Big show in Chicago: H&H previews the new-product booths
Also: 1964’s top performers . . . 1965’s housing outlook
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Installing a Kwikset lockset is almost child’s play

Almost. Kwikset has made installing a lockset pretty easy, but as a parlor game it has definite limitations; can’t begin to replace the Gunfight at the O.K. Corral for example. It’s just not that adventurous. Pretty ordinary in fact; all that’s really needed is the ability to follow the easy directions for assembling 3 simple lockset components.

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America’s largest selling residential locksets
WASHINGTON INSIDE

Renewal battle heats up

Forces expected to slug it out over new renewal spending next year are pitching for the public ear. The General Accounting Office, Congress's watchdog for spending, has again blasted renewal. In Chicago GAO said a $28-million federal grant may need substantial boosting because URA approved a rehabilitation plan after inspecting only five of 2,400 structures.

In Washington GAO accused renewal officials of "using two different standards for evaluating the physical condition of dwellings—one for housing families displaced and the other to determine whether substandard housing is sufficient to qualify for urban renewal."

Renewal opponents are also promoting a new book, The Federal Bulldozer, by Assistant Finance Professor Martin Anderson of Columbia. Anderson claims federal renewal has little chance of ever accomplishing its objectives. Another professor, Economist Morris Beck of Rutgers, says tax concessions to renewal cannot alone reverse the population trend to the suburbs.

And Reader's Digest says renewal cost Wink, Tex., a loss in population.

And Renewal Commissioner Bill Slayton—a veteran of a job offer from the city of San Francisco—told renewal officials to concern themselves more with helping underprivileged persons and less with city problems "that will not cease in our lifetime."

Coordinators omit builders

A budding organization calling itself the Building Construction Coordinating Committee has omitted NAHB from its initial meetings. Members of the AIA, Associated General Contractors, Producers Council, Consulting Engineers Council, National Society of Professional Engineers and Council of Mechanical Specialty Contracting Industries are seeking ways to tackle common problems.

Producer to buy prefabber

Boise-Cascade Corp., of Boise, Idaho, lumber and building materials producer, is completing negotiations to buy Kingsberry Housing stock, most profitable of all home manufacturers, turns out 4,000 homes a year.

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President's housing task force: will it lead to renewed pleas for cabinet status for HHFA?

The 11-member task force has made no public report yet, but its very name—Study Group on Metropolitan Affairs—practically guarantees that President Johnson will make the controversial cabinet post for HHFA one of his chief aims next year—if he is re-elected.

Johnson advised leaders of the National Association of Home Builders, who visited him recently, to work with government officers on a cabinet plan acceptable to the industry. Builders have opposed the plan, which calls for a Housing & Community Development Dep't., because they fear the department would absorb FHA.

No builders are represented on the housing task force, which is headed by Economics Prof. Robert C. Wood of the Massachusetts Institute of Technology. Dr. Saul Klauman, research director of the National Assn. of Mutual Savings Banks, is the only private industry member.

Insiders say the committee is concentrating on water and air pollution, transportation, and similar metropolitan-area problems. The need to coordinate solutions with housing and renewal programs is a key argument of cabinet post backers.

No talk. Johnson set this and 13 other task forces to work last July without publicity and with orders to report after the November election. He thereby hoped the groups would not become embroiled in partisan politics.

But in one of his speeches, GOP Presidential Candidate Barry Goldwater broached an idea the Johnson groups are pondering: returning part of federal tax money directly to states without earmarking it for any special purpose. Chairman Walter Heller of the White House economic advisers favors a similar plan on the theory it would cut the bureaucratic burden of overseeing numerous grant programs like urban renewal, open space and mass transit.

Other proposals. Beyond this and the cabinet post, Johnson likely will ask the next Congress to:

• Let FHA insure loans for buying and developing land for subdivisions and new communities. Congress rejected the same proposal this year because the housing industry was cool to it, but NAHB could reverse its one-vote rejection in 1965. HHFA Administrator Robert Weaver is already speaking for reform in his speeches, saying "zoning and subdivision regulations and other tools have often been used and misused by localities to screen out moderate and low-income housing and other land uses deemed undesirable."

• Cut down payments on FHA homes priced over $20,000 from 25% to 20% of the value above $20,000. The change would let buyers move into a $30,000 house with a 9.8% down payment.

• Permit insuring of vacation homes under the Sec. 205i low-cost program. Congress boosted the maximum 205i loan from $9,000 to $11,000 this year but rejected the section's extension to vacation homes.

• Grant larger Sec. 220 rehabilitation loans to nonoccupants of renewal-area apartments with up to 11 units. The present law lets such absentee owners borrow 85% of the cost of repairs and the amount needed to repay existing loans. FHA will propose boosting this to the smallest of 1): 100% of repair cost, 2) 93% of the amount an owner-occupant could borrow or 3) 90% of replacement cost.

Congress turns down funds for new 3% fixup loans despite strong bipartisan support

A closed-door House and Senate conference committee has axed a $10-million appropriation for new direct 3% loans to homeowners in renewal areas.

The $10 million was part of a $50-million fixup loan fund okayed by Congress as part of the 1964 Housing Act (NEWS, Oct.). But starting the fund required the second step of appropriating the money. The appropriation had strong bipartisan support, Rep. William Widnall (R., N.J.) originating it in the House, and Sen. Paul Douglas (D., Ill.) persuading the Senate to accept it. But it didn't in conference because of opposition by the Budget Bureau.

The setback is the latest episode in the chaotic history of efforts to boost home renovation. These other ideas are now in the test or talk stage:

• The Home Loan Bank Board proposes extending the maximum term of home-improvement loans by $7.50 from five to seven years. HLBB includes the proposal in rules implementing Congress' boost of maximum remodeling loans from $3,500 to $5,000.

• Rutgers University is spending $49,- 800 (including $33,200 in federal funds) to find the impact of local tax and assessment policies on rehabilitation.

• A nonprofit corporation will renovate 100 homes and apartments in Philadelphia and resell or lease them to low-income families. And the District of Columbia will renovate apartment buildings, then resell the units as cooperatives under the Sec. 221d3 3%-interest program.

• Massachusetts will guarantee loans to local housing agencies to homeowners for rehabilitation in renewal areas.
Problems underfoot?

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HOUSE & HOME
Who will regulate the S&Ls? Some top nominees and a dark horse

Vincent Finigan

One of Washington's liveliest debates rages over President Johnson's choice of a successor to Chairman Joseph P. McMurray of the Home Loan Bank Board. McMurray will quit the board Jan. 1 to become president of Queens College in New York. At issue is how sternly government will regulate the nation's 4,400 federally insured savings and loan associations.

The prosperous s&l industry reportedly favors one of its own men. It grew from $75 billion to $120 billion in assets during McMurray's 3 1/2-year incumbency, but its West Coast leaders are generally impatient with his reforms and with his effort to talk the industry into more cautious lending (News, Nov. '63 et seq.).

S&L candidates. Eugene M. Mortlock, 64, president of the U.S. Savings & Loan League and of New York City's big and solid First Federal s&l (assets: $185 million), is prominently mentioned. So is Arnold Reuben, president of the Illinois Savings Bond Division and chairman of McHenry (Ill.) s&l.

To the end McMurray went on playing the tough Irish policeman to the industry. On the last day of the 88th Congress he sent to Capitol Hill a bill to bring all s&l holding companies under board supervision.

But Capital sources say President Johnson favors a public administrator. He has already asked Rep. Albert Rains (D., Ala.), already, they say, only to have Rains refuse. That turned the spotlight back on John E. Horne, 56, another Alabama Democrat and McMurray's associate on the three-member board. McMurray recommended Horne to the President. And Sen. John J. Sparkman (D., Ala.), chairman of the Senate's housing subcommittee and Horne's patron for more than a decade, says, "If the position is offered, John Horne will take it."

But Horne's reaction has been reticent, and his friends doubt that he wants the job. He has already been named president of the San Francisco Home Loan Bank, where he can draw $37,500 in salary plus a $10,000 pension based on 20 years of government service. To take McMurray's post would cost him $9,000 a year.

In San Francisco last month, he said only half facetiously, "It's beautiful here, the strain is less and the pay is more."

Crossed fingers. Industry leaders seem to feel now that almost anybody will go easier on them than the scholarly Irishman who came from the presidency of Queensboro Community College to police the turbulent s&l expansion from 1961 to 1963.

But the industry may be whistling too soon. The top dark horse in the Washington sweeps is the permanent administrator never noted for going easy on anyone: FHA Commissioner Phil Brownstein.

Third member: John deLaittre, whose term runs until 1966.

FHA sets its new city-by-city limits for apartment loans

And there's good news for builders in high-cost construction areas.

The new mortgage limits were set under the 1964 Housing Act (News, Oct.), which substituted allowances based on the number of bedrooms in an apartment for FHA's controversial room-count system. FHA had given up on its old method.

Basic limits for low-rise buildings range from $9,000 for an efficiency without bedrooms to $18,500 for three bedrooms in the least expensive areas. For elevator buildings comparable limits range from $9,100 to $22,500.

But Congress also gave FHA the right to boost these limits as much as 45% (up to $13,050 for a low-rise efficiency project) in high-cost areas.

Chicago has the highest limits in the continental U.S.—$12,800 for a low-rise efficiency, for example—although both Honolulu and Anchorage top it under FHA rules.

Here is the city-by-city range of mortgage limits for both low- and high-rise buildings under Secs. 207, 211, 234 and 810 (builders under other programs should check FHA for exact limits):
Title insurers go along with FHA's new $75 policy fee on resales

FHA General Counsel Adolph M. Prothro entered a potential lion's den last month—the American Land Title Assn. convention—to present FHA's new plan to take some $1 million a year out of the pockets of the title insurance industry. The titlemen gave him a vote of thanks instead.

FHA has started offering to pay title companies a flat $75—below the going rate for builders and homebuyers in many states—to write title insurance policies for both mortgagee and owner on the resale of any repossessed home up to $25,000.

FHA first tested its program with Lawyers Title Insurance Corp. in Georgia last December and ran into immediate objections. The Atlanta and American Bar associations condemned the plan for bypassing title examination by an attorney and for encouraging title firms to practice law.

But FHA expanded the plan anyway and now estimates it has already saved $350,000. It made the same offer to titlemen in 12 other states—Arizona, Arkansas, Colorado, Illinois, Indiana, Kansas, Missouri, Nebraska, New Jersey, New Mexico, Oklahoma and Utah—and will soon enter two more, Idaho and Montana.

Bonus from an image. Prothro went to the title association's Philadelphia convention prepared for objections to the price-fixing aspects of his program. But the association—concerned over what it considers unjust criticism of its industry's contribution to closing costs—had set a convention theme of improving the title insurer's public image. So Prothro ran into a windfall of goodwill.

"The industry wants to work with FHA in the public interest. We favor any plan to reduce the homebuyer's costs where it is economically sound," said George B. Garber, chairman of the association's title insurance section and senior vice president of Title Insurance & Trust Co. of Los Angeles, the nation's largest title insurer.

"We even hope to cooperate with Mrs. Esther Peterson, the President's special assistant for consumer affairs, in her campaign for equitable closing costs."

No overall fee cut. Incoming President Joseph S. Knapp Jr., head of Title Guarantee Co., Baltimore, also endorsed the FHA plan. But he warned against any inference that title insurance is overpriced. The public often has scant appreciation of the detailed work involved in title search, Knapp emphasized, and so fails to appreciate the protection a sound title policy offers.

Similar flat rates are not in prospect for builders and homebuyers because FHA can do something no one else can do: the agency indemnifies the company for loss from any pre-existing title defects that may appear after title passes from FHA and against any new mechanics' liens.

Top professionals to head a new drive against housing bias

After limping along on uncertain finances for nearly a year, the National Committee against Discrimination in Housing is expanding its nationwide campaign to end race bias in housing.

NCDH, supported by 37 labor, religious and civic organizations with a total membership of 60 million, has hired two of the most tireless professionals in the antibias drive to lead its effort. Edward Rutledge becomes executive director after serving nine years as housing director for the New York City Commission for Human Rights. He succeeds Frances Levenson, now a New York City official. Joining Rutledge as associate director is Jack E. Wood Jr., formerly national housing secretary for the National Association for the Advancement of Colored People and since last year housing director for the New York City Commission on Human Rights.

Both are aggressive, articulate champions of integration. But they calm fears that their new drive means picketing and boycotts of builders refusing to sell to Negroes. Rather they hope to use educational efforts like the secret conference of housing industry leaders in October 1962—the discussions have never been made public—"to tell builders how they can make money and remain solvent and still obey applicable laws and orders."

Rutledge and Wood will also:

• Coordinate and advise over 500 local "fair housing" committees organized since 1960.
• Consult private builders, developers or mortgage lenders on solving knotty problems posed by integrated housing.
• Continue expanding its work with $32,000 granted by six foundations.

Battle of the billboards: climax of California's battle over housing bias ban

Billboards at eye level and bumper stickers at knee level have helped to focus attention on the nation's first statewide housing-bias referendum. The Nov. 3 issue: repeal of California's Rumford Law, which bans race bias in housing. Each side has spent about $200,000 in the fight over Proposition 14—a constitutional amendment which would nullify the Rumford Law and give owners absolute discretion in choosing buyers or renters.

NEWS continued on p. 15
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save time and paper work, and enjoy undivided responsibility. Also with RCA WHIRLPOOL you'll have a brand name in your kitchen that's recognized immediately for quality and dependability. One that's heavily advertised, seen by millions month after month in nine of the most-read and respected national magazines. Let your local distributor show you how the RCA WHIRLPOOL appliance "package plan" can add that extra touch of value to your homes and apartments . . . call him today!

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floor shown: VP-625, Umber Onyx with red feature strip
Materials producers tackle a nagging problem: how to speed more new products into housing

Ever since Assistant Commerce Secretary Herbert Holloman called building one of the nation's three most technically backward industries, materials producers have been trying to shake off the unflattering label. Last month the Producers Council, 200 companies strong, turned its entire annual convention in New Orleans into a searching analysis of why new products only dribble into housing.

Boston patent attorney Robert Rines jolted the conferees early by accusing the manufacturers themselves of "not wanting the creative man."

"How many industries are living today off the brains of one man, Thomas A. Edison?" he asked. "Count them. Do you think these men [famous inventors] could even pass your personnel people today?"

No more guts. Rines, who is also president of the American Academy of Applied Sciences, thought not. He said one of his clients took 16 years to find a company to make a new acoustical system and succeeded only after a "risk taker" entered the manufacturing company. "In the offices of many patent lawyers today there are many ideas lying fallow because we don't have people with guts anymore in industry. We have become paper shufflers."

To clinch his point, Rines told of sending graduate students from his Massachusetts Institute of Technology class to interview creative persons in company research and development departments. The surprising results: "Eighty per cent stated they had new ideas for their companies' product lines, but refused to even suggest whom to management because they are not going to fight city hall.

"Something that alarms me even more is that over 70% of them had ideas outside their company's field, and they felt no encouragement by our patent system or our economic system to even suggest them."

The sad result, said Rines, is that Commerce Dept. figures, soon to be published, show that only one of every ten new jobs created in the past decade has been the result of private-industry effort. Nine of ten have been supported by government.

Perils of pioneering. But the risk takers from the building industry told a different story. Bernard Sarchet, commercial development director of Koppers Co., Pittsburgh, explained why Koppers had abandoned an eight-year effort to build prefabricated homes with foam-core panels.

Building code troubles were widely blamed when Koppers shut down its General Homes Division in Fort Wayne (News, Aug.), but Sarchet dismissed them.

The real problem, he said, was that the Midwestern housing market "has been in a decline ever since we entered it." Too, Koppers found "technical people were more enthusiastic (over the new product) than builders in the field."

(Koppers has not written off the experiment entirely. It has licensed Rohr Aircraft's Modular Components to use part of the system for about 4,000 units near San Diego.)

"There is no question in my mind that if we had had control all the way down to the consumer and a more spirited and growing market—such as the West Coast—we would have had a rousing success in housing. Chances are we will move this operation to a different area where we have a better chance of success."

NLRB ruling clears way for product boycotts

The National Labor Relations Board has just told two Texas asbestos-worker unions they cannot refuse to use prefabricated fittings supplied by nonunion plants. Instead they argued that the prefabricated units violated their contracts' ban on subcontracting and caused loss of work they normally performed.

NLRB reverses itself on hot-cargo union ruling

Unions may now strike to win labor contracts forcing builders to hire only unionized subcontractors. But it is still illegal to call a strike with the express object of forcing a nonunion subcontractor off a construction job.

So says the National Labor Relations Board in a reversal of an earlier decision on subcontractor clauses.

The latest ruling involves Centlivre Village Apartments, a partnership building six apartments for $7 million in Fort Wayne, Ind. Union carpenters struck after Centlivre sublet carpentry to a nonunion contractor.

The unions did not object to the purchase of bulk material from nonunion plants. Instead they argued that the prefabricated units violated their contracts' ban on subcontracting and caused loss of work they normally performed.

* The law was decided its decision: The Texas locals had contracts forbidding employers to subcontract pipe insulation work. When employers purchased precut steel bands and mitered asbestos banding, the unions struck. Employers said the strikes were illegal product boycotts.

who do you think said this?

"We need a wholesale revision to modernize the entire construction industry...."

"[We have] taken national leadership in the use of prefabricated units and have proven them to be superior on many items to individually performed work on the job site. Both factory and on-job prefabrication, through establishment of small instruction units, have resulted in demonstrably better workmanship, yet they are barred by many outdated building codes."

Drywall construction, too, is barred in many areas in New Jersey, although acceptable elsewhere, and is widely used in large apartment buildings in New York. "Our state, county and municipal building codes must be modernized to permit use of such labor-saving operations, which have an end result of better finished products at substantially lower costs for the ultimate purchaser."

Well, it was Raleigh J. Rajoppi, president of the New Jersey Council of Carpenters. And he said it to a lot of other union carpenters at the NJCC annual convention in Atlantic City.
This home speaks a gracious welcome . . . with sweeping elegance of design and the natural warmth of wood.

Construction utilizes the great strength of pre-shrunk SPA Southern Pine for simplicity and spacious living. Board-and-batten siding is stained to allow the natural beauty of the grain to delight the eye.

The patio plan provides each room within a pleasant view of a private courtyard. The resilient wood floor assures walking comfort.

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New townhouse projects outrun their market in California’s hotly competitive southland

Last year Kaufman & Broad started 751 condominium townhouses at its Huntington Continental project in southern California’s booming Orange County — and sold them all in 60 days. That triggered a gold rush. Builders now have 27 townhouse projects (with 3,200 units) — many of them condominiums — under way plus 35 (2,000 units) on drawing boards in Orange alone. And 44 other projects (with 5,290 units) in five neighboring counties round out the nation’s heaviest concentration of new townhouses. But many a builder isn’t panning gold.

FIERCE COMPETITION for townhouse sales in California’s Orange County is shown by profusion of newspaper ads. Kaufman & Broad’s Windsor Square (center) offers money-back guarantee.

Too many followers. “The large number of unsold townhouses is a result of a follow-the-leader philosophy on the part of builders,” says Shipley-Stewart, a Downey research and management firm that turned up the 1,350 unsold units. “This will change shortly with developers examining buyer needs before planning communities.”

Home manufacturers seek a stronger voice in housing’s future

In Dallas last month the 21st annual convention of the Home Manufacturers Assn. decided that HMA needs many more members if it is to be strong enough to play a more meaningful role in housing.

To boost its membership (it now has 48 member companies), the association will:

• Reduce dues 50% for new members for 12 months ending in October 1965. If enough new members are drawn into the association, all dues will be cut in the fall of 1965.

• Start a workmen’s compensation plan for HMA members. The program will let HMA buy compensation at wholesale prices. A 30% reduction in premiums is guaranteed, and companies with a “low loss experience” record for the past four years will be able to save up to 70% in premiums. The program is available only in states where companies rely on private insurers. It would not cover companies that pay workmen’s compensation directly to the state.

• Establish a trouble-shooting code committee to help HMA members work out their code problems with local authorities. HMA members don’t feel they can fight a long-range battle for a national code or performance standards but do feel a committee of engineers could help an individual company present a persuasive case to local officials.

• Establish a sales-training school for members’ salesmen and seminars for builder-dealer sales staffs. Builder-dealer sessions of three or four days will be held during the next year in Dallas, San Francisco, Chicago, Atlanta, Washington, New York and Winnipeg.

Tip from the top. Rep. Albert Rains (D., Ala.), chairman of the House housing subcommittee, gave HMA members a tip on breaking into the vacation-house market. Said Rains: “I am for second homes which could be insured under FHA, but I was against their inclusion [as part of the Sec. 203i program for low-cost homes] in the 1964 Housing Act because of the label. We would never have heard the last of the government building vacation homes and beach homes. So if you get another name for second homes, we might be able to get it written into a new housing bill.”

Rains also called for “a program of federal matching grants to help communities provide new facilities that magnify already inflated loan costs. He said such a program would expand the approach of the successful Accelerated Public Works program of 1962. Rains suggested that another way to meet cost problems would be to “provide below-market interest rates through FHA and FNMA for built-for-sale housing, as is now done for rental and cooperative housing.”

In the 1961 Housing Act, we provided financing for multi-family buildings which now carries an interest rate of a little under 4%. I realize an extension of this very successful program to sales housing must be carefully written to avoid unfair competition and to assure that the benefits go to modest-income families who cannot otherwise afford the kind of housing they need.”
THERE'S 1 BIG REASON
FOR THIS NEW
FLOAT-AWAY
SAVOY DOOR...

You asked for it! Everywhere—builders, decorators, and the public asked for a closet door like this. So Float-Away produced it, and priced it only nominally above the flush door, and loaded it with all the exclusive Float-Away features missing from other doors.

There are many reasons why the Savoy can help you use your closets to make money. Here are some: can't warp—23-gauge steel; greater closet conveniences; storage space; beauty; and savings you won't make anywhere else. Write, wire, or phone Float-Away now about the Savoy.

We now offer a special budget door for tight budget projects that meets all specifications of competitive doors and is available in most models. Write or phone today for full information.
Soft-spoken Charles Clifford Cameron, 44, has just stepped into the presidency of the Mortgage Bankers Assn. much like a college student being/uncomfortable old military outfit. His no-nonsense orders:

- Stand fast on servicing fees. Fight if you must.
- Maintain the integrity of your contract with investors. If you don’t, the whole investor-borrower system is in danger.

Cameron worked 18 hours a day at the association’s Washington convention to rally support among the 3,500 busy mortgage men in attendance. His stand could cost builders money, for some mortgage bankers in hotly competitive areas like California pay builders a half point more for the original mortgage than the banker himself gets on resale to an investor. Because Cameron coupled his warning with a plea for tougher bargaining all around, the premium payment practice is certain to undergo reappraisal.

Fee-cutting fight. Cameron’s move brings into the open a smoldering dispute between big Eastern institutional investors driving to reduce the old half-point servicing fee and Cameron’s mortgage bankers, who refer to the fee as an “understandable” “reasonable” way to ask investors to take as less in servicing fees as at when costs are going up and when we must put more

into land development,” he points out.

