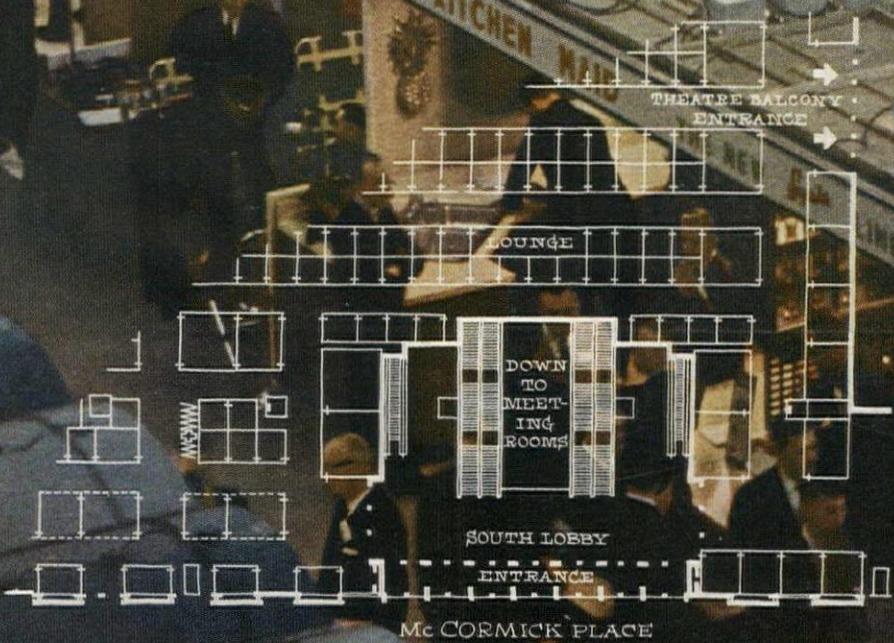


House & Home

MANAGEMENT MAGAZINE OF THE HOUSING INDUSTRY

NOVEMBER 1964



Big show in Chicago: H&H previews the new product booths
Also: 1964's top performers . . . 1965's housing outlook



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House & Home

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House & Home

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VOL. XXVI NO. 5

NOVEMBER 1964

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Cover: Product display area at NAHB convention, Chicago. Photo: Oscar & Assoc.

NEXT MONTH

Special section on home manufacturers: their new emphasis on marketing and merchandising and their new approaches to the low-priced house market . . . A revolutionary idea in planning a new town . . . Coast-to-coast report on what's selling and why in major market areas



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.

This unusual ease of installation is one of the big reasons why Kwikset is the builder's favorite lockset. Kwikset's rugged construction is another. No matter how much homeowners manhandle it, a Kwikset lock performs dependably. Shoots pretty straight, too. *kwikset* **K** *locksets*

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 by slum clearance 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—after turning down 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 Homes of Atlanta. Kingsberry, 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 Dept., 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 Klamon, 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

* Other members: Mayor Jerome Cavanaugh of Detroit; Martin Meyerson, dean of environmental planning at the University of California at Berkeley; Catherine Bauer Wurster of U. C.; Psychiatrist Carl Menninger of Topeka; Publisher Ralph McGill of *The Atlanta Constitution*.

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 appealing for support 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. 203i low-cost program. Congress boosted the maximum 203i 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 nonoccupant owners 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 died 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 s&Ls 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 by local housing agencies to homeowners for rehabilitation in renewal areas.

NEWS continued on p. 9

Problems underfoot?

IH puts you on the right tracks to defy mud, sand or knife-edge rubble

Some advantages of a crawler over a rubber-tire tractor are obvious. Others aren't.

Look at International Harvester's two industrial-size crawlers, for instance. It's easy to see how their long, wide tracks give you better flotation and traction than wheels. How they inflict less packing as they work.

Grab one of the power steering levers and pivot full circle in the same spot. No question about maneuverability in tight quarters, is there?

But did you know about these other advantages?

Both the 47 horsepower T-340A and the 52 horsepower TD-6 develop up to 1½ times more drawbar pull—in work speeds—than wheel tractors of the same weight.

To get the same range of work power as these crawlers, you'd have to buy wheel tractors 20 to 30% heavier. You know what that means. Higher operating costs.

And first cost is higher, too, of course, when you buy a tractor which needs more weight and engine power to do the same work.

Not that wheel tractors don't have their place and their own advantages. They're faster moving. They're self-transporting. Running gear maintenance costs less. Excellent rigs to work on dry, level ground.

Advantages both ways, then. Choose according to what's best for *your* job. No difference to us. We sell both track and wheel power, you know—the most complete line of both in the industry.

Phone your IH dealer and schedule a demonstration soon as you can. He's probably in your Yellow Pages.

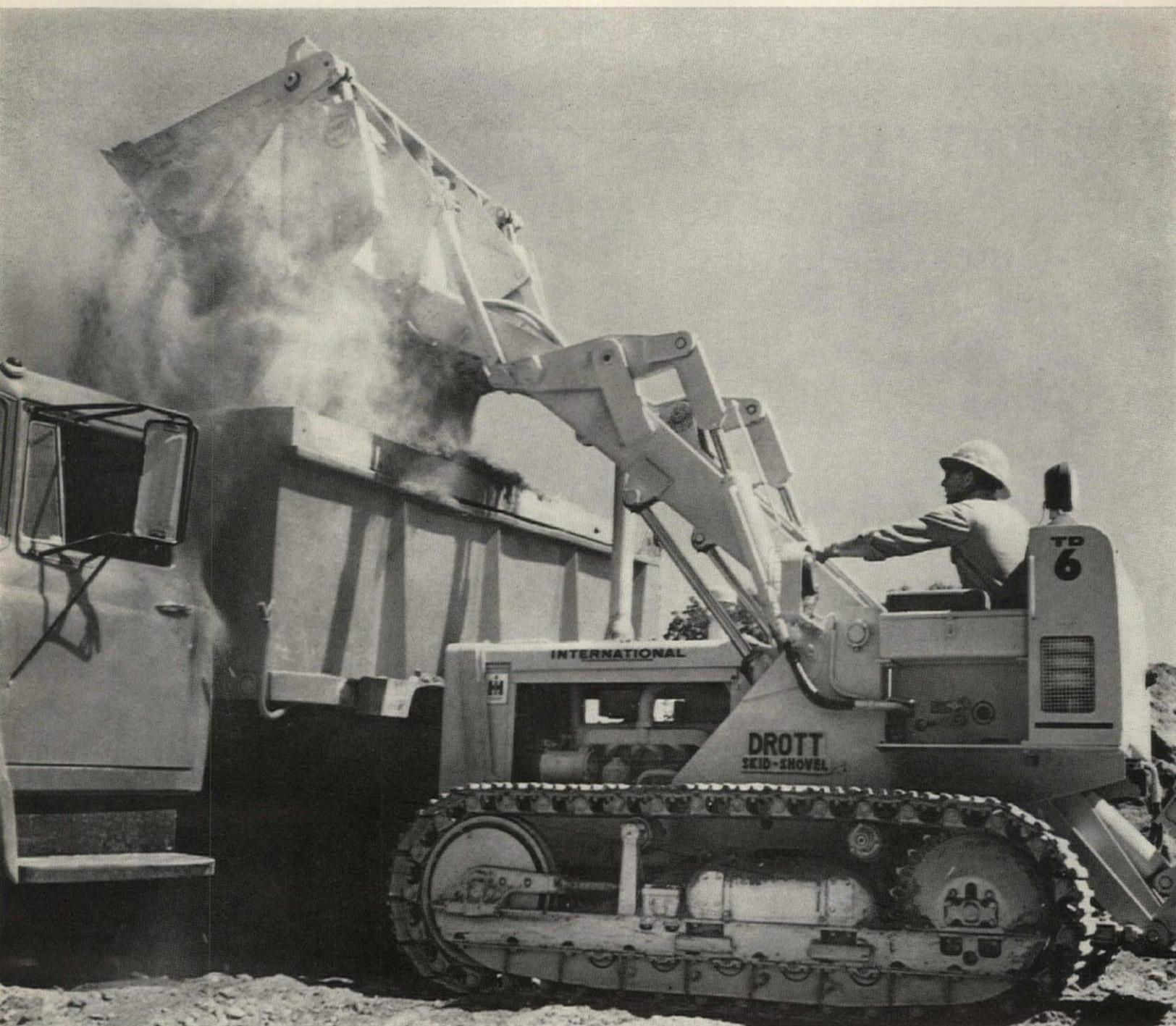
 **International Harvester**
the people who bring you the machines that work



Even the smaller T-340A handles up to 4,200 lbs. of material. Tractor comes in a Diesel model, too.

Center of gravity is well forward on both IH crawlers. No danger of back-tipping on digging jobs.





Loader with all-purpose bucket can be used as a dozer, a scraper, a loader or a clamshell.

Blades can be angled right or left, of course. But for straight-blade dozing, a crawler is superior.

One reason builders prefer IH tractors is their easy steering — a third less effort than many others.



NOW—FOR LESS THAN \$85

You can buy the FM/AM Radio/Intercom your customers want.

It's a fact! General Electric offers a quality FM/AM radio/intercom system at a price that allows *any* builder to include wall-to-wall music, intercommunication, and door-answering security in his homes and apartments. Prices may vary slightly under \$85.

Consider these features.

The System.

Includes a master station, three indoor remote stations, one outdoor remote station, wire, transformer, antennas, and all rough-in material. A *complete* system.

The Appearance.

No cheap stamped metal look with General Electric's new innovative design. Clean, crisp styling that enhances any decor.

The Performance.

A space age, all-transistor, low-voltage design. Renders old tube-type, heat-producing intercoms obsolete. 24-hour low-cost operation and quality FM/AM sound.

The Installation.

Designed for quick, easy installation. Plug-in connectors for power, antenna, and remote station leads. Easily wired from remote station to remote station, rather than separate leads back to master station.

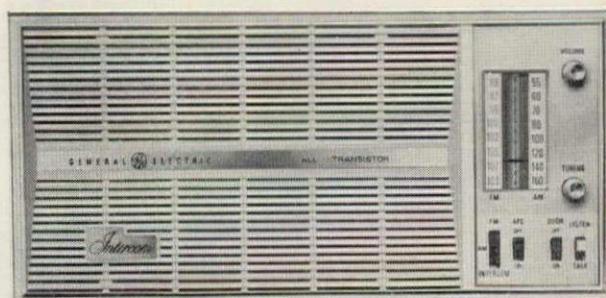
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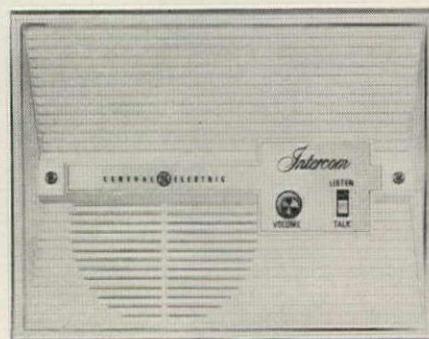
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For the name of the supplier nearest you, contact your General Electric Major Appliance Distributor or write: General Electric Company, Built-in Electronic Products, 1001 Broad Street, Utica, N.Y.

GENERAL  ELECTRIC



W-370 MASTER STATION



W-377 INDOOR REMOTE



W-376 DOOR REMOTE

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

Vincent Finnigan

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 3½-year incumbency, but its West Coast leaders are generally impatient with his reform regulations 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 Rouen, director 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.



BANK BOARD'S McMURRAY
The public comes first

But Capital sources say President Johnson favors a public administrator. He has already asked Rep. Albert Rains (D., Ala.), 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, "Its 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 a sternly efficient administrator never noted for going easy on anyone: FHA Commissioner Phil Brownstein.

† Third member: John deLaitre, 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.

Basic limits for low-rise buildings range from \$9,000 for an efficiency without bedrooms to \$18,500 for three bedrooms. For elevator buildings comparable limits range from \$10,500 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 other FHA rules.

Here is the city-by-city range of mortgage limits for both low- and high-rise buildings under Secs. 207, 220, 234 and 810 (builders under other programs should check FHA for exact limits):

CITY	LOW-RISE		ELEVATOR	
	0-BR	3-BR	0-BR	3-BR
Zone I				
Albany	\$10,300	\$22,050	\$ NA	\$ NA
Allentown-Bethlehem-Easton	10,200	21,850	NA	NA
Atlantic City	9,850	21,150	12,200	26,200
Baltimore	9,050	19,350	12,100	25,900
Boston	10,900	23,400	15,200	32,600
Bridgeport	11,350	24,300	14,000	30,000
Buffalo	10,900	23,400	13,250	28,350
Burlington, Vt.	9,750	20,950	NA	NA
Camden	9,650	20,700	11,200	24,050
Harrisburg	9,750	20,950	NA	NA
Hartford	10,600	22,750	13,750	29,450

CITY	LOW-RISE		ELEVATOR	
	0-BR	3-BR	0-BR	3-BR
Jersey City	11,950	25,650	14,850	31,850
Manchester, N.H.	10,100	21,600	NA	NA
Newark	11,950	25,650	15,100	32,400
New Haven	10,200	21,850	13,750	29,450
New York City	12,400	26,550	15,200	32,600
Paterson-Clifton-Passaic				
Philadelphia	9,350	20,050	12,600	27,000
Pittsburgh	9,850	21,150	13,100	28,100
Portland, Me.	9,850	21,150	NA	NA
Providence	11,550	24,750	13,350	28,600
Rochester	10,900	23,400	12,750	27,300
Springfield, Mass.	10,500	22,500	12,200	26,200
Syracuse	10,700	22,950	14,500	31,050
Trenton	10,200	21,850	12,350	26,450
Washington, D.C.	11,950	25,650	14,100	30,250
Wilmington	9,550	20,500	12,600	27,000
Worcester, Mass.	10,600	22,750	NA	NA
Zone II				
Atlanta	10,200	21,850	12,600	27,000
Birmingham	9,350	20,050	13,000	27,800
Charleston, S.C.	9,050	19,350	NA	NA
Charleston, W. Va.	11,250	24,100	13,600	29,150
Chattanooga	10,500	22,500	11,700	25,100
Columbia, S.C.	9,000	18,500	11,450	24,550
Gainesville	9,650	20,700	11,600	24,550
Greensboro	9,000	18,500	10,700	22,950
Jackson	9,000	18,700	10,850	23,200
Jacksonville	9,050	19,350	12,200	26,200
Knoxville	10,400	22,300	11,700	25,100
Louisville	9,650	20,700	13,500	28,900
Memphis	9,000	18,500	10,850	23,200
Miami	10,500	22,500	12,450	26,750
Mobile	9,000	19,150	11,600	24,850
Nashville	10,400	22,300	11,700	25,100
Newport-Covington ..	10,200	21,850	13,000	27,800
Norfolk	9,000	19,150	12,200	26,200
Pensacola	9,350	20,050	11,700	25,100
Richmond	9,000	19,150	11,450	24,550
Savannah	9,000	18,900	NA	NA
Tampa	10,400	22,300	11,600	24,850
W. Palm Beach	10,000	21,400	12,750	27,300
Zone III				
Akron	11,150	23,850	13,350	28,600
Ann Arbor	10,800	23,200	NA	NA
Chicago	12,800	26,800	14,750	31,600
Cincinnati	10,300	22,050	13,600	29,150
Cleveland	11,150	23,850	13,350	28,600
Columbus	10,700	22,950	13,250	28,350
Dayton	10,100	21,600	13,600	29,150
Des Moines	10,500	22,500	14,850	31,850
Detroit	10,500	22,500	14,100	30,250
E. Chic.-Gary-Ham.	11,350	24,300	13,500	28,900
Fargo	10,600	22,750	NA	NA
Flint	10,200	21,850	NA	NA

CITY	LOW-RISE		ELEVATOR	
	0-BR	3-BR	0-BR	3-BR
Grand Rapids	10,800	23,200	11,950	25,650
Indianapolis	10,500	22,500	13,500	28,900
Lansing	10,900	23,400	11,850	25,350
Madison	10,200	21,850	13,500	28,900
Milwaukee	11,450	24,550	13,500	28,900
Minneapolis	11,050	23,650	12,200	26,200
Omaha	10,000	21,400	11,600	24,850
Rockford, Ill.	12,700	26,800	13,250	28,350
Sioux Falls	10,200	21,850	11,350	24,300
Springfield	11,650	25,000	12,100	25,900
Toledo	11,050	23,650	13,500	28,900
Youngstown	10,700	22,950	12,850	27,550
Zone IV				
Albuquerque	9,000	18,700	10,600	22,700
Austin	9,850	21,150	NA	NA
Dallas	10,500	22,500	12,600	27,000
Denver	9,750	20,950	11,600	24,850
El Paso	9,000	18,700	10,500	22,500
Ft. Worth	9,550	20,500	NA	NA
Houston	9,850	21,150	12,100	25,900
Kansas City	10,200	21,850	13,350	28,600
Little Rock	9,650	20,700	11,700	25,100
Lubbock	9,250	19,800	10,500	22,500
New Orleans	11,550	24,750	14,000	30,000
Oklahoma City	9,850	21,150	11,850	25,350
San Antonio	10,100	21,600	12,750	27,300
Shreveport	9,950	20,500	12,750	27,300
St. Louis	11,650	25,000	14,850	31,850
Topeka	11,250	24,100	12,750	27,300
Tulsa	10,200	21,850	11,700	25,100
Wichita	10,400	22,300	12,850	27,550
Zone V				
Anchorage	15,550	33,300	18,900	40,500
Boise	9,000	18,500	12,450	26,750
Casper, Wyo.	9,750	20,950	NA	NA
Eugene	11,650	25,000	12,850	27,500
Honolulu	13,450	28,800	15,250	32,650
Las Vegas	11,850	25,450	14,600	31,300
Los Angeles	12,200	26,100	15,200	32,600
Phoenix	10,100	21,600	12,600	27,000
Portland, Ore.	11,150	23,850	13,600	29,150
Reno	11,950	25,650	14,500	31,050
Sacramento	10,400	22,300	15,200	32,600
Salt Lake	9,350	20,050	14,250	30,500
San Bernardino	10,500	22,500	NA	NA
San Diego	11,950	25,650	14,000	30,000
San Francisco	12,500	26,800	15,100	32,400
San Jose	11,950	25,650	15,900	34,000
Santa Barbara	12,500	26,800	15,200	32,600
Seattle	10,800	23,200	14,100	30,250
Spokane	10,600	22,750	12,100	25,900
Tucson	9,450	20,250	12,600	27,000

NA—Not available or no determination.

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, Okla-



PROTHRO



GARBER

Photos: Standard Photo

homa 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 Guaranty 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 State 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



WOOD



RUTLEDGE

Photos: D. S. Moll

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.

NCDH is 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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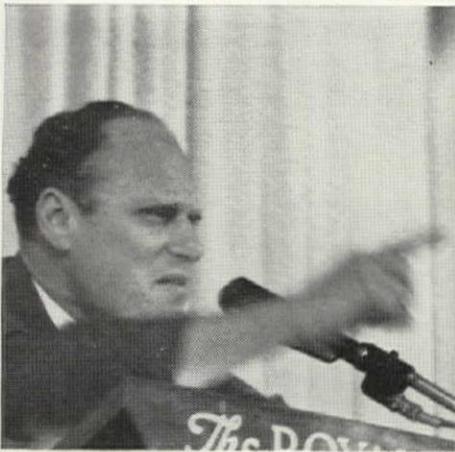
floor shown: VP-625, Umber Onyx with red feature strip



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H&H Staff



LAWYER RINES

"Industry must create or perish"

Leon Trice



PRODUCER SARCHET

"Technicians were more enthusiastic"

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

them 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 can refuse to use prefabricated fittings supplied by nonunion plants if the fittings deprive them of work they normally do.

The ruling* has wide significance for homebuilding because it apparently sets new principles for handling prefabricated products by building craft unions. It suggests a way around the Landrum-Griffin Labor Law's ban on product boycotts and on strikes to enforce labor contracts which bar employers from subcontracting any work covered by the contracts (or by subcontract clauses).

Here is how NLRB reached its decision:

The Texas locals had contracts forbidding employers to subcontract pipe insulation work. When employers purchased precast steel bands and mitered asbestos fittings, the unions struck. Employers said the strikes were illegal product boycotts.

The unions did not object to the pur-

chase 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.

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 copartnership building six apartments for \$7 million in Fort Wayne, Ind. Union carpenters struck after Centlivre sublet carpentry to a nonunion contractor.

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 outmoded 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.

* Johns - Manville Sales Corp. and Armstrong Contracting and Supply Co. v. Asbestos Workers.

* NLRB No. 13-CC-402-2.

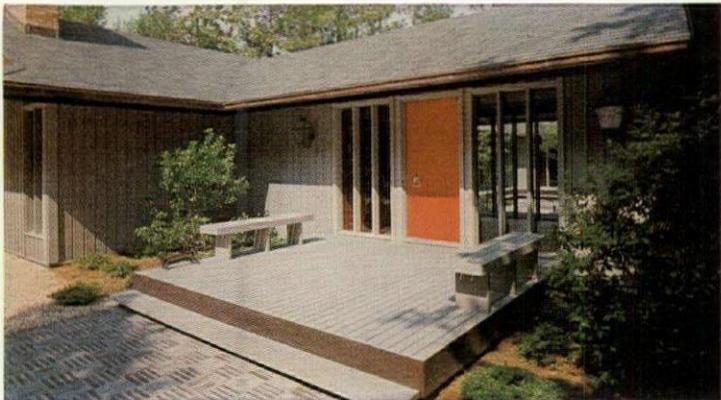
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FIERCE COMPETITION for townhouse sales in California's Orange County is shown by profusion

of newspaper ads. Kaufman & Broad's Windsor Square (center) offers money-back guarantee.

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.

Some 1,350, or 42%, of the 3,200 new Orange County houses are unsold.

The reasons are complex, and they provide vital clues to the perils of townhouse marketing. Housing leaders blame three:

- A sales slump stemming from aerospace-industry cutbacks.
- Confusion over condominiums.
- Competition with other townhouse

condominiums and with single-family homes. "[Townhouse] prices are high" says Executive Vice President Frank H. Hart of the Walker & Lee Real Estate Co. in Anaheim. "Why should someone move from a \$25,000 house to a townhouse that costs the same or more?"

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."

Shipley-Stewart's Ward Ness also says many townhouses are overpriced compared with detached houses in the same area: "Many are duplicates of the original Huntington Continental [Kaufman & Broad] models but with \$3,000 added to the price.

The houses are not attracting the percentage they should get of single-family homeowners in the 25-to-40 age group."

His firm's survey shows 50% of all townhouses sold were priced below \$15,000. Purchases were made chiefly by older people or by childless young couples.

Vice President J. Richard McElyea of Shipley-Stewart says the majority of townhouse developments still refuse young children.

"It is young families with small children that have the greatest need for new housing," he points out.

Too much confusion. The condominium idea itself generates some sales resistance.

"Condominium is a new concept that has to be brought home to the customer by education," says Sales Manager Bob Casey of Leo J. Shanahan's townhouse project in La Habra. "Some can't pronounce it let alone spell it. It's a new way of life, and it's natural to resist."

No deep concern. Despite current townhouse sales problems, most California housing leaders don't seem worried. Orange County has been a dynamic growth area.

There are dissenters, of course. Says President John W. Klug of Pacesetter Homes:

"Condominium developments are not going to replace single-family homes or even make a dent in the single-family market. These developments are merely an extension of apartments."

But the trend is into, not out of, townhouses. For example: Vice President Michael L. Tenzer of the big Larwin Group of housing companies says Larwin will soon begin a townhouse project.

Why? Larwin wants experience with townhouses in case the market picks up, says Tenzer.

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."



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New chief tells mortgage men: stand firm with investor and builder

H&H staff

Soft-spoken Charles Clifford Cameron, 44, has just stepped into the presidency of the Mortgage Bankers Assn. much like a colonel—he is one—shaking up a comfortable 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-correspondent 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 "standard."

"Investors are asking us to take less in servicing fees at a time when costs are going up and when we must put more



MORTGAGE BANKERS' CAMERON
"How good is a contract?"

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 1/2% 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—98 1/2. Bankers at the MBA convention heard that the big southern California market has gone up 1/2% to a price of 98 1/2 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 Co. in Los Angeles.

MORTGAGE MARKET QUOTATIONS

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

City	FHA 5 1/4s (Sec. 203) (b)		FHA 207		Conventional Loans		Construction Loans	
	FNMA Sdcry Mkt ^{xy}	Minimum Down* 30 year Immed ^w	30 year Immed	30 year Fut ^w	Firm Commitment	Comm. banks, Insurance Cos.	Savings banks, S & Ls	Interest + fees All lenders
Atlanta	97 1/4	98-98 1/2	97 1/2-98	97 1/2-98 1/2	a	5 1/2-6	5 1/4-6 1/4	6+1
Boston local	98 1/4	par-101	a	par-101	a	5-5 1/2	5-5 1/2	5 1/4-6
out-of-st.	—	97-98	97-97 1/2	98	a	—	—	—
Chicago	97 3/4	98 1/2-99 1/2	97-99	97 1/2-99	99-par	5 1/2-5 1/2	5 1/4-6 1/4	5 1/2-6+1-2
Cleveland	97 3/4	98 1/2-99	97 1/2-98 1/2	98-99	99-par	5 1/2 1	5 1/2-6	6+1
Dallas	97 1/4	97 1/2-99	98-99 1/2 ^b	97-98 1/2	99-99 1/2	5 1/4-5 3/4	6 ^a -6 1/4	6 1/2-6+1
Denver	97 1/4	98-99	a	97 1/2-98 1/2	99	5 1/2-6	5 1/2-6 1/2	6+1 1/2-2
Detroit	97 1/4	98 1/2	97 1/2-98	a	99 1/2-par	5 1/4-5 1/2	5 1/4-5 1/2	6+0
Honolulu	97 1/4	97-97 1/2	97	96 1/2-97	a	5 3/4-6 1/2	6-7	6+1-2
Houston	97 1/4	97-98 1/2	97-98	97-98 1/2 ^b	98 1/2-99 1/2	5 1/2-6	5 1/2-6 1/4	6-6 1/4+1
Los Angeles	97 1/4	98 1/2	98 1/2	97 1/2	par-100 1/2	5 1/2-6	5 3/4 ^b -6.6	6-6.6+1-2 1/2
Miami	97 1/4	97 1/2	97	a	a	5 1/2-5 3/4	5 1/2-6	6+0-1
Newark	98 1/4	par	98 1/2 ^b	par ^b	99-par	5 1/2-5 3/4	5 1/2-6	5 1/4-6+1
New York	98 1/4	par	par	par	par-100 1/2	5 1/2-6	5 1/2-6 ^h	5 1/2-6 1/2
Okla. City	97 1/4	97 1/2-99	97 1/2-98 1/2 ^b	97 1/2-99	a	5 1/2-6 ^b	5 3/4-6 1/2	6+1-2
Philadelphia	98 1/4	par	99 1/2	par	par	5-5 3/4	5 1/4-6	5 1/2-5 3/4+1
San Fran.	97 1/4	98 1/2-99	98 1/2	98-99	99-par	5 1/2-6 ^d	5 3/4-6.6	5 3/4-6.6+1-2
St. Louis	97 1/4	97 1/2-99	97-98	97-99	a	5 1/2-6 1/4	5 1/2-6 1/4	5 1/2-6 1/2+1-2
Wash. D.C.	97 3/4	99	99	99	99	5 1/2-5 3/4	5 1/2-5 3/4	5 3/4-6+1

* Immediate covers loans for delivery up to 3 months, future covers loans for delivery in 3 to 12 months.
 • Quotations refer to prices in metropolitan areas, discounts may run slightly higher in surrounding towns or rural zones.
 • Quotations refer to houses of typical average local quality with respect to design, location and construction.
 * 3% down on first \$15,000; 10% of next \$5,000; 25% of balance.
 Footnotes: a—no activity. b—limited activity. d—limited 6%. e—some 5 1/2% and 5 3/4% available. f—in isolated instances on choice loans. h—depending on % of down payment. j—lower rate for companies with prime credit rating. l—limited 5 1/4%. w—for comparable VA loans also. x—FNMA pays 1/2 point more for loans with 10%. y—prices quoted are net after seller pays 1/2% marketing fee and 1/4% adjustment for stock purchase. Seller must pay 1% of mortgage for stock calculated in \$120 units, of which \$20 is contribution to FNMA capital and \$100 is for a share trading at about \$84.

Sources: Atlanta, Robert Tharpe, pres., Tharpe & Brooks Inc.; Boston, Robert Morgan, pres., Boston S&S Savings Bank; Chicago, Harry N. Gottlieb, vice pres., Draper & Kramer Inc.; Cleveland, Dick Quint, Jay F. Zook Inc.; Dallas, M.J. Greene, sr. v.p., Southern Trust & Mortgage Co.; Denver, C. A. Bacon, vice president, Mortgage Investments Co.; Detroit, Sherwin Vine, vice pres., Citizens Mortgage Co.; Honolulu, William J. Huckins, asst. cashier, Bank of Hawaii; Houston, Everett Mattson, vice pres., T. J. Bettes Co.; Los Angeles, Christian M. Gebhardt, vice pres., Colwell Co.; Miami, Lon Worth Crow Jr., pres., Lon Worth Crow Co.; Newark, William W. Curran, asst. vice pres., Franklin Capital Corp.; New York, John Halperin, J. Halperin & Co.; Oklahoma City, Joseph Wheeler, American Mortgage & Investment Co.; Philadelphia, Robert S. Irving, vice pres., First Pennsylvania Banking & Trust Co.; St. Louis, Sidney L. Aubrey, vice pres., Mercantile Mortgage Co.; San Francisco, Raymond Lapin, pres., Bankers Mortgage Co. of California; Washington, D. C., Hector Hollister, exec. vice pres., Frederick W. Berens Inc.

CONVENTIONAL LOANS (combined averages)

	Aug.	July	Year Ago
New homes	5.77	5.76	5.82
Existing houses	5.90	5.93	5.93
Interest charged by various lenders, new homes			
S&Ls	5.88	5.88	5.95
Life ins. cos.	5.47	5.49	5.51
Mortgage companies	5.67	5.61	5.71
Commercial banks	5.61	5.60	5.58
Mut. sav. banks	5.50	5.50	5.60

	Length of loans (Years)		Loan to price (%)	
	Aug.	Year Ago	Aug.	Year ago
S&Ls	24.6	24.2	76.4	76.9
Life ins. cos.	26.8	26.4	69.4	69.3
Mortgage companies	27.3	27.6	76.2	74.1
Commercial banks	18.4	17.9	62.0	61.4
Mut. sav. banks	24.0	25.0	69.0	70.3

Source: Federal Home Loan Bank Board

NET SAVINGS DEPOSIT CHANGES

(in millions of dollars)

	Aug. '64	% change		Year to date from 1963
		Aug. '63	Year to date from 1963	
Mut. sav. banks	\$360	116	\$2,564	39
S&Ls	840	31	6,226	-7
Commercial banks	1,000	-23	10,100	-6

Sources: National Association of Mutual Savings Banks, U.S. Savings & Loan League projections, Federal Reserve Board.

NEW YORK WHOLESALE MARKET

FHA, VA 5 1/4s
 Immediate: 97-98 Futures: 97-98
 FHA, VA 5 1/4 spot loans (On homes of varying age and condition)
 Immediate: 96 1/2-97 1/2
 Note: prices are net to originating mortgage broker (not necessarily net to builder) and usually include concessions made by servicing agencies. Majority of loans being sold today are spots.
 Prices cover out-of-state loans, reported the week ending Oct. 9 by Thomas P. Coogan, president, Housing Securities Inc.



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WATERLILY Schlage's new, exclusive design reflects the simplicity and charm of sculptured metal. Softly contoured knob is effectively emphasized by the oxidized brass finish shown here. Also available in other standard finishes. Knob, 2" diameter; rose, 3-5/8" diameter.

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.

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Circle 207 on Reader Service Card

Four oil companies boost their role as cash suppliers for housing

New ventures by a quartet of companies underscore the oil industry's growing importance as a source of equity funds for large-scale housing projects. The oil companies are venturing into housing because they must keep large cash flows, stemming from their special depletion allowance, at work. But each company has special reasons, too:

1. Occidental Petroleum Corp. of West Los Angeles will pay about \$20.9 million in stock for its second housing company in four months. Occidental proposes issuing 697,638 shares of stock (traded at \$30 on the agreement date) for METROPOLITAN DEVELOPMENT CORP. of Beverly Hills, a three-decade veteran of southern California housing. Occidental previously acquired S. V. Hunsaker & Sons, a homebuilder with \$30 million in sales last year, for \$4.8 million in stock.

Reason for the new purchase: Occidental estimates Metropolitan will add an average of \$4.5 million to its annual earnings. Last year Occidental netted \$6.7 million on \$34.7 million in sales.

Metropolitan, headed by Mark and Louis Boyar, has completed some 50,000 homes in southern California, including the complete city of Lakewood. It is now developing 4,750 homes in Valley Park and Valley Park Highlands overlooking the San Fernando Valley and master-planning a 10,000-house, \$250-million city (Oak Park) west of Los Angeles.

2. UNION OIL Co., already a backer of the planned community of El Dorado Hills near Sacramento, is joining Strathean Cattle Co. in developing a community for 70,000 residents on 12,500 acres owned by

the cattle company. Plans call for building one-family houses, townhouses and high-rise apartments over the next 10 to 16 years on the Simi Valley site 40 miles northwest of Los Angeles. Apparent reason: long-term investment of the oil company's funds.

3. GULF OIL Co., already helping to finance the satellite city of Reston outside Washington, D.C., is holding 2,000 acres in Marin County across the bay from San Francisco. Gulf has agreed to sell 200 acres by January, plus additional sections over a ten-year period, to Frouge Corp., a New York City builder. Frouge's option covers 1,735 acres at a \$6,175,000 price.

Gulf's reason: it will receive a choice of a service station site on each section.

To begin development, Frouge has borrowed \$6 million from five New York and California banks at 5¼% for seven years.

4. The Netherlands-based Bataafse Petroleum Maatschappij N.V., one of the ROYAL DUTCH SHELL group of chemical and petroleum companies, has bought a 50% interest in HOLLAND BUILDING CORP. HBC has patented a new method of prefabricating houses, schools and similar facilities that it has started to erect on the Continent and plans to introduce in the U.S.

Shell's interest: it sees housing as a huge market for plastics and epoxy resins made by its companies. And, Shell reports, its plastics laboratory in Delft has already made progress in housing uses of the materials.

Mortgage company listing. KISSELL Co., a large (\$552-million servicing) but little known Springfield, Ohio, mortgage

banker, will become the first publicly owned mortgage banker to list its stock on the American Stock Exchange about Oct. 27. Until now Kissell stock trading has been limited to Ohio residents.

To jump from state to national trading, Kissell had to clear both the SEC and Amex. Kissell President Philip Greenawalt says the listing is sought to provide a broader market for the company's stock—and thus aid any future acquisitions or financing.

Resorts and new towns. CANAVERAL INTERNATIONAL INC. has bought the 350-acre Duck Key resort 100 miles south of Miami for approximately \$2 million in cash. Canaveral will redivide existing lots to create some 800 waterfront lots priced from \$3,500 to \$10,000. Sales will begin early in 1965. Canaveral made two long-term 6% loans of undisclosed amounts to close the deal.

DEL E. WEBB CORP. of Phoenix is negotiating to buy a share of Oak Brook, a 3,600-acre residential and recreational community west of Chicago. Developer Paul Butler owns the project.

JANSS CORP., of Los Angeles, privately owned land developer, has bought 4,200 acres near Lake Nacimiento, halfway between Los Angeles and San Francisco, to develop a resort community.

OCEANIC PROPERTIES—land-development subsidiary of Castle & Cooke, Honolulu shipping empire—and California Developer Harlan S. Geldermann will joint-venture an 11,000-acre new town in San Jose, which has annexed 7,000 acres of the site. The developers have assigned Planners Livingston & Layney, Landscape Architects Lawrence Halprin & Assoc. and Architects Demars & Reay of Berkeley to plan the town around nine-mile-long Lake Anderson.

HOUSING'S STOCK PRICES

COMPANY	Sep. 2 Bid/Close	Oct. 7 Bid/Close	COMPANY	Sep. 2 Bid/Close	Oct. 7 Bid/Close	COMPANY	Sep. 2 Bid/Close	Oct. 7 Bid/Close
BUILDING			Jim Walter ^c	26½	26¾	LAND DEVELOPMENT		
• Adler-Built Inc.	23e	23e	S&Ls			All-State Prop. ^b	1	1
• Capital Bld. Ind.	1.60	1.40	American Fin.	14½	14½	• American Land	1¾	1¾
• Dev. Corp. (Can.)	9¼	9¼	Brentwood	8	8	Am. Rty. & Pet. ^b	2	2½
• Dev. Corp. Amer.	1½	2	Calif. Fin.	6½	6¾	Arvida	4½	5½
Dover Const.	4½	4	• Columbia	9½	9	Atlantic Imp.	14¾	12½
Edwards Eng.	4½	4¾	Empire Fin.	14¼	14¼	Canaveral Intl. ^b	3	3¾
Edwards Inds.	¾	¾	Equitable S&L	25½	26¼	Christiana O. ^b	5¼	5¾
Eichler Homes ^b	5½	5¼	Far West Fin.	21	20¾	Coral Ridge Prop.	2½	2
First Nat. Rty. ^b	2	2½	Fin. Fed. ^c	40½	40½	Cousins Props.	15¾	15¾
• Frouge	5	4¼	First Char. Fin. ^c	28½	30½	Crawford	2¾	3
General Bldrs. ^b	2¾	2½	First Fin. West.	9	9	Deltona Corp. ^b	10½	10½
Hawaiian Pac.	5½	5½	First Lincoln Fin.	20½	22¼	Fla. Palm-Aire	1¾	1½
Kavanagh-Smith	3	3½	First Surety	9	8½	Forest City Ent. ^b	5½	5½
Kauffman & Bd. ^b	18½	16½	First West Fin. ^c	14¾	12½	Garden Land	5½	6¾
Lou Lesser Ent. ^b	4½	4¾	Gibraltar Fin. ^c	27	29	Gen. Devel. ^b	5	4¾
Levitt ^b	6¼	6¾	Great West. Fin. ^c	12¾	12¾	Gulf American ^b	5	5¼
Lusk	2½	2¼	Hawthorne Fin.	9¼	9½	Holly Corp. ^b	7½	7½
Pac. Coast Prop. ^b	9½	10¼	Lytton Fin.	19½	18	Horizon Land	3	2½
Pres. Real. A. ^b	8¾	8½	Midwestern Fin. ^b	4	3¾	Laguna Nig. A. ^b	10½	9¾
U.S. Home & Dev.	1	1	San Diego Imp. ^c	9½	9½	• Laguna Nig. B. ^b	5½	5¼
Del. E. Webb ^c	6¾	6¾	Trans-Cst. Inv.	12½	12½	Lake Arrowhead	9¾	9¾
Webb & Knapp ^b	¾	5/16	Trans. Wrld. Fin. ^c	14½	14½	Macco Rty.	11½	11½
PREFABRICATION			Union Fin.	9½	9½	• Major Rty.	20	1/16
Admiral Homes	1¼	1¼	United Fin. Cal. ^c	19½	18½	So. Rty. & Util. ^b	1½	1½
Albee Homes	2½	2¼	Wesco Fin. ^c	29¾	28	Sunset Int. Pet. ^b	8¾	8½
Gt. Lakes Homes	2½	3¼	MORTGAGE BANKING					
Harnischfeger ^b	28½	31	Advance	9¾	8¼			
Hilco Homes	¾	½	Associated Mtg.	6¾	6¾			
Inland Homes ^b	7¾	7½	Charter	1½	¾			
Madway Mainline	10¼	11	Colwell	14	13¾			
Modern Homes	4¼	3¾	Cont. Mtg. Inv.	19¼	20			
Natl. Homes A. ^g	3	3¼	• FNMA	83¾	82¼			
Richmond Homes	6	4½	First Mtg. Inv.	14¾	14¾			
• Scholtz Homes	a	2¾	MGIC	25½	25½			
• Seaboard Homes	¾	½	Palmer	2	2¼			
Steel Crest Homes	13½	14½	• Southeast Mtg. Inv.	a	10½			
Swift Homes	2¼	2¼	United Imp. & Inv. ^b	27½	3¼			
• Western Shell	7e	1/16	Wallace Invests	2½	3¼			

Steady market. Housing stock prices are steadying after falling slightly in recent months. HOUSE & HOME's average of 86 issues crept upward from 9.44 to 9.45 in the month, with mortgage banking companies showing the largest rise, up 1.4%.

In this climate James Rouse, Baltimore mortgage banker and shopping-center builder, was oversubscribed on his 600,000-share issue of COMMUNITY RESEARCH & DEVELOPMENT, INC. The shares, marketed at \$8.75, netted \$4,634,000 after commissions and expenses. CR&D says \$400,000 will be used to help a subsidiary, Howard Research, prepare a plan for Rouse's new town of Columbia on 15,200 acres between Baltimore and Washington. Planning has already cost \$390,000.

Here are the averages for selected stocks in each housing group:

	Aug. 5	Sept. 2	Oct. 7
Building	5.25	5.19	5.18
Mortgage banking	10.09	9.84	9.98
Prefabrication ..	8.35	8.58	8.64
S&Ls	17.08	16.45	16.48
Land development ..	5.50	5.93	5.82
AVERAGE ..	9.61	9.44	9.45



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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.

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Foyer mirror wall in a J. J. Straka Beauty Built Home, Parma Heights, Ohio. (Below) What it would look like *without* the mirror.

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."

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NAHB drops its other shoe, affirms Bernard Boutin as new top staffer

United Press International

The National Association of Home Builders has put its official stamp on the best unkept secret of the year (NEWS, June): **Bernard Louis Boutin**, 41, will become NAHB's executive vice president on Nov. 9—almost one year to the day after John M. Dickerman resigned.

To take the NAHB position, Boutin is resigning as 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



NAHB's BOUTIN

A challenge accepted

about selecting a partisan political appointee. Said President **William Blackfield**: "Mr. Boutin's outstanding administrative qualifications, his grasp of the many phases of the building industry and his ability to look to the future made him our unanimous choice."

Boutin's selection, NAHB leaders say, in no way means the association has abandoned its independent position in legislative affairs.

Those who have worked with Boutin back up his appointment. "He is one of the most terrific

administrators in Washington," says one. "He can take a workload and organize it quickly, his concentration powers are fantastic and hours mean nothing to him." At GSA he reformed the government's contract with contractors and set up a separate telephone system between all federal offices that should save millions of dollars.

Boutin, GSA administrator since 1961, was twice (1958 and 1960) Democratic candidate for New Hampshire governor and two-term mayor of Laconia, N.H. He has operated his own insurance and realty agencies in Laconia since 1948.

How a builder foiled an extortion threat

Pennsylvania State Police have just arrested two Philadelphia men and are extraditing a third from New Jersey on charges of trying to extort \$300 from Builder **Albert P. Mandes** of Exton, Pa., a Philadelphia suburb.

Arrested were **Frank Siano**, who worked with Mandes on building projects 12 years ago, and **Oscar Holland**. The third suspect, who fled when the scheme failed, has not been identified.

Police said the unidentified

man appeared at Mandes' office and threatened to disfigure the builder's wife, Jacqueline, with acid unless he received \$300 he claimed was due for brick work.

Mandes called in state police, arranged a rendezvous and paid \$300 to three men. The arrests followed.

Leo Mullin will head NAHB's exec officers

Kansas City's **Leo D. Mullin** is the new president of the executive officers council of the National Association of Home Builders.

He succeeds **Robert Flath** of Columbus, Ohio, and takes office at the association's national convention in Chicago Dec. 6-10.

For 13 years Mullin has been executive vice president of the Home Builders Association of Greater Kansas City, fifth in size (nearly 600 members) among the national's 360 affiliates.

Other executive council officers: **Lauren Cahill**, Denver, first vice president; **Mrs. Jewell Robertson**, Amarillo, secretary; **Jack Kelley**, Tulsa, treasurer, and **Frank Berfield**, Memphis, **James Leibrock**, Cleveland, **Ross Dagata**, Providence, **John Robertson**, Louisville and **Robert Buntrock**, Milwaukee, vice presidents.

West Coast builders shuffle staffs

The man who developed one of the earliest FHA Sec. 221d3 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 K&B's fabulously successful Huntington Continental Townhouse in Orange County (see p. 17).

Lasky has been with K&B 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 K&B.

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

Watson & Watson



LASKY (1) AND LEE

A new lineup in California

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."

