

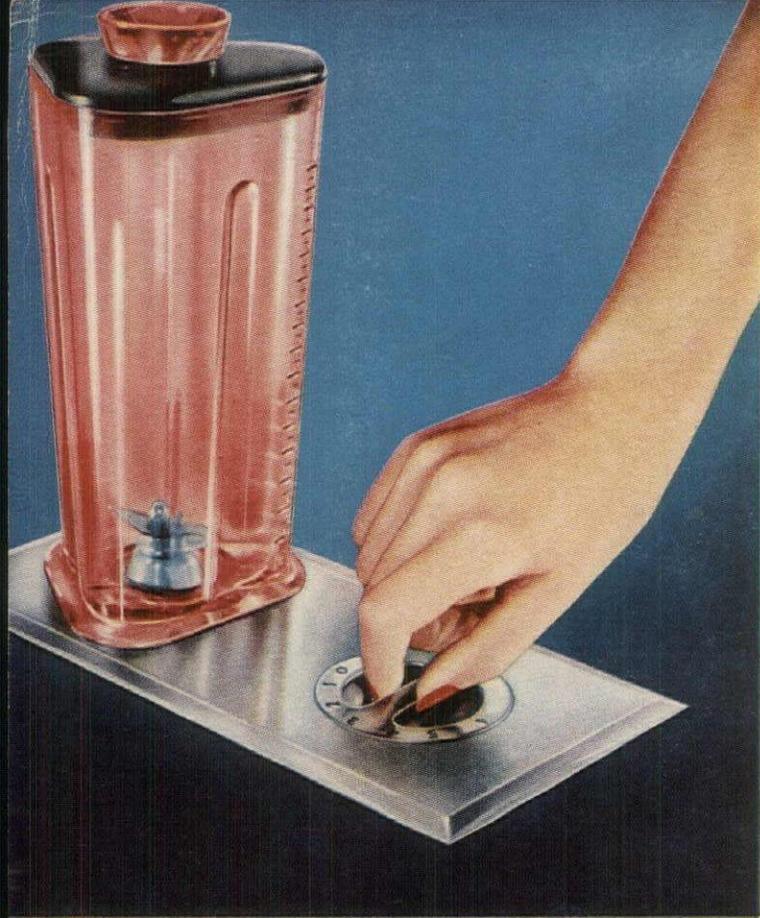
MAY 1958 SIX DOLLARS A YEAR — ONE DOLLAR A COPY

House & Home



how to sell ...

FOR COMPLETE CONTENTS SEE PAGE 109



Here is an idea sure to excite every woman's enthusiasm! It's the fabulous NuTone Food Center *built inside* the cabinet drawer.

Leading manufacturers of steel or wood kitchen cabinets . . . now offer you a drawer cabinet with *cut-out* for inserting the NuTone Built-In Food Center, and it also contains ample space for storage of all five NuTone attachments.

Ask YOUR Cabinet Manufacturer for this "Home-Selling" Feature!

NOW.. a NuTone Food Center America's Finest

ONE Built-In Motor Operates FIVE Appliances



Large Mixer

Full 3½ quart, motor-powered bowl. Easy to hold in one hand. Non-drip, all-around pouring rim.



Food Blender

6 speeds instead of 2. Break-resistant plastic. Triangular shape. Safety sealed cutting blades.



Meat Grinder

Exclusive vertical design for the juiciest, most tender hamburger you ever tasted. No splattering.



Sharpener

Flexible grinding discs sharpen the knife safely. Won't destroy temper. Removable cap catches grit.



Fruit Juicer

Family size capacity. Holds 10 glasses. Stain-proof Reamer and Strainer. Gets all the juice.

Write for New Catalogs and Installation Plans.

NuTone, Inc., Dept. HH-F, Cincinnati 27, Ohio

Name _____ Firm _____

Address _____

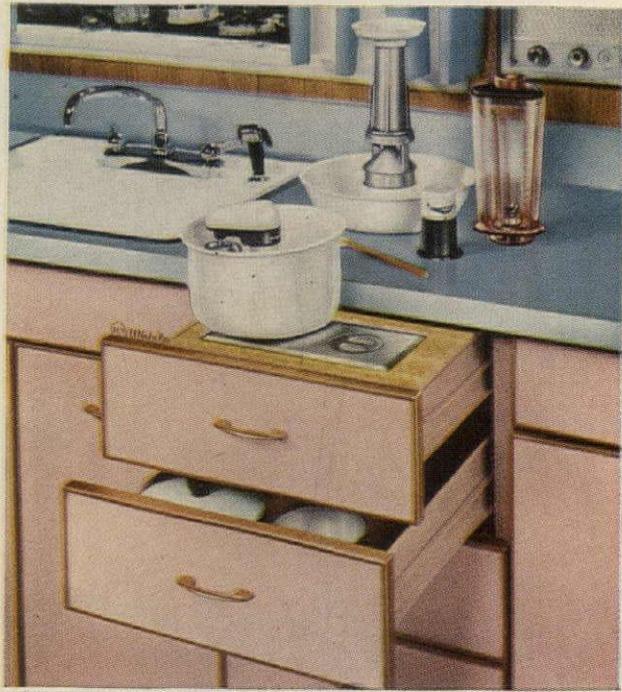
City _____ State _____



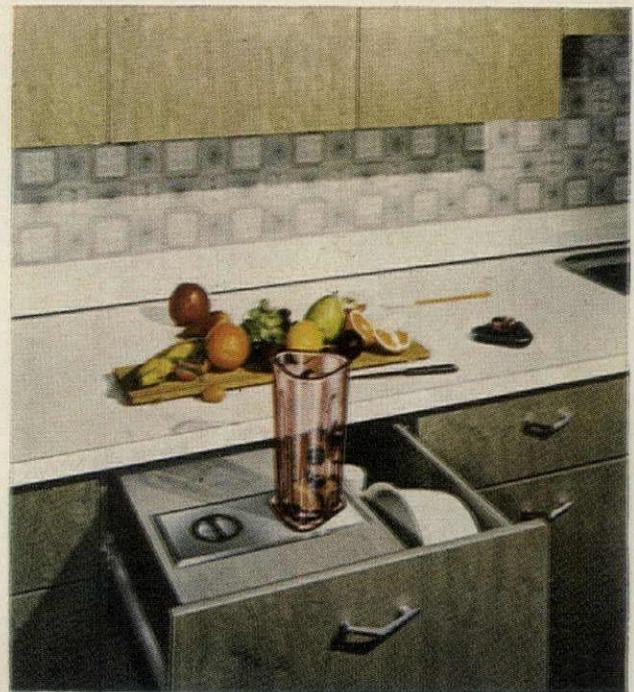
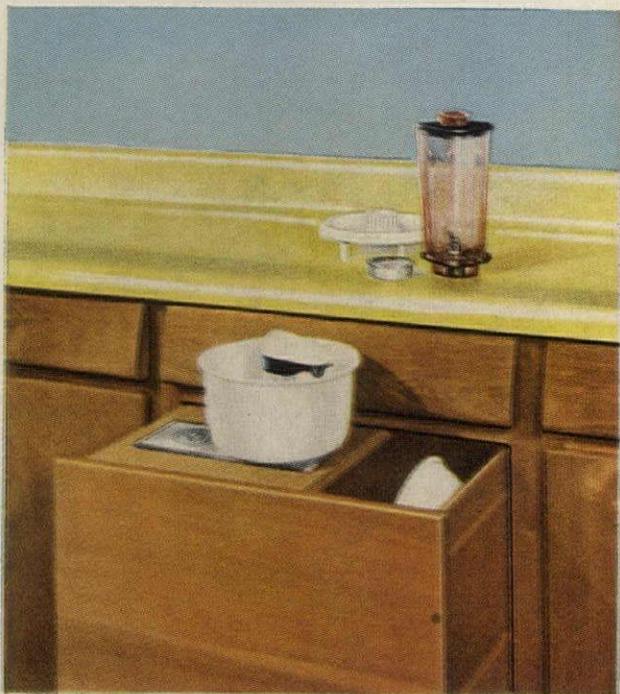
THE NUTONE FOOD CENTER IS READY FOR INSTANT USE WHEN DRAWER IS PULLED OUT...

AS SEEN IN KITCHENS BY **RCA Whirlpool**

AS SEEN IN KITCHENS BY **GREGG**



INSIDE THE DRAWER of... **Kitchen Cabinets**



AS SEEN IN KITCHENS BY **Yorktowne**

AS SEEN IN KITCHENS BY **NEVAMAR**

NUTONE FOOD CENTER DRAWER IS ALSO AVAILABLE FROM... **Youngstown** • **St. Charles** • **i-XIL** • **Mutschler** ...and many others

WATCH FOR COMING NUTONE ADS FEATURING KITCHENS BY THE ABOVE MANUFACTURERS

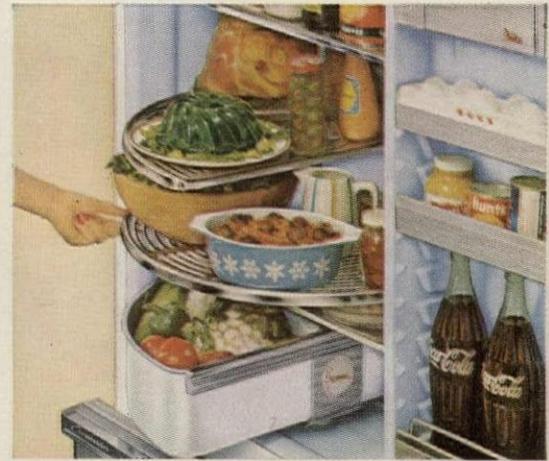
Now! The custom-look without

General Electric's "Straight-Line" design Refrigerator-Freezers help you avoid the high



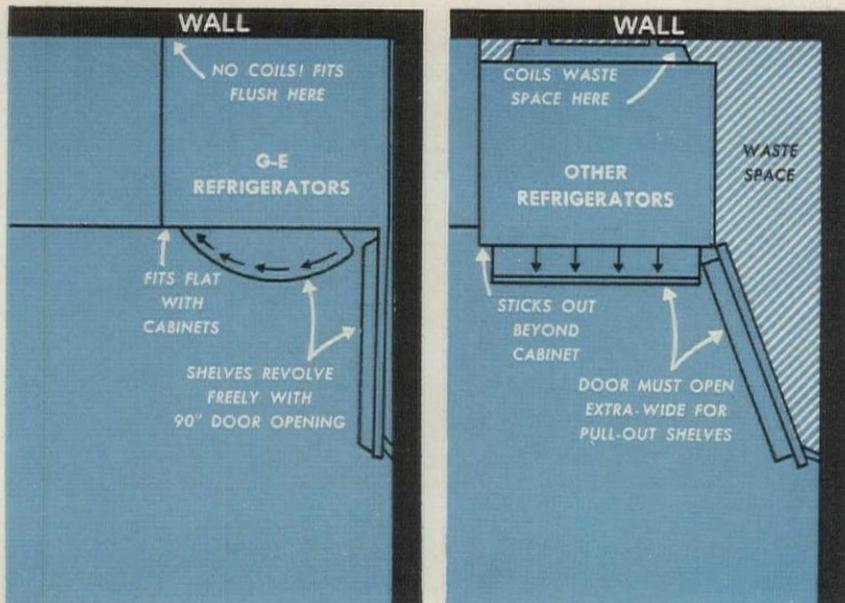
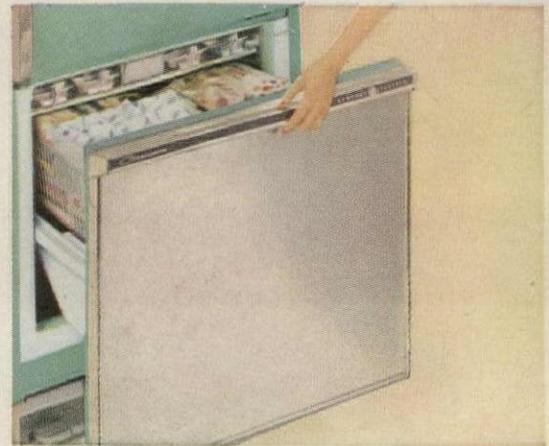

15-cubic-foot
REFRIGERATOR-
FREEZER
COMBINATION

Home buyers want—and look for—the quality features of General Electric's "Straight-Line" Refrigerator-Freezers . . . convenience, ample space, dependability. Model BH-15, above, gives you all that . . . with 10-cubic-foot refrigerator section with automatic defrosting and 5-cubic-foot Roll-Out Freezer.



Your home buyers want these convenience features . . . and only General Electric has them!

Exclusive Revolving Shelves (above) put all foods at fingertips! Exclusive Roll-Out Freezer (below) glides out at a touch.



Notice how the General Electric Refrigerator, at the left, sets flush against the wall and lines up evenly with cabinets without sticking out into the kitchen.

That's because the condenser coils, which you can see in the other make refrigerator at the right, have been eliminated. Instead, General Electric has provided a forced draft condenser system at the bottom.

Notice, also, how the shoulder-hinged door construction permits the General Electric to be placed flush against a side wall. Result: No waste space at the side for door clearance.

the penalty of custom-costs!

cost of built-in construction without sacrificing built-in beauty and convenience!

SURE, your customers want glamour kitchens in their new homes. And *you* want to give them what they want without having to place a price on your houses that makes them hard to move.

That's why it would pay to plan on using the new General Electric Refrigerator-Freezers in your kitchens.

Look at the new General Electric "Straight-Line" design. Fronts, sides and backs of these new refrigerators are so *smooth and flat*, you can set them flush against walls or square into corners, as built-ins.

There are *no condenser coils in back*. A new forced-draft condenser has been built at the bottom behind an attractive grille. And that

means you don't have to go to the expense of building separate venting grilles or installing separate compressors.

Most important of all, with *any* refrigerator in the entire line, you add the *plus* that is the sign of a quality house... the name, GENERAL ELECTRIC.

Surveys have shown that most American housewives believe General Electric makes the best appliances. In fact, today there are more than 4,000,000 General Electric Refrigerators in use 10 years or longer!

Call your General Electric Distributor for details on the complete line. Household Refrigerator Dept., General Electric Company, Appliance Park, Louisville 1, Kentucky.



Priced to fit YOUR costs! There's a General Electric Refrigerator-Freezer available for *any*-priced house you build. The popular 2-door model BH-12 (above) has a 2-cubic-foot food freezer at the top and all the other "Straight-Line" features... including Magnetic Safety



Door. Model BH-13 (above) is identical to the BH-15, but has a 3.5-cubic-foot Roll-Out Freezer at the bottom. **NOTE:** Special General Electric trim frame is available at low cost for extra beauty. Easy to attach to wall or cabinets around the refrigerator.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**





Extra luster and added quality are readily apparent in any home with hardware of Alcoa Aluminum. Styles are smart and modern. Prices are competitive, and installation is simple. Real value is added to the homes you sell.



Extra value, too, because corrosion-resistant aluminum never needs tedious cleaning or polishing. Ugly staining, peeling and blistering are eliminated forever . . . and aluminum hardware lasts longer, even with hard usage.

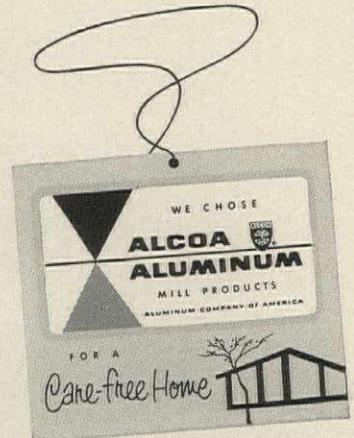
Install aluminum hardware . . . sell *Care-free* living

When you install hardware of Alcoa® Aluminum, you add a distinctive, modern appearance to your homes. Your prospects will be impressed when they learn that aluminum house numerals, handrails and mailboxes never need painting . . . that lock sets, hinges and latches will operate smoothly with permanent protection against staining and tarnishing. Wherever aluminum is used in hardware, it spells lasting freedom from polishing and painting chores. It holds the bright promise of Care-free living. Aluminum hardware can be the extra touch that will clinch the sale for you.

Like all 18 building products of Alcoa Aluminum, the best hardware bears this Alcoa Care-free tag—a mark of quality extensively advertised and widely known to a whole nation of homeowners. Look for the Alcoa Care-free tag on the aluminum hardware you install. Aluminum Company of America, 1969-E Alcoa Building, Pittsburgh 19, Pennsylvania.



"ALCOA THEATRE"
Exciting Adventure
Alternate Monday Evenings

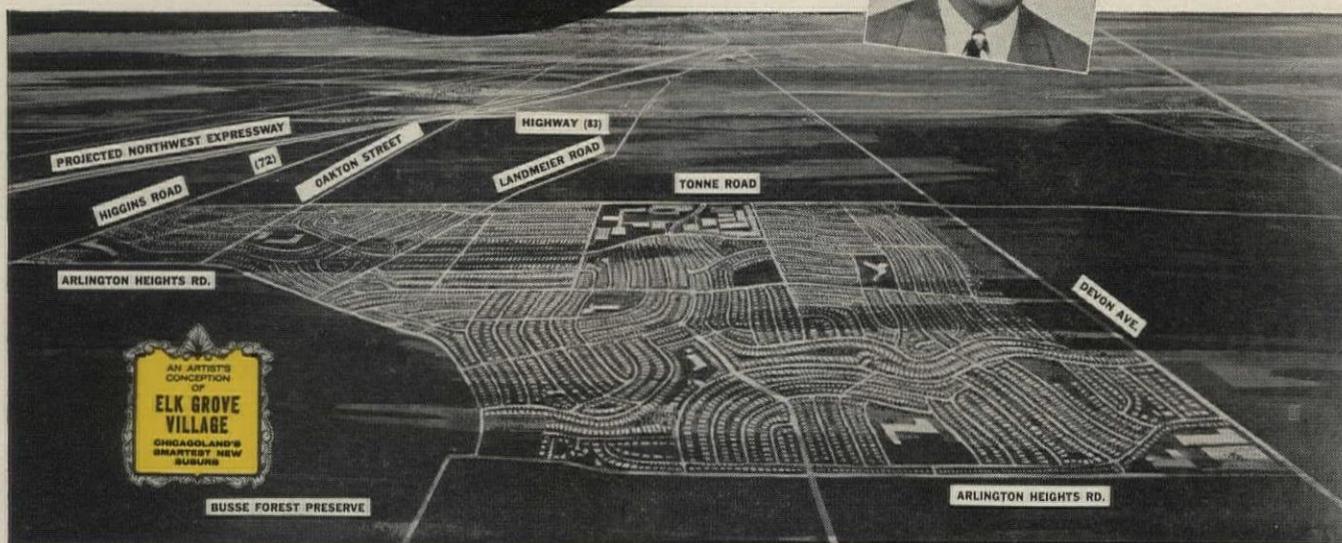




TOM LIVELY,
President,
Centex Construction
Co., the nation's
largest builder of fine
residential homes.



RAY BUTZ,
President,
A & B Electric Co.,
Lake Forest, Ill.,
electrical contractor
for Elk Grove Village.



Elk Grove's 6000 Homes feature **virden** Lighting

● Trust Tom Lively, President of Centex Construction Co., the nation's largest builder of fine residential homes, to do the unexpected and do it right. His 6000-home Elk Grove Village, 20 miles from Chicago, is earning enthusiastic praise from authorities all over the country — and setting new sales records month after month.

Viriden Lighting is featured in his three-bedroom, modern, informal homes. Chosen for their quality and design and installed by A & B Electric Co., Lake Forest, Ill., these lighting fixtures provide the purchasers with lighting beauty, comfort, and safety for the years to come. Viriden lighting will add priceless sales-winning advantages to your houses, too.

See your Viriden distributor today. Look over the wide range of smart Viriden designs. You'll find models to fit every need . . . whether you build modern, traditional or transitional homes. If you are constructing a model home, ask about Viriden's Model Home offer. It's another money-making advantage. For free full-color catalog write John C. Viriden Co., Dept. HH, 6103 Longfellow Ave., Cleve. 3, O.



virden

Member American Home Lighting Institute

© John C. Viriden Co.

NOW FRIGIDAIRE FIRST AGAIN WITH

drop-leaf door wall ovens

BUILDER-DESIGNED TO CUT ON-SITE COST... STYLE AND COLOR MATCHED... FEATURE-PACKED TO PUT YOUR HOMES OUT FRONT!

Again and again, Frigidaire has led the way in developing new appliances with more homebuyer appeal—more home-selling features for you. Now Frigidaire brings you the newest idea in kitchen convenience—Drop-Leaf Door Wall Ovens that make easy oven-cleaning a big sales point!

Better living features? Add 'em up... no other wall oven offers more! Choice of models, De Luxe, Imperial or Double-Oven Custom Imperial, to more than satisfy every family. Holiday meal capacity in each of these big, wide Sheer Look beauties—more than most 40-inch range models. New Custom Imperial model features Spatter-Free Radiant Wall Broiler Grill (broil up to 100 times and never need to clean this oven) and new Meat Tender Thermometer and Signal. In fact, these good cooking, smart

looking Drop-Leaf Door Wall Ovens have as standard or optional equipment, practically every outstanding feature of 1958 Frigidaire Free-Standing Ranges—PLUS!

True modular construction assures you of "Minute Man" installation, perfect fit in cabinet or wall openings only 21½" wide by 23¾" deep. No special brackets or vents required, no assembly of control panel required, no trim to put on or take off and no exposed mounting screws. Cost-cutting? You bet!

Like all matching Sheer Look Appliances, new Frigidaire Drop-Leaf Door Wall Ovens blend beautifully in any kitchen plan—and you can choose from four porcelain enamel colors or gleaming satin chrome to make your model kitchen a must-see, must-have prospect magnet.

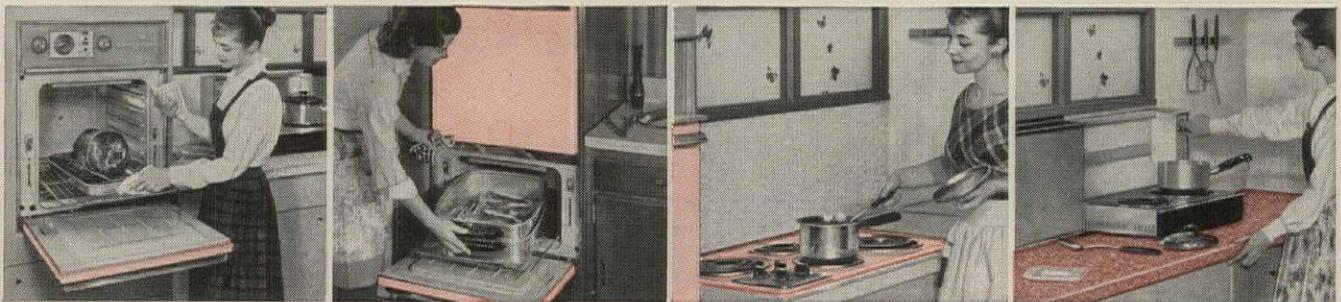
NO OTHER WALL OVEN INSTALLS MORE EASILY OR QUICKLY!

"Minute Man" installations can save you real money. In step-by-step installation tests, new uncrated Frigidaire Wall Ovens were completely installed in as little as 7 minutes and 52 seconds. After carpenter work and rough wiring had been completed to typical cabinet opening, only these three steps were necessary:

1. Mount junction box and connect attached 54" armored cable.
2. Slide oven onto level shelf.
3. Mount oven to cabinet (or wall) with screws concealed behind Drop-Leaf Door. If leveling had been necessary, it could be done in minutes with leveling feet provided.



YEARS-AHEAD FRIGIDAIRE BUILT-INS PAY THEIR WAY IN CONSUMER APPEAL!

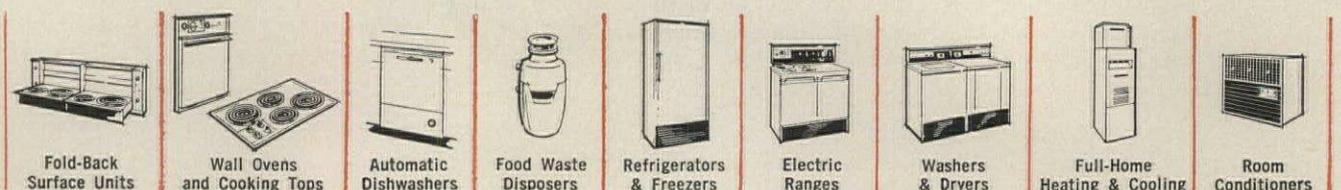


Large Capacity Single Ovens provide room for a banquet-size roast or the largest turkey. New full-width Easy-Clean Control Panel, easy-to-see.

Custom Imperial Double-Oven model, for those who want the finest, has two complete ovens with Drop-Leaf Doors. Spatter-Free Broiler included.

New Frigidaire Cooking Tops install anywhere with drop-in ease. Minute-man corner-screw mounting. Matching colors and satin chrome.

Exclusive Fold-Back Surface Units install on the counter top. Fold back (even while hot) for extra set-down counter space. Satin chrome.



WITH TURBO-SPRAY ACTION DISHWASHER! FIRST WITH FRENCH DOOR WALL OVENS!



(Above) Single-Oven Model RBZ-94. (Right) Custom Imperial Double-Oven Model RBZ-99.

HERE'S WHY WOMEN WILL LOVE THESE NEW DROP-LEAF DOORS

Completely new Drop-Leaf Door actually lowers all the way down at the release of Safe-Lok Levers on each side of oven. No stretching, no acrobatics, now milady may stand comfortably close to the oven to reach every corner easily. And, she can do it without the necessity of removing a bulky, hard-to-handle door. So easy—so safe—door can't drop accidentally!

Your prospects will rave over the generous, sturdy set-down space provided by exclusive Drop-Leaf Doors. Counterbalanced to pull down effortlessly, supported by two aircraft-type cables, each capable of holding up to 1000 lbs., these Kitchen-of-Tomorrow doors offer safe parking for the largest and heaviest roasts they'll ever hold. Non-tipping, adjustable shelves, too.



Designed Today... for satisfied homeowners tomorrow!

FRIGIDAIRE

FRIGIDAIRE Division, General Motors Corporation,
Dayton 1, Ohio



Write today for fact-filled literature, or call the Custom Products Representative at your Frigidaire distributing headquarters.

Mr. Builder, these

Rangaire "Visual Values"

help sell your home easier, faster and at prices to fit your budget — styles to fit your home!

BUYERS CAN SEE

Rangaire KITCHEN RANGE HOODS



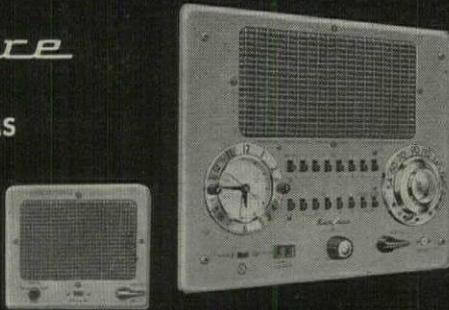
uc600
UNDER CABINET HOOD

Decorator designed, easily installed. A high quality, standout salesman in any kitchen. Prices start at \$47.95 list.

BUYERS CAN SEE

Rangaire HOME RADIO INTERCOM SYSTEMS

Pleasure giving, step saving. Gives home that unique quality so "wanted" by Mrs. Homebuyer. Priced from \$124.95 list.



BUYERS CAN SEE

COBELL Rangaire

AIR CONDITIONING UNITS

Low cost, high efficiency, long life. This High Quality Beauty is a powerful Sales Clincher in any home. \$699.00 list and up.



Buyers Will Recognize the Nationally Advertised Rangaire Brand. It's your assurance of a quick, happy sale in any home you build. See them! Install them! Sell them! For complete information visit your Rangaire dealer today or write Roberts Manufacturing Company; Cleburne, Texas; DEPT. C.

ADVERTISED IN
LIFE

R Rangaire

FOR BETTER LIVING AT HOME

NBC Radio's new SALESVERTISING plan solves an important problem for national advertisers with moderate budgets. That is, how to activate *all* units of the distribution pipe-line in a marketing program.

SALESVERTISING magnifies the value and impact of an advertiser's network radio campaign, by getting greater action from his sales forces, wholesalers and retailers—to the point of stimulating *local dealer tie-ins at local dealer expense!*

PROOF Prior to 1957, only 8% of North American Van Line agents used local radio. Due to NBC Radio's SALESVERTISING action, 81% of NAVL's key agents now tie-in locally.

PROOF Edison Electric Institute's Housepower campaign on the NBC Radio Network resulted in 4,000 tie-in spots (\$62,000 worth) bought by 203 utility companies and contractors.

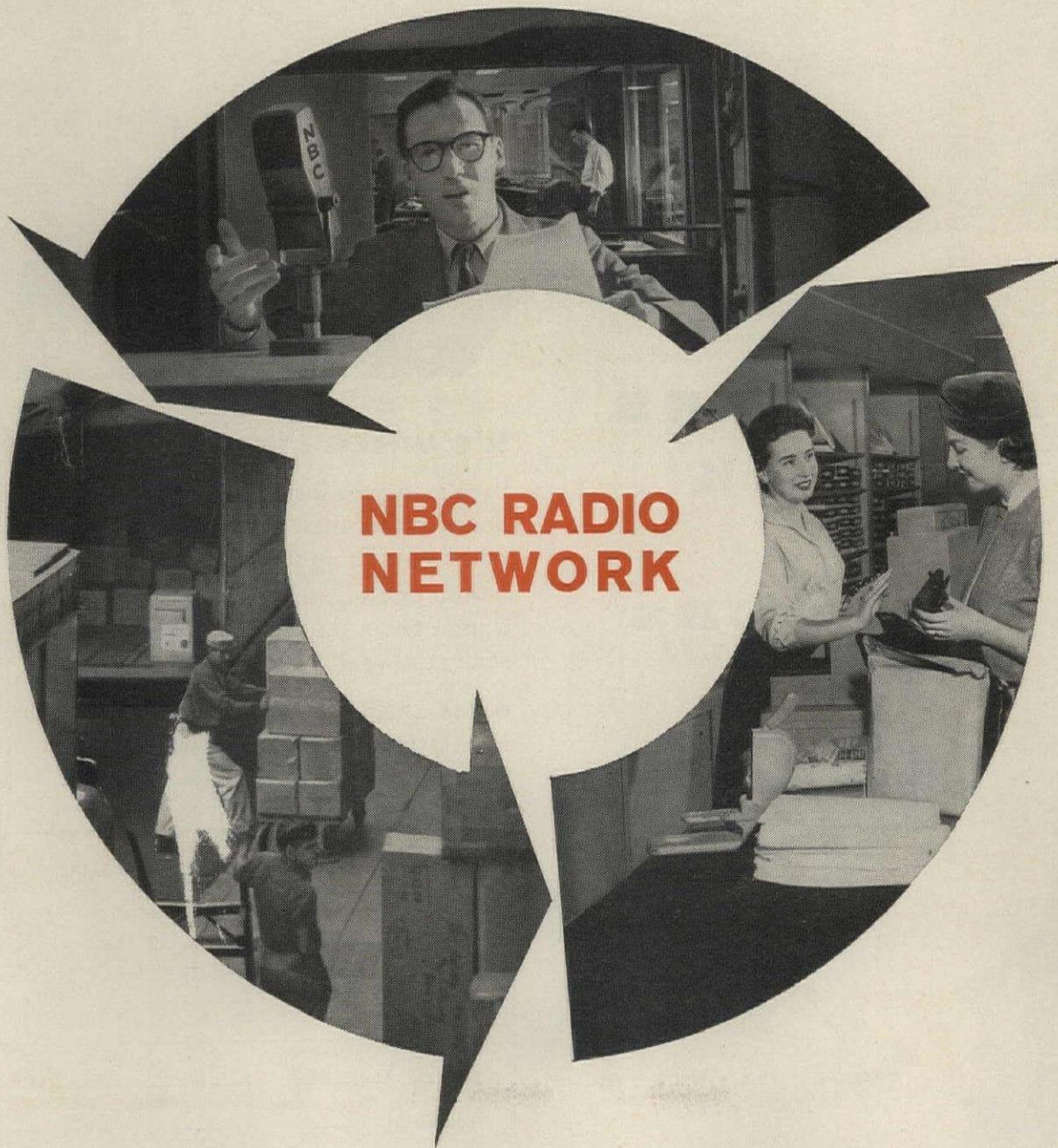
PROOF 268 retail outlets tied-in with Ruberoid's national campaign on the NBC Radio Network. They bought more than 5,200 local tie-in spots at a cost to them of \$52,000.

Retail tie-ins are just *one* phase of the activation generated by SALESVERTISING. Everyone—right down the line—shares the excitement of a close-knit SELLING campaign planned to achieve benefits for all.

SALESVERTISING plans are *custom-designed* for each advertiser. Your inquiry is invited for details and success stories in other industries.

SALESVERTISING is an innovation in efficient marketing, developed by the NBC RADIO NETWORK.

SALESVERTISING SETS MARKETING IN MOTION FOR YOU!





**PUT
CARPENTERS
TO WORK
ON
OTHER JOBS**

It's WHERE they work that counts!

Save money by installing Republic Steel Kitchens in a few hours, rather than putting in job-built wood cabinets that take two men up to a week to finish.

And that's not counting painting, or finishing—or losing a man for a day on callbacks to fix warped doors and sticky drawers!

- One of 54 sales and savings ideas from "Kitchens Sell Homes."
- Send for your free copy today.

**REPUBLIC
STEEL**
Kitchens

TURQUOISE • PINK • WHITE • YELLOW
...at no extra cost!



**REPUBLIC STEEL KITCHENS • BUILDER SALES
DEPT. C-5227
1028 BELDEN AVENUE, CANTON 5, OHIO**

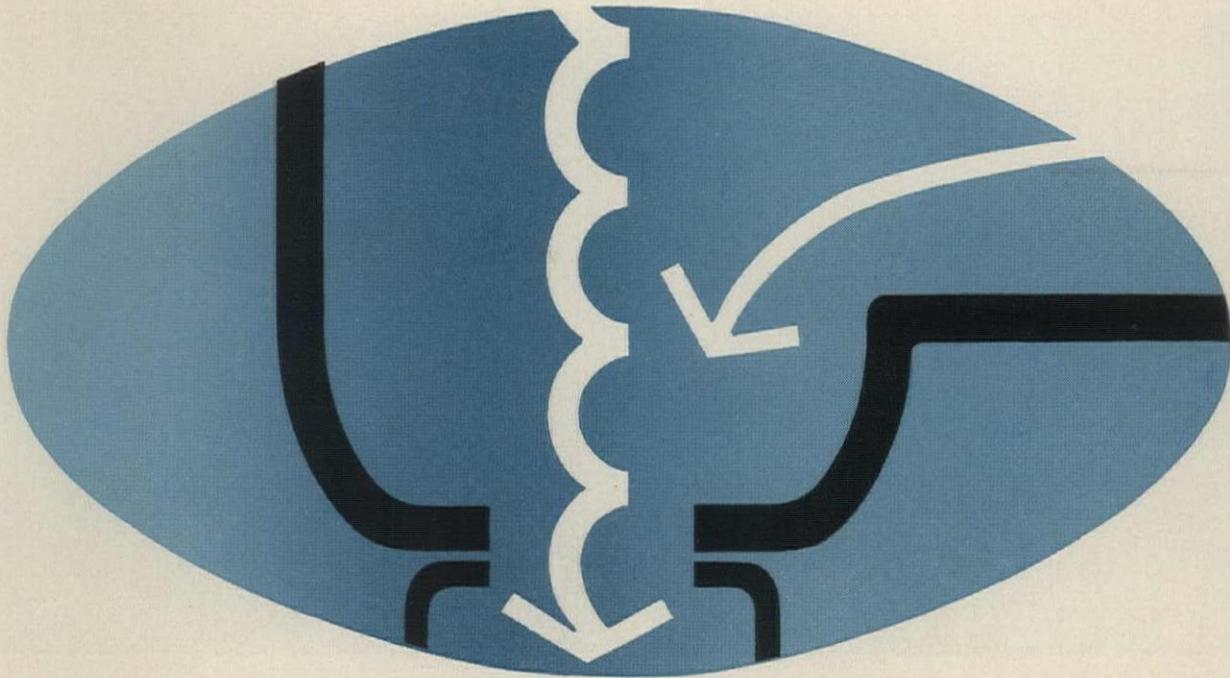
- Send my free copy of "Kitchens Sell Homes."
- Have my nearby Republic Steel Kitchens distributor call.

Name _____

Firm _____

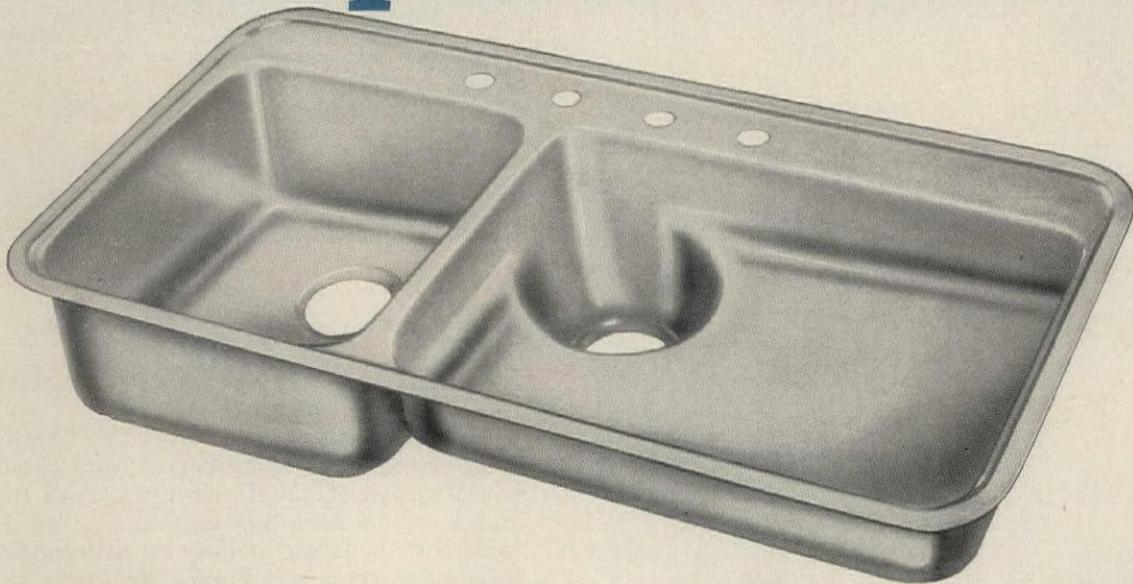
Address _____

City _____ Zone _____ State _____



Another exclusive sales-maker from LYONCRAFT STAINLESS SINKS . . .

Disposo-Well^{*}



Lyoncraft adds another revolutionary feature to modern sink design! Now, along with famous Redi-Rim^{*}, Lyoncraft offers new, exclusive "Disposo-Well"! This advanced-design feature sets the drain hole off-center for direct faucet flow into the disposer. The result: more usable work space for rinsing dishes and for food preparation. What's more, "Disposo-Well" serves as a "spoon-saver" . . . creating a safe shelf area to

hold tableware and utensils while water and waste drain away.

"Redi-Rim" design combines sink and rim in one integral unit, eliminating dirt-catching cracks and grooves found in ordinary separate-rim sinks. And with integral-rim design, set in from the top, there's no danger of the sink pulling away from the counter.

*Trademark—pat. pending

Write for our Model Home Program NOW

*World's largest fabricator
of chrome-nickel stainless*

**LYON STAINLESS PRODUCTS
DIVISION OF LYON INCORPORATED**

13881 W. Chicago Blvd., Detroit 28, Michigan



Lyoncraft

AUTOMOBILE WHEEL COVERS • PRESTIGE TABLEWARE • KITCHEN SINKS • HOUSEWARES

LYONCRAFT, 13881 W. Chicago Blvd., Detroit 28, Michigan
Please send detailed information on Lyoncraft Stainless Sinks.

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



LOC-WALL: Idaho White Pine and Inland Red Cedar in Formal and Traditional styling; Larch in Formal styling. Plywood Panels look like individual boards of random lengths and widths, edge and end-Vee'd. Also produced with Gruve-Ply pattern. Interlocking furring strips are already attached.



GRUVE-PLY: Idaho White Pine or Knotty Cedar plywood produced with surfaces carefully sliced like the most expensive imported woods. Looks like individual boards side by side. Goes up quickly, economically. Pre-grooved edges give uniform joints, eliminate need for mouldings.

Weyerhaeuser

4-SQUARE®

LUMBER AND BUILDING PRODUCTS



NU-WALL: Ponderosa Pine paneling with random Vee horizontal end-matching. Kiln-dried and packaged to specified 7' or 8' lengths. Comes in three distinctive stylings: Formal (clear), Traditional (small to medium knots) or Contemporary (medium to large knots).



3 NEW WOOD PANELINGS STYLED FOR MODERN HOMES

● More and more home owners are learning to appreciate the extra beauty and decorative warmth of wood panelings. And more and more builders are capitalizing on this trend by including panelings as important features in their new homes.

Today you can give your prospects a wide choice of distinctive wood panelings . . . with an interesting range of Western species and patterns to meet the trends of modern and traditional architectural stylings.

Weyerhaeuser 4-Square panelings arrive on the job ready for application—carefully packaged for protection from dust, stain and damage.

You will enjoy examining the complete line of wood panelings, including Loc-Wall, Gruve-Ply, and Nu-Wall. Contact your nearest Weyerhaeuser 4-Square Lumber Dealer, or write us for descriptive literature.

Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

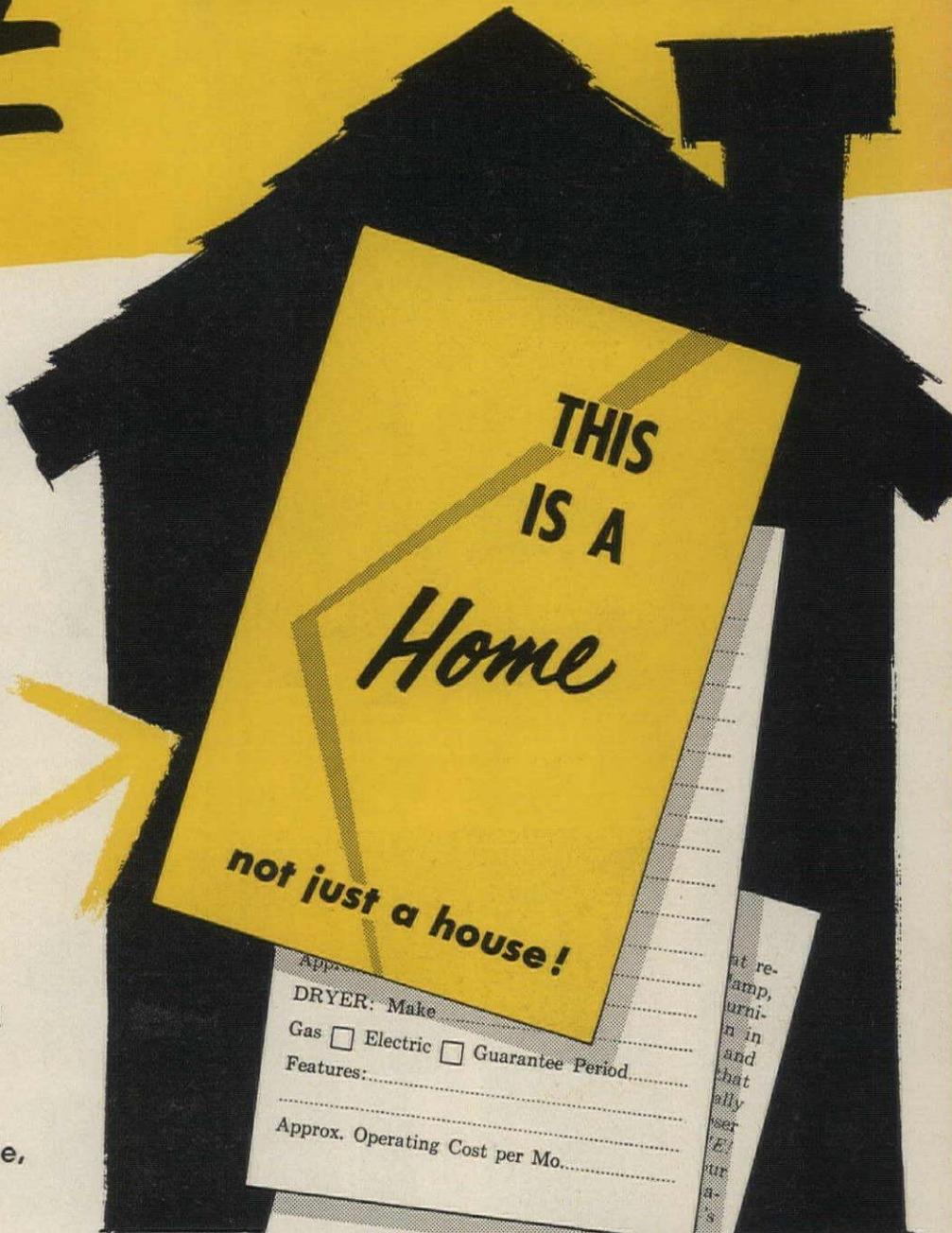
FREE TO BUILDERS

FIRST AID FOR SAGGING HOME SALES

THIS BOOKLET CAN MAKE YOUR SALESMEN
...SALESMEN!

This free booklet... especially prepared to help your sales personnel do a better job of presenting your homes to the public... will turn prospects into purchasers! Not a trite, long-winded course in salesmanship, but a brief, factual check list of information which you can quickly adapt to provide all the answers your sales people need to sell your homes!

Send in the coupon now... today!... for your free copy of this sales-winner... plus full information on our complete assortment of sales-engineered home merchandising aids which are also available to you from Emerson-Pryne at no charge.



THIS IS A Home
not just a house!

Approx. Operating Cost per Mo.

DRYER: Make

Gas Electric Guarantee Period

Features:



ventilator assures...
 cess heat, unwanted odors and...
 vapors. In addition to this, Mrs. Prospect can
 really appreciate the fact that exhaust venti-
 lation keep walls, curtains and cabinet sur-
 faces clean and bright, thereby eliminating
 much of the household drudgery of constant-
 ly washing walls, ceilings and woodwork.

World's leader in AIR CIRCULATORS • KITCHEN HOODS • CEILING HEATERS
 EXHAUST FANS • EXHAUST BLOWERS • ATTIC FANS • RECESSED LIGHTING FIXTURES



POMONA, CALIF.
 KEYSER, W. VA.
 ST. LOUIS, MO.
 TORONTO, CANADA

WRITE TODAY FOR YOUR FREE COPY

EMERSON-PRYNE COMPANY
 P. O. BOX 698, POMONA, CALIFORNIA
 RUSH MY FREE COPY OF
THIS IS A HOME . . . NOT JUST A HOUSE

NAME _____
 STREET _____
 CITY _____ ZONE _____ STATE _____



The Man From Fenestra Shows You How To: TRIM YOUR COSTS INSTEAD OF YOUR WINDOWS

You'll never have to trim—or shim—again when you use Fenestra® aluminum or steel nail-on windows. Just set in place, level, and nail.

A Texas builder, using Fenestra aluminum fin-frame windows *cut installation time in half* . . . and a St. Louis builder reports *savings of 20 carpenter hours per house* with Fenestra inside-outside trimmed steel windows.

Drive *your* construction costs down with Fenestra “nail-on” windows in aluminum or steel. The Man From Fenestra will be happy to show you how much you can save. Call him today. He's listed in the Yellow Pages . . . or write to Fenestra Incorporated, HH-5, 3401 Griffin Street, Detroit 11, Mich.

Fenestra

INCORPORATED

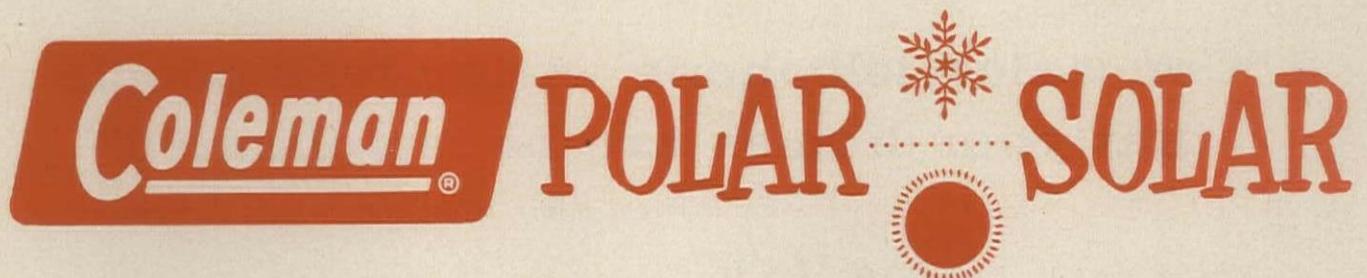
YOUR SINGLE SOURCE OF SUPPLY FOR
DOORS • WINDOWS • SCREENS • STORM SASH

NOW!

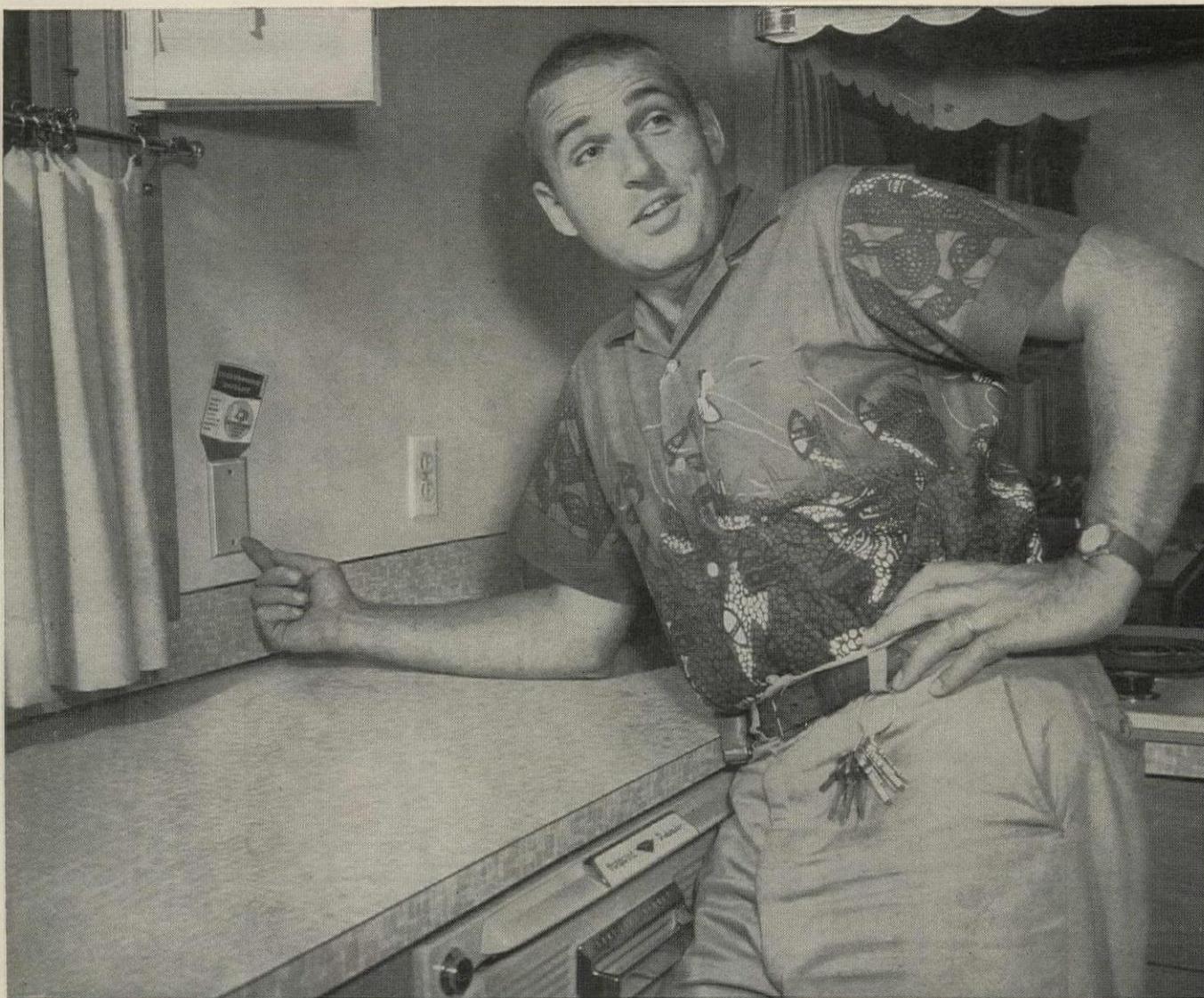
**A Complete Cooling
and Heating System**

You Can Sell for

Less Than \$1000 Installed!



Wire A. M. Castello
The Coleman Company, Inc.
Wichita 1, Kansas
Immediately



Mr. Billman points to the kitchen telephone outlet in one of his new Wilshire Park homes in Minneapolis.

“Concealed telephone wiring tells people that your homes are better planned”

— says Rodney W. Billman, Builder, of Minneapolis, Minnesota

“Not only are prospects looking for the big things about your house,” says Mr. Billman, “the layout of the rooms, the way it faces the street, but they’re looking for little things, too.

“Now, concealed telephone wiring is a little thing, perhaps. But if a prospect turns your house down because it doesn’t have a desirable, modern feature like concealed telephone wiring — well, a little thing suddenly becomes a big thing. Big enough to lose a sale.

“Concealed telephone wiring means convenience. And neat, attractive installations. It tells people that your homes are better planned. We put it in every house we build, and our salesmen show the outlets to every prospect.”

* * *

Your local Bell Telephone business office will be glad to 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.

BELL TELEPHONE SYSTEM



NEW!

A NATIONAL ADVERTISING PROGRAM TO HELP YOU SELL



Live better
IN A HOME OF YOUR OWN!

Happy Birthday... so much happier when your growing family enjoys the warm security of a home built of the world's friendliest, most beautiful building material... wood. No other investment can contribute so much to a full, happy life. That's why your new home should be your first family budget consideration.

And plan to build with West Coast lumber, the economical building material which adapts perfectly to the type and style of home which best suits your individual family's preference. Your retail lumber dealer will be happy to tell you of the many other important advantages gained by building with warm, friendly West Coast lumber. See him or your builder soon!

SEE FOR VALUABLE FULL-COLOR BOOK

DOUGLAS FIR
WEST COAST HEMLOCK
WESTERN RED CEDAR
SITKA SPRUCE

West Coast Lumber
From the Pacific Slope to the Great Northwest

You're competing for the consumer dollar against automobiles, appliances and literally thousands of other items. The most important step in winning the competition, in making *your* selling successful, is to convince the buyer that his *first* consideration is the purchase of a new home. That's why this new West Coast Lumbermen's Association promotion is good news for you. This aggressive campaign will help you increase new home sales... homes built with beautiful, versatile—yet economical—West Coast lumber.



Full page, 4-color advertisements will appear in leading national home service magazines including: Better Homes and Gardens, American Home, House Beautiful, Living for Young Homemakers, House & Garden Building Book and New Homes Guide.

Send now for the free
4-COLOR BOOKLET of
"How You Can Own a New Home"

WEST COAST LUMBER

Douglas Fir • West Coast Hemlock
Western Red Cedar • Sitka Spruce



WEST COAST LUMBERMEN'S ASSOCIATION
1410 S. W. Morrison, Room 2416, Portland 5, Oregon
Send me FREE booklet "How You Can Own a New Home", with color photographs of outstanding homes plus facts on new home financing.

Name _____
Address _____
City _____ Zone _____ State _____



Idea power in action: BH&G inspires a roomful of ideas for teen-age sisters

There's nothing so powerful as an idea!

Better Homes & Gardens is a monthly parade of ideas about the wonder-world of things that interest home-and-family-centered men and women and their children. Ideas that lead them from one thing to another.

Redecorating the girls' room, for instance. BH&G sparks the idea in the first place. Which leads to how-to-do-it ideas. How to organize the beloved paper "litter" that's part of growing up. (Idea: a giant bulletin board.) Where to house a record player, records, radio. (Idea: a window-wall with a

built-in abundance of shelf and drawer space.) Ideas for curtains, bedspreads, slip covers, rug—and all from the pages of Better Homes & Gardens.

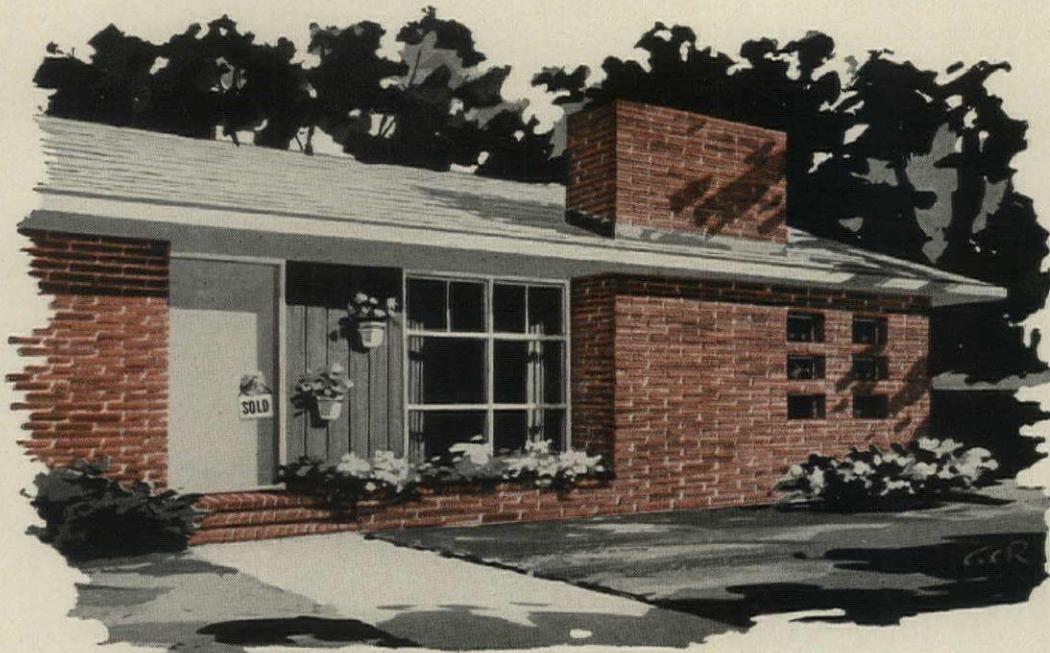
BH&G's readers literally "live by the book"—and "the book" is Better Homes & Gardens. That's what makes BH&G unique among all major advertising media as a showcase for any product that helps families to live better. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

$\frac{1}{3}$ of America reads **BH&G** the family idea magazine

4,500,000 COPIES MONTHLY

The tougher the market the more you need **BRICK!**

... Smart home buyers, like smart home builders,
understand the values in beautiful brick!



The surveys prove it. Buyers want brick 2 to 1 over a second choice.

Today's selective home prospects want brick's freedom from maintenance, sturdy construction, rich texture and color, fire-safety, and all-season security.

So build with brick and include brick features — because the tougher the market the more you need brick!

FREE SALES SUPPORT WHEN YOU BUILD WITH BRICK

Your prospects are reminded of brick's advantages by constant advertising in magazines like LIFE and HOUSE BEAUTIFUL.

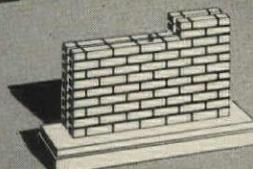
Get these free tie-in sales aids from your brick supplier.



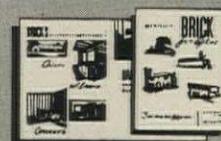
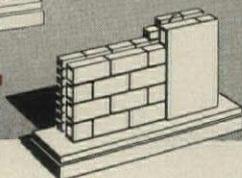
Metal Lawn Signs



Color Prints of Ads on Easels
... for your counter and model homes



Miniature Demonstration Wall Sections



Colorful Giveaway Folders



Lapel Buttons



Book Matches

Your brick supplier will give you these **FREE** sales aids.

Structural Clay Products Institute

1520 18th Street, N. W., Washington 6, D. C.

The "hidden quality" of Long-Bell Plywood is in the laminations. Hidden from the most practiced eye is sound, firm wood fully up to grade with proven and tested glue line. Herein lies the secret of Long-Bell Plywood's greater uniform strength. This is where "hidden quality" really counts.

There's a Long-Bell Plywood made especially for your job; paneling, sheathing or marine use . . . interior and exterior.

And, even though we think we have the best plywoods ever made, we're constantly working to improve them.

That's why you're years and dollars ahead with Long-Bell Plywood . . . the plywood with "hidden quality".

From 27 Modern Plants—
Long-Bell Supplies These Quality Wood Products:

LUMBER: West Coast Fir, Hemlock and Cedar, Ponderosa Pine, California Douglas and White Fir, Southern Pine and Hardwoods.

OAK FLOORING

MILLWORK & FACTORY

PRODUCTS: Douglas Fir and Ponderosa Pine Window and Door Frames, Window Units, Sash and Doors, Glazed Sash, Industrial Cut Stock, Ponderosa Pine Box Shook.

PLYWOOD: Fir, Knotty Idaho White Pine and Ponderosa Pine, FirTexture 1-11, Birch, Philippine Mahogany, Plyron and other special items.

LONG-BELL FLAKEWOOD®

LONG-BELL VEN-O-WOOD®

PRESERVATIVE TREATED

PRODUCTS: Lumber, Plywood, Posts, Poles and Piling pressure treated with Creosote, Pentachlorophenol ("Penta") and Wolman Salts®

KITCHEN

CABINETS: Rift Grain Fir and Birch Fronts.

PREFABRICATED TRUSSES AND FRAMING.

WORTHWOOD

End Grain Strip FLOORING.

®Applied for

**it's what you
can't
see
that makes
it better . . .**

**LONG-BELL
PLYWOOD**



INTERNATIONAL PAPER COMPANY/LONG-BELL DIVISION/KANSAS CITY, MO./LONGVIEW, WASH.



PARTIAL VIEW of Rockledge Homes, Abington Township, Penna. All 106 homes have Anaconda copper tube sanitary drainage lines.

"I do a better job at lower cost—with Copper"



J. L. FITZPATRICK of J. L. Fitzpatrick & Sons, Jenkintown, Penna., plumbing contractor for Rockledge Homes development, watches journeyman Sam Duper, Jr., connect a 3-inch copper tube soil line from bathroom to the stack. Anaconda Tube for the development was supplied by Fleck Company, Elkins Park, Penna., plumbing supply wholesaler.

J. L. Fitzpatrick switched to Anaconda copper tube for sanitary drainage lines—finds installation easier—gives builders and homeowners superior plumbing systems.

"We all know that copper plumbing is best and there's no mystery about the cost angle," said J. L. Fitzpatrick.

"It is simply a matter of copper tube and solder-joint fittings being so much easier and faster to install. Copper handles right. . . . It's light and easy to cut. And where you have long runs, the 20-foot lengths of copper tube eliminate many joints. We also save the time and trouble of making threaded or caulked connections.

"And our men like to work with copper, not only because it's easier—but because they can turn out a neat, trim job they're proud of."

More and more plumbing contractors are standardizing on copper tube for drainage lines for the reasons given by Mr. Fitzpatrick. And in areas where plumbing codes were written years ago, contractors are asking for revisions to include copper tube as an approved material for sanitary drainage systems.

Builders and owners also benefit from all-copper plumbing in many ways. A 3" copper tube stack with fittings can be installed in standard 4"-wide partitions. Carpentry, lumber, and space are saved. Plumbing can be laid out to meet owners' wishes regarding location of fixtures and appliances. All-copper plumbing is a mark of quality—a sign of low maintenance and high resale values.

Write for descriptive literature on ANACONDA ALL-COPPER plumbing. Address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario.

5801

ANACONDA®

COPPER TUBE and FITTINGS

Available through plumbing wholesalers

Made by

THE AMERICAN BRASS COMPANY

**Another powerful
selling help from
American-Standard**

**5,200,000 readers of The Saturday Evening Post
were stopped by this advertisement**

Additional Aids: the widely used "Blueprint for Sales" kit—local advertising service—new-homes salesmen's brochure—merchandising assistance from 40 builder representatives and advertising specialists



Today's wonderful new homes are better planned, better built

NOW IS THE TIME TO BUY A

Good news! Building material costs are lower this spring . . . FHA down payments have been reduced . . . you can get more extras (like freezers, washers, dryers) included in your mortgage . . .

And above all, the homes now being built make living so much easier and happier.

Take the kitchens, for instance. They're bigger, better designed, more practical. They're kitchens with built-in equipment like the famous American-Standard cabinet sink (big, gleaming double bowl with convenient single-lever faucet) . . . the American-Standard Food Waste Disposer (no more messy garbage to handle) . . . a dishwasher . . . a wall oven . . . a table-top

range. Wonderful, *wonderful* kitchens!

And those bathrooms! A master bathroom in color for Mom and Dad. A second bathroom near the children's bedroom. And when you have American-Standard tubs, toilets, and lavatories, you know they're built to last—and styled to stay beautiful through the years, too.

Dad's shower won't suddenly run cold—and Mom won't run out of hot water halfway through the wash, either—with an American-Standard Water Heater in the house. These heaters are performance-rated—you get all the hot water you'll ever need.

Today's new homes are not only warm

and cozy in the winter, but also cool and comfortable all summer. That's because they're insulated throughout, and many have central year-round air conditioning. With the new American-Standard year-round hydronic* system, for instance, you can *dial* the climate that suits you best—and even have a different temperature in each room. (If you like, you can start with just the heating system and add the cooling later.)

Yes, today's new homes are marvelous—and marvelous buys. Why not drive out to see one this very week end? You'll find some wonderful surprises inside.

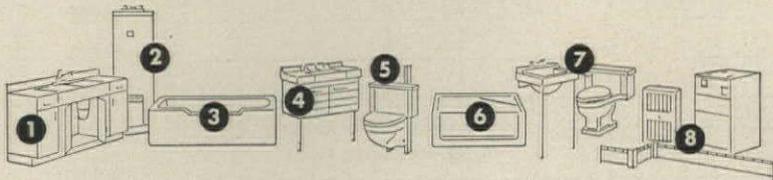
*Hydronics is the science of heating and cooling with water.



and better equipped

NEW HOUSE!

MANY OF TODAY'S WONDERFUL NEW HOUSES FEATURE FAMOUS AMERICAN-STANDARD PRODUCTS



For more information about any of the American-Standard products shown above, just circle the pictures of the products you are interested in and send to us. American-Standard, Plumbing and Heating Division, 40 West 40th Street, New York 18, N. Y.

1. This cast iron double-bowl American-Standard sink is shown with a work-saving garbage disposer—plus new single-lever faucet that never drips, ends faucet fiddling.

2. Your family won't run out of hot water with an American-Standard water heater. It gives up to 25% more hot water than other heaters of the same size. Gas or electric.

3. Durable cast iron tub, designed by Walter Dorwin Teague, adds note of luxury to the master bathroom. Your choice of 6 fashion-blended colors and white.

4. New Gracelyn Cabinet-Lavatory has one-piece, easy-to-clean china bowl and counter top . . . plenty of storage space below.

5. New idea! American-Standard wall-

hung toilet is completely off the floor. Makes cleaning underneath easy. For thorough cleaning of fixture, seat and cover snap off.

6. For your second bathroom, specify the compact Restal tub. Measures only 38" x 39"—has corner seat and low sides. Perfect for showers and bathing children.

7. American-Standard lavatories and toilets have smooth, wipe-clean surfaces. Lavatories come with slim modern legs, classic top. Toilets have elongated bowls, quiet flushing action.

8. American-Standard cast iron boilers are efficient, economical, compact. They can be used with individually controlled Remotaire units (you can easily add cooling later)—or trim, baseboard heating (actually creates a wall of warmth between you and winter).

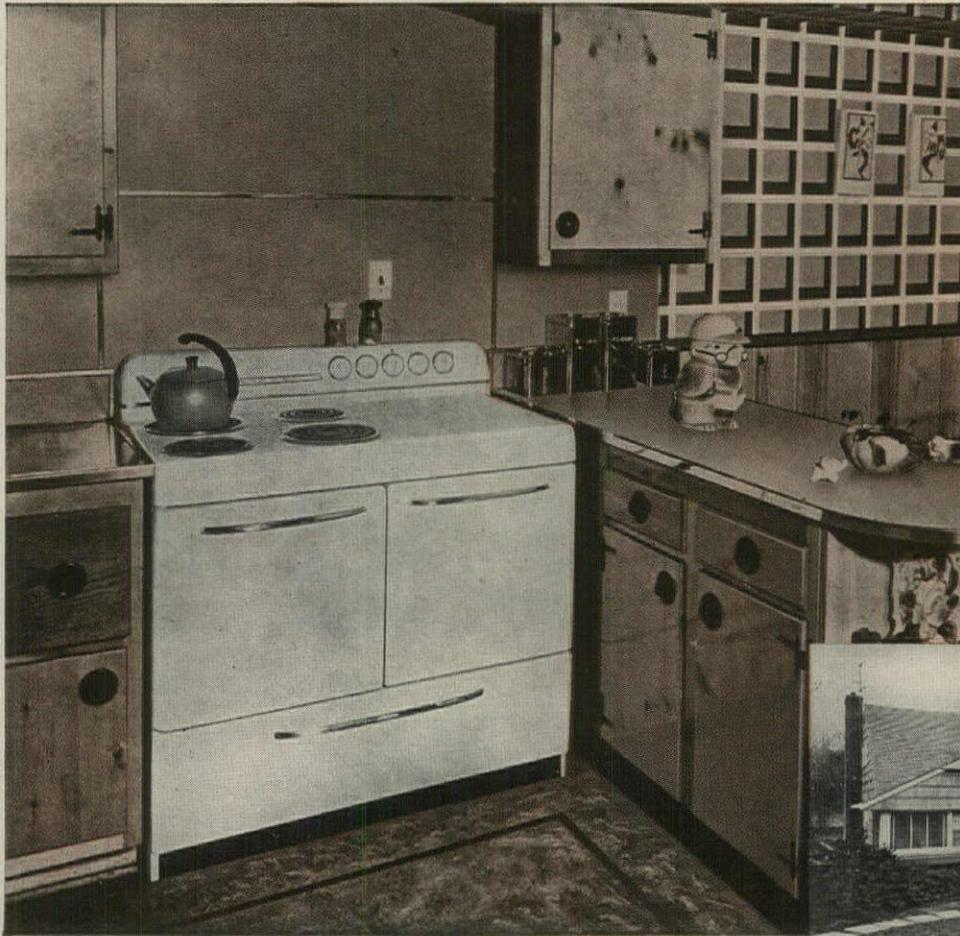


AMERICAN-Standard

PLUMBING AND HEATING DIVISION

AMERICAN-Standard and "Standard" are trademarks of American Radiator & Standard Sanitary Corporation

MORE NEW HOMES INCLUDE

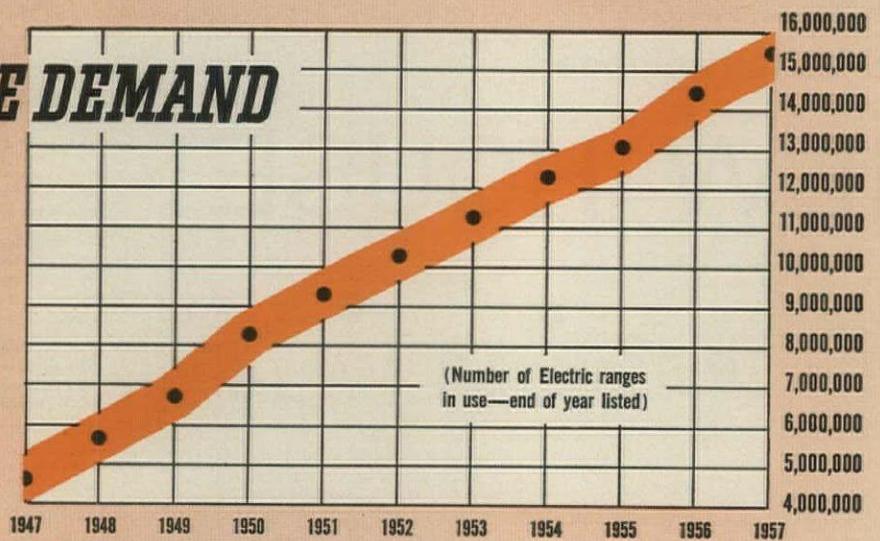


"We have been using electric ranges and equipment for a period of twenty-eight years and have found them to be of excellent styling and superb performance," says Mr. Jerome H. Miller of Miller Homes, Levittown, L. I., N. Y.



PROOF OF THE DEMAND

For more than 11 years, growth in the demand for ELECTRIC Ranges has been constant, as this chart shows. There are three times as many ELECTRIC Ranges in American homes now as there were 11 years ago. Every day, more than 3,500 are being installed. They're a selling feature you can't afford to overlook!



Source: ELECTRICAL MERCHANDISING Annual Statistical and Marketing Issues

ELECTRIC RANGES

THAN ANY OTHER TYPE! ❄️

Surveys show that the kitchen is a major attraction in a new home. As the range might be called the "heart" of the kitchen, what kind should you install? What kind are a majority of builders using as a selling feature? What kind do women prefer? The answer is—ELECTRIC Ranges!

The ELECTRIC Range is a *wanted* feature and a real selling help for you, no matter what size homes you build. It's the natural choice for the expensive home . . . and will give the smaller, less costly home greater customer-appeal.

Women want the ELECTRIC Range because it offers them cooking equipment in keeping with other modern appliances. With it, cooking is clean, economical and drudgery-free. Built-in or free-standing, it helps you to plan your kitchens with that irresistible appeal that makes homes sell faster!

ELECTRIC RANGE SECTION

National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL • FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT
KELVINATOR • MONARCH • NORGE • PHILCO
RCA WHIRLPOOL • TAPPAN • WESTINGHOUSE



ELECTRIC RANGES help sell houses



"Judging from what customers say, all Tampa is talking about the amazing values offered in our Riverside homes," says Mr. A. F. Johns of Johns Builders and Development Co., Tampa, Fla. "We offer many features—but one of the most important in closing sales is the completely *electric* kitchen. This, of course, couldn't be complete without the ELECTRIC Range—and in keeping with the home's other modern features, the range is an *Electric built-in Range*."



*Bureau of Labor Statistics Report—1956

Ponderosa Pine

WOODWORK

adds

LIFE

to its
1958 promotion for you!

In the May 26 issue of LIFE, 26½ million Americans will see this ad in beautiful, full color. This is just one of the current series of consumer ads which point out why Ponderosa Pine Woodwork adds beauty, charm, and livability to American homes.

Builders know that modern wood window units

made of Ponderosa Pine are easy to install . . . are preservative treated for long life . . . resist cold, heat, and dust . . . and are easily finished or re-finished.

All reasons why *wood* is preferred 2 to 1 over any other window material for American home building today.

Ponderosa Pine WOODWORK

39 SOUTH LA SALLE STREET, CHICAGO 3, ILLINOIS

An Association of Western Pine Producers and Woodwork Manufacturers

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CARR, ADAMS & COLLIER Co.
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CORP.
PROTECTION PRODUCTS MFG. Co.
WOOD-TREATING CHEMICALS Co.
ZEGERS, INC.

...and, a new home with windows of

Ponderosa Pine



Honeymoon homes with Ponderosa Pine windows keep their promises of warmth, beauty, and livability. The weathertightness of these window units resists heat, dust, and cold. Unwanted moisture doesn't form on the frame in winter to ruin priceless wedding treasures. Preservative treated for long life, Ponderosa Pine windows can be painted, stained, varnished, or waxed. Naturally, they can't rust or corrode. These are all good reasons why Wood is preferred 2 to 1 over any other window material for American homes. See your architect, builder, or lumber dealer.

BECAUSE WOOD IS SO GOOD TO LIVE WITH...

Ponderosa Pine WOODWORK

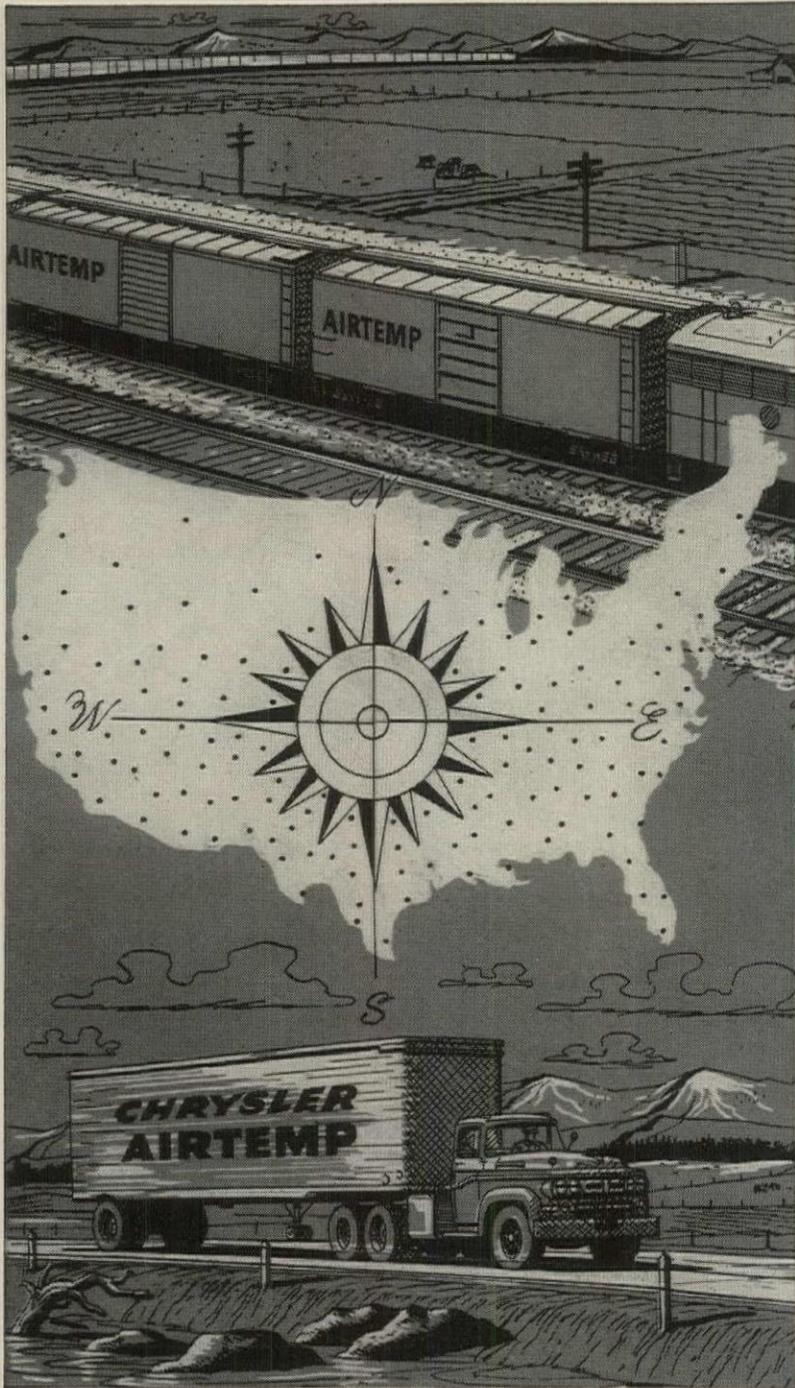
39 South La Salle Street, Chicago 3, Illinois

An Association of Western Pine Producers and Woodwork Manufacturers.

LOOK FOR THIS SEAL OF WINDOW QUALITY



AIRTEMP'S NATION-WIDE DISTRIBUTION



means
fast delivery
and
service
anywhere!

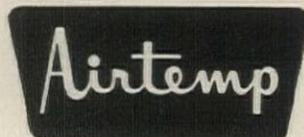
No delays! No matter where you're building, Airtemp's coast-to-coast network can deliver any kind of heating and cooling equipment you want—when you want it! Besides faster delivery, you'll be quick to appreciate another benefit of this nation-wide setup: Prompt service from graduates of the Chrysler Corporation Training Centers. Here our service people learn the skills and gain the experience that pays off in fast, efficient service when you need it.

As a builder you also benefit from—

- the sales appeal and the prestige of the Chrysler name
- Chrysler's trouble-free engineering that cuts after-sale complaints
- heating and cooling for any house, anywhere
- effective, pre-tested merchandising aids.

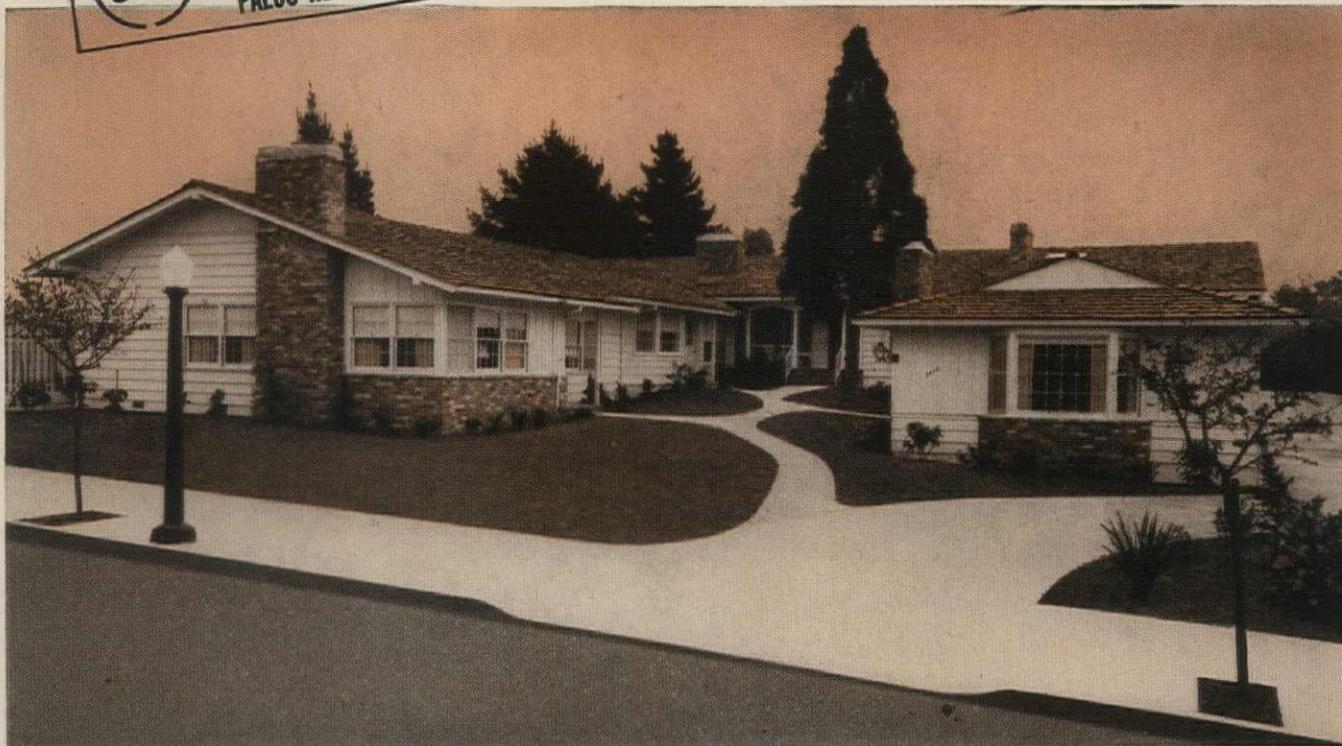
CHRYSLER

For the facts, phone your nearest Airtemp outlet,
listed in the Yellow Pages. Or write to
Airtemp Division, Chrysler Corporation, Dayton 1, Ohio





If it's Palco Certified Dry - it's Kiln Dried



**Sound design
deserves the
sound durability
and ageless beauty of
Redwood at its best**

No other available wood offers such versatile advantages to architect, builder and owner. Dimensional stability; freedom from swelling and shrinkage; resistance to weather, decay and termites; natural beauty and ability to take and hold paint or other finishes; easy workability - Redwood excels in all - but only if properly processed from forest to homesite. The Pacific Lumber Company, oldest major Redwood producer, has continually pioneered the advanced manufacturing practices which provide the premium values of Redwood at its best - at no extra premium in cost. Make sure to match soundness of design with the sound durability and ageless beauty of *Palco Architectural Quality Redwood*.

804

See Sweet's Architectural File, or write for your personal reprint of the bulletin outlining specification data, PALCO Redwood patterns, sizes, grades, grains, etc.



Specify the best in Redwood **PALCO**®

THE PACIFIC LUMBER COMPANY

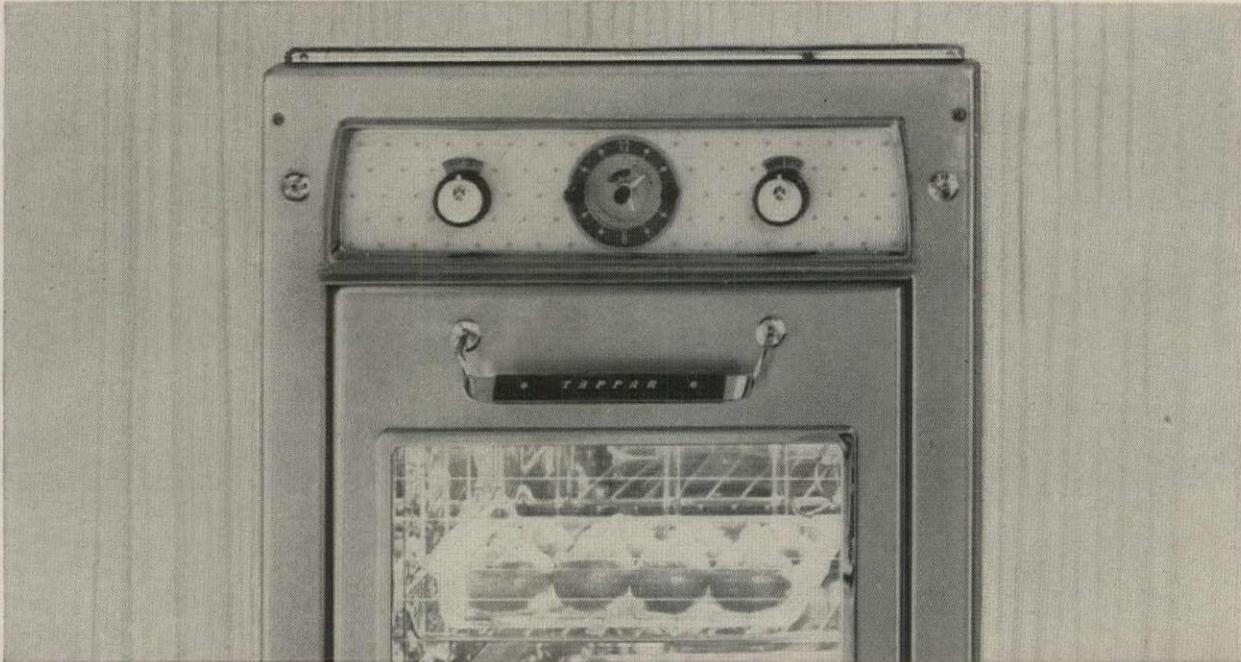
Since 1869 • Mills at Scotia, California

100 BUSH ST., SAN FRANCISCO 4 • 35 E. WACKER DRIVE, CHICAGO 1 • 2185 HUNTINGTON DRIVE, SAN MARINO 9, CALIF.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



NEWS FROM BUILT-IN GAS OVENS



THIS IS GAS

The way **TAPPAN** makes them

Amazing, but true! Tappan's completely hidden the vents on their new GAS Built-In ovens. Now there's nothing to interfere with the clean sweep of the beautiful new illuminated control panel. Now Tappan Gas and Electric Built-Ins look exactly the same, fit exactly the same cabinet cut-out. You can offer the same beautiful Tappan Built-In for ANY kind of kitchen—gas or electric!

**TAPPAN SELLS KITCHENS
KITCHENS SELL HOMES**

Nobody Advertises Built-Ins Like Tappan!

400,000,000 sales impressions this year alone. That's why no other Built-In means as much to your customers as Tappan!

Nobody Gives You a Choice of Built-Ins Like Tappan!

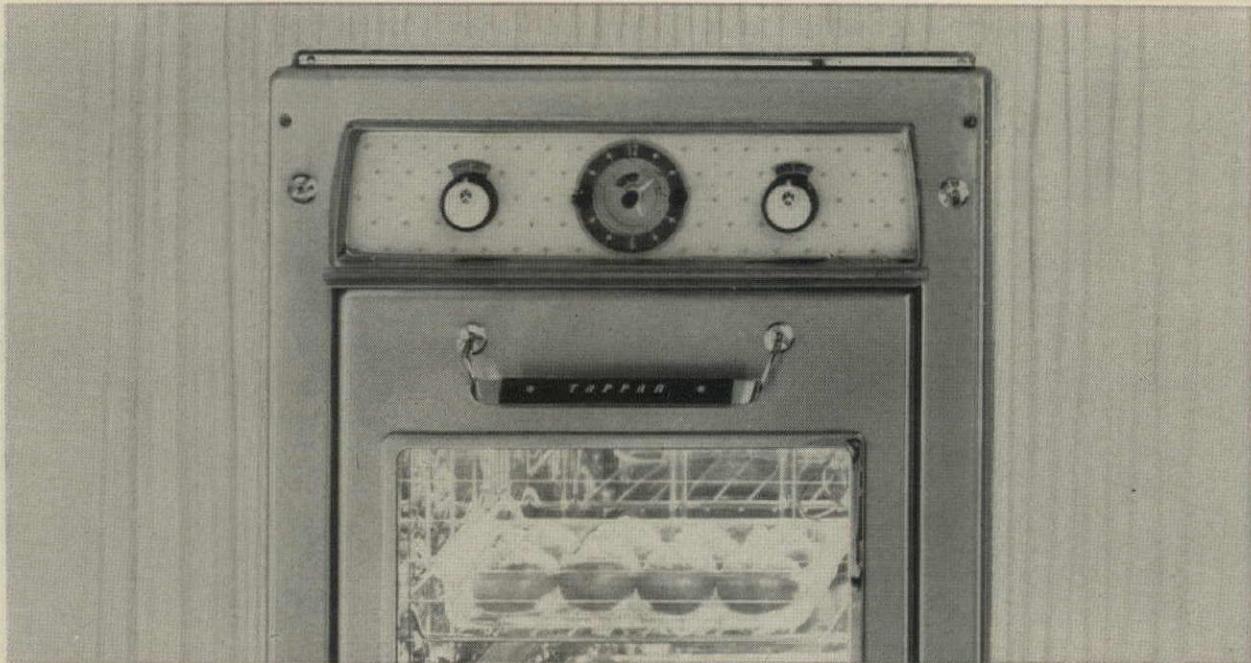
12 different basic ovens and surface units! Choice of 6 colors. Tappan is the *biggest* Built-In line!

Nobody Gives You a Service Guarantee Like Tappan!

You have NO service problems—NO post-sale call backs. Because Tappan has distributors in all 48 states to back up their Service Guarantee.

TAPPAN

WITH HIDDEN VENTS



THIS IS ELECTRIC
you can't see the difference!

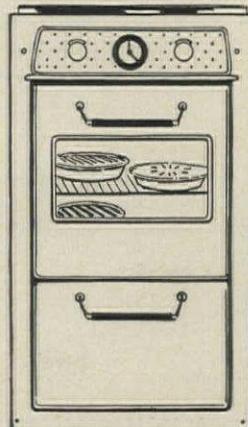
WANT MORE INFORMATION ON TAPPAN'S NEWEST GAS AND ELECTRIC BUILT-INS?

Merchandising Ideas!
In-Home Sales Talkers!
Builder Sales Plan!
Newspaper Mats!
Complete-Line Folder!

MAIL THIS COUPON NOW!

The Tappan Company
Dept. HH58, Mansfield, Ohio

Please send me detailed information on all Tappan's New
Hidden Vent Built-In Ranges.



Name _____

Company _____

Address _____

City _____ Zone _____ State _____

HOW TWINDOW[®] HELPS YOU



TWINDOW-Metal Edge.

For large windows and where maximum insulation is needed, this type is ideal. It is constructed of two panes of $\frac{3}{4}$ " clear-vision Plate Glass, with a $\frac{1}{2}$ " sealed air space between. Its stainless steel frame, a *Pittsburgh* feature, eliminates bare glass edges, protects against chipping or marring of the glass. This unit is extremely easy, safe and quick to handle.



HERE'S A FREE BOOKLET EVERY BUILDER SHOULD HAVE

Packed with information of the greatest importance to you, as a builder, this booklet is a must. In it you will find what TWINDOW "twin-glass" insulation is, how it compares to single glass, its relative humidity and condensation protection. In addition, the wide range of standard sizes—both for TWINDOW-Metal Edge and TWINDOW-Glass Edge—is listed. And glazing instructions for both types are clearly indicated, as well as other installation procedure. Send for your copy now. Fill in and return the coupon.

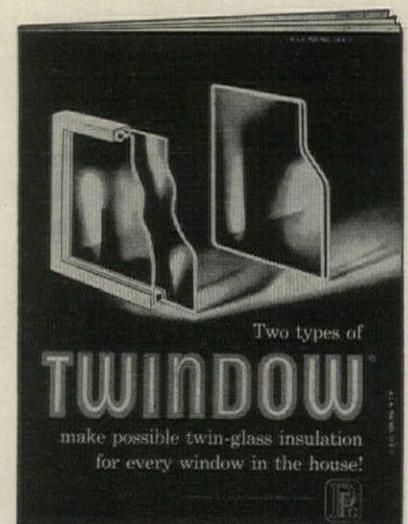
Pittsburgh Plate Glass Company, Room 8218, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

I'd like to receive, without obligation, a copy of your booklet on TWINDOW insulating glass.

Name

Address

City State



SELL YOUR HOMES FASTER

TODAY'S HOME BUYER knows that the *truly modern* home is the one that has TWINDOW insulating glass. He realizes that, no matter how efficient the roof and wall insulation might be, the windows, too, must be insulated—if his home is to have *complete* insulation.

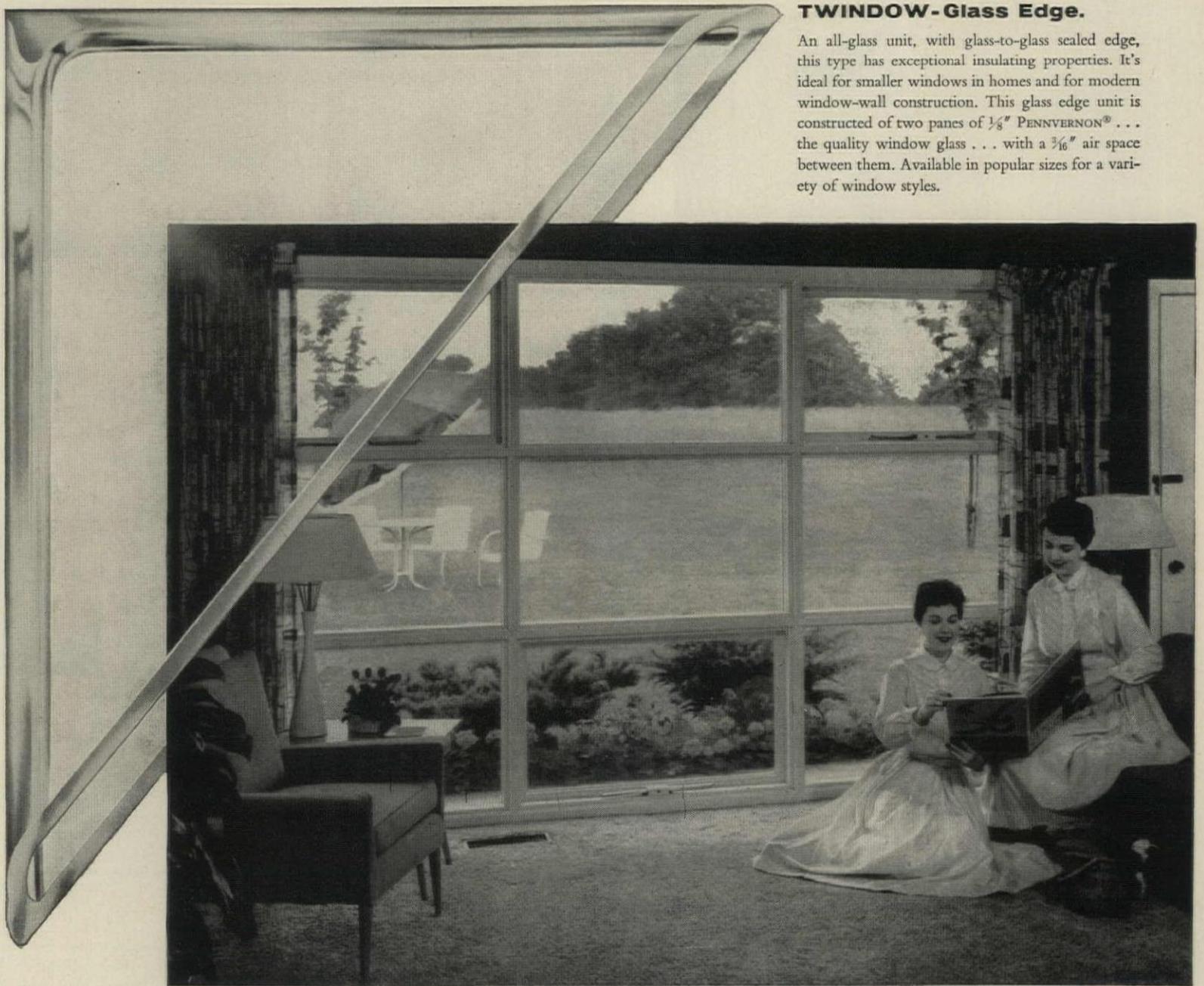
That is why builders throughout the country have found to their profit that equipping their homes with TWINDOW . . . the windowpane with insulation built

in . . . has been perhaps the *one* feature which has impressed buyers most. For TWINDOW keeps rooms cooler in summer, warmer in winter . . . reduces drafts at windows . . . cuts heating and air-conditioning costs . . . muffles outside noises . . . eliminates the need for storm windows.

Why not let us send you complete information? Use the coupon below.

TWINDOW-Glass Edge.

An all-glass unit, with glass-to-glass sealed edge, this type has exceptional insulating properties. It's ideal for smaller windows in homes and for modern window-wall construction. This glass edge unit is constructed of two panes of $\frac{1}{8}$ " PENNVERNON® . . . the quality window glass . . . with a $\frac{1}{16}$ " air space between them. Available in popular sizes for a variety of window styles.



TWINDOW
INSULATING GLASS



SYMBOL OF SERVICE FOR SEVENTY-FIVE YEARS
PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

32-minute installation — with new

In actual tests, The Eagles Company, Louisville builders, installed a G-E built-in oven and cooktop in less than 32 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.



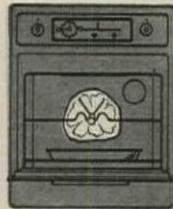
One-piece drop-in cooktop has built-in pushbutton controls . . . is easy to install. Drops into 29 13/16" x 20 7/16" opening . . . fits flush into countertop with accompanying sink-rim flange trim.



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 32 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, 5 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
- Built-in Oven Vents
- Starlight Grey porcelain interior
- Giant-size 21" oven with wide-opening platform door
- All-in-one standard size for easy installation
- Available in Mix-or-Match colors (yellow, pink, turquoise, brown, white or satin chrome)

No service headaches.

All built-ins carry the General Electric warranty backed by G-E service. Your General Electric dealer or distributor will explain a sales and service program designed for builders and kitchen modernization contractors.

COLORFUL FOLDER

gives you dimensions, complete installation directions. Send 10¢ for publication 3-147B. Address Range Dept., Bldg. 2, General Electric Company, Louisville 1, Kentucky.

GENERAL  ELECTRIC

General Electric Built-in Range!

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



This unusual and extra-convenient kitchen features General Electric's custom oven and the new drop-in cooktop with up-front pushbuttons. The pushbutton controls are right on

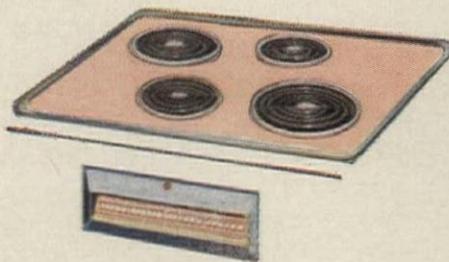
the cooktop. They need no separate installation. Just one simple conduit to attach! Like all General Electric cooktops (and ovens), it has fast-heating, dependable Calrod units.



Master oven available in 5 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.



Deluxe oven available in five 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.



G-E remote control cooktops let you install pushbuttons in base cabinet, in the wall—anywhere that's convenient. 2-unit and 4-unit sizes. Both 4-unit cooktops in 5 colors and satin chrome. 2-unit cooktops in stainless steel.

PHILCO'S *Citation* CUSTOM KITCHEN APPLIANCES...



FIRST TIME ANYWHERE
COOK 3 WAYS... SEE ALL WAYS

Citation

"SPLIT LEVEL" OVEN

The most fabulous custom oven ever built—and only Philco has it. The Citation "Split Level" is actually a 3-in-1 appliance. It's a think-for-itself *automatic oven* with new closed-door broiling. It's a full-view, *full-width rotisserie*. It's a unique *baking drawer* that's glass-topped and waist-high. Never has there been anything like the Citation "Split Level" oven. One look and your prospect will be sold—that's for sure!



CITATION RANGE TOP WITH REMOTE CONTROLS—

Cook-by-color pushbutton controls can be wired in any convenient spot you choose. In addition, there's an automatic griddle, fluorescent lighting, electrically timed 8-inch burner to make any utensil automatic. Fits over standard 30-inch base cabinet without interfering with top drawer. Available in choice of 4 range top styles.

A FULL FIVE YEARS AHEAD OF THEIR TIME!

PHILCO DESIGNERS HAD THE
IMAGINATION AND DARING TO DO SOMETHING REALLY
DIFFERENT WITH CUSTOM KITCHEN APPLIANCES

This is it! The custom appliance line that rated more "bravos" than any other at the NAHB Convention. And now, Philco's incredibly flexible Citation Custom Appliance line is ready for you . . . ready to give you an exciting new kind of kitchen to sell your homes, build your profits, faster than ever before.

The revolutionary ideas in Philco's Citation Appliances made it first choice for the new NAHB research home. For instance, ingenious snap-in fronts on the refrigerator-freezer and dishwasher give unlimited color



choice . . . make possible perfect color matches even with wood-grain cabinets. There's a fabulous 3-way Citation "Split Level" Oven with glass-topped baking drawer . . . a full-width automatic range top with remote controls. Philco's custom appliances are easily installed in wood or metal cabinets made by national manufacturers or your local lumberman. Remember: Philco's Citation Custom Kitchen Appliances were the sensation of the NAHB Convention. They can be the highlight of every home you build, too!



NEW SNAP-IN FRONTS GIVE YOU AN UNLIMITED COLOR CHOICE ON REFRIGERATOR-FREEZER, DISHWASHER

For the first time, you can match any color, any woodwork, by simply snapping in Formica® panels. The refrigerator-freezer and dishwasher come delivered with front panel made of stainless steel finish on one side, copper finish on the other. Your home buyer may choose either metal front. Or, if she wishes, you can have a local cabinetmaker snap in a sheet of Formica in her choice of 73 colors—including wood grains.



A NEW ERA OF DECORATING FLEXIBILITY AND ECONOMY



Citation
REFRIGERATOR-FREEZER
(vertical or horizontal)

Citation
DISHWASHER
(disposers also available)

Philco's Citation Custom Kitchen Appliances are built for easy installation in either wood or metal cabinets made by national manufacturers or your local lumberman.

PHILCO
Citation Custom Appliances
Philadelphia 34, Pa.

Would you please send to me, free, additional information and specifications on the new 1958 Citation Custom Kitchen Appliances by Philco.

Name _____

Address _____

City _____ State _____

Please check: Builder; Distributor; Kitchen Dealer; Architect

LOOK AHEAD . . . and you'll choose

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These are Woodgrain Planks in KENTILE® Solid Vinyl

... with all the polished beauty and distinctive shadings of hardwood -- yet so much easier to care for! Greaseproof. No dust-collecting open seams. No sanding. No varnishing.

KENTILE FLOORS

available in Solid Vinyl, Vinyl Asbestos, Cushion-back Vinyl, Asphalt, Cork and Rubber Tile... over 175 decorator colors!

SPECIFICATIONS:

SIZE:
4" x 36"

THICKNESSES:
.080," 1/8"

COLORS:
Random Shades in
Birch
Limed Oak and
Teak; also
Mahogany (not shown)

Roundup

90% conventional mortgages approved by New York legislature

For the first time, a state government has approved 90% conventional mortgages. On April 24, Gov. Averell Harriman of New York signed into law a bill permitting savings banks and state-chartered S&Ls to make 90% loans on owner-occupied one-family housing not more than two years old (see p. 61). The loans can run for 30 years, for as much as \$25,000, but can be made only within New York state and within 50 mi. of the institution's head office.

The law makes available much higher percentage mortgages than FHA allows on homes priced above \$21,000 (see table, below) and so should give a healthy shot-in-the-arm to a market that federal inducements have long neglected.

The fact that the law was first adopted by New York is even more significant. It sets a precedent other big states are likely to follow—though perhaps not for the full 90%. In a sense, New York's acceptance of 90% conventional loans is the final vindication of the whole FHA idea. Even if 90% conventional financing should finally put FHA out of business, it would mean FHA had achieved its goal of demonstrating the soundness of high percentage amortized loans.

Here's how New York's law and the newly-slashed FHA down payment schedule compare:

APPRAISED VALUE	FHA		MORTGAGE	90% NEW YORK CONVENTIONAL		MORTGAGE
	DOWN PAYMENT	%		DOWN PAYMENT	%	
\$20,000	\$1,980	9.9	\$18,020	\$2,000	10	\$18,000
\$21,000	2,280	10.9	18,720	2,100	10	18,900
\$22,000	2,580	11.7	19,420	2,200	10	19,800
\$23,000	3,000	13	20,000	2,300	10	20,700
\$24,000	4,000	16.7	20,000	2,400	10	21,600
\$25,000	5,000	20	20,000	2,500	10	22,500
\$26,000	6,000	23.1	20,000	2,600	10	23,400
\$27,777	7,777	28	20,000	2,777	10	25,000
\$29,000	9,000	31	20,000	4,000	13.8	25,000
\$30,000	10,000	33.3	20,000	5,000	16.7	25,000
\$33,000	13,000	39.4	20,000	8,000	24.2	25,000

THIS MONTH'S NEWS

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Can builders use 'inflation ahead' as potent sales talk?

Is the US economy plunging headlong into the worst dose of inflation since Roosevelt first started priming the pump in 1933?

Tight money is dead. Seldom has there been such a rapid and total reversal. The Federal Reserve cut the rediscount rate from 3½ to 1¾% since November, making money almost as easy as it was in the no-no-down days of 1954-'55 when home buyers were being offered \$200 cash if they would just take a house off builders' hands. Bank reserve requirements are at the lowest point since 1936. Democrats in Congress are whooping it up to win the next ten elections by inflation. The President has said he will stop at nothing that is necessary to end the recession—though he balks at some costly remedies espoused in Congress. Some experts forecast a \$15 billion federal deficit next year—all of it printing press money.

If the inflationary spiral is about to start again, home builders have an almost irresistible sales pitch: "Buy now. The price of homes is going up—fast."

VA market: bigger than you think

An important item in the size of the reviving VA market is the growing group of veterans who can use their GI eligibility for a second (or even third) time. VA quietly broadened its rules last fall so thousands of veterans can easily regain their eligibility—if they have sold their first VA home and paid off the VA mortgage on it. Now, a veteran can buy VA again if he has moved from one place to another to get a better job. (Before, he could regain eligibility only if it was an involuntary transfer.) The change got scant notice at the time because VA looked like a dying program.

Labor opposes its own anti-featherbed platform

Builders are starting to take off their gloves and fight labor featherbedding. In Cleveland, for example, when local unions refused even to discuss how to end make-work practices that have made the city notorious for high housing costs, builders compiled a fresh list of abuses (see p. 79). They paint a sharp picture of how such legalized piracy is gouging the public.

NEWS continued on p. 44

it's new
TOPLITE
"TWO-BY-TWO"

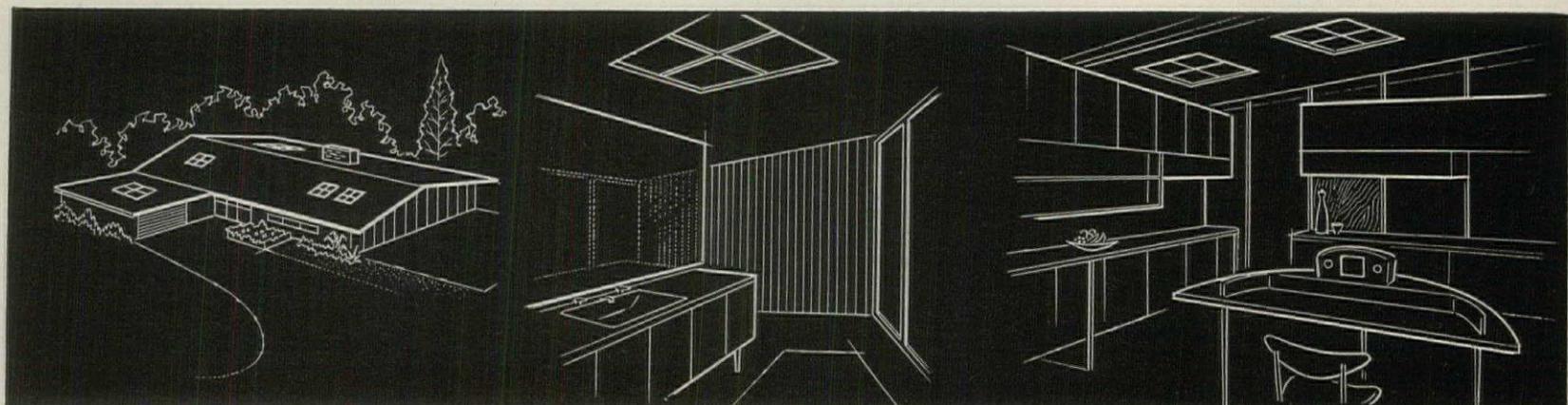
First low-cost, sun-controlling

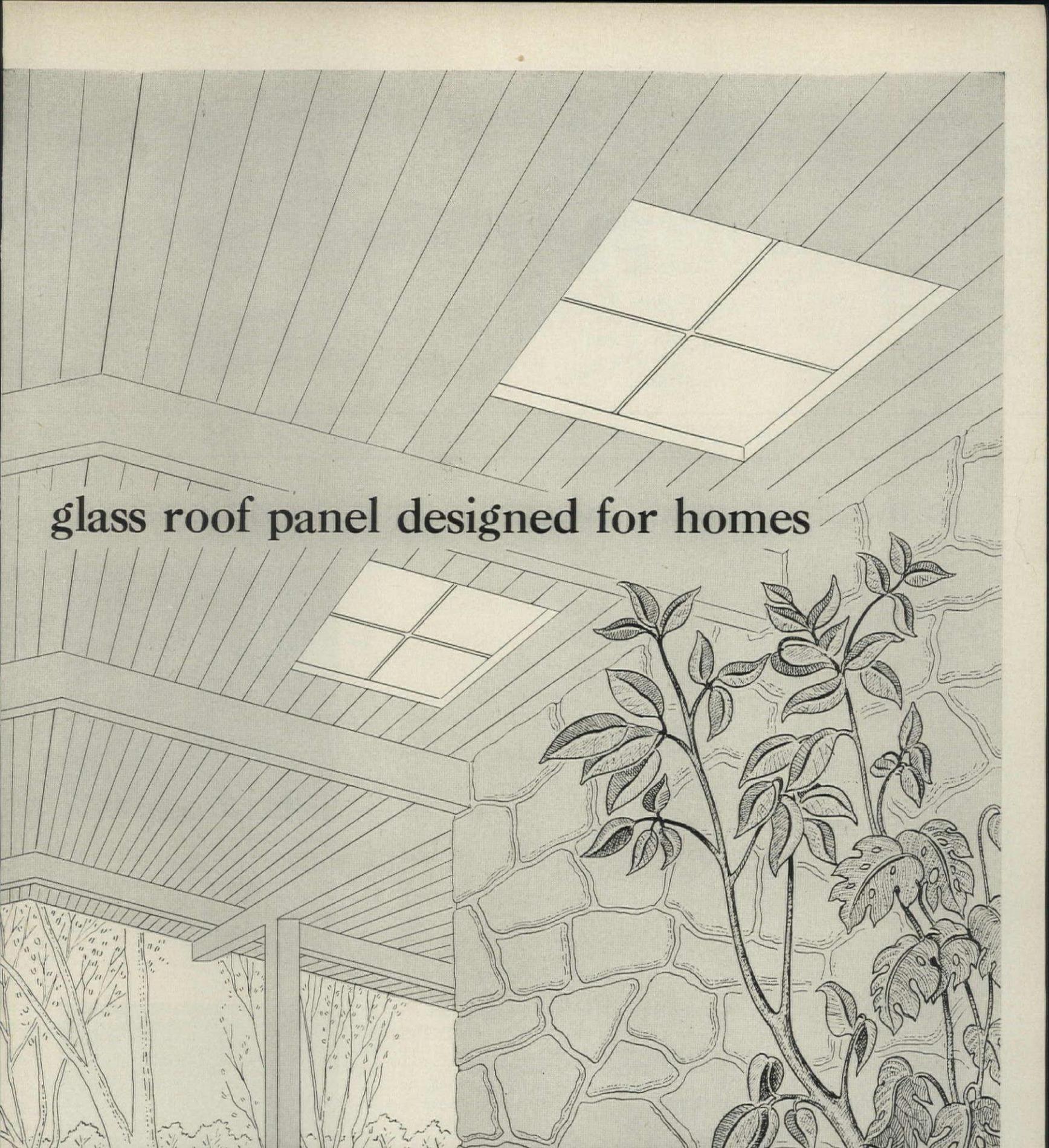
HERE IT IS... Toplite "Two-by-Two"... the new light-controlling roof panel! The only low-cost, home-sized roof panel which controls daylight and solar heat with scientifically designed prisms which pass cool Northern light, block out harsh sunlight!

Toplite "Two-by-Two" is easy to install, easy to handle. No curb or flashing needed. *Fits flat on roof.* You will find dozens of ways to cash in on Toplite "Two-by-Two's" sales appeal in your homes and smaller buildings.

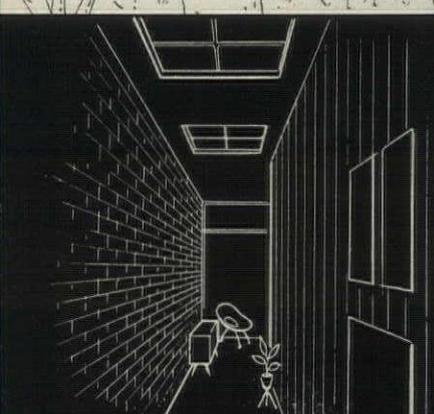
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glass roof panel designed for homes



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HOW THE INDUSTRY PLANS TO USE THE NEW HOUSING ACT

Is inflation ready to smile on housing again?

A new climate has developed in home building. Now that President Eisenhower has signed the anti-recession housing bill into law—followed this up three days later by reviving VA no-down loans—the ever-volatile home building industry is beginning to perk up.

Private starts hit a nine-year low in March, but builders wave that aside as a case of bad winter weather plus statistical lag. What matters to them are FHA and VA applications—and these are soaring (see graphs, col. 3). For the first three months of this year, combined FHA and VA applications on new units are behind the 1957 level (101,999 vs. 117,554). Applications on existing units are up 94%. FHA applications the first three weeks of April on new homes alone (excluding projects) zoomed to 20,025 vs. 16,763 for the entire month last year.

Nowhere are builders showing more signs of new life than across that broad band of Southern, Southwestern and Western states where you can still build some sort of salable shelter for \$13,500 or \$14,000.

Trigger for what promises to be an astonishing burst of cheap new homes is the most astonishing feature of the new housing law.

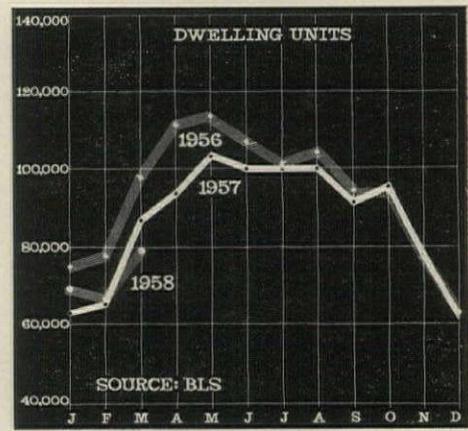
Home builders succeeded in getting Congress to give them a call on \$1 billion of Treasury money for FNMA to buy FHA and VA loans (from \$13,500 down) at par—which is above their true value in most areas (especially for VAs). President Eisenhower's distaste for this sort of raid on the Treasury led him to denounce this aspect of the law in terms so strong you usually find them in a veto (see next page). And he may yet pigeonhole some of the money.

Not since Fanny May's \$1 billion binge of 1949-50 has the housing industry faced such a massive injection of federal credit. Nine years ago, Fanny May moved into the mortgage picture amidst another recession. Easy money then produced an all time-record spurt of home building, and, when the Korean War intervened, generated a surge of inflation from which housing has not yet recovered. Now, housing may be off to the inflationary races again, fueled by printing press money.

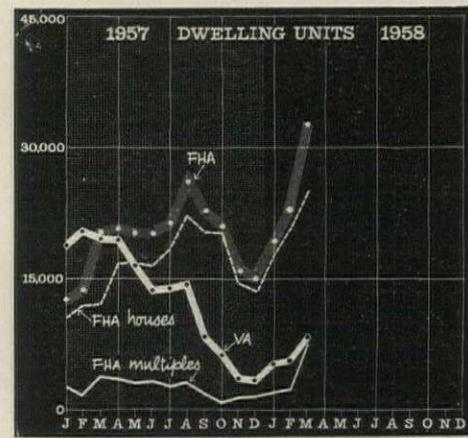
The principle of subsidizing middle income housing, which private industry is fighting, may well have sneaked in through the back door in the new law.

If forcing FNMA to pay more than true value for government-backed mortgages isn't a subsidy, what is? The compound irony, as many a lender and mortgage banker notes, is that the Fanny May money lands on a mortgage market which has now grown so easy that FHA loans are commanding premiums for the first time since 1950 (see p. 61). The competitive pressure of Fanny May par loans is already driving up the price of FHA and VA mortgages in the private market. This means less yield for private money—the savings and life insurance investments of millions of Americans. It is just another case of Gresham's law: bad money beginning to drive the good out.

On the next five pages, these and other aspects of the big turnaround in housing are explored in detail.



HOUSING STARTS in March totalled 79,000—75,100 private and 3,900 public. Though up from February's 60,000, private starts still were down on a seasonally adjusted basis—only 880,000 vs. the 890,000 in February. This is the lowest rate since March, 1949. All starts for the first three months of the year total 213,000—only 1.3% behind 1957. Private starts are down 1.6%; public starts up 3%.



FHA APPLICATIONS on new units soared to 32,669 in March, up 21% from the month before and a whopping 58.4% above March 1957. Applications on 1- to 4-family homes reached 24,968—up 54% from March last year. Project applications (7,701) were up 95.6% from March 1957. VA appraisal requests moved up to 8,406—up 58.6% from February but still 56.9% behind March 1957.

What the administration has done to boost housing

In a single month, housing has seldom had such a demonstration of how completely the government is its master.

Three days after signing Sen. John Sparkman's anti-recession housing bill into law, President Eisenhower took six major steps to put it into effect, plus a wholly unexpected one of his own. Together, they changed the basic rules under which the government-controlled half of new housing operates so much that the repercussions will be felt throughout home building for months—perhaps years—to come. The President:

1. Ended, by executive action, the 2% minimum down payment requirement for VA loans, thus reviving the no-down loan abolished in 1955 to fight inflation. Veterans must still pay closing costs in cash.

2. Boosted the interest ceiling on VA loans from 4½ to 4¾%, under the new housing law.

3. Ended the much-criticized discount controls on FHA and VA mortgages in effect since Aug. 5, 1957. Both agencies continue to limit—in theory—fees and charges payable by home buyers.

4. Boosted the interest ceiling on FHA military housing from 4 to 4¾%, effective April 1. If this won't bring out private mortgage money, the President can raise the limit to 4½%.

5. Told FNMA to start buying FHA and VA loans under \$13,500 at par, as authorized (but not required) by the new law. How much Ike will let FNMA spend remains fuzzy. HHFA says the agency has \$300 million to last through June 30 when it will "take another look." This should finance at least 25,000 homes. The full \$1 billion Congress voted would finance about 125,000, FNMA estimates.

6. Allotted FNMA another \$325 million for par purchases (under special assistance) as follows: \$250 million for urban renewal, (FHA 220 and 221) \$50 million for FHA housing for the aged, \$25 million for FHA Capehart military housing.

7. Cut FHA down payments as much as the new law allows (i.e. to 3% down on the first \$13,500 valuation). This cuts down pay-

EISENHOWER'S REBUKE TO CONGRESS IN SIGNING THE LAW

S. 3418, an Act "to stimulate residential construction," . . . ignores the responsibility and ability of private enterprise to function without imposing a direct burden on the federal purse. It has been the fixed policy

LIFE—Edward Clark



EISENHOWER

of this administration, and should be the consistent purpose of the federal government, to seek in every way to encourage private capital and private investors to finance in competitive markets the myriad activities in our economy, including housing construction. This legislation contains provisions that are wholly inconsistent with that policy and with the philosophy of the free enterprise system that has made this nation strong. By not permitting the interest rate on VA guaranteed home mortgages to be fully adjusted to actual market conditions, and by requiring purchases of these mortgages at par by the Federal National Mortgage Assn., the legislation provides in effect for substituting \$1 billion of federal financing for financing by private investors. This

means that a wholly unnecessary burden of up to \$1 billion will be added to the already heavy load on the taxpayers. Moreover, this same action on the interest rate and certain additional provisions of the act will, in the case of direct loans to veterans in rural areas, make it extremely difficult for the Voluntary Home Mortgage Credit Program—again private financing—to become effective, thereby causing an additional, and completely unnecessary, drain on the Treasury.

The American people expect their government to act in every proper way to foster the resurgence of the economy. But they also expect their government to preserve the integrity of principles and programs that have served us well. In acting for today we should not forget tomorrow. This is the plain duty of us all.

I again call upon the Congress promptly to enact legislation providing interest rates for VA guaranteed and direct loans sufficiently flexible to assure private participation, and eliminating the par purchase requirements on government mortgage purchases, so that the taxpayers will not be called upon to do what private investors should, can, and will do—so that in this field our free enterprise system may have the fullest opportunity to work.

ments about \$400 in middle-price bracket FHA homes.

The President also ordered a speed up in six HHFA building programs.

The Budget Bureau released some \$75 million in frozen funds for public facility loans from the Community Facilities Administration. Of the current fiscal year's \$100 million authorization, only \$25 million has already been approved, but applications totaling another \$25 million are on hand. HHFA Administrator Al Cole announced that some \$20 million in water, sewer, and gas projects "will be pushed to construction soon, several months ahead of normal starting

time." Now, CFA will put out loans without waiting for cities to sell long-term bonds to finance repayment. Moreover, eligibility has been expanded. Cities up to 50,000, instead of up to only 10,000, may apply. Streets, bridges and public buildings become eligible.

URA set up a list of priority projects and dropped its rule that construction must not start until it has given final approval to complete urban renewal plans.

Public housing authorities were authorized to advertise for bids after preliminary approval of bid documents. College housing, public works planning and CFA-aided school construction were also given speed-up orders.

FHA's small-town plan gets a tryout in 26 cities

FHA is extending its Certified Agency Program into 26 major cities in four states on a trial basis.

If the trial is successful—as FHA brass predict—it foreshadows one of the most significant changes in FHA since it was founded. The small-town program could become, in effect, a nationwide small-builder program."

Testing grounds will be in eastern Pennsylvania (except metropolitan Philadelphia), Oregon (except Portland), Colorado and Montana. In these states, except for the exclusions noted, FHA now allows processing through CAP in all cities. (FHA has also extended the program to Illinois, Michigan, Maine and Alabama but restricts it to cities of less than 15,000 population.)

Thus builders in cities as large as Denver (pop. 415,786), Scranton (pop. 125,536) and Harrisburg (pop. 89,544) can now process applications through certified agents though no builder can have more than five commitments outstanding at one time. Local FHA offices will come into the picture only to

endorse mortgage insurance at closing. The certified agents—and any approved mortgagee can qualify—do the rest with the help of fee appraisers and fee inspectors.

When CAP started last October, it was limited to seven test areas: upstate New York, eastern Pennsylvania, North Carolina, southern Illinois, the upper peninsula of Michigan, Kansas and Arizona (excluding cities of 15,000 and over).

So far, the volume of business has been small (317 loans). But it has doubled and redoubled since its very slow start. The really impressive fact about CAP has been processing speed. Commissioner Norman Mason reports average processing time of four to six days on new applications (most for existing construction). But some have been processed in as little as two days (current processing time in FHA offices: two to 11 weeks.)

Says Mason: "The test has demonstrated that smaller lenders and smaller builders are more willing to cooperate if delays and complicated forms are eliminated."

Present plans are to extend the program as rapidly as practical, he added.

