

AMERICAN BUILDER

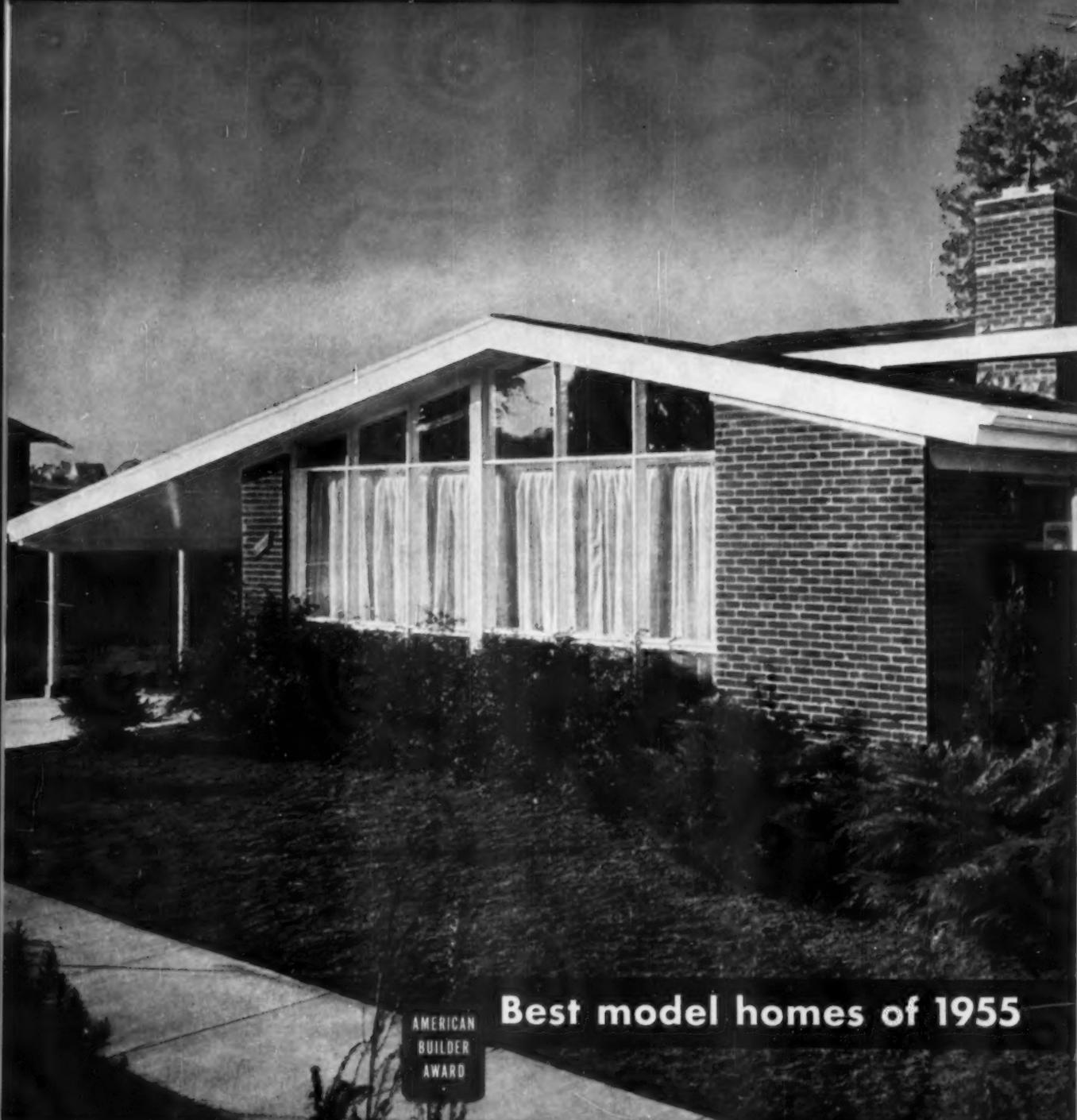
THE WORLD'S GREATEST BUILDING PAPER

★ DECEMBER 1955

75 CENTS

Electric heating
steps ahead

■
**WHAT SELLS
best today?**

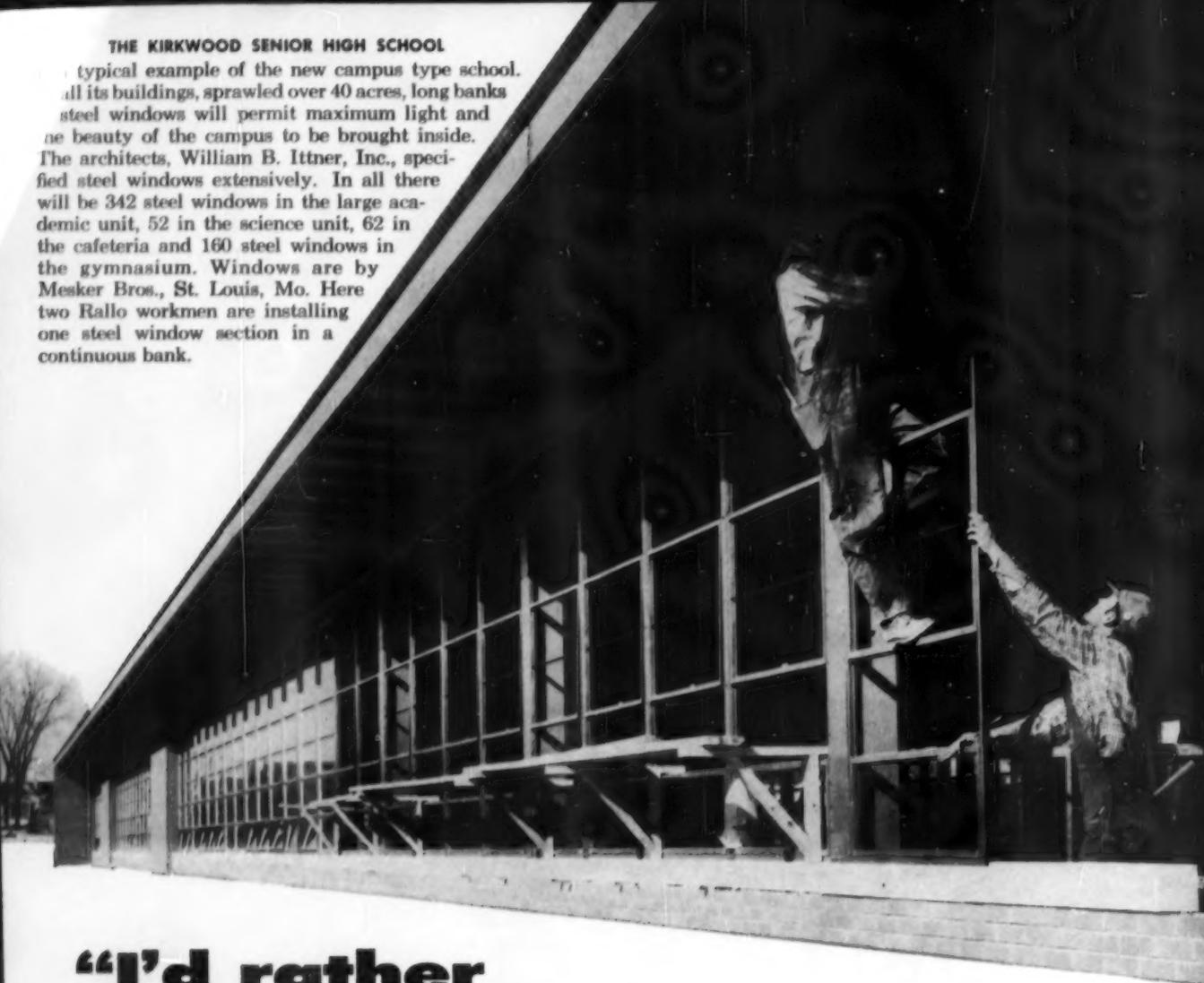


Best model homes of 1955

AMERICAN
BUILDER
AWARD

THE KIRKWOOD SENIOR HIGH SCHOOL

A typical example of the new campus type school. All its buildings, sprawled over 40 acres, long banks of steel windows will permit maximum light and the beauty of the campus to be brought inside. The architects, William B. Ittner, Inc., specified steel windows extensively. In all there will be 342 steel windows in the large academic unit, 52 in the science unit, 62 in the cafeteria and 160 steel windows in the gymnasium. Windows are by Mesker Bros., St. Louis, Mo. Here two Rallo workmen are installing one steel window section in a continuous bank.