K&B, the nation's second largest publicly held building company, had record sales of \$31.8 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 Moles** takes over as president of Donald L. Stone Homes, and Production Manager **Les W. Phillips Jr.** becomes general manager. **Donald L. Stone** 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. Staggs** has been named national chairman of Builders for Barry, a division of the Citizens for Goldwater-Miller organization. Staggs, 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 NAREB president, he created the Build America Better 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. NEWS continued on p. 34

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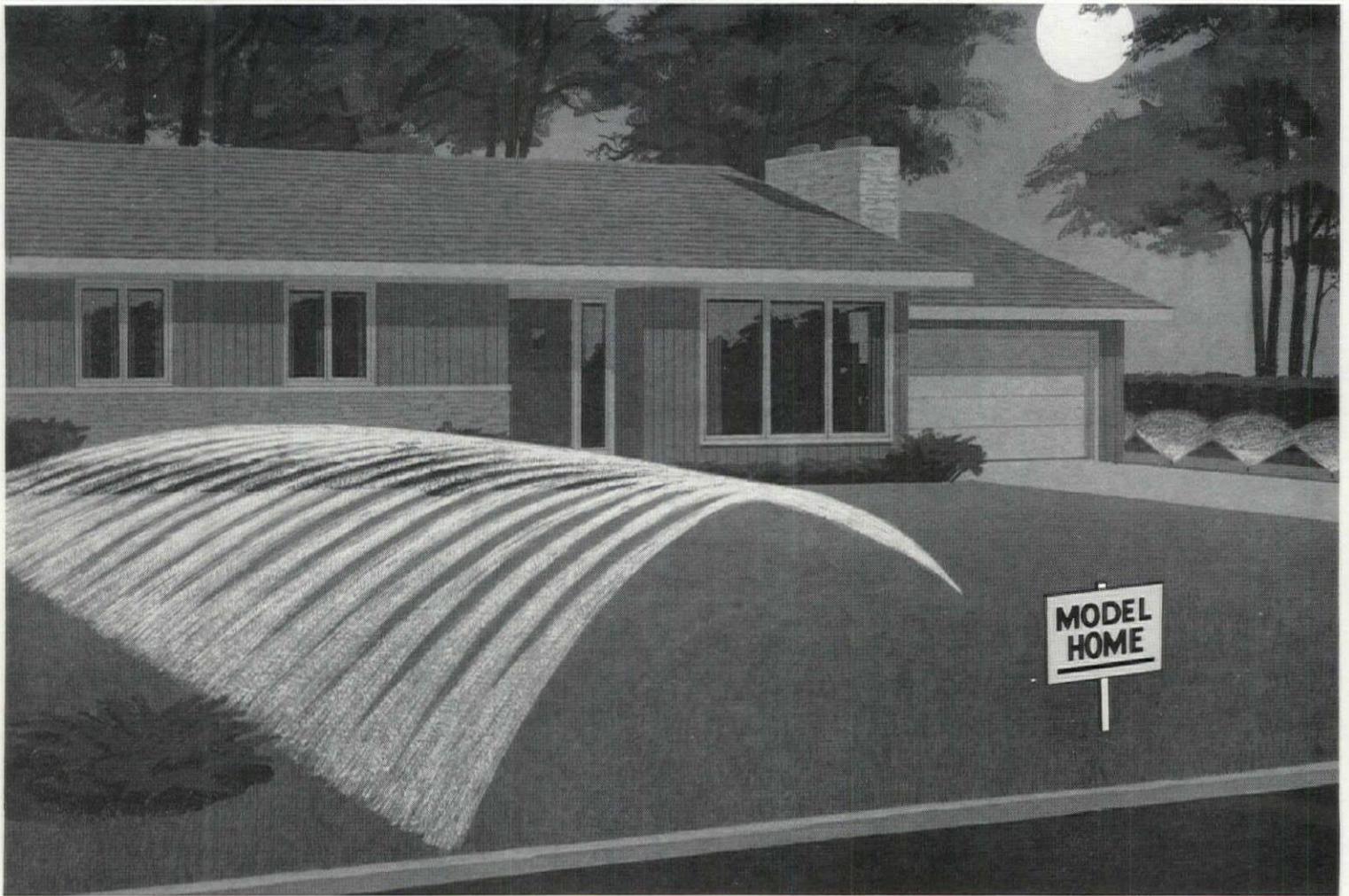
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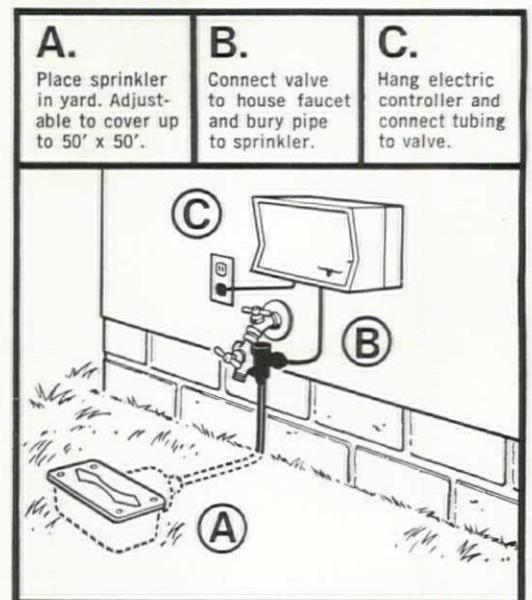
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INLAND HOMES CORPORATION

Manufacturer of Full-Value Quality Homes

PLANTS IN PIQUA, OHIO; HANOVER, PENNSYLVANIA; CLINTON, IOWA; CEDARTOWN, GEORGIA.

© 1964—Inland Homes Corporation

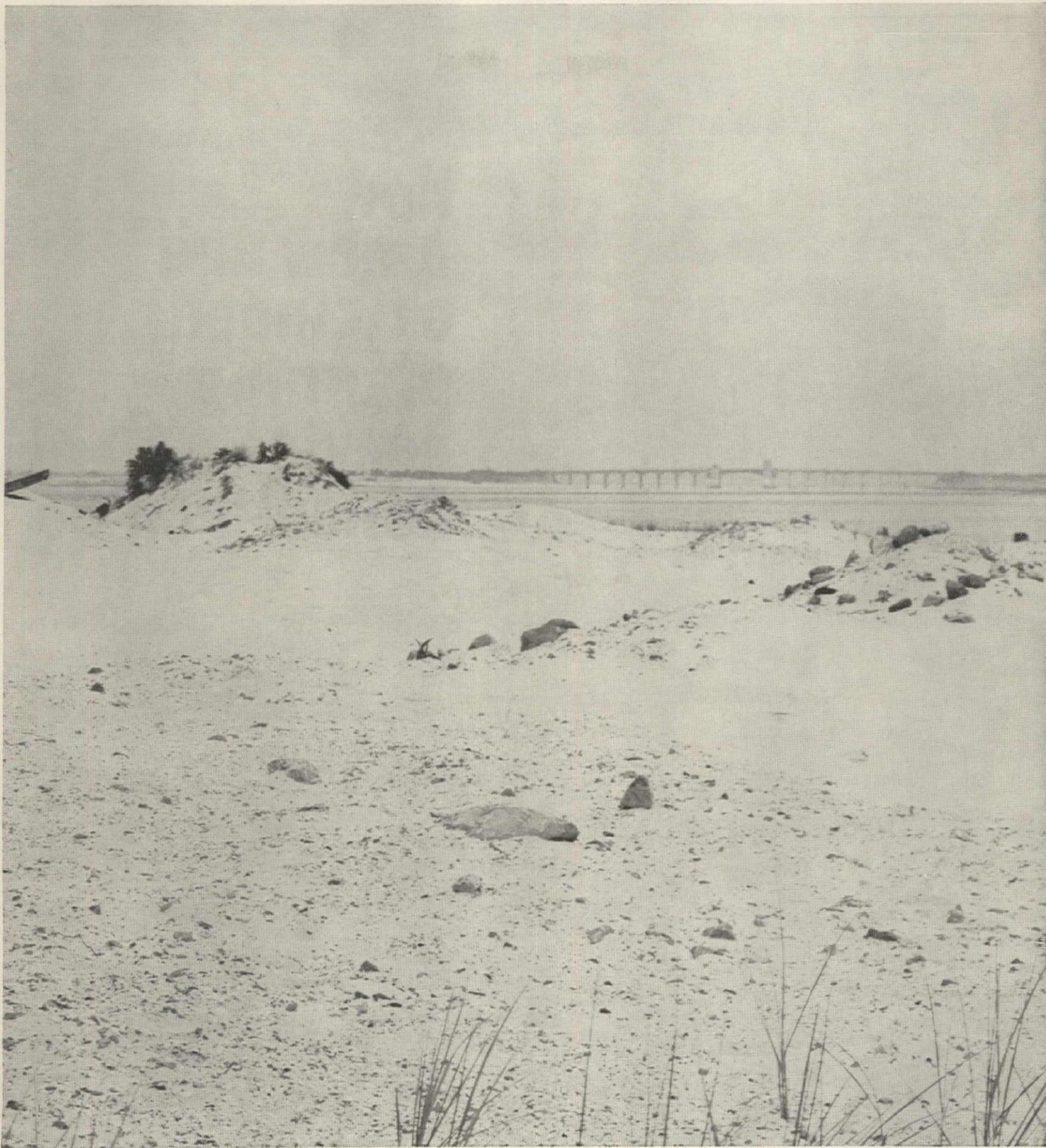


Go ahead, build!

Dorr-Oliver's CompleTreator® takes care of the waste water treatment problem. It's the most compact, most reliable, and easiest to maintain on-site treatment system you can use. Self-contained CompleTreator consumes 85% to 95% of the waste, producing an effluent that is chemically and biologically stable and safe for disposal.

Answers all on-site treatment objections—no matter where you build!

So, why worry about drainage fields, water table, type of soil. **Go ahead and build** with CompleTreator! Address: Dorr-Oliver Incorporated, CompleTreator Division, 77 Havemeyer Lane, Stamford, Conn.



Middletown, New Jersey—One type 60 CompleTreator does it all for this 150-home development...unnoticed, odor-free, trouble-free, and at low cost. Consulting engineer: Richard J. Jeske.

Land area used is amazingly small. Even the largest system—it'll handle 600 homes—takes up only 50' x 100'. The smallest CompleTreator (big enough for 30 homes) can be delivered, fully assembled, on a trailer truck. Write for bulletin—No. 73 "Compact Sewage Treatment Plants."



Over 500 builders used it in '64

**Now
a new and
expanded
planning
service...
Consultron '65**

Now includes even more vital market data than in 1964.

Now designed to help apartment as well as home builders.

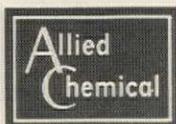
Here is CONSULTRON* '65, an expanded builders service prepared by William Smolkin and the Barrett Division of Allied Chemical Corporation. First, CONSULTRON '65 now supplies information on population changes, migration rate and single family house construction in your specific area as well as the usual information on optimum costs, optimum price ranges, merchandising and advertising budgets, and types of buildings to construct.

Second, CONSULTRON '65 now offers this complete planning service to apartment builders as well as home builders.

By feeding a few basic facts about your project into an IBM 1401 computer, Barrett can furnish you with a multi-page Consultron report on areas that are important to your specific building project.

This report is based on William Smolkin's more than ten years' experience working with builders coast to coast. It's this kind of up-to-date information you'll need to keep your project on a firm basis from start to finish and help take the guesswork out of building.

BARRETT[®]
BUILDING MATERIALS



Proof Consultron works

Here are some actual reports from builders who found Consultron did help their sales and profit picture in 1964.

Andrew S. Place of Place & Co. in South Bend, Indiana, says,

“I think that Consultron is one heck of a fine service that Barrett is offering to aid the building industry. It has saved us thousands of dollars in advance planning.”

Mike Henderson of Henderson Homes in Oklahoma City, Oklahoma, tells us,

“We followed Consultron's recommendations and increased our sales of homes 102% over 1963 sales even though the local residential market was off 44% from 1963.”

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.”

*CONSULTRON is a service mark of Allied Chemical Corporation.

Consultron '65

Barrett Division, Allied Chemical Corporation,
40 Rector Street, New York, N. Y. 10006

I am interested in obtaining more information about the comprehensive CONSULTRON '65 marketing program offered to builders by Barrett.

_____ Apartment builder _____ Home builder

Name _____

Company _____

Address _____

City _____ State _____

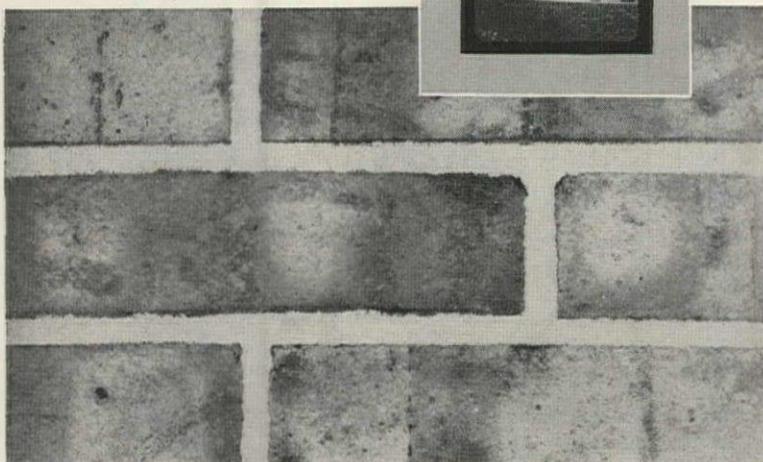
HH-11

See Consultron '65 in action at the Barrett booth (#1839) at the NAHB show in Chicago, December 6th to 10th.

**NOW!
FACE BRICK
OF UNUSUAL TEX-
TURES—UNLIKE
ANY KIND ON
THE MARKET**

we couldn't begin to show you on paper— the rich textured walls these specialty brick create. So, we have prepared a color film strip of 8 unique brick ranges illustrating their use in today's houses.

Illustrated below:
The DANISH C/S BLEND



FROM THE KILNS OF

Glen-Gery

SHALE BRICK CORPORATION

DISTRIBUTORS THROUGHOUT EASTERN UNITED STATES

Send 25¢ for a film strip of 8 color illustrations, complete with viewer.

PLEASE PRINT

GLEN-GERY SHALE BRICK CORPORATION
P. O. Box 206, Shillington, Reading, Pa.

Name _____

Firm _____

Street _____

City _____

Zone _____ State _____

**BUILD FAST—BUILD EASY
BUILD QUALITY
AND VARIETY WITH**

**FORD
HOMES**

FAST, because you get a more completely fabricated house with more items factory assembled into larger sections.

FLOOR PANELS may be as large as 8 x 28 feet and come to you with finish flooring laid, sanded and filled.

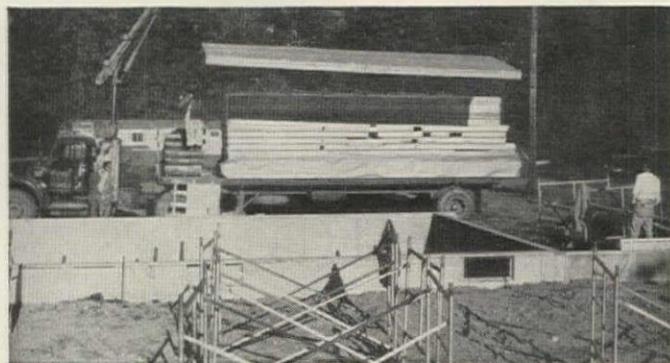
WALL PANELS up to 16 feet long with sheathing and drywall applied and insulation, rough wiring, doors, windows and trim all factory installed.

CEILING PANELS 8 feet wide with drywall applied to underside of joists and insulation and rough wiring installed.

ROOF PANELS with rafters 16" o.c. and plywood sheathing applied.

EASY because the sections are swung into place with an hydraulic crane that is mounted on one of the tractor-trailers that delivers the house.

QUALITY because Ford Homes are engineered for structural soundness and are built of top grade, brand name products.

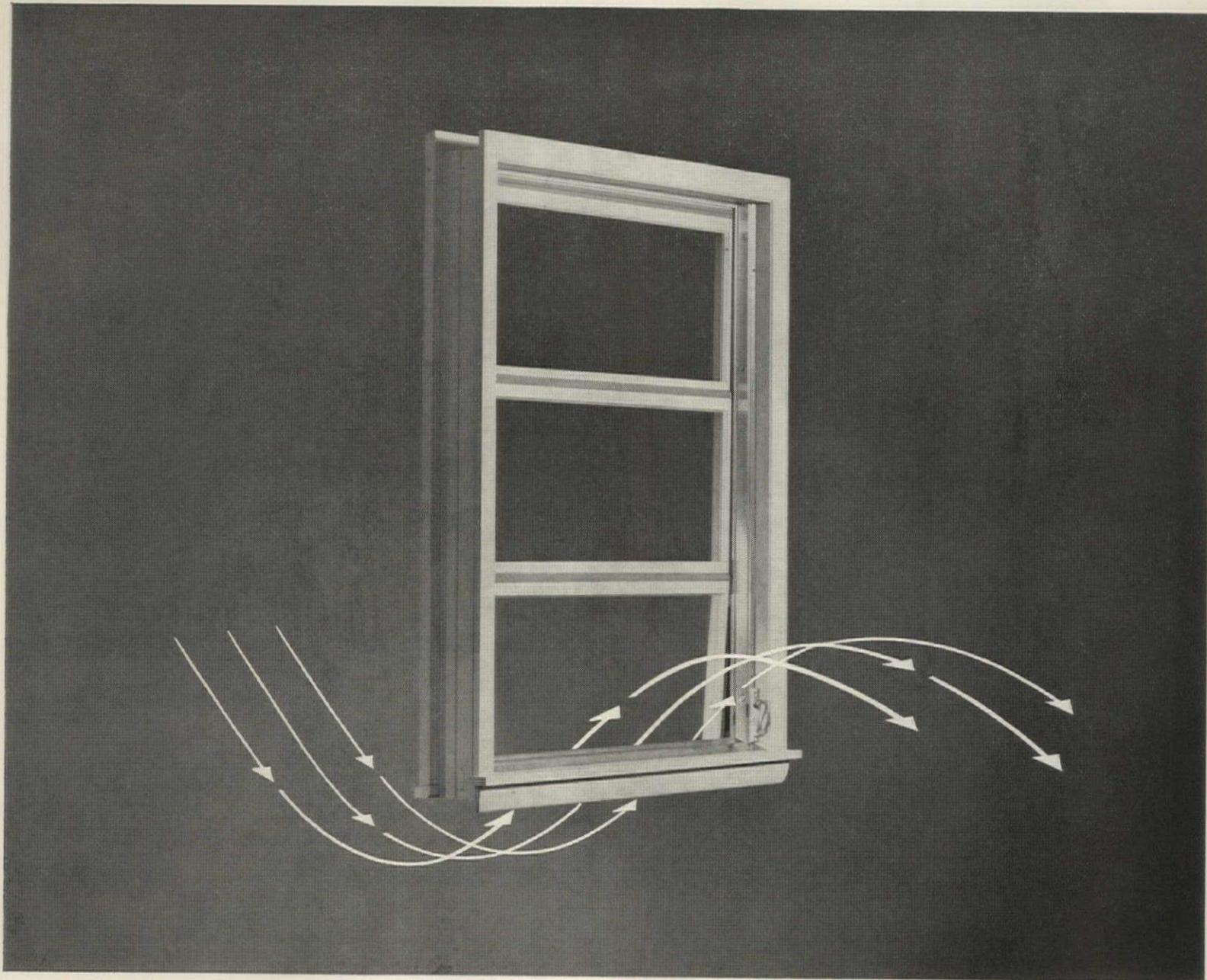


VARIETY because Ford Homes are available in all styles including ranch, cape cod, split-level, split-foyer and two story.

And FORD Homes are under roof in one day!

Get your share of the quality market, with the complete Ford Quality Package. Write today!

IVON R. FORD, INC.
375 W. Main Street, McDonough, N.Y.



How delayed action in a window can speed up your house sales

When you put Woodco E-Zee Loc windows in a house, it says something about everything else in the house. It says you built a *home*.

Here's why. Our E-Zee Loc is the only awning window that operates on a single rotor action. The only one. All vents open and close together. Except that the lower vent is timed to close a shade slower than the others. It remains slightly open to provide 10% ventilation after the upper vents are fully closed. One more turn of the rotor and the whole window locks tight. It demonstrates superbly.

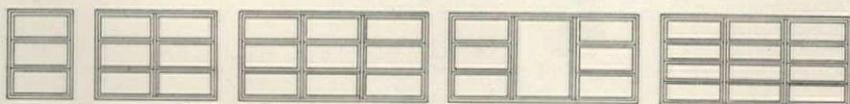
Another interesting and practical feature of



the E-Zee Loc is the way the vents dip as they open. This makes it possible to wash the outside from the inside. It's a convenience for which women will choose a house.

Everything else about the E-Zee Loc says quality, too. The kiln-dried ponderosa pine. Our own smooth-working aluminum hardware. Aluminum screens. Double weather-stripping.

Let the Woodco E-Zee Loc help sell your house. Drop us a note for descriptive literature and specifications.



Woodco E-Zee Loc awning windows, casement windows, and others, are available in a full range of styles and sizes as shown in Sweet's Catalog.



*for the Beautiful
point-of-view...*

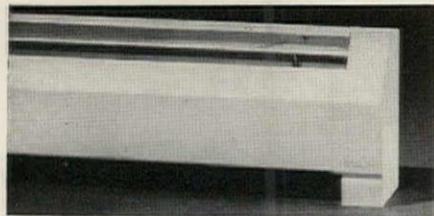
WOODCO CORPORATION (DEPT. B3), NORTH BERGEN, NEW JERSEY



Most compact home heating system

Gas fired hydronic heating systems by Recco provide heating comfort and plenty of hot water in a smartly styled unit that is *less than one foot wide*. Clean, crisp lines are uncluttered by pipes or motors. And, Recco's blue diamond mar-proof enclosure is completely rust-proof.

Ideal for new homes or for converting the heating system in older homes, you can expect years of dependable operation and excellent fuel economy. Guaranteed for 20 years. 11 sizes from 50,000 to 300,000 BTU's. Oil fired models also available from 78,000 to 288,000 BTU's. Utility approved. See your plumber or heating contractor, or write for literature.



Smallest baseboard available — only 7" high — gives same heat as bigger units. Fully adjustable damper. Completely noiseless.

Recco products exhibited at New York World's Fair



Recco Products Corporation

7400 State Road, Philadelphia, Pa. 19136

30E10

Circle 282 on Reader Service Card

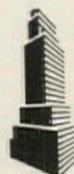
Coming Up in January

House & Home

GOOD DESIGN IN KITCHENS

- ★ EQUIPMENT
- ★ LAYOUT
- ★ PRODUCTS
- ★ MERCHANDISING

**DON'T MISS
THIS EXCITING
★ ISSUE ★**



A MCGRAW HILL/DODGE PUBLICATION

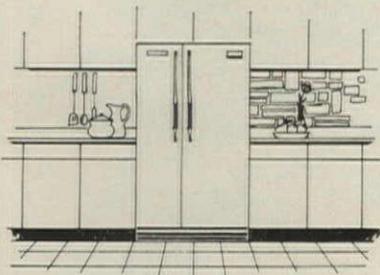
Circle 283 on Reader Service Card ➤

Only from Admiral!

Hottest home-seller in appliance history...just 35³/₄ inches wide!



Shown above, Model 1959 with automatic ice maker. Duplex 19 has 12.2 cu. ft. refrigerator, 246-lb. freezer. Total capacity, 19.1 cu. ft.; 35³/₄" wide. Two additional Duplex models: 41" wide, 22 cu. ft.; 48" wide, 26.5 cu. ft.*



Sell more homes...speed apartment rentals, too! Put the exciting new Admiral Duplex 19 in your kitchens. It's the only full-size, side-by-side freezer-refrigerator just 35³/₄" wide, 5'4" tall!

The Admiral Duplex 19 is the perfect appliance for the home builder market.

It's priced to fit the industry's most moderate-income housing. Fits 9 out of 10 kitchens, too. Sell the beautiful, built-in look. Do it with easy-to-install, special Admiral stainless steel trim kit.

Ideal also for the remodeling and replacement markets, and for apartments, too (Chicago's new 40-story apartment building at 1300 Lake Shore Drive has an Admiral Duplex in each unit).

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.*



Also available: Free-standing, 30", double-oven Admiral ranges with the famous Duplex name. All-new, through-the-wall air conditioners. Quality, built-in Admiral dishwashers with the famous Mini-Disposer.

See the most exciting appliances in the business at the Builder Show, Booths 803, 804, 805, 806, McCormick Place, Chicago—December 6—10.

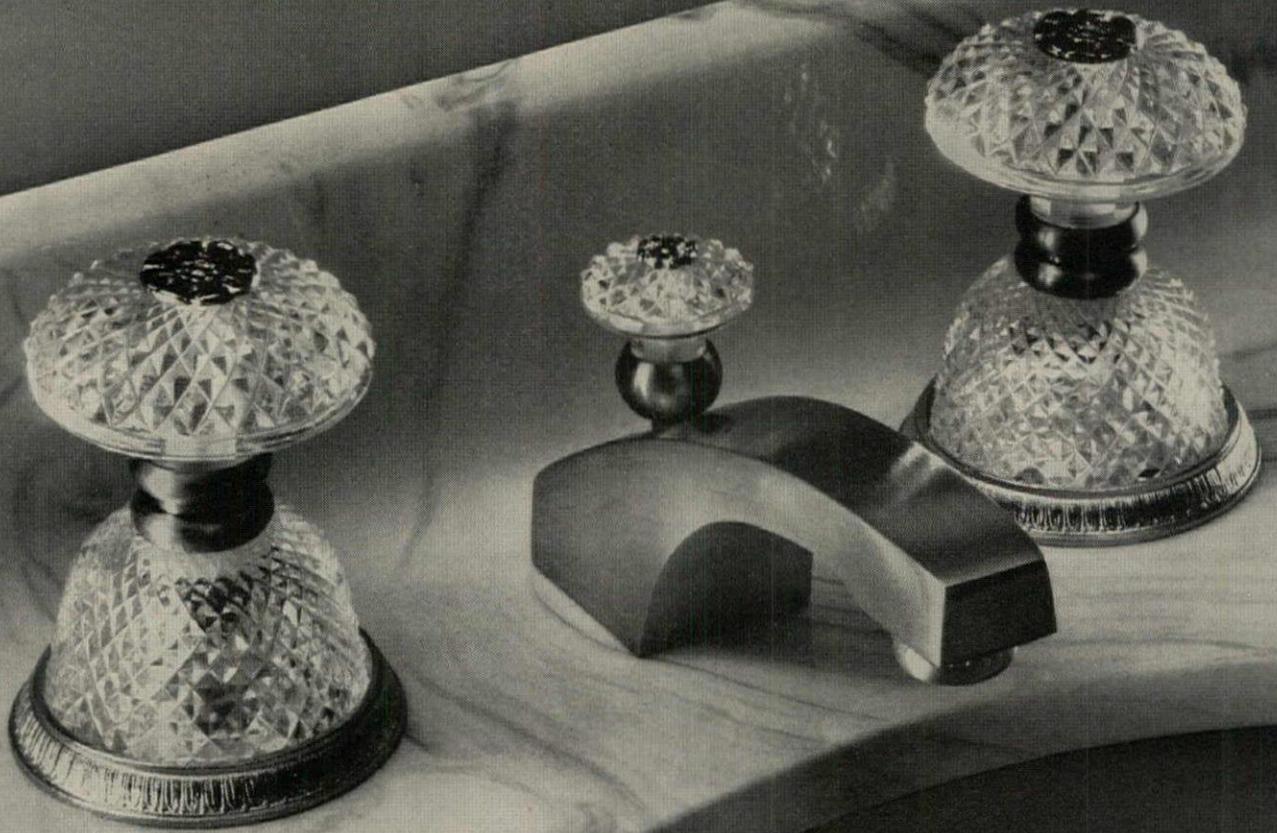
Admiral Duplex 19

Newest Thin-wall
Freezer-
Refrigerator

 MARK OF QUALITY THROUGHOUT THE WORLD

*All capacities and shelf space certified, net NEMA

LOOK WHAT GERBER DOES . . .



... WITH FIXTURES

NEW FROM GERBER-- DECORATOR FIXTURES FOR MODEST BUDGETS

Fixtures illustrated include oval bowl with raised Wedgewood pattern, No. 316W; wide spread faucet in brushed chrome finish, with lead crystal trim, No. 107ASCC.

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 lavanity 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.

The brilliant lead crystal trim for lavatory and shower/tub is cast, cut, and polished by hand. Oval bowls have one of eight charming patterns, or an all-gold finish, fired directly onto the china for lasting beauty. Three of the patterns are raised, and are fired to colored bowls.

Handsome Gerber fittings—for all bathroom fixtures—are finished in smooth brushed chrome, or rich gold protected by a tough epoxy coating. Classic Marblelite tops, incorporating actual marble, have an optional integral splashback. They come in white with gold, gray, or brown; or black-and-gold to blend with any bath decor.

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.



See our Exhibit
Booths 740-741



plumbing fixtures

VITREOUS CHINA BRASS SHOWER CABINETS
CAST IRON ENAMELWARE STEEL ENAMELWARE

GERBER PLUMBING FIXTURES CORP., 232 N. CLARK ST., CHICAGO, ILLINOIS 60601 Factories: Kokomo, Ind., Woodbridge, N. J., Delphi, Ind., Gadsden, Ala., West Delphi, Ind. Export Division: Gerber International Corp., 500 Green St., Woodbridge, N. J.

Business in the making: reports of projects in planning provide leads on future contracts

HOUSE & HOME presents locations, sponsors, architects and estimated costs of representative new projects costing over \$500,000, as gathered by ENGINEERING NEWS-RECORD and F. W. Dodge Co. division of McGraw-Hill Inc. to alert builders and contractors to new business.

NORTHEAST

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

PENNSYLVANIA—Klingbell Haddox & Co., Columbus, Ohio, will build a \$3 million apartment complex for 500 families in Pittsburgh. 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 & Abbink 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. McGaughan, Washington, is planning 120 apartment units for Crest View City in Saratoga Springs. Cost: \$2 million.

PENNSYLVANIA—Mountain Lakes Inc., Towson, Md., will build apartments, three pools and a clubhouse in Liberty. Cost: \$2 million.

NEW JERSEY—Allen Bros., Red Bank, will build \$2 million garden apartments and pools in Fair Haven. Plans: James J. Macrae, Union.

NEW YORK—Architect Max M. Simon, New York City, is planning an apartment and office to be built by Mallad Construction Co., Mineola, in Long Beach. Cost: \$1.8 million.

NEW JERSEY—Royal Home Builders Inc. will build 70 houses at a cost of \$1.8 million in Woodcliff Lake.

MASSACHUSETTS—Campanelli Bros. Inc., Braintree, will build 114 houses at Foster Farms in Beverly. Cost: \$1.6 million.

DELAWARE—Goodwood Corp., Baltimore, Md., will construct a \$1.5 million seaside community of 150 houses in Rehoboth. Plans: Tatar & Kelly, Baltimore.

PENNSYLVANIA—Lacy, Atherton & Davis, Wilkes Barre, are planning a \$1.5 million dormitory and cafeteria for Wilkes College, Wilkes Barre.

NEW JERSEY—Kenneth Higgins, Rockaway, is architect for four garden apartment buildings costing \$1 million at Lake Hiawatha, Parsippany.

NEW YORK—Top Shelf Inc., Rochester, will build \$1 million apartment project of 84 units in Henrietta. Plans: Gregory D. Ferentino, Syracuse.

NEW JERSEY—Nansen of Paramus will build 25 garden apartments in River Edge. Cost: \$840,000. Plans: Harsen & Johns, Tenafly.

CONNECTICUT—New England Realty will build 50 houses in Moosup at cost of \$750,000.

SOUTH

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 400 costing \$5 million in Idylwood. Plans: Leo Kornblath Assoc., New York.

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

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

MARYLAND—Roscoe Ajax Co., Washington, will build \$3 million garden apartments in Towson. Architects: Cohen-Haft & Assoc., Silver Spring.

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.

MARYLAND—Bolton Commons Inc., Baltimore, will build 37 townhouses costing \$838,160 in Madison Park South, Baltimore. Plans: Hugh Newell Jacobsen, Washington, and Rogers Taliaferro-Kostritsky Lamb, Baltimore.

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. Heischam Construction, North Charlottesville. Cost: \$1.8 million.

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

MIDWEST

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 Barbita of Akron is architect for a \$750,000 apartment in Cuyahoga Falls.

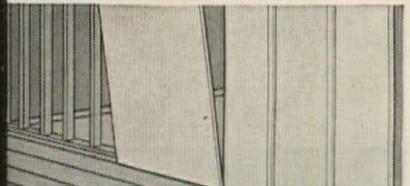
INDIANA—The Indiana Baptist Homes & Hospital, Inc. of Zionville contemplates \$1 million retirement home and health care centers in Muncie, Lafayette, Kokomo and Columbus.

ILLINOIS—Adelman & Brott of Morton Grove will build 30 houses in Deerfield. Footlik & Rose Assoc. of Morton Grove is designing the project.

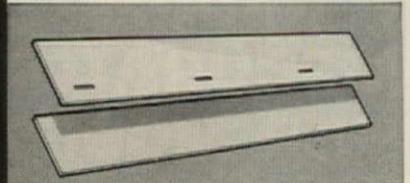
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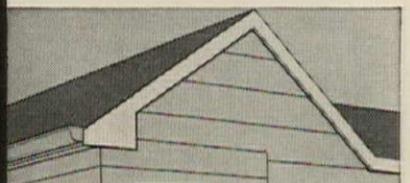
THESE UPSON PRODUCTS HELP BUILD TODAY'S FINE HOMES FASTER, EASIER



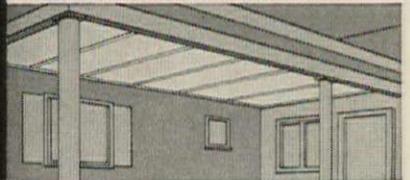
Upson Dubl-Bilt—sheathing and siding combined in a single panel for exterior walls or for decorative facades.



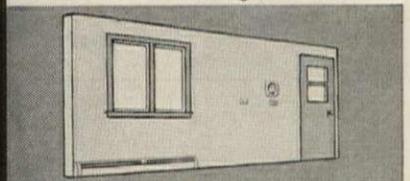
Upson Soffits—pre-cut, primed, vented, screened and ready to apply.



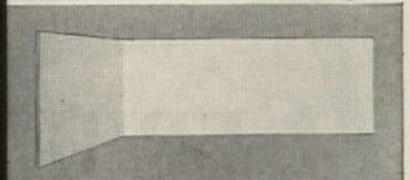
Upson Trim-Bilt—attractive, economical exterior trim board for cornices, fascia, rakes and accented exteriors.



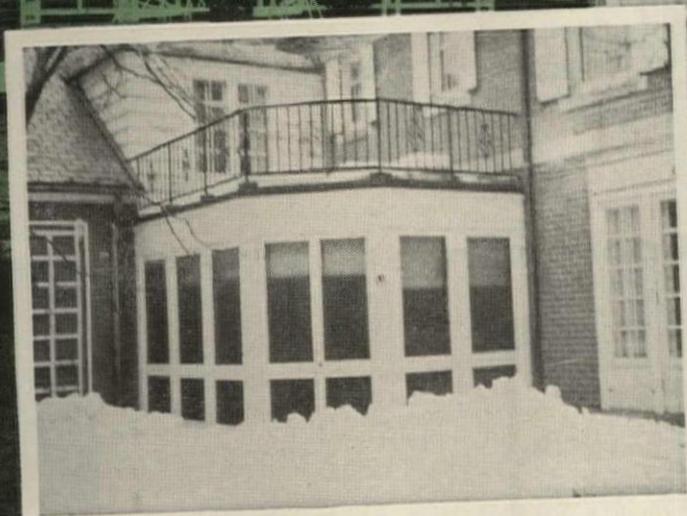
Upson Primed All Weather Panels—a superior, high-quality board for board and batten exterior walls and gable-ends.



Upson Pre-Building System—allows complete pre-wiring and plumbing of whole sections off-site for accelerated building.



Upson Super-Bilt Interior Panels—8' high room-length panels allow one-piece seamless construction—ideal for in-shop production, unit assembly.



BEFORE... AND AFTER

FINE HOME REMODELING WITH UPSON

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.



The Upson Company
Lockport, New York

Distributed in Canada
by Building Products Limited,
Montreal, Quebec

Visit Upson at NAHB Convention • Space 243
Dec. 6-10 • McCormick Place, Chicago, Ill.



THE UPSON COMPANY
2114 Upson Point
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I'm interested in more information on Upson's remodeling products. Please send me your free brochure on all the Upson advantages.

Name

Company

Address

City State

YORK Air Conditioning gives these apartments a better climate for living!

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.

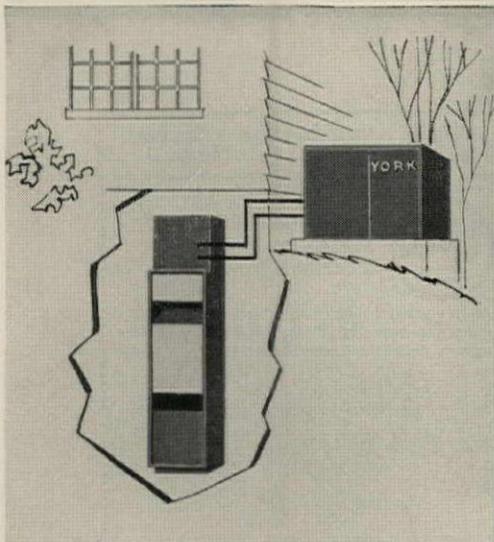
Advanced York features for builders include pre-charged tubing for connecting heat exhaust unit to coil, to eliminate field charging and brazing; Air-cooled

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.

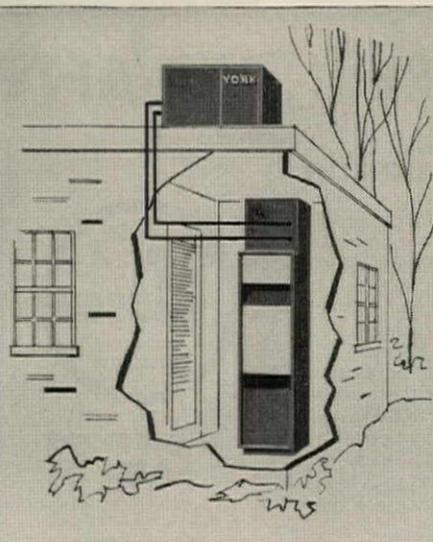
When you plan air conditioning for your next apartment or private residence, ask your York Representative about competitively priced Flex-O-Metic systems. Or write York Corporation, York, Pennsylvania. In Canada, contact National Shipley Company, Ltd.; 326 Rexdale Boulevard; Rexdale, Ontario.

Application Flexibility and Convenience!

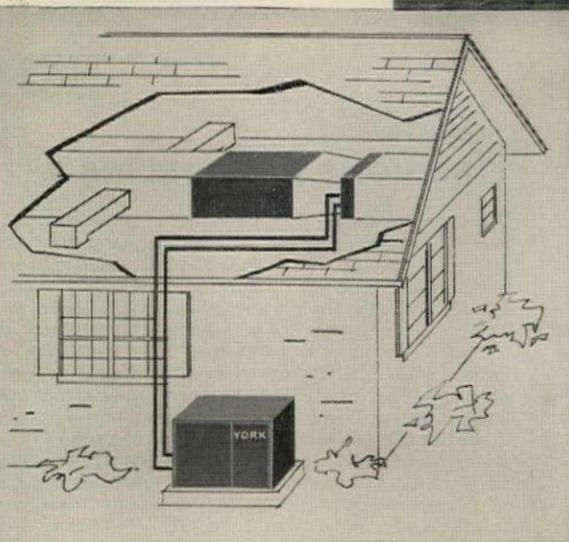
Ground level installation. Heat exhaust section is on a slab, outside building. Cooling coil is inside, on furnace.



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

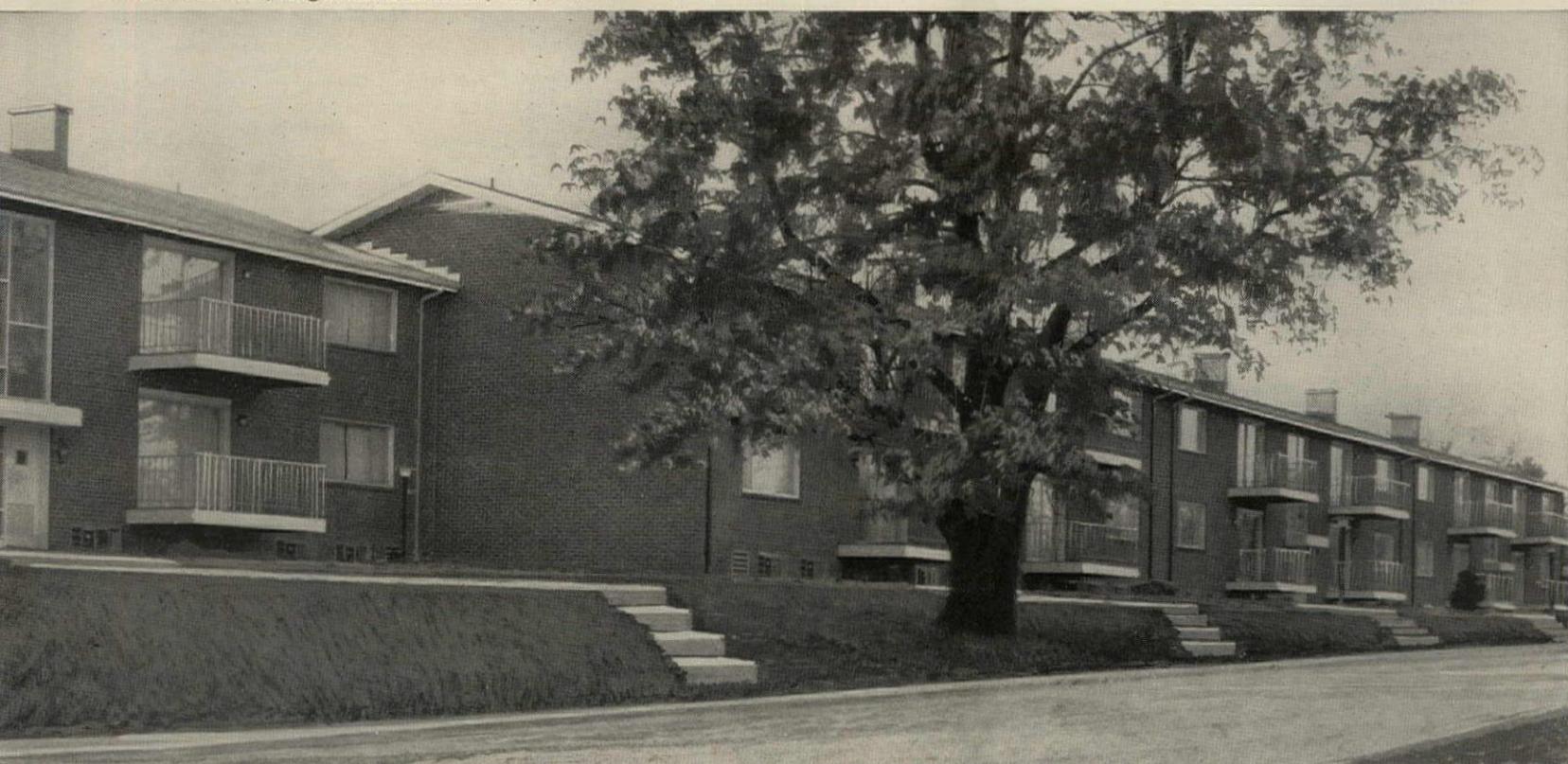


Ranch home application. Exhaust section is outside, on slab. Horizontal furnace and coil are located in attic space.





Smyrna Gardens Apartments, Atlanta, Georgia. Modern 40-unit garden-type apartments are comfort-conditioned by York Flex-O-Metic 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-Metic systems, including Borg-Warner furnaces. Owner, Warren Park Associates; Builder, Gorn Bros., Inc.; Architect, Morris Steinhorn, A.I.A.

YORK CORPORATION
 Subsidiary of Borg-Warner Corp.
 YORK, PENNSYLVANIA
 THE QUALITY NAME IN AIR CONDITIONING AND REFRIGERATION



**WANT MORE FACTS?
 MAIL COUPON TODAY!**

YORK CORPORATION
 York, Pennsylvania

HH-114

Please send me complete information on York Central Air Conditioning for apartments and homes.

Name _____

Address _____

City _____ State _____

ILLINOIS—Harry B. Carter & Assoc. of Chicago are architects for a \$1 million apartment in Chicago.

ILLINOIS—St. Louis Apartment Builders Inc. of Overland, Mo., will build six apartment buildings of 102 units in Champaign. Earl A. Fey of Overland is drawing plans.

ILLINOIS—The Methodist Home of Lawrenceville will build \$1 million in apartments and a hospital. Plans are by Lester W. Routt & Assoc., Vincennes, Ind.

ILLINOIS—F&L Construction Co. of Westchester is sponsoring a 53-suite apartment building costing \$1 million in Evanston. Architects are Smith & Stephens, Westchester.

ILLINOIS—Twenty apartment buildings, each with six units, will be built in Chicago by Randwest Corp. of Aurora. Cost: \$2 million.

MICHIGAN—R. E. Weaver & Co. of Ann Arbor will build a \$1 million apartment and retail store building in Ann Arbor. Daverman & Assoc. of Grand Rapids are architects.

OHIO—A \$500,000 senior citizens apartment in Windsor is contemplated by the American Religious Town Hall Meeting Interfaith Conference of Ashtabula.

MISSOURI—Grider-Camenzine Construction Co. of St. Louis will build 32 homes in Sunset Hills. George Berg of Kirkwood is planning the \$950,000 project.

MISSOURI—Midwest Baptist Theological Seminary will build a \$2 million addition including a married students dormitory in Kansas City North.

WISCONSIN—Shepherd Assoc. of Milwaukee are planning 350 houses in Oak Creek sponsored by Horizon Homes Realty Inc. of Milwaukee. Cost: \$3 million.

OHIO—S. Fazio Enterprises Inc. of Warrensville Heights will build a 42-unit apartment and pool costing \$600,000 in Bay Village. Andrew J. Burin of Fairview is planning the units.

IOWA—Loras College of Dubuque will build a \$900,000 residence hall. William F. Bernbrock of Moline, Ill., is architect.

WISCONSIN—M. B. Coifman & Assoc. of Milwaukee will build a \$3 million apartment in Milwaukee.

KANSAS—Paul Mann of Augusta plans \$1 million of housing in Augusta.

OHIO—Brubaker & Brandt, Columbus, and Harold Schofield, Gahanna, are designing 1,000 homes for John J. Ranft in Columbus. Cost: \$10 million.

WISCONSIN—Kassuba Development Co. of Milwaukee will build phases two and three of Wildwood Village apartments costing 10 million in West Allis. Glen H. Scholz of Milwaukee is architect.

OHIO—Paul E. Lapp, Inc. of Dayton will build 225 houses costing \$1 million in Sugar Creek Township.

WEST

CALIFORNIA—Robert Stevens Assoc. of Santa Cruz are architects for a 16-unit apartment costing \$500,000 in Santa Cruz.

CALIFORNIA—R. G. Quiring of San Jose is designing a 90- to 95-unit apartment costing \$900,000 in San Jose.

CALIFORNIA—Buena Park Assoc. of Los Angeles will build 89 townhouses costing \$1.3 million in Buena Park.

CALIFORNIA—Nichadros Companies of Alameda plan a \$100 million complex on Oakland Estuary in Alameda including 25 three-story apartment buildings, marina, stores and an eight-story apartment. Andrea-Marquis Assoc. of Alameda are architects.