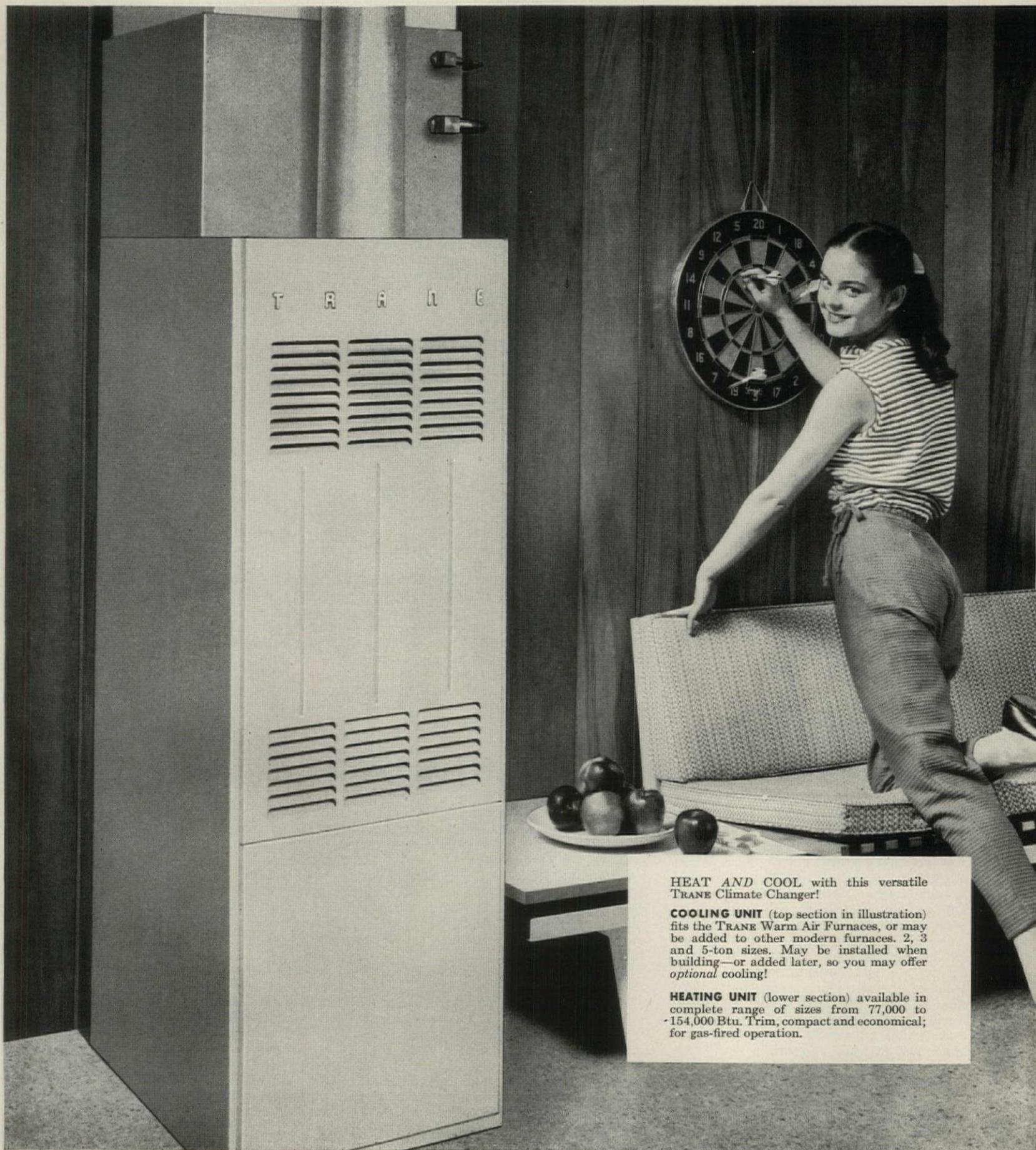
Does this mean CAP will eventually be a nationwide operation for cities as well as small towns? Says Graham Northup, CAP director: "That's a fair assumption."

Northup agrees that a nationwide CAP would eventually do most of the processing on single-family houses in groups of five or fewer and on most existing houses. FHA offices would be left with multi-family housing, single-family houses in tracts and its proliferating special programs like housing for the aged, minority housing, urban renewal.

FHA has considered lifting the limit of five commitments at a time under CAP (but only in the future) Northup discloses. "Right now, our limit of five protects us from insuring mortgages on any large volume of poor construction before we find out about it," he explains. "If we get bad housing under this program, especially while it's still experimental, I'm sure that would kill it."

NEWS continued on p. 49

Trane announces a new warm air furnaces and



HEAT AND COOL with this versatile TRANE Climate Changer!

COOLING UNIT (top section in illustration) fits the TRANE Warm Air Furnaces, or may be added to other modern furnaces, 2, 3 and 5-ton sizes. May be installed when building—or added later, so you may offer optional cooling!

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Matched heating and cooling units now in production at new, modern factory!

TRANE, leader in big building air conditioning systems, now brings you *residential* furnaces and furnace-type air conditioners for homes in every price range. Units are *matched* to provide living weather magic in any climate, in any season!

These new TRANE Residential Climate Changers are being produced in a factory especially designed and equipped for this purpose. It's the *newest* equipment in the industry . . . produced in the newest plant, with the newest machinery. And TRANE residential heating-cooling units are made according to the same high standards that have made TRANE a leader in air conditioning big buildings.

When you plan a home or group of homes—talk to TRANE! You'll be pleased to find how compact and

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And these new Climate Changers—like all TRANE products—are backed by constant research and testing in TRANE's famous laboratory—"The House of Weather Magic."

WANT MORE FACTS? Get complete information on the new TRANE Residential Climate Changer units from your nearby TRANE Sales Office—or write TRANE, La Crosse, Wisconsin.

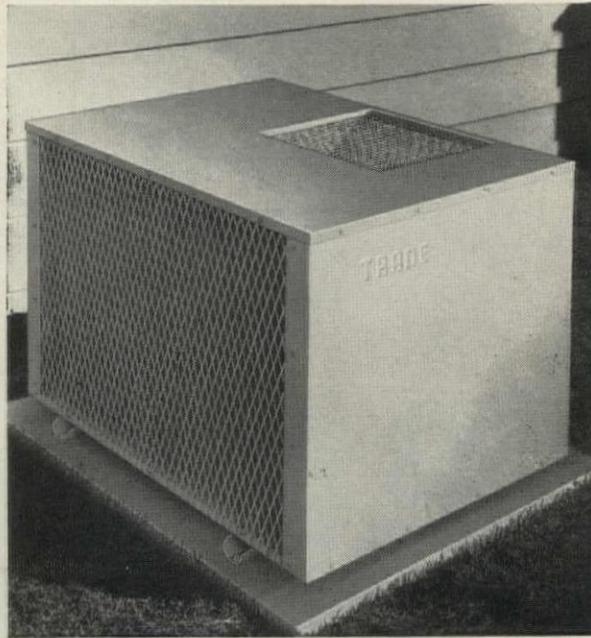
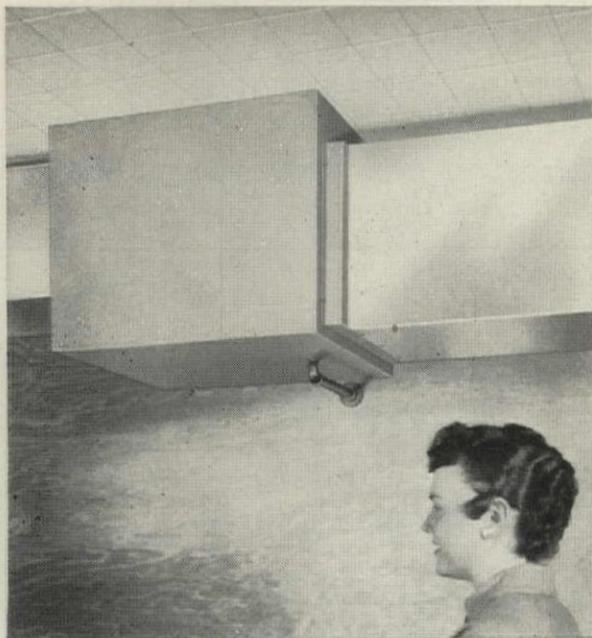
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HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT**

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For cooling only, independent of heating system, this TRANE Climate Changer provides clean, cool air for the entire house or small commercial building. May be installed in unused space or incorporated into duct system. 2, 3 and 5-ton models in attractive, compact cabinets.

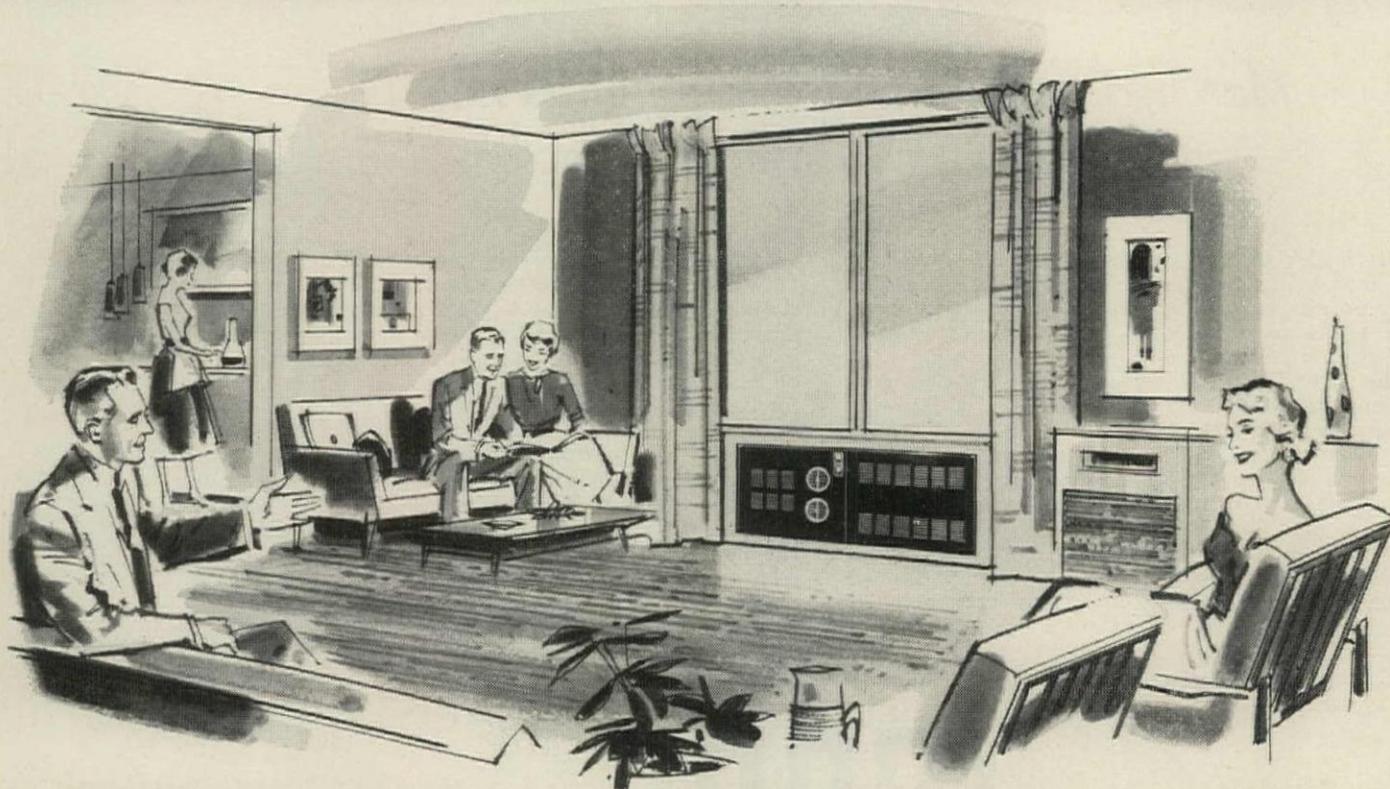


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48 apartments Howard Garfinkle—Builder 130 air conditioners
- SILVERSET REALTY CORP.—YONKERS, NEW YORK
85 apartments Harry Silverman—Builder 196 air conditioners
- MEFER REALTY CORP.—NEW YORK CITY
52 apartments George Schaeffer—Builder 62 air conditioners
- BEVERLY OPERATING CORP.—BROOKLYN, NEW YORK
55 apartments Geller & Mitchell—Builders 130 air conditioners
- STRATTON ESTATES, INC.—FOREST HILLS, L.I., N.Y.
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

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HOW THE INDUSTRY PLANS TO USE THE NEW HOUSING ACT

Its impact as seen by 72 experts

Will the anti-recession housing law really pump-up housing this year?

The law's Democratic sponsors predict it will result in 200,000 more starts than the 1 million generally expected. Republican FHA Commissioner Norman Mason is saying it will mean 150,000 more.

Now 90 of housing's most knowledgeable experts have given HOUSE & HOME their answers (72 of the replies are excerpted here). The consensus:

Sales and starts will go up—probably about 100,000 more units.

But this covers some sharply divergent viewpoints, depending upon the business of the viewer. Realtors are most optimistic—25% predict a strong upturn in starts. Realtors also expect easier financing will help sell existing houses and more trade-ins.

But only 12% of the experts—builders, lenders, realtors, savings and loan officials, economists and materials supply producers—foresee a strong surge. By far the largest number, 58%, expect only that sales will be "stimulated." (And 15.4% of S&L men believe it will not help sales and starts at all.)

Many agree with past NAHB and NAREB President Bob Gerholz of Flint, Mich. that the prime benefit of the law is psychological—"an effective antidote to much publicity on recession." Several say the law will not actually increase sales, but instead will forestall a downturn.

What will be the law's effect on VA? Nearly everyone believes

the program will make a comeback and 81% expect a "substantial" upturn in VA starts.

An overwhelming 90% of the experts agree low-priced new housing will get a shot in the arm from the new law. Lenders, who don't like low-price homes, are more optimistic about a spurt than builders.

Predicts L. Douglas Meredith, executive vice president of Natl. Life Insurance Co.: "Low-cost homes will constitute a larger proportion of new housing starts this year—due less to the availability of more money than to the preference of consumers, whether they are buying cars, groceries, clothes or shelter to grade down when the economic situation is unsettled."

Some builders, like Andy Place of Ft. Wayne and Rod Lockwood of Detroit fear the recession is working against the low-cost home market. Says Place: "This is where you find the man who has been working a short week or fears a layoff."

How will Fanny May provisions affect the private mortgage market? It will stimulate competition in the opinion of 35%, will obviously send investors after bigger loans not eligible for Fanny May, driving prices up.

S&L men are most unhappy with this part of the bill. Says Henry Bubb of Topeka, past president of the US Savings & Loan League: "This is inflationary and will have a tendency to hurt the housing market in the future much more than it will help at present. Industry must find some way to stop inflation in housing."

Builders look for surge in starts, hedge on low-cost home outlook

How much will the new law boost starts or sales? Bold face first sentences, where they appear, tell what each expert predicts.

BUILDERS

Carl T. Mitnick:

NAHB first vice pres.

... will stimulate starts to a limited degree. More low-cost homes will be produced [but] housing alone cannot save the economy.

Martin R. Bartling Jr.:

NAHB second vice pres.

Starts and sales already helped here. The reaction is psychological. The potential has been there all along. Guess a fourth of our starts this year will be under \$12,500. I doubt VA will be widely used here . . . do not like the restrictions.

Emil M. Keen:

Pres., N. Y. State HBA

The law will not produce more low-cost homes in our area because costs are controlled by local requirements. The help is more psychological than actual.

Lewis Cenko:

Atlanta

Sales depend on the enthusiasm and confidence of buyers. If industrial layoffs increase, I fear sales will suffer.

I hope the stimulus does not lead builders to start more houses than they can sell . . . could easily happen.

Earl W. Horttor:

Kansas City

Something is radically wrong when home building continually needs emergency legis-

lation. What can we do to get a law that will let us know where we are instead of waiting for Congress to meet to find out?

Earl W. Smith:

NAHB past president, El Cerrito, Calif.

The law should stimulate housing starts but not to the degree hoped for. I look for a "sticky" first half—and gradual improvement. FNMA provisions should stimulate the private market into a more competitive set of prices. This is, of course, overdue.

Joseph Meyerhoff:

NAHB past president, Baltimore

10%
Major limit on sales for the past two years in this area has not been financing, but sales. Sales of lower cost homes could easily increase 20% to 25%.

Carl Gellert:

San Francisco

We expect a tremendous spurt in low-priced housing. But it will take 6 months to a year to make land available. My firm [one of San Francisco's largest] has only 38 lots where we can build low-cost houses immediately. We have 200 more lots which will not be ready until late fall. By the end of the year and next spring we shall have many low-priced houses available for occupancy.

What amounts to virtually direct lending by FNMA should be a lesson to mortgage lenders that if they do not change their practices they will have more direct lending by government in the future.

Irvin A. Blietz:

Wilmette, Ill.

We build in the \$25,000-and-up bracket and the new legislation will have no effect

on our market. It is not shortage of money so much as it is shortage of customers.

George M. Pardee Jr.:

Los Angeles

The San Fernando Valley is over-built. Costs are so high you can't build low-cost homes. So the legislation won't help. In Orange County, probably some help; other areas must be analyzed individually. The laws will produce more low-cost homes. How many depends on the area. In Las Vegas, probably 200 or 300; in San Diego, several hundred.

Andy Place:

Chairman, NAHB Research Institute

It will not help the lower cost market much. This is where you find the man who has either been working a short week or fears layoff. Savings accounts in South Bend are high, but people are afraid to buy. Even with nothing down VA terms, people still won't buy if they are worried about making a \$75 to \$100 payment when their take-home wages range from \$60 to \$85.

Paul L. Burkhard:

Glendale, Calif.

As soon as the present over supply (in Antelope Valley) has been digested and with further influx into the area, the new legislation should encourage new starts.

Rodney M. Lockwood:

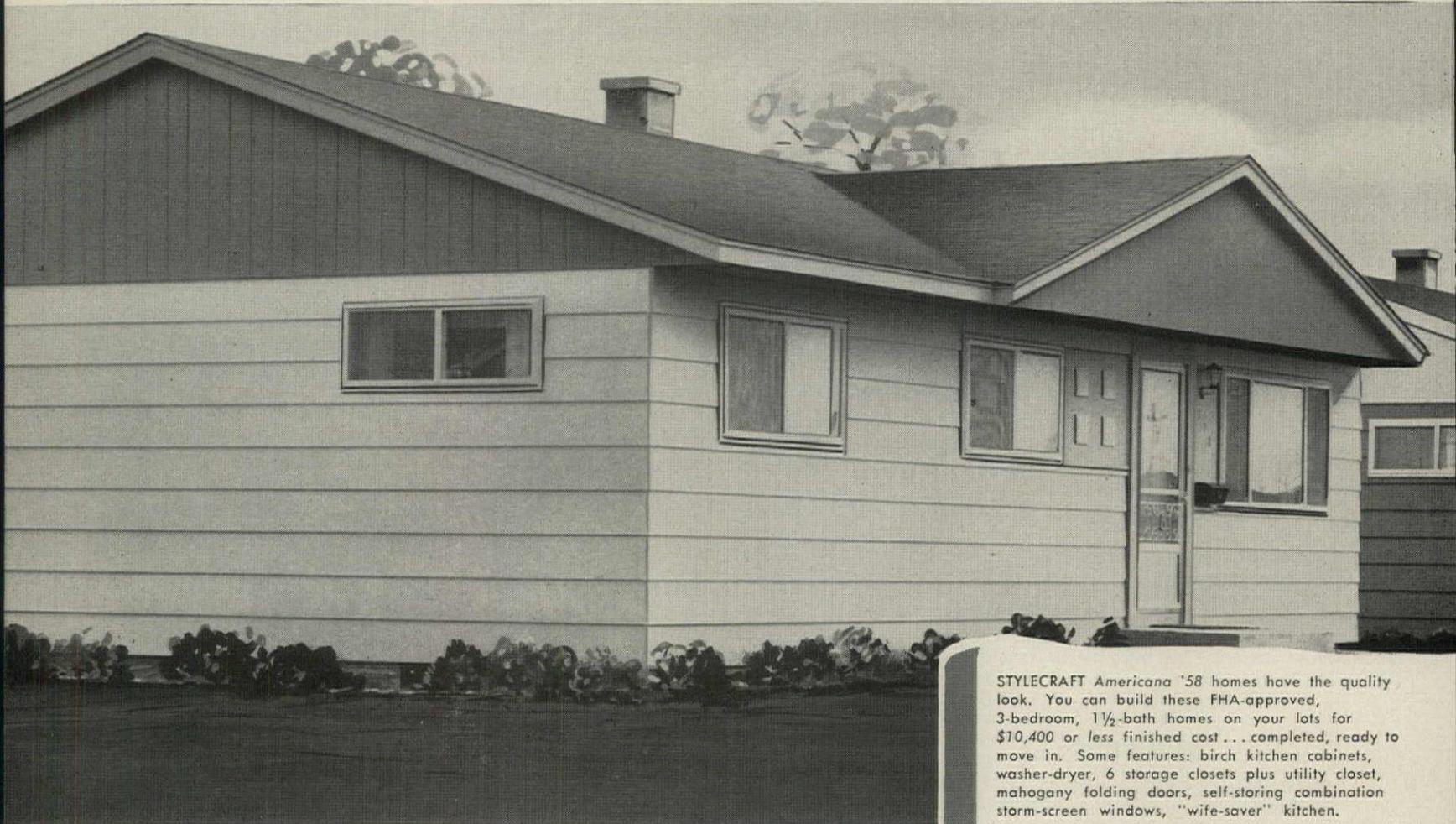
Detroit, Mich.

100,000 units.
"Without it, we would not have reached 1 million . . . may produce a few more low-cost homes, but the difficulty is so many potential buyers of low-cost homes are not in the market on any terms more because they

continued on p. 53

PRESENTING THE *Americana '58*...

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STYLECRAFT Americana '58 homes have the quality look. You can build these FHA-approved, 3-bedroom, 1½-bath homes on your lots for \$10,400 or less finished cost... completed, ready to move in. Some features: birch kitchen cabinets, washer-dryer, 6 storage closets plus utility closet, mahogany folding doors, self-storing combination storm-screen windows, "wife-saver" kitchen.

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THE CRESTWOOD • 1035-A Elevation 3



THE PATRICIAN • 1034-D Elevation 1



THE WEDGEWOOD • 1035-D Elevation 3



THE SOVEREIGN • 1035-B Elevation 2



THE BERKSHIRE • 1034 Elevation 3

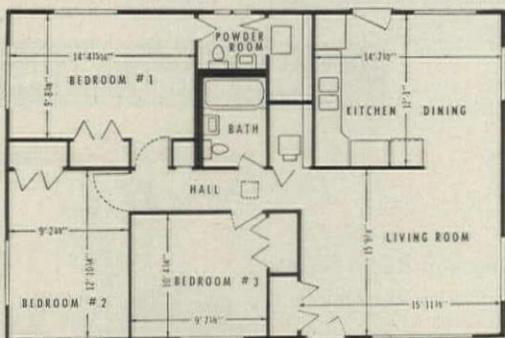
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- ✓ QUALITY FEATURES THROUGHOUT



THE CONSCIENTIOUS HOME BUILDER TODAY has two pressing problems: (1) *He is faced with a buyers' market* — the big demand is for low-priced homes, and people won't buy unless they are convinced his homes offer them *more* house for *less* money than competition's; and (2) *He is faced with a profit problem* — either he makes a decent profit on *each* home he sells, or he cannot stay in business.

What are the answers? First, *the manufactured home* — for which home buyers and home builders are showing increasing preference. Second, *the right brand* of manufactured home — purchased from certain companies (ours is one) that know how to design, engineer, manufacture and deliver homes with real sales appeal. Third, *low-priced homes* that most buyers can afford, but in which quality is not sacrificed. Fourth, homes on which the builder can make a *consistent profit*.

Stylecraft Homes is a relative newcomer to the manufactured homes industry, but not to building. We have been volume builders ourselves for years. We have made substantial profits in good years and bad, including 1957. We know both sides of the picture: what builders need and can sell — and how to manufacture it. What is more, we have sold and continue to sell our own product in one of America's toughest, high-cost markets.

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STYLECRAFT "SHIRTSLEEVES" TEAM — Left to right: Vice-President Clifford Carlson (architect/designer) . . . President Arthur W. Pipenhagen (management/financial/legal) . . . Vice-President Harold J. Fasbender (production/engineering) . . . Chairman E. A. "Red" Herzog (management/dealer advisor) . . . Vice-President Robert S. Patience (sales/marketing).

Stylecraft HOMES, INC.

SH-558

Des Plaines 2, Illinois

Date

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We'd like to talk with you at our office... call us for appointment.

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MERCHANDISING HELPS can make your Model Home Promotion a real success

Here are sales helps that are attention-getting. They are tailor-made to your own model home. They work for you from the time you make your first announcement until home buyers pause for a special look at your bathroom.

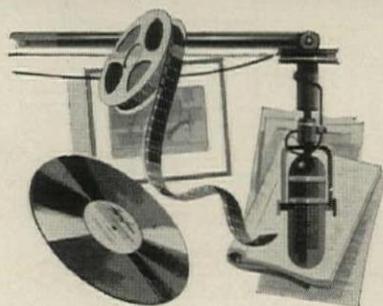
These helps are available to builders who use the sale appeal of the World's Finest Bathroom Fixtures by Universal-Rundle.

Model Home "Seller" No. 1



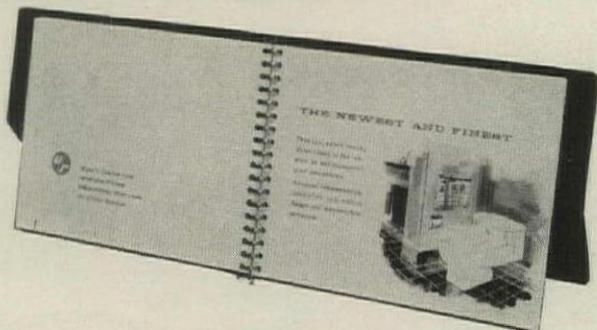
Four-page Brochure, especially prepared for you . . . depicts the features of your homes including the U/R bathroom fixtures that your prospects have seen advertised in leading magazines.

Model Home "Seller" No. 4



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

Model Home "Seller" No. 2



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.

Model Home "Seller" No. 5



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

Model Home "Seller" No. 3



Feature Pointers that attach to the fixtures and highlight the extra-value features.

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Outdoor Sign, announcing that your home has the World's Finest Bathroom Fixtures.

Ask your U/R Plumbing Wholesaler for details, or write to Universal-Rundle.

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HOW THE INDUSTRY PLANS TO USE THE NEW HOUSING ACT

fear interruptions in income than because of actual unemployment.

FNMA provisions combined with the money market trend will virtually eliminate discounts on FHA's by August—perhaps sooner.

More urgently needed than improved terms is some concrete inducement to people to buy now instead of later—such as a nine months' moratorium on excise taxes, or, in housing, an income tax cut for buyers of new homes. One formula would be to permit depreciation as a deduction for the first five years after purchase by all new home purchasers who acquire their new homes between now and next March.

John A. Jacobson:
Sacramento

20% boost.

My sales have been averaging over a house a day since lower down payments went into effect despite some of the worst weather here in 109 years.

David R. Satin:
Kalamazoo, Mich.

Starts here are mainly low-cost but this is not the answer. From 1945 to 1954, we built thousands of two-and three-bedroom low-cost houses. Today, the owners of these houses have outgrown them. If minimum down 30-year FHA or VA financing were available on existing homes, more than 50% of our market for low cost houses would be satisfied opening up a large demand for medium priced homes.

Robert F. Schmitt:
Berea, Ohio

Little or no effect on sales.

Problem here is qualified buyers. The law probably will not produce much increase in low-cost homes. If the low cost field is to be tapped, there has to be a major breakthrough in development costs, code provisions and building costs. Ridiculously enough, with high unemployment in the building trades, the unions are asking a 25¢ per hour across-the-board increase. The law has momentarily forestalled a severe adjustment. The flurry of optimism it caused is delaying recognition of what must be done. I fear the ultimate effects of the philosophy that housing is a primary means of economic manipulation.

Seaborn P. Collins:
Las Cruces, New Mexico

20 to 25%.

... More low-cost homes. Most builders in this area build in the \$10,000 to \$13,500 bracket, anyway. VA will double in a year. Buyer qualifications remain the big problem.

John C. Taylor:
Chairman, J. C. Nichols Co., Kansas City

Biggest increase in low cost homes.

Constantly increasing costs have priced many builders out of the market.

Larry Winn Jr.:
Kansas City

No more low-cost homes.

It is impossible when labor continuously asks for wage increases and the cost of materials and raw land continues to rise.

Daniel B. Grady:
Oyster Bay, L. I., N. Y.

2 to 3%.

The sales increase the new terms might have caused will be dampened by the economy of Long Island, which is not good. Low-cost home building on Long Island is mainly dictated by the price of land and zoning regu-

lations of villages and townships. Main advantage of the law is psychological.

Irving Rose:
Advance Mortgage Corp., Detroit

10 to 15% more than I had expected

At the beginning of the year I felt housing starts in Detroit would decline from 25,000 to around 20,000 in 1958. Now, I expect 22,000 or 23,000 starts . . . and almost all will be a 25% increase in houses under \$14,000. Now that a \$13,500 and under 4¾% VA mortgage can be sold to FNMA at par, VA housing will really go to town.

Dale J. Bellamah:
Albuquerque, chairman, NAHB mortgage committee

A big increase here.

We had planned 700 homes this year. Now we are thinking of 1,000. For some time our company had on the shelf a plan for a 900 sq ft. house for \$8,750. We were able to go into quick production. When we announced VA no-down housing our sales switched from 95% FHA and 5% VA to the reverse.

Will many private investors be forced to the wall by FNMA par loans? I am concerned about producing a substantial amount of mortgage offerings [for private lenders]. Grave injustice was done the veteran by placing VA interest rate ½ point below FHA. Either VA loans will be unattractive due to low yield, or FHA loans will rise above par. My feeling is the former will prevail, and VA loans will sell only at great discounts.

MORTGAGE BANKERS

John C. Hall:
Pres., Mortgage Bankers Assn.

10%—all low cost.

FNMA par loans will practically eliminate private investment in VAs up to \$13,500.

Walter C. Nelson:
Vice pres, MBA, Minneapolis

10 to 15%.

The law should have raised VA interest to produce a par market. Any time the interest rate is fixed to require discounts or premiums to make it competitive in the money market, home building suffers.

James W. Rouse:
Baltimore

As much as 25% increase in sales.

High Fanny May prices on VA loans may push VA prices up, but the long term effect of Fanny May program is substantial, unnecessary increase of government intervention in housing. It constitutes a serious threat to entire private housing credit structure.

George W. DeFranceaux:
Pres., Frederick W. Berens Inc. Washington D.C.

Probably 25% here.

More houses from \$13,500 down will be limited only by available land. I doubt that many loans will be delivered to FNMA. By the time loans are ready, prices should improve enough for sale of a majority to private investors.

B. B. Bass:
Pres., American Mortgage & Investment Co., Oklahoma City

More starts than sales. Someone will get hurt.

Fanny May will freeze out much private money with its more liberal terms and price. Some under-stimulation of housing costs might be much better in the long run than an over-stimulation by lower down payments and longer terms now.

Jack Halperin:
J. Halperin & Co., Jamaica, N. Y.

Will stimulate . . .

FNMA prices are ridiculously high. Apparently the members of the Senate and the House do not know enough of the money market.

William F. Sey:
Exec. vice pres., J. Maxwell Pringle & Co., New York

Substantially.

We look for higher prices for VA and FHA loans; these are underpriced in relation to the government and high-grade bond market.

Dale M. Thompson:
Pres., City Bond & Mortgage Co. Kansas City, Mo.

25%—for \$13,500-and-under.

VA again will become dominant. It helps not so much because of the lower down payment but because of lower monthly payments. This difference can be as much as \$10 per month on a \$13,500 house.

W. T. Doyle:
Vice pres., Jay F. Zook, Inc. Cleveland

No substantial increase.

High costs, inability of prospective home buyers to carry relatively higher mortgages [will dampen housing]. Now VA and FHA down payments are closer, we do not anticipate a landslide of VA business.

C. A. Bacon:
Vice pres., Mortgage Investments Co., Denver

VA housing has been dragged back from the grave and I imagine it will gobble up the FNMA allocation.

John R. Butler:
Vice pres., T. J. Bettes Co., Houston

10 to 15% sales.

Sales appear to be almost wholly dependent on builders' ability to produce homes that prospective purchasers feel are attractive, well planned and equipped, and a good buy in today's market.

David Northridge:
Vice pres., The Colwell Co., Los Angeles

50%—from \$14,000 down.

We never anticipated no down VA's again. We're concerned: can builders sell the product the new law makes so attractive to finance?

W. C. Rainford:
Pres., Mercantile Mortgage Co. Granite City, Ill.

10%—20% for low cost.

The law should be effective as a recession deterrent but will undoubtedly increase material and labor costs to builders and ultimately to consumers.

Sales will increase to a degree mainly because builders will more actively be creating demand by more models to visit on Sundays and by advertising no-down payment. Those words of psychological impact will do more to create demand than the arithmetic involved.

Raymond H. Lapin:
Pres., Bankers Mortgage Co. of Calif.

No easy money boom like 1954-5.

In time some combination of federal spending supplanting capital spending, the level of inventories and the level of installment credit will create economic reassurance and spending will start. The housing law will not cause this upturn. But when it arrives the law will contribute to a fast pickup in housing.

Builders selling as high as \$16,000-\$17,000
NEWS continued on p. 56

Aluminum Adds Sales Power for Hotpoint, Chevrolet...

Now let it put More Sales Power into your Home-Selling!



You have seen the way Aluminum is featured in the advertising of Hotpoint, Chevrolet and other big names. You know how it helps *sell*. Now here's a dramatic way to use this sales power in *your* promotion. It's "THE HOUSE OF EASE". It's been sales-tested... proved sensationally successful!

"THE HOUSE OF EASE" is as practical as it is dramatic. It brings together standard, *immediately available* products of Reynolds Aluminum. And these products add up to *what the customer wants* - lasting satisfaction at lowest upkeep - because rustproof aluminum stays ever-beautiful and ever-efficient without painting.



Here's what happened in builder tests of this promotion. In different developments - different price classes - one house in each group of model homes was a "HOUSE OF EASE". These models outsold all the others, *although slightly higher priced*. And the "HOUSE OF EASE" theme in the builders advertising kept prospects flocking in...and buying!

Take advantage of this selling idea. Check the aluminum features listed and promote them as "THE HOUSE OF EASE"!

Reynolds Metals Company, General Sales Office, Louisville 1, Ky.



Remember, you've got a Star Salesman in REYNOLDS WRAP... greatest home demonstrator of aluminum... standard-bearer of the Reynolds name!

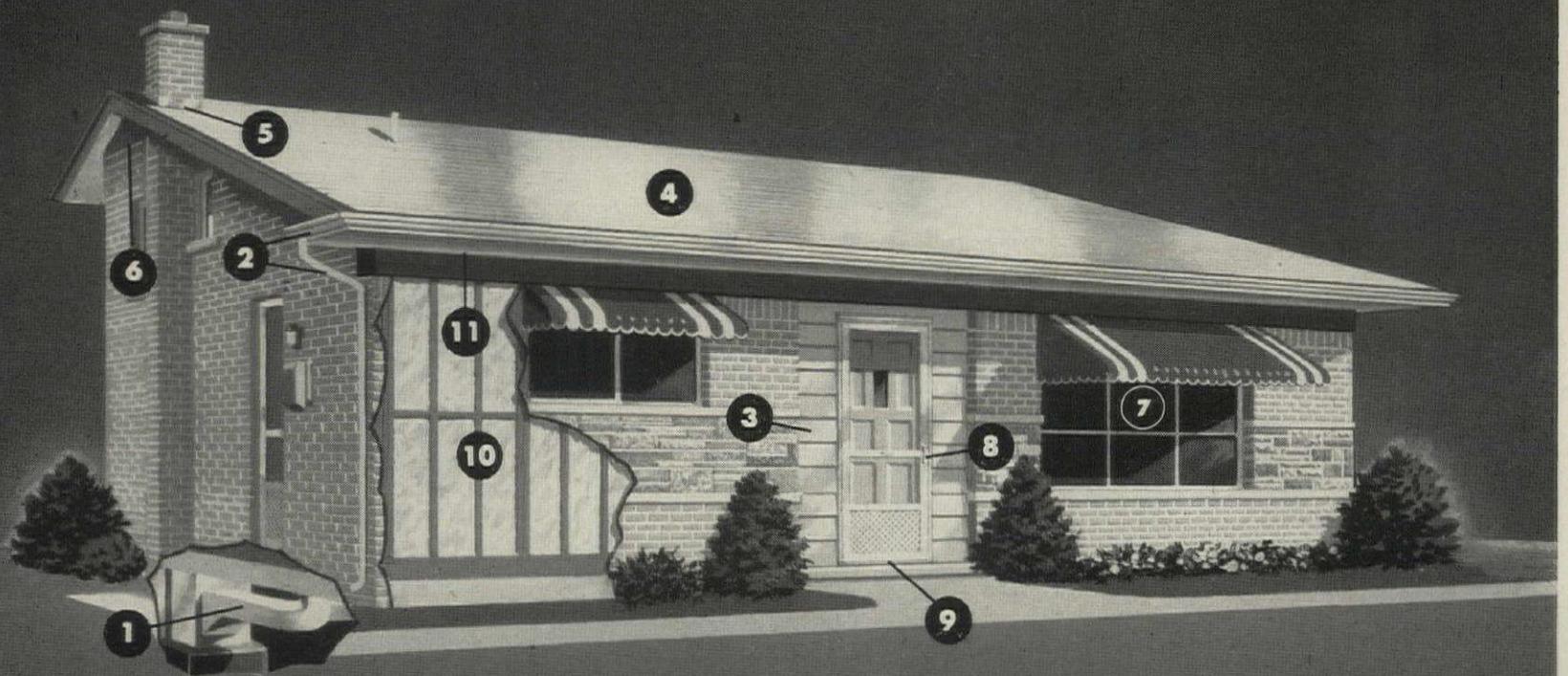
Watch Reynolds All-Family
Television Show
"DISNEYLAND", ABC-TV.



REYNOLDS

In any design, you can make your house-for-sale

"The House of Ease"

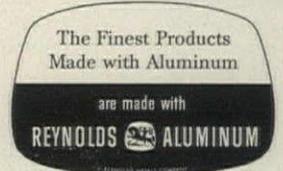


... by featuring these products of leading manufacturers,
made from Work-Saving,
Money-Saving **REYNOLDS ALUMINUM**.

- 1 Ductwork of Reynolds Aluminum, to save up to 10% on heating and cooling.
 - 2 Gutters and Downspouts of Reynolds Aluminum—never need painting.
 - 3 Siding of Reynolds Aluminum, baked enamel finish, many colors. All nails aluminum, too.
 - 4 Shingles of Reynolds Aluminum—the permanent roof, heat-reflective.
 - 5 Aluminum Flashing of Reynolds Aluminum—rust-free, non-staining, low cost.
 - 6 Attic Vents of Reynolds Aluminum.
 - 7 Windows of Reynolds Aluminum for lasting beauty and performance.
 - 8 Doorknobs, all exterior and interior hardware—beautiful Reynolds Aluminum.
 - 9 Thresholds of Reynolds Aluminum.
 - 10 The **TRIPLE PLUS**⁺ of Reynolds Aluminum Foil on famous brand batt or blanket insulation—and on wallboard, too.
 - 11 Exterior Trim and Soffit—no warping or rust streaks, low-cost installation.
- Optional extras are Combination Storm Doors and Windows, Awnings, Shower Frames, Tub Enclosures, etc.*

*The **TRIPLE PLUS** means (1) Cooler in Summer; (2) Warmer in Winter; (3) Moisture Control. It adds up to More Comfort at Least Cost! Trademark reg. in U.S. Pat. Off.

ALUMINUM



HOW THE INDUSTRY PLANS TO USE THE NEW HOUSING ACT

are re-gearing to create \$13,500 mortgages on minimum terms. But high costs will prevent most builders from proceeding. The 4 $\frac{3}{4}$ VA is much less important than that money market changes which make VA rates again digestible.

Robert Tharpe:

Tharpe & Brooks, Atlanta

20 to 30% more.

Builders will concentrate on homes eligible for FNMA special assistance.

REALTORS

H. Walter Graves:

President, NAREB; Philadelphia

150,000 to 200,000 units.

Some part would have taken place because of easier money. The bulk will be low-cost.

Eugene P. Conser:

Exec. Vice Pres., NAREB; Chicago

At least 10%.

... And much more next year unless the recession continues. Should be more low-cost housing, spurt in both new and existing VA housing.

Oliver M. Walker:

Washington

Will not stimulate much housing or sales here.

Robert P. Gerholz:

Past-president, NAREB, NAIIB; Flint, Mich.

15 to 20%.

Most important and immediate effect is psychological... has already resulted in a substantial increase in real estate sales, particularly trade-ins. I believe the market will move beyond Fanny May shortly.

Mal Sherman:

Baltimore

Perhaps 20%.

A chain reaction will start. Trade-ins will be easier because there is a definite nothing-down VA market on older homes. More low-cost homes... only if builders take lower profit.

W. Max Moore:

Denver

10% in low-cost.

With FNMA purchasing VA and FHA's at par more investors' funds will go into higher FHA and conventional mortgages. I'm disappointed to see VA extension. Veterans have had ample time to get VA loans.

PRODUCERS

Joseph A. Grazier:

Pres., American-Standard

Impact of general economic conditions on consumer confidence will keep private housing starts at about 1 million for 1958. Principal stimulation will be in the low-cost area. Fanny May provisions substitute public funds for private funds in the \$13,500-and-under class, but it should make available additional private funds for the higher priced as well as conventional units. It is unfortunate Congress uses a policy like this to combat central bank fiscal policy. We plan production of home equipment for 1 million starts in 1958. We are not planning any increase.

Owen R. Cheatham:

Chairman, Georgia-Pacific Corp.

About 5% with the total up about 10% for the year.

Housing cannot be turned on and off like a faucet. It takes some time for this to have effect. Actual demand is about 1 $\frac{1}{4}$ million starts per year.

We are not planning any production increases... and have curtailed production about 20% since July 1957.

M. H. Baker:

Chairman, National Gypsum

Should offset depressing effects of recession. 1.1 million starts a minimum estimate for 1958. More low-cost homes, VA housing. Our production capacities are sufficient to handle any upturn this year.

Harold R. Berlin:

Vice pres., Johns-Manville

... Should stimulate housing but we doubt that it will have an appreciable effect on sales of building materials before the third quarter. ... Do not plan any production increases. We are already prepared.

C. H. Shaver:

Chairman, U. S. Gypsum

Will stimulate demand and incentive to build additional housing.

ECONOMISTS

Robinson Newcomb:

Washington, D. C.

100,000 more low-cost houses

Whether this will be due entirely or partially to the act can never be proven. It will take time to rebuild VA's staff, so VA housing may not increase nearly as much as FHA this year.

Some types of housing have been bucking the decline in housing as a whole: apartments, mobile homes and non-housekeeping units like motels. These will continue strong in 1959 even without aid from the new act.

Housing will not decline with the economy this year. Inadequate funds available to the Labor Dept. make it impossible to report accurately what is happening. We will never know the true story.

Marcus Nadler:

Professor of Finance, New York University

No building boom.

Home building is suffering because prices have reached a point where most people cannot afford to buy.

Edwin B. George:

Dun & Bradstreet Inc.

100,000 to 125,000

The law will... enhance somewhat the modest contribution to recovery that housing was already slated to make in 1958.

Julius I. Bogen:

Professor of finance, New York University

Even with the recession, private starts could be moderately above the 1 million level this year. Without this law, starts could easily have dropped below 900,000.

The decline in interest rates lessens the significance of Fanny May provisions. With the growing shortage of institutional investments, 4 $\frac{3}{4}$ VA mortgages will look very attractive, so Fanny May may be called on to buy only a limited amount of VA loans.

Gordon W. McKinley:

Prudential Insurance Co.

50,000

Advantages of the law outweigh the disadvantages. Last December, I estimated total 1958 starts at 1,085,000. I am now raising this to 1,135,000.

Arthur A. Smith:

Vice pres., 1st Natl. Bank in Dallas

The effect will be more to slow apparent further decline rather than to show a marked upturn.

SAVINGS & LOANS

W. F. Morrison:

Pres., Natl. League of Insured Savings Assns.

1.1 million starts.

Any effect on the recession will not be apparent until late in the third quarter of this year and so will probably coincide with the expected up-turn in the business cycle. I do not believe the law itself will stimulate sales but it could stimulate starts since the President has eliminated the 2% VA down payment.

Henry A. Bubb:

Past President, USS&L League, Topeka, Kans.

It won't boost starts or sales.

Cheaper money will have some effect. The great problem here, has been the fact that incomes were not high enough to meet the standard required of 4 $\frac{1}{2}$ or 5 times the monthly payment. More improvement in economic conditions, with higher wages or a return to overtime, plus a return of optimism, is necessary if the housing industry cannot find some way to cut costs. Low-cost homes are already over-produced in this area, except for a replacement in urban renewal projects. With the VA rate still unrealistic, FHA should gain on houses that do not require mortgages of over \$13,500. FNMA's role will drive conventional loan rates down, which should help sell homes from \$20,000 up. The law could have been good if it had been realistic on the VA rate and not appropriated so much money to FNMA, which is so inflationary and will have a tendency to hurt the housing market in the future much more than it will help it at present. Industry must find some way to stop inflation in housing—get costs down and not up.

J. Howard Edgerton:

Past president, USS&L League, Los Angeles

I'm pessimistic.

We have passed the point where more liberal financing will result in a sharp increase in sales. I doubt if no-down VA loans will have any appreciable effect. New FHA terms will increase sales slightly. The price of housing instead of terms is the real stumbling block. The new law does not provide any answer.

Roy M. Marr:

Past President, USS&L League, Memphis

About 8% or 10%.

We doubt it will produce more low-cost homes. More lower priced housing will be built this year because it offers the best market. Fanny May provisions will create a temporary artificial market. In the long run this will not be good for housing.

Morton Bodfish:

Chairman, 1st Federal S&L, Chicago

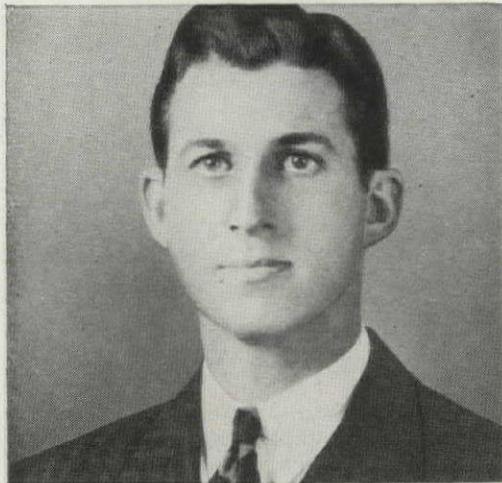
No cure-all.

The ailing home building industry was already out of bed and moving around when the new housing law was passed. The law is occupational therapy. Coupled with an abundance of mortgage funds, it will stimulate starts and sales, particularly in the lower-priced range which has been neglected in Chicago for some time. How much low-cost housing will be built in this high-cost area depends on the ingenuity and aggressiveness of builders. A considerable increase in VA will take until late summer. It's doubtful if FNMA will affect conventional lending much.

continued on p. 86

A leading Maryland Builder Advises:

"THINK TWICE BEFORE YOU SPECIFY A ONE-FURNACE HEATING SYSTEM"

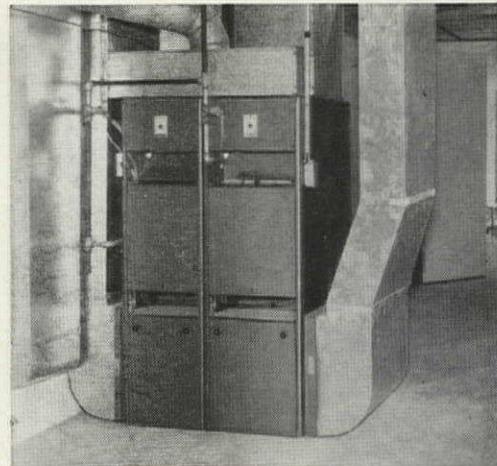


James E. Schoolfield of Chevy Chase Builders, Inc., Rockville, Maryland.

"It's true that many homes can be adequately heated with a single furnace," says Jim Schoolfield of Chevy Chase Builders, Inc., "but there is a definite trend toward rambling floor plans, segregated wings or levels for various living functions, window walls and numerous other factors affecting heat distribution requirements.

"We've considered various possibilities and concluded that the best answer is also the simplest—two furnaces, each properly sized for its zone and controlled by its own thermostat. This eliminates the need for complicated motorized zone control systems, simplifies balancing, reduces service on heating complaints and assures uniform heat delivery to rooms farthest from the furnace.

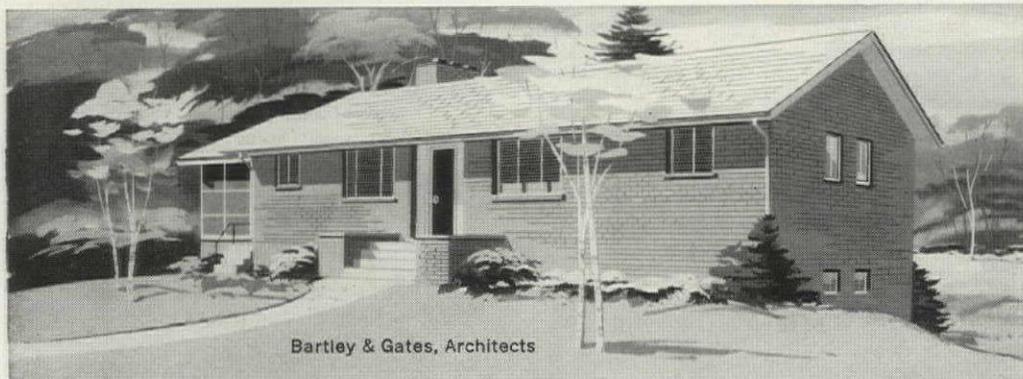
"You avoid uneconomical operation of a single large furnace to heat a small zone. And



For zone control heating, Chevy Chase Builders specified these two American-Standard® gas-fired furnaces.

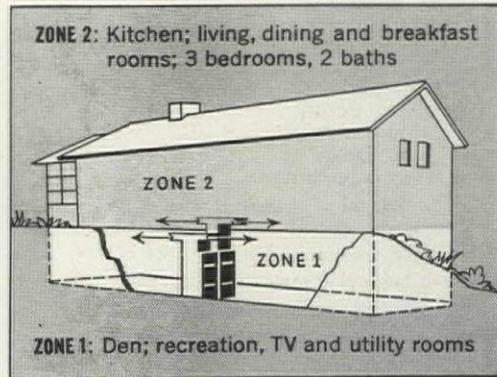
there's no wasteful upflow or drift of heat from one zone to another because a dual furnace installation permits continuous air circulation in both zones at all times.

"With all its advantages, this method of zone control is surprisingly low in cost. It may actually prove less expensive than a mechanical damper system . . . and two furnaces offer so much more visible sales appeal."



Bartley & Gates, Architects

Dual-furnace zone control in this Chevy Chase Builders' house was installed by Ayers-Williams Co., Bethesda, Md., heating and air conditioning contractors. They purchased the equipment from Lyon, Conklin & Co., Inc. of Washington, D. C., authorized distributors for American-Standard Air Conditioning Division.



Zone 1—lower floor—uses 75,000 Btu input furnace; Zone 2—upper floor—uses 100,000 Btu input furnace.

Special American-Standard Offer to Builders:

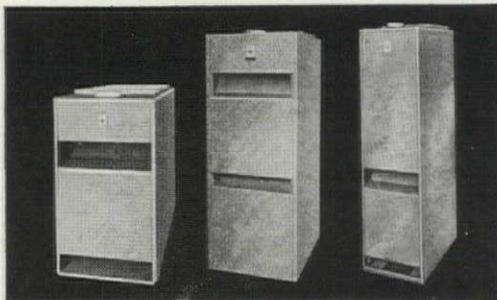
2 FURNACES FOR THE PRICE OF 1

for model home zone control installations:

To prove our point that two American-Standard furnaces for zone control will make the heating system your number one selling feature, American-Standard Air Conditioning Division distributors offer you—for your model home—two furnaces at the same price as a single furnace of equivalent Btu capacity! Before you place another heating contract,

why not take him up on this offer? Prove to yourself that a two-furnace zone control system will become your best salesman.

Provide more comfort . . . lower fuel bills . . . longer furnace life! Your customer doesn't have to take these advantages on faith! Here is extra value he can see—two furnaces instead of one!



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Contact your local American-Standard Air Conditioning Division distributor or mail coupon for name of nearest source

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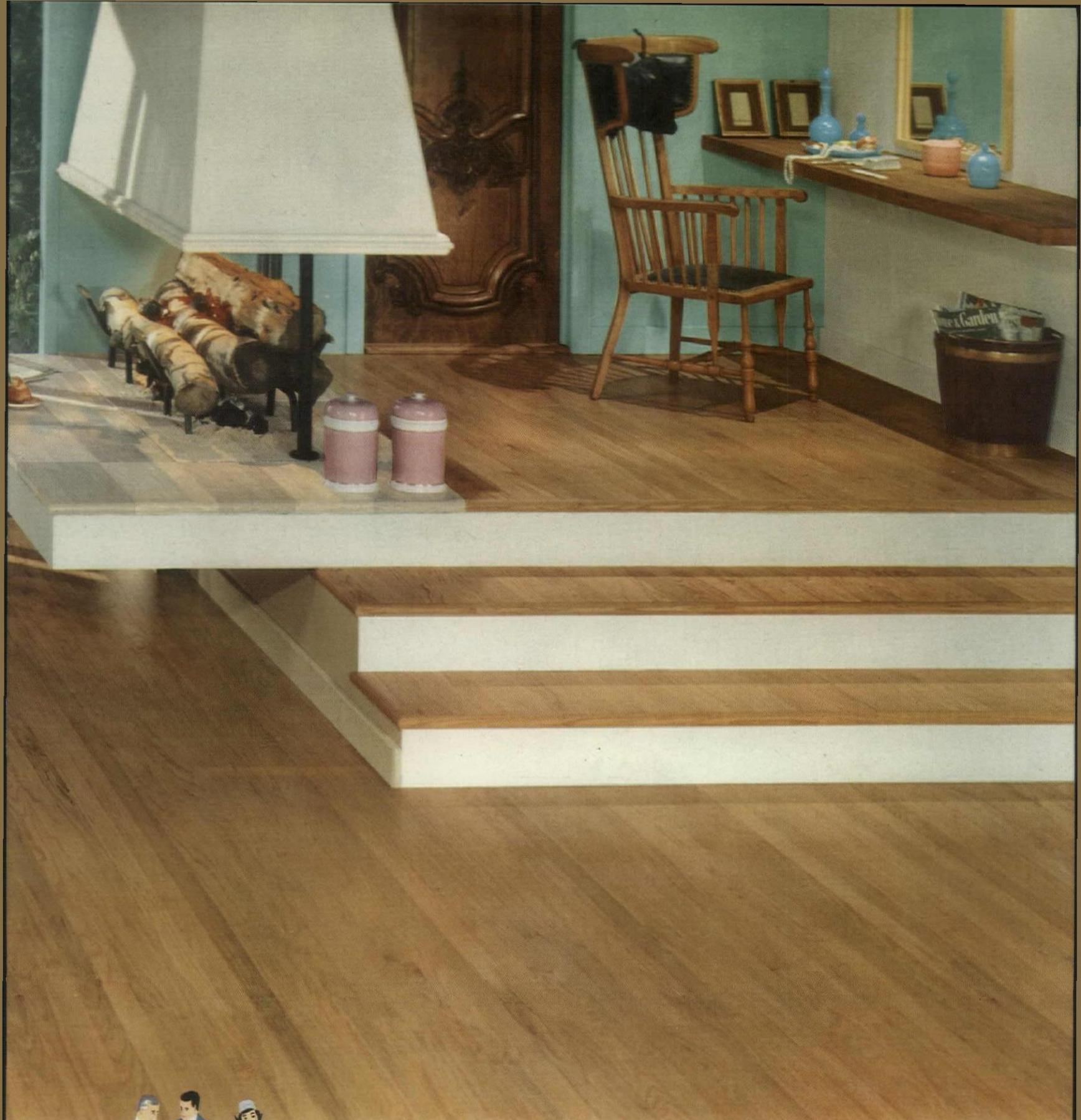
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Room design by Ving Smith, Photo by Pagano; Peignoir an Arlene Dahl creation by Saab

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GATE HOUSE at entrance to Indian Lake Estates, country club community, with the professionally styled L-M Ovalite (Line 2A) mercury vapor luminaires mounted on double upsweep

arms to light the dual-lane avenues. These provide uniform illumination of 4.2 footcandles on the roadways. Lights are turned on and off automatically by L-M photoelectric relays.

L-M Luminaires Light Florida's Beautiful Indian Lake Estates

High in the lake and ridge section of Florida, in the area around Lake Wales, is located a new private city, Indian Lake Estates. This is a multi-million dollar development, an exclusive country club community, providing exceptional beauty and outstanding recreational facilities for residents.

Lighting the palm-lined, dual-lane avenues are L-M Ovalite (Line 2A) mercury vapor luminaires. These luminaires, mounted on metal poles at 30 feet, have dual 8-foot upsweep arms. They carry 20,000 lumen lamps and provide uniform illumination of 4.2 footcandles on the roadways. Underground 240-volt wiring serves the luminaires, which are controlled by photoelectric relays.

In addition, a 1,100-foot private pier is lit with L-M's famous Suburbanaire (Line 2B) open type units containing 175-watt mercury lamps and ballast. They are spaced at approximately 100-foot intervals along the pier and provide 2.0 footcandles of illumination.

Ovalite An Efficient Light Source

The Line 2A luminaires have a high coefficient of utilization. Additional advantages include: choice of Type II, III, or IV light distribution patterns, by simply changing lamps or socket settings; many features for safety and easy servicing, including L-M's exclusive "service-safe" socket; choice of series or multiple service.

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HOW THE INDUSTRY PLANS TO USE THE NEW HOUSING ACT

A spur to starts, but will sales keep pace?

A scramble is underway to cash in on Fanny May's \$300 million loan fund for \$13,500 houses.

Whether or not the market—particularly VA—justifies the rush is a great unknown. Yet tract builders in cities where \$13,500 is within reach costwise are reshaping their plans and going into VA—but staying in FHA as well.

By April 21, Fanny May had issued 2,505 commitments totaling \$28.9 million under its discount-free special assistance program for low-cost housing. Thousands more applications are jamming the agency's six regional offices.

Builders are flooding FHA and VA with applications, too.

FHA applications on new 1- to 4-family homes in March jumped 54% from March, 1957, reaching 24,968—21% over February. And VA appraisal requests, which had been sliding for a year, shot up a dramatic 58.6% from February (to 8,406) though the VA extension, interest rate hike and special assistance program did not become law until April 1.

FHA Commissioner Norman Mason now forecasts starts will reach 1.2 million this year. He predicts: "A total of 150,000 more homes will be built than would have been built had the bill not been passed." HHF Administrator Al Cole is a shade less optimistic. He predicts starts will reach 1.1 million "if jobs and mortgage funds hold up."

Both men, like so many builders, are counting on a big jump in starts and sales in the last half of the year. They have to. Starts slipped again in March. Seasonally adjusted, the annual rate of 880,000 for private starts is the lowest since March 1949.

Will builders be able to sell the houses they're planning?

The consensus: sales should improve some. Easier terms are one reason (i.e., VA no-down deals and lower FHA down payments). Another: builders are shifting to cheaper houses which have been scarce in some areas for three years. Some local builder outlooks:

President Alexander Paulsen of the Long Island home builders believes the Fanny May program and lower down payments will add 6,000 starts in his market this year—raising the total to 22,000.

Two Long Island builders, Donald G. Patrick and Stanley L. Neissloss, are so confident of demand for low- and medium-priced homes they have decided to build an inventory of \$13,000 to \$16,000 homes rather than selling just from models.

Says Sheldon Anderson, treasurer of Empire Homes (a prefabricator) in Louisville: "This is what Kentucky builders have been looking for. I've talked to seven. Every one wants to start building right away under the new terms." James W. Pearson, executive vice president of Washington, D.C. builders polled his members, concluded they will build and sell 7,000 more homes this year than last year's 12,500.

Many a lender has misgivings about how much sales may rise. Says B. B. Bass, Oklahoma City mortgage banker: "The biggest problem is lack of buyers who can qualify and who are willing to buy after they find out how much more they've got to pay for only a little more house than they have already."

Another unknown: can VA, which has sliced its home loan staff 33% expecting Congress to let eligibility of World War 2 veterans expire in July, handle the swelling volume of applications?

Mortgage men and builders in most cities think the local VA office can cope with the load with the help of fee apprais-

ers. President Stanley Earp of Detroit's Citizens Mortgage Co. doesn't believe even slow VA processing will hold up builders. He reasons: "A builder can get his Fanny May commitment on the basis of an FHA commitment even though he may eventually sell VA so he won't be held up waiting for VA to process his CRVs."

VA trouble looms for at least two of the most active housing markets. VA has, in effect, closed its offices in San Diego and Miami—leaving only skeleton crews in each. San Diego (16,200 starts in 1957) cases are now processed in Los Angeles, 125 mi. away. Miami-Ft. Lauderdale (30,800 starts in 1957) cases are processed in Jacksonville, 350 mi. away.

In all, VA has laid off 1,418 people in its loan guaranty section from the Oct. '56 peak of 3,406. Now it has told its offices to survey expected demand and submit requests for new employees.

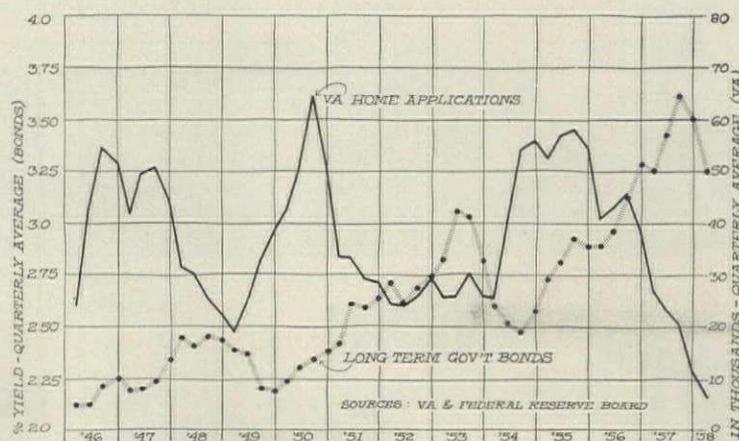
There is still much well-founded fear that the psychology of slump which has hurt house sales for a year will still stall a major housing comeback until the economy picks up.

Says one government economist: "There is some hesitation. You don't go out and buy a house when your neighbors are losing their jobs. I don't look for any big improvement until the economy recovers."

"Our big job this year," says NAHB President Nels Severin, "will be showing builders successful efforts of other builders and citing financing programs that help sell."

The optimists believe the recession has reached bottom, though unemployment is still up and other economic indicators are headed down. NAHB Economist Nat Rogg told Southern California builders that these statistics are actually reflecting the economy of two months ago. "The worst of the recession is over," he says.

Among those who agree: General Electric Chairman Phillip D. Reed, who warns against any big government spending programs as anti-recession fodder: "It is unnecessary and would be unwise to give our economy a massive inflationary shot in the arm at this time." This feeling, obviously shared by the Administration, has stalled any move towards a general tax cut, at least for the present.



WILL VA HOUSING BOOM AGAIN? Past experience indicates now, if ever, is the time. This comparison of trends between yields on government long-term bonds and applications for VA loans (both by quarters) shows the program has flourished only when money was cheap and interest rates low, has withered when bond yields went up. In April, long term Treasury 2½s hit the highest price (97.6) and lowest yield (2.73) in two years.

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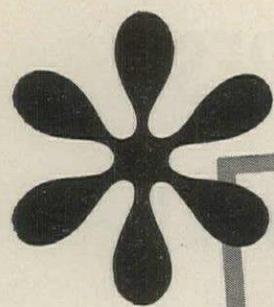
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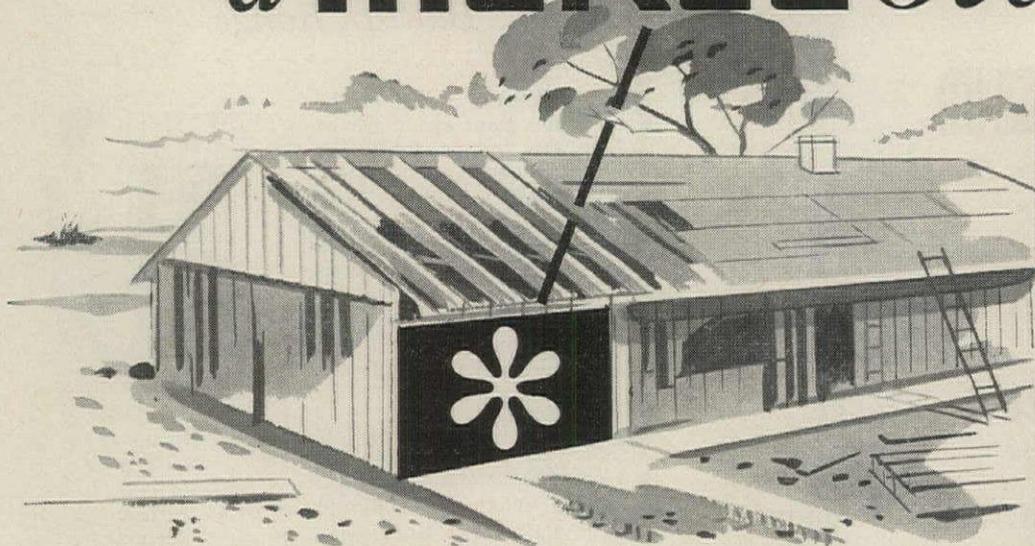
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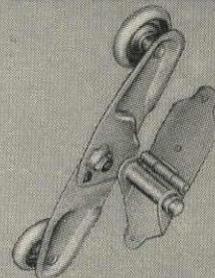


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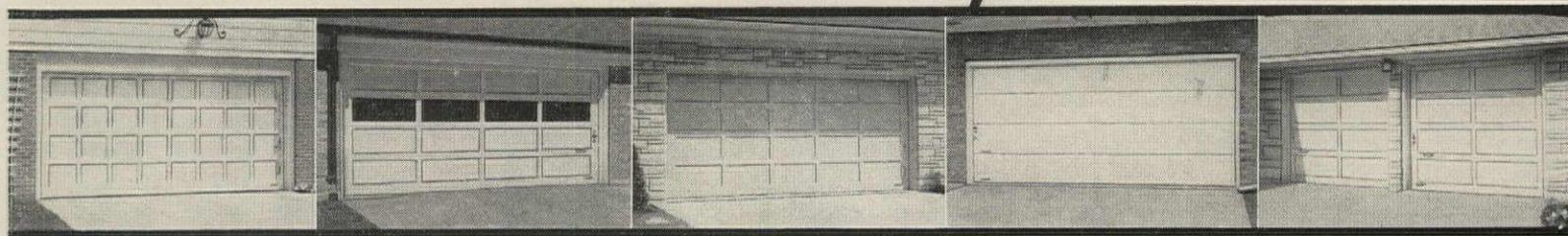
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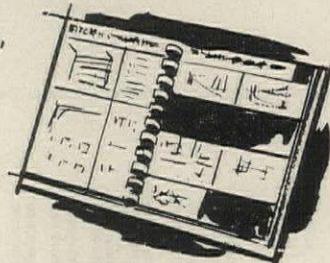
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HOW THE INDUSTRY PLANS TO USE THE NEW HOUSING ACT

FHA loans bring premiums again; VA tie makes interest cut unlikely

FHA mortgages are bringing premiums again and this trend, which began last month in the Northeast, seems ready to spread.

Some FHA men would like to cut the interest rate from $5\frac{1}{4}$ to 5%. But there seems little chance of it. When Congress agreed to boost VA's interest ceiling to $4\frac{3}{4}$ %, it pegged the VA rate $\frac{1}{2}$ % below FHA's. So an FHA cut would push VA back to $4\frac{1}{2}$ % again—just as the $4\frac{3}{4}$ % rate is helping the moribund GI loan to revive.

HOUSE & HOME's exclusive monthly mortgage roundup

Premiums so far amount to only $\frac{1}{2}$ or 1 point, are confined to New England, New York, New Jersey and Pennsylvania. But mortgage bankers in Cleveland and Washington expect them. Who gets the money? There is no established pattern. In 1947 and 1950 premiums were split between builder and originator—except that if a New York mortgage broker was in the deal, he usually grabbed a cut.

Boston's Five Cents Saving Bank has taken the statesmanlike alternative to premiums: a voluntary cut in its rate to $4\frac{3}{4}$ %*.

Many mortgage bankers argue that the lender who cuts his FHA rate risks losing FHA business to lenders who offer builders and originators a premium. Vice President Robert M. Morgan of the Five Cents Bank disagrees: "We'll take our chances. We feel in today's competitive real estate market the builder has to give the borrower everything he can if he's going to sell houses."

Voluntary interest cuts support mortgage men's contention that a flexible rate is desirable, Morgan contends. "This certainly should show some people in Washington that the FHA rate will respond to the market quickly when it is free to move," he says. By mid-April, three other Massachusetts banks had followed Morgan's lead. Said FHA Commissioner Norman Mason: "It certainly is an encouraging sign." Another encouraging sign: S&Ls like Benj. Franklin in Portland, Ore. are again lending FHA and VA for the first time in two years.

Prices on FHA $5\frac{1}{4}$ s continue to improve in most of the US, bringing a prediction from one West Coast economist of a par market for 30 year, minimum down FHAs in California by this summer.

Prices in Los Angeles and San Francisco both firmed at $97\frac{1}{2}$ as against a $97-97\frac{1}{2}$ spread a month earlier. David Northridge, vice president of The Colwell Co. expected a 98 market before the end of April.

Other price improvements (all on minimum down, 30-year mortgages): Cleveland, up one point to 98-99; Philadelphia, a straight par market now vs. the 99-par a month earlier; St. Louis, up from $96\frac{1}{2}-98$ to 98-99; Washington, up from $98\frac{1}{2}-99$ to $99-99\frac{1}{2}$; Atlanta, up from 97-98 to a flat 98; Jacksonville, up from $97\frac{1}{2}-98$ to flat 98 and Houston, up from $97\frac{1}{2}$ to 98.

The market for VA $4\frac{3}{4}$ % mortgages quite naturally settled at 94-95—four points below FHA. The new VA $4\frac{1}{2}$ s still on the market are moving at 92-93. Conventional interest rates fell in six cities:

Boston, from 5 to $4\frac{3}{4}$ %	Los Angeles, $5\frac{1}{2}-6.6$ to $5\frac{1}{2}-6$
Cleveland, from $5\frac{1}{2}$ to $5-5\frac{1}{2}$	Jacksonville, $5\frac{3}{4}$ to $5\frac{1}{2}-5\frac{3}{4}$
Atlanta, from $5\frac{1}{2}-6$ to $5\frac{1}{4}-5\frac{3}{4}$	New York, $5\frac{1}{2}$ to $5-5\frac{1}{2}$

Money for no-down payment VA loans has appeared quickly, despite some predictions that few lenders would offer it.

Mortgage bankers in California, Texas and Florida report savings banks just as interested in no-downs as they were in 2% down loans.

Life insurance companies are generally ignoring the VA market—apparently moved by their old distaste for deep discount loans with all their potential for sticky investigations. But S. L. Aubrey of Mercantile Mortgage Co. in Granite City, Ill. remarks: "The insurance companies will have to accept no-downs if they want the business. I think they will come in."

*This is equivalent to a whopping 4-point premium on an FHA $5\frac{1}{4}$ % loan. Massachusetts imposes a $\frac{1}{2}$ % tax on out-of-state mortgage loans, so no such drop in rate is yet in sight for Boston money going into FHAs elsewhere.

MORTGAGE BRIEFS

90% conventional loans

New York has just adopted a law permitting 90% conventional home mortgages for savings banks and state-chartered savings & loans.

Gov. Averell Harriman, who vetoed a similar bill in March (Apr., News), signed a revised version April 25 despite a banking department warning that 90% loans on homes are "extremely risky."

Legislators made several changes in the revised measure to overcome other banking department objections. The liberal terms are available only on homes no more than two-years-old, only in the state and within 50 mi. of the lender's principal office. (The first bill would have let banks lend anywhere in the state and anywhere out of the state within 50 mi. of the bank.)

Like the first bill, the law raises the maximum high percentage loan from \$15,000 to \$25,000, boosts maximum amortization from 20 to 30 years. It requires lenders to set up a reserve equal to $\frac{1}{2}$ % per annum of the declining balance of the loan. Expected rate of interest: $5\frac{3}{4}$ %.

The new law is expected to have two important effects: 1) it will cause many builders to quit FHA—particularly in the \$17,000 and up price range—and 2) it is sure to start agitation in other states for higher conventional mortgage limits. On mortgage legislation, New York is the key state. But no lender expects to see any state approve a loan to value ratio as high as New York's 90%.

Mortgage men lose servicing

A major New York savings bank has decided to take a step mortgage bankers dread: cancel servicing contracts with local mortgage bankers in California.

Greenwich Savings Bank (assets: \$579.2 million) is setting up an agency to service its \$100 million California portfolio. "The bank representative, under California law will be the same as an independent contractor," explains Vice Pres. Walter Aberg. Thus Greenwich will not become a foreign corporation doing business in and taxed by California.

The bank has been paying about \$500,000 to its servicers (who include T. J. Bettes and The Colwell Co.), say mortgage men. Under the new deal, it expects to cut this cost to \$200,000 per year. At the outset, the bank will have to pay a $\frac{1}{2}$ % penalty to its California servicers to break the present contract.

Cheap money for S&Ls

Savings & loan associations are jumping at their first chance since 1946 to borrow comparatively cheap money from the Home Loan Banks.

A \$270 million, five-year issue of $3\frac{1}{8}$ % Home Loan Bank debentures, oversubscribed at a price of $100\frac{3}{4}$, was snapped up at once by member S&Ls at rates varying from 3.21% to 3.5%, depending upon the district. The average is about equal to a $2\frac{1}{2}$ % rate on share accounts (after you add in the cost of

cont. on p. 69

NEWS cont. on p. 64

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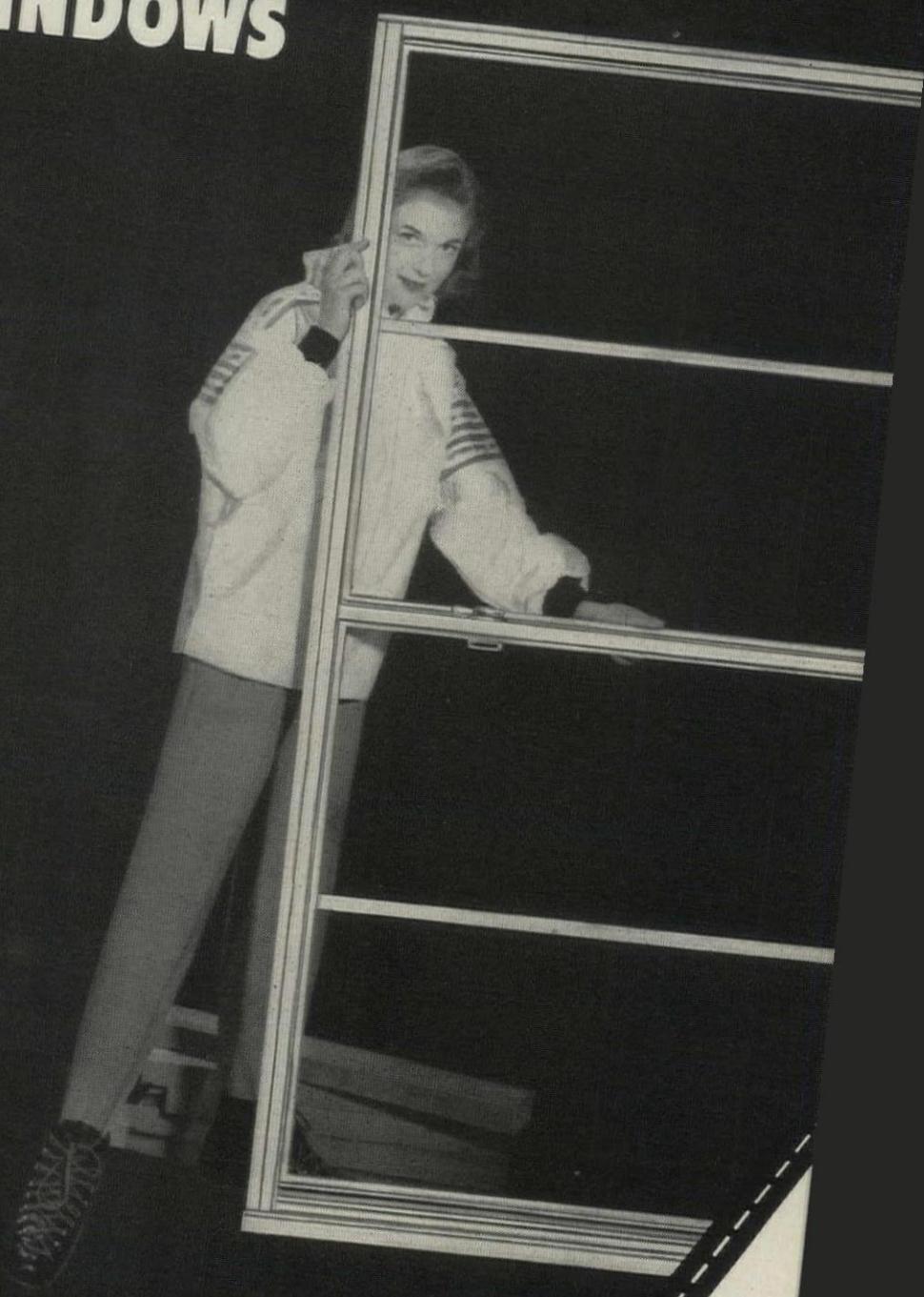
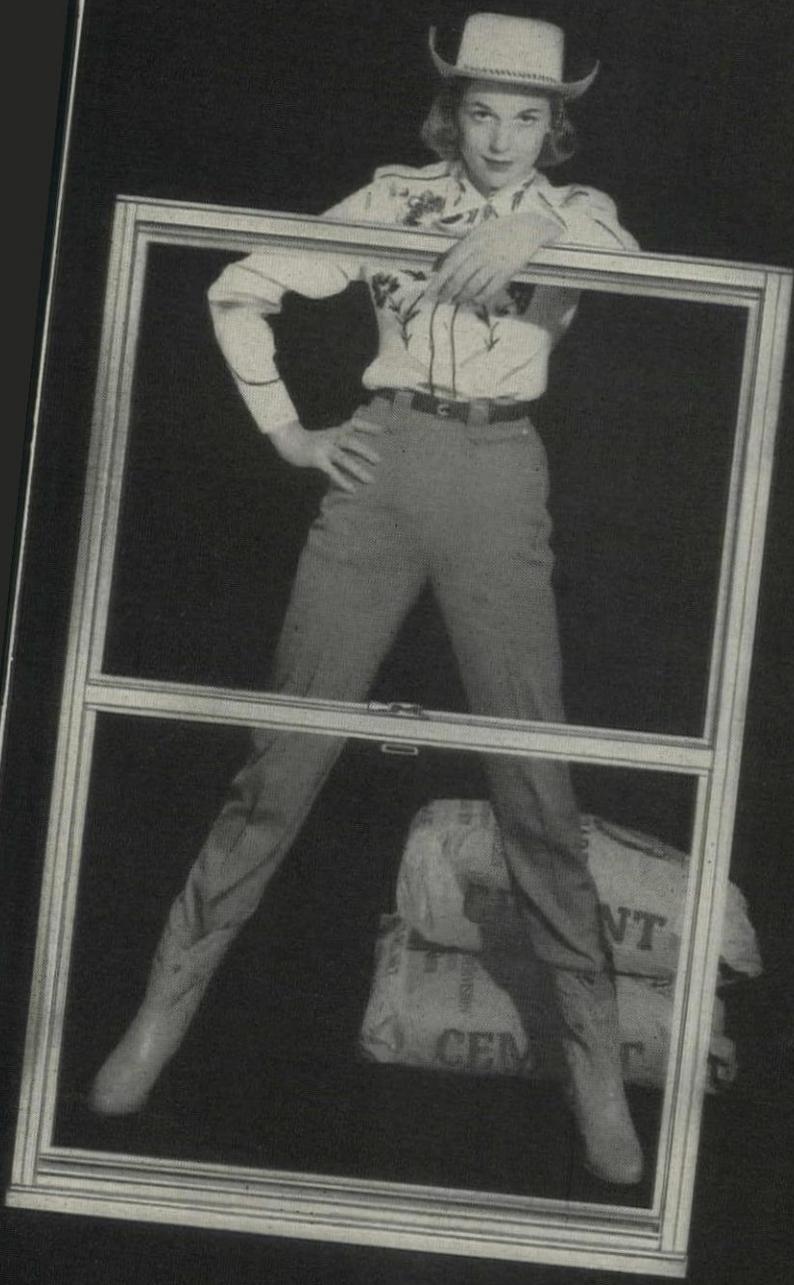
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City _____ State _____
Zone _____



A HALF-HOUR LUNCH with key staff members in the employes' cafeteria is daily routine for Fanny May President J. Stanley Baughman (head of table). He usually buys the 65¢ special plate (beef stew on the day of the picture). With him (clockwise from 1): Harry M. Gilbert and Edward E. Wendell, special assistants, and Powell D. Harris, manager of Dallas FNMA office.

CLOSEUP:

Baughman of Fanny May: quiet man of mortgage lending

It takes more than \$1 billion to excite J. Stanley Baughman.

The earnest man who heads the Federal Natl. Mortgage Assn. is so used to a money spigot which alternately gushes and drips he could only shrug when Congress voted \$1 billion in mortgage buying authority for Fanny May to virtually subsidize construction of low-cost homes.

"It may stimulate housing and it may help the economy some," he ventures. "It can't help but offer competition to the private money market."

Which is about as controversial a statement as Stan Baughman may ever utter, even in comment on one of the most controversial loan programs in mortgage history.

Non-controversial job

For Baughman is something of a Washington anomaly for a man who holds a political appointment to a policy-making job. He is quiet—almost aloof. He avoids publicity. He does what seems impossible in Washington: an almost non-controversial job of running a very controversial agency. This feat in an industry which dotes on squabbles, has led some observers to call him colorless.

Yet government pros will tell you that J. (for James) Stanley Baughman (pronounced Bóckman) runs the tightest shop in Washington, that there could hardly be a more efficient government agency than Fanny May.

This may be surprising to the thousands of mortgage bankers, builders and realtors who have seen and met Baughman only briefly or listened to him drone through a speech on the convention circuit.

Baughman looks like a railroad conductor: a bespectacled, paunchy and round-shouldered man of 60. He is not a glib conversationalist like his boss, HHFA Administrator (and FNMA chairman) Al Cole. Nor is he an affable mixer like FHA Commissioner Norman Mason.

But Baughman is a good administrator—so good, in fact, that he probably has no equal in the HHFA family. Perhaps no other executive in government housing knows his own field more thoroughly.

He is that rare example of a political appointee who came up through the civil

service ranks, was finally moved into the top job in his field (by a Democratic administration) because of knowledge and ability—not because of his political affiliation.

Except for two years in Colombia as a trouble-shooter for an oil company, Baughman has spent nearly his entire life in Pittsburgh and Washington. He attended both Pittsburgh and Duquesne Universities, was

HOW FANNY MAY WORKS

Today, Fanny May—which buys only FHA and VA loans—is the nation's biggest exclusive residential mortgage lender and destined by the will of Congress to grow even bigger. It holds a record \$4 billion in mortgages. It keeps them, as the law requires in three financially watertight compartments. Most active is its \$1.7 billion "regular" secondary market operation. Here, the agency buys and sells FHAs and VAs much as any other lender. But Fanny May requires everybody who sells it a mortgage to put 2% of the loan proceeds into FNMA stock—a requirement of the law which is intended, in perhaps 10 to 15 years, to convert FNMA from a government-owned to a privately-owned corporation.

Second compartment is FNMA's "special assistance program" by which Congress uses taxpayer money to give extra financial support to mortgage lending with a social purpose that suits the party in power. Funds for special assistance mortgage buying are entirely furnished by the Treasury (which is another way of saying by inflationary printing press money). And FNMA, by Congressional decree, must pay par for special assistance loans, even though this is far above the current market price of the loan. Eligible for special assistance: FHA Secs. 220, 221, 222, disaster housing, housing for the aged, Guam and Alaska plus (thanks to the new housing law) all FHA and VA mortgages under \$13,500. Since Congress also prohibits Fanny May from buying any mortgage over \$15,000, that means just about all FHA and VA loans for the cheap-house market—while the \$1 billion lasts.

Third compartment, inactive during last year's mortgage pinch, is FNMA's management and liquidating portfolio: \$2.2 billion in old FHAs and VAs the agency acquired during its operations from 1938 until the 1954 Housing Act set up the secondary market program.

in the building & loan business with his father, was an officer of the Thermatonic Carbon Co. for 10 years and sold real estate.

His government career began in 1933 when he became Pittsburgh office manager for the Home Owners Loan Corp. He moved up to state director in 1935, went to Washington to head the property management division in 1942. He was named HOLC general manager in 1948, planned the final liquidation of its portfolio. Before he could complete the job, he was tagged to be the new president of Fanny May, then being re-chartered and moved out of the Reconstruction Finance Corp. into HHFA.

Eight years of change

Fanny May has undergone much change under Baughman's leadership. From a loosely-run, personnel-glutted office, it has been slimmed down despite a steadily increasing workload. Between 1950 and 1956 Baughman slashed his staff from 954 to 569. (It is now back to 671. But only 92 are in Washington; the rest are in six field offices.) In those same six years, Fanny May's portfolio increased 127% in number of loans and 150% in dollars.

Another of Baughman's first and most important jobs: he wrote and published guides for originators selling to Fanny May and those servicing for it, detailing precise procedures and forms.

Baughman brought with him to Fanny May a coterie of trained men. At first, he added to fill key jobs but since then has replaced only two chief aides who retired. Among his key staff members are his two special assistants: Harry Bivens, with Baughman since 1935 in HOLC, and Ed Wendell associated on and off with him since 1936.

Since Baughman took over at Fanny May in 1950, the agency has earned the US Treasury \$240 million after paying all its administrative expenses. It has bought \$3.1 billion in FHA and VA mortgages under its management and liquidation program; \$1.8 billion under its secondary market operation and \$119 million under special assistance. (Total: \$5.45 billion, \$1.45 billion since sold.)

Baughman's administrative success is not unnoticed. Says one NAHB staffer: "We owe

Stan Baughman a medal." The Civil Service Commission and General Accounting Office have lavishly commended Fanny May's efficiency and management.

The simple life

As one of the government's top housing men, Baughman earns \$20,000 a year. But he lives as unpretentiously as his plain manner suggests. His home is a six-room brick house in a middle-class section of Montgomery County, Md. He rides the bus to and from work.

His beige-painted and carpeted office on the southwest corner of the ninth floor of the Lafayette Bldg. (also home to HHFA and FHA) overlooks Lafayette Park and the White House. He works behind a sturdy walnut desk—well covered with books and papers, but not cluttered. An American flag in a standard flanks the desk; pictures of the President, the Capitol and Lincoln's Tomb adorn the wall. He has four leather chairs, a semicircular sofa and a lounge chair for visitors.

Perhaps the best clue to Baughman's character is the fact that he shuns the executive dining room where he could sit with other HHFA top brass and have his lunch brought to him. Instead he joins four or five aides in the crowded employes' cafeteria, invariably talks business.

Baughman seldom socializes. He spends most evening hours at home reading or watching television. His only major recreation is golf. He is a member of the Kenwood Country Club, often plays both Saturday and Sunday—shooting in the 90's. (His regular partner: Paul Hathaway, Fanny May structural standards chief.)

Mortgage marketability

Baughman's administration of Fanny May has not escaped criticism. Chief complaint of builders: the agency rejects some FHA and VA mortgages on the grounds they are not sufficiently marketable. Builders argue Fanny May should buy any mortgage which is FHA insured or VA guaranteed.

But Baughman disagrees. He wrote a detailed explanation of his reasoning earlier this year to Al Cole who had expressed concern over some of the complaints. Baughman reported that in November and December of last year 4.5% of the 9,253 FHA and VA mortgages offered were rejected. He said:

"I think the fallacy of a policy of purchasing any mortgage merely because it has been insured or guaranteed is self-evident. The fact is that federal insurance and guarantees do not, *per se*, provide assurance that mortgages will be or should be generally acceptable to all investors.

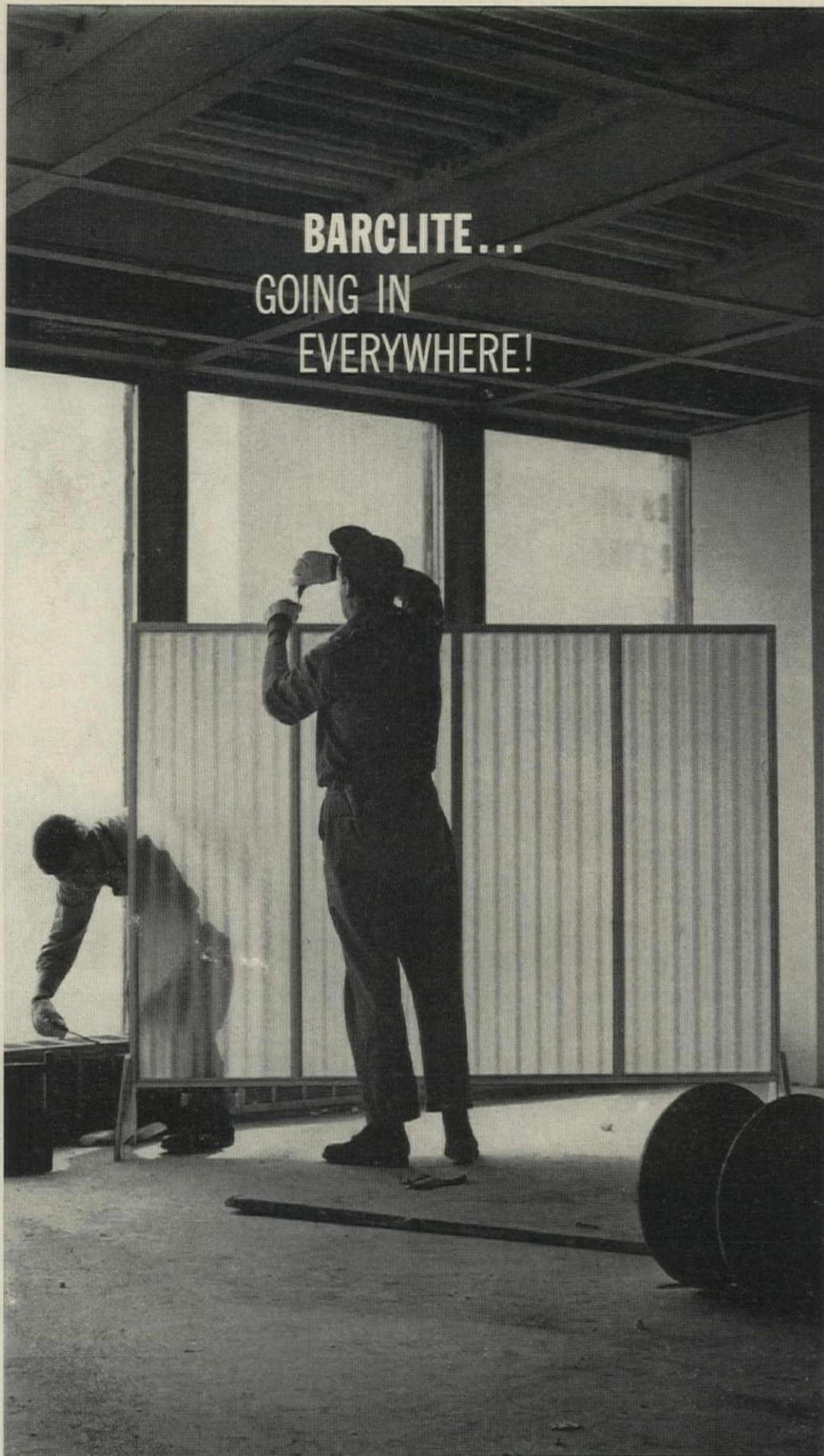
"The corporate charter requires, wisely I believe, that mortgage purchases under the secondary market operations so far as practicable shall be marketable—that is an essential principle because the purchased mortgages must be resalable to enable FNMA to have adequate sources of funds to assure a continuing operation."

As a result of this policy, he insists: "Our portfolio is equivalent in quality to any private investor's portfolio."

The proof lies in Fanny May's success in selling out of portfolio. Recent sales have been 1 to 2 points over the current market.

At 60, Baughman can retire in two years. But he isn't sure when he may finally step out.

If time is not certain, location is: he owns a lot in Lake Worth, Fla.—his regular vacation spot—will build a home there when he retires. *NEWS continued on p. 68*



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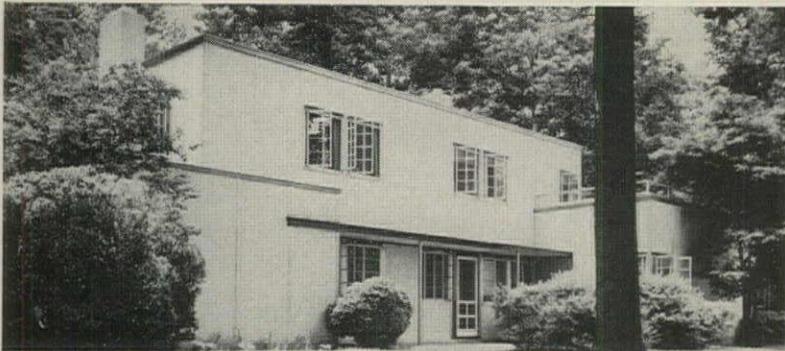
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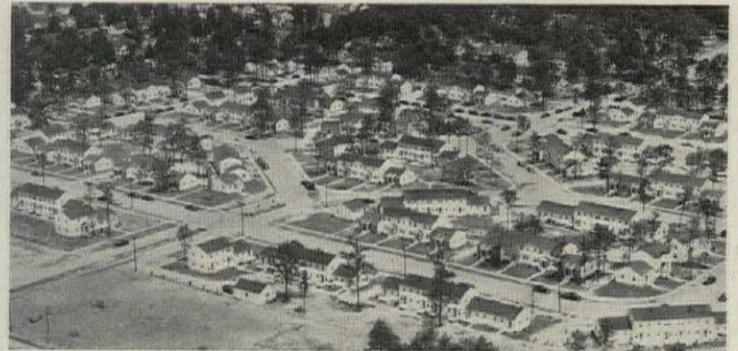
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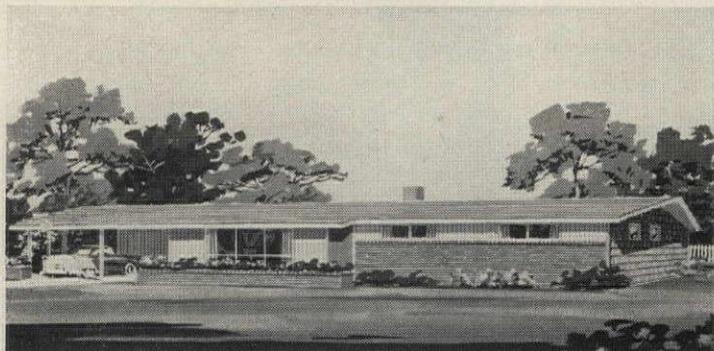
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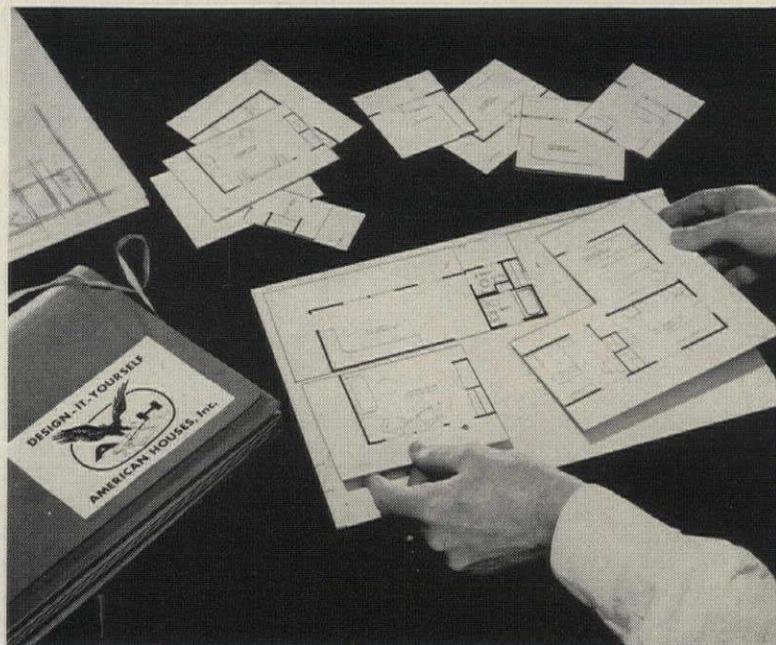


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Street _____

City _____ Zone _____ State _____

MORTGAGE MARKET QUOTATIONS

(Sale by originating mortgagee, who retains servicing. As reported to HOUSE & HOME the week ending April 18)

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 April 18 by Thomas P. Coogan, president, Housing Securities Inc.:

FHA 5¹/₄s (Sec. 203) (b)

MARKET TRANSACTIONS

City	Conventional Interest Rates	FNMA Special Assistance Price z	FNMA Price xy	Minimum Down* 30-year		Minimum Down* 20-25-year		10% or more down 20-25-year	
				Immediate	Future	Immediate	Future	Immediate	Future
Atlanta	5 ¹ / ₄ -5 ³ / ₄ %	98 ¹ / ₂	97	98	98-99	98	98-99	98-99	98-99
Boston local	4 ³ / ₄ %	98 ¹ / ₂	98	par-101d	par-101d	par-101d	par-101d	par-101d	par-101d
Out-of-st.	—	—	—	97-98	97-98	97-98	97-98	97-98	97-98
Chicago	5 ¹ / ₄ -5 ¹ / ₂ %	98 ¹ / ₂	97	98-99	98	98-99	98	98-99	98
Cleveland	5-5 ¹ / ₂ %	98 ¹ / ₂	97	99	98-98 ¹ / ₂	99	98-98 ¹ / ₂	par	98 ¹ / ₂
Denver	5 ¹ / ₂ -6%	98 ¹ / ₂	96 ¹ / ₂	97-98	97-98	97-98	97-98	97 ¹ / ₂ -98 ¹ / ₂	97 ¹ / ₂ -98 ¹ / ₂
Detroit	5 ¹ / ₂ %	98 ¹ / ₂	96 ¹ / ₂	97-97 ¹ / ₂	97 ¹ / ₂	98-98 ¹ / ₂	98 ¹ / ₂	98 ¹ / ₂ -99	98 ¹ / ₂
Houston	5 ¹ / ₂ -5 ³ / ₄ %	98 ¹ / ₂	97	98	98	98 ¹ / ₂	98 ¹ / ₂	99	99
Jacksonville	5 ¹ / ₂ -5 ³ / ₄ %	98 ¹ / ₂	97	97 ¹ / ₂ -98	98-98 ¹ / ₂	98-98 ¹ / ₂			
Los Angeles	5 ¹ / ₂ -6%	98 ¹ / ₂	96 ¹ / ₂	97 ¹ / ₂	97 ¹ / ₂	97 ¹ / ₂ -98	97 ¹ / ₂ -98	98-98 ¹ / ₂	98-98 ¹ / ₂
Newark	5 ¹ / ₂ %	98 ¹ / ₂	97 ¹ / ₂	par	99 ¹ / ₂	par	99 ¹ / ₂	par	99 ¹ / ₂
New York	5 ¹ / ₄ -5 ¹ / ₂ %	98 ¹ / ₂	98	par	par	par	par	par	par
Okla. City	5 ¹ / ₂ -6%	98 ¹ / ₂	96 ¹ / ₂	97	97	97-98	97-98	98-99	98-99
Phila.	5-5 ¹ / ₂ %	98 ¹ / ₂	97 ¹ / ₂	par	par	par	par	par	par
San Fran.	5.3-6.6%	98 ¹ / ₂	96 ¹ / ₂	97 ¹ / ₂	97-97 ¹ / ₂	98	98	98	98
St. Louis	5 ¹ / ₄ -6% ^c	98 ¹ / ₂	97	98-99	98-99	98-par	98-par	98-par	98-par
Wash., D.C.	5 ¹ / ₂ %	98 ¹ / ₂	97 ¹ / ₂	99 ¹ / ₂	99	99 ¹ / ₂	99	par	99 ¹ / ₂

* 3% down of first \$13,500; 15% of next \$2,500; 30% of balance.

FHA 5¹/₄s
(minimum down, 25 or 30 years)
Immediates: 97-99 Futures: 97-99

VA 4³/₄s
(minimum down, 25 or 30 years)
Immediates: 93¹/₂-95 Futures: 93¹/₂-95

VA and FHA 4¹/₂s
(minimum down, 25 or 30 years)
Immediates: 92-93 Futures: No Activity

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

FNMA STOCK

	Month's			
	Apr. 15	Mar. 13	low	high
Bid	57 ¹ / ₂	57	57	59 ¹ / ₄
Asked	59 ¹ / ₂	59	59	61 ¹ / ₄

Quotations supplied by C. F. Childs & Co.

VA 4³/₄s

City	30 year, no to 2% down		25 year, 5% down		25 year, 10% down or more	
	Immediate	Future	Immediate	Future	Immediate	Future
Atlanta	a	a	95e	95e	a	a
Boston local	par-101	par-101	par-101	par-101	par-101	par-101
Out-of-state	94 ¹ / ₂ -95b					
Chicago	a	95-96	a	95-96	a	95-96
Cleveland	96-96 ¹ / ₂ e	a	a			
Denver	a	a	95e	65e	a	a
Detroit	93-93 ¹ / ₂	93	93 ¹ / ₂ -94	93 ¹ / ₂	94-95	94 ¹ / ₂
Houston	96e	96e	96e	96e	a	a
Jacksonville	94-95	94-95	94-95	94-95	a	a
Los Angeles	95	95	a	a	a	a
Newark	96	a	97	a	98	a
New York	97	97	97	97	97	97
Oklahoma City	95-96b	95-96b	95-96b	95-96b	a	a
Philadelphia	93f	93f	95-97	95-97	95-97	95-97
San Francisco	94 ¹ / ₂ e	94 ¹ / ₂ e	a	a	a	a
St. Louis	93-96e	93-96e	93-96e	93-96e	a	a
Wash., D.C.	94 ¹ / ₂	94	95	94 ¹ / ₂	95 ¹ / ₂	95

Footnotes: a—no activity, b—very limited market, c—limited market at 5%. d—on FHA 4³/₄% mortgages, e—tentative; market not yet definite, f—FNMA only market (those not eligible for special assistance program #10), x—FNMA pays ¹/₂ point more for loans with 10% down or more, y—FNMA net price after ¹/₂ point purchase and marketing fee, plus 2% stock purchase figured at sale for 50¢ on the \$1, z—price after ³/₄ point purchasing and marketing fee, plus ³/₄ point commitment fee; applies only to FHA and VA mortgages of \$13,500 or less.

- ▶ Immediate covers loans for delivery up to 3 months; future covers loans for delivery in 3 to 12 months.
- ▶ Quotations refer to prices in metropolitan areas; discounts may run slightly higher in surrounding small towns or rural zones.
- ▶ Quotations refer to houses of typical average local quality with respect to design, location and construction.

SOURCES: Atlanta, Robert Tharpe, pres., Tharpe & Brooks Inc.; Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Maurice A. Pollak, exec. 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.; Los Angeles, David Northridge, vice pres., The Colwell Co.; Newark, William F. Haas, vice pres., Franklin Capital Corp.; New York, John Halperin, pres., J. Halperin & Co.; Oklahoma City, B. B. Bass, pres., American Mortgage & Investment Co.; Philadelphia, Robert S. Irving, exec. vice pres., W. A. Clarke Mortgage Co.; St. Louis, W. C. Rainford, pres., Mercantile Mortgage Co.; San Francisco, M. V. O'Hearn, vice pres., Bankers Mortgage Co. of California; Washington, D. C., Hector Hollister, exec. vice pres., Frederick W. Berens Inc.

FNMA PRICES—effective April 4, 1958

For immediate purchase Subject to ¹/₂ point purchasing and marketing fee and 2% stock purchase. Mortgage ratios involve outstanding balance of loan to 1) purchase price (excluding closing costs) or 2) FHA or VA valuation—whichever is less. FHA prices cover Secs. 203b, 203i, 222 and 213 individual mortgages.

NOTE: If remaining term of an FHA Sec. 213 individual mortgage exceeds 30 years, the price shown is reduced by ¹/₂% for each 5-year period (or part thereof) above 30 years.

States	FHA 5 ¹ / ₄ s		FHA 5s		VA 4 ³ / ₄ s		FHA & VA 4 ¹ / ₂ s	
	90% or less	over 90%	90% or less	over 90%	90% or less	over 90%	90% or less	over 90%
Conn., Me., Mass., N.H., N.Y., R.I., Vt.	par	99 ¹ / ₂	98	97 ¹ / ₂	96	95 ¹ / ₂	93	92 ¹ / ₂
Del., D.C., Md., N.J., Penna.	99 ¹ / ₂	99	97 ¹ / ₂	97	95 ¹ / ₂	95	92 ¹ / ₂	92
Aia., Ark., Fla., Ga., Ill., Ind., Iowa, Ky., Minn., Miss., Mo., Neb., N.C., N. Dak., Ohio, Ore., S.C., S. Dak., Tenn., Tex., Va., Wash., Wisc., Puerto Rico	99	98 ¹ / ₂	97	96 ¹ / ₂	95	94 ¹ / ₂	92	91 ¹ / ₂
Ariz., Calif., Colo., Ida., Kan., La., Mich., Mont., Nev., N.M., Okla., Utah, W. Va., Wyo., Hawaii, Virgin Is.	98 ¹ / ₂	98	96 ¹ / ₂	96	94 ¹ / ₂	94	91 ¹ / ₂	91

continued from p. 61

handling). So it gives S&Ls money to lend (or to repay short-term advances) more cheaply than they can get it from any other source.

The money may help the S&Ls solve their urgent new problem of how to adjust to the drop in mortgage interest without cutting their newly raised dividend rates. More of this type of financing may be coming. The HLBB has just changed its rules to allow ten-year advances.

Fanny May carousel

A new Fanny May merry-go-round is about to start turning. Congress can claim the dubious distinction of creating this carousel but Fanny May will have to run it: buying mortgages with one hand and selling different mortgages with the other—and all at above-the-market prices.

Under its special assistance function, Fanny May must now pay par for VAs and FHAs with a \$13,500 top. For VA 4¾% mortgages, this is 3½ to 4½ points over the market (see mortgage quotations, p. 68), even with Fanny May's ¾ point commitment and ¾ point purchasing and marketing fee. As Fanny May buys heavily under this program, it will find mortgage-hungry investors increasing their demands on its \$1.8 billion secondary market portfolio, though there are no bargains there. Prices are still 1 to 2 points above the market.

Mortgage bankers are complaining. Reason: savings banks, the big buyers so far, are demanding that originators cut their servicing fee from ½ to ¼% to bring yields up to current market.

Says Donald McGregor, executive vice president of T. J. Bettes in Houston: "There is too much sparring and horse trading by local Fanny May offices to get a price. Some offices seem to want to make a showing. We've found inconsistencies on quotations."

Cries another mortgage banker: "It's ridiculous for Fanny May to sell mortgages based on its cost rather than the current market."

Fanny May contends it is following the market, not leading it, and that cutting prices might siphon money away from new house loans in favor of seasoned mortgages.

Another West Coast originator puts the blame on the banks. He says: "They are just hurting themselves by demanding a cut in servicing fees. Their servicers can't service properly these days at ¼%. Some servicers are going to have to give up these accounts someday and the banks will have to look for someone else. We won't take its business at ¼%."

Since mid-February Fanny May has sold 6,915 mortgages for a value of \$84.3 million; has signed sales contracts on \$99.5 million.

'Shop and save'

Is Chicago's First Federal Savings & Loan Assn. violating Home Loan Bank rules by letting local supermarkets accept deposits?

Yes, contends the Home Loan Bank Board. It has ordered First Federal to stop. The board argues the "shop-save service" in nine National Tea markets amounts to setting up agencies without HLBB approval. (The HLBB has never authorized S&L branches in Illinois because the state does not allow branch banking.)

First Federal Chairman Morton Bodfish, who had planned to extend the setup to more stores, claims the service (a shopper can open a First Federal account, apply for a withdrawal, or ask the customer-service attendant to mail in a deposit or loan payment) is no different from that performed through mail deposits. He says he will appeal to federal courts.

Tangiers S&L insurer probed in six states

A Tangiers-based insurance firm which has written deposit insurance for at least four S&Ls has come under official scrutiny in six states.

Investigation of International Guaranty & Insurance Co., centers in San Francisco, where the firm has its US headquarters, though the company apparently has written no insurance in California. The state has seized the firm's \$1.1 million trust fund—not because of unpaid claims but on the ground it is doing business in the state without a license. Assistant Attorney General Harold Haas has charged that three-fourths of the securities in which the company trust is invested are not eligible for insurance company investment.

The case has gained extra notoriety because the firm's trust fund trustees included three noted figures in business and public affairs: J. Howard McGrath, former US senator and attorney general; Frank J. McAdams Jr., prominent Chicago attorney and master in chancery of the US Court of Appeals and, until he resigned in March, Henry E. North, West Coast vice president of the Metropolitan Life Insurance Co. He said that he agreed to help set up the trust only as a personal favor to International Guaranty's attorney, J. W. (Jake) Ehrlich.

The state claims that Stewart B. Hopps has a part in the business. Hopps is being sued for \$8 million by the liquidators of Rhode Island Insurance Co., which he once headed. Ehrlich says Hopps is only a consultant though the company's addresses in Tangiers and San Francisco are the same as those of two of Hopps' companies.

Repercussions elsewhere:

The US Savings & Loan League has made an independent investigation, a probe Ehrlich complained in a letter to Executive Vice President Norman Strunk was "inquisitorial." Said Strunk: "An insurance company which is organized outside the US will probably have a large portion of its assets in foreign countries. This apparently is the case for the International Guaranty and Insurance Co."

Until the California investigation is completed, the Illinois insurance commissioner

has asked International's Chicago broker to stop writing insurance for it.

In Phoenix, the firm became involved in a political ruckus and a short run on an S&L. An Arizona legislator charged on the floor of the state House of Representatives that Arizona S&L Assn. had made an un-sound loan and was misleading its shareholders into believing their accounts were federally insured when International Guaranty was actually the source of insurance.

Run on deposits

The accusation brought dozens of depositors to the S&L to withdraw their savings. Corbett claims \$4.9 million of the S&Ls' \$5.7 million cash was withdrawn. S&L President James Heron, divulged no figures on the withdrawals, but filed a \$25 million libel suit against Corbett, two Phoenix newspapers and the Associated Press which reported his charge.

The Arizona S&L had total assets of \$38.2 million before the run, has been paying 4½% on savings—one of the highest dividend rates in the nation. Heron freely admits International Guaranty is insurer on his S&Ls savings accounts (\$10,000 per account), notes that it says so in his newspaper ads.

The Arizona State Insurance Dept. investigated the S&L, reported it perfectly sound.

In Baltimore the US Attorney has asked a federal grand jury to investigate International Guaranty and the Commercial S&L Assn., whose accounts it insures to determine if the local S&L is safe.

In Nevada, the state insurance commissioner issued cease and desist orders against two companies writing insurance for International. And the Idaho Insurance Commissioner began checking the firm after he learned that it has insured deposits into S&Ls.

In New York, Attorney General Louis J. Lefkowitz warned citizens to investigate any out-of-state savings institution which advertises big dividends before they deposit their savings. His two examples: Arizona S&L of Phoenix and Commercial S&L of Baltimore.

Continued easy money expected—'til winter

One of the few men who accurately forecast the big thaw in the mortgage market is predicting a further shift by major investors toward real estate mortgages. But he cautions: "The whole market could turn around again by early next year."

Dr. James J. O'Leary, director of investment research for the Life Insurance Assn. of America, called the turn on easy money at the NAREB convention last November (Dec., News).

Now, O'Leary expects more easing as investors leave the shrinking corporate bond market. "If the supply of mortgages does not increase as funds become available, the easing will be greater," he told MBA's eastern mortgage conference last month in New York. (Stepped-up FNMA purchases and directs VA lending in the new housing act will [also] accelerate the easing of residential mortgage credit.)

MBA Vice President Walter Nelson was more critical. Fanny May's \$300 million for par FHA and VA loans "is not enough to force the whole market into line with what are still submarket prices," he said. "But [it is] enough to drive out other sources until the FNMA fund is exhausted."

Mortgage men are bothered not only by

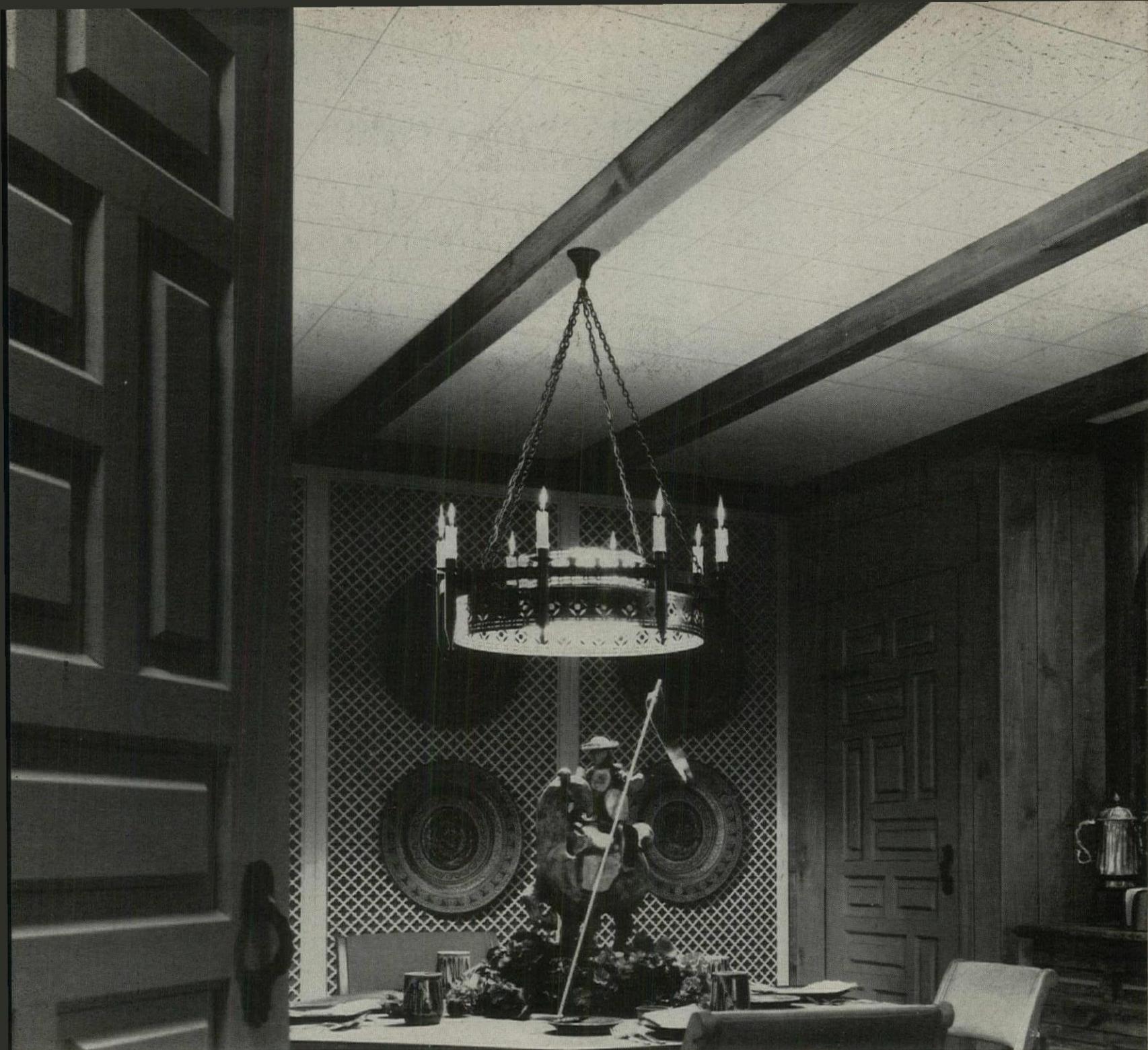
government competition. S&L competition is a real worry "because builders will go where they can get the quickest service," says Nelson.

NEWS continued on p. 72

H&H staff



COST PUSH on home prices prompted Dr. Roger F. Murray (c), associate dean of Columbia's graduate school of business, to remark: "These problems yield only to persistent pressure." Added Dr. James O'Leary (r), research director for the Life Insurance Assn.: "We need to be thinking about applying anti-trust laws to labor unions. It's time to look labor unions straight in the eye." Among the applauding listeners: Walter C. Nelson (l) MBA vice president.



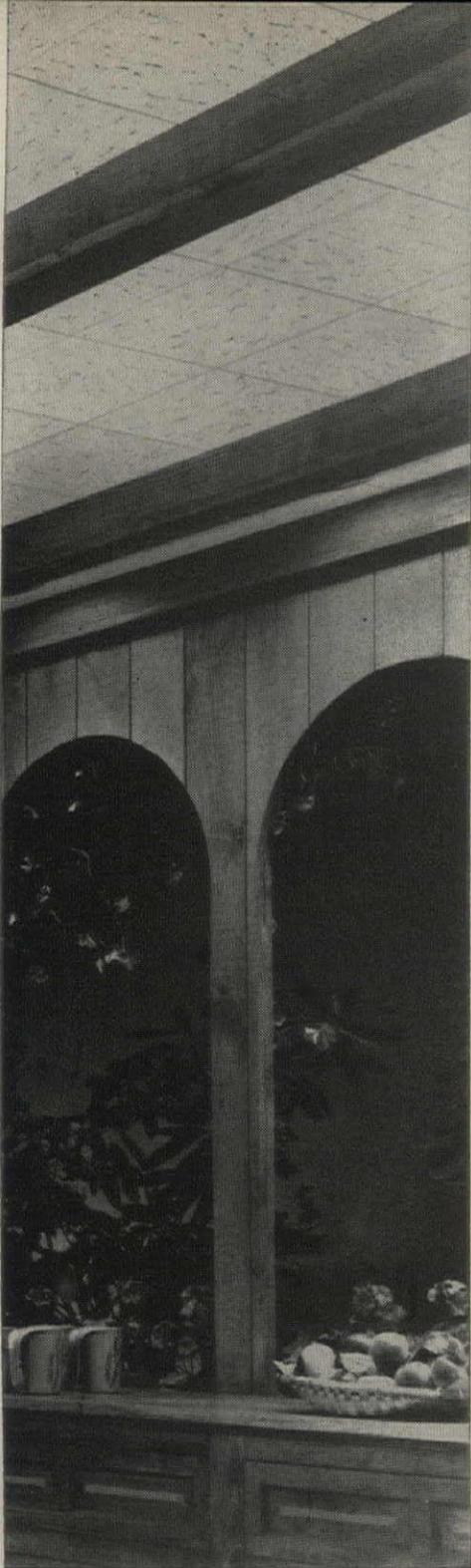
The rich surface design of Armstrong Textured Cushiontone gives this open-beam interior today's smart new luxury look.

How to make a house

In today's market, the house that offers more of the *features* that people want is the house that sells the *fastest!*

However, if the builder is to make a fair profit without sacrificing quality, he must be careful to choose only those features which will offer the most benefit to the buyer for the least expense.

That is why more and more builders are installing new Armstrong Cushiontone Ceilings in their model homes. Few features you can build into a house cost so little yet do so much to help sell a house as Armstrong Ceilings.



Sell the woman and you'll sell the house. Women will be impressed when your salesman tells them that the attractive Full Random Cushiontone Ceiling shown here will soak up all kinds of irritating household noises.

offer more for the money

Prospects appreciate the fact that these ceilings soak up irritating noise and make the house more pleasant to live in. The luxurious appearance of Cushiontone creates an impression of quality construction throughout the house.

Cushiontone also saves you costly call-backs for ceiling repairs because it's a permanent ceiling that won't crack, chip, or peel.

See for yourself how easy it is to merchandise this new feature which combines the comfort of a *quiet* home with "today's smart new look." Put up Armstrong Cushiontone Ceilings in your model homes this year.

For more information about Armstrong Ceilings, call your lumber dealer or write to Armstrong Cork Company, 3905 Sixth Street, Lancaster, Pa.

Armstrong BUILDING MATERIALS

Temlok Roof Deck

Temlok Sheathing

Temlok Tile

Cushiontone Ceilings

continued from p. 69

MARKET BRIEFS

Giveaway problems

Giving away a \$40,000 home should be the easiest job in the world but it isn't—as the Builders Assn. of Metropolitan Detroit can testify.

For the second time in three years, the association's annual Idea Home giveaway has produced a law suit. In both cases the issue has been who made the best estimate of the number of nails in a clear plastic model of the house.

In 1956, the official winner, whose estimate was four off, finally settled out of court, gave a \$7,500 mortgage on the house to the would-be winner who claimed his guess was only two off. (In the 1955 and 1957 contests there were ties which were settled without trouble.)

This year the association thought it had eliminated any chance of difficulty: a local auditing firm was hired to collect the entries, check the figures and count the nails—all under supervision of three judges who included local FHA Director Dwight K. Hamborsky.

Each of the 150,000 entrants also had agreed, in signing the entry card, to accept the decision of the judges as final.

Official winner was Frank H. Vogel, 61, a Ford engineer. He has already moved into the contemporary Idea Home in suburban Southfield Twp. His nail estimate: 25,619 vs. the actual 25,618.

No sooner was Vogel in the house than William L. Lovett, a home builder who does not belong to the association, got a court injunction ordering the association to hold on to the nails and entries. He says he estimated 25,617 nails, should get half the prize. The case is pending. In the wings are two other claimants one who says she also missed by only one and another who says her entry was on the nose.

Yes, it was a bad year

Only 11 of the nation's 50 biggest metropolitan areas started more housing in 1957 than in 1956.

Annual tabulation of local starts by Housing Securities Inc., shows that among 39 cities reporting declines last year Dayton had the largest drop—39%, followed by Flint, Mich.—32%.

Biggest gains came in Phoenix, up 39%, and San Jose, up 33%.

Despite a 10% drop in starts, the Los Angeles-Long Beach met area again led the nation in home building, with 81,800 starts.

STANDARD	1957	%	STANDARD	1957	%
MET AREA	STARTS	CHG.	MET AREA	STARTS	CHG.
Atlanta	7,700	-15	Memphis	3,800	-5
Baltimore	12,100	4	Miami	30,800	7
Birmingham	4,600	12	Milwaukee	8,500	0
Boston	7,400	-26	Min'apolis	9,500	-17
Bridgeport	3,600	-16	New Orleans	4,600	-4
Buffalo	7,100	-27	New York	65,500	-16
Chicago	41,500	-19	Norfolk	3,250	-32
Cincinnati	6,000	-12	Okla. City	2,300	-18
Cleveland	11,700	-5	Phila.	20,500	-15
Columbus, O.	5,300	-24	Phoenix	11,800	39
Dallas	9,600	10	Pittsburgh	10,900	-16
Dayton	4,300	-39	Rochester	2,650	-17
Denver	8,100	-12	Sacramento	5,100	-14
Detroit	24,300	-23	S'lt L'ke City	2,900	-20
Flint	2,500	-32	San B'n'dino	17,100	-3
Ft. Worth	5,500	4	San Diego	16,200	22
Fresno	2,250	-17	San F'eisco	18,800	-15
Grand Rapids	2,100	-19	San Jose	12,200	33
Hartford	4,200	-21	Seattle	8,000	13
Houston	11,500	-18	Spokane	1,500	-25
Ind'napolis	4,600	-19	Tacoma	1,600	-35
J'cks'nville	4,600	-24	Tampa	15,200	10
Kansas City	6,500	-19	Toledo	1,900	-30
Los Angeles	81,000	-10	Tucson	3,200	1
Louisville	4,300	-23	Wash., DC.	14,000	-13

NEWS continued on p. 75



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

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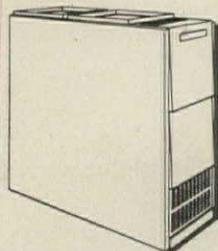
— that tells and sells the quality features of your houses to prospects in newspapers, on radio, in every room of your model home!

The Dollar-Value Tested Home Program

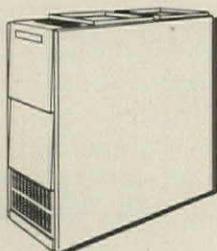
— helps your house sell itself by pin-pointing all the "more-for-your-money" features you've built into it . . . assures your prospects of full dollar value when they buy your quality built *Dollar-Value Tested Home!*

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.

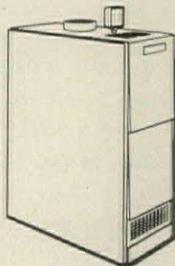
Write today for complete details on this revolutionary new builder sales idea — from the Heil-Quaker Corporation.