“One of the industry’s problems is lack of capital. Net worth is often too low. The mortgage banker can’t increase net worth by giving away servicing.”

Question of morality. Cameron emphasizes that his campaign is not for price fixing. He personally favors the ½% fee, but he intends to maintain the fee set in the original contract with an investor, whatever the figure.

“We’re against forced recognition of a valid contract whenever the market shifts,” he explains. “We don’t think this is morally right. It moves us to worry about the entire contract structure. Indeed, how good is a contract?”

Cameron will promote an educational campaign to make his program familiar to all 890 bankers in the MBA. He will visit institutional investors to convince them of the wisdom of maintaining the integrity of their correspondent network by honoring their contracts. And he will try to draft the industry’s first model contract between investors and servicers.

Cameron sees his program as a boon to building. “We can improve the quality of housing by better lending if we strengthen our financial structure,” he says. “We can better the quality of apartments and keep the mortgage banker strong.”

Hence the financially independent mortgage banker isn’t forced to accept every deal he is offered and can insist upon market or design changes.

New price on Coast—98½%. Bankers at the MBA convention heard that the big southern California market has gone up ½% to a price of 98½% to investors, on FHA’s 30-year Sec. 203b loans for immediate delivery.

“A scarcity of mortgages and a plentitude of money,” sums up Vice President Christian M. Gebhardt of The Colwell in Los Angeles.

MORTGAGE BANKERS’ CAMERON

“How good is a contract?”

MORTGAGE MARKET QUOTATIONS

(Aside by originating mortgage who retains servicing). As reported to HOUSE & HOME the week ending Oct. 9, 1964.

CONVENTIONAL LOANS (combined averages)

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Let home buyers see and feel quality. It is the first impression that helps you sell homes faster. The first impression made by the appearance and feel of a Schlage lockset tells your prospects you've built quality throughout your homes. It costs so little more to have Schlage. You can forget about costly call-backs because Schlage Locks are engineered for long, trouble-free service. No wonder so many builders install Schlage in their own homes. For free, colorful folder illustrating new, exciting lock designs that can help dramatize the doors throughout your homes, ask your Schlage sales representative or write Schlage Lock Company, 2201 Bayshore Blvd., San Francisco 19, Calif.
One piece of information that stands out in this text is the news about the recently opened Dutch Shell plastics laboratory in Delft, which has already cost $390,000. This laboratory is part of the Dutch Shell group of chemical and petrochemical companies, which has a significant market for plastics and epoxide resins. The company's investments in such facilities underscore the oil industry's growing interest in diversifying its operations beyond traditional oil and gas production.
"I like to keep my money moving. That's one good reason I'm a U.S. Steel Homes Dealer."

DONALD J. LOSS, PRESIDENT, CLIFFORD C. LOSS, INC., TOLEDO, OHIO

"My money turns over faster when I build U. S. Steel Homes," Mr. Loss says. "They go up quickly and sell quickly.

"The U. S. Steel Homes component system is the most flexible on the market. Since we're only working with two types of panels—interior and exterior—we can get a much better idea of our costs and eliminate much of our inventories."

Mr. Loss also feels the 1965 U. S. Steel Homes line is the "best yet."

"We can serve every segment of the market," he says. For 1965, there are over 50 basic plans, with many optional elevations each, in every price range. And every model is framed with steel, a USS Homes exclusive, for fast erection, greater dimensional stability, and added sales appeal.

Whether you build homes, apartments, town houses, or light commercial buildings, there's a USS Homes model for you. U. S. Steel Homes helps you sell, with services that range from market surveys to financing, engineering help, merchandising and advertising. To find out how you can profit as a U. S. Steel Homes Dealer, write or call U. S. Steel Homes, 2549 Charlestown Road, New Albany, Indiana.

United States Steel Homes
Division of United States Steel
Mirrors make the difference in sales, too!

"The minute people walk in, they know they're in an unusually fine house," says Builder J. J. Straka of Middleburg Heights, Ohio. "I've sold 13 of these 4-bedroom, 3-bath split levels in the past 18 months. Only one buyer didn't want the space-stretching mirror. The others were delighted to learn it was included in the $35,400 sale price for house and lot."

**Mirrors make the difference, and Parallel-O-Plate® glass makes the difference in mirrors.** Parallel-O-Plate is twin ground by Libbey-Owens-Ford for truest reflections. **For wall mirrors,** bathroom mirrors, door mirrors and sliding mirror doors, call your L-O-F distributor or dealer (listed under "Glass" in the Yellow Pages).

Libbey-Owens-Ford Toledo, Ohio

This label identifies mirrors made of Parallel-O-Plate glass.
These are just a few of the business cards which represent products and services of Heil Heating and Air Conditioning. Maybe you’ve seen them before. Sales, engineering service, advertising and promotion. There are many, many others of equal importance that can’t be listed here. But no matter how many we list there’s always room for one more. The one that completes the picture. Yours. Go ahead, drop your business card right up there in the space provided. It’s in good company. Better yet, drop it in an envelope and send to Department SM, the Heil Quaker Corporation, 647 Thompson Lane, Nashville, Tennessee, 37204. We’d like a chance to prove to you just how good that Company is. We’ll return your business card sealed in plastic as an attractive, personalized luggage tag. Just think, if we treat business cards that good what we’ll do for customers.
NAHB drops its other shoe, affirms Bernard Boutin as new top staffer

The National Association of Home Builders has put its official stamp on the best kept secret of the year (News, June): Bernard L. Boutin, 41, will become NAHB’s executive vice president on Nov. 9—almost one year to the day after John M. Dickermin resigned.

To take the next position, Boutin is resigning head of the General Services Administration, which manages buildings and property for the federal government.

President Johnson has sought to keep Boutin in Federal service, first naming him New England coordinator for the Democratic election campaign and later offering him the new job of anti-poverty administrator. But Boutin chose the NAHB spot because he views it as a “great challenge. A healthy and expanding home-building industry is of primary importance to the nation’s prosperity. A healthy and expanding association is of primary importance to the individual member’s prosperity.”

NAHB officials were firm in their choice of Boutin in the face of almost certain mutterings among the association of primary importance to the nation’s prosperity. A healthy and expanding association is of primary importance to the individual member’s prosperity.”

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West Coast builders shuffle staffs

The man who developed one of the earliest FHA Sec. 221(d)3 middle-income cooperatives for Kaufman & Broad Building Co. in Detroit has resigned as executive vice president of the company and president of its California subsidiary, Kaufman & Broad Homes.

He is Byron Lasky, 36, whose most recent creation was KAB’s fabulously successful Huntington Continental Townhouse in Orange County (see p. 17). Lasky has been with KAB since its start in 1957. He leaves to join President Harlan Lee of Harlan Lee & Assoc., a privately held tract builder (1963 sales: $10.3 million), in forming the Harlan Lee-Byron Lasky Co. of Sherman Oaks. Lasky will buy land and develop cluster plans, his specialty with KAB.

President Eli Broad, who has expressed disappointment with the company’s California operating results, has taken over Lasky’s post as president of the California subsidiary and announced plans to put 1,500 patio townhouses on two sites in the San Fernando Valley. Vice President Gene Rosenfeld will head the Orange County operation.

“California contributed only 18% of the company’s national volume in 1963,” Broad says. “We had hoped it would do over $10 million, or nearly twice that much. We’re going into San Fernando with a good program, and we have another 1,800 units nearly ready. We got a trifle cocky after the Huntington Continental success, but we’re not that way anymore. We’re going to get sales up, and up fast.”

KAB, the nation’s second largest publicly held building company, recorded a first quarter profit of $1.13 million and peak profit of $1.25 million in fiscal 1963. Sales are up 22% and net income up 10% for three-quarters of 1964.

BUILDERS: Keith A. Miller, 28, is the new assistant to the president of S. V. Hunsaker & Sons of Irwindale, Calif., the fifth largest publicly held homebuilder with 1963 sales of $20 million. Hunsaker has been acquired by Occidental Petroleum (News, Sept.), Miller was an administrative manager for Del E. Webb Corp., of Phoenix for three years.

Former Assistant Secretary Wayne Miles takes over as president of Donald L. Stone Homes, and Production Manager Les W. Phillips Jr. becomes general manager. Donald L. Stone, 51, retires as president but remains as board chairman. The company will build 900 homes in 1964. It sells in California’s Santa Clara County and nearby cities.

Former City Manager Robert L. Unger of Costa Mesa, Calif., has become executive vice president of Rancho California Inc., which will develop the 87,500-acre Vail Ranch tract 78 miles southeast of Los Angeles. Rancho California is a joint venture of Macco Realty Co., Paramount, Calif., and the Henry J. Kaiser interests.

Phoenix Builder Ralph E. Stagg has been named national chairman of Builders for Barry, a division of the Citizens for Goldwater-Miller organization. Stagg, 42, is an honorary life director and regional vice president of the National Association of Home Builders.

DIED: Charles B. Shattuck, 64, 1953 president of the National Association of Real Estate Boards, Sept. 16 in Los Angeles. As NARER president, he created the Build America Task Committee which has put the nation’s 70,000 Realtors behind housing rehabilitation and stern housing-code enforcement. Kenneth Kassler, 59, FAIA and former Princeton University instructor in architecture, Sept. 27 in Princeton, N.J. A decade ago his circular house, with plastic and paper-honeycomb exterior panels and a precast conical concrete roof, attracted international attention.
plenty of surprises and new-product excitement for the N.A.H.B. show

VISIT US AT BOOTH 1453 for the premiere showing of the newest attractions in the industry's biggest line-up of favorites. These are new products with a purpose... styled right, made right, priced right! And if you're not familiar with the Emerson Electric Package story, ask for full information on our other dependables in the only complete Heat/Light/Air/Sound Package.
This distinctive oak floor SELLs style-minded buyers

People who know what’s smart really go for Bruce Fireside Plank Floors. Use this exciting floor in one room of a model home and listen to the compliments on its dramatic dark finish, random-width planks. Like all Bruce Prefinished Floors, Fireside Plank has the famous Bruce baked-in factory finish that saves you time and money, gives your home buyers long-lasting beauty underfoot. See Sweet’s Files or write for catalogs.

E. L. BRUCE CO., MEMPHIS, TENN.—WORLD'S LARGEST IN HARDWOOD FLOORS

Prefinished by modern Bruce methods for beauty, durability, economy
MEMO TO HOME BUILDERS

How to scratch cooling-heating headaches off your list!

Just turn the cooling-heating job over to a Carrier dealer.
It's as simple as that.
He shoulders all responsibility.
Yes, all. That includes
... recommending matched equipment to provide the right year-round system for each home
... completely handling duct design, equipment location, wiring and controls
... installing the equipment to your schedule
... installing it right—his men are schooled in air systems
... and backing it up after installation

So just in case there are any complaints, they're his headache, not yours.

The way Carrier cooling-heating equipment is built, complaints should be minimum.

Because it's built to quality standards to do an efficient job—not just for a year or so, but for years.

Isn't this the kind of cooling-heating you want—and your prospects want—in the homes you build?

P.S. Carrier central systems are covered by Good Housekeeping and Better Homes & Gardens guarantees. For complete information about air conditioners and furnaces, call your Carrier representative listed in the Yellow Pages. Or write us. Our address: Syracuse 1, New York.
Announcing VINYL-PANEL, the latest paneling innovation — from Evans...

paneling with a tough vinyl surface that won’t fade, chip or crack and is a cinch to clean. Paneling with sales-stimulating decorator colors and finishes that will beautify walls anywhere: in offices, homes, apartments, motels and mobile homes. Cascade (A), Walnut (B), Rippletone (C), and Honeycomb (D), are patterns now being manufactured as standard production items. Hundreds of custom patterns available. Produced 4' x 8' in 1/8", 3/16" and 1/4" thickness, smooth or U-grooved. For more information, write:

Evans Products Company, Fiber Products Division • P.O. Box 551, Corvallis, Oregon
REVOLUTIONARY NEW SALES TOOL

Completely automatic underground sprinkler system for as little as $100.

Here's the first automatic underground sprinkler system available at low cost. It's Toro's new Moist O'Matic, selling at a third the price of ordinary systems.

Building block design. Install a system to sprinkle the entire lawn or just part of the lawn... and let the home buyer complete the job at any time.

Quick, low-cost installation. Your own crew can install a system covering 50' x 50' in two man hours; a system for 85' x 100' in less than eight man hours. No special plumbing or electrical work required.

Fully automatic. Moist O'Matic has the set it and forget it convenience that sells homes. Electric control center installs in five minutes in garage, basement or utility room, turns sprinklers on and off automatically. For model home demonstrations, system can be operated manually.

Get more facts. If you're looking for a new, low-cost sales tool with a high dollar image, investigate Moist O'Matic. Contact your Toro Distributor. He's listed in the Yellow Pages under Sprinkler Systems. Or write direct to Toro, 8111 Lyndale Ave. South, Minneapolis 20, Minn.

TORO | MOIST O'MATIC® LAWN SPRINKLER SYSTEM

Circle 226 on Reader Service Card

$100 Moist O'Matic system like this installs in two man hours. Sprinkles 50' x 50' area.

For greater coverage, additional sprinklers can be operated from electric control center.
Who me—a builder—in LIFE and LOOK?

Yes, you! Don’t miss NOFI’s unprecedented builder’s promotion. Full details on other side.
Fuel Oil’s Spring ’65 advertising
will help sell your individual home development
in Life and Look. Actually lists your
development by name and location, free.
Be sure you’re included.

All you do is schedule 11 or more
Oil-heated homes for sale next sea­
son. Then contact your local Fuel
Oil Dealer before January 15. He’ll
arrange to have the name of your
development listed. But advertising
support is just one advantage you
get when you install Oil heat.

For example, with Oil, you set
your own building schedule. You’re
not at the mercy of others, because
you don’t have to wait for mains or
laterals to be installed.

And since you’re not tied to lines
or mains or expensive land, you can
build just about anywhere profits
look best.

It’s easier to sell Oil-heated
homes. People know Oil is depend­
able. It doesn’t let a family run out
of hot water the way some fuels do.

Why? Oil heats water three times
faster than other fuels. And Oil is
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From Clarence "Bucky" Pierce of North Shore Suburban Homes, Inc., in Lynnfield, Mass., we hear,  
"We can't build fast enough to take care of the customers, and we feel that Barrett Consultron and the marketing ideas contained in the report are major causes of this."  
Julius Rembrandt, Subdivision Manager Holiday Homes of Memphis, Inc., in Memphis, Tennessee  
"We feel that every builder contemplating the building of a subdivision should have Consultron advice. If we had had their advice a year ago, we feel that our profits would have been greater and our headaches smaller."  

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In four colors . . . copper bronze, citron yellow, turquoise and white; brushed chrome doors, optional extra. Available with automatic ice maker and automatic defrosting in both freezer and refrigerator. There's nothing finer at any price.

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NOVEMBER 1964

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Gerber's new decorator fixtures lower the cost of bathroom luxury to a reasonable level. These fixtures—lead crystal trim, decorated bowls, faucets with gold or brushed chrome finish, and Marblelite lavatory and counter tops—are well within the budget of your customers. They are available as individual accessories or as a complete decorator unit with Gerber's beautiful Princess Anne cabinets. They open up an exciting new dimension in bathroom beauty for new construction or remodeling projects.

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The decorative possibilities with these fixtures are virtually unlimited. The quality is excellent; the cost is modest. To find out more about Gerber's exquisite decorator fixtures, write for full-color literature with complete information.

<p><strong>NORTHEAST</strong></p>

New York—Brown & Guenther, New York City, are architects for 165 garden apartments in Rockville Centre, L. I. Cost: $3 million.

Pennsylvania—Klingboll Haddors & Co., Columbus, Ohio, will build a $3 million apartment complex for 500 families in Philadelphia. Plans: Ballard H. T. Kirk & Assoc., Columbus.

New Jersey—Allentown Realty, Long Branch, is having 180 houses and a shopping center planned in Allentown by Godfrey Ricci, Long Branch. Cost: $5 million.

New Jersey—Terminal Construction, Wood-Ridge, will build apartments costing $3 million, with garages and swimming pool, adjacent to Pompton Road in Verona. Plans: Leo Kornblath Assoc., New York City.

New York—Hotel & Bartenders Union, Monticello, will build 250 apartment units and swimming pool. Cost: $2.5 million.

Connecticut—Ahearn Development Corp., Wallingford, will build 75 houses in Wallingford costing $2.5 million.

New York—Architect Harry Wenning, Hartsdale, is planning 200 garden apartment units at a cost of $2 million in Fishkill.

New Jersey—C. Mason & Abbigi Co., Hawthorne, will build seven garden apartment buildings in Hawthorne costing $2 million. Neil S. Greydanus, Hawthorne, is the architect.

New York—Architect Stanley A. McGauchan, New York City, is planning 150 houses in Rehoboth. Plans: Tatar & Kelly, Silver Spring, Md.

Massachusetts—Campanelli Bros. Inc., Braintree, will build 114 houses at Foster Farms in Medford.

<sup>34</sup><p><strong>SOUTH</strong></p>

Texas—Architect Delwin James, Houston, plans $10 million apartment project in Houston.

Virginia—Savoy Construction, Silver Spring, Md., will build 600 apartments costing $6 million and another costing $5 million in Idylwood. Plans: Leo Kornblath Assoc., New York.

Kentucky—Perkis & Will, Chicago, and Robert Hayes, Erlanger, are architects for $5 million dorm, classrooms at Villa Madonna College, Covington.

Texas—Architect Robert Lee Hall & Assoc., Memphis, Tenn., plan $4 million apartment project to be built by four companies in Houston.


Virginia—Virginia Union University will build $2.8 million dorm and student union in Richmond.

Maryland—Berk-Tydings, Silver Spring will construct garden apartments costing $2.5 million in Upper Marlboro. Plans: Cohen, Haft & Assoc., Silver Spring, Md.

Florida—Porter Russell Corp. of Miami will build 133 houses in Miami for $2.5 million. Plans: Gerald W. West, Key Biscayne.

Louisiana—Holiday Construction, Metairie, will construct 195 houses costing $2.5 million in Metairie.

Maryland—Cohen Haft & Assoc., Silver Spring, are planning $2 million Loyola Gardens Apartments to be built in Baltimore by Sankin & Parks, Washington.

Maryland—David Milestone, Silver Spring, will erect townhouses and garden apartments costing $1.5 million in Cockeysville. Plans: Cohen, Haft & Assoc., Silver Spring.


Florida—Gerald William West, Key Biscayne, is the architect for 28 houses to be built by Porter-Russell Corp. in Miami. Cost: $550,000.

Virginia—Joseph Norris, Charlottesville, is architect for 202 apartment units to be built in Charlottesville by S. W. Heischman Construction, North Charlottesville. Cost: $1.8 million.

Kentucky—Burlington Realty & Development will build 180 houses in Burlington. Cost: $1.8 million.

<sup>35</sup><p><strong>MIDWEST</strong></p>

Ohio—Hayes Corp. of Cleveland will sponsor a $2.5 million townhouse and apartment project in Strongsville. Architects: Yager & Assoc., Strongsville.

Indiana—A 380-unit apartment in Bloomington will be built by Lusk Corp., Indianapolis.

Illinois—DaVerman & Assoc., Grand Rapids, Mich., are designing a dormitory in Champaign. Cost: $3.5 million.

Ohio—Russell Babbita of Akron is architect for a $750,000 apartment in Cuyahoga Falls.

Indiana—The Indiana Baptist Homes & Hospital, Inc. of Zionsville contemplates $1 million retirement home and health care centers in Muncie, Lafayette, Kokomo and Columbus.

Illinois—Adelman & Brett of Morton Grove will build 30 houses in Deerfield. Footlik & Rose Assoc. of Morton Grove is designing the project.
BEFORE...AND AFTER

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When you're thinking of remodeling, think of Upson. Upson interior and exterior paneling will help you remodel or add a new room (such as the one pictured) that matches the beauty, construction and style of your present home. The builder of the fine home above chose several Upson products for his remodeling. He turned an ordinary screen porch into an attractive, year-round, family room that complements the over-all quality of his home. Interior ceilings were finished with large Upson Super-Bilt panels that harmonize perfectly with the existing structure. The exterior wall is Upson Dubl-Bilt that combines sheathing and siding into one panel and one operation with savings of up to 40% in building time, labor and materials. Upson screened and vented soffits were used to provide the finest in ventilation, durability and appearance. Trim-Bilt fascia and batten strips finished the job in excellent fashion. For more information about Upson products, just send in the coupon or call Area Code 716, HF-4-8881.

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NOVEMBER 1964
More and more builders are specifying York Flex-O-Metic systems to provide low-cost, all season comfort for garden-type apartments. These flexible systems provide a cooling coil, heat exhaust section and a Borg-Warner oil or gas-fired furnace in a compact package that is easy to install and that assures positive cooling capacity.

Advanced York features for builders include pre-charged tubing for connecting heat exhaust unit to coil, to eliminate field charging and brazing; Air-cooled design means no pumps or water towers are needed. And York's cooling maze coil assures more air contact with cooling surfaces for faster cooling, improved dehumidification.

When you plan air conditioning for your next apartment or private residence, ask your York Representative about competitively priced Flex-O-Metic systems. Or write York Corporation, York, Pennsylvania. In Canada, contact National Shipley Company, Ltd.; 326 Rexdale Boulevard; Rexdale, Ontario.

**Application Flexibility and Convenience!**

**Ground level installation.** Heat exhaust section is on a slab, outside building. Cooling coil is inside, on furnace.

**Roof location.** In this garden-type installation, outside section is on roof. Furnace and coil are in alcove.

**Ranch home application.** Exhaust section is outside, on slab. Horizontal furnace and coil are located in attic space.
Smyrna Gardens Apartments, Atlanta, Georgia. Modern 40-unit garden-type apartments are comfort-conditioned by York Flex-O-Matic systems, including Borg-Warner furnaces. Smyrna Gardens also features Norge kitchen appliances and Borg-Warner plumbing fixtures. Owner and builder, King-Williams Land Co., Inc., of Atlanta.

Warren Park Apartments, Baltimore, Maryland. Five buildings, with a total of 200 apartments, are air conditioned by York Flex-O-Matic systems, including Borg-Warner furnaces. Owner, Warren Park Associates; Builder, Gorn Bros., Inc.; Architect, Morris Steinhorn, A.I.A.

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Overlapping second floors give variety to these look-alike townhouses

Two-bedroom units with 26'-wide second floors alternate with one-bedroom units with 14'-wide second floors (plan above). But the first floors of all units are identical—20' wide, with kitchens and living rooms.

Architect Howard R. Meyer used uniformly peaked roofs to mask the alternating second-floor widths and also to make the bedrooms more spacious. Bedrooms and living rooms open through 10' sliding glass doors to balconies or poolside patios. Kitchens and baths open to the street through slit windows. These street-side facades are visible on the apartments at left in the photo, which have their patios on the opposite side.