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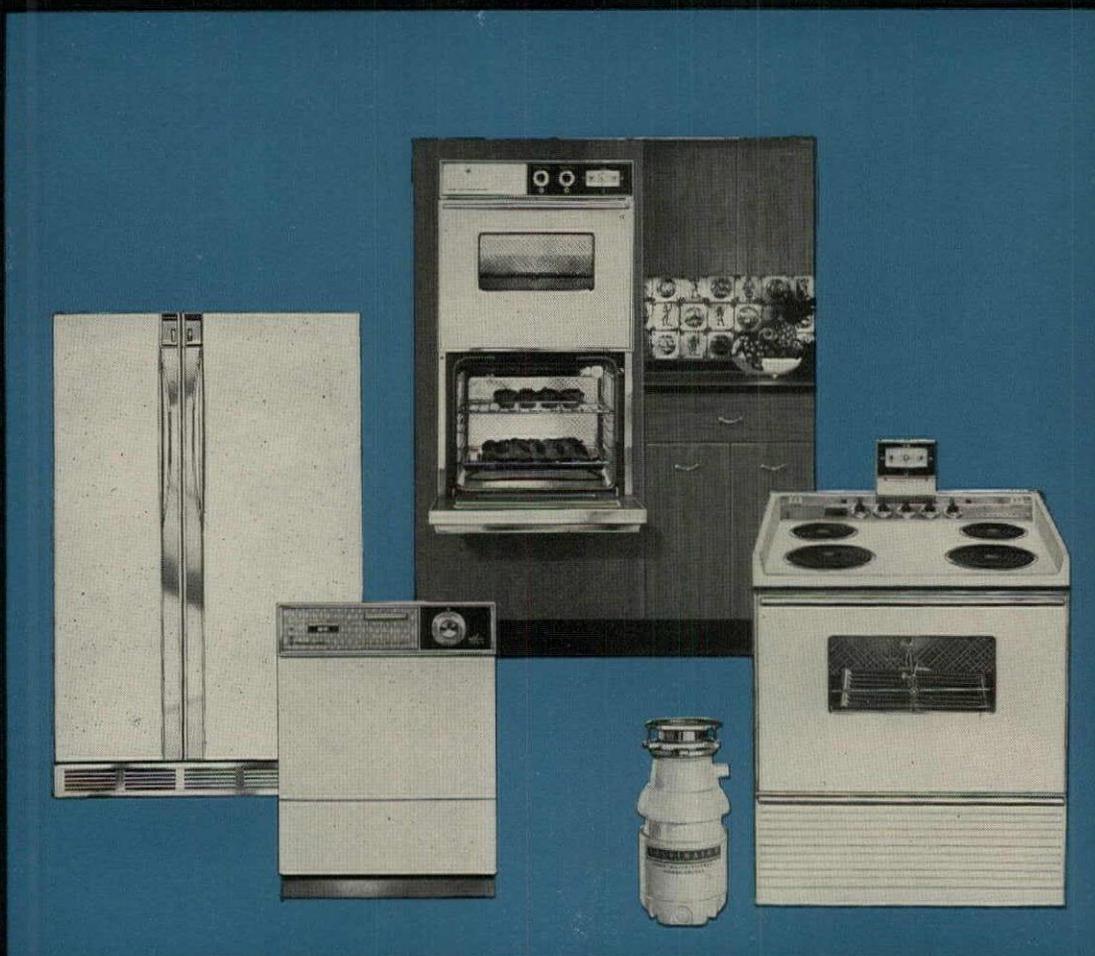


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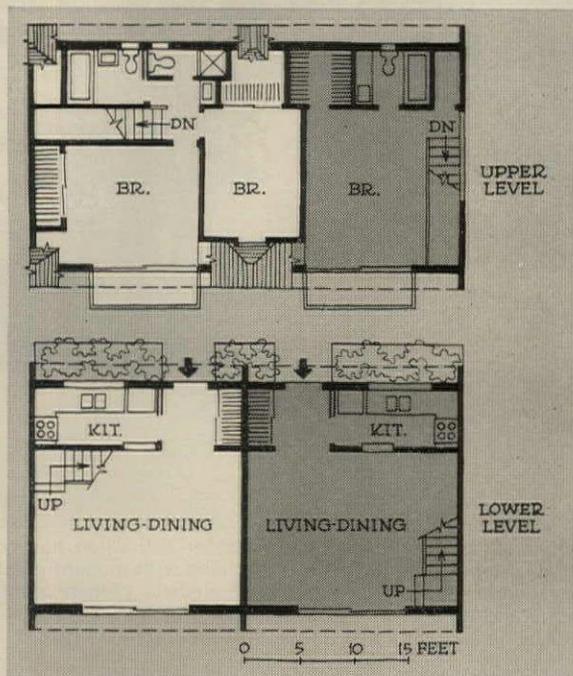
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Walter de Lima Meyers

Overlapping second floors give variety to these look-alike townhouses

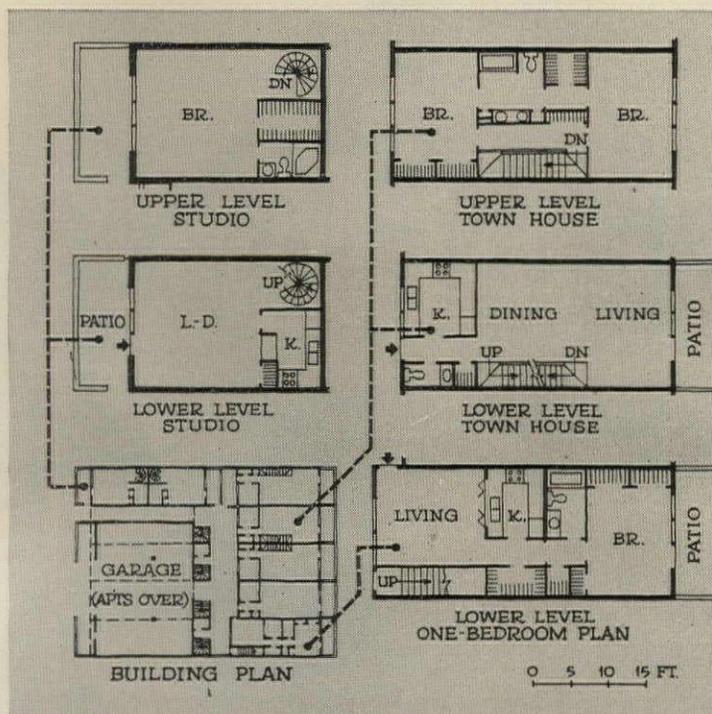
Two-bedroom units with 26'-wide second floors alternate with one-bedroom units with 14'-wide second floors (plan above). But the first floors of all units are identical—20' wide, with kitchens and living rooms.

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.



Stiles

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

All-Electric Report U.S.A.

News of all-electric Medallion homes and apartments across the country



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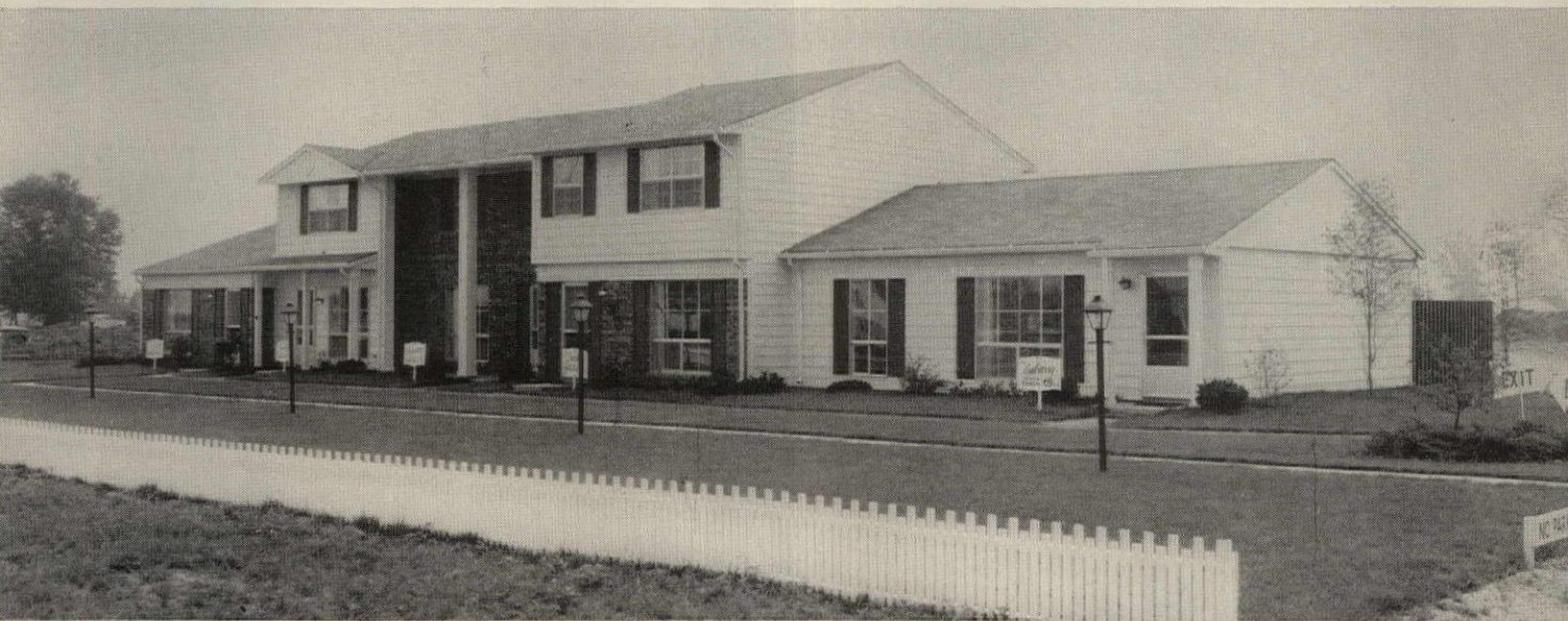
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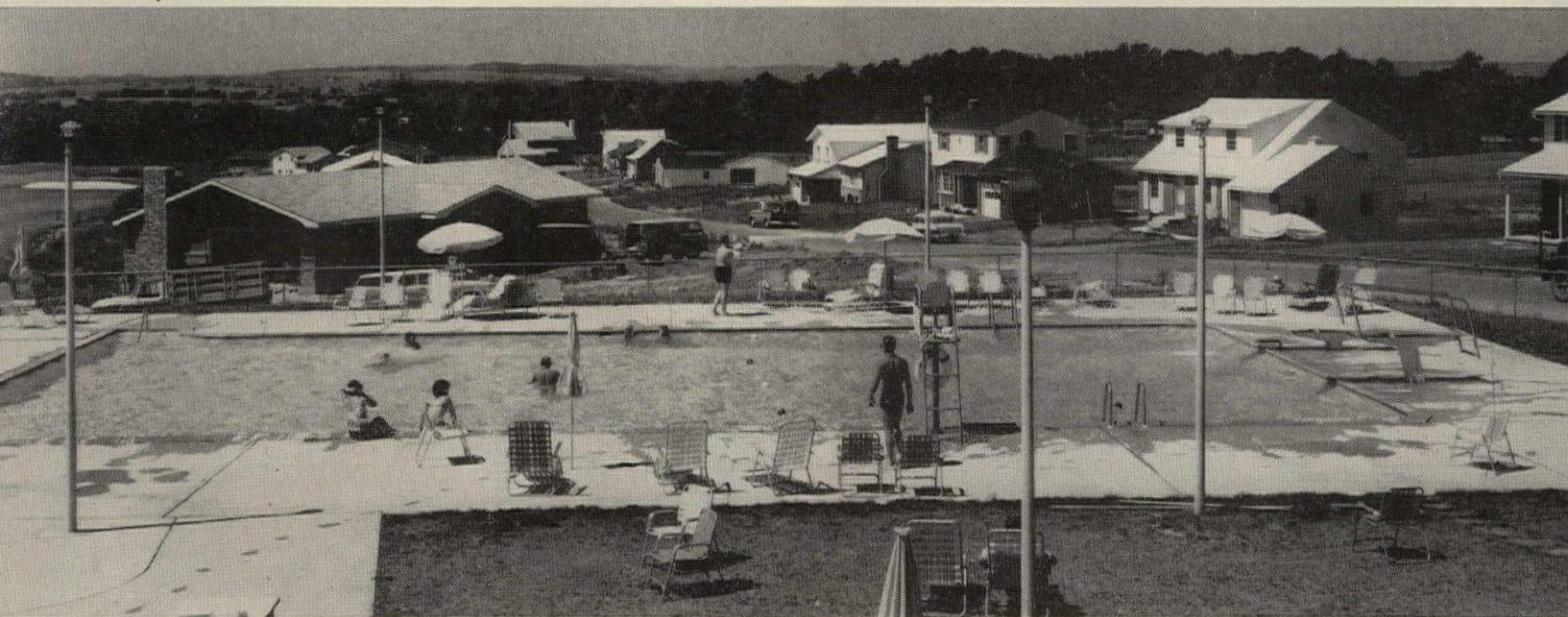
Briardale, Oklahoma City, Oklahoma, where builder Bill Allen has combined the sales advantages of total-electric kitchens with modern electric furnaces and air conditioning. The comfort of electric climate control, coupled with a guaranteed operating cost has made these Gold Medallion Homes one of Oklahoma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



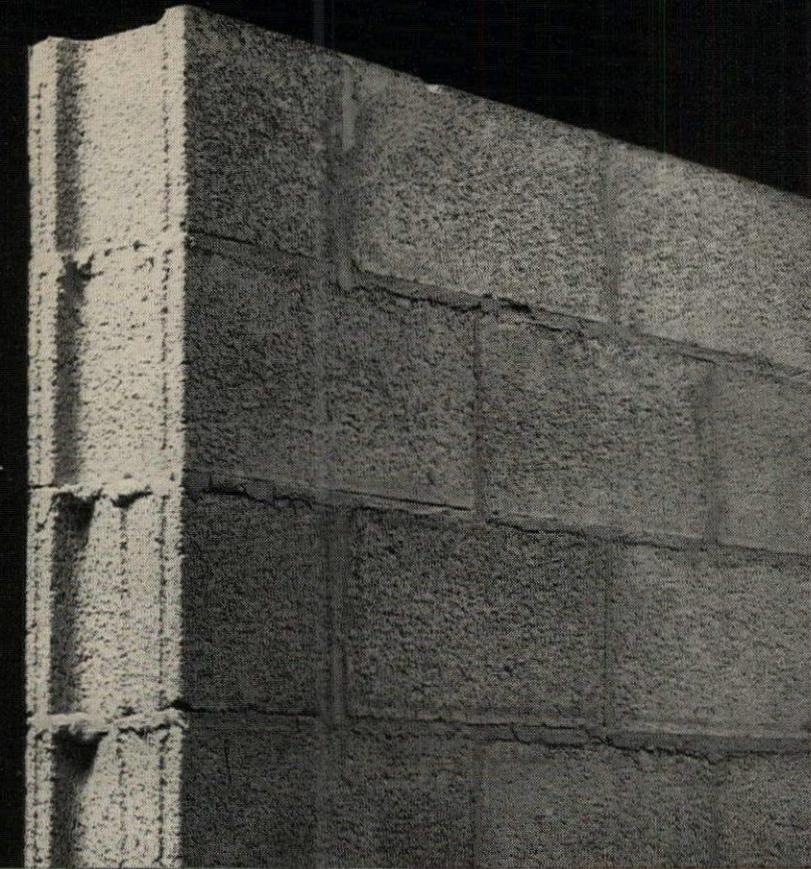
Tara Town Houses, Indianapolis, Indiana, sold 102 Gold Medallion condominium units in just three months. Built by J & L Realty Inc., each of the 130 town house units will offer owners a General Electric built-in range, refrigerator, Disposall® waste disposer, water heater, washer, dryer, electric baseboard heat and central air conditioning as part of the purchase price, resulting in sales far ahead of competitive projects.



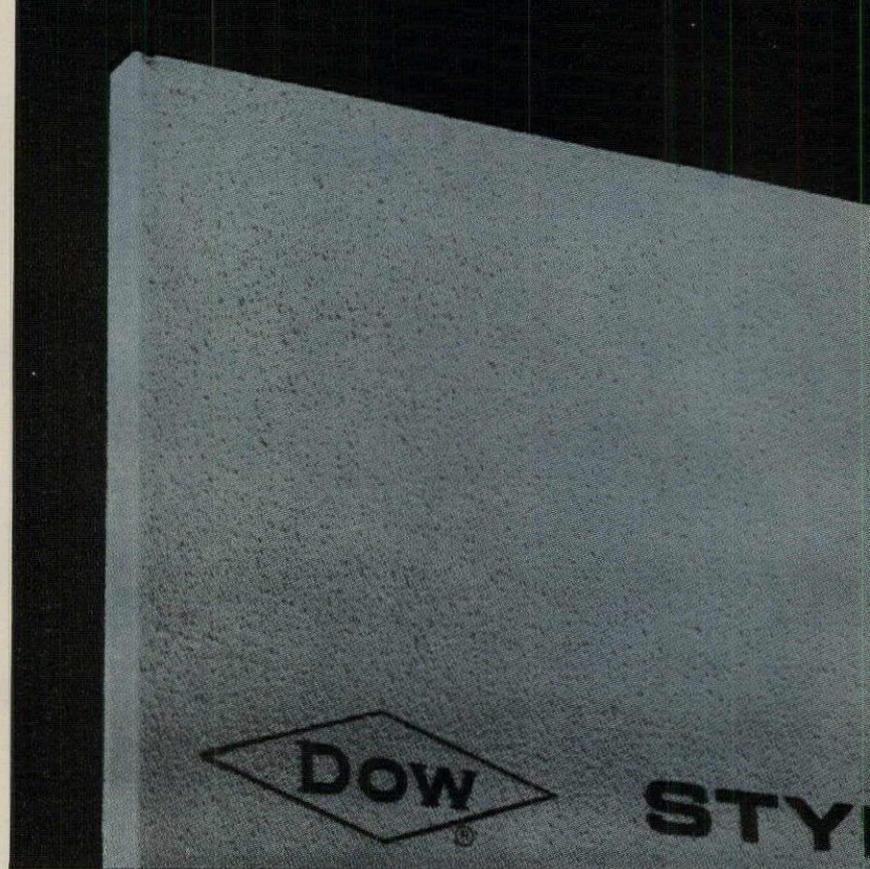
Shepherd Hills Country Club, Wescosville, Pennsylvania, is a picturesque community developed by Robert Friedman and Paul McGinley who utilized General Electric's program to help make this total-electric community an outstanding sales success. Modern Gold Medallion homes are served by an underground power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



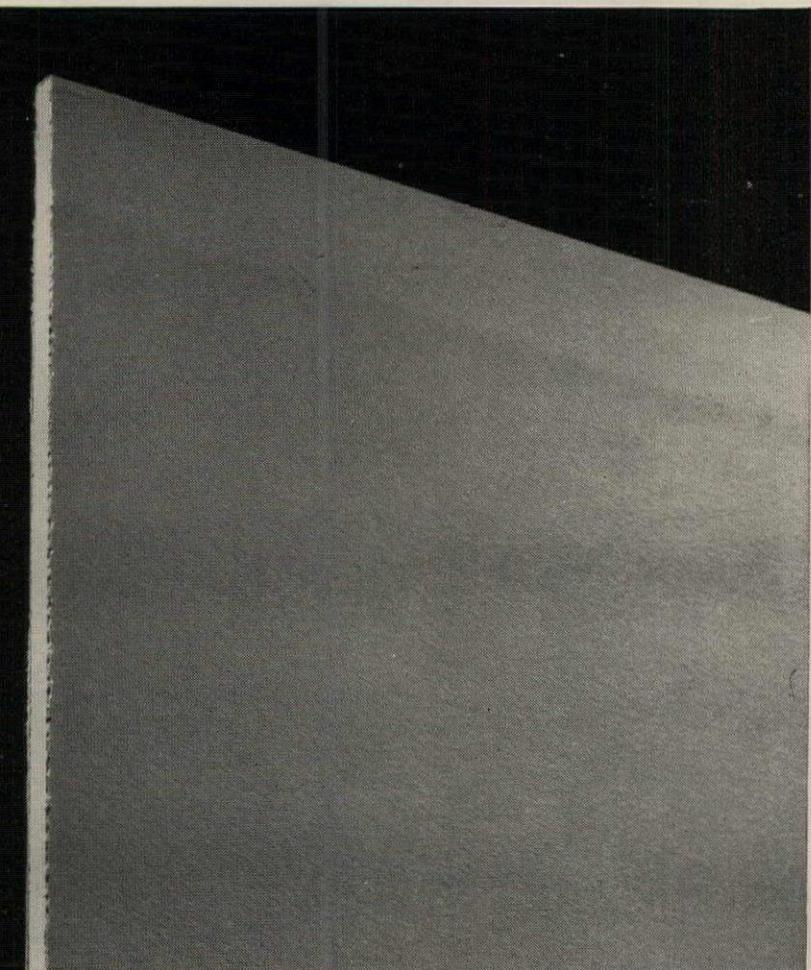
Saturn Apartments, Cocoa Beach, Florida, has 106 Medallion garden apartments featuring complete General Electric kitchens and Weathertron® heat pumps, for year-round climate control. The tremendous success of this total-electric apartment project led builder Raymond W. Tompkins to again apply General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



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



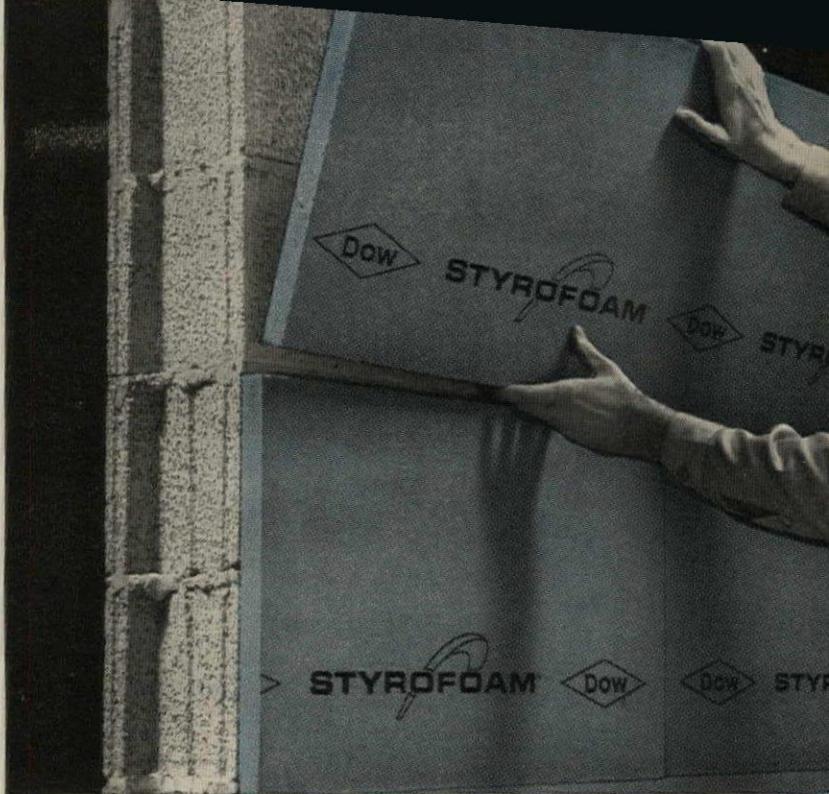
5. Take wallboard. (No vapor barrier, no furring. You get a solid, insulated wall at almost the same cost as a furred, uninsulated wall.)



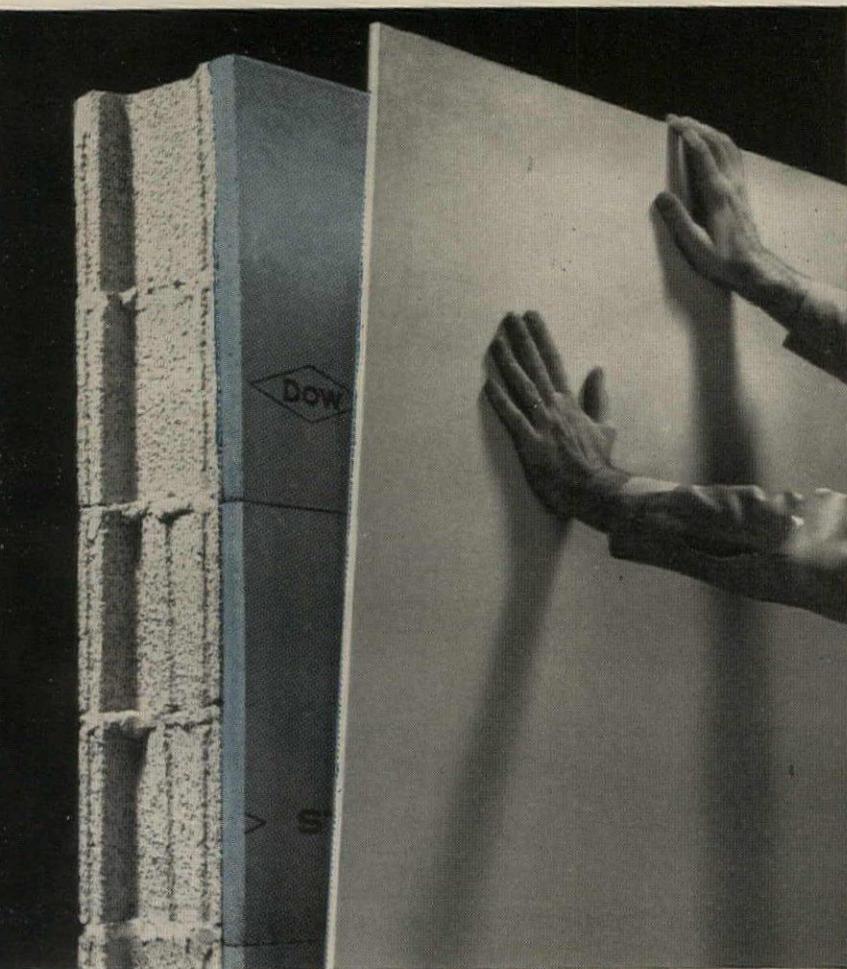
6. Apply Styrotac—no nails to “pop,” no holes to fill.



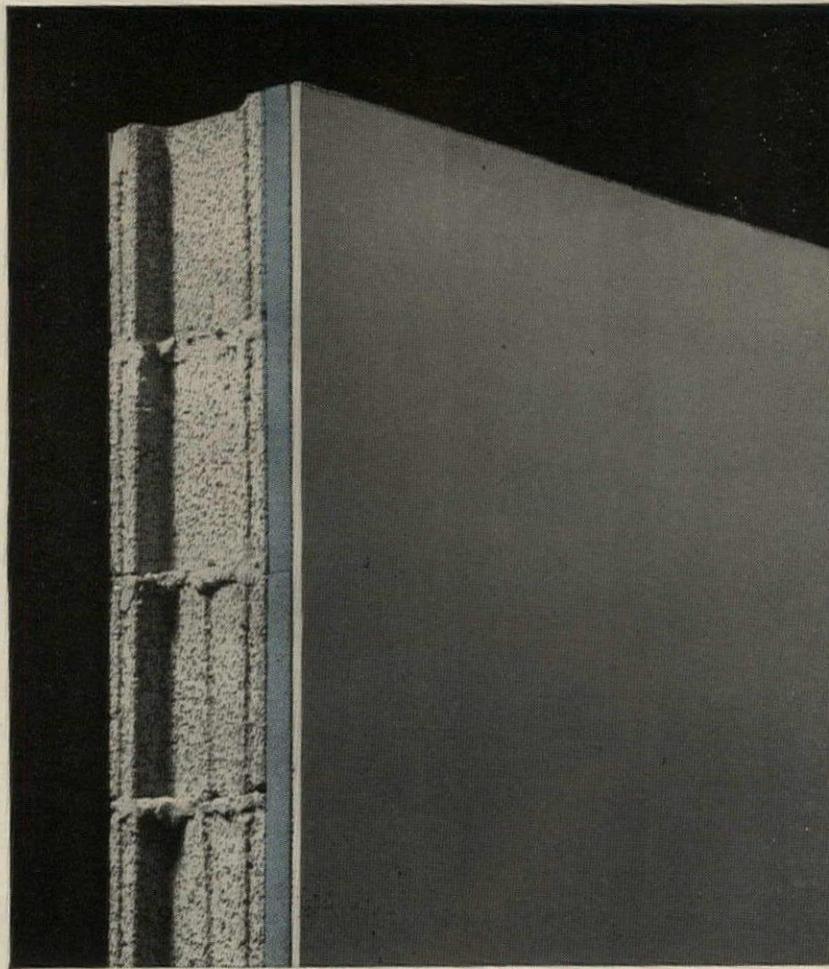
3. Apply Styrotac® bonding adhesive.



4. Press Styrofoam FR into place. It installs fast, resists heat transfer, stays dry for year-round comfort.



7. Take your last look at Styrofoam FR. Press on wallboard.



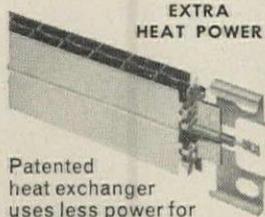
8. OK. Now forget it. Styrofoam FR won't absorb water, won't let moisture pass, won't need attention —ever. Any questions? See Sweet's Light Cons. File 4a/Do. The Dow Chemical Company, Midland, Mich.





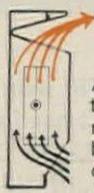
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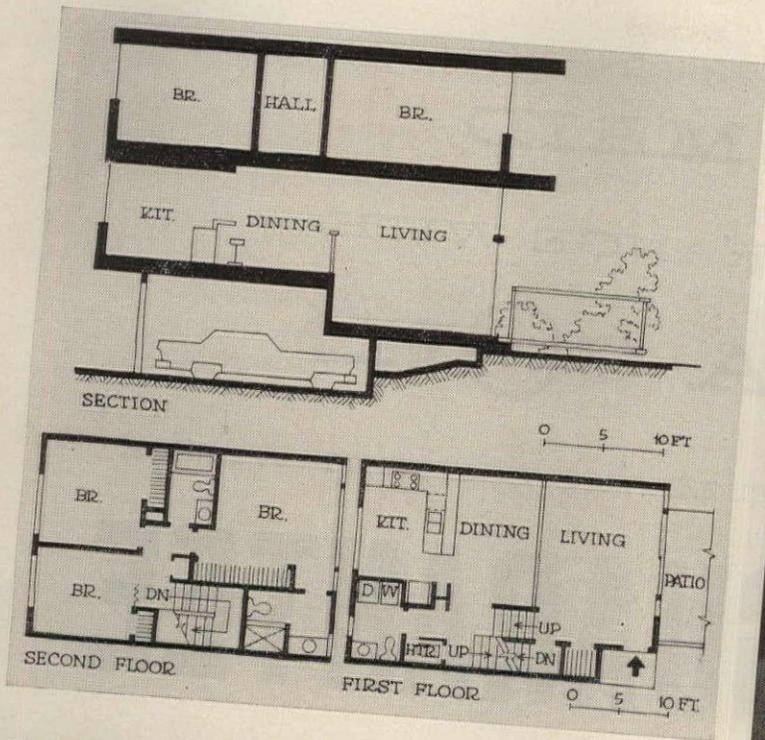
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Leland Y. Lee

Split-level plan for a condominium adds utility and livability

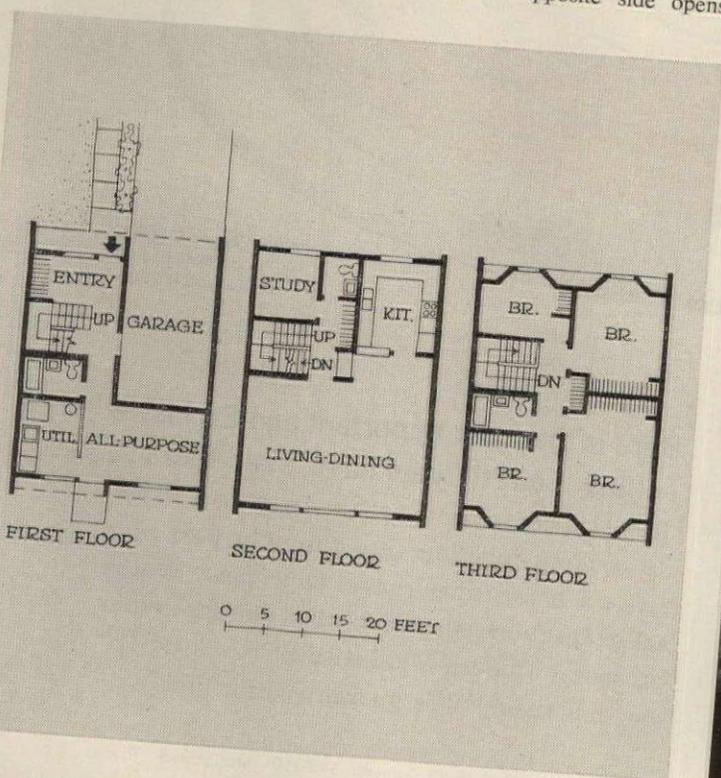
The plan allowed Architect Richard D. Stoddard to fit 36 apartments—each with a two-car garage—on just 1¼ acres. It creates an 11'-high living room overlooked by a balcony dining area. And it provides a hall-stairway area (at right in photo) that lets traffic pass from the entry to the kitchen and

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 ceiling 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.

MODERN MAID 

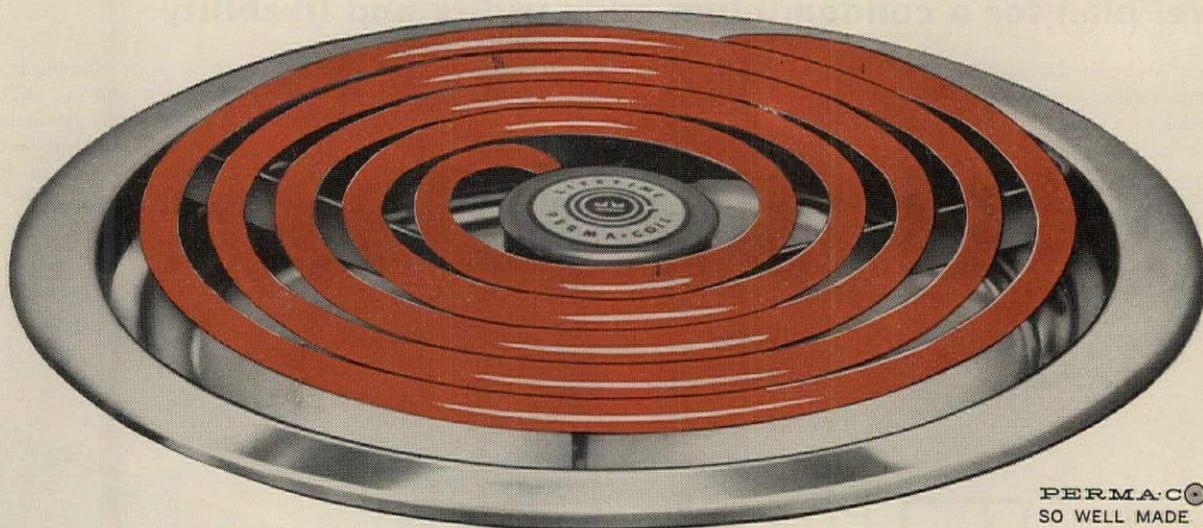
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Here is the most Important and Exclusive selling benefit you have ever had . . .

The electric elements are the heart of a range, its cooking function . . . the only part of a range a homeowner *cannot do without*. Watch sales objections evaporate when you show your prospects Modern Maid with PERMA·COIL* and tell them, "It's guaranteed for life!"

See Modern Maid with PERMA·COIL* at the NAHB show in Chicago, December 6-10 Spaces 148-150, McCormick Place

*Trademark of Modern Maid/Patent Pending

ANOTHER EXCLUSIVE 'FIRST' FROM . . .

MODERN MAID 

TENNESSEE STOVE WORKS, CHATTANOOGA 1, TENN., West of Rockies: Modern Maid of Calif., 5017 District Blvd., Los Angeles 58, Calif.

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 commissions and city councils 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.

SANFORD R. GOODKIN, president
Sanford R. Goodkin Research Corp.
Sherman Oaks, Calif.

H&H: Many are becoming aware that land price spirals undermine communities and price decent housing in the stratosphere. Few have gone as deeply as your September issue to pinpoint major causes—illegal assessments and undertaxed land. Obviously, "site valuation tax 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?

WALTER RYBECK
Washington correspondent
Dayton Daily News

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 meant \$3 a sq. ft.) but wrong, we think, on his second. The land speculator, 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 insatiable, and prices as a consequence skyrocket.—Ed.

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

FRANK ROBERTS, president
Mariner 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 undertaxation than there is for subsidizing speculation in vacant land by undertaxation.

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 Colin 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 land 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 pat-

terns and techniques, I was particularly attracted by your recommendations.

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. KELLY, Realtor
Scranton, 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 should 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.

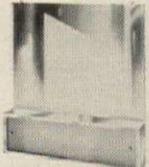
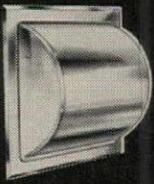
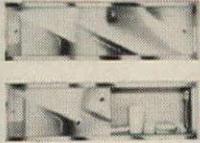
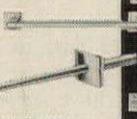
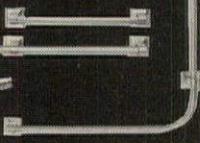
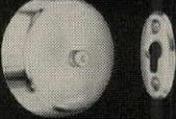
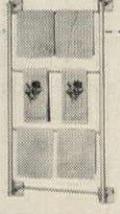
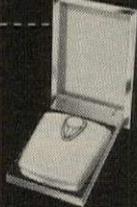
Now after having taken a wait-and-see attitude I would like to tell you how very impressed I am with your issues so far. I think they have been outstanding and I do believe that you meant what you said: that you intended to take all of the good of the great HOUSE & HOME and build on that.

JULIAN H. ZIMMERMAN, president
Lumberman's Investment Corp.
Austin, Tex.

Letters continued on p. 50

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.

 CONCEAL-A-ROLL HAS RECESSED COMPARTMENT FOR SPARE ROLL No. 375	 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
 CONCEALED TOILET PAPER HOLDER HAS REVOLVING HOOD No. 378	 CONCEALED VANITY SHELF IS RECESSED INTO WALL No. 341	 STIRRUP SHAPED LUCITE TOWEL RING WITH CHROME BASE No. 386	 RECESSED MIRROR SHELF FOR TOILETRIES No. 305
 RELAXATION UNIT FOR LUXURIOUS BATHROOM CARRYING No. 302	 REVOLVING PANEL CONCEALS SOAP, TUMBLER, TOOTHBRUSH No. 338	 TOWEL RACK TELESCOPES INTO WALL—EXTENDS 14" No. 310	 STURDY GRAB BARS PREVENT MANY INJURIES IN TUB AND SHOWER Nos. 360/1/2
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Just mail the coupon today! A new color brochure—"Accent on Accessories"—offers a wide choice of original designs, new ideas and exclusive features.

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I'd like complete information on these and other Hall-Mack quality bathroom accessories. Please send "Accent on Accessories."

Name _____
 Company _____
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LETTERS

start on p. 49

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. Certainly 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 KESSLER, AIA
 Meathe, Kessler & Assoc.
 Grosse Pointe, Mich.

Reader Kessler 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.

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Another nine-page report to builders from



New ways to make money with plywood

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



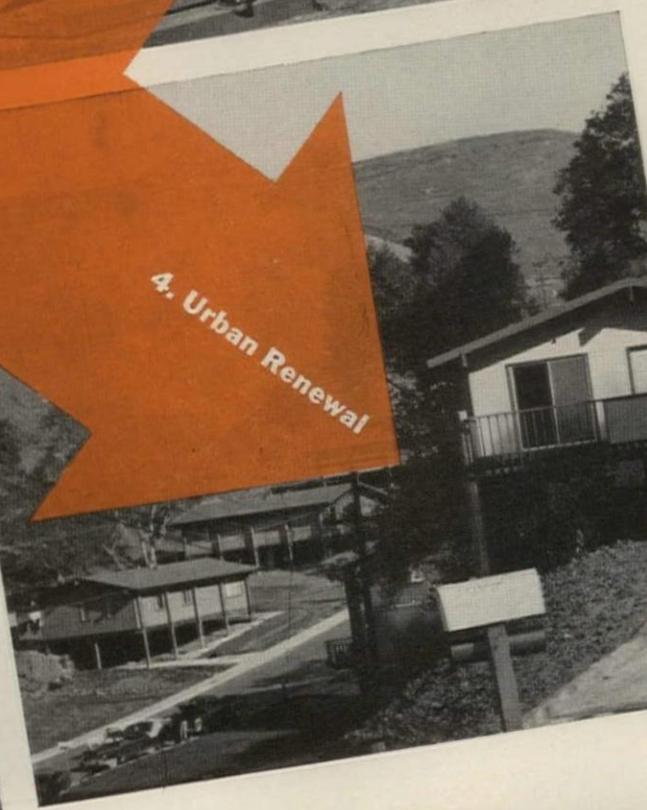
1. Second Homes



2. Remodeling



3. Apartments



4. Urban Renewal



new ways to make money with plywood | second homes

Today's second-home buyers **Plywood helps you give them**

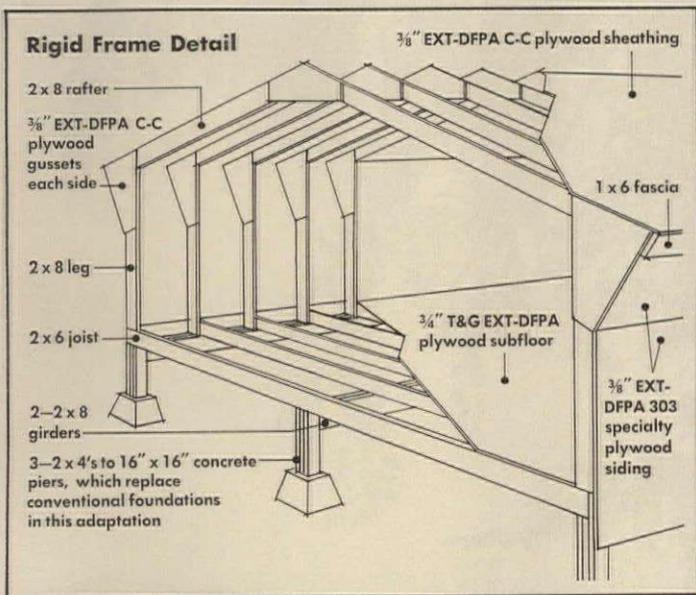


F. M. Donelson's Hide-A-Way Hills is a national success story.

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

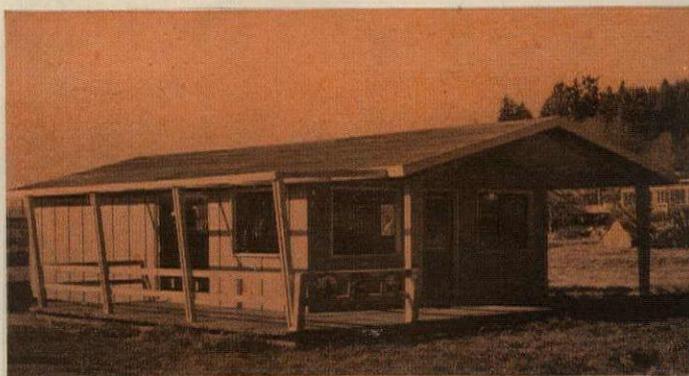


Ralph Grinnell built this unusual vacation home in Wollochet Bay, Wash., at a cost of less than \$1,000 for materials. It took just six days, from footings to painting. He used the rigid frame system. It's based on one simple component that combines functions of studs and trusses (see diagram above).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

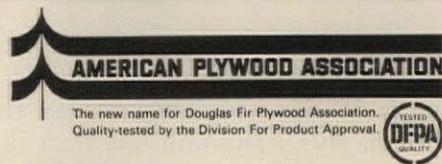


George Osborne, of Northwest Homes, Chehalis, Wash., saves 15 percent by building second homes right in the plant—plumbing, wiring, cabinets and all. Then he trucks them to the site, saving a lot of costly field labor. Some larger homes are built and trucked in sections (see above).



Osborne says only plywood will stand this rugged treatment without racking. His floors are 5/8" 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.

For more information send for free catalog of 18 second homes with color pictures, floor plans. Construction plans available. Also, send 50 cents for complete new *Builder's Guide to the Second Home Market*, by American Plywood Assn. and Natl. Assn. of Home Builders. Write us at Tacoma, Washington 98401 (USA only).





new ways to make money with plywood | remodeling

Remodeling jobs go faster ...and American Plywood Association



BEFORE

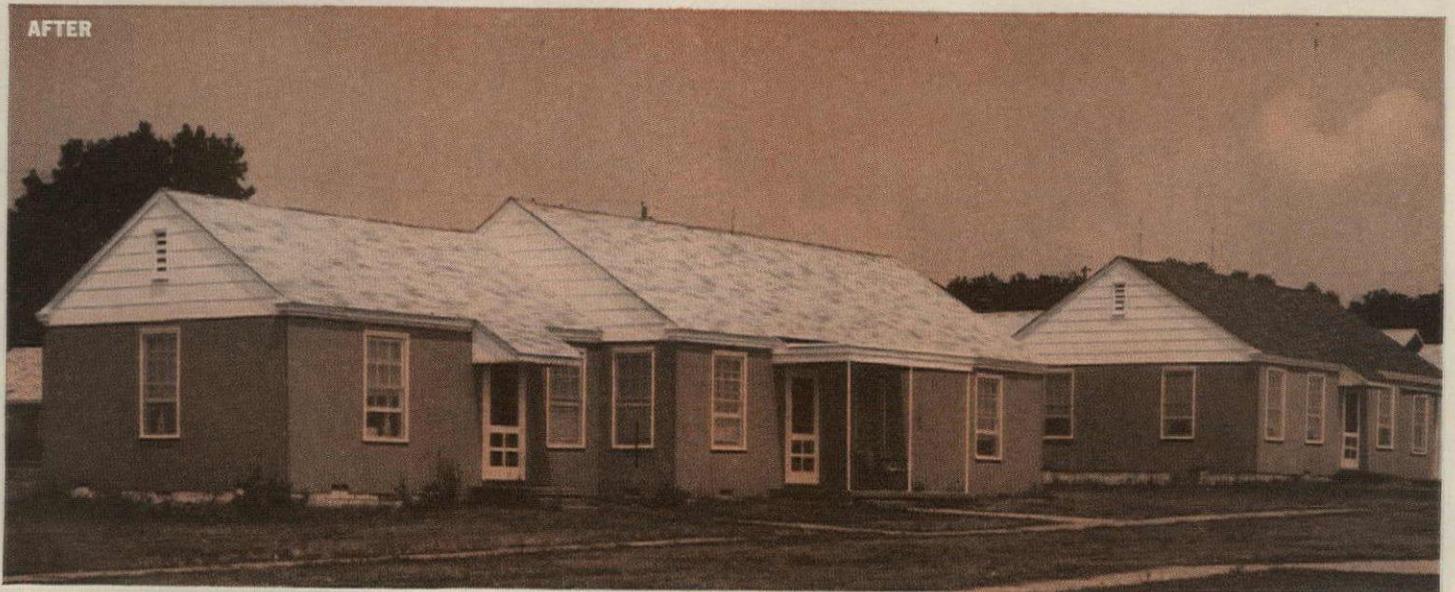
AFTER



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

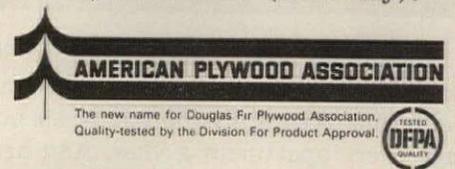


In Little Rock, Ark., this 56-unit housing project needed a face-lifting. Plywood did the job fastest, at lowest cost. Housing Administrator Robert Coxon specified grooved plywood siding to replace stained, broken asbestos shingles.