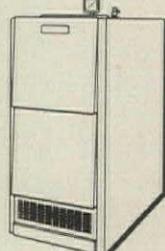
14 Gas-Fired Winter Air Conditioners (BTU range: 60,000 to 200,000)



13 Oil-fired Winter Air Conditioners (BTU range: 84,000 to 224,000)



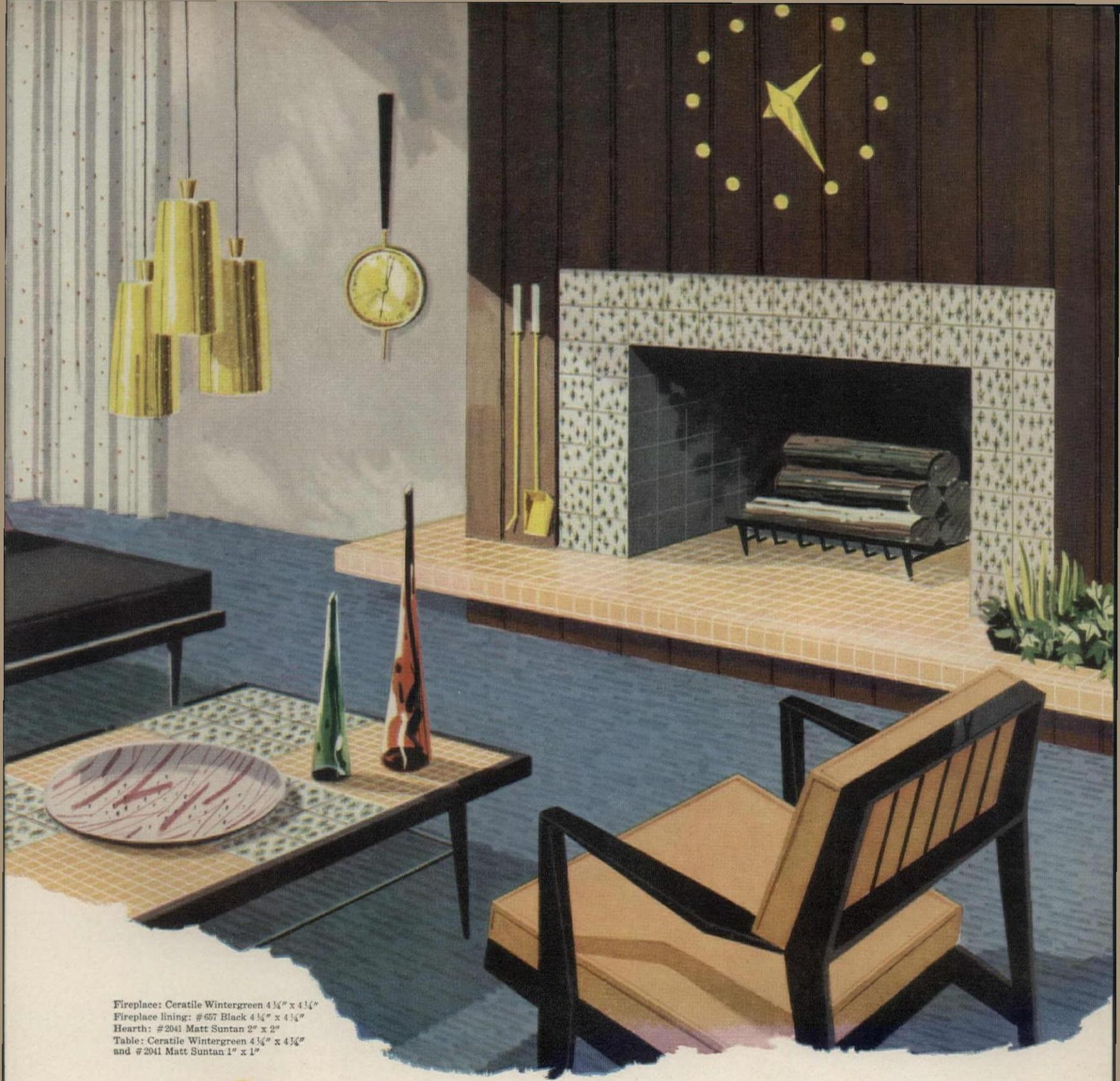
6 Gas-Fired Boiler-Burner Units (BTU range: 70,000 to 200,000)



6 Oil-Fired Boiler-Burner Units (BTU range: 93,000 to 252,000)

HEIL-QUAKER CORPORATION

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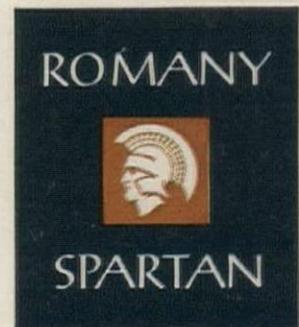


Fireplace: Ceratile Wintergreen $4\frac{1}{4}'' \times 4\frac{1}{4}''$
 Fireplace lining: #657 Black $4\frac{1}{4}'' \times 4\frac{1}{4}''$
 Hearth: #2041 Matt Suntan $2'' \times 2''$
 Table: Ceratile Wintergreen $4\frac{1}{4}'' \times 4\frac{1}{4}''$
 and #2041 Matt Suntan $1'' \times 1''$

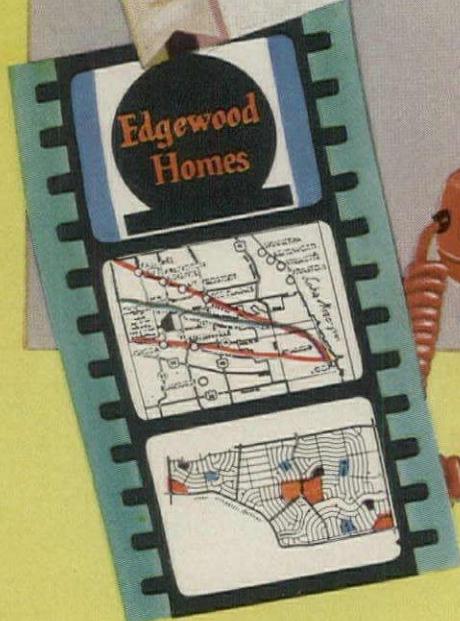
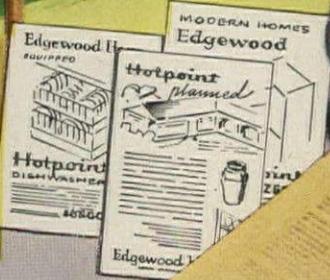
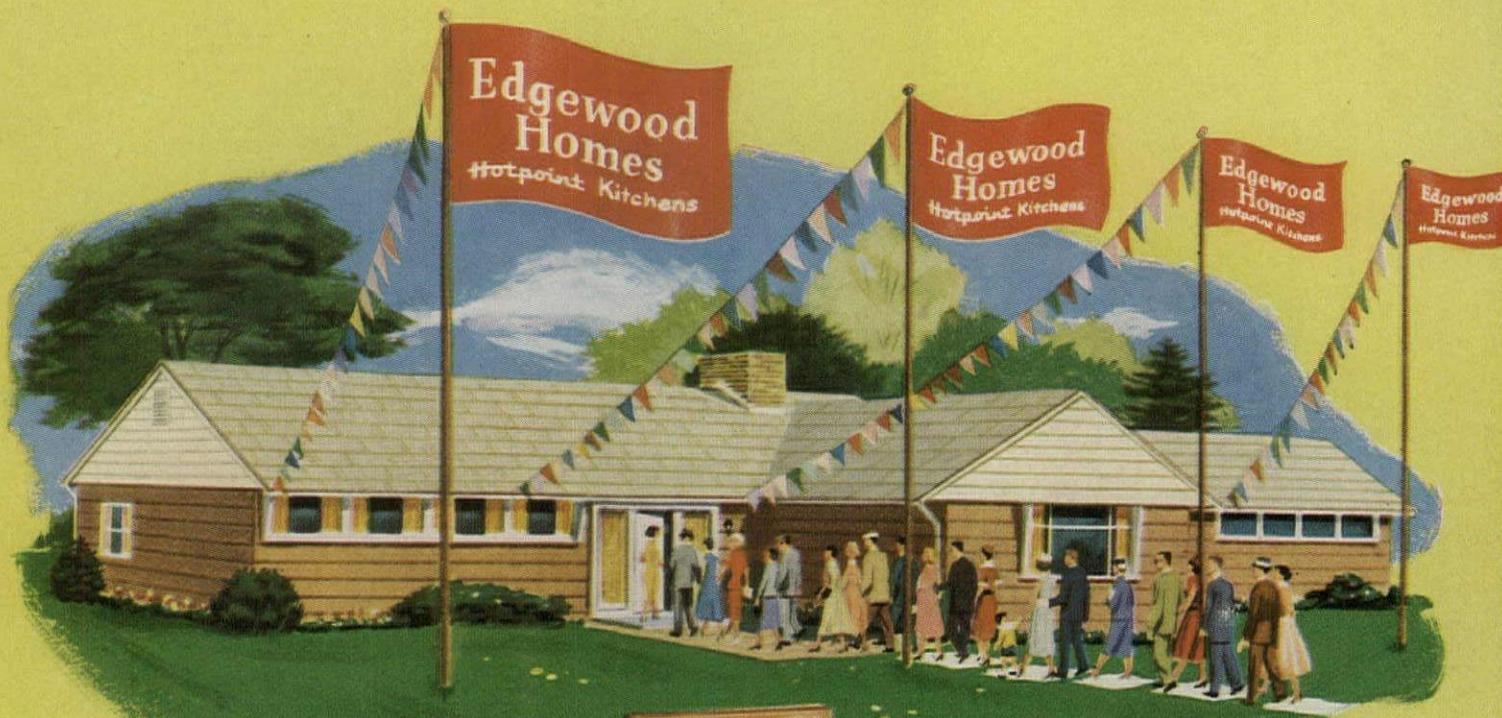
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Genuine Clay Tile



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

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- Press releases
- TV and radio scripts
- Point-of-purchase signs
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Illustrated above is B. F. Goodrich "Suprex" Koroseal in Princess White and Emperor Black, 2 of 10 striking colors.

A great new vinyl floor tile that helps you sell houses faster!

An easy way to convince buyers that your homes are built with the best is to use B. F. Goodrich Koroseal—the best-known name in vinyl! And, when you point out it's new "Suprex" Koroseal, they'll really be set up for a sale. A high-fashion, flecked tile—vinyl clear through—there are no laminates to peel, crack.

Tough as armor-plate, it will outlast the house. Detergents, oils, grease, household chemicals and other common spillages can't hurt it. And its permanent lustre wipes clean with a damp mop. Use on or above grade. 9" x 9" tiles, 80 gage, in 10 glowing colors. For further information, write:

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Flooring Products

RENTAL HOUSING:

Room count rules changed; MPRs to be revised

Here is good news from FHA for builders of rental housing:

- Room count provisions have been altered to give more credit (thus a chance for a bigger mortgage) in three cases and allow more design flexibility.
- A complete revision of the multi-family minimum property requirements will start July 1, the first since the book was written in 1948.

For the first time FHA will allow a half-room credit for an outdoor balcony. The balcony must have at least 70 sq. ft. and not less than 6' in its least dimension. It must have parapet walls or the equivalent for safety. FHA will require screens where needed.

Room credit will also be allowed for a separate kitchen or kitchenette in an efficiency apartment which has no bedroom. Up to now, FHA has allowed only a two-room count for a unit which combined living, dining and sleeping in one room whether the cooking facilities were Pullman-type in the same room or in a separate room.

Now, if a builder provides a separate kitchenette of 50 to 60 sq. ft. he will receive an additional half-room count. A kitchen of 60 sq. ft. or more will be counted as one more room.

Help for high cost cities

This change will be felt most in cities designated high cost areas and thus eligible for an extra \$1,000 per room mortgage. Statutory mortgage limit under Secs. 207 and 220 for apartments averaging four or less rooms is \$8,100 (\$8,400 in elevator buildings).

Even if FHA's average unit cost estimate is higher, this \$8,100 maximum cannot be exceeded *except* by a \$1,000 per room high cost allowance. Thus the greater the room count, the greater the additional allowance.*

In the same way, FHA will now also allow a ½ room count for a 7' wide sleeping alcove in any apartment—separated from

the main living area only by a movable partition (but having a separate passage to the bath).

But if such a bedroom is added to an efficiency which also has a separate kitchen or kitchenette, FHA then rejiggers its room-count. Reason: the apartment in effect becomes a normal living unit rather than an efficiency.

Specifically, an efficiency room has a minimum of 220 sq. ft., and normally counts as two rooms for mortgage purposes. But if both a kitchen and 7' bedroom are added, the efficiency room is counted only 1½ rooms under the usual counting system which allows 1½ count for a living-dining room with a minimum of 195 sq. ft.

In this situation, of course, a builder can

* An example of what this change could mean: the Chicago rental market has always demanded a kitchen separate from the living-dining-sleeping room of an efficiency. But when FHA makes a room-count of a project to figure maximum insurable mortgage per unit, the efficiency unit has counted only two rooms—thus with a high cost allowance in a project averaging four rooms or less per unit, mortgage maximum was increased to \$10,100.

But now this same efficiency will count 2½ or 3 rooms, depending on kitchen size, thus increasing the mortgage maximum to \$10,600 or \$11,000 average per unit.

Similarly in a project where number of rooms per unit averages more than four (and maximum mortgage is figured by rooms, not units) the extra room count will push up the maximum insurable mortgage—even in a non-high cost area.

scale down his living room size to a minimum of 160 sq. ft. for a room count of one since he no longer must meet the efficiency apartment minimum of 220 sq. ft.

A first for FHA

The provision for a movable partition between living room and bedroom is the first time FHA has allowed anything other than a structural wall in multi-family housing.

The provision, which applies to a full 120 sq. ft., 9' wide bedroom as well as the 7' wide alcove, will allow greater design flexibility in apartments of all sizes, in the opinion of FHA architects.

Final change in this group will take dining areas out of windowless alcoves. Partitions can still be eliminated between dining and living rooms if the combined room has at least 260 sq. ft. and an outside wall dimension of at least 16'. (This combined room keeps a room count of two.)

But now both dining and living areas must be adjacent to windows which are appropriate to each. And when both areas are adjacent to the same wall the clear dimension of this wall must be at least 16'.

MPS advisory committee

Beverly Mason, FHA's new assistant director for technical standards, reports his staff will begin work on new multi-family property standards as soon as the single-family house MPSs are completed June 30. Meantime, he expects to appoint an industry advisory committee to help on the project.

No timetable has been set for this job but Mason says: "There are many fewer people to consult with than there were on the single-family MPSs. So it should take much less time." (Overhauling FHA's 23 volumes of minimum property requirements into a single MPS volume has taken nearly three years.)

HOUSING POLICY:

Public housers urge drastic revamping of public housing

Public housers want to give subsidized housing a drastic overhaul.

Confronted by exposures of public housing projects as government-financed slums and breeding places of crime, the National Housing Conference, public housing lobby group, has offered key Congressmen these major proposals:

- *Recognize public housing as "essential" to urban renewal.* "These functions should never have been torn apart in 1949." Both local and national renewal and public housing operations should be consolidated for "efficiency, economy and improved morale."
- *Include public housing sites in urban renewal areas so renewal funds absorb a major share of the inflated cost of slum land.* "Slum clearance costs" should be "separated from housing costs." Local tax exemption on land and buildings should be accepted in lieu of other local contributions for the life of public housing projects.
- *Let over-income families stay in public housing if "no decent private shelter is avail-*

able." Families should be allowed to buy public housing units individually or cooperatively. Existing dwellings should be bought for public housing "when appropriate and economical."

- *Plan projects to avoid creating "communities of one economic class."*
- *Stop PHA's "countless federal audits."* Local communities should have power to operate as they wish provided that projects 1) are available "solely to low-income families", 2) operate within their income with no more federal aid than covers debt service and 3) meet federal development standards without excessive cost. To make this possible, residual receipts should be split ½ to local housing authorities and ½ to faster debt payoff. Under the present setup of using residual receipts to cut annual federal subsidies, audits are inevitable. Instead, the annual contributions should become a capital grant, payable in 40 installments.
- *Approve 250,000 more public housing units—the balance from the original 1949*

Housing Act—to be built as localities demonstrate demand.

- *Boost federal subsidy for urban renewal to 90% of the cost, instead of the present 66% (or the gradual reduction to 50% urged by President Eisenhower).*
- *Boost urban renewal to a 10-year, \$5 billion program.* The money should be available even faster than \$500 million a year if localities can use it.
- *Create a vast new middle-income housing program.* It should be financed by 50-year direct loans for big projects from Fanny May at "interest equal to the cost of money to Fanny May." Individuals should be able to get almost equally cheap 40-year mortgage loans via banks and S&Ls (who would be permitted to add a service charge of no more than ½%). To get the money, Fanny May should tap Social Security and VA's National Service Life Insurance funds. And it should pay no more than what the two funds are now earning on their average investments in

continued on p. 78



**WHEN YOU PUT OUT THAT "FOR
NOT A BUILDER ANY**

* **Branded — promoted — proven products
for your quality-conscious prospects:**

Bird King-Tab Architect Shingles

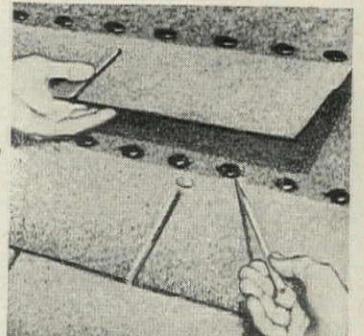
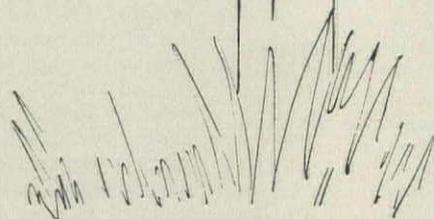
Bird Wind Seal Shingles

Bird Master-Bilt Shingles

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Specialty Roofings of all kinds



SALE" SIGN YOU'RE MORE, YOU'RE A retailer!

Take a walk through any retail store, and you'll see how retailers sell. The right price, sure. But more important, *they sell "brands."*

Retailers sell brands because they've found that *well-known brands outsell unknowns in every case.*

That's why manufacturers spend good money to build brand names with national advertising.

How does a prospective buyer know your house is any good? He's no expert.

Maybe the house looks great . . . fresh paint and all. Maybe you say it's well-built. But you've got an axe to grind, and the prospect may not believe you.

All Americans shop by brands. We're trained that way

from the cradle. And the prospective buyer of your house is no different.

If you want to sell houses faster and with less effort, use well-known brands in construction, and then feature those brands in your selling effort later. Tag your brand materials . . . floors, walls, kitchens, plumbing, heating, roofing, and the like. Mention your brands in your ads. List them in your outdoor signs.

Well-known brands give prospects the confidence they must have if they're going to buy.

One such brand is BIRD . . . a quality line of roofings you can be proud to include on your house . . . and more than that, a well-known name to your prospects through constant color ads in The Saturday Evening Post and on the Dave Garroway & Jack Paar Television Shows.

SALES TIP: One believable selling point is often worth a thousand arguments. Many builders are using Bird Wind Seal Shingles as the prime example of built-in quality even in the hidden parts of their home. They show their prospects the spots of cement and the thick butt construction on Bird Wind Seals and explain why this roof will take high winds. These builders say, "we've cut no corners *anywhere.*" And the prospects believe and buy.



BIRD & SON, inc. EAST WALPOLE, MASS.
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Adds 6 sales advantages
to your homes!

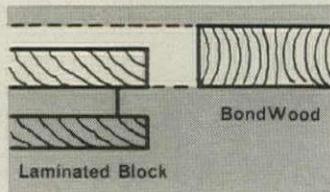
Illustrated: Harris Eagle Red Oak BondWood with Walnut divider strips and Eagle Walnut insets.

FOR INSTALLATION OVER CONCRETE OR WOOD

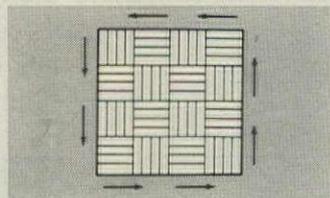
Square Joints — no beveled edges • **Different Pattern** — grain direction changes every 4¼" • **Easily Repaired** — individually replaceable slats • **Tighter Fit** — unique construction makes for less contraction and expansion. Truly the newest, most different parquet on the market — revolutionary in concept! Now being installed across America by leading builders. HARRIS BondWood can be the foundation for faster sales for you. Before you buy a parquet, it will pay you to look at BondWood. Write for free color brochure today. See our catalog in Sweets'.

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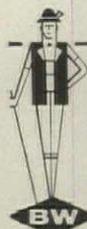
BondWood



**81.8% Thicker—
Refinish More Times.**
Can be refinished countless times. A full 5/16" of wearing surface — 81.8% thicker than ½" laminated block, because BondWood has no tongue or groove.



Exclusive Adhesive—More Stable
Exclusive adhesive and unique construction — grain direction changes every 4¼" — makes this the most stable parquet any prospect ever stepped on!



Harris Manufacturing Co., Dept. HH-58, Johnson City, Tennessee
Please send us your free color brochure and actual photograph of Harris BondWood.

Firm Name _____

Address _____

City _____ Zone _____ State _____ By _____

Swiss in origin. Exclusively manufactured in U. S. by Harris Manufacturing Company, Johnson City, Tennessee

continued from p. 75

Treasury securities. The government should guarantee the loans.

NHC's proposals—many of which resemble the middle-income housing measure introduced last year by Sen. Joseph Clark (D, Pa.)—were drafted by a committee led by Ira Robbins, former NHC chairman who is executive vice president of New York City's Citizens' Housing & Planning Council.

House cuts \$600,000 from FHA budget

The House has voted FHA less money than it asked for the next fiscal year despite Commissioner Norman Mason's warning that his agency is "inadequately staffed and with backlogs in many offices."

FHA seeks \$38.5 million for its field offices. The House voted \$38 million, only \$500,000 more than FHA has this year. FHA asked \$7.4 million for its Washington headquarters. The House voted \$7.3 million, only \$40,000 more than for the current year.

FHA does not plan to ask the Senate to restore the cuts. Officials figure that if housing picks up this year they will need much more than the House cut anyway.

COMMUNITY FACILITIES:

Park fees ruled invalid by high California court

California courts have thrown out two subdivision fees in a test case that seems to kill efforts by cities to make builders pay off-site community facilities costs.

As a result, builders who have paid uncounted thousands of dollars in park, school and other fees to some 100 California cities can apparently get their money back, if they sue.

Builders won when the state Supreme Court refused to review an appellate decision* invalidating park and drainage fees imposed by Upland (pop. 11,104), a Los Angeles suburb. Upland was collecting a \$30-a-lot park fee and a \$100-per-acre drainage fee. Subdividers Mike Kelber and B. F. Hungerford sued to get \$6,000 back. They contended a city has no right to collect money from one group to use elsewhere in the city, and so everybody who could use a park should pay for it through taxes instead of narrowing the load to the few who are buying homes.

Upholding this view, the state court of appeal ruled that the two fees were actually designed to provide "general city benefits" and so could not be legally imposed under the guise of subdivision control. California's Subdivision Map Act, the court held, "is to provide for the regulation and control of design and improvement of a subdivision with proper consideration of its relation to adjoining areas, and not to provide funds for the benefit of an entire area."

Upland, which had impounded \$85,000 in fees during the four years the case was in court, promptly began studying how to repay builders. Many another city faces a tougher problem. Nearby Pomona, for instance, has spent all \$50,000 of its \$25-a-lot park fee imposed in October 1956. If cities in such straits have to boost taxes to finance repaying builders, the families who bought the homes involved will be stuck twice: presumably the park fee was tacked onto the sales price of the house.

* California appellate decisions, Vol. 155, p. 701 and Pacific Seconds, Vol. 318, p. 56.

LABOR:

NLRB bans union rule of hiring halls; builders share liability for violations

This is already a year the bosses of the AFL-CIO building trades would just as soon forget. In just two months, in two decisions, the Natl. Labor Relations Board has wiped out the union leaders' ironclad power of job control.

In March, NLRB ordered an end to the closed shop (Apr., News). Now it has followed this decision with an order demanding major changes in hiring hall operations including opening of halls to non-union tradesmen.

Will unions go along? This is a big question. But NLRB has warned that failure to comply by June 1 will prompt it to invoke the Brown-Olds remedy requiring unions to return all dues collected from all men under the terms of an illegal contract.

The hiring hall decision came in the case of a Tacoma hod carrier, Cyrus Lewis. He was dropped from local 242 for nonpayment of dues in 1950. In 1956, he went to the hiring hall to ask for work, was refused although the union was sending other men to jobs. He located a job on his own but the union told the contractor the job would be picketed if Lewis was not fired. The contractor complied.

Lewis complained to the NLRB. Now, it has ruled that both the union and the Mountain Pacific chapter of AGC, which has a hiring hall agreement with the union, are guilty of discrimination and thus in violation of the Taft-Hartley Act.

Says the board's opinion: "... We do not read the statute as necessarily requiring elimination of all hiring halls and their attendant benefits to employes and employers alike. The vice in [this] contract and its hiring hall lies in unfettered union control over all hiring and our decision is not to be taken as outlawing all hiring halls.

"We agree with Senator Taft, the principal proponent of the 1947 Taft-Hartley amendments who stated that Section 8 (b) (2) was not intended to put an end to all hiring halls, but only those which amount to virtually closed shops."

A 'legal hiring hall'

NLRB sets out specifically how a hiring hall must operate to be within the law. Chief guide: "The basis for a union's referral of one individual and refusal to refer another may be any selective standard or criterion

which an employer could lawfully utilize in selecting among job seekers."

Any hiring hall agreement between unions and builders is illegal, says NLRB, unless it provides these safeguards:

1. Applicants must be referred to jobs on a non-discriminatory basis. Referrals must not be based on, or affected by, "union membership, by-laws, rules, regulations, constitutional provisions or any other aspect or obligation of union membership, policies or requirements."
2. Employers must have the right to reject any job applicant referred by the union.
3. Parties to the agreement must post in customary places all provisions covering the hiring arrangement, "including the safeguards deemed essential to the legality of an exclusive hiring agreement."

For builders: a problem

NLRB's ruling seems to restore to builders and contractors in union areas their privilege of hiring whom they please. Yet, as in the outlawing of the closed shop, responsibility for obeying NLRB's dictum falls as much on builders as on unions.

If a union tries to evade the law, sends only union men from the hiring hall and ignores non-union applicants, NLRB's penalty could fall as hard on the builder who takes only the men dispatched from the hall as it would on the union itself.

NAHB's advice to builders who hire through a hall: you must be familiar with the referral system. If you are getting only union men, make sure that non-union men are not being discriminated against.

Union locals shun labor's own anti-featherbed platform

It should be no surprise to anyone, but the ten anti-featherbed commandments of the AFL-CIO Building Trades Dept. (March News) are meeting opposition—from union locals.

The 10-plank platform was adopted by the 18 general union presidents in January. It was sent to all locals with this plea from Department President Richard L. Gray: "Building and construction trades locals throughout the country should conscientiously adhere to every point..."

Builders and contractors in at least three areas took Gray at his word. They have tried to get union cooperation to end make-work practices. The disappointing results:

In Cleveland, where the building labor is notorious for being paid the most to do the least, the Home Builders Assn. suggested a

meeting with the Building Trades Council to discuss how to end featherbedding. Says J. B. Leibrock, executive vice president of the association: "They never even returned our calls."

A local television station invited builders, general contractors and building trades leaders to discuss the high cost of building—its causes and possible remedies. Contractors declined. Home builders agreed eagerly. The union men first accepted, then withdrew 48 hours before program time. The show went on with home builders only.

Builders then decided to take their case to the public. The association surveyed its members to find out 1) which trades were most to blame for high costs because of featherbedding and 2) what were the make-work practices?

Consensus: the worst trades are the plumbers, electricians and glaziers. Others listed as

MAKE-WORK IN CLEVELAND

Cleveland home builders, surveyed by their local association for complaints of featherbedding practices which raise building costs, made these typical comments:

Plumbers: "They refuse to install pre-fab plumbing walls."

"It is a very rare occasion when a plumber comes to his job at 8 and leaves at 4:30 like any normal worker. They start at 9:30 and leave at noon for lunch. They return at 2 and leave for home at 3:30."

"An enforced time schedule of seven days minimum for a five-fixture job and five additional days for two extra fixtures regardless of whether they connect to the same stack. This time could be cut to four and two days respectively, saving 50%."

"They do not allow any prefabrication of plumbing trees—no power equipment."

Electricians: "They will not install Romex [cable] which would permit savings of \$100 on the average house."

"They refuse to do house wiring other than knob and tube even though local codes permit Romex."

"The union controls production."

Glaziers: "They insist on double handling of windows. They require too much help to set plate glass and thermopane and limit the amount of work per day."

"Shop glazing is not permitted. Sash must be sent from mill to glazier. Then it is returned to the mill, then trucked to the job."

"A limitation of so-many square feet of glass per man per day is rigidly adhered to. It is 50% of the capacity of a top man."

Painters: "This trade is consistently resisting progress by refusing to permit spray painting in new homes while permitting it in all other structures."

Plasterers: "They place only a certain number of yards on a wall and quit for the day. Average work day is 6½ hours."

Sheet metal workers: "This trade consistently opposes factory-fabricated materials which can be purchased at a fraction of the cost of shop-made."

bad: sewer workers, excavators, bricklayers, painters, tile setters, cement workers, laborers, plasterers, lathers and sheet metal workers. (For typical complaints see box above.)

New Jersey contractors are trying to write an anti-featherbed program into new contracts. Building trades have ignored this proposal, have replied only with some of the highest wage demands in years: 30¢ per hour or more plus a big boost in fringe benefits.

St. Louis contractors have endorsed the ten commandments, want the building trades to do the same. But they won't. Said an AGC bulletin: "Some union representatives find fault with and otherwise question the validity of this 'statement of policy' [the anti-featherbed proposals]."

NEWS continued on p. 82

NOW from the company

that gave you the Carrier
Weathermaker Home...

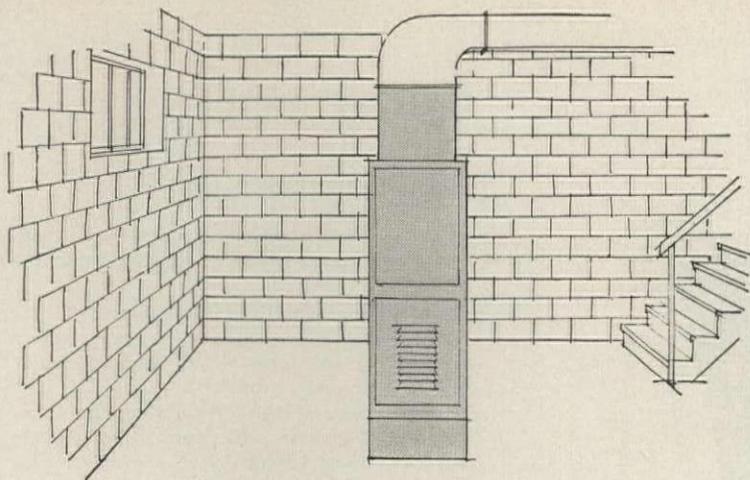
NEW 

THERMO-CENTER

saves hundreds of dollars

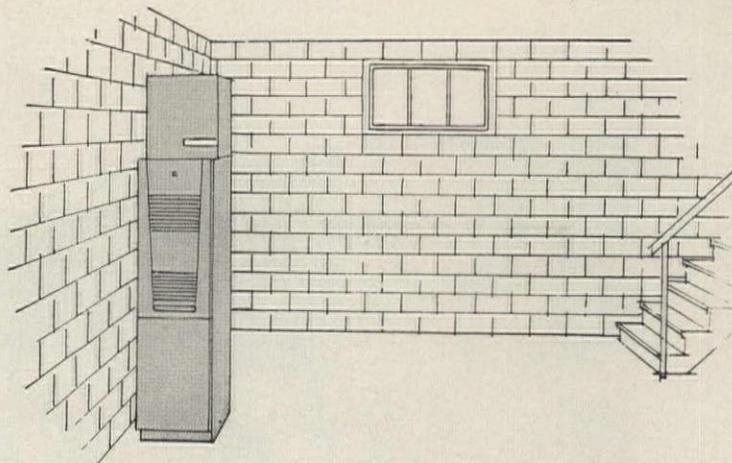
on the cost of new home
air conditioning!

Phone your Carrier Distributor for complete details,
or write: Carrier Corporation, Syracuse, New York.



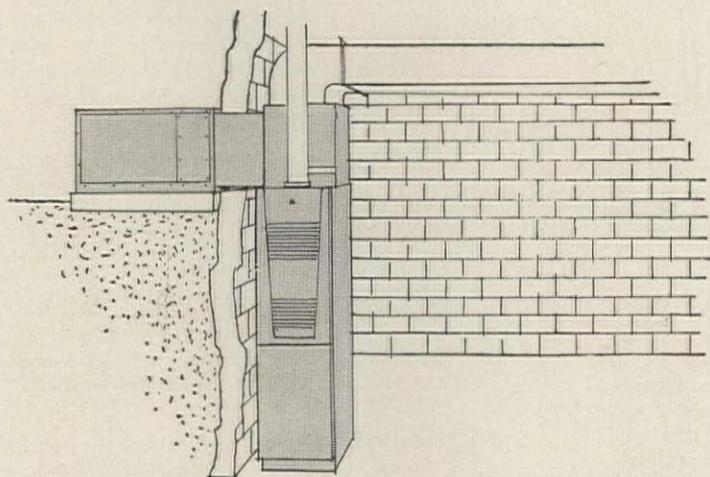
1. GONE ARE THE DAYS...

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.



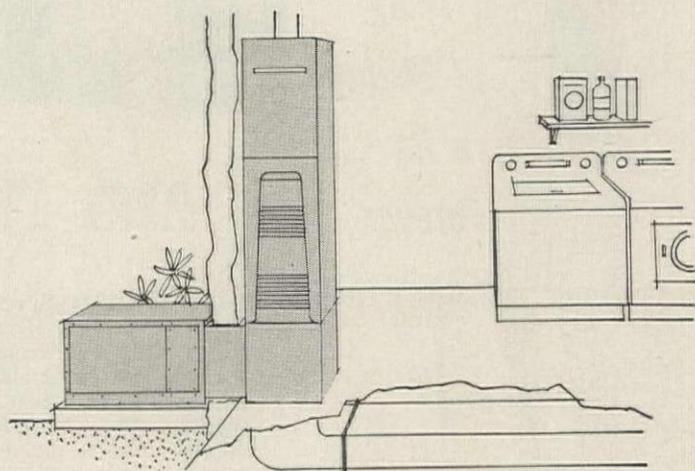
2. SO CARRIER MOVED THE FURNACE...

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.



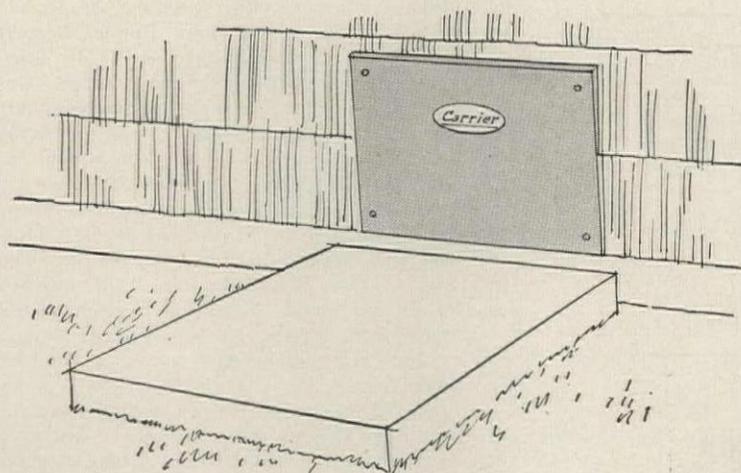
3. IN A HOUSE WITH A BASEMENT...

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.



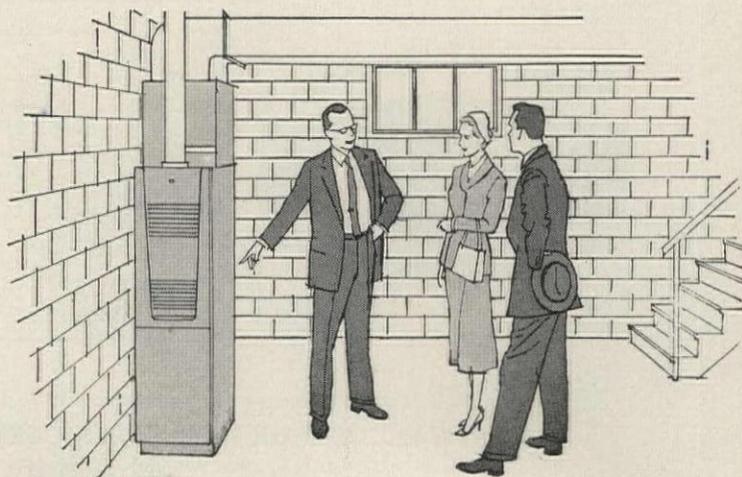
4. IN A MODERN SLAB HOUSE...

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.

LABOR BRIEFS

Wages continue up

Union building trades are negotiating the biggest wage boosts in three years despite the recession.

Results of 60 settlements in the first three months of the year show average increases of 17.8¢ vs 16.1¢ for all of 1957 and 14.6¢ for the first quarter of 1956.

The Bureau of Natl. Affairs reports 14 of the 60 settlements were for 18 to 20¢ an hour increases; 13 for 15 to 17¢ and 10 for 9 to 11¢. Pay hikes ranged from 2½¢ for Chicago painters to 42½¢ for millwrights in Baton Rouge, La. But Chicago painters also got 10¢ an hour for a new pension plan.

Fringe benefits figured in 12 of the 60 settlements. Two added pension funds, three added health and welfare funds and three set up funds to finance apprenticeship plans.

Thirty-one contracts run for only one year; 19 are for two years; nine are for three years; one runs four years.

On top of these new increases 450 of the 891 contracts negotiated last year provide automatic boosts averaging 15¢ per hour (17¢ an hour for West Coast trades) this year.

Contracts signed in the last month:

Baltimore: A two-year pact gives painters and glaziers 15¢ more per hour April 1, 15¢ more next year. Painters also won 2½¢ more for a health and welfare fund. New rates for painters: \$2.97½ for brush work, \$3.12½ for steel, spray or scaffold work; plus a 10¢ health-welfare contribution. Glaziers' new rate: \$3.10 plus 7½¢ health and welfare contribution.

Syracuse: Bricklayers won 12½¢ an hour more (to \$3.72½). A 7½¢ hourly health-welfare contribution is unchanged.

New Haven: A one-year contract gives plumbers 15¢ more per hour plus 5¢ more for their pension fund. New scale: \$3.50 per hour plus 7½¢ for a welfare fund and 20¢ for pensions. Carpenters, who are demanding 15¢ in wages and 15¢ more for pensions, have gone on strike.

Teamsters still have friends

Teamsters continue to have the full support of the building trades despite the Teamsters' ouster from the AFL-CIO.

The point has just been demonstrated in Miami when 2,000 building tradesmen walked off the job of Home Builder Herbert Hefbler in the 10,000-lot Carol City tract. The walkout, sparked by the laborers, was in protest against Hefbler's buying ready-mix concrete and concrete blocks from the Acme Cement Co., a non-union firm which the Teamsters have been trying to organize.

But there is only one concrete firm whose drivers have been organized—Maule Industries Inc., biggest in the area. Hefbler, who also builds in San Bernadino, Calif., insisted he did not know Acme was non-union but told union bosses he would buy "union cement" only if he had a choice of four union firms.

The walkout closed down Hefbler's job for four days (he has been starting 10 houses a day), sent him into court where Circuit Court Judge Robert Anderson granted a temporary injunction. It sent the workers back, enjoined them from interfering with Hefbler's job because of any dispute with Acme. Judge Anderson rejected the union's claim that the walkout was "spontaneous."

The Teamsters, never well-organized in South Florida, have been trying to gain a toehold for six months. They have only Maule to show for their efforts.



"A Thing of Beauty is a Joy Forever" AND IT SELLS

"MY FAIR LADY", one of the most beautifully staged musicals of modern history has been a sellout for years—because it has appeal.

You, too, can establish new sales records with the beautiful new wood grained finish gypsum wallboards by Bestwall. Created specifically to meet the modern home owner's demand for interior beauty, the newly designed

line of wood grained boards . . . Driftwood Mahogany . . . Fawn Mahogany . . . and Autumn Mahogany provides the latest fashions for your customers' home remodeling needs.

Wood grained finish gypsum wallboards by Bestwall in addition to the new Driftwood Mahogany . . . Fawn Mahogany . . . and Autumn Mahogany . . . also come in Knotty Pine and Figured Aspen. This complete line of wood grained gypsum wallboards gives your customer a broad selection of modern, beautiful, and appealing wallboard finishes. Beautiful wood grained gypsum wallboards by Bestwall are your best beauty bet for sales.

For full color catalogs, brochures, and selling aids, fill in and send the coupon.



Bestwall Certain-teed Sales Corp., Dept. H
120 E. Lancaster Ave.
Ardmore, Pa.

Please send me full color brochures with information and illustrations of your "Home Owner Specified" line of wood grained finish gypsum wallboards.

Name Title
Company
Street
City Zone State

Manufactured by Bestwall Gypsum Company—sold through

BESTWALL CERTAIN-TEED SALES CORPORATION

120 East Lancaster Avenue, Ardmore, Pa.

EXPORT DEPARTMENT: 100 East 42nd St., New York 17, N.Y.

SALES OFFICES
ATLANTA, GA.
BUFFALO, N. Y.
CHICAGO, ILL.

CLEVELAND, OHIO
DALLAS, TEXAS
DES MOINES, IOWA
DETROIT, MICH.

EAST ST. LOUIS, ILL.
JACKSON, MISS.
KANSAS CITY, MO.
MINNEAPOLIS, MINN.

WILMINGTON, DEL.
RICHMOND, CALIF.
SALT LAKE CITY, UTAH
TACOMA, WASH.

URBAN RENEWAL:

Catholic church attacks Chicago renewal plans

For years, some Negro leaders have decried slum clearance as Negro clearance.

Last month, they got significant support from a new quarter. *The New World*, official weekly for the vast Roman Catholic archdiocese of Chicago, brought urban renewal planners of the \$43 million Hyde Park-Kenwood project up short with an editorial entitled "Shiny New Islands Don't Solve Housing." Wrote *New World* Editor Msgr. J. M. Kelly: "The blight in this [Hyde Park] and other areas could have been averted if Chicago had bothered to enforce minimum housing standards. Today's city administration has inherited the unpleasant task of cleaning up the whole mess. . . . Who is to benefit by this new [renewal] creation? Certainly . . . the private institutions. The desire for a lovely island is natural, and commendable, if it can be accomplished with due regard for the rights of all concerned. [But] what about the remaining thousands of 'displaced persons' who were forced to vacate this territory? These unwilling DPs have been forced to forage for new quarters in adjacent well-filled areas. Their absorption must necessarily create—or threaten—blight in new areas."

Hardly a politician in Chicago could fail to read between Kelly's lines. The Hyde Park project—big brother companion to two redevelopment projects already being built by William Zeckendorf—would reduce by some 14,000 the population of an overcrowded area (some Negro slum) threatening the University of Chicago's multi-million dollar campus. Old structures would be replaced with new apartments of mixed heights to overcome the coldness of apartment skyscrapers. The process will turn Hyde Park into medium-priced housing, put fewer whites into blocks once occupied by Negroes.

REMODELING:

Bait ad law with real teeth lets contractors sue gyps

NERSICA, the fixup trade association, has scored a notable victory in its drive to clean up the fixup business. It persuaded Massachusetts to put teeth into its five-year-old law against bait advertising.

Now, suede shoe boys who lure customers with phony cut-rates, model deals and other spurious enticements, will be liable to fines of \$500 to \$1,000 (instead of \$10 to \$500) or a year in jail.

The amended law also lets competitors, as well as prosecutors, sue for injunctions to halt offenders pending hearing of suits. This time-lag has been one of the biggest problems (April, News).

Says NERSICA President Joseph I. Sargon, Boston remodeler: "Massachusetts was the first state to pass a bait advertising law, and it was copied by many other states. So we're hopeful this version will be, too."

FHA has cut its insurance premium on home repair loans from 0.55% to 0.50%—third reduction in the history of its Title I program.

The premium is paid by lenders, not borrowers. So FHA predicts the cut will stimulate more lending.

Assistant Commissioner Roy F. Cooke says the lower rate is justified because of the low record of claims; only 25,806 totaling \$9.7 million last year, an all-time low.

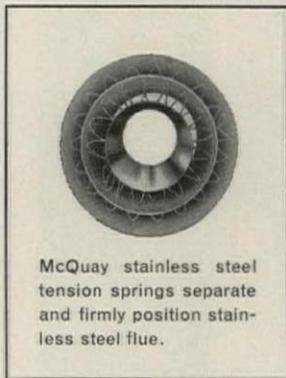
NEWS continued on p. 86



Designed and engineered by McQuay, and suitable for all fuels, (Type A) this new package chimney has a 7" stainless steel flue with aluminumized steel interliner and outer casing. The interliner is supported by the exclusive McQuay stainless steel tension spring spacers for strength, rigidity and durability.

This McQuay thermo siphon design permits quick drafts and even temperatures from top to bottom for peak efficiency. There is nothing to deteriorate, nothing to collect soot. Roof housing is large, measuring 16" x 20" with a 20" x 24" cap.

For the best results, and for greatest economy, recommend and use this McQuay package chimney on every job. Territories are now being assigned. Write McQuay, Inc., 1608 Broadway Street N.E., Minneapolis, Minnesota.



McQuay stainless steel tension springs separate and firmly position stainless steel flue.

Meets the Original and More Severe Underwriters' Laboratories Standards 103, March, 1956



ECONOMY—Costs from one-third to one-half as much as brick installed. All pre-assembly has been done to eliminate costly on-the-job time and labor.

SAFETY—Listed under the re-examination service of Underwriters' Laboratories, Inc., and on the approved list of F.H.A. and V.A.

QUICK AND EASY INSTALLATION—Average installation time is less than one hour after openings are prepared.

LONGEST SERVICE LIFE—Flue is of stainless steel to permanently withstand effects of combustion gases. Starter box and starter sections are in one unit. Standard 24", 18" and 12" sections give any desired length.

LIGHT WEIGHT—Load on support joists is only 9 pounds per foot of chimney length.

SHIPPED COMPLETE—with easy-to-follow instructions for installing. Units are individually packaged.





Capitalizing on the increasing trend towards more decorative and more weather-tight windows, Curtis advertising will feature Silentite windows and Curtis shutters in the June issues of Better Homes and Gar-

dens, American Home, House & Garden, and House Beautiful. The double-hung window is only one of many beautiful wood window styles and types available for the architect's and builder's choice.

CURTIS
WOODWORK *heart of the home*



Window variety sells homes... when backed by CURTIS QUALITY

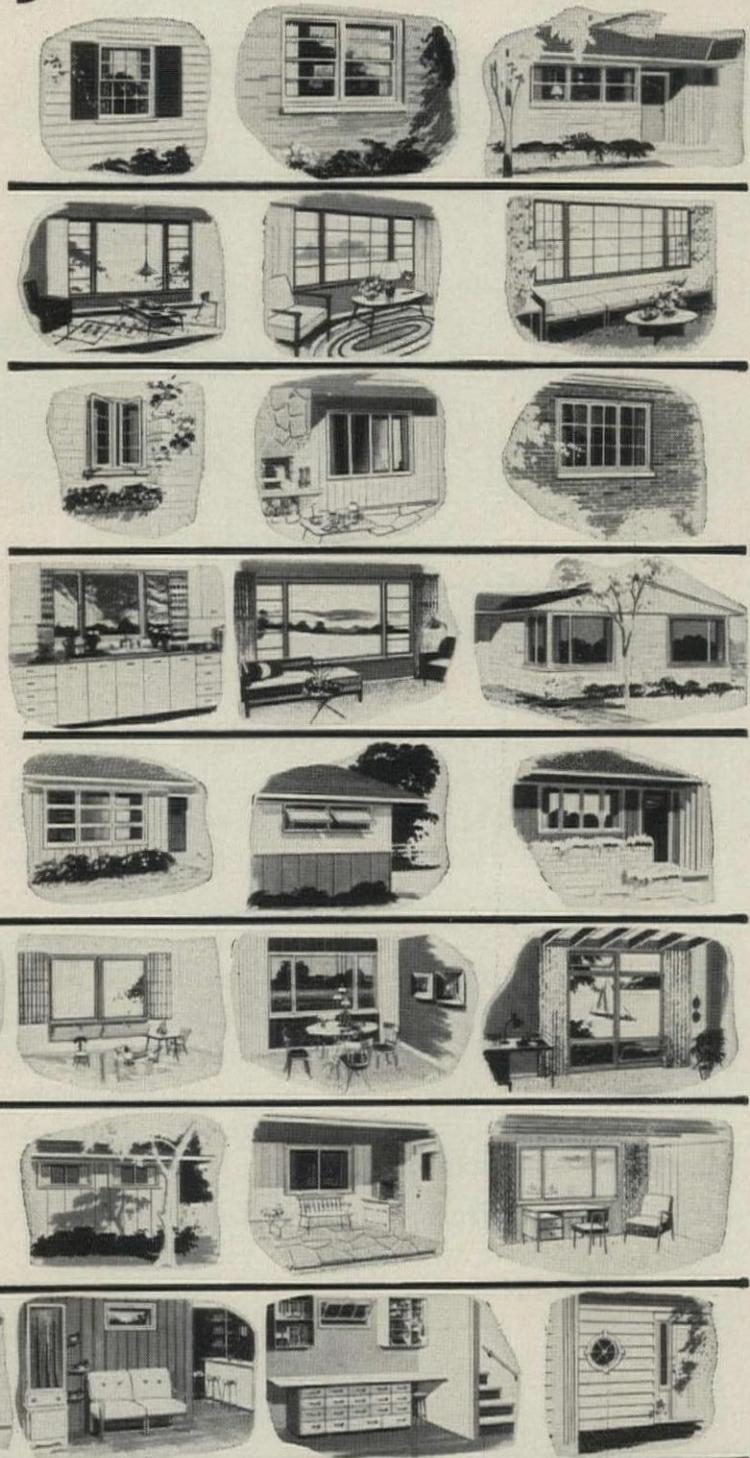
You can give the homes you build the pleasingly varied appearance and style that owners want—plus guaranteed quality—when you choose your windows from the wide Curtis line. Curtis provides 97 different window styles, types and combinations—ready-to-install units that save time and labor on the job.

More than that, Curtis windows have exclusive features that capture the prospect's interest and convince him that your homes offer greater value. Here is extra weather protection to save heating and air-conditioning costs, plus new operating ease—with lifetime, trouble-free service assured by pre-fitted parts and toxic-preservative, water-repellent treatment.

Your Curtis Woodwork dealer will show you the big Curtis window and door selector charts that make it easy to choose the designs you want from this broad and varied line.

Write for our big new window book and the name of the Curtis Woodwork dealer nearest you. Architects' Details available upon request.

some
of the
many
window
styles
available
from CURTIS



CURTIS

WOODWORK *heart of the home*

Curtis Companies Service Bureau HH-5-58
200 Curtis Building
Clinton, Iowa
Please send literature on Curtis Silentite and Style-Trend windows.

Name.....
Address.....
City..... State.....

Safety and comfort like this Sell your homes Faster



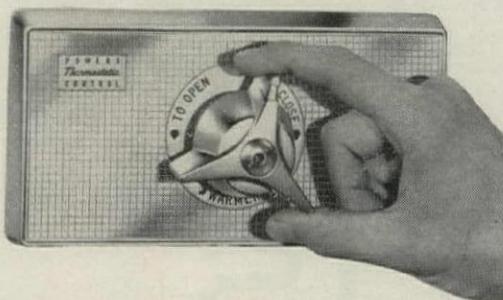
Hydroguard® keeps water temperatures comfortable in spite of water supply fluctuations. There are no sudden icy sprays. Children can't scald themselves. A single-control *thermostatic* action guarantees positive bathing safety.

Hydroguard gives your home more "customer-appeal" because it adds safety and comfort. It makes your home more desirable... particularly because your prospects are *already sold* on Hydroguard and its advantages. Advertisements in leading home magazines and strong point-of-purchase merchandising have taken care of that!

*If you are a builder of prototype model homes,
we have a valuable special offer for you.
Write for details today.*



Write today for your copy
of "Safer Showers."



THE POWERS REGULATOR COMPANY Dept. 558, Skokie 20, Illinois

POWERS

SPECIALISTS IN THERMOSTATIC CONTROL SINCE 1891

How 72 experts view impact of new housing legislation

continued from p. 56

C. R. Mitchell:

Pres., First Federal S&L, Kansas City, Mo.

Only a modest rise.

Houses priced \$13,500 or under are the real potential for families who can afford \$60 to \$90 a month. Effect on VA houses should be modest, predominantly in existing houses. FNMA will have a disrupting effect.

Walter H. Dreier:

Past Pres., USS&L League, Evansville, Ind.

Very minor effect.

All in all, the act is nothing more than a publicity- or a restoring-confidence-building bit of legislation.

Oscar R. Kreutz:

Pres., First Federal S&L, St. Petersburg

10% locally.

Most of the increase will be low cost homes with some "sympathetic" reaction in higher price levels.

There ought to be a substantial increase in VA loan activity but we anticipate fairly stiff competition among lenders for VA and FHA loans. Funds are plentiful.

Additional Fanny May authorization seems certain to affect the private mortgage market. In the light of the other provisions of the act, the substantial additional authorization to Fanny May should not be used, at least until the private mortgage market is well tested.

John H. Randolph Jr.:

Pres., First Federal S L., Richmond

Only a slight boost.

It's another "too little, too late" attempt by the government to regulate our economy. It was done without consideration of the added burden to the taxpayers.

John Stahl:

Exec. Vice Pres., State Fidelity Federal S&L Assn., Dayton

No marked increase.

Builders of low-cost homes here have been finding it hard to sell. One builder went so far as to give the buyers the down payment.

John L. Conner:

Pres., Southern First Federal S&L, Atlanta

We expect—nationally—10% more starts and sales, 10% more low-priced housing, but only a slight stimulation of VA.

LIFE INSURANCE COMPANIES

L. Douglas Meredith:

Exec. Vice Pres., Natl. Life Insurance Co., Montpelier, Vt.

Only a mild boost—and little here.

The act does not create demand for housing.

Ehney A. Camp Jr.:

Vice pres., Liberty Natl. Life Insurance Co., Birmingham

It depends on the economy.

What disturbs me is that our lawmakers would pass a bill providing for direct government lending and expanded FNMA operations, which calls for an inflationary increase in the public debt, at the very time when there is more private money available for investment in mortgages than there has been for months.

Thomas E. Lovejoy Jr.:

Pres., The Manhattan Life Insurance Co., N. Y.

Gains—but more next year.

The law will not stimulate much low-cost housing in this area. This will be profitable only in fringe areas which are marginal for commuting.

COMMERCIAL BANKS

D. C. Sutherland:

Vice president, Bank of America, San Francisco

6% to 20% in California.

We anticipate minimum starts of 175,000 this year [vs. 166,400 in 1957]. Where land prices permit less expensive lots, builders beam production at a market of between \$10,000 and \$13,500. To obtain such land, builders and developers must move further away from metropolitan centers, but this should stimulate some activity all over northern and southern California. Builders who have been our customers over a period of years are making some plans to enter the \$13,500 market even though their past operations have been at more than \$20,000.

Practically all of these homes will be sold VA and undoubtedly builders will try to sell to FNMA because of price.

Few California banks bid strongly for purchase loans in the vet market since they are more salable to eastern savings banks and life insurance companies. For that reason it is [now] our policy, and that of many of our competitors, to originate FHA loans for our permanent portfolio. We do not feel that it will affect our production of loans for our own account, but the FNMA provisions will certainly cut into the normal development of VA loans for the secondary market in the East, where funds are plentiful.

Our inventory of unsold houses on construction loans is negligible—considerably less than 1,000 houses in the entire state. If unemployment is stabilized we think buyers will develop rapidly. Population is undoubtedly building up demand. Demand has been somewhat immobilized because of terms and fear of unemployment.

Wm. A. Marcus:

Senior Vice Pres., American Trust Co., San Francisco.

10% more here—20 to 25% more houses under \$13,500.

VA will come to life in a big way. Fanny May is offering to buy loans at five or six points over their market value. Such preferred treatment is apt to increase prices of loans not eligible.

Easy credit terms tend to stimulate sales, houses, automobiles, appliances, furniture. To the extent that such stimulation will aid the economy there may be some justification for using this powerful drug. The danger is that inflation is almost certain to follow extension of loose credit, widening of direct government lending and resumption of deficit financing.

SAVINGS BANKS

Charles R. Diebold:

Past pres., Mutual Savings Banks Assn. Pres., Western Savings Bank, Buffalo

10 to 15%.

I doubt that it will materially affect low-cost homes volume. Low-cost demand is most apparent in a rapidly expanding community where new housing is required for all income groups. In most established communities, the new minimum cost house does not compare favorably with an existing house for the same price. VA will revive, but on a regional basis and mostly in areas like the East where interest rates are lower.

FNMA provisions will confuse the private mortgage market, as they provide most favorable terms for least desirable mortgages.

Homer R. Feltham:

Vice Pres., Springfield (Mass.) Institution for Savings

The law will produce no startling increase in starts. Lenders will make VA loans again.

NEWS continued on p. 90

**Only
Vue-Lume®**



**A COMPLETE SERIES OF
QUALITY ROLLING GLASS DOORS**

**UNCONDITIONALLY GUARANTEED
FOR TWELVE YEARS!**

Decorator handles and unequaled PermaSatin heavy alumilite finish for gracefulness and eye-appeal. The exclusive AP (All Points) Weatherseal that insulates like a refrigerator door assures year-round climate control.

Full Freight Allowed on
8 or more units



SHOWER DOOR COMPANY OF AMERICA
Dept. HH-558
1 Permalume Place, N.W., Atlanta 18, Ga.

Please send literature on Vue-Lume Rolling Glass Doors

Name _____
Address _____
Company _____
City _____ State _____

**Vue-Lume Bon Air
FIXED-SLIDER SERIES**

12 Standard widths from 6' to 24', and 2 standard heights; 6'10" and 8'. In 0X/X0, 0X0, and 0XX0 models.

**Vue-Lume DeVille
MULTI-SLIDER SERIES**

12 Standard widths from 6' to 24', and 2 standard heights; 6'10" and 8'. Two, three, four or more tracks. POCKET MODELS IN ALL SIZES.

**Vue-Lume El Dorado
FOR DUAL GLAZING**

6 Standard widths from 6' to 20' in Standard 6'10" height. Special sizes and arrangements as requested. Accommodated 1" insulated glass.

"Time is money in this save us plenty

*says W. E. Walter, president
W. E. Walter Co., Inc.
Detroit, Michigan*



W. E. WALTER COMPANY'S F-100 Styleside pickup with 8-foot body carries men and materials to the job in style.

***"Our work can't wait,
and FORD trucks
get us there fast and
economically!"***

"We handle regular light construction jobs, specializing in on-the-spot repairs to buildings with fire or wind damage. Trucks are an important part of our operation and since we normally have

two men per truck, we must get to the job with the minimum amount of delay.

"Our Fords not only get us there quicker, but their big 8-foot box carries enough materials and equipment to take care of our average job in one trip. Our drivers like the way Ford's new Six engine moves through traffic and we are very pleased with its operating economy. In fact, their performance is so outstanding we're adding two more '58 Ford trucks to our fleet."

*Official registrations
show . . .*

**AMERICAN
BUSINESS BUYS
MORE
FORD TRUCKS
THAN ANY OTHER
MAKE!**

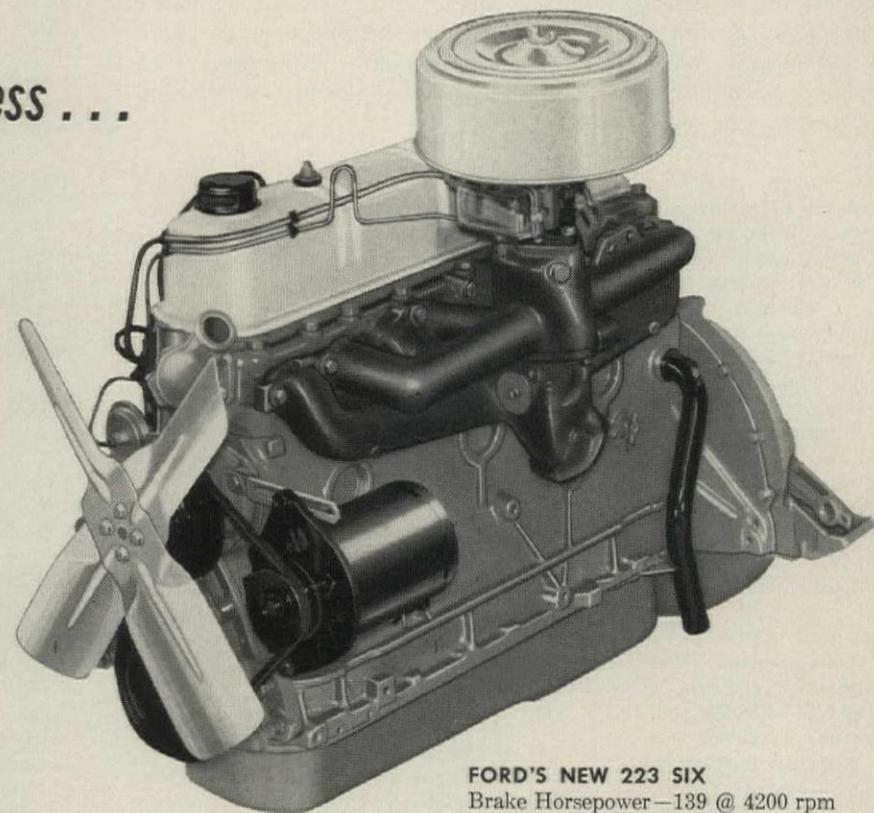
business and our Fords of both!"

*Whatever your business . . .
there's a FORD truck
for your special
needs!*

Official registrations for 1957 show that *American business buys more Ford trucks than any other make*. There are many reasons for this popularity . . . many reasons for *you* to make your next truck a Ford!

To begin with, Ford offers a complete line of over 360 truck models, ranging from pickups to giant tandems. And there are Ford Dealers almost everywhere, ready to help you select the truck best suited for your individual job. They're ready with modern service facilities, trained mechanics and low-priced Ford parts to keep your trucks on the job, earning for you.

Ford trucks are your best buy, too! Ford's initial costs are *low* and resale value is traditionally *high*. Modern Ford Styleside pickups, for instance, are the



FORD'S NEW 223 SIX

Brake Horsepower—139 @ 4200 rpm
Bore—3.62 in. Stroke—3.60 in.
Displacement—223 cu. in.

lowest priced with full cab-wide body . . . giving you 23% more loadspace than any traditional type pickup.

Only Ford offers the economy of Short Stroke power in all engines, Six or V-8. And from pickups to two-tonners, the new Ford Six features an economy carburetor for up to 10% greater gas mileage. It's plenty peppy

too, with more horsepower per cubic inch than any other six in its class. And Ford's rugged cab and chassis construction means these new '58s are built to last. All this plus the proven fact that Ford trucks last longer adds up to America's No. 1 truck value.

See your local Ford Dealer for the latest in '58 trucks or the best in A-1 used trucks.

FORD TRUCKS COST LESS

LESS TO OWN . . . LESS TO RUN . . . LAST LONGER, TOO!

MATERIALS & PRICES:

Utility-owned service panels urged as electric appliance men fight gas gains

A bold idea for 1) getting adequate wiring into more new homes and 2) boosting laggard sales of major electric appliances has been put forth by Vice President Charles Rieger of General Electric. Electric utility companies should own the entrance panel to homes instead of stopping at the top of the service drop, he suggests.

His proposal dramatizes the sharpening rivalry between gas and electric appliance men. Gas appliance people are feeling their oats. They point happily to near-record shipments, balanced inventories, new products and successful promotions (see below). Electric appliance men are running scared. Utilities' electric promotion, warns Rieger, "is not in the same league with gas."

If Rieger's plan works, it might solve a lot of electric appliance market problems with one stroke. Most important, it would make sure new houses have a service panel adequate to handle items like electric dryers, water heaters and ranges, all of which require an expensive 220 v. installation. As things are now, too many homes go up without adequate wiring because builders won't pay for it. Rieger, head of GE's major appliance division, believes utility commissions will let electric firms capitalize the cost of service panels and include it in rate structures (some utilities have put in main entry panels on rewiring jobs for years). And experience has shown that whenever a house has adequate wiring, electric consumption jumps 15 to 20% almost at once.

Rieger told the Edison Electric Institute his plan would benefit everybody involved: "Customers could own a range or dryer circuit at a nominal cost of \$10 to \$15." Electric utilities would sell more power. Appliance men would have a lever to move off their seven-year-old sales plateau.

Gas industry booms

Electric appliance makers outspend gas appliance makers \$40½-million to \$600,000-a-year for promotion, Rieger noted. But American Gas Assn. had a promotion budget of \$3,664,000 vs. EEI's \$337,000. "Spending 1.6% of gross revenue to sell service and promote your future market is not enough. You can hardly expect more from the manufacturers."

Proof that gas's promotion effort pays off: 1) gas revenue has increased 111% in five years (LP gas jumped a whopping 700% in 10 years); 2) 67% of new homes are now gas heated.

At the Gas Appliance Manufacturers Assn. convention at White Sulphur Springs, a rec-

ord 360 delegates listened to how well they are doing, laid plans to do even better. Items:

- Almost 2 million gas appliances and pieces of equipment were shipped in the first quarter—the same rate as last year. Central heating and water heaters are ahead of last year.
- Gas equipment installations in new homes so far this year have equalled the 1957 rate—about 500,000 units.
- Gas ranges outsold electric by almost 620,000 last year. This year, although gas range sales as a whole are off, built-ins (about 11% of the total) are up 8%.
- Gas dryers were being outsold 3½ to 1 three years ago; now it is down to 2:1.
- Gas snares more than 1 million new customers a year. There are now 40 million gas users in the US (37 million residential).

New promotion spurt

The big reason gas is doing so well is the advent of the giant natural gas companies. Until recently gas utilities and manufacturers were both relatively small. And they were heavily out-promoted by the big electric firms. Now the utilities are getting a lot of promotion help from the handful of giant natural gas companies which supply them.

While they have cornered lion's share of the home heating market (around 70% of all installations last year), gas men still see air conditioning as their big potential threat. Growing air-conditioning loads have nudged electric utilities to go after heating business. Gas has the same problem in reverse. Its big aim is a truly competitive gas air conditioner.

Sums up GAMA President Clifford V. Coons of Rheem Mfg. Co.: "There is an almost universal industry tendency to more promotion, advertising, research and product development."

MATERIALS BRIEFS

Boost for quality

New York state home builders are starting a "seal of product approval" to recognize quality building materials. It will be awarded on the basis of workmanship, quality and performance by a 16-man committee (one volume builder from each local).

This year, seals will be limited to products exhibited at the builders' September convention at Kiamesha Lake, N.Y. "A matter of expediency," explains Executive Vice Pres. Joseph Degnan, "a convenient way of limiting it in the initial stages." Assn. Publicist Cleveland Hayward adds that one idea of the seal is to help "keep out the crum-bum storm windows" which overcrowd some home shows. All products exhibited will first have to qualify for the seal and exhibitors must staff booths with technically qualified men. So far, says Degnan, manufacturers seem receptive.

Price cutting (cont.)

More evidence keeps appearing of price cuts in building materials. Items:

- A price war on ready-mix and concrete block broke out in Miami. Ready-mix has dropped from \$15.65 to \$12.99 a yard and 8" block is down from 19¢ to 15¢.
- A Charlotte, N. C. builder says he was paying 7½¢ a sq. ft. for asphalt roofing, "till I found I could chisel the price down to 6½¢. Now I can get it for 5½¢ . . . There's a real price war on." Manufacturer Lloyd A. Fry (33 plants and mills) complained to a Senate antitrust committee: "Asphalt roofing is the football of the building materials industry, with wide price spirals."
- Plastics prices are dropping. Polystyrene bead, used for foam insulation, was cut from 45¢ to 37¢ a lb. by Koppers Co. "The exciting news," says one technical expert, "is that we are at last beginning to feel the effect of competition in plastics prices."
- "Manufacturers are cutting prices like mad," admits the sales vice president of a leading insulation firm.
- Aluminium Ltd., Canada's No. 1 aluminum producer, cut its pig metal price 2¢ a lb. to 24¢, "to make the metal more competitive with other materials." The cut was quickly matched by US aluminum's big three, Alcoa, Reynolds and Kaiser. It is aluminum's first price cut in 17 years. It has already been passed on by Nichols Wire and Aluminum Co. of Davenport, Iowa, which cut bulk aluminum nails and many other building products \$40 a ton.

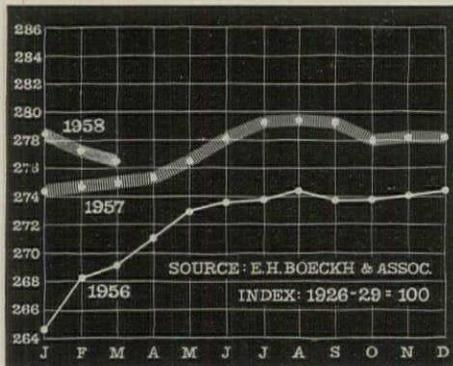
Producers still feel pinch

Last year's slump in building materials sales and profits worsened in the first quarter of 1958. Typical company comments:

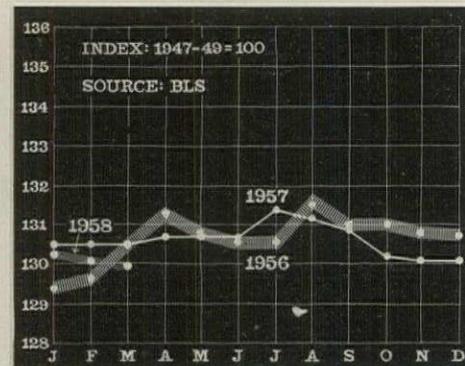
Celotex: The year is "off to a terribly slow start"; Flintkote: volume and profit "disappointing"; Pittsburgh Plate Glass: sales and net "very poor"; Westinghouse: earnings "fell short"; Yale & Towne: first quarter "substantially below" last year.

Among 21 first quarter reports, only two companies report an increase in both sales and net. Sales were off as much as 47%. Profits were worse. Five firms down over 50% from last year. Two showed a deficit.

NEWS continued on p. 93



BUILDING COSTS dropped for the second straight month in March. The Boeckh index fell 0.8% to 276.4. Col. E. H. Boeckh reports an overall drop in materials costs, led by lumber. Wage boosts pushed costs up in four cities.



BUILDING MATERIALS' prices, trending down since last July, dropped another half point to 129.6 in March. BLS' index shows lumber down 0.5%, plumbing fixtures down 2.1%, heating equipment 0.5% and asphalt 9.4%.

PEOPLE: Manilow, Klutznick, to turn Park Forest, famed Chicago suburb, over to their associates

Chicago Builders **Philip M. Klutznick** and **Nathan Manilow** are turning over their celebrated suburban Park Forest to a group of ten employees.

The much analyzed and dissected community (pop. 30,000)—one which may well go into history as the archetype of good postwar satellite towns—is nearly completed. And Lawyer Klutznick, 50, onetime (1944-46) commissioner of the Federal Public Housing Administration and international president of B'nai B'rith (since 1953), wants to spend



KLUTZNICK



MANILOW

more time "in public matters." Manilow, 60, onetime (1954) NAHB first vice president and one of the nation's largest home builders, must now—on doctor's orders—spend half his time in Florida for his health. He was hospitalized shortly before the 1955 NAHB convention that might have elected him president.

Says Klutznick: "We are turning over the real estate operations, management operations, planning and development, building and selling of new homes. We will continue to own the commercial centers, the rental homes and the industrial land as investments. The new group will manage them for us. American Community Builders, as such, will go out of business."

Dissolving ACB will leave Klutznick and Manilow (and co-owners **Sam Beber**, a lawyer, and **Jerrold Loebel**, an architect) no small nest egg. Besides its 4,300 individually-owned homes, the \$115 million Park Forest includes 3,022 rental units and four shopping centers valued at some \$15 million.

Left for the new group, besides management work, will be completion of the last section that can be built within Park Forest's present limits, 1,060 homes just started (ACB will fold up July 1) and the possibility of buying 400 acres ACB owns nearby to build more.

Joseph Goldman, ACB's vice president in charge of production, will head the new group. But Klutznick has refused to divulge financial details of the shift.

Starting the final section, ACB came up with a \$1 million giveaway stunt that drew an opening day crowd of 20,000 and sold 232 homes (\$21,000 up) in the first week (see p. 127). Everyone who buys before June 30 will get a \$1,000 gift from ACB in the form of a special checking account which must be spent in Park Forest stores (and can't, of course, be applied to the down payment or closing costs). Thus Klutz-



GOLDMAN

nick & Manilow will pour up to \$1 million into the tills of merchants who pay them rent. Park Forest, says Klutznick, "has been an interesting, exciting and profitable venture. And we want to keep people talking about Park Forest."

Now, Klutznick (with other executives of ACB) will turn to building a town in Israel, 25 mi. south of Tel Aviv on the Mediterranean. In 15 years, he expects 150,000 people to live there. And he and his community builders have more plans for Chicago, but aren't ready to disclose them yet.

Leonard Haeger and **Bill Levitt** have parted company. Architect Haeger, for the last 3½ years a vice president and technical director for the big home building firm, blames "differences of opinion on a whole series of things." The former head of NAHB's construction and research department has now begun research projects for several big corporations. Haeger, 51, is a onetime head of HHFA's technical division and later was assistant chief of housing research.

Philip Brownstein, new head of VA loans, sees spurt soon

Philip N. Brownstein, new head of VA's loan guaranty service, thinks it would be "strictly crystal balling" to guess how much VA housing will rebound with 4¾% interest and Fanny May special assistance loans. But he has "heard informally from builders all over the country about plans for an impressive number of new VA developments." He expects these to show up in the next few months.

Brownstein, 41, was assistant director for loan policy and management under **Tom Sweeney**, whom he succeeds. Sweeney quit last month to become executive vice president of Colonial Mortgage Co., Washington, D.C. (April, News).

Born in Ober, Ind., Brownstein came to Washington at 18 to join FHA, became chief of its Title I audit division. While working, he studied nights at Columbus University (now part of Catholic University), received a law degree in 1940 and an LL.M. a year later. He moved to FHA's legal division, left in 1943 to join the Marines.

After the war, he switched to VA's expanding home loan guaranty staff.

Lee Johnson resigns from Natl. Housing Conference

Lee F. Johnson, who tried to resign a year ago because of a heart ailment but was persuaded to stay, is finally quitting as executive vice president of the National Housing Conference.

Johnson, 52, one of public housing's most astute lobbyists, will become executive director of the Denver Housing Authority. He has been NHC's chief staff executive since it moved from New York to Washington in

1944. A Colorado native, Johnson was publisher of the Delta County *Tribune* before he went to Washington as secretary (1930-'36) to former Sen. **Edward P. Costigan**. In Denver, he will succeed **Walter A. Gail**, who left last November after a row with public housing board members.

New Flintkote president stresses executive team

George J. Pecaro has moved up from executive vice president to president of Flintkote Co., major producer of roofing, siding, insulation, chimney products, gypsum, cement and paving. He succeeds **Perce C. Rowe**, 54, who retired "to devote his major time to other interests" after one year in office. Board chairman **I. J. Harvey Jr.** continues chief executive officer, as he did when he named Rowe to succeed him as President.

Pecaro was a forestry graduate from Iowa State College in 1930. He has spent his whole business career in building materials, most of it with Flintkote, which he joined in 1939 as manager of the Meridian, Wis. insulation board plant. Now a handsome tanned 50, he is proud of being "old in experience, but young in years and outlook."

He likes to stress that Flintkote is run by an executive team headed by Harvey "who carved out this company and set it up as a corporate entity." He considers himself and new executive vice president **George K. McKenzie** "I. J. Harvey's lieutenants."

The team is vital, explains Pecaro, "to put flesh and muscle on the skeleton \$20 million expansion program set up by Mr. Harvey two years ago to take the cream off the housing boom of the 1960s. If you're ready with plant and facilities, you must be ready with men." Some recent flesh and muscle: Flintkote's acquisition last year of the 2¼ million bbl. Kosmos cement plant near Louisville, Ky.

While Flintkote "will continue to acquire new businesses as they become available on an advantageous basis," Pecaro says sales and profits are the immediate problem—"which we share with the whole industry." He explains:

"Prices are at rock bottom now. If ever there was a good time to buy, this is it. We have to convey that idea to the public and pry loose some of their discretionary disposable income."

Pecaro predicts: "There will be a few price increases this year" because "we are not happy with the present price-cost relationship."

Some of America's greatest architects have finally been made fellows of AIA. Heading this year's list of 20 new fellows are **Marcel Breuer**, famed continental pioneer; **Gordon Bunshaft** of Skidmore, Owings & Merrill, famed designer of Lever House and many other award winners; **Edward D. Stone**, architect of the Museum of Modern Art in New York City, the American Embassy in New Delhi and the American pavillion at the Brussels fair; **William Pereira**, architect of the Lake County sanatorium (1936), now a partner of Pereira & Luckman; **George Vernon Russell** of Los Angeles, who has brought bright touches of human atmosphere to industrial buildings in southern California.

Walter Daran



PECARO



BROWNSTEIN

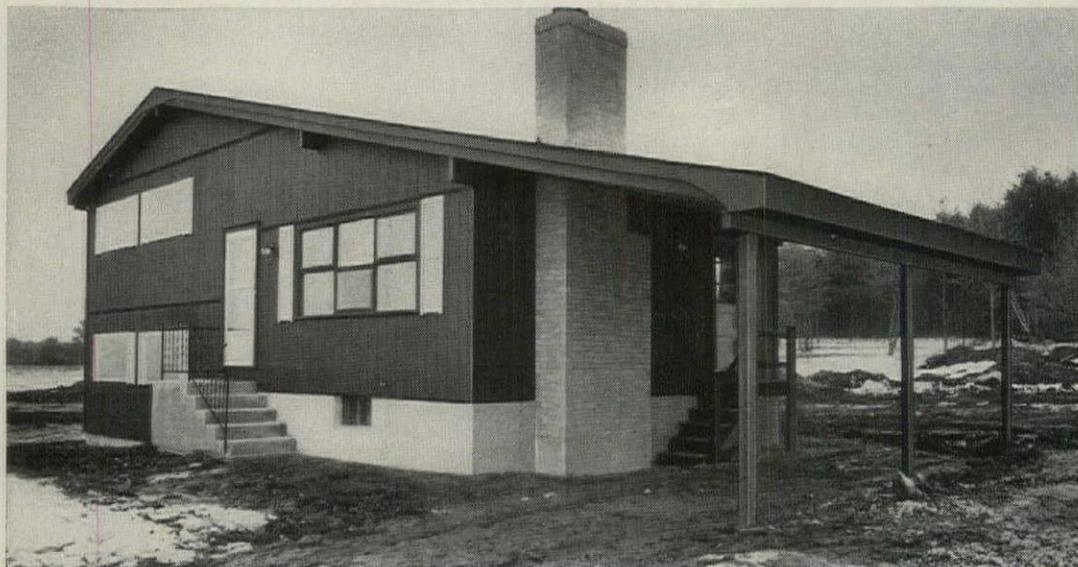
continued on p. 96



Sold at \$18,900... with Insulite Roof Deck and Insulite Primed Siding

Tri-level design, with 4 bedrooms, living room, dining room, kitchen, basement and 2 full baths. Roof and ceiling construction with 3" Insulite Roof Deck, on fir beams, extended over carport.

Sidewalls have 3 courses of Insulite vertical grooved Primed Siding, joined by wood strip with standard window flashing and molding trim. Joint system was devised by James Cummins.



"Quick sales like this keep us buying more Insulite," says Massachusetts builder

While the last few pieces of Insulite Primed Siding were still being applied to the home shown at left, and inside work was just beginning, the home was sold to a delighted buyer. "Frankly," said builder Arthur Tetreault, president of Sunnyside, Inc., West Acton, Mass., "when a home sells that fast, we know that Primed Siding and Insulite Roof Deck have to get a lot of the credit."

With its open beam ceiling, roomy carport, fireplace and many other fine features, the house is an excellent value at \$18,900. And here, any buyer can see the extras he gets in these two great Insulite products.

As big, rugged Roof Deck panels are fitted into place on the prefinished beams, 4 big jobs are completed at once. This is decking . . . insulation . . . vapor barrier . . . and finished painted ceiling . . . *all in one*. Instantly, the high, handsome open beam ceiling makes the home look large and luxurious.

For this exterior, the builders chose vertical grooved 4' x 8' panels of Insulite Primed Siding. In this style, or in 12" horizontal boards, Primed Siding offers flawless beauty, high-speed application, and the saving of one coat of paint. Want special information? Write us—Insulite, Minneapolis 2, Minnesota.



Vice President James Cummins, construction boss for Sunnyside, Inc., cuts Primed Siding with power saw, in foreground. Primed Siding work goes so fast, says Cummins, he can close in a ranch-style home in one day.

"Early sales mean extra profits," says Art Tetreault, left, to Insulite man Bob Wood, "and this sale was made before the partitions were up." Present project, planned for 162 homes, is 25 miles west of Boston.

build better, save labor, with

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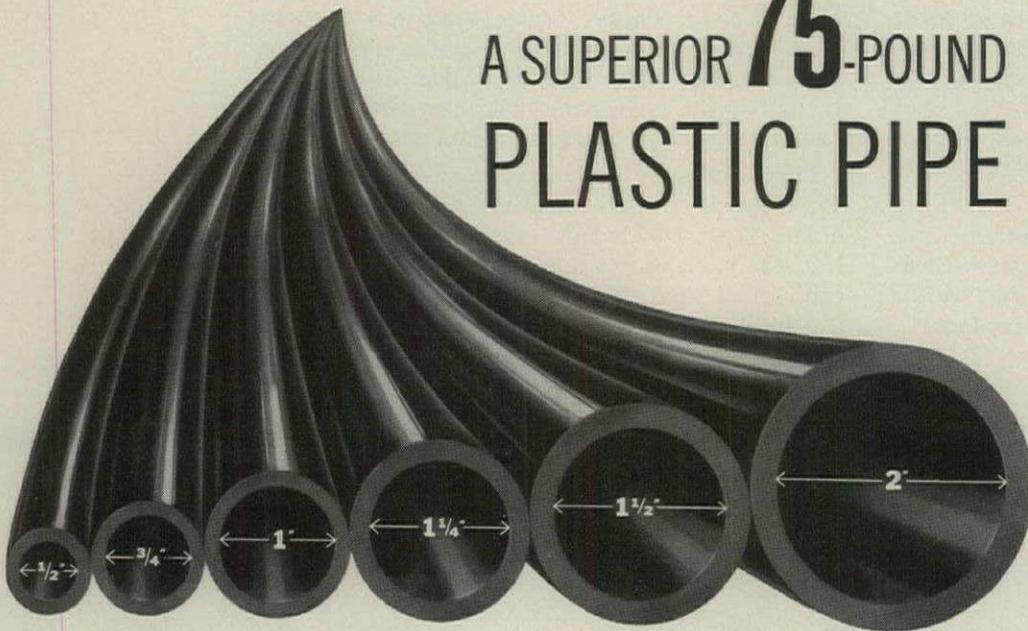
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Insulite Division, Minnesota and Ontario Paper Company, Minneapolis, Minnesota

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To you, this means performance you can rely on to do the job better. 75-Pound Orangeburg SP is approved for drinking water service by the National Sanitation Foundation. It's ideally

suited for well pipe, irrigation lines and other water services.

On your next job use 75-Pound Orangeburg SP and be sure. If your wholesaler does not have it in stock, a shipment can be made within one day.

Only 75-Pound and Heavy-Duty Orangeburg SP Plastic Pipe give you the advantages of this new slit-proof, pinhole-proof, high-molecular-weight resin. Backed by Orangeburg, a great name in pipe for over 65 years.



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Competitively
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Orangeburg SP Plastic Pipe is spirally wrapped in heavy kraft paper for convenient handling, clearly labeled and provided with a convenient rip cord for easy removal of wrapping. Sizes from 1/2" to 2" in standard coil lengths.

ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y. ... Newark, Calif.

Other new fellows and their AIA chapters:
For design: Robert Carson, New York; George L. Dahl, Dallas; Carl F. Guenther, Cleveland; John L. Rex, southern California; Preston S. Stevens, Georgia.

For design and public service: William L. Pitts, southeast Texas.

For public service: Nelson W. Aldrich, Massachusetts; Angelo R. Clas, Washington, D. C.; Theodore R. Griest, Kansas; Louis C. Kingscott, west Michigan.

For service to the institute: William C. Ambrose, North Carolina; Donald Q. Faragher, New York; Malcolm D. Reynolds, East Bay; George C. Young, Utah.

For education: Herbert L. Beckwith, Mass.

William Reid named to head new NYC housing authority

New York City is trying to make a fresh start to clean up its much criticized public housing empire.

Mayor **Robert F. Wagner** has named a former deputy mayor, **William Reid**, more recently a municipal consultant, to head a new three-man authority set up by new state law.

In the past year, New York public housing, once held up as the best in the US, has been exposed as little more than a municipally-owned slum. (April '57 News, et seq.) (Wrote New York *Times*man **Harrison Salisbury** of the 3,400-unit Ft. Green Houses: "Nowhere this side of Moscow are you likely to find public housing so closely duplicating the squalor it was designed to supplant.")

To compound the city's problem, the old five-man housing authority itself was condemned for "grave mismanagement" by city investigators. It was this finding which led to creation of the three-man authority of paid commissioners (probably \$30,000 a year each—highest in the nation). Only the chairman of the old board drew a salary.

REALTORS: **Kenneth S. Keyes** (rhymes with size), founder and board chairman of The Keyes Co., Miami, the South's biggest realty firm, and past president of NAREB, resumed the presidency of Keyes Co., as **L. Allen Morris** resigned to devote full time to developing a shopping center and other interests.

NAHB split up its combined construction department and Research Institute staff. **Rotund Ralph J. Johnson**, boss of both since **Len Haeger** quit to join **Bill Levitt** 3 1/2 years ago, was made director of the Research Institute which NAHB said has been "broadened in scope." Johnson's former assistant, **Richard J. Canavan**, moved up to director of the construction department.

Kinne R. Sutton, executive vice president of Georgia home builders for 2 1/2 years, will resign June 1 to join **Tekcraft Corp.**, Atlanta, as general manager and assistant to President **Clayton Powell**, Savannah-based home builder. Tekcraft, a new company, will build homes in Atlanta from components shipped from a Savannah plant which Powell owns with Builder **Woodrow Dyches**.

Inspecting a job, Chicago Architect **Harry Mohr Weese** slipped from the foundation wall of a Barrington, Ill. house and fractured his skull March 31. He was hospitalized in grave condition for a week. On the mend, by late April, he faced several weeks of bed rest before getting back on the job.

Weese, 43, won architectural honors—the AIA medal and Roche prize—before he graduated from MIT in 1938. For the next two years he worked on MIT's Bemis Foun-

ation prefab and housing research. In 1940, he went into private practice with **Benjamin Baldwin** in Chicago—and they promptly won the Museum of Modern Art's International furniture design contest. After serving as an engineering officer on a destroyer during World War 2, Weese joined Skidmore, Owings & Merrill. In 1947, he set up his own practice, now **Harry Weese & Associates**. His recent work includes planning and consultation for Chicago redevelopment agencies, a US embassy office and housing in Accra, public housing units and university dormitories in Chicago.

Milford A. Vieser, vice president of Mutual Benefit Life Insurance Co., has given up his job as chairman of the housing and mortgage lending policy committee of the Life Insurance Assn. He has held the job, which made him life insurance's No. 1 spokesman before Congress on housing policy, since the committee was formed five years ago. His successor is **R. Manning Brown Jr.**, New York Life's vice president for real estate and mortgage lending.

DIED: Lt. Gen. **Richard J. Smykal**, 57, Wheaton, Ill. home builder who became a leading fighter against the Japanese in World War 2 and later against the slums of Chicago, April 4 in a Chicago hospital after a heart attack.



SMYKAL

The former commander of the Illinois National Guard had been Chicago's first Community Conservation Board Chairman until illness forced him to retire last October. The board—first of its kind in the nation—was charged with promoting the salvage of blight-threatened neighborhoods. Before that, Smykal had first reorganized and then headed the Chicago building department—a job for which he was drafted in 1953 after the Chicago *Daily News* accused building inspectors of aiding slumlords by turning in false inspection reports (July, '53, News).

Chicago-born Smykal was wartime chief of staff for the late Gen. **Joseph W. Stilwell** in the China-Burma-India theater and headed a combined Allied ground-sea-air task force in the South China sea during the war's closing days.

OTHER DEATHS: **Charles McDorman**, 43, vice president of First Funding Corp., Washington, D.C., mortgage firm, Mar. 20 in Washington; **William C. Vladeck**, 44, architect and former planning director of New York City's Housing Authority, Mar. 20 in New York, of a heart attack; **Roy H. Glover**, 67, board chairman of the Anaconda Co., world's No. 1 copper producer, Mar. 31 in Washington, D.C., of a heart attack; **William Dewey Foster**, 68, architect who specialized in restoration of historic buildings, Apr. 4 in his Washington, D.C. office, of a heart attack; **William C. Palfuss**, 57, a past president of the Milwaukee Board of Realtors, Apr. 5 in Milwaukee, following a heart attack; **M. A. Hortt**, 77, realtor, land developer, banker and one-time (1934-5) mayor of Fort Lauderdale, Fla., Apr. 15 at his Pompano Beach home.

NEWS continued on p. 100

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ally the most economical vapor seal on the market when you consider the reduced maintenance and redecorating costs realized through the complete elimination of moisture migration into the structure. COMPARE the permeance ratings... as you can see by the chart below, "PREMOULDED MEMBRANE" is over 16 times more impermeable than the next ranking material.

MATERIAL	WATER VAPOR TRANSMISSION (in "perms)
"PREMOULDED MEMBRANE"	.0066
Polyethylene Film (.004 in. thick)	.097
55 pound roll roofing	.030
Duplex paper (coated both sides reflectors material, reinforced)	.304

*PERMS—grains per square foot per hour per inch of mercury difference in vapor pressure at standard test conditions.



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- "HYDROMAT" Asphalt Liners
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- "CORKTITE" Perimeter Insulation
- PAVING PRODUCTS: Expansion Joints, Center Strip, Hot and Cold Rubber Asphalt Seal, Hot and Cold JFR Joint Seal, Curing Compounds and many others.

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Herman Niessen, York, Pa.—"
... your cooperation in producing... brochures and other advertising media... has been tremendously helpful."

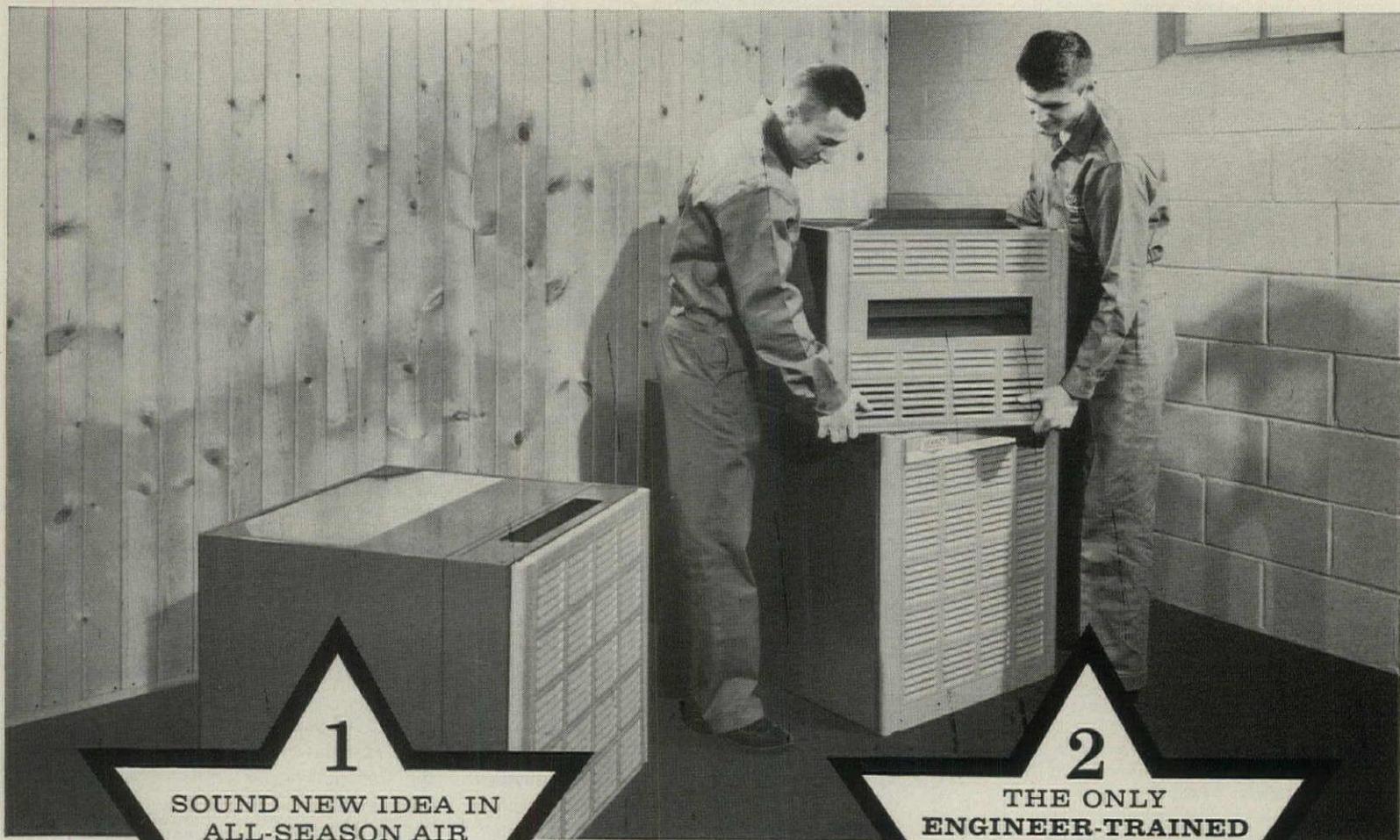


Russell Wohlgenuth, Littleton, Colo.—"This letter is to inform you of our complete satisfaction with the personalized tract brochures you have supplied us. This brochure has indeed turned lookers into buyers."



Gil Girdauskas, Milwaukee, Wis.—"The quality of the workmanship in your brochures is the finest we have ever seen."

READY



1

SOUND NEW IDEA IN
ALL-SEASON AIR
CONDITIONING—
"BLOCKS
OF COMFORT"!

2

THE ONLY
ENGINEER-TRAINED
DEALERS
WORKING
DIRECTLY WITH
THE FACTORY!

LANDMARK* all-year comfort system appeals to prospects, ends complaints

For the first time—a year-round air conditioning system that will stir the imagination of your prospects! A dramatic new idea: separate "blocks of comfort" permit your Lennox Comfort Craftsman to choose the *one* right cooling unit, heating unit, air handling unit for every home you build. Combined, these units form the Landmark, to bring your customers heating and air conditioning made-to-measure to their needs; to banish complaints of noise, discomfort, faulty operation, high operating costs. *Installation time is cut by hours!*

Your Lennox Comfort Craftsman serves on your team, solves your problems

There is one man in your community qualified to give you ALL the service you have a right to expect—your Lennox Comfort Craftsman. This man is trained in a Lennox factory by Lennox engineers. He works directly with the factory to fill your needs *on time*. He serves right on your team to give you expert planning, installation and servicing—promotion aid, too, if you wish. He can meet *your most exacting need*, with the world's most complete line of heating and air conditioning equipment. Find his name in the Yellow Pages.

NOW TO HELP YOU SELL... DRAMATIC, NEW LENNOX 3-STAR PROGRAM!



3
 THE INDUSTRY'S
 MOST COMPLETE
 MERCHANDISING,
 PLANNING,
 SELLING HELP!

WRITE, WIRE OR PHONE LENNOX
 for all the facts about this 3-star program!

Site-tested promotion aids save you time and money—really motivate sales!

The merchandising phase of this powerful 3-star program begins with big-space advertising in national magazines to stimulate interest in home buying. Ads in such magazines as *Time*, *House Beautiful*, *House & Garden*, *Parents'*, *Vogue*, *National Geographic* and *Reader's Digest* say: "Buy that new home now... and be sure there's a Landmark in it!" Complete merchandising programs help this giant ad effort pay off in your model homes. Site-tested merchandising packages provide all the tools you need to pull prospects and turn them into buyers.

See *Sweet's* for product facts; or, for complete information about this new program, inquire of Lennox Industries Inc., Dept. HH-85, Marshalltown, Iowa.

SEE OUR CATALOG
 IN SWEET'S
 ARCHITECTURAL
 FILE
 File No. 30b/Le

You do better when you do business with...

LENNOX

©1958 LENNOX INDUSTRIES INC., HEATING AND AIR CONDITIONING, FOUNDED 1895; Marshalltown and Des Moines, Ia.; Syracuse, N. Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg. *Trade Mark

continued from p. 97

CANADA:

Big first quarter gains in starts, NHA loans

First quarter starts were more than double last year, largely spurred by the government's agency lending (Feb., News). The figures, for urban centers over 5,000 pop. (about 80% of total):

	1958	1957	% increase
Actual starts	14,569	6,668	118
Annual rate	129,500	59,300	118

NHA lending was jumped, too, though over half was government money, which ran out April 11. No more can be voted until Parliament reconvenes late this month.

\$5 per front ft. sewer fee voided in Toronto

When Toronto's metropolitan government went into operation in January 1954, it was widely hailed as a solution to area-development problems that defied solution by voluntary cooperation. Builders in particular hoped the Metro's broad tax and fiscal powers would stop suburban areas from restricting home-building because they lacked money to finance new community facilities.

Now—four years later—builders are crying that Metro government has multiplied their problems instead of easing them. Their biggest complaint is that lot development standards have been boosted so much improvement costs have doubled (\$1,075 to \$2,525). When Metro imposed a \$5 per front foot fee on new lots to pay for sewer mains last fall (Nov., News), builders and developers fought back. They had a lever to work with. The Metro exists under mandate from the Ontario legislature, which must validate its regulations. So developers appealed to the legislature to refuse assent to the \$5 fee. It did.

It was the first time authority of the Metro had been successfully challenged. But Metro Boss Fred G. Gardiner says: "This is only the first round. We have more moves coming up."

What are they? One possibility: Metro may classify new subdivisions "premature" in areas where developers don't pay the \$5 levy "voluntarily."

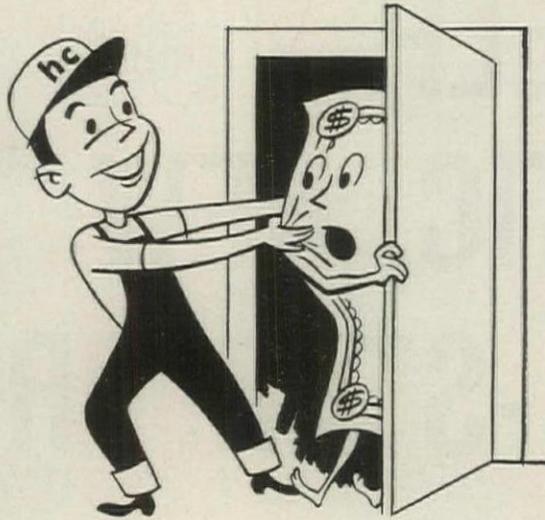
Meanwhile cry builders, high land and development costs stop them from building \$10,000 to \$12,000 homes "where the greatest need lies." A 50' lot now costs \$4,000 to \$5,000.

Here's what builders say it cost last year to develop a 44' lot in suburban Scarborough:

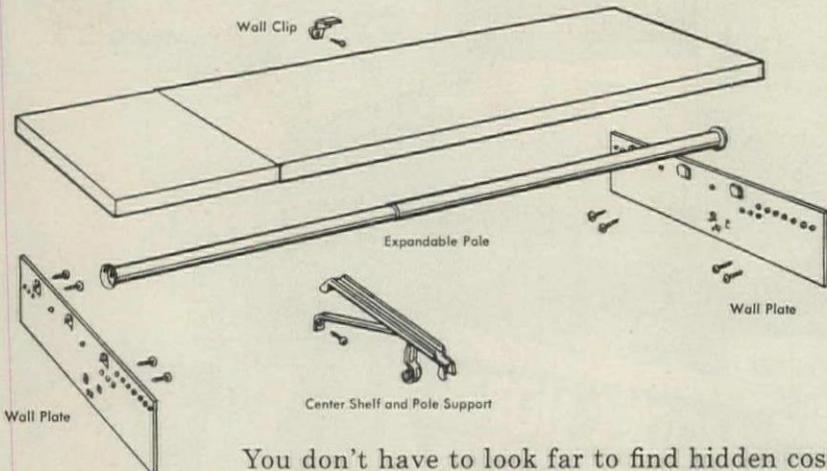
Raw land	\$942
Legal fees	5
Mortgage interest (18 months)	103
Municipal taxes (18 months)	23
Municipal park dedication	47
Road, curb, sidewalk, sewer and water (double connections)	1,783
Storm outfall	95
Engineering fee	113
Survey	25
Town planning consultant fee	7
Municipal grant (\$35/acre)	7
Municipal contribution (\$5 per foot front and flank)	295
Municipal sewer inspection fee	29
Municipal water meter	20
Performance bond (18 months)	21
Maintenance bond (24 months)	8
Company overhead	98

Total serviced lot \$3,621

Eliminate hidden closet costs with



X-PANDA
SHELF *Trade Mark of Home Comfort Mfg. Co.



You don't have to look far to find hidden costs in conventional shelving material. Figure the wasted time... cutting—fitting—painting—installing... it's expensive! You get a finished job at lower installed costs when you use X-Panda prefabricated shelving for clothes closets (illustrated above), linen closets and wall storage areas... investigate today.

- X-Panda Shelves fit all size closets.
- Saves time—installs in less than 10 minutes. Package comes complete with all hardware necessary for installation.
- Strong—won't warp. Choice of three finishes—linen, graytone, or aluminized.
- X-Panda Shelves—easily adapted to out-of-square walls.

H-C Sales Co. 3300 N.E. Adams St. Peoria, Ill.

X-Panda Shelf—A product of Home Comfort Mfg. Co.

H-C Sales Co.
3300 N.E. Adams St.
Peoria, Illinois

Please send the latest literature on X-Panda Shelves.

NAME _____
STREET _____
CITY _____ STATE _____





After just minutes of heat lamp exposure, temperature under the aluminum foil panel (right) measures some 12° cooler than temperature under bulk insulation. Conditions are identical.

Here's extra summer comfort your prospects can measure

ALFOL INSULATION GIVES YOU AN EXTRA SELLING FEATURE AT NO EXTRA COST

Hot days are *selling* days for homes insulated with Alfol. Superior summer comfort is the reason. As demonstrated by the test you see above, Alfol makes a difference your prospects can *feel!*

The secret of this degrees-cooler comfort is the entirely different principle on which the Alfol blanket works. Instead of soaking up the heat, Alfol's multiple aluminum foil sheets *reflect* it . . . instantly, continuously. The results: a completely new dimension in hot-weather insulating performance.

In winter, too, Alfol, excels. And what's more, it

gives you a positive and continuous vapor barrier for unmatched protection from condensation.

Best of all is the price. For the fact is, Alfol usually costs less to buy and less to apply than ordinary bulk-type batts. All things considered, isn't it time *you* investigated Alfol?

FREE "Summer Comfort" brochure describes how you can use Alfol's summer-efficiency "plus" as a merchandising value . . . to reduce air conditioning costs, etc. For your free copy of this idea-packed pamphlet, return the coupon below.

SEND TODAY for FREE NEW BROCHURE ➔



Please send
SUMMER COMFORT
brochure on
ALFOL
Aluminum Foil
Insulation

REFLECTAL CORPORATION, Department C-62
A subsidiary of Borg-Warner Corporation
200 South Michigan Avenue, Chicago 4, Illinois

Name _____
Firm _____
Address _____
City _____ State _____



REFLECTAL®

Borg-Warner®



"Builders could sell a lot more houses if the manufacturers gave them more selling help."

CONSULTANT STANLEY EDGE

**A "good living" idea for your new home
...sliding glass doors of Thermopane**

"Good living" because this wall of Thermopane insulating glass is a tremendous "picture window" that lets you see all of your view. Because it has a door that slides effortlessly aside to let you in or out (or let a cooling breeze come in). And it's an insulated wall to keep you warm and warm when winter comes and it cuts heating costs. Thermopane insulates against summer heat and outside noise, too.

L'O-F doesn't make sliding doors, just the glass for them. But your local L'O-F Glass Distributor or Dealer can tell you where to buy them. Look him up in the Yellow Pages.

Write for a beautifully illustrated booklet describing Thermopane and what it can do for you. Only 10c. Dept. 1458, Libbey-Ox-Ford Glass Company, 609 Madison Ave., New York 17, N.Y.

L'O-F GLASS
The INSULATED GLASS LIBBEY-OXFORD
a Great Name in Glass

Full color advertisements, like this, in American Home and Better Homes & Gardens promote new home sales.

See Raymond Burr as Perry Mason and Barbara Hale as Della Street in THE PERRY MASON SHOW, Saturday Nights, CBS Network, 109 stations.



so Libbey·Owens·Ford is telling

all America in magazines right now

and soon on The Perry Mason Show:

"Living's more fun in a '58 home!"

We're urging the public, *your* prospects, to visit model homes. We want them to see the wonderful new features you have provided—features that make life so much easier, so much more comfortable, so much more fun! Like sliding doors of *Thermopane*® insulating glass!

Sliding glass doors are becoming more and more popular. Especially when made of *Thermopane*. Because *Thermopane* reduces drafts, insulates to cut heating costs in win-

ter and air-conditioning costs in summer.

Put *Thermopane* on your sales force! Use it in sliding doors, and windows throughout your model home. Offer it as an option, if you wish, but watch the interest it creates!

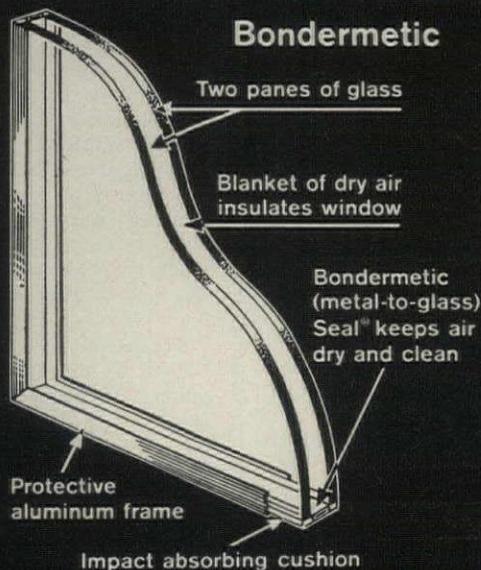
Be sure to ask for *Thermopane* merchandising helps. Call your L·O·F Glass Distributor (listed under "Glass" in the Yellow Pages), or write direct. Dept. 958, Libbey·Owens·Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.



Thermopane

INSULATING GLASS

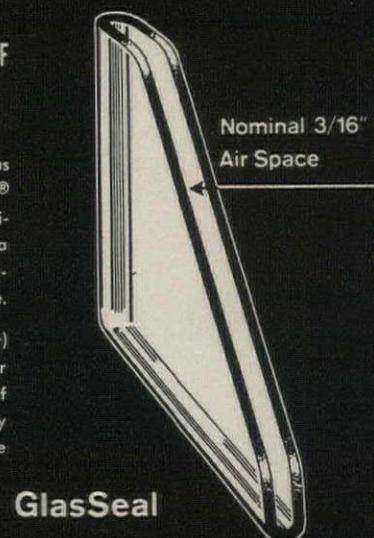
LIBBEY·OWENS·FORD *a Great Name in Glass*
TOLEDO 3, OHIO



2 NEW, IMPROVED KINDS OF *Thermopane*

Thermopane (left) with the famous Bondermetic (metal-to-glass) Seal® now has clean-cut edges (maximum strength) cushioned by a special mastic and further protected by an aluminum alloy frame.

GlasSeal® *Thermopane* (right) sets new quality standards for all-glass insulating units. Made of DSA sheet glass, its uniformly rounded, smooth, true edges make glazing easier, faster.



Everybody's trading up

Your story of the month, "Everybody's Trading Up in Oskaloosa" in the March issue, is terrific!

BILL KILPATRICK
Rolscreen Co.,
Pella, Iowa

An important story. The true significance is the recognition by the individuals in Oskaloosa that by maintaining their existing properties they were able to "trade up" to get what they wanted.

This attitude could result in another boom, or at least end this recession, and could do a great deal for redevelopment and urban renewal. It has done a remarkable thing for this small city.

I am impressed by what two Frank Lloyd Wright houses spark-plugged.

FREDERICK C. KRACKE, *exec. vice president Gen. Contractors Assn. of Contra Costa County, Calif.*

Your article on our city—Oskaloosa—does a marvelous job of portraying our building program.

CLIFFORD L. DODSON, *exec. secretary Chamber of Commerce Oskaloosa*

One of the most fascinating presentations ever made. My congratulations for your constant plugging in the field of community facilities.

ERNEST G. FRITSCH, *chairman community facilities committee, NAHB*

Certainly should give the small builder many ideas and some much needed confidence in their future programs . . . a terrific job of research . . . the most interesting reading I've seen in a long time—and I read plenty.

HELEN W. HIGGS, *exec. secretary Peninsula General Contractors & Builders Assn. San Mateo*

This story is not only important to small volume builders; I sincerely believe that all builders can learn a great deal from it.

CARL T. MITNICK
1st vice president, NAHB

We sometimes feel here in Iowa that we are pretty much ignored by national publications interested in good architecture. Good design is being produced here and I should be delighted to show it to you.

GEORGE RUSSELL, AIA
Des Moines

We were happy to see on page 96 of your March issue photographs of a residence we did a few years ago for Mr. & Mrs. George Smith of Oskaloosa.

You can imagine our surprise and disappointment to read that the house we designed and engineered was done by "Wm. Nielsen." Thinking that the mistake might have been a transposition of names we looked, but in vain, for our credit line.

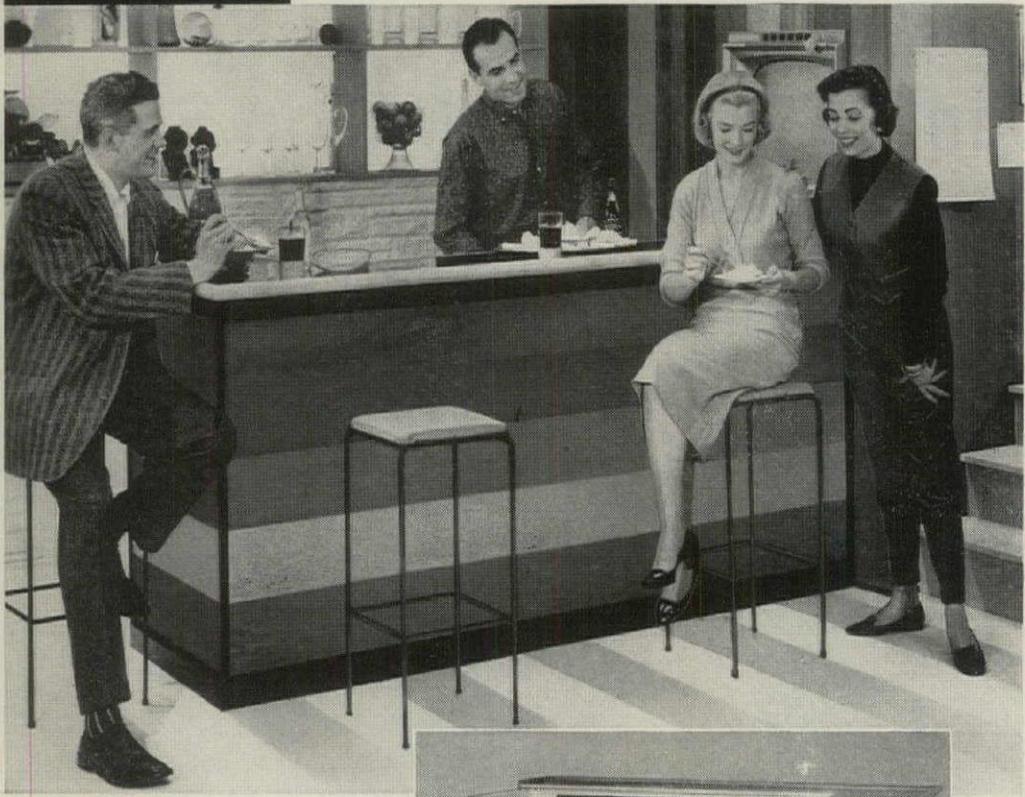
Though we have done quite a few residences, as well as schools, airline ticket offices, etc., many of which we consider as good if not better than the Smith house, we have never been in HOUSE & HOME before. Finally we make the grade and then someone "goofs".

ZAY SMITH, AIA
LaGrange, Ill.

Sorry, goof we did—ED.

Dwyer snack bar

ADDS SALES APPEAL AT LOW COST

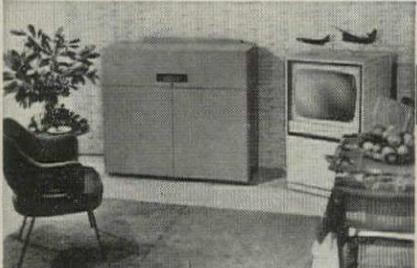


makes the recreation room a complete hospitality center



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, range-top, sink and storage.

FREE SNACK BAR IDEA FOLDER

DWYER PRODUCTS CORPORATION
Dept. H-1505, 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.

I read it with extreme interest and want to say it is an excellent job.

R. V. PORTER, *president*
Hawkeye Lumber Co.
Oskaloosa

To Kash Amburgy's credit

The article about Kash D. Amburgy, a housing developer near Cincinnati (News, Mar.) was excellent. The piece told the whole story of the involved affairs of Mr. Amburgy with remarkable accuracy.

The federal court has approved the plan of arrangements and not one creditor has raised a single objection. Furthermore, Small Business Administration has formally approved a \$200,000 loan, and it is the consensus of everybody involved, including the federal court judge, that Mr. Amburgy will pay all of his creditors one hundred cents on the dollar and thereby save the homes of 170 small home owners.

EARL T. BARNES, *attorney*
Cincinnati

Cover-to-cover reader

I can't resist a heartfelt "thank you" for the splendid job HOUSE & HOME is doing for both the public and the building industry. I make it a point to read your magazine promptly on arrival and to get every staff member to subscribe and I read it from cover to cover, including advertisements.

MORRIS MILGRAM, *exec. vice president*
Greenbelt Knoll, Inc.
Philadelphia

Centex and Orange County

We read your March article about Centex with great interest, noting in particular your statement "Centex has laid eggs like many another builder. One Lively would like to forget is his venture in Orange County, Calif. where Centex (and many others) built more homes than the market could absorb!"

With equal interest we noted that you listed Tietz Construction Co. and Ross Cortese fifth and sixth, respectively, as giant builders of 1957. Tietz Construction Co. and Ross Cortese both confined their building in 1957 almost exclusively to Orange County.

Orange County has experienced almost phenomenal growth with no evidence of a letdown. It can hardly be called "slow selling" if it has two builders in fifth and sixth place in size among other firms with nation-wide building locations.

HARRY S. RINKER, *secretary treasurer*
Tietz Construction Co.
Garden Grove, Calif.

Land planner for Galbreath

In your story (News, Mar.) about the new town John W. Galbreath is building in Arizona for the Kennecott Copper Company, an important item was omitted, the name of the land planning engineers, Mott and Hayden Assoc.

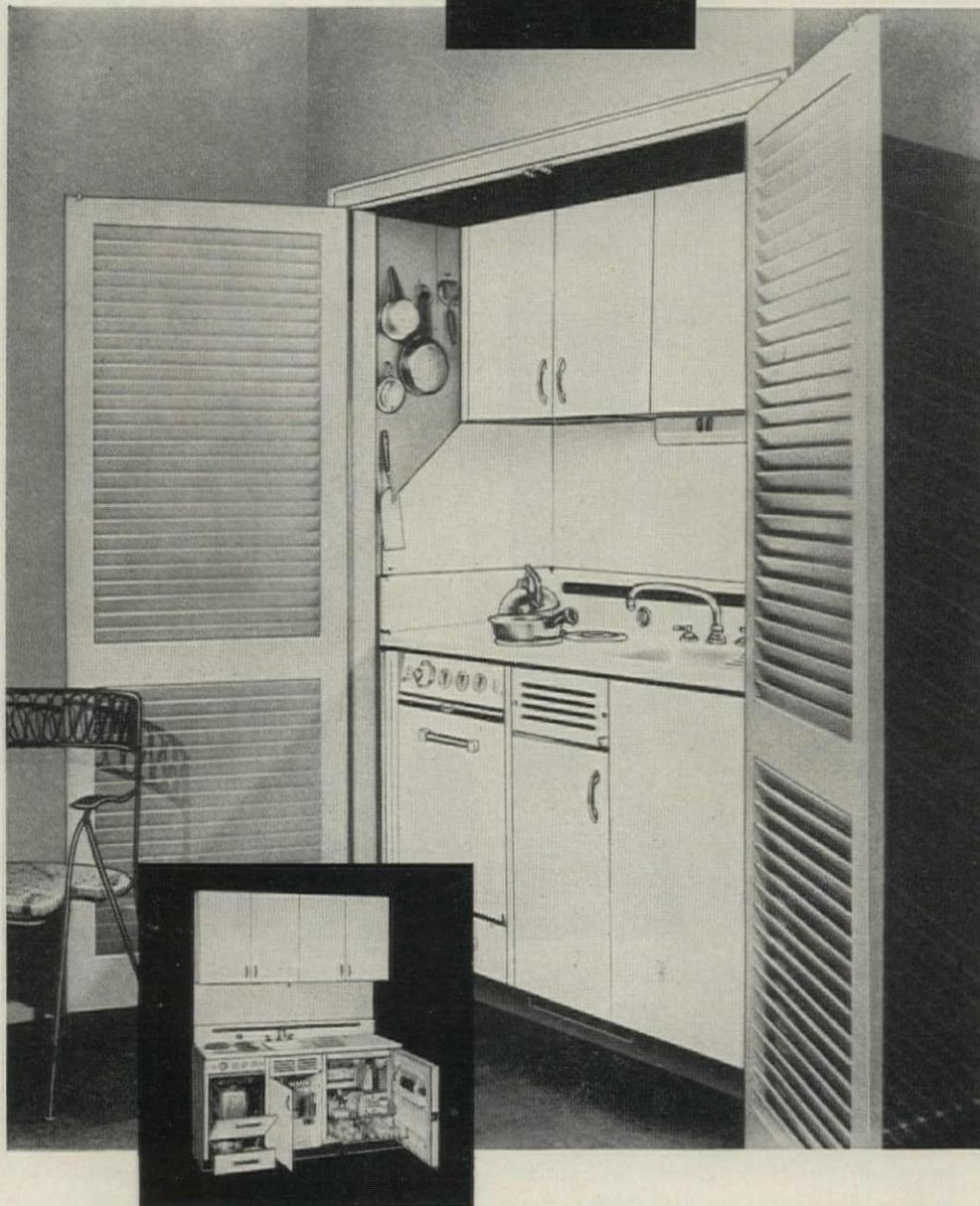
In the last few years, we have planned two other towns Galbreath is building: Fairless Hills, and Hoyt Lake, Minn., as well as San Manuel, Ariz. for the San Manuel Copper Corp. and Del. E. Webb Construction Co.

SEWARD H. MOTT
Mott and Hayden Assoc.
Washington, D.C.

continued on p. 108

compact kitchens by

Dwyer



For profitable apartments ...new or remodeled

Here's a kitchen especially engineered and designed for new and remodeled apartments. It easily installs in less space than most closets.

Complete with deep sink, range, oven, big refrigerator and storage area . . . ready to hook up. You save installation time, money and valuable living space for the tenant,

while providing an attractive, efficient kitchen that lets the apartment command more rent.

And once a Dwyer is in, it's in to stay. Defies hard use and abuse. Finish is porcelain . . . not paint. That's why many Dwyers have been in continuous use for more than 25 years. Send coupon for full details.

FREE CATALOG gives you full particulars and specifications on the entire Dwyer line. Models from 39 to 69 inches in width, gas or electric. Mail coupon today.

Dwyer Products Corporation
Dept. H-1505, Michigan City, Indiana

Please send new catalog on Dwyer compact kitchens.

Name _____

Address _____

City, State _____

Now over 500 builders signed up! Comfort-Conditioned Home



Mr. Glen E. Breeding of *Midwest City, Okla.*

"Most progressive step forward in the home building industry in . . . years . . . identifies the builder as a 'quality builder' with high standards . . . The fully insulated house will save over a 10-year period the initial cost of air conditioning and heating equipment. Full housepower will greatly increase the livability and safety of a home . . . other features such as screened and covered patios which I find as important selling points . . . expect it to start showing results as soon as our new model homes are opened . . ."



Mr. Reilly McGraw of *Indianapolis, Ind.*,
President of Town & Country.

"I've used Fiberglas* insulation materials exclusively for about 8 years, I've found them to be superior to any others on the market, and I appreciate the impact in name brand when selling to customers . . . The public benefits by the program by being aware of the comfort and savings available in the new building techniques . . . builders have to build on their future of satisfied customers and I feel this is one of the biggest steps to completing the desires of a satisfied customer . . ."



Mr. Nels G. Severin of *San Diego, Calif.*,
President of National Assoc. of Home Bldrs.
Severin Construction Co.

"Greatest effect will be to interest people in bettering their housing . . . by making them realize there are advancements in housing today which they probably do not have in their present home. This certainly should help sell homes . . . the builder gets benefits the moment he enters the program."



PROVIDING WHAT PEOPLE WANT generates the sales excitement in Comfort-Conditioned Homes. (1) Low cost heating and air conditioning with full insulation (2) more appliances and lighting with full "housepower" (3) indoor-outdoor living with screening and plastic paneling (4) decorating ideas with curtains, drapes, furniture, lamps, plus many other comfort features that *sell!*

6 leaders tell you why the new is going up all over America!



Mr. Perry E. Willets of Miami, Fla. Home builder and developer all over Florida.

"The builder is tied in to a nation-wide advertising program combined with a point-of-sale merchandising program. The same applies locally, giving the builder the benefit of national and prestige advertising in recognized magazines . . . There are plaques, posters and the cost analysis study, all of which we can display at the homes on exhibit . . . To me, it's a step toward producing the most comfortable house to live in—something we're all interested in . . ."



Mr. Leland Lee, Jr. of Dallas, Tex. A well-known Texas builder who is president of his own firm, the Lee Construction Co. of Dallas.

"Producing the best possible home is the most important service a builder has for sale . . . The program will help teach the customer to look for the hidden but important assets such as full insulation and full housepower . . . difficult to say who will benefit most, builder or public."

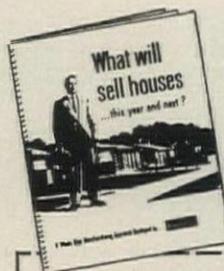


Mr. Carl T. Mitnick of Colwick, N. J., First Vice President, NAHB and President of Somers Point Development and North Cape May Development Corp., New Jersey.

"Helps in our efforts to show the public that we can deliver a fine, really new home with the most advanced materials and methods for no more cost—it shows how we can do this by substituting new materials and methods for old . . . we'll be able to devote more of our selling time to location and design, rather than wasting it selling the material and equipment that have gone into the house."

More and more leading builders everywhere are signing up for what they agree is "the best selling promotion we've ever seen!"

To date 520 builders have planned 40,000 Comfort-Conditioned Homes and the totals get bigger every week! More homes going up, more manufacturers tying in and more public enthusiasm everywhere! Still time for you to build Comfort-Conditioned Homes and profit from the biggest single builder aid program sponsored by any company in 1958. Send coupon, see the presentation *now*.



*T. M. (Reg. U.S. Pat. Off.) O-C. F. Corp.



GOING UP ALL OVER AMERICA—THE COMFORT-CONDITIONED HOME

Owens-Corning Fiberglas Corporation, Dept. 67-E, Toledo 1, Ohio

Gentlemen: I'm interested in hearing your presentation on the Comfort-Conditioned Home Program.

Name _____

Address _____

City _____ Zone _____ State _____

Call your Fiberglas representative. You can locate him in the yellow pages of your phone book.



Realist stereo sells decorating and construction fast!

"In our interior decorating business, we now have an effective way of showing finished work," reports Doris Zirkel, Doris Zirkel Studio, 436 W. Wisconsin Avenue, Milwaukee, Wisconsin.

"The problem of presenting completed work effectively was solved when we discovered Realist stereo photography. Now we take pictures of finished rooms and have built a file of stunning three-dimensional slides. These slides have been tremendously important as a means of selling our work and they help customers choose the materials, patterns and arrangements they prefer quickly and without doubt.

"Customers often remark that the true-to-life qualities of the slides make them feel like they are in the actual rooms photographed."

Apply this dynamic sales aid to your product or service. This is just

one of the countless ways Realist stereo photography can be used as a powerful tool to increase sales. Realist stereo slides display any product or service to best advantage—get across sales features to prospects quickly and with the impact of life-like depth and color.

Investigate the possibilities of using Realist stereo photography to help your firm sell its product or service faster and with greater ease. Fill in coupon below and mail today.

Slide duplicating

Realist, Inc. make duplicate stereo and 35mm. slides with amazing accuracy. Order 1 slide or 1,000 with the assurance each will be a clear-cut copy of the original. Mounted in cardboard, ready for viewing. New low prices to industry. Fast delivery.

Free Booklet!

shows how you can sell faster with Realist stereo slides:

Just fill in coupon and mail. We'll send you our big 3D booklet packed with interesting facts on how you can put Realist stereo to work selling home construction or remodeling. Mail coupon today.



Everything in stereo: camera, viewers, slide mounting, etc. A subsidiary of the David White Instrument Company.

Realist inc.

2051 N. 19th St., Milwaukee 5, Wisc.

Please send me free copy of Realist stereo 3D booklet

Name _____

Address _____

City _____ Zone _____ State _____

New ways to wire

We have studied very carefully your story on the Wiring Demonstration Home and find that it offers much food for thought. The idea of providing more capacity—not more wiring—is certainly a step forward.

We have been quite successful in getting our contractors to install a three-wire, 115/230 v, 20-amp. branch circuit, equipped with split-wired receptacles in the kitchen-dining room areas. However, the idea of split perimeter wiring or "Housepower Loop" offers wonderful possibilities in stepping up the electrical capacity.

HERBERT SNEAD, executive secretary
Adequate Wiring Bureau, Dayton

... of extreme interest. Our company is very "Housepower" conscious and this new concept appears to have far reaching effects.

R. J. O'CONNOR, supervisor
residential & farm sales
Idaho Power Co.,
Boise

Trade-ins and taxes

Your editorial a year ago criticizing FHA requirements has brought a great improvement here in Iowa. But I would like to call your attention to another problem which is important, too, "How do we get low cost housing in a high-tax area?"

Under the present revenue code a builder who sells a new house by taking a used house in trade is taxed just as if he had sold the new house for all cash. As a result the builder may well find he has either paid out to the Government, or tied up in the old house, twice as much money as his total profit on the new house sale. Let me give you an example:

New House—Sale Price.....	\$18,000.00
Cost of land & House.....	16,000.00
Profit	\$2,000.00
Trade-in House	\$8,000.00
Mortgage or contract	5,000.00
	\$3,000.00
State & Fed. Tax or 55%....	1,100.00
	<u>\$4,100.00</u>

We believe the immediate tax should be limited to the amount of profit received in cash, and if the trade-in house cannot be financed, the builder should be permitted to sell it on contract and get the same deferred tax treatment he would have received had he sold the new house on contract with 30% or less down.

We can't build \$8,000 houses in this area, but if we are relieved of this tax in equity, we can make \$8,000 homes available through a trade-in program.

A bill was introduced in the 85th Congress (HR 238) to deal with this matter. This bill would have deferred the tax for 24 months. The trouble with this bill is obvious—the average small builder might gamble he could sell the trade-ins and find two years later that he had been compelled to sell on contract yet owed the government a big immediate tax bill. I refer you to Subparagraph (B) of Section 1001, Internal Revenue Code of 1954, also Section 1002.