The project was fully rented shortly after opening (rates: $130 to $160 unfurnished) chiefly to young couples and single tenants. Builder-owner Jerome J. Frank & Assoc. built the 50-unit project in Dallas. Total cost: $400,000.

Three different apartment plans are offered in this 12-unit project

And because it appealed to a relatively broad market (rentals range from $120 to $185) the project, in Houston, was filled almost immediately after completion. The building includes:

- Two 2-story units, with one bedroom and 715 sq. ft. of space. (Builder Darby Suiter could have rented six more of these apartments on opening day.)

- Four 2-story townhouse apartments with two bedrooms and 1,240 sq. ft. of space.

- Six 1-story, one-bedroom units. Four of the units have 785 sq. ft., plus 209 sq. ft. of balcony and are located over a 12-car garage (photo). The other two units have 658 sq. ft.

Architect Clovis B. Heimsath fitted the 12 units into a 90'x120' lot. And he gave the project a contemporary style that is rare in Houston. The units offer central air conditioning, washer, dryer, dishwasher and disposer.

Leaders continued on p. 47
Every day, more and more builders of modern homes and apartments are switching to total-electric construction, equipped by General Electric. The many advantages of total-electric living have proven such outstanding sales values that Medallion homes and apartments equipped by General Electric are consistently outselling competitive units.

But added saleability of your product is only one of the advantages to you as a builder. You also get:

• Engineering and design assistance for heating, cooling, lighting, kitchens and laundries.
• Customized promotional programs to take your sales message to your prospects effectively and efficiently.
• Coordinated scheduling of equipment deliveries to save you headaches and speed your construction.

Interesting? For details on how General Electric's program for total-electric homes and apartments can work for you, contact your General Electric Major Appliance distributor, or send in the coupon below.

Briardale, Oklahoma City, Oklahoma, where builder Bill Allen has combined the sales advantages of total-electric kitchens with modern electric furnaces and air conditioning. The comfort of electric climate control, coupled with a guaranteed operating cost has made these Gold Medallion Homes one of Oklahoma City's most successful new communities.

401 East 1st St., Tustin, California, is a 102-unit Gold Medallion apartment built by the Skoff Construction Company. Each total-electric apartment features a complete General Electric kitchen and radiant ceiling cable heating, set in the pleasant atmosphere of beautiful California landscaping.
Tara Town Houses, Indianapolis, Indiana, sold 102 Gold Medallion condominium units in just three months. Built by J & L Realty Inc., each of the 130 town house units will offer owners a General Electric built-in range, refrigerator, Disposall waste disposer, water heater, washer, dryer, electric baseboard heat and central air conditioning as part of the purchase price, resulting in sales far ahead of competitive projects.

Shepherd Hills Country Club, Wescosville, Pennsylvania, is a picturesque community developed by Robert Friedman and Paul McGinley who utilized General Electric's program to help make this total-electric community an outstanding sales success. Modern Gold Medallion homes are served by an underground power distribution system that maintains the beautiful country club setting, complete with club house, swimming pool and golf course.

Saturn Apartments, Cocoa Beach, Florida, has 106 Medallion garden apartments featuring complete General Electric kitchens and Weathertron heat pumps, for year-round climate control. The tremendous success of this total-electric apartment project led builder Raymond W. Tompkins to again apply General Electric's products and builder program to his 140-unit all-electric motel, now ready for construction.
1. To insulate masonry walls economically:

2. Remember Styrofoam® FR insulation board, and use it. If it isn’t blue, it isn’t Styrofoam.

5. Take wallboard. (No vapor barrier, no furring. You get a solid, insulated wall at almost the same cost as a furred, uninsulated wall.)

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Split-level plan for a condominium adds utility and livability

The plan allowed Architect Richard D. Stoddard to fit 36 apartments—each with a two-car garage—on just 1 1/4 acres. It creates an 11’-high living room overlooked by a balcony dining area. And it provides a hall-stairway area (at right in photo) that lets traffic pass from the entry to the kitchen and dining room, half a flight up, or to the garage, a half flight down, without crossing the living room.

The split plan also lets cars enter the garage unobtrusively through a rear alley 4’ below grade, while the living room on the opposite side opens on grade to a private patio. In some units Stoddard repeated the split level upstairs, shifting the high ceilings from the living room to the master bedroom.

Lakeside Apartments Inc. sold out these Burbank, Calif., units (priced from $19,950 to $26,950) soon after they were opened to the public.

Three-level plan gives these townhouses 1,650 sq. ft. of living space

The lower level is the key to the roominess. It houses a large playroom, which looks out on a rear lawn and park (photo), a garage on the street side and a utility room and bath. Entry and guest closet are also on the first level, freeing the entire second level for living space—specifically, a living and dining area which spans the 24’ width of the apartment, kitchen, study and powder room. The third floor has four bedrooms and a third bath. Mansard roofs keep the buildings from looming too high.

Architects Donald J. Pyskacek and Howard Rosenwinkel designed these suburban-scale houses for an urban site ten minutes from downtown Chicago. The 24-unit project was built by William E. Burger Co. in a high-rise zone, in the last segment of Chicago’s first major urban renewal area at Lake Meadows. It opened in May and by mid-September 12 units were sold for $30,000 each.
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See Modern Maid with PERMA-COIL* at the NAHB show in Chicago, December 6-10, Spaces 148-150, McCormick Place

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The land-price spiral ... site-value taxation ... right role for public housing

Land problems

H&H: Once again House & Home is to be commended for explaining in clear, simple terms what professional planners have been attempting to express to planning commissioners and city councilmen for a number of years. Your September issue should be presented to every planning commissioner and city councilman in rapidly growing suburban communities. We are presently engaged in a planned development study of 1,800 acres in the hills of West Covina, all under the single ownership of a large S&L. The information in this provocative issue will be helpful during the deliberations we are about to begin.

Harold Joseph, planning director, West Covina, Calif.

H&H: The September issue of House & Home is the finest issue that I can remember. The industry needs information, direction and frank discussion, and this is what you are giving them.


H&H: Many are becoming aware that land price spirals undermine communities and price decent housing in the atmosphere. Few have gone as deeply as your September issue to pinpoint major causes—illegal assessments and undervalued land. Obviously, "site value taxation is no panacea." But once land values are taxed equitably, other planning tools (zoning, code enforcement, balanced transit systems, open-housing covenants and green belts), none of which by themselves are panaceas either, should function better. How can we hope for healthy cities so long as lopsided real estate taxation encourages land speculation, slums and urban sprawl?


H&H: Your article on spiraling land prices was most interesting, but I must quibble on two points. At $30 a sq. ft., an acre is worth $1,306,800, not $120,000. I presume the writer meant to say $3 a sq. ft.

Second, I don't believe that "land is set apart from the ordinary market action of supply and demand." I think the situations described in Los Angeles, Orange County, Houston and other places mentioned illustrate quite clearly that land is most assuredly subject to the action of supply and demand. That law is working for land prices just as we would expect it to work.

Robert W. MacNair, assistant vice president, Coast Federal Savings and Loan, Los Angeles.

Reader MacNair is right on his first point (we mean a wrong, we think, on his second). The land speculative, unlike any other commodity holder, is in an unusually protected position because of unequal assessment practices. These practices set his land apart from the usual market action of supply and demand. It's true, however, that demand for reasonably priced land in the right places is invariable, and prices as a consequence skyrocket.—Ed.

H&H: Please forward 20 copies of September House & Home as quickly as possible. We want to remind them to the city fathers of Corte Madera, Calif., in connection with application for cluster zoning map.

Frank Roberts, president, Marinier Town House Inc., Los Altos, Calif.

The single tax

H&H: September is indeed an outstanding issue that should give a lot more people in the homebuilding industry a better idea of the harm being done by land price inflation and also a quicker understanding of some of today's new ways to use land better.

It is unfair to Henry George to suggest he was foolish enough to think a single tax on site values would pay the cost of government at today's lavish scale, but it would have been quite enough in his time, when the total cost of state, local and federal government combined was only 2% or 3% of what it is today.

No one thinks site value taxation is a panacea, but it is probably obvious that if land were taxed more heavily land owners would be under more pressure to put it to better use; conversely, if improvements were taxed more lightly, the prospect of higher taxes would be less of a deterrent to improvements, replacements and new construction.

If you put the wrong building on your land or if your building becomes obsolete for its site you are stuck with it until you tear it down; but the low replacement rate of wrong buildings is almost as serious a problem as the amount of raw land held off the market by speculators; and there is no more excuse for subsidizing wrong or obsolete buildings by undervaluation than there is for subsidizing speculation in vacant land by undervaluation.

It is just plain nonsense to suggest that heavier taxes on land would lead to higher slum rents. All respected economists from Adam Smith to Collin Clark have agreed that the land tax is one that cannot be passed on. Except under rent control slum rents are already all that the traffic will bear.

It is also nonsense to suggest that heavier taxation would encourage intensive development everywhere. On the contrary, the more intensive use of central land it would stimulate would almost certainly siphon off demand from the farther areas of suburban sprawl and thereby lessen the likelihood of premature subdivision.

I agree with you that we need better zoning and better planning, including better metropolitan planning. But Van Ettinger of the Baucentrum in Rotterdam said a mouthful when he said: "It is impossible to make good land planning effective in the face of land speculation."

P. I. Prentice, vice president, Time Inc., New York City.

H&H: Congratulations on your splendid land issue. As one who lives and works in a community suffering the typical inequities and injustices imposed by archaic assessment practices, and terms and techniques, I was particularly attracted by your recommendation. It was pleasing to see Henry George's single (land) tax theory mentioned; but I couldn't help feeling that the value of his theory was too quickly dismissed. . . . As a daily witness to a "modified" Henry George system, I can tell you that it's not the answer, and for the reasons you pin-point—unequal assessments, inordinately low assessments on raw land, etc.

John M. Kelley, Realtor, Seton, Pa.

For almost 50 years Scranton, Pa., has taxed land twice as heavily as improvements.—Ed.

Erratum

H&H: On page 43 of the September issue you show a picture of suburban Denver with two extremely derogatory paragraphs explaining the picture. In the second paragraph you say: "Builder Marcus Bogue's Hampden Hills development, left center, surrounded by vacant land, was annexed to the city over protests of the county and school district."

I am not at this time, nor have I ever been, connected with a development called Hampden Hills. While I am interested in a residential land development in the southeast Denver area, it is not even shown in the picture. The area I am interested in has not been annexed to the city of Denver, nor has any attempt been made to annex it. I have had very cordial and cooperative relations with the school district.

Marcus C. Bogue Jr., Realtor Denver

House & Home's apologies to Reader Bogue. The Hampden Hills subdivision erroneously credited to him was actually developed by Denver's Hutchinson Homes. No criticism of either developer was intended or would be inferred. The aerial view of Denver's southeast suburbs was shown as a graphic illustration of how land is held off the market by land speculators, forcing builders to leapfrog farther out into the countryside and contributing to the need for additional expensive roads and utilities. We regret the error and any embarrassment we may have caused Mr. Bogue.—Ed.

Vote of confidence

H&H: I appreciated reading of your plans for House & Home [Aug.]. I had the highest regard for the magazine and always felt that it made a very substantial contribution to our industry. Particularly I knew of no other vehicle which obviously was to everyone's over-all concern. I realized that Perry Prentice was the moving force behind all this.

Now after having taken a wait-and-see attitude I would like to tell you how very impressed I am with your issues so far. I think they have been outstanding and I do believe that you meant what you said: that you intend to take all of us in the great House & Home and build on it.

Julian H. Zimmerman, president, Lumberman's Investment Corp., Austin, Tex.
You will sell more homes with Hall-Mack Quality in every bathroom!

When buying a home, one of the two rooms with the greatest attraction for Mrs. Housewife—and usually for the man of the house, too—is the bathroom. And in many transactions, it is the unusual touches to the bathrooms—the things that others don't have—that help sell homes. Below are a few of Hall-Mack's finest quality bathroom accessories—every one a real home-seller! By making bathrooms more attractive and convenient, Hall-Mack specialties help to clinch many a sale for smart builders and contractors everywhere.

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Concealed vanity shelf is recessed into wall No. 341
Relaxation unit for luxurious bathroom carrying No. 302
Recessed tissue holder takes large package No. 319
Dolphin & shell towel rings add pleasing touches No. 125, No. 127
Combination surface vanity shelf with mirror No. 346 WM
Recessed mirror shelf for toiletries No. 305
Sturdy grab bar prevents many injuries in tub and shower Nos. 360/1/2
Shower recess for shampoo and other toiletries No. 256
Ladder of towels with a full 60" of rung space No. 365
Recessed scale opens down and weights accurately

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Los Angeles, California 90007

Just mail the coupon today! A new color brochure— "Accent on Accessories"—offers a wide choice of original designs, new ideas and exclusive features. Sold by leading plumbing, tile and hardware dealers everywhere.

Letter to the editor

Public housing

H&H: In your editorial [Aug.] you implied that for low-income families you would oppose public housing in favor of FHA aided housing—qualified, of course, with the words "wherever possible."

If, as you profess in the next paragraph, you are earnestly dedicated to "helping Americans find a better way of living by giving them better homes at prices they can pay," then you cannot in all good conscience oppose the public housing program, for it is the only source of fresh housing for low-income families. Only the private profit-motivated developer or builder seems forever unable to produce good housing for this group. Obviously, the public housing program would not even exist had private industry met the challenge. Since they will not satisfy this vital need, I think it is the obligation of HOUSE & HOME and many others to recognize that the program is real and participate in its improvement. I am sure the potential of the public housing program, in terms of providing housing for Americans, is at least as great as private housing programs. If you look about, you will discover many exceptionally fine public housing solutions which put private industry to shame.

If you firmly believe in good housing for all Americans, then your mission must be to foster it under any type of program. It cannot be confined to the majority of your readers. So I would like to suggest that rather than ignore or oppose a large segment of housing, you inform, encourage and stimulate those who are or will be responsible for public housing.

William Keiser, AIA
Meath, Keiser & Assoc.
Grosse Pointe, Mich.

Reader Keiser misinterprets our position on public housing. We simply want private enterprise to house all the families it possibly can. But we realize private enterprise cannot serve the housing needs of families with incomes below a certain level. The average family income in public housing is less than $2,500—well below the recognized poverty level. Public housing falls squarely within the traditional American concept of limiting government programs to what cannot be accomplished by private enterprise. Furthermore, public housing is built, with private financing and by private contractors, at costs that compare favorably with those of private housing. And public housing generally returns to the community—through payments in lieu of taxes—an amount in excess of the taxes collected from the slum housing which it replaces.—Ed.
New ways to make money with plywood

In specialized housing markets, plywood helps with valuable market data plus cost-saving ideas

1. Second Homes
2. Remodeling
3. Apartments
4. Urban Renewal
Today's second-home buyers
Plywood helps you give them

F. M. Donelson's Hide-A-Way Hills is a national success story.
That's largely due to good financing, well-aimed promotion—and versatile plywood home designs. In two years he's built and sold 90 homes at the 1,200-acre vacation-retirement community near Columbus, Ohio.

With plywood construction and simplest possible building techniques, he can adapt designs to just what the buyer wants. The modified plywood A-frame above started from one of 18 basic designs in American Plywood Association's free leisure-home catalogue. (See description at right.)
want more than a cabin
a real house for the money

Ralph Grinnell built this unusual vacation home in Wollochet Bay, Wash., at a cost of less than $1,000 for materials. It took just six days, from footings to painting. He used the rigid frame system. It's based on one simple component that combines functions of studs and trusses (see diagram above). Rough-sawn plywood sidewalls lock frames into a rigid, non-racking structure.

The rigid frame system, first developed for farm and commercial construction, can give basic shelter for as low as $1 per sq. ft. To find out more about it, write for a free rigid frame booklet from American Plywood Association, Tacoma, Washington 98401.

George Osborne, of Northwest Homes, Chehalis, Wash., saves 15 percent by building second homes right in the plant—plumbing, wiring, cabinets and all. Then he trucks them to the site, saving a lot of costly field labor. Some larger homes are built and trucked in sections (see above).

Osborne says only plywood will stand this rugged treatment without racking. His floors are 3/8” plywood, glue-nailed to 2 x 4’s. Walls are one layer of rough-sawn plywood with battens. Roofs are stressed skin panels. By using plywood to keep costs down, Osborne can give second-home buyers more house for the money.

Remodeling jobs go faster
...and American Plywood Association

Custom Design Contractors used proven, time-saving plywood building techniques on this room addition in Sumner, Washington. They finished the 16 x 20-ft. family room, plus a patio, in less than three weeks. Floors are tongue-and-groove 2'4"1 plywood (combination subfloor-underlayment). Walls were pre-assembled, with plywood nailed to studs, then tilted up. Plywood roof sheathing went on in just four hours. For information on how you can tie in with a successful new Add-a-room promotion program, send for free booklet at right.
when you use DFPA plywood
can help you get more modernizing business

In Little Rock, Ark., this 56-unit housing project needed a face-lifting. Plywood did the job fastest, at lowest cost. Housing Administrator Robert Coxon specified grooved plywood siding to replace stained, broken asbestos shingles.

"Plywood cuts costs immensely," says Coxon. "We just remove the old shingles, nail plywood panels to the original sheathing, and that's it."

The plywood panels are prefinished in a range of colors to give variety, and they're practically maintenance-free. For more information on plywood sidings write: American Plywood Association, Tacoma, Washington.

For more information send for free Modernizer's Manual, useful book on estimating, designing, financing, selling room additions. You'll also get facts on the Add-a-room program, which gives you sales aids plus names of remodeling prospects in your area. Write American Plywood Assn., Tacoma, Wash. 98401. (USA only).
Here are three good reasons

1. It's economical. 2. You're sure of

Ronald Antonioli turned a 35 percent grade into an asset in these award-winning apartments in Tiburon, California. With a plywood-and-pole building system, he gave every apartment a view. And he did it for $10.50 per sq. ft. Shear walls are ¾" plywood and floors are 2×4×1. These vertical and horizontal plywood diaphragms give the buildings strength and rigidity. They get their style and view from wide balconies, supported by poles, decked with plywood and surfaced with concrete. Architect: Roger Hooper, San Francisco.
to use plywood in apartments
quality. 3. You get superior sound control.

Bill Kay, White Plains, N. Y., developer, can build apartments for $8.40 per sq. ft. because he uses low-cost, simple plywood building systems like Sturd-i-wall.

At left, Texture 1-11 plywood serves as both sheathing and siding. Kay says construction time is cut 25-30 percent with plywood. Floor underlayment is $\frac{3}{8}$" tongue-and-groove plywood, which permits joists on 24" centers without blocking.

H. A. Briggs Company used a plywood and concrete system for soundproof floors in their Four Fountains apartments, Tacoma, Wash. (above and left).

This system was analyzed for sound insulation and rated STC 55—which is considered premium construction. American Plywood Association has data on 30 other noise-control systems utilizing plywood. For more information send for free booklets described below.

For more information send for these two free booklets: Plywood in Apartments gives pointers on how to operate at a profit in apartment construction, includes detailed drawings of sound-rated plywood building systems, siding ideas, grade-use guide.

Acoustics and Plywood is a helpful new booklet with up-to-date, complete information on soundproofing systems. Includes acoustical ratings of 30 wall, floor and ceiling construction methods. Write: American Plywood Assn., Tacoma, Wash. 98401 (USA only).
Plywood construction is key to urban renewal

This California builder uses plywood and...
serves as both subfloor and underlayment for tile. Walls are plywood sheathing under stucco or shakes. Roof sheathing is plywood. Foreman Irwin Smith sums it up: "Plywood gives stronger structures with less waste and hardly any lost motions. It's easy to handle and makes neater jobs. I'm in favor of using plywood on all frame construction projects."

Notice to plywood specifiers

American Plywood Association is the new name for Douglas Fir Plywood Association

The new name reflects our members' growth and progress. Instead of making plywood only from Douglas fir, and only on the West Coast, the industry now makes a wide range of plywood products from some 20 different species of wood—and in plants in many parts of the country.

Although the name is new, you can still specify DFPA plywood. These familiar letters in our grade trademarks still mean quality in plywood tested by the association. But instead of Douglas Fir Plywood Association, they now stand for Division For Product Approval.

For more information or technical data on plywood, write: American Plywood Association, Tacoma, Washington 98401 (USA only).
THE MANUFACTURED CABINET and the Building Industry

Ten years ago when Scheirich Bronzeglow Birch cabinets were first introduced, the manufactured wood cabinet was just beginning to come into its own. Builders who formerly tied up their labor in "finishing out" kitchens were learning they could buy and install cabinets more quickly and more economically than they could build them . . . and get far better quality in the bargain. Today the trend is so firmly established that each year sees the rate of usage of manufactured wood cabinets leaping far ahead of the rate of housing starts.

The H. J. Scheirich Company is grateful for its share of this continuing tide of business, and mindful of the continuing obligation to provide ever better cabinets. That we are successful in our efforts is demonstrated by our reputation for sustained excellence, which is second to none in the industry.

"The most beautiful kitchens of them all"

H. J. Scheirich Co. • 250 Ottawa Ave. • Louisville 9, Ky.
B&G BOOSTER
This is the key unit of Hydro-Flo Heating—an electric pump which circulates hot water quietly through the heating system. The Booster rushes heat instantly to all rooms when demanded by the thermostat and shuts off when the heat requirement is satisfied.

Hydro-Flo HEATING...FOR PLEASANT LIVING...AND FASTER SELLING

B&G Hydro-Flo Heating adds a genuine quality touch to your homes...assures the buyer of more value for his money.

No other heating method can offer so much immediate comfort or so many possibilities for more gracious living in the future. The B&G Hydro-Flo System endows a home with all the essentials of good heating...radiant sunny warmth...operating economy...and long-life of equipment!

It's cleaner heat—doesn't soil wall and draperies. It's quiet heat—no fan hum. A Hydro-Flo System can be easily and inexpensively zoned—a particularly important advantage in heating split level homes. And snow melting for sidewalks and driveway is an optional labor-saving feature.

Money can't buy finer, yet the benefits of the B&G Hydro-Flo System are within the cost limits of the modest home. For further information write to ITT Bell & Gossett, Inc., a subsidiary of International Telephone and Telegraph Corporation, Morton Grove, Illinois, Dept. IG-10.

BELL & GOSSETT
a subsidiary of ITT
How much will the builder save by eliminating callbacks on the 695 windows in this apartment?

PROBABLY EVERYTHING! His best estimate of callback expense with these Andersen Windows would have to be... 695 times nothing!

All the builder has to do is this: figure his per-window maintenance cost from previous jobs where he didn't use Andersen Windows... then multiply by 695. He can plan on saving the entire sum!

The reasons are plain and simple. Andersen Windows are designed and built to spare builders the cost and bother of window callbacks. They give lifetime freedom from binding. From sticking. They're pre-assembled for a trouble-free life of smooth, easy operation.

In fact, Andersen stands behind their performance all the way. Superior design makes our comprehensive service policy a practical reality. Makes it possible for Andersen to back up a promise of worry-free performance with the industry’s only staff of field-based window specialists... a team of experts ready to help you with any major window application problems.