"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 $\frac{3}{4}$ " 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.

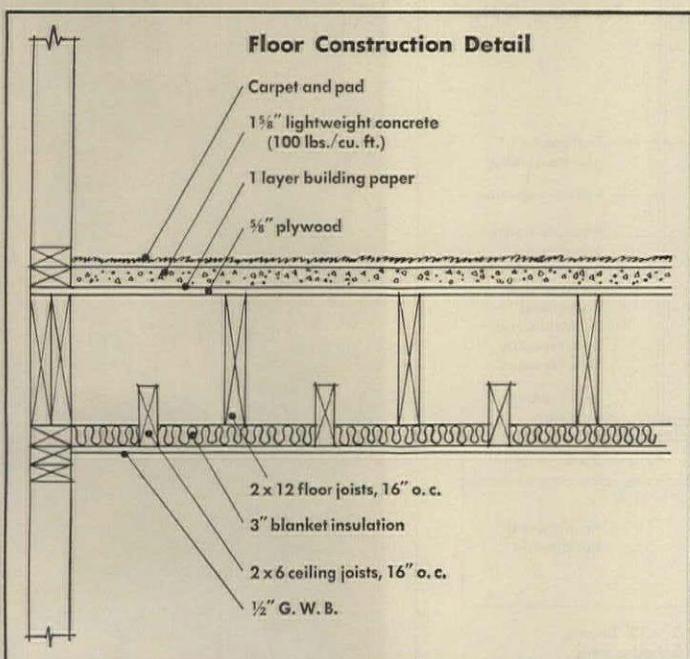
to use plywood in apartments

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 $\frac{3}{4}$ " tongue-and-groove plywood, which permits joists on 24" centers without blocking.



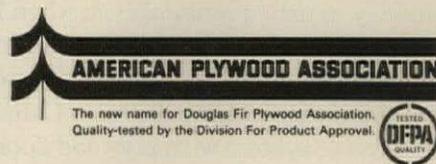
H. A. Briggs Company used a plywood and concrete system for soundproof floors in their Four Fountains apartments, Tacoma, Wash. (above and left).

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.

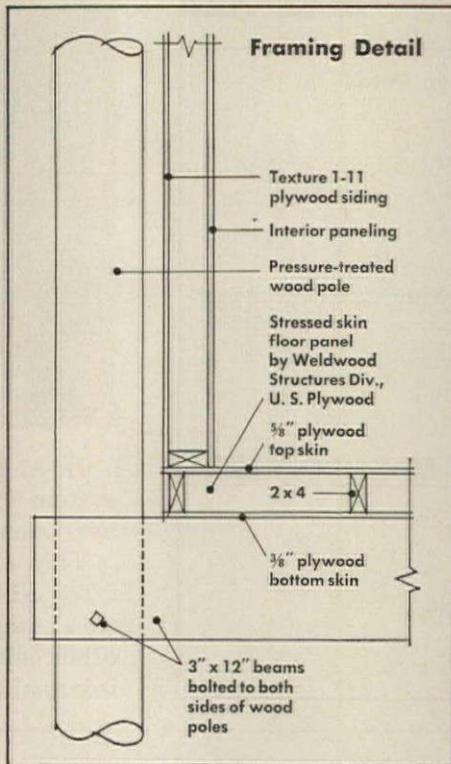
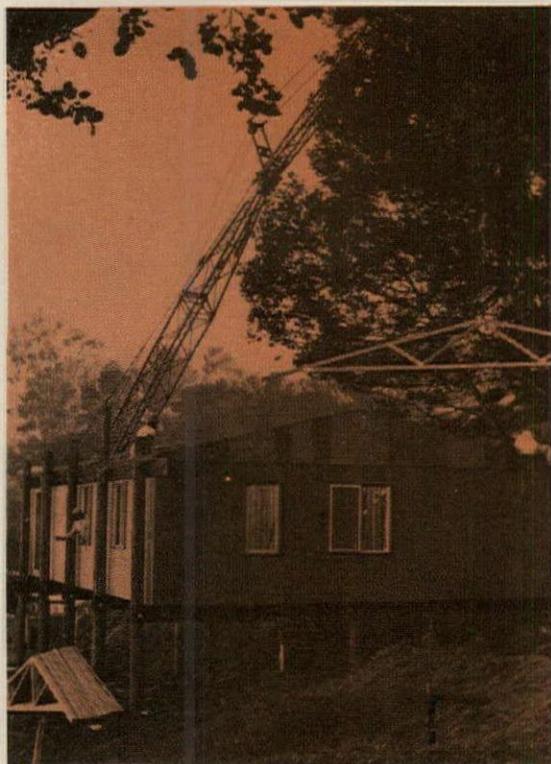
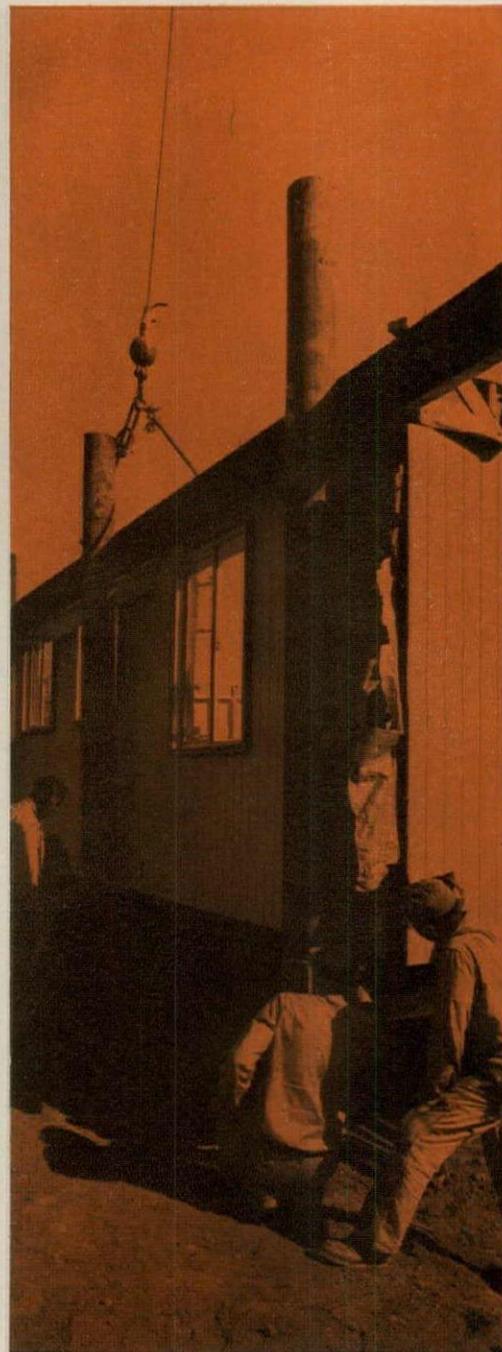
Acoustics and Plywood is a helpful new booklet with up-to-date, complete information on soundproofing systems. Includes acoustical ratings of 30 wall, floor and

ceiling construction methods. Write: American Plywood Assn., Tacoma, Wash. 98401 (USA only).





Plywood construction is key to This California builder uses plywood and



Barrett Construction Co. has proved that you can make money in urban renewal even when land slopes 40° and you're determined to build something with a little style. Barrett builds both one-family homes and low-rise apartments in these Marin County, California, projects.

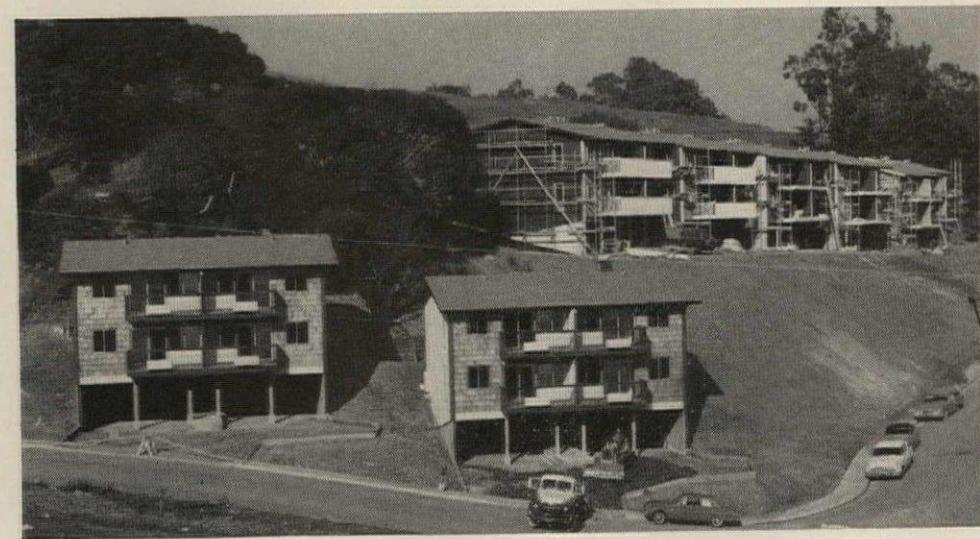
A pole-frame system with plywood floor and wall components saves at least \$1/sq. ft. on the houses. Cost of

pole-framing here is no more than conventional footings on level sites. Pre-assembled, non-loadbearing wall panels are Texture 1-11 cedar plywood nailed to studs. Barrett can close in a house in a day by using plywood components.

Plywood cuts costs in conventionally framed apartments, too (right). Floors are T&G 5/8" plywood which

profit in urban renewal housing

components to keep big jobs moving fast



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."

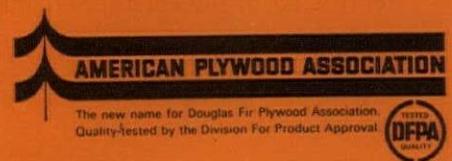
Notice to plywood specifiers

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).





As seen on *THE PRICE IS RIGHT*

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.

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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.

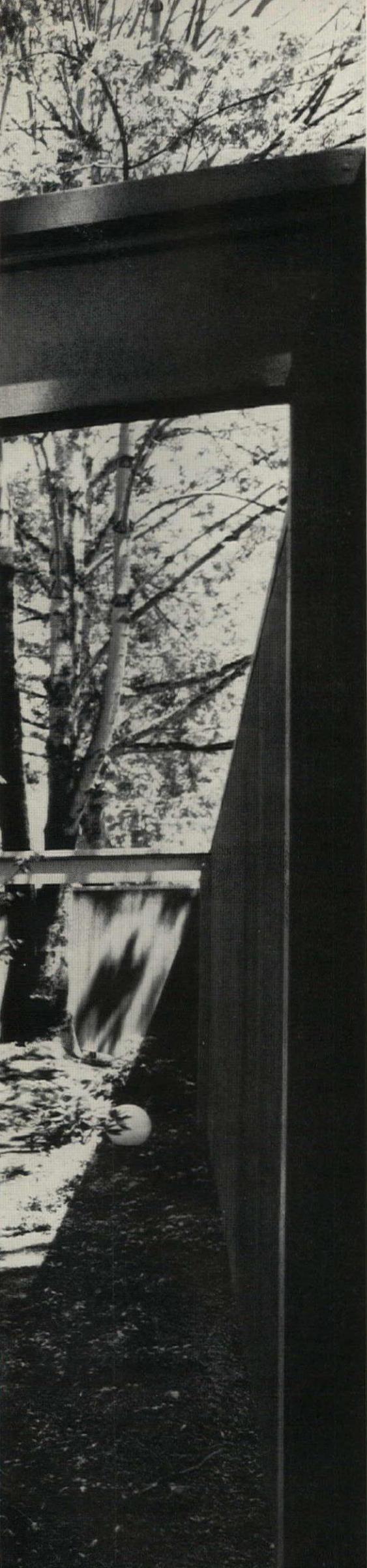
3. *Take a more active role in the community.* Potential homebuyers are reassured when a builder is invited to sit at the mayor's table. But he won't be invited unless he has served the community. There are many areas where builders can make real contributions: political offices, boards of education,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





William H. Grand

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.

The FHA jury: Architects Burnham Kelly, Elizabeth Scheu Close, Edward H. Fickett, Cloethiel Woodard Smith, A. Quincy Jones, Alexander Cochran, Walter Vivrett, Howard Hamilton Mackey, Paul Hayden Kirk and Douglas Haskell; Land Planners Eugene Martini, Daniel Urban Kiley and Edward W. Proctor. Mortgage Banker Dale Thompson; Builders W. Evans Buchanan, Lewis Cenker and David Bohannon; also Dr. Persia Campbell and Neal Hardy.

The PHA jury: Architects Albert Mayer and William H. Kessler; Landscape Architects Howard R. Meyer, Theodore Osmundson Jr. and Frederic A. Fay.

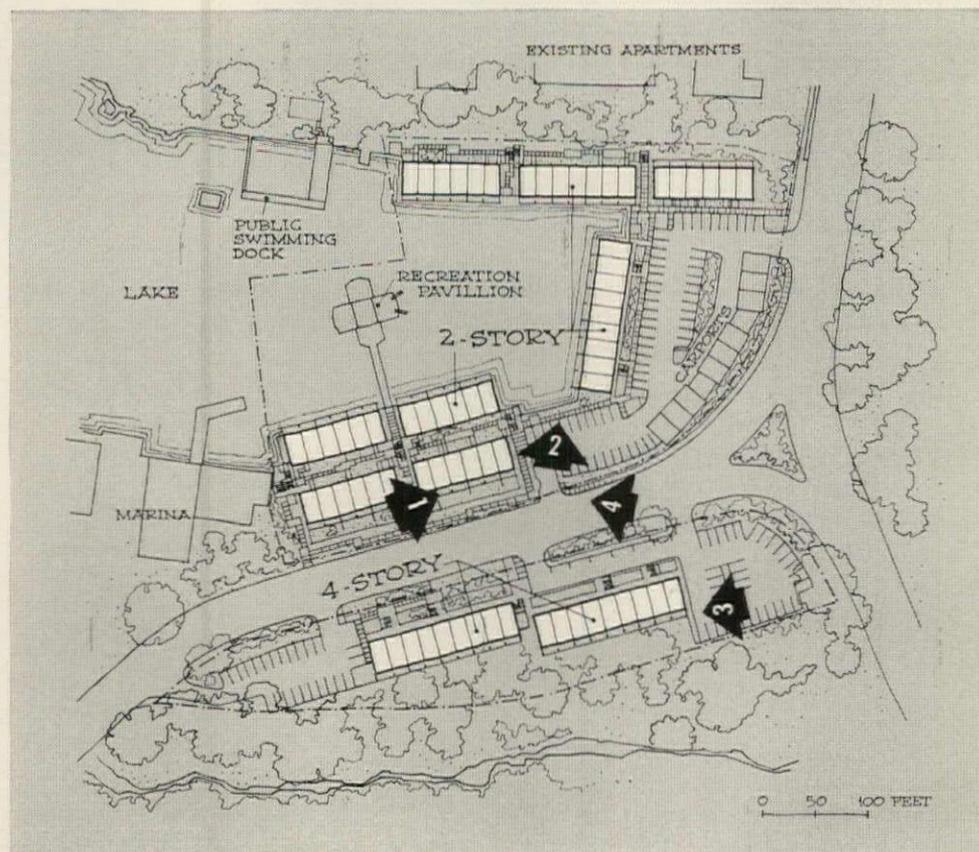
To see more of the apartments at left, turn the page.

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.



TWO-STORY BUILDINGS (seen from 2 in site plan) project over water on reinforced slabs.

A lakefront apartment project combines two- and four-story buildings



SITE PLAN shows recreation areas of project. Numbered black arrows refer to photographs.

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.

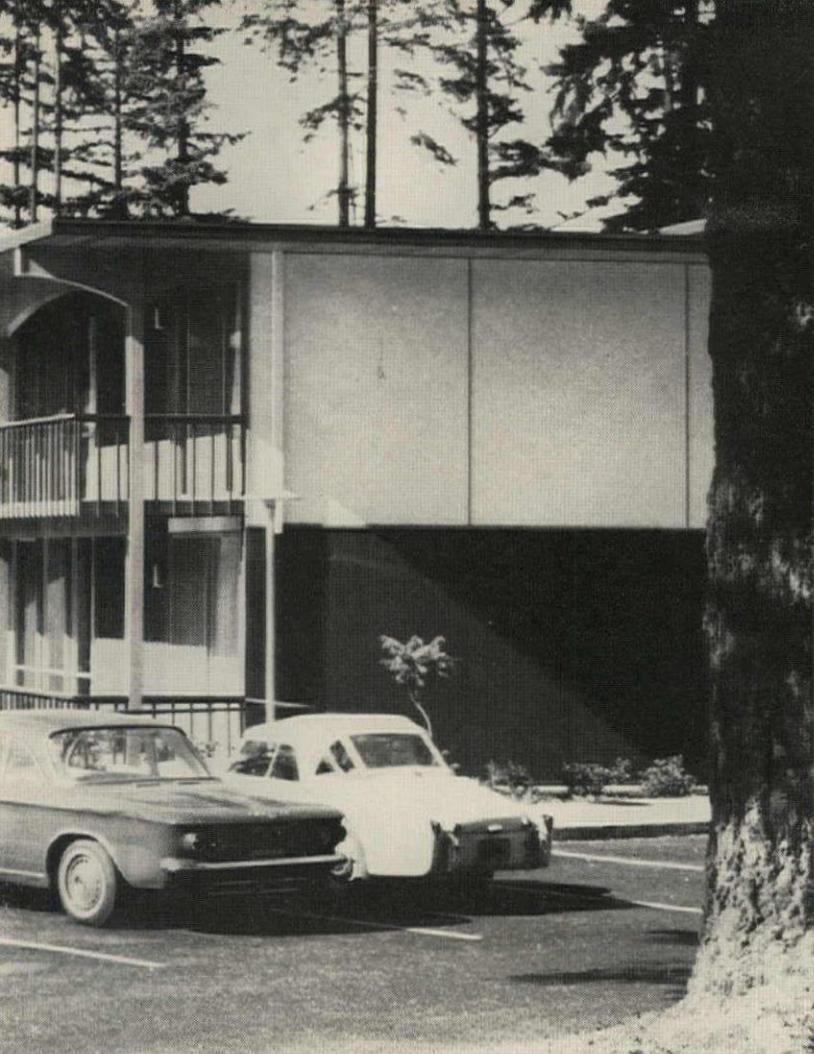
Careful siting and landscaping—strongly commended by the FHA jury—give the entire project an open feeling despite its relatively high density of 109 units on five acres.

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.

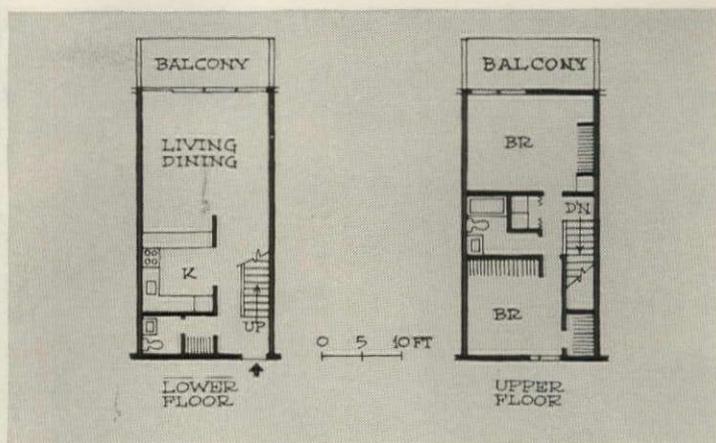
All apartments have balconies (townhouses have them on both floors), and patio fences provide outdoor privacy on the street side of lower-floor apartments (photo, far right).

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

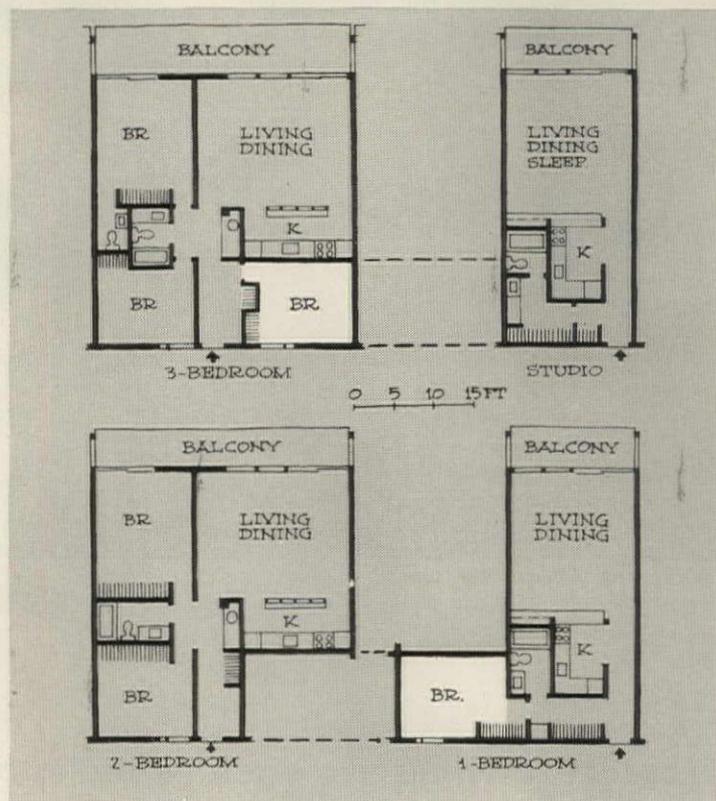
First Honor Award. Architects: Broome, Selig & Oringdulph. Landscape Architect: Hunnington & Roth. Builder: Halberg Homes. Location: Lake Oswego, Ore.



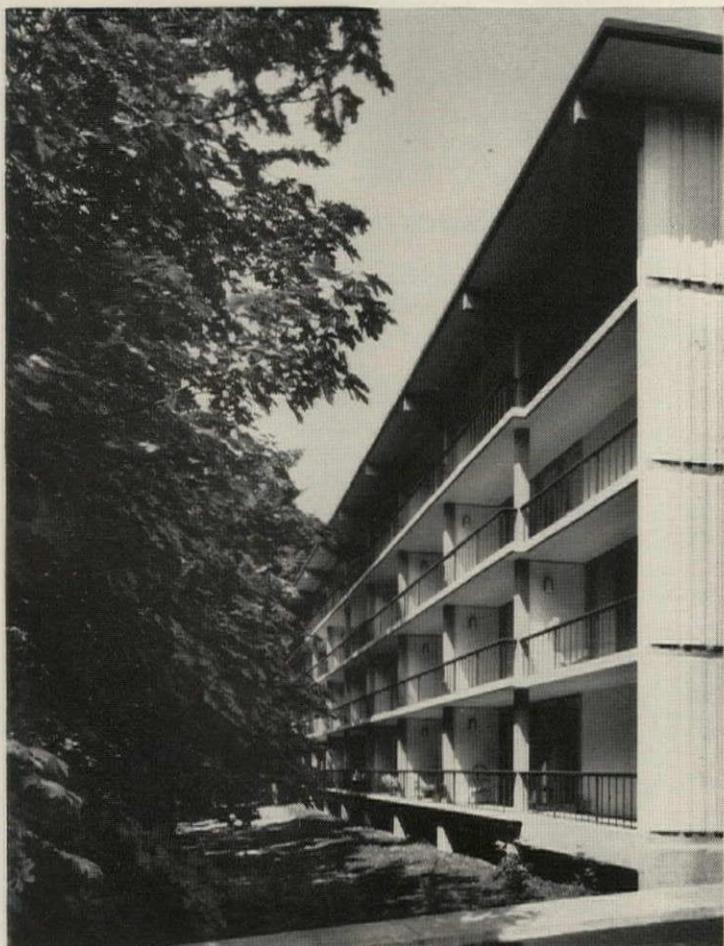
Photos: William H. Grand



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.

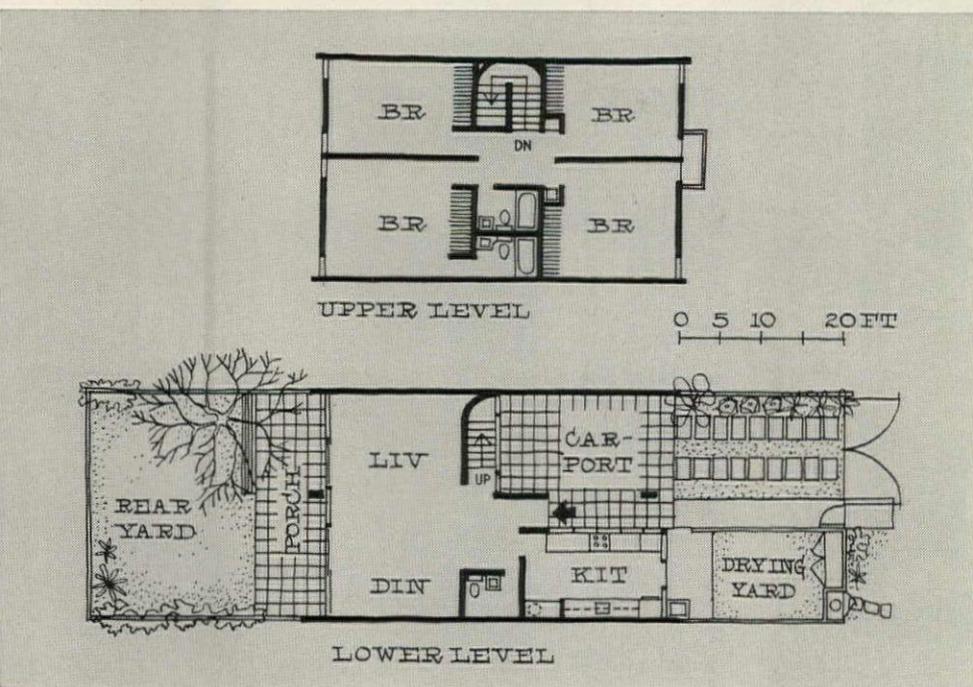
continued



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

Photos: Francisco E. Vando

Tropical townhouses open to the outdoors without sacrificing privacy



PLAN integrates indoor and outdoor areas, provides good traffic flow from entry to all rooms.

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.

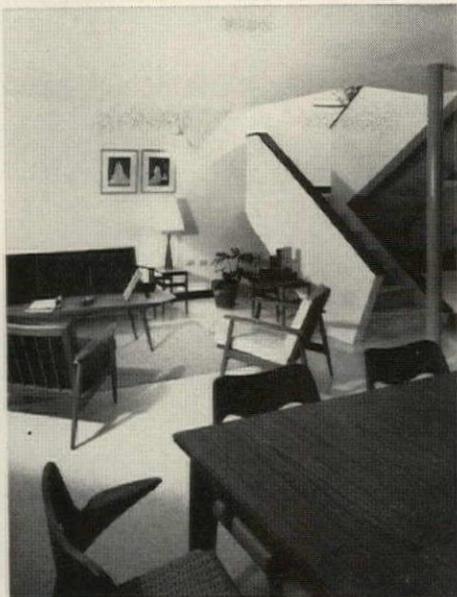
Each two-story house at Monterrey Homes was built on a narrow, 2,400-sq.-ft. lot worth \$5,500 in land-hungry Puerto Rico. Yet, as the plan at left shows, each house offers buyers all this space: 1,770 sq. ft. of living area with four bedrooms and 2½ baths; a 225-sq.-ft. carport; a 285-sq.-ft. driveway 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.

First Honor Award. Architects: Richard Kaplan, Manuel R. Gutierrez, Daniel Alvarez. Landscape Architect: Gabriel Berriz. Builder: Manuel R. Gutierrez Inc. Location: Hato Rey, Puerto Rico.



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



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.

OUTDOOR PRIVACY is maintained in rear yard by common patio walls and staggered siting.

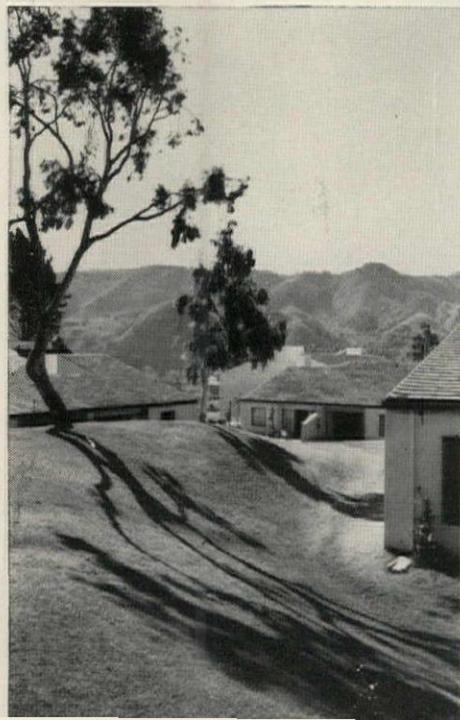


continued



MEDITERRANEAN ATMOSPHERE stems from white walls, peaked roofs and informal site plan.

A strong design theme unifies this clustered retirement village



Paul Burgess

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.

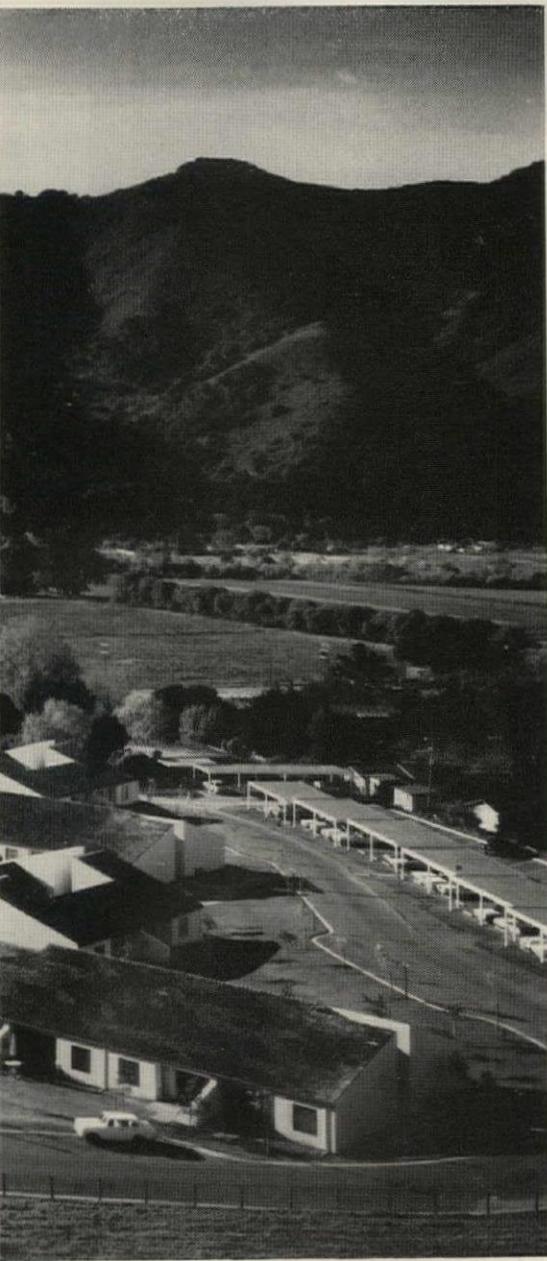
Although Carmel Valley Manor has 170 units plus several community buildings, it gives the appearance of a much smaller project. That's because most of the units are grouped in four- or eight-family clusters which, though they look like one building, are *two* buildings separated by a walk and inner court. 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.

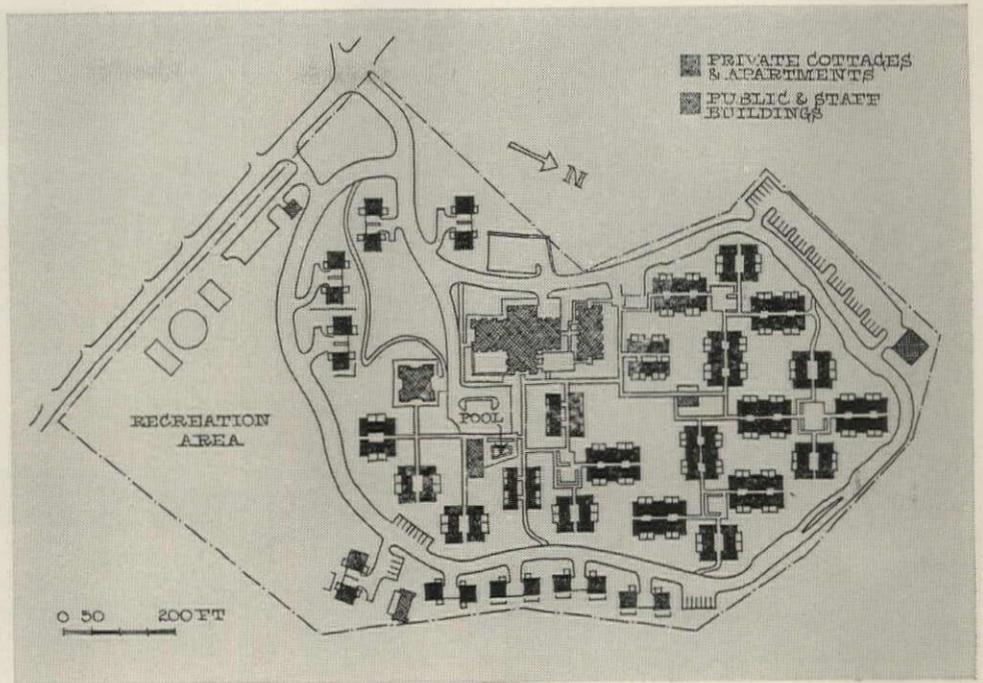
Carmel Manor is a nonprofit, church-initiated project (H&H, Apr.) built under FHA Sec. 231 (retirement housing and nursing homes). Total cost was \$4,833,000 including \$156,000 for land. Buyers pay from \$8,500 to \$28,000 for units ranging from 405-sq.-ft. studio apartments to 1,035-sq.-ft., two-bedroom cottages.

First Honor Award. Architects: Skidmore, Owings & Merrill. Landscape Architects: Sasaki, Walker & Assoc. Builder: Williams & Burrows Inc. Location: Carmel Valley, Calif.

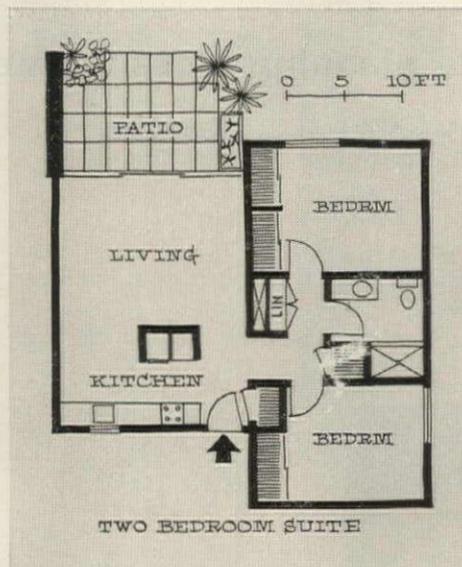
ROLLING TERRAIN was graded only where necessary to provide easy walking between buildings.



Photos: Morley Baer



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.

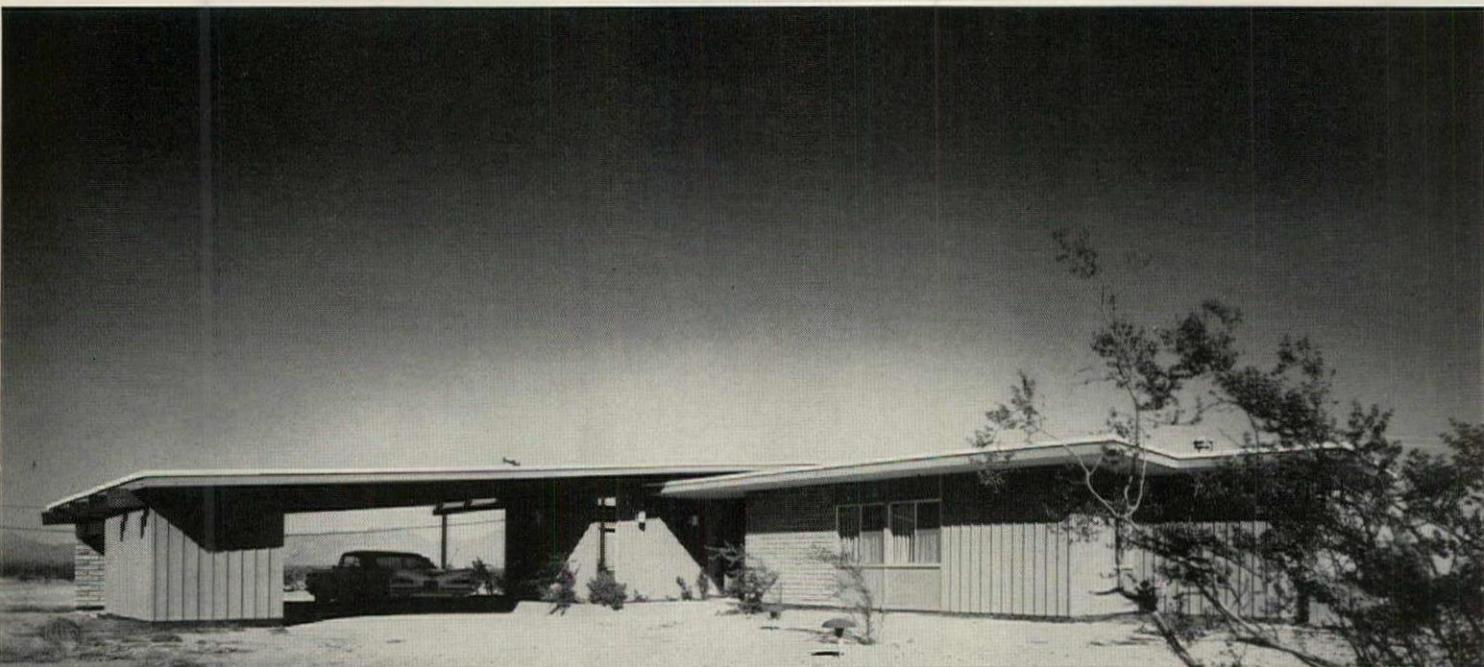


LIVING ROOM of unit in plan at left has full-width glass wall opening to a patio.



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

continued



LOW SILHOUETTE blends with desert setting. Bedroom wing, right, is covered with a flat roof.

Photos: Beinfick

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

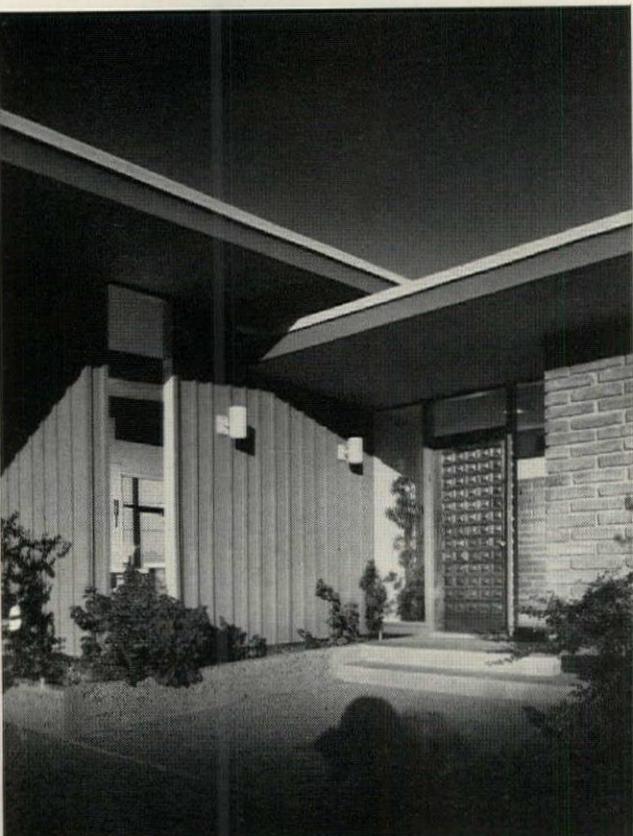
baths and a dressing room with 10 lin. ft. of storage into 150 sq. ft., and groups all fixtures on a common wet wall.

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

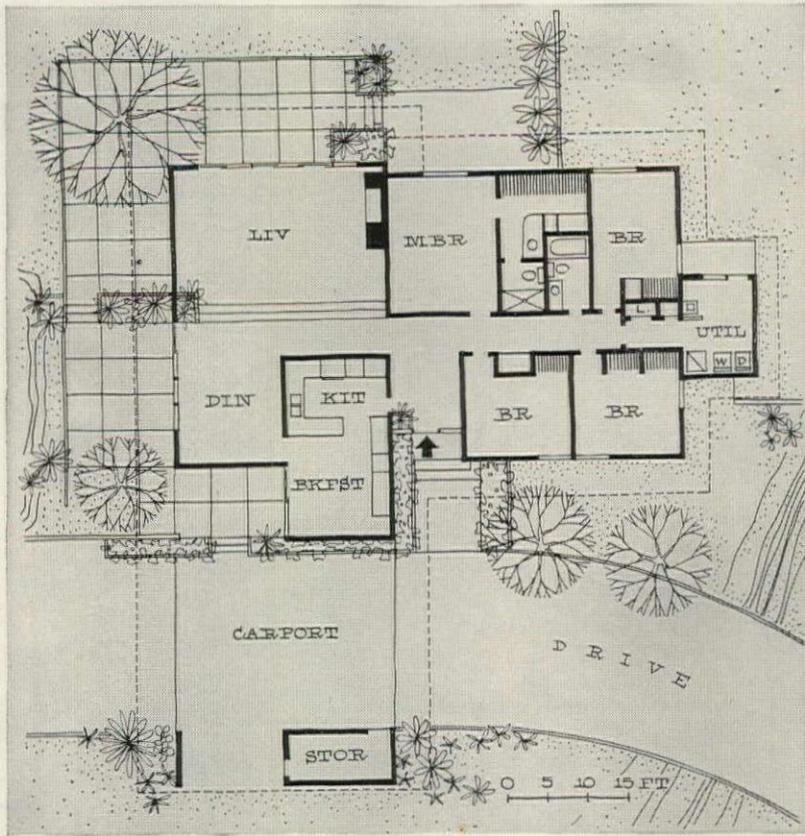
formal dining room or the dinette can be used as a family room.

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

Special Citation. Architect: Peter A. Lendrum. Builder: Dersham Construction Co. Location: Phoenix.



SHELTERED ENTRANCE has carved mahogany door flanked by floor-to-ceiling glass panels.



FLOOR PLAN opens sunken living room, dining room and kitchen dinette to separate patios.



STREET ELEVATION shows vertical patterns of siding and trim. All wood is treated.

Photos: Don Meacham

... 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 1-11 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

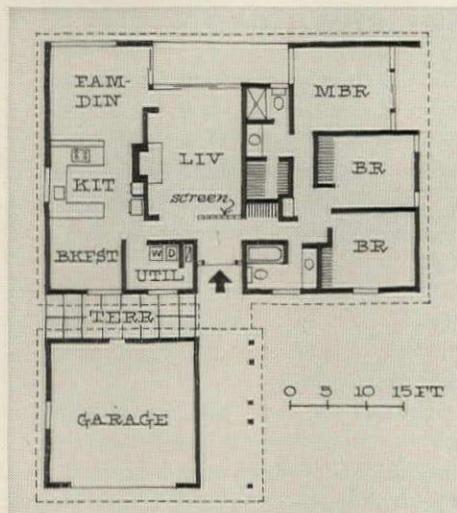
roof perimeter a strong outline. Siding is rough-sawn T&G redwood, roofing is cedar shingles, and even the chimney is wood.

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.

First Honor Award. Architect: A. Robert Fisher. Landscape Architect: Ernest Wertheim. Builder: Stoneson Development Corp. Location: San Jose, Calif.