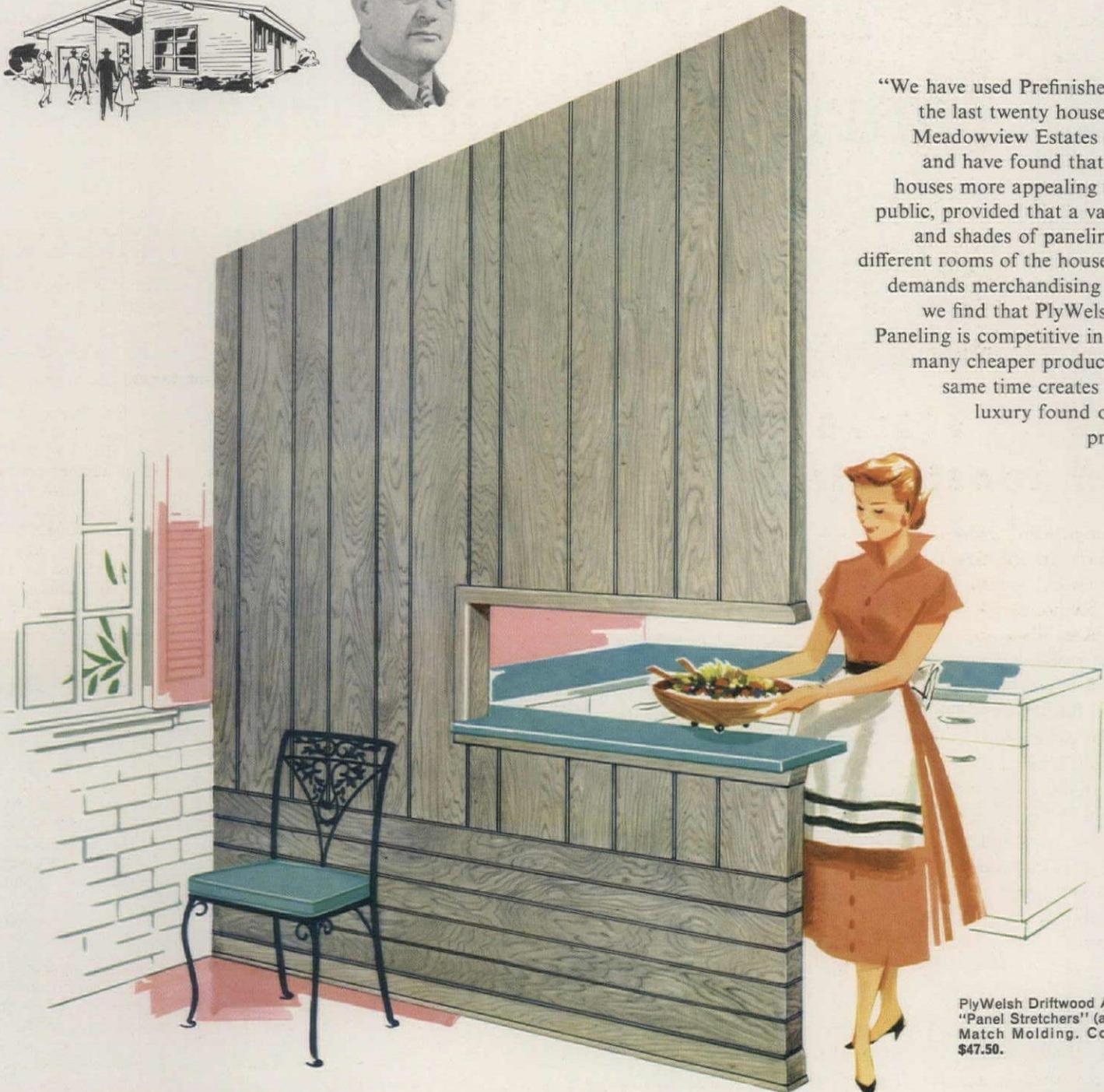
E. T. McMURRAY, president
Home Builders Assn. of Iowa

how to *SELL* houses in today's tough selling market



"Smart merchandising has done it for us," says LESTER MATLOCK
LESTER MATLOCK & COMPANY, Builders, Developers, Realtors, Wichita, Kansas.

"We have used Prefinished Paneling in the last twenty houses built in our Meadowview Estates development, and have found that it makes our houses more appealing to the buying public, provided that a variety of types and shades of paneling are used in different rooms of the house. The market demands merchandising like this, and we find that PlyWelsh Prefinished Paneling is competitive in price against many cheaper products, and at the same time creates the feeling of luxury found only in higher priced homes."



PlyWelsh Driftwood Ash Panels, "Panel Stretches" (at base) and Match Molding. Cost: About \$47.50.

Wood looks like luxury. People like it. The soft, warm, rich natural wood tones in PlyWelsh Prefinished Paneling make interiors warm and inviting. Your customers will think your interiors are far more expensive than they actually are!

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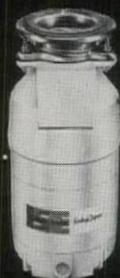
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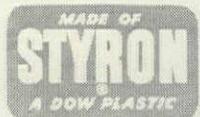
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HOUSE & HOME is published monthly by TIME INC., Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y. Yearly subscription payable in advance. To individual or firms (and their employes) engaged in building—design, construction, finance, realty; material distribution, production or manufacture; government agencies and supervisory employes; teachers and students of architecture and trade associations connected with the building industry; advertisers and publishers: U.S.A., Possessions, Canada, \$6.00; elsewhere, \$9.50. Single copies, if available, \$1. All copies mailed flat. Please address all subscription correspondence to HOUSE & HOME, 9 Rockefeller Plaza, New York 20, N. Y. When ordering change of address, please name the magazine and furnish an address label from a recent wrapper, or state exactly how the magazine is addressed. Both the old and the new address are required. Allow four weeks for the change. © 1958 by TIME INC. All rights reserved.

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NEWS

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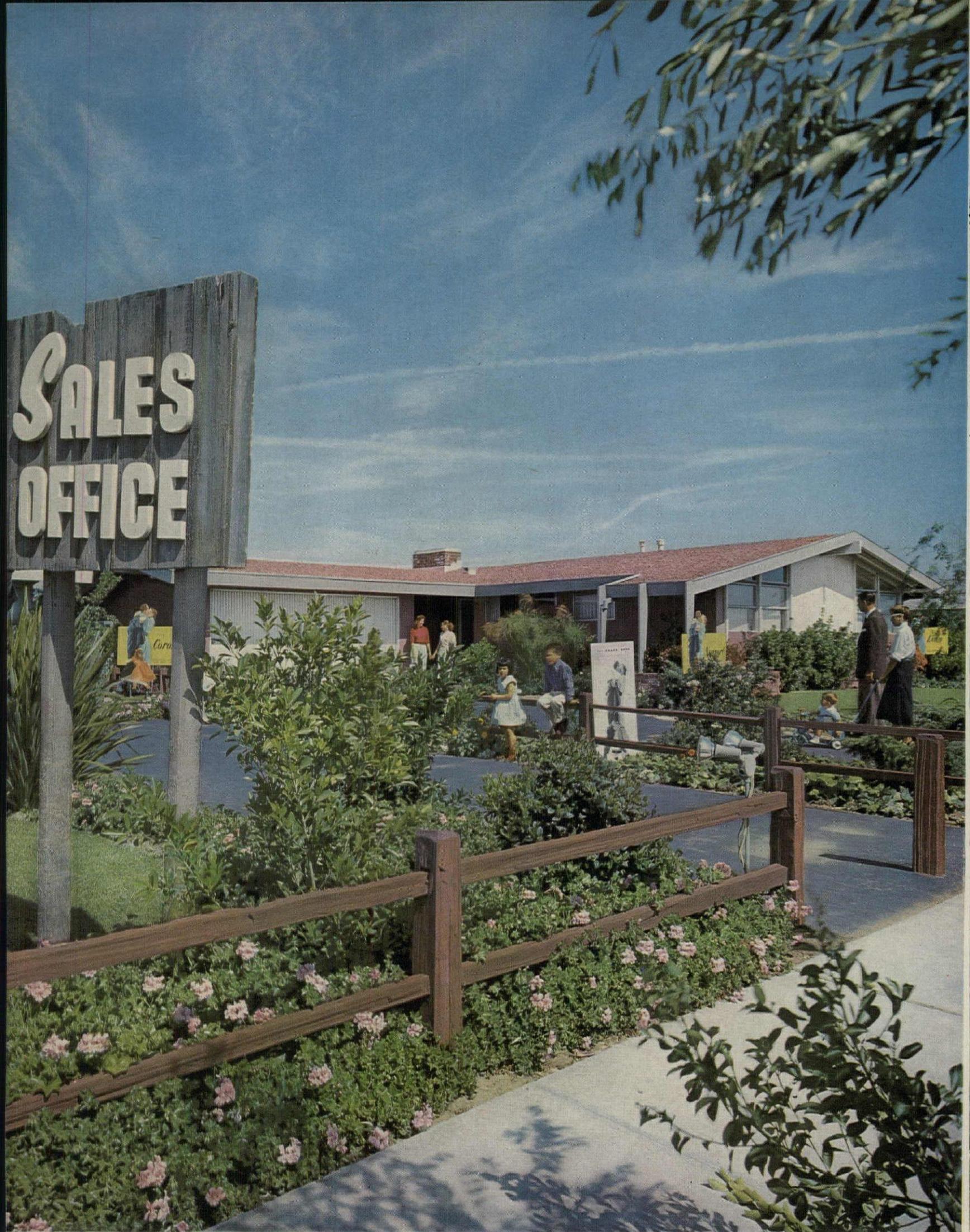
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COVER
Merchandising in action—John Long's display area in Phoenix. Photo by August Beinlich.



Julius Shulman

Nothing is wrong with home building that

better selling

cannot cure

VA is back. No-Down is back. Money is easy; Fanny May is making it easier. FHA terms are easier than ever, and FHA credit rules have been eased up to 40%.

Sales would be easier too—if more builders knew more about how to sell.

But let's face it: most builders are builders, not merchants. They know about building and buying and borrowing; they don't know anywhere near enough about selling—and sales appeals—to succeed in a buyer's market.

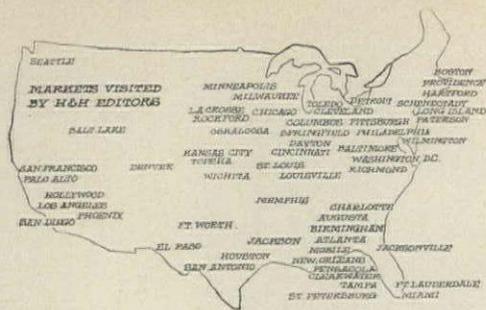
Only one builder in a hundred knows how to merchandise. Only one in a hundred knows how to advertise. Only one knows how to train salesmen. Only one knows how to show off a model house. Only one knows how to cash in on all the new sales appeals that make yesterday's house as obsolete as yesterday's car—sales appeals like package kitchens, air conditioning, adequate wiring, adequate lighting, insulation, noise control, patios, family rooms, big overhangs, glass walls, easy housework, and easy maintenance.

Only one in a hundred could hold down a sales manager's job in the rough and tumble of retailing, where every other industry is fighting harder than ever for a bigger slice of the same consumer's dollar that we too must share.

So this issue of HOUSE & HOME is dedicated to helping the other ninety-and-nine.

It is researched, written, and edited to help the other ninety-and-nine merchandise and advertise and sell. It is researched, written, and edited to help all builders—both small builders and big builders—tune in and cash in on the selling ideas and the selling methods of this year's most successful sellers.

continued on next page



To gather all this material for you, HOUSE & HOME editors visited almost every important home building market from coast to coast. They talked to scores of big builders and hundreds of little builders. They talked to builders whose sales were up and to builders whose sales were down. They talked to architects, appraisers, lenders, realtors, decorators, dealers, advertisers. They studied model homes that were selling and model homes no one would buy. They also questionnaired every model-house builder in the country.

What our editors found was both cheering and shocking.

The good news is that in every city some builders are selling more houses than ever—because they are doing a better selling job.

The bad news is that so many builders are selling so badly. In every city we asked NAHB secretaries, realtors, and mortgage bankers: "Which builders here are doing a really good merchandising job?" From almost everyone we got the same shocking answer: "Hardly anyone."

The two most important things our editors found are these:

1. The big market we must learn to sell to is the 10,000,000 families who move each year.

These 10,000,000 families are all packed up and looking for a better place to live. Millions of them *could* be sold a new house—but what do they do? Nine out of ten move into an old house or apartment; only one in ten buys a new house. We could double our sales this year if we sold two out of ten instead of just one.

2. The big competition we must learn to sell against is the old house.

Old houses are selling rings around new houses this year. They are selling rings around new houses because the new house industry has no collective plan or program to sell how much better a new house is—and because most builders individually make three selling mistakes:

1. They try to sell price—but used houses, like used cars, are bound to be 10% to 15% cheaper;
2. They try to sell terms—but this year older houses can be bought for as little down as new ones;
3. They let people go on thinking houses were better built in the good old days. They don't sell what's the matter with old houses. They don't sell how much less a new house costs to heat; they don't sell how much easier a new house is to cool; they don't sell the importance of new features most old houses lack, like adequate wiring, adequate day lighting, adequate night lighting, adequate insulation, adequate overhangs, adequate baths. They don't sell the easy housework today's new house makes possible; they don't sell the cheaper maintenance. They don't sell how much easier today's built-ins make cleaning; they don't sell how much better today's new appliances work.

Forty million pre-war houses are almost as obsolete as a 1948 Kaiser car; but until builders and realtors learn to sell that simple truth, the old house will go right on outselling the new house in almost every market.

This issue is written to help you make more sales this year. So don't pick little flaws in big ideas; don't decide "That won't work for me" until you have taken a minute to think: "How could I adapt that method to my own business."

Small builders can use most of these proven ideas if they modify the details to fit their operations. And some of these ideas could help many small builders double their business.

For your convenience the issue is divided into eight parts—

HOW TO SELL:

1. Start with the right product.....p. 113
2. Plan a campaign to keep prospects coming.....p. 119
3. Treat prospects like people.....p. 129
4. Put them in a buying mood.....p. 137
5. Show them something to remember you by.....p. 149
6. Convince them with displays.....p. 159
7. Let buyers be choosy.....p. 169
8. Turn your buyers into a second sales force.....p. 179



Douglas M. Simmonds

How to sell : **1** Start with the right product

"Nothing—neither the best advertising nor the best merchandising—takes the place of the right product," says Merchandising Consultant Ken Consaul of Cleveland.

The right product means the right house in the right neighborhood with all the right facilities—and the right price. And to sell, it must also be presented right—as were the Schwartz-Yedor's Los Angeles houses shown above.

"You've got to put your best face forward" (*you can see how some builders do this on p. 114*). That's the consensus of the six merchandising experts whom HOUSE & HOME asked: How can home builders sell better today?

Prospects get their first impression when they view your model from the street. And the first thing they see is its surroundings. So it's up to you to make the surroundings as attractive as possible. How? Here's what the experts suggest:

Set your house well back from the street. If your site has natural points of interest like trees, capitalize on them—you can use trees to frame your house and form a dramatic backdrop. Try a fence to set off your lot. Landscape the lot with flowers—they add color—and shrubs (of 400 builders polled*

*You will find complete results when you get to p. 196.

by H&H, 87.6% said landscaping helps them sell houses in today's market).

Second impressions are important, too. That handsome view from the street won't mean so much if you don't back it up with something. So Merchandising Consultant John Roche of Los Angeles suggests: "Make your model appeal from every angle" (*for some ideas, see p. 116*).

You can landscape the back and side yards as well as the front. And you can add some home-like touches in the back—a children's play yard, for instance, a concrete terrace or a garden court with a few leafy shrubs. A word of caution from Phoenix Consultant Doug Edwards about making use of your back yard: "Be sure to screen off views of bare and unfinished surroundings."

And here, says Consultant Lester Rosenberg of Chicago, is a rule you can't afford to break: "Treat your model like a jewel, and don't let it tarnish" (*you'll see what he means on p. 118*). Adds Rosenberg: "A jeweler doesn't leave a diamond unpolished. He rubs it bright and sets it down on black velvet. You'll be wise to do the same with your model."

For some ways to present the right product in the right way, turn the page.

"You've got
to put
your best
face forward"



You can see why this house made a good first impression

Saving the handsome trees was half the battle. And siting the house in just the right spot among them was the other half. The builder, Matt Jetton of Tampa, works hard to save trees and give his houses curb appeal like this. This is not completely altruistic—Jetton says you must have curb appeal to sell a house and people will pay more for a house on a wooded lot. Many other builders find trees a great

site-saver. Perry Willits of Plantation, Fla. puts two full-grown palms in front of his models. Builder Ed Richards of Raleigh makes trees a major sales asset, points out that "they don't cost as much to save as they do to remove." And Burt Duenke of St. Louis says: "Many people think builders are landscape levelers. If you save the trees—or put some in—you'll sell more houses."



Virginia McIntyre

Look how shrubs and planters marry these models to their sites

The good-sized shrubs around the Hawaiian style model (left) by Gibraltar Homes, Anaheim, Calif. softens the house's lines, ties it to the ground, gives it a finished look.

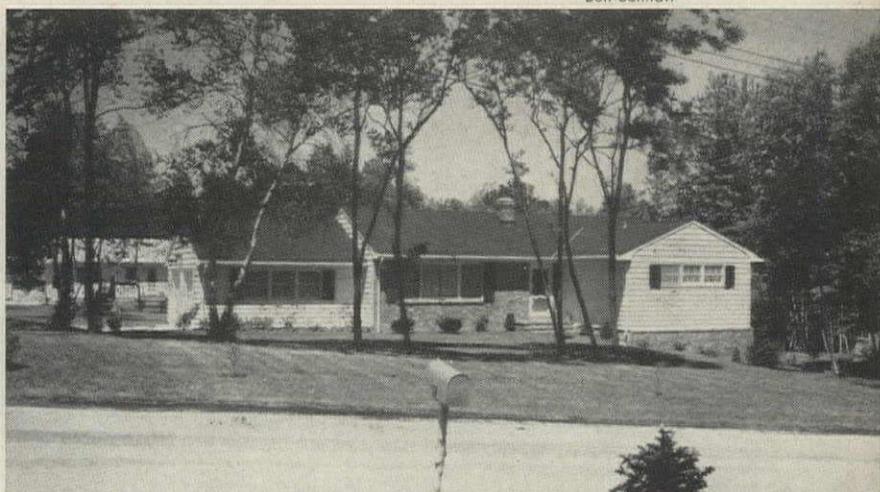
The massive brick planter in front of the Austin Sturtevant model in Long Beach (right) serves two purposes: it works

as a tree well and it helps to unify the house and the site. Landscaping like this around models gives prospects a chance to see how good they can make their own home look. And, adds Realtor Russ Lyons of Phoenix, "Landscaping can make a \$10,000 house look like a \$50,000 house—and sell it."

James T. Strong



Ben Schnall

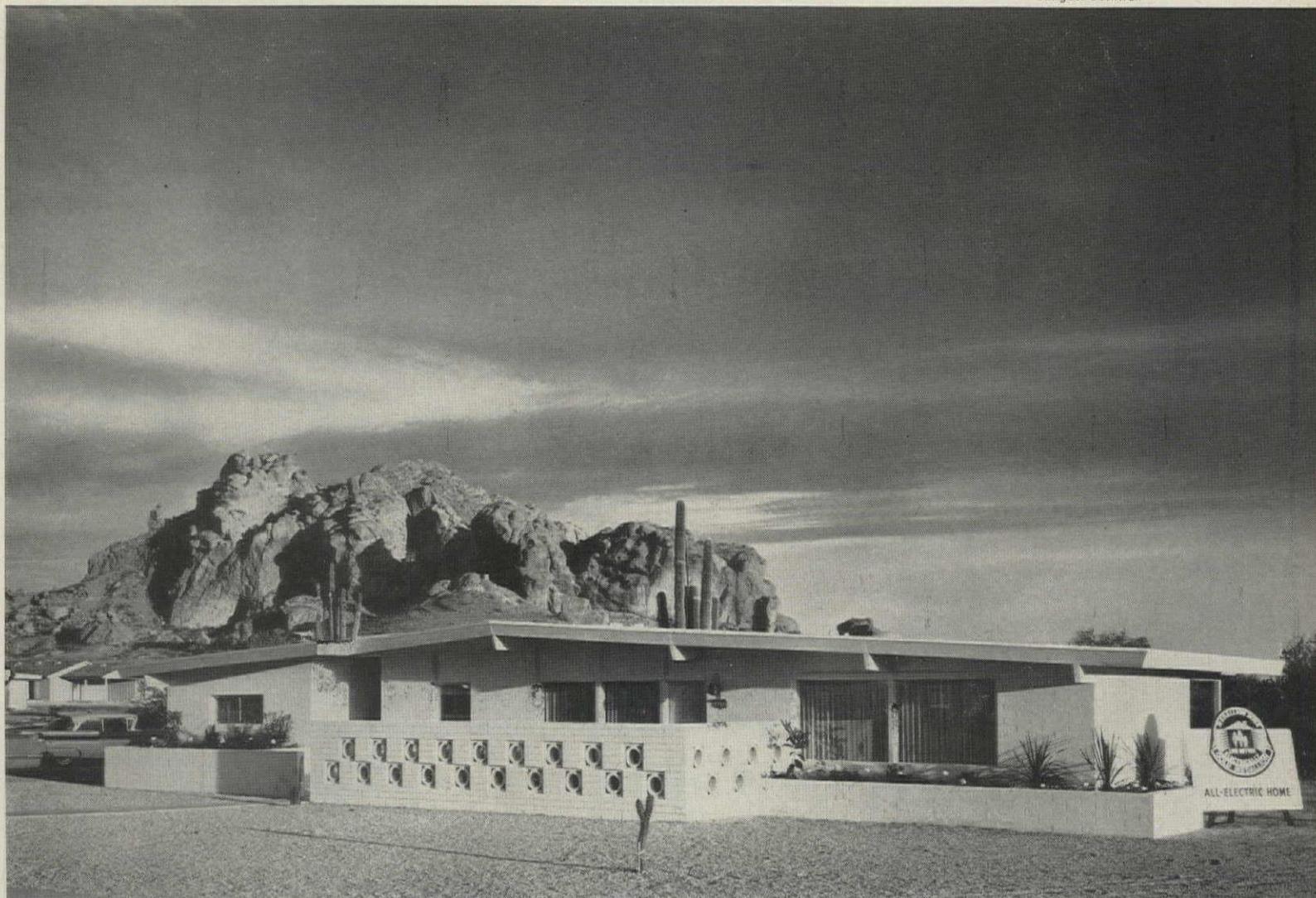


You can plant your curb appeal . . . or use what nature gave you

When Don Scholz of Toledo looks for a model house site, he first seeks a grove of trees. Lacking that, he puts in fencing and plants flowers around the front of his models, as he did in the house at left. For this \$13,000 North American house Scholz used a white, broad-rail fence, a colorful mass of low-growing flowers. Builder Jake Lefferts, Middletown,

N.J., had a fine natural site and used the towering trees and clumps of white birches to put a pretty frame around his Applebrook Farm model (right). Lefferts sites each house personally, says: "You've got to walk the ground to site a house right." Dividend: He got a daylight basement under the house by taking advantage of a sloping lot.

August Beinlich



Here's a \$27,750 model in a million-dollar setting

This house is a fine example of the extra impact you can get when you set your model against a dramatic background. Built by Ard Hoyt in Phoenix, Ariz., it backs up against the red granite of Camelback Mountain. Tying in with the Salt River Power Co.'s Gold Medallion "Live Better Electrically"

program helped Hoyt make five sales. Not every builder can find a dramatic natural site, but sometimes the builder's ingenuity can rival nature's. In North Miami Beach, Builder Dave Fleeman turned a man-made sand pit into a small lake and made his Sky Lake development a rousing sales success.

1b

"Make your model appeal from every angle"

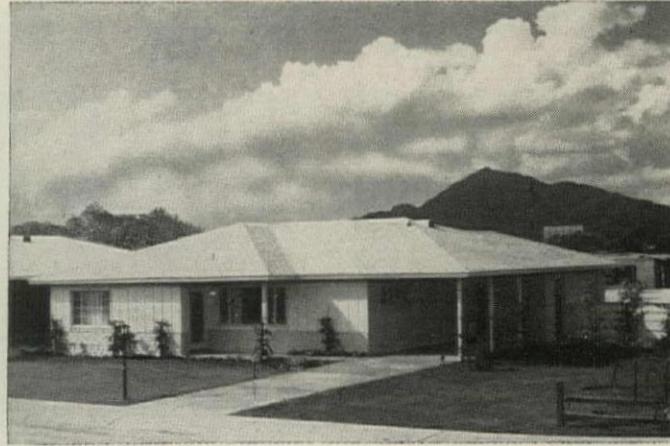


Art Hupy

"Give your houses the luxury house look"

So say Kirkman & Koury of Greensboro, N.C., who sell most of their houses with colonial exterior styling (left). "This style has the warmth, intimate detail, and scale that most people identify with home," says Joe Koury. K & K find "colonial sells the South." The model at right gets its archi-

tectural appeal from contemporary style. Architects Mithun, Ridenour & Cochran used double posts, exposed beams, and emphasized panel joints in this Bellevue, Wash. builders' show house. Al Branden, Hayward, Calif., uses similar design techniques to sell over 1,000 houses a year.

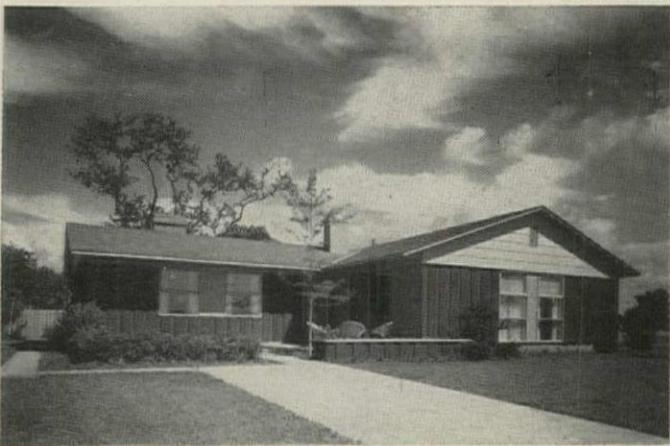


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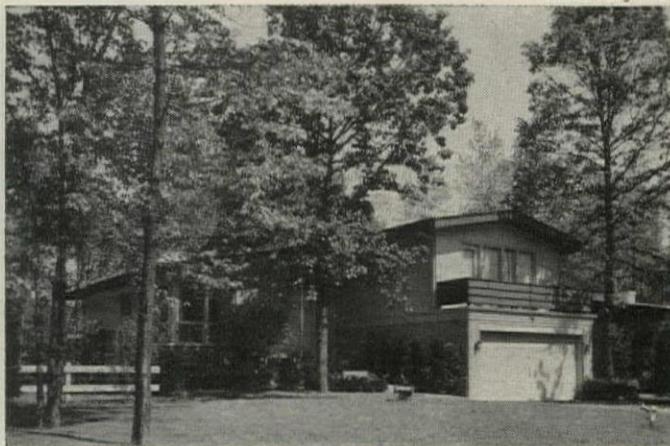
Here's how to make a low cost house look big

The secret is the roof. There's a 2,100 sq. ft. expanse of roof over John Hall's Scottsdale, Ariz. model (left). House has four bedrooms, family room, two baths and front living room, sells today for \$11,500. (Note how the curved driveway running parallel to the house helps to emphasize its length.) In

its \$13,250 model (right) Allied Construction Co., Phoenix, stretched a broken hip roof over both house and carport to make more house meet the eye. The effect is emphasized by the band of brick beneath the window which underlines the horizontal spread of the roof.



Lattimer Studio



Allison Lighthall

Use texture and pattern—and take advantage of sunlight and shadow

In the model at the left, Place & Co., South Bend, play the rough texture of vertical cedar siding against the smoothness of bevel siding on the gable. The wide overhang casts deep shadows over the lines between the vertical boards, which gives a pleasant effect. Builder Ben Sears of Skokie, Ill.

believes in presenting his model (right) as a jeweler shows off a gem. His merchandising consultant, Les Rosenberg adds: "The facets of a house show best with sun and shadow and against a dark background." Sears saved trees and eliminated overhead wires in his Timber Ridge community.



Photos: Julius Shulman

A landscaped front deserves a landscaped back

"People walk all around houses these days," says Harvey Furgatch of American Housing Guild, "and we want everything they see to appeal to them." AHG brings in olive or orange trees, retains a landscape architect to make each model

look landscaped all around (photos above). Like Murray-Sanders of College Park (see frontispiece) AHG believes the product and way it is presented is what sells houses, figures landscaping as part of its selling cost just like advertising.



H&H Staff



Douglas H. Simmonds

Look how attractive you can make the backyard!

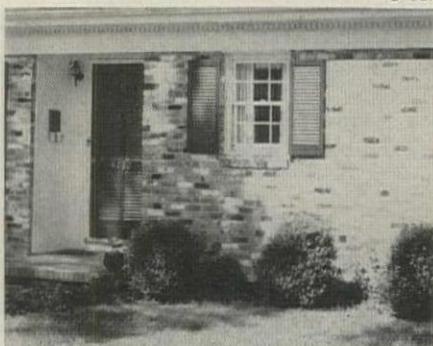
Builder Dick Dickman dresses up the backyard of his higher priced models (left) with an inviting back porch, a flower bed beneath the window wall, an oversized sandbox, and curved garden walk. These houses in Mountain View, Calif., have a big appeal for families who like outdoor living. At El Dorado Northridge (right) the Larwin Co. spares nothing

to make its shake-roof ranch house appealing from the rear. Architect Ken Banks, AIA, opened two sliding glass doors onto a terrace and Landscape Architect Courtland Paul, CILA, worked stone pads, a curved bench, and shrubs into a scene that can be enjoyed both inside and outside. Below: another picture of the handsome yards behind AHG's models.

Julius Shulman



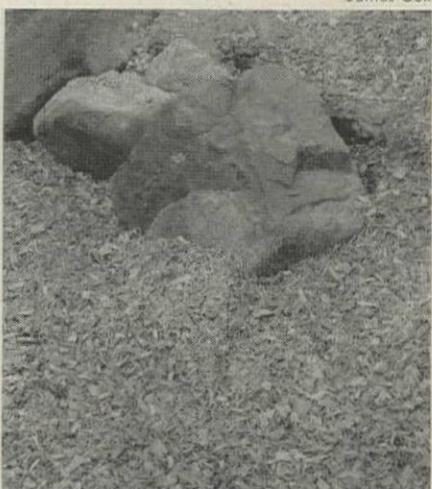
"Treat your model like a jewel"



Your front entrance says worlds about what's behind it

"Merchandising," says Carl Samuelson, consultant for Bayberry Properties, New York, "is a matter of many good first impressions. Your model house must look as good to people as they go up the front walk as it did when they were driving by. Each impression must leave people anticipating something nice still ahead." Some builders who agree that front-entrance

appeal is important are: (left) John Long who puts a palm tree and broadleaf shrubs along the path to the front door of a \$10,500 model in Phoenix; (center) Charles Ervin of Charlotte, whose covered entry adds a sense of welcome and shelter to an \$18,000 house; and (right) Abe Johns of Tampa who screened the entry from carport of \$32,500 model.

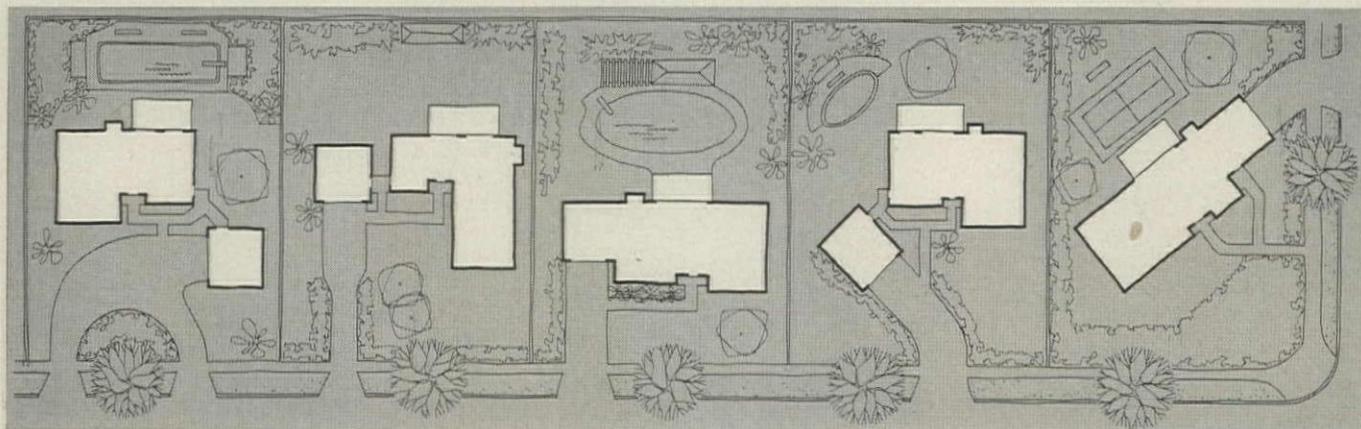


You can't have curb appeal without good yardsmanship

"If the grass is high, people will think you've got a lemon on your hands," says Bill Underwood of Jackson, Miss., who keeps a man and power mower busy on model house lawns (left). Grass watering (center) is part of the daily maintenance schedule for Allied Construction Co., Phoenix. Bell & Valdez, Seattle, use tanbark (right) to lick the bugaboo of

getting a lawn started in winter or wet weather. They suggest that most small-volume builders will find tanbark a boon whenever they can't get grass to grow.

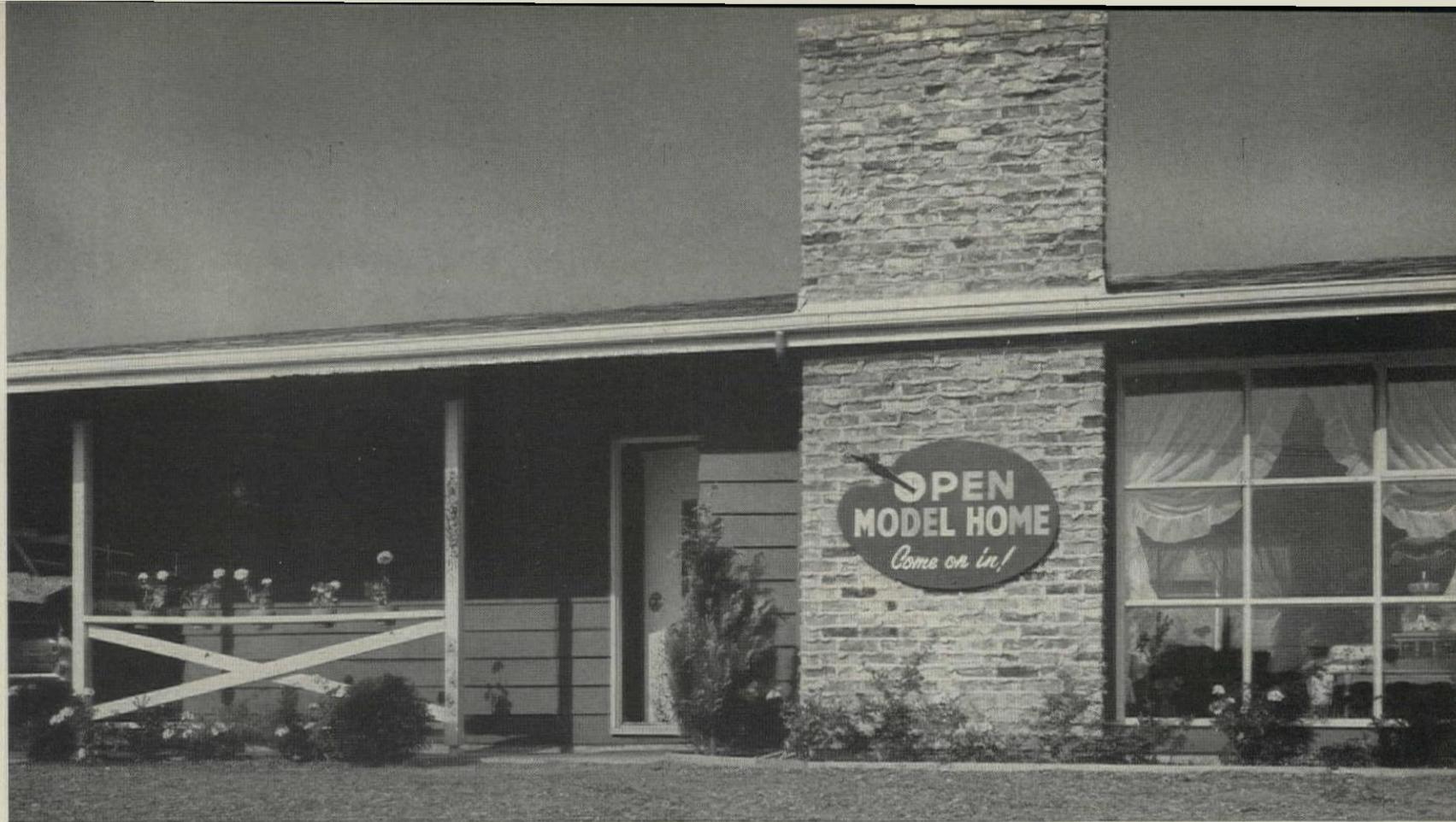
In Kenneth City, Fla., Gene Alexander, sales manager for Builder Sidney Colen says: "A yardman and a maid are part of our sales budget. We don't mow lawns, we manicure them."



Siting your model houses is like arranging a show window

"A model house layout is the showcase for your merchandise. So you must handle it with the same attention to detail as you would a show window on Fifth Avenue," says John D. Roche, merchandising consultant for over 50 West Coast builders. Here are the display rules he laid down for the \$25,000 houses in the Larwin Co.'s El Dorado Northridge community: 1) set models where afternoon sun will cast light

and shadow on the face of the houses, not in viewers' eyes; 2) place models so they will be seen when prospects first alight from cars and when they drive away; 3) vary setbacks to individualize each house; 4) angle drives, even garages, to point up design differences; 5) vary rear lot (wading pool, badminton court, swimming pool, garden terrace); 6) use five models at most. Landscape by Courtland Paul, CILA.



Art Hupy

How to sell : 2 Plan a campaign to keep prospects coming

"Come on in," says the sign on the model house.

That's fine—if your prospects are already there. But what are you doing to get them as far as the front door? How do you go about telling people where your house is? Above all, how do you make them *want* to come?

"You've got to plan to get prospects out," says Consultant Stan Edge. "Make sure they know you're open for business." (For some of the ways to let them know, see p. 120).

Signs are one good method of putting yourself in the public eye . . . and keeping yourself in prospects' minds.

Says Edge: "Use plenty of signs, but keep away from a standard shape. Use your name, but avoid a lot of text. Build an entrance to your area, even if you've only got a couple of dozen houses." Consultant John Roche thinks it is important to "keep sign directions simple. Just display the name of your development and tell people how to get there." If your budget allows billboards, Consultant Lester Rosenberg advises: "Keep them simple. Don't try to write a book."

Advertising is a must to get prospects out to your model and then keep them coming. But Rosenberg urges: "Have an advertising campaign; don't just run ads." (For samples of some smart campaigns, see p. 122). "Properly planned and executed advertising will deliver prospects to the site."

And Expert Ken Consaul adds that: "Once you have concluded that you've given honest value, forget your competition and establish your own community personality with a consistent advertising program. After you are launched plan a shot-in-the-arm promotion every three to five weeks . . . You'll be amazed at the results."

Remember that newspapers aren't the only advertising medium. More and more smart builders are using radio and

TV to get prospects out. And John Roche points out that brochures are vital. "Good literature can get people more excited than the actual product."

You can get a lot of help in getting people out

How? Follow Stan Edge's advice: "Let your natural allies help you." (For some help they offer, see p. 124.)

Who are your natural allies? One of them is the realtor. According to the H&H survey detailed on p. 196, nearly half of all builders use a realtor. Sometimes he will take over the "keep them coming" campaign for you. Russ Lyons of Phoenix, who handles sales for 50 builders, points out that: "A realtor can 1) work with the advertising agency to handle your promotion and advertising and 2) bring a lot of prospects in from his central office."

"Up to 50% of my new house sales are made to people who come first to my real estate office. They simply want a house, and do not go to a builder first," Lyons says.

You have other natural allies, Stan Edge points out. "Simply by asking, you can get a lot of promotional help from the manufacturers who supply you." Many utility companies also stand ready to help you promote your house with a variety of well planned and publicized programs. And more and more builders are attracting prospects by tying in with national magazine advertising promotions and editorial programs.

Any other ways to attract prospects? Suggests Edge: "Make news and get yourself talked about." (*Easier said than done? Not at all. See p. 126.*)

For case examples of how builders keep prospects coming to their model houses, turn the page.

“Make sure they know you’re open for business”



Even a single house will pull them in if it has the right signs

Who could pass by “the house with the gold-plated bathroom”? That’s the stopper Bell & Valdez used (left) on their contemporary model in Seattle, together with other signs and banners to create a festive air. This is the kind of appeal that works equally well for single-house builders or tract

developers. In Indianapolis, Kessler Boulevard Developers used two signs (right) that work together with the design of the house to draw visitors in. The KBD logotype in color on a white background bespeaks good taste, as does the black sign that plays up the role of the architect.



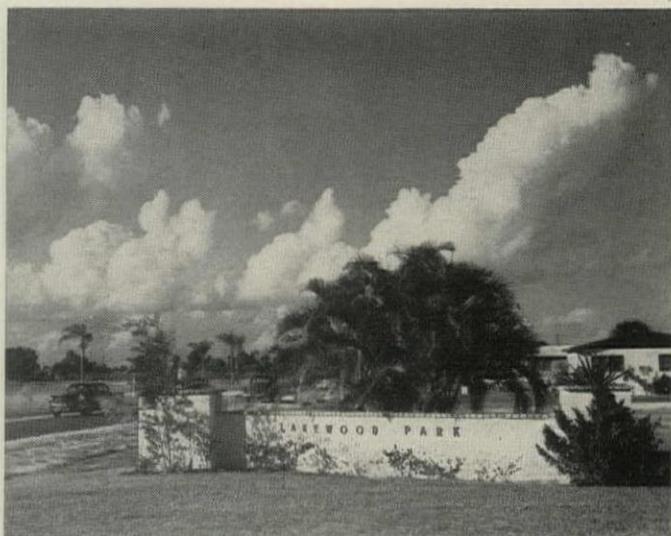
A brightly lighted model works like a billboard

This showcase house on a ridge overlooking Cheyenne, Wyo. attracted thousands of prospects to Builder George Cole’s development. The \$40,000 model includes \$8,400 worth of lighting, which Cole says has paid off handsomely through

increased sales of his upper middle bracket houses. “Our idea,” he reports, “was to give the house sufficient glamour and new features to attract a lot of publicity. It certainly did.” Lighted model also gives a longer day for selling.

Arteaga

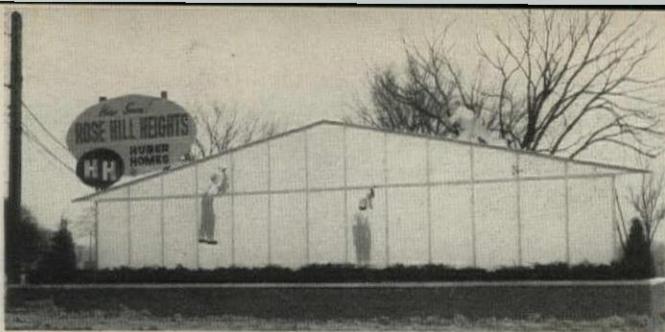
Ed Finley



The conservative approach appeals to conservative buyers

The handsome, dignified entrance sign (left) at Fischer & Frichtel’s Barrett Brae development strongly attracts conservative families to this higher priced development in St. Louis. But such prestige-builders appeal to those looking for lower-priced homes, too. That’s why Lakewood Park Construction

Corp. built the handsome entrance (right) in Fort Pierce, Fla. Most consultants recommend entrances like these, whether or not other signs are used during the selling period. They are especially useful to distinguish small new subdivisions in areas already well built up.



Photos: Bob Fife

Here's a way to arouse interest early . . . and then cash it in

As soon as Huber Homes started its Rose Hill Heights tract in Columbus, it put up the intriguing billboard (left) to whet interest of drivers on the highway that passes the development. When Huber opened its models, the dummy workmen were replaced by the "welcome" copy. The builder added an

extra fillop to the sign by planting roses along its brick wall base. On another location at the tract, Huber early put up a smaller painted sign showing a family squeezed into a tiny house, with copy reading: "All cooped up? Watch for opening of Rose Hill Heights on this site."



El Greco



W. D. Smith

Good directional signs beat a path to your door

Few home seekers miss the turn into L&H Builders' Streamwood development west of Chicago—a big signboard (left) sees to that. Discreet but handsome signs (center) guide traffic through a built-up residential area to Atlanta Builder

Walter Tally's model. The distinctive sign (right) directs prospects to a new development in Fort Worth. On all three signs, words are kept to a bare minimum so hurrying drivers can get the essential message.



Markow



Teese

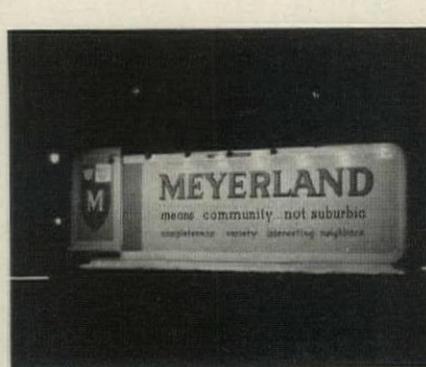
Be sure to tell them "you're here!"

A variety of large colorful signs (left) makes certain that no one misses John Hall's row of model houses on a well traveled road outside Phoenix. This dazzling display has served Hall well for two years at his big tract. By contrast, Charles Ervin

simply stresses the name of the development and his name outside his ten Charlotte subdivisions (center). At right, Sam Powell's handsome red-and-white sign in Leesburg, Fla. suggests the pleasures of life in this neighborhood.



Stan Begam



Here are three good ideas for highway signs around town

Emphasis on family living is stressed by all of Sharpstown's advertising in Houston, and the billboard (left) makes the point clear with only six words and a photograph. Another big Houston development, Meyerland, uses distinctively lighted and landscaped signs (center) to stress its community

planning. This sign, too, gets its message across quickly. At right above is one of several colorful Fox & Jacobs signs in Dallas which won an award for the builders as one of the best painted bulletin campaigns carried out by a local advertiser in 1957.

"Have an advertising campaign—don't run ads"

THE
"personalized"
HOME

Do You Have Imagination?
Really Know What You Want?



THEN you must see this new, undecorated home.

You and you alone are going to decide the color of the walls or wallpaper designs, the finishes of the floors, the brand of appliances—everything, even to the outside paint color. The basic structure is finished, so now, perhaps for the first time in your life you can really let yourself go. Every detail will be just the way you want it. No compromises, no later alterations. You choose and that's it.

2,300 square feet of living space. A queen's size bath and dressing room. Fireplace in the Master Bedroom. Guest (or maid's) quarters convenient but definitely separate. A ramonda with spectacular views—waiting for you to choose the planting.

COMPLETED IN 30 DAYS!

The individuals and firms listed below are collectively interested in completing this home to the exact personal specifications of the buyer. Instead of continuing to "tour" completed homes that are not quite "what you want" come in this afternoon and prove what you always knew—that given the opportunity you could build the "perfect" home yourself. **BASE PRICE \$32,900**

OPEN 2-6 TODAY **5205 NORTH 41st PLACE**
Turn North off East Camelback Road at the 40th Street Bridge into Cudia City and follow the Coldwell-Banker signs.

Interior Decorating by

Wm. H. Shafer
BUILDER

Jen C. Rowan
ARCHITECT

Barridge Nurseries
LANDSCAPING

Coldwell-Banker & Company
SALES AGENTS CR 7-6241

Arizona's Choice
Shehagian's
DISTINCTIVE HOME FURNISHINGS
825 N. Central Ave. AL 2-6551



Here's advertising even a one-at-a-time builder could use

A small builder has one strong advantage over a tract builder: he can capitalize on personal service. That's exactly what William Shafer does in this ad for his "personalized home" in Phoenix. By buying now, the ad points out, the owner can

choose the wall colors, floor finish and the like. He can even specify the landscaping (top photo). And the kitchen appliances (bottom) are only taped in so the buyer can have other sizes or colors if he prefers.

Brightest Idea for the Best Christmas of Your Life!

Trade! Trade YOUR Home FOR A NEW, BEAUTIFUL BURKE HOME

TRADE! TRADE! TRADE! NO MONEY NEEDED!

1953 HOME BUYER For Christmas give your family the comfort and convenience of a new 3 Bedroom, 2 Bath, 1 1/2 Car Garage Home! Guaranteed Home Value in San Antonio, Texas!

Trade-in Your Home On a "Streamlined" Modern Home! No Money Needed! No Fixing! No Moving! No Selling! No Selling! No Selling!

TRADE-IN YOUR PRESENT HOME

A NEW HOME FOR YOUR OLD HOUSE

AND IT'S ONLY \$1490 DOWN

RADNOR

Trade-in offers attract a lot of buyers

The reason is simple: there's almost nothing that worries would-be second-time buyers more than the problem of selling the old house. That's why more builders than ever are promoting trade-in plans in ads like those at the left. One of the largest traders is Universal Homes in Phoenix. Harry Nathanson, sales director, says his firm built 390 houses—from \$12,000 to \$30,000—last year and worked a trade-in deal on one-third of them. Universal takes the house at appraised value less 10%, spends an average of \$120 on painting alone. Another big trader: C. P. Hadley of Sabine Valley Lumber, Ft. Worth. He takes about 15 trades a month "and it's so simple and easy I don't know why anyone would run from it." He likes to take in the old house because he makes as much or more on it as he does on his new houses (on 16 typical trades, he made \$20,000 profit on the old houses). Eight out of ten houses he takes in need no fixing up, one will require \$200 of work and one will require \$500 of changes. In Columbus, Ohio, Builder Ernest Fritsche says 75% of his 200 sales last year involved an old house he helped the owner sell, but he took title to only 10. In East Orange, N. J. Frank H. Taylor & Son promote trade-ins with a pamphlet; Perma-Bilt Homes in San Jose do it with desk signs; Edgar Von Scheele of San Antonio, with signs in front of model houses.

36% of builders surveyed by H&H use some sort of trade-in plan, and 15% more plan to institute one this year.

TONIGHT
with SHARON
Sackowitz!
HALLCRAFT
THEATRE
10 P.M. CHANNELS

NOTHING DOWN NOTHING A MONTH

Get the credit you need for your new home. No down payment. No monthly payments for 12 months. Then pay what you can afford. This is the way to own your own home. Call today for more information.

the **PLEASURE** of extra roomy showers

Get the credit you need for your new home. No down payment. No monthly payments for 12 months. Then pay what you can afford. This is the way to own your own home. Call today for more information.

G.I. 4 1/2% LOANS ON ALL MODELS

\$300 DOWN covers everything

\$86 per month covers everything

Mission Village

Grand Debut
Aujourd'hui

M. DAVID EDMUNDS PRESENT

CHEZ FLEUR de LIS

250 Rue Fleu — pres de Fonce de Leon
Belleair, Florida
42,000 dollars

Une autre Maison Contemporaine de Floride

M. DAVID EDMUNDS
Realtor, dessinateur, fondateur
1070 Rue Fleu — Clearwater, Florida

LEVITTOWN DATA SHEET

HOUSES: Five	STYLES: Twenty-one	PRICES: \$10,990 to \$19,500	CASH: \$500 to \$2500, FHA	EXTRA FOR SETTLEMENT: None
REFRIGERATOR: Yes, all houses	AUTOMATIC WASHER: Yes, in all houses	PUSH-BUTTON RANGE: Yes, in all houses	WALL OVEN: In some, not all houses	DRYER: In some, not all houses
SCREENS: Yes, in all houses	STORM SASH: Yes, in all houses	COMBINATION DOORS: Yes, in all houses	LANDSCAPING: Complete on all houses	CARAGE: Yes, in all houses
CHOSES OF WORSHIP: Catholic, Jewish, Protestant	ELEMENTARY SCHOOLS: 3 completed, 4 more coming	JUNIOR HIGH: 1 completed, 1 more coming	HIGH SCHOOLS: 4 Catholic, 2 more coming	PAROCHIAL: 1 Catholic, 1 Protestant
SHOPS: Every day	INSPECTION: Every day until 10 P.M.	WHERE: See directions below	OCCUPANCY: November to June	DEPOSIT REQUIRED: \$100

DESIGNS FOR BETTER LIVING

By Joseph L. Fisher

In the opinion of many, the home is the most important asset a person has. It is the place where we live, work, and play. It is the place where we spend most of our lives. Therefore, it is important that we have a home that is both beautiful and practical.

The designs in this book are the result of years of experience in home building. They are simple, practical, and beautiful. They are the designs that will make your home a better place to live.

Some Meyerland residents like double-breasted suits

We're a bunch of individuals in Meyerland. For example, if a Meyerland man likes a double-breasted suit, the chances are he will damn well like a full sport coat in a peppy double-breasted job. You see, we're not slaves to conformity in Meyerland. The entire concept of Meyerland is opposed to the monotony of conformity.

We don't all have two cars. We don't all have an income of \$12,532. We don't all read Time magazine, or for that matter, the New Yorker either. But we are all individuals and we all have a taste for good living in a good area.

Who are we concerned about the way many subdivisions tend to attract only people in certain age and income groups? Can you see the variety about Meyerland? Meyerland is big enough to permit varied areas of \$18,000 homes as well as other sections for \$50,000 mansions. As a result, a wide variety of interesting people live in Meyerland. Because Meyerland contains both college professors and business executives, it is a community of industry and because Meyerland has its own business district, schools, parks, and churches, Meyerland more closely resembles a modern, Southwestern version of a New England town than any other subdivision in the area.

It also has many solid features such as street lights, landscaping, permanent maintenance to care for the public areas, free private bus service, the best schools available in Houston, architectural control and many other benefits. Drive out today. You'll see that Meyerland means community, not suburban. Be yourself. Move in Meyerland.

MEYERLAND

Service Is Part of the Picture

Service is part of the picture. You will have regular, periodic inspections of your home during the time you own your house and you will have the best service in each area.

The quality of your home is part of the picture and the quality of the service is part of the picture. You will have the best service in each area.

Edward Taragon Moves to Maryale

Edward Taragon, Realtor, has moved to Maryale. He is now located at 1070 Rue Fleu, Clearwater, Florida. He is a member of the National Real Estate Association and the Florida Real Estate Board.

Frank Robino

Frank Robino, Realtor, is now located at 1070 Rue Fleu, Clearwater, Florida. He is a member of the National Real Estate Association and the Florida Real Estate Board.

The Happiest People of College Park

Walker and Lee Sales Agents and Murray-Sanders Co. Builders and Developers.

With You and Yours A Merry Christmas and A Happy New Year

Newspaper ads like these are the backbone of most builders' campaigns

These ads show some of the fresh and interesting advertising ideas builders are using this year to attract prospects.

"M. David Edmunds" of Clearwater used Expert Stan Edge's idea of running an ad in French to promote snob appeal and to get talked about. Bill Levitt sometimes uses a big check-chart ad to check off the features of his houses. Joe Eichler is getting high readership with a series of chatty and informal columns headed "Designs for Better Living."

A series of "news columns" on new buyers makes an inexpensive, eye-catching campaign for John Long. Murray-Sanders sticks with its "Happiest People" theme in all its ads. Under Stan Edge's tutelage, Frank Robino talks up his service.

All these ads by successful builders are different—but they have one thing in common. They are all part of advertising campaigns. Says Edge: "Having 2,000 people on Sunday and nobody on Monday is about as ineffective a way to sell houses as can be developed. The small builder has the problem of continuous small-scale ads to establish clientele rather than traffic potential. He needs a small ad that is noticed and read and remembered, and this ad must be repeated over and over." Warns Consultant Ken Consaul: "Don't spend all your advertising money on the opening—the seventh, eighth, and ninth week is when you need advertising." Urges Expert John D. Roche: "Let your ads run on a regular schedule. Don't play the red one week and the black the next. Think about

the kind of people you want to reach and where they live—then advertise in the real estate sections of the newspapers they read."

Radio, TV and direct mail can help, too

More and more builders are backing up their newspaper advertising campaigns with solid schedules of spot commercials on radio, on the theory that people out for a drive will often head for a house that "sounds interesting." And larger builders are beginning to use TV: John Hall of Phoenix sponsors the "Hallcraft Theater" every week; Kirkman & Koury co-sponsor an hour show in Greensboro; Charles Ervin of Charlotte sponsors a once-a-week show. And at least one smaller builder—Jim Bible of Augusta—sponsors a Saturday night TV show and finds it "very effective advertising."

H&H editors find that most builders who are selling successfully this year are backing their ad campaigns with direct mail—brochures and special letters—sent to selected lists of renters or other potential buyers.

Doug Edwards adds this advice: "Advertising does not sell houses—it sells a reason for coming to see the houses. If you tell everything in your ads you give people a reason for saying 'I'm not satisfied' or 'This won't fit us.' Advertising should create curiosity and precondition people to what they are going to see when they come out to your model."

“Let your natural allies help you”



Watch for special promotions

Every year there are several that are open to alert builders. For example, when Harvey Cosden of Oradell, N. J. became a builder for a “Show House” promotion, he got color advertising spreads in two national magazines, 5,000 reprints for use as brochures—and thousands of visitors. “Show House” promotes the houses of several builders each year.



This is a television house

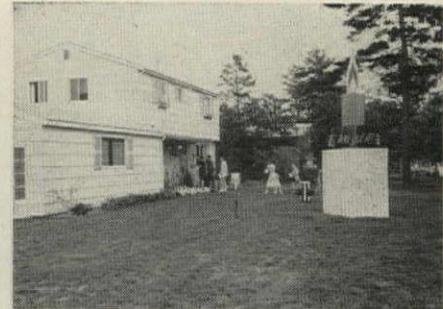
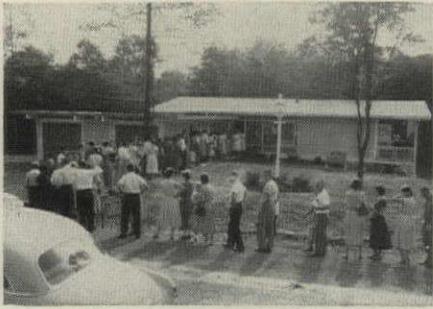
Bob Gerholz of Flint, Mich. built it as part of an NBC TV program, got free national publicity that drew big crowds. While this program is discontinued, you can often tie in with local radio or TV promotions. For example, a Houston television station planned an entire series of programs around a house built by local builders.



Manufacturers will help you with aids like these



Manufacturers not only offer a wide variety of sales aids that help you merchandise your homes, but sometimes feature builder customers in their national advertising. Nearly 200 builders are now using Johns-Manville’s “7 Star Protection” signs, shown (left above) at Jules Hockman and Jack Friedman’s model in Islip, L. I. Above right are some of the merchandising helps builders can get from General Bronze Corp. to promote “Plus Values.” Youngstown Kitchens makes available color coordinating services by color stylist Diana Young (left). Specially prepared color cards—showing combinations of paint, wall paper and floor coverings which builders and buyers can use with various kitchen appliance and cabinet colors—are available even to one-house builders. Services like these are offered by most large and many small suppliers of building materials and equipment.



Utility companies are ready to help promote your house

Gas and electric companies are going all-out to help promote houses that are equipped with gas or electric appliances. The attention-getting gaslight (left) was a gas company tie-in arranged by Builder Jacob Hoffman of Johnstown, Pa. A Cincinnati electric company designated the Warner-Kanter model (center) as a "Medallion Home" in the "Live Better Elec-

trically" program. The local gas company supplied the giant "Blue Flame" symbol that caught the eye of visitors to Albert Halper's model in Sudbury, Mass. (right). Utilities will often supply—or help pay for—brochures, newspaper advertisements, special signs inside as well as outside model homes, and other merchandising aids.

Charles Paddock



Joseph Alpern



Builders of these houses got publicity in national magazines

Some 35,000 people came to see the *Better Homes & Gardens* house built last fall by J. C. Nichols, Kansas City (left). Eighty or more BH&G houses are built annually. In the Los Angeles area, Aldon Construction got big crowds—and a lot

of sales—from a LIFE promotion (center). 36 builders in 12 states were named by *American Home* as offering "the most house for the money." The publicity meant an immediate pick-up in sales for Warner-Kanter of Cincinnati (right).

Advertising promotions by consumer magazines offer big benefits

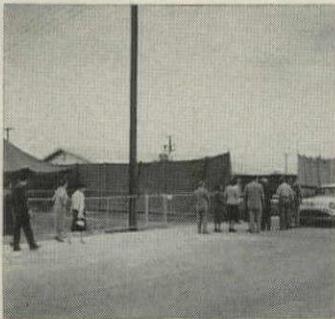
Builders who use 25 or more products advertised in the *Saturday Evening Post* may be eligible for its "Blue Ribbon Promotion" (left) and get a wide variety of merchandising help including signs, advertising, and the like.

McCall's Magazine will award a "Congress on Better Living Certificate" (center) to one builder in a community (two in some larger cities) whose house meets standards set by the magazine's Women's Congress last fall. Recipients have a

chance to get a lot of free publicity nationally and locally.

LIFE offers a lot of free merchandising help to builders who use six or more "advertised in *LIFE*" products (75 builders qualified for this program in the first three months of this year). With the help of *LIFE* promotion, Elmwood Village in N. J. sold out 62 houses in just four weeks. Perma-Bilt Homes in Sacramento drew 10,000 prospects. Aldon Construction went a step further, made up a "*LIFE* style" brochure (right).

Markow



Don Bush



Lubitch & Bungarz



“Make news and get yourself talked about”

A good preview gets you off to a good start

Cloaking a new model to titillate interest is not a new idea but it still works, as Sun Devil Homes found recently with its curtain wall in Tempe, Ariz. (left). Sun Devil let invited vips in to see the house a week before opening day. The stunt got a lot of publicity. Less bizarre but always effective is the preview cocktail-and-canapes party for the press and local officials, like Bjorklund & Smith's Mesa Verde, Calif. party (left center). On opening day, newspaper and broadcast publicity usually follows when a builder induces a civic

official to snip the ribbon. In the photo at right center Wilmington's Frank Robino got extra mileage out of this idea by having Delaware Gov. J. Caleb Boggs saw through a 2x4 to open the house. At right, Warner-Kanter in Cincinnati gets local TV news coverage for winning American Home's citation award for one of its Forest Park models. (In Boston, two builders who also won similar awards—Campanelli Bros. and Albert Halper—were feted by fellow builders at a dinner attended by major city officials.)

Burton Studio



There's no end to the ways you can earn widespread publicity

One way Builder Ben Sears has stirred up talk about his Skokie, Ill. houses has been to invite school teachers over to see how the houses are built (left). The teachers spread the word to students and friends. In Phoenix, John Long made front page banner headlines (center) when he offered to give the city a new golf course built as part of a new development. At right is an art exhibit in one of Warner-Kanter's models in Forest Park, Cincinnati. This brought so many visitors

and won so much newspaper publicity that W-K plans to repeat the show annually. Other recent publicity ideas:

Sullivan-Smith in Detroit and Dave Edmunds in Clearwater, Fla. tied in with fund drives for crippled children by having visitors pitch coins into their swimming pools.

J. C. Nichols in Kansas City has gained goodwill and newspaper publicity by photographing ministers at groundbreaking ceremonies for churches.



Harry Sheagley

Auctions, bands, parades are sure to get you talked about

Builders who fret about what to do with furniture after it's served its purpose in model homes can take a lesson from Fox & Jacobs in Dallas. They auctioned it off (left), thereby recouping its cost, attracting 2,000 bidders and gaining newspaper attention. In Streamwood, Ill., L&H Builders stirred up a lot of attention by hiring a quartet of bagpipers (center) who marched around their tract, in and out of houses, attracting crowds like modern Pied Pipers. Eugene

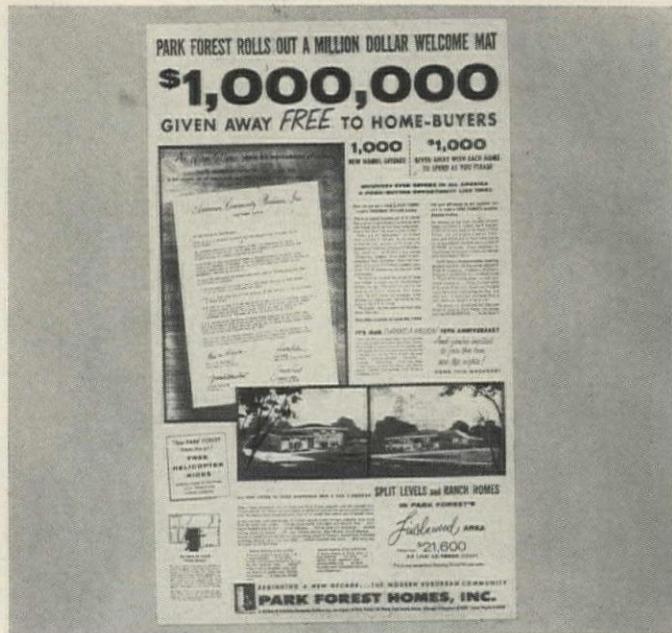
B. Glick scoured Indiana to find the calliope, shown at the right, then used it to stir up attention for his opening in Indianapolis. Parades in another form have also been reported worthwhile by Charles Ervin of Charlotte, N.C. and Wilmington's Frank Robino. Ervin footed the bill for a float in a local parade for the boys' choir he sponsored on TV; Robino co-sponsored the Delaware float in the Miss America parade at Atlantic City.

Park Forest gives away a million dollars

By all odds the most unusual merchandising event of 1958 is American Community Builders' million-dollar giveaway in Park Forest, Ill. The builders of this 30,000-population city have always thought big, and this year's spring selling effort is the most grandiose yet.

ACB hopes to sell out a new 1,060-house section by June 30 by giving each buyer a \$1,000 handout "to spend as you please" (but not on the house mortgage or down payment). The offer is good only until June 30 and takes the form of special checks good for any purchase in any of Park Forest's many stores. Copy ran in a blaze of newspaper ads (including four-color spreads) announcing the giveaway. To avoid any suspicion of price-packing, ACB pointed out that prices of the \$21,600-and-up houses are the same as the FHA valuation fixed before ACB decided on the \$1,000-per-house gift. ACB Chairman Phil Klutznick, who is retiring from the company (see News, page 93), said the \$1 million will be made up in part by savings through rapid selling.

It appears ACB may well move sales in record time. The first weekend 20,000 prospects visited the models, and 132 houses were sold. A hundred more sold the next week.



Randazzo & Morrison



Berg and Diehl

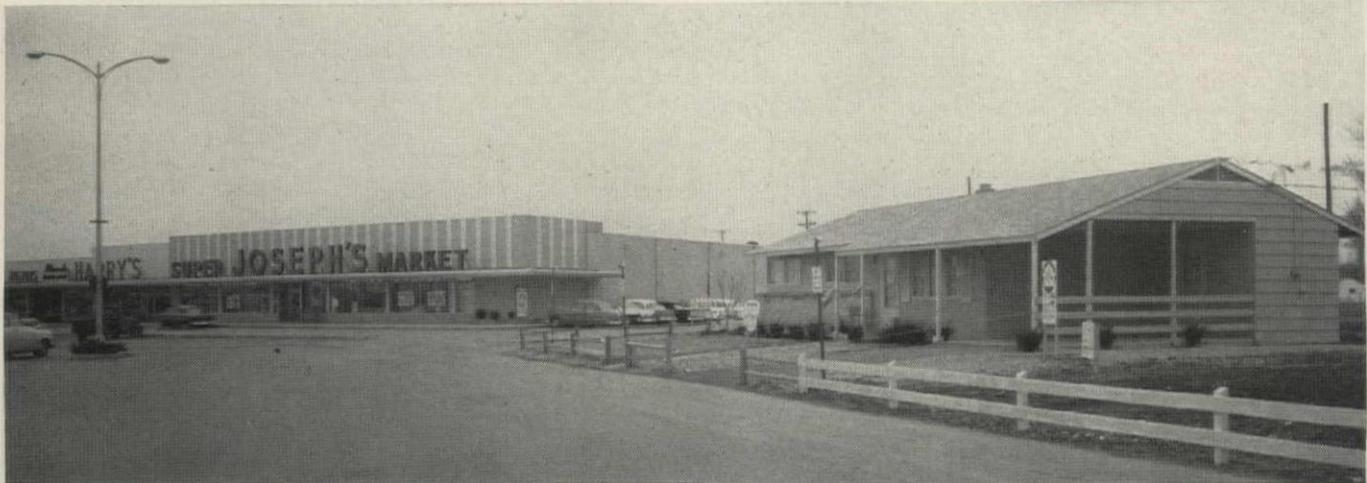


Go where the crowds are and tell them about yourself

One way to get the people to come to you is to go to them first to tell them your story. And one of the best ways to do that is to go where the crowds are. J. C. Nichols Co. reports "excellent response" from maintaining a large exhibit at the Kansas City Home Show (left). In Jacksonville, Fla., Pearce-Uible's attractive display touting its San Jose development (center) was set up in the lobby of a bank, a practice more and more builders are following. Other builders report they

gain many sales leads by exhibiting in trade or hobby shows seemingly far afield from housing. At right, for example, is Berg & Diehl's exhibit at the nurserymen's booth at a county fair in Mobile. Ribbons ran from various plants to blown-up photos of their houses, showing how particular plants would be appropriate at different positions around the models. More than 30,000 people reportedly visited the booth, giving the builder tremendous attention at little cost.

Bill Langhorst



Ever thought of selling houses in a shopping center?

That's exactly what Zachrich Bros. is doing now in Toledo's Miracle Mile shopping center. The model, a Dunbar Industries prefab, will be shown there for seven months this year. Expensive? Hardly at all, for the space has been donated by

the shopping center to lure shoppers. Merchants are contributing door prizes to be given away hourly (in the form of certificates good for merchandise). Owens-Corning Fiberglas and other Dunbar suppliers are helping the promotion.

Scrapbook

of merchandising ideas

Semantics: 1

Andy Place in Indiana warns his salesmen never to refer to a tract as a "development." The right word is "neighborhood."

Semantics: 2

Ed Lewis in Birmingham says it's much more effective to say "four bedrooms" than "three bedrooms and a den."

Semantics: 3

Avoid technical language, says Ed Northway of Hutchinson Homes, Denver. "Technical words scare people to death. Take the word 'mortgage.' It means a headache to most people."

Light up the sky

Instead of the usual location on the ground, Ernest Fritsche of Columbus, Ohio, chose the top of a power pole for his electric sign. At night people can see it from blocks away.

Canned good will



Sidney Colen leaves cans of paint for buyers to use to touch up rooms after they move into his Kenneth City, Fla. homes. Cans with the right shade for each room are left in the closets. Colen warns against leaving the cans in the garage, lest they be thrown out by owners who think they're trash.

Quickie

For National Home Week, Morgan Earnest of New Orleans built a home in six days from the foundation. He got wide publicity because he launched the project before live TV cameras.

Bubble bath

Reed Homes of Hartford sold 11 homes in a week with a "girl-in-the-bathtub" promotion at the local fair. A model sat in the tub, and answered inquiries personally or on the telephone. The builder reports that just about everyone in town talked about it.

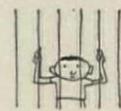
Checker game

Clarence Wilson invites prospects to use a printed form to compare his houses in Glasgow Village, St. Louis, with any other three houses in town. There are 30 questions listed, each an asset. The purpose is to drive home the quality features he offers in his price range.

What's in a name?

"Plenty," says Lou Carey of Denver, who names his communities with great care. "Since houses are the most nuts and bolts things in the world, the names you use should be soft—we are currently using Carnation Homes, and tie in with our state flower. We often tie-in with local promotions. Like our Centennial Homes, which brought people from the local Centennial celebration."

Fencing instructions



J. C. Nichols sets up rigorous controls over the type of fencing his buyers can put up. But he makes it easy to comply with the rules by giving owners a booklet showing the kinds of fences allowed and providing a perforated page so the owner can diagram his fencing plans and submit them to the builder for approval.

They buy 'em all

"Buyers are more impressed with the finished streetscape of houses than they are with any individual house," says Kirkman & Koury's Joe Koury, Greensboro. "We vary each of our houses on every street, not to please individual buyers but to please all the buyers who want to live on that street. Actually people buy the whole street, not the individual house."

Bucket of cheer

To bid their buyers welcome with a flourish, Sullivan-Smith of Detroit send a bottle of iced champagne on moving day. The bucket that holds it is a white wastebasket with the Sullivan-Smith trademark decaled on the side.

Bank-a-bedroom

As part of his "Go Grenoble and grow" promotion, Joseph Vatterott offers his St. Louis customers a three-bedroom house with an extra room, to be used as a den or family room now, but which can be easily converted into a fourth bedroom as the family grows. He calls it "bank-a-bedroom."

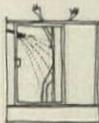
Batter up!

Everyone in the community got enthusiastic when Goodwin Housing Corp. sponsored a softball team made up of youngsters of buyers in their Haddonfield, N. J. tract. They were given distinctive uniforms with the tract name written across them by the builder. Result: good will and free advertising.

Put your money where they look for it

Seattle's Al Balch thinks the second-time buyer is looking at a lot of little things. "They look more closely at the hardware on the door, the quality and appearance of the light fixtures, the quality of the kitchen cabinets." These especially must look better than they've seen before; so we spend more of our money on them.

Give them a good look



In a model home, at least, glass doors on shower and bath enclosures should be clear rather than opaque. Irving Wanderman, of New Rochelle, N. Y., who makes this slightly surprising suggestion, says a clear door makes the bathroom look larger and lets visitors see the fixtures.

Warm bodies

To get a hot prospect list, Jacksonville's Pearce-Uible offers a free trip to Bermuda as a prize. To be eligible, prospects must drop their names and addresses in a box in the sales office.

Teeing off

First ground moved at Rancho Los Coyotoes community in Buena Park, Calif. was with golf clubs in the hands of local officials. It drew a lot of publicity, especially about the country club that will be part of the building program.

Color splash

To color control their kitchens, Hadley-Cherry, Los Angeles get their local gas utility to spray gas refrigerators the same color as built-in ovens and range tops in their models. H-C also offer to spray a buyer's refrigerator a matching color at no extra charge if he already owns a refrigerator.



Markow

How to sell : **3** Treat prospects like people

Taking life easy in front of this model house, the man at left could be one of your prospects.

Maybe his feet hurt. Perhaps he's waiting for Ma to go back for a second look at that fancy kitchen. Or maybe he's just enjoying the Maryvale sunshine. But one thing is certain: nobody is pushing him around.

You don't have to regiment your model-house visitors to keep them from getting out of hand. As a matter of fact, you're in trouble if you handle people as crowds and not as individuals. How do you control your visitors without pushing them around?

"Be ready for them" (*builders shown on p. 130 got ready*). That's the way Merchandising Consultant Stan Edge puts it. He adds: "Clean up your model house—inside and out . . . Be sure you have enough parking . . . Take on some extra help to handle weekend turnouts. Where do you get it? School teachers and ministers are good possibilities. So are your own home owners. Teachers, especially, are used to dealing with the public. What's more, they're good at selling the school system and often already know the new families."

And if you're not ready? An eastern builder pulled more

than 20,000 visitors on four weekends. Great results? Sure. But he sold only six houses.

"Figure out what to do about traffic" (*see p. 132 for traffic handling in action*). Several consultants said that. But neither they nor the builders agree on an over-all rule.

"Use rigid controls," says Consultant Ken Consaul. "Show them what you want them to see when you want them to see it."

"You need controls to put people into the hands of your salesmen," says Consultant Doug Edwards.

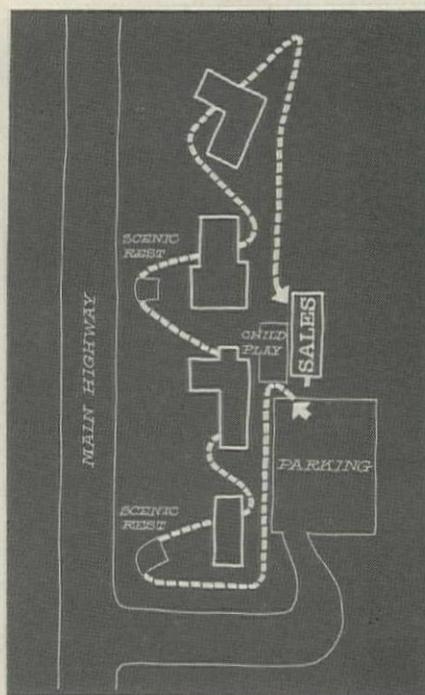
"Some control may be necessary, but don't let people get the idea they're being herded through your model," says Builder John Hall.

Consultant John Roche urges: "Make people feel like guests" (*there are some suggestions for doing this on p. 134*). "Meet them at the front door, and lead them through the house," says Roche. And Builder Martin Braun adds this thought: "Cater to your prospects the way a good headwaiter caters to you."

To see how some builders treat their prospects like people, turn the page.

Photo: White Studios

"Be ready for them"



Plan your whole model area with people in mind

Most visitors don't like to walk far. So locate your models so they are easy to see and compare without too long a walk. The cul-de-sac (left) works well for the display of six Gibraltar Homes's models in East Anaheim, Calif. Consult-

ant Ken Consaul laid out the good plan (right) for Dover Bay Construction Co. of Cleveland. Most unusual feature: the pair of "scenic rests" where visitors are encouraged to stop and admire the four model houses.



Hastings-Willinger



Bob File



Do prospects get a good first impression from your parking area?

If you can't justify a lot, put models on corners (top left) as Parkway Estates, Sacramento, does: there's more parking space close to the house. At Forest Park, Cincinnati, right-angle parking gives visitors a look at the models as they

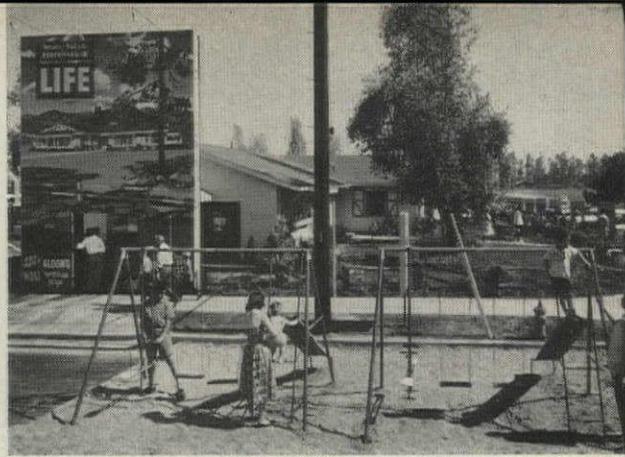
arrive and as they leave (top right). For busy weekends, it pays to hire a policeman to handle traffic, as Par Construction of Cleveland does (bottom left). But in wet weather or in dusty areas a hard-surfaced lot is best (Huber Homes).



Garfield-Linn & Co.



Hastings-Willinger Assoc.



Joseph Alpern

It pays to keep visiting children happy—outside the model houses

“Kids will wreck a sales presentation, because you can’t control them,” advises Expert Doug Edwards. “Have a play area and 90% of the kids will drop out there,” suggests Expert Ken Consaul. The play yard at Woodland Heights,

Chicago (left) is close to the parking lot and within easy view of the model houses. Ridgewood Country Club Homes of Cleveland built a super sand pile (center). In Los Angeles, Aldon Construction blocked off a play-street (right).

Photos: Markow



A nurse will reassure parents . . . and a clown will keep kids amused

Children enter John Long’s play yard where a uniformed nurse welcomes them to a well protected, carefully fenced area (left). She gives parents the assurance that the children will be watched carefully, so they tend to spend more time

walking through the display area. Curt the Clown and his performing dog (right) entertain the children every Saturday and Sunday, have proved so popular that many children don’t want to leave, make parents promise they can come again.

Lubitsh & Bungarz

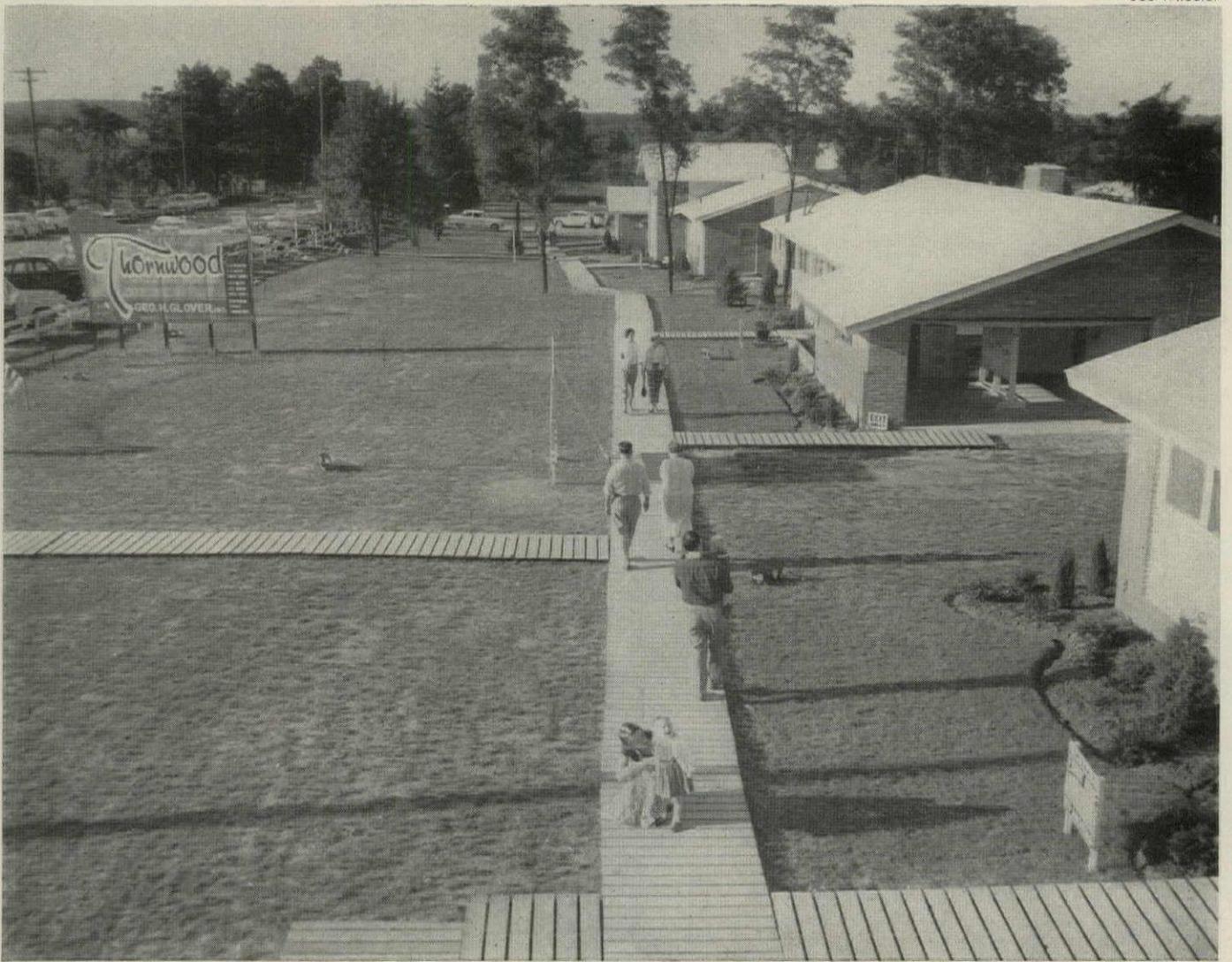


Keeping children occupied needn’t cost much money

Children at Frank Robino’s opening in Wilmington, Del. got a chance to ride a pony and watch a performing horse. Two ponies and the trick horse, with their trainer, cost Robino only \$25 a day, and turned the event into a circus

for kids. A quieter but equally successful way of keeping children entertained is to make one room of the sales office comfortable, provide the latest comic books, and get your secretary to baby sit (as at Reed Homes, Unionville, Conn.).

“Figure out what to do about traffic”



Hastings-Willinger



There are lots of good traffic patterns—pick the one that will work best for you

You can quote different schools of thought on how to handle traffic outside the house. Many builders agree with John Hall of Phoenix who says, “It is important to let visitors have a sense of freedom, let them feel they can go where they want to.” But many others agree with Doug Edwards who says, “You must have control of traffic in behalf of your salesmen. Without flow control a salesman is helpless—he doesn’t know what visitors have seen.” Builder George Glover

of Detroit uses a relatively informal control—he lays board walks between model houses (top). Bollinger-Martin of Louisville (center left) lets any looker look anywhere. And American Housing Guild of San Diego uses roped-off walks to suggest a traffic pattern (center right). But J. C. Nichols asked visitors at a recent opening to stay in line (bottom left) and Par Construction of Cleveland laid out a special walkway to lead visitors from one model to another.



Lots of people hesitate to come in—so welcome them at the door

Research by Stanley Edge among more than 400 home buyers revealed that people (and especially young people) often feel they are intruding when they push open the door of a model house.

So the friendly salesmen (left) in the model homes built by Sabine Valley Lumber, Ft. Worth make it a rule to greet prospects at the door just as if they were neighbors coming to call. H. B. Layne reassured bashful visitors at his big opening in Xenia, Ohio (right) by having a trained hostess stand at the front door to make people feel welcome. She gave visitors a cheery greeting, a brochure, and—when possible—walked

through the house with them. She was instructed to talk up the house's benefits in an informal, friendly way before suggesting they go on to the sales tent.

"Treat your prospective purchasers as guests," advises Advertising Expert John D. Roche of Los Angeles. "Lead them through the front door of your model house, and if possible, out through the front door also." Instructions to their salesmen by Builders Martin Braun and Frank Aldridge of Orland Park Hills near Chicago include: "Give prospective buyers a pleasant smile and your name when you greet them and a pleasant 'Thank you for stopping by' when they leave."



Hastings-Willinger

They'll get in each other's way . . . unless you plan the traffic

Nothing irritates prospects more than being jammed into an overcrowded model house. People who are pushed and jostled about so that they cannot see the house go away disgruntled. And salesmen, unable to sort out the good prospects from just lookers, are equally frustrated.

Various builders handle inside traffic in any of three ways: 1) Some don't attempt any control. They let lookers go where they please. This system works fine during the week

and it works fairly well on weekends—until you get big crowds. 2) When crowds get heavy (as at Bollinger-Martin's Lexington, Ky. opening, left), some builders put a traffic controller at the front door. He lets people enter only when the same number leave (preferably by another door). 3) A third method is to let any number of visitors in, but make them follow a roped-off course through the house (as at Par Construction, Cleveland, right).

“Make people feel like guests”

Markow



A relaxed atmosphere lets prospects feel at home

Many visitors have their guard up against high-pressure salesmanship, but a sign like the one used at Hallcraft Homes, Phoenix, (photo, left) goes a long way toward putting people at ease and winning their confidence. James and Harvey Cosden of Oradell, N. J., think a friendly atmosphere is so important to sales that they let visitors sit down wherever they wish (photo, right). The Cosdens say it is hard for people to imagine themselves living in a house if they aren't allowed to relax and look around. Some builders who keep ropes across their living room chairs to save the

decor, let visitors sit down in the family or recreation room. “You can create a friendly atmosphere with music,” Ken Consaul says. “Play soft music interspersed with low-pressure sales talk,” he advises. One of the best ways to make people feel at home, Bollinger-Martin of Louisville believe, is to have a really clean house. They have a full-time maid in each furnished model. “This shows we are proud of our houses, and makes visitors respect them too,” says Jess Bollinger. His firm even has the mud washed off streets around the model houses on Sunday morning.

Don Bush



Markow



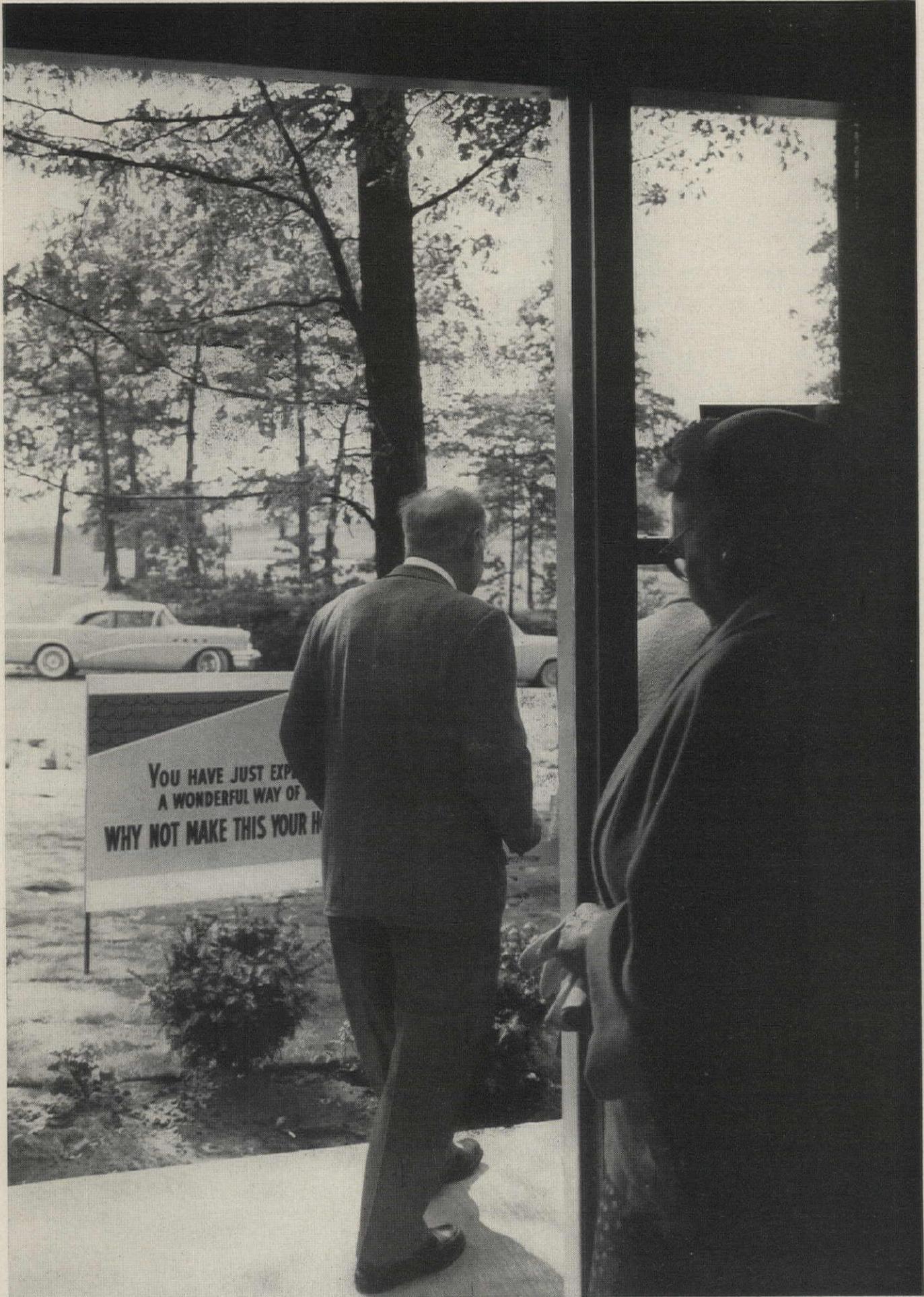
Russell Clarke



Make them comfortable and they'll stay longer

Small but smart touches help make the difference between a friendly and an unfriendly subdivision. Giving children (and adults too) a cool drink of water on a warm day has built friends for Murray-Sanders of College Park, Calif.

Recognizing that people get tired, the builder of Maryvale in Phoenix puts benches around the walks of his cul-de-sac. And Sidney Colen of Kenneth City, Fla. takes a positive approach with the reassuring sign: “This toilet *is* for public use.”



The last impression lasts—see that it is a good one

One of the ways Ridgewood Country Club Homes makes that good last impression is with this sign, outside the exit door of the model: "You have just experienced a wonderful way of life. Why not make this your home?" Whether visitors

are on their way home or on their way to the sales office, it is important to strengthen the good impression your model has made. Sum up your sales message, tell them "we're glad you came and we hope you will come back soon—and stay."

Scrapbook of merchandising ideas

Children as salesmen



The most-discussed sales aid at Al Halper's Sudbury, Mass. tract during the past two years has been the up-to-date list he keeps of the names and ages of the children who move into houses he sells. This helps buyers pick out their lots and helps them make up their minds to buy.

Another developer who knows the value of children in selling is Schenectady's Albert Friedman, who uses his own house as a model. He says his young daughter, by befriending children of prospects, has proved an effective sales agent.

Appeal to gardeners

J. C. Nichols Co. landscapes its Kansas City models handsomely because it has learned that many garden lovers who come just to study the planting become intrigued with the models and buy houses.

Appeal to older people

Dell Trailor of Allied Construction in Phoenix says styles must be geared to conservative buying tastes because the influence of older people is present even when they don't buy. "Even our 35 to 40-year-old buyers bring mom and dad with them to approve the house in 50% of the cases."

Up in the air

To orient prospects coming from as far as San Francisco or Oakland, Al Branden puts a huge aerial photograph of his giant Palma Ceia Village on the wall of his sales office in Hayward, Calif.

Take care of your own

"Our biggest merchandising activity," says Ed Northway of Hutchinson Homes in Denver, "is the way we take care of our buyers. We now spend one quarter of our advertising dollars on callbacks. The best way to sell is to take care of the people you've got."

Bathroom opens outside



Housewives like the full bathroom with outside access in Joe Eichler's models in Palo Alto, Calif. Then they don't need to worry about children tracking mud through the house. Eichler has made this bathroom roomy enough to include a washer-dryer and a large clothes hamper

Pacesetter

A lavish split level at the entrance to Bob Scarborough's community in Haddonfield, N. J. serves as his construction and sales office. Its wood paneling and natural brick symbolize what Scarborough wants people to think of his community.

Mortgage burning party

After one of John Hall's buyers won his new home in a Hall contest promotion, the builder got extra publicity by having a giant replica of the mortgage burnt on the front lawn and following up with a neighborhood party.

Semi-circular sales

Normandy Estates puts its sales office in a corner location with a semi-circular drive which allows a smooth flow of people in and out of the house on busy weekends, with ready access by a brick path to other models.

Window shoppers welcome

Because so many women asked where they could buy the furnishings in the model house, and how much each piece cost, Zachrich Bros. of Toledo got their decorators to post a complete price list in the utility room-store. Result: salesmen save time, keep even window shoppers happy.

Traveling salesmen

Leon Weiner sends his salesmen from Wilmington, Del. to Chicago and other distant cities to talk to groups of DuPont employees who are about to be transferred to Wilmington. Prospects are asked to fill out a "Home Planning Counselor Fact Sheet" indicating their housing needs. Weiner estimates 80% of such transferred men buy from him.

Seal & Turner has induced personnel officers of companies near their Media, Pa. tract to send S & T brochures to branch offices which may send employees to Media. When a transferee buys a house, Jack Turner frequently gets a lead from the buyer on another prospect about to be transferred to the area.

In defense of pretty girls



Doug Edwards doesn't agree with the many builders who feel that pretty girls take the prospects' minds off the house. Properly trained beauties in Phoenix have taught Edwards they do these three things well at model houses: "They absorb stupid questions; they shut up loudmouths (usually by walking up close to them), and they spot prospects."

Top billing

Raymond Bros. of La Crosse, Wis. give each of their salesmen a looseleaf notebook with an 8x10 color photograph of each model for sale in either of their tracts. Mounted on the cover is a color aerial of the area, to orient prospects, and facing each photo inside is a data sheet with prices. "It really sells houses for us", says Charles Raymond.

Planter wall

In Newport News, Va., J. P. Yancey Realty Co. features a mahogany "planter wall"—a back-lighted niche for plants next to a built-in bookcase—in the living room of its model.

For the record

A metal plate is attached to each of Fox & Jacob's new houses in Dallas recording the builder's name and the date the house was built.

Improve your approach



Boston Realtor Martin Cerel goes to great lengths to dress up the approach to any development he helps sell. Typical examples: painting old houses free when they are on the road leading to a new tract; building a handsome rack for mail boxes to replace a scattered assortment serving existing homes.

Landscaping contest

Irving and Walter Wanderman got good publicity in New Rochelle, N. Y. by running a landscaping contest for their home buyers and getting city officials to judge winners of \$200 to \$50 prizes.



Ernest Braun

How to sell : 4 Put them in a buying mood

This picture has a moral for every home builder:

If you want to put people in a buying mood, furnish your model house so they can see themselves living in it.

You're looking at the living room in one of Joe Eichler's contemporary models. It worked wonders for him—even convinced people who had preconceived notions about "new-fangled design" that they'd be happy in a contemporary house.

Take a close look, and you'll see why. Notice the comfortable furniture, the fire in the fireplace, and an extra home-like touch—the yarn and the partly knitted afghan on the couch in the foreground.

"The way we furnished it did the trick," says Eichler. Like Eichler, most successful builders use furniture to create a buying mood (of 400 savvy merchandisers polled last month by *HOUSE & HOME*, more than 84% said they find a furnished model an effective sales tool).

"Furnish to make them feel at home" (you'll find ideas on p. 138). That's the advice of Merchandising Consultant Carl Samuelson, who feels that "warmth and livability can't be talked about . . . they have to be seen."

Consultant Doug Edwards believes that "a woman buys a kitchen and the house goes with it" (for *kitchens women buy*, see p. 140). You can make a good kitchen look even better by setting it up as though a real housewife had just stepped out the door to chat with her neighbor over the back fence.

"Furnish for the way people really live" (check p. 142 for ways to do it). This canny advice comes from Consultant John Roche. He urges you to study family habits—"Remember that small children are rough on a house, and teenagers want their own room"—and add the kind of touches to your model that turn browsers into buyers.

And don't forget to show off *all* your house has to offer. Consultant Lester Rosenberg thinks you should "exploit every room" (examples on p. 144 show how to call attention to bathrooms, porches, entrances and basements).

Consultant Stan Edge has this to add: "Don't overlook the little things that make a house appealing to buyers" (the things some builders do are shown on p. 146).

To see how builders are using furnishings to put people in a buying mood, turn the page.

"Furnish to
make them
feel at home"



Let people see how your house can be lived in

Indoor-outdoor living, a sense of space, easy maintenance—prospects quickly see this house has all three the minute they walk in the living area. That's because builders Mohan & Martin of Anaheim, Calif. sell these pluses by furnishing

their model with see-through furniture and wall-to-wall carpet. Both give a feeling of space, both look easy to care for. Traffic lanes are kept free, so all roads (and eyes) go straight to the patio. Architect: R. Leitch.

Long's Studio



Douglas Simmonds



Some like it formal . . . some like it informal

This \$12,000 house (above left) was furnished to show how luxurious a budget house can be. The builders, Horhorst Lumber Co., Lafayette, La. asked Decorator Ernest Nereaux, Jr., AIA, to help them prove their point. He did; the house

is a sales success. Parquet floor (right) was "best buy" feature Schwartz-Yedor wanted prospects to see. So they furnished to show it off, grouped furniture on small rug in corner of this informal room. Model is in Santa Ana, Calif.



Furniture gives your house a real personality

And also gives buyers ideas about how *their* furniture would look in *your* house. So George Goodyear buys the kind of furniture most people in Charlotte like and he uses it as most of them would (photo, left). Result: a house buyers

identify with themselves. House (right) sells to upper middle-income buyers who like informal, contemporary living. Ellen Lehman McCluskey, AIA, decorated Builder Harry Schwartz' model in styles people recognize and feel at home with.



Play up the best details in your rooms

"I use furniture to lead people's eyes to my fireplace and the view out the picture window," says Allan Rose, Eastchester, N. Y. How does he do it? By setting chairs and table to the side of the view and by grouping chairs off-center around

the fireplace. "Don't counteract the good things you do architecturally," says Designer Edward Wormley, one of America's leading furniture stylists, "Instead place furniture so people will see the best details your house has to offer."

"Women buy a kitchen—the house goes along"



Can you name eight reasons why women like this kitchen?

"First thing women notice is the built-in breakfast bar," say Campanelli Bros. who offer the bar as an optional extra in their Framingham, Mass. house. It's so successful that no buyer has taken the house without one. But builders didn't

stop there—other things women like in this kitchen: dishwasher, disposer, cook tops, wall oven, 11 cu. ft. refrigerator-freezer, ceramic tile walls, dish spray. This house was designed by Architect Edward Poskus.

Art Hupy



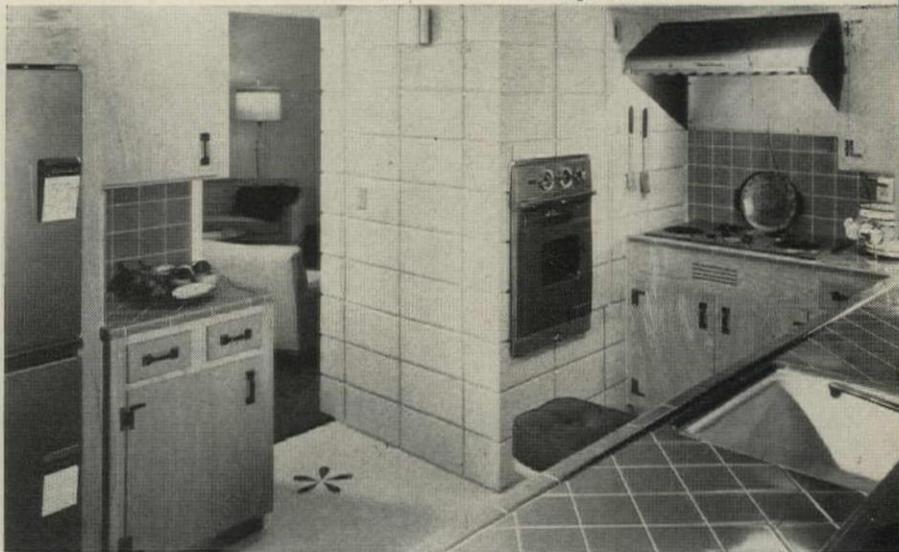
August Beinlich



These photos show why it pays you to use "props"

When you do, women can see how your kitchen works and you have a chance to point out the fine equipment you put into the kitchen. Bell & Valdez, Seattle, laid ears of corn on work surface between refrigerator door and stove to show housewives their kitchen is planned to cut down steps, save time. They set out salad ingredients near washing-up area, have coffee pot and cups on end counter just a step away from dining table set for a meal. The Young Construction Co. uses the same device in the kitchen of a Phoenix model

house. Refrigerator with right-hand opening is next to cabinets topped by a tiled counter. Builders placed a bowl of fruit on the counter to show women this arrangement makes it easy to transfer food directly from refrigerator to work surface. A snack bar was built into room divider between kitchen and family room. The builders point up the counter's use by including high stools, plates and glasses. Another good prop: pull-down lamp which lights both counter and family room and which you can get the visitor to operate.



Did you ever try open shelves? . . . a tile backsplash?

Builders of these kitchens did, to fill their kitchens chock-full of the kind of features that appeal to women.

Because women like to show off dishes and glassware, Slavik Bldrs. furnished their kitchen (left) to show just how it could be done. They even included green plants since so many women grow flowers indoors. Other good props in

their kitchen: pans, blender, TV set on counter. D. D. Castleberry installed a tile backsplash behind cook tops in the Electri-Living house he built in Phoenix (photo, right), used a pull-out stool at the sink where a woman could sit to do chores. More good ideas: oven set into white block wall, inlaid floor with unusual petal pattern.



Cooking makes the kitchen home-like

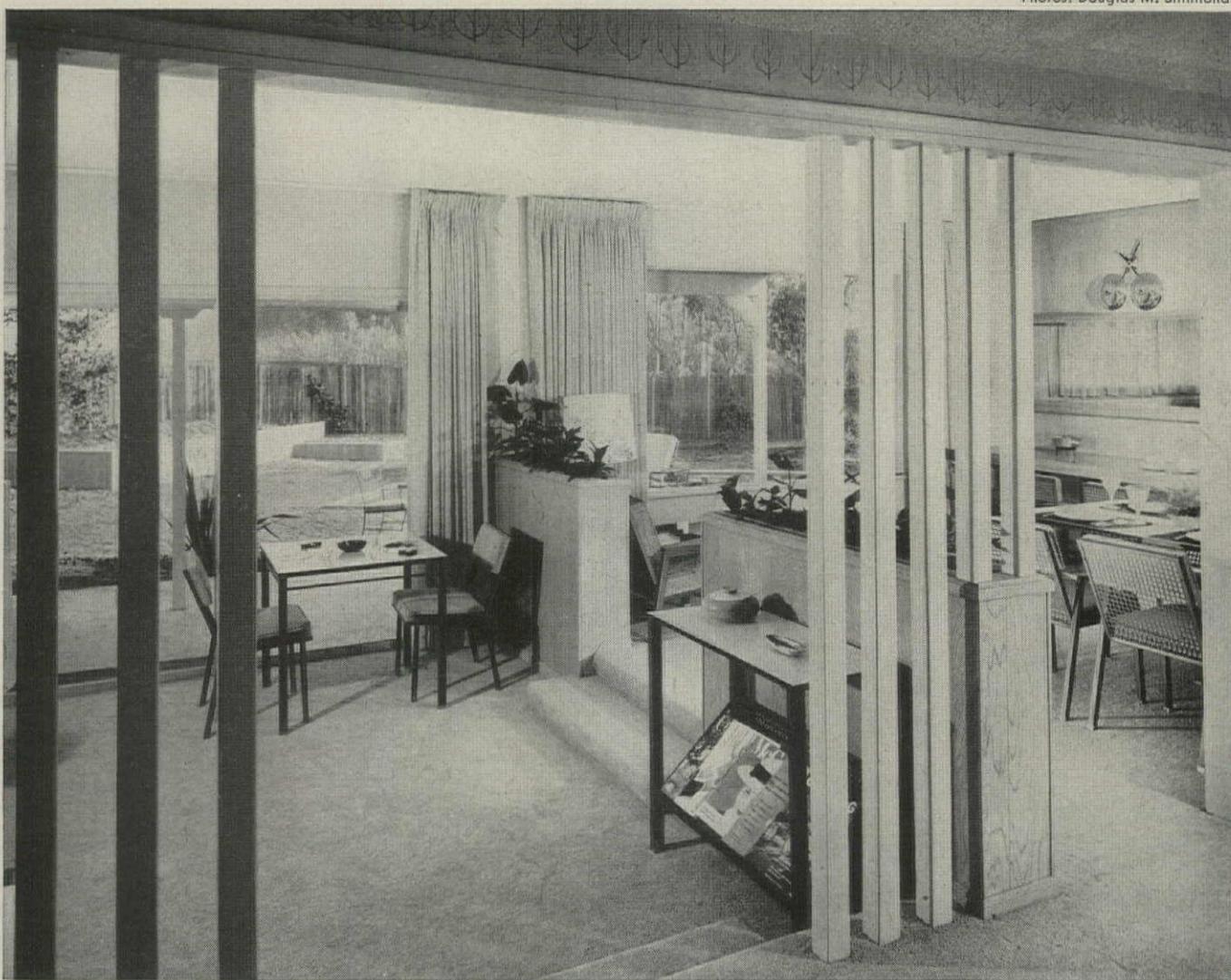
"The aroma of cooking is a friendly thing," says Paul Voegtlin of Goodwin Housing Corp. "It seems to relax people and put them in a receptive mood, which gives us a good chance to sell them on our house." So builders cook a turkey in the wall oven of their kitchen in a Haddonfield, N. J. model. This also gives them another good chance to point out the size and features of the oven itself, and to lead their sales talk smoothly to the other equipment in the kitchen.

Does your kitchen appeal to the family?

The one shown at the right does. George Heltzer fixed up the kitchen in his model with furnishings aimed to make every member of a family feel the kitchen had something for him. Heltzer got a part-family-room, part-equipment-center effect by installing folding doors to close off one area. He put a sofa and a table in the family-room area, set the table for meals. Table could also be used for card games or homework. He made a snack counter in the kitchen area, used lots of homey touches like the canisters, fruit, curtains.



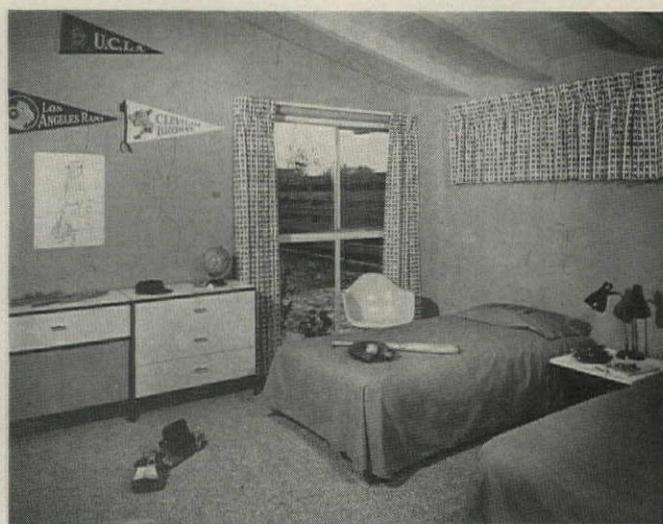
"Furnish for
the way
people
really live"



Do you furnish with a real family in mind?

Advises Stan Edge: "Don't just furnish a house—furnish it for somebody. And do what it takes to please the particular somebody you have in mind." That's what the Larwin Co. did with this model at El Dorado Northridge, Calif. This family-room, dining, kitchen area looks like the home of a

real family. It will appeal to people who like to entertain (the dining table is set and a card table is ready for a game), who like informal living (note the open pass-through to the kitchen), who like to garden and eat outdoors (look through the glass wall). Architect for this model was Ken Banks.



Show that your rooms can take everything the kids have got

If you don't, you're missing a good bet. This room was furnished two different ways in two different models to show that a toddler (left) or a preteenager (right) might be at home in it. By including tricycle, PlaySkool toys, miniature seating, visitors get an impression the owner of the room has just galloped away on his make-believe horse. Room at

right reflects more mature interests—principally baseball. Globe, pennants, drawing on wall all contribute to feeling that a real boy lives here. Ideas here could be duplicated at little cost with unpainted chests, toys purchased at dime store. Muriel Hagan, AID, furnished both rooms. House by Geo. Alexander Constr. Co.; Architects: Palmer & Krisel.



When you furnish for teenagers, remember their interests

Include feminine paraphernalia in a girl's room as Bill Levitt did in this Levittown, Pa. model house. Bottles and jars on dressing table, wire chairs, frilled dust ruffles and quilted spreads on beds are some of the things he used. "Children can make or break a sale," says Dell Trailor of Allied



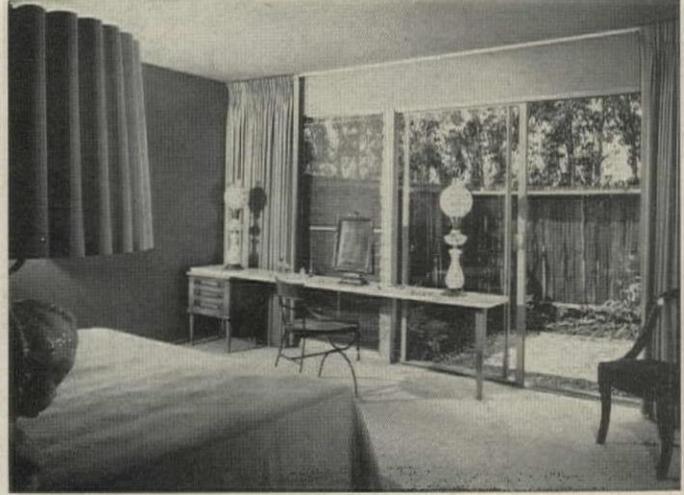
Homes, Phoenix. "So we furnish a room around their interests. This, in turn, interests their parents in our house." Room in Allied's model (right) is furnished with ball cap, bullfight poster, Hitchcock chair, desk. Cotton denim fabrics, which take hard wear, shows builders know boys.

Douglas M. Simmonds



Dramatize the privacy parents seldom have in their old homes

George Goodyear does it with a robe on the bed and slippers on the floor. Clothes horse in corner holds man's suit. Pictures and books also help personalize this room. Bedroom (right) in Lemon Heights model, Santa Ana, opens to a secluded garden enclosed by wood fence. Builders kept fur-



nishings simple to convey quiet, comfort; but did use lamps, standing mirror, perfume bottle. Architect for this Schwartz-Yedor house was John C. Lindsay, AIA. Visitors are sure to compare rooms like these with those they now live in—favorable comparisons put prospects in a buying mood.

Hedrich-Blessing

Here's an all play, no work family room

And it says so from the word go. Easy-upkeep tile floor, drip-dry curtains at window, zip-off washable chair covers are all ideas you might use in your own family room. Table is set for an informal meal near glass wall. House was decorated by *McCall's*. Builder: Jacob Boettcher; architects: Garber, Tweddell and Wheeler.

"We put easy-upkeep furnishings in our family room, too," says Frank Robino of Wilmington, "because prospects want to know how the room can be lived in with a minimum of care and this is one of the best ways to show them."

In South Bend, Andy Place says he furnishes his family room for many of the same reasons, but also "to appeal to the man of the house." He says, "We think leather-covered chairs, a card table, big ash trays are all things that help make him feel at home."



Art Hupy

Lionel Murphy

"Exploit every room"



Douglas Simmonds



Good bathrooms deserve extra effort

People look longer, see more good features when you dress up the bathroom with soap, bottles, flowers, and towels, as the builders of these bathrooms did.

Both baths above include long, deep mirrors above the lavatory counters which give the bathrooms a look of luxury and at the same time call prospect's attention to the handsome counters themselves. In the bath of their display house (above, left) Bellevue, Wash. home builders put soap dish, glass bottles on counter, created a handsome patterned floor with tile set in colored strips. Dewey Kennel put up a circular Lucite rack and towel in his Florida house bathroom (above, right) compartmented the room by hanging swing doors.

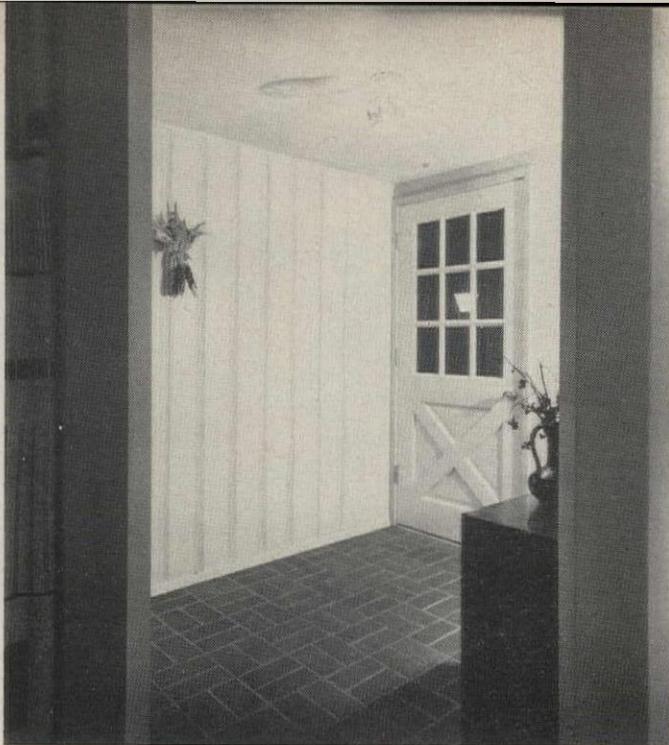
Prospects can't miss seeing the vented storage cabinets, ceramic tile wall behind tub in this Electri-Living house (left) because soap, vase of flowers, towels help direct their attention to every good feature. Builder: Sanford Adler; Architects: Palmer & Krisel.



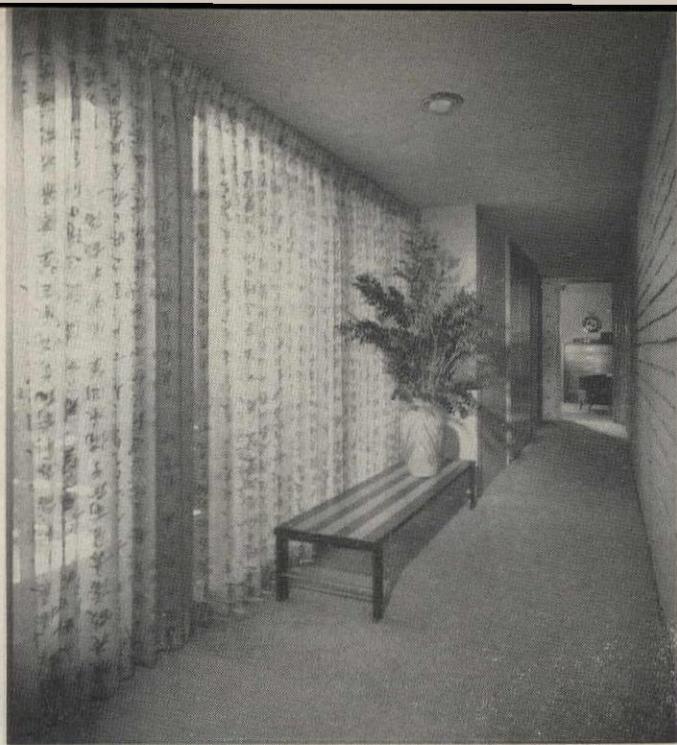
Look how attractive a screened-in porch can be!

"We furnish the porch to show buyers its advantages as an outdoor room," say Hall Enterprises, Jacksonville. It's a chance to emphasize the extra space their porch gives buyers, too. They fill built-in shelves with accessories, include chairs,

a portable TV set. House was designed by Architect Robert Broward, built at the 1957 Parade of Homes. Pearce-Uible of Jacksonville fix up their porch (right) with "durable pieces to get people thinking about what they'd do."



Artiaga



Maynard Parker



El Greco

Give people something to see the minute they walk in

"Stress the psychological impact," say Fischer & Frichtel of St. Louis, "and make your entry a teaser for the rest of the house." Their teaser-type foyer is shown top left. Ross Cortese likes to show women current home furnishings fashions in his houses and begins in the entry. "That way they can't wait to see the rest of the house," he says. His curtained foyer (top right) sets the theme for the whole house.

Because Al Friedman believes that "only one prospect in 50 buys the first house he sees," he does some hard selling at the door. His entranceway has a striped floor, a built-in brick planter which Mrs. Friedman keeps filled with green plants. Walter Tally of Atlanta believes in carrying curb appeal into the house (bottom right). He uses lots of plants against glass wall, a picture and a plaid-covered bench.

H&H Staff

Richard Averill Smith



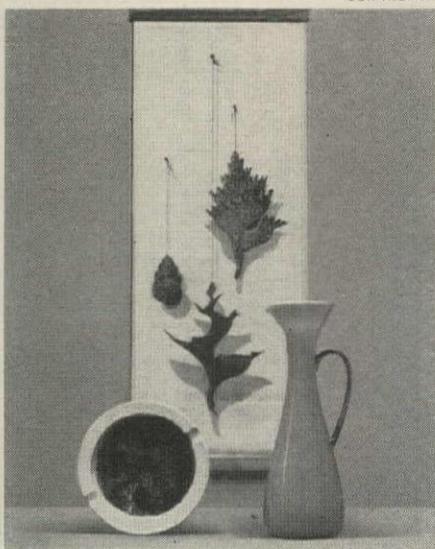
Put a big surprise in the basement!

Make a big point of all the habitable space your basement has to offer by furnishing it around family activities, as these builders did. Leon Weiner converted a corner into a seating area, put up a ping-pong table and a rocking horse for the

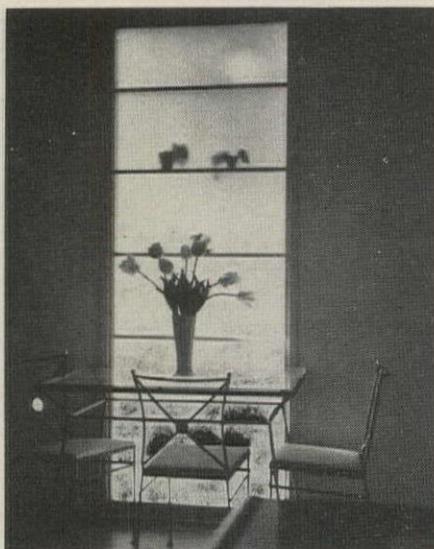
children's area. You might also make the basement into a party-game room as was done at right. Plastic roof lets in light for greenery in built-in planter at far end. Harbor Hills, L. I. house. Architect: Herman York.

“Don’t overlook the little things”

Ben Martin



H&H Staff



Benyas-Kaufman



In a woman’s world, the little things mean a lot

© Ezra Stoller



“Accessories—and this includes everything from lamps and pictures to the smallest ashtray—are part and parcel of every woman’s home. Don’t leave them out of the model because nothing does your house so much good at so little cost.” This is the advice Decorator Emily Malino gives builders who ask her help in furnishing the model house. Good examples: the wall hanging, ashtray and pitcher, top left, cost under \$10 at Raymor, N. Y. Their value, however, can be immeasurably more: they represent little things housewives treasure.

With a few simple props you can create dramatic effects as the builders of Normandy Estates did in their model outside San Diego (above, center). They built a translucent glass panel between kitchen and dining room, use it as a backdrop for flowers on a see-through table. Sullivan-Smith turned an alcove into a powder room in a Detroit house (above, right) with mirror, shelf, flowers, candy jar and small stool.

On a larger scale, the dining room (left) in Shroder Co. house was decorated by Emily Malino with artificial flowers and ferns (no upkeep), dishes, books in next room.

“Clever accessorizing goes a long way,” says Merchandising Consultant Stanley Edge. “Towels in the kitchen, plants, lamps—these create more appeal per dollar than anything else.”

Harold Grieve, president of the AID, agrees. “One of the functions of AID members is to get the greatest return for the least money spent in the model house. That means picking furniture and accessories that help sell the house.”

The Milwaukee Journal



H&H Staff



You don’t have to be in television to create special effects

You can do it right in your own model house as these builders did. Book corner in Milwaukee model, just opened, is making a big hit with prospects. Builders: Jordan-Jefferson. So is this woven bamboo curtain in Carl Gaskin’s San Antonio

model. Gaskin doesn’t furnish but he dresses up his kitchen with the curtain. Shutters in Phoenix’ Del Monte model house filter light in living room, add the romantic touch Merchandising Consultant Ken Consaul says is a must.

Herzog



Bill Engdahl, Hedrich-Blessing



Some like it painted, some like it papered

So the Auburn Construction Co. shows it both ways in the kitchens of two furnished models. "This idea makes a lot of friends for us," says Auburn. "It shows people you care."

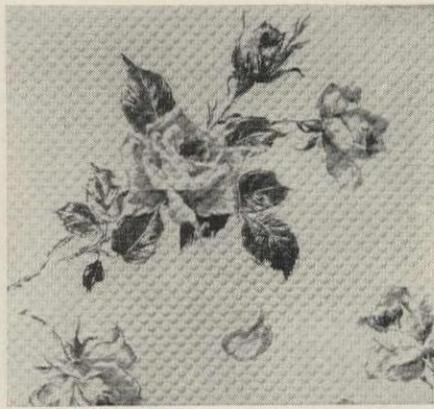
Builders like Quincy Lee, Edward Carr, and Jim Burke

instill the same feeling in prospects by offering them a choice of coordinated wall colors. Builders like Roger Ladd, Bolinger-Martin, Walter Tally use a lot of wall paper. "It glamorized my house and I know it made sales," says Ladd.

H&H Staff



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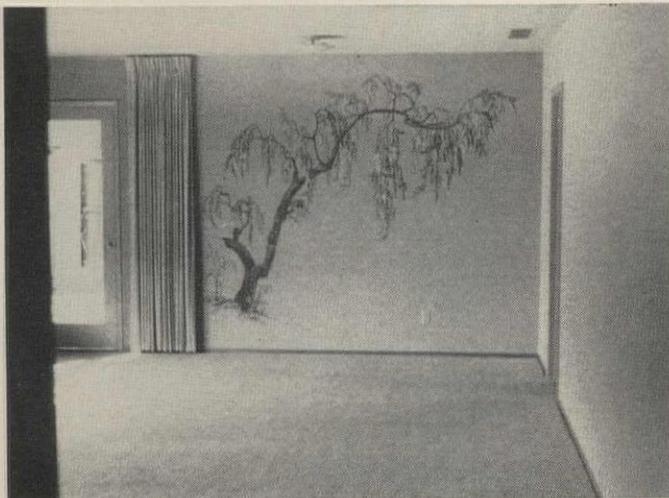


Today's buyers are going for papers like these

"People want paper in children's rooms that *looks* as if it belonged in children's rooms. They're still buying roses for their bedrooms—this has always been popular—and the biggest hits of all are the scenic and vista-type wallpapers—for

halls, living and dining rooms," says Mary Brandt of the Wallpaper Institute. The three wallpapers shown here are "Alphabet" by Commercial Wallpaper Co., a vinyl coated washable wallpaper; "Freeman Rose" by Birge; and "Pompeii" by Birge.

H&H Staff



Here's how to take the curse off a bare room

You can do what Dick Dickman does in California (left). He uses wall-to-wall carpet, hangs drapes at the window, and papers one wall with a scenic paper. You can also furnish a corner with chairs, table, curtain, lamp, and a handsome

wallpaper (right). House in San Antonio. Architects: Hesson & May. "Whatever you do, make it different," says Merchandising Consultant Doug Edwards. "People never buy same-ness. Be different. That's what merchandising means."

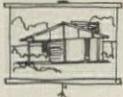
Scrapbook

of merchandising ideas

The seed of good will

Even the best seeded lawn for a new house will have thin spots where grass has not taken hold. Andy Place builds good will for his good houses by giving buyers a ten-pound package of grass seed, worth \$12, to take care of the bare spots.

Sell door-to-door



Builders are beginning to adopt the active door-to-door selling techniques that salesmen in other consumer product fields have long used. Alphonse Ferland & Sons is about to do this in Providence, using slide films. Others already doing it include Pearce-Uible in Jacksonville, which sends salesmen out after first mailing letters to renters, and Realtor Albert Friedman in Schenectady, who regularly drums up prospects in rental areas after first getting leads on the phone.

Plant ahead

J. C. Nichols Co. has built its reputation in Kansas City as a creator of good-looking neighborhoods. One reason: Nichols plants trees as soon as he buys land, so that when buyers move in the trees are already good-sized.

If you can't do that, you might do the next best thing, as Myron B. Sloane does in Elkins Park, Pa. When one of his lots has no trees, he plants at least one, 3½" to 4" in diameter.

Hold a contest

Sargent & Co. reports many builders are getting in on its "Lucky Key Contest" in which potential buyers are invited to see model houses and fill out entry blanks to try to win radios and a \$500 national prize. Since they must complete sentences on "The feature I like most in this house," the builder gets the names of all visitors and learns what they like about his model. Builders who use Sargent locks get promotional materials, including a radio to give away.

Late news broadcast

During a busy Sunday afternoon, John Long in Phoenix breaks into the background music every so often to announce the name and address of a new buyer and to tell which model he bought.

Visiting hours



People have babies and people buy homes and they have more babies and buy more homes, and so on. That's one reason that Beir-Higgins in New Jersey sends a bouquet to the hospital and follows up with a personal call whenever the wife of one of their buyers has a new baby.

Proof of the pudding

Leonard Stulman believes first-class furnishing is absolutely essential, even for small builders. His finding: "If we build three models and furnish only two, only two will sell."

Straws in the mud

Even in a well-planned tract like Forest Park in Cincinnati, incessant rains create a lot of mud along streets and parking lots near new models. Warner-Kanter handles the problem in Forest Park by spreading a lot of straw around. This practically eliminates mud-tracking and improves appearances.

Quick qualification

Here's a typical sales dialogue from Herb Seltzer, crack salesman for American Housing Guild, San Diego's biggest builder:

Customer (entering sales office after seeing model): I like your Fiesta model.

Seltzer: Fine. Are you eligible for FHA or VA?

Customer: I'm a World War II vet. Is the fireplace extra?

Seltzer: No, it's included in the price. What do you do for a living?

Customer: Convair. Engineer. How many square feet does that house have?

Seltzer: Twelve hundred. What is your income?

Customer: \$600 a month.

Seltzer: Fine. Come over here to the map and let's see if we can pick out a lot.