"I'd rather work with steel windows,"

says Mr. Leo Toomey, Rallo Contracting Co., St. Louis, Mo.



Mr. Toomey, job superintendent for the new Kirkwood, Mo., Senior High School, has worked continuously in the building industry since 1908. He has had a great deal of experience in handling all types of windows. That's why he speaks with conviction when he says:

"Sure I'd rather work with steel windows. There's not another window that can be installed as quickly and easily. They never mean delay on a job. We get them 'true' and they stay that way

during installation. Once they're in, there's no other window that can take the beating students can dish out like steel. Whether it's workmen, students or weather, these windows stand up.

"Besides, there is nothing as good looking in this type of construction as a steel window. And they stay attractive. Another thing, the economical price of steel windows, plus on-the-job labor savings, is very important when it comes to making a bid."



Look for this label—it is your assurance that the windows are made from quality steel.

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open-hearth steel.

UNITED STATES STEEL CORPORATION, PITTSBURGH • COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA. • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS STEEL FOR WINDOWS

UNITED STATES STEEL



SELLS MORE HOMES...

MAKES MORE FRIENDS!

MOUNTAIN-GROWN
Lockwood
Tempered **OAK FLOORING**



When architectural design has attracted prospective home-buying families to the doors of the houses you build to sell, see that the most important sales clincher of all greets them there... beautiful, wanted Cloud's Lockwood Oak Floors! No other oak flooring is Lockwood's equal for gracious charm and inviting hospitality!

Saves You Up To 35% In Laying-Through-Finishing

Here is one instance where beauty and quality are evenly matched by economy. You get the luxury, the rich color and grain that are so outstanding in Ozark mountain-grown oak, and at the same time Cloud's Lockwood Oak Flooring is designed and manufactured for installation at labor savings up to 35%, according to actual figures released by leading contractors! Lockwood Oak Flooring goes down fast, fits snugly, lays and stays straight.

Kiln-drying and precision-milling are important factors in making Lockwood your logical oak flooring choice. So is tempering, whereby special steam treatment takes out all stresses and strains. Then, there are the double hollow-back design and the nail groove feature. And only Cloud plants have the "splinter clipper," which eliminates that annoying chip or spur to speed up laying and help the profit picture! In all ways Lockwood is always better oak flooring!



SEE YOUR LOCAL DEALER



CLOUD OAK FLOORING CO.
 SPRINGFIELD, MISSOURI

Published monthly by Simmons-Boardman Publishing Corporation, Emmett Street, Bristol, Connecticut, with editorial and executive offices at 30 Church Street, New York 7, New York. Subscription prices: in the United States and Possessions, and Canada, one year \$3.50; \$7.00 for two years. Single copy 75 cents. Entered as second class matter at the Post Office at Bristol, Conn., July 20, 1950, under act of March 3, 1879. Copyright 1955 with all rights reserved.

new...

**MULTIPLE
MESH FILTERS**

for **pryne**
rhymes with FINE
**Ventilating
Fans!**

*another Easy-to-See
Easy-to-Sell Feature
of **pryne** BLO-FANS
and AEROFANS!*

remember, too, only

Blo-Fan
has this blade!

A Pryne exclusive design! The unique combination blower-

and-propeller blade that *scoops* up smoke and odors... whisks them away like magic, *without any backwash drag!*



Multiple-mesh filters now make Pryne Blo-Fans and Aerofans even easier to clean — more popular than ever before! Simply snapping in behind the grill, the washable filter keeps blade and motor cleaner.

Available as a separate unit, filters are available for all models except Blo-Fan No. 206.

pryne
rhymes with FINE



PRYNE AND CO., INC.
BOX 698, POMONA, CALIFORNIA

ABF12

Please send full information about Pryne Blo-Fan and Aerofan.

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

AMERICAN BUILDER

The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

Supermarket technique

Prospective home-buyers who can't make up their minds about which model to settle on are finding it easier in Bergen County, N. J. Veteran builder Ralph Carletta uses a supermarket technique: he offers four models on each corner of an intersection in his tract. By standing at the intersection, home-buyers can judge each by easy comparison with the other, the way you'd judge steak against steak at a meat counter. Carletta says he saves *his* time and *their* legwork.

