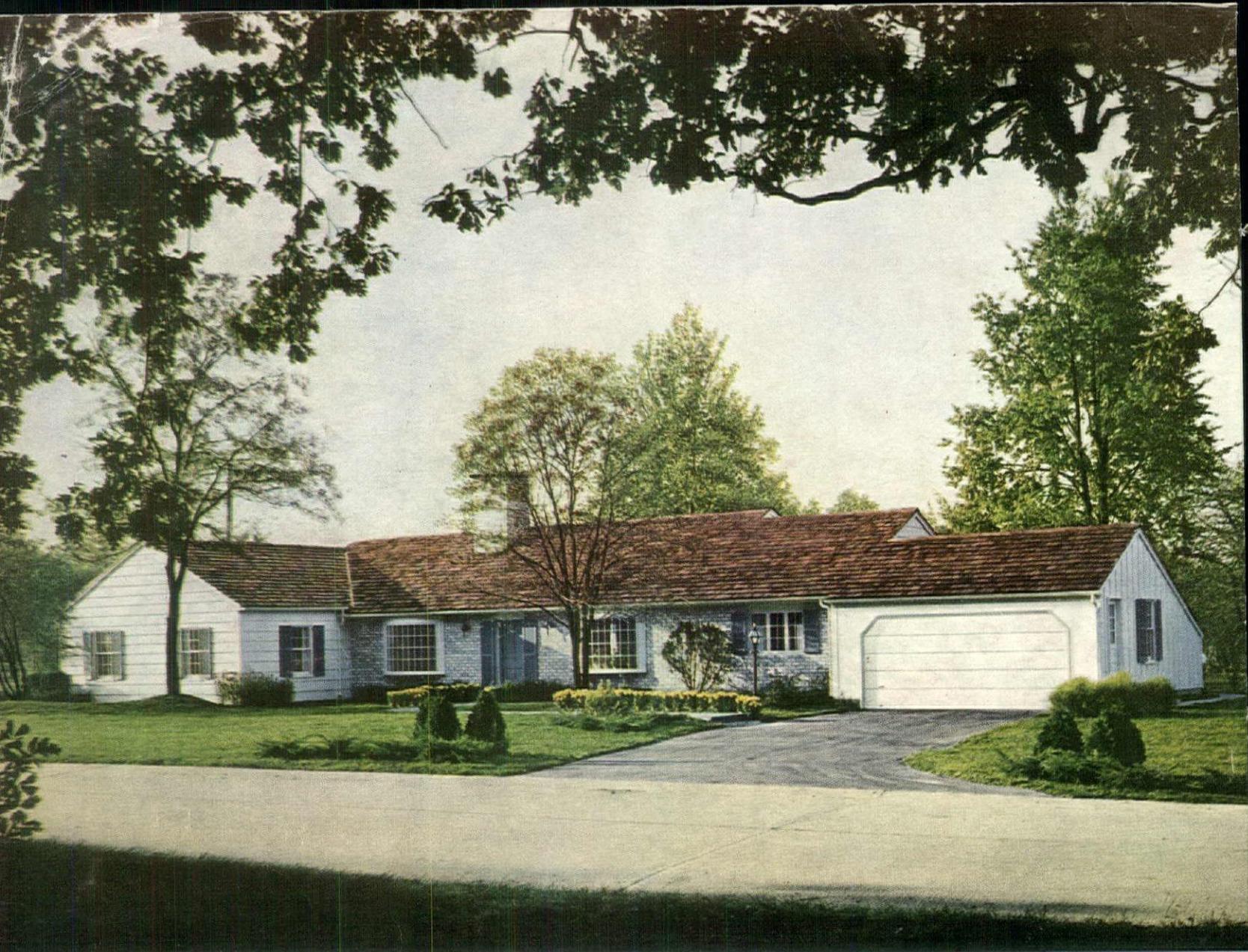


Shower Wall in 3 colors of Tile Gems



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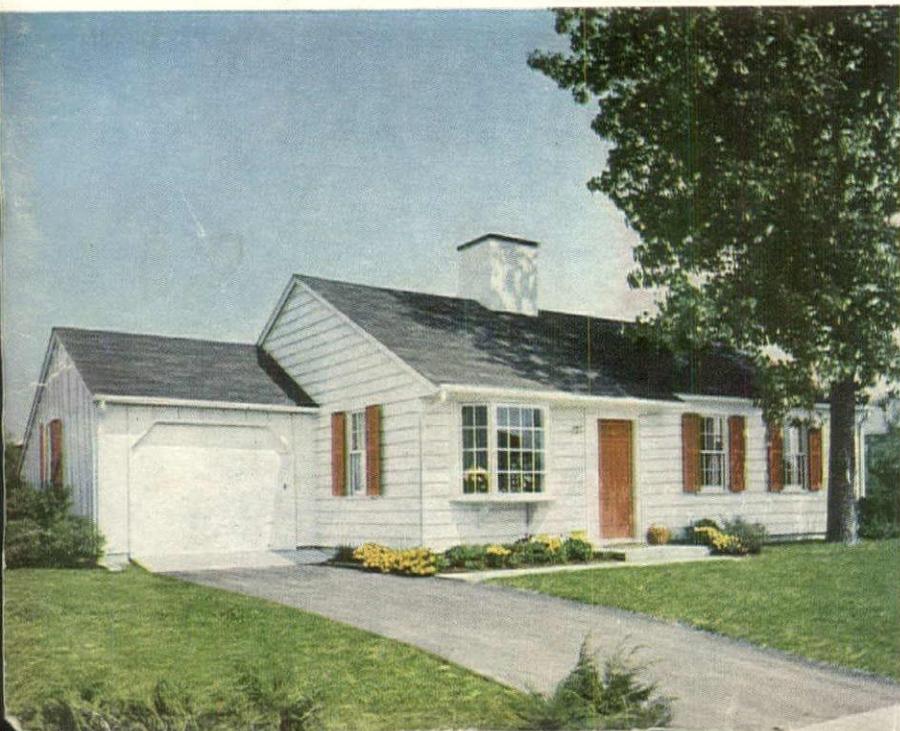


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