Be somebody



A builder can keep his name before the public by taking part in civic campaigns, especially as chairman of community groups. Recent example:

Albert Halper sparkplugged a campaign in a Boston suburb to prevent an ordinance requiring that dogs be leashed.

Insist on changes

Matt Jetton amazes a lot of prospects at his Tampa tract by encouraging them to ask for variations in the most popular model he offers. He does this to avoid building too many look-alike houses. All this has led to more sales. Buyers are much readier to buy when they learn they can get something a little different from other buyers.

Follow that woman

Salesmen for Berg & Diehl in Mobile get weekly training sessions, and receive half their tuition costs if they take college sales courses. Lessons they've learned: 1) Show visitors through the house starting with the least dramatic rooms. 2) If a husband and wife separate, go with the wife. 3) If several couples arrive at the same time, introduce them to each other.

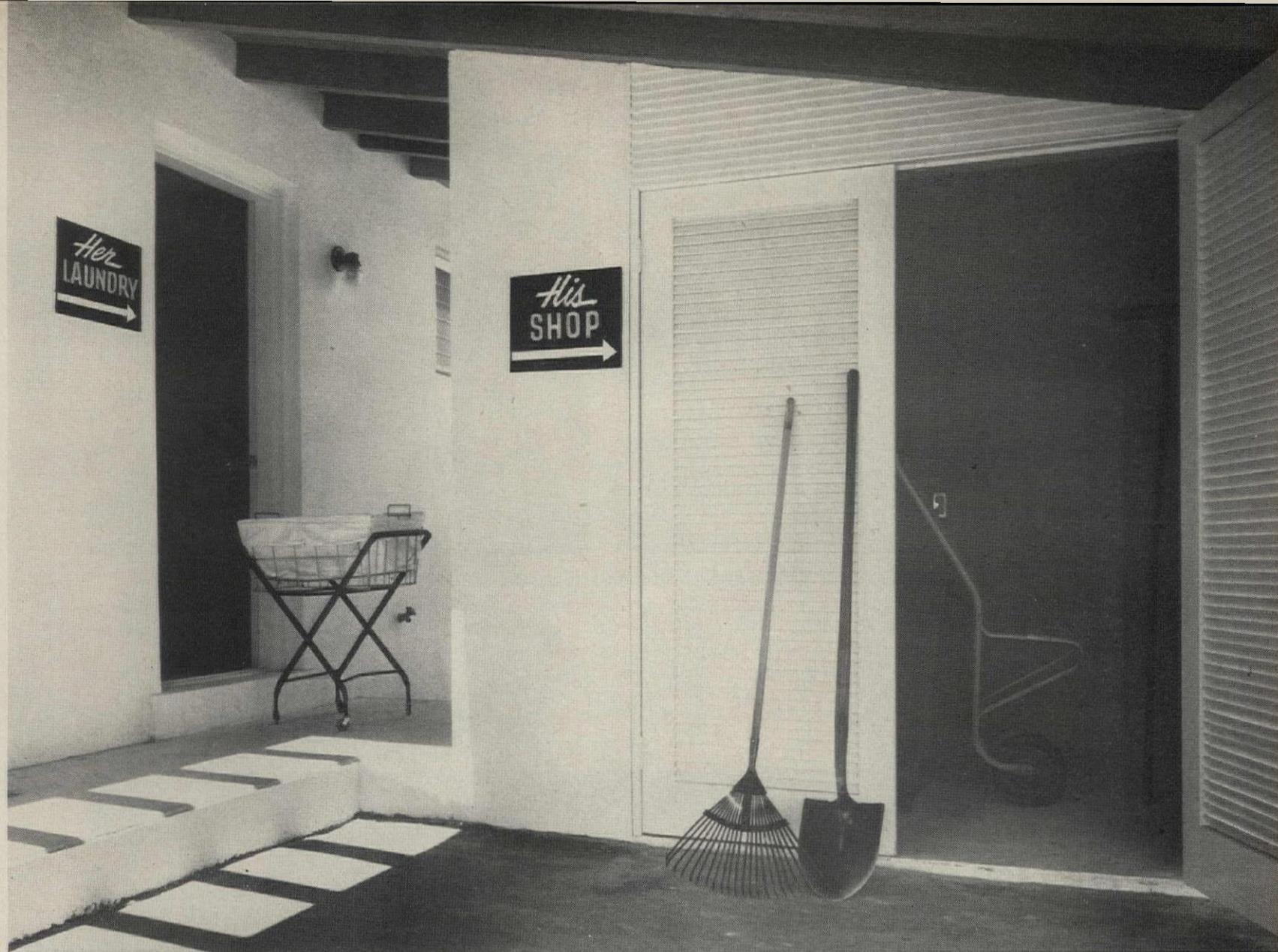
Leave room for the model

If you're going to build on the same tract for several years, leave room on the highway for a new model house each year. So says Myron B. Sloane of Elkins Park, Pa. That's what he did in his Moreland tract, started four years ago, and that's why he's had new models on the main road each year since.

Strictly for small builders

Merchandising Consultant Stanley Edge suggests these 10 rules—at random—for small builders:

1. Select a specialized market.
2. Get a special signature or logotype designed.
3. Clean up thoroughly around the model.
4. Offer "a decent piece of merchandise."
5. Make a big point of personal attention.
6. Use bedroom or garage for sales office.
7. Take trade-ins, but do it through a realtor.
8. Budget 4% of the sales price to advertising.
9. Don't put the price on a sign in front.
10. Try to sell while the house is being built.



Vince J. Fiorino

How to sell : **5** Show them something to remember you by

A week before this photo was taken "her laundry" and "his shop" were just another utility room and storage room.

But two imaginative signs and a few garden variety props transformed them into features visitors aren't likely to forget.

"I didn't realize myself what we had until we did this," says Builder Yank Yannitelli. "A week before, husbands and wives passed these two rooms with hardly a word. Now visitors always stop and talk about them. That's good. If they talk about them, they'll remember our house."

Builder Yannitelli's experience points up some basic advice from Consultant John Roche: "Show them features that will stick with them" (*you'll find examples on p. 150*). Roche also urges: "In your model house be sure to tell them what is included in the price. And point out things they wouldn't know unless they were builders."

Consultant Carl Samuelson believes that many builders fail to call attention to all the values they offer. He recommends: "Exploit your assets" (*for ways and means see p. 152*).

"And be sure you have some surprises" (*there are some*

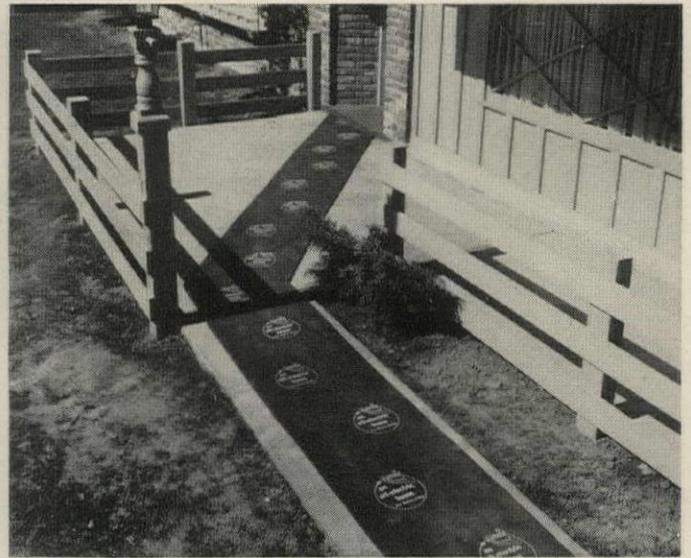
good ones on p. 154) this advice comes from Consultant Ken Consaul of Cleveland. He adds: "Show your prospects things they don't expect to see—a shoe polishing kit on the back of a closet door, a pull-out platform for youngsters under the bathroom washbasin."

HOUSE & HOME's survey of how builders are planning to make more sales in 1958 reveals an overwhelming interest in plan and design features. And most builders and realtors interviewed by HOUSE & HOME editors stressed the importance of eye-catching items. Examples: Adjustable-height clothes poles in closets, Mr. and Mrs. medicine cabinets and heat lamps in bathrooms, decorative room dividers, handsome door hardware.

Doug Edwards sums up a lot of sales advice: "Give the buyer something to brag about" (*for ideas, see p. 156*). Edwards also recommends: "Hang your merchandise on your differences."

For specific examples of what you can do to get your prospects to remember your houses, turn the page.

“Show them features that will stick with them”



Roll out the red carpet for them and they won't forget you

That's what Dick Goodwin of Goodwin Housing Corp. did in Haddonfield, N. J. to get the town talking. "This is a soft touch and it works," says Goodwin. "People quickly understand how much you've made them welcome." The idea, first used for the Twentieth Century Limited and later picked up by airline companies, is becoming a smart open-house gambit for

many builders. Young Construction Co., Phoenix, rolled out the red carpet with the help of the Salt River Power District which supplied it for Young's \$26,900 Heritage Home. Stamped on the carpet: "An all-electric home." In Dallas, Fox & Jacobs' red carpet plays up the carpeting included in the price. Stamped on it: "Heavenly carpet by Lees."

Markow



If you have a lot of space, dramatize it!

This big garage is in one of John Long's \$10,000 houses in Phoenix. FHA credits it as a single-car garage because part of the space is used to meet FHA's requirement for outside storage, but the builder capitalizes on the big space by painting a brilliant red banner across the back. "I can only describe it as a single-car garage," says Long, "but I might

as well let everybody know it's over-size." In St. Louis, Fred Kemp of Contemporary Homes sets a grand piano in one of his models. "It gives a tremendous feeling of space and luxury to the living room," says he. His salesmen use the piano as a big talking point: "Ever see a piano in a room that didn't crowd out the other furniture?" they ask prospects.

H&H Staff

The Richmond
\$24,950.

FEATURES

1. Hotpoint automatic defrost refrigerator
2. Hotpoint dishwasher
3. Hotpoint disposal
4. Caloric stainless steel oven and range with magic thermostat
5. General Bronze glass doors
6. Gutters and down spouts
7. Carport
8. Privacy wing wall at patio area
9. Fireplace and double face brick wall
10. Finished recreation room

EVERYTHING INCLUDED AT NO EXTRA COST

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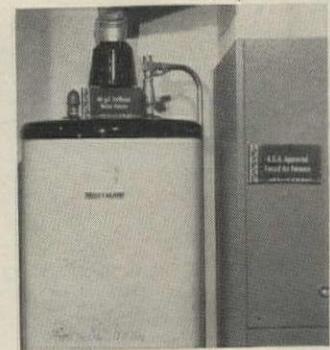


When it's included in the price, tell them—don't make them guess

To assure customers how much they are getting for their money, builders all over the country are now placing the facts in front of them. In Falls Church, Va., Bernard Jaffe tots up ten extras with the telling words: "Everything included at no extra cost (left)." In Costa Mesa, Calif., Murray-Sanders put signs on the features that most people

expect are extra cost—like this barbecue (center). Other items (not shown) that M-S tags the same way: Formica dining counter, bedroom dressing table, rolling chopping block. "Positive merchandising" is what Sanders calls this. In Framingham, Mass. the Campanelli Brothers' assure customers right on the built-in oven that it is "included" (right).

Photos, H&H Staff



Anticipate common questions with a sign

The sign on the oven (left) leaves no doubt that it will accommodate a Thanksgiving turkey. It is in a Franklin Builders model. Sid Paul of Wilmington assures square-foot-conscious prospects his fourth bedroom is really a big bonus—

10'-6" x 10'-9" big! (center, left). Fred Winrock, Staten Island, points out that he delivers 100-amp electric service (center, right). In Louisville, Bollinger-Martin label their furnace "AGA approved" and water tank "40 gal." (right).

H&H Staff



If your equipment makes life easier, say so

Leon Weiner uses signs to emphasize the wife-saving features in his models in Wilmington. Since prospects can't see his waste disposer under the sink, he calls attention to it with a sign that sells its benefits: "Will save you countless steps." (left). Weiner also points out that his Armstrong Excelon floor tile is "for easy maintenance and care." Good-

win Housing Corp., Haddenfield, N. J., uses a sign on a safety feature that women talk about: he puts the control board of his built-in range on the wall behind the burners, and off to the side, and points out that it is "away from tiny hands" (center). In Richmond, Carlton Wilton's GE merchandising sign points out how care-free his house is.

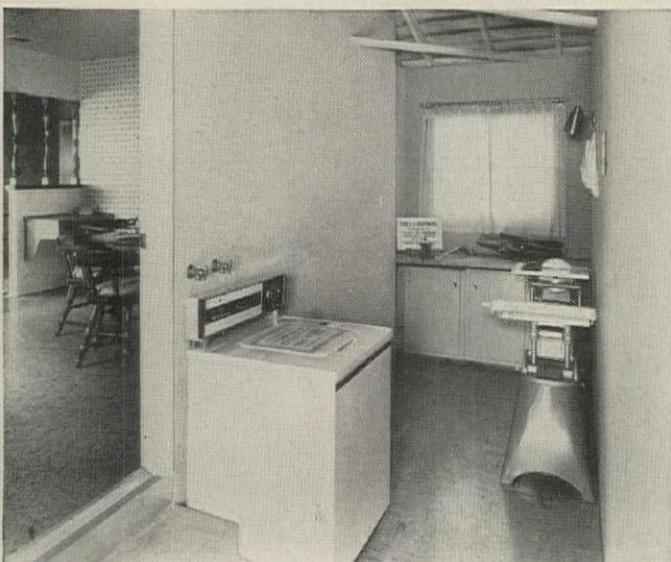
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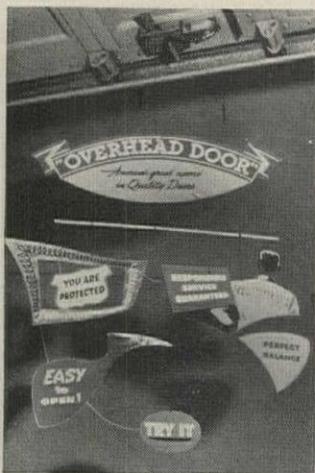
“Exploit your assets”



Mom buys, but give Dad a reason to pay the bill



Merchandising Expert Douglas Edwards says: “Mom will do the buying, but you’ve got to give Dad something too. You’ve got to keep him from fighting Mom’s desire. A workshop or a place for a hobby will do it. Help Mom help you: show Dad something, too.” That’s what San Jose Realtors Stone & Schulte do with their sign (top, left) outside the combination den and fourth bedroom of the model in their Old Orchard community. In Clearwater, Fla. Dave Edmunds furnished the back of his garage with a pegboard panel and got his local hardware store to turn it into an effective workshop display (above). Edmunds’ merchandising consultants, Russell-Clarke, borrowed the idea from Joel Coley of Oklahoma City after reading about him in *HOUSE & HOME*. Edmunds’ comment: “This is a low cost and effective way to appeal to the man by showing how he can use his garage.” In Anaheim, Calif. Merchandising Counselors L. C. Major & Assoc. took the all-feminine touch off the laundry-mudroom combination with a power tool and workshop cabinets in a Park Village model home (left).



Markow



Use signs that invite visitors to “try it”

That’s what this Overhead Door mobile does (left). And it works—according to the Fox Bros. who use it in the garage of one of their Plymouth Meeting, Pa. model homes. Visitors try it and are intrigued.

The two women seen in the center photo are reacting to a sign in a John Long model in Phoenix. Sliding out dishwashers, opening closet doors, looking in ovens—these are some of the ways visitors get interested and begin to feel at home. Small sign in the photo, right, asks visitors to see how the

Powers Hydroguard tub-shower temperature control works.

“Make yourself at home and handle the product” is the invitation of American Housing Guild, San Diego. Says Sales Manager Herb Seltzer: “If people get a chance to try things out themselves, they sell themselves. People are more relaxed and apt to do things themselves when a salesman isn’t breathing down their necks.” In Phoenix, Dell Trailor urges prospects to bring their whole families to “try out” the features in Allied Homes model house.



Signs can be in surprising places . . . and say surprising things

The sign at the bottom of the stairs informs prospects who go down in the basement how this house is heated. South Bend Builder Harry Swanson got the sign from his local utility. But Swanson didn't stop at that. He added another sign to drive the point home. When visitors looked around

his big basement, they saw a "Look, No Furnace" sign which Swanson created himself (above). Builders who use Minneapolis-Honeywell controls are provided with another surprising merchandising device, signs that are placed behind the transparent faces of M-H "Tap-Lite" wall switches.

Joe Fletcher

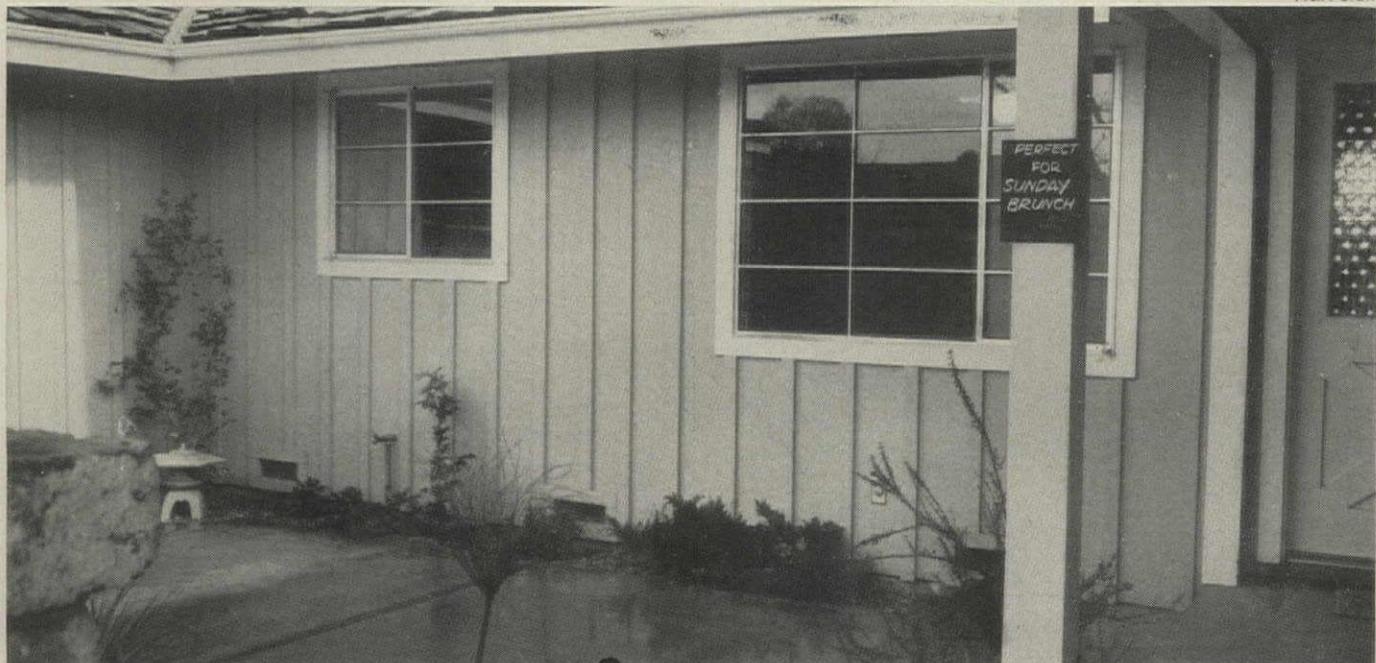


Here's how a mannikin can make your point for you

To convince prospects, "you'll sleep better, too, in this Lennox air-conditioned house," Harry Swanson puts a mannikin in bed in his South Bend model (left). The Frigidaire "sheer look" mannikin (center) is in the kitchen of a Reynoldsburg, Ohio, house by Georgian Builders. This svelte

figure quickly reminds visitors of the points made in Frigidaire's consumer magazine advertisements. Mannikin, right, greets exploring prospects when they open the doors of the Curtis Fashionwood kitchen cabinets. Smiling figure portrays how easy the rounded cabinet corners can be cleaned.

H&H Staff



Look how effective a simple little sign can be

The sign's message—"Perfect for Sunday brunch"—suggests "the-house-with-the-patio-where-we-could-have-brunch" — the kind of idea people remember. This good merchandising is on a \$30,000 model by Johnson Co. in Santa Clara. A

similar device is used in Leon Weiner's \$17,990 model in Wilmington. A sign posted outside one room reads: "Biggest recreation room you ever saw." Says Weiner, "People remember it and compare it with other recreation rooms."

Branden

“Be sure you have some surprises”



Something to remember? This is the living room of a \$15,000 house!

At that price, who is likely to forget these double front doors that open from a lanai entrance?

Who could forget the massive masonry fireplace, the brick hearth, the mahogany peg-beam ceilings, the grooved beams, the louvered doors and transom glass?

This “Dream Home” model is at the top of Builder Al Branden’s price line. Does the visual wallop pay off? Branden built and sold over 1,000 houses in 1957. Building in Hayward and Sunnyvale, Calif., he is now the biggest builder in the San Francisco Bay area.

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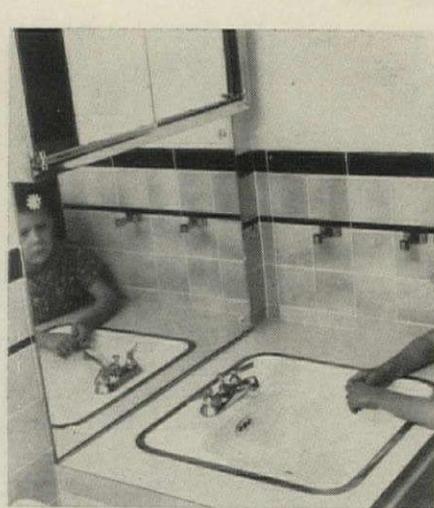
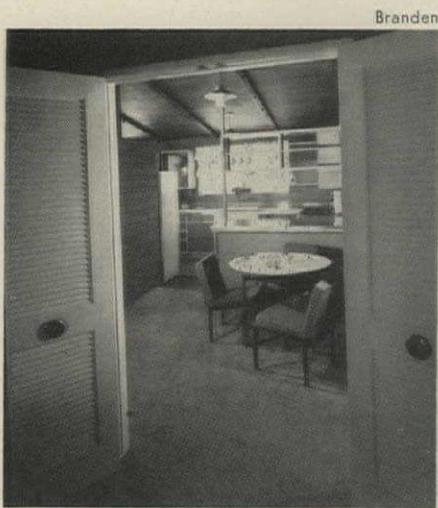
Julius Schulman



Fresh ideas like these make women talk about your kitchen

The rolling tea cart (left) is a standard feature in the kitchens of Dave Edmunds’ custom priced models. Tea cart is pushed under a counter top (behind it) when it is not being used. Says Clearwater Builder Edmunds: “This cart sells the kitchen and the kitchen sells the house.” In Costa Mesa,

Calif. Murray-Sanders features a rolling chopping block (right). Women talk about it, he reports, even after they’ve left. The rolling chopping block fits against a wall (where it can be used as a block or counter top) but it can also be wheeled into other rooms as if it were a service cart.



Two of anything have more than twice the impact

Double louvered doors (left) open the third bedroom-den to the family room in Al Branden's \$15,000 model, Hayward, Calif. Twin clothes hampers under twin wash basins (center)

are eye-catchers in the Pasadena Show House. A second mirror below the medicine cabinet—just the right height for kids—gets interest at Sidney Colen's Kenneth City, Fla. model.

Photos: Douglas M. Simmonds

H&H Staff

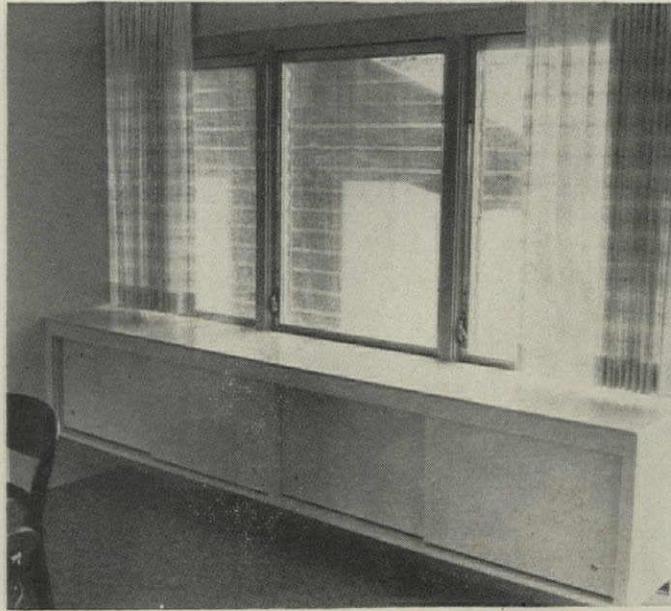


Little differences often make the big difference!

Prospects are impressed by—and remember—smart extra touches (left to right) like a compact planning desk (D&E Builders, Los Angeles), a telephone shelf (Swarthout-Black Co., Los Angeles), a built-in dressing table and mirror in the master bedroom (George J. Heltzer, Los Angeles), or a

louvered door for extra privacy between living and bedroom areas (Normandy Estates, San Diego). Advises Merchandising Expert Ken Consaul: "Highlight your interiors with unexpected features like a shoe polishing kit on the inside of a closet door or a pull-out platform for kids in the bathroom."

Arizona Photographic Associates



Built-in storage means built-in sales

This look-through cabinet (left), which hangs from the ceiling between the kitchen and the family room, has two advantages: dishes can be reached from either room, and each room gains light and spaciousness from the other. This attention-getter is in Allied Construction Co.'s \$13,250 model

in Phoenix. The built-in dining room server (right) "is something no one else has, saves the buyer's furniture money, is built-in sales appeal," says Realtor Nicholas Terranova. It was designed by Architect Charles C. Reed, Jr. for SMY Building Co.'s \$15,950 house in Hollywood-by-the-Sea, Fla.

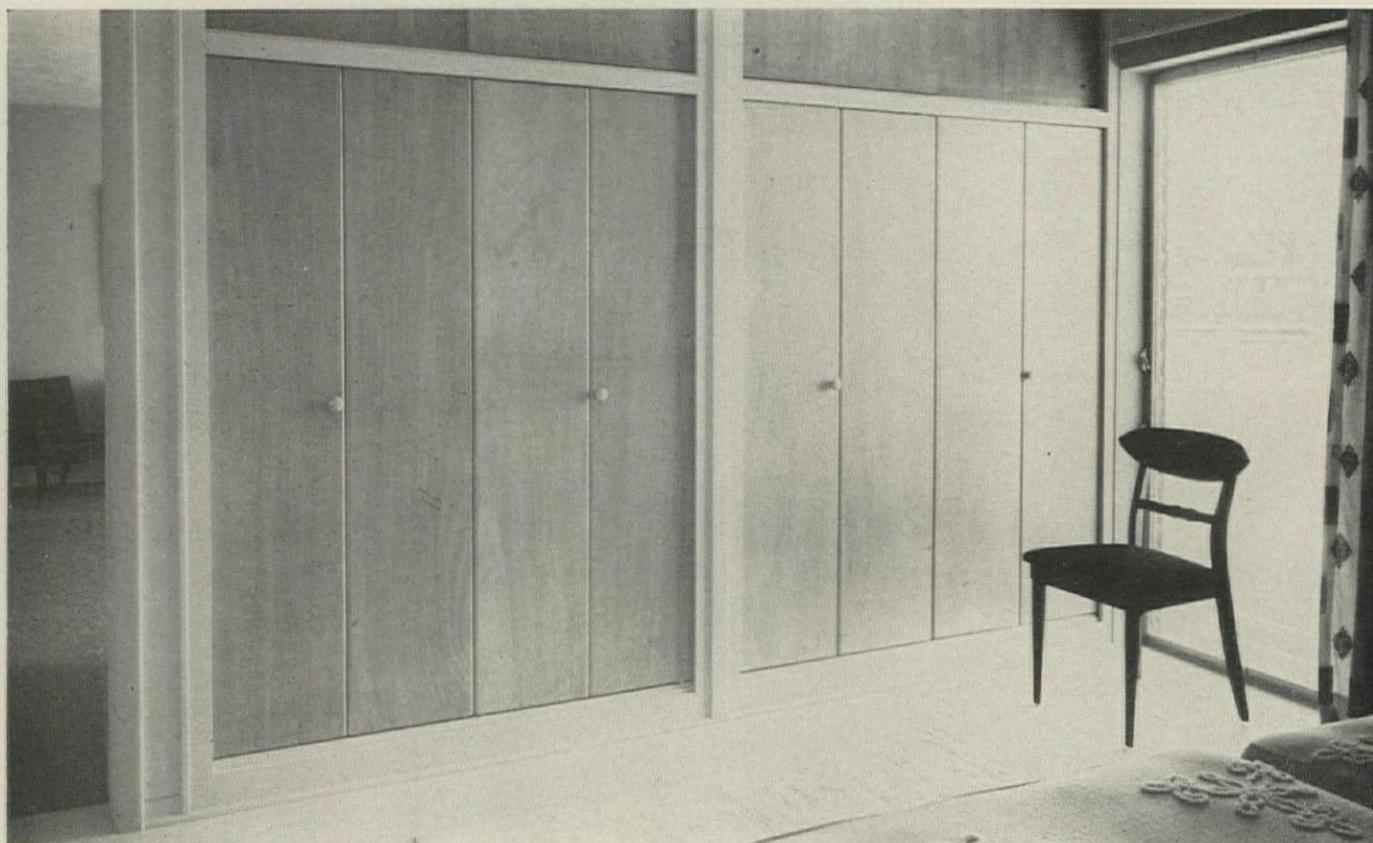
"Give them something to brag about"



Some features are so striking, every woman will want them

Women—who are always kitchen-conscious and storage-conscious—need no prodding to spot smart features like the Lazy Susan (left) which uses up dead corner space in the Pasadena show house, or the well thought-out, well organized

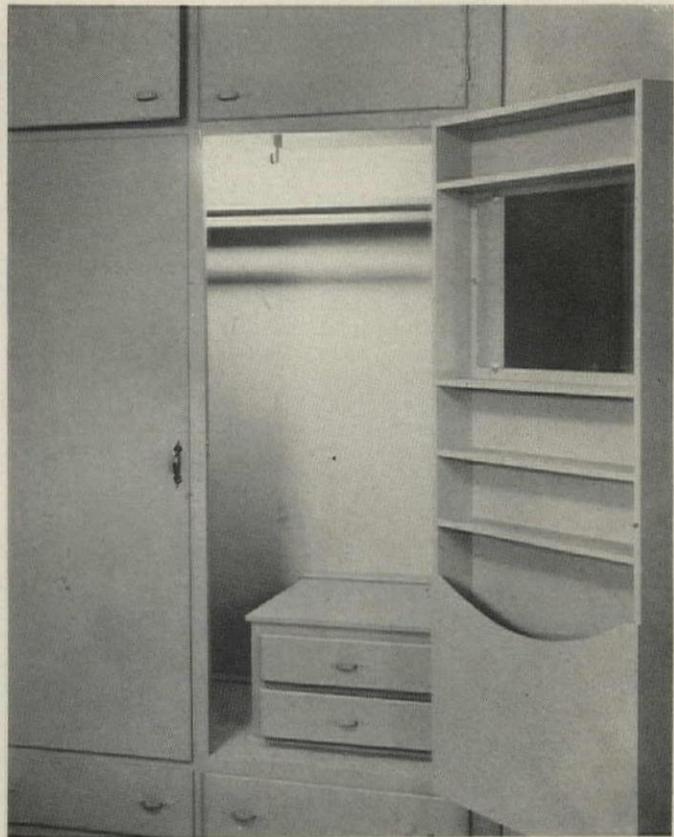
closet for pots and pans in the Swarthout-Black model house. (Architect Milton J. Black put pull-out shelves in the lower section so women could find the pot they wanted without getting down on their hands and knees to look for it.)



Who wouldn't brag about closets like these?

"Nobody," says Yank Yannitelli of SMY Building Co. "We put these huge closets, with wood bifolding doors, in the bedrooms and corridor of our latest houses. They were the big hit." (Eight of the 40 houses sold, at \$15,950, within two

weeks.) Yannitelli is in partnership with the Slavik Brothers, big Detroit builders, who agree with him that "people are no different in Detroit than in Florida, California, or any other place — everyone likes a lot of storage space."



Open drawers and doors are a good way to let your storage show

The roomy clothes hamper is propped open (left) in the bathroom of Builder J. P. Yancey's Dream House model, Newport News, Va. This attracts attention to it and to the rest of the well planned storage unit, which has plenty of

drawers and open shelves for "the good towels" or for decoration. And the storage door of his built-in master bedroom wardrobe (right) is left open, too, so visitors can see the built-in shoe rack, hat rack, mirror, door-operated light.

Frank Fulkersin

Douglas M. Simmonds



"Furnishing" your storage space will make people remember it

The two storage units above were stocked not just to show how well they work, but to arouse interest and comment. The closet (left) is in a \$32,000 model by Builder and Master Showman Bob Gerholz of Flint. (The unit is Mason-

ite's Duowall and Panelok storage system, with L. A. Darling Co. hardware.) Photo at right shows how Sanford Adler of Los Angeles hangs tools on the pegboard wall of his tool-storage rooms. He figures this makes a lasting impression.

Scrapbook

of merchandising ideas

Chain letter

Berg & Diehl used a variation of the chain letter idea in Mobile. They wrote to each buyer saying they hoped to keep selling to people like them. Enclosed were five plot plans showing lot sizes and prices, to be given or mailed to five friends the owners would like as neighbors.

Maid for a day



When a family moves into one of Andy Place's new houses in South Bend, they find he has provided the services of a maid who helps unpack dishes, arrange furniture, prepare food, and help keep tempers even during that hectic first move-in day.

Bud Williams, Dayton real estate broker, goes Place one better. He makes a maintenance man available to new buyers for the first *two* days when they move in. This free helper will wax floors, paint, move furniture, and in general help clear up the disorder of the day.

"The Young Executive"

Many a young executive moving to Fort Worth has felt strangely drawn to Sabine Valley Lumber Co.'s new tract—Sabine has introduced its newest model as "The Young Executive."

That old college try

If you are building in a college town, you can take a lesson from Sun Devil Homes in Tempe, Ariz. In the first place, Sun Devil is the nickname of Arizona State in Tempe. Further, refreshments are served by co-eds and most of the selling is handled by faculty members and their wives. (It's okay with their boss. Arizona State's President Grady Gammage is one of the project's backers.)

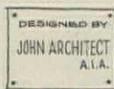
All around town

A small carousel can go around two ways. Reed Homes in West Hartford not only used a truck-borne merry-go-round to entertain children at its playground opposite one of its models but drove it all over the Hartford area to attract prospects.

Call out the lions

Huber Homes paid the Lions Club in Columbus to serve coffee and doughnuts at a big Huber opening. The money went to the club's charity.

Stress the architect



Bob Scarborough posts large signs around his Haddonfield, N.J. tract of higher priced homes naming architects who designed the houses. This helps stress the high quality Scarborough plays up in all his merchandising.

Second-timers know

Two Wilmington, Del. builders stress the quality of their materials because most of their buyers are former home owners "who know, or think they know, the difference between No. 1 and 2 lumber," as Sid Paul puts it. Leon Weiner, who uses a full-scale cutaway section of an exterior wall, is more convinced of his prospects' knowledge. "You would be amazed at the amount they know," he says.

Get the license number



Salesmen who work for Jack Meyerhoff & Sons in Baltimore are required to get every visitor's name and call that prospect within five days. If the salesman is too rushed to make a card notation at the time of the visit, he must at least take down the visitor's auto registration and check up at the license bureau to track down the prospect.

Knocker on every door

V-shaped brass knockers bearing the name "Hallcraft" go on all of John Hall's houses in Phoenix. And the knocker serves as an emblem which is used in all advertising of Hallcraft homes.

One, two, three

Bernard Rubin held three openings at his Cleveland tract, all big successes. The first was for the press and city officials. The second was a "sneak preview" attended by hundreds of prospects who earlier had received and answered Rubin's questionnaire on what they wanted in a new house. The public opening brought out 6,000 people.

Furnishings pay off

"We can prove that furnished models pay off," says Florida's Dave Fleeman. "We first furnished our best-selling model. After we sold it with all the furnishings, we opened a different model with furnishings and offered the old best-seller unfurnished. Then we couldn't even move the best-seller."

Double duty duct

A novel method of piping high-fidelity music into a model home has been worked out by Bob Scarborough in Haddonfield, N. J. He puts the loud-speaker in the heating duct of the house so the music flows to every room.

A dog and a drink

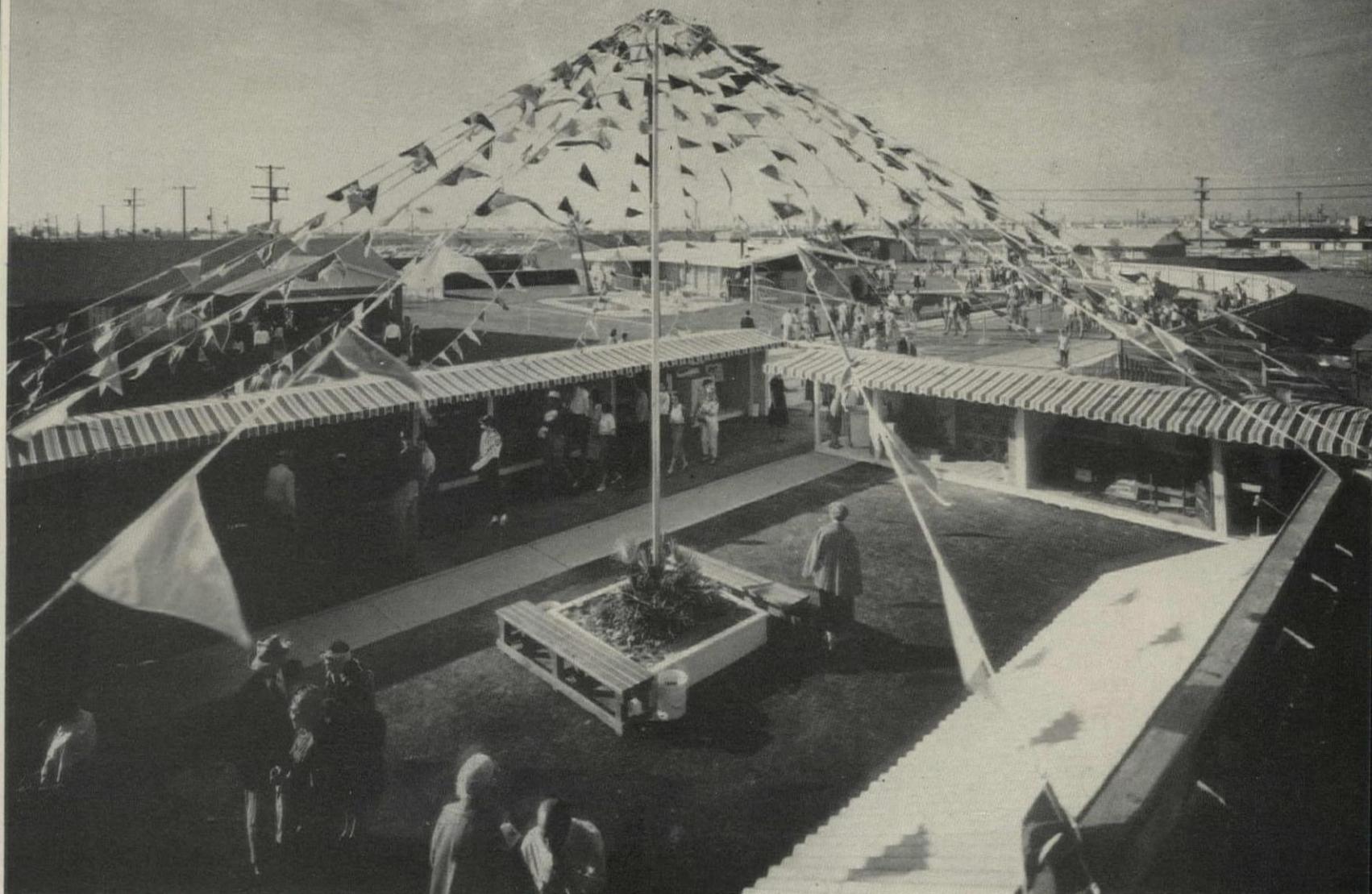


Prospects who visit Realtor Al Friedman's home, which he uses as a model house in Schenectady, are put at their ease immediately. First, he keeps a pair of dogs they can play with, which is most impressive to renters who have been unable to own dogs. Second, he offers them a cocktail. Nearly all prospects prefer a cocktail to coffee, he has found.

Listen

Salesmen who work for Quincy Lee in San Antonio are sternly warned against monopolizing the conversation with prospects. "Guide the conversation," Lee says, "and let the prospect talk as much as he will. This way he'll tell you what he really wants, sometimes unconsciously, and you can find the house that fits his needs." (Lee also bars high-pressure selling, because "you can't maintain that fever pitch for the 30 days it takes to close the deal.")

Other builders who stress that salesmen concentrate on listening are John Long in Phoenix and Charles Ervin in Charlotte, N.C., both the biggest builders in their cities. Says Ervin: "Let people talk. They'll tell you everything if you let them."



August Beinlich

How to sell : **6** Convince them with displays

Around this flag-decked courtyard John Long displays the products that go into his houses. Is an elaborate set-up like his too costly for most builders? Probably so. And Big Builder Long (2,000 houses a year) is the first to admit it. But, he says, any builder—large or small—can use displays to put more zip into his merchandising.

Displays get results for two reasons:

1. They keep prospects around longer, get them to ask questions, and give your salesmen a chance to talk with them.
2. They satisfy the skeptics—tire kickers who want to be shown why your house is better than the next fellow's.

Says Merchandising Consultant Stan Edge: "Your best bet is to create a store and group your displays there" (*for places to put your store, see p. 160*). Edge adds: "Never scatter exhibits through your model house. They make the rooms seem smaller, and destroy the homelike atmosphere you want to create in your model." Of 400 top flight merchandisers polled by HOUSE & HOME, 44.3% sell the quality of their materials and equipment in "stores."

Consultant Lester Rosenberg advises: "Play up your hidden values with displays" (*you'll find examples on p. 162*). He suggests: "You can use cutaways to show the quality construction of your houses (19.8% of the builders polled by

H&H are doing this). And don't forget that your location has hidden values, too. You can show them with maps and pictures of community facilities."

Consultant John Roche urges: "Be a showman in your store" (*you see showmen in action on p. 164*). "Of course, your displays should be interesting and inviting," says Roche, "but they should also be exciting."

How do you get showmanship? You can use moving displays, try off-beat ideas, grab every opportunity to demonstrate—and to involve your prospects in the demonstration. And—like Builders Ed Shaver of Louisville and Harry Quinn of Chicago—you can even show movies of your houses and communities.

"Don't forget to cash in on the products you use" (*for some good product displays, see page 166*). That's the advice of Consultant Carl Samuelson. He notes: "You won't get credit for your top-quality products unless you make a point of the fact that you use them" (78% of the builders polled by H&H promote brand-name products). You can list your brand names, or—like 55.5% of the builders polled—you can use manufacturers' sales aids.

To see how builders convince prospects with displays, turn the page.

H&H Staff



"Group your displays in the store"

Horace B. Newell



You can put your "store" in your model house or set it off by itself

What's the best place for your displays? There is no hard and fast rule. Your answer will depend on the size of your operation and your particular sales problems. Generally speaking, you have three choices: 1) the garage or carport of your model house, 2) the basement, 3) a separate building or even a tent.

A carport (above left) works fine for Art Lynds of Hobart Homes, San Diego. It is enclosed with fixed glass and jalousie windows, which can be easily removed when the model house is sold. (Even if you don't use your garage or carport as a

main showroom, it's a good idea to put some displays there. You'll kill the bare look and make valuable use of what would otherwise be waste space.) Hal Gootrad, Cleveland, decided on a separate building (above right). Visitors pass it on their way from the model houses to the parking area.

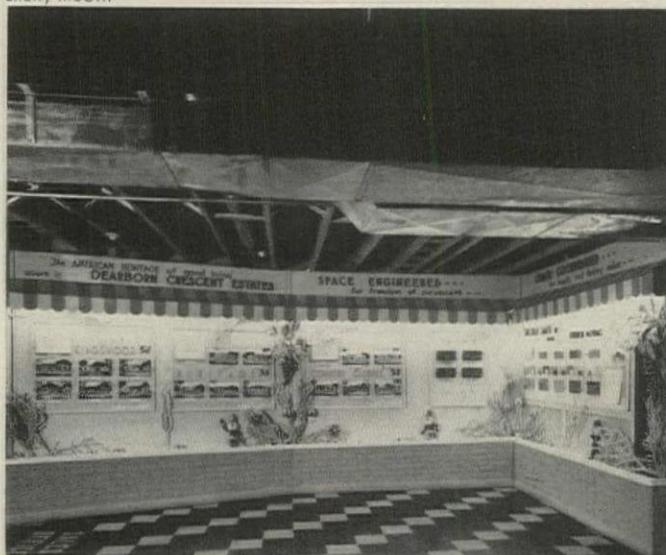
Other builders—like Auburn Homes of Rockford, Ill., and Cameo Homes and Sullivan Smith (see below), both of Detroit—prefer basement "stores." A sign in front of Cameo's models says: "Be sure to see our display room—basement of the 'Crestwood'."

Lawrence S. Williams



No matter where you put your "store," it's what you do with it that counts

Snuffy McGill



Here you see what three builders did with three different kinds of locations:

Left above: Altman Builders and Developers of Philadelphia dressed up a garage by lining the walls with peg board and hanging up samples of building materials along with awards won by Altman houses. Ranged along the walls are mock-ups showing construction details. Most of the floor is left free so visitors can move around easily. Crisp, readable lettering above the pegboard tops off the display.

Right above: Goodwin Housing Corp., Haddonfield, N. J., converted a house into a large showroom by leaving out the partitions, then stocked it with appliances and other equipment used in Goodwin homes. Manufacturers representatives are on hand to answer questions.

Left: Sullivan-Smith worked wonders with the basement of a model house. Pegboard walls were lined with samples of wallpaper, wall and floor tile and wood finishes; equipment, pictures of houses, site plans and pictures of community facilities. Plantings in floor-level boxes and the general color scheme are changed to match the seasons.

Displays give your buyers confidence

Some people are just plain scared of buying a house. They need to be convinced that it's a sound investment—perhaps the soundest they can make. That's the purpose of the poster (right) displayed by Brown & Kauffmann, Palo Alto. It shows actual cases of what happened when the same amount of money was 1) used to buy a car, 2) put in a savings bank, 3) invested in blue chip stocks and 4) used to buy a house. Best bet? A house. The poster is directed at newlyweds and other first-time buyers like apartment dwellers.

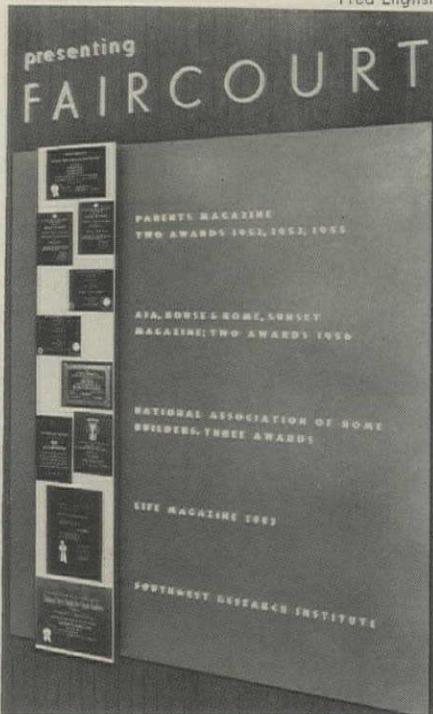
Here's Proof Positive!

A GOOD HOME IS THE GREATEST INVESTMENT VALUE IN AMERICA!

An actual case history, plus 3 typical cases of men who invested \$3,000 in January, 1953. Here's how each profited or lost in three years....

A BOUGHT A NEW AUTOMOBILE \$3,000	\$1,300	\$1,700 loss	Kelly's Blue Book
B PUT HIS MONEY IN THE BANK \$3,000	\$3,278 ¹⁰	\$278 ¹⁰ profit	compounded at 3% interest
C INVESTED IN "BLUE CHIP" STOCKS \$3,000	\$3,596	\$596 profit	Dividends, plus gains when stocks rose sharply, plus that most likely to rise
D BOUGHT A S. & B. HOME \$3,000	\$7,600	\$4,600 profit	Actual Case History

Fred English



Arteaga



You can use displays to capitalize on your awards and publicity

"Show them your credentials, and they'll feel sure of getting a good buy," says Joe Eichler of San Francisco. On the handsome board at left, he posts awards won by his houses. On the big board at right, Contemporary Homes of St. Louis

spreads a "scrapbook" of awards, citations and newspaper and magazine publicity. "It lets people know we have a national reputation", says Fred Kemp, Contemporary president. In the Boston area Al Halper displays a trophy case.

Fred English

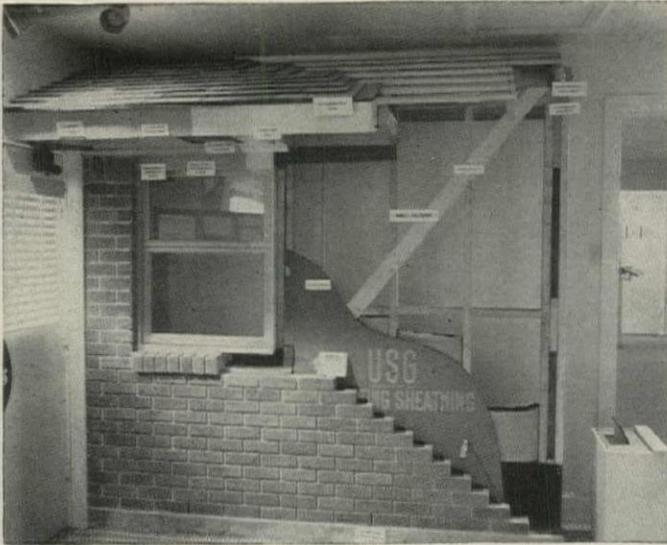


Displays are a good way to dramatize your plans and designs

Displays like these are particularly valuable if you build a wide variety of houses and don't have models of all of them. Joe Eichler uses back-lit shadow boxes (left) to show off his plans and colored renderings (not in photo) of his houses.

On a glass-topped table (foreground), he shows how one house is planned for outdoor living, plus pictures of people living in the house. Kentwood Park, Calif., uses private booths (right) in the sales office to display his plans and renderings.

"Play up your hidden values"



Why not show the works with a cutaway . . . or a peephole to intrigue the curious?

This wall and roof cutaway works better than words in telling the story of quality construction for Fox & Jacobs, Dallas. Small signs point up high-grade materials and other features.

Peepholes in a wall are like peanuts in a barroom. People can't resist them. John Hall uses this one in Phoenix to show the details of his "bonded brick" construction.

Hastings-Willinger



Markow

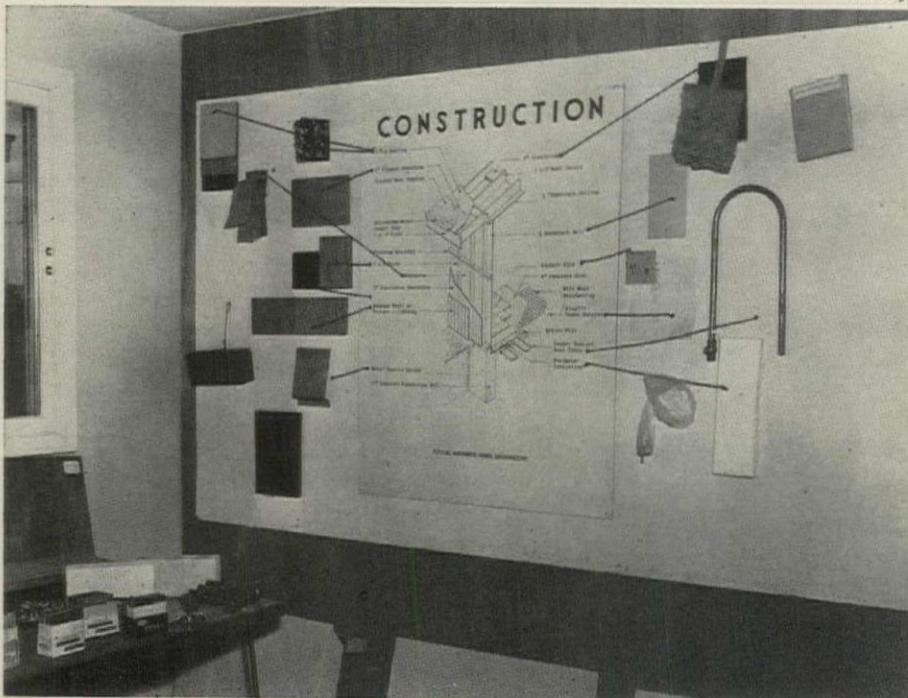


Mock-ups like these are a cinch

"Second-time buyers, who make up 90% of our sales, are savvy buyers," says Bernard Rubin of Ridgewood Country Club Homes, Cleveland. "They know construction and insist on proof that it's good." Rubin supplies the proof with a simple little mock-up of his wall section (far left). Builder John Hall also uses easy-to-make mock-ups. He uses his (near left) to show wall and roof construction.

Here's another sales aid you may be able to use: Nat Gumenick, Richmond, Va., sells tradition-minded buyers on his concrete slab and radiant heating with an inexpensive cutaway: a 1' x 4' piece of slab with projecting heating pipes and exposed insulation.

Arteaga



Citizen Journal

BUCHANAN BUILT HOMES
Require the *Best* Heating & Air Conditioning
PLAN 725 RAVENWOOD

PLANNED & ENGINEERED BY
AIR RITE ENGINEERING CO. • PH. CR 4-7263

WITH
LENNOX HEATING AND/OR AIR CONDITIONING
WITH *YOU* IN MIND

ALL BB Homes

1. ARE PROPERLY ENGINEERED FOR A/C.
2. ARE EQUIPPED WITH QUIET EFFICIENT LENNOX HEATING and/or AIR CONDITIONING EQUIPMENT.
3. HAVE DUCTS TAPED AND INSULATED WITH 2 INCH FOIL BACK INSULATION.
4. INSTALLATION and SERVICE IS GUARANTEED 1 YEAR.

WHY BB HOMES HAVE 2" FOIL INSULATION.

1" PLAIN	1" FOIL	2" FOIL
INSUFFICIENT COSTS YOU 40000 DMS & POWER	BETTER - BUT COSTS HEAVILY MORE HOME IN A/C	BB HOMES NO WHITE DUST OR COOLING

You don't have to spend a lot to create graphic displays like these

An isometric drawing (left), with lines leading out to sample materials, does the trick for Fred Kemp of Contemporary Homes, St. Louis. It shows construction of his roofs, walls,

floors and foundations. Buchanan Built Homes, Arlington, Tex., plays up the quality of duct insulation by showing samples for people to compare (bottom of display at right).



Markow

Your community has hidden values, too—you can shout them on billboards

This spectacular billboard covers one wall of the sales and display area at John Long's Maryvale subdivision. It tells the Maryvale story in terms of community facilities and driv-

ing time to nearby towns, plants, and downtown Phoenix. Other builders display wall maps, topographical maps, tabletop maps, and picture of nearby churches and school.



H&H Staff

... or you can whisper your community story on clever little signs

Here are three humorous but dignified examples from Jack Meyerhoff's sales office in Baltimore. Framed and mounted behind glass, they catch people's eyes better than simple

posters. Says a Meyerhoff salesman: "These little signs can be the clinchers in making a sale. The light touch and the direct message do a real job for us."



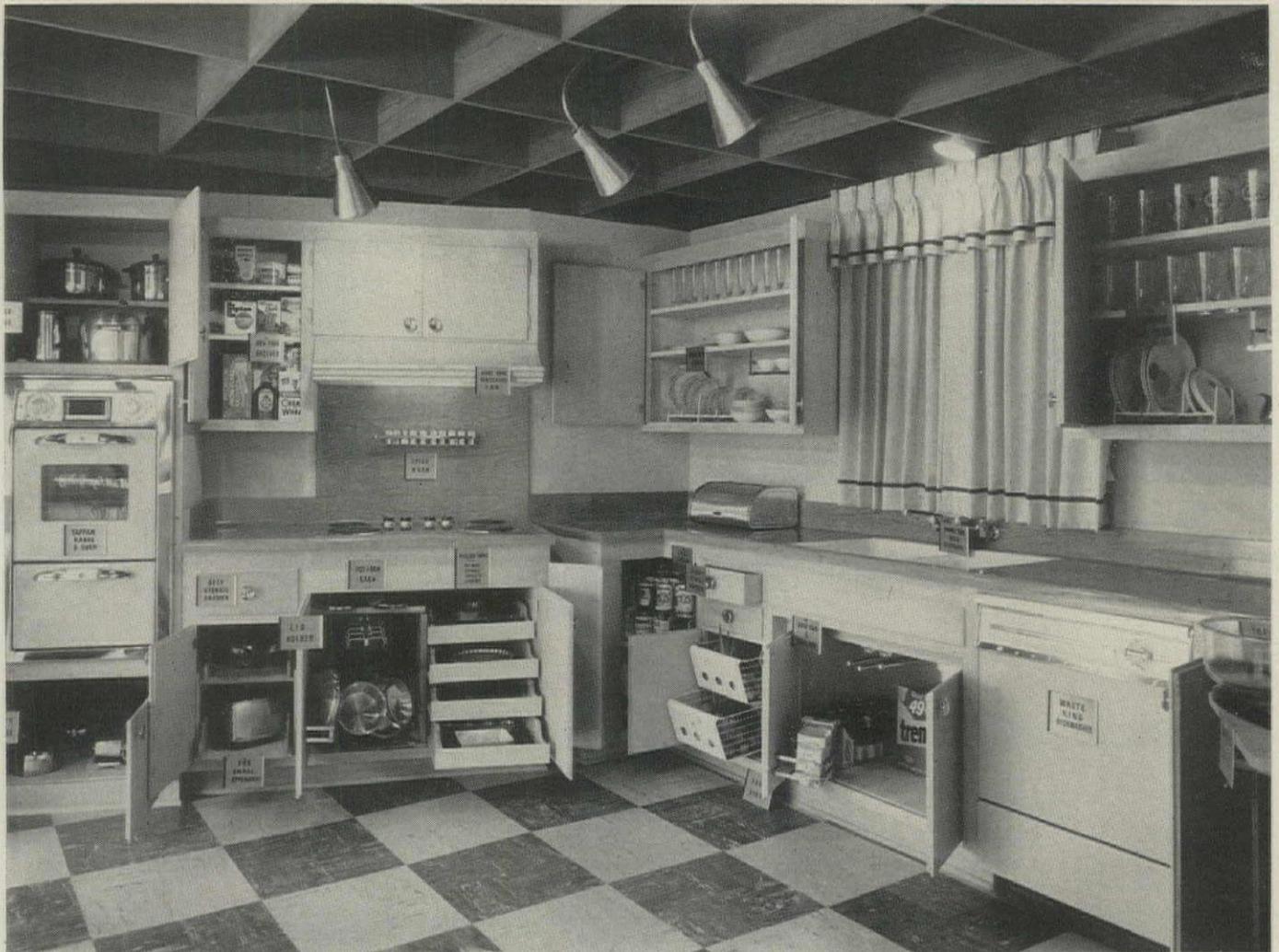
Arteaga

You can also pitch to sportsmen . . . and post a "who's who" book of buyers

One look at this display gives prospects the idea: buy a Lakewood Park home in Ft. Pierce, Fla. and you'll be close to plenty of fishing, hunting, boating and swimming.

One look through the book at left tells prospects the names, addresses, and occupations of residents in Contemporary Homes' Robinwood subdivision. It hangs in display area.

"Be a showman in your store"



You're a showman if you go all-out on a big display

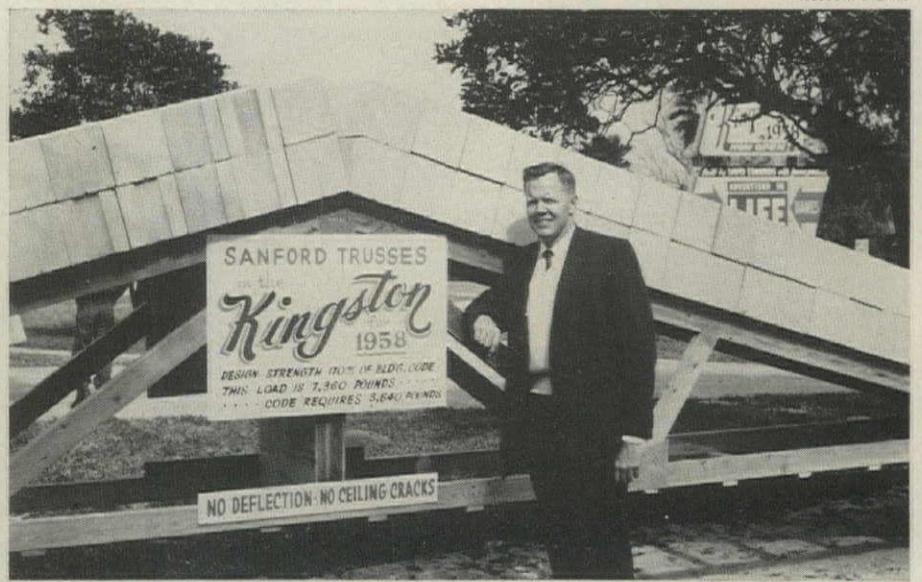
One display that's bound to make a hit is a kitchen like the one shown above. It was set up by Gibraltar Homes, Anaheim, Calif., in one corner of their large store. Says a Gibraltar spokesman: "A show like this not only points up the quality of our equipment and the spacious storage provided; it also tells housewives how the kitchen works."

In Dayton, Huber Homes uses its entire "store"—a model house without partitions—to display four luxurious kitchens loaned by General Electric and Frigidaire and offered as optional extras. Denver's Lou Carey also puts strong emphasis on kitchen displays: "The housewife spends 80% of her time in the kitchen. We make it our top sales feature."

Oscar & Assoc.



Russell Clarke



You're a showman if you stage acts like these

"In today's buyers' market, let's exploit new ways of presenting and telling the same old story," says Merchandising Consultant Ken Consaul of Cleveland. Two new ways are pictured here. Left: a trapdoor-like section of an acoustical ceiling (supplied to builders by Owens-Corning Fiberglas)

drops down to reveal a list of the ceiling's advantages. Right: a roof truss is piled with concrete blocks to demonstrate the ruggedness of roofs built by Dave Edmunds (standing next to display), Clearwater, Fla. Visitors can't miss the show because it is right in front of Edmunds' model house.



You're a showman if you demonstrate your equipment

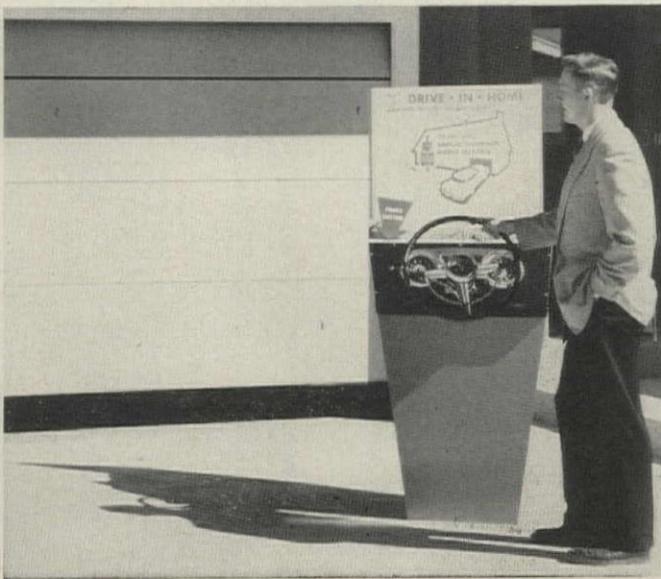
"Demonstrations will slow a potential customer down, cause him to pause and ask questions, and give salesmen a golden opportunity to engage him in conversation," says Sales Consultant John D. Roche of Los Angeles. Here you see how three builders do what Roche suggests.

Above left: Frank Robino, Wilmington, Del., gets a name personality—a national chicken-cooking champion—to demonstrate the electronic oven in his display kitchen, also has her teach cooking classes: "They attract women from all over town."

Above right: Ralph Staggs of Phoenix has his salesmen demonstrate the extra safety offered by an access door to the water heater. Says Salesman Kermit Butler (shown in photo): "The average prospect walking through a model house simply cannot see all its advantages, so we make a point of bringing them to his attention."

Right: Irving Lee of Lee & Kornreich, Severna Park, Md., always uses a sales aid (supplied by Andersen Windows) to demonstrate the sturdy construction and easy cleaning features of his removable windows.

Adds Ike Jacobs of Fox & Jacobs, Dallas: "You can even demonstrate small items like door locks." Salesmen do just that in F & J's "X-ray Room."



You're a showman if you get your prospects in on the act

"Once people really get their hands into something, they'll feel more like talking to you," says Gordon Petersen, a salesman for Builder Orrin T. Thompson of St. Louis Park, Minn. Acting on his own observation, Petersen (above left) urges a prospect to get her hands under the faucet of a water softener

display (provided by the Culligan Co.). A radio-controlled garage door, operated from a mock dashboard (right), gets plenty of attention from prospects at Martin Hawkinson's model house in Rockford, Ill. Barber-Colman, which makes remote door controls, supplied the dashboard display unit.

Russell Clarke



"Cash in on the products you use"

Wallbridge & Bellg



Wallbridge & Bellg



Displays like these six help you cash in on brand-name prestige

1) An exhibit like the one (left) used by Sidney Colen, Kenneth City, Fla. (and loaned by Emerson-Pryne) capitalizes on his equipment options. It shows the variety of recessed lights, heat lamps, and vent fans available in his houses. 2) Libbey-Owens-Ford poster (center) lets builders underline their use of Thermopane glass. 3) Folding panel (right) is a sales aid for builders who use Celotex wallboard

and shingles. 4) A simple comparison (below left) stresses the durability of Reynolds aluminum gutters used in Ed Rose's houses, Detroit. 5) A turntable exhibit of a cooling coil (below center) helps Georgian Builders, Reynoldsburg, Ohio, sell prospects on central air conditioning (by Lennox). 6) An Owens-Corning Fiberglas display (below right) shows prospects the advantages of good insulation.

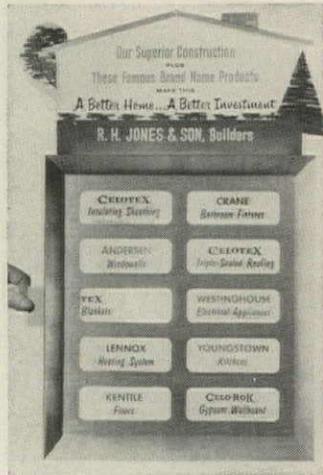
C. F. Rank



Wallbridge & Bellg



Russell Clarke



Snuffy McGill



Try listing your brand names or grouping your brand-name products

You can get a brand-name board like the one at left from Celotex, which also offers a choice of 60 brand-name inserts. You pick the appropriate inserts, then put them in the slots. Your name is lettered across the top of the unit. Or you can make your own board the way Dave Edmunds did (center).

Edmunds, like many other builders, makes successful use of the "As advertised in LIFE" promotion. You qualify for the LIFE program if you use at least six products advertised in the magazine. Right: Sullivan-Smith capitalize on national ads by grouping several brand-name displays on one panel.

August Beinlich

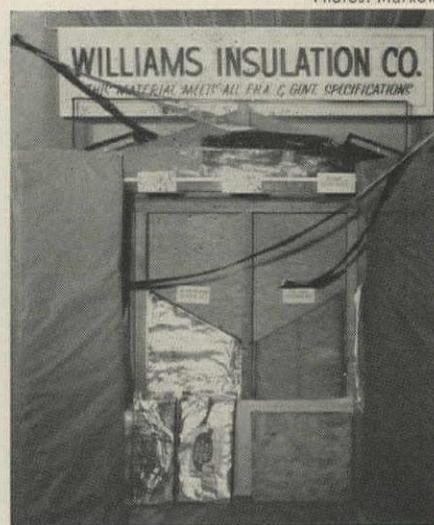
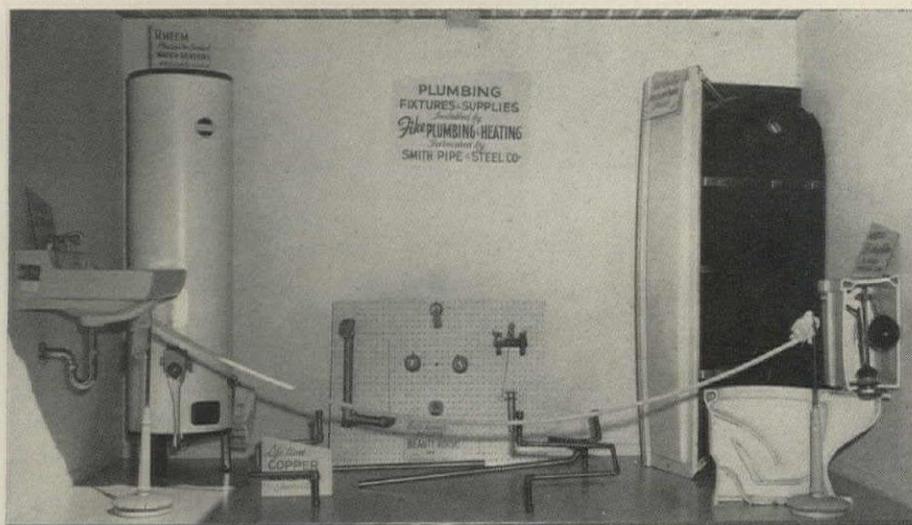


Heating with electricity? Gas? Make the most of it

You can do just that by letting your local utilities give you a hand in your store. Your electric company may have exhibits like the one at left—a radiant-heated booth loaned to Blesh-Sells, Phoenix, by the Salt River Power District. Prospects are invited to step into the booth and feel the “gentle

warmth” of radiant heat. Gas companies also help builders with colorful displays. At right is a good example, provided for A. W. Halper of Newton Centre, Mass. Joining with his gas company in the gas industry’s national promotion, Halper calls his new model a “Blue Flame House.”

Photos: Markow

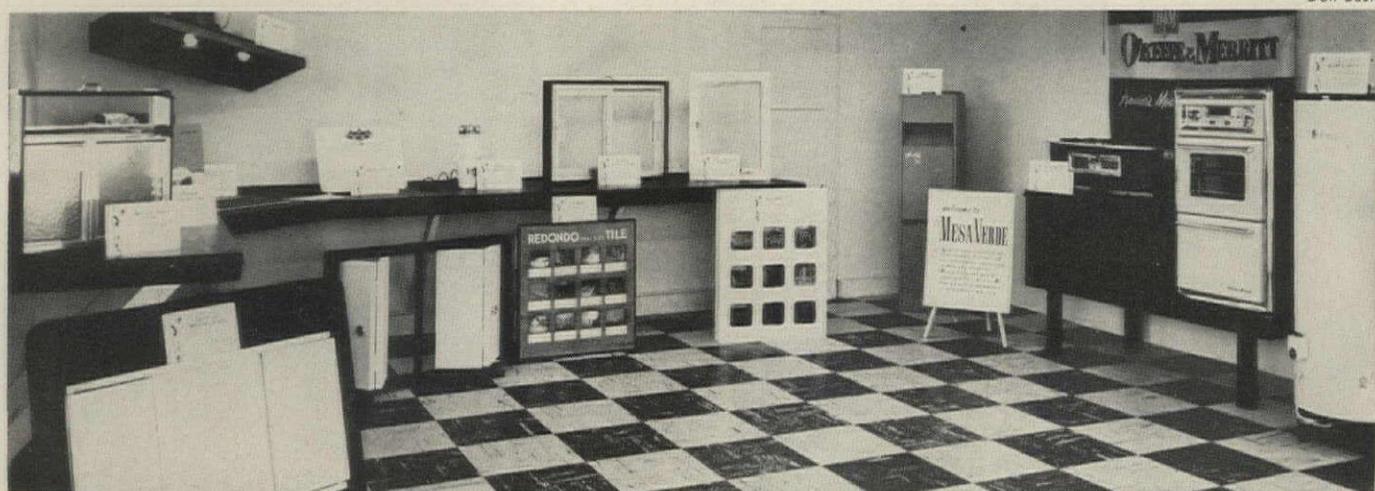


You can even cash in on the reputations of your subs

They may not provide displays as elaborate as the ones you see here, but they are often willing to supply samples of the craftsmanship they have put into your houses. The two booths above are in John Long’s store. The left one, contrib-

uted by his plumbing contractor, shows prospects the features they often overlook in plumbing equipment. The one at the right, provided by his insulation contractor, reveals the quality of the insulation used in the Maryvale houses.

Don Bush



You’ll get real results if your store is well organized

That means arranging your displays so they compliment each other and work well together. And that is what Bjorklund & Smith, Mesa Verde, Calif. have done in their store (above). B&S’s exhibits are neither more expensive nor more elaborate than those used by many builders. Viewed one by one, they

are not spectacular, but seen as a group as you see them here, they are inviting and interesting. They convince prospects that the builders are proud of their product and the materials and equipment that have gone into it. Says B&S: “Well planned displays do the job. They are a real sales asset.”

Scrapbook

of merchandising ideas

Past glories

When Huber Homes moved to Columbus to build its Rose Hill Heights tract, they wanted to show that the Hubers were well established builders in Dayton. So they posted large framed aerial photos to show how many houses they had built in Dayton.

Take them for a spin

Before the public gets too blasé, you can get attention by offering visitors a ride in a helicopter on opening days. Sullivan-Smith did this in Detroit and American Communities offers a lift aloft in Park Forest, Ill.

Best wishes

On their first Christmas in their new house, every buyer gets a handsome photo of his house, with a Merry Christmas greeting imprinted on it, from Builder Sidney Colen of Kenneth City, Fla. Colen delivers these cards in person, sends Christmas greeting cards the following year.

Builder, spare that car

Charles Ervin in Charlotte, N.C. has figured out a new way to compete with auto salesmen for the consumer's dollar. He explains: "We built many lower cost houses without carports or garages. But now we offer them carports, because people are keeping their cars longer. They want to buy houses where they can keep their cars protected."

'We trade for anything'



Unlimited trading has become the best merchandising technique used by Prigmore Estates in Colorado Springs. Prigmore has taken in live stock, autos, house trailers, used furniture, and raw land, as well as older homes. Usually Prigmore makes a profit on these exchanges, which are as carefully worked out as they are ingenious.

Name names

George Goodyear in Charlotte, N.C., Tom O'Donnell in Pompano Beach, Fla., and other builders say it's good practice to name the buyers on "sold" signs on new houses. Going a step further, Peoples Development Co. in Columbus posts this sign: "We're SOLD on Lincoln Village. We'd welcome you as neighbors," and adds the name of the family that bought the house.

Admit it

When you show a model before you can get it decorated, you might put in the kind of sign that D. D. Castleberry used in Phoenix: "Oops! You caught us bare while we were decorating!"

Suffer little children



Alan Brockbank is convinced it pays to do the utmost to entertain children at the model site. For years he has set up a train or a pony cart that the kids can ride. This year he will have a little playground and hire a clown for major weekend showings. "We find it infinitely important to get the kids taken care of while their parents talk about the house," Brockbank says. "We also find that the kids insist on a trip to the house, and often their parents who reluctantly brought them out turn into buyers."

Rented cars

Lease cars for your salesmen and put them on a flat \$250 per house selling commission, suggests Bill Underwood of Jackson, Miss. He leases autos for \$80 a month, gets new ones for his salesmen every year. He finds the men tend to get around more, talk to more prospects and feel more confident.

Turn on the heat



"Keep your house warm all winter," says Jim Bible of Augusta, Ga. "People will spend more time in a warm house and the longer they stay the more likely they'll buy. And it really doesn't cost you extra to do this: it protects your pipes from freezing, and anyway, you don't save money on a house you don't sell."

Gay young blades

In Columbus, when People's Development Co. shows a new house before the grass has come up, it posts this sign in front: "Excuse our dust! Come good weather, the 'gay young blades' will soon be here!"

So much for advertising

Developer Krist Hubert spends \$150 per lot on advertising his two Houston tracts. He adds this to the price of lots he sells builders and reports that so far none of the builders has objected to this ad expenditure. All see the need for it.

Three-zone floor

Wall-to-wall carpeting in living and dining rooms will be used in all Beir-Higgins houses in New Jersey this year. Plywood will be used under the carpeting and under vinyl tile in the kitchen-family room area. The bedroom area will have hardwood floors. This will increase the cost of B-H houses about \$300, but the builders are confident the change will prove a big sales aid.

Set up an art gallery



In one of his Sudbury, Mass. models, Builder Al Halper displays an oil painting of the house that he had commissioned. Visitors, he says, show a real interest in the painting, which bespeaks quality, makes a fine conversation piece.

Spurge and coast

"Spend most of your advertising budget when you open your model," says Dave Fleeman of North Miami Beach. "We found that after our first 50 sales, word-of-mouth advertising took over and we were able to cut our ad outlays sharply."

Nameplates

Tom McGovern in San Antonio and Harry Reed in West Hartford, Conn. are two builders who give buyers nameplates when they move into new homes.

Cater to the theatergoer

It pays to advertise in playbills, says Leon Weiner in Wilmington. At least it does for him, for he finds that his contemporary architecture in the \$18,000 to \$40,000 price range appeals strongly to people who go to plays.



Hotpoint

How to sell : 7 Let buyers be choosy

Have you ever seen a young couple look over one of your houses with just this expression on their faces? Sure you have. Today's prospects are choosy. It's a buyers' market and they know it.

So merchandising expert Carl Samuelson advises: "Assume your prospects are from Missouri—and treat them that way" (for suggested treatment, see p. 170).

Smart builders are making the most of prospects' desire for homes that express individuality. Everywhere HOUSE & HOME's editors went this spring they found that most builders who offered a good basic home with lots of choices were selling ahead of last year.

... In Columbus, Builder Ernest Fritsche is selling 200 houses a year by offering a wide range of models, variety of interiors, and basement options.

... In Tampa, Builder Matt Jetton says: "We urge people to make changes. They are amazed and we sell them easily."

Better than half the builders covered in H&H's survey reported they found custom changes an effective merchandising tool. Changes are easier for small builders than for most bigger builders. But every builder—large or small—can profit by thinking of his prospects as individuals and trying to find

out their particular needs and preferences. Sales experts urge your salesmen to ask questions like these: "What is your hobby?" or "What kind of kitchen have you dreamed of?" By learning what the prospect wants, you can aim your selling effectively. As Doug Edwards puts it: "The easiest way to sell, is to sell them what they want to buy." (You'll find more about this on p. 172.)

Prospects' choosiness can be turned to your advantage if you make it a reason for getting them into your closing area. Invite them into your office to "see the wide choice of models and lots and colors that are available."

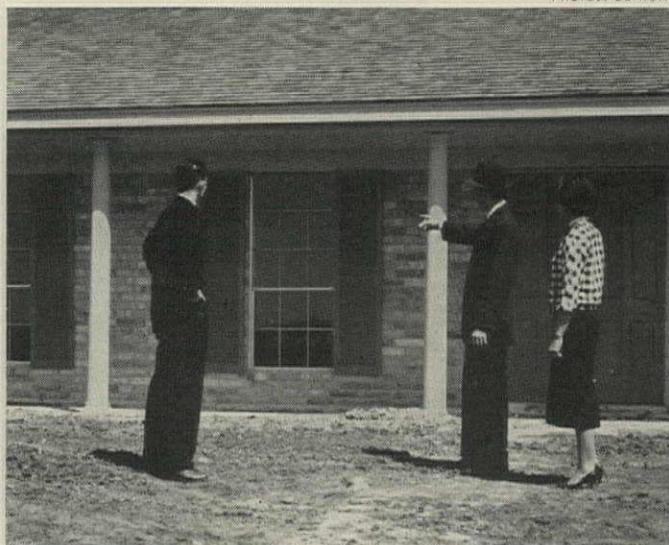
"Selling," says Edwards, "is the art of creating decision." (For examples of this technique, see p. 174.) Edwards continues: "By offering the prospect plenty of choices, you get him to make one decision after another, and each new decision leads smoothly to the final decision. Never give a prospect a choice between buying and not buying—only a choice between buying this model or another model."

P.S.—Consultant Stan Edge has the last word: "Sell the salesmen first" (for a quick resumé, see p. 175).

For the whole story on how builders are selling today's choosy buyers, turn the page.

Photos: Burnette

"Assume they are from Missouri"



Remember that choosy prospects like to see how you build

Builders in many cities are finding it makes good sense to sell houses during the construction stage, because they can then show prospects construction features and hidden values, and offer custom finishing.

"Showing prospects houses during construction is a good way to get them interested—especially with houses over \$20,000," says Sales Manager William Suda of Westbury, Houston (photos above). Many buyers are interested in

maintenance costs, so Westbury salesmen also point out features like the brick walls that require no painting, big overhangs that will keep rain off walls and windows. Builder Leon Weiner of Wilmington agrees: "My prospects are mostly second-time buyers; I'm amazed how much they know about what goes into a house and how much they care."

But Expert Stan Edge cautions: "Don't use words like spandrel, truss, and lintel that the public doesn't understand."

Markow



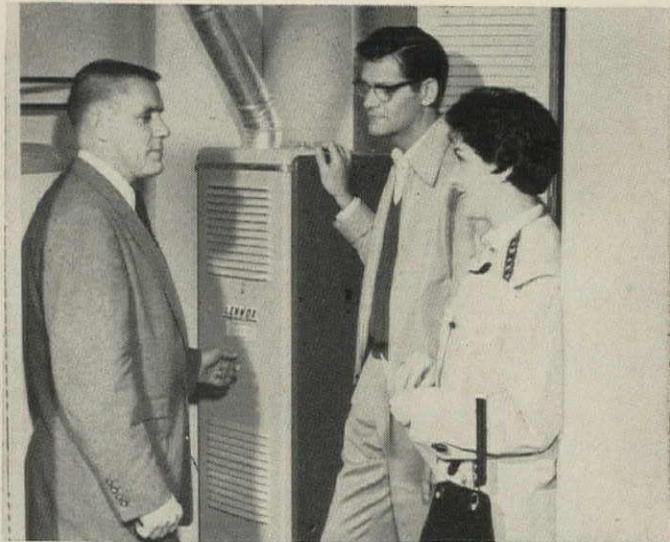
Don't count on their seeing—explain how it works

Advantages like indoor-outdoor living, family rooms, and new work-saving devices are often lost on prospects who have never lived in an up-to-date house. They see the sliding glass door; but they don't "see" indoor-outdoor living. At Sun Devil Homes in Tempe, Ariz. (left above) salesmen demonstrate how big areas of sliding glass open the family room to the backyard terrace.

Says Builder Harvey Cosden of Oradell Village, Oradell, N. J.: "We try to explain how appliances have been improved." (Photo right, above.) Is explanation really necessary? According to the sales manager of one of the largest appliance

companies: "Less than half of the women who look at new houses realize how much better the new appliances are than those only three or four years old." Suggests Expert Stan Edge: "A good sales approach to some women is not that the new feature is a work saver, but that it will give them more time to spend being a good mother and a better wife."

A sales manual issued by Orland Park Hills, Orland Park, Ill., puts it this way: "In selling, remember that people never buy a house. They buy the satisfaction that living in a house will bring. They buy the benefits." And to many prospects, those benefits must be explained.



Tell them what's good about it

It doesn't pay to assume that your prospects know all the reasons why the products you use in your houses are good.

Salesmen at Huber Homes models in Dayton and Columbus (photos above) explain that wall ovens mean less bending and easier cleaning. They talk about the advantages of an efficient, compact furnace "with a well engineered heat distribution system which reduces fuel bills, keeps every corner of the house warm."

"The No. 1 reason many women want a new house is a desire for cleanliness," says Stan Edge. But few women understand that the good weatherstripping in a new house is a big help in keeping dirt out. So Jim Bolton, salesman for Builder Charles Ervin of Charlotte, makes that point as well (photo right) while he is showing how easy it is to remove a sash from a modern window for cleaning (another feature that makes a strong appeal to women, but has to be demonstrated to be convincing).

H&H Staff



Photos: Elison



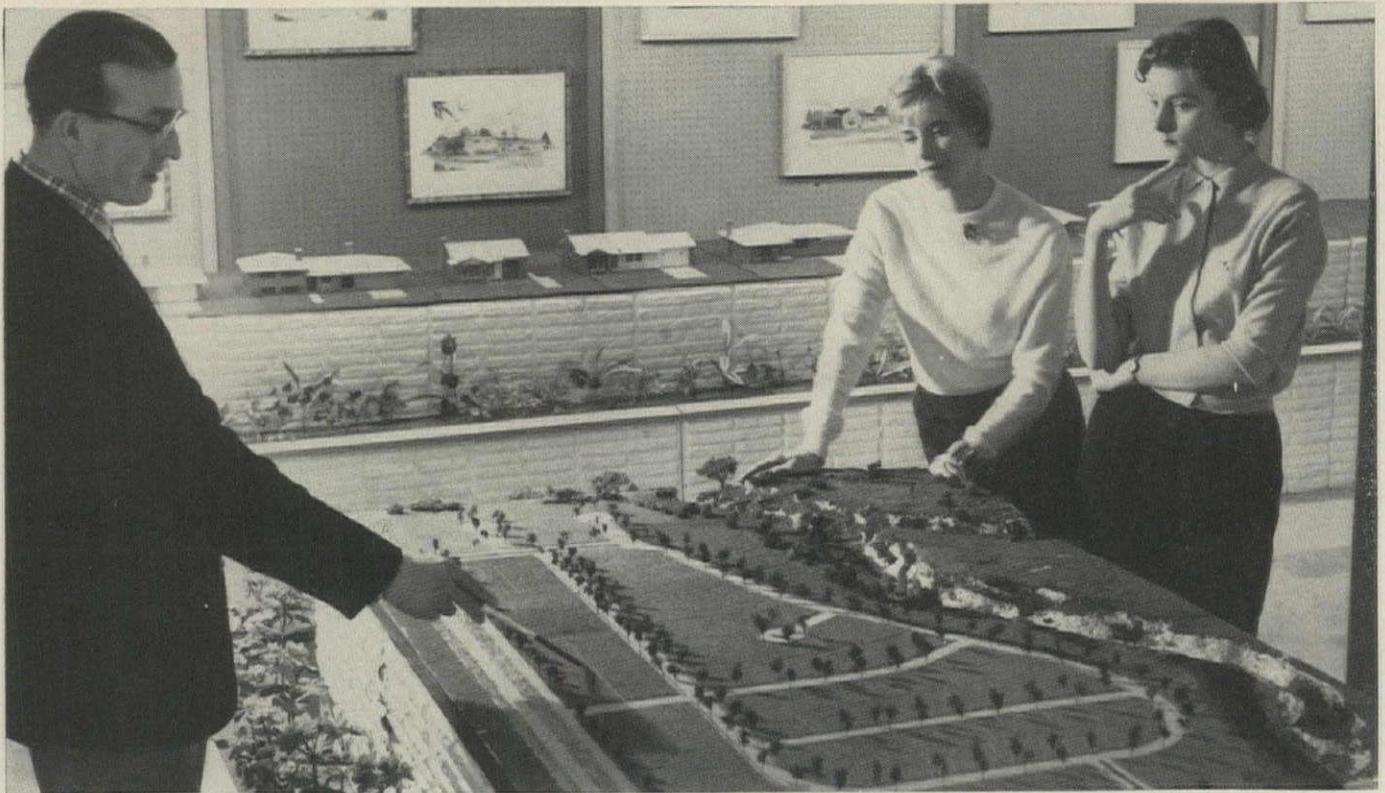
Make the most of your options

If you play it carefully, you can make a sales asset out of your options "either way"—if the prospect likes them and wants them, or if he doesn't think he can afford them right now. For example, the built-in oven (left, above) is such a good sales feature for Builder Quincy Lee of San Antonio that more than half his buyers pay \$275 for it. To the others, he offers a cabinet (right, above) that is just the right size to hold the oven, "so it can easily be installed later on." Either way, the prospect gets something. To find out what features appeal to prospects, Lee urges his salesmen to "let the prospect talk. He'll tell you what he really wants."

Talk up your talking points

Built-in equipment for the family or recreation room—like this Dwyer snack bar—has a strong appeal to families who do a lot of entertaining. Special features like this will make prospects remember your house, get them talking to their friends about it—if these "talking points" are demonstrated and dramatized by your salesman. You have to help prospects visualize how they would use a special feature like this and what kind of an impression it would make on their friends. Says Expert Doug Edwards: "People visualize a house in two ways: 1) for themselves and how they would live in it, and 2) as their friends will see it."

“Sell them what they want to buy”



“There’s nothing like a relief map to sell your neighborhood”

It arouses interest and questions, makes it easy for salesmen to emphasize the benefits of your professionally planned subdivision. The one above is used by Builder Joe Slavik of

Detroit. “It helps to play up location and neighborhood,” says Merchandising Expert John D. Roche of Los Angeles. “They may be two of your most valuable assets.”

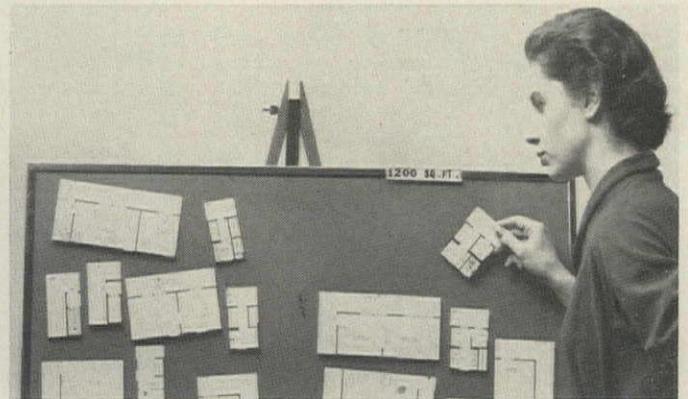
Rod Ballard



How many salesmen do you need?

“You determine the number of salesmen you need by the number of visitors, not by the number of houses,” says Doug Edwards. This well staffed tent is at Laynewood, Xenia, Ohio.

National News



If your plan is flexible, dramatize it

With American Homes’ cardboard components and magnetized board, prospects can arrange floor-plan components to help them decide which of the plans they like best.

Wilkerson



Here are three more smart tips to smart selling

Salesmen for Longview Houses, Harrington Park, N. J. use model displays to highlight features. Bob Scarborough’s salesmen (Haddonfield, N. J.) always carry a “little black

book” which has, almost literally, all the answers. And when Bollinger-Martin opened Gainesway Farm at Lexington, Ky. they made sure buyers knew about the new, lower FHA terms.

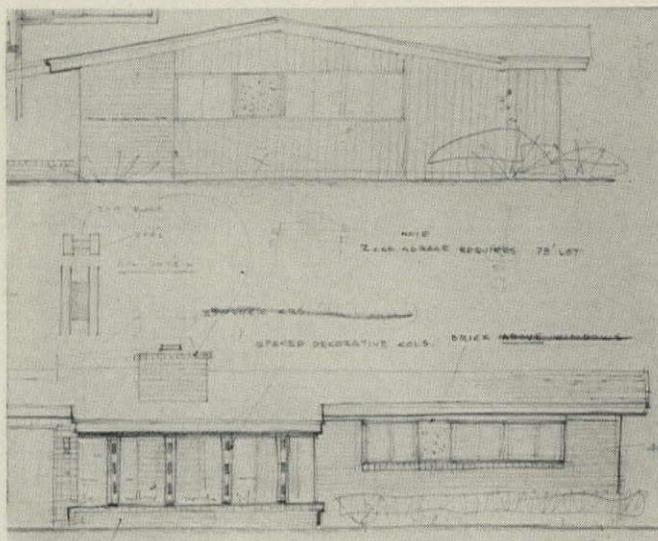


Work out custom changes with your prospects

Nothing sells a choosy buyer so much as making him feel he's getting a house to his own specifications.

In Builder Charles Ervin's Charlotte sales office prospects are shown photos and floor plans of the type and size that interests them and urged to select the one that comes closest to suiting them. Then the salesman works with the prospects, rough sketching proposed changes on the basic plan. Ervin's designers then take the rough sketch and redraw the plan and elevation. Buyers can also have options on fireplaces, screened porches, a wide variety of family rooms, kitchens and baths. Because he caters to the buyers' special needs, Ervin sells 500 or more houses a year.

In St. Louis, Builder Fred M. Kemp of Contemporary Homes has found another way to sell buyers who want something special. He has sketches drawn on tracing paper (like the one at right). Salesmen show them to the prospect as a "private preview" of a model variation. Of his success with this technique, Kemp says: "The customer appreciates this special consideration. We have sold eight or ten houses from each sketch."



Ask questions to spot hot prospects

One of the marks of a professional salesman is his ability to separate the prospects from the lookers and to find out whether or not the prospect can afford the down payment and monthly payments. Here are some of the questions successful salesmen have used to get this information:

In Chicago, when L&H Builders opened a new subdivision of houses for \$11,900 (photo right), the first question salesmen asked of every visitor they greeted was: "Have you been here before?" Second-time visitors are almost always interested visitors.

Salesmen for John Long start qualifying by asking such questions as: "How long have you lived here?" (to spot newcomers to town), "Do you own or rent?" (renters are good prospects), "Where do you work?" and "Does your wife work?" (to get a line on income).

"Rejections cost about \$50 in salesmen's time and in office time," says Long. "Since qualification and rejections are a real problem, we work hard to determine as quickly as possible which prospects are able to buy."



"Selling is the art of creating decisions"

Markow



Get them to make the little decisions that lead up to the big decision

"Today, you've got to create decision; make people say yes or no—preferably yes," says Merchandising Consultant Doug Edwards.

Most builders agree that the best way to start the close is to get the prospect to choose a model. Salesmen at Hallcraft Homes in Phoenix (top photo, left) work hard to get the prospect to say, "I like this model best." They use wall-mounted floor plans and elevations to encourage the prospect to choose.

In many sales rooms, salesmen ask the prospect to choose a lot. Salesmen at Auburn Homes in Rockford, Ill. (center photo) feel that once a prospect makes this choice he is half sold. So they point out which lots are left, which are most suitable for the model the prospect has chosen, and ask, "Which one would you like?" This technique works so well for Builder Roger Ladd of Chicago that 70% of his sales are made to first-time visitors to his subdivision. One of his secrets: pointing out to prospects who are wavering that "the best remaining lots for the house you want are likely to be snapped up by someone else."

Making a choice makes it "their house"

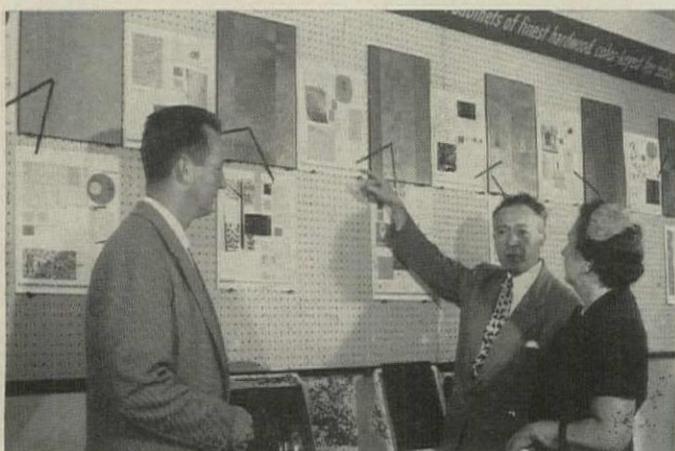
Nothing gets a woman to identify herself with a house more than getting her to choose kitchen colors, cabinet finishes, and wallpaper from displays like the Curtis Fashion-wood Kitchens exhibit shown at the left.

Encouraging your prospect to make a lot of little decisions like these leads him logically and indirectly to the close. Builders Highbaugh & Highbaugh brought the couple below to a successful closing by leading them—step by step and choice by choice—through the features of the house, and the "little decisions."

This moment is the payoff for all your sales and merchandising techniques. So, warns Edwards: "Don't scare them off at the last moment by using nasty words like buy, sign, contract, salesman, tract, down payment, monthly payment. Use comparable pleasant words like own, approve, agreement, counselor, neighborhood, original investment, monthly investment.

"And don't make the salesman's deadly error of asking, 'Will you sign here?' or 'May I have your signature?' Instead ask: 'Will you OK this for me?'"

Herzog



Al Hixenbough



Hastings-Willinger



P.S. "Sell the salesmen first"

Salesmen must be effective from the first word to the last OK

Only thoroughly trained salesmen can pick hot prospects out of crowds like the one above (at Ridgewood Country Club Homes in Cleveland), ask them the pointed questions which establish them as qualified buyers, then lead them through

to the final close (as the salesman above, at Auburn Homes, Rockford, Ill. has done). That's why most builders who are successfully selling houses this year have made training of salesmen a top-priority, top-management responsibility.



Rod Ballard

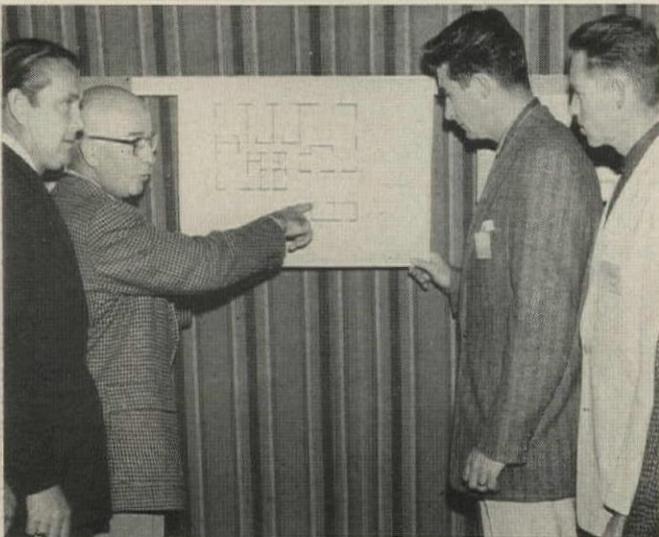
All salesmen need thorough training

Merchandising Consultant Joe Schulte of Tulsa trains salesmen and hostesses for weeks before he considers them equipped to sell his Holiday Plan. Hal Pease, John Long's sales manager, is starting a new 39-week staff sales course.

... weekly sales meetings

Robert C. Copes, sales manager for H. B. Layne of Xenia, Ohio gets his staff together for sales meetings in the tent where they will later meet the prospects. They train with the displays they'll use, conduct "dry run" presentations.

Markow



... constant drill on fundamentals

Doug Edwards (far left) and Lloyd Allnut of Sun Devil Homes frequently go over the basic features and advantages of the houses with salesmen. "We want to make sure they know why the house they have to sell is good."

... and constructive criticism

By listening to a wire recording made when Salesman Terry Burke was selling an actual prospect, Sales Director Cole Keyes (right) of Orland Park Hills can offer helpful suggestions for improving all his salesmen's presentations.

Scrapbook

of merchandising ideas

Design protected



A sign on the front of Murray King's model in Spring Valley, N.Y. assures prospects the house plan is protected by Patent A252036. King's salesmen say they have been surprised how many prospects take heart from this safeguard against anyone else being able to copy their house.

Another sign at the entrance of King's model gives parents a broad hint: "Your children are welcome. . . . Monsters are not."

Lest they forget

American Housing Guild doesn't give buyers in San Diego much of a chance to forget AHG. Its trademark goes on just about everything possible—the sides of trucks, T-shirts, postcards, brochures, sales office windows, etc. Probably the best single place is on checks, since AHG finds these receive the widest circulation of all.

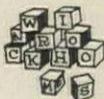
On the house

Remember how tired and hungry you were the last time you moved into a new home? Well, families who buy a Beir-Higgins house in Allendale, N. J., or one of the Martin Braun-Frank Aldridge houses in Orland Park, Ill., get a free dinner at a local restaurant the day they move in.

Snowplow service

During the heavy snows last winter, Andy Place cleaned the driveways in his latest tract with snowplows attached to his bulldozers. Home owners liked the service so much he decided to do it regularly. The 75¢ charge covered costs and built up much good will. (City street plows pile up snow at driveways, making the service doubly valuable.)

Builder's blocks



There's nothing that gives a child's room more of a lived-in look than scattering playing blocks on the floor. Winrock Homes in Staten Island goes a step further and scatters comics books as well. Winrock says these are the lowest cost furnishings in the world.

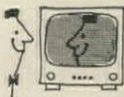
We never close

"I leave my model house open all week unattended," says Mitchell Kontoff, Framingham, Mass. "A lot of people drop in, see my mimeographed sales sheet and phone me. Nobody has ever hurt or stolen anything." Kontoff furnishes only the living room, feels this is preferable to no furnishing at all.

It's better to give

In Odessa, Tex. Bill Beck gives a buyer a gift like a carving set when the sale is closed. And he promises a similar gift every time the buyer sends Beck a prospect who turns into an owner.

They love to mug



Closed circuit TV makes a good attraction at an opening. Russell Clarke has used it in St. Petersburg, reports that "people get excited when they see TV cameras. They like to see themselves and their friends televised walking around the models."

Native sown



If you have a rustic, heavily wooded lot, capitalize on it as Seal & Turner do in Media, Pa. They use a minimum of grass seed or sod, or none at all. They get color with flowers, setting them in pots and changing them as soon as the flowers finish blooming. Best bets: tulips, daffodils, jonquils, petunias.

A penny's worth

You can still get a lot of value out of a penny wisely spent. In Augusta, Ga. Paul Bailey spends an extra cent to send his direct-mail pieces first class.

All over the map

Newcomers to San Antonio who visit any of Quincy Lee's developments get a free map of the city. The map, which regularly sells for 25¢, locates Lee's development, is imprinted with his name.

Popular photography



Builder Jack Booker is having quite a success as a photographer. He takes shots of interiors of his houses in Mobile after buyers move in. The pictures are used in office displays and newspaper ads, then given to the buyers. This gesture has proven so successful that Booker has a hard time keeping the photos long enough to use them in displays or ads.

Color code

In Jacksonville, Pearce-Uible uses color-coded return postcards in its direct mailings to renters in different parts of the city. This helps them find out where most of the prospects are coming from so they can sell intensively in those areas.

Let them compete

Perry Willits is a great believer in competition. That's why he lets all the brokers around Plantation, Fla. sell his houses. "This enlarges our sales force no end," he notes. Sidney Colen in Kenneth City, Fla. also lets many brokers try to sell his houses. To prevent confusion about commissions, he has each outside salesman register his prospect when he shows a Colen house.

Button it up



That's what Wallace E. Johnson is doing in Memphis this year, literally. All his 350 employees are wearing 4" lapel buttons with the cryptic slogan "808 in '58." Johnson's goal is to build 808 houses this year (vs. 220 last year). Johnson says the distinctive red-and-white badges, which cost 21¢ each, are seen all over Memphis and have helped keep sales going strong. In fact, he now expects to build 1,200 units in '58.

Get it in writing

When buyers ask key questions about the neighborhood at Dave Fleeman's North Miami Beach tract, he's ready for them with proof on paper. He can show them a letter from the State Conservation Department saying they had stocked Fleeman's lake with fish, a letter from the school board promising a new school nearby, and even one from an undesirable industry saying it was moving out.



H&H Staff

How to sell : **8** Turn your buyers into a second sales force

The young mother showing off her new home is making another sale for the builder.

She typifies what 52% of home builders* call their greatest sales asset—the satisfied buyer.

Item: In Charlotte, one satisfied buyer brought Charles Ervin 14 new buyers.

Item: In Palo Alto, Joe Eichler makes 40% of his sales to friends of his home owners.

Item: In Atlanta, half of Walter Tally's buyers sell another Tally house to a friend.

Results like these are not just a by-product of building a good house in a good community. They stem in large part from today's fast growing emphasis on post-sales selling.

"Make your buyers proud of their new homes, and they'll

be loyal to you" (see page 178). That's the advice of Merchandising Consultant Doug Edwards of Phoenix. "Welcome them," he says. "Build community spirit. And, above all, don't stint on service."

Builder Dave Fleeman of North Miami Beach agrees. Says he: "Sure, you have to sell hard in today's market. But service is just as important. We do anything reasonable—and even unreasonable things if they are not too expensive."

"If your buyers are proud of their homes, they'll help you sell" (see page 180). That comment comes from Merchandising Consultant Carl Samuelson of New York. He adds: "Your buyers will give you the kind of advertising you can't buy—the word-of-mouth kind. And they'll become your second sales force."

For some ways to turn your home buyers into home sellers, turn the page.

* Polled last month by HOUSE & HOME. For details see p. 196.

“Make your buyers proud of their new home”



They’ve bought—now keep them sold

You can start reselling your new buyers as soon as you have closed the sale. Perma-Bilt Homes, San Jose, Calif.—along with many other builders—does just that. Perma-Bilt’s first step is to set up an interview (left) with the head of the customer service department. He tells the buyers what to expect in service. And he gives them a booklet on home care, a batch of service request forms, a list of subcontractors’ phone numbers, and a list of things the buyer should do before moving into his new house (i.e., change voting registration and notify friends, magazines he subscribes to, the Post Office, etc., of the new address).

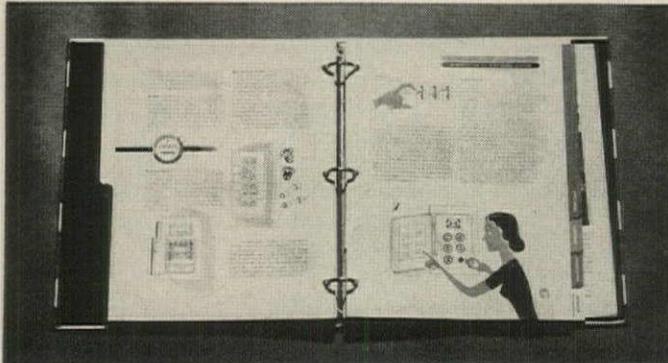


Let them feel at home—even before the house is finished

Harry Furgatch of American Housing Guild, San Diego, invites his buyers to watch their house being built: An impractical idea? Some builders think so. But Furgatch dis-

agrees. Says he: “This gives buyers a chance to identify themselves with their new house. First thing you know, they’re telling all their friends about it.”

Walter Daran



H&H Staff



You can help new home owners with practical gifts like these

People will take pride in their house if they know how it works and how to take care of it. With that thought in mind, Sullivan-Smith, Detroit, gives each buyer the “Home Facts”

looseleaf book (left). Says Craig Smith: “It tells the story of the house better than we could.” In Haddonfield, N.J., Goodwin Housing Corp. gives its customers a tool kit (right).



You're sure to win friends with fast, courteous service on callbacks

"My ambassador of goodwill" is what Ernest Fritsche of Columbus calls his serviceman (standing behind the truck above). "Our buyers swear by him," says Fritsche. "He even takes off his shoes when he goes into a house." Another goodwill builder is Perma-Bilt Homes' "Sorry we missed you"

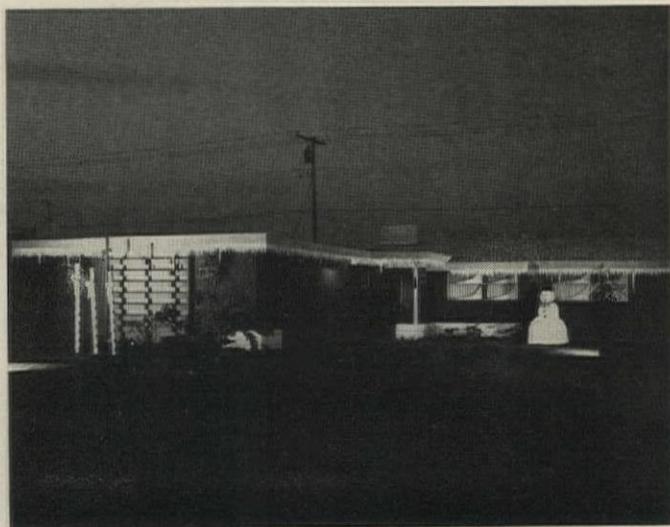
tag (right). The tag—hung on the door when a serviceman finds no one home—invites the home owner to phone for another appointment. In Chicago, Roger Ladd tries to service complaints the day he receives them, figures he spends \$200 a house on callbacks, says: "We service them to death."



Community pride can pay off, too—here's how to build it

John Long of Phoenix (standing in left photo above) makes tree planting a community project. He provides the trees, power-digs holes for them, and gets his home owners to do the planting. Tom O'Donnell of Pompano Beach, Fla. throws cookouts (above, right) to get his new buyers acquainted with their neighbors. Murray-Sanders, Costa Mesa, Calif., runs an annual Christmas decorating contest. Last year's winning house is shown at right.

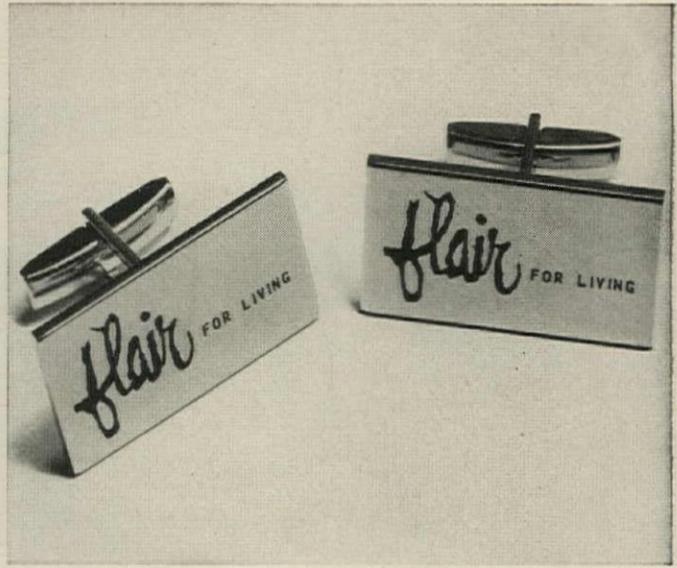
Other good ideas not shown here: Walter and Irvin Wanderman, New Rochelle, N. Y., stage a yearly landscaping contest. First prize is \$200, second \$100, third \$50. Judges are city officials and civic leaders. Matt Jetton of Sunstate Builders, Tampa, organized a garden club, calls it his best sales force because the members sell their friends on his houses. Warner-Kanter, Cincinnati, sponsors a boys' softball league, also helped home owners form garden and women's clubs and PTA, Brownie, and Girl Scout groups. Charles Byrd, Birmingham, built a country club—with a pool, tennis courts and riding facilities—turned it over to home owners.



Mac Miller



"Proud buyers will help you sell"



Got a trademark? Why not let your buyers plug it for you?

The kids coming out of a San Diego supermarket above are walking advertisements for American Housing Guild. Reason: across the front of their T-shirts—gifts to children of AHG buyers—is the builder's distinctive trademark. In Dallas, Fox & Jacobs capitalize on their "Flair for living" slogan by

engraving it on gifts to buyers—cufflinks (above) for men, gold charms for women. Brown & Kauffman of Palo Alto give their buyers a key chain with a metal tag—on one side of the tag is the buyer's name, on the other side the Brown & Kauffman trademark.

Shoopman's photo



William Teague



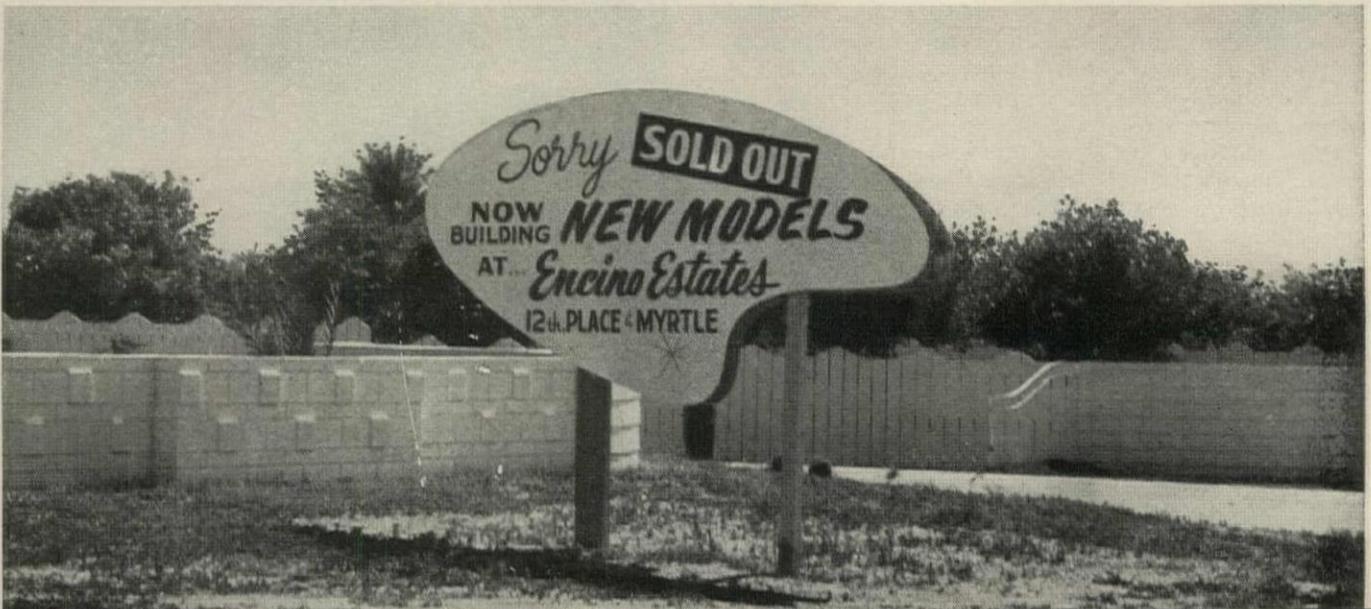
If they're proud of their homes, they'll bring you pre-sold prospects

Here's the pay-off for Builders Bill Beck of Odessa, Tex., and Tom O'Donnell of Pompano Beach, Fla. At left: a new prospect (in white shirt) is introduced to Beck by a couple who own one of his homes. At right: O'Donnell meets friends of one of his buyers. Some builders, like H. B. Layne

of Xenia, Ohio, offer incentives to get their buyers to bring in prospects. Layne pays \$25 for every lead that results in a sale.

If your product is right, your merchandising sharp and your buyers happy, you'll hit the mark, a sold-out tract.

H&H Staff



On page 200 you will find

NEW WAYS TO BUILD BETTER

A monthly report on home building ideas, products and techniques

YOU CAN SAVE ON PARTITIONS by building them as panels over a balsa-wood core. Edge studs are 2x2s, 4" x 8" eggcrate core is strong but light. Drywall faces are glued in place. See page 200



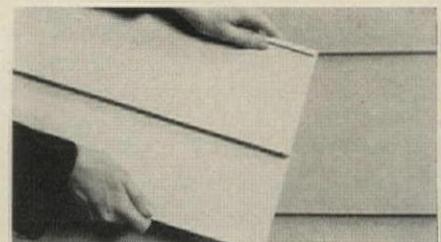
WANT GOOD IDEAS FROM THE TRADE? You'll find them in *What the leaders are doing*. This month there is a column of cost cutters on page 210.

GIVE AN OLD PLAN A FRESH FACE. That's one way to meet the trade-up market. You'll see how it was done on page 206.

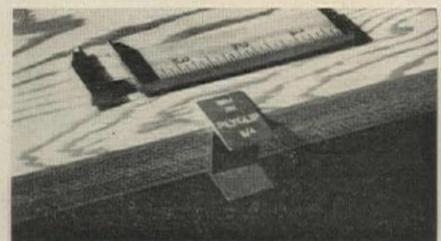


THIS MONTH'S NEW PRODUCTS include a wide variety in aluminum (see below), interesting new appliances, new air conditioners, and materials both structural and decorative. Miscellaneous columns start on page 232.

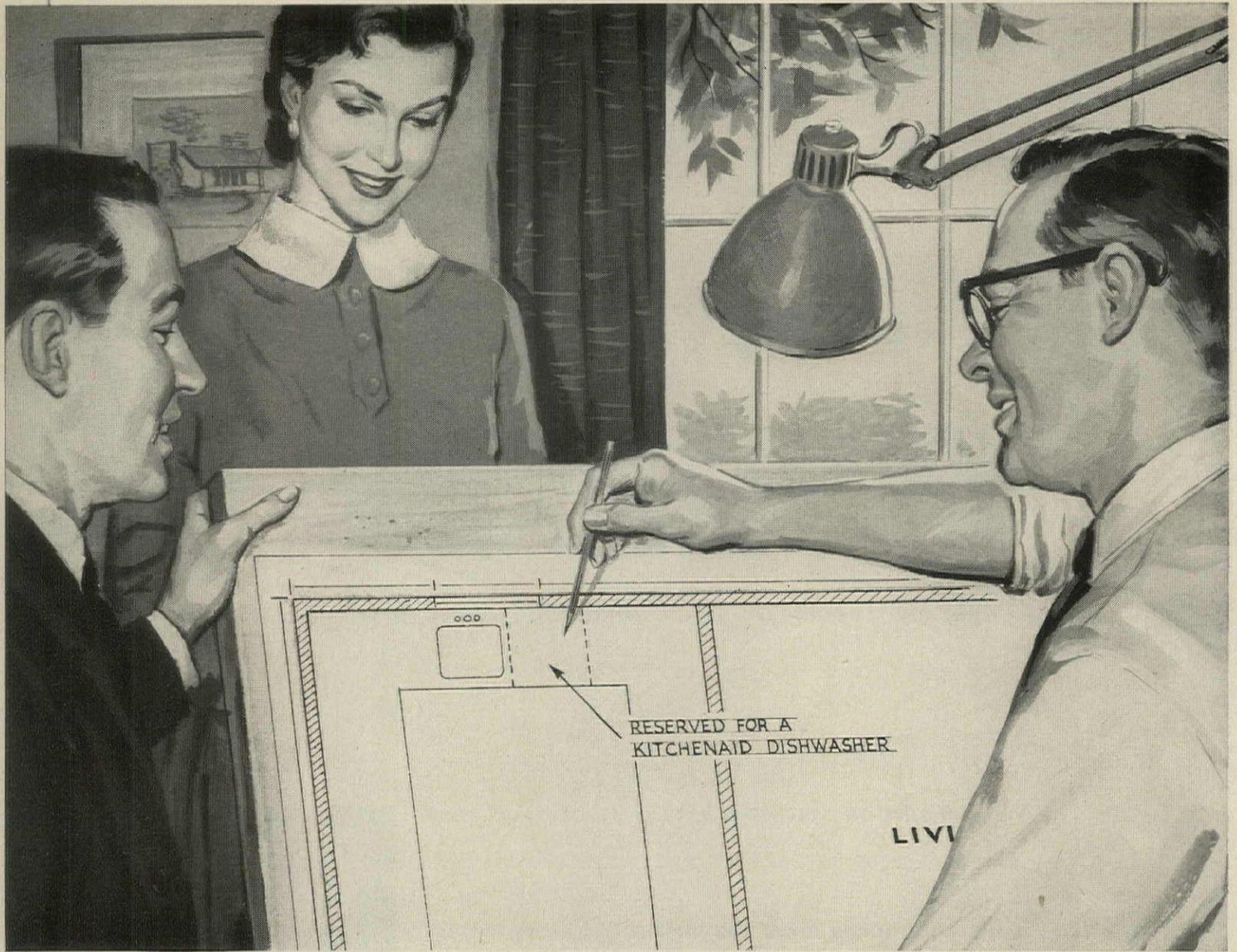
WHAT'S NEW IN ALUMINUM? There is a lot more than you would expect. You'll find new products for most parts of the house, from roof to ground line in the round-up of aluminum building materials beginning on page 214.



SAVE UP TO \$50 A ROOF with a simple clip that costs as little as 3½¢. With it you can eliminate all 2x4 blocking under the edges of plywood decking or use a lighter sheet for an equal design load. The story is on page 223.



A GUIDE TO MERCHANDISING AIDS leads off this month's *Publications* section. It is followed by tips on how to buy and use the latest materials and equipment. The section starts on page 276.



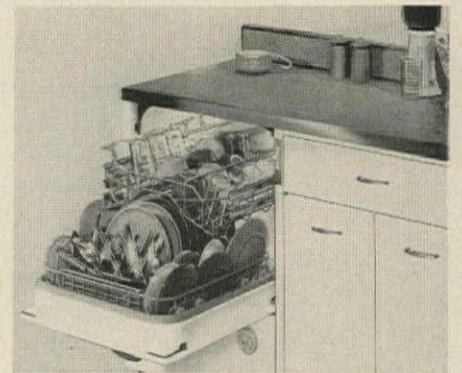
An important TWO FEET in building plans!

The 24 inches you allow in your building plans for a built-in KitchenAid automatic dishwasher can be the most profitable footage in your entire house. KitchenAid will help you sell. It is the one appliance that makes a real difference.

But why not any dishwasher? Why KitchenAid? Very simple. KitchenAid has been time-tested and proved by performance to be the best dishwasher in the industry. It's in a class by itself! Dealer records show that service calls on KitchenAid are rare. When service is needed, it can be accomplished entirely from the front without unplumbing. It helps your future business to specify appliances that don't

require service and adjustment frequently.

With KitchenAid, installation is easy and economical for any model in the line. Special construction permits unit to slide in easily over roughed-in plumbing. All connections are made from the front. Choose from gravity-drain or automatic pump-drain, free-standing, undercounter, combination dishwasher sink or built-in counter-height models. KitchenAid is the *only* home dishwasher with Hobart revolving power-wash action and a separate motor and blower-fan for circulated electric hot air drying. Add another mark of *quality* to your homes by building in a KitchenAid automatic dishwasher. You'll like the results.



KitchenAid undercounter models are available in a number of finishes, including Antique Copper and Stainless Steel.

KitchenAid®

The Finest Made... by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

KitchenAid Home Dishwasher Division
The Hobart Manufacturing Co., Dept. KHH
Troy, Ohio (In Canada: 175 George St., Toronto 2)

- Please send literature.
 Please send name of nearest distributor.

Name.....

Firm.....

Address.....

City..... Zone..... State.....

"I wouldn't buy any home without a WASTE KING Dishwasher!"



New General Electric *Custom* Gas Furnace
designed *and priced* with the builder in mind

HAS EVERYTHING A BUILDER WANTS

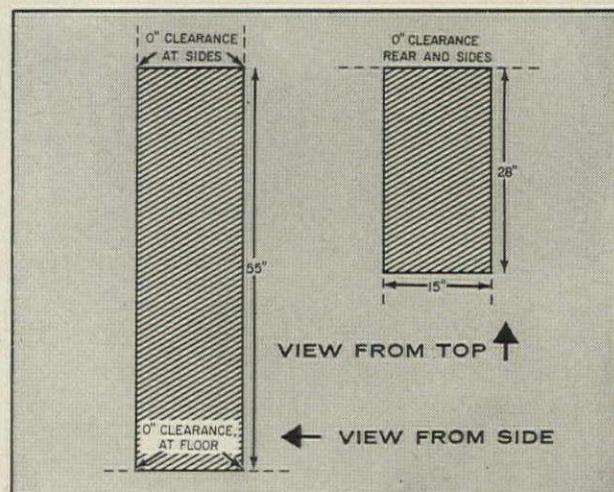


FOR HEATING—ONLY 55" HIGH AND ONLY 28" DEEP

Every model of this new General Electric Line only 55" high—regardless of BTU input. It's the lowest hiboy line on the market—and the smallest unit occupies only 15" by 28" floor space. Think of what this means in saved space! Tuck it into otherwise unusable space—ideal for closet installation. Heat exchanger carries General Electric's 10-year Warranty. Meets all FHA requirements.

CAN BE INSTALLED FLUSH WITH CLOSET WALLS AND FLOOR

Furnace has front flue—minimum clearances to enclosure as approved by AGA. Sides, rear and combustible flooring need no clearance whatsoever. Only 6" clearance needed for front flue—1" clearance above plenum. Prepare your homes for future air conditioning: install low cost coil enclosure now—cooling coil can be added later.



- **EASE OF INSTALLATION**

- **LOOKS THAT SELL**

- **SIZE THAT FITS ANYWHERE**

- **LOW, LOW COST!**

**FOR YEAR 'ROUND WHOLE-HOUSE
AIR CONDITIONING**

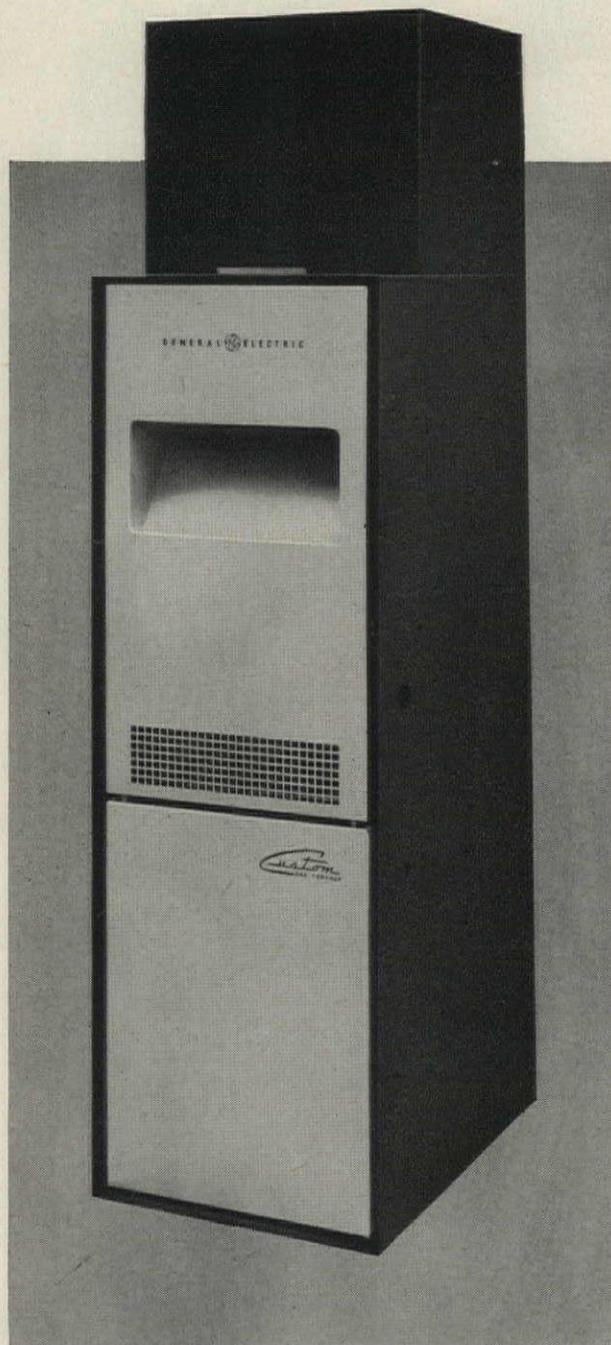
Basically the same as heating furnace, but designed for installation with cooling coil to provide year 'round air conditioning. Increased airflows give maximum cooling performance. Greater capacity blower and motor than heating furnace. Heating-cooling relay changes airflow automatically when switched from heating to cooling. New, decorator-styled year 'round thermostat for all-season control of heating, air conditioning, ventilating. Equipped with semi-permanent, odor-removing aluminum mesh filter which is easily cleaned.