All of this is why builders who use Andersen Windows on every job soon forget all about window callbacks... begin instead to fully appreciate other Andersen advantages. Things like easier, faster installation... savings of 3 man-hours or more per window opening. Or a selling point like 15% fuel savings in the homes they build. Or the sales appeal of a quality name like Andersen. Or customer-pleasing features like welded insulating glass or removable grilles. And many more.

How about you? When is the last time you made a dollar-and-cents evaluation of the windows you are using? How much do they cost you in after-installation problems? How much time do you spend installing them? How much can you save by switching to Andersen Windows? Your Andersen lumber dealer or distributor can help you find the answer. Call him today.
EDITORIAL

Needed: a better image for the builder

It's time for homebuilders to face an unfortunate fact: despite enormous improvement in the design and quality of housing, too many people still see builders as irresponsible exploiters of the consumer's need for shelter.

NAHB's new Registered Builder program gives builders an excellent opportunity to change this image in the place it counts most—the builder's own community. Some 90 state and local HBAs now have Registered Builder programs under way or in the planning stages. Officially launched at NAHB's spring board meeting, the programs are open to all NAHB builder members who have had two years of professional experience and can show financial responsibility. The program emphasizes quality workmanship and business integrity.

But, House & Home feels, if NAHB's well-conceived effort is to be really effective, local and state HBAs and builders themselves should take these steps:

1. Put teeth into the Registered Builder program. One local doing an outstanding job is the HBA of Chicagoland. It asks dissatisfied homebuyers to submit complaints against Registered Builders to an impartial HBA board. If a builder is found to be at fault and if he does not satisfy the buyers, he can be suspended or lose his Registered Builder certification.

The benefits of such self-policing can be seen in other industries. The National Association of Securities Dealers can—and does—suspend members who ignore the rules. NASD is so effective that the Federal Securities and Exchange Commission relies upon it almost completely to police the securities industry. The Registered Builder program must foster equally tough self-policing. Otherwise the public will quickly dismiss the whole idea as just another sales gimmick.

2. Put strong guarantees on the whole house. A few builders are already guaranteeing their house structures for their buyers for five, ten and even twenty years. The industry should go further—and persuade manufacturers to give better and longer guarantees on the equipment that goes into the house.

The auto industry has offered three, four and five year guarantees for three consecutive years during which over 21 million cars have been sold. Never before have auto sales been so high or held up so consistently.

3. Take a more active role in the community. Potential homebuyers are reassured when a builder is invited to sit at the mayor's table. But he won't be invited unless he has served the community. There are many areas where builders can make real contributions: political offices, boards of education, planning commissions, fund raising, etc.

Local HBAs can offer their headquarters to civic groups for meetings. They can assemble reference works on housing for the public library. They can set up scholarship funds for students studying subjects directly related to housing. And, they can run seminars showing buyers what to look for in new houses.

In today's buyers' market it is increasingly true that it takes a good image to build sales. But in today's vastly improved land planning and design, we see a sense of responsibility on the part of builders that transcends the pressures of the market. The plans of a clear majority of big, new housing projects that we have seen in the past two years have been outstanding attempts to create better housing and better communities. Clearly, the housing industry has come a long way in its recognition of community needs, since the post-war boom years.

In the long run, it is the builder's sense of responsibility to the community which will build a better image for himself . . . . and for the entire industry.
Award-winning design

Seven houses and apartments from this year's FHA-PHA competitions

The handsome apartments shown at left are not $300-a-month luxury units. They were built under FHA Sec. 207 and rent for as little as $115. And they won a First Honor Award in FHA's second annual design program, a fact which indicates strongly that FHA's increasing interest in good design, good planning and good land use is really bearing fruit.

Furthermore, FHA is not the only government housing agency actively promoting better design. For the second year, the Public Housing Authority also sponsored a design award program (two of the winners are included in this story). And this year for the first time two other agencies—the Urban Renewal Administration and the Community Facilities Administration—ran design competitions.

It would be impossible to show all of the winners—43 awards and special citations were issued by FHA and PHA alone. Instead, HOUSE & HOME has selected seven apartment projects and single-family houses which it feels will be of greatest interest to readers. They are shown on the next ten pages.

Entries in the FHA and PHA design programs were judged in Washington, D.C., last July.


To see more of the apartments at left, turn the page.

FENCED PATIOS open off the rear of two-story FHA apartments in Oregon. The project is shown in detail on page 70; this picture was taken from position No. 1 on the project site plan.
A lakefront apartment project combines two- and four-story buildings

The lower buildings are grouped around a waterfront recreation area to create an informal, resort-like atmosphere (photo, above). The taller buildings (photo, right) are set back on a rocky, wooded ridge where big trees provide a natural screen for even the top-floor apartments.

Careful siting and landscaping—strongly commended by the FHA jury—give the entire project an open feeling despite its relatively high density of 109 units on five acres.

The project, called Bay Roc, includes a wide variety of apartments: studio units, one-, two- and three-bedroom units on one floor, and two-bedroom townhouse units in some of the two-story buildings. Rentals range from $115 to $235.

All apartments have balconies (townhouses have them on both floors), and patio fences provide outdoor privacy on the street side of lower-floor apartments (photo, far right).

The units—financed under FHA Sec. 207—are electrically heated. All kitchens have refrigerators, ranges, vent hoods and washer-dryers.

TOWNHOUSE PLAN has 1,044 sq. ft. plus balconies off master bedroom and living room.

ONE-LEVEL PLANS with interlock design would permit easy altering of apartments (broken lines).

FOUR-STORY BUILDING (seen from 3 in site plan) has deep balconies with stub-wall dividers.

WOOD FENCES (seen from 4 in site plan) screen patios of ground-floor units from street.

continued
STREET SIDE of Puerto Rican townhouses shows alternating walls of masonry and wood.

Tropical townhouses open to the outdoors without sacrificing privacy

And they offer strong evidence that townhouses with enclosed yards are a logical answer to the growing problem of providing privacy and livability on small high-cost sites.

Each two-story house at Monterrey Homes was built on a narrow, 2,400-sq.-ft. lot worth $5,500 in land-hungry Puerto Rico. Yet, as the plan at left shows, each house offers buyers all this space: 1,770 sq. ft. of living area with four bedrooms and 2½ baths; a 225-sq.-ft. carport; a 285-sq.-ft. driveway area that can be used for play or extra parking; a 200-sq.-ft. walled front utility yard; a 450-sq.-ft. walled rear patio (photo, right).

The 21 townhouses—the project also includes six detached houses—are priced at $28,000. They were financed under FHA Sec. 203b.


Location: Hato Rey, Puerto Rico.
OPEN STAIRWAY gives feeling of spaciousness.
Steel columns replace bearing partitions.

REAR PATIO (right) becomes integral part of living room when sliding glass doors are open.

CARPORT is recessed into lower floor. It can also be used as a bad-weather play area.

OUTDOOR PRIVACY is maintained in rear yard by common patio walls and staggered siting.
A strong design theme unifies this clustered retirement village

White stucco walls and redwood-shingle roofs give the 23-acre project a Mediterranean feeling very much in keeping with California's Spanish heritage. And the cluster plan groups the buildings in a manner reminiscent of European villages.

Although Carmel Valley Manor has 170 units plus several community buildings, it gives the appearance of a much smaller project. That's because most of the units are grouped in four- or eight-family clusters which, though they look like one building, are two buildings separated by a walk and inner court. And the pairs of buildings are clustered around larger paved courts (photo, right). Brick walks are placed to minimize steep climbs—a necessary precaution since the project is built on land with a 6% over-all grade.

Carmel Manor is a nonprofit, church-initiated project (H&H, Apr.) built under FHA Sec. 231 (retirement housing and nursing homes). Total cost was $4,833,000 including $156,000 for land. Buyers pay from $9,500 to $28,000 for units ranging from 405-sq.-ft. studio apartments to 1,035-sq.-ft. two-bedroom cottages.

CLUSTER PLAN provides intimate groups of buildings connected by walkways of red brick.

TWO-BEDROOM PLAN with one bath has 825 sq. ft. of living space, 31 lin. ft. of closet space.

LIVING ROOM of unit in plan at left has full-width glass wall opening to a patio.

BRICK COURTYARD between groups of buildings has benches, planters and outdoor lighting.

continued
This custom house is full of planning ideas for merchant builders . . .

Its efficient layout not only makes the most of a basically rectangular—and hence economical—plan, but also includes these four unusual features:

1. A laundry-mud room that is close to bedrooms—the chief source of laundry—and to the family bath.
2. A bathroom area that packs two full baths and a dressing room with 10 lin. ft. of storage into 150 sq. ft., and groups all fixtures on a common wet wall.
3. Zoning that puts children's bedrooms at one end of the house and entertaining areas at the other, with the master bedroom and guest room as buffers.
4. A flexible living area in which the formal dining room or the dinette can be used as a family room.

The house has 2,000 sq. ft. of living space, plus a carport storage area. Cost: $24,000 without land.

... and this merchant-built model is detailed like a custom house

Imaginative—and economical—use of natural wood is the key to the custom look.

Rough-sawn texture 1-1/2 redwood plywood makes a strongly patterned frieze board; exposed rafter tails, extended beyond the fascia line, give texture to the cornice; and a combination fascia and gutter board provides a simple way to give the roof perimeter a strong outline. Siding is rough-sawn T&G redwood, roofing is cedar shingles, and even the chimney is wood.

The plan—unusual for a built-for-sale model—puts bedrooms and informal living areas on opposite sides of the house and separates them with the living room. The rear wall of the living room is set in to provide a sheltered deck (photo below).

The house is priced at $27,900 on a $6,000 lot, and has 1,605 sq. ft. of living area.


FLOOR PLAN is a modified U-layout. Garage screens small dining court from street.

REAR DECK is made of redwood planks. Stone-and-cement terrace is easy to maintain.
These five-story hillside apartments are built without elevators

Instead, their sites are terraced so that all floors can be reached from grade or by a single flight of stairs (cross section at left). Sheltered balconies (photo above) connect all apartment entrances at each level, and each terraced area includes space for parking.

The terraced sites also preserve the natural contours of the land and many of the trees, and eliminate the need for expensive earth moving.

Each of the eight high-rise buildings in the PHA project has 21 two-bedroom units, plus a laundry room and a storage area. The reinforced-concrete buildings are one apartment wide, and recessed private balconies are located on the sides opposite the entrance balconies.

Of the project's 300 units, 168 are in the five-story hillside buildings and 132 are in one- and two-story frame buildings (bottom of photo at left) in a lower area of the site.

TWELVE-UNIT PLAN groups duplexes around inner court, includes one townhouse unit, at right.

FIVE-UNIT PLAN steps townhouses down slope and staggers them to avoid monotonous facade.

This scattered-site PHA project mixes duplexes and townhouses

Built in an established residential area, it includes six sites (two are shown above), varying from a quarter to half a block, and 60 units. One-bedroom apartments are built as duplexes; two-, three- and four-bedroom units are built as townhouses to keep land costs down. The townhouse design permits units to be stepped down attractively — important because the sites have grades ranging from 4% to 8%.

Construction is frame with concrete slabs and roof trusses. Total cost of the project was $720,000 — an average of $12,000 per unit.

PRIVATE NONFARM HOUSING STARTS

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*F.W. Dodge Estimate

Source: 1960-65 U.S. Department of Commerce Bureau of the Census

FIGURES IN THOUSANDS OF UNITS

1965 housing forecast:
Look for a stronger apartment market and steady demand for new houses

Next year will be another good year for homebuilding.

Private nonfarm housing starts will total 1,525,000—close to this year’s figure (graph above).

But the construction value of new nonfarm residential building (including major additions and alterations) will be up 3% to more than $20.5 billion. Reason: the continuing trend to bigger, better equipped and more expensive housing.

All signs point to a healthier apartment market. There is clear need for many more years of high-volume rental building. The recent down turn in apartment starts cannot be more than a temporary adjustment, which the forces of demand will soon reverse. In fact, the downward adjustment will be worked out by the end of 1964, and apartment starts will again be rising early in 1965. And despite recent worries about overbuilding, the saturation point is a good way off.

The apartment boom: healthy because its support is firm

Outstanding as the past few years have been in apartment building, they are not without precedent. What has been happening lately is the rising phase of the fourth well defined rental building cycle since 1920. The previous three full cycles each lasted close to 12 years, but varied in intensity.

In recent years just about everything has been working in favor of apartments.

1. Population is expanding fastest in the young-adult and senior-citizens age brackets (graph at right)—two groups that make up the hard core of demand for apartments. The teenagers of the past decade are becoming today's young adults, and this age group (18 to 24), after more than 20 years of stagnation, has been growing and will increase by about seven million between now and 1970. At the upper end of the age scale, people 65 and over will continue increasing in numbers. By 1970 this group will be nearly 25% bigger than it was in 1960.

2. Apartments are a natural answer to the problem of skyrocketing land costs in rapidly growing urban and suburban areas. High land costs stem in large part from the urban pattern of population growth. In the last decade, about 35 million persons—the equivalent of the country's entire population gain during this period—have settled in cities and towns. The natural increase in existing cities, the migration from rural areas and the transformation of rural areas into ever-widening rings of residential communities around central cities have all put the squeeze on land available for homebuilding.

3. Liberalized depreciation allowances have increased the attractiveness of apartments as investment properties—and Congress shows little inclination to change this law.

4. Urban renewal programs have been a stimulus both through demolition of existing substandard units and through replacement with modern low-rent projects.

5. Innovations in the forms of tenancy-ownership— cooperatives and, more recently, condominiums—have broadened demand by offering most of the convenience, tax advantages and equity appreciation of home ownership to people who hate to mow lawns.

6. Over several years of high-volume apartment building—and right up through the second quarter of 1964—the vacancy rate has held steady as a rock. At 7.4% of all available units, rental vacancies in the second quarter of this year were at almost exactly the level experienced during the previous eight quarters—and well below the rates for 1961.

7. Despite the need for a higher proportion of apartments in the housing inventory, the ratio of rental units to all dwelling units has been falling (graph at right)—not only during the lean years of apartment building in the fifties but even in the apartment boom of the sixties. Last year's ratio of new apartments to all new housing (35 to 100) failed to provide for the wave of demand ahead—and did not even match the existing ratio (37 to 100).

Low-rise buildings still dominate the apartment market. With

By George A. Christie
Senior economist and head of the economics staff of F. W. Dodge Co., division of McGraw-Hill Inc.
less than half the decade of the sixties used up, there have already been more apartment units built—close to two million of them—than in the entire decade of the fifties. But for all this recent growth, the term "soaring" is not an appropriate description of this $5 billion-a-year market. "Mushrooming" would be better—close to the ground and popping up everywhere.

An F. W. Dodge tabulation of apartments built in 1963 and so far in 1964 shows the garden variety is by far the most common. This category (five or more units, maximum of three stories) includes two out of every three units built over the past two years.

Of course, it makes a lot of difference where you look. In the West and Southwest apartment building almost equals, unit for unit, the volume of single-family homebuilding. And in this apartment builder's paradise it is the garden type which accounts for the bulk of multi-family starts.

The high-rise apartment still remains the heavy favorite in densely settled urban areas—particularly in the East—where, for obvious economic reasons, land is lived over rather than on. Yet, even in the East, once you get out of the central city—out to the growth ring—there is a blend of both high-rise and garden-apartment building. And under a sort of residential Gresham's law, single-family building is being pushed farther and farther from the city, limited only by commuting facilities.

Single-family houses: steady starts, higher dollar volume

At best only a modest increase in starts is likely in 1965. But the dollar volume of new single-family housing will top 1964's record by close to 5%.

For the very demographic reasons behind the apartment boom, the one-family market is standing still. Annual starts have held at 950,000 to one million for the past five years including 1964.

Much more significant, though, is the increasing size of the typical one-family house (conversely, apartment sizes remain fairly uniform over long periods).

The steady trend to greater size (graph at right) is matched by a trend to higher quality, according to F. W. Dodge and FHA surveys. And because both trends will continue next year, dollar volume of private, nonfarm, single-family housing will probably hit a new high.

The nonhousekeeping market: small but sparkling

By contrast to the more-than-$20-billion new-housing market, the nonhousekeeping market (hotels, motels, dormitories, etc.) at $1.3 billion annually is small, but lately it has been showing a lot of action for its size.

By mid-1964, the contract value of nonhousekeeping, residential building had topped 1963's total by almost 20%. The outlook for the next few years: a mixture of strength and weakness.

Demand for dormitories will hold strong. College building—including dormitory construction—expanded rapidly in 1964, and even sharper gains lie ahead. The biggest jump will be next year.

Behind the boom in college building is the boom in college enrollment. There were slightly more than two million college students in 1946, three million in 1957 and more than four million by 1962. Over the 30-year period from 1946 through 1975, college enrollments will have more than quadrupled.

Two federal programs, passed only last year, will ease the burden of college fund raising—and thus spur construction. The Higher Education Facilities Act and the Health Professions Education Act together will make available more than $1 billion in construction funds over the next three years.

Motel construction is due for a drop from its 1964 peak. Reason: motel occupancy rates have slipped below 70% compared to 74% five years ago. It will be several years before the rate of motel building regains its 1964 level, and from then on any increase is likely to be slow.
Bridge to a problem-ridden housing boom

VERRAZANO-NARROWS BRIDGE (photo, left) joins Staten Island to country’s largest metropolitan area (map, above).
What happens when a flood of homebuyers is suddenly released on an unprepared semi-rural community? This question concerns builders, developers and municipal officials all over the U.S., because the interstate highway network—now half finished—is turning hundreds of once-remote communities into prime housing markets. Case in point is New York City's hitherto-bypassed Staten Island, which this month was connected to teeming Brooklyn by the Verrazano Bridge.

For years Staten Island has languished in the backwater of Manhattan Bay, linked to Manhattan and Brooklyn only by ferry lines. Though 2 1/2 times the size of Manhattan, it contains only one-seventh Manhattan's population. The residential explosions of the 1920s and 1950s caused only tremors on the Island; between 1920 and 1960, it grew from 117,000 to only 222,000, while nearby Queens leaped from 500,000 to 1.8 million. A few years ago cattle grazed the island's southern fields, and today there are remnants of a once-flourishing truck farming industry. Staten Island still has 13,000 undeveloped acres.

Into this bucolic county comes the world's longest suspension bridge, converting the island into a major thoroughfare between Long Island and New Jersey. Though the bridge will not significantly reduce the 40-minute commuting time to Manhattan, it does provide a direct and reliable approach (the ferries often become jammed in rush hours, and in heavy fog or storms they often stay in their slips).

The bridge so fired up the housing market in Staten Island that planners expect the population to double in ten years. The appeal of Staten Island to apartment dwellers in Brooklyn and New Jersey is unmistakable. It holds out the promise of a home of their own, close to the city's core but free of the crowds and turmoil of New York. And Staten Island's taxes are one-third to one-half less than those of many communities as much as an hour from New York.

But, as you will see on the following pages, Staten Island is not ready for all these buyers. Like hundreds of other areas that face an urban blitzkrieg, Staten Island seems hopelessly unarmored.

FURROWED FARMLAND is part of 13,000 undeveloped acres on Staten Island. Model houses are at far end of field.
In every way, Staten Island is unprepared for a housing boom

For years Islanders have talked about the coming of the bridge. Yet now that it is here, it seems to have caught many by surprise. Staten Island has been a borough of New York City since 1898, but it is woefully lacking in basic facilities. The most serious problems:

Much of the island lacks adequate sewers and treatment plants

Only the developed northern half of the island has enough sewer lines. In the southern half, builders must use septic tanks with seepage pits, necessary because of Staten Island's predominantly clay soil.

Says a local building official: "New York City was lax in permitting combined sanitary and storm sewers, and in permitting builders to empty into the harbor. Sewage treatment plants should have been promoted."

Much of the island is unmapped for locked into a rigid grid pattern

And it will be a year before the job of final mapping of streets and grades can be completed. Until then, frantic builders and architects can only guess at the grading for new houses and driveways. Should they adopt the existing grades or should they anticipate different grades, necessary to correct drainage problems?

But even when final mapping is done, most of Staten Island will be left with an anachronistic grid pattern created by developers of the 1920s. These developers subdivided much of the island's open land, hoping to share in the boom enjoyed by the other boroughs of New York City. Though these developers sold few houses, their plans were put on the city's tax maps. And the few houses they did sell were scattered throughout their subdivisions, fixing forever the grid network of streets.

Much of the island lacks roads that are well built and laid out

Builders and developers in the southern half of the island find narrow, almost deserted roads leading into weed-infested fields. In many places the roads are not level with nearby lots, creating both construction and drainage problems.

Thanks to the streetjacket of the grid patterns, road layouts are hopelessly old-fashioned. A visitor to the island is greeted with painted looks when he asks about cul-de-sacs or loop streets.

City Planning Commission Chairman William F. R. Ballard traces Staten Island's poor road planning back to Colonial days, when village streets were laid out to conform with Indian trails. These streets didn't even link one village with another; yet many of them were retained by the city in its preliminary mapping during the 1930s.

It will be ten years before a series of arterial highways is completed in Staten Island, connecting the borough with the bridge. Until then, house hunters who come to the island on a weekend afternoon will risk being jammed in a maze of narrow, winding roads.

Lack of planning has slowed building in the face of huge housing demand

For months people have been ferrying over to Staten Island, eager to buy homes. Last year applications for single-family building permits rose 54% over the previous year. But over the same period, completions fell 15%.

Some builders suspect that the city is trying to slow down the pace of homebuilding to hide its own inability to keep up with demand. Says Builder Victor Freudman: "I'm sold out through August, but I can't get the permits I need to build houses. If I hadn't have to wrestle with the city, I could build 160 houses a year—twice what I'm building now. I've had piling applications waiting for approval since June. I think they're moldy by now. You know, I think the city is doing this on purpose."

Borough President Albert V. Maniscalco denies this.

"The city is doing all it can to expedite construction," he says, and he cites a long list of projects, already set in motion, which promise to alleviate many of the island's problems. But, he adds, "You can't wave a wand and create facilities overnight. You must have mapping. I asked the mayor for money for a crash program on mapping a year ago. That program is under way."

And says Staten Island Buildings Superintendent Dewey Rothkrug: "There is absolutely no slowdown. We want to see things speeded up—even if the builders make mistakes."

But says another official: "We have to slow down homebuilding. Look, we can't have the whole southern half of the island developed with septic tanks. We have to give the city time to catch up with its interceptor lines and treatment plants."

Meanwhile, some buyers are moving into homes without the certificates of occupancy that the city now insists on. Says one builder: "These people are moving in before the streets are finished. They will walk through mud and dirt and spoil their rugs. But what can I do? They have been waiting for months just for a lousy piece of paper. They can't wait any longer. Their leases are up. They'd rather move to their new homes than hunt around for a temporary apartment."

While the pace of building lags, land prices are soaring

In the past seven years the price of land in some areas served by sewers has risen from $1 a square foot to $4. And even island land without sewers—or water or roads—has skyrocketed. Undeveloped land near New Springville, in the center of the Island, and close to a mammmoth shopping center, sold for $1,000 and $2,000 an acre in the mid-1950s; today it brings $25,000 to $30,000.