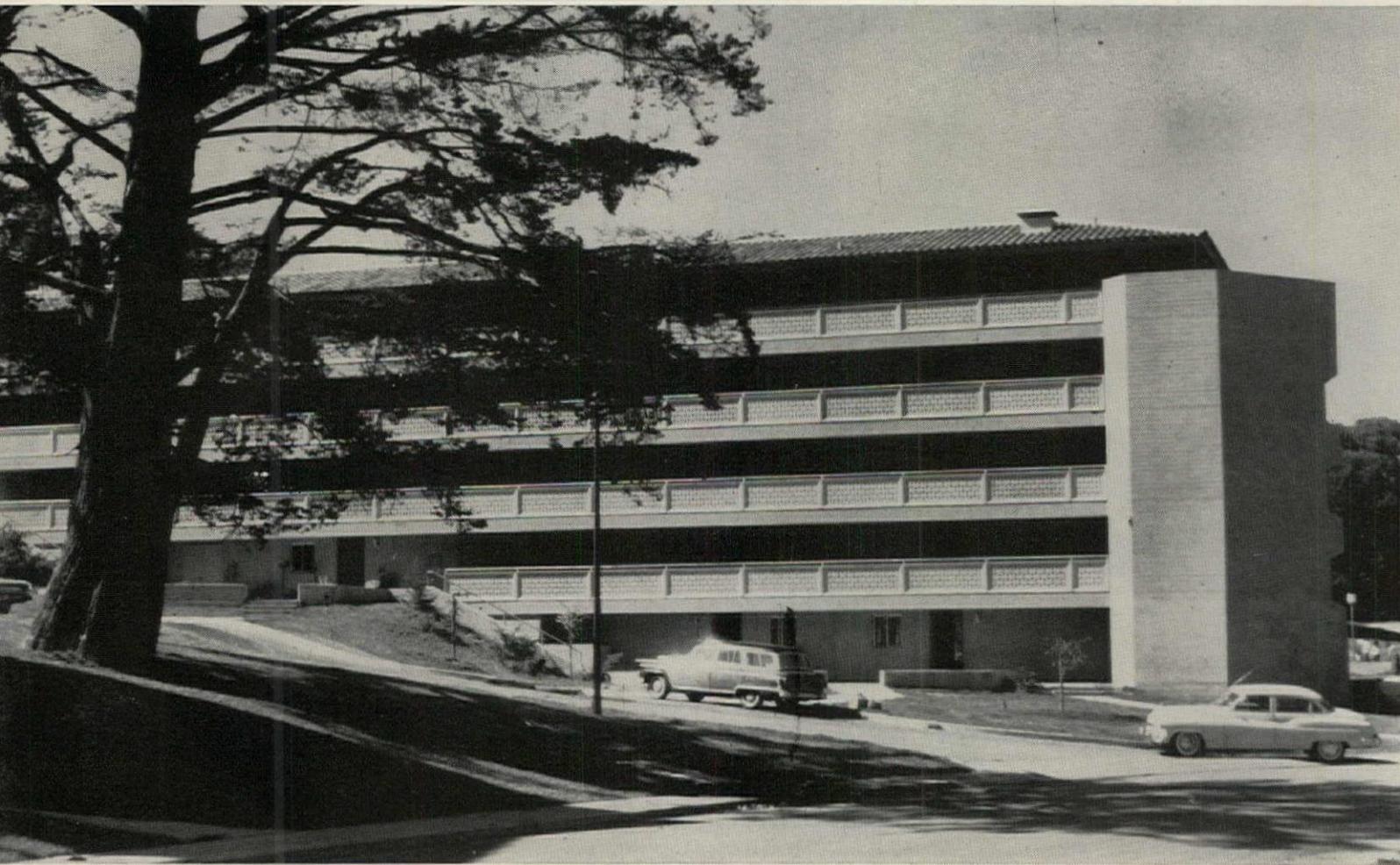


FLOOR PLAN is a modified U-layout. Garage screens small dining court from street.



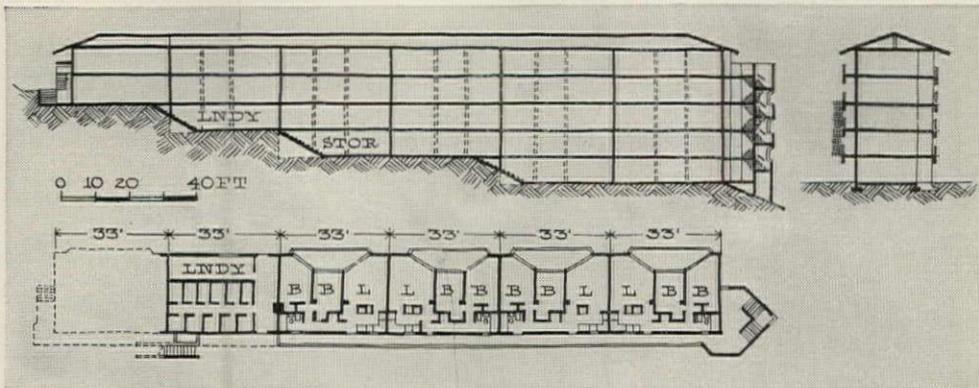
REAR DECK is made of redwood planks. Stone-and-cement terrace is easy to maintain.

continued



SIDE VIEW shows terraced entrances and parking. Balconies serve as outdoor hallways.

These five-story hillside apartments are built without elevators



SECTION AND PLAN show how long, narrow buildings were sited at right angles to slope.



FIVE-STORY BUILDINGS on hillside contrast with garden apartments in foreground.

Ken Molino

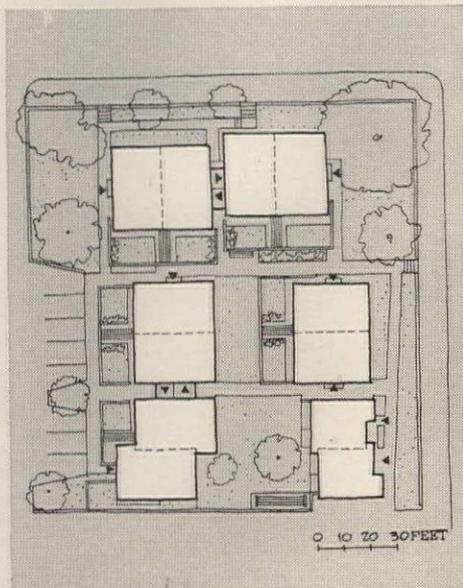
Instead, their sites are terraced so that all floors can be reached from grade or by a single flight of stairs (*cross section at left*). Sheltered balconies (*photo above*) connect all apartment entrances at each level, and each terraced area includes space for parking.

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

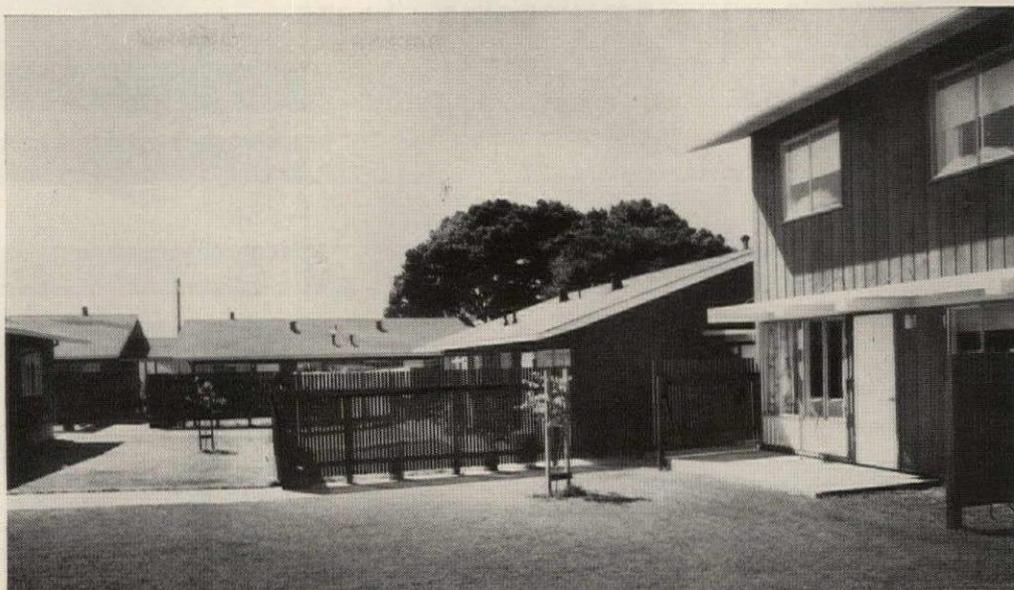
Each of the eight high-rise buildings in the PHA project has 21 two-bedroom units plus a laundry room and a storage area. The reinforced-concrete buildings are one apartment wide, and recessed private balconies are located on the sides opposite the entrance balconies.

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.

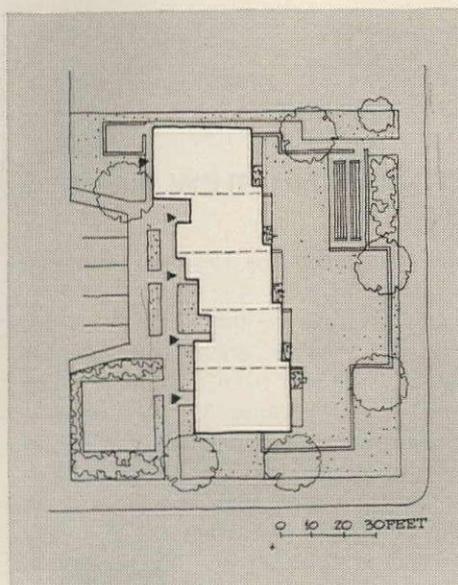
First Honor Award. Architects: Aaron G. Green, John Carle Warnecke. Landscape Architect: Lawrence Halprin, Builder: Williams & Burrows Inc. Location: Marin City, Calif.



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



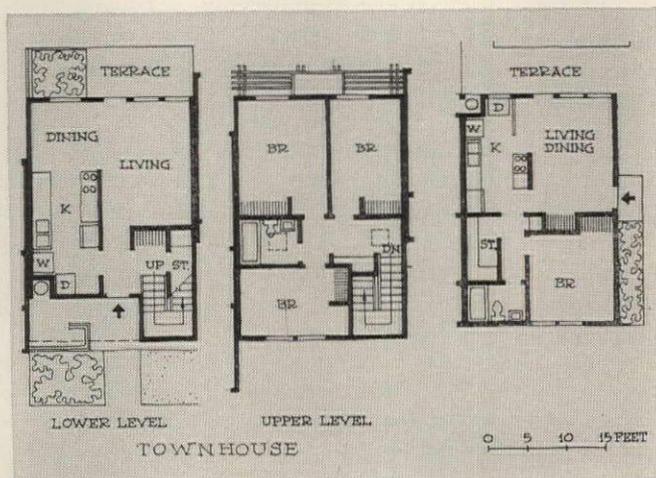
Photos: Jerry Bragstad



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



This scattered-site PHA project mixes duplexes and townhouses



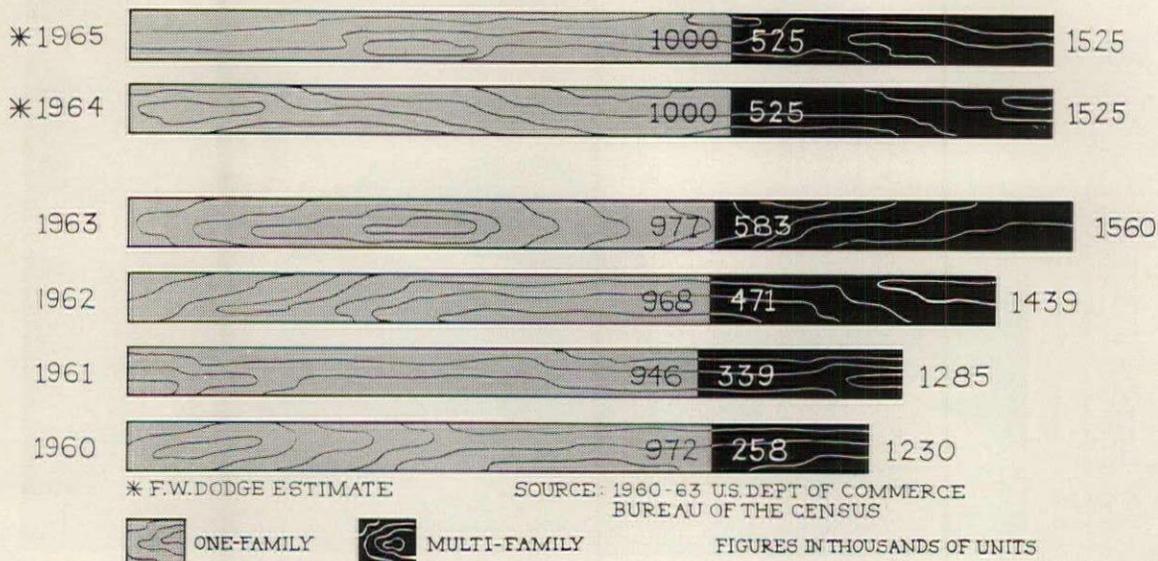
FLOOR PLANS include three-bedroom townhouse, left, and half of a one-bedroom duplex, right.

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.

Award of Merit. Architect: William Van Fleet. Landscape Architect: Douglas Baylis. Builder: Beacom Construction Co. Location: Eureka, Calif.

PRIVATE NONFARM HOUSING STARTS



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.

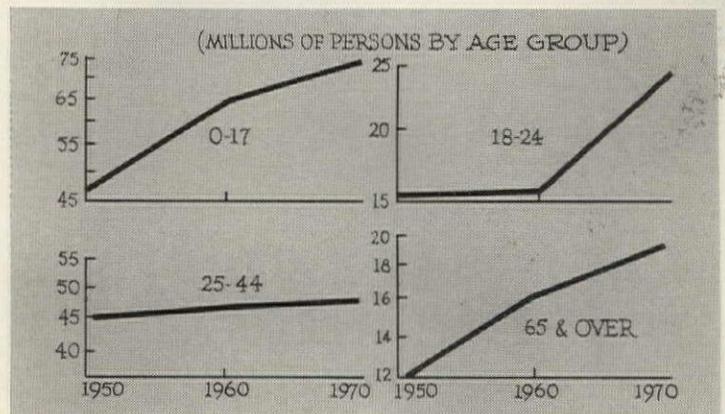
By mid-1964, the contract value of nonhousekeeping, residential building had topped 1963's total by almost 20%. The outlook for the next few years: a mixture of strength and weakness.

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.

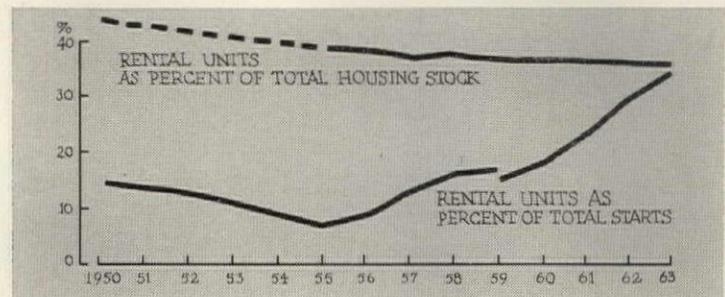
Two federal programs, passed only last year, will ease the burden of college fund raising—and thus spur construction. The Higher Education Facilities Act and the Health Professions Education Act together will make available more than \$1 billion in construction funds over the next three years.

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.



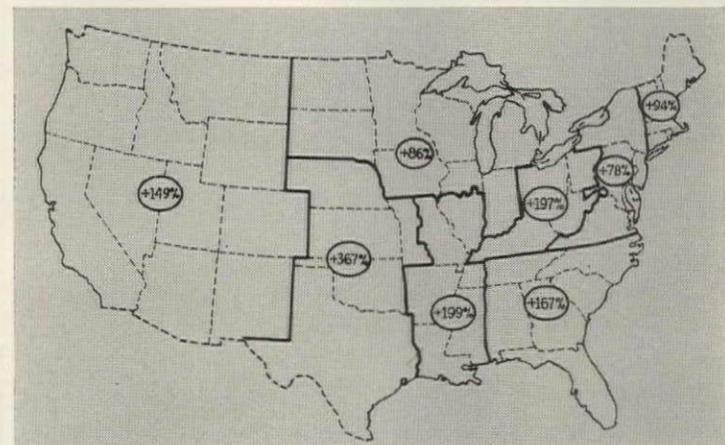
Population trends favor the apartment market

Fastest growth is in young-adult and aged groups—prime candidates for apartments. Growth is slow in the major house-buying group (25 to 44).



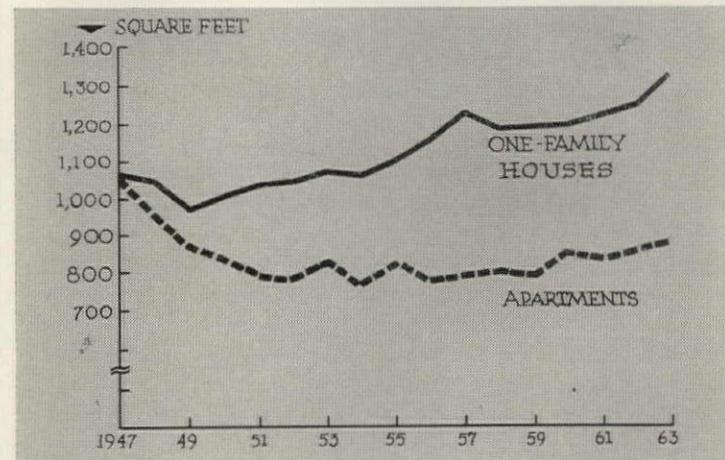
Apartments are still a dwindling segment of all housing

Although apartments' share of housing starts is rising (lower line), their share of all existing housing is still falling (upper line).



The rental surge is uneven and strongest in the Southwest

Since 1960 the increase rate in rental building has topped the U.S. average (132%) in the West, Southwest, Midwest, Southeast, North Central.

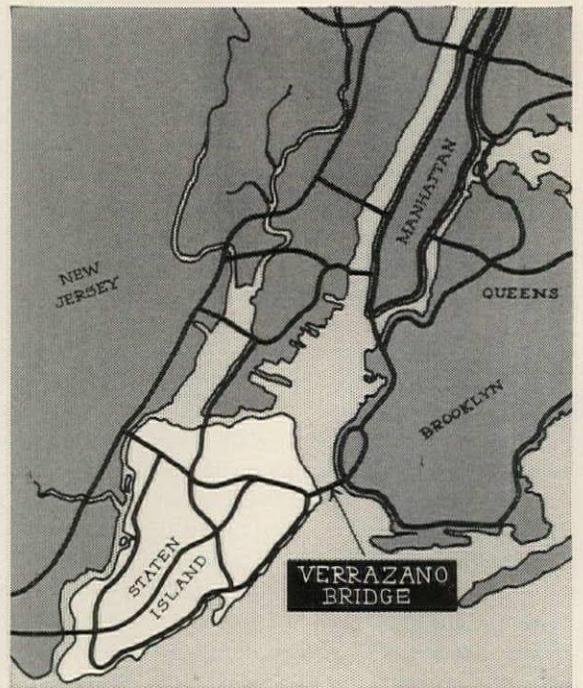


New-house buyers are demanding more and more space

Spurred by the increase in second-time buyers, the average new house is getting roomier every year. But apartment sizes have changed little.

Photos: Joseph Ruskin

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 2½ 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 unarmed.



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 sewers to empty into the harbor. Sewage treatment plants should have been promoted."

Much of the island is unmapped or 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 well 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 straitjacket of the grid patterns, road layouts are hopelessly old-fashioned. A visitor to the island is greeted

with pained 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 didn't have to wrestle with the city, I could build 160 houses a year—twice what I'm building now. I've had paving 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 wade 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 land without sewers—or water or roads—has skyrocketed. Undeveloped land near New Springville, in the center of the Island and close to a mammoth shopping center, sold for \$1,000 and \$2,000 an acre in the mid-1950's; today it brings \$25,000 to \$30,000.

Says Realtor August Alholm of Kolf and 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, now you have to pay \$4,500." Furthermore, this land doesn't have sewers, and the cost of adding septic tanks and seepage pits adds on at least another \$1,500 per lot.

Freudman originally sold his best-selling ranch house for \$25,000 (the house offered 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 prices without losing his market? Says he: "It 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

*In 1962, Staten Island had 1,303 applications vs. 1,424 completions; in 1963, 2,009 applications vs. 1,211 completions; in the first eight months of 1964, 1,130 vs. 659.

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.



NARROW ROADS, a survival of the 1920s, are poorly planned and graded.



FLOODING results from clay soil, poor grading and paucity of storm sewers.

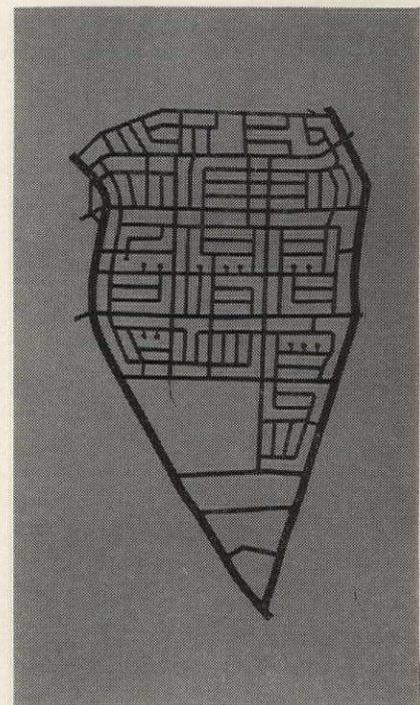
Staten Island's housing boom has exposed basic problems

Unfortunately, they are problems that only a great deal of time and money can correct. And until they are corrected, the island's builders cannot take full advantage of a big and growing market.

Many existing roads are too narrow and poorly planned; they must be widened or relocated. Flooding is largely the result of poor grading, and many of the island's roads must be regraded.

Before any road problems can be corrected, the city must complete its final mapping. This effort, however, is frustrated by grid subdivision plans that date from the 1920s and are, for all practical purposes, unchangeable. Carlton H. Ettinger, who is mapping most of the city's new streets, can point to only one area where he is not entirely handcuffed by the past (right).

One problem has been corrected—but only after considerable damage was done: The brush fire that raked the island in April 1963 exposed the island's dangerously low water pressure, and new mains have been installed.



GRID PATTERN shows through this new map, considered the best on the island.



FIRE showed up poor water pressure. In one blaze last year 125 homes burned.

continued

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 the city would have to maintain.

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.* But 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

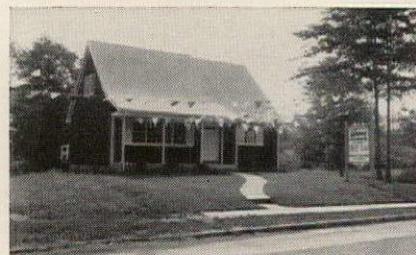
The island was given the chance of freeing 1,000 largely undeveloped acres from the straitjacket of grid planning. New York's City Planning Commission proposed an urban renewal project, hoping to bring to Staten Island the federal aid that would include possible buying up of all private land in the 1,000 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.



SPLIT-ENTRY RANCH was cited by local Chamber of Commerce for good design. Price on typical 40' lot: \$25,890.



CAPE COD STYLE is popular on Staten Island for its four bedrooms. This one by Builder Fred Aasen sells for \$23,990.



CONVERTIBLE HOUSE can be changed over from one-family to two-family model for \$1,000. Unconverted price: \$26,500.



RANCH HOUSES usually have unfinished basements. These by Jim Palmeri and Peter Matarese sell for \$18,990 to \$21,990.



SEMI-ATTACHED HOUSING helps keep prices down. This duplex, by Dessau Bros., sells for \$18,640 per unit.

*In that year, according to legend, the Duke of York commissioned Capt. Christopher Billopp to sail around Staten Island in 24 hours, to prove that the island belonged to New York and not to New Jersey.



Photos: Jim Romano

Staten Island design reflects an indiscriminating 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.



LONG ISLAND INFLUENCE can be seen in this split-entry ranch by Builder Ed Greenholz. Price: \$25,500.



DUPLEX with covered entry by Builder Ted Rubinstein has popular Colonial style. Price per unit: \$19,250.



TWO-STORY MODEL uses land efficiently, offers Colonial plan with center hall and three bedrooms. Price: \$22,500.

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 mapping. 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.

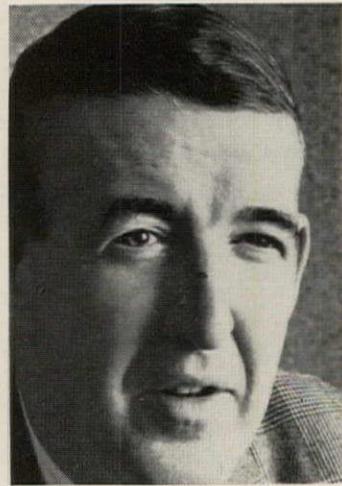
Albert Rains

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 new housing until it is rented or sold—saved homebuilders more than \$1 million in just three suburban Philadelphia counties.

**Philip I. Emmer**

This 36-year-old Gainesville, Fla., builder is proving that low-income minority families can be a viable housing market. In three years he has sold 200 houses to Negro buyers without a single foreclosure. He is convinced that traditional credit criteria do not honestly reflect these families' ability to buy housing, and he spends much time helping them arrange their finances. Under an HHFA grant, the University of Florida is studying Emmer's credit standards. And to prove his theory, Emmer 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.

**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.

**William J. Levitt**

With four new projects now in full production in 1964, Levitt, 57, is proving the growth potential in decentralizing a giant operation. Each of seven 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.

**James W. Rouse**

Developer-Mortgage Banker Rouse, 50, 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 has brought together a team of 13 behavioral scientists. His idea: to expose his architects and planners to the latest thinking in education, government, religion, communication, group medicine and psychology.

**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 53 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.

**Allo J. Agather**

As chairman of the American Lumber Standards Committee, Agather, 54, resident manager of lumber operations for St. Regis Paper Co., has been a key figure in the fight for 1½" dry-lumber standards. The standards have been approved not only by the leading lumber producers but also by every major association in housing. Eliminating the size differential between green, air-dried and kiln-dried lumber promises a saving of \$50 on the average house, or \$75 million a year. Although the standards have not yet been adopted by the Dept. of Commerce or FHA, many lumber manufacturers are already producing and marketing this "engineered lumber."

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.

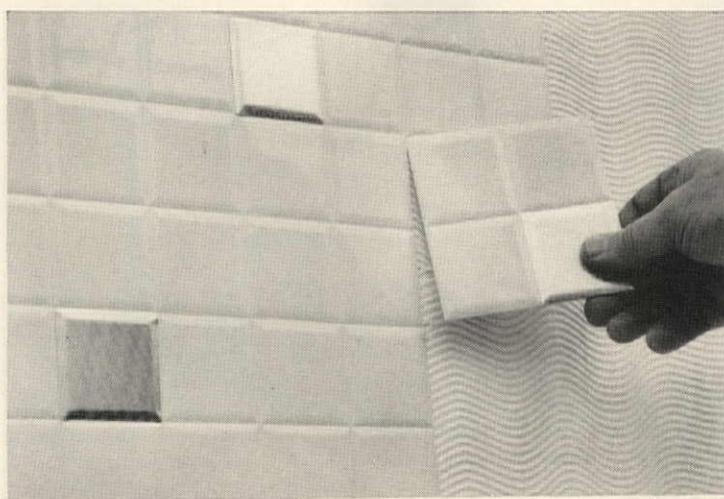


Hickory paneling is a new addition to this manufacturer's Craftsman line of medium-priced, prefinished plywood paneling. It is offered in 4'x7' and 4'x8' sheets with a V-groove pattern. U.S. Plywood, New York City. (Circle 1 on Reader Service card)

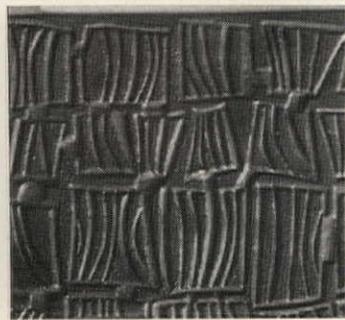


Leather tile, designed for wall application, is warp-proof, can be washed with soap and water. Ad Lib tiles are offered in 18 standard colors, and in either 6"x6" or 12"x12" sizes. American Leather Mfg., Newark, N.J. (Circle 2 on Reader Service card)

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



Mosaic tile pattern is set into 4¼" tiles to achieve small-tile look without sacrificing speed of installation. Gold accents are available both on tiles and on trim pieces. Arterest 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)



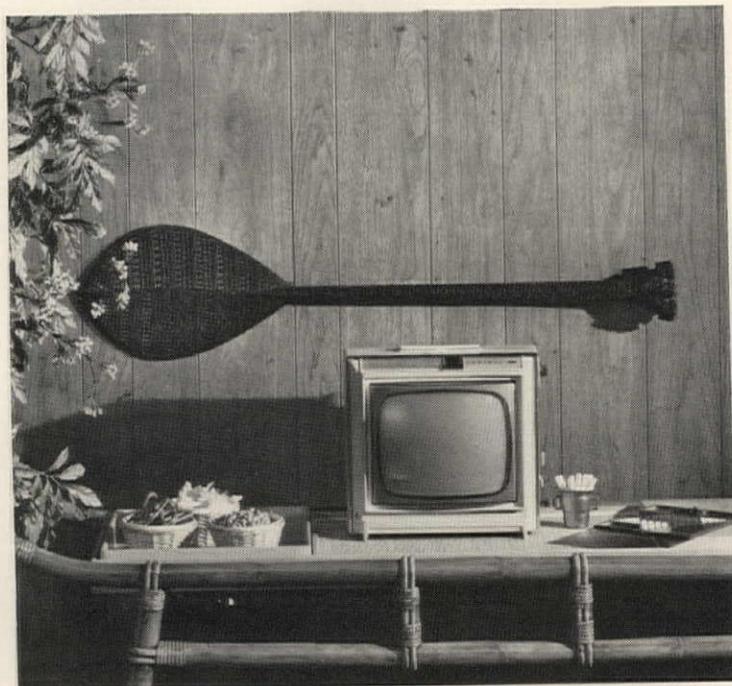
English oak paneling, one of nine woodgrains offered by the manufacturer, is surfaced with Mar-Gard, a plastic finish that resists scuffing and scratching. The plastic surface can be wiped clean with a damp cloth. Abitibi, Detroit.

Circle 5 on Reader Service card

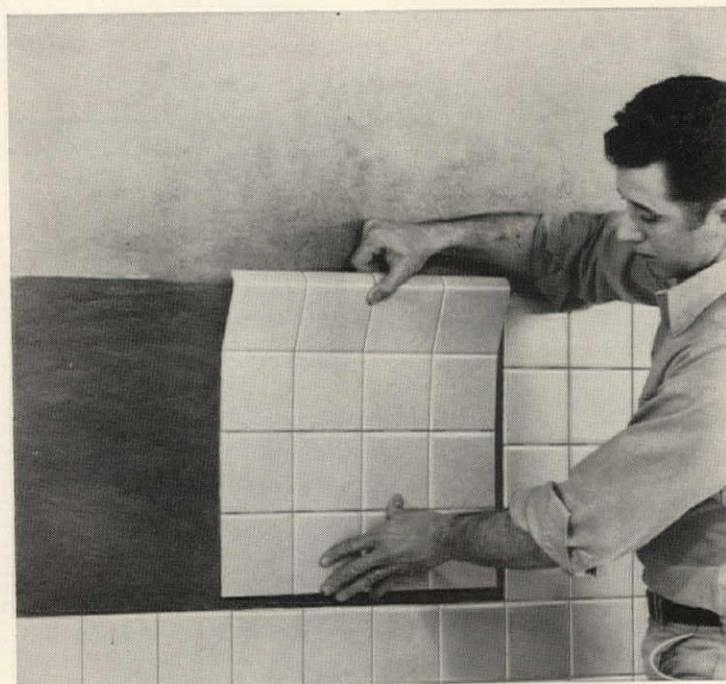


Marble-like wall finish is offered in two new patterns, gold and gray Venetian Marble. Hard-board-backed panels are 4'x4', 4'x6' and 4'x8' in size, 5/32" thick and are coated with a durable plastic finish. Barclay Mfg., New York City.

Circle 6 on Reader Service card



Glazed pecan paneling is newest addition to this company's Mirabond 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)



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

Kitchens and laundries



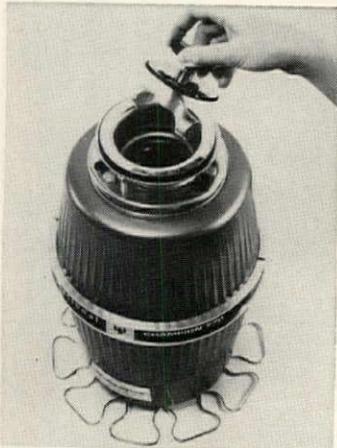
Duplex electric range has two thermostatically controlled ovens, one below the counter, the other at eye level. 30" imperial unit has self-contained power venting system with filter. In four colors. Admiral Corp., Chicago. (Circle 9 on Reader Service card)



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. Redesign 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, Tipton, 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



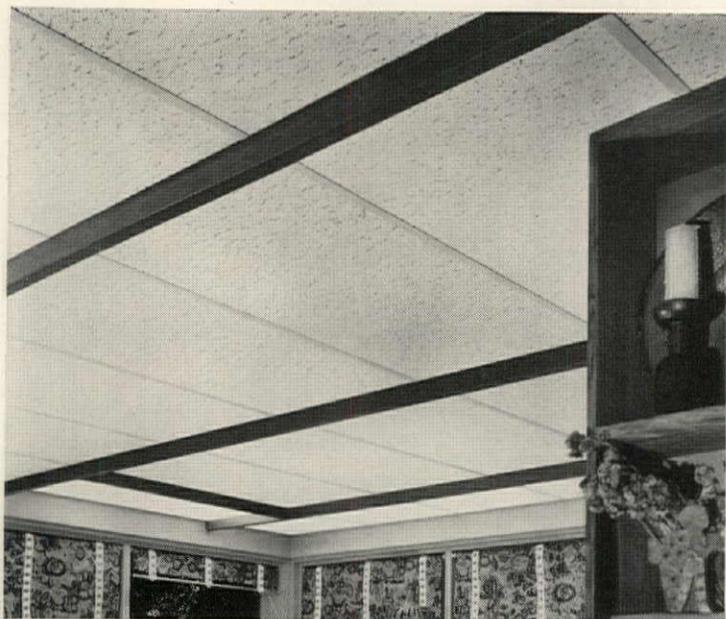
30-inch range has automatic controls for roasting, removable oven door and oven bottom, plug-out surface units and a new, deep spatterproof broiler pan. Custom models have brushed chrome tops. Gibson, Greenville, Mich. (Circle 19 on Reader Service card)



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)

continued

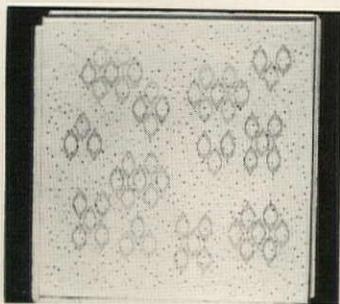
Ceilings



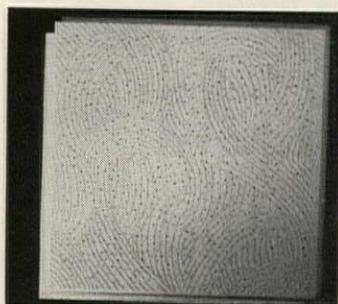
Wood-beam suspended ceiling system has lithographed steel beams that are an integral part of the grid suspension system. Beam members include 12' main runners and 4' cross tees. Armstrong Cork, Lancaster, Pa. (Circle 23 on Reader Service card)



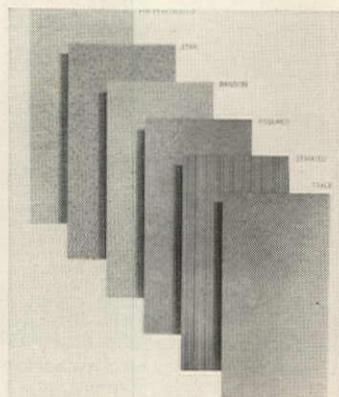
Lay-in panels for luminous ceilings are made of light-stabilized polystyrene in clear or opal prismatic patterns. Panels measure 2' x 2' or 2' x 4', are dimensionally stable and may be cut with hand or power saws. Celotex Corp., Chicago. (Circle 24 on Reader Service card)



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)



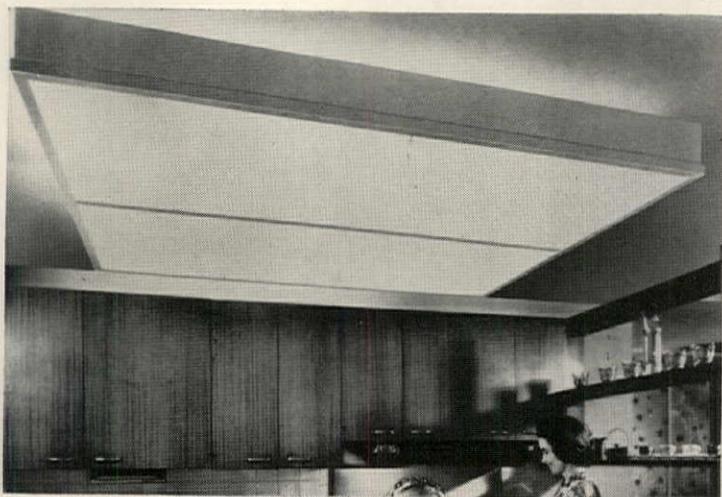
Acoustical tile features a raised white-on-white design. Dream Swirl pattern (above) has curving lines; Coronation Fair (not shown) has straight line pattern. Both come in 12" x 12" x 1/2" tiles with t&g edges. Johns-Manville, New York City. (Circle 26 on Reader Service card)



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 noncombustible. U.S. Gypsum, Chicago. (Circle 27 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-laid tree leaves and butterfly wings; no two are alike. Skyline Mfg., Phoenix, Ariz. (Circle 28 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)

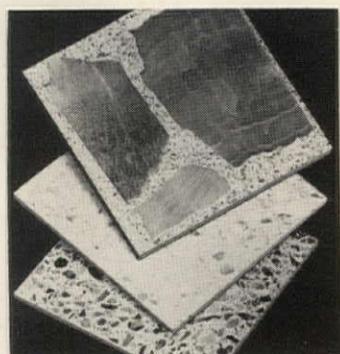
Floors



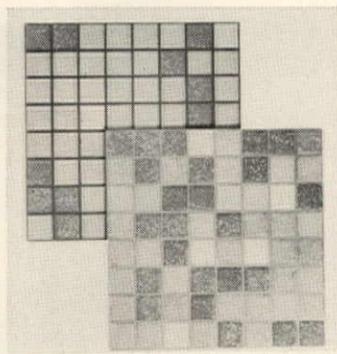
Cast-stone flooring has texture of natural stone, comes in light-weight, modular units ranging in size up to 12" x 18" x 5/8" thick. Travertine marble and Spanish tile patterns are also available. Emco Mfg., Lorane (Reading), Pa. (Circle 31 on Reader Service card)



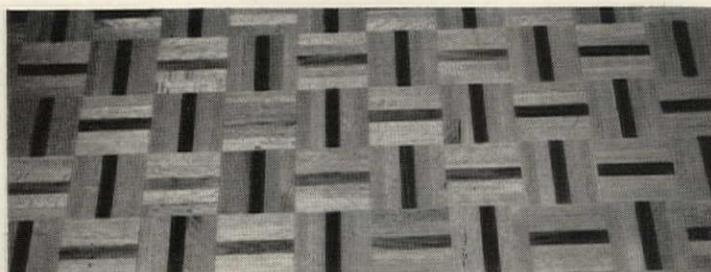
Quarry tile comes in a variety of shapes. Made of hard-burned shale, it is nonfading, stain resistant and can be installed indoors or out. Available with brushed or smooth surfaces. Ludowici-Celadon, Chicago. (Circle 32 on Reader Service card)



Terrazzo tiles have a thermoset resin binder in place of cement. Fritztiles are said to be stronger and more durable than regular terrazzo, are 12" square and come in 3/8" and 1/2" thicknesses. In 12 decorator colors. Fritz Chemical Co., Dallas, Tex. Circle 36 on Reader Service card



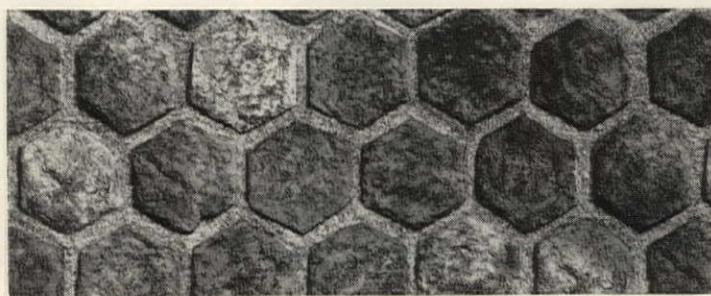
Ceramic mosaic tiles are now offered in a light colored rubber grid (top tiles) instead of the dark grid (lower tiles) formerly used. Ceramaflex units measure 9" square, can be laid as easily as resilient tiles. U.S. Ceramic Tile, Canton, Ohio. Circle 37 on Reader Service card



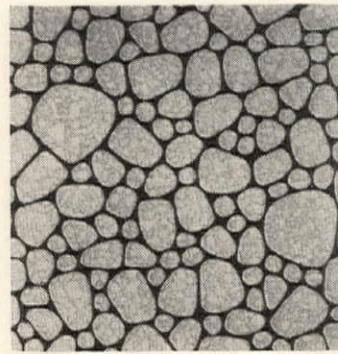
Hardwood flooring comes in 19" x 19" paper-faced squares made up of sixteen 4 3/4" squares with four light and one dark hardwood slat. Panels can be mastic-installed over concrete or wood. Harris Mfg. Johnson City, Tenn. (Circle 33 on Reader Service card)



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 1/16" thick are offered at \$.38 a sq. ft. Amtico, Trenton, N.J. Circle 38 on Reader Service card



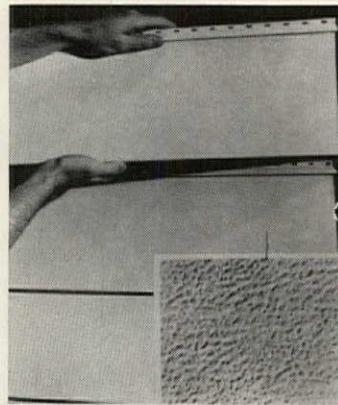
Teak flooring comes in 18" squares with a paper face (to be removed after installation in mastic). Six patterns are offered at list prices ranging from \$1.16 to \$2.58 per sq. ft. Nosings, saddles and moldings are available. Bangkok Inds., Philadelphia. Circle 39 on Reader Service card

continued

Exterior materials

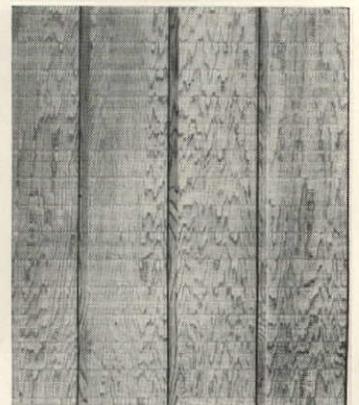


Aluminum soffit system includes fascia covers for 6" and 8" boards, V-joint vented panels 9" wide, frieze starter strips in 10' lengths and special accessories. Custom sizes can be ordered. National Rollex, Elk Grove Village, Ill. (Circle 40 on Reader Service card)



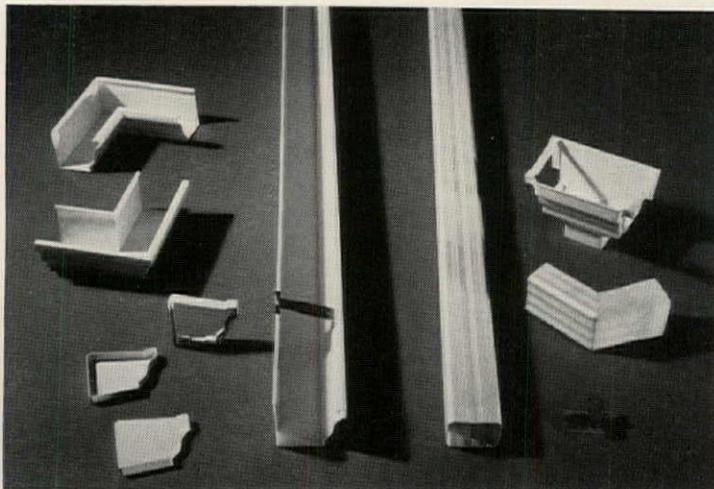
Aluminum siding of 8" clapboard type is now offered with rough embossed surface. New style is offered in a variety of colors, and the bonderized metal is finished with an acrylic surface guaranteed for 20 years. Alcoa, Pittsburgh.

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 3/8" 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)



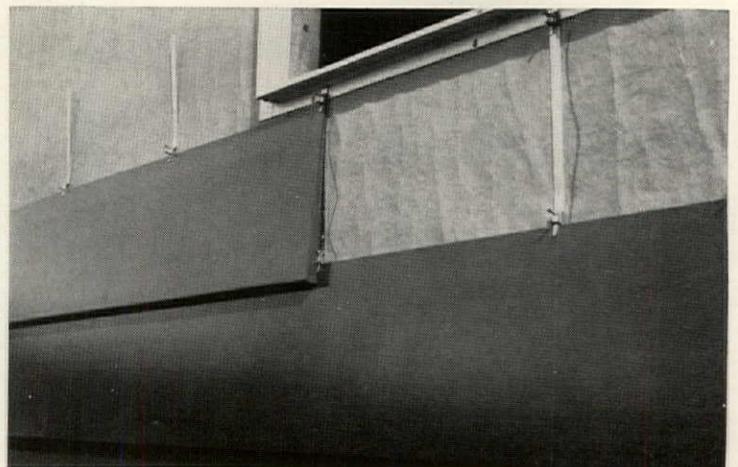
Roof framing system includes laminated beams and laminated roof decking. Beams are 4' x 10', 6' x 10' or 6' x 12' and from 12' to 60' long. Deck planks are 6" wide and 3", 3 1/2" or 4" thick. Edges are beveled. Weyerhaeuser, Tacoma, Wash.

Circle 45 on Reader Service card



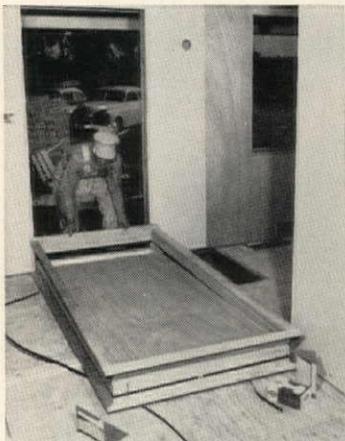
Mineral-fiber siding looks like wood, resists fire, warping, blistering, peeling and termites. Dura-shakes have a plastic finish that comes in five colors. They can be applied over existing siding as well as on new construction. Ruberoid, New York City.

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

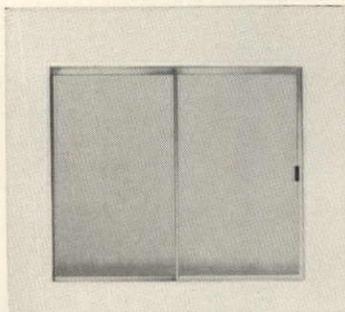


Upward-acting door for commercial or industrial application has top and bottom sections of steel, center section of glass fiber to provide additional light. Available in sizes up to 24' 6" wide and 16' 1" high. Overhead Door, Hartford City, Ind.