\$65 billion industry

Economists usually underestimate the size (*magnitude's* the word) of the *whole* construction industry. Latest estimates for 1956 place it even higher than our own November forecast, make your opportunities for good business in 1956 even brighter. That's because new data has come to light on modernizing, repair and upkeep for 1956. Famed economist William C. Bober says it all adds up to a total market of \$65 billion! (No wonder the government will see to it that nothing happens to upset America's #1 industry!)

Opportunity next month

You know, of course, that next month the government will officially label 1956 as Home Improvement Year. But do you know that Lu-re-co has prepared a booklet to help you capitalize on it? It's called "Add-a-room" and it's tied in to all the publicity that will make customers in your area think about remodeling needs. Write for it fast.

One trillion!

Smart builders will think twice before

they plan for "adequate wiring" in 1956 houses. According to the wiring people, electrical consumption in 1963 will reach one trillion kilowatt hours compared with the present 540 million k.w.h. New home buyers, well aware of their increasing dependency on electricity, are even now asking if houses have enough circuits to take care of all the new appliances (not to mention electric heating) at maximum efficiency.

Tie-in opportunity

Builder Dan Ostrow has a real angle: in collaboration with The Hecht Co. department store, which has a branch in Silver Springs, Md., Ostrow tied-in his new Silver Springs development. Result: a contest. All you have to do is visit the house, pick up an entry blank, write in 25 words "I like to shop in Silver Springs because . . ." Ostrow's ace-in-the-hole: you can't resist the house even if you don't win it.

Speaking of remodeling

A builder's office is his castle. That's what Sponseller & Sons, Los Angeles, tell us. They remodeled their office, after 60 years in the building business, and upped their "drop-in" trade from \$50,000 a year to \$100,000 a month! Have *you* thought about the opportunities that come with a face-lifting on your own front door? (Our article on Sponseller is in this issue.)

Brick: solid opportunity

Thirty-three out of every 100 single family homes being built today are made of brick, according to the Structural Clay Products Institute. That's a 14 percent increase over last year's figure. Best market for brick: the \$7,000 to \$10,000 income group. Brick may be the sales-plus you're looking for in planning 1956 houses.

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y.

James G. Lyon, President; Arthur J. McIltonis, Executive Vice President and Treasurer; Samuel G. Dunn, Chairman Emeritus; J. S. Crane, Vice President and Secretary; Fred A. Clark, Vice President

and Business Manager; Edward G. Gavin, Vice President and Editor; Wayne Sparks, Vice President; Robert G. Lewis, Vice President.



Floor to
Ceiling
Closets
**SELL
HOUSES**

Glide-All Sliding Doors make large floor-to-ceiling wall-to-wall wardrobes, with cost-saving construction. Home by Hyland Builders, Chicago.

GLIDE-ALL® *Sliding Doors*

For More Spacious Living

■ Glide-All Doors provide better living facilities in today's construction. More and more architects and builders are discovering that Glide-All Doors are the low-cost way of giving home owners plenty of easy-to-use storage space. Their modern simple design eliminates construction time and costs. They make extra storage space where it's needed most . . . wall-to-wall floor-to-ceiling wardrobes, full height hallway closets, entranceway guest closets, and in many "waste space" areas. Smooth-rolling, trouble-free Glide-All Doors make ideal room dividers.

Glide-All Doors are engineered trouble-free and are quality built. They are ready to install in 8' and 6'8" heights in a variety of standard widths, flush or recessed panel types. Write today for specifications and full details.

*Glide-All Doors are available from distributors throughout the United States and Canada.
For information write Plant nearest you.*

GLIDE-ALL DOORS ARE A PRODUCT OF
WOODALL INDUSTRIES INC.
DETROIT 34, MICHIGAN

CHICAGO, 3504 Oakton St, Skokie, Illinois
EL MONTE, California, 801 West Valley Blvd
FRANKLIN, Ohio
LAUREL, Mississippi, P O Box 673
NEW YORK, Glen Cove Road, Mineola, N Y
SAN FRANCISCO, 1970 Carroll Avenue

Use Glide-All Sliding panels as room dividers for more flexible living . . . as in the Trudy Richards Tract Homes built by Weiss Construction Co., Beverly Hills, Calif.