Says Realtor August Alholm of Koff & Kaufmann: "Four years ago we couldn't sell land on Staten Island's South Beach at all. Now that the bridge has come, we have gotten more than $60,000 for it. We have had to re-evaluate our thinking on all land. Areas that we once thought hopelessly unsalable are now very attractive to speculative buyers."

Adds Builder Freudman: "The Island's land prices have gone up 50% since I came here [from New Jersey] a year ago. Then you could buy a 40' plot for $3,000 and now you have to pay $4,500. Furthermore, this land doesn't have sewers, and the cost of adding septic tanks and seepage pits will tack on at least another $1,500 per lot."

Freudman originally sold his best-selling ranch house for $25,000 (the house offers 2,300 sq. ft. including garage). In April he raised his price to $26,300, and next month he will boost it another $1,000. Says he: "I wanted to raise my price earlier, but one of my competitors was selling almost the same house for $22,900. Now he's raised his price, so I can raise mine."

How far can Freudman raise his price without losing his market? Says he: "I'm sure I could go to $30,000. This house is selling in Brooklyn for $33,000 and $34,000, but we have to stay under that because, after all, this is Staten Island."

Few local builders have enough capital to inventory land; most of them begin
looking for new tracts only when they have almost finished their current project. Thus they must constantly pay higher prices for land—and pass those higher prices along to homebuyers.

Says Realtor Donald L. Wolfe: “We tell people coming to Staten Island today that they had better buy now because the houses they see will be raised $1,000 soon after the bridge opens.”

Buyers who seek to avoid the high prices caused by land inflation by buying older homes find the same problem. Says Wolfe: “Homeowners are raising their prices, too. They know the market.”

Significantly, land in Staten Island has attracted investors from abroad—chiefly from Italy and Switzerland, with some from France and South America. Much of this foreign capital is long-term money looking for appreciation.

While local builders sweat out delays, off-island competitors are moving in

Until the coming of the bridge, Staten Island was the province of small local builders; even now, few of them build more than 30 houses a year, and close to half of the island’s building is done on scattered lots.

But in the past two years outside builders, sensing the island’s potential, have moved in. Most of them bring experience with larger projects plus an all-important ability to cope with municipal red tape. Their size (one plans a 1,000-unit project), their know-how and their money make it difficult for small builders to compete with them.

These outside builders bring new designs (the Long Island split-entry ranch is popping up in Staten Island), and they bring merchandising. Until recently builders on Staten Island gave only token attention to merchandising—a “house for sale” sign or a routine ad in the local paper. But today, faced with invaders who use flags, landscaping and fully furnished, air-conditioned models, there is scarcely a Staten Island builder who dares to be caught with his pennants down.

(A few builders—both local and outside—are offering fireplaces, washers and dryers. Comments Realtor Wolfe: “This used to be unheard of on Staten Island. Only a builder in desperate trouble offered a washer.”)

Why can’t Staten Island move quickly to solve its housing problems? Chiefly because it is faced with a number of more fundamental obstacles that may take years to overcome.
To solve growth problems, Staten Island must hurdle four major roadblocks

The roadblocks result from two factors: first, Staten Island does not have an autonomous city government; it is just one of New York City's five boroughs. And second, like most predominantly rural communities, Staten Island has a strongly conservative attitude toward the inevitable changes that come with growth.

Builders and planners must work under a divided city government

Staten Island's decision-making power used to rest largely with the island itself. But New York City's charter was revised in 1963, and much of the power was transferred to City Hall. Items:

- New York City took control over sewers and roads. The new setup needs much ironing out to become effective. Unfortunately, this ironing out is taking place at the very time when Staten Island needs a city organization that runs smoothly.
- New York City abolished local assessments for public improvements. In the long run this will help Staten Island because it spreads the cost of roads and sewers over New York City's entire tax base, and because it overcomes local hesitancy to petition for improvements that would hurt the local pocketbook.
- But on the other hand, Staten Island must wait, hat in hand, for the city to approve its improvements. (And there are many who suspect that Republican Staten Island doesn't stand well in the eyes of the City's Democratic Administration.)
- There are glaring conflicts between city departments. For example, the city's department of health is eager to promote the use of sewage treatment plants on Staten Island. But the Department of Public Works is loathe to approve plants that would be done locally. It should be concentrated in areas which are badly decayed; and urban renewal was proposed too late. It would tie up hundreds of acres at the very time builders would need land to meet heavy housing demand.
- Eventually, so many major organizations opposed the plan that Borough President Maniscalco asked the city to withdraw its proposal.

There is no master plan for Staten Island's development

Many people on the island are under the impression that New York City is working on a master plan for the island. But Edwin Friedman, director of the Operational Planning Unit of the City Planning Commission, says this is not so.

"There has been a rumor about a master plan for Staten Island ever since Billopp sailed around the island in 1668. It's only a rumor. One reason we're not working on a master plan is that the city doesn't really want it—and neither does Staten Island. It would tend to lock things into place, and people here aren't prepared for that."

Zoning regulations put builders in a planning straitjacket

Much of Staten Island is zoned R3-2, which permits everything from single-family homes to row houses and a density of up to 26 units per acre. But builders say that they are required to give attached houses just as much total yard area as detached houses. This penalizes semi-detached housing and makes any form of row housing practically impossible.

The city says that it would be sympathetic to cluster plans for single-family houses in projects of 20 acres or more. But a project this big would require expensive sewers and treatment plants instead of septic tanks.

Says Architect Albert Melniker: "The builder is so boxed in that all he can build is monotonous rows of houses with the same setbacks, the same side yards and the same back yards."

Staten Island's conservatism has blocked federal aid

The island was given the chance of freeing 1,000 largely undeveloped acres from the straitjacket of grid planning. New York's City Planning Commission proposed an urban renewal project, hoping to bring to Staten Island the federal aid that would include possible buying up of all private land in the 1,000 acres, and remapping it as a complete unit together with the city-owned land in the tract.

At first local residents liked the idea, but in time they became suspicious. They feared losing control of their rural island to planners in City Hall and in Washington. Their fears were not allayed by the commission's assurance that all planning would be done locally. And they argued that 1) if urban renewal was to be brought in at all, it should be concentrated in areas which are badly decayed; and 2) urban renewal was proposed too late. It would tie up hundreds of acres at the very time builders would need land to meet heavy housing demand.

Eventually, so many major organizations opposed the plan that Borough President Maniscalco asked the city to withdraw its proposal.
Staten Island design reflects an undiscriminating buyer

Says one local Realtor: "Almost anything can be sold. If we can't sell a house to a local buyer, there's always somebody from Brooklyn who will buy it."

Adds Architect Harold Diamond: "If you build anything too good, the public won't buy it. If you try something crisp and clean, it won't sell. The public wants chrome, junk. The buyer from Brooklyn and Jersey City—even the custom buyer—is so unsophisticated it amazes me. There are some $60,000 houses on the island that have no design at all. All that buyers want is space, and room for all their gadgets. An intercom is more important to them than the design and plan of a room."

Because of this market, Staten Island's builders have emphasized space rather than style. They have wedged the designs of New Jersey and Long Island (where larger lot zoning prevails) into 40' city lots. And they have rotated split-entry ranches 90° so that the narrow end faces the street (above).

There are other more tangible deterrents to good design. For example:
- Zoning and grid streets don't afford much variety.
- Lenders are wary of experimentation. Says an architect: "Show them a flat roof and they shudder."
- High land prices leave little room in the builder's budget for good design.

Staten Island is a warning to other areas on the brink of a housing boom

The most important lessons it teaches are these:
- Delay can be costly. If a new highway or other facility promises to open an area, begin now to consider the impact of rapid development.
- Don't be caught without a master plan. It is the key to all development, and it must be completed and approved before the boom gets underway.
- Don't let haphazard construction do the mopping. Random homebuilding could fix street patterns into a system that would be outmoded by future need.
- Begin now to review zoning regulations and the state of schools, roads and sewers. They must meet rigors of rapid improvement.
- Residents must be psychologically prepared for change. Staten Island shows that local residents will resist innovation if it seems to be forced by unsympathetic outsiders. A local populace that feels shouldered aside by visionary planners will fight any proposal, however sound. This means that respected local leaders must be included in all planning. And certainly no proposal should be so imprudently described that it arouses the opposition of strong local groups like the Chamber of Commerce and the Real Estate Board.
- Local residents must also be psychologically prepared for new ideas in planning and architecture. Make sure they see the best of these ideas (either through exhibits or in the local press) so that they will want them—not oppose them—when the time for development comes.
- The time for rapid growth is not a time for revision of government. As Staten Island makes clear, changes in administration, procedure and control—when introduced during a period of change—can seriously interfere with an area's ability to keep abreast of housing demand. If growth is anticipated, the time for change is now, when there is still time to test the change and prepare officials for their new and more demanding duties.
- Homebuilders themselves must be prepared. A strong market inevitably brings in outside competition. Local builders must be ready for more sophisticated design and merchandising by heavily-capitalized invading builders.
- Anticipate rising land prices. Now is the time to look for—and, if possible, buy—land that lies in the probable path of development.

—ROBERT L. SIEGEL
Top Performers of 1964

The best measure of an industry's progress is often the accomplishments of its leaders. And housing can be proud of the leaders shown here—HOUSE & HOME's nominees as this year's top performers. As in previous years, the dozen nominees exemplify the many aspects of today's housing industry. Five are builders, two are architects, three are legislators or public officials, one is a materials manufacturer and one is a nationally known writer and editor. But all twelve have one outstanding quality in common: a willingness to explore untried and sometimes controversial ways to produce the better housing and better communities that the American public has a right to expect.

Albert Rains
Rep. Rains, 62, Democratic chairman of the House housing subcommittee, retires from Congress this year leaving as his legacy the 1964 Housing Act. This bill, more than any previous one, is his handiwork; many of its innovations (e.g., 3% loans for rehabilitation) emerged from his committee. And Republican support of the bill is proof of his skill as a lawmaker. Rains, a congressman from rural Alabama, has done more than any other congressman to further housing in urban markets. But his influence goes beyond housing. This year, for example, he was largely responsible for getting the mass-transit bill through the House.

William H. Whyte
No stranger to housing, former Fortune Editor Whyte, 45, has spent six years studying land plans and policies that promise more and better open space in U.S. developments. His book, Cluster Development (published this year), gives the housing industry a powerful new tool in its efforts to get the kind of flexible zoning and efficient land use demanded by population growth and urbanization. Published by the distinguished American Conservation Society, Whyte's book has already been through two 5,000-copy printings. It is being used in hundreds of planning-board hearings to demonstrate the many advantages of today's best land-use ideas.

John L. Schmidt
The U.S. Savings & Loan League's long-awaited Construction Lending Guide at last gives S&Ls—which finance one of every three new houses—a complete guide to "suitable quality" in land planning, design and construction. Written in nontechnical language by Architect Schmidt, 33, the League's director of architectural and construction research, the Guide provides basic information for mortgage-loan officers and appraisers. It will be improved and updated under a continuing program of revisions and additions. To lenders who depend on the stability of house values to protect their investments, the Guide will be their No. 1 reference book.

Philip N. Brownstein
Brownstein, 47, FHA commissioner since March 1963, has speeded the processing of applications to a new high. Today FHA can convert a conditional commitment to a firm one in 24 hours, and it handles 98% of all credit applications in less than a week. Brownstein has overhauled FHA's management and boosted employee productivity by 18%. Inspections were streamlined to reduce delay, and applications are up 10% although the staff has been cut slightly (1%). Confronted with a backlog of 50,000 foreclosed houses, the commissioner organized a vigorous renovation and sales program that is now selling 4,000 houses a month.
Harry W. Raff
State laws can affect housing as directly as Congressional action, and no state homebuilders' association prepares more diligently for legislative sessions than Pennsylvania's. Raff, now 61 and in his third year as the state HBA's legislative committee chairman, has unified the efforts of 14 local associations into a force that gets respectful hearing at Harrisburg. When the 1965 legislature convenes, his committee will be ready to put into the hopper 75 bills aimed at aiding housing. One 1963 bill alone—it stopped the interim reassessment of seven Levitt divisions in the U.S., proving the growth potential in production in 1964—Levitt, 57, is.

With four new projects now in full production in 1964, Levitt, 57, is proving the growth potential in decentralizing a giant operation. Each of several Levitt divisions in the U.S., Puerto Rico and France is headed by an experienced, successful homebuilder who is given a high degree of construction and sales autonomy. Only materials purchasing, design, financing and top management remain with Levittown, N.J., headquarters. Results: 1963 sales topped $41 million (a 260% gain since 1961), and the $2.1 million net profit almost doubled 1962's $1.3 million. Confident that he can now invade still other markets, Levitt is looking at all U.S. met areas.

William J. Levitt

James W. Rouse
Developer-Mortgage Banker Rouse, 56, is introducing a revolutionary approach to community development. At Columbia, a 14,500-acre new town between Baltimore and Washington, he is working to establish a whole new social framework. He is planning his town so that its 150,000 residents will be less prone to delinquency, crime, divorce and mental illness—and more attuned to educational and cultural achievement. To attain this goal, Rouse is enlisting a nationwide group of like-minded builders to attack the old problems with new efforts to qualify marginal buyers who would normally be turned down.

Roy W. Potter
Fremont, Calif., is only eight years old as a city, but its planning is among the nation's most advanced. Since 1959 the city has approved 35 planned unit developments, and Planning Director Potter, 40, has brought Fremont a reputation as a laboratory for innovations in zoning and land use. Though some builders are not completely won over ("he gives us more density, but it always seems to cost more"). Potter insists that the guaranteed additional density encourages better planning of land and housing. Builders can reduce or change lot sizes or setbacks if they hold the same over-all density and dedicate part of their land to the city for park areas.

Ross W. Cortese
Cortese, 47, personifies the imaginative, aggressive builder of retirement housing. This year alone he opened two California projects for 38,000 retirees and planned others in Maryland, New Jersey, Illinois and abroad. His projects—all known as Rossmoor Leisure Worlds—are replete with advanced ideas in design, planning and medical and recreation services. And they have rolled up record sales: at Laguna Hills, Calif., for example, 370 co-op retirement units were sold in one day. Cortese himself is donating $4 million to set up a retirement institute at the University of Southern California.

Charles Warren Callister
Architect Callister, 46, has created a retirement community that is one of the nation's best designed volume-housing projects. He approached Builder Ross Cortese's Leisure World in Walnut Creek, Calif., as a fine interior designer would approach a single house. His buildings are treated like furniture. Their scale, location and color conform to a coherent over-all plan. So Walnut Creek gives the impression of a vast and inviting room. House & Home is proud that it was an H&H review of Callister's San Francisco architecture (July '62) that prompted Cortese to engage Callister to plan and design Walnut Creek.
NEW PRODUCTS FOR 1965

The following 16-plus pages indicate strongly that product manufacturers are becoming more aware of builders' production problems. In every equipment and materials category there is a marked increase not only in quality but also in the features that reduce on-site labor and speed construction. For example:

Interior materials (right) include more—and more durable—factory-applied finishes and more materials that can be applied in bigger sections.

Kitchen equipment (p. 92) includes more-easy-to-install, free-standing appliances that retain the built-in look.

Ceilings (p. 94) come not just prefinished but as complete, fast-hanging systems.

Flooring (p. 95) is being offered in wide sheet goods by more manufacturers.

Exterior materials (p. 96), especially siding, are available with more factory finishes and more quick installation systems.

Doors and windows (p. 97) are being supplied more as parts of complete components than as separate units.

Heating and air-conditioning equipment (p. 129) includes more equipment packages that need only be hooked up at the site.

Tools and earth-moving machines and materials-handling equipment (p. 119) are more efficient and can handle a greater variety of jobs.

To see the 1965 crop of products—many of which will be featured at NAHB's December convention in Chicago—begin at right.

For more information, circle indicated number on Reader Service card p. 141.

Hickory paneling is a new addition to this manufacturer's Craftsman line of medium-priced, prefinished plywood paneling. It is offered in 4'x7' and 4'x8' sheets with a V-groove pattern. U.S. Plywood, New York City. (Circle 1 on Reader Service card)

Leather tile, designed for wall application, is warp-proof, can be washed with soap and water. Ad Lib tiles are offered in 18 standard colors, and in either 6"x6" or 12"x12" sizes. American Leather Mfg., Newark, N.J. (Circle 2 on Reader Service card)
Mosaic tile pattern is set into 4½" tiles to achieve small-tile look without sacrificing speed of installation. Gold accents are available both on tiles and on trim pieces. Artcrest Products Co., Chicago. (Circle 3 on Reader Service card)

Ceramic facings are available in fourteen new designs (two shown above) and a variety of colors. Made by Gladding, McBean, the facings come in 12"x12" squares, are frost-proof and weather-resistant. Interpace, Los Angeles. (Circle 4 on Reader Service card)

Glazed pecan paneling is newest addition to this company’s Mira-bord line. Also available: nine other wood and three Italian Travertine finishes, all with matching moldings and nails. Miratile Panel Products, Chicago. (Circle 7 on Reader Service card)

English oak paneling, one of nine woodgrains offered by the manufacturer, is surfaced with Mar-Gard, a plastic finish that resists scuffing and scratching. The plastic surface can be wiped clean with a damp cloth. Abitibi, Detroit. (Circle 5 on Reader Service card)

Marble-like wall finish is offered in two new patterns, gold and gray Venetian Marble. Hardboard-backed panels are 4’x4’, 4’x6’, and 4’x8’ in size, 5/32” thick and are coated with a durable plastic finish. Barclay Mfg., New York City. (Circle 6 on Reader Service card)

Large tile sheets are made of 16 standard tiles joined with ribbons for fast installation. Master-Set sheets also include cove or cap trim, can be set with conventional mortar, thin-set mortar or adhesive. American Olean, Lansdale, Pa. (Circle 8 on Reader Service card)

continued
**NEW PRODUCTS continued**

**Kitchens and laundries**

**Duplex electric range** has two thermostatically controlled ovens, one below the counter, the other at eye level. 30" imperial unit has self-contained power venting system with filter. In four colors. Admiral Corp., Chicago. (Circle 9 on Reader Service card)

**Built-in dishwasher** has extra-capacity racks that hold up to 15 NEMA table settings. It has an additional rinse (Silver Shower) for flatware and a Rinse Glo solution ejector for glassware. General Electric, Louisville, Ky. (Circle 10 on Reader Service card)

**Range hood** is ductless for simpler installation in new or remodeling work. Fashion line is low priced, has two speed fan and comes in 30", 36" and 42" widths. In antique copper or stainless steel. Emerson Electric, St. Louis, Mo. (Circle 11 on Reader Service card)

**Disposer** has three new features: 1) sound-absorbing insulation, 2) new starting cover that starts the unit as soon as it is dropped in place, and 3) instant reversing motor that makes the unit jam-proof. National Dis­poser, Medina, Ohio. Circle 12 on Reader Service card

**Disposer** has 10% more food waste capacity than last year’s model and a new bayonet lock that eliminates nuts and bolts, makes installation easier. Redesigned opening lets the cover switch fall in place. In-Sink-Erator, Racine, Wis. Circle 13 on Reader Service card

**Range hood, called Chuck Wagon Hood**, has 350-cfm blower for normal use, is also offered with 900-cfm blower for ventilating indoor barbecues. Available in island, peninsula, pass-through and wall styles. Broan Mfg., Hartford, Wis. Circle 14 on Reader Service card

**Barbecue hood** has removable scalloped trim, aluminum filter, two-speed exhaust fan (600-800 cfm) and fluorescent lamp. Char-Grill hood, 30" high, 30" wide and 24" deep, can be back or top-vented through wall or ceiling. Majestic, Huntington, Ind. Circle 15 on Reader Service card
Clothes washer has a lint filter that is cleaned automatically at the end of each wash cycle, three wash speeds and a very low water level selector. Matching dryer has two speeds: gentle and super. Whirlpool Corp., Benton Harbor, Mich. (Circle 16 on Reader Service card)

Gas range is a double-decker model with ovens above and below. New "75" is 30" wide, has Ultra-Ray broiler for infra-red broiling. No-duct or ducted hood exhaust systems are available. In six colors and satin chrome. Caloric, Topton, Pa. Circle 17 on Reader Service card

Undercounter dishwasher has capacity of 14 NEMA place settings. New bottom swing-arm improves washing action and a separate spray arm directs water on dishes in the top basket as it revolves. In five colors. Kelvinator, Detroit, Mich. Circle 18 on Reader Service card

Single-lever faucet has seat and valve assembly guaranteed for five years. Bal-Cam valve is drip proof, has plastic balls that eliminate metal-to-metal contact. Matching lavatory and bathtub faucets are also offered. Bal-Cam Inc., Walton, Ky. Circle 20 on Reader Service card

Indoor barbecue grille has interchangeable griddle and grilling surfaces. All-electric unit cooks meat with a charcoal flavor but is virtually smokeless. It operates on 110 volt current and lists for $129.50. Thermador, Los Angeles. Circle 21 on Reader Service card

30-inch range has automatic controls for roasting, removable oven door and oven bottom, plug-out surface units and a new, deep spatterproof broiler pan. Custom models have brushed chrome tops. Gibson, Greenville, Mich. (Circle 19 on Reader Service card)

Seven-cycle washer has four spin speeds, deep action agitator and automatic lint removal. Variable control on matching electric dryer provides exact degree of dryness. Porcelain enamel is standard finish. Frigidaire, Dayton, Ohio. (Circle 22 on Reader Service card)
Ceilings

**Wood-beam suspended ceiling system** has lithographed steel beams that are an integral part of the grid suspension system. Beam members include 12' main runners and 4' cross tees. Armstrong Cork, Lancaster, Pa. (Circle 23 on Reader Service card)

**Acoustical tile** has stylized ovals in silver and gold printed on the surface. Punctured holes in a random pattern give it acoustical characteristics. Another style has a paisley pattern, a third one has gold threads. Allied Chemical, New York City. Circle 25 on Reader Service card

**Luminous lighting fixtures** come in panels measuring 2' x 2', 2' x 4', 2' x 6' and 2' x 8'. Prices range from $29.95 to $84.95. Laminated panels have hand-inlaid tree leaves and butterfly wings; no two are alike. Skyline Mfg., Phoenix, Ariz. Circle 28 on Reader Service card

**Lay-in panels** for luminous ceilings are made of light-stabilized polystyrene in clear or opal prismatic patterns. Panels measure 2' x 2' or 2' x 4', are dimensionally stable and may be cut with hand or power saws. Celotex Corp., Chicago. (Circle 24 on Reader Service card)

**Accoustical tile features a raised white-on-white design. Dream Swirl pattern (above) has curving lines; Coronation Fair (not shown) has straight line pattern. Both come in 12" x 12" x ½" tiles with 65g edges. Johns-Manville, New York City. Circle 26 on Reader Service card