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)



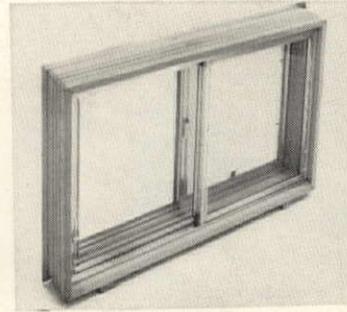
Sliding glass door of aluminum has a universal frame and double interlocking that allow the panels to be reversed, even by a homeowner. Adjustable keeper provides easy alignment. The unit is completely weather stripped. Peachtree Doors, Atlanta.

Circle 51 on Reader Service card



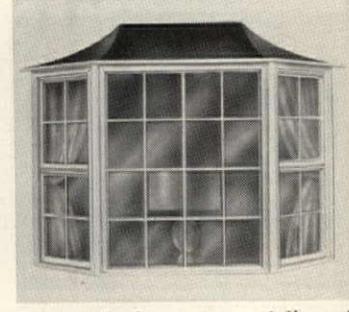
Folding closet door is delivered ready to hang, with hardware installed and trim ready to set. New Savoy line has a raised-panel design and louvered top sections to blend with Colonial styling. Float-Away Door Co., Atlanta.

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

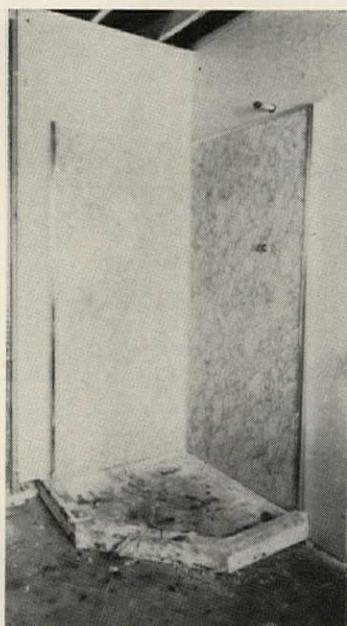


Wood-framed sliding glass doors are factory-assembled and glazed with $\frac{5}{8}$ " insulating glass. All wood parts are treated with preservative. Available in 6' and 8' lengths, with or without grilles. Joseph C. Klein, Voorheesville, N.Y. (Circle 55 on Reader Service card)



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 $\frac{3}{4}$ ", three-ply particle board. Paniflex Door, New York City. (Circle 56 on Reader Service card)

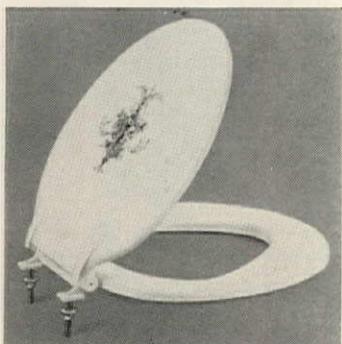
Baths



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)



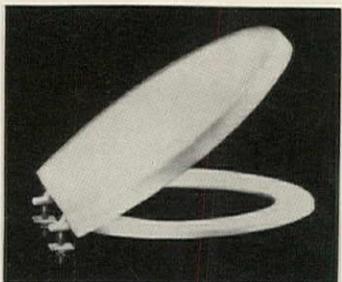
Toilet seat is made of solid molded plastic with a molded-in design that produces a three-dimensional appearance in the cover. Floral patterns, aquatics and geometrics are offered. Easy-off hinge permits removal of seat. C. F. Church, New York City. Circle 59 on Reader Service card



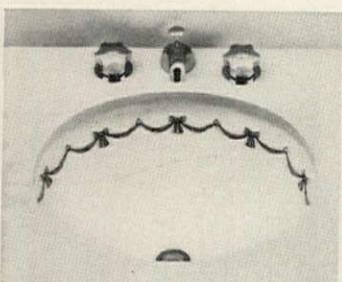
Lavatory fixtures include Wedgewood blue oval bowl, faucet with hand-cut lead crystal handles and pop-up knob and Marblelite top in white with gold veining. Seven bowl styles are offered in six colors. Gerber Plumbing Fixtures, Chicago. Circle 60 on Reader Service card



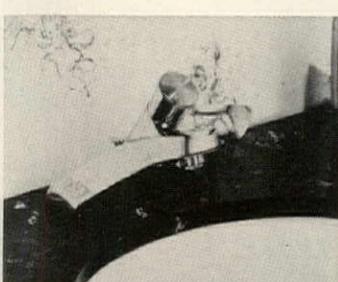
Tub enclosure operates as rigid by-passing doors when towel bar is in latched position. With bar unlatched, styron panels nest into stacks occupying less than six inches at each end. In eight colors. Tub Master Corp., Orlando, Fla. (Circle 61 on Reader Service card)



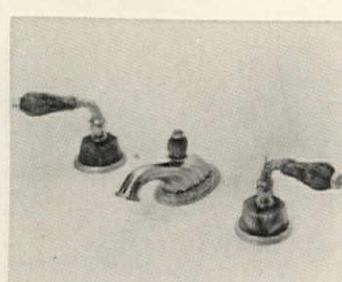
Solid plastic seat has full wrap-around cover that hides both seat and closet bowl rim. Medium priced model 1890 has closed front; model 1891 has open front. Both have offset hinges that hold seat in up position. Beneke, Columbus, Miss. Circle 62 on Reader Service card



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

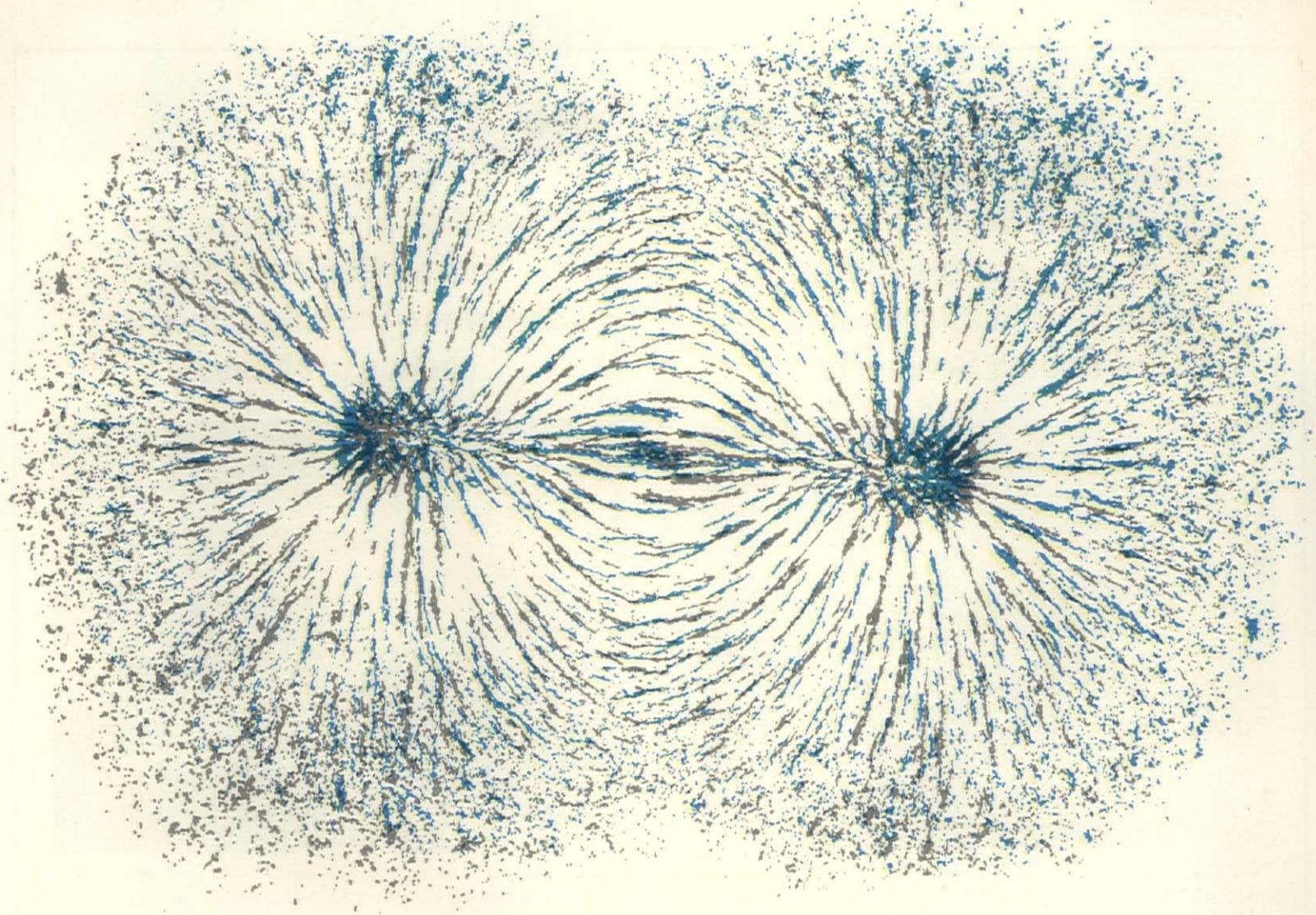


Single-handle faucet for lavatories has a solid brass body with triple chrome plating. Model 4500 controls both water volume and temperature with lever handle. Faucet has replaceable internal cartridge. Moen Faucet, Bellwood, Ill. Circle 64 on Reader Service card



Jeweled faucet lists for \$395, is set with amethysts and bronze doré 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.

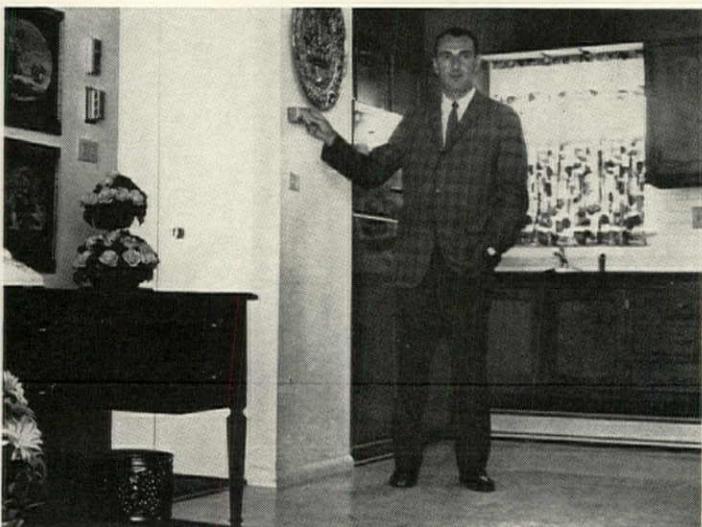
Monarch fashions
ACRILAN ACRYLIC —
NYLON — HERCULON
OLEFIN (the longest
wearing carpet fibers
known) into luxurious
COLORSET carpet pile
of radiant, enduring
multicolor designs.

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**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."

**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."

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.

GENERAL  ELECTRIC

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MEANS
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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 prod-

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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.



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"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.

"FLAMELESS ELECTRIC HOME HEATING IS THE BIG EXTRA FEATURE THAT HELPS ME CLOSE SALES FAST"

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.

THE TOTAL ELECTRIC HOME that displays this Gold Medallion* helps you to capitalize on the fast-growing customer preference for total electric living. And because a Gold Medallion Home uses a *single source of energy* for heating, cooling, light and power, you will profit more.



*Certification mark—NEMA

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 1/8" 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.

SIMPSON BREAKS

THE SOUND BARRIER

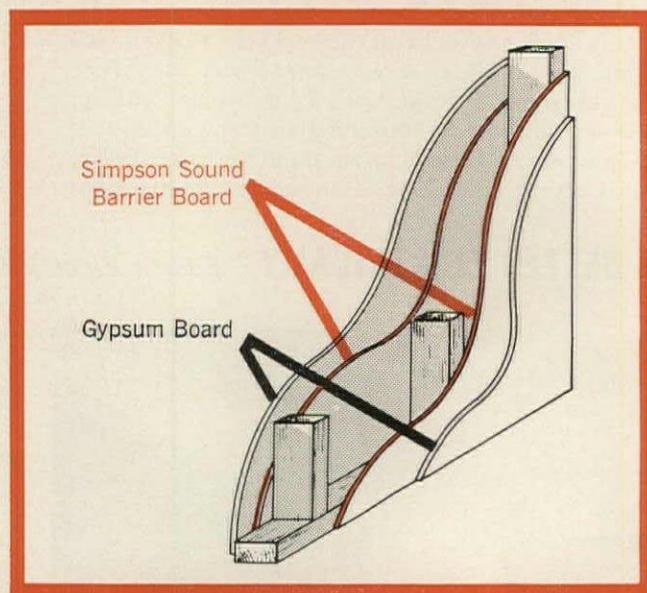
one hour fire rated

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





VENTED FACE of prepackaged Home Utility Center takes up 4' of wall space at rear of house.



COMPARTMENTED CABINET houses heat pump and coils, circuit box, water heater, fan, filter.



SLIDING RACKS make components easy to maintain or replace. Here air filter is removed.

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 home-builder and homebuyer. For the builder, it would reduce several equipment-installation jobs to one operation. For the buyer, it would keep repair men 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-cmf 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.

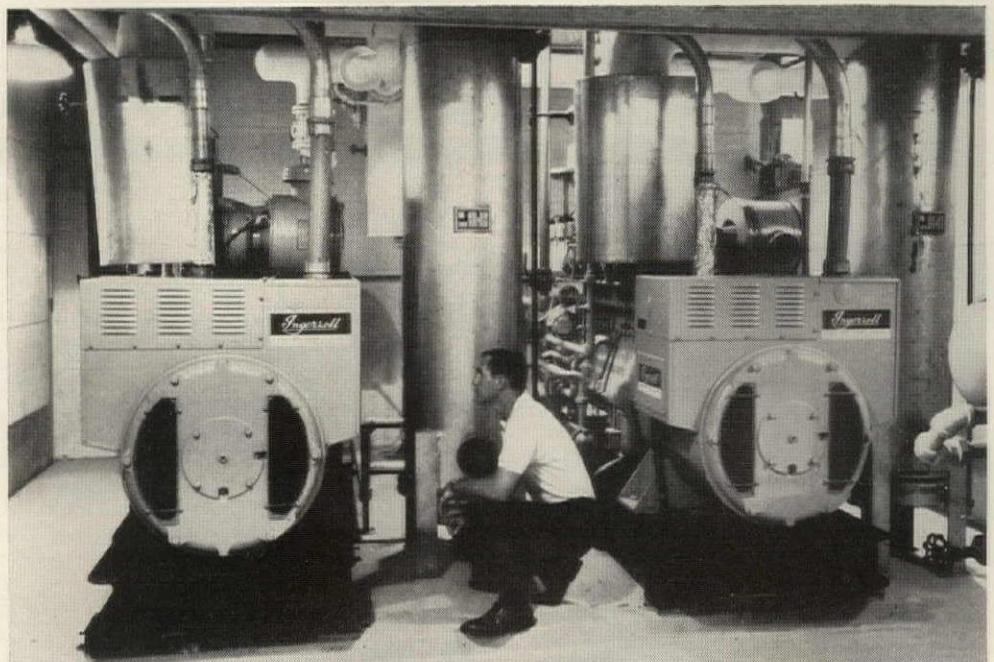
Several power utilities have expressed a strong interest in the package, but right now Westinghouse is more interested in the reactions of local lenders, trades and code officials. Tests will take three or four months, and results will be reported in about a year.

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.

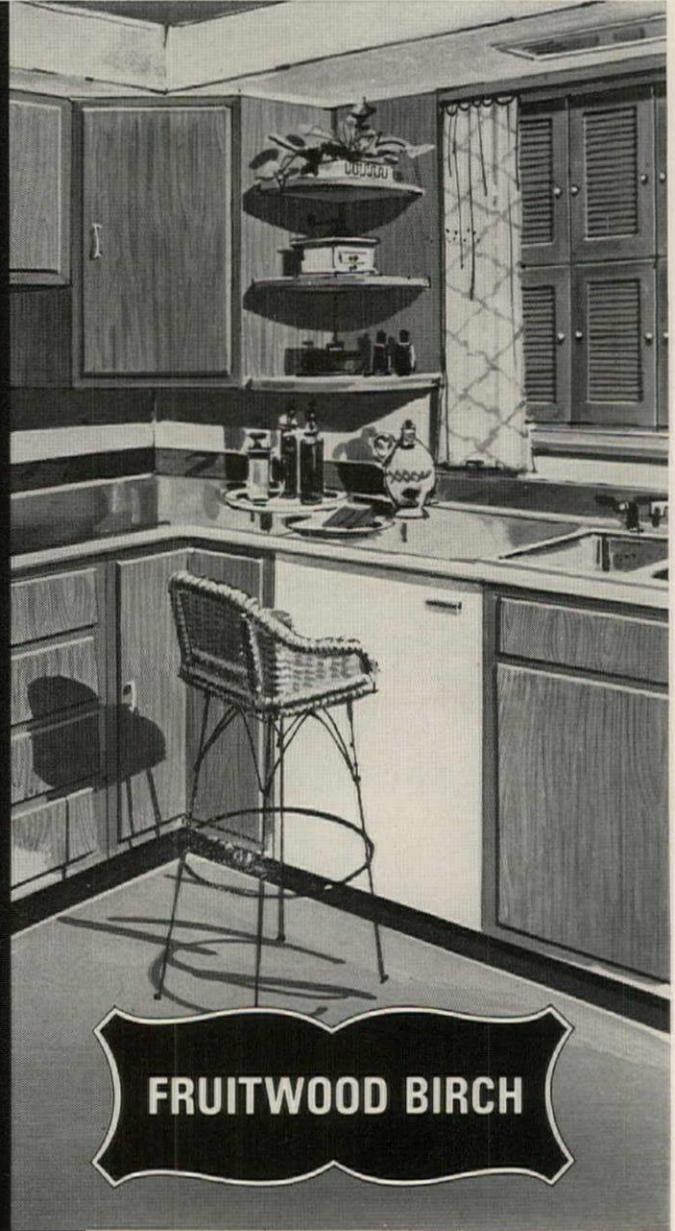


POWER PACKAGE uses generators run by natural gas engines, which in turn are connected to

heat-recovery devices. System supplies apartment tenants with all utilities except telephone.



ANNIVERSARY



FRUITWOOD BIRCH

TWO GREAT LINES / EACH A GREAT VALUE!



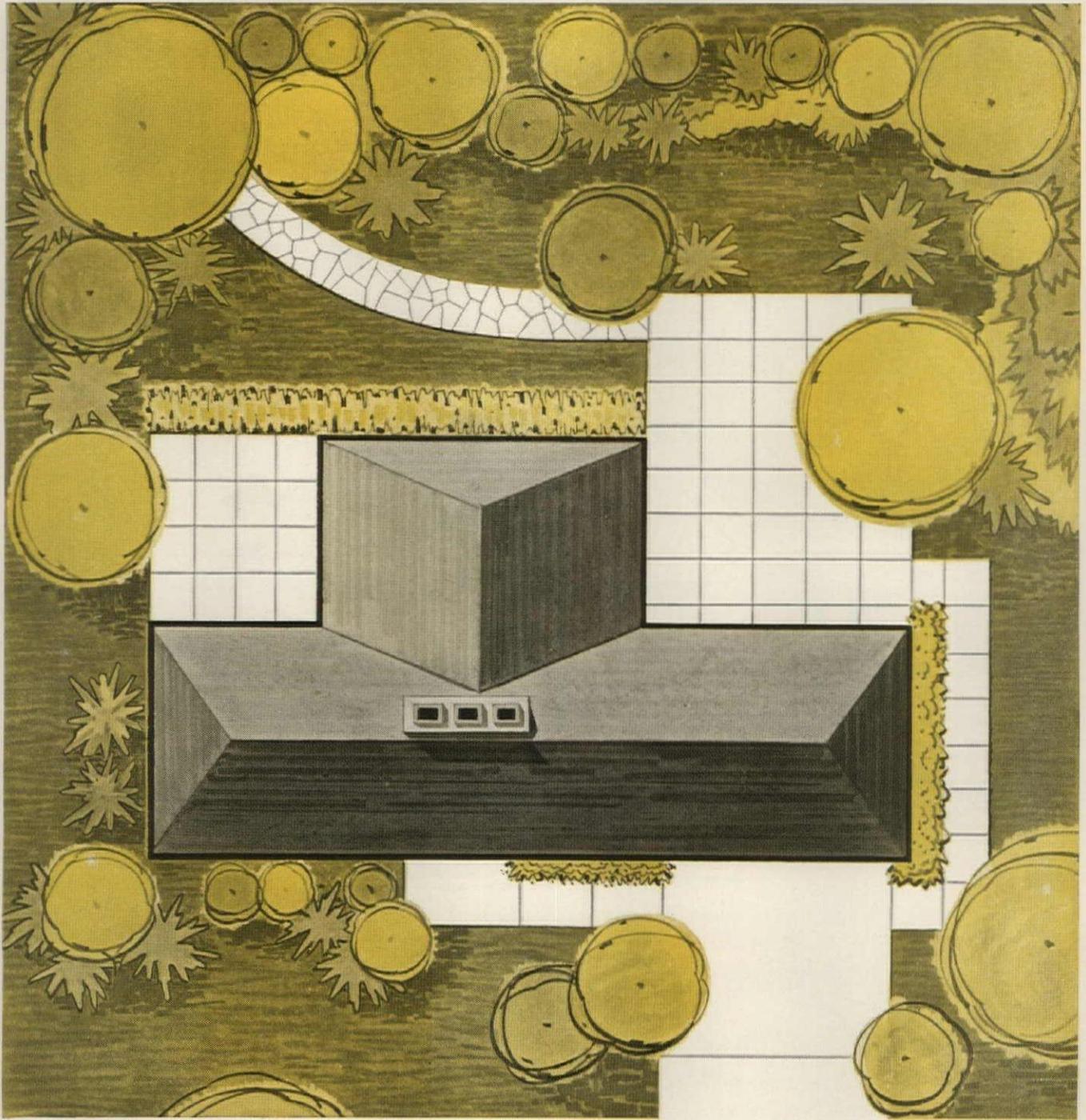
Kitchen Kompact gives you all the benefits of a fully-crafted, manufactured cabinet. Clean, functional styling. Consistent, excellent quality. Precise, engineered design. All these plus KK's established reputation for the "finest service in the industry." You'll do better with a manufactured cabinet—especially when it's Kitchen Kompact. Write today for complete specifications.

Booth 960-961
 N.A.H.B. Show
 McCormick Place
 Chicago
 December 6-10



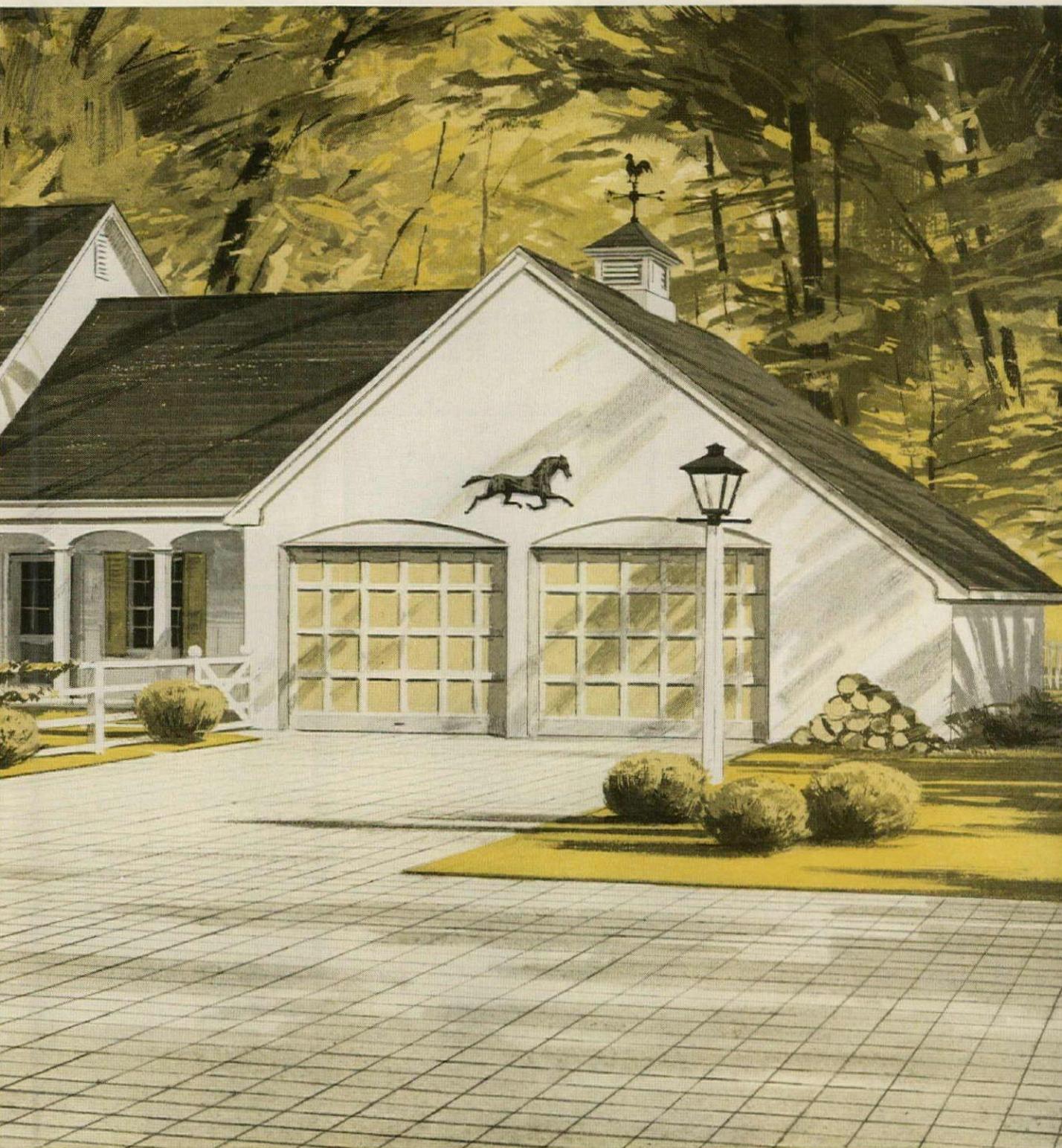
"THE BEST BIRCH LINE"
Kitchen Kompact INC.

JEFFERSONVILLE, INDIANA

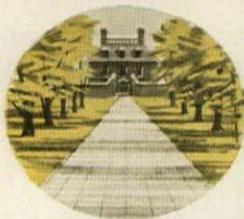


EXTERIOR DECORATING WITH CONCRETE

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.



EXTERIOR DECORATING



WITH CONCRETE

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.

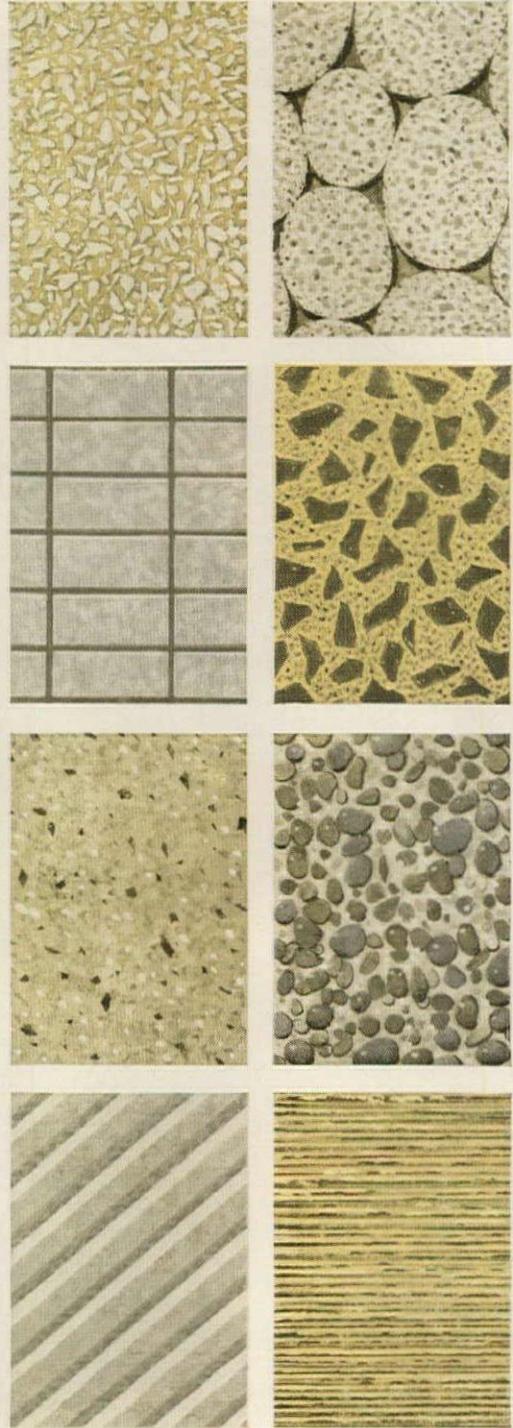
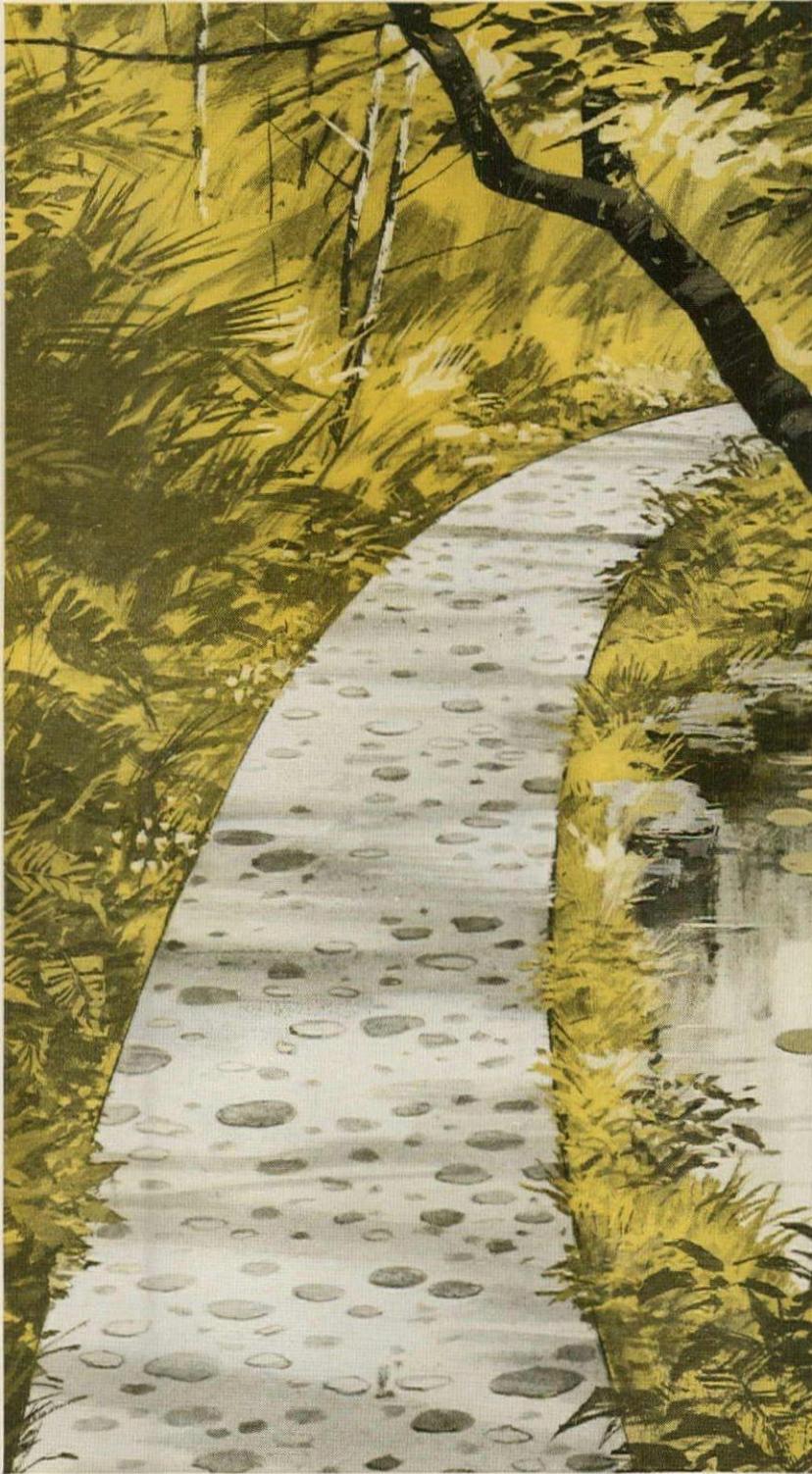


EXTERIOR DECORATING



WITH CONCRETE

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



WITH 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 up-keep is ever needed.

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.

PORTLAND CEMENT ASSOCIATION
 Dept. 11-94, 33 W. Grand Ave., Chicago, Ill. 60610
*An organization to improve and extend
 the uses of concrete*

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)



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)



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 backguard, 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



36" gas range has two ovens, two broilers and a built-in gridle. 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



New, low-priced adjustable steel closet shelves and rods

by **Leigh**

also by Leigh, there are



LUMINOUS
CEILINGS

more than 150 products



RANGE HOODS

BUILT-IN TOASTERS

you can build into homes



STEEL
FULL-VU
DOORS

VINYL
FULL-VU
DOORS

profitably!



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 Whisperstone 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 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 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
 East Coast Warehouse: Leigh Corp., 255 East First Ave., Roselle, New Jersey. West Coast Warehouse: Leigh Industries, Inc., 2645 Yates Ave., City of Commerce (Los Angeles), California. Made in Canada by: Leigh Metal Products Ltd., 101 Brookside, London, Ontario. Western Canada Sales Agency: E.H. Price Ltd., Winnipeg, Regina, Edmonton, New Westminster.

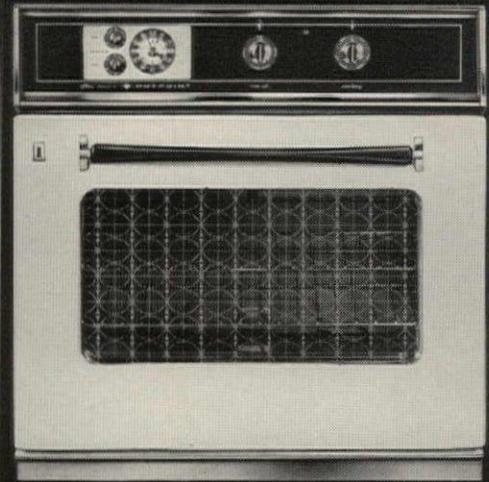
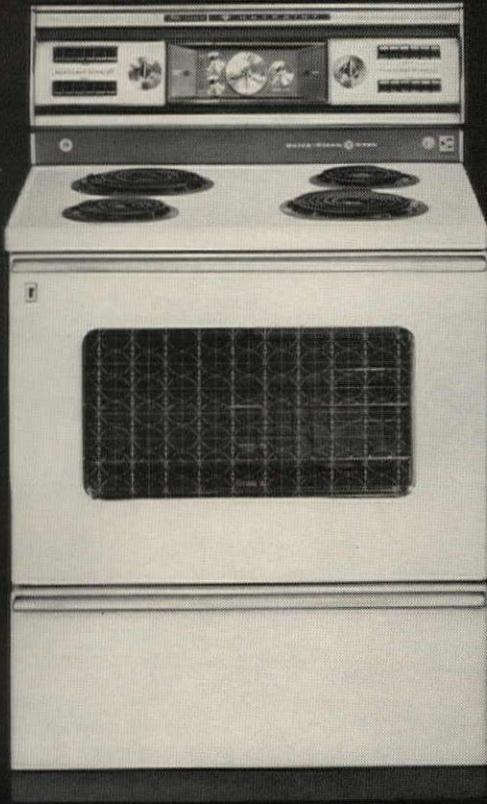


1. *Hallmark 30" range with Teflon®-coated slide-out oven walls!* Removable oven walls are coated with no-stick, no-scour Du Pont Teflon, so spatters wipe off easily with just soap and water right at the sink. For frying, the Vacuum-Aire system "vacuums" off steam, smoke and odors. Broiling is done with the oven door closed. And outside venting is unnecessary. 12 high-oven Hotpoint ranges to choose from, in 40" sizes, too.



4 new ways to build

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*

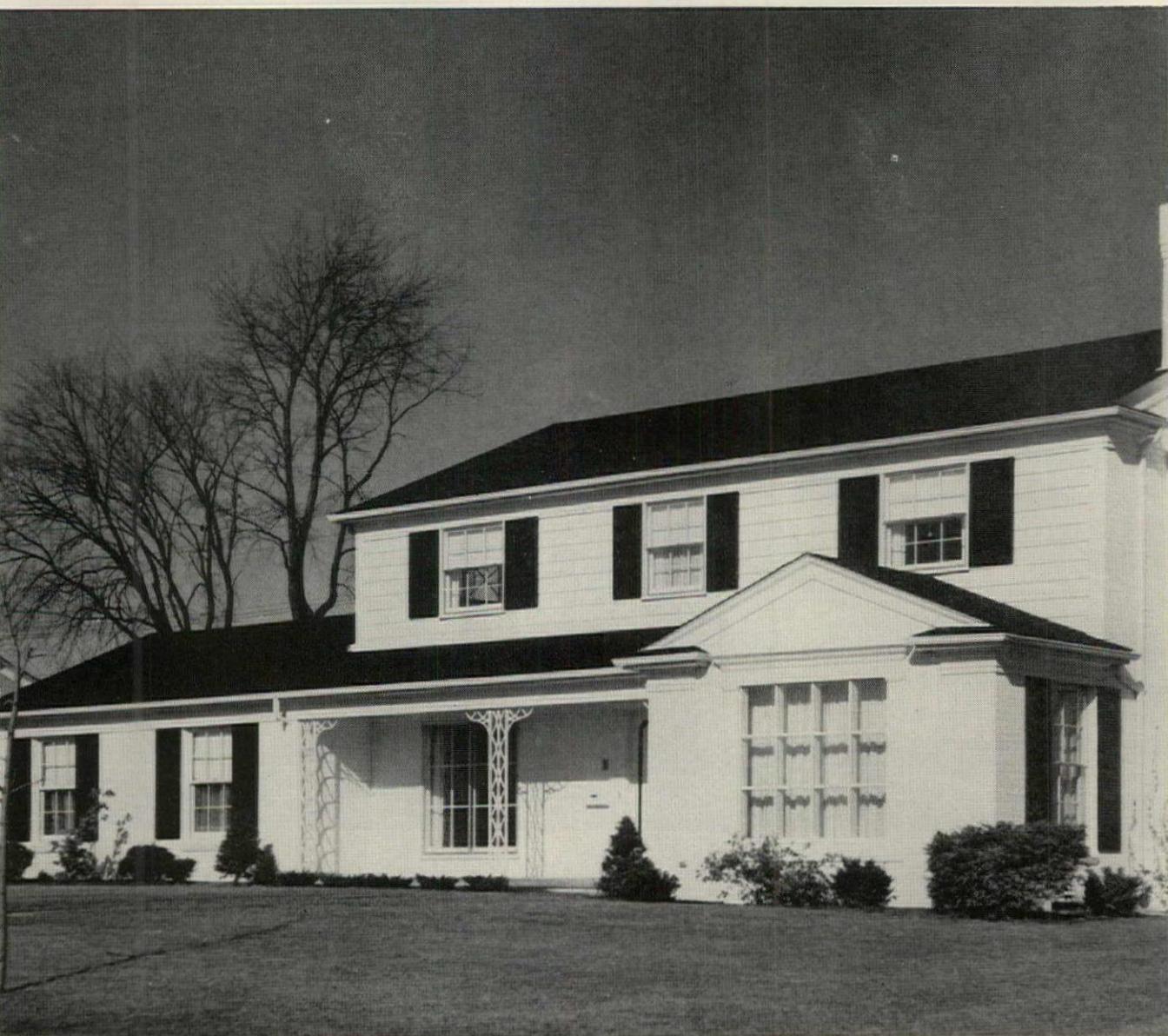
A Division of General Electric Company • Chicago, Illinois 60644

Millions of home buyers see Hotpoint appliances on THE TONIGHT SHOW, NBC-TV, starring JOHNNY CARSON





Seen in the Best Circles



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



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. Model PW-15 sells for \$315. Eveready BrikSaw, Kansas City. Circle 75 on Reader Service card



High-lift loader is 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. Circle 76 on Reader Service card



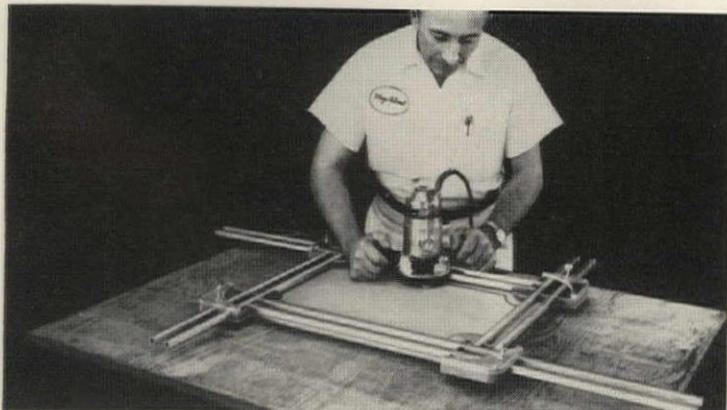
Pop riveter of air-hydraulic type handles rivets in sizes of 3/8" up to 1/2" in diameter. Model PRG 540 weighs only 4½ lbs. It requires an 80 psi air supply to activate the self-contained hydraulic system. United Shoe Machinery, Shelton, Conn. Circle 77 on Reader Service card



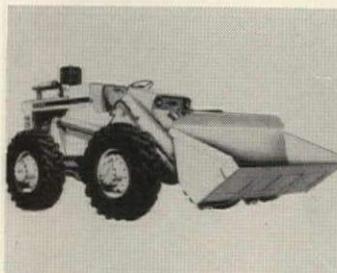
Electric hammers include #728 Roto-Hammer (priced at \$259.50) and #729 Demo-Hammer (priced at \$549.59). Roto-Hammer delivers 2,900 blows per minute at 599 RPM, Demo-Hammer delivers 3,000 blows per minute. Skil Corp., Chicago. Circle 78 on Reader Service card



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)



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)

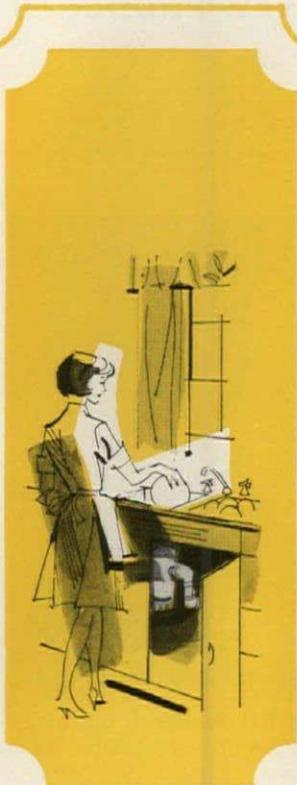


Wheel loader has two-cu.-yd. capacity with a 10,000 tipping load. Model W8B has a 45° bucket rollback at ground level and a 53" reach at 7'. Steering shifting, shuttling and braking are all power controlled. J. I. Case, Racine, Wis. Circle 81 on Reader Service card

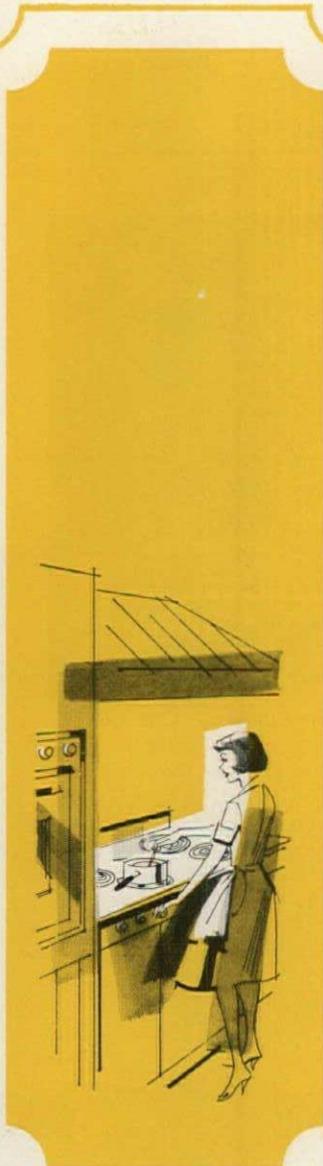


Tractor-shovel handles up to 30,000 lbs. with buckets ranging in size from 8 to 20 cu. yds. Model H-400 is the world's largest production model loader. It weighs 120,000 lbs. has a 180" wheel base and a 106" tread. Frank G. Hough, Libertyville, Ill. Circle 82 on Reader Service card

New products continued on p. 123



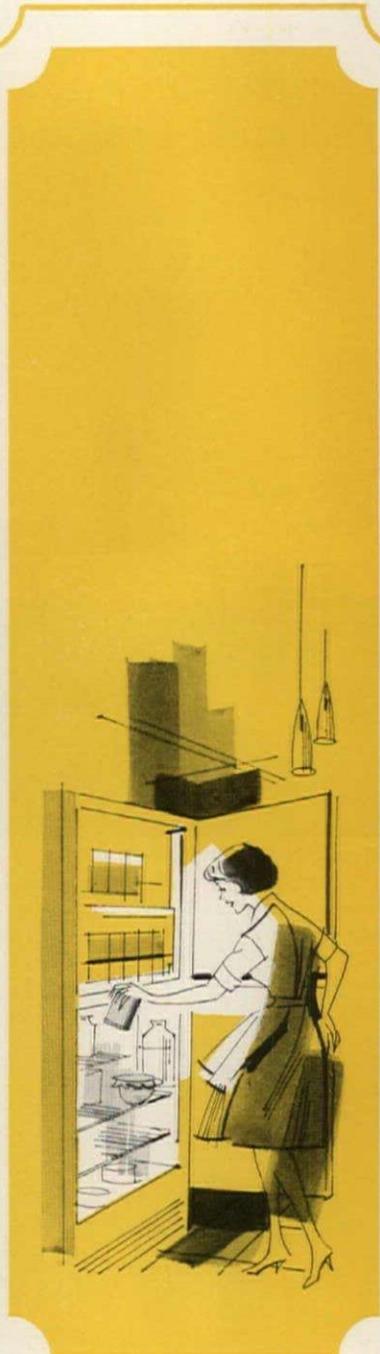
Back in **1950**, the latest in model home features was the garbage disposer. Boy, did it sell homes!