Glide-All panels turn a big daytime playroom into separate bedrooms, spacious wardrobes have Glide-All fronts. Trudy Richards Tract Homes built by Weiss Construction Co., Beverly Hills, Calif.

Reader's Guide

December 1955

Editor Edward G. Gavin
 Executive Editor Joseph B. Mason
 Managing Editor Walter R. Browder
 Art Director Russell F. Rypaam
 Assistant Art Director Morris Neuwirth
 Feature Editors Welden Reynolds
 William Dukes
 Oscar Shaftel
 News Editor Garrett Winter
 Assistant News Editor June Vollman
 Architectural Editor Arthur V. Hanson
 New Products Editor William F. Koelling
 Field Editor Maxwell Huntton
 How-to-do-it Editor John Kovak
 Production Editor Robert Rosaner
 Western Editor William C. Rodd
 Washington Editor Walter J. Tate
 Executive Editor, April Marketing Directory and Technical Guide Assistant Charles H. Goodall
 Arthur Pelke
 Research Director J. W. Milliken
 Assistant Research Director Constance Nicolai
 Director, Home Plans Service Charles L. Combes
 Legal and Tax Consultant John F. McCarthy
 Editorial Assistant Gertrude M. Pelnar

Editorial Office:
 30 Church St., New York 7, N. Y.
 April issue: 79 W. Monroe St., Chicago 3, Ill.
 Director of Production M. J. Figa, Jr.
 Sales Promotion Lyman M. Forbes
 Advertising Sales Representatives:
 New York 7, N.Y., 30 Church, WO-4-3060 Bayne Sparks
 W. J. Kane
 Banks Wansmaker
 Chicago 3, Ill., 79 W. George Hutchings
 Monroe, RA-6-0794 Harold Mann
 Cleveland 13, O., Terminal D. T. Brickner
 Tower, MA-1-4455 D. J. Casey
 Coral Gables, Fla., 1809 Ponce Joe Holzer
 de Leon Blvd., HI-8-1786
 Dallas 4, Tex., 3908 Lemmon Joe Sanders
 Ave., Lakeside 2322
 Los Angeles 17, Cal., Fred Klarer, Jr.
 1127 Wilshire, Ma. 6-0553
 Portland 5, Ore., 1220 S. W. L. B. Conaway
 Morrison, Br. 4993
 San Francisco 5, Cal., 244 Calif., Lewis Vogler
 Ga. 1-7004
 Publisher Arthur J. McGinnis
 Business Manager Fred A. Clark

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builder's Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.
 Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three weeks in advance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent. Circulation Department: Robert C. Lewis, Director of Circulation; Lawrence L. Cope, Circulation Manager; Field Staff: Gerald Blackley, Chester Hanson, George Heinrich, Guy Hill, Ash Huse, Steve Jacobson, J. Hansell Lewis, Don Paul, John Simonson, Earl Spohn.
 Published monthly by Simmons-Boardman Publishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$2.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$35.00. Single copies, 75 cents; April issue, \$2.00. Entered as second-class matter July 20, 1950, at the Post Office of Bristol, Connecticut under the act of March 3, 1879. Copyright 1955 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORP.

- 3 The Opportunity Page
- 5 Reader's Guide
- 7 Reader's Guide to Advertising
- 11 The Building Outlook
- 13 Impact

- News**
- 23 National news
 - 25 Dickerman's column
 - 26 Northrup's column
 - 27 News of your region
 - 186 Additional news

THE BEST MODEL HOMES OF 1955

- 51 Best model homes—Introduction
- 53 Tailored to Texas taste
- 55 This was labeled "best buy"
- 58 Traditional still gives a lot of house for the money
- 60 Raising the roof for lighter living
- 62 How to market a \$38,500 award winner
- 64 An "All Electric" house for high voltage sales appeal
- 66 How to make a carpet sell
- 67 Editor's Choice: "The Mikado"

Features

- 71 Are you giving buyers what they want?
- 74 Why builders are warming up to electric heat
- 78 Today's school crisis: the builder's big challenge
- 176 Book review: "Architecture, Ambition and Americans"
- 188 Where do you fit?