**Acoustical panels** are offered in six patterns: fissured, striated, pin-perforated, random (with standard sized holes), star (with decorative pattern) and trace (with subdued pattern). Auratone panels are noncombustable. U.S. Gypsum, Chicago. Circle 27 on Reader Service card

**Floating luminous ceiling** mounts directly to the junction box and can be completely installed in less than one hour. FC Series ceilings measure, 4' x 5', are also offered with built-in heat lamps. Emerson Electric, St. Louis. (Circle 29 on Reader Service card)

**Large modular panels,** available in 4' widths and in lengths up to 16', are made of Fiberglas acoustical insulation faced with white embossed vinyl film. Panels absorb 60% of noise striking them. Owens-Corning Fiberglas, Toledo, Ohio. (Circle 30 on Reader Service card)
Cast-stone flooring has texture of natural stone, comes in lightweight, modular units ranging in size up to 12" x 18" x 5/16" thick. Travertine marble and Spanish tile patterns are also available. Emco Mfg., Lorane (Reading), Pa. (Circle 31 on Reader Service card)

Quarry tile comes in a variety of shapes. Made of hard-burned shale, it is nonfading, stain resistant and can be installed indoors or out. Available with brushed or smooth surfaces. Ludowici-Celadon, Chicago. (Circle 32 on Reader Service card)

Terrazzo tiles have a thermoset resin binder in place of cement. Frizt tiles are said to be stronger and more durable than regular terrazzo, are 12" square and come in 5/8" and 3/4" thicknesses. In 12 decorator colors. Fritz Chemical Co., Dallas, Tex. Circle 36 on Reader Service card

Ceramic mosaic tiles are now offered in a light colored rubber grid (top tiles) instead of the dark grid (lower tiles) formerly used. Ceramaflex units measure 9" square, can be laid as easily as resilient tiles. U.S. Ceramic Tile, Canton, Ohio. Circle 37 on Reader Service card

Hardwood flooring comes in 19" x 19" paper-faced squares made up of sixteen 4½" squares with four light and one dark hardwood slat. Panels can be mastic-installed over concrete or wood. Harris Mfg. Johnson City, Tenn. (Circle 33 on Reader Service card)

Vinyl sheet goods are offered in lighter .065-inch gauge for residential work. Vernay Vinyl Corlon is a lower priced material with a slightly textured surface to conceal subfloor irregularities. Armstrong Cork, Lancaster, Pa. (Circle 34 on Reader Service card)

Vinyl flooring comes in 6' widths and retails for $2.69 per yard. Dutch Hexagonal pattern simulates hand-set hexagonal tiles in a sand-mortar grout. It comes in four colorings with a satin luster finish. Sandura, Jenkintown, Pa. (Circle 35 on Reader Service card)

Sheet vinyl has an embossed pebbled pattern with contrasting colored grout lines. Called Hacienda, it retails for $6.95 per yard. Similar vinyl asbestos tiles, 12" x 12" x 3/16" thick are offered at $3.8 a sq. ft.Amtico, Trenton, N.J. Circle 38 on Reader Service card

Teak flooring comes in 18" squares with a paper face (to be removed after installation in mastic). Six patterns are offered at list prices ranging from $1.16 to $2.58 per sq. ft. Nosings, sills and moldings are available. Bangkok Inds., Philadelphia. Circle 39 on Reader Service card

continued
**NEW PRODUCTS continued**

### Exterior materials

**Aluminum soffit system** includes fascia covers for 6" and 8" boards, V-joint vented panels 9" wide, frieze starter strips in 10' lengths and special accessories. Custom sizes can be ordered. National Rollex, Elk Grove Village, Ill. (Circle 40 on Reader Service card)

**Aluminum siding** of 8" clapboard type is now offered with rough embossed surface. New style is offered in a variety of colors, and the bonderized metal is finished with an acrylic surface guaranteed for 20 years. Alcoa, Pittsburgh. Circle 41 on Reader Service card

**Rough-sawn siding** of cedar-faced plywood can be used for both exterior and interior finish. Available in sizes of 4' x 8', 4' x 9' and 4' x 10' and thicknesses of 3/4" or 5/8". Surfaces: texture 1-11, grooved or smooth. Evans Products, Portland, Ore. Circle 42 on Reader Service card

**Plastic gutters** and other rain-carrying components are made of white rigid vinyl, hung with metal hangers and downspout brackets. Gutter sections and end caps are solvent-welded together and snapped into hangers. Monsanto, St. Louis. (Circle 43 on Reader Service card)

**Prefinished siding** of plywood covered with DuPont Tedlar film is now packed with accessories and instruction sheets. Weldwood PF-15 is also offered in 4'-wide sheets with either grooved or smooth surfaces. U.S. Plywood, New York City. (Circle 44 on Reader Service card)

**Roof framing system** includes laminated beams and laminated roof decking. Beams are 4' x 10', 6' x 10' or 6' x 12' and from 12' to 60' long. Deck planks are 6' wide and 3", 3/4" or 4" thick. Edges are beveled. Weyerhaeuser, Tacoma, Wash. Circle 45 on Reader Service card

**Mineral-fiber siding** looks like wood, resists fire, warping, blistering, peeling and termites. Dura-shakes have a plastic finish that comes in five colors. They can be applied over existing siding as well as on new construction. Ruberoid, New York City. Circle 46 on Reader Service card

**Clear redwood siding** is treated with a transparent finish that is guaranteed against blistering, peeling, cracking or flaking for five years. Metal fastening system requires no nailing. Union Lumber, San Francisco, Calif. (Circle 47 on Reader Service card)
Doors and windows

Prehung exterior door designed for slab construction has a sill that does not require a sleeper set into the concrete. The split-frame can be used with any door style and can be installed in 15 minutes. Ready Hung Door, Burbank, Calif. Circle 48 on Reader Service card

Upward-acting door for commercial or industrial application has top and bottom sections of steel, center section of glass fiber to provide additional light. Available in sizes up to 24' 6" wide and 16' 1" high. Overhead Door, Hartford City, Ind. Circle 49 on Reader Service card

Plastic skylight has insulating double acrylic dome. It is supplied with framing and flashing pre-installed, can be set in place simply by nailing through a 3" aluminum perimeter flange. American Cyanamid, Cambridge, Mass. (Circle 50 on Reader Service card)

Sliding glass door of aluminum has a universal frame and double interlocking that allow the panels to be reversed, even by a homeowner. Adjustable keeper provides easy alignment. The unit is completely weather stripped. Peachtree Doors, Atlanta. Circle 51 on Reader Service card

Folding closet door is delivered ready to hang, with hardware installed and trim ready to set. New Savoy line has a raised-panel design and louvered top sections to blend with Colonial styling. Float-Away Door Co., Atlanta. Circle 52 on Reader Service card

Insulating windows consist of two aluminum-framed sliding units set in a wood frame to eliminate condensation. Windows are weather stripped with vinyl on the outside and wool pile inside and have aluminum screens. Ida Products, Detroit. Circle 53 on Reader Service card

Bay windows are delivered completely assembled with optional head, seat and preformed roof. No special rough framing is required because jambs meet studs at right angles. Model shown has awning-vent windows. Fred Reuten Inc., Closter, N.J. Circle 54 on Reader Service card

Wood-framed sliding glass doors are factory-assembled and glazed with 9/16" insulating glass. All wood parts are treated with preservative. Available in 6' and 8' lengths, with or without grilles. Joseph C. Klein, Voorheesville, N.Y. (Circle 55 on Reader Service card)

Bi-fold closet doors slide in a top track that can be nailed to the ceiling. New hardware design lets floor plates support doors' entire weight. Doors are made of 3/4", three-ply particle board. Paniflex Door, New York City. (Circle 56 on Reader Service card)
Baths

Tub and shower enclosures have Formica laminated to a styrene-foam inner core. Aqua-Wall is installed in precision channels, which are first attached to new or old walls. No adhesive is needed. Glass Shower Door Co., Chicago. (Circle 57 on Reader Service card)

Vanities include dressing tables, wall and floor storage cabinets. WoodCarv vanities, in traditional and contemporary designs, are offered with a white plastic finish, gold edgings and gold-finished hardware. Nutone, Cincinnati. (Circle 58 on Reader Service card)

Toilet seat is made of solid molded plastic with a molded-in design that produces a three-dimensional appearance in the cover. Floral patterns, aquatics and geometrics are offered. Easy-off hinge permits removal of seat. C. F. Church, New York City. Circle 59 on Reader Service card

Lavatory fixtures include Wedgewood blue oval bowl, faucet with hand-cut lead crystal handles and pop-up knob and Marblelite top in white with gold veining. Seven bowl styles are offered in six colors. Gerber Plumbing Fixtures, Chicago. Circle 60 on Reader Service card

Tub enclosure operates as rigid by-passing doors when towel bar is in latched position. With bar unlatched, styron panels nest into stacks occupying less than six inches at each end. In eight colors. Tub Master Corp., Orlando, Fla. (Circle 61 on Reader Service card)

Lavatories include dressing tables, wall and floor storage cabinets. WoodCarv vanities, in traditional and contemporary designs, are offered with a white plastic finish, gold edgings and gold-finished hardware. Nutone, Cincinnati. (Circle 58 on Reader Service card)

Solid plastic seat has full wrap-around cover that hides both seat and closet bowl rim. Medium priced model 1890 has closed front; model 1891 has open front. Both have offset hinges that hold seat in up position. Beneke, Columbus, Miss. Circle 62 on Reader Service card

Tub enclosure operates as rigid by-passing doors when towel bar is in latched position. With bar unlatched, styron panels nest into stacks occupying less than six inches at each end. In eight colors. Tub Master Corp., Orlando, Fla. (Circle 61 on Reader Service card)

Ornamental lavatories have designs fired into basin finish. Eighteen designs include floral, Grecian, French, Italian and Early American designs in a variety of colors. Permacharm basins are fade-proof. Case Mfg., Robinson, Ill. Circle 63 on Reader Service card

Single-handle faucet for lavatories has a solid brass body with triple chrome plating. Model 4500 controls both water volume and temperature with lever handle. Faucet has replaceable internal cartridge. Moen Faucet, Bellwood, Ill. Circle 64 on Reader Service card

Jeweled faucet lists for $395, is set with amethysts and bronze dore in 24-carat goldplate. Other jewels include onyx, lapis lazuli, rock crystal and malachite. Matching shower and tub sets are available. Sherle Wagner, New York City. Circle 65 on Reader Service card

New products continued on p. 113
Who's creating exciting new carpet with electronics?

Monarch is...with Colorset

When electronics and carpet get together, watch out for COLORSET. When multicolor patterns come vibrantly alive in free-flowing uninhibited designs, then it's sure to be COLORSET. And when you see the same plush resilience, the same deep, deep pile and luxurious quality in each patterned carpet, of course it's COLORSET! Monarch's COLORSET process combines the creative craftsmanship of the past with electronic know-how and inventiveness of today. COLORSET glows with progress and personality... with new ways to magnetically dye and preserve color... to shape designs... to turn out better quality in less time — at a lower cost. The old laborious, loom-threading methods for making patterned carpet are obsolete. Monarch's COLORSET marks the advent of a modern era in carpet-making. So... if you like to pioneer... look to COLORSET for exciting interiors. Select from a collection of elegant patterns in a wide range of color combinations... in any yarn. For additional information and samples, please write today to our CONTRACT DEPARTMENT.

Monarch fashions ACRYLON ACRYLIC — NYLON — HERCULON OLEFIN (the longest wearing carpet fibers known) into luxurious COLORSET carpet pile of radiant, enduring multicolor designs.
Here's how G-E Central Air Conditioners solved the problem of even cooling in the multi-room apartments of Robert Schmertz

"Our apartments, which range up to 1,000 sq. ft. and have as many as four rooms, are laid out so that we prefer 1½- and 2-ton G-E Central Systems to give us even distribution of cooling through ductwork at a low operating cost," says Bob Schmertz of Leisure Village, Lakewood, N.J.

"Because some folks feel the heat more than others, they appreciate the fact that with individual central systems, each apartment has its own separate climate control.

"Of course," Mr. Schmertz says, "we chose G.E. in the first place because we know G.E. makes the most reliable products. And with G.E.'s top engineering design, we can count on the most dependable equipment. We're selling well, thanks in great part to G.E."

There's a General Electric air conditioning system that's right for your installation. Get full details from your G-E representative or write Air Conditioning Department, General Electric, Appliance Park, Louisville, Kentucky.

Quiet, low-cost G-E Zoneline Air Conditioners solved Ben Cogen's Sherwood Park Apartments cooling problems

"G-E Zoneline through-the-wall air conditioners are amazingly quiet, and their low-installation costs fit our needs perfectly," says Ben Cogen, owner of handsome, new low-rise apartments in Lima, Ohio. "Zonelines are attractive, too, both on the exterior and the interior."

"Our apartments are laid out so that a single G-E Zoneline can air condition our three-room suites, and two G-E through-the-wall units take care of our larger four-room apartments. Each tenant can control the temperature in his own apartment. If repairs are needed, it requires shutting down just one unit, and it slides out of its through-the-wall case in seconds. Actually, we're so satisfied with G-E Zonelines, we're putting 40 more in our new apartments."
If you’re involved in the building business, it’s inevitable that you’ll be working with products made of rigid vinyls, in whole or in part. If you are also interested in quality, you want assurance that the product represents the best in materials, workmanship and performance.

That is why we have established an identification program for products that properly use rigid Geon vinyl. This emblem is your assurance that the manufacturer makes a high-quality product of proven performance, using Geon vinyl, "The Material Difference in Building". His guarantee covering workmanship and performance, coupled with his usage of quality materials, is your assurance of many years of service. Soon manufacturers will be using this new emblem. Look for it on building products using rigid vinyl. For additional information about this exciting new building material, write B.F.Goodrich Chemical Company, Dept. EN-11, 3135 Euclid Ave., Cleveland, O. 44115. In Canada: Kitchener, Ontario.
"NO DOUBT ABOUT IT, prospects really go for the benefits of flameless electric home heating," says Donald Geitgey in front of his newest development. When completed, it will feature fifty-five electrically heated Gold Medallion Homes ranging in price from $19,000 to $30,000.
In North Canton, Ohio, home and apartment builder Donald Geitgey tells how his experience over the past three years has him sold for good on the advantages of electric heat for residential construction.

"As a builder, I don't know any feeling worse than watching a home or apartment stand around waiting for a buyer," reports Donald Geitgey. "That's one of the big reasons I'm so sold on electric heat. Right from the beginning, I've found that its cleanliness, comfort and modernity give me a tremendously strong talking point that often helps me sell my homes even before they're completed.

"I first gave electric home heating a try back in 1961, when I put up my own 36-unit apartment building. All my tenants liked it so well that the next year I began putting it into my new houses. Now, after better than three years working with electric heat, I just wouldn't waste my time—or my money—installing anything else.

"Actually, electric heat helps me build my homes faster, as well as move them faster. Its easy installation saves time. That means simpler framework, with no chopping of partitions."

All across America, more and more builders like Donald Geitgey are discovering that it pays to install and promote electric heat in their homes and apartments. This year alone, it is estimated that over 20% of all new homes will be heated electrically.

Why not find out how you, too, can increase your profits by using flameless electric home heating? First chance you get, talk it over with your local electric utility company.

LIVE BETTER ELECTRICALLY • Edison Electric Institute, 750 Third Avenue, New York 17, N.Y.

"AS YOU CAN SEE, electric ceiling cable is completely invisible," points out Donald Geitgey, using a finished ceiling in one of his new homes as an example. Small parallel wires, less than $\frac{3}{4}$" thick and buried in the plaster, handle the entire heating job.

INDIVIDUAL THERMOSTATS IN EACH ROOM are the only other components needed to complete an electric ceiling cable system. A strong selling point with prospects, they allow homeowners to adjust the temperature in any part of the house separately.
NEW PyROTECT SOUND BARRIER BOARD
solves the problem of low-cost, fire-rated wall and partition systems with high sound deadening values.

Most 1-hour rated systems require nailing or clipping procedures which allow undesirable sound transmission, but with this new Simpson system, contractors and builders can achieve both desired ratings without prohibitive cost. Normal in-line wood stud wall construction (2' x 4's at 16" o.c.) can now attain a full 1-Hour Fire Rating plus Sound Transmission Class meeting most of the new requirements.

Application is Easy
PyROTECT Sound Barrier Board is applied directly to studs by nailing at 24" spaces on all studs. Gypsum joint compound is applied to the back of 5/8" Type X Gypsum board in 6" wide combed strips 2" in from edges around perimeter and vertically down the center line. The gypsum board is then laminated to the wall by face-nailing with 8-penny cooler nails at 24" intervals around edges and at third points on intermediate studs. All vertical joints are finished in the normal way. This system gave an STC rating of 45 and when tested according to ASTM E119 achieved a 70-minute load-bearing fire rating plus the hose stream, double-load test. For full information on this remarkable new product, see your Simpson Building Products supplier or write to the address below.

SIMPSON TIMBER COMPANY
2001 Washington Building, Seattle, Washington 98101
Electric utility package for houses combines heating, cooling, hot water

The new all-in-one core, currently being tested by Westinghouse Manufacturing Corp. in 50 private homes, could be a boon to both homebuilder and homebuyer. For the builder, it would reduce several equipment-installation jobs to one operation. For the buyer, it would keep repairmen out of the house and reduce service interruptions to a few minutes—the time it takes to replace one of the core's slide-out components.

Westinghouse calls the core the Home Utility Center. It consists of a compartmented steel cabinet 6½' high, 4' wide and 2' deep, which holds the following: a 2-ton heat pump for heating and cooling; 12 kilowatts of supplementary electric heating coils; an electronic air cleaner; an 800-cfm fan for air circulation; a 52-gallon, glass-lined water heater and a 200-ampere main breaker.

All components except the water heater are mounted on sliding racks, so they can be quickly serviced, repaired or replaced through an outside door.

The cabinet is set into the wall of a utility room, garage or carport (flush outside and projecting inside) and put into service by hooking up the breaker or fuse circuit box, two air ducts and three water pipes—hot, cold and drain.

All the test cores were designed for 1,000- to 1,400-sq.-ft. houses; units of greater capacity would have virtually the same cabinet dimensions.

Several power utilities have expressed a strong interest in the package, but right now Westinghouse is more interested in the reactions of local lenders, trades and code officials. Tests will take three or four months, and results will be reported in about a year.

Gas power package for apartments may cut heating-cooling costs 50%

This "total energy system"—now installed in two Kansas City garden apartments—generates all electricity as well as heat, air conditioning and hot water. Annual operating expense is about half of what it costs to run a conventional system with remote condensing units and gas-fired furnaces. Equipment and placement costs are three times greater than for the conventional system, but that extra initial cost can be retired in 6 to 8½ years, according to Truog Nichols, the mechanical contracting firm that is pioneering the system in the Kansas City area.

Operating costs are low because the system is highly efficient (up to 75%) and the equipment is comparatively long lived. Natural gas engines (two for a 90-unit apartment house, four for 250 units) power electrical generators. The exhaust and manifold heat are fed into a waste-heat boiler where they produce low-pressure steam. The steam provides hot water and heat, and also runs a 125-ton absorption air conditioner.

Underground conduits distribute hot or chilled water to fan-coil units in each apartment. The same conduit is used to carry electric cables and hot and cold-water pipes for household use.
Kitchen Kompact gives you all the benefits of a fully-crafted, manufactured cabinet. Clean, functional styling. Consistent, excellent quality. Precise, engineered design. All these plus KK's established reputation for the "finest service in the industry." You'll do better with a manufactured cabinet—especially when it's Kitchen Kompact. Write today for complete specifications.
How a new concept in decorative concrete paving, designed to complement home styles, is helping builders create exciting new sales appeal—Today, a home is more than just a house. Home buyers expect livability that extends all the way to the fences. A little imagination—and modern concrete paving with distinctive surface treatments—is the low-cost answer for outdoor "extras" that help builders lure customers, sell more homes. These attractive improvements—offered as an option to the buyer—add only a fraction to the total cost of the typical $20,000 home. Dramatically patterned, textured, colored—concrete paving readily becomes a landscaping material that matches the mood of any style of home—traditional, contemporary, ultra-modern. Custom styling is simplicity itself. Your own crews can do the whole job. Versatile concrete is so easy to work with. See for yourself on the following pages.
A colonial driveway creates added charm for traditional homes—A driveway can be so much more than a runway for the car. The cobblestone effect of this concrete pavement goes beautifully with colonial or other “period” homes. An hour’s work with a grooving tool provides an authentic touch that lifts the whole home design out of the ordinary. There are dozens of other tooled designs to suit any imaginable landscaping plan.
A patterned patio that's casually continental—The livability you design into your homes can be followed right out the window to provide exciting new outdoor living enjoyment. A concrete-paved patio can take any shape, any form. Here, the mellow tones of a Spanish courtyard are matched in colors and textures quickly and easily achieved in long-lasting concrete for a lifetime of pleasure.
EXTERIOR DECORATING

CONCRETE the material of a thousand uses—These are just a few of the new ways concrete surfaces are being textured and patterned today. The range of intriguing designs you can create is almost unlimited. For landscaping, no other basic material offers such freedom for innovation.

Your ready-mixed concrete producer—or your local PCA office—will be glad to provide technical information and assistance in developing distinctive design ideas for concrete paving. For free booklet on concrete finishing, write to the address shown below.

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An organization to improve and extend the uses of concrete

Pebbled, woodland beauty for a quiet garden—It’s easy to build a reputation for originality when you work with modern concrete. The granulated textures achieved with exposed aggregates enhance the most creative planting arrangements. Color and texture is limited only by the pebbles and rocks available. And with concrete walks, no upkeep is ever needed.
Kitchens and laundries

Two-way access cabinets can be used as dividers or for island or peninsula installations. Both base and wall cabinets are made with doors on front and back. Available in contemporary and provincial styles. Long-Bell, Longview, Wash. (Circle 66 on Reader Service card)

Gas range fits between two base cabinets and has chrome side trim to provide a built-in look without costly installation. Model 10-3W is 30" wide, has a lighted backsplash, one-hour timer and appliance outlet. Magic Chef, Cleveland, Tenn. (Circle 70 on Reader Service card)

Four-speed washer can be set for any combination of normal or gentle agitation and normal or gentle spinning. Tub size is 25% greater than last year and controls have been changed from push buttons to click dials. Hotpoint, Chicago. (Circle 71 on Reader Service card)

Double-oven range has all-gas pilot system, cabinet trim that allows flush fit with cabinets and a separate low broiler that is removable for easy cleaning. In white, yellow, pink, turquoise, copper and chrome. Brown Stove Works, Cleveland, Tenn. (Circle 72 on Reader Service card)

Slide-in gas range fits into a 30" counter top opening. It has adjustable leg levelers to raise or lower the range as required and adjustable counter-top trim strips. Side panels are available for end installations. Waste King, Los Angeles. (Circle 67 on Reader Service card)

Washer has small Mini-basket for washing lingerie or small loads. It uses only 11 gals. of water per load. Custom V-114 washers and dryers have 14 lb. capacity, come in colors and have lighted control panels. G.E., Louisville, Ky. (Circle 68 on Reader Service card)

Agitator washer has a built-in look because it fits in modular kitchen cabinet design: it is 36" high, 27" wide and 25" deep. Hose connections are recessed for flush installation and all servicing is from front. Westinghouse, Pittsburgh. (Circle 69 on Reader Service card)

36" gas range has two ovens, two broilers and a built-in griddle. It is designed for flush-against-the-wall installation and is completely servicable from the front. Available in three different price ranges. O'Keefe & Merritt, Los Angeles. (Circle 73 on Reader Service card)

New products continued on p. 119
Build more Quality into your homes

...and SAVE MONEY TOO!