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



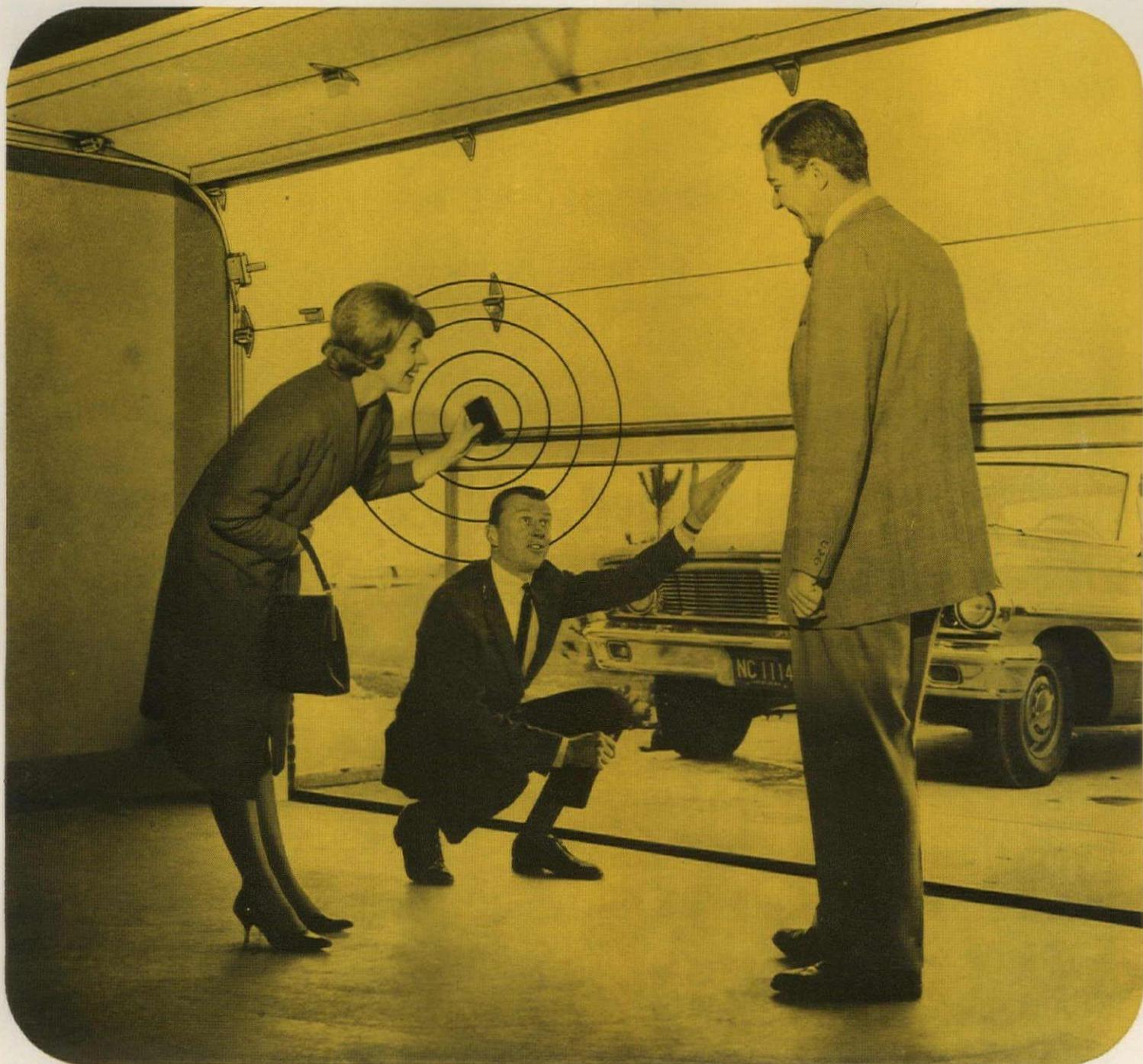
in **1960**, central air conditioning...



in **1963**, refrigerator-freezer combinations were great motivators.



See us at the
New York
World's Fair!



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.

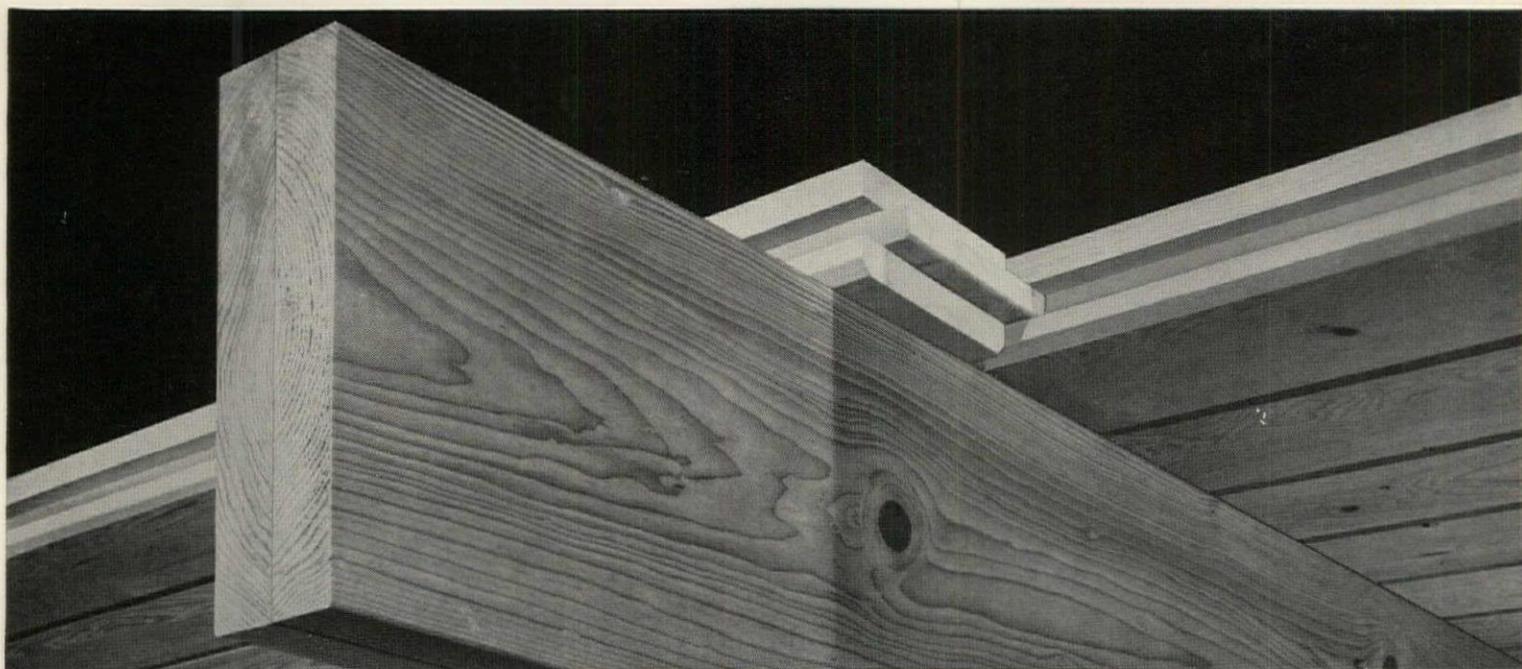
*Overhead Door Corporation announces it is producing a quality operator at a price to its distributors which will permit them to sell for a price of less than \$150 installed (less wiring and travel).



made only by

OVERHEAD DOOR CORPORATION

General Offices and Manufacturing Division: Hartford City, Indiana. Manufacturing Distributors: Dallas, Texas; Portland, Oregon; Oxnard, California; Cortland, New York; Hillside, New Jersey; Lewistown, Pennsylvania; Nashua, New Hampshire. In Canada: Oakville, Ontario.



**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.



Weyerhaeuser
Vertically Laminated Beams

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



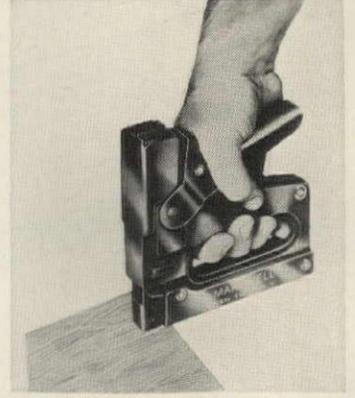
Heavy duty forklift is self-propelled, comes with lift heights ranging from 10½' to 21½'. High flotation tires and improved underaxle and undermast clearance help machine withstand extreme loads. International Harvester, Chicago.

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 ¼" 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



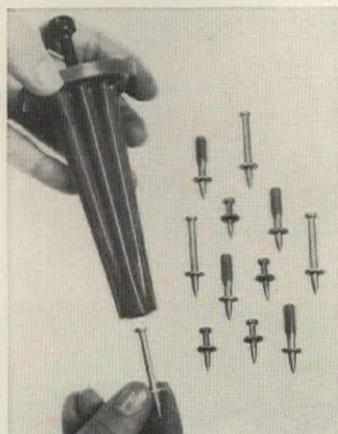
Backhoe is mounted on 1½-ton truck for speed and mobility. Model 180 Truck Hoe uses hydraulics to move itself off and on the truck bed. It has a 16½' reach, can dig to a 13½' depth. Seven different buckets are offered. Henry Mfg., Topeka, Kans.

Circle 89 on Reader Service card



Pickup truck has new front suspension system; each wheel is 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



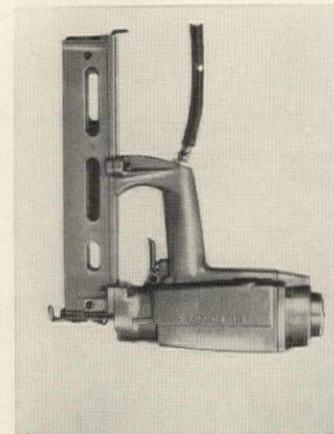
Fastening tool for light duty work sells for \$3.95 with 12 sample fasteners. Sure-Set can drive a steel fastener through metal or wood into concrete with a few hammer blows. Once set, a single fastener can hold 200 lbs. Olin, New York City.

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 2½" 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.

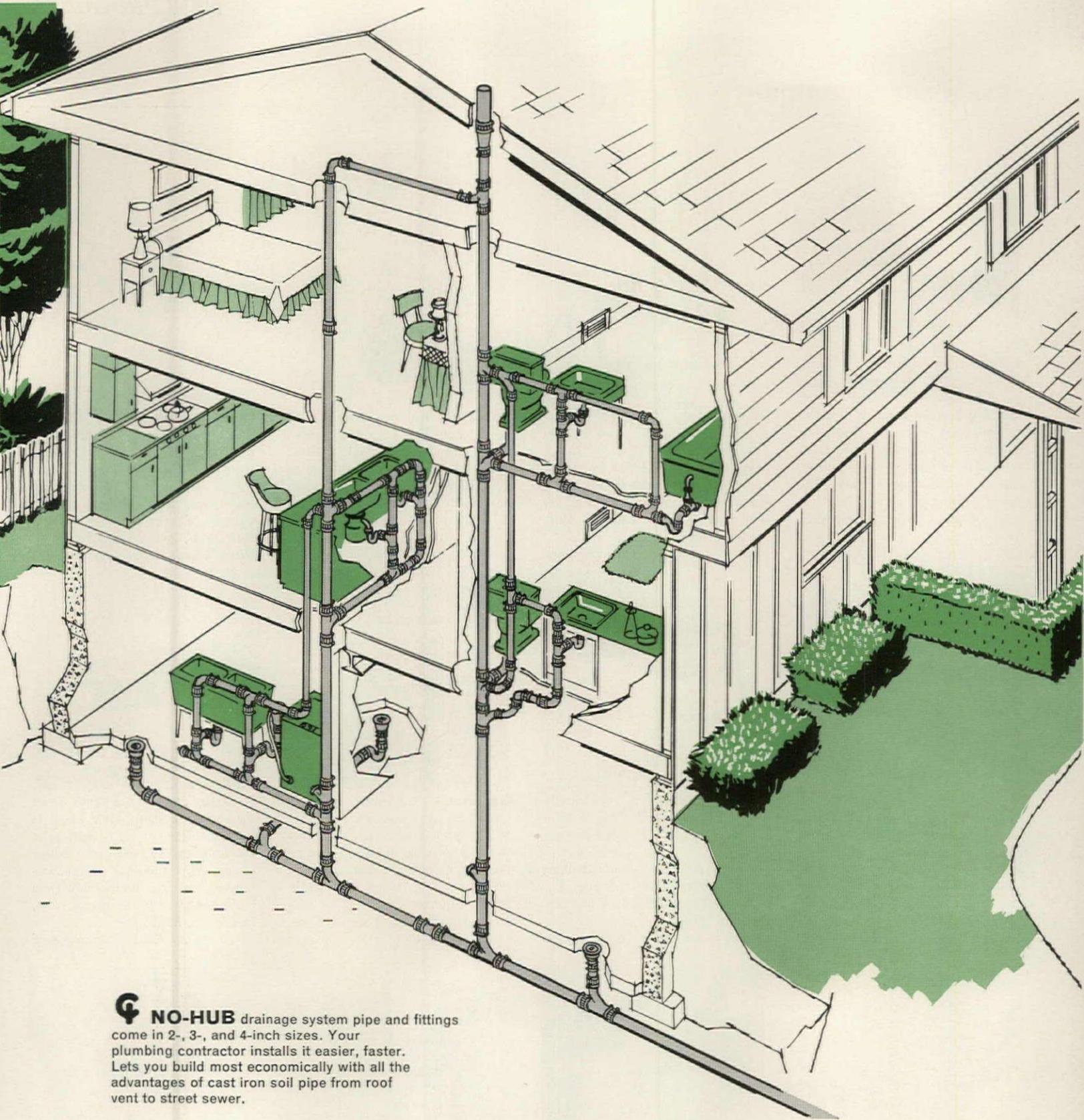
Circle 93 on Reader Service card



Cordless drill is powered by compact gasoline engine. Drill-gine has ¾ hp engine and comes in two models: ⅜"-capacity chuck with 1,360 rpm spindle speed or ½"-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

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who speeds your starts?

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

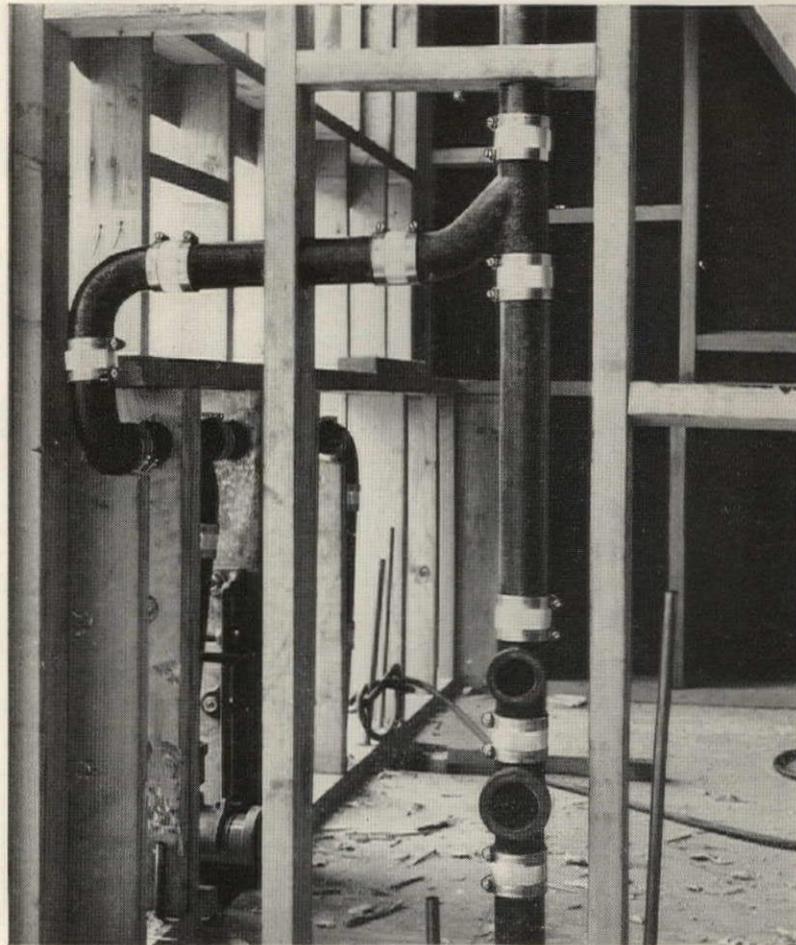
Builders are taking to  NO-HUB as fast as it's winning Code approvals, and approvals are coming from everywhere. More plumbing contractors are recommending it for economical and fast installation. And because  NO-HUB is genuine Cast Iron Soil Pipe, the only centuries-proved drainage piping material still 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.

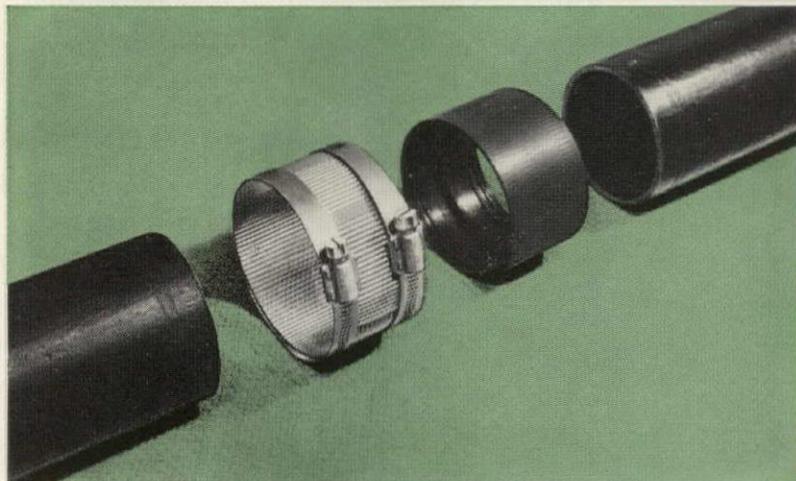
Coupon Below Brings Full Information

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



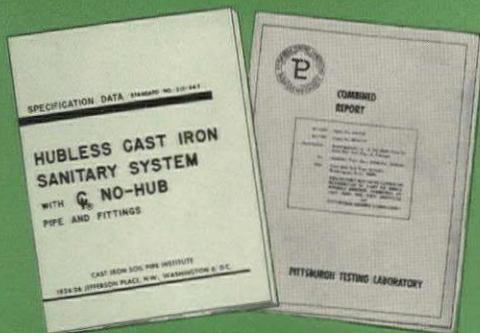
Standard 2x4 bathroom wall framing. 2- and 3-inch  NO-HUB pipe and pipe joints fit easily inside of partition and through drilled plates. Ideal for compact installations. Economical, too—all short pipe lengths are usable.



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.

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



MAIL THIS COUPON

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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 _____

Sales prove it: Home buyers pay more for siding surfaced with Du Pont 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.



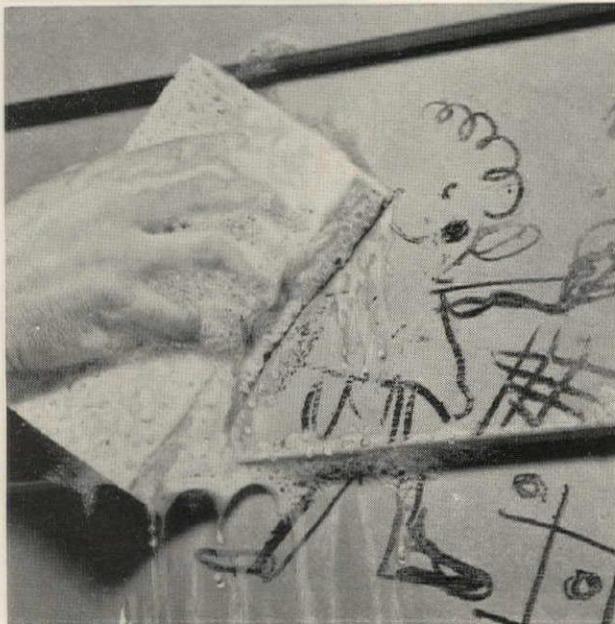
Home buyers want guaranteed long-term economy. Home buyers look beyond the immediate price of a house to its long-term cost. They know conventionally finished siding will need repainting three, maybe four, times in the next fifteen years. U. S. Plywood guarantees, in writing, that Weldwood PF-15 siding 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 112E, Wilmington, Delaware 19898

Please send me further information about siding surfaced with TEDLAR.

Name _____

Address _____

City _____ State _____ Zip _____



PEACHTREE DOORS, INC



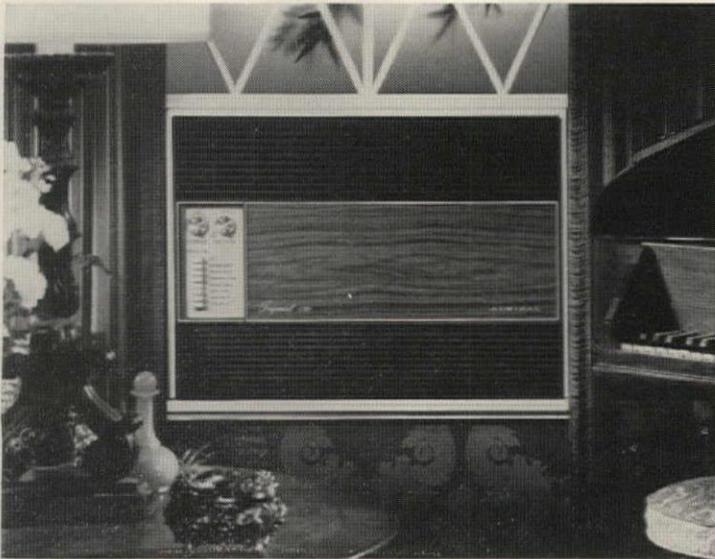
OUR DOORS SEEM TO TRAVEL IN JUST THE BEST PLACES

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.

Heating and air conditioning

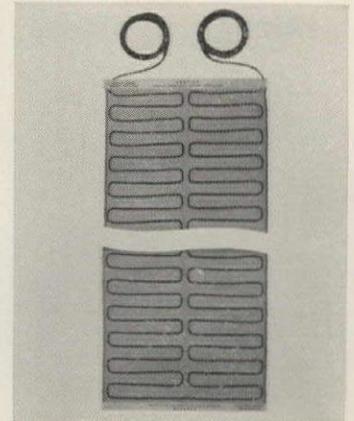


High-capacity room air conditioner is rated at 29,000 btu, can cool an entire house with up to 14,400 cu. ft. of space. Two-cylinder compressor operates on 230 volts, draws 17.5 amps. Admiral Corp., Chicago. (Circle 95 on Reader Service card)



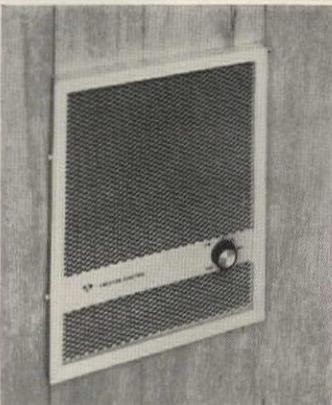
Chimneyless gas furnace has concentric through-wall flue to take in fresh air and exhaust combustion air. Saf-T-Sealed unit has 55,000 btu heating capacity, can also be fitted with a two-ton cooling system. Peerless Div., Louisville, Ky.

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



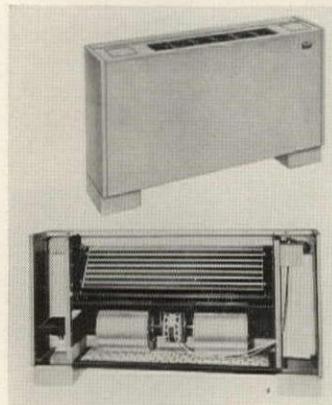
Fan-forced bath heater is available with either off-on switch or thermostatic control. The unit is recessed into the wall and takes up a space 9 $\frac{3}{4}$ " wide by 12 $\frac{3}{4}$ " high. Finish is satin aluminum. Emerson Electric, St. Louis.

Circle 98 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



Fan-coil units for cooling systems are offered in six models—four vertical and two horizontal—from 200 to 600 CFM. Units have maximum depth of 8 $\frac{1}{2}$ ", can be recessed in wall without sacrificing accessibility. Worthington/Climatrol, Milwaukee.

Circle 100 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



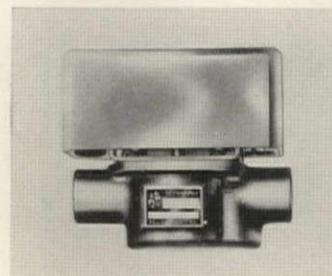
Evaporative humidifier fits in supply-air ducts, converts up to 22 gals. of water per day into vapor. It can be used with furnace capacities of up to 125,000 btu. Mesh element is self-cleaning, and refill is automatic. Walton Laboratories, Irvington, N.J.

Circle 102 on Reader Service card



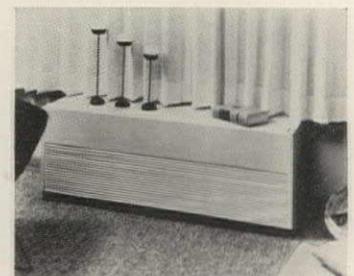
Electronic air cleaner can run for an entire year before filter screen needs cleaning. Dustronic units are installed in warm-air distribution systems, are said to be ozone-free. Customaire single-room units also are available. Radex, Chicago.

Circle 103 on Reader Service card



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
Circulation : 6,500,000 **and Gardens**

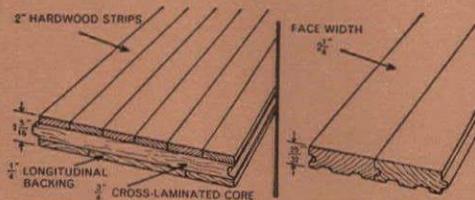


Floor Show with a flourish

■ 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 Plylumber® Flooring to 1-5/16" x 12" sizes in lengths from 6' to 32' in Oak. Laminating TECO approved.

Famous Potlatch "Bradley-Brand" Straightline Strip oak flooring is available with or without factory finish.

See PFI booklet on flooring, AIA No. 19-E-9.

Wood Products for
Building Trends . . . by

Potlatch

FORESTS, inc.

symbol
of quality

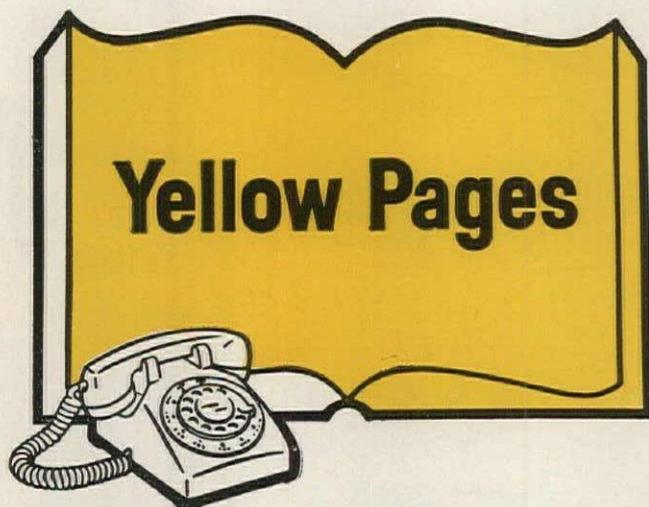


National Sales Office, HH-383
Potlatch Forests, Inc., P. O. Box 8850,
Chicago 66, Illinois

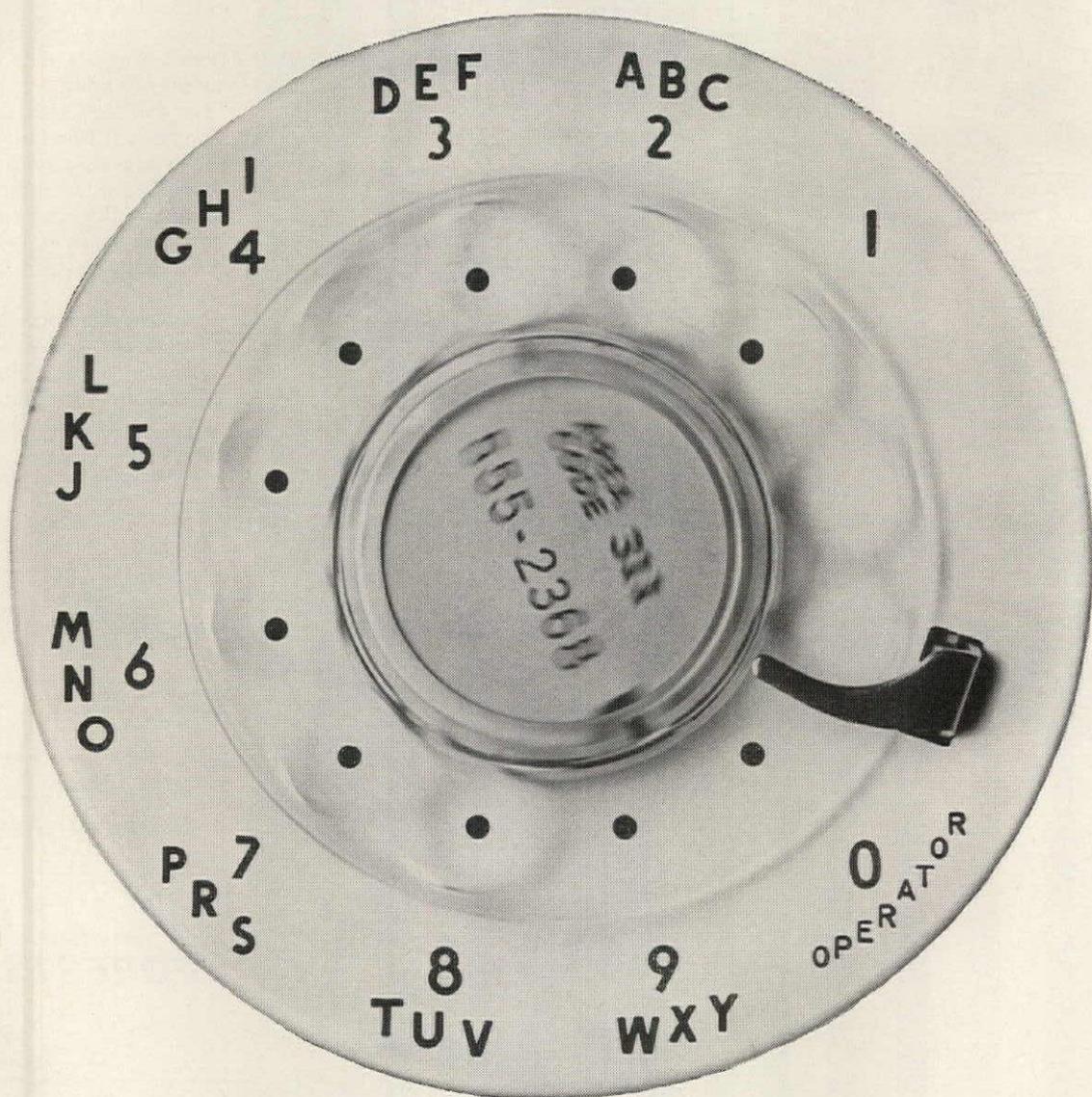
Attention: Merchandising Manager
Please furnish information on flooring to:

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____
Architect _____ Builder _____ Dealer _____ Wholesaler _____ Other _____

General Offices: Lewiston, Idaho
Bradley-Southern Division, Warren, Arkansas



This emblem brings action



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?)

What'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.

Heating and air conditioning

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 emperature variations. Maxitrol, Southfield, Mich.

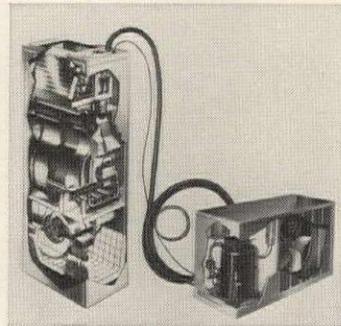
Circle 110 on Reader Service card

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

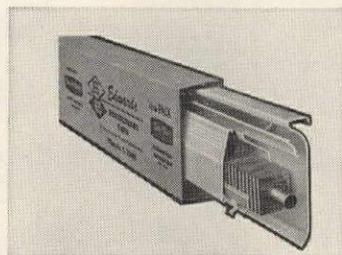
Pan humidifier has no moving parts, is self-regulating because evaporation is determined by the air stream from the furnace blower. Twelve pans in supply duct provide up to 6 sq. ft. of surface. Cascade Humidifiers Inc., Minneapolis.

Circle 112 on Reader Service card



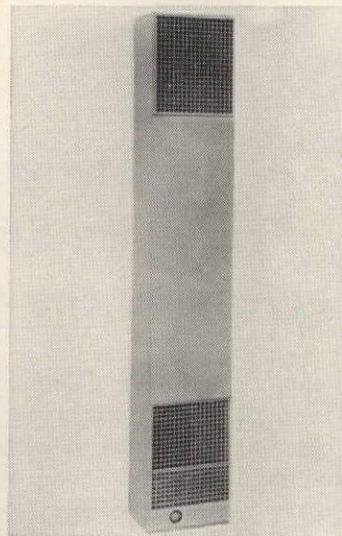
Heating-cooling package includes furnace with new curved heat exchanger and cooling coil, said to reduce expansion stresses. Sound-proofed compressor unit is connected to cooling coil by pre-charged lines. Lennox Inds., Marshalltown, Iowa.

Circle 113 on Reader Service card



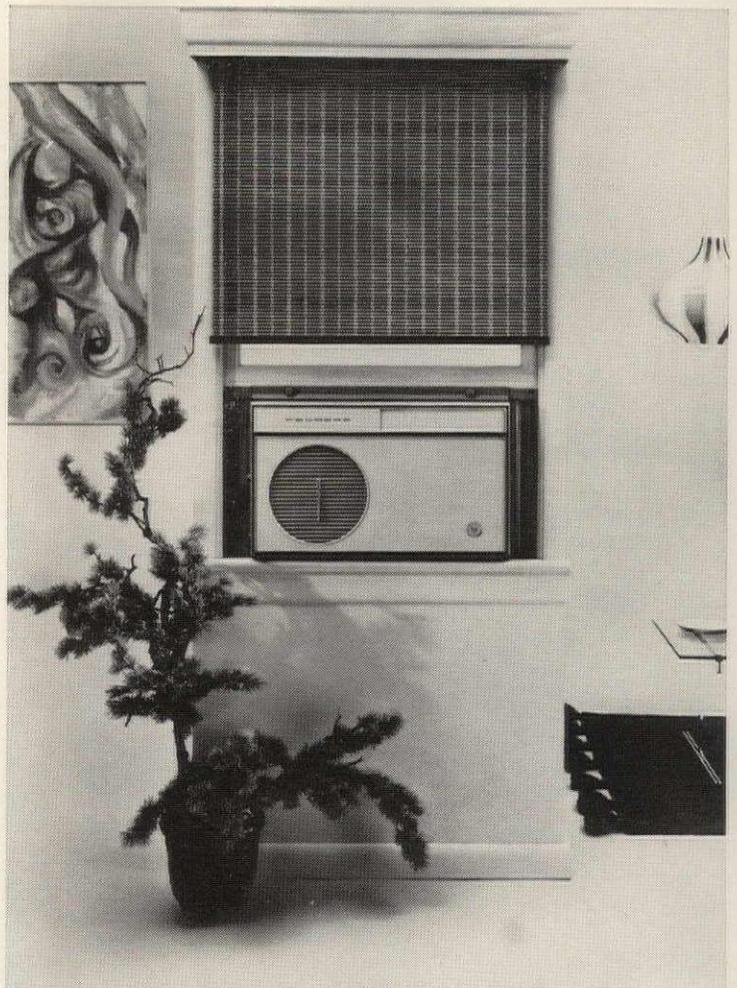
Baseboard radiators, completely preassembled, are available in 1' increments from 2' to 12' long. Uni-Pack units have 1/2" or 3/4" fin elements and either white or beige colored panels. Edwards Engineering Corp., Pompton Plains, N.J.

Circle 114 on Reader Service card



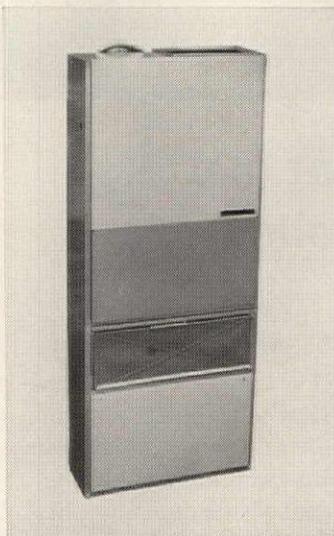
Counterflow wall furnace fits between studs, can be used for a single room or be fitted with through-wall duct boots. Permanent air filter reduces lint and dust accumulation, can be removed and cleaned. Day & Night Mfg., City of Industry, Calif.

Circle 116 on Reader Service card



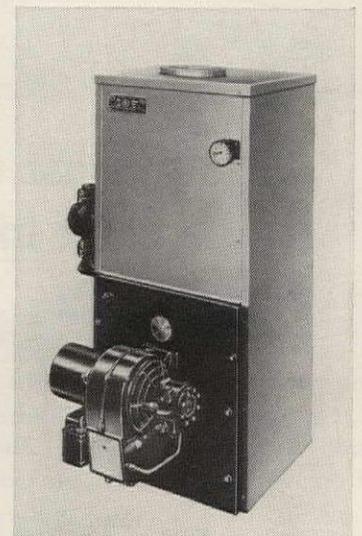
Room air conditioner is controlled by automatic built-in thermostat. It features a two-speed fan and air-direction control. Maker's new line also includes three casement models. Fedders Corp., Maspeth, N.Y.

(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 wired 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



Model RBE-G94-1

**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

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

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

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!*

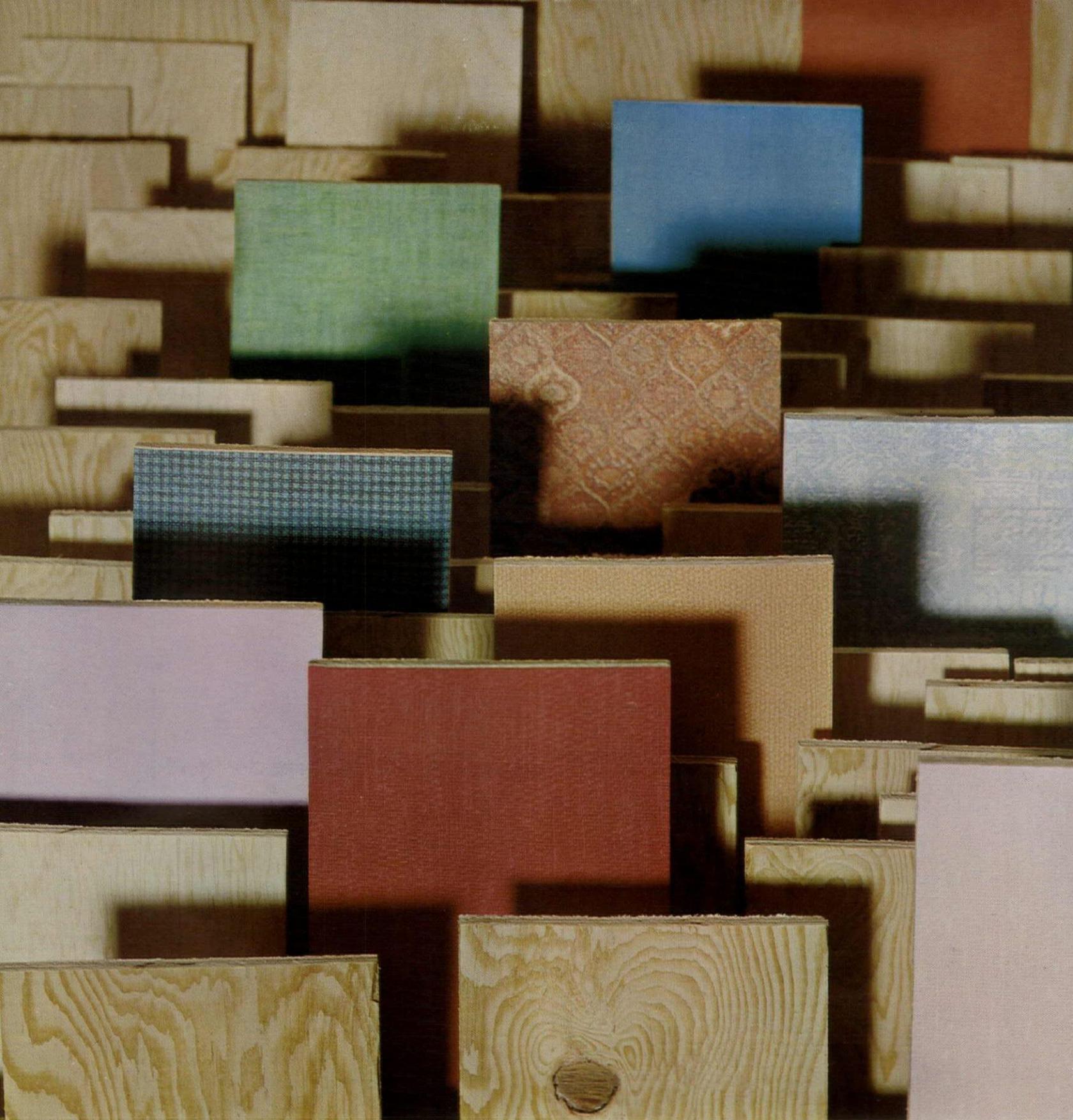
Installation speed is a quality feature of all Frigidaire Built-Ins... a feature that'll pay off for you *and* your customers! Frigidaire Division, General Motors Corporation, Dayton, Ohio.

Build In Satisfaction... Build In



FRIGIDAIRE

RANGES • WALL OVENS • COOKING TOPS • DISHWASHERS • DISPOSERS



The Colovin Effect *It turns culls into top cash*

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?

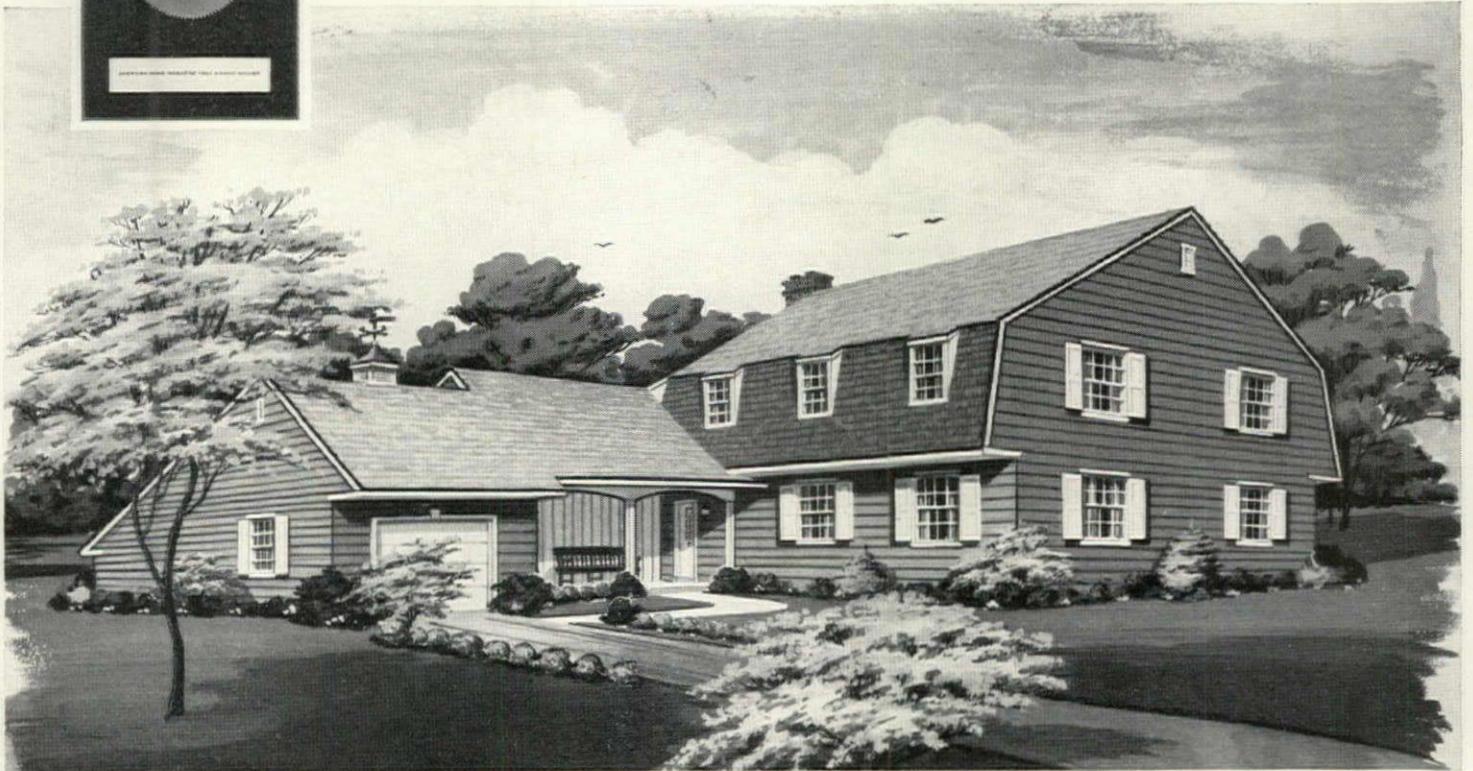


Columbus Coated Fabrics Company

Division of the Borden Chemical Company, Columbus 16, Ohio

"BEST HOMES FOR THE MONEY" USE CAST IRON WATER MAINS

(78% of award-winning builders specified Cast Iron Pipe)



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.