**SMART AS A MODERN
KITCHEN APPLIANCE**

No need to hide this new Custom Gas Furnace...its handsome, picture frame appearance, plus the tremendous sales magic of the General Electric name make it a powerful asset definitely contributing to the saleability of builder homes. Yet the Custom Gas Furnace is priced competitively with ordinary furnaces. For full information, contact your General Electric Home Heating and Cooling Dealer—in the yellow pages of your phone book. General Electric Company, Home Heating and Cooling Department, Tyler, Texas.

Progress Is Our Most Important Product

GENERAL  ELECTRIC





NEW BEAUTYWARE BRASS FITTINGS

—a new and different concept in plumbingware fittings with smooth sculptured lines in gleaming chrome-plate. If desired, interchangeable color inserts can be matched to any of the Briggs colors.

A complete line of plumbing fixtures for residential, commercial, and industrial buildings.

Briggs ideas that help sell more homes

An Early American bathroom achieved with contemporary materials

Imaginative use of modern materials can make your home a "standout"! This Briggs Beautyware bathroom, for instance, combines modern wall paneling, tiles and flooring to create an eye-catching Early American effect. And, of course, the key to this design is Briggs Beautyware—as contemporary as the materials used. Smoothly contoured lines, newly designed brass fittings and six compatible colors—Sky Blue, Sea Green, Coral, Sandstone, Pearl Gray and new Autumn Yellow—allow full freedom of expression. Give your homes added appeal, added distinction. Build with Briggs Beautyware.

BRIGGS MANUFACTURING COMPANY • WARREN, MICH.

BRIGGS

B E A U T Y W A R E



ARCHITECT: THOMAS TWERDAHL, EVANSTON, ILLINOIS



CONVERSATION PIECE WINDOWS

Architects mention the well-proportioned designs. Builders tell us about the ease with which they go into place. Homeowners praise the *screens that roll up and down* like window shades...the self-storing insulating glass...easy operation. Want to talk PELLA? See our catalog in Sweet's or send coupon. Distributors throughout U. S. and Canada. Consult classified telephone directory.

WOOD CASEMENT WINDOWS

SEND COUPON TODAY

ROLSCREEN COMPANY, Dept. J-84, Pella, Iowa

Please send detailed literature on PELLA WOOD CASEMENT WINDOWS.

NAME _____

FIRM _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

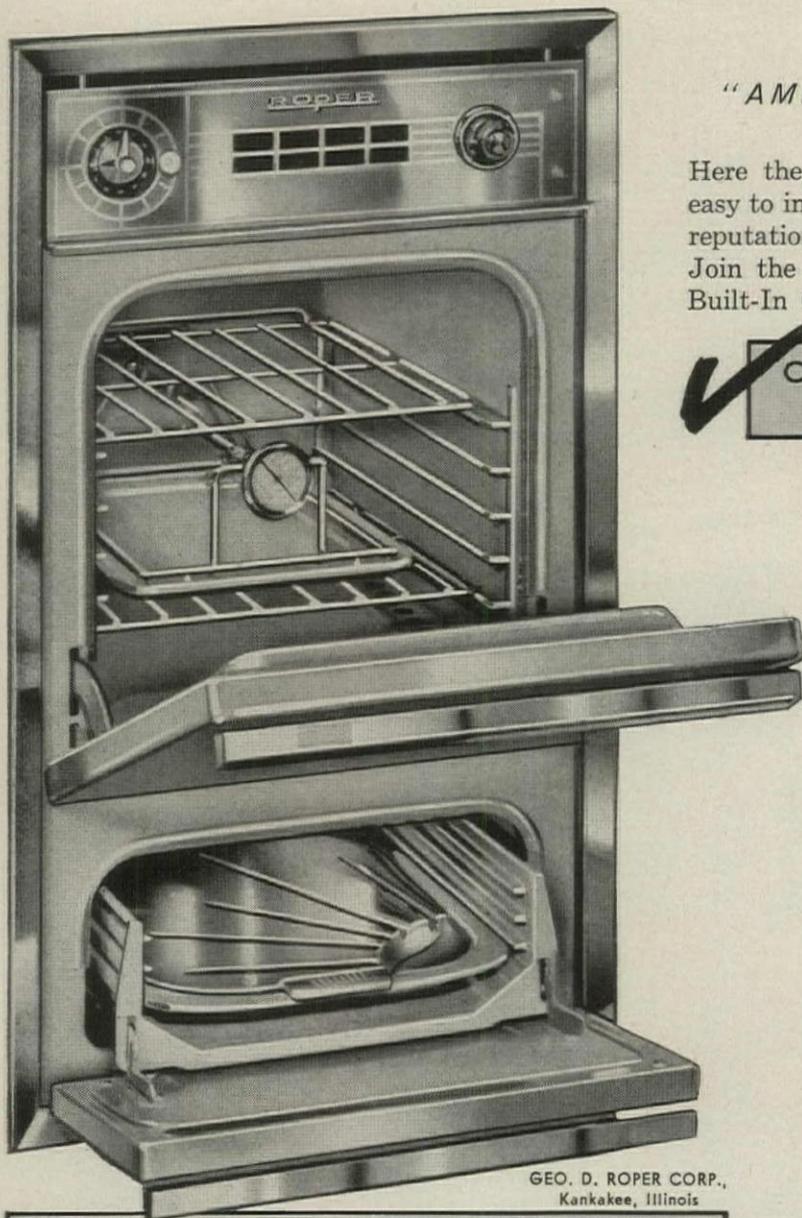
Dramatically NEW and Feature-Packed!

BUILT-IN GAS RANGES BY

ROPER



"AMERICA'S FINEST **GAS** RANGE"



GEO. D. ROPER CORP.,
Kankakee, Illinois

**ROPER BUILT-IN TOP BURNERS
ARE AVAILABLE IN 2, 4 or 5-BURNER UNITS**

Geo. D. Roper Corp., Kankakee, Illinois
Please rush me full information on the
new Roper Gas Built-Ins.

Firm Name _____

Individual _____

Street Address _____

City _____ State _____

I am a _____
(type of business)

My building material supplier is _____
(name)

(city)

HH558

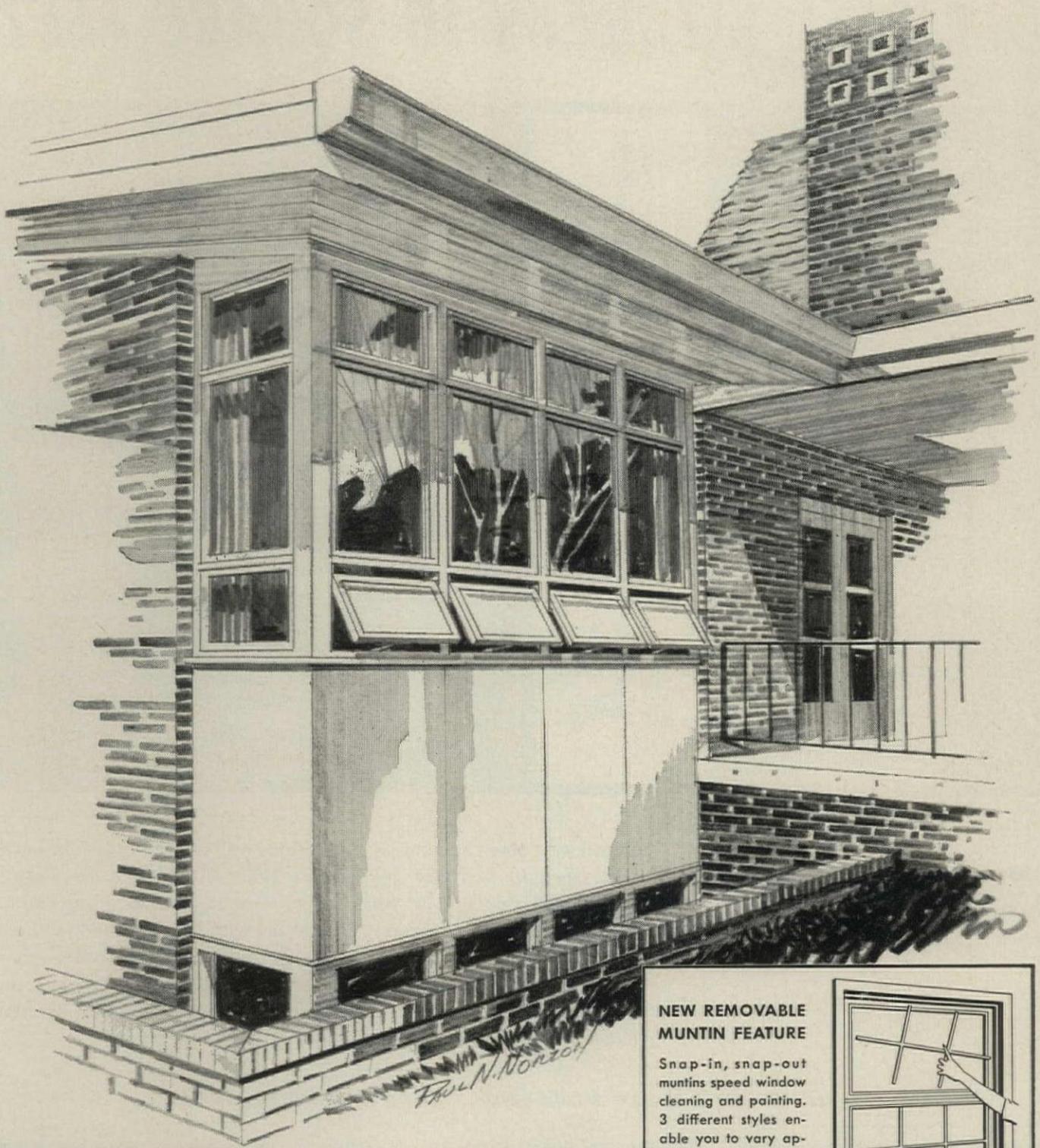
✓ CHECK THESE SALES-PRODUCING ROPER BUILT-IN FEATURES

- ✓ **NEW** Smart Appearance
Bright chrome trim. Crisp, modern lines. Full porcelain interiors.
- ✓ **NEW** Distinctive Color Styling
Petal Pink. Canary Yellow. Bronze Porcelain. Green Turquoise. Satin Chrome.
- ✓ **NEW** Chrome "Insta-Set" Control Panel
Groups all controls safely, conveniently at eye level.
- ✓ **NEW** Combination Oven Clock-Timer
Automatically turns oven on and off. Includes a handy 1-hour timer-alarm.
- ✓ **NEW** Larger Capacity
Big "Bake-Master" oven accommodates a 40-pound turkey or full standing rib roast.
- ✓ **NEW** "Thermo-Spit" Rotisserie
Automatically indicates doneness of meats and poultry.
- ✓ **NEW** "Lift-Out" Oven Rack Guides
Leave oven walls smooth, extra-easy to clean.
- ✓ **NEW** "Air Cushion" Oven Door Seals
Seal in oven heat. Keep cook and kitchen cooler.
- ✓ **NEW** "X-Ray" Oven Door, Interior Floodlight
Spring-tension bezel permits easy removal of window for cleaning.
- ✓ **NEW** Full-Length Roll-Out Broiler
Mounted on silent roller bearings. Compartment is separate from oven. Smokeless.
- ✓ **NEW** Lifetime Broiler Chart
A guide to better broiling, easily accessible always.

KEEP YOUR HOMES
MODERN WITH

GAS





SAVAGE AND VER PLOEG, DES MOINES, IOWA, ARCHITECTS



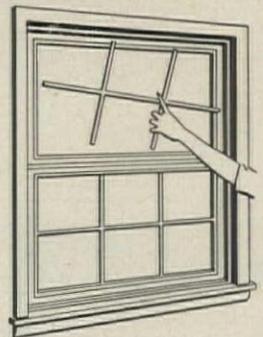
IMPRESSIVE DESIGN EFFECTS

are readily achieved at low cost with PELLA MULTI-PURPOSE WOOD WINDOWS. One reason is they combine so well with panel wall construction. Under-screen Operator with CLIDE-LOCK® feature at no extra cost. See PELLA WINDOW CATALOG in Sweet's or send coupon. Distributors throughout U.S. and Canada. Consult classified telephone directory.

WOOD MULTI-PURPOSE WINDOWS

NEW REMOVABLE MUNTIN FEATURE

Snap-in, snap-out muntins speed window cleaning and painting. 3 different styles enable you to vary appearance of tract built homes.



ROLSCREEN COMPANY, Dept. J-85, Pella, Iowa

Please send literature on PELLA WOOD MULTI-PURPOSE WINDOWS and REMOVABLE MUNTIN FEATURE.

NAME _____

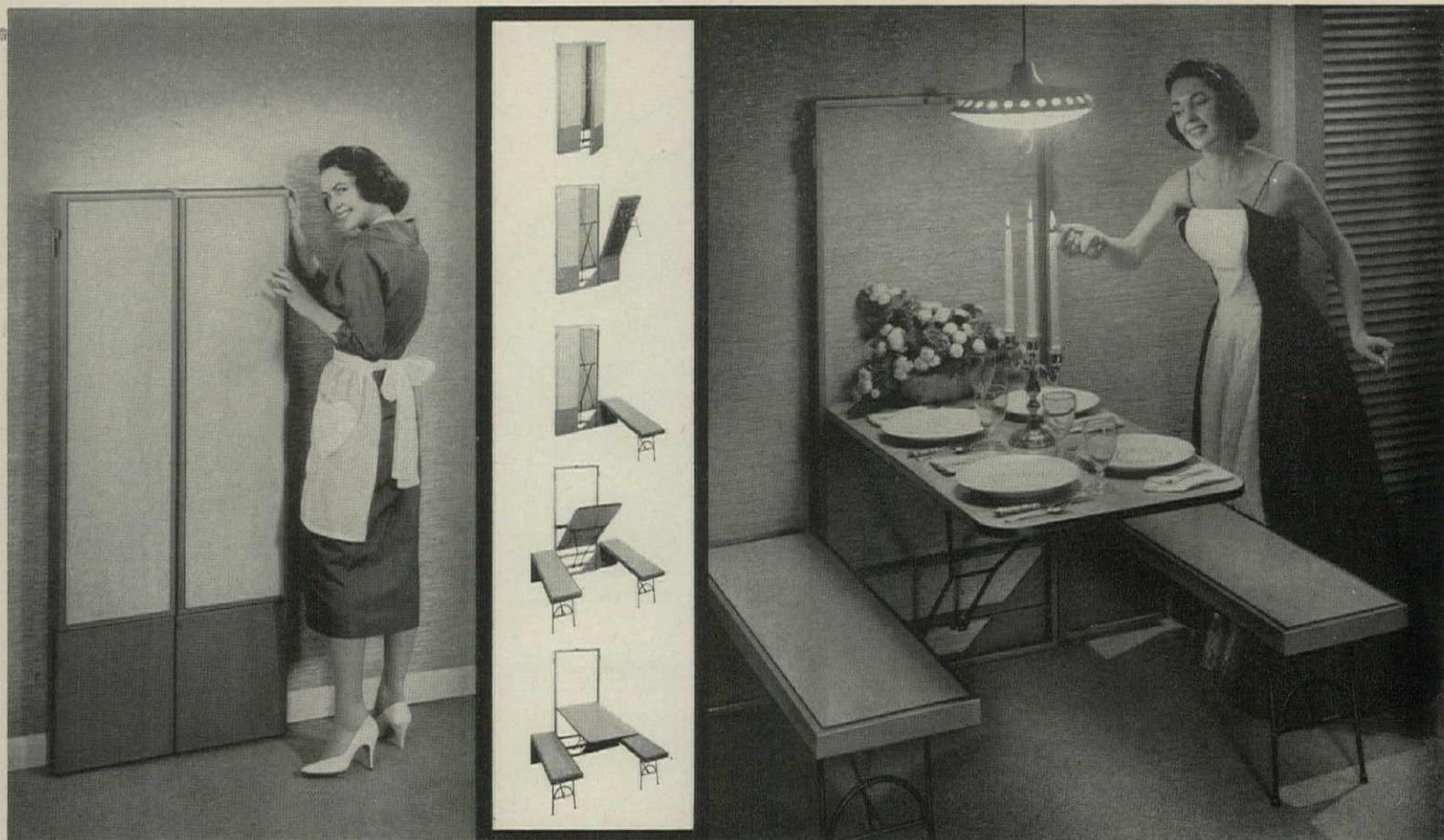
FIRM _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

NEW LAU WALL-NOOK STRETCHES SMALL KITCHENS 16 SQUARE FEET!

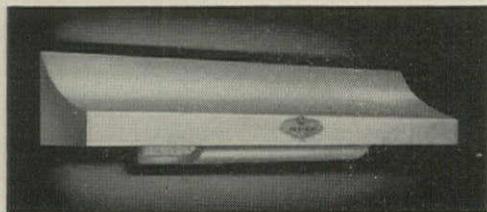


**New foldaway table
gives more living room
in any room**

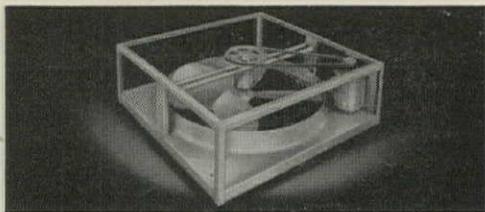
only **\$99⁹⁵** LIST

Closed, this new LAU table is a handsome wall cabinet only four inches deep. Open, it's a sturdy, good-looking table . . . standard size. Easy to open. More important to you—easy to *install*. It's wall-hung and fits where you want it in minutes. Fits in, too, with today's trend to "built-ins." A modern idea that adds 16 extra square feet to kitchens or *any* room. LAU-built for long use with plastic laminate-topped table and benches, all-welded steel construction, many other features including choice of colors. Write us for descriptive installation folder.

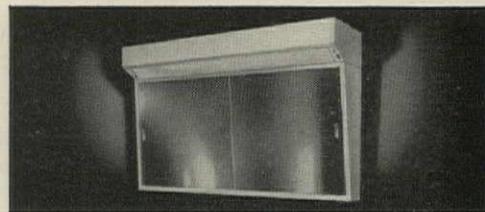
LAU offers you these builder-designed products, too!



New Range and Oven Hoods. Coppertone and Silvertone. Pre-wired. Washable Filters. "Champion" (shown) offers quiet 2-speed double-wheel blower, push-button control, concealed light. "Challenger" has fan, light, single-switch. 30" to 48" widths. New LAU Oven Hood comes with ductwork, switch, blower, filter.



Powerful Attic-Exhaust Fans. Three quiet-running models for every home need. "Panel" model installs without bolts or fastenings. New pre-wired "Rancher" (shown) now has motor attached. Easier to install—works flat or vertically. Two speed motors available—22" to 48" blade sizes. 16-inch model, too, with direct drive. Installation help from LAU engineers is yours on request.



New Wall-Hung Bath Cabinet. Ventilates—illuminates two ways—holds 30% more. Flush-mounted; no framing or ductwork required. Pre-wired—make just one electrical hook-up. Speeds and simplifies installation and wiring. 30" to 48" widths. Sold, too, without blower, light or receptacle.



Write for descriptive literature.

THE LAU BLOWER COMPANY

Fan Division - 2027 Home Avenue, Dayton 7, Ohio

Other plants in Kitchener, Ontario, Canada and Irwindale, California



Wood-Mosaic Prefinished Hardwood Floors

the way to bigger sales...bigger profits

- BEAUTIFUL
- ECONOMICAL
- RESILIENT UNDERFOOT
- EASY TO INSTALL
- EASY TO KEEP CLEAN
- STAIN RESISTANT
- DURABLE
- NON WARPING
- GUARANTEED

To give your homes a warm comfortable look...install Wood-Mosaic hardwood block. This beautiful flooring is reasonable in cost and guaranteed trouble-free. Prefinishing at the factory with the newly developed "Diamond Lustre" finish makes it scuff-proof, water-proof and resistant to all common household spills.

Aside from its beauty, it is easy underfoot and perhaps the easiest of all floors to keep clean...requiring only a minimum of waxing or polishing. Smart homeowners everywhere prefer Wood-Mosaic block flooring to ordinary floors because patterned block is the modern idea.

Can be installed with adhesive on any subfloor, including concrete slabs-on-grade. Ease of installation means important time saving on each job.

Give your homes more sales appeal...with Wood-Mosaic beautiful prefinished block flooring.

Wood-Mosaic

LOUISVILLE 9, KENTUCKY
WOOD-MOSAIC CORPORATION OF CANADA LTD.
WOODSTOCK, ONTARIO

*Maker of the World's Finest
Hardwood Flooring since 1883*

INCREASE HOME
SALES IN '58!

Feature nationally advertised
BILT-WELL Cabinets, BILT-
WELL Windows and BILT-
WELL Doors in your model
homes! New home prospects
are pre-sold on BILT-WELL.

BILT-WELL

Action Advertising

HELPS SELL YOUR HOMES!

BILT-WELL's national consumer advertising such as the striking, full-color advertisement on the opposite page, is designed to bring about consumer "action" at the point of sale. That point is your model home!

Hundreds of your prospects who read **BETTER HOMES & GARDENS**, **HOUSE BEAUTIFUL**, **LIVING FOR YOUNG HOMEMAKERS**, **NEW**

HOMES GUIDE, and many other magazines, have been pre-conditioned and pre-sold on BILT-WELL Products before they step into your model home. When they see windows and cabinets in your house labeled "BILT-WELL" they immediately class you as a builder of fine homes in which only the finest of materials are used.

Here's How BILT-WELL "Action" Advertising works...



Couple sees and reads about BILT-WELL products in national magazines and are pre-sold on their advantages.



Same couple visits your model home.



They see BILT-WELL windows and cabinets in your homes.

Help BILT-WELL "Action" Advertising work for you by...

Using BILT-WELL Products in your model homes and by clearly identifying them with BILT-WELL Model Home Selling Aids.

NEW BILT-WELL BUILDER PROMOTION KIT!

To tie into BILT-WELL's National Advertising Program and capitalize on consumer acceptance for BILT-WELL Cabinets and Windows get your free BILT-WELL BUILDER PROMOTION KIT! This kit contains point-of-sale brand identification cards and 4-color ad blow-ups for display in your model homes. It also contains special hand-out literature for model home visitors.

Ask your local BILT-WELL lumber dealer or mail the coupon below for your free BILT-WELL BUILDER PROMOTION KIT.



They remember the product advantages from the magazine ads, see them actually demonstrated, and are more favorably impressed with your homes.

BILT-WELL WOODWORK

Manufactured by **CARR, ADAMS & COLLIER COMPANY** since 1866

BOX 658
DUBUQUE
IOWA

- Please send me my BILT-WELL BUILDER PROMOTION KIT for use in my model homes.
 Please send me information on BILT-WELL Products—Windows, Doors, Cabinets.

Name _____

Address _____

Firm _____

City _____ Zone _____ State _____

HH-157



The BILT-WELL Line—

WINDOW UNITS, Double-hung, Awning Casements, Basement, Storm and Screen. CABINETS, Kitchen, Multiple-use, Wardrobes, Storage, Vanity-Lavatory and Vinyl Counter-tops. DOORS, Exterior, Interior, Screens and Combination.

Looking for More Storage Space?



It's Easy!...It's Smart!
It's Economical!...to add a
BILT-WELL Storage Wall
to existing rooms



Complete Bedroom Wardrobe Wall by BILT-WELL

Perfect for the master bedroom. Charming and practical louver-door wardrobe cabinets and deep, roomy drawers for all of "his" and "her" requirements. Every inch of wall space used, "clear to the ceiling." Cabinets above are just right for seasonal hats and other less-often-used articles.

Add to your home for as little as **\$390.00**

Family or Utility Room Storage Wall by BILT-WELL

Louver-door cabinet for "every day" clothes, tall center unit for brooms, mops, etc., door and drawer units for toys, books, linens and "what have you." Matching standard BILT-WELL Louver Doors enclose washer and dryer. A row of spacious "topper" cabinets for extra storage completes the wall.

So much storage for just **\$380.00**

BILT-WELL Cabinets provide attractive, efficient and economical storage for every room in the house. You'll find them "at home" in the kitchen, bedroom, family room, living room or wherever storage space is required. There is a BILT-WELL Cabinet to fit any and every size space... every storage purpose.

BILT-WELL Cabinets are featured in new model homes throughout the nation. Visit the model homes in your locality and see BILT-WELL Cabinets, BILT-WELL Windows and BILT-WELL Doors. Leading builders feature BILT-WELL Products in their homes because they know BILT-WELL gives you the *best* for your money.

BILT-WELL Kitchen and Storage Cabinets are carried by leading lumber dealers everywhere. Ask your local lumber dealer about them or mail the coupon for complete information.

Manufactured by **CARR, ADAMS & COLLIER COMPANY** Dubuque, Iowa



BILT-WELL
WOODWORK
SINCE 1866

Box 658
Dubuque, Iowa

Please send me copy of "Storage Ideas for Family Living with BILT-WELL Cabinet Units." Enclosed find 25c to cover cost.

Name.....

Address.....

City.....Zone.....State.....

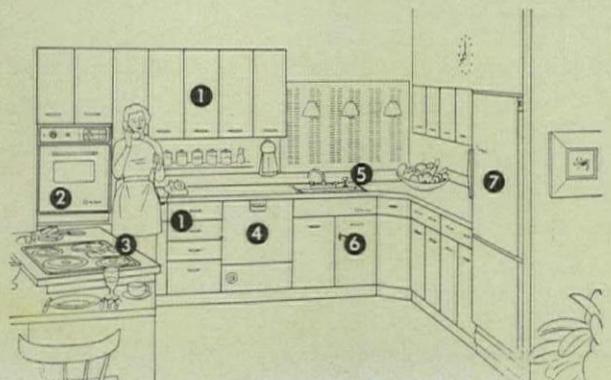
My Lumber Dealer is.....

New refrigeration center



everything for MODERN

1 "Select-A-Door" wall and base cabinets 2 Built-in gas and electric ovens 3 Built-in gas and electric cooking tops 4 Dishwashers 5 Cabinet sinks 6 Disposers 7 Refrigerator-freezers . . . plus automatic washers and dryers, combination washer-dryers, air conditioners, dehumidifiers.



for modern kitchens...

1958 RCA WHIRLPOOL modular refrigerator-freezers present another refrigeration first...NO FROST ever in refrigerator and freezer sections

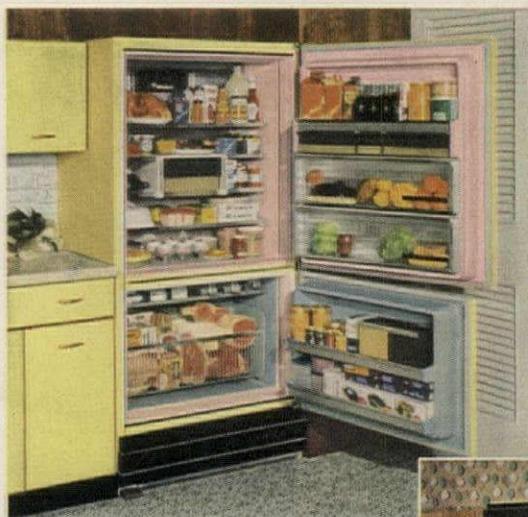
Think of it... a refrigerator-freezer that needs no defrosting because there is no frost in either the refrigerator or freezer storage space! It's a first-time-ever refrigerator-freezer that ends completely all the nuisance and inconvenience of defrosting.

How? It's simple. This entirely new and different refrigerator-freezer does away with coils in *both* food storage sections. So there's no place for frost to collect. In the refrigerator section, exclusive Activated-Cold air circulates to maintain correct food preservation temperature. In the freezer, dry "zero-cold" air removes excess moisture as it fast-freezes food. And, only RCA WHIRLPOOL refrigerator-freezers have the Air Purifying System to help keep food fresher, longer.

It looks like a built-in...yet you have none of the fuss and expense of a built-in!

Now you can achieve a true built-in look with a free-standing unit in just 36" of space! The 17 cu. ft. Mark 17 model (left) has no coils on the back... all 4 sides and top are flat... the door hinges *inside* the cabinet. Thus it fits flat to walls and cabinets, needs no air space or vents!

See these new RCA WHIRLPOOL refrigerator-freezers... you'll discover they can add maximum appeal to your kitchens!



Functionally-designed interior of the Mark 17 model is clean and spacious... with extra usable shelf area.



EM 6V... a new 6 cu. ft. freezer designed to be installed under a standard counter in a space just 36" wide.



EM 11R and EM 11V... an 11 cu. ft. refrigerator and matching 11 cu. ft. freezer install eye-high over base cabinets.

KITCHENS with one brand name Whirlpool

The complete line of RCA WHIRLPOOL appliances includes built-in and free-standing models in both gas and electric... every type of cabinet in wood and steel or all steel... to make modern kitchens complete. Each cabinet and appliance is engineered for simple, fast, economical installation. All are available from one source... from one supplier ready to give you expert planning and merchandising assistance and fast delivery. And, each product carries one brand name that is nationally known for quality, performance, and dependable service... RCA WHIRLPOOL!

Contract Sales Division
Whirlpool Corporation, St. Joseph, Michigan

Please send me complete information about the new RCA WHIRLPOOL kitchens and the newest cooking center for modern kitchens.

NAME _____ TITLE _____

FIRM NAME _____

FIRM ADDRESS _____

CITY _____ ZONE _____ STATE _____

HH-5

RCA WHIRLPOOL Home Appliances... Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

For the package deal at a package price... it's RCA WHIRLPOOL!

Ads featuring these latest General Electric Kitchens are appearing in national magazines month after month all year long.



Happy Haven Kitchen—spells convenience fast to prospects. Note laundry at left, G-E Combination Washer-Dryer with Wall Oven above. Women like the spacious G-E Cabinets, Undercounter Dishwasher, built-in

Cooktop Units, Air Conditioner. Kitchens like these can be included in purchaser's mortgage for only \$6 to \$7 a month. General Electric appliances can be planned many ways for appealing built-in style.



Merry Manor Kitchen. Picture the family appeal of this modern kitchen installed in your houses. Prospects will love the General Electric Cabinets, Sink with Disposall®, Undercounter Dishwasher, 13-cu.-ft.

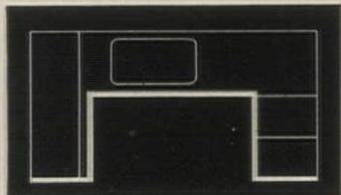
Refrigerator-Freezer, Upright Freezer, Filter-Flo® Washer, Dryer, Air Conditioner. Serving island has built-in Range. The G-E Builder Specialist will work with you to fit kitchen designs to your space.

GENERAL  ELECTRIC

This puts your house prospects in a buying mood!

Make sure the General Electric Kitchens they see are in the houses you sell! Cash in on this compelling consumer advertising.

Hardly a woman can pass up these breathtakingly beautiful kitchens designed for her needs. When you plan them in your houses, you put to work the power of proved kitchen advertising to attract prospects. The power of the brand women prefer. And besides this pre-selling advertising, you get all this support:



1. Easy to install design. New G-E "Straight-line" appliances give you the look of built-in kitchens without built-in expense. All appliance backs and sides are flat. Corners are square—not rounded. Every appliance fits flush. Made to fit in any kitchen layout, any house from \$9,600 to \$96,000.



2. Help in planning and styling. Your distributor or dealer has a Custom Kitchen Design Service to help you in designing kitchens, improving layouts for your house. A builder specialist works with you on color coordination, deliveries and installation.



3. Help in publicity and selling. A special Model Home Program gives you advertising, publicity and merchandising help based on hundreds of success stories. And you get on-the-spot demonstrations of your General Electric Kitchens by experts. No wonder you'll get sales action.

Your G-E Distributor or dealer gives you more help—from plans right through to sales.



As an authorized builder of "Live Better Electrically" MEDALLION HOME, you'll get promotional advantages. A valuable competitive selling edge for faster sales and profits.

GENERAL  ELECTRIC

SEND THIS NOW.

General Electric Company, Home Bureau,
Appliance Park, Louisville 1, Kentucky.

Send me by return mail General Electric's free builder handbook with complete information on the new "Straight-Line" Design Kitchens.

Name _____

Address _____

City _____ State _____

H&H-5

H & H Survey

Here's what you can learn from some of home building's best merchandisers

Biggest trend in home merchandising is the greater use builders are making of the sales aids offered by product manufacturers.

A survey of over 400 of home building's liveliest merchandisers, just completed by HOUSE & HOME, shows that:

- 19% more builders are using manufacturers' aids in 1958 than in 1957;
- 14.8% more are displaying products and materials in a "store" or display area;
- 14% more are now plugging product guarantees;
- 10.5% more are getting sales training help from manufacturers.

Other big news—you'll sell better if you build a better house:

- 89% of the builders (up 9%) include eating space in the kitchen;
- 75.8% (up 9%) are using wide overhangs to give their houses the new bigger look;
- 74% (up 13%) include two or more baths and baths with built-in vanities (up 9.8%);

65.3% (up a big 16.3%) are building a family room next to the kitchen;
60% (up 10%) provide for indoor-outdoor living.
And you'll sell better if you make your house easier for the prospect to buy:

- 51% (up a surprising 15%) now have a trade-in plan at work for them;
- 36.3% (also up 15%) are turning to a stripped-down model to cut their asking price.

The survey also revealed some results which were less surprising. Location, price, and terms were the facts about the model which the builders say have the strongest buyer appeal. And landscaping and furnishing the model is still considered the one best merchandising device.

The tables on these pages break down the details of the answers received from the survey plan.* In the table below and the two at the top of the facing page, the 1958 column gives the percent of builders who have added the feature concerned. In the table of new styles of houses built, both the 1957 and 1958 columns are totals.

Merchandising techniques effective in selling houses		1957	1958		1957	1958
Furnished model house		74.3 %	9.8 %	Use of manufacturers' sales aids	36.5	19.0
Landscaped model house		81.8	5.8	Sales training plan from a manufacturer	10.3	10.5
Partially furnished model		12.0	4.5	Use of manufacturers' warranties	44.0	14.0
Stripped-down house		20.8	15.5	Use of registered architect	45.0	3.5
Custom changes in stock models		44.0	11.3	Use of professional decorator	37.3	6.8
Window curtains in unfurnished house		13.0	5.3	Use of professional color stylist	36.3	7.3
Night lighting of model		58.3	9.8	Use of realtor	47.8	4.3
Trade-in plan		36.0	15.0	Free decorator service to buyers	36.5	9.5
Featuring brand name products		70.0	8.0	"Store" (display area)	29.5	14.8
				"X-ray" house to show construction	7.8	12.0
				Post-sales selling plan	31.3	9.5

Landscaping and furnishing the model and using brand-name products continue to be the more highly regarded techniques for making a house attractive to buyers. But the fastest growing ideas are: make more use of manufacturers' sales aids, offer a good trade-in program, set up a display area or store to show off your brand-name products. This

year over 10% more builders are offering custom changes, but an added 15% are building stripped-down models. In general, the table shows that builders are increasing their merchandising efforts, but few new builders are doing it by taking advantage of the service an architect or realtor can offer them.

* Percentage of returns in terms of builders' size:

	21-50	30.5%
	51-100	20.7
No. of houses sold	101-500	19.0
1-10	501 or more	3.0
11-20	not stated	1.7

Geographical spread of returns:

New England	4.0%	East South Central	4.3%
Middle Atlantic	13.0	West South Central	8.8
East North Central	21.2	Mountain	10.3
West North Central	12.7	Pacific	13.2
South Atlantic	12.5	Total:	100.0

Plan and design features that are major sales help	Used in 1957	Added in 1958
Two or more baths	61.3 %	13.0 %
Oversize mirror in bath	51.5	11.0
Built-in bath vanity counter	66.3	9.8
Dressing room off master bedroom	12.0	8.0
Separate dining room	47.0	10.5
Family room next to kitchen	49.0	16.3
Recreation room not next to kitchen	19.3	7.0
Separate front entrance hall	48.3	10.3
Basement	47.3	5.3
Garage instead of carport	46.5	9.3
Oversize garage with hobby space	21.0	7.0
Large overhangs	66.8	9.0
Heavy shingle roof	24.5	5.3
Use of brick on front of house	44.5	10.5
Wrought-iron grillwork	34.0	5.3
Double front doors	8.8	9.0
Louvered inside doors	30.5	9.3
Eating space in kitchen	80.0	9.0
Oversize bedroom closets	66.8	8.5
Built-in drawers	14.3	4.3
Oversize masonry fireplace wall	20.0	4.5
Wood paneling in some rooms	52.8	12.8
Inside barbecue & grill	6.5	4.5
Provisions for indoor-outdoor living	50.0	10.0
Paved terrace	35.8	10.3
Screened porch	10.8	2.0
Separate basement stairs in garage or from outside	10.0	3.5

Equipment features that are major sales help	Used in 1957	Added in 1958
Central air conditioning	24.3	5.3
Room or window air conditioners	2.8	1.8
Deluxe bathrooms	48.0	11.5
Built-in oven	76.5	7.0
Washer-dryer	12.5	3.3
Built-in dish washer	43.8	7.8
Garbage grinder	57.0	4.0
Warm air heating	77.8	1.8
Hot water baseboard heat	4.8	2.8
Kitchen cabinets	82.0	3.0
Ceramic tile in baths	68.5	6.3
Full insulation	63.8	8.8
Double glazed windows	17.0	2.3
Acoustical ceilings	9.8	6.8
Storm windows	13.8	3.3
Plastic skylights	6.0	3.3
Sliding glass doors	49.8	8.5
Folding doors	26.8	5.0
Bifold closet doors	20.3	10.5
Oak flooring	72.0	3.0
Vinyl floor in kitchen or bath	54.0	7.5
Wall to wall carpets	14.3	10.8
Wallpaper	42.5	10.5
Kitchen exhaust fan	83.0	5.0
Attic exhaust fan	14.3	1.3
Folding attic stair	11.0	3.0
Lighting fixtures	68.8	4.3
Hardware	46.0	2.5

Most surprising news: Over 75% of the builders who answered are now featuring big overhangs in their houses. More to be expected: Kitchen and bath are the two most important house areas as far as sales are concerned, say the builders. Many are adding dining space in the kitchen; vanities and oversize mirrors in two or more baths. A small swing from the open plan appears as builders make sales features of separate front halls, dining rooms, and basements.

Important equipment features include half those listed above: Of the 28 features, 14 are included in their merchandising programs by over 50% of the builders; six by as many as 75% (kitchen exhaust fans, kitchen cabinets, built-in ovens, warm-air heating, oak flooring, ceramic bathroom tile). Biggest gains in interest are shown by deluxe bathrooms, wall-to-wall carpets, wallpaper, folding closet doors; all are being added by over 10% of the builders.

New house styles adopted by the builders queried		
	1957	1958
1 story	6.5 %	3.5 %
1½ story	3.5	4.5
2 story	1.3	2.8
split level	9.0	8.0
hillside	2.8	3.8
Price range of all houses built		
under \$15,000	47.5	45.5
\$15,000-19,999	53.8	51.0
\$20,000-29,999	42.8	43.8
\$30,000 and up	15.8	17.0
not stated	1.0	6.0

General features considered the greatest help in sales	
Location	78.8
Price	70.5
Terms	70.5
Builder's reputation	57.0
Variety of houses	54.0
Recommendation by other buyers	52.0
Schools	37.5
Utilities (sewage, water, etc.)	32.3
Saving trees	17.0
Stores or shopping center	13.8
Churches	7.5
Curvilinear streets	5.5
Recreation facilities (swimming pool playground, etc.)	4.5

Taste in houses is changing, the returns show. The split level still leads in popularity, but by a slightly smaller margin. Two-story, hillside, and 1½-story houses are gaining in favor. In price range, the shift is also slight but it trends upward: there are fewer houses under \$20,000, more at higher prices, but only by a percent or two. As you will see from the footnote on the facing page, 75% of the replies came from builders of 20 or more houses a year, representing a total yearly production of upwards of 50,000 houses. These houses are distributed much like the nation's population.

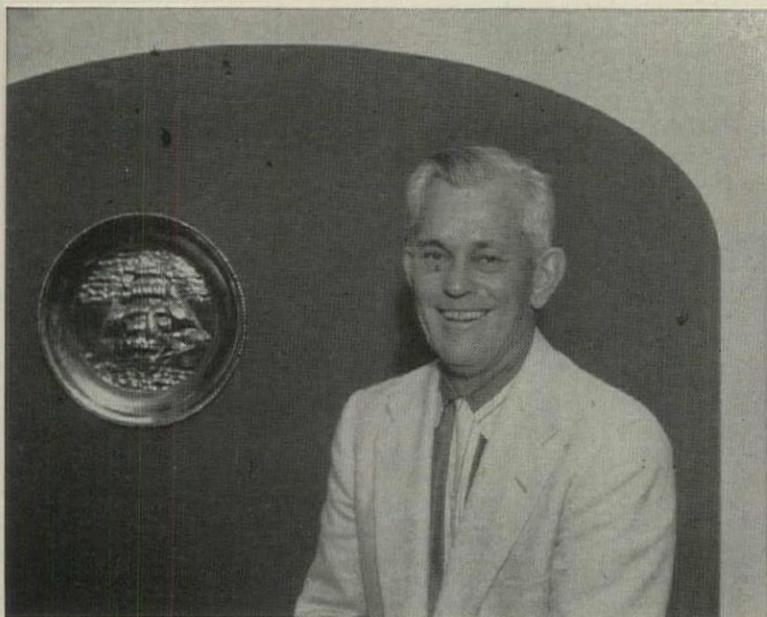
Location is the biggest help in making sales, say the builders, which bears out H&H field experience that the man with the best location sells the most houses. And the emphasis on price and terms backs up other merchants' experience—buyers have not been so price conscious since the Depression. Most builders value their reputations highly, but few promote it in their ads. They do, however, value the recommendations that come to them from pleased buyers, a fact that accounts for the new emphasis on keeping old buyers happy (see page 177). END.



"We build full HOUSEPOWER homes because that's what people want," says Dale Dunton, St. Louis, Mo., builder. "So far we've built over 100 homes in this area, offering a choice of gas or electricity for built-in appliances. 100% chose electricity."



"I use the HOUSEPOWER Rating Sheet because it helps me sell homes," declares Abe Seeherman, of American Home Builder, Inc., Wilkes-Barre, Pa. "Today's buyers want the best in modern electric appliances. The Rating Sheet wins women over."



"Quality is the story of my building career . . . so, of course, full HOUSEPOWER is a must in every home I build," asserts William L. Herne, of Gulfport, Fla. "Today's customers recognize full HOUSEPOWER as a mark of superior workmanship."



In Milwaukee, too, the stress is on quality. Florian and Al Zielinski, shown here in one of their full HOUSEPOWER homes — the only kind they build — report: "Certified Wiring certificates are evidence of quality built into our homes."

There's More Sales Value in Full **HOUSEPOWER** Homes

In today's up-grading market, it's just plain good business to stress quality. And full HOUSEPOWER is often the sell-up point that clinches the sale. The multi-million dollar HOUSEPOWER program continues to sell your prospects on the increased value and convenience of homes wired for full HOUSEPOWER. Why don't you start using the HOUSEPOWER Rating Sheet to point out to your customers just how the comfort and convenience they want are built into *your* homes?

In addition to the Rating Sheet there are many other aids to help you make fast, more profitable sales. For full information about them — details on how to put HOUSEPOWER to work for you — consult your local

Wiring Bureau, electrical contractor or utility . . . or write National Wiring Bureau, 155 East 44th Street, New York 17, N. Y.

NATIONAL WIRING BUREAU—a sponsor of

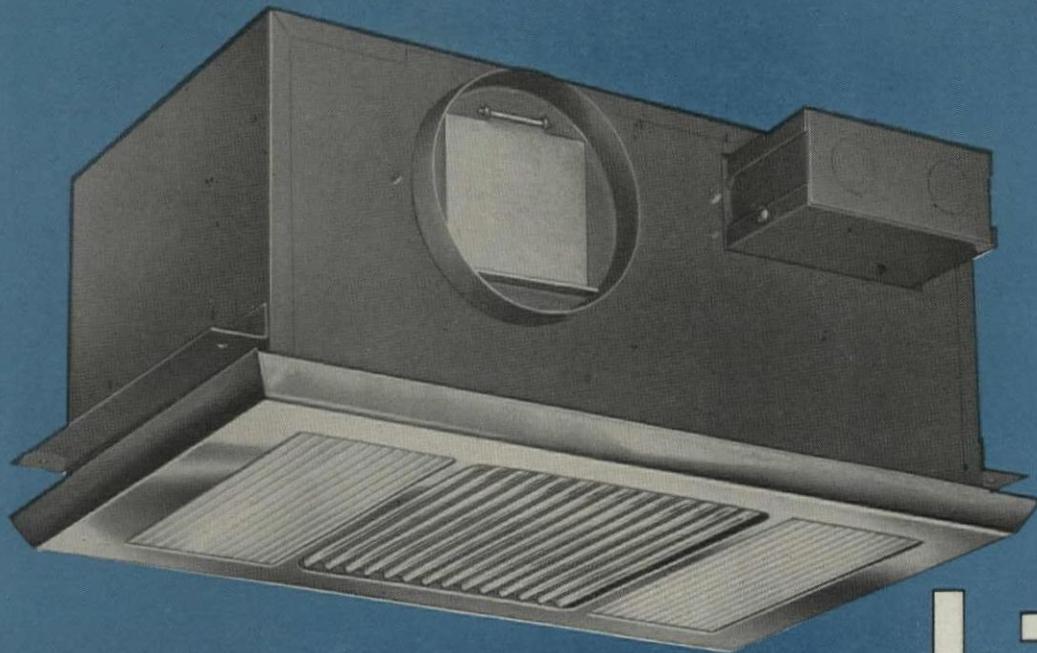
HOUSEPOWER

TRADE MARK



A home with full HOUSEPOWER (wiring meeting Residential Wiring Handbook standards) can easily be stepped-up to qualify for a Live Better Electrically medallion.

NEW!... the latest in the **Slim Trim** LOOK from



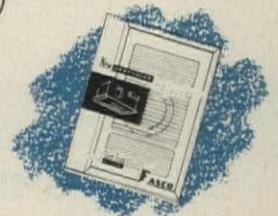
VENTILATOR Light

... for bath and utility room ... quick and economical to install ... modern design

This is the new kind of design that has the builder and contractor in mind. Fasco has engineered this new ventilator-light to save you time in installation ... and time means money. The photos below show how simple it is to install and the many step saving features.

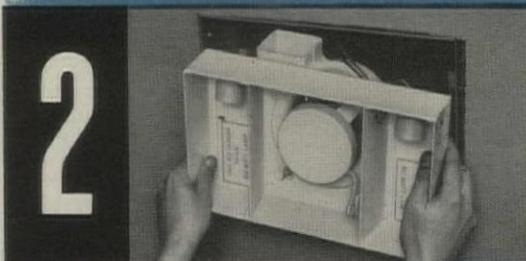
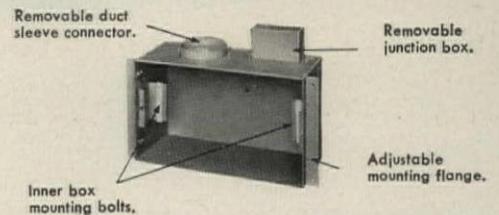
Powerful ventilator and soft, ample light from two sixty watt bulbs in a sleek Slim Trim design make this a handsome unit that will enhance any job.

Color catalog and installation piece is yours for the asking. Fill out the coupon below and mail today.



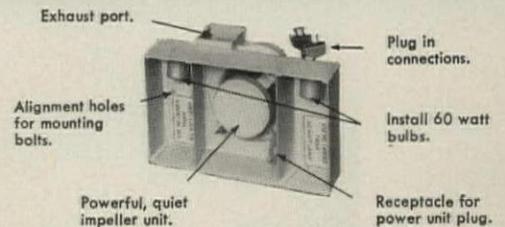
1

Rough-in box fits 16" O. C. joists and is attached by the adjustable mounting flange or directly to joists. Remove junction box cover, or for existing work the complete box is removed from inside. Rough wiring connections are all that is necessary. Slip duct on removable duct sleeve. Flanges are pre-set $\frac{3}{4}$ " for standard plaster thickness.



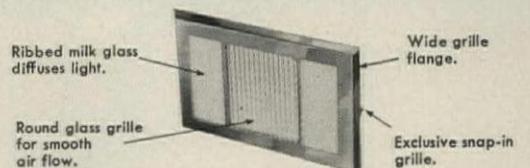
2

After plaster or dry wall, box can be raised or lowered on mounting flange to fit flush. On existing ceilings, mounting flanges are reversed with long lip against box so short side will lie flush with ceiling plaster. Inner box complete with power unit then slips quickly into place.



3

Line up mounting stud on grille with holes in rough-in box and just push. The grille flange is wide enough to cover imperfections in ceiling hole. The exclusive "snap-in" grille can be removed for cleaning and bulb replacement simply by pulling from unit.



Please send me full information on Ventilator light 655-C

FASCO INDUSTRIES, INCORPORATED, 126 AUGUSTA ST., ROCHESTER 2, N. Y.

HH-558

▼ NAME

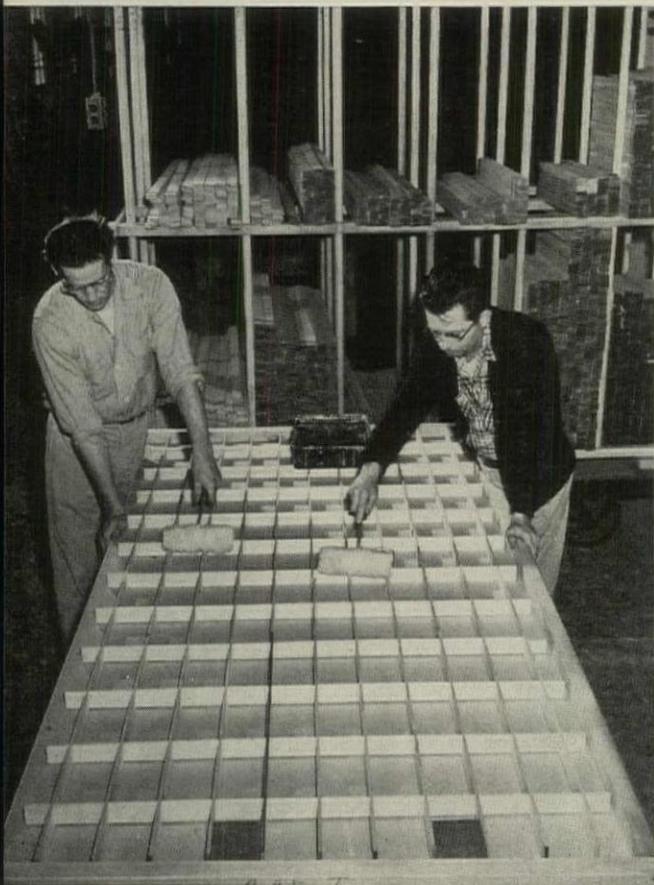
▼ ADDRESS

▼ CITY

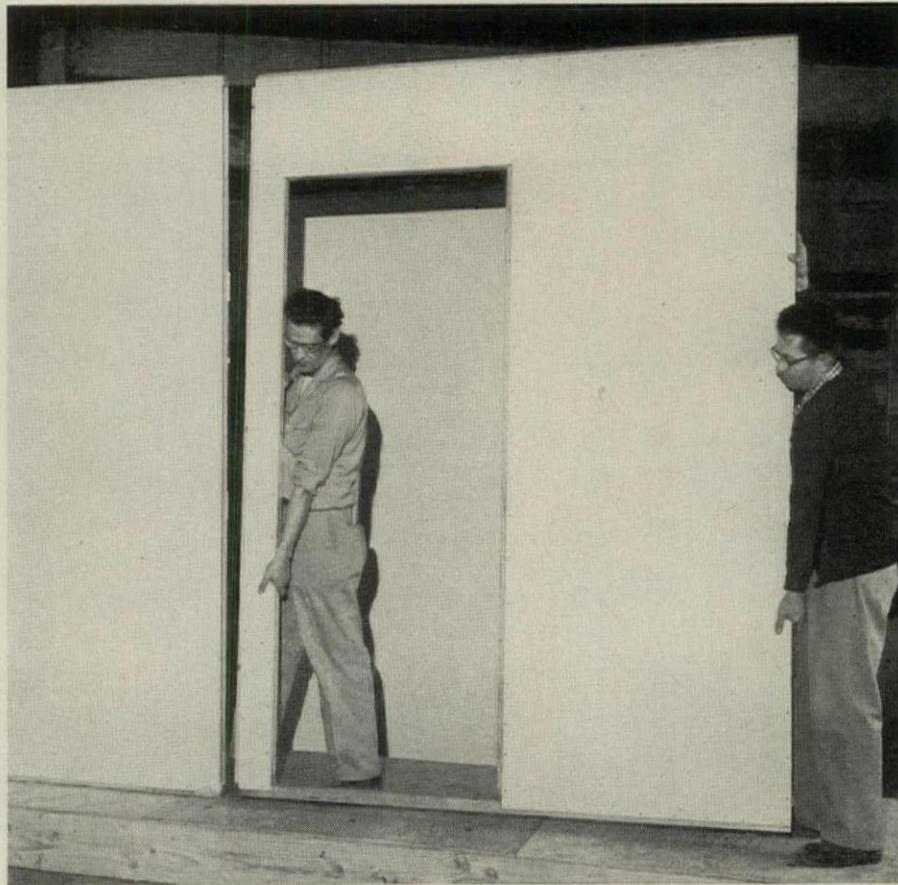
▼ ZONE

▼ STATE





GRID CORE is heart of new panel.



TWO MEN can easily handle panels. Standard units are 4' wide, door panels are wider.

This new balsa core panel can cut partition costs 25%

This prefabricated wall panel system for non-load-bearing walls is said to save enough labor to cut in-place costs to 28¢ per sq. ft., compared with 37¢ using the same manufacturer's drywall and precut stud package. On-site labor cost is low because the ready-to-set-in-place panels can be easily handled by two men, quickly toe-nailed into place (see photo lower left).

The cost figures are based on time studies made by the manufacturer, American Houses of Allentown, Pa. American has just started selling the panels to its dealers, says it plans to sell them to non-competitive builders.

Here is how panels are made

The grid core (see left photo above) is formed by notching balsa slats half-way through, interlocking them in a 4" x 8" grid pattern. The grid is first glued to a 4' x 8' sheet of 3/8" drywall. The grid does not extend to the edge of the drywall sheet, but stops short to leave room for three 2 x 2 edge members—a joint stud (on one side only), a plate, and a shoe—and a wiring chase between the grid and these edge members. On the side without an edge

member, the grid core stops short to form a slot to receive the joint stud of the next panel.

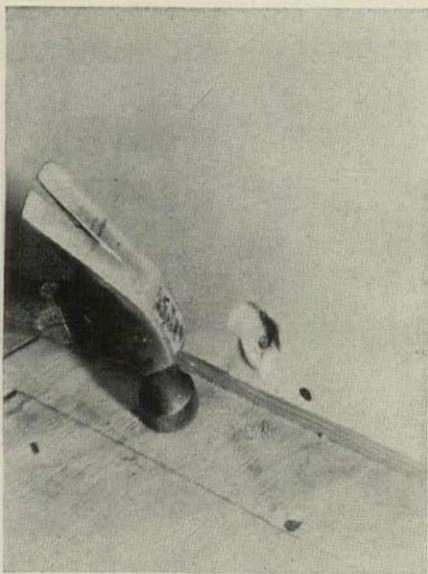
The panels are completed by adding nailing blocks for the base molding, gluing the other drywall sheet into place, and nailing 8" o.c. around the perimeter.

Grid construction has advantages

One big plus: there are no nail heads in the middle of the panel to be spackled. (Conventionally framed 4' interior partitions have two lines of nail heads 16" apart running down the center.) The grid construction also provides a strong panel, which meets a 15 lbs. per sq. ft. loading requirement.

Though no acoustic tests have been made, the panels are expected to block about as much sound as a conventionally framed partition with 3/8" drywall, and the rigidity of the panel may reduce "booming". The grid construction provides a built-in fire stop. FHA has accepted the panels for non-structural interior use.

The panels share the disadvantage of any sandwich panel: they don't lend themselves to cutting and fitting.



PANELS ARE NAILED to sub-floor by toe-nailing through drywall and shoe. Dent left by hammer is covered by base molding. Panel can't belly because of grid core.

To see how panels work turn to p. 202

NEW SALES APPEAL... NEW PLANNING FREEDOM



Perfection's Regulaire® "Home Conditioner" heats, cools... fits any living area

backed by
Perfection's
powerful

**LOCAL
SALES
PUNCH**

Full page color ads in Sunday Newspaper Supplements will tell your prospective home purchasers why they should insist on PERFECTION REGULAIRE for heating and cooling. Ask your Perfection Distributor for full details.

Here's a new concept in home comfort... a year 'round heating-cooling unit so *attractive, compact* and *efficient* it can fit into any living area.

Perfection's new Regulaire "Home Conditioner" is the first unit *styled* for living areas. You can install it anywhere... basement, recreation room, utility room, hallway, even a living room. Think of the planning freedom this gives you! Consider the sales appeal it can add to the homes you build!

Five sizes—from 100,000 to 200,000 BTU input. Regulaire... Perfection's exclusive automatic brain... guarantees an end to cold,

drafty floors... keeps air in constant circulation... keeps warm air from rising to the ceiling. Automatically *controls room temperatures to within 2 degrees.*

And 3-Stage Fire gives moderate fire for mild weather, high fire for cold... provides real heating economy, an important selling point to your prospects.

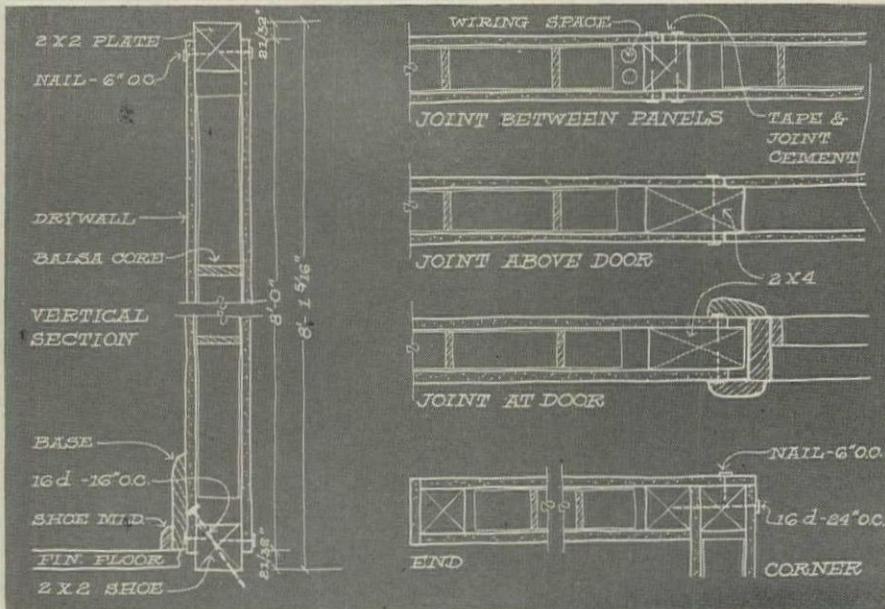
Whether you want gas or oil fired heating, with or without cooling, Perfection has the model that will help sell the homes you build. See the Perfection Distributor in your city for full information or write Perfection Industries, Cleveland 10, Ohio.

The homes
you build
deserve

Perfection DIVISION OF
HUPP
Corporation

Guaranteed Comfort Since 1888

With the new balsa core panels, joints can be made quickly and easily . . .



Detail of the "joint between panels" (near left, top) shows just how joint stud of one panel fits smoothly into the edge slot of the next panel. Note wiring chase left between edge of grid core and 2x2 joint stud. Panels are nailed together with 1/4" flat head, 1 1/4" long annular ringed nails driven 6" to 8" o.c. through the drywall into the joint stud of the adjacent panel.

Door frame panels (see two details, near left) have 2x4 jamb studs running the full height of the panel to provide plenty of nailing surface for moldings and to provide extra strength around the door opening. A 2x4 header is notched 5/8" into the jamb studs.

Where two panels intersect at a corner (bottom detail, near right), they are nailed to each other with 16d nails 24" o.c. through the 2x2 end studs. All panels are 2 3/8" thick.

. . . prehung doors can be slid into place, fastened in minutes . . .



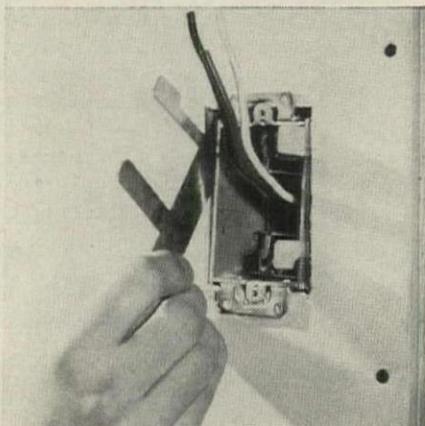
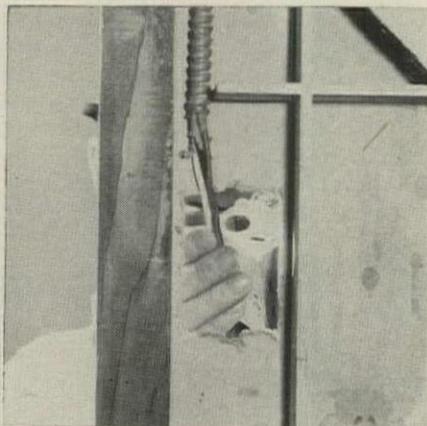
SPLIT-JAMB DOOR slips into opening Stop and trim complete the job.

A slip jamb prehung door fits the balsa core panel openings. Plywood spreaders (photo far left) and shims between door edge and jamb hold the door to its jambs—squarely, tightly, and with the right clearance—until the unit is nailed to the panel.

Before the door is placed, a 2x2 shoe that runs across bottom of the door opening (see photo, top, p. 200) must be cut. This shoe prevents any damage or breaking of narrow panel sections around opening while panel is being handled and shipped.

When the split-jamb door is placed in opening, the molding is nailed down to 2x4 framing in the panels. The combination stop and "split" of the split-jamb is then placed from other side of the panel. A clamshell molding completes the job (photo near left).

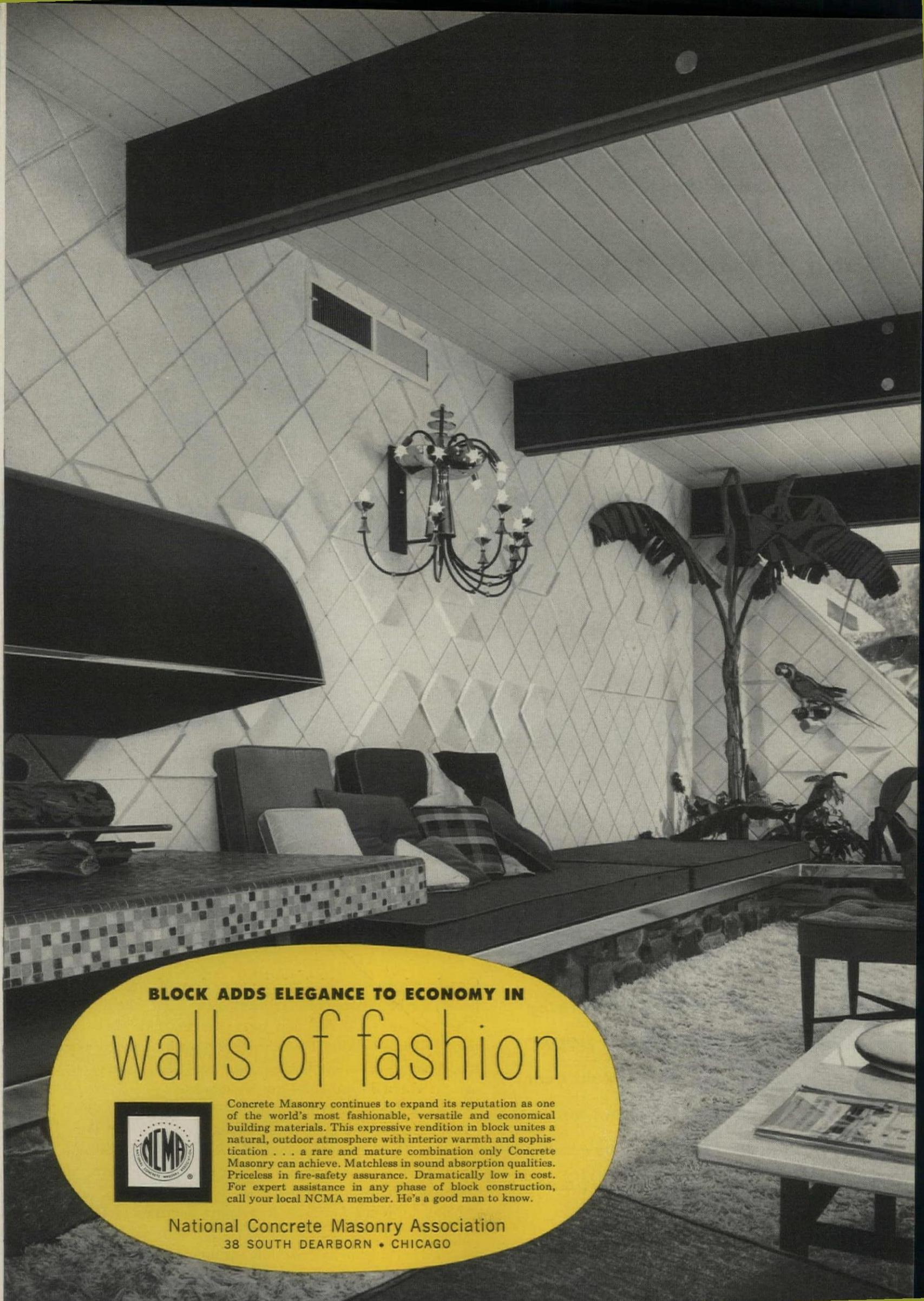
. . . and wiring can easily be run through ready-made chases in panels



WIRING runs in panel-edge chase Madison bars hold box without nails.

Armored or non-metallic sheathed cable is fished through the panels to the box openings. It is run through the chase formed by the space between the balsa core grid and the 2x2 edge member (photo far left).

Cable connections to the box are made before the box is fastened to the drywall. Then box is set back into the panel, fastened in place with Madison bars (photo, near left). They hold the box firmly in place by clamping it to the drywall. Ears on the bar prevent the box from falling out of the opening, while the flanges of the box prevent it from tipping back. /END



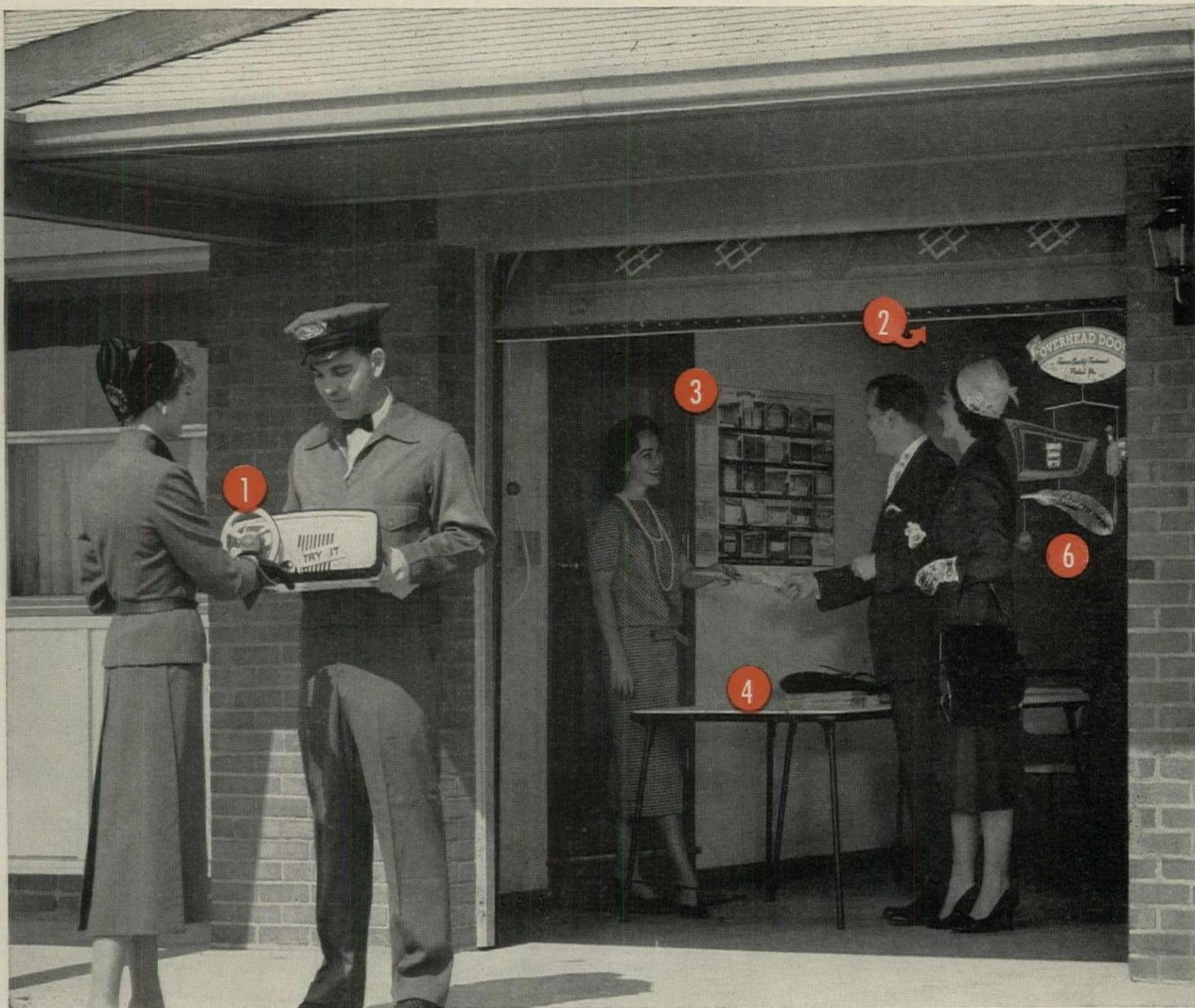
BLOCK ADDS ELEGANCE TO ECONOMY IN

walls of fashion



Concrete Masonry continues to expand its reputation as one of the world's most fashionable, versatile and economical building materials. This expressive rendition in block unites a natural, outdoor atmosphere with interior warmth and sophistication . . . a rare and mature combination only Concrete Masonry can achieve. Matchless in sound absorption qualities. Priceless in fire-safety assurance. Dramatically low in cost. For expert assistance in any phase of block construction, call your local NCMA member. He's a good man to know.

National Concrete Masonry Association
38 SOUTH DEARBORN • CHICAGO



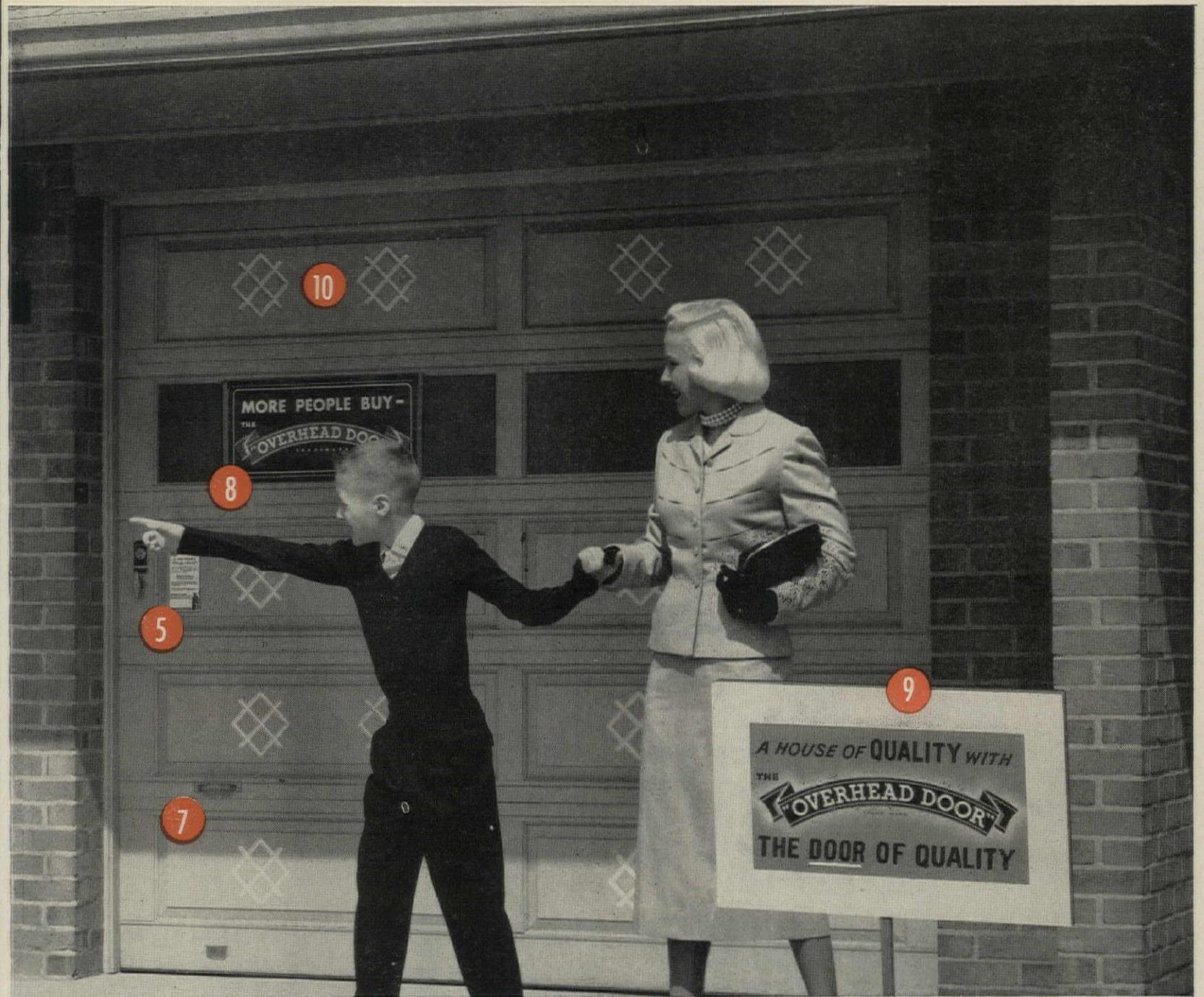
HERE'S THE FAMOUS NAME

Use this complete merchandising package with The "OVERHEAD DOOR" —the famous-name, low cost product every prospect knows —to demonstrate obvious quality and value in your model home!

One-fourth to one-third of the very face of your model home can be a *demonstrator that wins sales faster!* Simply use The "OVERHEAD DOOR" and powerful sales aids available to every home builder. Then the largest moving part of your model home—a beautiful, weather-sealed wall that glides out of sight with a fingertip lift—quickly shows the quality, craftsmanship and precision construction that goes into your homes.

By including the famous radio-controlled Ultronic Door Operator (1 & 2) in your model home, you gain additional showmanship . . . dramatize prestige, push-button living in your model home!

Note the items available from your distributor of The "OVERHEAD DOOR" . . . then use them to win more sales—faster! They'll help you take full advantage of national and local advertising!



THAT HELPS SELL HOMES!

- 1 Dashboard-demonstrator of Ultronic control.
- 2 Magic-box containing Ultronic operator.
- 3 Colorful wall chart of styles and sizes.
- 4 Beautiful literature showing all advantages.
- 5 One-year Warranty given with each installation.
- 6 Dramatic mobile presenting sales points.
- 7 Smooth-operating door as self-demonstrator.
- 8 Sign to identify The "OVERHEAD DOOR."
- 9 Yard sign to show that you build with the best.
- 10 Option of 15 raised and routed designs.
- 11 Sales training on dramatic demonstration of The "OVERHEAD DOOR."
- 12 Local newspaper advertising materials.

THE
OVERHEAD DOOR
 TRADE MARK

OVERHEAD DOOR CORPORATION

General Offices: Hartford City, Indiana
 Manufacturing Distributors: Cortland, N. Y.; Hillside, N. J.;
 Lewistown, Pa; Marion, Ohio; Nashua, N. H.
 Manufacturing Divisions: Dallas, Tex.; Portland, Ore. • In Canada: Oakville, Ont.

**FOR 37 YEARS ... MORE PEOPLE HAVE BOUGHT
 THE "OVERHEAD DOOR" THAN ANY OTHER BRAND!**



FACE-LIFTED MODEL gets clean, distinctive look from cypress siding, white ceramic-faced brick and floor-to-ceiling windows.

Here's one way to give an old plan a fresh new face

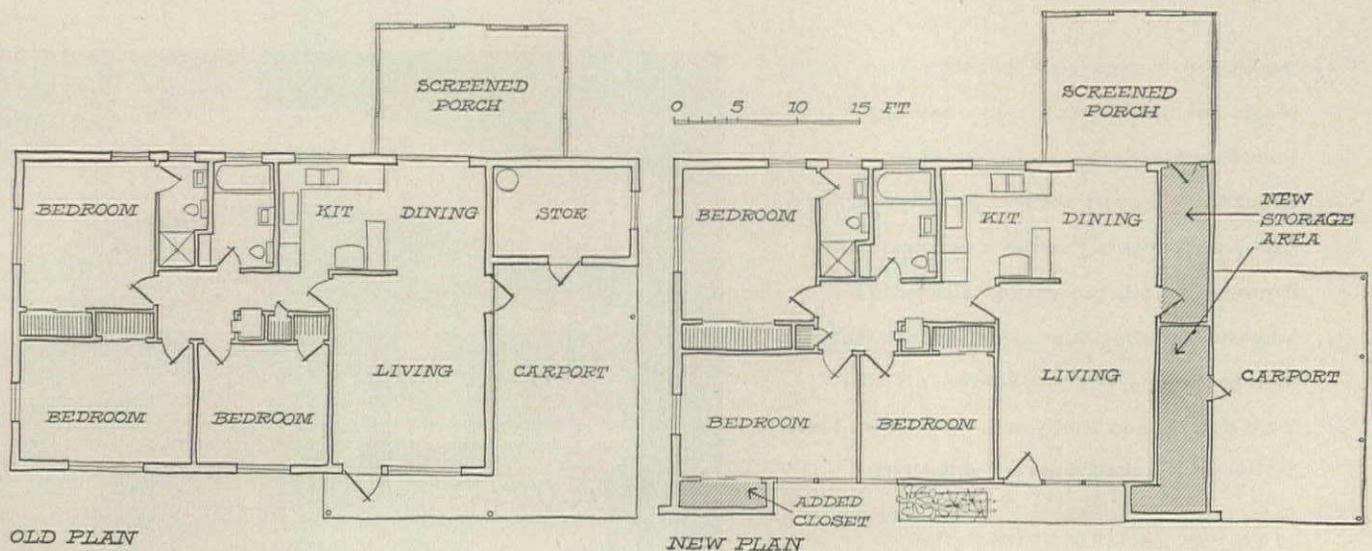


ORIGINAL MODEL had bare stucco finish, smaller windows than new house.

The two houses shown here have the same basic floor plan, but you'd never know it from the outside. The crisp contemporary model above is a face-lifted version of the house at left.

Designer Betty Wild restyled the old model for Sunstate Builders, Tampa, by changing the windows and exterior materials to give the front elevation a more orderly look and by switching from a pitched to a flat-roof. She also made minor floor-plan changes (see shaded areas in new plan below).

Is the new model too modern for Tampa tastes? "Not if it's priced right," says Sunstate President Matt Jetton. The new house sells for \$14,700 on a \$2,250 lot, the older one for \$14,300. Sunstate has built two new models—one with ceramic-faced brick (above), the other with antique brick—and has sold both before completion.



OLD PLAN

NEW PLAN

continued on p. 210



There's *Beauty* in Exposed Masonry
 ... and it actually **COSTS LESS!**

Almost anyone can afford the beauty of Vibrapac block! For both exteriors and interiors, this versatile building material offers practically unlimited possibilities . . . *at limited cost.*

New and beautiful effects can be created for a variety of applications in recreation rooms, living rooms, bedrooms, kitchens, corridors, entrances, partitions, fireplaces, planters, etc. Vibrapac Block are produced by a process that insures dependable uniformity and a

wide range of interesting colors, textures and patterns. Available in modular sizes that simplify construction. Vibrapac block advantages bring savings in time and labor to every job. To the structure itself they assure a stability that means less depreciation and higher valuation for the home owner. A Vibrapac block wall is permanently beautiful . . . permanently economical. Architect, builder and home-owner alike can profit from using this versatile building material.

Why not investigate the advantages of building with Vibrapac block. We will gladly send you literature showing patterns for exposed concrete masonry walls. No obligation. Merely send us your name and address on your own letterhead.

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Box 175, Alpena, Michigan, U.S.A.

FIRST IN CONCRETE BLOCK MACHINES!

see our catalog in
 ARCHITECTURAL
 FILE
 or write for copy



A6-107



CRIB COURTESY OF LULLABY

**Just love our builder for using
THE NEW HAR·VEY POCKET DOOR FRAME**

*designed to give a lifetime of smooth,
quiet, trouble-free operation . . .*

Har-Vey's new Handi-Frame is designed for the profit and sales minded builder. Complete unit (all parts except the door) is packaged in a useful, easy to handle Handi-Pak that fits all sizes of doors

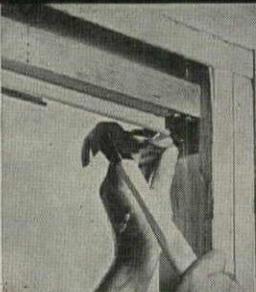
from 2 to 3 feet wide and 6 to 6 feet 8 inches high. It enables the most inexperienced worker to erect a perfect pocket everytime. You save time and money through fast, easy, one-man installation and because famous Har-Vey Sliding Door Hardware is part of every Har-Vey Handi-Frame you are assured of perfect door control for a lifetime. Remember . . . Har-Vey lets people feel the difference in a quality home.

*It's fast
and easy
for
one man
to install*

**CUT TELESCOPING
HEADER TO SIZE**



NAIL HEADER TO JAMB



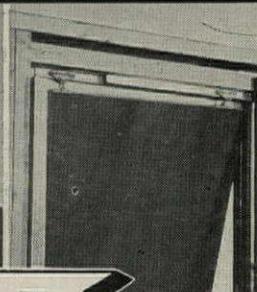
CUT NAILING STRIPS



**ERECT SPLIT JAMBS
AND STUDS**



**ATTACH HARDWARE
AND HANG DOOR**



**Write for New Bulletin H-16
AMERICAN SCREEN PRODUCTS COMPANY**
General Offices: 61 E. North Avenue, Northlake, Illinois

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HAR·VEY
HARDWARE

World's largest
manufacturer of
window screens

**HOMESHIELD®
SCREENS**

the **BEST** flooring of all is

OAK

...and the **BEST** oak flooring is

CLOUD'S Lockwood BRAND

NAIL GROOVE

Cloud's nail groove feature saves time . . . positions nail, provides seat for nail head.

TAPERED TONGUE

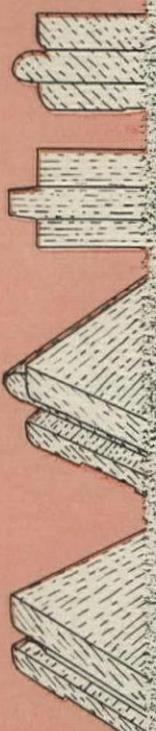
Newest improvement in oak flooring design! Easy matching. No more end-jamming. Saves time and labor.

SNAP SIDE-MATCH

Cloud's snap side-match design helps flooring lay up readily, with final match firm and solid.

SPLINTER CLIPPER

This step in manufacture eliminates annoying chip or spur . . . saves valuable laying time later.



BEST for beauty (rich, red color)

BEST for decorating (any decor)

BEST for sanitation (easy care)

BEST for warmth (more cozy home)

BEST for health (less tiring to live on)

BEST for durability (permanent)

BEST for re-sale (holds up home value)

SEE YOUR LOCAL LOCKWOOD DEALER

QUALITY OAK FLOORING
SINCE 1926



CLOUD

OAK FLOORING CO.
SPRINGFIELD, MISSOURI



If newcomers aren't ready for houses . . .



. . . lease them garden apartments

That is what Tom O'Donnell, who built the house and apartment building above, is doing in Pompano Beach, Fla. He gives three reasons why apartment leasing works for him:

1. New residents moving into his area often like to rent temporary housing until they've decided where to buy.
2. Hotels and motels often do not meet the need for temporary quarters because their rates—particularly during the tourist season—are high.

3. Some new residents prefer renting permanently to having the responsibility of home owning.

O'Donnell built — and completely rented — two eight-unit apartments in four months, still has room for four more. Each apartment has 840 sq. ft. of living space, two bedrooms, one bath, air conditioning, washer, dryer, range and refrigerator. O'Donnell's three-bedroom, two-bath house (top) sells for \$22,750.



How to turn a site liability into a sales asset

Like many builders in the South, Jim Bible of Augusta, Ga. often finds springs bubbling up on his building lots. But unlike others, he capitalizes on the

springs—bricks in decorative pools like the one above and pipes the run-off into the street gutter. Result: an extra talking point with prospects.

Cost Cutters

Every month smart builders are boosting profits by cutting costs. Last month cost-conscious builders suggested these dollar savers to H&H:

"If you build with components, here are two things you can do in the shop to save on-site construction time: 1) predrill all panels for electrical wiring; 2) drive nails halfway through the studs of 4' x 8' panels so they can be assembled faster to adjoining panels on the site."—Clayton Powell and Woodrow Dyches, Savannah.

"Trim your paperwork costs by using a duplicating machine to copy graphic and written material. Each copy costs 5¢, but that is much cheaper than drafting time or secretarial help."—Bob Fox, Plymouth Meeting, Pa.

"Cut your tiling costs by using a thin-bed setting for ceramic tiles in bathrooms (tile is mounted directly on the wall instead of on wire lath and mortar). We save about 38¢ a square foot in labor and materials. If you use the right grout, you'll get as good a job as with a thick-bed setting."—Jack Turner, Seal & Turner, Media, Pa.

"Use a portable dictating machine when you go to conventions and other out-of-town meetings. If you have to burden your brain with remembering everything, you have less time to think. The dictating machine is a boon for recording ideas and impressions as you pick them up. You can mail the records back to your office, have them all typed and distributed to your key people by the time you get back."—Ike Jacobs, Fox & Jacobs, Dallas.

"Keep a price list on changes your buyers often ask for. You will save in two ways: 1) you won't waste time refiguring costs for every change on every house; 2) you will be able to lower costs by standardizing changes on different houses. What's more you will make more sales if you have the price of extras at your fingertips. We list prices on changes like these: a 2' bedroom addition, extra half bath, double entry gate, clay tile grillwork."—Dave Fleeman, North Miami Beach.

"Cut your sheathing costs by: 1) using modular house dimensions so sheathing will fit without extra cutting; 2) filling trenches around the house so your sheathers won't have to lean across them or stand on planks; 3) using power saws; 4) cutting all sheathing in one place; 5) cutting as much as possible at one time; 6) stacking sheathing in piles near where you will use it; 7) being sure that workers carry more than one piece at a time; 8) breaking down your crew into specialized tasks—cutting, nailing, etc.; 9) not interrupting the job or reassigning men."—University of Illinois Small Homes Council. /END

PUT



McCOBB* ON YOUR JOB...

With this kitchen-hider-divider of Blue Ridge Patterned Glass!

Here's an original house feature no prospect will overlook!

World-renowned designer, Paul McCobb, created it to hide the kitchen for formal dining . . . or expose it for convenience . . . to use the breakfast bar as a server or buffet. To help *you* sell houses!

It's easily constructed with Blue Ridge Patterned Glass, and extruded aluminum framing. The hinged panels glide open and shut on tracks set in floor and ceiling.

This is just one of eight great home-selling ideas that Paul McCobb has created for you with Blue Ridge Patterned Glass. And they're all in our new 20-page booklet. FREE! Send coupon today.

**Paul McCobb, whose designs in furniture, fabrics, wallpaper, floor coverings and lamps have won international awards, now turns his talents to Blue Ridge Patterned Glass.*



PHOTO BY TOM YEE



Patterned Glass
by **Blue Ridge**

BLUE RIDGE GLASS CORP., Kingsport, Tennessee
SOLD THROUGH LIBBEY • OWENS • FORD DISTRIBUTORS AND DEALERS



LIBBEY • OWENS • FORD GLASS Co., Dept. B-758
608 Madison Ave., Toledo 3, Ohio

Please send me free booklet showing Mr. McCobb's
Decorating Ideas with Blue Ridge *Patterned Glass*.

NAME _____
(PLEASE PRINT)

STREET _____

CITY _____ ZONE _____ STATE _____



LUSTRA-TONE CORAL



LUSTRA-TONE BLUE



FABER BIRREN

has been described as "America's leading color consultant." Commencing in 1957, Mr. Birren was retained by The Ruberoid Co. to revamp its entire line of roofing and siding colors. His exhaustive study of color preference trends among home owners led to the establishment of Ruberoid's dramatic line of Trend Colors. Now . . . with Lustra-tone color . . . Mr. Birren ushers in a new era of more imaginative home color styling.





LUSTRA-TONE GREEN

from the workshop and research activities of a distinguished color consultant . . .

ASPHALT SHINGLES IN

NEW *Lustra-tone Colors*

BY

RUBEROID

*the iridescence of a rare butterfly . . . the hard luster
of an opal . . . in a family of roofing blends
that have been market-researched to assure sales appeal*

THIS ADDITION TO THE RUBEROID ARRAY OF TASTEFUL TREND COLORS marks a new era of beauty in the styling of asphalt shingles. Color research during the past decade has seen the taste of the American public change and improve. The darker roofing colors of the past have given place to lighter and more cheerful pastels. And, today home buyers and home owners continue to seek new expression. Research has shown that tastes are moving in the direction of the *multicolor* pastel, created for the first time in Ruberoid *Lustra-tone* colors.

COLOR STYLING BECOMES AUTOMATIC with these new blends. Each *Lustra-tone* color shows iridescent and lustrous glints of the entire spectrum. The colors are offered in green, blue and coral to satisfy individual taste, but because of its multicolor styling *any Lustra-tone* color harmonizes with *any* tasteful siding, trim and shutter combination. Effective color schemes of maximum sales appeal are virtually *assured*.

Here indeed is the roof styling of tomorrow, a beauty that follows a trend across the nation. Americans will want these roof colors. Their taste has been educated and alerted to them.

The **RUBEROID** Co. 500 FIFTH AVENUE • NEW YORK 36, NEW YORK

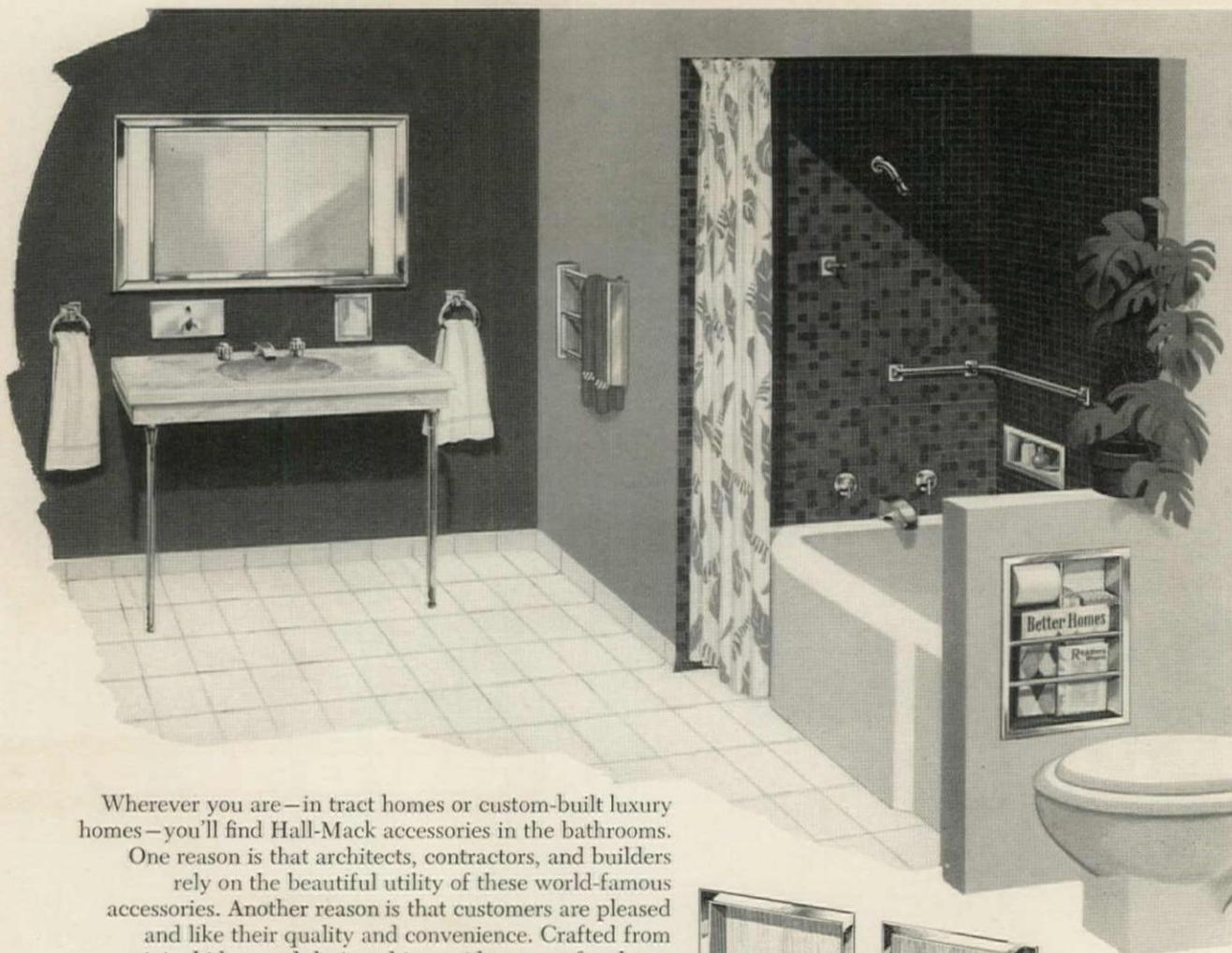
Write . . . ask for more information about Ruberoid's wide range of shingle styles in colors that have been

CREATED TO INFLUENCE PEOPLE TO BUY!

*In the finest bathrooms
you'll find*

HALL-MACK®

accessories



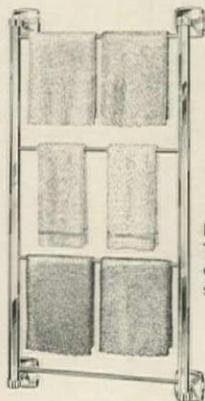
Wherever you are—in tract homes or custom-built luxury homes—you'll find Hall-Mack accessories in the bathrooms. One reason is that architects, contractors, and builders rely on the beautiful utility of these world-famous accessories. Another reason is that customers are pleased and like their quality and convenience. Crafted from original ideas and designed in a wide range of styles to suit your needs and tastes . . . for modernizing or building . . . these gleaming fixtures are a solid first choice. No wonder folks from Cape Cod to Carmel are asking for Hall-Mack, the world's finest bathroom accessories. For finer bathrooms everywhere, rely on Hall-Mack bathroom accessories in sparkling chrome!



Hall-Mack's new Concealed built-in-the-wall Scale is just plain handy and convenient.



New chrome plated Shower Recess Unit—handy, safe spot for shampoo bottles, etc.



New chrome Towel Ladder gives extra towel space so often needed.

HALL-MACK COMPANY **HH-5**
Division of **TEXTRON INC.**
1380 West Washington Blvd., Los Angeles 7, Calif.

Please send your FREE color booklet of new bathroom ideas

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

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

For his new "Mark 58" model, home builder **Donald Scholz**

chooses mahogany

Craftwall

wood paneling!



Trend-setting home producer, Donald J. Scholz has created his "house of the year" with everything from electronic cooking to built-in hi-fi. In the living room, rich mahogany Craftwall wood paneling lends warmth and charm.



Craftwall has that genuine hand-rubbed look . . . professionally prefinished to give the most durable wood finish known. Every "plank" is hand-selected to show rich, natural grain. Yet hardwood Craftwall costs as little as \$60 retail for an 8' x 12' wall.

Craftwall wood paneling gives the feeling of warmth and "livability" so in demand by today's home buyers. Handsome example is the friendly living room shown above—now being featured in Craftwall advertising in *Better Homes and Gardens*, *Newsweek*, and other leading magazines.

Craftwall will help your homes sell faster. In living room, bedroom, family room or den, this striking wood paneling gives the "touch of distinction" that impresses prospects.

And builders like the adaptability of Craft-

wall's nine woods: *Elm, Birch (2 tones), Maple, Cherry, Oak, Mahogany, Knotty Pine* and *Walnut*. Each is glowingly beautiful—and factory prefinished to stay that way. Scuffs, stains and dirt can't mar Craftwall. And there's no need to wax. Wipe clean with a damp cloth. You save time and cut waste with the 3/4" modular

panels (48"x96", 48"x84", 32"x64", 16"x96", or longer). They go up fast with nails or Roddis Contact Cement.

And your buyer's satisfaction is assured . . . because Craftwall is guaranteed, in writing, for the life of the installation. Send coupon today for complete Builders' Idea File.

Roddis also offers custom Hardwood Paneling . . . Doors . . . Wood Finishes . . . Adhesives . . . Plywoods . . . Timblend

Roddis

Roddis Plywood Corp., Dept. HH-558, Marshfield, Wis.
Please send me your Builders' Idea File on Craftwall wood paneling.

Name _____
Firm _____
Address _____
City _____ State _____



Colors Shown: VK-379, Dark Cork; VK-380, Medium Cork; VK-381, Light Cork

VINA-LUX® CORK HUES

the *Look of Cork*... the *Magic of Vinyl!*

The warmth and friendliness of cork, in long-wearing, easy cleaning, low-cost vinyl asbestos tile! Vina-Lux Cork Hues combine the sales appeal of cork with the low cost, simple maintenance and enduring beauty of vinyl asbestos tile.

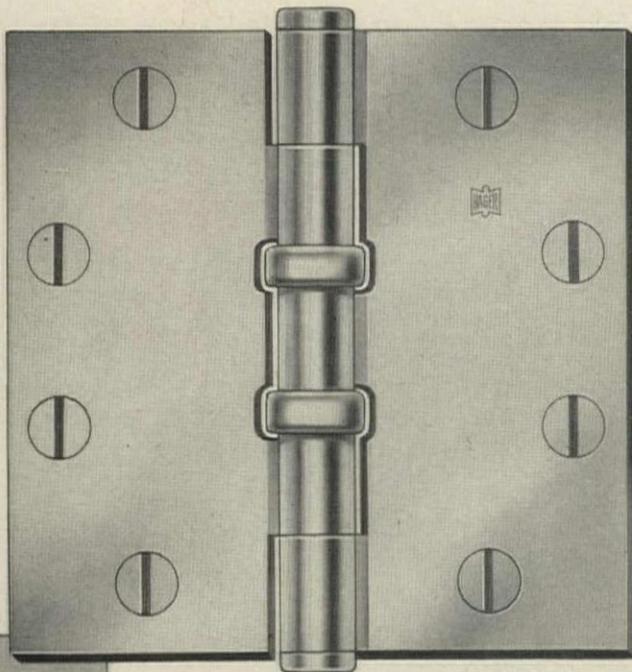
These beautiful cork shades come in dark, medium and light tones with the smooth surface, rugged durability and sparkling beauty typical of all Vina-Lux. Let us send you samples, color chart and product data — no obligation, of course.



AZROCK FLOOR PRODUCTS DIVISION
 UVALDE ROCK ASPHALT CO. | 552A FROST BANK BLDG. • SAN ANTONIO, TEXAS



MAKERS OF VINA-LUX • AZROCK • AZPHLEX • DURACO



Available
on Brass
or Steel Butts—
... specify LS

conqueror



of all challengers!

THE ORIGINAL
Luma-Sheen FINISH
T M REG.
BY HAGER

STANDARD BEARER TO THE HINGE INDUSTRY!

Since 1954, when Hager first introduced *Permanized LUMA-SHEEN Finish—the original and first true aluminum colored finish*—it's become the most widely acclaimed finish of the door hardware industry!

Other manufacturers have tried desperately to duplicate and imitate the superb excellence of LUMA-SHEEN. When they compromised quality ... they failed!

TRUE TO ITS PURPOSE... LUMA-SHEEN Finish—first of the industry—today is still first in the industry, after four long years! Specifiers, Consultants and Builders recognize that *permanized LUMA-SHEEN* has a can't-be-copied Hager craftsmanship that *out-performs* and *out-matches* them all!

PROOF OF INTEGRITY AND ENDURANCE!

1954—The Industry's first and finest! LUMA-SHEEN Finish—the *only* electrolytically-coated True Aluminum Color that matched other aluminum door hardware and trim.

1958—Proved by installation in practically every conceivable situation! LUMA-SHEEN remains the only finish that retains original soft lustrous beauty ... resists and withstands corrosion.

When you want it to stand up to the test of time—specify Hager LUMA-SHEEN (symbol LS) on that next job.

C. HAGER & SONS HINGE MFG. CO., ST. LOUIS 4, MO.



©1958



DEMONSTRATION HOUSE developed jointly by Reynolds Metals Co. and Rose Hill builders in Detroit shows the wide range of aluminum products now available to builders from just a single manufacturer. This

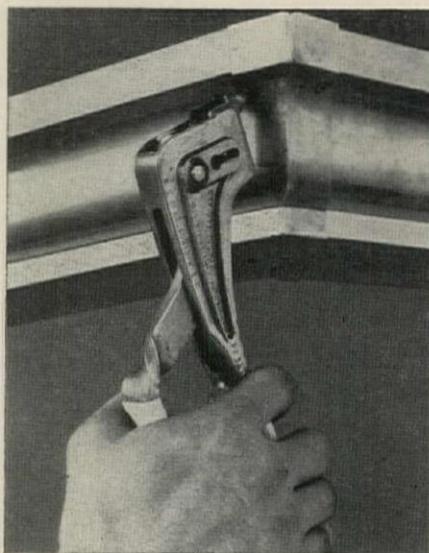
house has an aluminum roof, aluminum ventilator, aluminum flashing, a newly designed soffit system, aluminum gutters and downspouts, windows, awnings, thresholds, storm doors, and hardware.

More and more products are being made with Aluminum

As evidence—the selection of new structural equipment and materials on these three pages came to H&H for review in just one month's time.

And why not? Aluminum is one of the easiest materials to form. It is light and easy to handle. Its new alloys are corrosion-free even in salt-water air. And the recent price cut makes it even more competitive.

The products shown here cover the house from roof to ground line. On page 219, eleven windows and doors show how aluminum, despite its high heat conductivity, makes itself felt in this market. And in the columns that follow, you will find still further signs of how much aluminum means to today's builders.

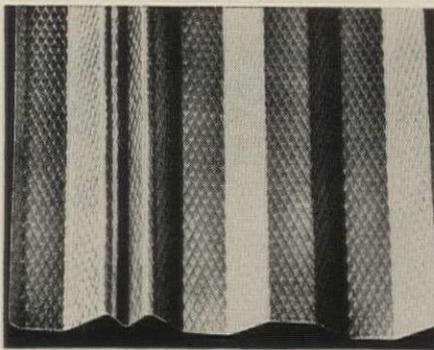


Alcoa's gutter system is complete

Everything from the gutters and downspouts to the riveting tool that holds them together (left) is included in this new rain-carrying system: OG and half-round troughs and run-off pipes, end caps, eave tubes, inside and outside miters, fascia and roof aprons, hangers, anchors, clips, and Alcoa's cold-solder Gutter Seal. Both styles have rear edges 1" higher than the front to protect eaves from back-up water. Gutters come in rolled stucco or standard mill finish, in lengths to 16'. Alcad .032 gauge sheet is claimed to be strong and rigid, but the easy assembly is expected to keep total costs down.

Alcoa, Pittsburgh

For details, check No. 1 on coupon, p. 290

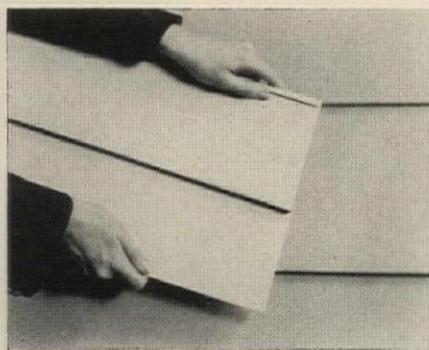


Diamond rib sheet is siding, roofing

Diamond pattern cuts glare, flat-top ribs are claimed to give greater strength for weight than other corrugations. Accessories include ridge roll, flashing, rubber filler strip, nails with neoprene washers. Each sheet is 4' wide after lapping, in lengths from 6' to 16'.

Kaiser Aluminum, Chicago

For details, check No. 2 on coupon, p. 290

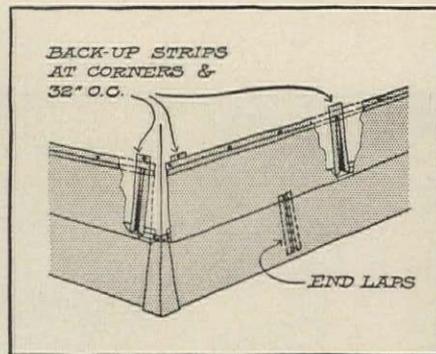


Narrow clapboard siding

This new siding has the look of five-inch clapboard but it goes on fast in a ten-inch double width. Super Nu-Aluminum has a vinyl enamel finish in seven pastel colors and white, guaranteed by the maker not to peel, chip, or blister.

Modern Materials Corp., Detroit

For details, check No. 3 on coupon, p. 290



Life-Guard adds double 4" line

This new siding supplements 6" and 8" sidings, goes on in the same way (above). New line has no back-up strip so cost can be somewhat lower. Double 4 siding sells to the trade for about \$30 a square, is acceptable for insurance under FHA.

Life-Guard Industries, Cincinnati

For details, check No. 4 on coupon, p. 290

Solmica siding has wood grain

Mahogany and redwood finishes on this maker's siding gives it the look of wood, or it may be had in eight other colors. The tempered aluminum weatherboard is alodized and finished on both sides with an aluminum mica coating. Siding is available in vertical or horizontal types, with or without backing board. Guaranteed for life of building.

Solmica, Inc., St. Louis

For details, check No. 5 on coupon, p. 290

A new soffit pan system

Reynolds' new soffit snaps into place in a simple forced locking system fastened to the eaves. Aluminum rakes and fascia are included in the system to cover exterior wood trim. All parts have a baked enamel finish to eliminate peeling. With no painting needed, and no cutting and fitting, system is expected to cost no more than conventional soffits.

Reynolds Metals, Louisville

For details, check No. 6 on coupon, p. 290

Screen room has flared sides

Aluminum-framed sections of fiberglass screening enclose Panelfab's new free-standing four-wall Pati-O-Room. The room goes together quickly with a patented connector and frame shows no nuts or bolts. Screen and roof sections come in standard sizes to enclose any area. Aluminum or other screening can be furnished in place of the fiberglass.

Panelfab, Miami

For details, check No. 7 on coupon, p. 290

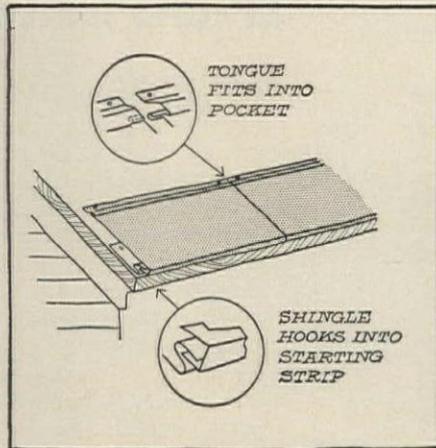


New shingles lock together

This shingle, now being made by the International Aluminum Corp. for Reynolds, is satin gray with an embossed wood-grain finish (other colors will be added later). The four-way interlocking design goes up fast—a square can be applied in about 20 minutes—and stays put—they are designed to resist winds of hurricane force. Also claimed: savings in heating and cooling costs. Aluminum will reflect up to 95% of radiant heat, keep attic heats close to ambient even on hot summer day.

Reynolds Metals, Louisville

For details, check No. 8 on coupon, p. 290

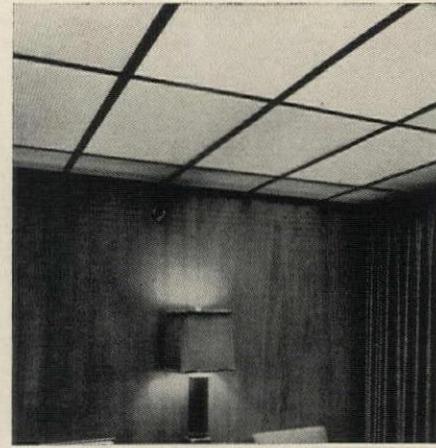


These give thick-butt effect

Life-Guard's 5½"x18" aluminum shingles form a tongue-and-pocket fit laterally across the course, hook together vertically to give the heavy shadowline of wood shingles. To install, simply nail a starting strip along the eaves (with or without box gutter). First course is hooked into this, pulled up tight and fastened to the roof with only two nails driven through the lip above the hook strip. Following courses go on in the same way. Special ridge piece completes the job.

Life-Guard Industries, Cincinnati

For details, check No. 9 on coupon, p. 290



New louver fits many fixtures

Columbia Electric's ½"x½"x½" aluminum louver fits luminous ceilings, recessed coffers and troffers, and other fluorescent fixtures. The louver is made of .025 aluminum bonded in one unit to give 45° shielding. It comes in standard lengths up to 48" and widths to 24" but can be cut on the job to any shape or size. Louvers are offered in a wide variety of standard colors or can be colored to your specifications. The manufacturer suggests mixing and matching colors for decorative effects.

Columbia Electric & Mfg., Spokane

For details, check No. 10 on coupon, p. 290

continued on p. 219

LP-GAS popularity picks up speed



In areas beyond the gas mains, builders report a growing interest in LP-Gas among new home prospects. In Illinois, a leading petroleum company recently polled potential buyers on their heating fuel preferences and found that 44% wanted LP-Gas . . . 20% wanted oil . . . 8% wanted solar heat or heat pumps. Further evidence of popularity: LP-Gas sales in 1957 increased more than all other petroleum products. Reasons for the popularity: LP-Gas burns *cleaner* than other type fuels. And LP-Gas appliances are modern, fully automatic, require little maintenance.

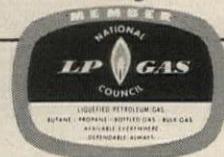
LP-GAS built-ins offer latest cooking features

In the race for modern styling and automatic features, gas ranges lead by a comfortable margin. Gas counter-top ranges and built-in ovens provide new homes with every modern feature—automatic top burners, oven clock-timers, automatic rotisseries, high speed burners, picture-window oven doors, recipe gauges, and many other advanced controls. As always, women want the advantages of gas itself — smokeless broiling, instant heat, cleaner cooking and a greater range of cooking speeds. LP-Gas delivers all these advantages as the dependable modern fuel for homes built beyond the gas mains!



Important facts about LP-Gas. LP-Gas stands for Liquefied Petroleum Gas, a natural fuel kept in liquid state, then burned as gas or vapor. It is also known as Butane, Propane, Bottled Gas or Bulk Gas. LP-Gas is best known for its ease of control, uniform combustion and unusual cleanliness. With their fuel right on the premises, LP-Gas users are not affected by power failures, overloads and other supply problems. LP-Gas is chiefly used for automatic heating, cooking, water heating, clothes drying, refrigeration, incineration and air-conditioning.

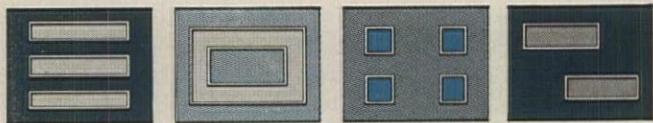
FREE BOOKLET: Write for 24 page booklet explaining the many uses of LP-Gas in modern homes. Write to Dept. HH-1, National LP-Gas Council, 185 N. Wabash Ave., Chicago, Illinois.



full 5-year guarantee

Berry Doors are the *easiest-going* doors your garages can boast. Powerful national advertising tells your prospects . . . helps sell your homes. What's more, factory-assembled hardware makes installation so simple. Anyone can install this Berry Suburban, for example, in about an hour's time. And because of Paintlok steel construction, a Berry Door won't swell or shrink, peel, check or rust. All parts and components carry a full five-year guarantee.

Small wonder Berry is the world's largest manufacturer of residential garage doors. See your building supply distributor or write direct. *Steel Door Corporation, 2400 E. Lincoln, Birmingham, Michigan.* In Canada: Berry Door Co., Ltd., Wingham, Ontario.

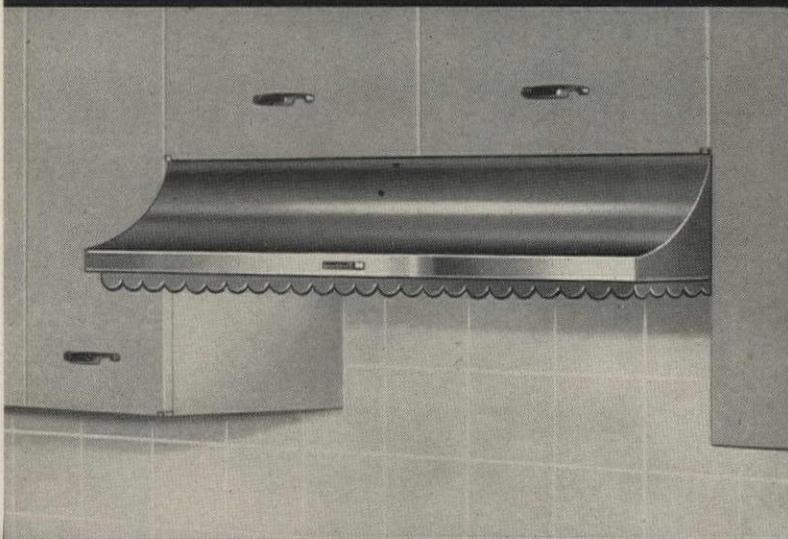


Style the standard Berry Door to a distinctive custom model

Berry

STEEL DOORS

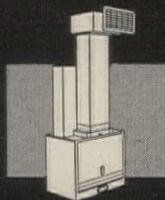
Style...
 Quality...
 Capacity
 by Trade-Wind



Trade-Wind Ventilating Hoods are unmatched in style, quality and full capacity performance.

The Salem, pictured above, in real antique copper has set the style in early American design. Also available is the modern Stationary design in contemporary styling. These hoods have the exclusive 3-speed Touch Bar and Light Control and are factory pre-wired, ready to install.

The three ventilators shown below can be used with Trade-Wind Hoods to provide the *most capacity* in every price range.



3501 VENTILATOR
 Hood and ceiling filtered inlets. Most powerful unit available.



2501 VENTILATOR
 Full capacity twin blowers. Slide filter available.



1501 VENTILATOR
 Popular twin blower model with outstanding performance. Slide filter available.

Trade-Wind Motorfans, Inc.

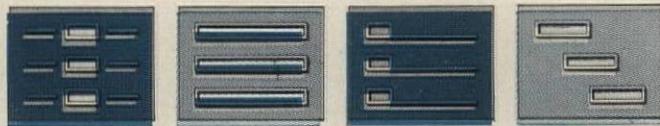
7755 PARAMOUNT BLVD., DEPT. HH, RIVERA, CALIF.



and easy to
 install, too!

Up an' over! It's so easy with the Berry Sectional. So quiet, too. Count other exclusives like full-width unlatching mechanism, complete weather stripping and no-pinch section joints. Then you'll know why this door is so packed with consumer appeal. What's more, it's Paintlok steel . . . won't swell or shrink, peel, check or rust. Colorful national advertising tells prospective home buyers . . . presells them on this trouble-free sectional.

Berry Doors cost no more than ordinary doors, either. And installation's simple. Window lites optional on all models. See your distributor or write *Steel Door Corporation, 2400 E. Lincoln, Birmingham, Michigan*—world's largest manufacturer of residential garage doors.

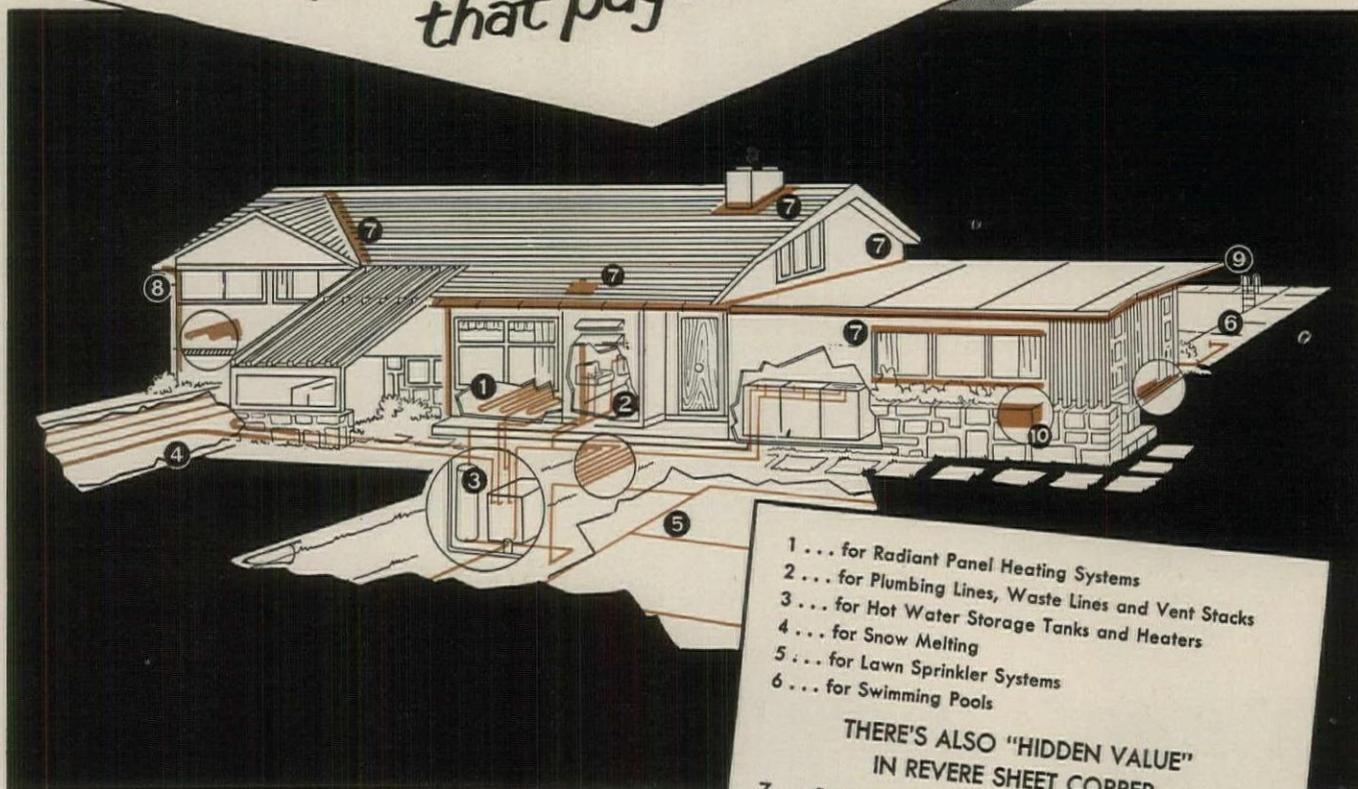


Custrim molding mounts quickly, inexpensively on Berry Doors

Berry
 STEEL DOORS

REVERE COPPER WATER TUBE

*The "hidden value"
that pays off triple*



- 1 ... for Radiant Panel Heating Systems
- 2 ... for Plumbing Lines, Waste Lines and Vent Stacks
- 3 ... for Hot Water Storage Tanks and Heaters
- 4 ... for Snow Melting
- 5 ... for Lawn Sprinkler Systems
- 6 ... for Swimming Pools

THERE'S ALSO "HIDDEN VALUE" IN REVERE SHEET COPPER

- 7 ... for Base, Cap, Chimney, Window, Valley and Vent Stack Flashing
- 8 ... for Gutters and Downspouts
- 9 ... for Fascia Gravel Stop
- 10 ... for Exposed Window Boxes

... Installs faster

... Costs less to install

... Buyers have confidence in Copper

If your homes have full cellars, prospects can be shown the "hidden value" of Revere Copper Water Tube. But if you build on a slab, either with or without radiant panel heating, there is very little exposed piping. That's when it becomes doubly important to use Revere Copper Water Tube.

For copper is accepted, without question, as the ultimate in building materials, by those who have the say on the financing of the houses you plan as well as by the ultimate home owner. In fact, builders have found copper a strong point in selling their homes.

And, of course, the important thing to you is that copper water tube costs less to install . . . can be installed faster, whether it be in the form of radiant panel heating, water lines, drainage and waste lines, vent stacks or air-conditioning lines. That's not what we say, it's what contractors,

who do the installation, and builders, tell us!

One of the members of Revere's Technical Advisory Service will be glad to talk with you regarding the many merits of using copper water tube and drainage tube, as well as Revere Sheet Copper for flashings, gutters and downspouts.

REVERE COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801
230 Park Avenue, New York 17, N. Y.

Mills: Rome, N. Y.; Baltimore, Md.; Chicago, Clinton and Joliet, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Brooklyn, N. Y.; Newport, Ark.; Ft. Calhoun, Neb. Sales Offices in Principal Cities, Distributors Everywhere.



New sliding glass door frame

These aluminum frames accommodate two types of panels: a regular panel for single glazing and a 5/8" panel for double glazing. The 5/8" panels are designed for insulated glass, eliminate use of adapters, and incorporate a vinyl glazing channel manufactured in one endless band. This, maker says, simplifies glazing, assures a tight seal.

Sun Valley Ind., Sun Valley, Calif.

For details, check No. 14 on coupon, p. 290

This screen door peels to size

All you have to do to trim this door to fit your opening is peel off excess width and/or height along pre-grooved lines in the framing. Up to 3/4" can be peeled from either dimension. Then projecting stiles can be trimmed flush with a hacksaw. Aluminum frame features mortise and tenon construction. Aluminum wire cloth is machine rolled into grooves. Trimolite doors are available in six stock sizes.

F. E. Schumacher, Hartville, Ohio

For details, check No. 15 on coupon, p. 290

Aluminum sectional garage door

The Seven Won-Dor extruded aluminum garage door has a continuous hinge along the full width of every section for strength and rigidity. Door is completely weather-sealed, maker says. Glass or aluminum inserts can be grouped to create any door pattern.

Windsor Door, New Hyde Park, N.Y.

For details, check No. 16 on coupon, p. 290

New window for remodeling jobs

This new aluminum double-hung window will fit any standard opening, no matter how warped, maker says. It is contained in a single track of a conventional double-hung window, has a latch that gives positive locking for partial or full ventilation, and interlocking meeting rails that prevent sash from being opened from outside. Available with 1" or 2" expanders which adjust to weather or house settling. Lay-in vinyl glazing strip makes replacing lights an easy job.

Also, Inc., Akron 8

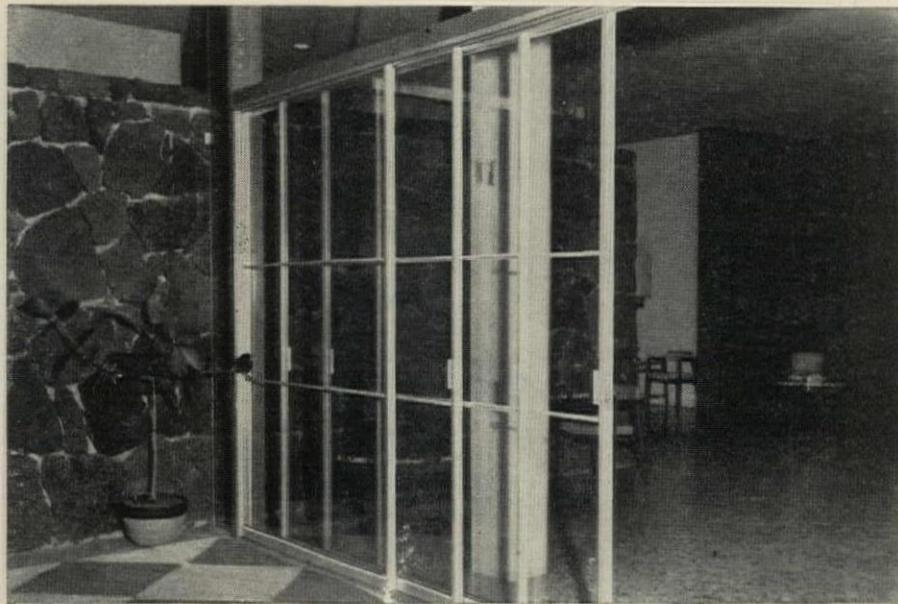
For details, check No. 17 on coupon, p. 290

New single-hung window available

The upper pane of this two-paneled aluminum window is permanently sealed, so center locking devices are not needed. Instead, window has tamper-proof latch which automatically locks window when it is closed, unlocks it as it is raised. Screens slip in place from inside. The window is available in fin-trim and wood-buck styles.

Capitol Products, Mechanicsburg, Pa.

For details, check No. 19 on coupon, p. 290



ALUMINUM DOORS

Multiple-track sliding door opens up wide to the outdoors

Regardless of the number of panels, all panels in a Trimview installation can be stacked at either end, minimizing the area "blocked" to ventilation and passage between house and outdoors.

Multiple track can be installed with raised or recessed sill, and panels come in standard and custom widths.

Trimview, Covina, Calif.

For details, check No. 11 on coupon, p. 290

Self-storing combination door

This new door is heavy-duty extruded aluminum with reinforced corners. The sash is dovetailed for weathertight seal, can be locked in various positions. Screening is rust and corrosion-proof Fiberglas, and vinyl track eliminates metal-to-metal contact.

DeVac, Inc., Minneapolis

For details, check No. 13 on coupon, p. 290

New sliding mirror door line

Builders are using them to give the illusion of increased space. This new line comes in several designs, in both "bypass" and "pocket" types, many sizes. Aluminum frames, nylon rollers. Units are said to be easy to install. Mirror installs without screws.

Frank B. Miller Mfg., Burbank, Calif.

For details, check No. 12 on coupon, p. 290

Here's a new nail-on window

Stanley's new aluminum sliding window has an integral fin with prepunched nail holes to simplify installation. It is available in both two and three sash models. Available factory-glazed with snap-in aluminum glazing bead. Sliding sash slides on nylon rollers, is tightly weatherstripped. Channel for interchangeable screen and sash is built in frame. An integral fin picture window is also available.