New, low-priced adjustable steel closet shelves and rods by Leigh

Take advantage of these four new cost-cutters from Leigh—so easy to install you cut labor costs 80-90%. No sawing. No fitting. No sanding. No finishing. Leigh adjustable closet shelves and rods actually cost you less, installed, than old-fashioned wood shelves and dowels. Won't warp or splinter either. You cut costs. Your home buyer gets a better product.

All are made in a full range of adjustable sizes. All are built for strength—roll-formed of steel on new high-speed automated production lines. Strong. Attractive. Durable. And low priced! Shelves have a smooth baked-on beige Whispertone finish. Rods are bright-plated.

1 LEIGH ADJUSTABLE CLOSET SHELF AND ROD—Shelves in 12", 16", 24" depths, seven adjustable widths from 2' to 9'. Extra strong 1/4" front edge. Modern inverted "U" rod.

2 LEIGH ADJUSTABLE STORAGE SHELF—Same sizes as closet shelf but without rod or rod brackets.

3 LEIGH ADJUSTABLE CLOSET ROD—Modern inverted "U" shape. Accepts optional nylon glides. Just pinch ends to lock into brackets. No hold down screw needed.

4 LEIGH ADJUSTABLE LINEN CLOSET SHELF—Two adjustable widths. Extra strong 1/4" front edge. Shelves can be placed back-to-back for extra deep closets.

When it comes to equipping closets, you'll build in more quality with Leigh. And save money too! Call your supplier for Leigh adjustable closet shelves and rods. And write for our new bulletin 371-L.

LEIGH MAKES MORE THAN 150 PRODUCTS FOR THE BUILDING INDUSTRY

LEIGH PRODUCTS, INC., 2564 Lee St., Coopersville, Michigan 49404


MAKES MORE THAN 150 PRODUCTS FOR THE BUILDING INDUSTRY

Circle 239 on Reader Service Card
A home should be quiet. But Dad has his TV westerns. Mom her beloved clippety-clop slippers. Sis her Beal records. Baby his temper tantrums. What to do? Builders all over the country are building the quiet in. With carpeting. Carpeting absorbs 50% to 65% of all airborne noises. Made with Acrilan® acrylic fiber in the pile, carpeting lives especially well with the people it silences. Acrilan has the luxurious look of wool. But it is longer-wearing and more resilient. It is also stain-resistant, which wool is not. And mothproof, mildew-proof. Non-allergenic. For more absorbing facts on Acrilan, write: Contract Carpet Merchandising, Chemstrand, 350 Fifth Avenue, New York 1, New York. Shhhh.
1. Hallmark 30" range with Teflon®-coated slide-out oven walls! Removable oven walls are coated with no-stick, no-scour Du Pont Teflon, so spatters wipe off easily with just soap and water right at the sink. For frying, the Vacuum-Aire system "vacuums" off steam, smoke and odors. Broiling is done with the oven door closed. And outside venting is unnecessary. 12 high-oven Hotpoint ranges to choose from, in 40" sizes, too.

2. 30" drop-in unit can save you $18.75 on countertops alone! New 30" Town & Country range has a built-in rear control panel that is actually the backsplash, too. You save 5 extra square feet of countertop (at $3.75 a foot) and eliminate cutting-out costs. Range slides in place between base cabinets; control panel adjusts to match countertop depth. Also in 24" sizes. Brushed chrome top; 5 door colors and finishes.
extra sell into 30" of space!

3. 30" range with removable Teflon-coated oven walls! Now you can get this great new easy-cleaning feature in a "low-oven" range. The walls and floor of the extra-wide oven slide right out for no-strain, stand-up cleaning. And the walls are coated with non-stick Du Pont Teflon, so even burned-on grease washes off at the sink, without scraping or scouring. Best news of all—the price is pegged to your building budget!

4. A king-sized built-in oven for real cooking convenience! This banquet-size oven really looks big to prospects, and the built-in feature makes it truly distinctive. Automatic oven timing clock starts and cooks meals automatically, then turns oven off. Minute timer . . . interior light . . . luxurious control panel. (Available in 24" sizes, too.) Choose from 5 surface units, economy to deluxe models, to complete a custom installation.

Hotpoint When you build in Hotpoint, you build in customer satisfaction

A Division of General Electric Company • Chicago, Illinois 60644

Millions of home buyers see Hotpoint appliances on THE TONIGHT SHOW, NBC-TV, starring JOHNNY CARSON
There's something special about really fine wood windows. They set off the whole house as a place obviously built with loving care. Imagine the difference in this home—even from the curb—if it had metal units or second-rate wood windows. Removable R-O-W Double-Hung windows can easily be demonstrated as evidence that you aren't cutting corners. Available with Lif-T-Lox balances for finger-tip operation, they lift out instantly to cut cleaning time in half. Spring pressure keeps them weather tight, always. You can't let your prospects drive that model home around the block, but you can invite them to "R-O-W".

R.O.W WINDOW SALES CO.
1301 Academy Ave. / Ferndale 20, Mich.
Tools and equipment

**New Products**

**High-lift forklift** comes with a 21' mast that has 2,500 lb. capacity at full height, 5,000 lb. capacity at 14' height. Also available: interchangeable hydraulic bucket, mortar hopper, blade and swing boom. John Deere, Moline, Ill. (Circle 74 on Reader Service card)

**Masonry saw** is light enough so one man can transport it in the trunk of a car. Powered with a 1½ hp motor, it has a water pump and a cutting head that permits full view of the work. Mixlcy PW-15 sells for $315. Eveready BrickSaw, Kansas City. Circle 75 on Reader Service card

**High-lift loader** is one of ten mixlces with reach heights up to 40' and capacities of 2,500 to 6,000 lbs. Accessories include concrete hoppers, hod buggies, buckets and workman's platforms. Lull Engineering, St. Paul, Minn. Circle 76 on Reader Service card

**Pop riveter** of air-hydraulic type handles rivets in sizes of ⅜” to ½” in diameter. Model PRG 540 weighs only 4½ lbs. It requires an 80 psi air supply to activate the self-contained hydraulic system. United Shoe Machinery, Shelton, Conn. Circle 77 on Reader Service card

**Electric hammers** include #728 Roto-Hammer ( priced at $259.50) and #729 Demo-Hammer ( priced at $549.50). Roto-Hammer delivers 2,900 blows per minute at 599 RPM, Demo-Hammer delivers 3,000 blows per minute. Skil Corp., Chicago. Circle 78 on Reader Service card

**Truck line** for 1965 includes half-ton pickup with a V-6 gasoline engine and the Handi-Van (shown here in a camping conversion). Complete line includes 327 different models in both gasoline and diesel types. General Motors, Detroit. (Circle 79 on Reader Service card)

**Wheel loader** has two-cu.-yd. capacity with a 10,000 tipping load. Model W8B has a 45” bucket rollback at ground level and a 53” reach at 7'. Steering shifting, shuttling and braking are all power controlled. J. I. Case, Racine, Wis. Circle 81 on Reader Service card

**Tractor-shovel** handles up to 30,000 lbs. with buckets ranging in size from 8 to 20 cu. yds. Model H-400 is the world’s largest production model loader. It weighs 120,000 lbs. has a 180” wheel base and a 106” tread. Frank G. Hough, Libertyville, Ill. Circle 82 on Reader Service card

New products continued on p. 123

**Router template** puts complete ornamental design on cabinet doors in less than 30 seconds. Ten different guides are offered and each can be used on doors as small as 3½” x 3½” or as large as 24” x 36”. Wing Products Co., Scottsdale, Ariz. (Circle 80 on Reader Service card)

**Masonry saw:**

- Light enough so one man can transport it in the trunk of a car.
- Powered with a 1 1/2 hp motor, it has a water pump and a cutting head that permits full view of the work.
- Mixlcy PW-15 sells for $315.

**High-lift loader:**

- One of ten models with reach heights up to 40' and capacities of 2,500 to 6,000 lbs.
- Accessories include concrete hoppers, hod buggies, buckets and workman's platforms.
- Lull Engineering, St. Paul, Minn.

**Pop riveter:**

- Air-hydraulic type handles rivets in sizes of 1/8” to 1/2” in diameter.
- Model PRG 540 weighs only 4½ lbs.
- Requires an 80 psi air supply to activate the self-contained hydraulic system.

**Electric hammers:**

- Include #728 Roto-Hammer (priced at $259.50) and #729 Demo-Hammer (priced at $549.50).
- Roto-Hammer delivers 2,900 blows per minute at 599 RPM.
- Demo-Hammer delivers 3,000 blows per minute.

**Truck line:**

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**Wheel loader:**

- Has two-cu.-yd. capacity with a 10,000 tipping load.
- Model W8B has a 45” bucket rollback at ground level and a 53” reach at 7'.
- Steering shifting, shuttling and braking are all power controlled.

**Tractor-shovel:**

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- Ten different guides are offered and each can be used on doors as small as 3½” x 3½” or as large as 24” x 36”.

New products continued on p. 123
Back in 1950, the latest in model home features was the garbage disposer. Boy, did it sell homes!

In 1954, it was kitchen built-ins...

In 1960, central air conditioning...

In 1963, refrigerator-freezer combinations were great motivators.
For 1964, the hot sales feature is **AUTO-MATE**

**automatic garage door operator**

This year, professional builders are selling homes faster by giving the public what they want—the convenience and safety of AUTO-MATE!

It makes a convincing self-demonstration. Home buyers want to try for themselves the push-button convenience, when you show them how they can avoid exposure to bad weather and night-time dangers. They're quick to see the safety factors, too, when you demonstrate and describe safety reversing, overload protection, extra garage-lighting circuits, separate radio, UL approval—features that have made "OVERHEAD DOOR" operators famous for years.

Here's sales appeal that can help you close a sale faster—save on interest costs—with top mortgage evaluation. And the best part is the low cost to you—less than $150 installed*!

Contact your "OVERHEAD DOOR" Distributor today for details.

---

*OVERHEAD Door Corporation announces it is producing a quality operator at a price to its distributors which will permit them to sell for a price of less than $150 installed (less wiring and travel).
Couldn't you make money and do a better job with new Vertically Laminated Beams that are:

1. Drier (12% ave. m.c. 15% max.), more stable than solid beams?
2. Bonded with waterproof glue?
3. Pre-tested for strength by Stress-O-Matic machine? Stronger and more rigid than solid beams of the same size?
4. Beautiful in appearance, resist twisting, checking and splitting?
5. Available up to 60' long in 1' increments?
6. Used in combination with new end-matched T&G laminated decking to complete the roof system?
7. Treated with water-repellent sealer?
8. Protectively packaged with waterproof wrapping?

New Weyerhaeuser Vertically Laminated Beams have all eight of these advantages. You'll probably find others. Use them on your next job, along with new laminated decking. We're convinced you'll never go back to the old way of doing things. For more facts, write us at Box B-84b, Tacoma, Washington, or see our representative in your area.
Tools and equipment

Utility breaker can be used to remove old concrete floors or stone or to loosen compacted soil, clay or gravel. In addition, model UB-25 can be used for tamping, pipe laying and post setting. Wacker Corp., Hartford, Wis.
Circle 83 on Reader Service card

Heavy duty forklift is self-propelled, comes with lift heights ranging from 10½' to 21½'. High flotation tires and improved underaxle and undermast clearance help machine withstand extreme loads. International Harvester, Chicago.
Circle 84 on Reader Service card

Canister nailer drives full-head, standard 6d or 8d common, box or sinker nails. Nails are packaged in coils of up to 300. Model N2 Common Nailer has touch-trip, semi-automatic or fully automatic control. Bostitch Inc., E. Greenwich, R.I.
Circle 85 on Reader Service card

Hand tacker uses 12 different types and sizes of staples without adjustment. Staples range from ⅛" to ⅝" long. Model L3 is loaded and cleared from the front. It is offered with a variety of special noses. Markwell Mfg., New York City.
Circle 86 on Reader Service card

Hydraulic borer has its own hydraulic system, power source and mobile carrier. Power pack has 9 hp engine to drive pump. Borer has hydraulic motor with instant forward-reverse. Carriage can handle 10' drill stems. Davis Mfg., Wichita, Kans.
Circle 87 on Reader Service card

Hammer drill is electrically powered, has shift mechanism which converts tool from percussion drilling (for masonry) to conventional rotational drilling (for steel and wood). Model 713 sells for $79.50. Black & Decker, Towson, Md.
Circle 88 on Reader Service card

Backhoe is mounted on 1½-ton truck for speed and mobility. Model 180 Truck Hoe uses hydraulics to move itself off and on the truck bed. It has a 16½' reach, can dig to a 13½' depth. Seven different buckets are offered. Henry Mfg., Topeka, Kans.
Circle 89 on Reader Service card

Pickup truck has new front suspension system; each wheel on a separate forged I-beam axle. Advantages claimed are: better alignment, smoother ride, improved steering control and less maintenance. Ford Motor Co., Dearborn, Mich.
Circle 90 on Reader Service card

Fastening tool for light duty work sells for $3.95 with 12 sample fasteners. Sure-Set can drive a steel fastener through metal or wood into concrete with a few hammer blows. Once set, a single fastener can hold 200 lbs. Olin, New York City.
Circle 91 on Reader Service card

Electric conveyor can deliver six pieces of sheathing per minute to upper levels of a building. Lightweight unit has ¼ hp electric motor that operates on regular 115-volt current. Can also lift roofing or nails. Easy-Way Prods., Ponca City, Okla.
Circle 92 on Reader Service card

Pneumatic nailer weighs only 6½ lbs., drives fasteners up to 2⅝" long into hardwood. "V" nailers have interchangeable tracks for different fasteners and a replaceable piston liner to cut maintenance costs. Spotnails Inc., Rolling Meadows, Ill.
Circle 93 on Reader Service card

Cordless drill is powered by compact gasoline engine. Drill-gine has ⅛ hp engine and comes in two models: ⅛"-capacity chuck with 1,360 rpm spindle speed or ¼"-capacity chuck with 620 rpm speed. Orion Mfg., La Mirada, Calif.
Circle 94 on Reader Service card

New products continued on p. 129
NO-HUB drainage system pipe and fittings come in 2-, 3-, and 4-inch sizes. Your plumbing contractor installs it easier, faster. Lets you build most economically with all the advantages of cast iron soil pipe from roof vent to street sewer.

CAST IRON SOIL PIPE INSTITUTE
1824-26 Jefferson Place, N.W., Washington, D.C. 20006

Members of the Institute
- East Penn Foundry Co. — Subsidiary of Tyler Pipe and Foundry Company
- Glamorgan Pipe & Foundry Co.
- Krupp Division — Buffalo Pipe & Foundry Corp.
- Rich Manufacturing Company
- Russell Pipe and Foundry Co., Inc.
- Shafer & Son Foundry, Inc.
- Tyler Pipe and Foundry Company
- United States Pipe and Foundry Company
- Universal Cast Iron Manufacturing Company
- Western Foundry Company
- Williamstown Foundry Corporation
who speeds your starts?

Your Plumbing Contractor—with NO-HUB*[drain/waste/vent/sewer piping

Builders are taking to NO-HUB as fast as it's winning Code approvals, and approvals are coming from everywhere. More plumbing contractors are recommending it for economical and fast installation. And because NO-HUB is genuine Cast Iron Soil Pipe, the only centuries-proved drainage piping material still far superior to any substitute material. It leaves no question of how long it will last...or of freedom from maintenance for life of the building.

NO-HUB piping in 2- and 3-inch sizes, including joints, fits neatly into standard 2x4 wall framing—with no furring. Plumbers get it in faster, easier. Your carpenters get back to building on schedule...and there's no chance of accidental nail puncture of NO-HUB. No costly, delaying plumber call-backs.

Coupon Below Brings Full Information

You can build more economically with this hubless, streamline-jointed Cast Iron Sanitary System. You can offer healthier, more convenient, more valuable homes in every price bracket than with "Johnny come lately" materials. Mail coupon below for Specification Data Book and independent testing laboratory's comprehensive report on NO-HUB joint performance. Be sure to consult your plumbing contractor.

*Patent pending

More NO-HUB Piping Features!

- Puncture-proof
- Resists corrosion
- Smothers noise
- Stops roots
- Won't crush
- Lasts a lifetime
- 10-ft. lengths available—fewer joints needed
- Plumber installed
- Speeds installation

The durable NO-HUB joint for pipe and fittings. Utilizes a Neoprene sleeve gasket over joined ends, and a protective stainless steel shield held firmly in place by stainless steel bands permanently fastened by worm drive clamps. Below ground or above floor, this joint does not corrode or deteriorate; remains gastight and watertight. It's strong; not affected by shock or vibration.

MAIL THIS COUPON

Cast Iron Soil Pipe Institute, Dept. K
1824-00 Jefferson Place, N.W.
Washington, D.C. 20006

Send me free, NO-HUB Specification Data Book and the Pittsburgh Testing Laboratory Report on NO-HUB joint performance.

Your name:

Firm name:

Street address:

City State Zip Code:

NOVEMBER 1964
Sales prove it: Home buyers pay more for siding surfaced with DuPont TEDLAR®. Why?

U.S. Plywood guarantees Weldwood PF-15 siding,

Recently, in a medium-sized development, more than half the homes sold in the first 90 days had TEDLAR® PVF film on the siding—and better than one in four customers who had a choice of lower-cost siding paid extra to get TEDLAR. TEDLAR has obvious advantages: it's tough, smooth, fade- and chalk-resistant, is hard to stain, easy to clean. Plus this clincher: U.S. Plywood's written guarantee that Weldwood PF-15 siding, surfaced with TEDLAR, will be paint-free for 15 years.

Home buyers want guaranteed long-term economy. Home buyers look beyond the immediate price of a house to its long-term cost. They know conventionally finished siding will need repainting three, maybe four, times in the next fifteen years. U.S. Plywood guarantees, in writing, that Weldwood PF-15 siding will not need painting for 15 years. So although it costs more initially, home buyers who choose TEDLAR save considerably in the long run.
surfaced with TEDLAR, won’t need painting for 15 years!

Home buyers want the convenience of TEDLAR. With TEDLAR, economy and convenience go hand in hand. Home buyers resent the time and trouble it takes for house maintenance. When their siding is pre-finished with TEDLAR, they know they’re freed from both the expense and nuisance of exterior maintenance. TEDLAR is exactly what they want on their labor-saving, easy-to-run, up-to-date homes.

Home buyers like the easy maintenance of TEDLAR. Home buyers like a new home to go on looking new—and that’s exactly what siding surfaced with TEDLAR does. Whatever the weather, Weldwood PF-15 retains its original appearance better than any other pre-finished siding. When other finishes have deteriorated badly, TEDLAR needs only a wash-down to look fresh, smooth and handsome. Mail the coupon below to learn more about this remarkable new film finish.

*Du Pont registered trademark.
**U. S. Plywood registered trademark.

Better Things for Better Living... through Chemistry

To: E. I. du Pont de Nemours & Co. (Inc.)
Film Department
Building Materials Sales Division
Box 117E, Wilmington, Delaware 19898
Please send me further information about siding surfaced with TEDLAR.

Name ____________________________
Address __________________________
City __________________ State ______ Zip ______
OUR DOORS SEEM TO TRAVEL IN JUST THE BEST PLACES

That's because we go first class.
All the way.
There are no short cuts, ever.
Our doors even exceed the strict standards established by the AAMA.
Result? A Lifetime Guarantee for your buyers.

For their safety and comfort, we also offer two exclusive glass components.
"Safety Guard," our own trademark of heat tempered glass.
"Twinsul," the sealed insulating glass unit that we unequivocally guarantee for ten years.
All good reasons for putting us up.

Peachtree Aluminum Sliding Glass Doors are distributed only east of the Mississippi River, with a few select distributorships open. Your inquiry is invited.
New Products

Heating and air conditioning

**High-capacity room air conditioner** is rated at 29,000 btu, can cool an entire house with up to 14,400 cu. ft. of space. Two-cylinder compressor operates on 230 volts, draws 17.5 amps. Admiral Corp., Chicago. (Circle 95 on Reader Service card)

**Electric heat mat** is designed to be embedded in concrete floors, can be installed in one pour. Mats 16" wide by 10' long can be laid in corners or curves. They provide 20 watts per sq. ft., use 120, 208 or 240 volts. Easy Heat, Lakeville, Ind. (Circle 97 on Reader Service card)

**Chimneyless gas furnace** has concentric through-wall flue to take in fresh air and exhaust combustion air. Saf-T-Sealed unit has 55,000 btu heating capacity, can also be fitted with a two-ton cooling system. Peerless Div., Louisville, Ky. (Circle 96 on Reader Service card)

**Electric heat mat** is designed to be embedded in concrete floors, can be installed in one pour. Mats 16" wide by 10' long can be laid in corners or curves. They provide 20 watts per sq. ft., use 120, 208 or 240 volts. Easy Heat, Lakeville, Ind. (Circle 97 on Reader Service card)

**Swimming pool heater,** fueled by gas, has 460,000 btu input, can raise the temperature of a 37,000-gal. pool 25° in 24 hours. It also maintains pool temperature automatically. Ruud heater operates on all gases, including LP. Rheem, Chicago. (Circle 99 on Reader Service card)

**Evaporative humidifier** fits in supply-air ducts, converts up to 22 gals. of water per day into vapor. It can be used with furnace capacities of up to 125,000 btu. Mesh element is self-cleaning, and refill is automatic. Walton Laboratories, Irvington, N. J. (Circle 102 on Reader Service card)

**Electronic air cleaner** can run for an entire year before filter screen needs cleaning. Dustronic units are installed in warm-air distribution systems, are said to be ozone-free. Customaire single-room units also are available. Radex, Chicago. (Circle 103 on Reader Service card)

**Wall air purifier** removes odors by drawing air through a charcoal filter. It can be operated intermittently or continually. Models have 150 or 300 CFM capacity, operate on 115 volts and can be set in a 4" wall. Barnebey-Cheney, Columbus, Ohio. (Circle 101 on Reader Service card)

**Zone control valve** for both residential and commercial use opens and closes slowly, reduces noise caused by surging and water hammer. Compact size permits installation under average baseboard cover. Bell & Gossett, Morton Grove, Ill. (Circle 104 on Reader Service card)

**Commercial air conditioner** includes heating and cooling in independent cabinet units. "Y" system provides up to 17,000 btu in steam, hot water or electric heat per unit and up to 11,500 btu of cooling. Westinghouse Electric, New York City. (Circle 105 on Reader Service card)

New products continued on p. 133
“BH&G leads again in building advertising!”