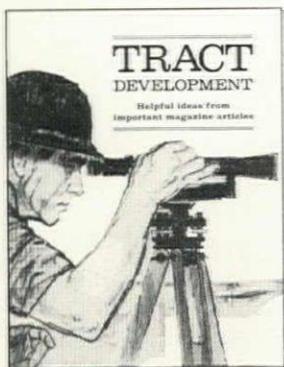
THE PLAN: extraordinarily good traffic pattern—from either the front door or through door into house from garage. Because the family room is stepped-down from kitchen, it's both separate and close.

*"Our community, Barclay Farm, now consists of over 1000 homes. All water mains and soil pipe from house to street are cast iron. We prefer cast iron pipe as it requires no maintenance, is strong, has better sealing joints, is easy to install and is practically trouble-free."

Robert K. Scarborough,
President

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.

"Best homes for the money" is the way *American Home* describes these houses. Cast iron pipe supports the claim—with dollar-for-dollar benefits unmatched by substitute pipe materials.



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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THE MARK OF PIPE THAT LASTS OVER 100 YEARS

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{ NEW }

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.

That's why new Insulite Vinyl-Bond Siding is guaranteed in writing . . . no painting for 10 years. It stands up to the worst in weather—sun, snow, rain, heat and humidity. It won't chip, blister, flake or peel!

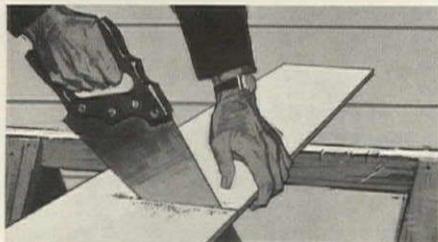
4 Beautiful Colors. Super White, Seaspray Green, Sandstone and Whisper Gray. Matching trim paint available from 10,000 Sherwin-Williams outlets.

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.

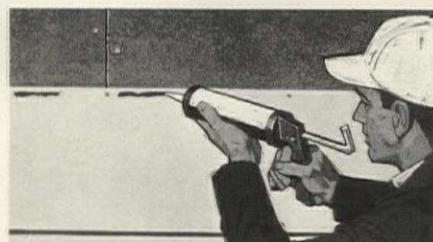
Application's a breeze! Just 5 common accessories needed!



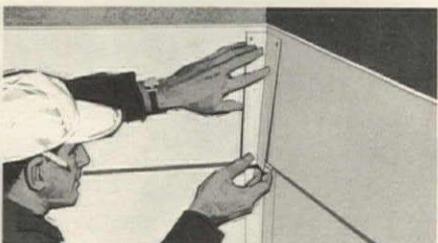
SAW IT LIKE WOOD. Cuts quick, clean. Made of wood fibers; has no knots or grain. Matching touch-up applicator furnished to reseal edges.



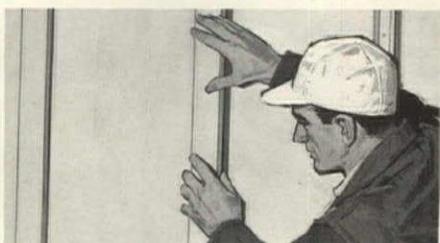
NAIL ALONG TOP EDGE. Siding won't split; vinyl color-coat won't chip. Nails easily, firmly. When complete siding job is done, nails won't show.



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!



INSULITE VINYL-BOND SIDING

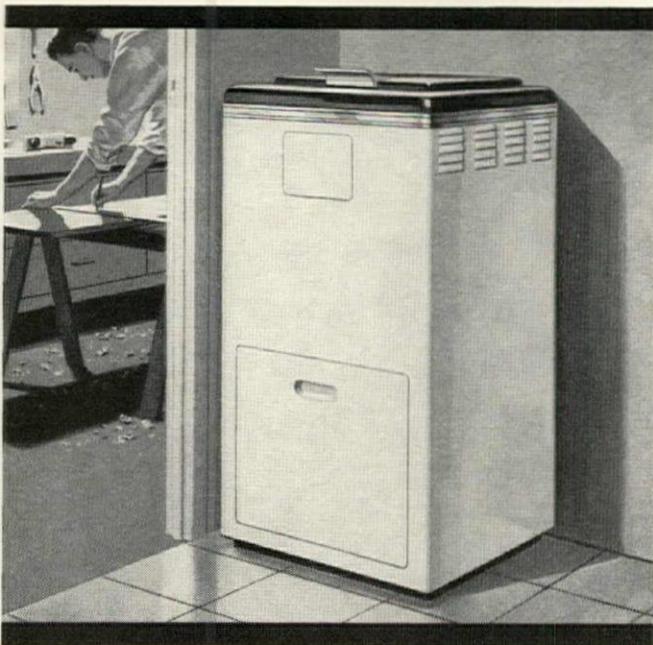
FOR MORE INFORMATION . . . SEE YOUR INSULITE DEALER

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



VINYL-BOND IS A TM

Why it pays to include
**MODERN GAS
 INCINERATORS**
in your homes



In the highly competitive business of selling homes, the smart builder is ever alert to new features—to pluses that will impress potential buyers. A modern Gas incinerator is just such a plus.

🔥 Homes in a cleaner, quieter, more modern setting . . . this important selling point can be yours with a modern Gas incinerator that eliminates noisy, unsightly garbage cans.

🔥 An obviously attractive point to housewife prospects—and to their husbands, too—is eliminating the mess and nuisance of daily garbage and trash carrying, by installing modern Gas incinerators.

🔥 Your prospects will be impressed by the fact that it will cost less for trash disposal, thanks to a modern Gas incinerator which takes care of all burnable garbage and trash.

🔥 Economical to buy and install, and operate, modern Gas incinerators are smokeless, odorless, automatic.

AMERICAN GAS ASSOCIATION

Check your local Gas company for full details.

House hunters know they can



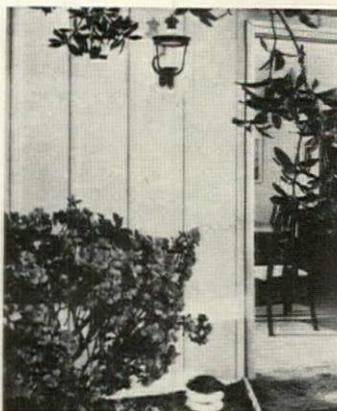
LIVE MODERN
 FOR LESS
 WITH...

GAS

Circle 248 on Reader Service Card

NEW PRODUCTS

start on p. 90



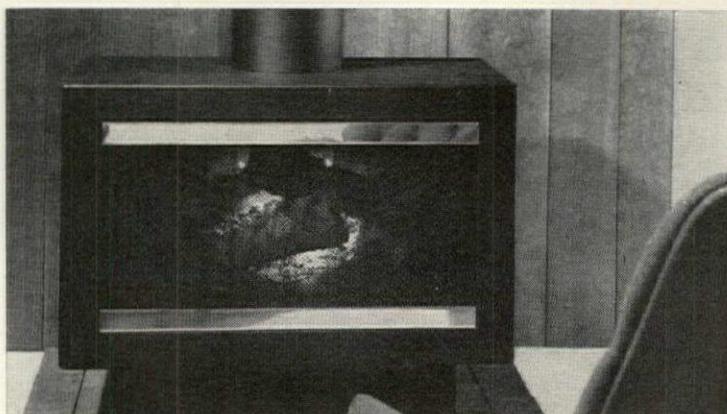
Gas lantern (on wall) lists for \$22.40, is cast aluminum with a white ribbed glass dome and clear globe. It is 15½" tall. Path light (below) retails for \$9.45, has scalloped green reflectors, takes 100-W bulb. Progress Mfg., Philadelphia.

Circle 122 on Reader Service card

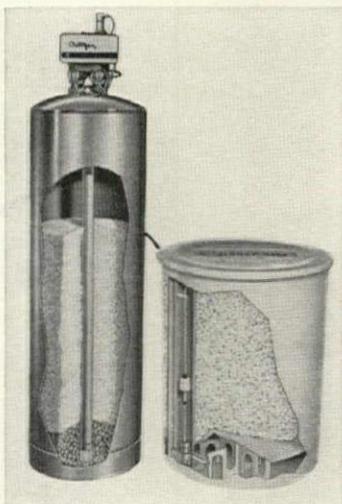


Free-standing fireplaces are made of hard-fired silicon carbide glazed with a matte white, gray or brown finish. Three models up to 43" tall are offered with roof jack or regular flues. Strawberry Bank Craftsmen, Little Compton, R. I.

Circle 123 on Reader Service card

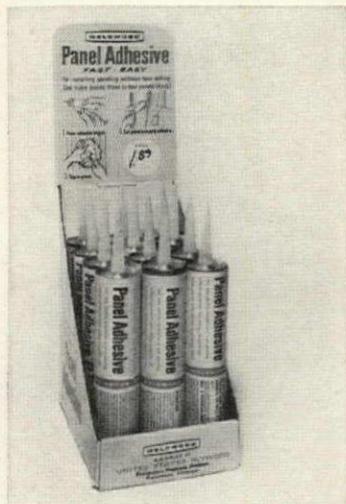


Prefabricated fireplace can be floor or wall mounted with top or rear flue exit. Offered in black or bright porcelain colors. Three sizes hold 18", 24" or 36" logs. Prices start at \$157.50. Pacific Steel Prods., Seattle, Wash. (Circle 124 on Reader Service card)



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 continued on p. 143

NEW PRODUCTS

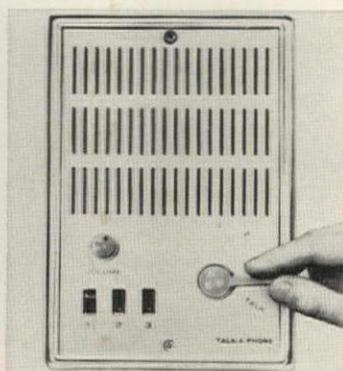
start on p. 90



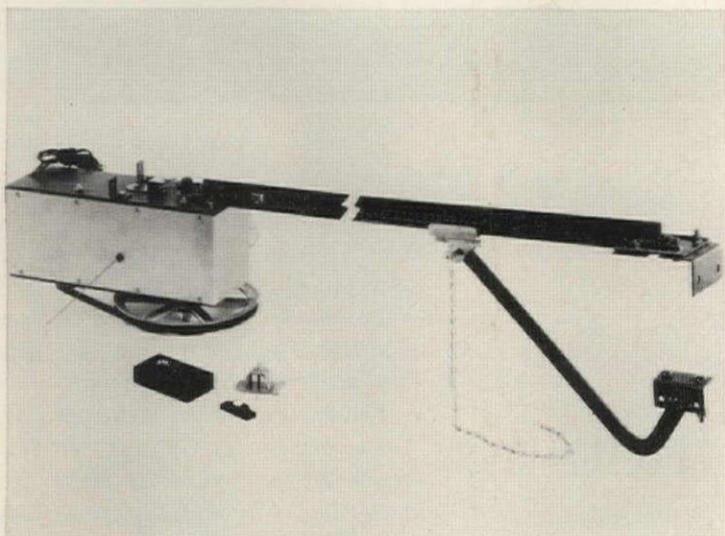
Barbecue-fireplace is prefabricated of stainless and aluminized steel. It includes a chimney, motorized spit and log grate. Designed for thru-wall installation, it requires zero clearance. Waste High Fireplaces, Kansas City, Mo. (Circle 127 on Reader Service card)



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 4⅞" 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)

New products continued on p. 147

DELTA® SINGLE HANDLE BALL FAUCETS



The convenience of both the spray and dispenser for hand lotions or detergents on all sinks. Investigate Delta today . . . call your plumber, and insist on the absolute finest faucet you can buy . . .



DELTA FAUCET COMPANY

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Delta Faucet of Canada Ltd. • Rexdale, Ont.

Circle 250 on Reader Service Card

BUILDERS OR DEVELOPERS

GET COMPLETE FACTS ON HOW
YOU CAN REAP LARGE

PROFITS

AND SUBSTANTIAL TAX BENEFITS WITH A

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Congress Inns is America's fastest-growing national Motel Chain . . . adding another new franchise every 72 hours. Get the complete facts behind this amazing growth . . . have your secretary clip and mail this coupon.



CONGRESS INTERNATIONAL, INC. Dept. HH-7
7880 Biscayne Boulevard, Miami, Florida 33138

GENTLEMEN: I am interested in a Congress franchise
 learning more about a Congress franchise. I am
currently planning a motel of _____ units.

Name _____

Address _____

City _____ State _____ Zip # _____

Telephone _____ Area Code _____

Circle 251 on Reader Service Card

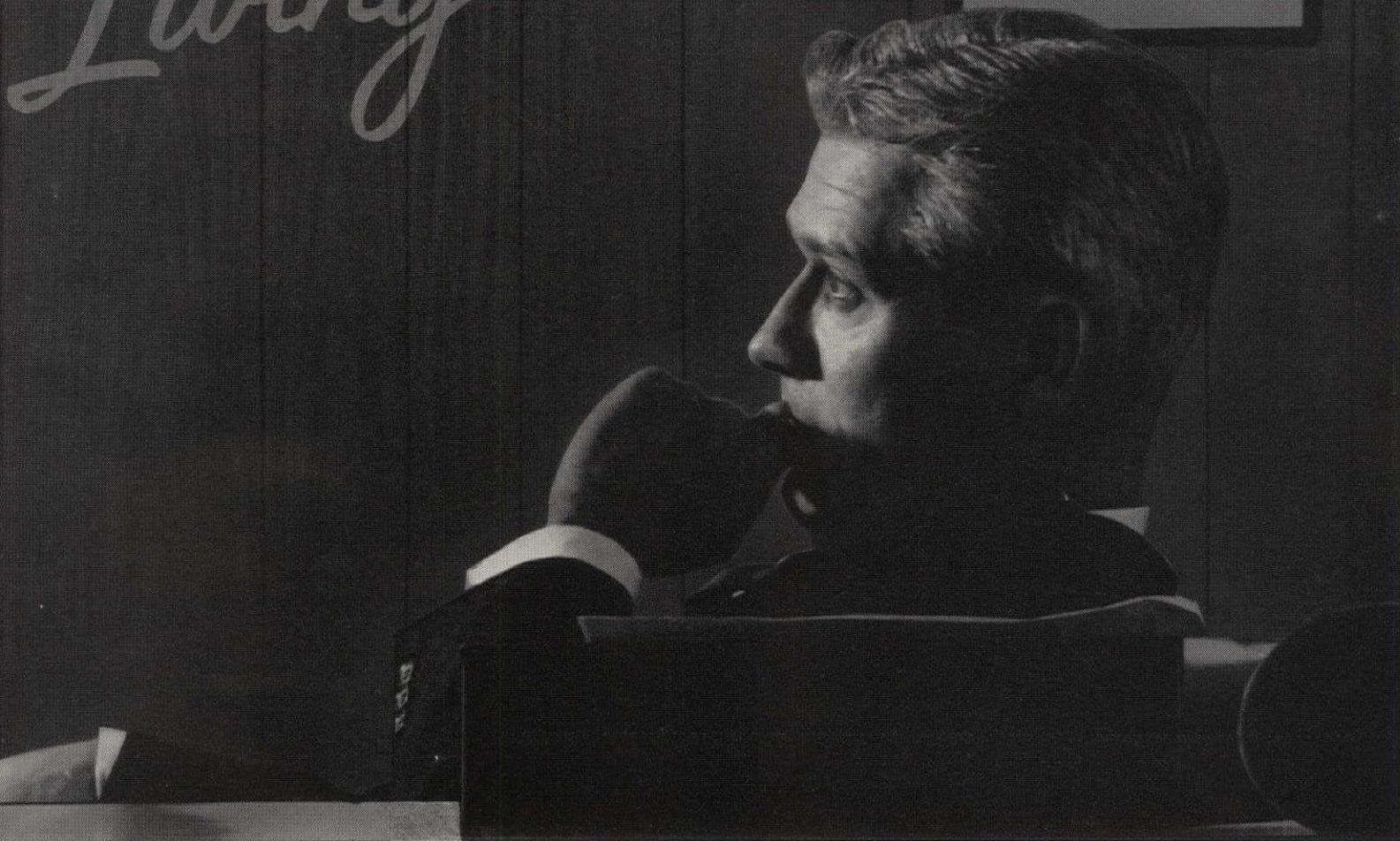
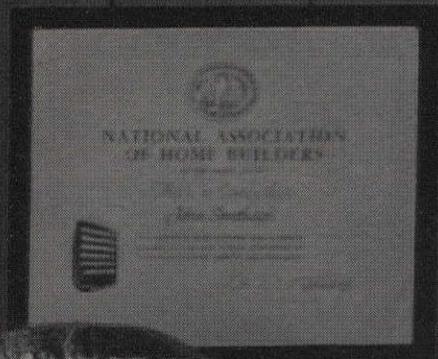
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handwriting on the wall
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the Celotex way!

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Address.....

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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.)

The liquid receiver is gone. (There's no costly over-supply of refrigerant to store.)

And no cap tubes to clog.

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

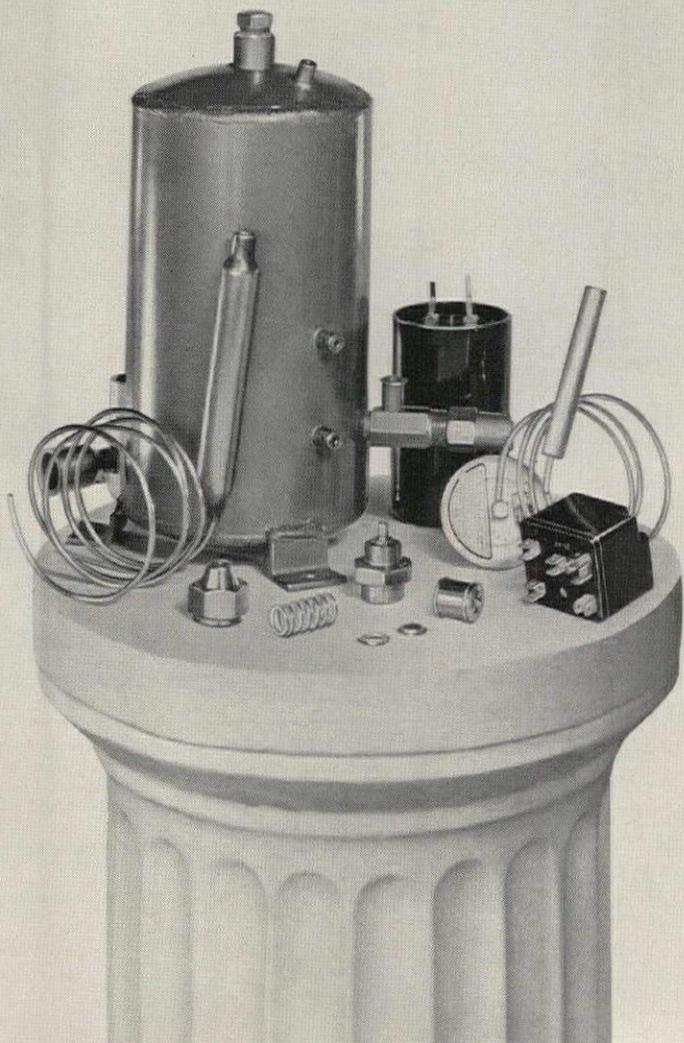
Almost as simple to install.

Almost as affordable.

Write for facts on RFC to Lennox Industries Inc.
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Marshalltown, Iowa.

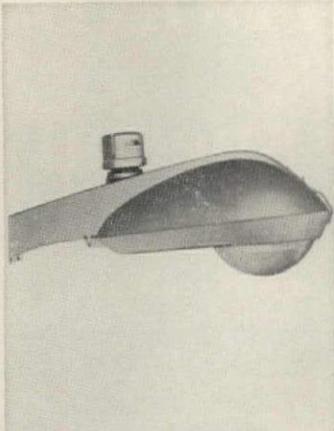
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AIR CONDITIONING · HEATING

Why did Lennox
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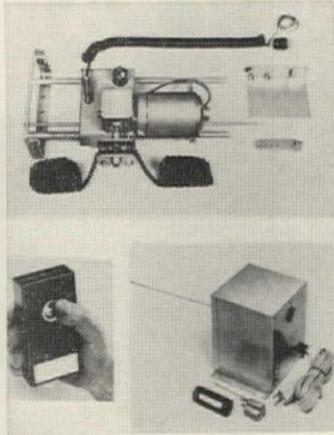


NEW PRODUCTS

Start on p. 90



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

CUSTOM ORDERS	WORK SCHEDULE																																																	
	JAN						JAN						JAN						JAN						JAN																									
	2	3	4	5	6	9	10	11	12	13	16	17	18	19	20	23	24	25	26	27	30	31	1	2	3	4	5	6	9	10	11	12	13	16	17	18	19	20	23	24	25	26	27	30	31					
BBC	R																																																	
BME	R																																																	
CJ																																																		
CS	R																																																	
RR	R																																																	
WHC																																																		
X	R																																																	

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)



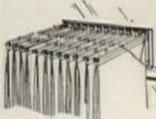
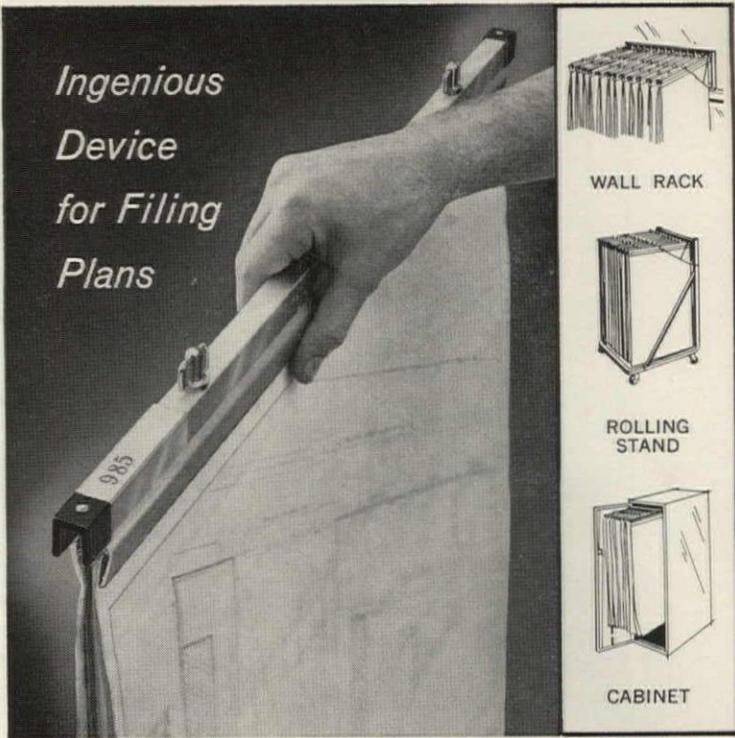
Adjustable wall ties permit mason contractors to erect cavity walls in two steps: 1) female ties are installed in interior wythe with eyelets protruding 2"; 2) exterior wythe is tied in with male ties. Dur-O-Wal, Cedar Rapids, Iowa.
Circle 134 on Reader Service card



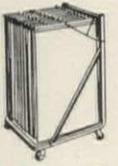
Presto door frames can be installed by one man in ten minutes. Presto frames have one-piece T&G construction with interlocking mitered joints. Casings, stop and hinges are factory-installed. Dexter Inds., Grand Rapids, Mich.
Circle 135 on Reader Service card

New Products continued on p. 151

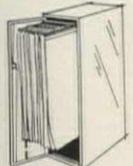
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32' Panoramic Front
Retail For Only

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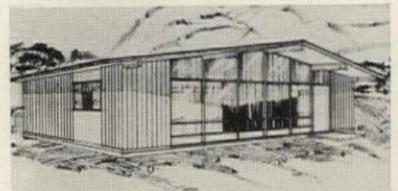
Allowing 40% mark up

★ **HOMORAMA buildings** meet the requirements of the National Building Code and Lending Agencies

★ **Beautiful rustic Red Cedar plank walls** for city and country living.

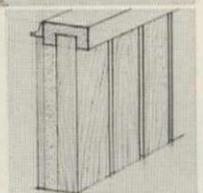
★ **Plant manufactured modular components** give better quality of workmanship. Save on erection labor. No bits or pieces.

★ **Truly a trend home.** Quality and appearance expected only in the most expensive of residences.



FEATURING:

3 Full Size Bedrooms with Closets; Kitchen; Bath; large 12' x 24' Living Room.



Fully insulated walls available. Insulamalar Walls Pat.

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"PRODUCED
WHERE THE
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Now introducing: PAINTBOND downspouts. The steel with special

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.

 **United States Steel**

TRADEMARK

Galvanized Steel for gutters and paint adherence.

7 **Easy to paint.**
No matter
what the color.

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

Galvanized steel has been the builder's favorite material for gutters and downspouts for over half a century. Now, U. S. Steel introduces USS Paintbond, the best galvanized ever for these applications.

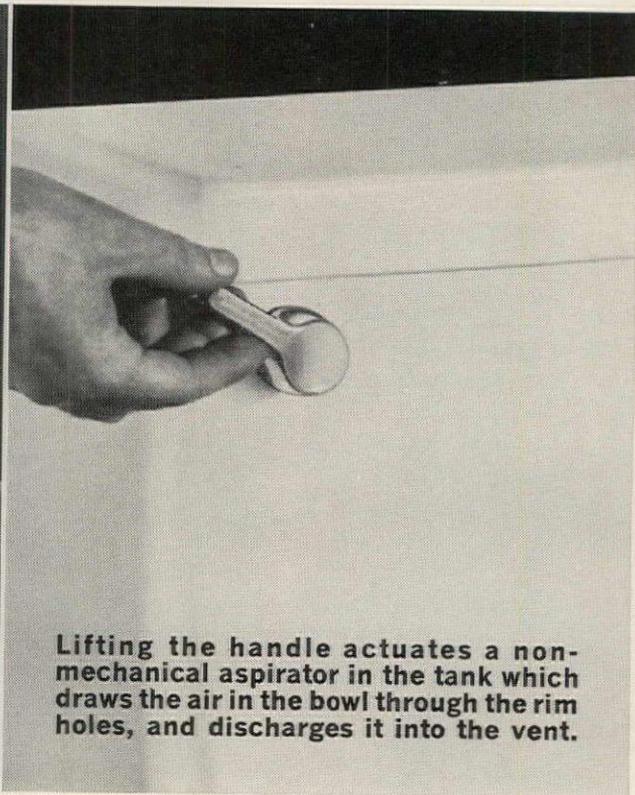
Specify USS Paintbond Galvanized Steel gutters and downspouts, save money, and build a better home. United States Steel, 525 William Penn Place, Pittsburgh, Pennsylvania 15230.



... for maximum strength, dependability, economy

Now American-Standard brings you the greatest toilet development since plumbing came indoors

Toilets that ventilate themselves



Lifting the handle actuates a non-mechanical aspirator in the tank which draws the air in the bowl through the rim holes, and discharges it into the vent.

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.

*TRADEMARKS AR&SS CORP.

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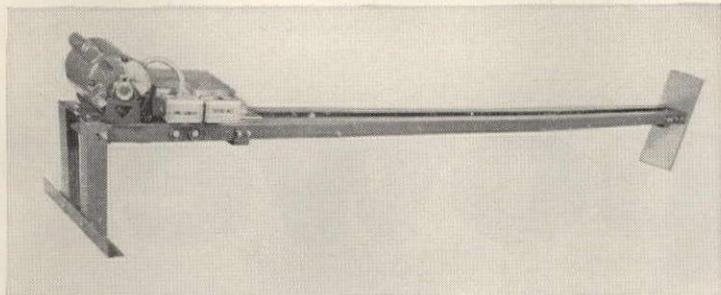
Circle 256 on Reader Service Card



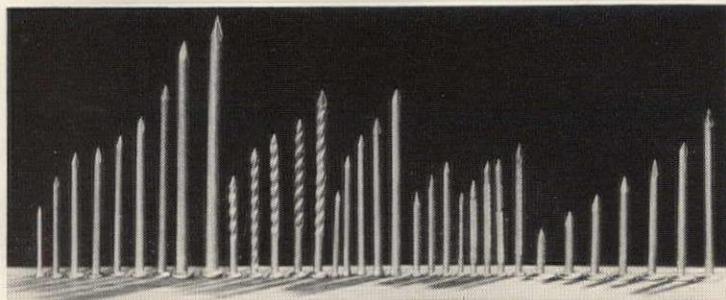
American-Standard and Standard are trademarks of American Radiator & Standard Sanitary Corporation

AMERICAN-Standard
PLUMBING AND HEATING DIVISION

HOUSE & HOME



Overhead garage door operator can lift sectional or solid doors up to 8' high by 24' wide. Entire unit weighs only 32 lbs. including 1/3 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)



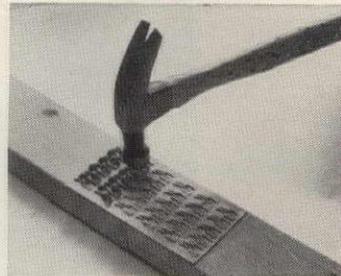
Calculator lists 13 columns and totals 14 columns. It divides, multiplies, adds and subtracts. Premier model prints credit balance and negative entries automatically in red. Transfer key retains problem answers. Victor Comptometer, Chicago. Circle 138 on Reader Service card



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 1/3 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

New literature starts on p. 158

McKINNEY

Forged Iron Hardware

**on every door
really sells houses**

Looking for something different? Sure you are! McKinney Forged Iron is different and it's the something extra that will turn "lookers" into "buyers".

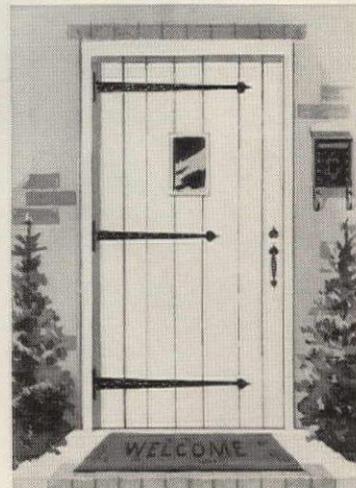
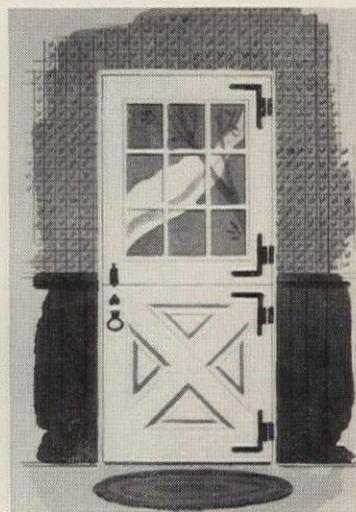
Strap hinges, H-L hinges, latches, door knockers, dutch door hardware, foot scrapers . . . there's a complete line . . . for every door in the house.

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.

McKINNEY

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CHEVROLET

workpower



MAKES A PICKUP WORK HARDER!

CHEVROLET WORKPOWER helps you to get the job done faster, easier, more economically.

It means a tough-built pickup that suits your work.

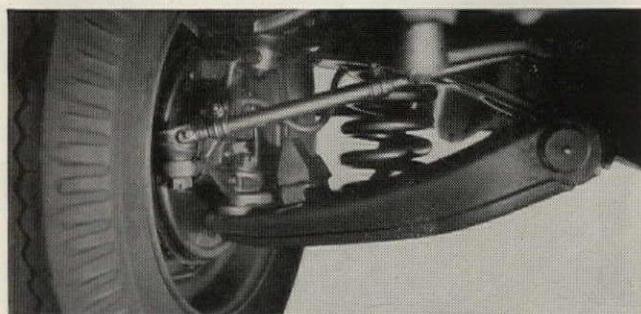
Consider, for example, your choice of bodies. Chevy pickups come in two styles: Fleetside and Stepside. Fleetside bodies feature rugged double-wall construction with inner panels that absorb cargo dents and protect exterior appearance. These bodies come in 6½' and 8' lengths with GVW ratings up to 7,500 lbs. Stepside bodies come in 6½', 8', and 9' lengths with GVW ratings up to 7,800 lbs., and feature convenient loading steps between the cab and rear fenders. Both Stepside and Fleetside models have tough select-wood floors with steel skid strips, anti-rattle latches and tight-fitting tailgates that minimize leakage of bulk loads.

Consider, too, your choice of power teams. They're big and brawny and ready to go to work. You can get the standard High Torque 230 Six, or you can order the extreme-service 292 Six or spirited 283 V8. Specify the one that suits your job best, match it with one of Chevrolet's hefty Synchro-Mesh or automatic Powerglide transmissions, and you're ready to start tightening up your work schedule.

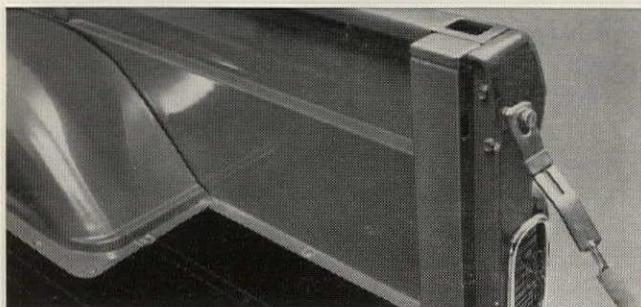
Finally, Chevrolet offers you a choice of six 4-wheel drive models with traction enough to tackle the toughest truck tasks, plus a selection of beautiful hard-working El Caminos that are handsome as a car, useful as a truck.

To get the complete story on Chevrolet's Workpower trucks for '65, see your Chevy dealer. He'll show you how easily Workpower can go to work for you. . . . Chevrolet Division of General Motors, Detroit, Michigan.

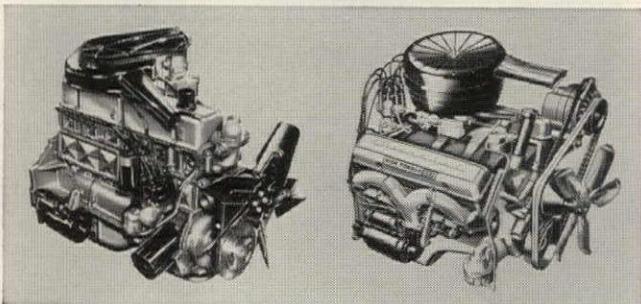
◀Fleetside pickup with 8-ft. body



SMOOTHEST OF TRUCK RIDES—NOW WORK-PROVED! Chevrolet pickups feature independent coil-spring front ends teamed with two-stage coil or leaf-spring rear suspensions. Both systems provide top payload capacity with special ride smoothness. And both are work-proved for maximum reliability, top Workpower.



DOUBLE-STRONG BODY AND CAB Double-walled cowl arch, double-paneled roof and double-braced floor panels make Chevy pickups quieter, stronger and longer lasting. Independent front walls on Stepside and Fleetside bodies isolate cab and driver from the battering of shifting loads. Double-wall construction of lower body panels in Fleetside models keeps dents on the inside, not the outside.

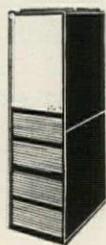


AMERICA'S MOST POPULAR POWER PLANTS Power to spare—right from Chevrolet's standard High Torque 230 Six on up. Other power plants available include the extra-duty 292 Six and the high-performance 283 V8. With Chevrolet you can match the right engine to the requirements of your particular job for top operating efficiency.

THE LONG STRONG LINE FOR '65



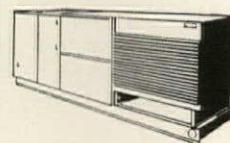
Year-Round
Systems



Gas Furnaces



Electric—Cooling



Skyliner



Unit Heater



**Last year, Bob Schmertz,
Robilt Inc., New Jersey,
built 500 homes,
250 apartments and town houses,
5 commercial buildings and stores,
2 restaurants and public buildings and
filled all his heating and cooling needs
from one reliable, dependable source: Janitrol.
Why not have one reliable,
dependable source fill all your needs
for heating and cooling equipment, too.**

Janitrol gives you more to work with. *Broadest line in the industry.* When the job calls for heating and cooling at a specific capacity, your Janitrol dealer can deliver it—not just come close. *Smart, experienced product engineering, too.* The “bugs” are out before the equipment is delivered—not after angry owners and tenants start calling back. Janitrol’s compact designs fit where you want to put them . . . allow fast installation and quick coupling. *Fast dependable delivery—24 hours or less in most areas.* The equipment is there when

you need it—not after schedule delays have eaten into your profits. Knowledgeable technical assistance—experienced help in overcoming special problems, handling layouts, standardizing trunk systems, stacks, boots and registers to save you time and money.

With Janitrol you get one source, one responsibility, for quality, performance and price on every installation. And Janitrol backs that cost-saving, worry-saving assurance with one of the finest field service staffs, finest factory training programs, and

one of the finest franchised dealer organizations in the industry.

Janitrol offers complete advertising assistance and market-tested open house programs, too. Contact your franchised Janitrol dealer or Janitrol district office . . . the name’s in the Yellow Pages. Learn why more and more builders are working with one reliable, dependable heating and cooling source: Janitrol.

JANITROL DIVISION
Midland-Ross Corporation
Columbus, Ohio Phoenix, Arizona

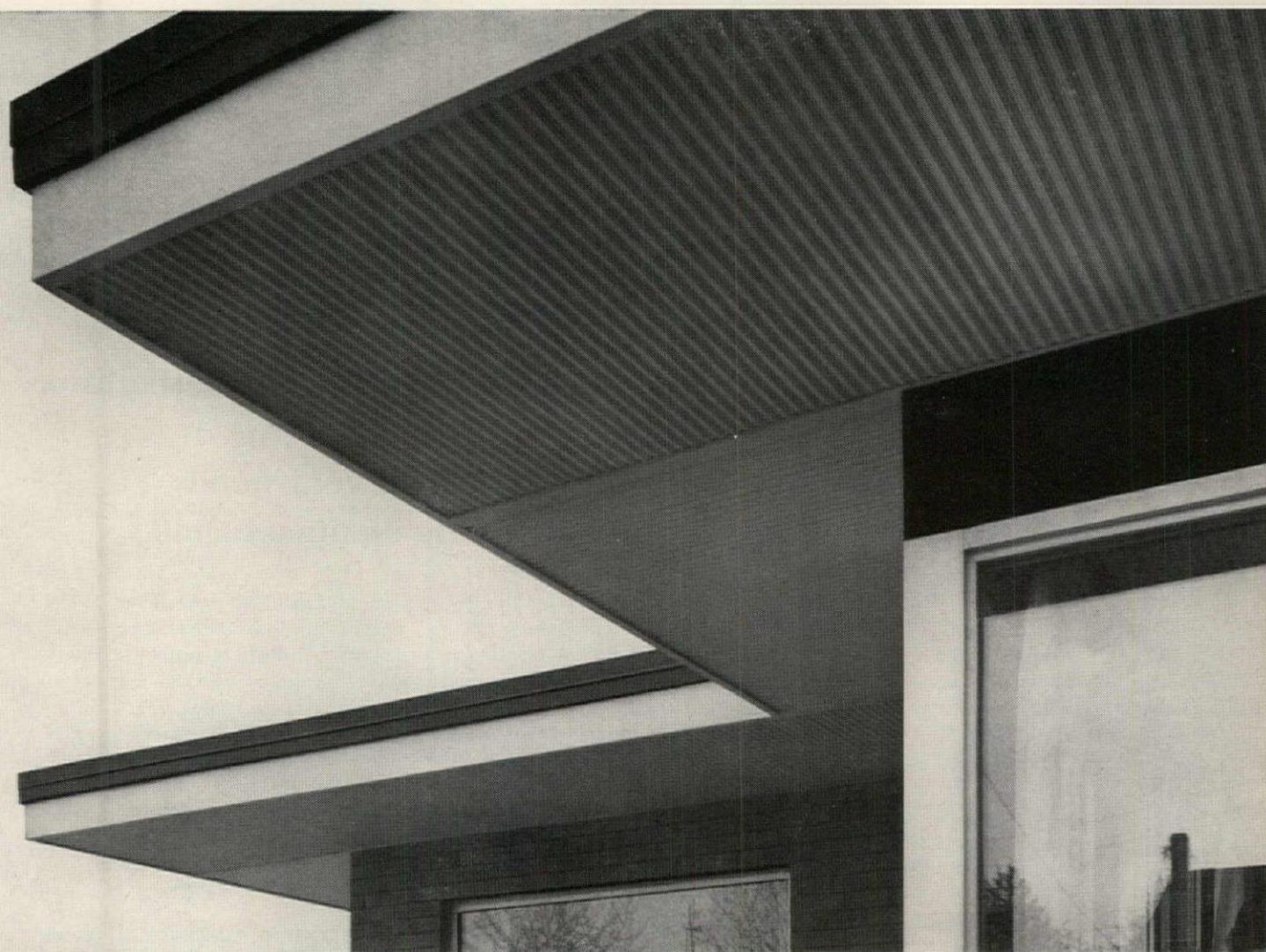


Check Janitrol, Exhibit 1012, The NAHB Show, Chicago

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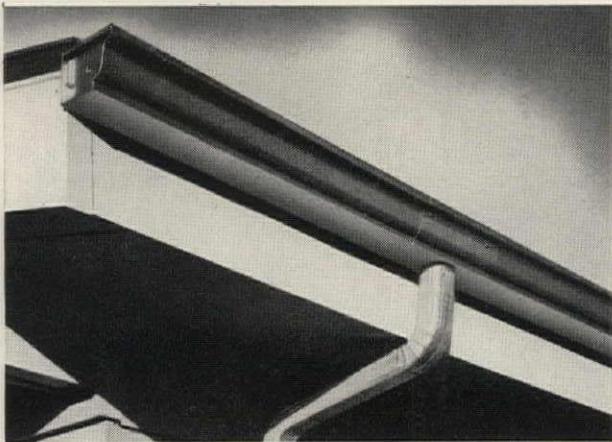
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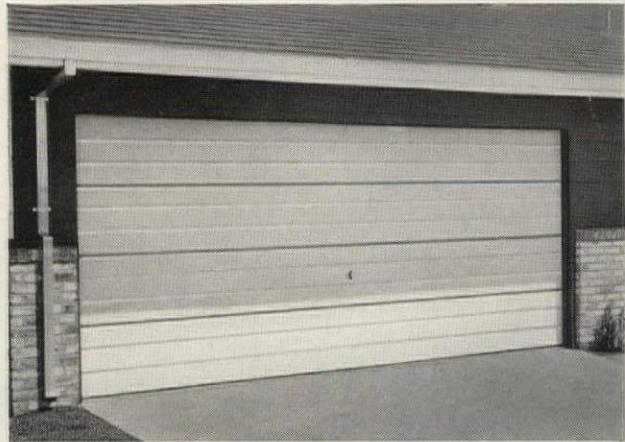
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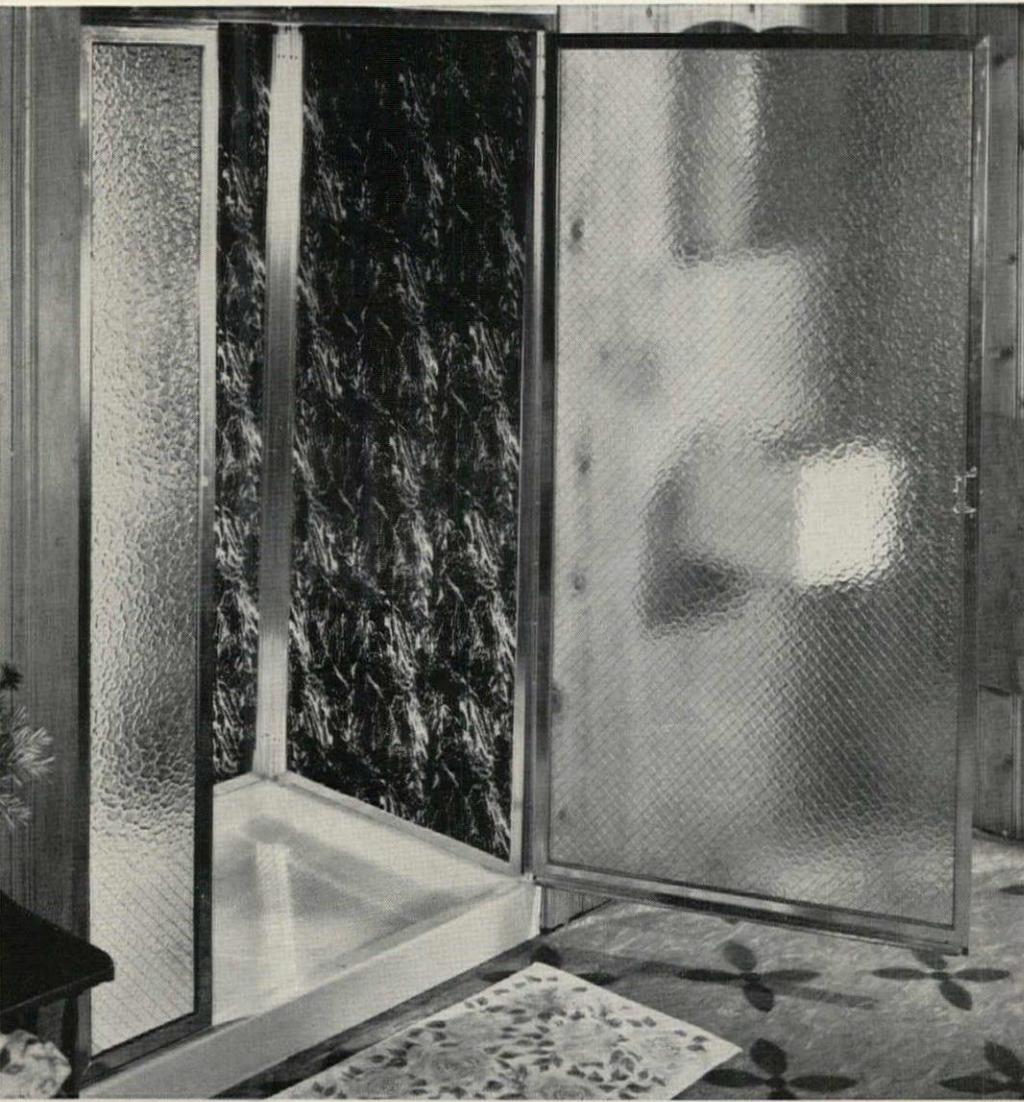
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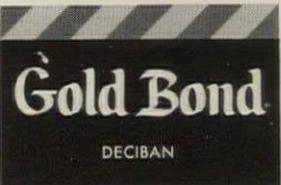


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