Stanley Building Specialties, North Miami

For details, check No. 18 on coupon, p. 290

New basement sash

This new aluminum unit will be available glazed or unglazed, with or without storm and screen units. Extruded aluminum window is completely weatherstripped with Koroseal. Snap-in aluminum beading simplifies glass replacement. Handle is positive locking. Line includes three basic basement sizes and three all-purpose utility sizes. Windows are packed six to a carton.

US Aluminum Co., South Bend

For details, check No. 20 on coupon, p. 290



ALUMINUM WINDOWS

New sliding window line

This new horizontal aluminum sliding window has a nailing flange to speed installation, is plastic coated to protect against plaster and mortar dust deposits. Double weatherstripping of mohair and stainless steel provides a tight closure. Four standard sizes.

Fenestra Inc., Detroit

For details, check No. 21 on coupon, p. 290

continued on p. 223



Keep buyers coming

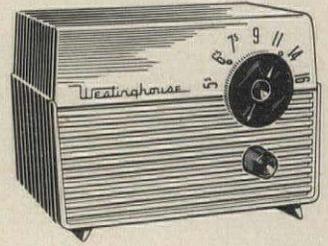


Sargent residential hardware designed to help your homes sell themselves. More than 100 distinctive lock design possibilities. Sargent locks are rugged. And remember, no lock can be installed faster! See the full line of "styled for tomorrow" Sargent products.



SARGENT LOCKS
... "Sign of a well built house"

Sargent's unique business building promotion brings buyers right into your model homes . . . makes your own sales efforts more effective.



There's a bin full of Westinghouse prize radios, a \$500 cash award, newspaper mats, displays and a complete kit of merchandising materials.

And it's all *free*... from Sargent.

your way... with the **LUCKY KEY CONTEST**



See your Distributor today for all the exciting facts about the LUCKY KEY CONTEST. Or write Sargent & Company, New Haven 9, Conn., Dept. 11-E.



Houses are easier to sell with
JOHNS-MANVILLE COLORBESTOS SIDEWALL



Johns-Manville COLORBESTOS® SIDEWALL

—gives your homes lasting beauty and protection,
 helps you hold down building costs

Smart builders know J-M Colorbestos Sidewall provides a striking exterior wall of great appeal to home purchasers. It gives prospects more value for their housing dollars.

Colorbestos Sidewall also makes it possible for builders to retain high quality in their houses without increasing costs.

You cut application time and labor costs at the job site with Colorbestos. Pre-punched nail holes speed application. Fewer nails are required than with other types of siding. Each unit holds its size and shape with no chance of warping, curling or shrinking.

New Colorbestos Process (NCP)—an exclusive Johns-Manville development—builds new color beauty into

the sidewall. Colors are locked right into the asbestos-cement surface. They will not fade or wash out.

Colorbestos Sidewall has the permanence and resistance to weather you would expect to find in stone. No building material offers better all-around protection.

Home buyers appreciate the low maintenance of Colorbestos Sidewall. It never needs painting to preserve it. Colorbestos Sidewall is fireproof, won't rot or decay.

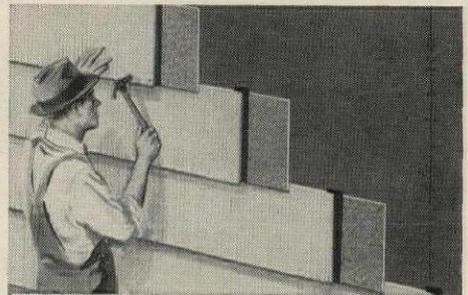
Check how fast, easy and economical it is to build with Colorbestos Sidewall. It comes in different styles and a wide variety of colors and textures to meet all architectural needs.

For more information on Colorbestos

Sidewall and other Johns-Manville building products write to: Johns-Manville, Box 111, New York 16, N. Y.



Colorbestos Sidewall applied over J-M insulating Shingle Backer provides a deep horizontal shadow line that gives added distinction and character to the entire sidewall. Shingle Backer also provides additional insulation and muffles outside noises.



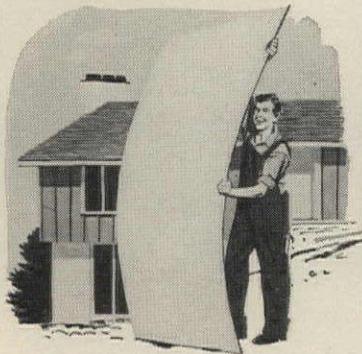
JOHNS-MANVILLE

**THESE OTHER JOHNS-MANVILLE
BUILDING MATERIALS MAKE YOUR
HOMES EASIER TO SELL**



Seal-O-Matic® Shingles, the only self-sealing shingle proved on over 300,000 homes. Resists wind, rain, hurricane. Saves costly roof repairs. Attractive colors and blends.

Pre-Primed Flexboard® comes to job-site ready to take any paint. Large-size building sheets ideal for board and batten construction. Fireproof and rotproof.



Terraflex® Vinyl Asbestos Floor Tile keeps its "first day" beauty. Easily kept spick-and-span, it has great appeal to home buyers.

Spintex® Insulation saves the home buyer up to 30 cents on every heating dollar. Keeps rooms up to 15 degrees cooler in summer—a "must" to make air conditioning practical.

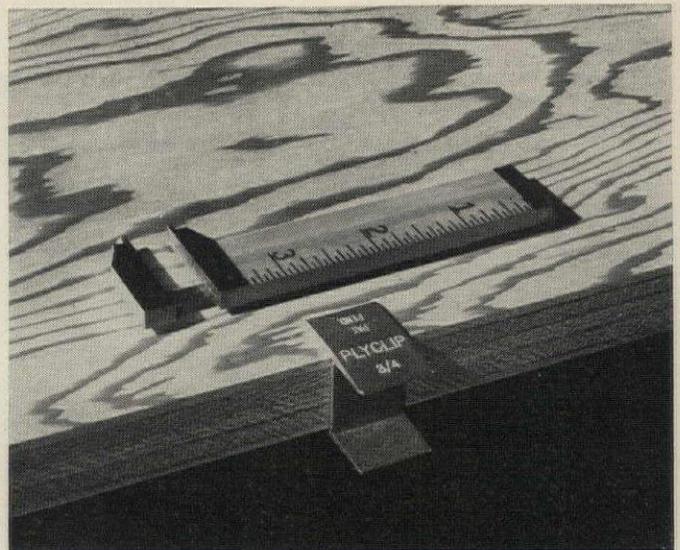


Fibretex Acoustical Panels absorb up to 75% of room noise that strikes them. Pre-decorated with handsome white finish, a modern sales asset for new homes.



Ask your J-M representative about the 7-Star advertising and merchandising plan to help you sell more homes

New products



This 3½¢ clip can save you \$50 in the cost of your roof decking

If you are using ¾" plywood over trusses or beams 4' o.c., you can eliminate practically all the cost of blocking the edges of the plywood sheets. Two of these I-shaped aluminum clips, slipped between the edges in each bay, will give support for a 30-lb. design load. Cost of the clips per 1,000 sq. ft. of roof: less than \$4. Labor cost: negligible.

Builders who have used ¾" PlyClips on test commercial jobs report savings up to \$49 per 1,000 sq. ft.

With ¾" plywood on 2' bays, you can build for a 30-lb design load by using one PlyClip per bay. Savings in using ¾" rather than the ½" plywood that otherwise would be needed: \$40 to \$50 per 1,000 sq. ft. Savings over 2 x 4 blocking, for materials and labor, would be even greater.

And they look better, too

The clips have the incidental advantage of being small, inconspicuous, easily concealed by paint so they leave a smooth ceiling with open beam construction.

PlyClips were developed by the Plywood Research Foundation for DFPA and were fully tested before being put in use. The clips are ¾" wide, over 1" long, and are made to take ¾", ½", 5/8", ¾", and 13/16" plywood (the latter size is recommended for loads over 30 lb. with 4' bays).

PlyClips are approved for use in houses to be mortgaged under FHA.

Douglas Fir Plywood Assn., Tacoma

For details, check No. 23 on coupon, p. 290



HOW YOU USE PLYCLIPS is shown in this installation of a plywood roof deck on beams 4' o.c. on a new supermarket, a DFPA's test job.

continued on p. 226

* increase room spaciousness at no extra cost!

use **new SIGNET MOBILE MIRRORS** by Carolina



Easy does it . . . install the Signet Mobile Mirror in minutes!

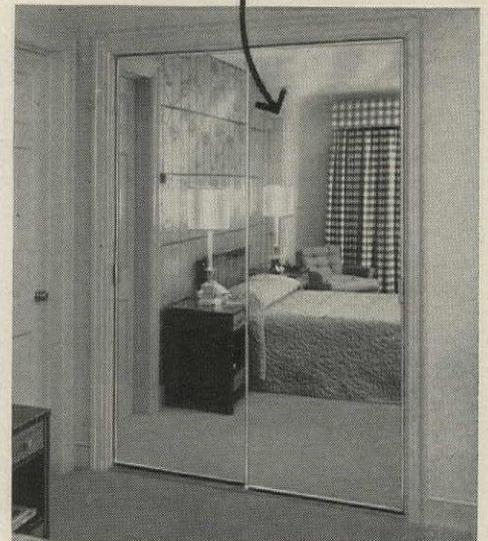
Give a dramatic look to a living area . . . add depth to a foyer . . . with Signet Mobile Mirrors!



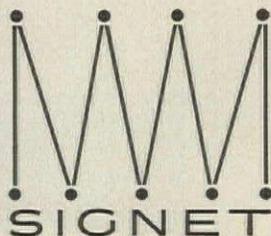
Eliminate the "closet door look" and get full width, full height storage with floor-to-ceiling Signet Mobile Mirrors! Shown with Masonite® Duowall closet interior.

Remodel a closet or doorway with the simple easy to install 2-panel Signet Mobile Mirror.

Revolutionary! Spaciousness built in at no extra cost to you! Signet Mobile Mirrors can be floor-to-ceiling in new construction to conceal any storage area (eliminating expensive closet headers) . . . or when remodeling existing doorways they reflect added space to any room. Signet Mobile Mirrors are the *extra* that help sell the consumer today! Installed in minutes. Signet Mobile Mirrors are complete with hanging equipment (with nylon tired, ball-bearing hangers). Overhead tracks function with either 1-panel wall-pocket or 2-panel by-pass installations, in standard widths from 2'6" to 8', depending on pocket or by-pass type. Libbey-Owens-Ford Parallel-O-Plate is framed in anodized aluminum available in mat black, satin silver, and gold. For more complete information—and your nearest distributor, send the coupon below. Complete literature will be on its way to you immediately.



*Trademark, Carolina Mirror Corp.



CAROLINA MIRROR CORPORATION
Dept. 10
North Wilkesboro, North Carolina

Please send me the name of my nearest distributor plus more information on Signet Mobile Mirrors.

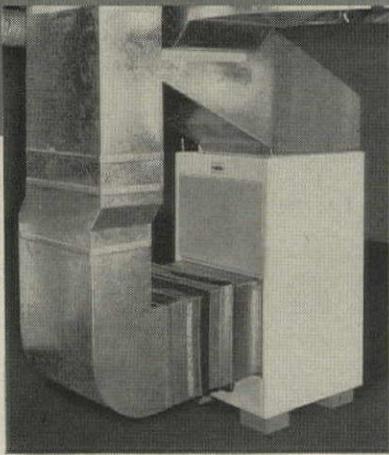
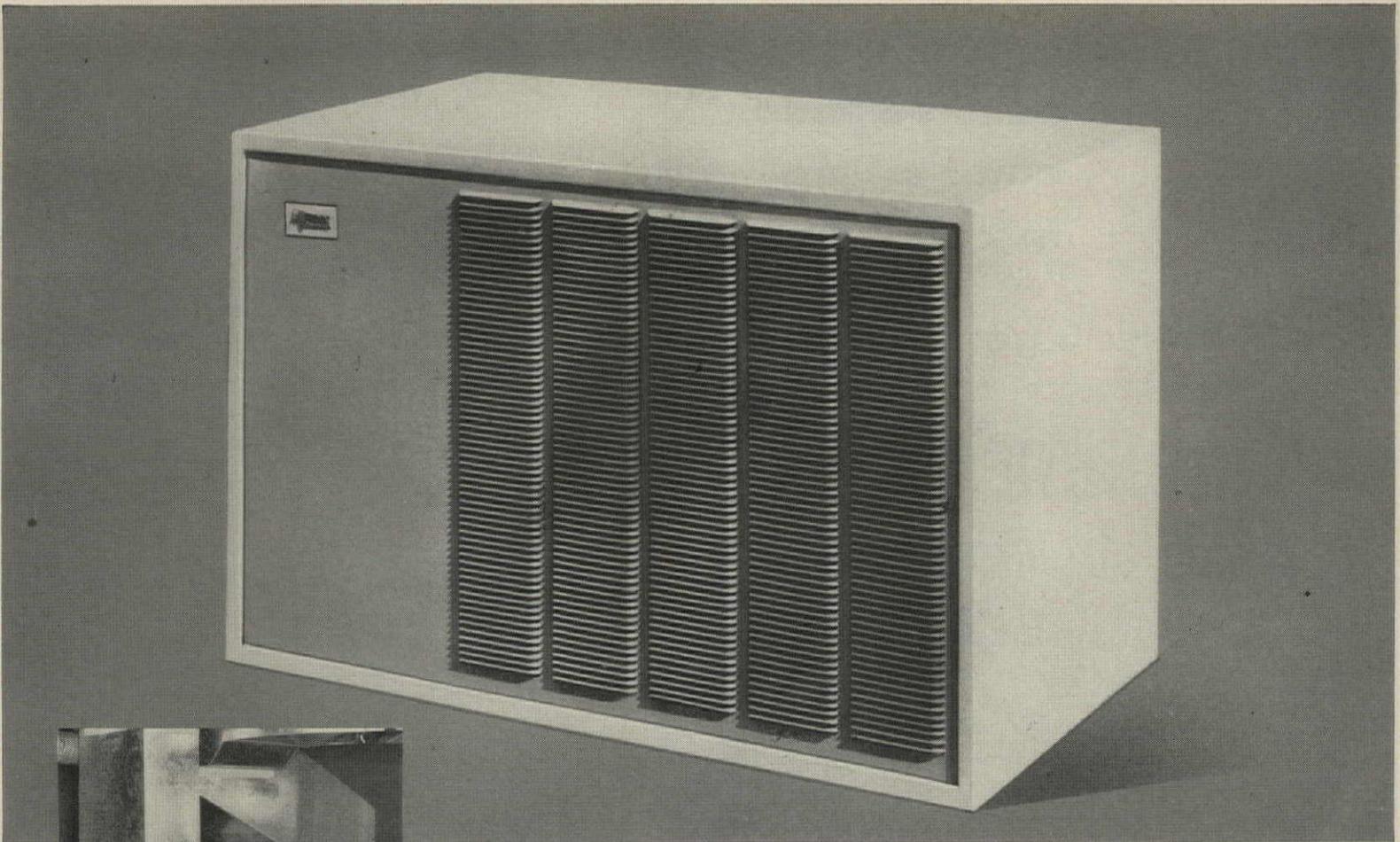
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Please attach coupon to your letterhead.

MOBILE MIRRORS* BY Carolina Mirror Corporation, North Wilkesboro, North Carolina

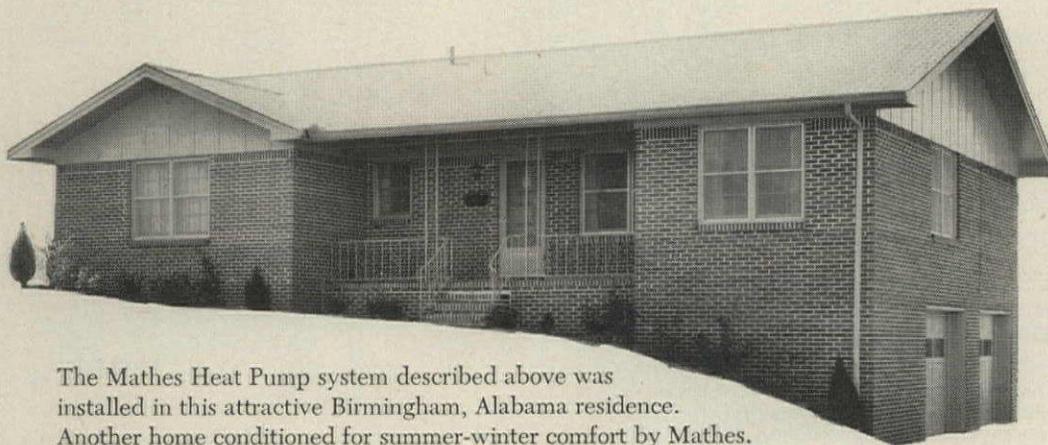


Pictured above is the outdoor section of a Mathes Remote Air conditioning System. This unit houses the compressor, reverse cycle valve and outdoor coil. (Model 38 HAR-HP 34,500 BTU/HR cooling and 36,000 BTU/HR heating . . . rated at ARI standard conditions)

Mathes Summer-Winter Heat Pumps PUT MORE SELL IN YOUR HOMES!

Connected to the outdoor section is this indoor coil-blower pictured as a basement installation . . . one of many combinations possible with a versatile Mathes Remote Heat Pump System. This section houses the indoor coil and blower and is connected to the outdoor section by a simple circuit of copper tubing and electrical wiring.

Ease of application, space saving design, quiet operation . . . plus minimum first cost . . . proof that Mathes can be a big contributor to the value and sales appeal of your homes. And good reasons why more Mathes Heat Pumps are in use today than any other make.



The Mathes Heat Pump system described above was installed in this attractive Birmingham, Alabama residence. Another home conditioned for summer-winter comfort by Mathes.



MATHES

COMPANY • Division of Glen Alden Corporation • Ft. Worth, Texas



**paint selection!
color styling
merchandising**

you get them all in

LUMINALL® PAINTS

Builder-Architect Package

paint selection



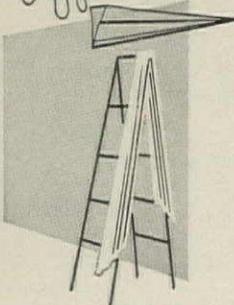
Big 12-page "Paintyclopedia"—a veritable catalog of information covering all interior and exterior painting. All construction, including masonry, wood, aggregate block, plaster and acoustical tile. A complete "how-to-paint-it" for everything from the side of a home to a concrete swimming pool! Includes 74 product glossary.



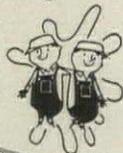
color styling



A handy pak of the loveliest color cards imaginable plus a big color book to help you select colors for all interiors, exteriors too! Or Luminall's expert color stylists will do the whole job for you free. Check and mail coupon below for special color service!



merchandising



A tremendous array of merchandising display helps styled from Luminall's massive 1958 consumer advertising campaign in LIFE, Better Homes & Gardens, House Beautiful, Woman's Day and leading magazines. Luminall, a great nationally advertised brand helps sell your homes faster. Check coupon for details.



CLIP COUPON TO BUSINESS LETTERHEAD

LUMINALL PAINTS, DEPT. T9, CHICAGO 9, ILLINOIS

- Please send full details on "PAINTCYCLOPEDIA"
 HANDY COLOR CARD PAK AND COLOR BOOK
 BUILDER-ARCHITECT COLOR SERVICE
 SUPER MERCHANDISING SERVICE

NAME _____

FIRM _____

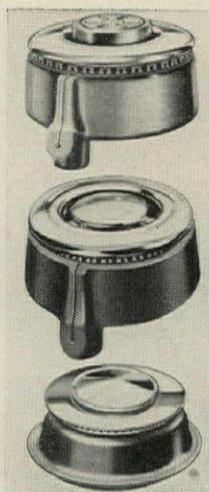
ADDRESS _____

CITY _____ ZONE _____ STATE _____

LUMINALL PAINTS a great nationally advertised brand

CHICAGO 9 • NEWARK 5 • LOS ANGELES 1 • DALLAS 7

New products



Roper shows new gas ranges

Roper's line includes built-in and free-standing gas ranges 20" to 40" wide. Features include rotisserie, griddle, oversize ovens, time and temperature controls for both surface and oven units. Three burner types: (top) Tem-trol adjusts to preset temperature; (center) Circle-Summer spreads flame to cut hot spots; (bottom) Alumo-Jet is lightweight, easy to clean.

Geo. D. Roper, Kankakee, Ill.

For details, check No. 25 on coupon, p. 290

Disposall is easy to install

Keyhole mounting of lightweight Disposall makes installation a one-man job. New GE models include budget priced, continuous-feed model (right) and a custom Twistop batch-feed model (when top is removed, grinding action stops). Both 1958 models have new impeller plate and shredding ring to give faster, finer grinding. Both models have 1/2-hp motors.

GE, Louisville.

For details, check No. 26 on coupon, p. 290



Whirlpool washer uses little water

Where water is short or drainage poor, callbacks can be cut with this washer-dryer combination—the maker claims it uses only three gallons plus what the load absorbs. Model washes 10-lb. load with spray rather than soaking action.

RCA-Whirlpool, St. Joseph, Mich.

For details, check No. 27 on coupon, p. 290



New range has remote control

"Touch of tomorrow" gas range by Sunray Stove has an electronic gadget with which the housewife can control the top burners from any room in the house. Burners are preset by push-button control on the stove to set the temperature for the food to be cooked; single button on the remote control unit is then used to turn stove on and off. Three of the four top burners have seven-step pushbutton control; fourth burner is time and thermostat controlled for automatic stove-top cooking. Range has two unique features: all jets can be locked so that the range cannot be turned on accidentally or by small children; oven has a trap designed to catch spillovers in disposable metal foil to reduce the job of cleaning up.

Sunray Stove, Delaware, Ohio

For details, check No. 28 on coupon, p. 290



Chambers' built-in kitchen

Chambers' new line includes a full range of matched gas and electric kitchen appliances from which you can assemble a complete kitchen package. You can choose from three gas ovens, three electric ovens, four gas and five electric surface groups, two dishwashers, six freezer-refrigerators (8 to 30 cu. ft.), a garbage disposer, and six vent hoods with single or double blowers. Ovens fit 24" stud spacing (except the heavily insulated "retained heat" oven, which is 24" overall), burner tops are 21" to 42" wide. Refrigerator and freezer units are all 36" wide; vent hoods, 30", 36", and 42" wide. Line comes in deluxe and budget models, in a variety of finishes including copper, chrome, stainless steel, and wood, or appliance surfaces may be ordered with prime coat only for finishing on the job.

Chambers Built-ins, Chicago

For details, check No. 29 on coupon, p. 290

continued on p. 230

IDEAL

REG. U. S. PAT. OFF.

**SALES OF
ALL-WETHR WINDOWS
PROVE THAT IT PAYS
TO EMPHASIZE QUALITY**



MANUEL HARRIS

MANAGEMENT

"Throughout our 90 years of doing business, we've tried to build a reputation as a distributor of top quality building materials. We think this emphasis on quality is the big reason our company has grown and prospered over the years. Since windows are an important part of our total volume, we've concentrated special efforts on making our unit one of the best."

MANUFACTURING



O. B. SMITH

"All of us in manufacturing have always taken special pride in our IDEAL All-Wethr Window Unit. We've concentrated on combining good materials, efficient working parts such as the Unique Balance, and good workmanship so that we could offer a unit that ranks among the superior windows on the market. We're proud that our unit exceeds all requirements of the U. S. Commercial Standard for Wood Windows and the American Wood Window Institute."

MARKETING



HAROLD McNABB

"We've enjoyed considerable success in selling All-Wethr Windows throughout the South with almost two million in use today. Our sales record proves that our factory has done an outstanding job of producing not only a window of unusual quality but one that can be priced to compete for mass sales. We're grateful and proud that our unit is so highly regarded by both the trade and the public."

**UNIQUE
CAMERON DEPENDS ON
SASH BALANCES**



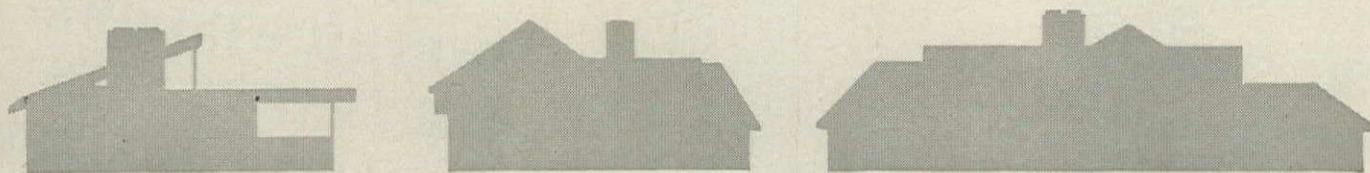
Better Homes for
a Better America!

UNIQUE BALANCE COMPANY

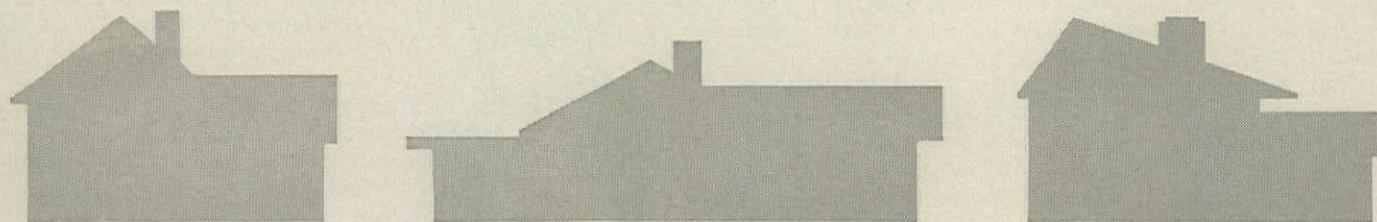
41 MAGÉE AVENUE • STAMFORD, CONNECTICUT

Wm. CAMERON & COMPANY WACO, TEXAS

Any home you build



can be heated with the



boiler guaranteed 20 years

CRANE *Sunnyday*

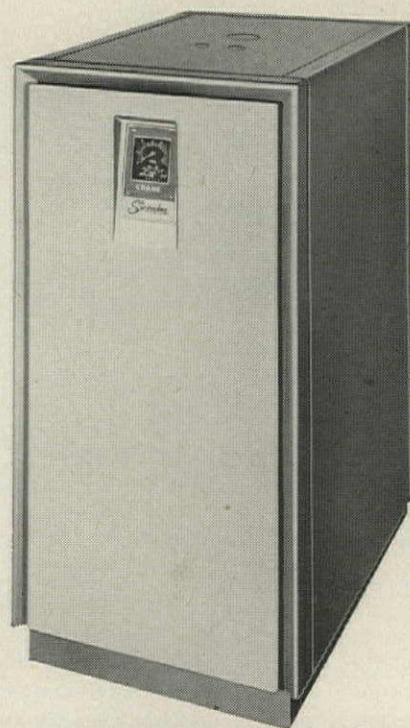
Whether you're in the big development business or building custom homes, you'll find Crane Sunnyday Hot Water Boilers for every heating requirement. Btu/hr. output ratings from 66,000 to 450,000. For gas or oil.

What's more important: *every one* of these boilers comes with a written 20-year guarantee against failure of their cast iron sections.

Add Crane Sunnybase radiation to this guaranteed boiler and you present your prospects with the finest

heating available—hydronic heating. Look at these selling features you can use: Guaranteed boiler, even temperature from floor to ceiling, radiant heating that feels like healthful sunshine. Plus the convenience of baseboard: hugs walls, takes up no wall or floor space, makes decorating easy.

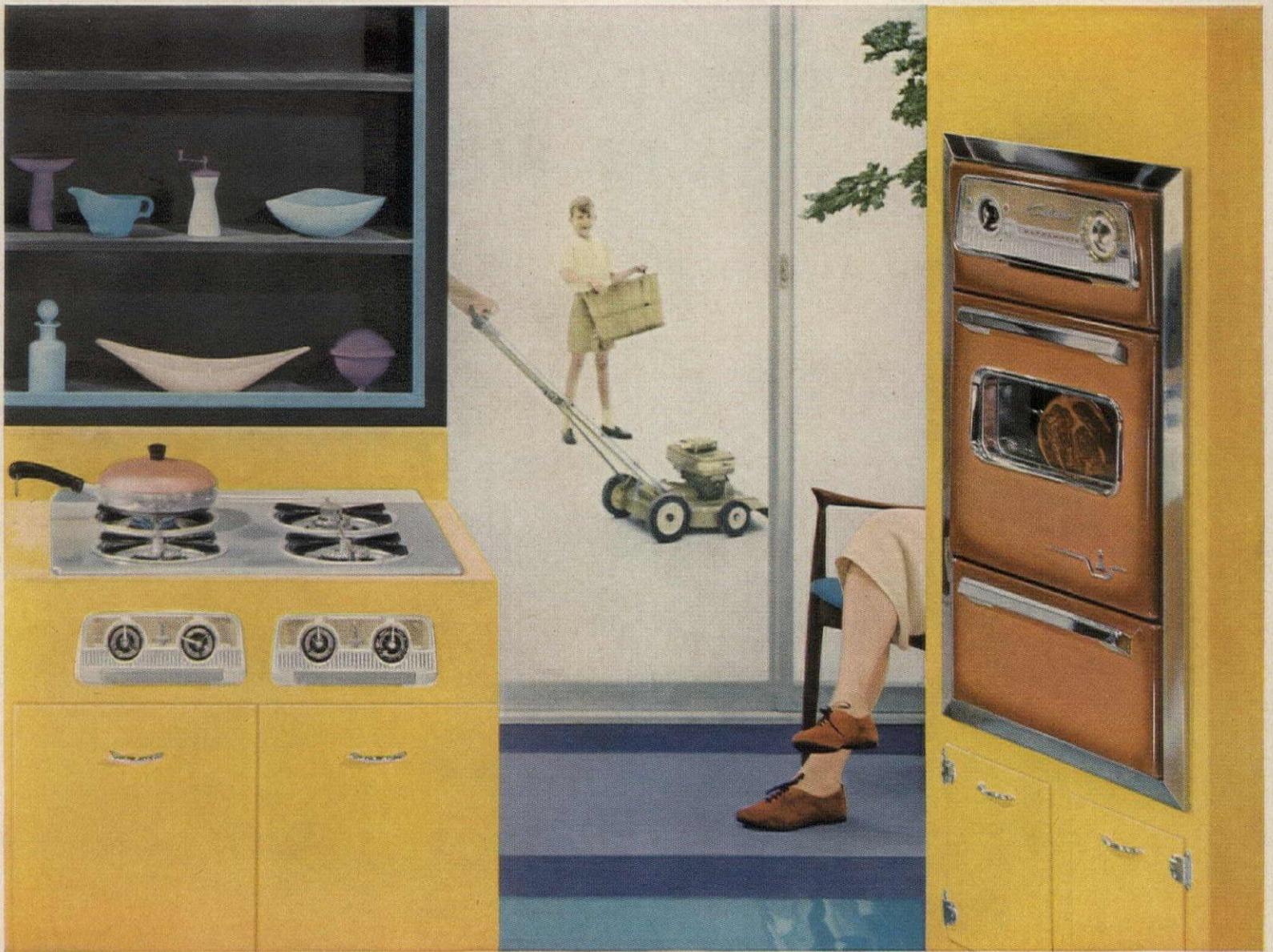
Why not get all the facts from Crane's new Builder Section? Ask for the heating specialist at your Crane Branch or Crane Wholesaler.



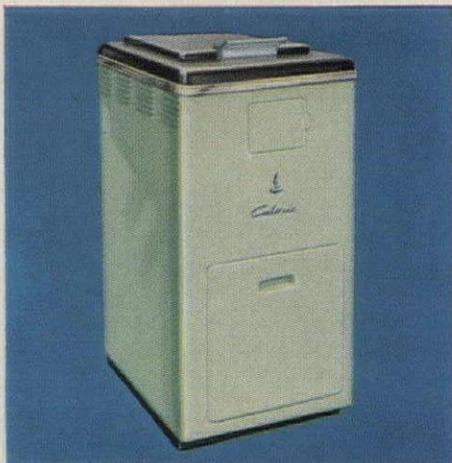
CRANE

QUALITY
HEATING
AND COOLING

CRANE CO. 836 S. Michigan Ave., Chicago 5 • VALVES • FITTINGS • PIPE • PLUMBING • KITCHENS • HEATING • AIR CONDITIONING



Caloric® creates home automation to sell homes fast!



Caloric GAS DISPOSERS

Dispose of all garbage and trash (except metal and glass) with no trouble. Lid locks automatically when dial is "on". There's no danger of smoke or fumes escaping. Jet-Stream action—a unique air-flow system—assures complete combustion of all rubbish. Flame devours smoke and odor.

Caloric BUILT-IN GAS RANGES

Naturally, buyers want the most up-to-date equipment in a new home. Caloric gives it to them. Automatic features provide "home automation"—make cooking almost as easy as turning a dial! Separate oven-broiler and top burner units give homemakers made-to-order convenience, too. Choose from 9 handsome finishes.

AUTOMATIC MEAT THERMOMETER shuts oven off when meat is done precisely as wanted.

CLOCK-CONTROLLED OVEN cooks complete meals automatically, even when nobody's home.

THERMO-SET TOP BURNERS hold exact heat set . . . make every pot and pan "automatic".

AUTOMATIC ROTO-ROASTER turns meat or fowl slowly under flame for fine barbecued flavor.

CALORIC APPLIANCE CORP.
DEPARTMENT HH
TOPTON, PA.

Please send me full-color brochure on Caloric built-in gas ranges

On Caloric gas disposers

Name _____

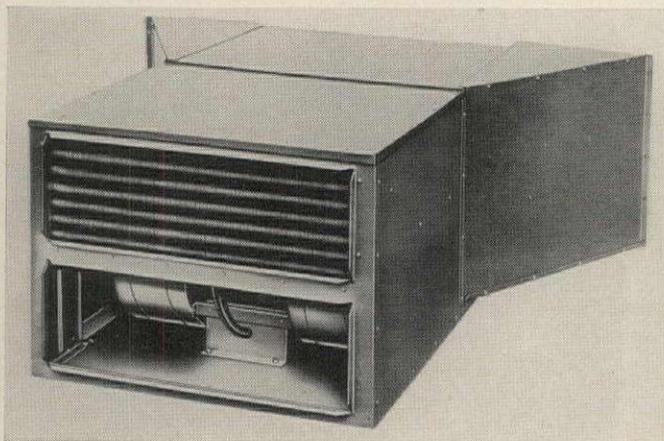
Address _____

City _____ Zone _____ State _____

CALORIC • THE BUILT-IN SPECIFIED BY LEADING HOME BUILDERS FOR AMERICA'S BEST HOMES

CALORIC APPLIANCE CORPORATION, TOPTON, PA. • RANGES • BUILT-INS • DISPOSERS

New products



Vornado offers two ways to cool a house

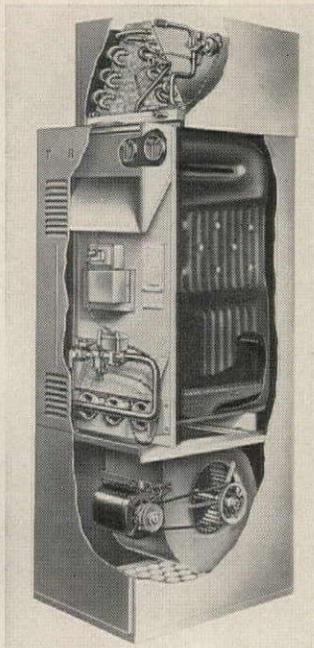
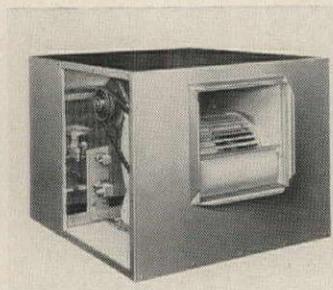
First way, above, uses air-cooled central unit of 2-hp (for 3-bedroom houses) or 3½-hp. This unit can be attached to existing warm-air duct systems, or with prescored fiberglass Vornadoduct, can go in attic, basement or crawl space. Two compressors maintain comfortable levels of heat and humidity. Central units are available as reverse-cycle models.

Second way, uses 2-hp Custom 200 unit in either window or through-the-wall installation. Air is forced through the cooler by a powerful squirrel-cage blower, directed to any part of the house by three 360° nozzles. The unit will fit a window 27¾" wide and 18" high or a special kit that becomes part of the house structure (built-in lintel eliminates need for heaters over unit). Custom 200 is ARI rated, comes in 208 and 230-volt models.

O. A. Sutton Corp., Wichita

For details, check No. 31 on coupon, p. 290

Trane enters home air conditioning



Five modern up-flow gas furnaces, ranging in Btu input from 77,000 to 155,000, form the core of Trane's new year-round air conditioner line. Remote condensing units and furnace-mounted cooling coils in three capacities—two, three and five-ton—form the cooling phase. The furnaces are 26" deep, 16" to 24" wide, can be completely concealed in a closet. All have low decibel ratings. Trane cooling equipment can be used with other furnaces too. Duct cooling coils will be made for use where headroom is limited, fan-coil units for use where independent air delivery is called for. Refrigeration systems are guaranteed for five years, heat exchangers for ten. Available June '58.

Trane, La Crosse, Wis.

For details, check No. 32 on coupon, p. 290

continued on p. 232



The Traditional in FRUITWOOD

A new design
finished in
Fruitwood to
celebrate more
than 100 years
of leadership

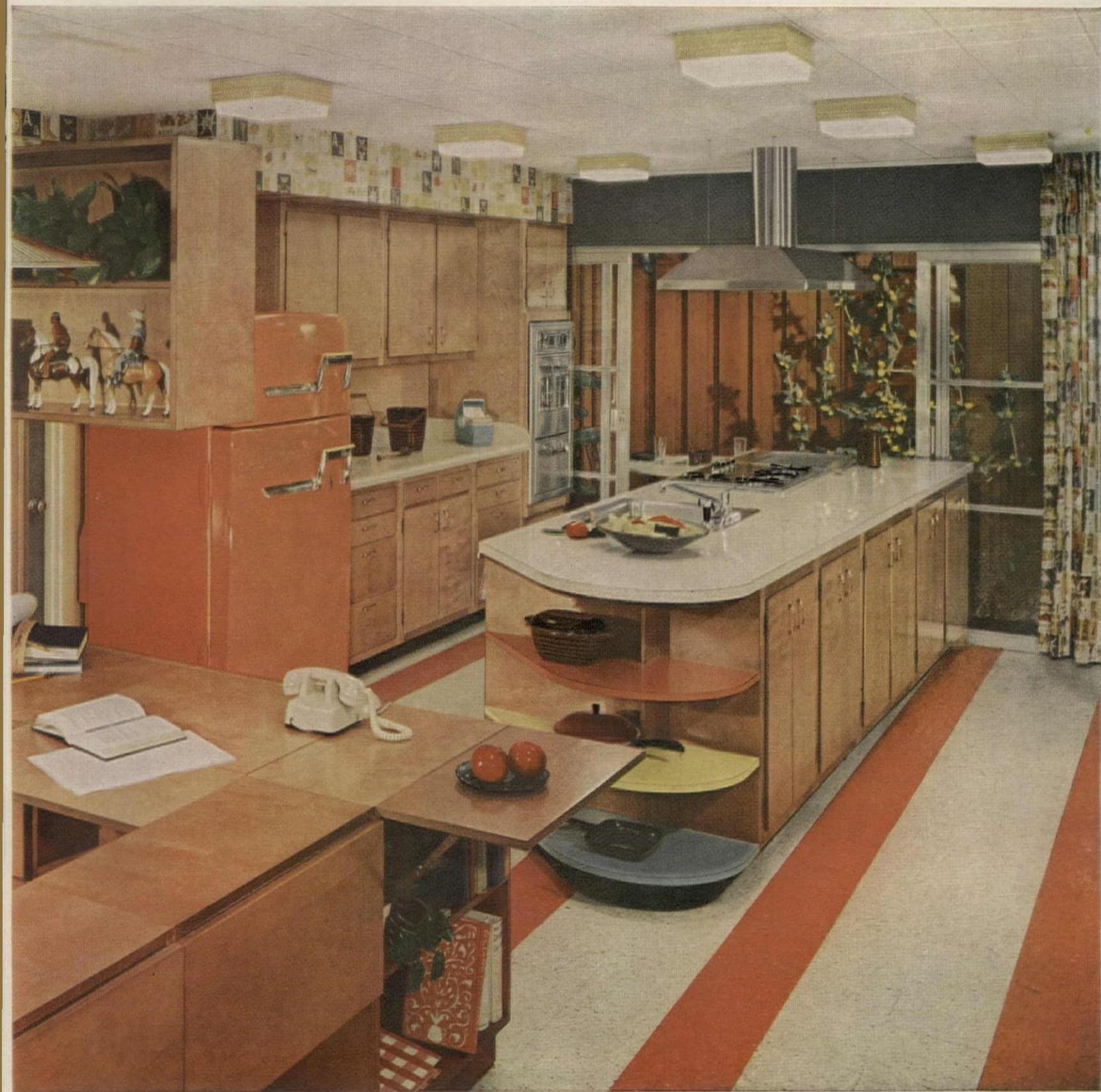
"I-EXCELL" . . . in American homes for more than 100 years! Over a century of leadership in kitchen cabinetry design and construction proves why I-XL can rightfully claim its name!

See how I-XL's pre-built, pre-finished hardwood cabinetry provides custom-built quality at production-line prices.

Inquiries from distributors and retail dealers invited

Also available in natural finish

THE I-XL FURNITURE CO. INC.



Finished in beautiful Fruitwood with quality hardware styled to blend. Shown in combination with Wonderwall, I-XL's modular functional storage hardwood units. Sponsored by Household magazine and decorated by Josephine E. Moroney. Kitchen Design by Ted Cieslak

... AMERICA'S MOST MAGNIFICENT KITCHEN IN RICH SEASONED HARDWOOD

FRUITWOOD! Fashion's newest expression in hardwood kitchen cabinetry... stocked in 144 ready-to-arrange coordinated units that give you *immediate* access to infinite one-of-a-kind kitchen combinations. Here is truly the ultimate in custom kitchen luxury... rich with the warmth and beauty that natural grain wood alone

Builders interested in getting into the Kitchen remodeling business write Dept. T.C.

possesses, characterized by the utility, quality and conveniences that are normally achieved only through costly on-the-job construction. For a fraction of ordinary time and expense, you can pattern any kitchen to any variety of tastes simply by letting the *combination* of pre-built units provide the I-XL custom touch.

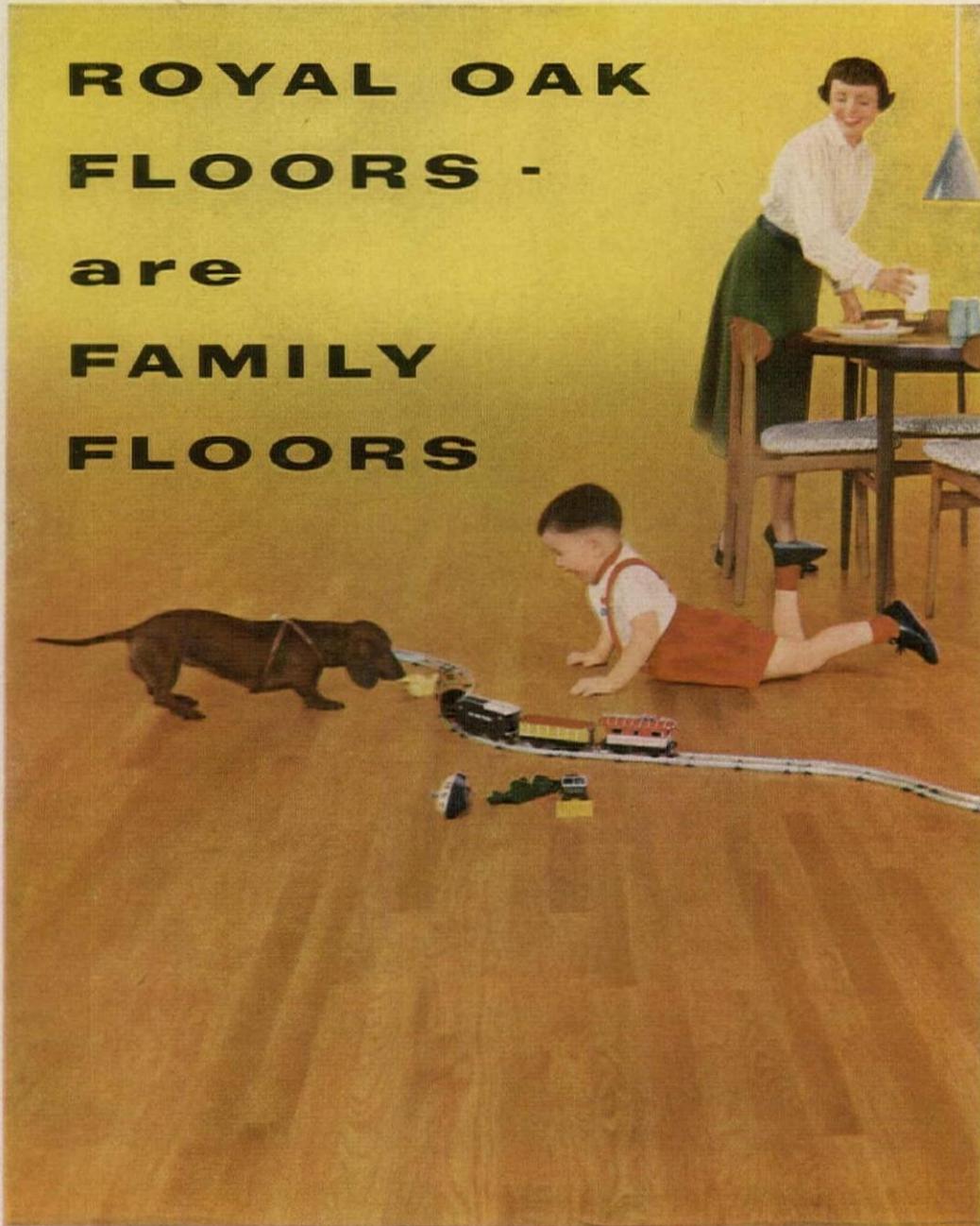


620 NORTH MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

Factory in Goshen, Indiana

CROSSETT

ROYAL OAK
FLOORS -
are
FAMILY
FLOORS



Crossett Royal Oak Flooring achieves a superb luster and beauty while creating a warmth and durability for family living that cannot be equalled. Through generations, satisfied home owners have shown their preference for hardwood floors. Why not make the most families happy by designing homes featuring the finest—Crossett Royal Oak Flooring.

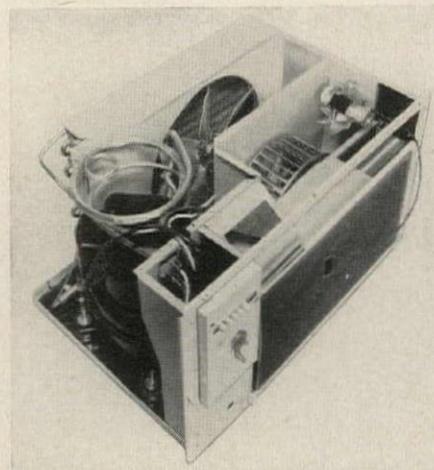
CROSSETT

L U M B E R C O M P A N Y



A Division of The Crossett Company
CROSSETT, ARKANSAS

New products

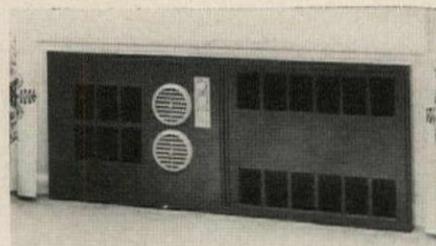


Coolerator adds new filter

Electrostatic filter Coolerator announced in January (H&H, Jan.) has now been made a standard feature. Generator for the room unit filter (above) is driven by the blower air stream. Central unit filters mount in a duct and are charged by a generator on house current. Filter will stop a 2-micron particle.

Lonergan Coolerator, Albion, Mich.

For details, check No. 33 on coupon, p. 290

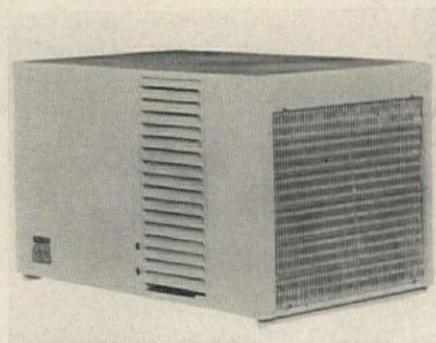


Joint heater-cooler for rental units

The "Weather Twins" system joins a Kelvinator air-cooled conditioner and an Embassy Steel Products convector. The builder can postpone cooler installation, lessor can offer tenants an option, and cooling costs can be charged to the tenant. Convector works with any wet-heat system, cooling unit is self-contained.

Embassy Steel Products, Brooklyn.

For details, check No. 34 on coupon, p. 290



Thatcher offers two to five-ton units

Self-contained units in the Thatcher line come in two and three-ton capacities; remote units in three and five tons, all for single or three-phase circuits. Company claims low cost and simple installation, offers remote warm-air conversions.

Thatcher Furnace Co., Garwood, N.J.

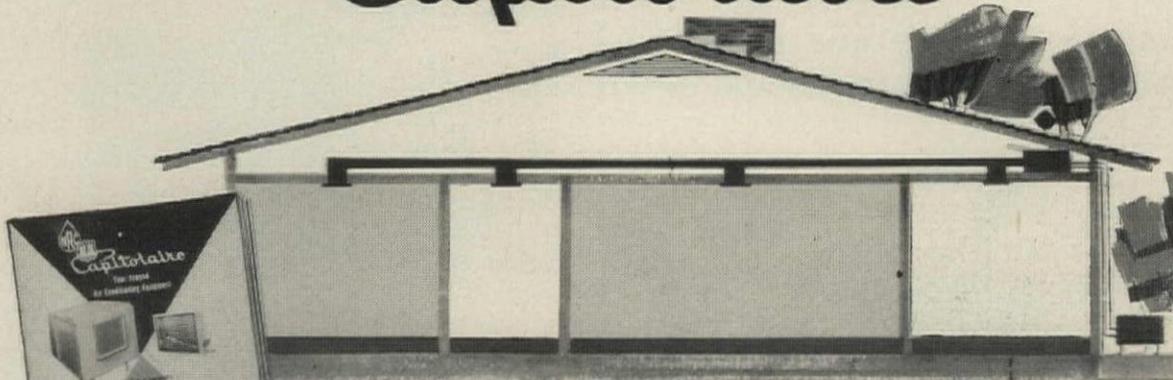
For details, check No. 35 on coupon, p. 290

continued on p. 237

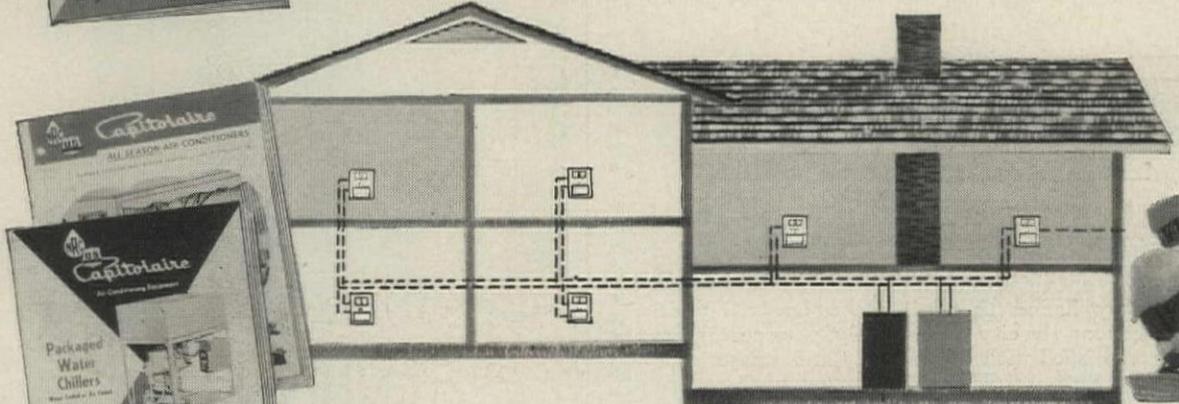
HOUSE & HOME

NOW...You're Ready to AIR-CONDITION EVERY HOME

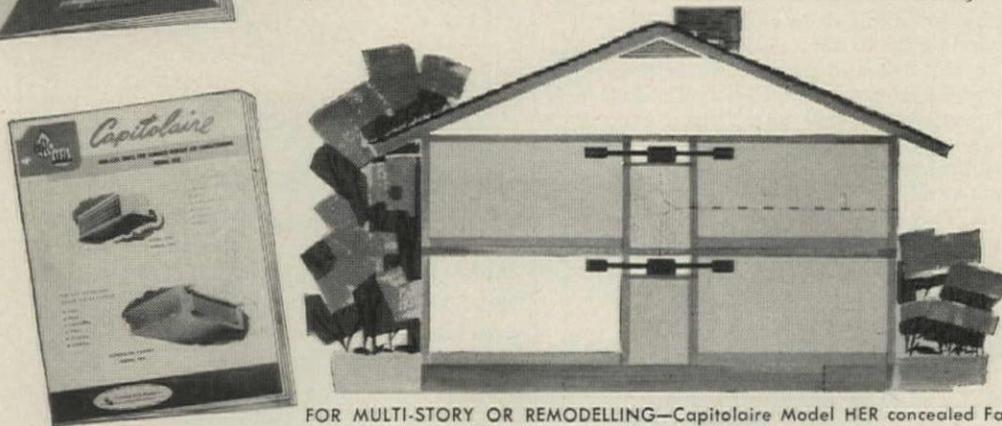
with *Capitolaire*



FOR RANCH TYPE HOMES—Summer cooling with the Capitolaire out-of-doors air-cooled condensing unit, with flat coil and blower section in attic crawl-space. For use with any heating system. For description of unit, write for Form No. AC-874A.



FOR SPLIT LEVEL HOMES—A Capitolaire Water Chiller, with VRS Fan Coil Units in every room (for both heating & cooling). For description of Water Chiller, get Form No. AC-937; VRS Fan Coil Units described in Form No. AC-859.



FOR MULTI-STORY OR REMODELLING—Capitolaire Model HER concealed Fan Coil Units on each floor, connected to a Capitolaire Water Chiller. Can also be used for heating. Water Chiller (Form AC-937). HER Units described in Form No. AC-797A.



National-U.S. Radiator
CORPORATION

HEATING AND AIR CONDITIONING DIVISION
Johnstown, Pennsylvania

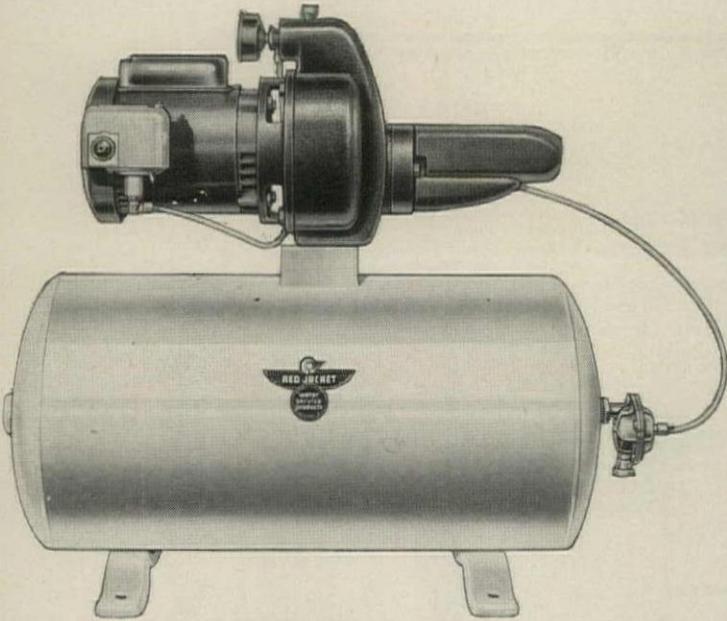
Building Beyond the Water Main?

Insist on

RED JACKET

Water Systems

for dependable Capacity and Pressure that gives "City Water Convenience"



An adequate and dependable water supply is essential for the modern plumbing appliances that sell new homes today. If you are building beyond the city water supply, your customers will be more than satisfied with the capacity and pressures of Red Jacket Water Systems. Home buyers everywhere are easily "sold" and stay "sold" on the performance of the economical Red Jacket Jet pump shown above. It is so quiet and dependable that owners hardly know they have a pump in the house.

Three models are available to handle deep and shallow well pumping with capacities ranging up to 1350 gallons per hour. They pump from depths to 160 feet and provide water pressure up to 100 lbs. Other water systems in the Red Jacket line include the "Submerga" pump which will pump from even greater depths and provide higher capacities.

Red Jacket Pumps are sold through a nation-wide distributor organization who can recommend the proper size and type of pump for every installation. This distributor organization assures the Home Builder of service backing that protects his business reputation.

RED JACKET MANUFACTURING CO.

Davenport, Iowa

RED JACKET MANUFACTURING CO., Dept. HH5
Davenport, Iowa

Gentlemen:

Please send me complete information about your:

Jet Pumps

Submersible Pumps

Name _____

Company _____

Address _____

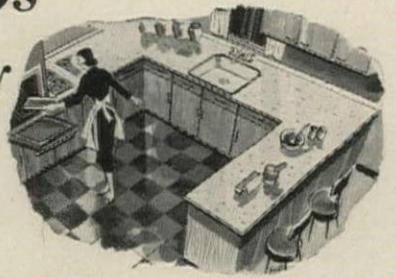
City _____

State _____



WJ68

Counter Tops that Really SELL Homes!

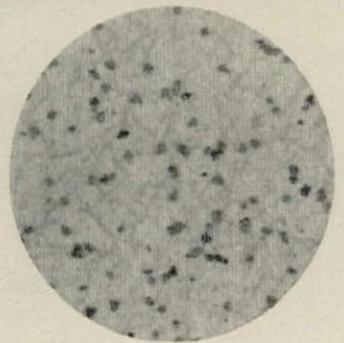


FARLITE

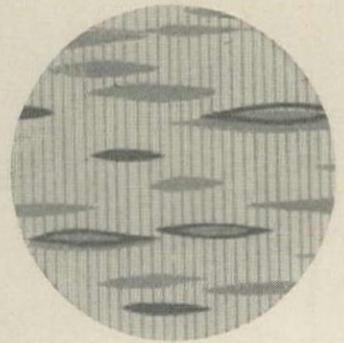
the finest in high pressure

PLASTIC LAMINATES

There's no doubt about it . . . these gay, modern Farlite patterns will add the zest you need to perk up home sales. With over 100 patterns and colors to choose from, the lady can have any decorating theme she desires. Smooth, ripple-free Farlite resists scratches, heat, fruit stains . . . cleans with a swish of a damp cloth. Available in 1/16" sheets and a wide variety of core types . . . including new 5/32" Farlbord.



CELESTIAL



TRANQUIL

Write today for samples, details, and prices.

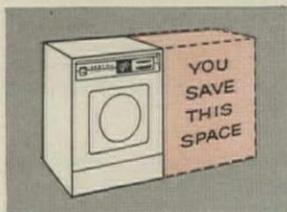


PLASTICS DIVISION
FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA

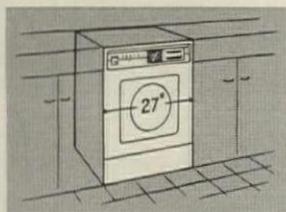
This **new idea** is putting the **SOLD** sign on more new homes today!



Put a **complete laundry** plus a dishwasher in less space than a separate washer and dryer alone!



Easy takes less than half the floor space you need for a separate washer and dryer! Only 13.5 cubic feet, EASY actually saves you 16 cubic feet over a separate washer and dryer! EASY is easy to build-in—simple to service, too.



The Easy Combomatic handles big 10 lb. loads in far less space! In just 27 inches of wall space, the compact EASY Combomatic washes, rinses and fully dries big 10 lb. loads. The Combomatic is only 25 inches deep.

Build-in this *new idea*—and build bigger home sales! It has news value! It gives customers more of what they want in a new home! This "convenience center" is *economical* and easy to build-in with the EASY 27-inch Under-counter Combomatic Washer/Dryer. A *complete* home laundry in 55% less space than separates. And the Under-counter Combomatic gives you more profit than separate washers and dryers!

EASY is "Sound Conditioned"

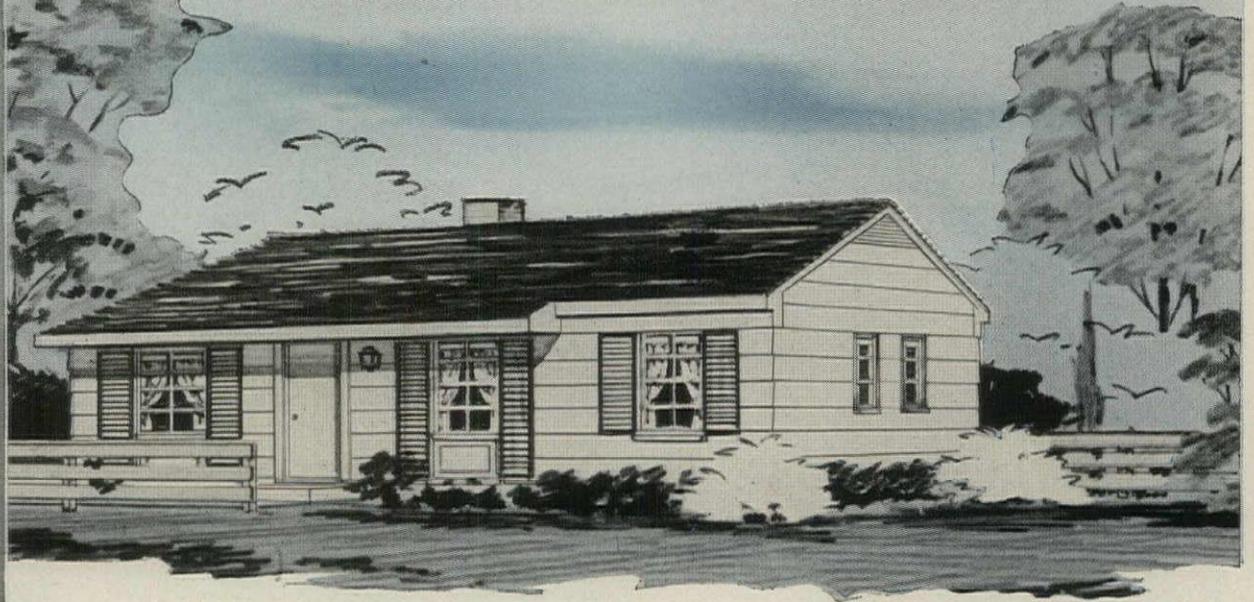
Because EASY was designed for *upstairs* installations (kitchens, bathrooms, utility rooms—even closets), it *had* to be quieter than any other Combination on the market. EASY's "sound conditioning" does the job.

Add the sales appeal of this *new idea* to your new homes with the 27 inch

Easy UNDER COUNTER *Combomatic*[®] Washer/Dryer

For more details write: J. G. Koontz, Builder Dept., EASY LAUNDRY APPLIANCES DIVISION • The Murray Corp. of America • 919 N. Michigan Ave., Chicago, Ill.

THYER opens the door to a brand new market . . . with the **WESTPOINT**



DESIGNED AND BUILT FOR THE FAMILY WITH A WEEKLY INCOME OF \$80 OR LESS

Do lower income families have no other choice than to settle for dull mediocrity and old-fashioned inconvenience in their housing? Noted designer Richard B. Pollman thinks not!

The new low-cost Westpoint is no stripped-down version of a larger, more expensive Thyer model. It is mass produced by experts for one purpose alone — to give families in the eighty dollar a week or less income bracket more comfort, more true livability than they ever dreamed possible before.

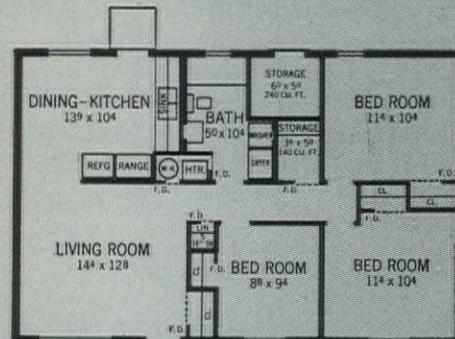
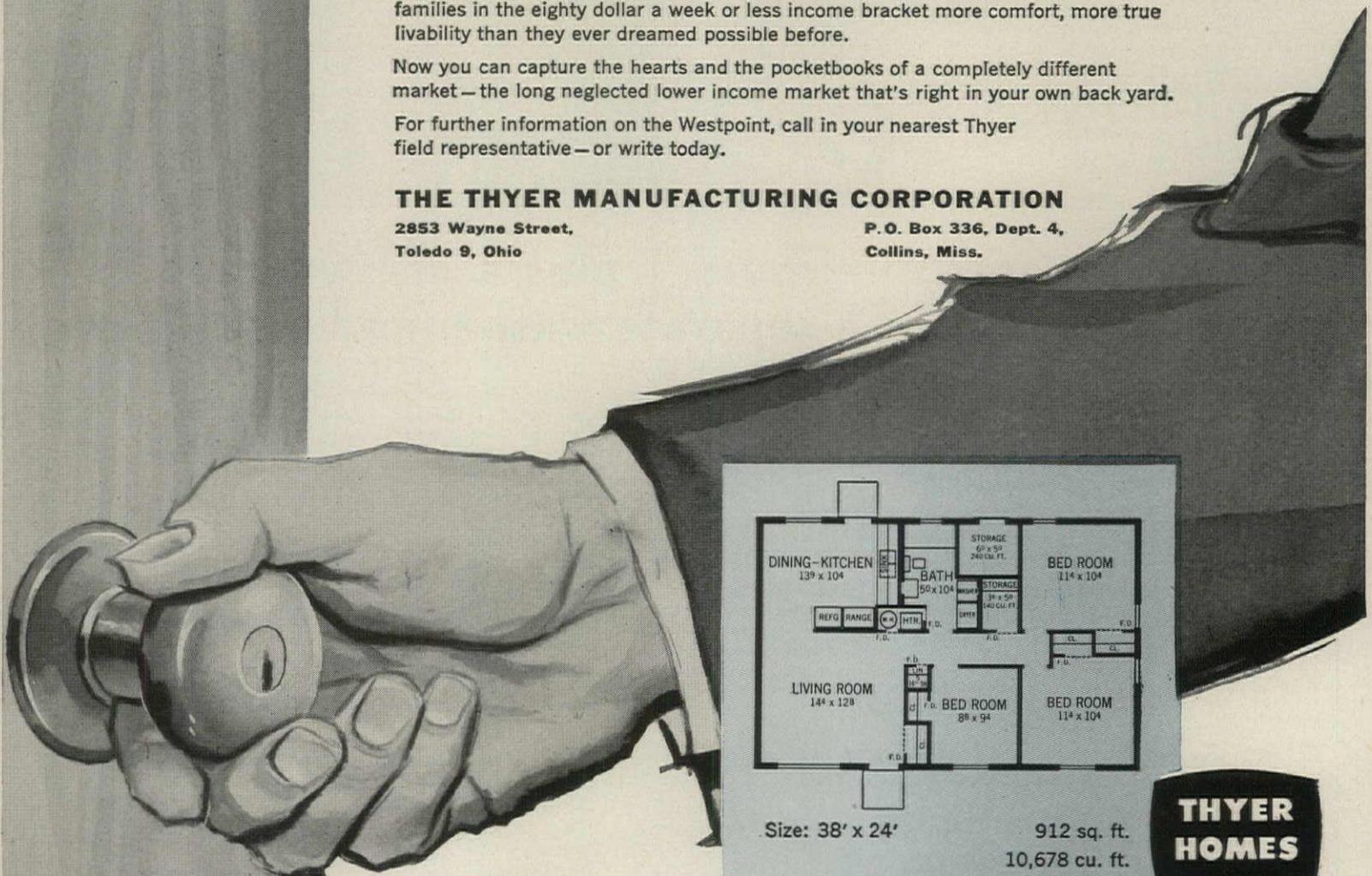
Now you can capture the hearts and the pocketbooks of a completely different market — the long neglected lower income market that's right in your own back yard.

For further information on the Westpoint, call in your nearest Thyer field representative — or write today.

THE THYER MANUFACTURING CORPORATION

2853 Wayne Street,
Toledo 9, Ohio

P. O. Box 336, Dept. 4,
Collins, Miss.



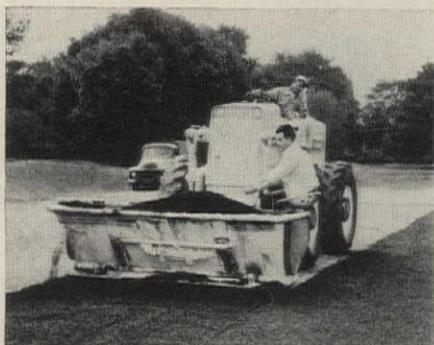
Size: 38' x 24'

912 sq. ft.
10,678 cu. ft.

Available only in non-basement models.



New products

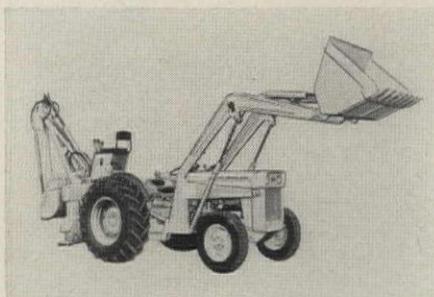


Spread your own blacktop

Newest attachment for Payloader models HU, HH and HO is this front-mounted spreader attachment that lays down an 8' wide strip in a single pass and can work in closer quarters than trucks or pavers. Controls are hydraulic. Hopper holds 2 cu. yd., spreads asphalt to 6" thick.

Frank G. Hough, Libertyville, Ill.

For details, check No. 36 on coupon, p. 290



Work Bull 202 is all-purpose tool

This new 40-hp utility tractor can handle most on-site earthmoving jobs. It is built to take a Davis loader and backhoe, and, with Ferguson hydraulic hook-up, can handle a crane, fork lift, dozer, scarifier, mower, cable layer, saw, soil scoop and various sized buckets. Power steering, 8-speed dual range transmission, in-line shifting, fluid clutch. Line includes larger Work Bull 303 and 1001.

Massey-Ferguson, Wichita.

For details, check No. 37 on coupon, p. 290



Hand nailer drives 100 per minute

With a Fas-Nail, the maker claims, a man can clinch, toe-nail or drive a nail in any position five times faster than with a hammer. The 3½-lb. air-operated tool handles 1¼" and 1½" bright or annular ringed, standard box nails, has been used to apply subfloors, sheathing, roof decks; to nail truss gussets, door and window frames, etc.

International Staple, Herrin, Ill.

For details, check No. 38 on coupon, p. 290

continued on p. 240

one
brand
stands
out...

LEVITON *specification grade* Switches and Receptacles

Compare Leviton wiring devices under any conditions . . . Leviton gives you the utmost in performance at minimum cost . . . with absolutely no compromise in quality.

SPECIFICATION GRADE INCLUDES

*The Complete
"5000" Line*
Combination Line
Lev-O-lock Line
Quickwire Line
U-grounding Devices
Interchangeable Devices
Lev-O-let Line

CHECK THESE TYPICAL FEATURES

- Heavily sectioned molded phenolic bases.
- Full gauge straps, completely rust proofed and riveted to assemblies.
- Plaster ears — wide and break-off types.
- Terminal screws with large heads to accommodate No. 10 conductors and backed out for quick wiring.
- Individually packed with mounting screws attached to straps.
- All switch mechanisms utilize high grade bronze for wide, double wiping contacts.
- Assemblies riveted for permanence.
- All power outlets have double-wiping phosphor bronze contacts.
- Meet U.L., C.S.A. and Federal Specifications.

Samples on Request



LEVITON MANUFACTURING COMPANY
BROOKLYN 22, N. Y.

Chicago • Los Angeles • Leviton (Canada) Limited, Montreal
For building wire and cable contact our subsidiary: AMERICAN INSULATED WIRE CORP.



California Redwood Siding is the architect's most versatile exterior surfacing... available in dozens of standard patterns, in widths from 4" to 12". Many patterns can be laid up vertically or horizontally—using either the resawn or the smooth face. Add to this redwood's warm color and rich variety of grain patterns, as well as its natural ability to take and hold every type of finish, or to weather beautifully unfinished—and you can see why so many specifications call for "CRA Certified Kiln Dried Redwood."

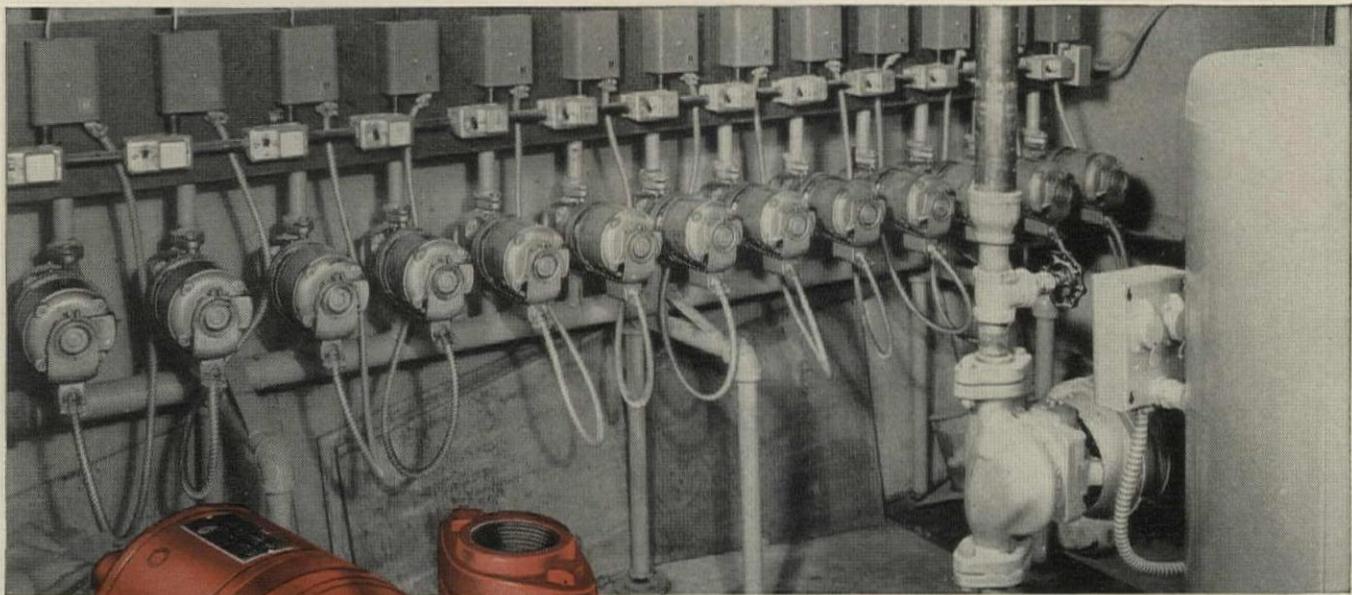


CERTIFIED
KILN DRIED
REDWOOD

CALIFORNIA REDWOOD ASSOCIATION • 576 SACRAMENTO STREET • SAN FRANCISCO 11



...FINDS *hydronics THE ANSWER TO
MOTEL HEATING PROBLEM**



B&G Hydro-Flo System installation in Tulip City Motel, Holland, Michigan



**B&G BOOSTER
THE STANDARD OF COMPARISON**

The prime requisite of a forced hot water heating pump is quiet operation! In this respect the B&G Booster is completely outstanding...in every detail it is designed to eliminate noise.

Motors are specially built units... alloy steel shafts are oversized, affording large bearing surfaces. Extra long sleeve bearings promote smooth, quiet operation and spring-type couplers further dampen noise and vibration. The extremely hard seal positively prohibits water leakage into the bearings.

**Hydronics...the science of heating and cooling with water.*

While motel heating is notoriously difficult because of rambling construction and irregular occupancy, the B&G *Hydro-Flo* System provides a practical and economical solution.

The motel illustrated above was originally heated with individual room space heaters. Two years ago the heating method was completely revamped by installing a B&G *Hydro-Flo* System with baseboards as the heat distributors. Each of the rooms is on a separate zone, served by a thermostatically controlled B&G Booster. The owner reports a great improvement in comfort, with temperatures properly controlled and operating costs low.

The only practical way to zone-control the heating of both conventional and split-level homes

With a minimum of simple, dependable equipment, the B&G *Hydro-Flo* System can be zoned to most economically meet the heating needs of modern homes.



***Hydro-Flo* SYSTEM
BELL & GOSSETT**

Reg. U.S. Pat. Off.

COMPANY

Dept. FG-10, Morton Grove, Ill.

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

important news
for builders

The New
Thatcher

COMET



**GAS-FIRED 572 SERIES
Winter Air Conditioner**

*Factory Wired, and Assembled,
Ready for Fast, Low-cost Installation*

Top economy, guaranteed performance are features built into this low-cost Thatcher Warm Air Heating Unit. Meeting all standard building code requirements, the COMET carries the standard Thatcher Ten Year Guarantee and is approved by A.G.A. Easily hooked up to manufactured, natural, mixed or propane gas, power source and duct, the unit is ready to go. Savings to the builder on installation, savings to the buyer in comfortable, efficient home heating, particularly recommend the COMET for small and medium size homes.

**Important Design Features of the
NEW COMET**

1. Fan limit control.
2. Single port up-shot burner.
3. Combination type gas valve provides simplified piping. Includes main gas valve, manual shut-off, pilot valve, automatic reset, built-in safety pilot and pressure regulator.
4. Direct drive blower with optional speed control.
5. Transformer and concealed junction box.
6. Knock out for cold air return on each side.
7. Easy-access filters.



THATCHER FURNACE COMPANY
Dept. HH-5, Garwood, New Jersey

— Please send me full data on the new COMET.
— Please have your representative call.

Name _____
Address _____
City _____ State _____

New products



Dining unit folds into wall

Here's a space saver for a small house or rental unit. Table folds into 4½" thick storage cabinet; benches become the doors. Legs fold up or down as the unit is closed or opened. The plastic-topped steel unit measures about 4' x 5' when open, needs 2' x 5' of wall space. Price retail: \$99.95.

Lau Blower Co., Dayton.

For details, check No. 39 on coupon, p. 290



You can build in a sewing center

Here's a new built-in for the family room-kitchen. This 24" wide base cabinet will hold any standard sewing machine head. Machine is mounted on 39" retractable wood slides; caster equipped leg gives added support. With storage drawer, base is 36" high, without drawer 32". Available in a variety of finishes, including new walnut and cherry shades.

Mutschler Bros., Nappanee, Ind.

For details, check No. 40 on coupon, p. 290

New masonry cleaner is safe

Goldblatt Tool's Liquid Brick Bath is claimed to clean brick as well as muriatic acid, and without danger to the worker. The bath is packed in polyethylene containers; one quart at \$9.59; 5 gallons at \$17.37; 55 gallons drum \$98.30.

Goldblatt Tool, Kansas City

For details, check No. 41 on coupon, p. 290

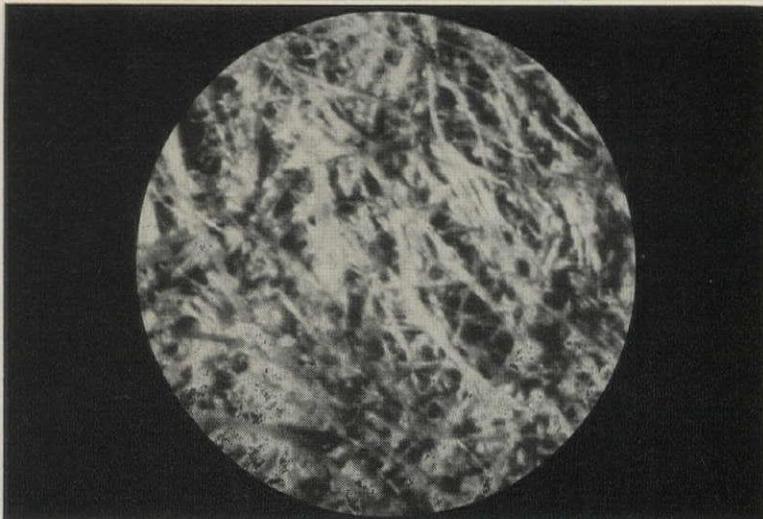
continued on p. 244



THE MICROSCOPE PROVES THE DIFFERENCE!

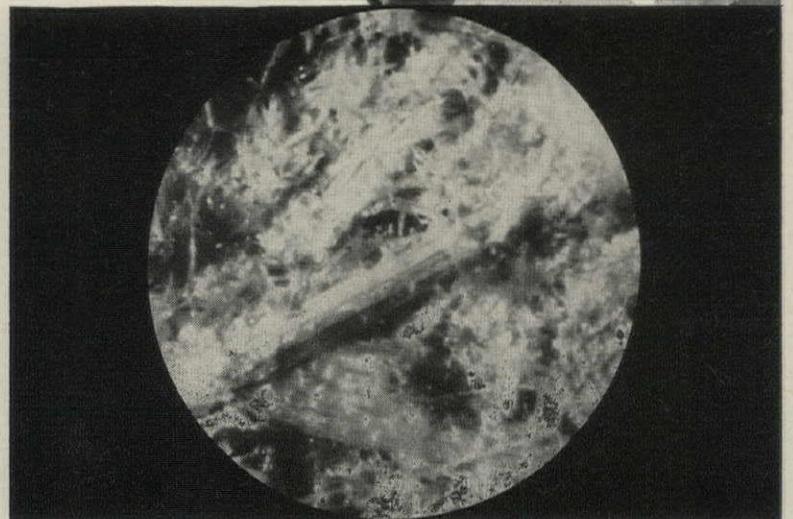


New CHEM-FI manufacturing process preserves the fiber strength of natural wood . . . makes Barrett board stronger, more uniform.



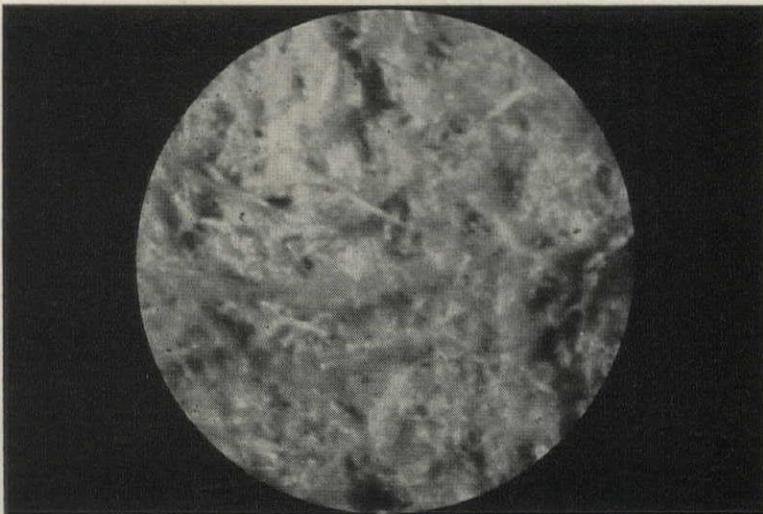
BARRETT INSULATING BOARD (magnified 20 times)

This microphotograph shows the long, interlocking wood fibers that reinforce Barrett Insulating Board . . . give it superior strength, uniformity and uniform thermal resistance. Barrett's CHEM-FI process separates the wood fibers by chemical means, retaining the strength of the natural wood from which it's made.



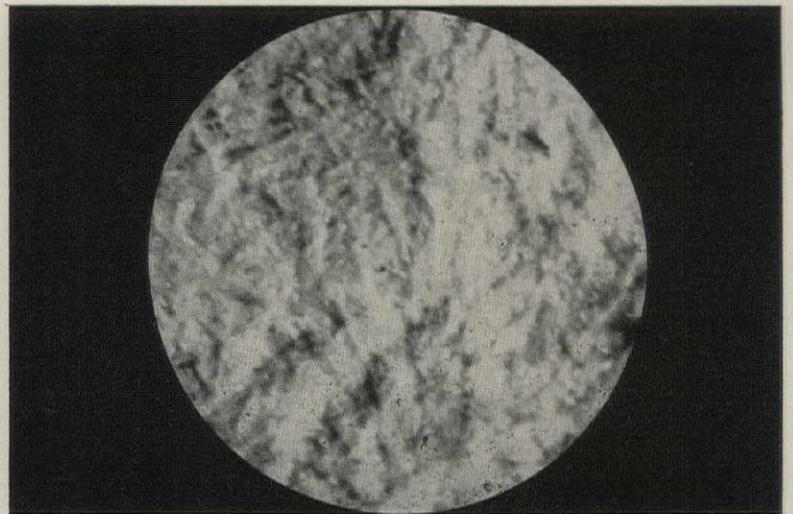
PROCESS B (magnified 20 times)

Notice that insulating board made by Process "B" has little uniformity in its fiber lengths. Some fibers are long, others are powder-like, providing no reinforcement. For a given board density (and thus a given K factor), Barrett's CHEM-FI manufacturing process produces insulating board of maximum strength.



PROCESS C (magnified 20 times)

Insulating Board made by these processes shows same preponderance of short fibers. Barrett Insulating Board using the CHEM-FI process, is made with longer, more uniform fibers, which have a reinforcing effect and substantially improve strength.



PROCESS D (magnified 20 times)

Builders — these microphotographs carry an important message for you!

Compare Barrett Insulating Board with those made by three other processes above. Then you'll understand why Barrett Insulating Sheathing has greater strength, more uniform insulating power than other sheathings. Barrett's new CHEM-FI manufacturing process improves sheathing strength dramatically. To you, this means less damage in transit . . .

less breakage on the job . . . firmer gripping of nails . . . greater wall rigidity . . . increased resistance to stress. Ask your building supply dealer to stock Barrett Insulating Sheathing and Insulating Shingle Backer. Or write directly to BARRETT DIVISION, Allied Chemical Corporation, 40 Rector St., New York 6, N. Y.



now! COMPETITIVELY PRICED
for **FAST ACTION**
NATIONALLY ADVERTISED

ShoweRite[®]

GLASS BATHTUB
ENCLOSURES AND
SHOWER DOORS

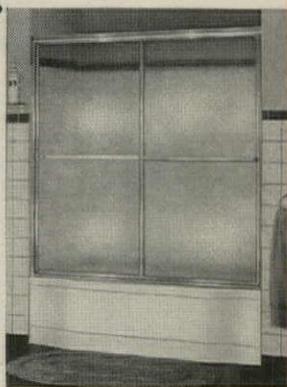


new

the PACER

Suggested Retail Price **\$54.95**

Highly styled! Promotionally priced! Two towel bars, nylon bearings and hammered frosted glass makes this an outstanding retail value. For 4½ or 5 foot recessed tubs.

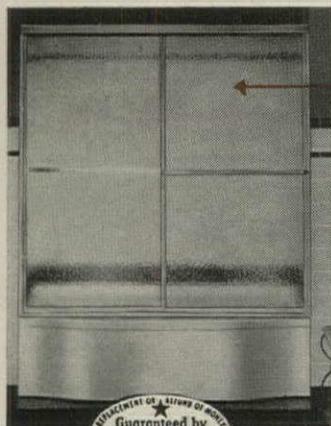


NOW! AT NO INCREASE
IN PRICE 7/32" GLASS

SHOWERITE STANDARD

Suggested Retail Price **\$69.95**

Consistently the best selling bathtub enclosure in America! Choice of hammered frosted or fluted glass. Contains two towel bars, nylon bearings. For 4½ or 5 foot recessed tubs.

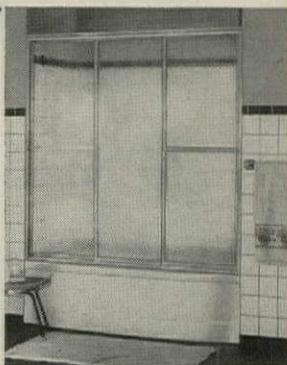


new

TRIPLEX

Suggested Retail Price **\$94.95**

Ideal enclosure for bathing children. Three sliding panels afford more room . . . make cleaning easier. Features two towel bars. For 4½ or 5 foot recessed tubs.



write for fully illustrated brochure of complete line



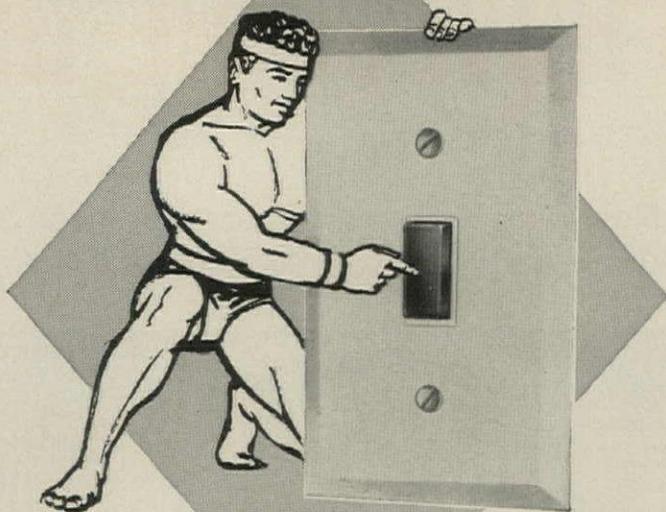
THEODORE EFRON MFG. CO.
7519 South Greenwood Ave.
Chicago 19, Illinois

Dept. HH1105

Gentlemen: Please rush me information about ShoweRite products.

Name _____
Address _____
City _____ Zone _____ State _____

E-A-S-Y DOES IT!



Rodale

Sets The Pace In Modern,
Push-Button Living With The

E-A-S-Y ACTION

"B" Touchette[®]

No knob to turn. No toggle to flip. Now, there's a switch designed for today's push-button living. It's "B" Touchette, the touch switch with feather-light operation.

Consider, too, Touchette's tremendous merchandising potential for your convenience-minded buying public. There's no time wasted freeing the hands . . . no spilling or breakage while juggling trays or groceries. And "B" Touchette is easy to install . . . needs no special wiring . . . fits standard outlet boxes and toggle wall plates. It operates on full line voltage, withstands motor loads up to 80% of rated capacity. Rated: 15A—120—277V (A.C. only).

All these features . . . and "B" Touchette is the least expensive touch switch on the market!



UL LISTED — CSA APPROVED

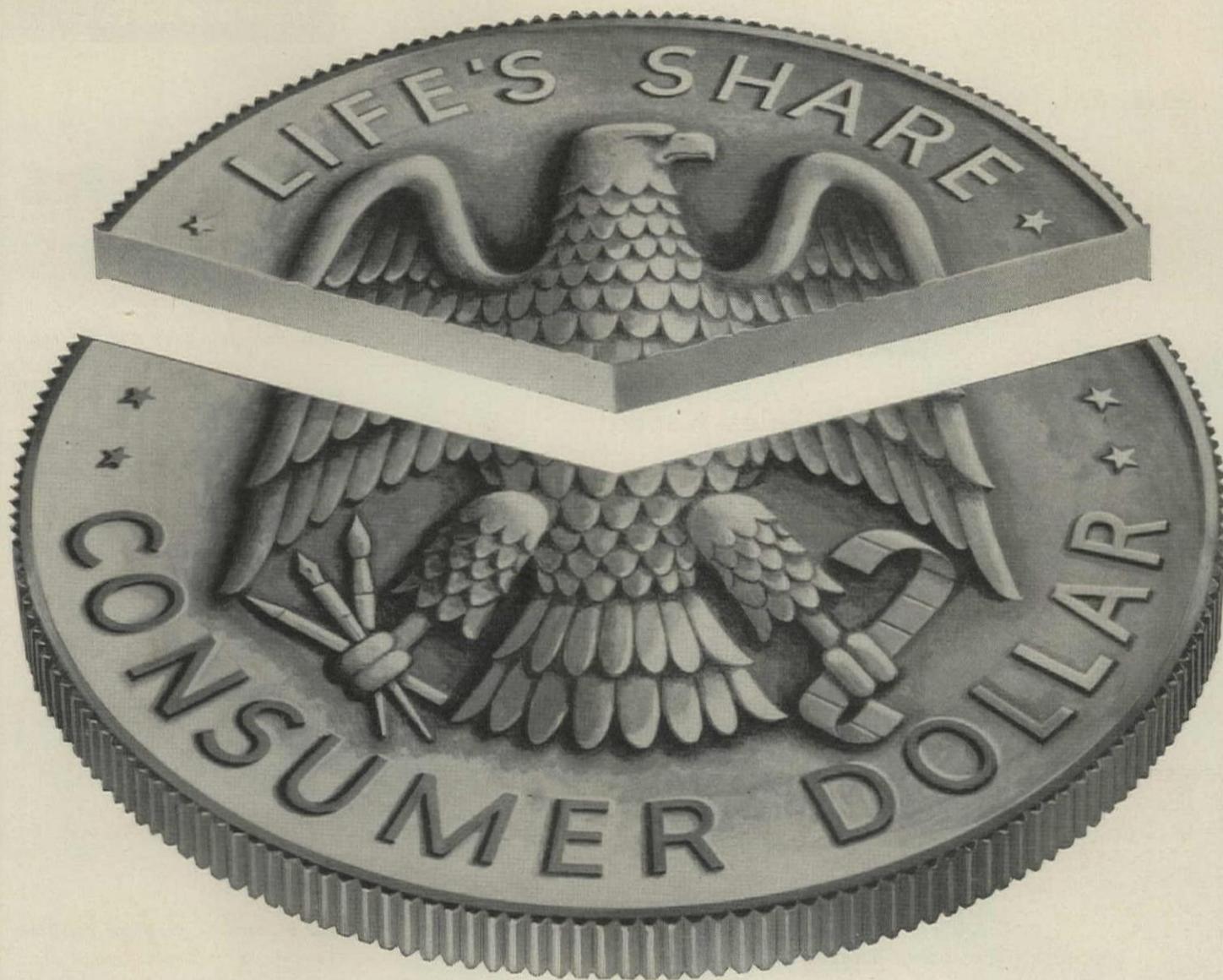
U.S. Pat. No. 2,820,113
Other patents pending
Foreign patents applied for

Available in single pole, double pole, 3-way and 4-way models. Brown or ivory button.



Sold only through electrical wholesalers.
Or for further information and prices, write:

Rodale manufacturing co., inc.
dept. hh-3, emmaus, pa.



37¢ out of every dollar spent on home operation and improvement is spent by households that read an average issue of **LIFE**

Among your customers, chances are LIFE-reading households are the big buyers.

For in communities all across the country, LIFE reaches 31% of U. S. households in an average week. And these 31% account for 37% of all consumer home operation and improvement expenditures.

This means that 37¢ out of every dollar in this field is spent by households that read an average issue of LIFE—\$13.9 billion out of a total expenditure of \$37.5 billion.

No wonder in 1957, advertisers invested more for selling in LIFE than in the next two leading magazines combined. No wonder advertising in LIFE is the advertising most often used for tie-in displays. (By actual count, far more than advertising in any other magazine.)

Every LIFE household counts. Make sure you get your share of their dollars by featuring the brands that are advertised in LIFE.

Source: LIFE's Study of Consumer Expenditures, an analysis of \$200 billion of the \$265 billion spent by U.S. households for consumer goods and services in 1956.

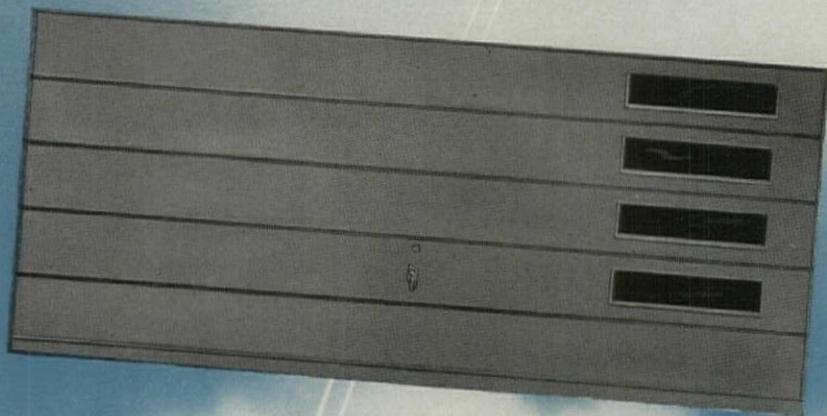
ONLY **LIFE** gives you so much selling support... so swiftly, so surely

MR. BUILDER:

NEW RAYNOR JET

GARAGE DOOR

With Supersonic Sales Appeal
Sells YOUR Homes Faster



Featuring Exclusive **TRI-FAB** Construction . . .

Value Packed RAYNOR JET Costs up to 15% LESS

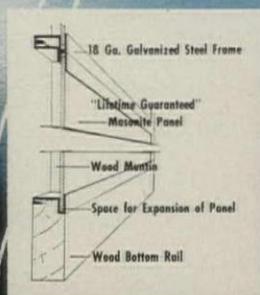
New **Tri-Fab** construction combines steel, wood and masonite . . . produces the most revolutionary garage door ever offered. Ultra-smooth operating 5-section construction creates that easy-to-sell custom look that consumers demand.

Counter balanced heavy-duty torsion or extension springs . . . Exclusive Graduated Seal . . . provide complete weather-tight protection and finger tip control.

another Raynor first!

Exclusive **TRI-FAB** Garage Door Construction

NEW FLOATING FACE DESIGN (Pat. Pend.) PREVENTS WARPING



- Masonite face of each section floats in rigid galvanized steel frame — will not warp
- Panels of single-piece tempered Masonite with "lifetime guarantee" (no splicing of Masonite)
- Galvanized steel frame especially treated for paint adherence
- Rabbeted joints of steel form weather-tight seal
- Wood bottom rail for easy scribing and attachment of astragal
- Design variations available by the addition of molding, rosettes and/or glass inserts

Contact your Nearest Raynor Distributor or Write

RAYNOR MFG. CO., Dixon, Illinois

Builders of a complete line of Wood Sectional Overhead Doors

New products



Intercom includes AM-FM radio

You can offer your buyers complete room to room communication, plus AM-FM radio, with Music & Sound's new model MS6-FM intercom. Calls can start at any station, door be answered or nursery monitored from any room. System includes 5-watt master station and five satellite speakers. Master unit has built-in 11-tube AM-FM radio and antenna, pre-amplifier, two phono inputs.

Music & Sound, Dallas, Tex.

For details, check No. 42 on coupon, p. 290



An electronic trap for burglars

Here is a new portable burglar alarm you can use to protect your office or shop, or your buyers can use to protect their homes. The 9-lb. unit can be easily concealed, inconspicuous single-wire lead run to each spot to be protected. When intruder approaches the sensing device, unit can turn on light, sound alarm, call police. Or device can be set to monitor children's rooms to make sure they are safe abed.

Werner Co., Chicago

For details, check No. 43 on coupon, n. 290



Cooler handles up to 5000 cfm

Thermador's three new evaporative coolers mount through a window flush with interior wall. Two-speed blower and motor-driven pump give six-stage cooling and ventilating. Prices of 3,500 4,000 and 5,000 cfm models start at \$188.25.

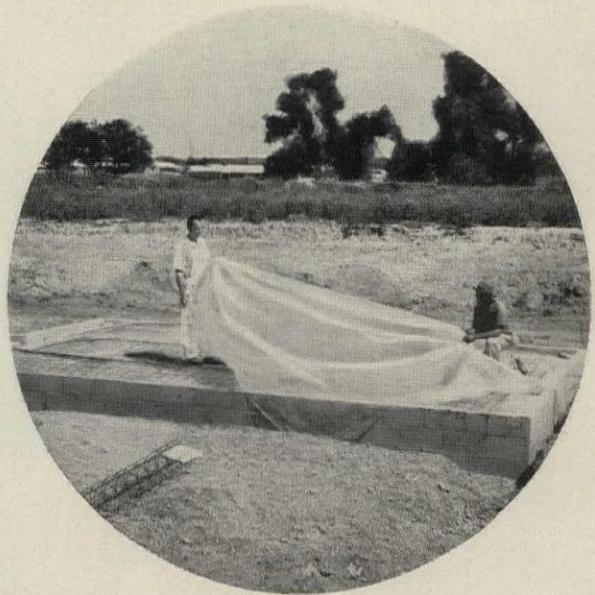
Thermador, Los Angeles.

For details, check No. 44 on coupon, p. 290

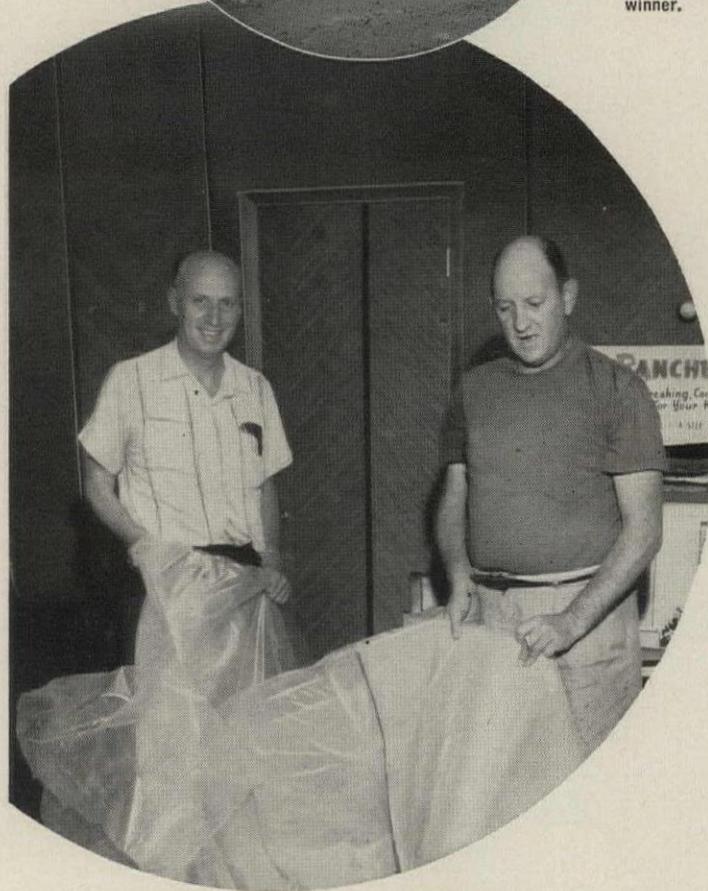
continued on p. 246



Typical Zeiger Construction Co. home named as citation winner.



"Olin Polyethylene is the finest moisture barrier we've ever found for use in home slabs," say Zeiger Construction Company, Dayton, Ohio.



Prize winning Ohio builder features Olin Polyethylene as a moisture barrier

Elmer Moyer (left) and Lou Zeiger recently had their homes picked as citation winners by one of the industry's leading publications. Small wonder. Zeiger Construction Co. homes offer beauty, style and solid value. An important part of that value is the use of Olin Polyethylene as a permanent moisture barrier. "We like Olin Polyethylene because it's tough, easy to use, and gives our homes *permanent* water proofing."

"On a total cost basis, using Olin Polyethylene costs only 20% to 40% as much as conventional materials," says Mr. Moyer. "There are big savings in labor," says Mr. Zeiger, "because it can be laid so much faster than felt or tar paper."

Don't have to supervise the job as closely either, since we don't have to worry about such things as tarring edges. We also use polyethylene to 'cure' concrete. Polyethylene is just a far better material."

Unaffected by most acids, alkalies, bacteria, mold and temperature changes, multi-use Olin Polyethylene makes a permanent moisture, vapor and draft barrier. For more information and free booklet showing how Olin Polyethylene can save you time and money, write: Film Division, Olin Mathieson Chemical Corporation, 655 Madison Avenue, New York 21, New York.

Accepted by VA and FHA
Look us up in Sweet's Catalog! (1958 Edition.)
• Industrial Construction File 5/OL
• Architectural File 9/OL
• Light Construction File 3a/OL
Also under... AIA File No. 24-D (NN)



FILM DIVISION
OLIN MATHIESON
CHEMICAL CORPORATION
655 MADISON AVENUE
NEW YORK 21, NEW YORK

Please send me free booklet and the name of my nearest supplier of Olin Polyethylene.

name _____ title _____
company _____
address _____

HH-58

**THIS SEAL
PROTECTS YOUR
REPUTATION...
THEIR HEALTH
AND SAFETY!**



Quality symbol of gas vent safety, the Metalbestos "Safety Seal" means an all-Metalbestos gas vent, installed according to the scientifically-proved Metalbestos "Safety System."

Placed on the vent above an appliance's draft hood, this red-and-black seal is a visible reminder of permanent, trouble-free gas venting in your homes... affirms your building integrity and attention to safety.

Discover how the new Metalbestos "Safety System" can lower vent installation costs... meet every gas vent problem. Write Dept. D-5.

Stocked by principal distributors in major cities. Factory warehouses

In Akron, Atlanta
Dallas, Des Moines
Chicago, New Orleans
Los Angeles
Woodbridge, N. J.



METALBESTOS DIVISION
WILLIAM WALLACE COMPANY - BELMONT, CALIF.

New products

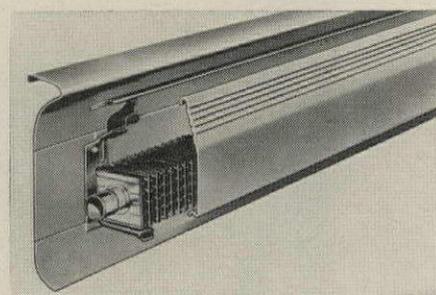


Compact baseboard goes on fast

Savings of 30% in labor are claimed for new snap-on screwless fittings of Patco's hot-water baseboard. Baseboard is 7" high, 2½" thick, comes prime coated ready for decorating. Elements are copper tubed, aluminum primed, 8' long.

Patco Manufacturing Co., Philadelphia

For details, check No. 45 on coupon, p. 290

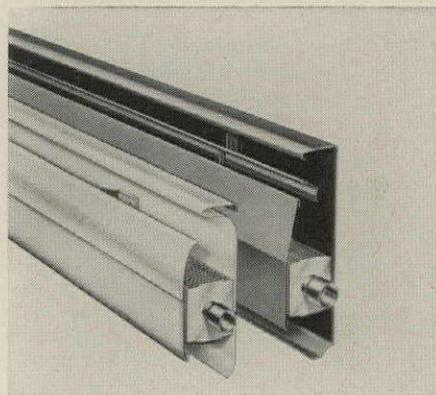


New box-fin element is rugged

Stronger assembly and easier fitting are claimed for new box-fin radiator. New design is easy to cut and solder, gives more heating surface. Cover hangers are neoprene to cut metal-to-metal contact, allow expansion. Available in 2' to 20' lengths in white, chrome or copper tone.

Spi-Rol-Fin Corp., Peguannock, N.J.

For details, check No. 46 on coupon, p. 290



New Heatrim baseboard line

Model L enclosure, for narrow spaces is 8" x 8". Prime-coated, it slides on terneplate cradle for noiseless expansion and contraction, has snap-on fittings. Model H is 10¼" high. Both enclosures have one-piece top and back, come in 4' to 8' lengths. New elements have 2½" aluminum fins; model 85 has ¾" copper tube; model 110 has 1" tube.

American-Standard, New York City

For details, check No. 47 on coupon, p. 290

continued on p. 250

**what
stake
do your
profits have
in this sticker?**



This sticker is a profit builder.

It reminds home buyers that the windows in the home they are about to buy are equipped with the finest metal weatherstrip and sash balance available . . . Zegers Dura-seal. This "Advertised in LIFE" sticker helps you sell the quality features in the home you have built. Dura-seal is the only product of its kind backed by national advertising. Let this sticker work for you! Contact your lumber dealer—he will show you an actual sample and explain the many Dura-seal benefits. *Zegers, Incorporated, 8090 South Chicago Avenue, Chicago 17, Illinois*



Send for this free booklet, "Today—Quality Sells The Home Buyer." It tells all about Dura-seal and the entire promotion program back of it.

ZEGERS

DURA-SEAL COMBINATION METAL WEATHERSTRIP & SASH BALANCE

for the Best and the Smartest

National

SLIDING DOOR HARDWARE

The interior sliding door is a space saving innovation that has won popular approval from architects, builders and home owners.

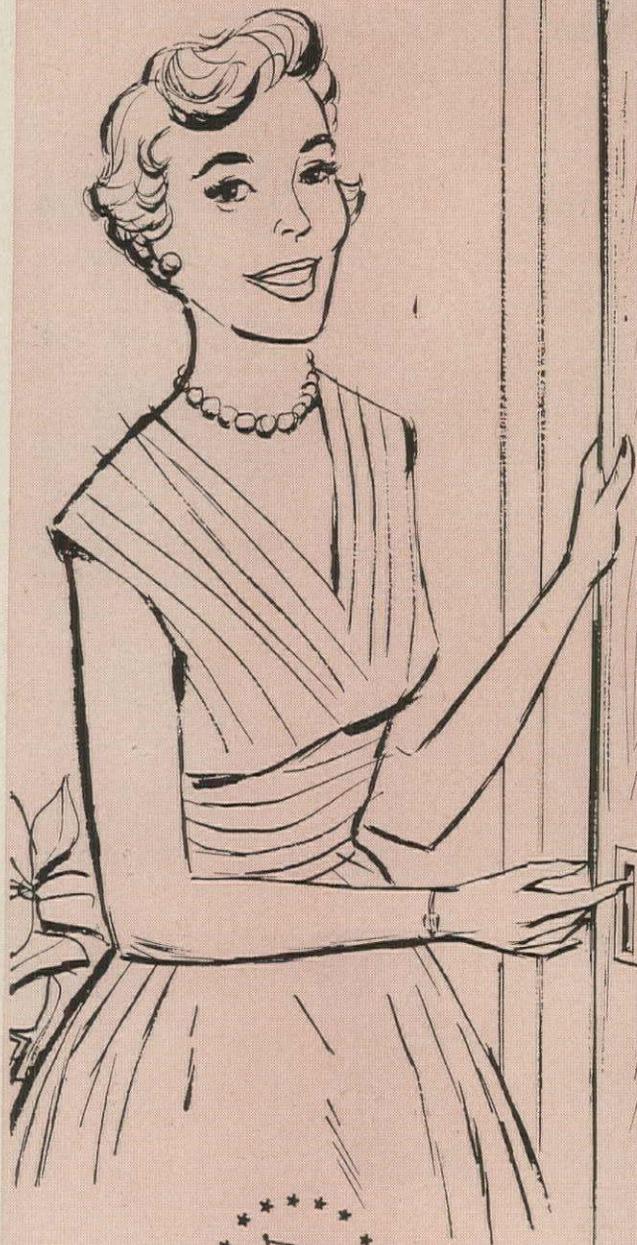
With this type of door there is no sacrifice of valuable floor space—as would be required for the conventional swinging door. More pleasing arrangement of room furnishing is also possible with free, unobstructed wall areas.

Sliding doors are ideal for clothes closets, supply and storage cabinets or as room dividers in the home, office or factory.

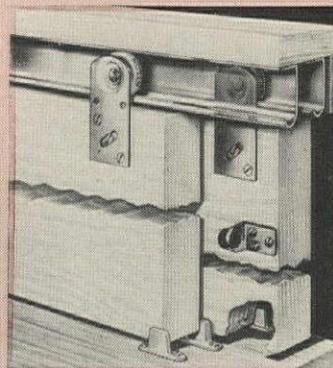
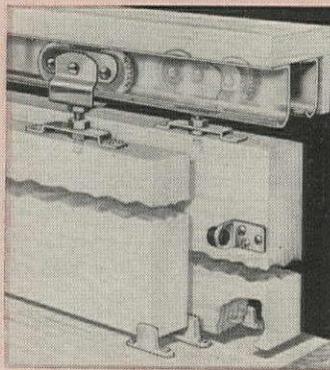
Made in two styles—a single wheel and a two wheel hanger type, each with distinctive features—they fit any thickness of door.

Hangers have large $1\frac{3}{8}$ inch diameter wheels of Nylon—They never need lubrication and operate with smooth, quiet precision.

A specially designed rail made in 44, 56, 60, 68 and 92 inch lengths, provides a rigid track. Slotted screw holes permit rail adjustment without removing doors or hangers—a new feature.



No. 185 Two Wheel Hanger



No. 182 Single Wheel Hanger

National

MANUFACTURING COMPANY

Sterling,
Illinois



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

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

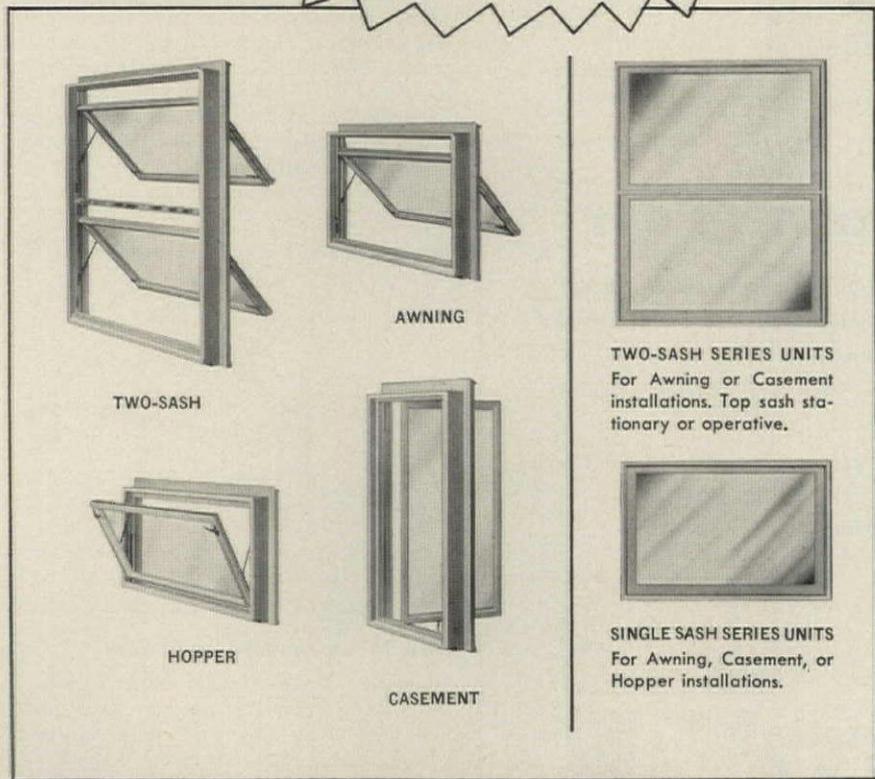
Here they are . . . brand new Qualitybilt TWO-SASH and SINGLE SASH Series windows to give you almost unlimited versatility in window installation! All units are supplied complete, set up, ready to install . . . with all hardware included.

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 outswinging 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!



**4-WAY
Qualitybilt
WINDOWS**

FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA

ENTRANCES • DOORS • FRAMES • SASH • BLINDS • CASEMENTS • SLIDING DOORS • SCREENS • COMBINATION DOORS
STORM SASH • GARAGE DOORS • MOULDINGS • INTERIOR TRIM • SASH UNITS • LOUVERS
KITCHEN CABINET UNITS • CABINET WORK • STAIRWORK • DISAPPEARING STAIRS • "FARLITE" LAMINATED PLASTICS



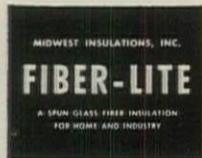
"And—our dream house is being
comfort protected with ***REFLECT-O-RAY**"

No question about it—dream homes quickly become realities in these days of modern thinking and living. Alert builders provide the best in home insulation with the *least dollar expenditure*, by using materials faced with REFLECT-O-RAY. Millions of tiny, polished aluminum flakes, permanently bonded to tough, durable backing paper reflect summer's

hot sun and winter's furnace heat to make indoor living a comfortable pleasure, regardless of outside temperatures. REFLECT-O-RAY is also a natural "Breather" sheet. It prevents condensation build-up without losing any of its reflective properties. For year 'round *comfort everybody can afford*, ask for and use insulations faced with REFLECT-O-RAY.

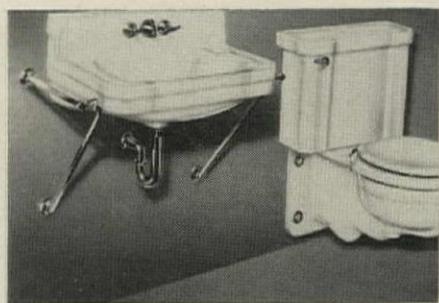
*REFLECTIVE "BREATHER" SHEET FACING

FOR INSULATION BLANKETS AND BATTS UTILIZING
ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is an Aluminum Pigmented product of
APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN

New products

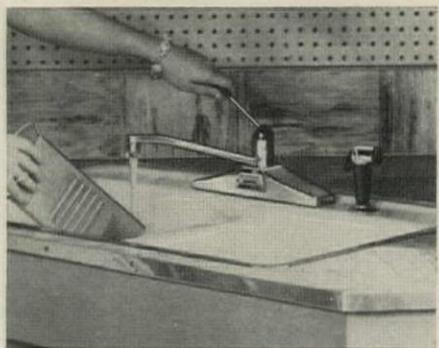


And now a wall-hung lavatory

To match its wall-hung toilet (H&H, Feb.) Chicago Pottery has brought out this Clearfloor lavatory. Designed to keep the floor clear for easier cleaning and greater sanitation, lavatory is supported from the wall by chrome legs and towel bars. Like the toilet it can be installed before or after finish floor is laid.

Chicago Pottery, Chicago

For details, check No. 48 on coupon, p. 290

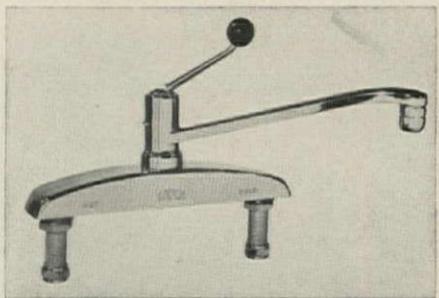


Here's a new fingertip faucet

You can add a touch of interest to your houses with a new single lever faucet. The handle moves up and down to control water flow, left or right for temperature. Stainless steel unit has an 8" spout, is adaptable to 6" or 8" sink mountings. Faucet is styled to go with modern or traditional fixtures.

Barnes Manufacturing Co., Mansfield, Ohio

For details, check No. 49 on coupon, p. 290



New Moen faucets go in fast

Standard interchangeable cores, no-putty installation, snap-ring assembly save time and labor with Moen 52 series faucets. Chromium plated escutcheon is held to faucet base by a snap ring, is held to plate by interference fit. The spout floats on two O rings. There are no exterior wrenching surfaces. Moen single-piston action seals with water pressure, not against it. Working parts are stainless steel.

Moen Faucet Co., Elyria, Ohio.

For details, check No. 50 on coupon, p. 290

continued on p. 254

HOUSE & HOME

You asked for it...
here it is!



THE NEW Rō-WAY *Westchester*



A fine quality,
low-cost
2-car
garage door

Ever since we introduced our budget-priced *Westchester* door for one-car garages, builders everywhere have asked for a similar model to fit two-car openings. So here it is . . . a good looking, fine quality door, and a value we think can't be beat.

In this new door you get the popular *Westchester* design . . . the same carefully engineered construction. You get even heavier, stronger corner brackets and edge hinges . . . angle iron reinforcement of horizontal tracks . . . three steel stiffeners attached to sections.

And, of course, such famous Ro-Way features as Taper-Tite track and Seal-A-Matic hinges for instant opening, tight closing . . . four Power-Metered extension springs for easy action . . . ball bearing rollers for quiet operation . . . Parkerized and painted hardware for double rust prevention . . . Ro-Way quality construction throughout.

And all this at exceptionally low cost. See your nearest Ro-Way distributor for full details.

Model 80 Electric Operator. Outstandingly reliable. Ideal for 2-car doors. Available with electronic control for operation from instrument panel of car. Write for details.

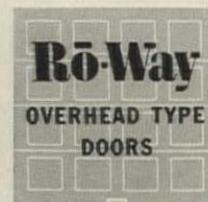
ROWE MANUFACTURING CO., 1195 HOLTON ST., GALESBURG, ILL.

there's a Ro-Way for every Doorway!

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

ONLY A GARAGE OFFERS:

- Complete protection
- Extra storage space
- Finished appearance
- An extra room



A single dependable source for the finishing touches that make sales

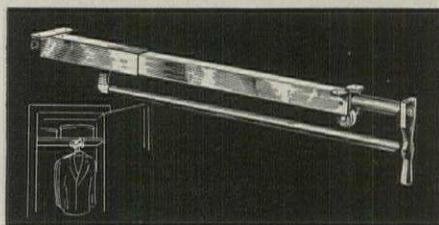
Today, more than ever before, K-V offers you an unusual opportunity to get your share of the big, profitable home building and remodeling market. With the addition of new folding and sliding door hardware and new drawer

slides, K-V now provides *one* dependable source for top quality builder's hardware and closet fixtures. Like this famous line they are well designed, sturdily constructed and are backed by K-V's reputation for quality.

K-V Closet and Kitchen Fixtures

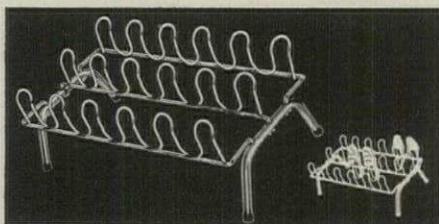
K-V 1 CLOTHING CARRIER

Virtually doubles closet hanging space. Easily installed, a slight pull brings a whole wardrobe into easy reach. Available in 10" to 48" models.



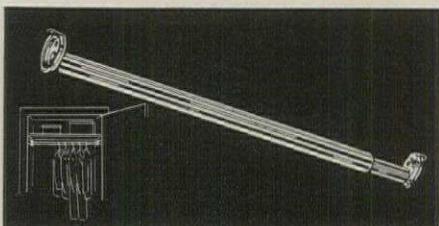
K-V 724 PORTABLE LOOP SHOE STAND

Fits neatly under hanging garments, requires little space on closet floor. Holds nine pairs of shoes. Size 24" wide, 10" high. Easily assembled.



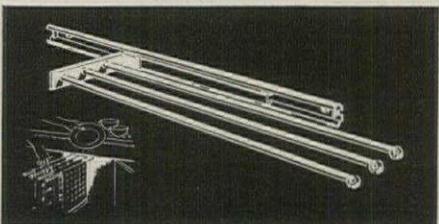
K-V 2 EXTENSION CLOSET ROD

The perfect answer for closets too shallow for the K-V 1 Clothing Carrier. Non-sagging. Five sizes to fit all closets.



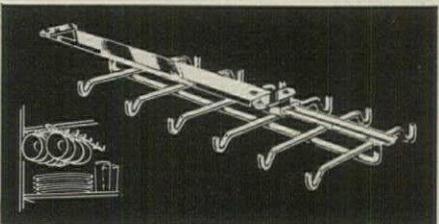
K-V 793 DISAPPEARING TOWEL RACK

3-bar model mounts on wall or cabinet. Towels and garments slip over free end of three chrome bars, slides in and out on ball bearing carrier. Size: 5" wide; 20" long. Bright chrome finish.



K-V 791 DISAPPEARING CUP RACK

Protects cups from chipping or cracking. Holds 12 cups, slides easily in and out. Fastens to underside of shelf, saves shelf space. Size: 11" closed; 18" extended.

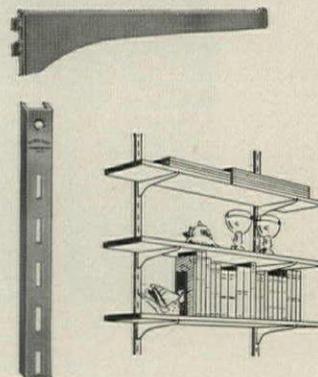


K-V Shelf Standards and Brackets

K-V 80-180 OPEN SHELF HARDWARE

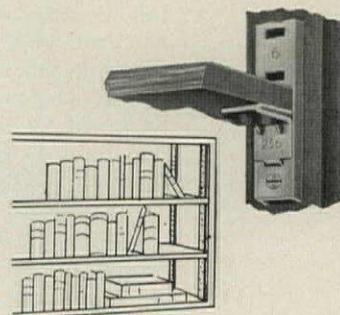
The easy, quick way to add shelves to a wall. Slots in K-V 80 standards allow 1-inch adjustments. Lengths from 18" to 144". Patented friction grip on K-V 180 brackets assures firm, level hold with perfect alignment. Lengths from 4" to 20". Satin anochrome finish.

K-V 80-180 also available in satin brass finish — the modern decorator color so much in demand.



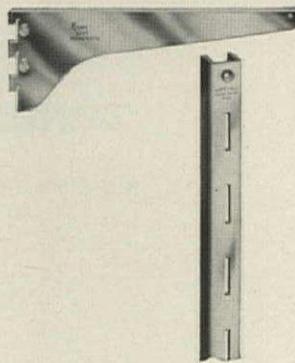
K-V 255-256 BUILT-IN SHELF HARDWARE

Standards can be mounted flush or on surface. Screw holes every 6" on centers. Slots allow 1/2" adjustments. Lengths from 24" to 144". Supports easily adjusted, fit tight into standard slots. For shelves in cabinets, bookcases, closets, room dividers. Nickel plate and bonderized bronze.



K-V 87-187 HEAVY-DUTY SHELF HARDWARE

Extra heavy-duty standards. Easy to install. Slots allow 2-inch adjustment. Lengths from 36" to 144". Brackets of special cold rolled steel. Recommended for paint, hardware, grocery and hangrod installations. Lengths from 8" to 24". Satin anochrome finish.



THE FINEST  YOU CAN BUY

KV

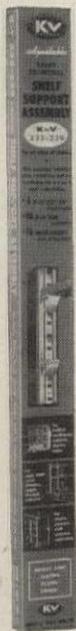
Now in Our 60th Year

**Knape & Vogt
Manufacturing Co.**
Grand Rapids, Michigan

K-V Drawer Slides

K-V Folding & Sliding Door Hardware

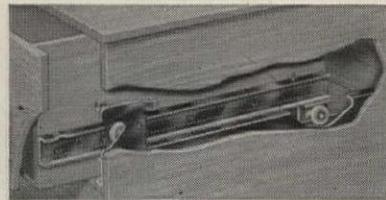
 K-V 80-180



K-V 233-239

DO-IT-YOURSELF PACKAGE ASSEMBLIES

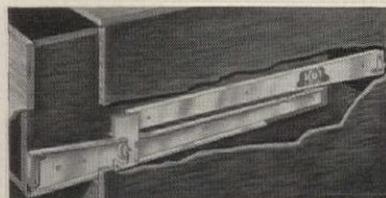
K-V 80-180 and 233-239 standards and brackets come in easy to display, easy to sell packages. Each package contains enough component parts for a complete installation. Easy-to-follow instructions are illustrated on the packages which come packed 12 to a shipping carton.



K-V 1300 LIGHTWEIGHT EXTENSION DRAWER SLIDE

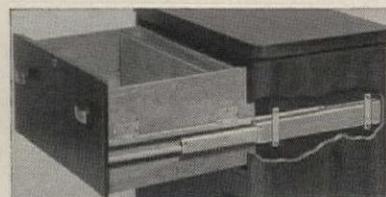
With nylon rollers for noiseless, smooth and effortless operation. Guaranteed to keep drawers from sagging or sticking. Capacity to 50 lbs.