Dick Ballinger, BH&G’s Building Products Marketing Manager. He can tell you why BH&G is the BIG magazine that really moves merchandise.

For 29 years BH&G has led all major magazines in building materials, equipment and fixtures advertising. BH&G again holds a commanding lead in pages and share of market for the first 7 months of 1964.

Two reasons for this success: BH&G is the editorial authority in the home building field and is trusted by 17,611,000 husbands and wives—the best prospects for building product purchases.

Still more evidence of leadership is the Better Homes for All America Program—America’s greatest model home program. During 1964, 165 builders displayed 220 models in 123 communities. John V. Sofarelli, Chairman, Pinellas County, Florida, 1964 Parade of Homes, said “The greatest parade in our history . . . thanks to BH&G!”

Better Homes and Gardens
Circulation: 6,500,000
Create auras of charming warmth in your designs for interiors of fine homes and offices... based upon the rich durability of Potlatch hardwood flooring. Select the highline beauty of oak—with or without a factory finish—with the complete confidence earned by Potlatch’s years of experience as a producer of fine quality flooring.

The Potlatch selection includes superior strip oak in standard patterns, rustic plank style and the trend-setting new Potlatch component, Plylumber® Flooring (combining a strip-oak top floor with its own subflooring in foot-wide units for wider joist spacing and reduced installation time).

Potlatch hardwood floorings are available everywhere. For complete information on these and others of the full Potlatch line of Western and Southern wood products, mail the coupon below today.

Potlatch hardwood floorings are available everywhere.
Display this Yellow Page emblem freely: It means business...it reminds prospects to look for your ad when they're ready to buy. And people who read the Yellow Pages are ready to buy. (Aren't you when you look in the Yellow Pages?)

That's if you're in the Yellow Pages. If not, call your Yellow Pages man—he's in the Yellow Pages under ADVERTISING—DIRECTORY & GUIDE.
Room air conditioners offer remote controls for hotel, motel or apartment installations, plus built-in option of 208 or 230 volts. A three-speed fan permits slow, quiet operation during heating months when high circulation is unnecessary. New Zoneline models come in three types: cooling only, cooling and electric heat and heat pump. General Electric, Schenectady, N.Y. Circle 106 on Reader Service card

Electric baseboard heater has new heat exchanger said to provide faster, cleaner heat. Heatliner series has directional baffles which keep air away from the wall. Available in 3, 4, 5, 6, 8 and 10-ft. lengths. Hunter Div., Robbins & Meyers, Memphis. Circle 107 on Reader Service card

Foamed-plastic filters for heating and ventilating systems offer good filtering efficiency and low pressure drop. Foamaze filters will operate in temperatures from -50° F to 250° F. Air Maze Div., Cleveland, Ohio. Circle 108 on Reader Service card

Home humidity control turns on kitchen or bathroom exhaust fans when humidity passes a predetermined point. An override switch lets ventilating equipment be operated manually. Chromalox control is rated at three amps. Edwin L. Wiegand Co., Pittsburgh. Circle 109 on Reader Service card

Modulating control for gas furnaces controls heat output by regulating gas flame, permits fan to operate continuously. System reduces hot air surges and wide temperature variations. Maxitrol, Southfield, Mich. Circle 110 on Reader Service card

Atomizing humidifier is installed in air ducts and controlled by a plenum humidistat to hold relative humidity within 5%. Thatcher Furnace, Garwood, N.J. Circle 111 on Reader Service card

Pan humidifier has no moving parts, is self-regulating because evaporation is determined by the air stream from the furnace blower. Twelve pans in supply duct provide up to 6 sq. ft. of surface. Cascade Humidifiers Inc., Minneapolis. Circle 112 on Reader Service card

Countercflow wall furnace fits between studs, can be used for a single room or be fitted with through-wall duct boots. Permanant air filter reduces lint and dust accumulation, can be removed and cleaned. Day & Night Mfg., City of Industry, Calif. Circle 116 on Reader Service card

Heating-cooling package includes furnace with new curved heat exchanger and cooling coil, said to reduce expansion stresses. Sound-proofed compressor unit is connected to cooling coil by precharged lines. Lennox Inds., Marshalltown, Iowa. Circle 113 on Reader Service card

Baseboard radiators, completely preassembled, are available in 1' increments from 2' to 12' long. Uni-Pack units have 1/2" or 3/4" fin elements and either white or beige colored panels. Edwards Engineering Corp., Pompton Plains, N.J. Circle 114 on Reader Service card

Room air conditioner is controlled by automatic built-in thermosstat. It features a two-speed fan and air-direction control. Maker's new line also includes three casement models. Fedders Corp., Maspeth, N.Y. (Circle 115 on Reader Service card)

Apartment unit combines heating and cooling in a 26"x12"x72" cabinet. Combustion gas and condenser air are exhausted through the wall. Heating capacity is 40,000 to 60,000 btu; cooling capacity is 1 1/2 or 2 tons. C. A. Olsen Mfg., Elyria, Ohio. Circle 117 on Reader Service card

Low-cost boiler of cast iron has a built-in tankless water heater. Oil-fired APT unit provides from 95,000 to 165,000 btu, is packaged with prewired controls. It can be installed in a 29 1/2"x31 1/2" space. American-Standard, New York City. Circle 118 on Reader Service card

New products continued on p. 137
The only cost that matters is cost installed

When your prospect's eyes light up at the sight of this good-looking, good-cooking Frigidaire Wall Oven, she's not concerned about cost installed. But you are. Low installation cost on this oven (and other matching Frigidaire Built-Ins), combined with Frigidaire product beauty and dependability, can help you sell homes in the toughest of markets!

All Frigidaire Wall Ovens are shipped completely assembled with 48" BX cable attached. And, they're designed to make installation fast and simple. Just prepare wall opening and complete regular wiring to junction box. Then connect three incoming supply wires with corresponding color-coded product leads, slide oven in opening, level, if necessary—and install retaining screws. It's done...in minutes!

Installation speed is a quality feature of all Frigidaire Built-Ins...a feature that'll pay off for you and your customers!

Frigidaire Division, General Motors Corporation, Dayton, Ohio.

That's why this glamorous Frigidaire Slide-In Wall Oven gives you the competitive edge!

Frigidaire Wall Ovens are available in 4 rich colors, white, and brushed chrome.

Build In Satisfaction...Build In

FRIGIDAIRE

RANGES • WALL OVENS • COOKING TOPS • DISHWASHERS • DISPOSERS

Circle 234 on Reader Service Card

Circle 202 on Reader Service Card
The Colovin Effect  

Vinyl Laminate

New Colovin K-6 vinyl laminate is five times thicker than ordinary laminating vinyl film. Five times. A touch tells you why it doesn't telegraph surface irregularities but hides them. Even culls become salable in the profitable "decorator" field. With new Colovin K-6 you can give your wallboard products—plywood, hardboard, fibre-board, particle board—any of 30,000 different decorator colors, patterns, textures. That's the Colovin Effect. At low cost, Colovin K-6 gives your plywood or wallboard product a merchandisable difference—transforms it from a commodity into a highly profitable decorator item. May we give you the details?

Columbus Coated Fabrics Company
Division of the Borden Chemical Company, Columbus 16, Ohio
HADDONFIELD, NEW JERSEY
Price: $28,450 with land • Living Area: 2687 sq. ft. • Builder: Bob Scarborough* • Architect: Lester H. Weckesser, A. I. A.

WHAT THE JUDGES SAID: “One of the best colonial copies in the competition. This is also a house that will absorb a big family without bursting at the seams. What more could you want than five bedrooms (and a convertible sixth downstairs) with three full baths? Subdivision is superbly planned.”

INCLUDED WITH THE HOUSE: built-in range and oven, automatic dishwasher, garbage disposer, kitchen exhaust fan, fireplace in family room, 14 shrubs and completely seeded lawn.

THE PLAN: extraordinarily good traffic pattern—from either the front door or through door into house from garage. Because the family room is stepped-down from kitchen, it’s both separate and close.

78% of the successful builders publicized by American Home magazine specified cast iron water mains. They appreciate cast iron’s natural strength and durability. Qualities that help cast iron pipe stand up to internal pressure, external loads, adverse soil conditions and temperature extremes. Qualities that assure dependable water delivery—for the life of the home and beyond.

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To help you in your work, the Cast Iron Pipe Research Association offers the free booklet, “Tract Development... helpful ideas from important magazine articles.” Includes eleven articles from seven magazines—written by experts and chosen for their pertinence to your problems. Send for your copy today.

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INSULITE VINYL-BOND SIDING
with a factory-finish that's
guaranteed for 10 years

Eliminates on-the-job painting. Offers the selling power of lasting beauty, guaranteed performance.

This is the siding you and your home buyers are looking for.
It offers all the advantages of two famous products.

A new high-temperature process fuses basic Insulite Siding, performance-proved on 450,000 homes, with a tough industrial vinyl color-coat.

A product of Sherwin-Williams Industrial Coatings Division, this is the same vinyl color-coating used for over 15 years to protect everything from washers, dryers and refrigerators to railroad gondola cars.

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2 Styles. Horizontal lap 12" wide, 16' long; vertical plain in 4' x 8' and 4' x 9' panels. Color-matched metal battens in 8' and 9' lengths.

Forget callbacks. Properly applied Insulite Vinyl-Bond Siding offers lasting beauty and value... plus callback-free performance.

Proven dimensional stability. Proven by builders coast-to-coast with Insulite Primed Siding. Joints stay butted; expansion and contraction are all but eliminated.

Application's a breeze! Just 5 common accessories needed!

SAW IT LIKE WOOD. Cuts quick, clean. Made of wood fibers; has no knots or grain. Matching touch-up applicator furnished to reseal edges.

NAIL ALONG TOP EDGE. Siding won't split; vinyl color-coat won't chip. Nails easily, firmly. When complete siding job is done, nails won't show.

APPLY ADHESIVE ALONG TOP EDGE. Next course is held by adhesive at bottom, nails at top. Adhesive comes in cartridges, applies fast with caulking gun.

INSTALL METAL CORNERS. Both inside and outside corners slip under siding at bottom, nail at top. Lengths to match siding width. Vinyl color-coated.

SNAP-ON METAL BATTENS. Fit firmly on clip strips that nail to siding. Available in 8' and 9' lengths, are vinyl coated in colors to match siding.

APPLY CAULKING. Special long-life butyl caulking in matching colors applies like ordinary caulking. That's it. Complete exterior wall is up fast!

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FOR MORE INFORMATION... SEE YOUR INSULITE DEALER

or write Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota.
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MODERN GAS INCINERATORS

FREE-STANDING FIREPLACES are made of hard-fired silicon carbide glazed with a matte white, gray or brown finish. Three models up to 45” tall are offered with roof jack or regular flues. Strawberry Bank Craftsmen, Little Compton, R. I. Circle 123 on Reader Service card

Prefabricated fireplace can be floor or wall mounted with top or rear flue exit. Offered in black or bright porcelain colors. Three sizes hold 18”, 24” or 36” logs. Prices start at $157.50. Pacific Steel Prods., Seattle, Wash. (Circle 124 on Reader Service card)

Commercial water softener can handle flow rates up to 40 gals. per minute without excessive loss in water pressure. It has 1½” ports and a 450-lb. salt storage tank. Capacity is up to 90,000 grains per regeneration. Culligan Inc., Northbrook, Ill. Circle 125 on Reader Service card

Wall panel adhesive is said to save six minutes of labor per panel over nailing methods. It eliminates permanent face nailing and permits the installer to slide panels into position before the permanent bond is established. U. S. Plywood, New York City. Circle 126 on Reader Service card

NEW PRODUCTS

start on p. 90

Circle 248 on Reader Service Card
Barbecue-fireplace is prefabricated of stainless and aluminized steel. It includes a chimney, motorized spit and log grate. Designed for thru-the-wall installation, it requires zero clearance. Waste High Fireplaces, Kansas City, Mo. (Circle 127 on Reader Service card)

Plan file for blueprints holds six small and two large rolled plans. Units are available with or without doors and some are designed for stacking. Manufacturer also offers special hanging blueprint files. Plan Hold Corp., Los Angeles, Calif. Circle 128 on Reader Service card

Home intercom is transistorized for compactness, will handle up to 16 stations and can be surface or flush mounted. It requires a wall opening only 2" deep by 6½" high by 4½" wide. Front is stainless steel. Talk-A-Phone, Chicago. Circle 129 on Reader Service card

Radio-controlled garage door operator is completely preassembled and is simple enough for even a do-it-yourself installation. Model CR-7 retails for $144.95, fits any door up to 16' x 7'. Calder Mfg., Lancaster, Pa. (Circle 130 on Reader Service card)

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Circle 251 on Reader Service Card
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Quiet Conditioning begins with acoustical ceilings by Celotex—in family room, kitchen, wherever noise should be hushed. And you're in for a pleasant surprise when you see the beautiful
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The Celotex Corporation has taken the lead in providing you with proved products, systems, and promotional material to help you turn demand into sales and profits. Our national advertising on Quiet Conditioned Living interests more and more prospects for you every month. If you would like to make the most of this powerful selling idea, send coupon for free technical and merchandising booklets prepared especially with builders' needs in mind.
These gleaming, precision-made parts are essential in most air conditioners.

But a Lennox RFC system works like magic without them!

The expansion valve is gone. (The refrigerant line is self-metering.)
The relay and capacitors are gone. (The compressor motor starts unloaded.)
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And no cap tubes to clog.

This pre-charged, factory sealed air conditioning system is as simple and fool-proof as a kitchen refrigerator.
Almost as simple to install.

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Write for facts on RFC to Lennox Industries Inc., 341 South 12th Avenue, Marshalltown, Iowa.

Why did Lennox leave all these parts out of RFC™ Air Conditioning?
Residential luminaire has photo-electric eye which automatically turns the light on at dusk and off at dawn. Prewired unit is ready to attach to power source, has sealed optical assembly to keep out dirt. Line Material Inds., Milwaukee. Circle 131 on Reader Service card

Door operator sells for $150 installed, operates garage doors up to 16' wide. It has a positive chain drive with a permanently lubricated reduction-gear motor, a separate radio receiver and a transistorized sender. General Electric, Providence, R.I. Circle 132 on Reader Service card

Scheduling board has black plastic surface and plastic self-adhering tabs and numbers. They can be reused indefinitely since adhering quality depends on the plastic rather than an adhesive. Planoramics, Hanover, Mass. (Circle 133 on Reader Service card)

Adjustable wall ties permit mason contractors to erect cavity walls in two steps: 1) female ties are installed in interior wythe with eyelets protruding 2"; 2) exterior wythe is tied in with male ties. Dur-O-Wal., Cedar Rapids, Iowa. Circle 134 on Reader Service card

Prehung door frames can be installed by one man in ten minutes. Presto frames have one-piece T&G construction with interlocking mitered joints. Casings, stop and hinges are factory-installed. Dexter Inds., Grand Rapids, Mich. Circle 135 on Reader Service card

**NEW PRODUCTS**

Start on p. 90

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NOVEMBER 1964

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147
Now introducing: PAINTBOND downspouts. The steel with special properties:

1. **Superior paint adhesion.** Paint, properly applied, sticks to the specially prepared surface of USS Paintbond more tightly than to untreated galvanized.

2. **Strong.** Stronger than other building materials.

3. **Impact resistant.** USS Paintbond has the strength of steel to resist sudden impact.

4. **Rigid.** Stands up under heavy snow and ice loads.

5. **Thick zinc coating.** Keeps corrosion out.

6. **Formable.** Matches any architectural style.

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Economical. USS Paintbond Galvanized Steel gutters and downspouts give long, economical service.

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... for maximum strength, dependability, economy
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THE EXCLUSIVE NEW "VENT-AWAY"* TOILET VENTILATOR IS BUILT IN FOR A LIFETIME OF SERVICE. IT HAS NO MOVING PARTS TO GET OUT OF ORDER. NOTHING TO INSTALL OR ADJUST.

This unique feature from American-Standard that will make a real impression on model home shoppers, and help you close sales. The Vent-Away toilet ventilator is available on both Glenwall* and Norwall* toilets. Put more sell in your bathrooms by adding the optional Vent-Away in the toilets women want most. Be sure to see the demonstration of Vent-Away at the American-Standard exhibit at the NAHB Convention. If you can't make the convention, call your American-Standard contractor or write for the complete story to: American-Standard, Plumbing and Heating Division, 40 West 40th Street, New York, N.Y. 10018.
Overhead garage door operator can lift sectional or solid doors up to 8' high by 24' wide. Entire unit weighs only 32 lbs., including ½ hp motor. Transistorized radio transmitter has a range of 125 ft. Alliance Mfg., Alliance, Ohio. (Circle 136 on Reader Service card)

Aluminum nails give lasting protection against staining of trim and siding at an extra cost of about $5 per house. Sinker, casing and common nails have straight, ringed or screw shanks. Nichols Wire & Aluminum, Davenport, Iowa. (Circle 137 on Reader Service card)


Cement floor stain is an oil-base flat finish that penetrates and protects porous cement surfaces. Offered in eight colors and black and white, it will not crack, peel or scale and prevents "dusting" of concrete. Samuel Cabot Inc., Boston. Circle 139 on Reader Service card

Self-priming pump for lawn sprinkling is suitable for installation with a multiple head sprinkler system. It pumps water from any source—well point, lake, pond or stream. Made in sizes from ½ to 5 hp. Sta-Rite Prods., Delavan, Wis. Circle 140 on Reader Service card

Truss fastener is of self-nailing type. Nail-prong design has been improved to increase truss rigidity. Truss-Clip II costs less than previous types and can be installed with hammer or press. Panel-Clip Co., Farmington, Mich. Circle 141 on Reader Service card

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Strap hinges, H-L hinges, latches, door knockers, dutch door hardware, foot scrapers ... there's a complete line ... for every door in the house.

Try it on your next house and see how the authentic design of McKinney Forged Iron Hardware makes your sale so much easier.

For helpful hints and illustrated uses of McKinney Forged Iron Hardware, write for Catalog #12.

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The House That Saves You Money, Sells Best...

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This soffit is also ideal for apartments, carports, walkways. Makes a dramatic selling feature — good-looking, efficient, time-defying, with no need of protective painting by builder or customer. Check coupon for more information. Or contact your nearest Reynolds Aluminum Building Products Dealer. Reynolds Metals Co., Richmond, Va.
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NOVEMBER 1964
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*Meets all requirements of FHA code for tub enclosures and shower stalls (Interim Revision #13A).

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For copies of free literature, circle the indicated number on the Reader Service card, page 141.

Catalogs

DRI TRACTOR. 20 pages. Performance in bulldozing, pushloading and ripping are detailed. Specifications and features. Caterpillar Tractor Co., Peoria Il. (Circle 300 on Reader Service card)


TRUCK SELECTION GUIDE. 60 pages. Specifications and features of heavy and extra heavy duty trucks with a special section on ready-mix trucks. Ford Motor Co., Dearborn, Mich. (Circle 302 on Reader Service card)

VENTILATING EQUIPMENT. 20 pages. Range hoods, wall and ceiling fans, fan-heater-light units and fan accessories are shown and described. Miami-Carey, Middletown, Ohio. (Circle 303 on Reader Service card)

FOUR-WHEEL DRIVE TRACTORS. 4 pages. Details of major components of loaders, backhoes, forklifts, bulldozers and loggers. Balmar Tractor Corp., Baltimore. (Circle 304 on Reader Service card)

PLUMBING AND HEATING FITTINGS. 64 pages. Copper tube and solder-type fittings shown with product and application information. Mueller Brass Co., Pont Huron, Mich. (Circle 305 on Reader Service card)

POWER-SHIFT CRAWLER-LOADER. 22 pages. Highlights about the largest Drott loader with specifications and descriptions of engine, transmission, steering and other features. International Harvester, Chicago. (Circle 306 on Reader Service card)

VENTILATING EQUIPMENT. 20 pages. Range hoods, wall and ceiling fans, fan-heater-light units and fan accessories are shown and described. Miami-Carey, Middletown, Ohio. (Circle 303 on Reader Service card)

INDUSTRIAL INCANDESCENT LIGHTING FIXTURES. 32 pages. Details of various reflectors and accessories with dimensions and coefficients of utilization of reflectors. Thomas Industries, Louisville, Ky. (Circle 310 on Reader Service card)

FOUNDATION DRAINAGE. 4 pages. The importance of foundation drainage and the methods of achieving it. Text and drawings show drain line locations, gravel, dry wells and downspout runoffs. Bituminous Pipe Institute, South Milwaukie, Wis. (Circle 311 on Reader Service card)

HARD MAPLE FLOORING. 8 pages. Standard specifications, grading rules, installation procedures, sizes and grades available. Maple Flooring Manufacturers Assn., Chicago. (Circle 312 on Reader Service card)

A-FRAME COTTAGES. 16 pages. Photographs, reduced blueprints and material lists. Homasote Co., Trenton, N.J. (Circle 313 on Reader Service card)

The Gold Bond difference:

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Gold Bond materials and methods make the difference in modern building
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<td>12, 13</td>
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**ADVERTISING SALES STAFF**

<table>
<thead>
<tr>
<th>City</th>
<th>Name</th>
<th>Phone</th>
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<tbody>
<tr>
<td><strong>ATLANTA</strong> 30309</td>
<td>Glenn P. MacNerder, 1375 Peachtree St., (404) 875-0523</td>
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<tr>
<td><strong>CHICAGO</strong> 60611</td>
<td>Robert M. Brown; John J. Filson; George Warner; 645 N. Michigan Ave., (312) 664-5800</td>
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<tr>
<td><strong>CLEVELAND</strong> 44113</td>
<td>Milton H. Hall Jr.; James O. Green; 55 Public Square, (216) 781-7000</td>
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<tr>
<td><strong>DALLAS</strong> 75201</td>
<td>Dick Poole, Vaughn Building (214) 747-9721</td>
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<tr>
<td><strong>DENVER</strong> 80202</td>
<td>John Patten, 1700 Broadway, (303) 255-2981</td>
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<tr>
<td><strong>HOUSTON</strong> 77025</td>
<td>Kenneth W. George, Holcomb Blvd., (713) 748-1280</td>
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<tr>
<td><strong>LOS ANGELES</strong> 90017</td>
<td>Donald Hanson, 1125 W. Sixth St., (213) 482-5450</td>
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<tr>
<td><strong>NEW YORK</strong> 10036</td>
<td>John W. Moffly; Arthur F. Neumann; William B. Toufouse, 500 Fifth Ave., (212) 971-3086</td>
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<tr>
<td><strong>PORTLAND</strong> 97204</td>
<td>Harry Abney, Pacific Building, (503) 223-5118</td>
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<tr>
<td><strong>SAN FRANCISCO</strong> 94111</td>
<td>Donald Hanson, 255 California St., (415) 362-4600</td>
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**PRODUCTION MANAGER**

Vito De Stefano, McGraw Hill, Inc., 330 West 42nd St., New York, N.Y. (212) 971-3204