K-V 1400 Ball Bearing Full Extension Drawer Slide Available in sizes 12" to 38". (Not illustrated).



K-V 1600 SELF-CLOSING EXTENSION DRAWER SLIDE

Closes automatically when drawer is within six inches of closing. Drawer easily removed at full extension without removing mounting screws. Easy to install. Recommended load at least 75 lbs.



K-V 1700 EXTRA HEAVY DUTY EXTENSION DRAWER SLIDE

Glides out to full extension, even under loads of more than 100 lbs. Recommended for heavy duty drawers. Frictionless, noiseless, easily installed.

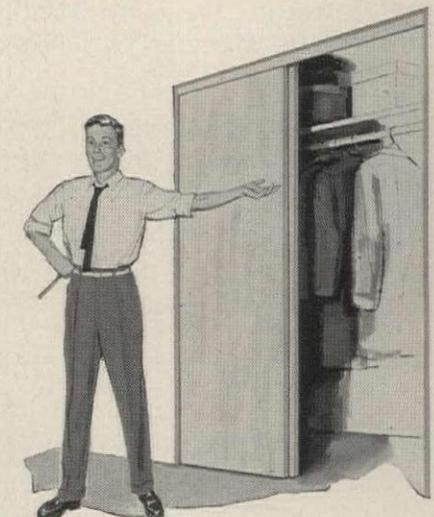
K-V EZY-FOLD FOLDING DOOR HARDWARE

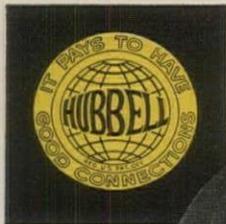
Easy to install. Fits any door of any material, size or weight; simplifies stock problem. Single track or double track models assure sag-free, tight fitting doors. Comes in a complete packaged assembly, with all hardware and easy-to-follow instructions. No special tools needed.



K-V 858 OVERHEAD SLIDING DOOR HARDWARE

With this packaged K-V sliding door assembly, even the most inexperienced homeowner can complete home improvements quickly, easily and professionally. Smooth operation, long life are guaranteed. No special tools or experience required. Package contains all hardware and easy-to-follow instructions.





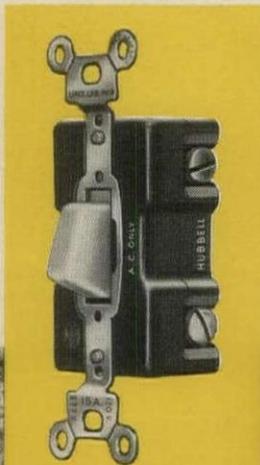
it's on...

with the slightest nudge or press

it's off

new A. C.

pressSwitch



CAT. NO 1251-I
15 amps., 120-277 volts
Single Pole A.C. "Pressswitch"
with thru-connection
and ivory nylon button.



Your homes offer more, sell faster with this new architectural concept in switch design and convenience.

FHA has called the turn. Their more liberal financing policy opens tremendous new markets for up-graded homes. Adequate wiring with Hubbell quality wiring devices is one of the important home improvements now within the financial reach of the many. The "packaged" home, complete with all conveniences, can be theirs for the offering.

Take advantage of this situation by specifying "Pressswitch" as part of your adequate wiring plans. Remember—up-graded homes mean up-graded profits for you.

"Pressswitch" literature with complete specifications, on request.



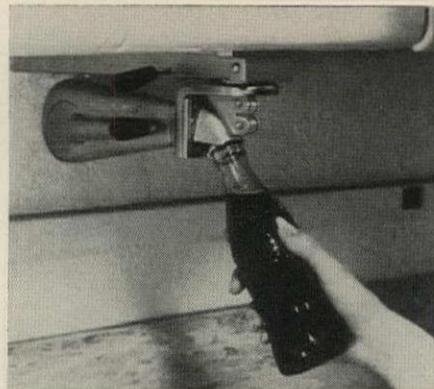
"Pressswitch" fits standard boxes; accepts standard wall plates. It's available in single pole, double pole, three-way and four-way, with ivory or brown nylon button.

highest quality

wiring devices

HARVEY HUBBELL, INC.
DEPT. H BRIDGEPORT 2, CONN.

New products



Kitchen tools fit patent bracket

A new line of kitchen tools fits a patent bracket you can build into any kitchen cabinet. Bracket (\$9.95, \$12.95) includes bottle opener and knife sharpener. Other tools include Can-o-mat (above, \$7.95); ice crusher (\$9.95); juicer (\$7.95); coffee mill (\$9.95); meat grinder (\$9.95); salad maker (\$9.95). All parts are triple-plated chrome in chrome or copper finish. Five year guarantee.

Kitcheneering Co., Kansas City.

For details, check No. 51 on coupon, p. 290



Built-in electric can opener

Here's an eye catcher for your model home, a push-button can opener. A magnetic arm holds the lid until cut is completed, then flips up. When push-button is released, can drops into user's hand. The Canoelectric plugs in any convenient outlet, fits 4 5/8" x 9 3/8" opening, has outside dimensions of 5" x 11 1/2", extends 1 3/8" from wall. Face plate is white, high-impact plastic.

Klassen Enterprises, Hayward, Calif.

For details, check No. 52 on coupon, p. 290

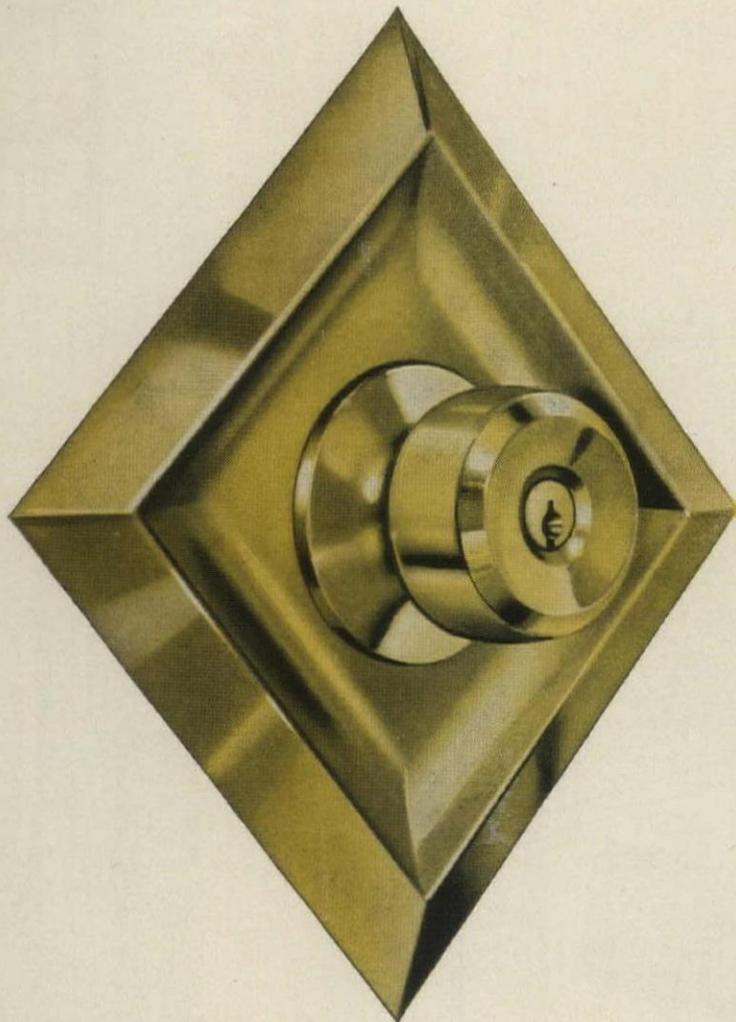
New tile grout cement for dry wall

Water losses are slowed by a special additive in Medusa's new dry-wall tile grout cement giving the grout time to bond perfectly with the tile. Use varies from regular tile grout cement in four ways: joints are not pre-wet before grouting; water is added to powder and mixed to buttery consistency; grout is let stiffen 15 to 20 minutes before finishing; tile is cleaned with soft damp sponge. Packed in 25-lb. cartons. Medusa Portland Cement, Cleveland

For details, check No. 53 on coupon, p. 290

continued on p. 259

HOUSE & HOME



Troublefree service . . .

the part of its value you don't see

There's more to the value of a lockset than meets the eye. There's the matter of engineering and materials that go into its construction. Sound engineering and quality materials help assure long life, positive security and dependable service. Remember, "call-backs" for repairs are costly. That's why, so often with cheap brands, the first cost is not the last cost. Quality construction . . . fresh, smart styling . . . competitive price tag . . . these are the factors that make NATIONAL LOCKset "America's Outstanding Lockset Value". Ask your building material supplier.

Illustrated is Doric knob with Square escutcheon. Can be mounted as square or diamond for 5" or 18" backset.



Specify it with confidence . . . Install it with pride

NATIONAL LOCK COMPANY

ROCKFORD, ILLINOIS

• MERCHANT SALES DIVISION



*the lady goes for eye appeal
..... at eye level!*

It's just good sales sense to put extra value where she can see it. And no other feature at the same cost equals beautiful Amerock cabinet hardware for eye appeal at eye level. Most likely she will judge the "hidden values" in your house by the quality she sees and understands in beautiful Amerock hardware. For greater eye appeal at eye level specify Amerock hardware in beautiful "Contemporary" (see right), "Modern," or "Colonial" designs.

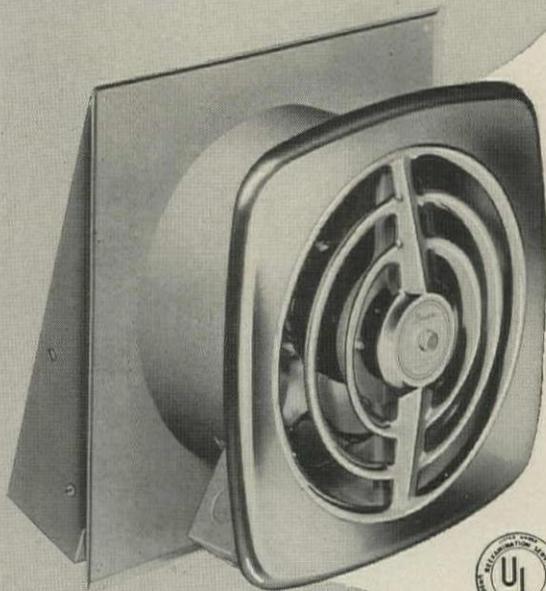
SEE YOUR AMEROCK HARDWARE SUPPLIER
OR WRITE FOR FREE EYE APPEAL KIT
DEPARTMENT H-S85

Amerock CORPORATION
ROCKFORD, ILL. • MEAFORD, ONT.



You'll be ahead with the

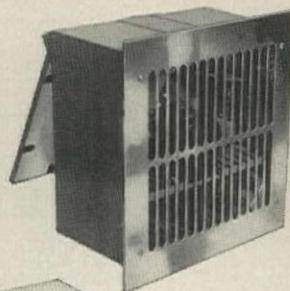
New *Broan* Side Wall Fan



*years ahead in performance
time ahead in installation
money ahead in price*

The basic facts on this new Broan fan are so right for the market, so good for this time . . . for here is a side wall ventilator that moves more air, is more quiet in operation, is most attractive in appearance, and saves money right from the start. Even installation is an easier, faster-running job, because everything readily adjusts to fit the job conditions. In a phrase, Broan has set a new standard of quality and performance for a low cost fan. In three words, IT'S THE BEST. Ask your distributor for the facts, or write for a detailed bulletin.

The *Broan Motordor* Line

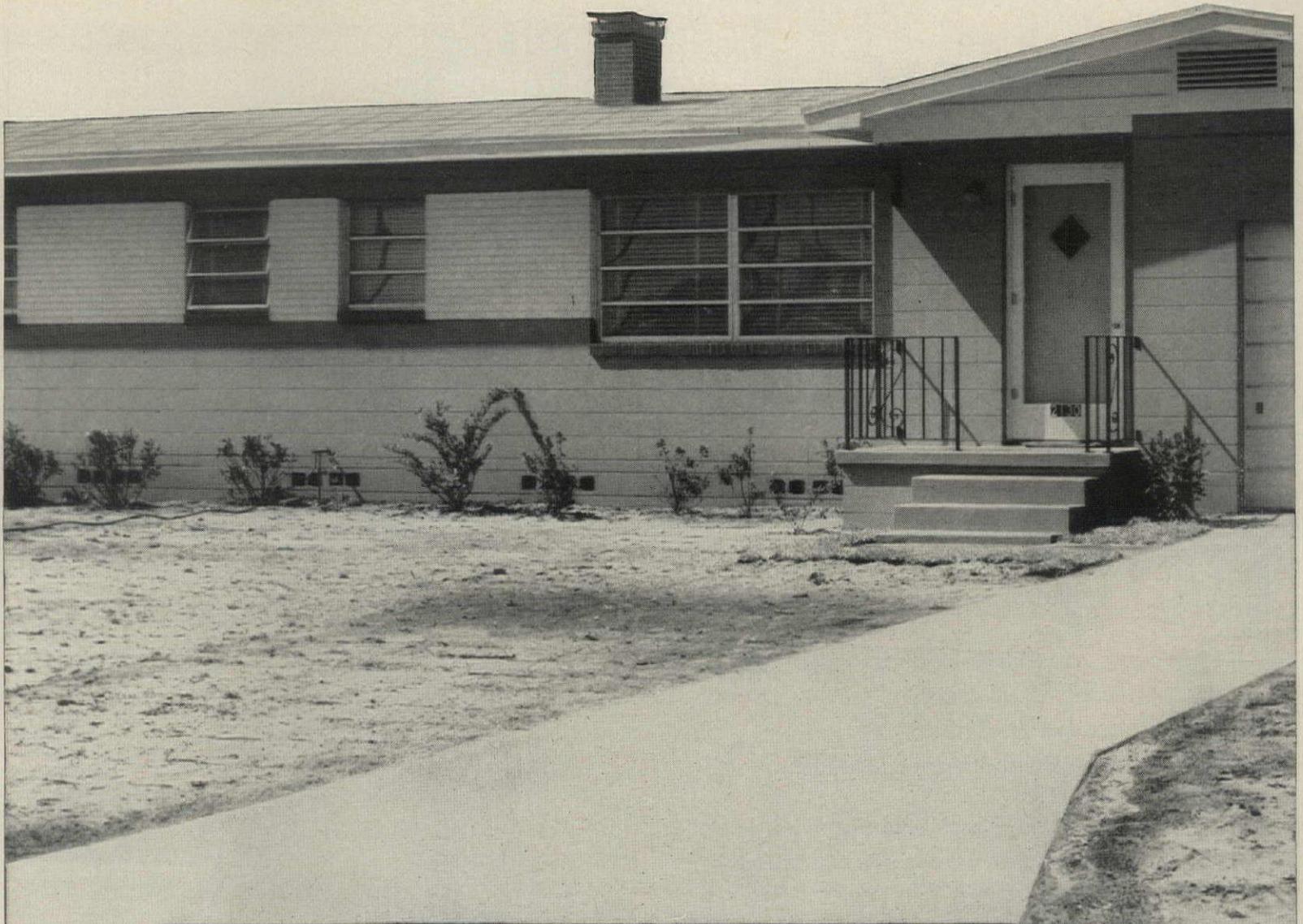


Where high-volume air movement is required, and whisper-quiet operation is a demand, your choice of a Broan Motordor fan is clearly indicated . . . for here is a fan that provides completely automatic mechanized door operation, without backdrafts or damper flutter. Fully insulated door. Comes in 8", 10" and 12" sizes with adapters available for all types of installation. Fully warranted for five years.

No. 805 - 12" Motordor Fan - Only Broan provides a 12" fan with motor-operated door, completely packaged, ready for installation. Gives outstanding performance and trouble-free service in schools, offices, reception rooms, lounges, etc.

Broan MANUFACTURING CO., INC. | 924 W. State St.
Hartford, Wis.
Near Milwaukee

Specialists in Quality Ventilating Equipment for Over 25 Years



Packaged masonry chimney goes up in 3 hours

Safe, permanent Van-Packer Chimney has acidproof fire clay tile liner, 3-inch vermiculite-concrete insulating wall, asbestos-cement jacket. Attractive, weatherproof asbestos-cement housing looks like real brick, won't dent, rust or streak roof. Brick-panel housing blends with home, assures buyer acceptance. One man installs a Van-Packer in 3 hours, saving up to 40% on materials and installation. U.L. listed, approved by major codes. See "Chimneys — Prefabricated" in Yellow Pages, or write for Bulletin RS-1-19.



Attractive housing in red, buff, white, or gray brick colors, with natural mortar lines.



Van-Packer comes completely packaged. Immediate delivery to job site as needed.



5/8-inch fire clay tile inner lining
3-inch vermiculite-concrete insulating wall
Asbestos-cement outer jacket

Masonry construction makes Van-Packer safe for incinerators. Withstands 2100° F.

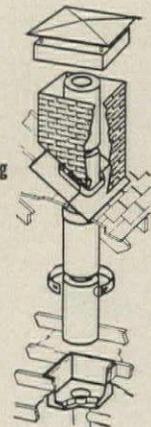
Snap-on housing cap

Brick-design panel housing

Aluminum flashing

Masonry flue sections

Snap-lock drawbands



Van-Packer FACTORY-BUILT MASONRY **Chimney**

Van-Packer Company • Division of The Flintkote Company
P. O. Box No. 306, Bettendorf, Iowa • Phone: East Moline, Ill. 3-5288

Why DUR-O-WAL?



Dur-O-wal is custom-fabricated to lay flat and tight in the mortar bed. Reinforcing pioneer and recognized standard of quality, Dur-O-wal is preferred for its unexcelled performance.

- Exceeds ASTM Specifications
- 33% more lbs. of steel*
- Increases wall strength 85%**
- Mechanical Bond Strengthens Mortar Lock 46%†
- Deformation 77% more effective††
- Packaging excellence assures handling ease
Bundles clearly marked on each end in 10' lengths
- Distributed everywhere from 8 strategically located manufacturing plants***

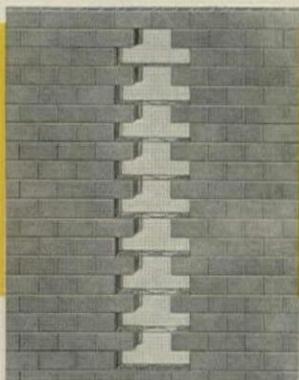
*Truss type Standard Dur-O-wal has 33% more weight of high tensile steel per lineal foot.

**Standard Dur-O-wal, Class A Mortar every other course, 16" oc.

†Mortar Lock tests from independent research studies.

††Bond tests from independent research studies.

***Reduces shipping costs.



**TRUSSED DESIGN
BUTT WELD
DEFORMED RODS**

DUR-O-WAL

Rigid Backbone of Steel For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., **CEDAR RAPIDS, IA.** Dur-O-wal Prod., Inc., Box 628, **SYRACUSE, N. Y.** Dur-O-wal Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-wal Prod., Inc., 4500 E. Lombard St., **BALTIMORE, MD.** Dur-O-wal of Ill., 119 N. River St., **AURORA, ILL.** Dur-O-wal Prod. of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-wal of Colorado, 29th and Court St., **PUEBLO, COLORADO** Dur-O-wal Inc., 165 Utah Street, **TOLEDO, OHIO**



at your service...

THE COMFORT TEAM FROM



Rheem offers you convenience and economy for all your home comfort essentials. In water heaters . . . warm air heating systems . . . steam and hot water boilers, Rheem meets the requirements of every home . . . providing a full line of high quality products designed to reduce construction costs and at a price that represents real value to both you and the home buyer.

Rheem makes the comfort package complete with the new Rheemaire Air conditioning system. Rheemaire cuts operating costs almost in half . . . makes home cooling as practical as home heating.

Learn how Rheem brand name acceptance can be used to add extra selling power to your homes. Consult your Rheem Plumbing Contractor and your Rheem Heating and Air Conditioning Contractor for full details.



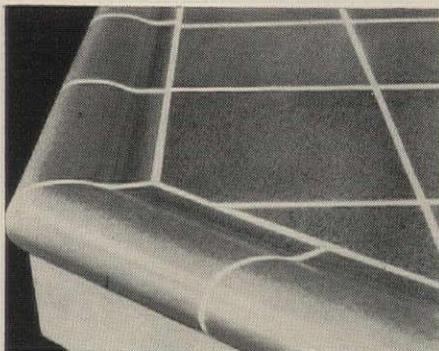
YOU CAN RELY ON



THE BIG NAME IN COMFORT
PRODUCTS FOR THE HOME

water heaters, steam and hot water boilers, central air conditioning, warm-air furnaces, plumbing fixtures and water softeners
South Gate, Calif. • Houston • Chicago • Sparrows Pt., Md.

New products

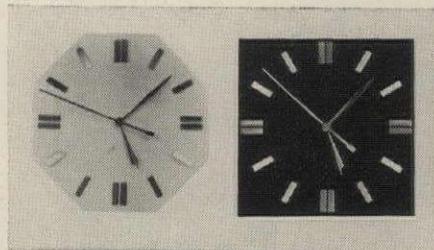


New trim tile for counter top

Now you can have self-edging on ceramic-tile counter tops, wash basins, lavatories, etc. Called a vit cap, tile is streamlined to eliminate edge seam. Pomona is making it in nine stock colors to match its wall and floor tiles, but other colors are available on special order.

Pomona Tile, Los Angeles.

For details, check No. 54 on coupon, p. 290



Modern clocks to build in

New Howard Miller electric clock is designed for home building market. Face is 1/16" polystyrene mat, in black or white, with polished brass markers and hands. Self-starting synchronous movement, centered at back of panel, fits recess in wall so panel is flat against wall. Clock is 11" square; movement case 3" in diameter, 1 1/2" deep. Retail price: \$15.95.

Howard Miller Clock Co., Zeeland, Mich.

For details, check No. 55 on coupon, p. 290

Now there is a germproof paint

Deadly to fungi and bacteria but harmless to humans and animals is a new germicidal alkyd flat enamel. Germicide, trade-named Nuogene, has been lab tested against a number of resistant organisms. Paint killed organisms for life of film, has US Dept. of Agriculture approval. Colors: white, blue, pink, turquoise, gray, yellow, green. Price: about \$6.50 a gallon.

Proficient Paint Corp., Mt. Kisco, N. Y.

For details, check No. 56 on coupon, p. 290

New polyester all-purpose finish

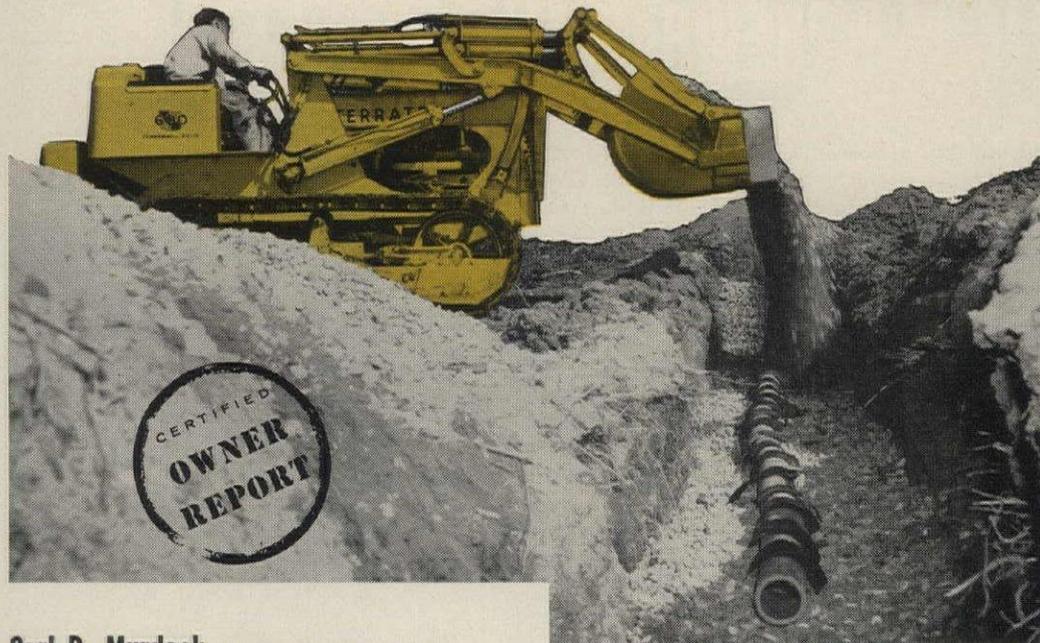
Prestolar gives a smooth hard surface, impervious to fresh or salt water, alcohol, lacquer thinners, detergents, paint remover, caustics and many acids. It is abrasion, scratch and temperature resistant, can be used indoors or out, on wood, masonry, soft or hard boards. New additives to the polyester permit spraying at ordinary pressures, normal room temperature, for a pot life of six hours.

Lustar Corp., Manhasset, N. Y.

For details, check No. 57 on coupon, p. 290

continued on p. 264

Fast CASE[®] crawler-wheel team cuts septic system costs 33%



Carl D. Murdock, Indianapolis contractor specializing in residential sewer work, has cut the cost of installing septic systems *one-third*, by teaming a powerful 1-cu. yd. Case[®] TerraTrac[®] Model 600 crawler-loader, with a versatile Case Model 320 wheel-mounted backhoe-loader combination.

On job pictured, Murdock's crew completed a typical installation *in just 4 hours*. Case backhoe made quick work of digging 6' x 11' x 10' septic tank hole and 24" x 36" x 300-ft. long seepage trench. The 1-cu. yd. crawler unloaded and distributed tile along trench, and dumped 60 tons of crushed rock into filter bed. Both machines then finished up by backfilling and grading.

Murdock likes the *extra speed and maneuverability* of both Case rigs... says power steering and synchronized shuttle transmission make the "320" wheel unit "at least 30% faster than competitive machines on loader operation." Similarly, the combination of torque-converter drive, power steering and instant-shift hydraulic transmission doubles

amount of work the 62 HP crawler can do, with far less operator effort.

You, too, can speed work, cut costs, with job-proved Case industrial wheel and crawler tractors—from 42 to 100 HP. Complete range of models and attachments to fit your jobs. See your local Case Industrial Dealer or mail coupon for free literature.



Ruggedly-built Case "320" backhoe, with exclusive hydraulic foot-controlled swing, digs hard clay with ease. Comfortable back-rest seat reverses for operating loader.

Clip...Mail for free catalog

J. I. CASE CO., Dept. E1468, Racine, Wis.

Send free literature on:

- Model 600 crawler-mounted loader
- Model 320 wheel-type backhoe-loader
- Have nearest dealer representative call

Name Title

Company

Address

City State

CT-CL-169



1st in quality
for over 100 years

Industrial wheel and crawler tractors • loaders • dozers • backhoes • fork lifts

GIBSON LEADING LONG ISLAND BUILDER

takes a beautiful approach to the kitchen
with a **PREWAY** Built-In range!

Flanking their sign in Loretta Park, Brentwood, Long Island, stands the building team of F. E. Gibson Builders, Inc. . . . young Bill Gibson II and his father-tutor, Frederick E., a building pro of nearly thirty years in the business.

Just having a built-in kitchen in a home is not enough today. In this competitive market an edge in beauty is a selling advantage. So it is that astute Fred Gibson is going built-in with PREWAY . . . and Gibson has well earned a reputation for good eyes, sharp ears and alert brains in the building business.

Gibson's decision is predicated on five good reasons:

PREWAY'S 1958 crisp line design is pre-eminent in style.

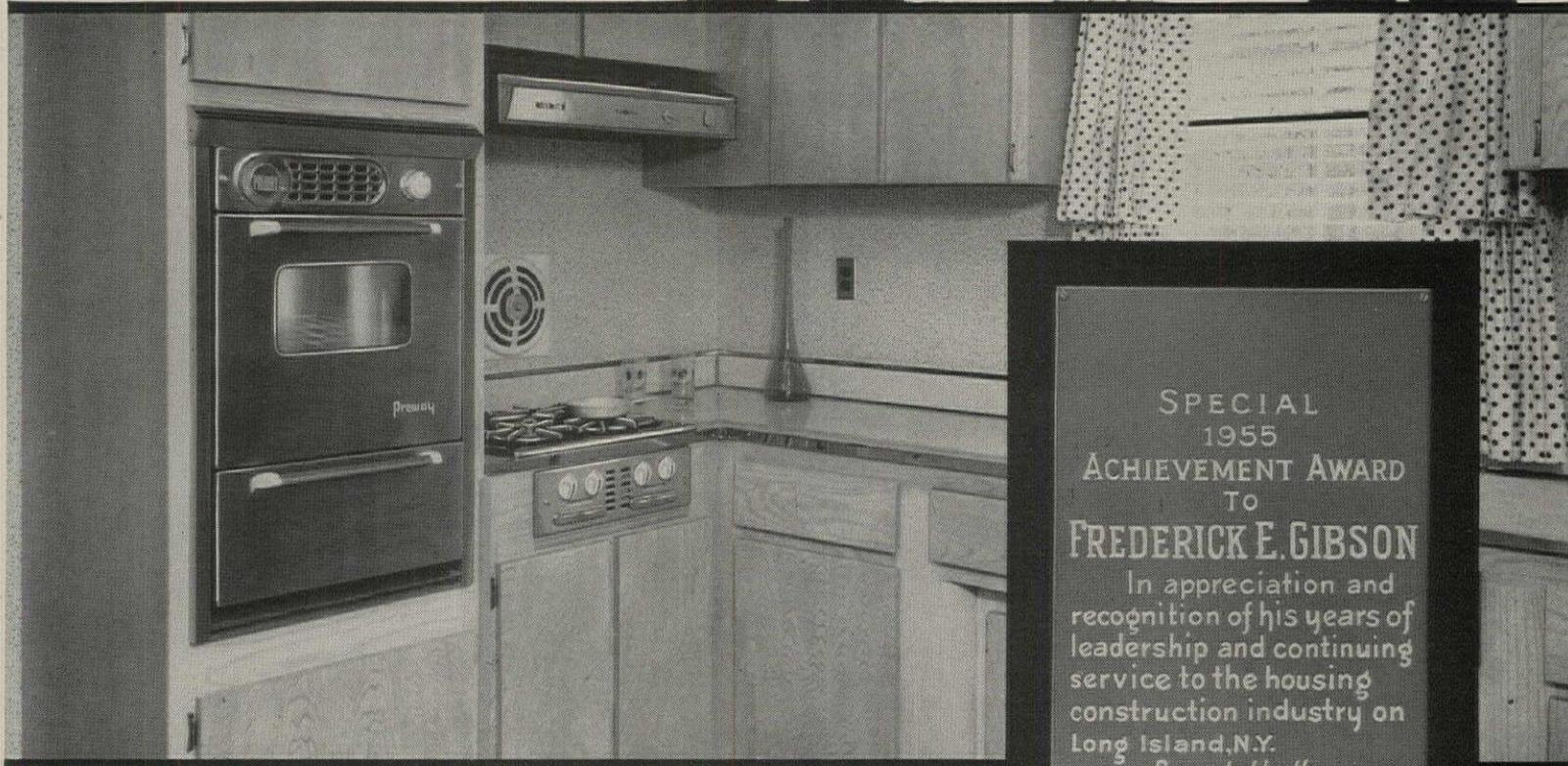
PREWAY'S oven and counter top units are great performers — there are no costly service problems.

PREWAY units are easy to install, save time and work.

PREWAY has national distribution and service.

PREWAY offers both gas and electric lines — one source, one responsibility for everything.

All this has made a lot of sense, too, to hundreds of other home builders from coast-to-coast, who are conscious of the value of showmanship in selling, workmanship in performance and cost figures in servicing. If you'd like to be better informed on this leading and most complete line of built-in appliances, you are urged to call or write for specification bulletins.



SPECIAL
1955
ACHIEVEMENT AWARD
TO
FREDERICK E. GIBSON

In appreciation and recognition of his years of leadership and continuing service to the housing construction industry on Long Island, N.Y.

Presented by the
LONG ISLAND HOME BUILDERS
INSTITUTE INC.

A dedicated leader in home construction is Frederick E. Gibson, a past president of the Long Island Home Builders Institute, and a past director of N.A.H.B. His stature is accurately reflected in the words of this citation from the men who know him best, his fellow builders.



Inc. 2558 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.

BRIXMENT

Better Mortar for Blocks



WHY IS GOOD MORTAR IMPORTANT?

Because of their size and weight, concrete blocks require mortar with "body", plasticity and water-retaining capacity. Brixment meets all these requirements. It has the *body* necessary to support the weight of the unit and hold it up to the line. It has the *plasticity* necessary to prevent the mortar from falling off the long head joint, while the block is being placed in the wall. It has high *water-retaining capacity*, which gives the bricklayer more time to shift and adjust the block to its final position before the mortar stiffens.

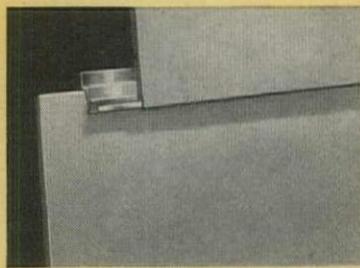
It is the combination of these characteristics that makes Brixment the leading masonry cement for concrete block as well as for brick.

Louisville Cement Company . . . Louisville 2, Kentucky

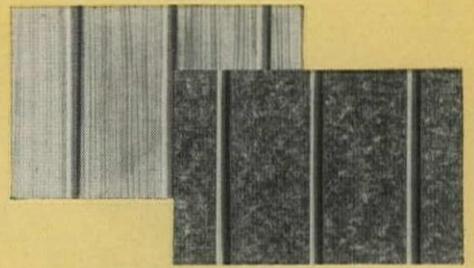


MASONITE

Makes the News



1. Shadowvent®.
Revolutionary system for lap siding.



2. Panelgroove®. Smooth with vertical grooves.
Also Ridgegroove® with vertical striations.

For more design freedom, choose dense **MASONITE** hardboard exteriors

You don't have to settle for just one design in order to get the many advantages of Masonite® exterior panels.

You can choose any of the handsome panels shown above—or a combination of them—to carry out the architectural effect you want. You'll avoid "look-alikes" in a group of houses and you'll create the solid value your customers are looking for.

And we do mean *solid* value. These knotless, grainless hardboards are really tough. They're made of wood, but are considerably denser. This high density minimizes damage in application...makes them more resistant to surface injuries.

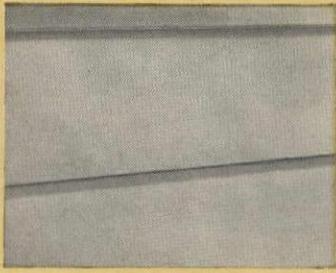
They take and hold paint quickly, beautifully...repainting is extra years away. Summer and winter, over the years, they put up a solid front against the weather.

You can see what Masonite exterior panels have done for other homes—in a colorful booklet we'll be glad to send you, free. Just mail the coupon. Ask your lumber dealer about these cost-cutting house beautifiers.

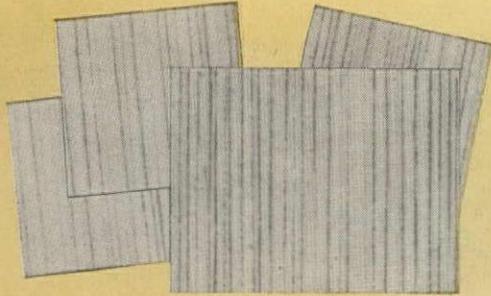


GIVE IT THE HAMMER TEST!

Place one of Masonite's dense siding products on a flat surface. Hit it *hard* with your hammer... observe the results. Do you know of another house siding that can stand this kind of punishment?



3. Lap Siding.
With or without Shadowline wood strips.



4. Ridgeline® striated surface—
in panels, siding or shingles.



5. Tempered Presdwood®, 4' x 8' panels,
to use with battens.



MASONITE CORPORATION
Dept. HH-5, Box 777, Chicago 90, Ill.

Please send me your free brochure illustrating and listing the specifications of Masonite exterior panels.

Name.....
 Firm.....
 Address.....
 City..... State.....
 Zone..... County.....

© Masonite Corporation—manufacturer of quality panel products.

Can a leopard change
his spots?



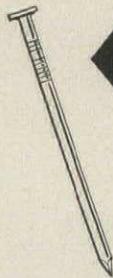
yes... easier than
rust spots caused
by ordinary nails
can be changed



← **ORDINARY NAILS—**
rust and cheapen the
appearance of any
home—causing ex-
pensive premature re-
painting.

nichols
NEVER-STAIN

ALUMINUM NAILS



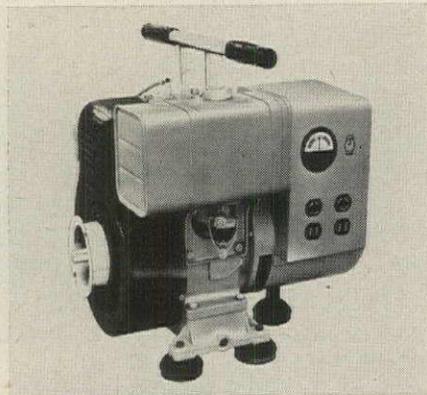
← **Rustproof — Strong**
— Economical
LAST INDEFINITELY

- Designed to comply with FHA requirements
- Strong tempered aluminum alloy

There is a Nichols "Never-Stain" Aluminum Alloy Nail for every application where the elimination of rust streaks and stains is desirable—over 50 different types and sizes.

nichols
WIRE & ALUMINUM CO.
DAVENPORT, IOWA

New products

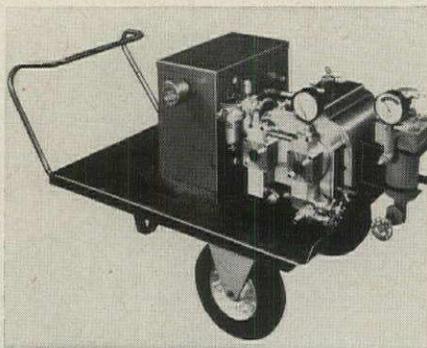


New maker of power generators

Pacific Mercury has a new line of four-cycle, air-cooled engined generators. Features include rpm meters, mildew-protected windings, automatic spark advance, carrying handles, extra plug-in receptacles, built-in starter and trickle battery charger.

Pacific Mercury, Van Nuys, Calif.

For details, check No. 58 on coupon, p. 290

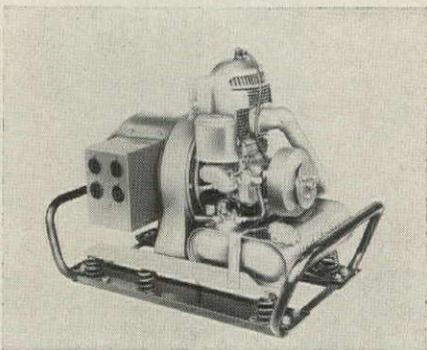


Pumping unit for airless spray

You can apply all types of coating materials with Nordson's new pump. It operates at up to 1,500 psi and 500°F, delivers 1½ gallons per minute. Pump has overlapping piston action, automatic speed control, self-cleaning piston rods, throwaway packing glands, chrome-plated air cylinders.

Nordson Corp., Amherst, Ohio.

For details, check No. 59 on coupon, p. 290



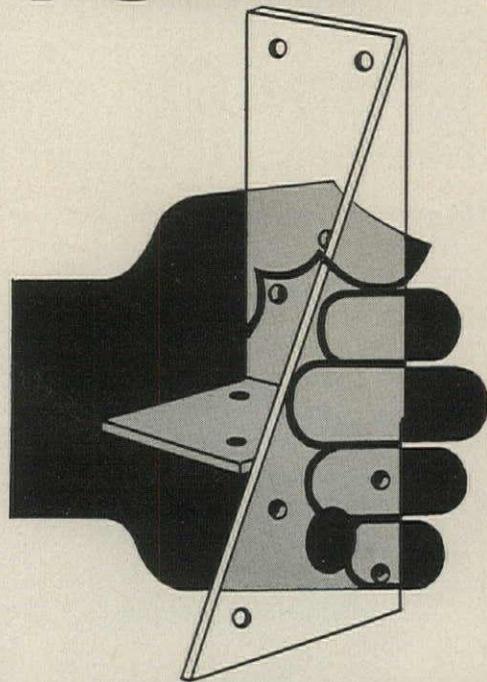
Homelite has two new models

Home builders and subcontractors are the market for these 3,000-w., 115 v. and 115/230 v. generators. Each weighs 140 lbs., can be carried easily about job site. Homelite design has no dc brushes, commutators and dc armature windings. Two-cycle gasoline engine is direct-coupled to the armature shaft.

Homelite, Port Chester, N. Y.

For details, check No. 60 on coupon, p. 290

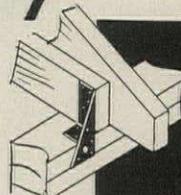
FOR 'SHEAR' HOLDING POWER



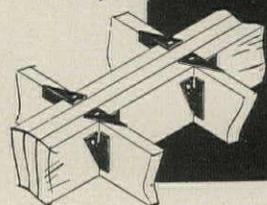
USE ECONOMICAL TECO

Trip-L-Grip FRAMING ANCHORS

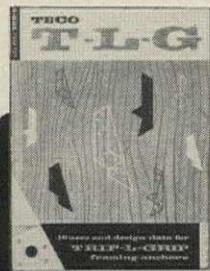
FOR RAFTER TO PLATE JOINTS



AS JOIST HANGERS



Eliminate — notching, ledger strips, strap hangers, shimming



NEW

CLIP COUPON for FREE Trip-L-Grip BOOKLET

TIMBER ENGINEERING COMPANY

1319 18th Street, N.W. Washington 6, D. C.

Please send new booklet, "16 Uses and Design Data for Trip-L-Grip Framing Anchors."

Name.....

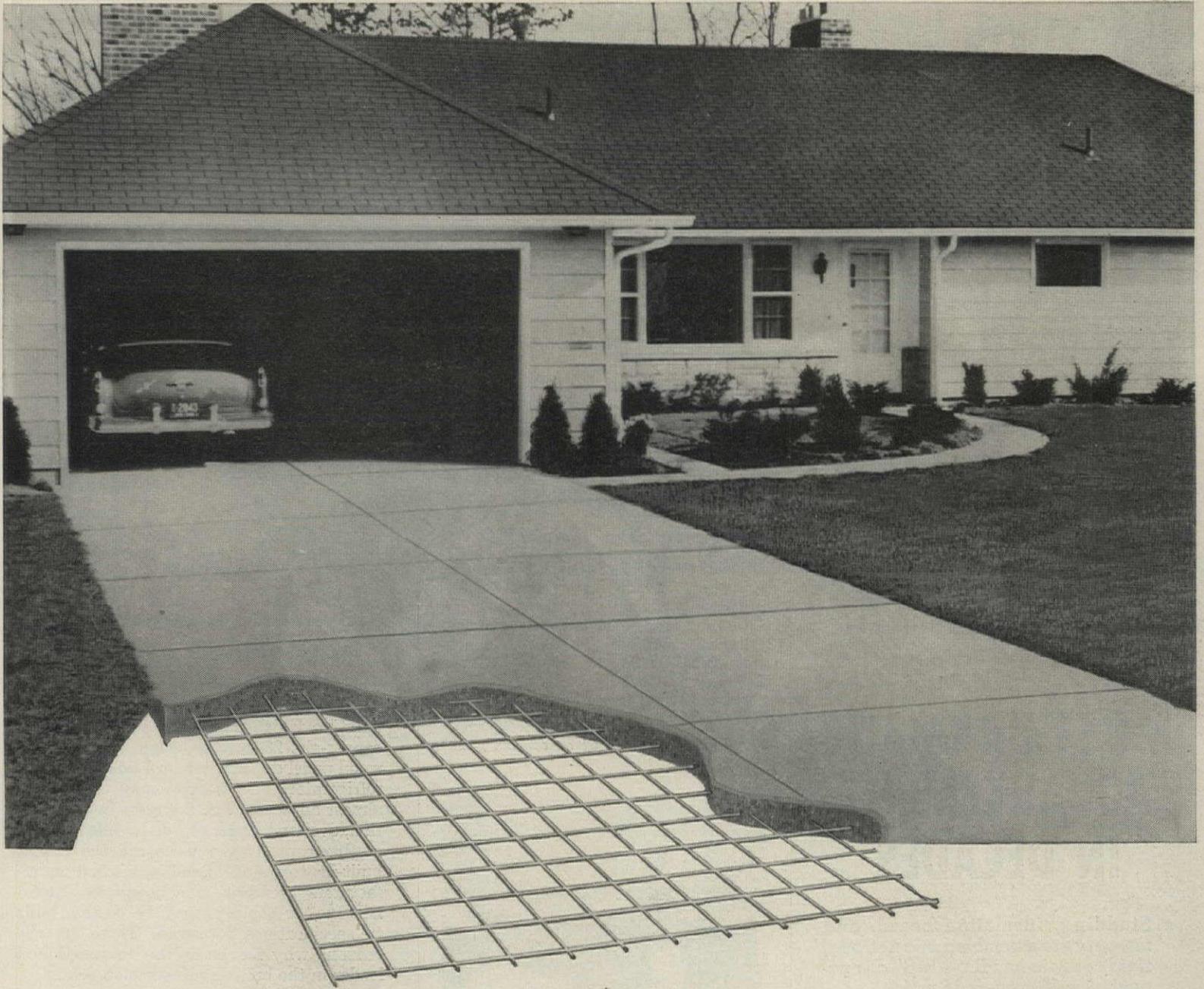
Firm.....

Street.....

City..... State.....

HH-584

continued on p. 266



Give your homes added sales-appeal with **WELDED WIRE FABRIC** concrete reinforcement

ONE OF THE BEST WAYS to strengthen concrete is with Welded Wire Fabric. When this reinforcement is used, the cost of the concrete is increased less than 10%, but its strength is increased 30% . . . giving you a strong selling point when pointing out your foundation and basement slabs, walks, drives, and patios to your prospects.

Tell your home buyers that concrete reinforced with Welded Wire Fabric is far less apt to crack or break, even underground heave or adverse weather conditions. And be sure to remind them that Welded Wire Fabric must be installed when the concrete is poured. It cannot be added later. Architects, as well as builders, can stress the importance of this to their clients by reminding them that Welded Wire Fabric reinforcement should be included in the original plans.

National Advertising helps you sell

Leading national magazine campaign directed to home buyers is telling your prospects all about the advantages of Welded Wire Fabric reinforcement for concrete and reminding them

to ask about it when they purchase a home. So that your information will be up-to-date, send for your copy of our free booklet, "Reinforced with Welded Wire Fabric." It will bring out many additional selling features which you can pass on to the people who come to see your homes.

Buyers will ask *"is it Reinforced"*

Wire Reinforcement Institute, Inc.
Dept. 94, National Press Building
Washington 4, D. C.

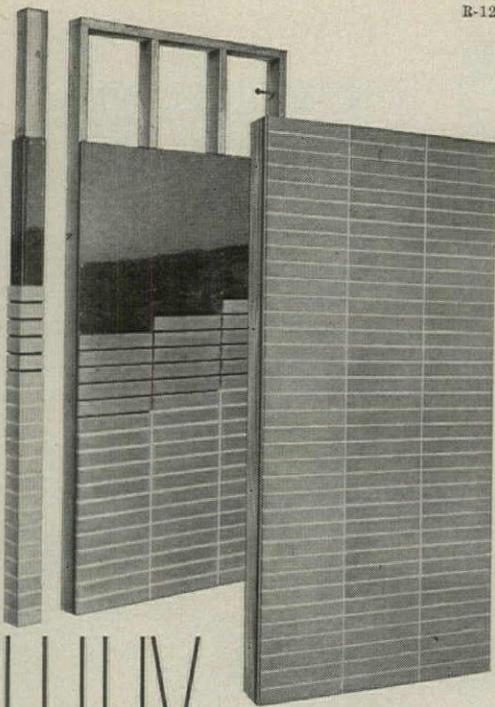
Please send me promptly a copy of your manual,
"Reinforced with Welded Wire Fabric."

NAME

ADDRESS

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

New products



WHY

REDIBRIK MASONRY COMPONENTS

Represent the
Building Industry's

MOST DRAMATIC ADVANCEMENT IN DECADES

- Studding, insulation board, and masonry are assembled into a strong, rigid, easy-to-handle 4 x 8' component. 4 x 4" corners to match.
- A practical compromise between individual construction and total prefabrication.
- Bring to home builders the prestige, beauty and long-life values of modern masonry at costs little, if any, more than those of good frame.
- Factory fabrication enables rigid control of quality, and slashes the cost of on-site erection.
- Basically aims to conserve the interests of local building contractors by making them the key figures in the Redibrik sales program.

Redibrik—which makes possible masonry components—is a new thin masonry of modular dimensions. Range of 14 colors. Made on the patented Redibrik machine by regional manufacturers operating in protected territories. Choice territories open. Write for literature and factual information.

REDIBRIK INDUSTRIES, INC.

659 Ottawa Avenue Holland, Mich.

UNITS
•
PANELS
•
COMPONENTS



Star murals catch the eye

Dramatic blow-ups of star photos are now being sold as wall decorations. Subjects include moon closeups, various nebulae, Saturn, solar prominences, etc. Standard prints on paper are covered with a non-gloss vinyl coating, sell for \$5.95 for a 2' x 3' print to \$55 for 7' x 9'. Cloth prints are twice the cost of paper.

Astro Murals, New York City.

For details, check No. 61 on coupon, p. 290



Small packaged luminous ceiling

Here is a 4' x 6' ceiling completely packaged for use in a small bath or kitchen. Two parts make up the Sunshine Ceiling: an electrical system enclosed in metal channels; a metal grid holding six 2' x 2' plastic diffusers. The channels holding the wiring are fastened to the ceiling; the grid and diffusers are suspended 8½" below the channels. Usual light source is six 100-w. incandescent lamps. Low cost and inexpensive installation make the fixture usable by speculative builders.

John C. Virden Co., Cleveland.

For details, check No. 62 on coupon, p. 290

Anodized bath enclosures

All models of Shower Magic's enclosure line are now supplied with a diamond-hard anodized surface called Ano-brite. Gold anodizing is also available on all units. Bathtub enclosures have removable panels and open-bottom track for easy cleaning; by-pass units roll on nylon ball bearings; shower doors have full length piano hinge. KD without glass or assembled with 7/32" semi-obscure glass.

Daryl Products, Miami.

For details, check No. 63 on coupon, p. 290

continued on p. 274

REVCO

Bilt-In Refrigeration



Architects: Miller, Royer and Kite, Beverly Hills, Calif.

Symbol of elegance in fast-selling, fine homes

The flexibility and classic beauty of Revco Bilt-Ins open new horizons in design. Distinctive finishes include stainless steel, copper-glo, 28 custom colors and matching wood panel doors. Standard 3-foot modular refrigerators and freezers may be built in almost anywhere . . . singly or in combination, over and under or side by side. In any arrangement, Revco units are the easiest built-ins to install! Leading kitchen manufacturers prefabricate cabinets for Revco Bilt-Ins, or cabinets may be custom built to specifications furnished. These are the reasons why Revco is the unquestioned leader in the built-in refrigeration field.

NOW! Years ahead

Gourmet



Ultra-Violet
Lamp Purifies
the Air
Cooled Air
Gently
Circulates
Around Food

The new Revco Gourmet refrigerator achieves *exclusive* cooling efficiency. Chilled, purified air gently circulates throughout the entire food compartment. Constant temperature is maintained *automatically* and is precisely controlled at settings from 32 to 45 degrees, to preserve foods at their peak of flavor and freshness.

REVCO

Setting trends in refrigeration since 1938.

Send for your
free copy of

"ARCHITECT'S
INFORMATION FILE"

today!



REVCO, Inc., Deerfield, Mich., Dept. HH-58

Please send me the complete Architect's Information File on Revco Bilt-In Refrigerators and Freezers.

Name _____

Firm _____

Street _____

City _____ Zone _____ State _____

AIR CONDITIONING SOLD THIS HOME!



“We’ve sold 50% of our homes with air conditioning —it’s the main buyer interest”

... says R. R. Harris, Owner, R. R. Harris Company, Nashville, Tenn.

“For the last three years, one out of every two buyers of our homes has insisted on air conditioning,” Mr. Harris continued. “This year we’ll build more homes than ever and include air conditioning in about 2/3 of them. Air conditioning gives us a definite competitive advantage—it’s our main buyer interest.

“We combine the cooling function with central heating by using the new Fedders 3 H.P. *Adaptomatic* heat pump unit to do both,”

continues Mr. Harris. “Our heating and air conditioning contractor, Walter Keith Co., gives us excellent service and does a very good job on the installations. They engineer the job, supervise it and take care of service warranties. Even with our oldest installation, we’ve had no trouble of any kind. We have the utmost confidence in our contractor and in Fedders equipment that’s factory-charged with Freon* refrigerants.”



Always insist on units charged with “Freon”—today’s best-known refrigerant



MR. WILLIAM SIMS, President of Walter Keith Co., shown at a Fedders heat pump installation in one of Mr. Harris’ houses. Since using Fedders units factory-charged with “Freon”, Mr. Sims has never had a service call on one of his installations.

For the homes you build, be sure the cooling systems are charged with “Freon” refrigerants. “Freon” helps assure the efficient, trouble-free performance your buyers expect. “Freon” is acid-free, dry and safe.

In a recent poll of owners of home air conditioning, 35% of respondents readily identified “Freon” as the refrigerant in their units. “Freon”

was the only refrigerant known by name—an impressive measure of its widespread acceptance.

To learn how air conditioning has helped others sell homes, send for the free brochure “What Successful Builders Think of Home Air Conditioning.” Write: E. I. du Pont de Nemours & Co. (Inc.), “Freon” Products Division 145, Wilmington 98, Delaware.

FREON[®] REFRIGERANTS

*Freon and combinations of Freon- or F- with numerals are Du Pont’s registered trademarks for its fluorinated hydrocarbon refrigerants.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



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

Installed in Lake Isle Estates "Show House"
near Scarsdale, N. Y.

Architect—Samuel Paul, A.I.A.

Builder—Allan V. Rose



Chosen for America's Finest Homes!

BERMICO®

The modern pipe for modern living.



In hundreds of today's smartest home developments all over the country, installation of Bermico pipe has solved house-to-sewer or house-to-septic-tank connections for keeps.

Economical, too! Fact is, you simply can't find a more efficient pipe for sewage disposal that costs so little installed.

This tough cellulose fibre pipe is impregnated through and through with coal tar pitch, making it waterproof and durable.

Bermico is light in weight and comes in convenient 8-foot lengths... fast and easy to lay. A few hammer taps seal joints tight, assure lasting protection against root penetration. It is unaffected by acids and alkalis usually found in the soil and won't crack under soil settlement.

For years of dependable, trouble-free service use or specify *Bermico® Sewer Pipe* for house-to-septic-tank and sewer connections, storm drains, downspout run-offs—*Bermiseptic® Perforated Pipe* for septic tank disposal beds—and *Bermidrain®* for foundation drainage.

Send for free copies of our new 50¢ booklets for home owners—"How and Where to Install a Septic Tank System" and "What Every Homeowner Should Know About Foundation Drainage." Address Dept. KB-5, our Boston office.

BROWN COMPANY

150 Causeway St., Boston 14, Mass.
Mills: Berlin, N. H. and Corvallis, Ore.

SOCKET SNEAKING



OUTLET ACROBATICS



Millions of people are being told* that these "evils" never occur in homes that are Plugmold-ed. Give your homes the hallmark of extraordinary convenience—put in Plugmold and watch your closings soar.

*Saturday Evening Post

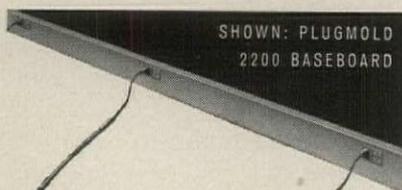
Time

House Beautiful's Building Manual

House & Garden's Book of Building

Home Modernizing

New Homes Guide

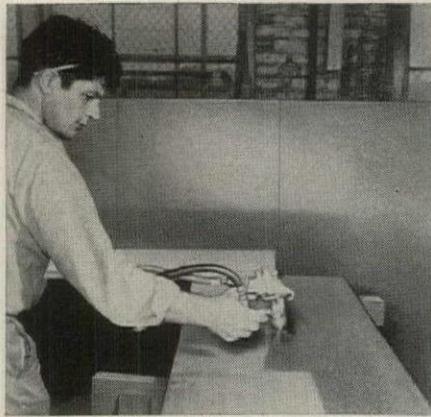


SHOWN: PLUGMOLD
2200 BASEBOARD

PLUGMOLD®
by **WIREMOLD**®

THE WIREMOLD COMPANY
Hartford 10, Connecticut

New products



New panel laminating glue

You can bond sheets of wood, plastic, aluminum, steel, or almost any other material, with 3M's new elastomeric base adhesive. It can be used to bond plastic laminates to steel or wood countertops or to make sandwich panels with plastic, aluminum or steel facings on paper honeycombs. Bonds have high strength (up to 500 psi), good water and heat resistance. Adhesive can be brushed, sprayed or rolled on.

Minnesota Mining & Manufacturing, Detroit.

For details, check No. 64 on coupon, p. 290

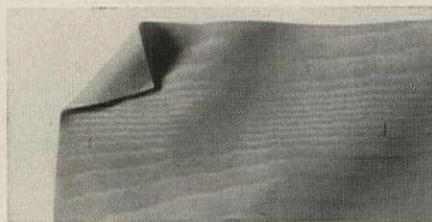


New big tile goes on faster

Universal-Rundle's new counter-top Versatile goes together as a counter on lavatory top in fast time. The new vitreous china tile is 6" x 18" to reach across the counter in one piece. It is color-matched to U-R fixtures in white and six colors.

Universal-Rundle, New Castle, Pa.

For details, check No. 65 on coupon, p. 290



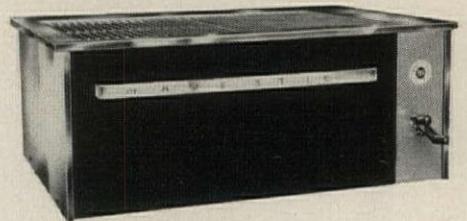
"Silk" walls of durable vinyl

Vicrtex calls its new silk-like vinyl wall-covering Seta-Venetia. The fabric looks like silk moire, is cost saving, simple to install, and carefree. Colors will not fade, soil, or stain, and texture is snagproof, peelproof and crackproof, the maker claims.

L. E. Carpenter Co., New York City.

For details, check No. 66 on coupon, p. 290

Puts Extra BUY-APPEAL in today's homes



Majestic

CHAR-GRILL Barbecue Grille

Home buyers everywhere
want a built-in
barbecue grille



HANDSOME, VERSATILE STYLING—looks at home in any kitchen or recreation room. Designed for installation in masonry construction or in standard wood or metal cabinets.

RUGGEDLY BUILT—made of heavy gauge steel in angle iron type construction. Thick asbestos millboard insulation. Front access door swings on strong piano type hinge. Fire pan made of heavy boiler plate steel.

MANY CONVENIENCE FEATURES—removable fire pan can be raised and lowered, handy front access door, bright chrome grille removable for cleaning.

Majestic's new CHAR-GRILL is getting the nod everywhere—wherever style-conscious buyers and builders are making plans. Architects, contractors, distributors, dealers and decorators are falling in love with it.* Write for specification sheets on the three CHAR-GRILL models and Majestic's own special CHAR-GRILL VENT-HOOD with powerful built-in exhaust blower.

*Editors, too! In coming months, CHAR-GRILL will be featured in many articles and photo spreads in prestige-building publications. Watch for it!

The **Majestic** Co., Inc.

413-C Erie Street, Huntington, Indiana

**50 YEARS of
QUALITY MANUFACTURING IN
THE HOME PRODUCTS FIELD**

Publications start on p. 276

GER-PAK -- THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM



GER-PAK
POLYETHYLENE FILM

Ends Wet Basements Forever!

Now stop the age-old problem of keeping basements dry! Ger-Pak polyethylene film — the perfect moisture-vapor barrier material — permits no moisture transmission and will last the life of the building!

Lightweight, easy to handle and inexpensive, Ger-Pak is used by builders across the country who want unmatched moisture-vapor protection in basements, walls and concrete form liners . . . as well as superior dust sealing between floors. What's more, Ger-Pak is extremely versatile: protects material and equipment from the weather . . . covers unfinished doors and windows . . . enclosure in bad weather . . . terrific as a painting drop cloth . . . plus dozens of other on-the-job uses.

And only Ger-Pak offers the widest range of widths — from 10-inch for flashing all the way up to 40-foot. Available in clear or black. Ask your dealer about Ger-Pak today.

FREE samples and brochure are yours for the writing.

**Designed
To Meet FHA
Requirements**

GERING

Polyethylene Film



GERING PRODUCTS INC., Kenilworth, New Jersey

When they ask to see the Furnace... **SHOW THEM ONE THAT'S AN AIR-CONDITIONER, TOO...**

SUN VALLEY* by ARKLA-SERVEL
(For All-Year® Gas Air-Conditioning)

*TRADEMARK PRODUCT OF ARKLA AIR CONDITIONING CORP., EVANSVILLE, IND. & SHREVEPORT, LA.



**Cools the entire home
in Summer from a single
compact Gas unit.**

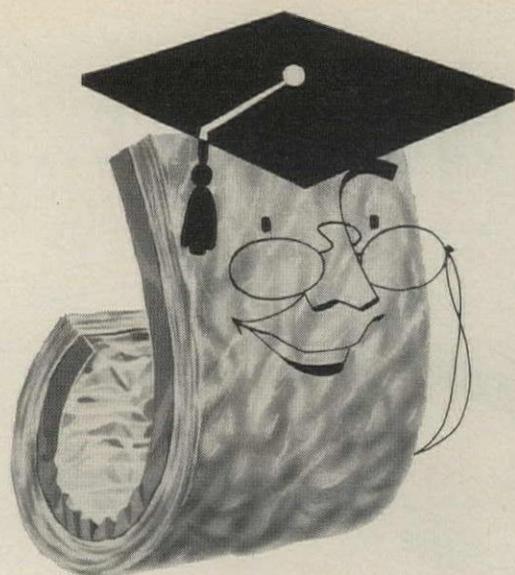
(Heats in Winter, too!)

SHOW THEM the most effective way to beat any heat spell. No more drafty fans . . . no more spot cooling in a couple of rooms. The Sun Valley* by Arkla-Servel cools the entire house (every room of it) from a single compact unit. And provides complete and correct moisture control both Winter and Summer. Your prospects will like the peace and quiet of the Sun Valley*, too! There's no noise because there are no moving parts in the cooling system.

SHOW THEM how easily the air conditioner can be turned into a furnace when blustery winter comes booming in. A simple dial setting—and presto!—the Sun Valley* by Arkla-Servel is the most wonderful furnace! It circulates gentle warm air to every room of the house. And with Gas your prospects will never have to worry about late fuel deliveries—dependable Gas is piped right into their homes, a modern convenience only Gas can give.

AMERICAN GAS ASSOCIATION

ONLY GAS  **does so much more...for so much less!**



What do we mean by

"Educated"

HOME INSULATION?

L·O·F Glass Fibers' Home Insulation* is Thermo-Sensitive. That means it is scientifically designed for maximum home comfort every day of the year. Here is how it works:

In Summer, it holds back daytime heat, then helps the home cool off faster at night by losing its heat to outside more quickly than ordinary insulations. It's ideal for air conditioned homes—speeds cooling—cuts power bills. Even without mechanical cooling this new kind of insulation improves home comfort, both day and night.

In Winter, this Thermo-Sensitive Home Insulation responds faster to modern thermostatic furnace controls . . . avoids the lag of "lazy" insulation . . . smooths out the alternate *hots* and *colds* of changing room temperatures. Fuel savings will return the cost of the insulation many times over.

Home buyers are quick to recognize the superior insulating efficiency of this balanced combination of a blanket of long, fine, resilient glass fibers and a reflective aluminum vapor barrier facing.

Home builders find that the design features of L·O·F Glass Fibers' Home Insulation not only help to sell the finished home but also *provide extra profit possibilities through lower installation costs.*

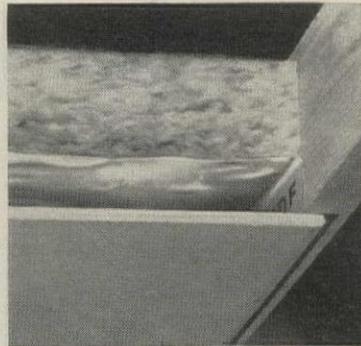
*Patents Pending



1. **One man installation.** Light weight blanket is self-supporting while handy tabs are stapled.



2. **Costs less to handle.** Compressed rolls take less than half the space of other types of insulation.



3. **Snug fit cuts passage of heat.** Retains full thickness at edges, maintaining snug fit between framing members.



4. **Soft and pleasant to handle.** Does not settle, crumble, rot or mildew or attract vermin; clean and sanitary.



Available in standard widths and three thicknesses to meet usual requirements, L·O·F Glass Fibers' Home Insulation is delivered quickly from warehouses located all over the country. For the name of your nearest distributor, write: *L·O·F Glass Fibers Company, Dept. 21-48, -1810 Madison Avenue, Toledo 1, Ohio.*

PUT YOUR MONEY IN ADDED CONVENIENCE...

*but don't
"Gold-Plate"
the drain!*



Specify Republic Steel Pipe for maximum economy in waste line service

Everything else being equal, the house with a full complement of modern conveniences is a sure-fire seller with today's home buyer. The problem is how to add conveniences without being priced out of the market.

Part of the answer, at least, is a matter of choosing fully dependable, yet economical, building materials. This is why, for waste lines, your best choice is Republic Steel Pipe.

First, steel pipe is lower in initial cost than other pipe materials. Moreover, its price and availability remain relatively stable, eliminating costly work stoppages and job estimate variations.

Next, since one grade of steel pipe meets all requirements, inventory can be reduced. And there is no problem caused by installing the wrong grade.

In addition, Republic Steel Pipe provides excellent workability. This, plus the reputable plumber's steel pipe know-how, assures low-cost waste line systems.

Result: when you install Republic Steel Pipe waste lines, you gain valuable dollars to help pay for sales-building conveniences. For complete details, contact your Republic Pipe Distributor, or write Republic Steel Corporation, Department HO-5369A, 1441 Republic Building, Cleveland 1, Ohio.

REPUBLIC STEEL

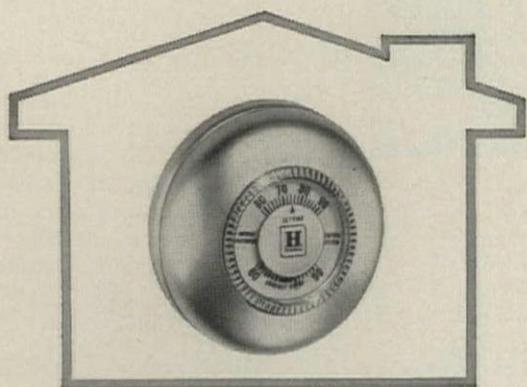
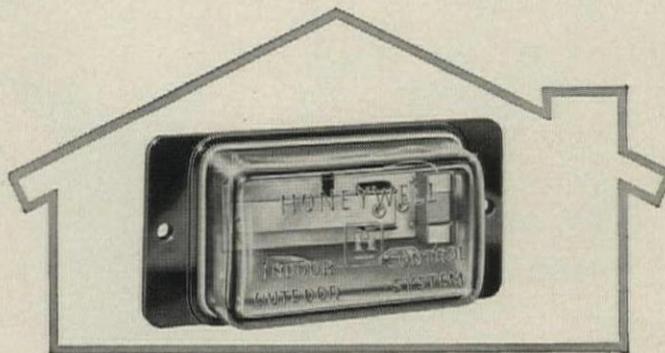
World's Widest Range of Standard Steels and Steel Products



Now, a new kind of heating comfort for your houses—just \$29.70 retail!

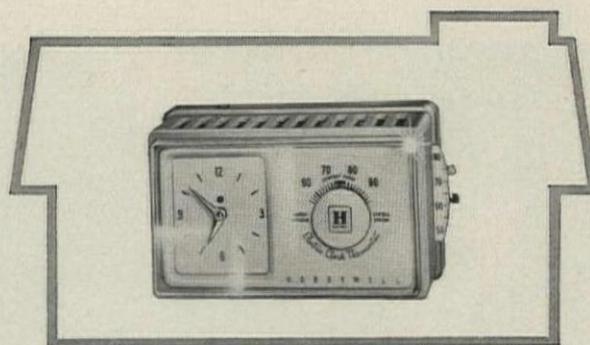
Honeywell's new indoor-outdoor control system helps sell your
houses faster, costs just a little more than most single thermostats.

This thermostat on the outside. This is the new Honeywell Outdoor Thermostat. Mounted on the outside of a house it senses changes in outside temperature and wind, signals the indoor thermostat to automatically lower or raise its setting. The need for a change is anticipated and corrected automatically.



This thermostat on the inside. This is the new Honeywell Indoor Round Thermostat. It combines signals from the outdoor thermostat with the indoor temperature requirements to insure constant comfort. Combined with the outdoor thermostat it makes up the Y379A Indoor-Outdoor Control System which will retail for just \$29.70. It can be adapted to cooling too.

Or this thermostat for automatic day-night control. This indoor clock thermostat provides automatic night setback and morning pickup of temperature. It gives cool sleeping, warm rising and can bring important fuel savings. Combined with the outdoor thermostat it makes up the Y379B Indoor-Outdoor Control System, lists for only \$61.95. It can be adapted to cooling too.



What a sales story! Now for the first time an indoor-outdoor control system at a popular price. It's quickly understood and easily merchandised. Just point out the outdoor thermostat as people view your model, explain briefly its function and watch your houses take on new appeal. This system can also be combined with Zone Control to give the most perfect heating or cooling comfort known. Ask your heating contractor or write Minneapolis-Honeywell, Dept. HH-5-81, Minneapolis 8, Minnesota.

Honeywell

 *First in Controls*

A good source of help in selling your houses are the men who make the products you use in the houses. Many manufacturers offer booklets that can serve as a guide to your merchandising. If you are using their products, they will also supply signs, brochures, demonstrators, advertising help, etc. This month, H&H received news of the seven booklets on merchandising aids on this page.



American-Standard blueprints your sales

"Your guide to better new home merchandising" is a 36-page booklet that covers the basic information for a successful model-home promotion, outlined in easy-to-use checklist form. The booklet includes tips on signs, publicity re-

leases, newspaper ads, direct-mail campaigns, model openings, announcements and displays, plus a complete timetable for the promotion drive.

American-Standard, New York City
For copy, check No. 67 on coupon, p. 290



How to use 3D slides to sell your house

Realist, Inc. offers 16 pages of ideas on ways to use stereoscopic photography to get your sales message across. Booklet contains many articles about stereo reprinted from the photographic

press, including several case histories and a checklist of stereo sales advantages.

Realist, Inc., Milwaukee
For copy, check No. 68 on coupon, p. 290

Ten points in selling kitchens

Youngstown's pitch. "Now is the time to build with Youngstown kitchens" is set forth in a large format, 18-page brochure. If you use Youngstown kitchens, each of the ten points will be backed up with special merchandising material. Item: point 4, Kitchen Decorating Service, offers plans by Diana Young, including data on paint, fabric, wallpaper, floor covering, etc. with brands and numbers. Item: point 9, Real Estate Training Program, is a color-slide film to train your salesmen.

Youngstown Kitchens, Salem, Ohio
For copy, check No. 69 on coupon, p. 290

How to merchandise a floor . . .

"How to sell homes faster with Armstrong floors" tells the company's merchandising story in 48 pages including 32 in four-color. Half the four-color pages suggest decorative flooring treatments; the other half shows Armstrong's range of colors and types. Other pages tell how to sell color and design; how to sell economy; where to use what floor; how resilient flooring performs; how much it costs.

For copy, check No. 70 on coupon, p. 290

. . . and tips for your salesmen

Armstrong has also summed up the selling points on its floorings in "Sales pointers for Armstrong floors . . . for real estate salesmen." Covered are: Excelon, linoleum, linotile, rubber tile, Corlon tile and sheet, cork tile, vinyl cork tile, Cushion-Eye backing, and asphalt tile.

Armstrong Cork, Lancaster, Pa.
For copy, check No. 71 on coupon, p. 290

A home—not just a house

This is the title of Emerson-Pryne's handy 28-page booklet of sales advice. Its contents: Preparing for the prospect, Approaching the prospect, Take a woman to the kitchen, Be sure you know the facts about kitchen features, Bathroom comes next, Be sure you know the facts about bathroom features. Now sell the house, Be sure you know these facts about the house.

Emerson-Pryne, Pomona, Calif.
For copy, check No. 72 on coupon, p. 290

Home furnishing ideas in walnut

Complete interior planning kit is now available to builders from the American Walnut Mfrs. Assn. Kits contain tips for planning an open house, consumer preferences in color and style, personalized publicity stories, radio and TV scripts. Also included: an index of furniture groupings available from local stores, rooms styled for leading furniture manufacturers.

American Walnut Mfrs. Assn., Chicago
For copy, check No. 73 on coupon, p. 290

continued on p. 282

AllianceWare Showcase Bathrooms



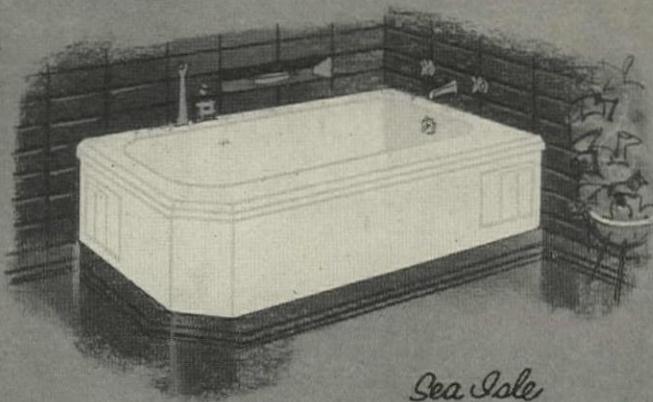
Madeira



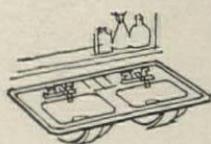
New Bermuda



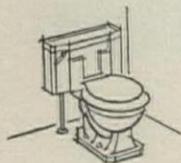
Nassau



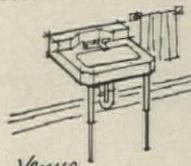
Sea Isle



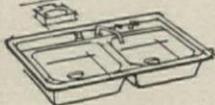
Du Barry



Water Closets



Venus



Flat-Rim Sinks

AllianceWare Bathtub Features:

Exclusive "Slip-Proof" process (optional) • Duotone colors • Permanent tub-to-wall seal • Patented wall-hung installation

Gray • Green • Tan • Blue • Pink • Yellow • White
Black for aprons only

The Longer Line That Puts More Sales-Features in Any Budget

DUBARRY: Flat-Rim Space-Saver Double Bowl Lavatory, 42" x 18". Single Bowl Models also available.

VENUS: Wall-Hung Shelf-Back Lavatory, 20" x 18". Other sizes available; also in vitreous china.

WATER CLOSETS: Three styles— one-piece water-saver; close-coupled reverse-trap (shown); close-coupled wash down.

FLAT-RIM SINKS: Four styles— single and double-bowl (shown); sink-tray and sink-drainboard combinations.

MADEIRA: 5 ft. Recess Tub. Curved front and straight floor tile line. "Acapulco" model has curved front.

NEW BERMUDA: 5 ft. Recess Tub. Extra wide seat and grab rail. Same style available in 4½ ft. and 3½ ft. models.

NASSAU: 5 ft. Double Apron Tub. One tub to serve two bathrooms.

SEA ISLE: 5 ft. Corner Tub, Right or Left.

Request "Full Line" catalog—Dept. HH-5—on your letterhead.

AllianceWare, Inc.

Permasheen Porcelain-on-Steel Plumbing Fixtures
Box 809, Alliance, O. an  subsidiary



Here's Proof That AllianceWare Cuts Installation Man-Hours By 50%

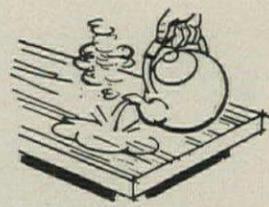
1. One man can handle, instead of two.

2. Four simple supports to put in.

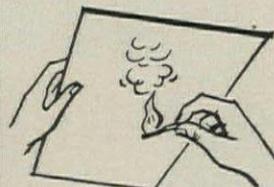
3. Patented Wall-Hung Installation.



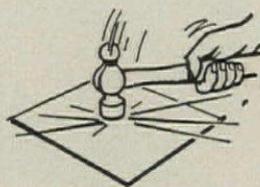
WIPE
CLEAN
WITH
A DAMP
CLOTH



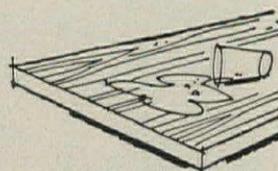
Resists Boiling Water



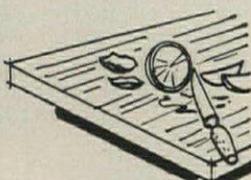
Resists Heat



Resists Impact



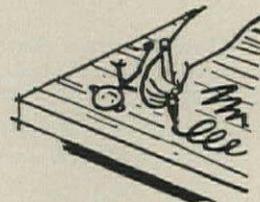
Resists Alcohol



Resists Fruit Juices



Resists Ink Stains



Resists Crayon Marks

Beautiful Marlite Paneling takes years of wear, just minutes of care!

Marlite soilproof finish provides remarkable resistance to scuffs, scratches, heat, and stains. The durable melamine plastic finish seals in Marlite's modern colors and patterns... seals out dirt and moisture. And Marlite stays like new for years with an occasional damp cloth wiping. That means lower maintenance costs; elimination of periodic redecorating.

Marlite's wide range of sizes in beautiful Loewy-styled "Companion Colors," distinctive wood and marble patterns, offers unusual flexibility in the design of imaginative interiors. Get complete Marlite details for any application from your building materials dealer, Sweet's File, or Marlite Division of Masonite Corp., Dept. 522, Dover, Ohio.

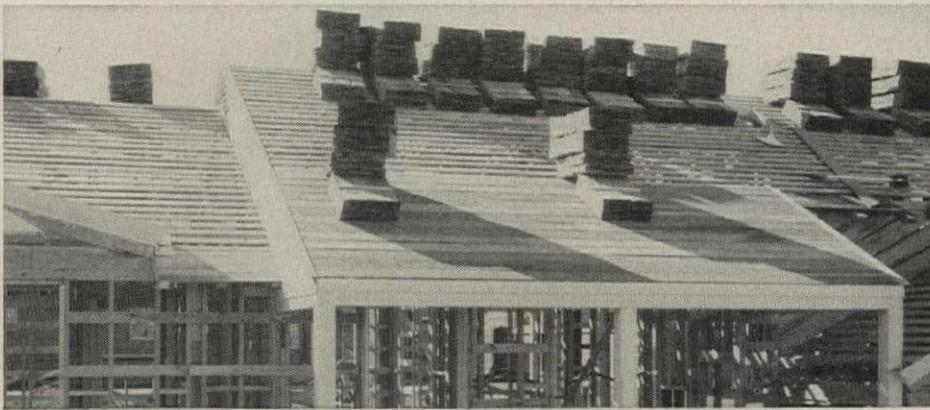


that's the beauty of **Marlite**[®]
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE[®] RESEARCH



cedar shortens the trail...



...from house start to home sale



In today's market, *Quality Street* is the profitable route between *start* and *sale*. All along the way, you'll see beautiful homes of cedar. Because cedar shingle roofs and cedar shake walls—like no other materials you could choose—create that tasteful blend of *obvious good taste* and *lasting good looks*. Cedar will sell your houses...and you!

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B.C.



CERTIGRADE
SHINGLES
ALL WEATHER
RESISTANCE
100 YEAR SERVICE GUARANTEE



CERTIGRADE
CEDAR SHAKES
WEATHER RESISTANT
100 YEAR SERVICE GUARANTEE



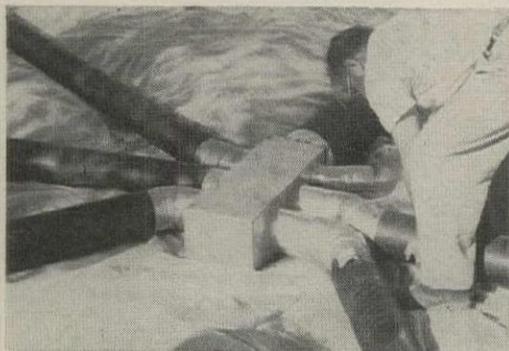
CERTI-SPLIT
SHINGLES
WEATHER RESISTANT
100 YEAR SERVICE GUARANTEE

YOUR BEST "OUTSIDE SALESMAN" IS CEDAR

Ask your
heating
man . . .



to quote your next job using
ECONOMICAL
SONOCO
SONOAIRDUCT®
FIBRE DUCT



for slab
perimeter
heating or
combination
heating and
cooling
systems!

Your heating man can show you how SONOCO Sonoairduct fibre duct can save you installation time, labor and money—without lowering the quality of construction. Sonoairduct is light-weight, easy to handle and levels quickly. Meets and exceeds F.H.A. criteria and test requirements for products in this category. Aluminum foil lined. 23 sizes—2" to 36" I.D., up to 50' long. Can be sawed to exact lengths on the job. Free installation manual available. See our catalog in Sweet's.

Ask your heating man . . . or write for complete information and prices!

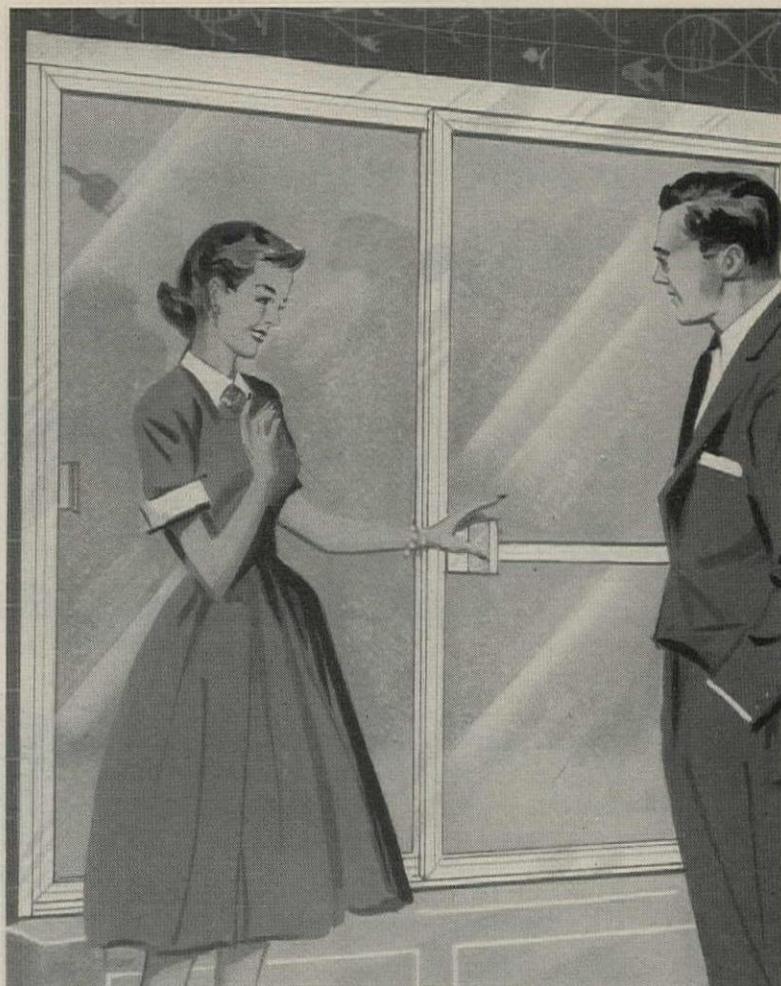
SONOCO

Construction Products

SONOCO PRODUCTS COMPANY

1568

♦ HARTSVILLE, S. C.
♦ LA PUENTE, CALIF.
♦ MONTCLAIR, N. J.
♦ AKRON, INDIANA
♦ LONGVIEW, TEXAS
♦ ATLANTA, GA.
♦ BRANTFORD, ONT.
♦ MEXICO, D.F.



WHEN THEY OPEN THIS SHOWER
DOOR* . . . YOU CLOSE THE SALE

Distinctive yet functional—GULFSPRAY shower doors and tub enclosures are certain to evoke appreciative comment. Home buyers recognize that they eliminate laundering and replacement costs necessary with shower curtains. And they end almost entirely the annoyance of damp and untidy floors.

* "TexLide "standard" tub enclosure . . . combines good styling and clean design with all of the visual splendors of the harmonious blending of shining aluminum with either clear or obscure 7/32" glass. Take advantage of such fine features as precision engineering, complete shop fabrication, glazing with extruded vinyl plastic which cushions glass against shock and vibrations, smooth gliding overhead track with silent rollers, special safeguards against leakage and elegant but sturdy aluminum extrusions.

Installation? A breeze! One man can install this unit quickly

and easily. Has built-in jamb adjustment for uneven walls to speed erection. TexLide doors are interchangeable right or left, finished in Brite aluminum to match chrome bathroom fixtures and come complete with towel bar. Standard sizes to fit 4, 4½, 5, 5½' recessed tubs.

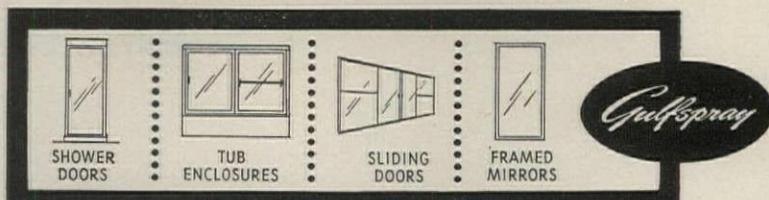
Saves on construction cost by converting tubs into enclosed showers.

In spite of the many "extras" you'll find these units moderately priced.

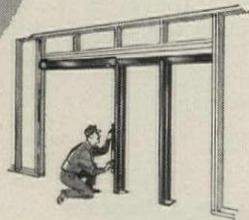
There's a catalog describing the complete line of Gulfspray tub enclosures, shower doors, sliding glass walls, and mirrors waiting for you if you write.

GLASS SINCE 1872
Binswanger
AND COMPANY

207 NORTH MAIN ST. • P. O. BOX 3051 • HOUSTON 1, TEXAS
The name BINSWANGER is your assurance of 85 years of quality.



Now...your choice of
3 Kennaframe
 all-steel, warp-proof
 pocket door frames



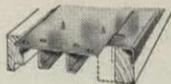
Yes, three quality Kennaframes for your choice—each priced to meet a specific budget! Each prefabricated with track and hanger factory-installed for the fastest, easiest installation you've ever made!

Only Kennatrack, world's largest exclusive manufacturer of hardware for gliding and folding doors, offers this wide selection of all-steel pocket frames. Insist on Kennatrack, and get exactly what you need from Kennatrack's complete line of quality hardware!

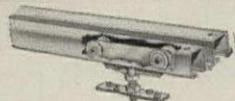
NEW! Scottie "1000." All-steel, warp-proof frame at practically wood frame prices...for doors to 75 lbs.

Custom "900 " Standard of quality throughout the industry. Easily supports doors up to 100 pounds.

Custom "800 " Supports doors weighing as much as 150 pounds. The ultimate in smooth-operating efficiency!



KENNA-PAK. One-piece header assembly. All-steel header with factory-installed track for quick, easy by-passing door installations.



KENNATRACK Hardware is sound-conditioned; it glides. Only Kennatrack offers hangers with eight floating nylon wheels per door.

For quiet and for quality

KENNATRACK®

SOUND-CONDITIONED GLIDING DOOR HARDWARE

Kennatrack Corporation, Elkhart, Indiana
 A subsidiary of Ekco Products Company

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better prices

with



delivered

DIRECT

to dealers
from the mill

Pay as much as 25% less. When you sell, you can sell for less. Yet your profits are greater with Crestline Millwork—a top quality line of Ponderosa pine windows and doors. Fast mill-to-dealer delivery lowers your cost. Crestline Millwork is made and sold to help you beat your competition! Get more information today!

Write the **SILCREST COMPANY**

Wausau, Wisconsin
Western Ponderosa Pine • Union Label



Publications

Here is help in kitchen planning

Ben-Hur's Kitchen Styling Brochure offers equipment layouts for seven basic kitchen types. U and L shapes, parallel and straight wall, center island, kitchen dinette, and open layouts are illustrated with kitchens by Mutschler, American, Wood-Mode, US Steel. Brochure also includes tips on wiring, lighting, ventilating, equipment and appliances, and detail on Ben-Hur freezers and refrigerators. 16 pp. Ben-Hur Mfg. Co., Milwaukee 12.

For copy, check No. 74 on coupon, p. 290

Full data on aluminum air ducts

The 130-page "Reynolds Aluminum Air Duct Guide" is an omnibus of information on the subject. Covered are aluminum's advantages, recommended alloys and tempers, prefabricated ducts, recommendations for noise control; also, the necessary engineering, drafting, estimating, fabricating and installing needed for home, commercial, and factory use. Prepared with the help of E. R. Queer of Queer & McLaughlin; Dr. Seichi Konzo, University of Illinois, A. B. Algren, University of Minnesota.

Reynolds Metals, Louisville.

For copy, check No. 75 on coupon, p. 290

How to choose a disposer

Eight models—five for homes, three for commercial use—are described in In-Sink-Erator's new guide. Household sizes include one budget and two medium priced continuous-feed models, one medium priced batch-feed model (all 1/3 hp) and one custom two-way 1/2-hp model. The three commercial models are 1/2 hp, 1 1/2 hp and 3 hp continuous-feed units. Brochure includes full dimensions, specifications.

In-Sink-Erator Mfg. Co., Racine, Wis.

For copy, check No. 76 on coupon, p. 290

Gas and oil-fired furnaces

Thirteen punched catalog sheets describe Firewel's warm-air units, 10-year warranty, typical installations, engineering data, etc. Models include Hi-boy, Counterflo, Lo-boy, and Horizontal styles in outputs from 64,000 to 250,000 Btu. Separate blower-filter units of 1,000 to 1,600 cfm are described on sheet 13.

Firewel Co., Buffalo.

For copy, check No. 77 on coupon, p. 290

Two guides to using red cedar

Red Cedar Shingle Bureau has a new 4-page brochure, "The house of cedar," to tell you the best ways to use cedar shingles and shakes on new and old roofs and walls. Included is a color guide to stained shakes and shingles.

Red Cedar Shingle Bureau, Seattle.

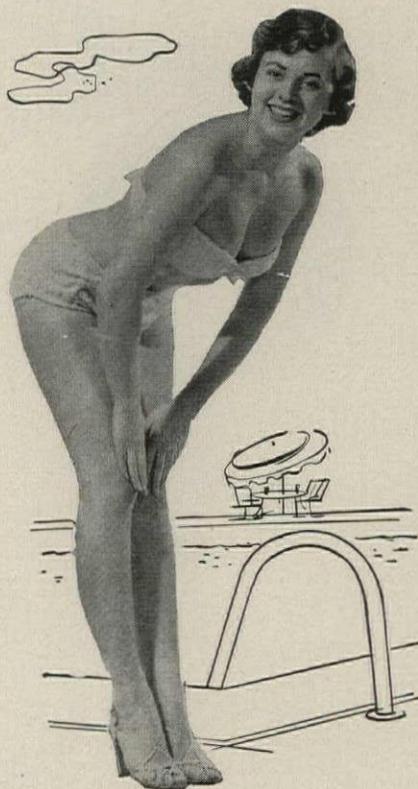
For copy, check No. 78 on coupon, p. 290

Western Red Cedar Lumber Assn. has a new brochure on beveled siding and Tee-Gee paneling. Grades are illustrated; sizes, uses, and conversion tables given. Properties are compared with similar siding and paneling of other woods.

Western Red Cedar Assn., Seattle.

For copy, check No. 79 on coupon, p. 290

Mr. Home Builder:



Get in the Swim

with the biggest boom since post-war housing—the swimming pool

IF YOU CAN

BUILD A BASEMENT

YOU CAN EARN...

\$1000 PROFIT

on EVERY ROMAR POOL!

- ROMAR is Easier to Sell—
- ROMAR is Easier to Build—
- ROMAR Gives More Profit Per Dollar Invested

Romar offers a **complete** pool package. All you have to do is sell and install.

For full information write to—

Romar

Division of

ROMAR FILTER CORPORATION

1802 W. North Ave. • Milwaukee 5, Wis.

Great new appeal for selling your homes

FULL COLOR
BETTER HOMES
AND
GARDENS



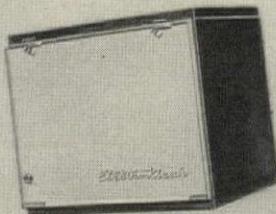
trade hours of house-cleaning for

family
fun!

Electro-Klean[®]
home air filter keeps
your whole house clean electronically!

Now, the amazing discovery of a practical *electronic* home air filter! At last—an end to the constant settling of dust and dirt in your home! Electro-Klean traps airborne dust and pollen like a magnet attracts and holds bits of iron. Dirt is filtered out of the air *before* it can ruin fine fabrics and draperies, or smudge walls, or develop allergies. Most important, you gain more hours of freedom and fun with your family in a "HOME THAT HOUSE-CLEANS ITSELF"—an Electro-Klean home. Low in price, for new or existing homes. Call your own heating or air conditioning dealer or write direct for descriptive literature.

An Electro-Klean is easily installed in return air system of your forced air furnace or central air-conditioning system. Model 3H, for average 6 room home, costs only \$189 (plus installation).



AAE American Air Filter
COMPANY, INC., 600 CENTRAL AVE., LOUISVILLE 8, KY.

World's Largest Manufacturer of Air Filters and Dust Control Equipment

AUTOMATIC HOUSE-CLEANING GIVES HOUSEWIFE MORE TIME FOR HER FAMILY

The marvel of *electronic* house-cleaning has an instant, moving appeal to any housewife. For here, at last, is the opportunity to escape constant dusting and cleaning of draperies and upholstery, re-painting of walls. Furthermore, her family breathes cleaner, more healthful air—and *that's* mighty important to her, too!

"A HOME THAT HOUSE-CLEANS ITSELF"

Imagine the pulling power of that statement on your model home job-site signs. And what a sales story to back it up: Electro-Klean traps up to 90% of airborne dirt, dust, smoke and annoying pollen. "Register smudging" is eliminated. Cleaning and redecorating bills are slashed!

ELECTRO-KLEAN, THE NEXT MAJOR APPLIANCE TO WIN THE HOUSEWIFE'S HEART

Appliances that were in demand a few years ago are taken for granted in new homes today. Now comes Electro-Klean... newest sales weapon in the home building market. Builders at the recent NAHB Show hailed Electro-Klean as the *next* major appliance. Give *your* homes this *new* powerful appeal to women.

BIG ELECTRO-KLEAN PROMOTION PROGRAM

A national promotion program (including full color magazine ads like the one at the left) is now helping to pre-sell your buyer prospects. Localized promotional material, indoor and outdoor display signs, are also ready for your use. Electro-Klean adds little to home cost... adds tremendous selling appeal. A compact "package" unit, it is easy to install in the return air duct of any forced air furnace or central air-conditioning system. Requires no water or sewer connections. Write today for complete details. Take advantage of this exclusive, new selling appeal for *your* homes.

American Air Filter Company, Inc.

215 Central Avenue

Louisville 8, Kentucky

NEW MODEL
NEW LOW PRICE

Electro-Klean
ELECTRONIC HOME AIR FILTER

Made by the world's largest manufacturer
of air filters and dust control equipment



Check the profit advantages
in Transite sewer mains
for your next development!



The familiar Ring-Tite® Coupling speeds and simplifies assembly of Transite Sewer Pipe.

- ✓ *Higher appraisals*
- ✓ *Greater unit profit*
- ✓ *Faster, easier selling*

Sweeping the nation's building industry is a new and profitable trend—builder-installed sewer mains for new developments!

Few innovations have offered builders so much practical help in increasing profits and reducing selling time.

Take your next development, for example. With its own sewer mains—you'll have higher appraisals . . . greater profit on every home you build. You'll sell faster, too, because buyers are eager to pay the nominal premium for this lifetime convenience.

With all these advantages—Transite® Sewer Pipe is easy to install. Lightweight in long, 13' lengths—Transite handles easily above and below ground . . . with special equipment needed only in the largest sizes. And the familiar Ring-Tite Coupling assembles quickly, surely . . . giving a tight seal to every coupling in the line.

Next time you see a profit opportunity in sewer mains for your homes call in your Johns-Manville representative. Meanwhile, let us send you illustrated brochures TR-165A and "What you need to know about Sewage." Write Johns-Manville, Box 14HH, New York 16, N. Y. In Canada, Port Credit, Ontario.

For the extra economy of an all Transite Sewer system, specify Transite Building Sewer Pipe for house to sewer connections



JOHNS-MANVILLE



FOR DISTRIBUTORS WHO WANT TO CARRY ADDITIONAL PRODUCTS

Hardly a week goes by without at least one manufacturer of building products asking HOUSE & HOME to help him get in touch with efficient distribution outlets.

If you would like to be featured in HOUSE & HOME's specialized list of distributors interested in adding new and profitable lines, please fill in this questionnaire and mail it to:

Eugene E. Wolfe
Sales Promotion Manager
HOUSE & HOME
9 Rockefeller Plaza
New York 20, N. Y.

The nature of my business is:
(Please check one)

Distributor, Jobber, Wholesaler _____

Building Materials Dealer _____

Manufacturer's Representative _____

Other _____

Please name those products which you would like to add to your line.

The sales territory I cover is: _____

I have a field force of: (Please write in number of salesmen)

My approximate sales volume for 1957 was \$ _____

I can offer manufacturers the following additional services:

showroom _____ warehousing _____ financing _____

other _____

Name: _____

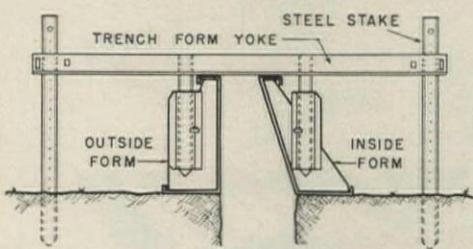
Title: _____

Company: _____

Address: _____



**SYMONS Steel Trench Form
For Fast, Efficient "Lo-wall" Forming**



This new form is designed primarily for slab-on-grade foundations on housing projects. Also adaptable for any standard size, multiple re-use, low wall forming operation. It can be used for battered as well as straight walls. Standard dimensions of the form is 12 inches in height by 4, 6 or 8 feet in length. With proper care this form can be used hundreds of times.

Forms are held to grade, spaced and braced by use of a "Trench Form Yoke". A fastening device holds the forms securely to the yoke, which under normal pressure, will not loosen except at times of adjusting or stripping.

Symons Hi-Carbon Alloy Steel Stakes can be used for bracing, footings, curbs and gutters. Available in 12, 18, 24, 30, 36 and 42 inch lengths. Symons Forms and Stakes may be rented with purchase option. Additional information available immediately upon request. Symons Clamp and Mfg. Co., 4277 Diversey Avenue, Dept. E-8, Chicago 39, Illinois.

now an aluminum window

**DESIGNED FOR AIR-
CONDITIONED HOMES**



PROVEN 66% BETTER THAN RECOGNIZED AIR INFILTRATION STANDARDS

To gain real savings in air conditioning and heating operations you want to use a truly weather-tight window. All Watson windows feature thick wool pile weather-stripping, vinyl glazing and rugged aluminum design which make them 66% better than recognized standards as proven by actual air infiltration

tests by a Texas College. Precision engineered of troublefree aluminum . . . adapted to brick, frame or masonry construction . . . come glazed and ready to install—Watson windows, in a variety of styles and sizes, are guaranteed 5 years. See SWEETS or write today for complete catalog!

Watson
RUGGED ALUMINUM

WINDOWS
W. M. PRODUCTS CO.
5425 Blossom, Houston 7, Texas
Dept. HH-5



**WALLPAPER
SELLS
HOMES**

because...no other wall decoration is so effective in separating room areas, in creating spaciousness, in bringing sunshine indoors. Paper your next model . . . and see for yourself!

WALLPAPER COUNCIL
509 MADISON AVE., NEW YORK 22, N. Y.

* *u·nique'*

of which there is only one: having no like or equal: superior to or different from all others: unparelled, or unrivaled. . .



\$7.50 Value

\$5.
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This Brochure by America's leading Sales Consultant and Home Merchandising Expert demonstrates the need for Sales Psychology. . . Controlled Traffic Flow. . . Model Home Grouping. . . Romantic House Presentation. . . Sales Aids. . . and unique new services offered to Home Builders and Land Developers.

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LORAIN, OHIO

sales development and systems INCORPORATED

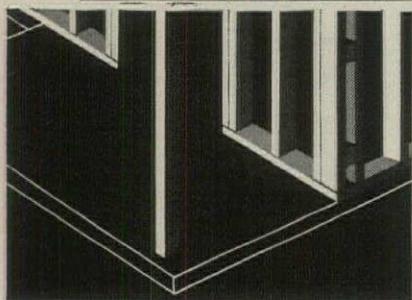


"This Nation's largest consultation service for Home Builders"

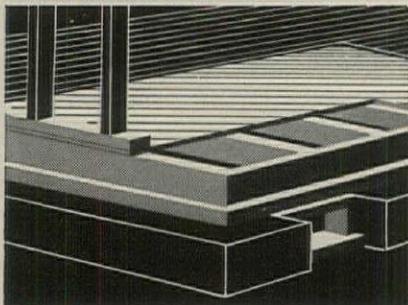
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for termite and decay resistant design

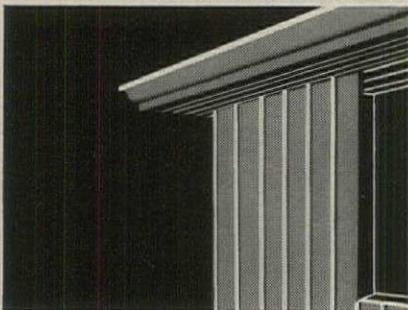
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PRESSURE-TREATED LUMBER



Plates and Studs on Slab



Sills, Joists, Subfloor over crawl space or basement



Gutter, Fascia, Board and Batten Siding

Wood can remain your most versatile and economical material for residential, commercial and institutional construction even in areas of termite infestation—or where conditions are conducive to decay . . . If you specify Wolmanized pressure-treated lumber.

Wolmanized treated lumber, plywood and laminated timbers are chemically protected against insect and fungi attack and remain clean, paintable and easy to handle.

The cost? Less than 2% of the total in houses . . . even lower in other buildings!

W-49
Wolmanized Preservative Department, Koppers Company, Inc.
753 Koppers Building, Pittsburgh 19, Pennsylvania

Please send me 16-page booklet on Wolmanized pressure-treated lumber in light and heavy construction.

Name _____

Firm _____

Address _____

City, Zone, State _____

 **Wolmanized® Lumber**

Publications

How to figure solar heat gain

With more and more buyers concerned about excessive heat gain through window walls, you will be able to do a better job with Reflectal Corp.'s new slide-chart calculator. The device can be adjusted for latitude, season, window orientation and time of day. By choosing the right slide you can read the relevant figures for all conditions directly from the chart. Price: \$1 to air conditioning trade.

Reflectal Corp., Chicago.

For copy, write direct to manufacturer.

Latest Carlton sinks detailed

New supplement to the Carrollton Mfg. Co.'s catalog describes and dimensions 12 most recent additions to its Carlton stainless steel sink line. New models include a tri-level, triple compartment, ledge type sink with dual swinging faucets, a larger Vegi-Prep design, and six new sizes in single and double bowl types. 4 pp.

Carrollton Mfg. Co., Carrollton, Ohio.

For copy, check No. 80 on coupon, p. 290

Curtis wood windows

Curtis Companies' new Sweets insert is available in booklet form. It contains complete specifications, construction and application details for Silentite double-hung and casement units, Style-Trend double-hung and sliding units, Silentite convertible windows, Rotovent circular units and Curtis basement sash. 40 pp.

Curtis Companies, Clinton, Iowa.

For copy, check No. 81 on coupon, p. 290

Sandwich panel skylight

Design details of many patterns of apc plastic sandwich panels will be found in AIA file No. 12-J. Specifications cover standard panels 2' to 4' wide, 2' to 10' long. (Custom sizes are also available.) Installation drawings show how to mount the panels for curb, mop-in, and flush-deck use. 4 pp.

Architectural Plastics Corp., Eugene, Ore.

For copy, check No. 82 on coupon, p. 290

Kentile floors and patterns

Kentile, Inc. has two new brochures to help you plan your floors. One "Create your own designs with Kentile floors" contains six pages of patterns made up from stock Kentile colors. The second, "Take life easy with floors of Kentile asbestos tile" shows types, colors, patterns and inserts available in KenFlex. Each 8 pp.

Kentile, Inc., New York City.

For copy, check No. 83 on coupon, p. 290

Pierced aluminum screen

ShadeScreen, Kaiser's sun and insect screen, is fully set out in AIA file no. 35-P-1. Tiny louvers, tilted at 17°, supply the sun shading while keeping out insects. The 8-page booklet charts air conditioning economies in terms of Btu heat gain and refrigeration savings. It also shows application types and installation details.

Kaiser Aluminum, Chicago.

For copy, check No. 84 on coupon, p. 290

FOR HOMES, COTTAGES, MOTELS
AUTOMATIC WATER
FROM WELLS TO 400 FEET!



Jacuzzi
JET
WATER SYSTEMS

- For your jobs beyond city mains, here's a domestic water system you can simply install and forget. It's the new Jacuzzi Deepprime Jet.

This remarkable water system operates without any motor or moving mechanism below ground—even on wells to 400 feet! In fact, there's just one moving part in the entire pump and it's above ground.

It's especially popular with homeowners because it's self-priming . . . self-adjusting to changing water levels . . . shuts itself off automatically whenever well water drops below pumping level . . . and provides that extra pressure to assure peak performance from the new automatic washers.

Thousands of Deepprime Jets are already in use under all types of pumping conditions from coast to coast. Ask your supplier for details.

**ALSO CONTRACTORS PUMPS
POOL EQUIPMENT AND FILTERS**

- Jacuzzi's self-priming pumps for builders and contractors drain water fast! Portable or stationary units in wide range of h.p. ratings equipped with electric motor, gasoline engine or heavy duty transmission head. Also, the industry's most extensive high-quality line of swimming pool equipment and filters.

Get the facts!

Contact us for technical bulletins. Factory branch offices in most major cities.

JACUZZI Bros. Inc.



4100 Bayless Ave., St. Louis 23, Mo., HU 1-4400
Jacuzzi Avenue, Richmond, Calif., LA 5-3400
Canadian Factory: Box 514, Toronto, Ontario



A particularly pleasing effect is achieved in this traditional style modern home through the use of wood windows—house and windows “suit” each other perfectly.

Metal weatherstripped wood windows and doors reduce the infiltration of air up to 85%

METAL WEATHERSTRIP FOR DOORS

Spring bronze strips for head and jambs.

To give complete-weather-tight protection, doors as well as windows should be completely metal weatherstripped. Good metal weatherstripping gives buildings better protection against weather and saves more fuel per dollar of cost.

Slide up the wood windows in this modern home . . . swing open the doors . . . and you'll find an important selling feature—modern metal weatherstripping.

Neither time nor the elements can impair the durability and efficiency of modern sash balance and metal weatherstripping. Reducing up to 85% of annoying drafts is one advantage realized from the installation of metal weatherstripping. Also, the weathertightness afforded by metal weatherstripped wood windows makes them ideal for the installation of air conditioners. These and other material advantages, such as, keeping out dirt, sand, smoke and soot . . . stopping window and door rattling . . . making windows and doors operate more easily . . . deadening street noises . . . keeping out rain and snow, add to the selling features in the homes you build. All features that assure more comfort to the home buyer.



WEATHERSTRIP *Research* INSTITUTE

OFFICE OF THE SECRETARY, BOX 128—RIVERSIDE, ILLINOIS

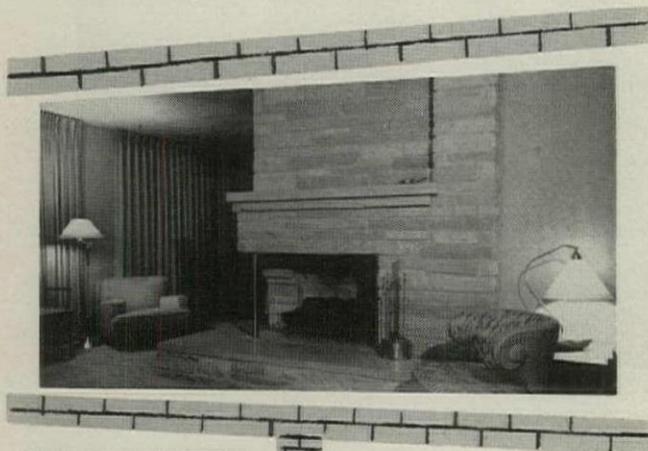
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fireplace
in their
new home



Give 'em what they want
...with **DONLEY**



A recent survey reveals that 83% of prospective new home owners want a fireplace in their home. They want fireplaces that will not smoke . . . fireplaces that burn easily with a minimum of fuss and mess.

This is why for over forty years builders everywhere have specified Donley products for successful fireplaces. Donley offers a complete line of dampers, ash dumps, cleanout doors, lintels and other fireplace equipment.

Use the coupon below to obtain Donley's "Book of Successful Fireplaces". It contains construction hints, diagrams and over 300 illustrations of indoor fireplaces.

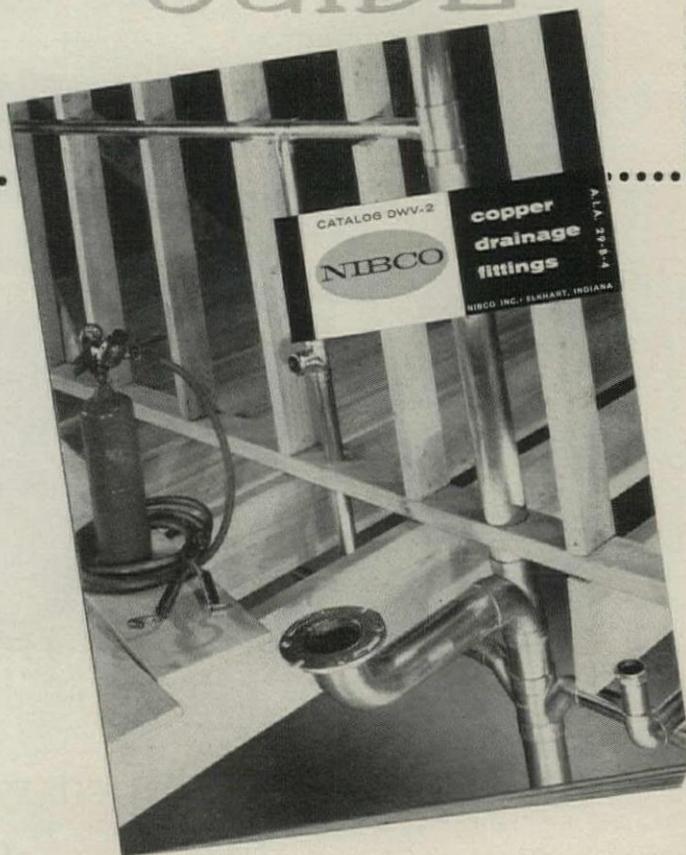
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Enclosed is 75¢ for your "Book of Successful Fireplaces".
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...for architects, engineers
and builders

This latest book of information on copper drainage systems shows newly designed fittings; gives cost comparison; illustrates installation techniques; provides glossary of terms, tables and charts to compute sizes of drains and vents; lists unit values of fixtures and includes other information needed when designing a drainage system.



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name _____
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also include nearest source of supply.

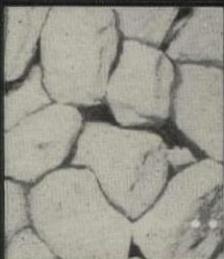


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because... no other wall decoration is so effective in upgrading the appeal of a low-cost house... in adding elegance to a high-priced one. Paper your next model... and see for yourself!

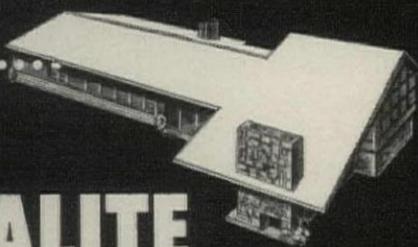
WALLPAPER COUNCIL
509 MADISON AVE., NEW YORK 22, N. Y.

REDUCE AIR CONDITIONING EXPENSE WITH



Actual Size of Aggregate

Bondable, Low Cost, Whitest White



CRYSTALITE

Highly Reflective Marble
WHITE ROOFING AGGREGATE

Sparkling white Crystalite makes a beautiful built-up roof... and it's approved for bonding by leading roofing material manufacturers. Crystalite is a hard, nonporous limestone marble. It will not crumble, deteriorate or change color. Because of its heat reflective properties, air conditioning expense is greatly reduced. Crystalite looks expensive yet costs very little more than the cheapest aggregates, and saves on handling expense. It is clean, dry and ready to use.

Write for Complete Information, Samples and Prices

BLACK WHITE LIMESTONE CO.

Front and Eighth Street, Quincy, Illinois

Cut installation time in half!

IMMEDIATE DELIVERY

COMPLETE PRE-ASSEMBLED SET

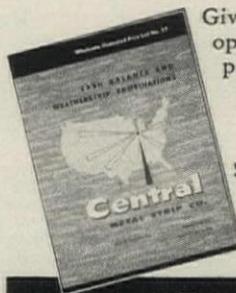
Includes aluminum jamb cover, steel flocked spring balances, spring covers. COVERS RIVETED PERMANENTLY.



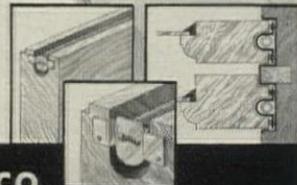
WITH *Pre-assembled*
CENCO
WEATHERSTRIP
AND
SASH BALANCE

One piece for each side of double hung window! Just fasten the sash and the job is done. Installation time is half! Speeds window production, too! Increases profits! Complete range of sizes for all frame openings!

Gives silent dependable operation plus tightest possible seal. Check with us today for prices.



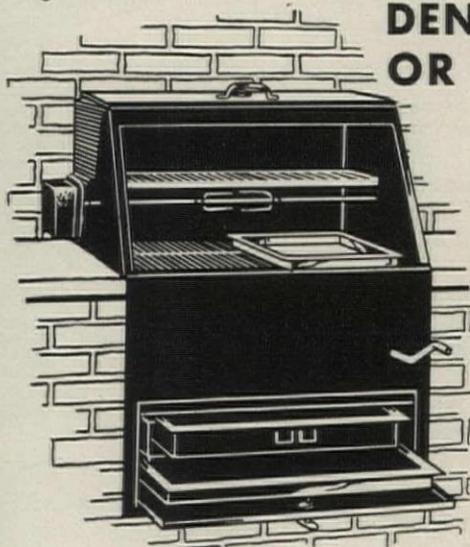
SEND FOR THIS **FREE CATALOG**



CENTRAL METAL STRIP CO.

4343 N. WESTERN AVENUE • CHICAGO 18, ILLINOIS • JU niper 8-8036

New! A "PIT BARBECUE" IN THE KITCHEN, DEN, PLAYROOM OR PATIO WALL



Ties in to chimney, or vents thru roof. Use standard exhaust hood. Now cook complete meals with charcoal the year 'round... right in the house. Broil-Roast-Bake-Smoke or Fry on

- * Featuring: enclosed oven with folding stainless steel door.
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 - * Crank-lift, removable firebox.
 - * Ashdrawer. Hood thermometer.
 - * Dual-draft controls.
- Other models from \$99.95.
Depth 21" Length 30"

the new **HASTY-BAKE**[®]
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\$189.95

(Rotisserie \$19.95 extra)

Plans and specifications furnished free!

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FOR DETAILS

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Dealers & Distributors inquiries invited.

Publications

Here is a thin-bed tile cement

Crest Tile-Set, a thin-bed portland cement for ceramic, glass, and marble tile and mosaics, is described in AIA file no. 23-P. The water-mix powder is applied 1/8" thick directly to dry wall, brick, old plaster, or other firm surface, saves up to 65% in weight over thick-bed muds. All the information necessary to use or specify the new cement is included in the 16-page brochure.

Kaiser Mfg., Houston.

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How to lay random bond brick

Whitacre-Greer has spelled out its new random-bond masonry system in a 16-page pocket-size manual (AIA file no. 3F1). System is based on four brick sizes; 8", 12", 18" and occasionally 4"; 8" and 12" brick are vertically cored, 18" laterally cored. Character and mixing ranges of various brick and an estimating and handling guide is included.

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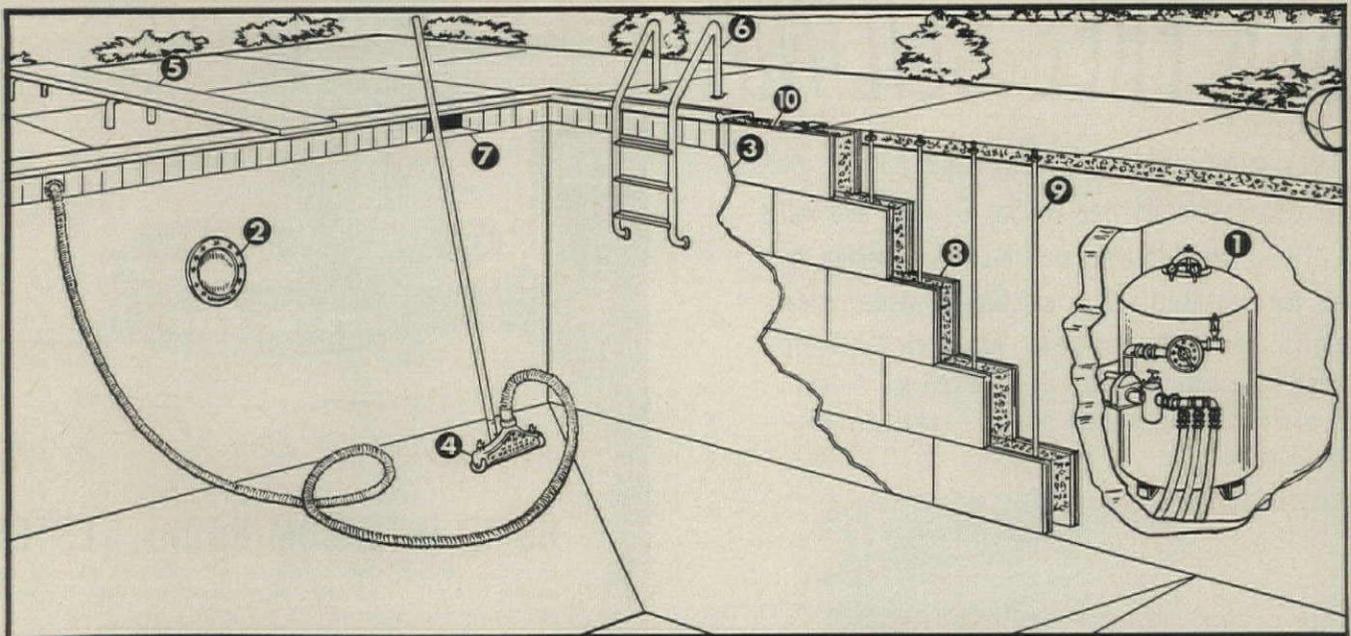
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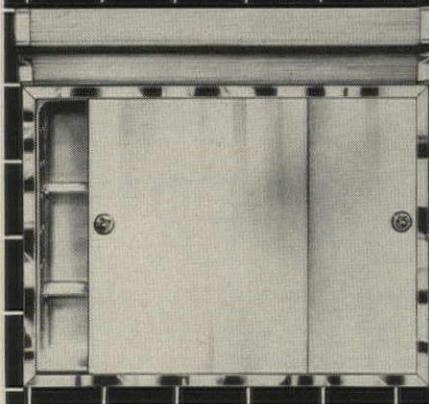
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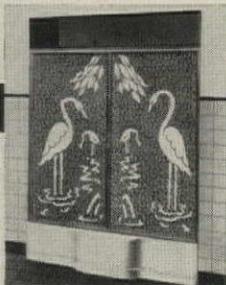
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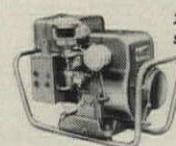
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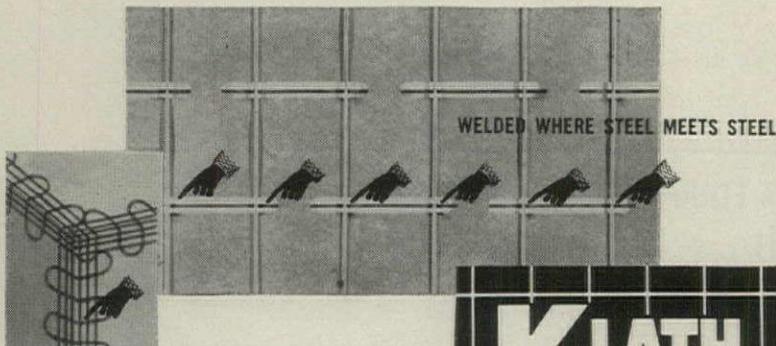
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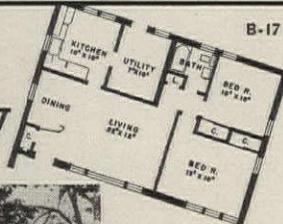
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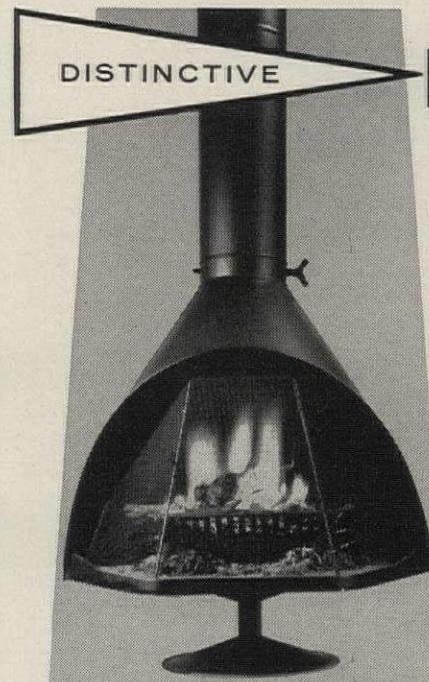
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190A	Wood Mosaic Co. (Parkay, Inc.)
286	Wood Preserving Division (Koppers Co., Inc.)
296	York Corp.
247	Zegers, Inc.



"Finally..."

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Says Mrs. Elsa Rosborough
5317 Huisache, Houston, Texas

And here are 4 more important reasons why Ther-Mo Roof is America's No. 1 built-up roof choice among home builders and architects.

BEAUTIFUL

For sheer roof beauty, nothing matches Ther-Mo Roof. Available in white marble chip and four pastel colors.

SAFER

Ther-Mo Roof has a low Class A rating for fire insurance.

COOLER

Ther-Mo Roof reflects 65% of the sun's rays and, with its insulative factors, prevents the sun's rays from passing through the roof. Ther-Mo Roof lowers air-conditioning costs.

LIGHTER

Ther-Mo Roof lowers construction costs appreciably because it's a lighter weight roof. Ther-Mo Roof is the only built-up roof with Bondable specifications for any slope.

Designed to meet FHA, VA requirements

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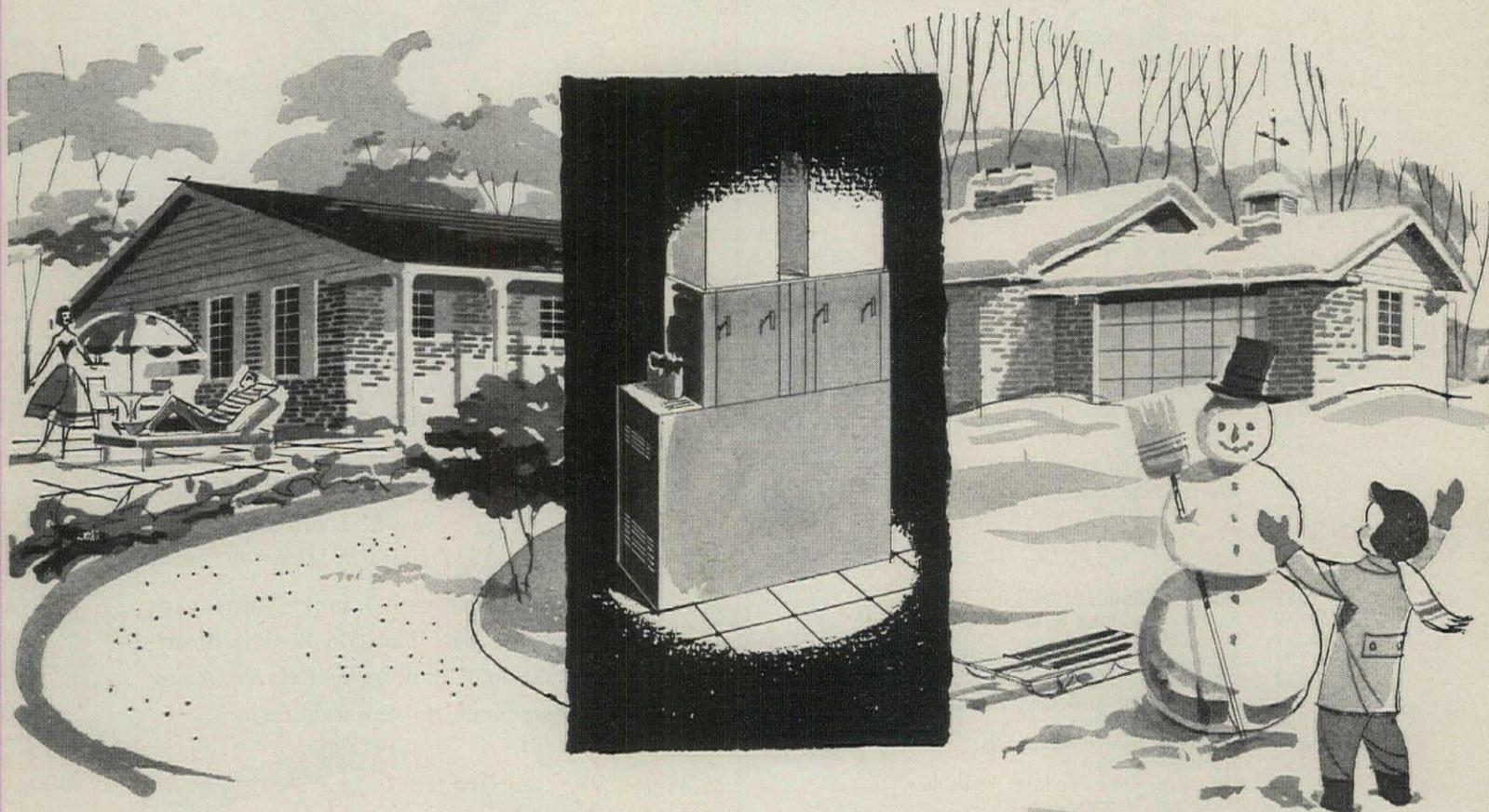
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