Houses & Plans

- 100 Blueprint House: Built to catch the sun
- 107 Blueprint House: Quantity list of materials

Commercial Building

- 80 New quarters mean added "drop-in" dollars
- 82 Concrete and glass make this clinic click

Cover Photo: Dan Ostrow's "Mikado"

Departments

- 119 New products and equipment
- 148 Catalogs: review of manufacturers' literature
- 160 Legal: Amendments to prepaid-income tax laws
- 162 Technical guide: Better kitchens and laundries
- 168 Ask the experts: Reader queries analyzed.
- 172 How to do it better
- 178 Better detail plate: Making the TV a part of the built-in accessories
- 192 The Month Ahead

READER'S GUIDE TO ADVERTISING ON PAGE 7 →

To the man who's thinking about buying a new truck:

maybe you're missing something...

➤ And what you're missing is more than "maybe," it's for *sure*—if you haven't yet visited your Dodge truck dealer.

➤ Do you want to miss a *rock-bottom price*? Perhaps you haven't realized that Dodge trucks actually cost *less* than you'd pay for corresponding models of most other makes.

➤ Do you want to miss *power* so high it leads the field? Consider this: with engines of 169 to 175 horsepower, Dodge overpowers *every other leading make of truck* in the low- and medium-tonnage fields.

➤ Surely you don't want to miss the many advantages of

"Job-Rated." Because all units from engine to rear axle are engineered and matched for a specific job, the Dodge truck you buy is exactly *right* for your business.

➤ You don't want to miss Dodge safety—which includes the biggest wrap-around windshield of any truck on the road, the shortest turning radius. Or Dodge superior cab comfort... Forward Look Styling.

➤ In short, you get a whale of a lot more truck for a good deal less money than you think! Stop in and see your Dodge truck dealer right away—don't miss *anything!*

DODGE Job-Rated **TRUCKS**

WITH THE FORWARD LOOK ➤

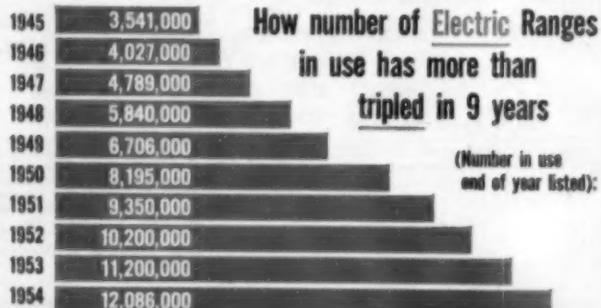
The Salesman that sells in your kitchens



Are You Traveling with the Trend?

The chart shows that the number of *Electric Ranges* in American homes has more than *tripled* during the past 9 years. Follow the trend! For quicker sales, install *Electric Ranges* in the homes you build!

BE MODERN...
Cook Electrically!



Source: ELECTRICAL MERCHANDISING Annual Statistical and Marketing Issues

ELECTRIC RANGE SECTION

National Electrical Manufacturers Association • 188 East 44th Street, New York 17, N. Y. • ADMIRAL • AMERICAN KITCHENS • CROSLY • FRIGIDAIRE • GLOBE

Read what builders know about it from experience!

▶ **"When anyone asks me why Oak Hill Village homes sell so readily, the answer is simple,"** says Builder Arnold Hartmann of Newton Centre, Mass. "The reason is that these homes offer utmost value to the prospective purchaser. All-electric equipment—including modern Electric Ranges—combined with good design and construction—make them a good buy—and they sell."



▶ **Builder Nathan Manilow** of Des Plaines, Ill., says: "We recently completed one of the most outstanding sales ever accomplished by the Manilow Construction Company, by selling 500 moderately priced homes in Des Plaines Villas in nine months. The sale price included four electric appliances, one of the most important being the *Electric Range*."



◀ **"We put a placard on the Electric Range in each model house to show that it's included in *all* our new houses,"** says Builder Michael Campanelli of the Natick Building Company, Natick, Mass. "We consider the Electric Range a most important selling feature. It always attracts the ladies. We always have house sales 'cooking' with the help of this appliance."

There's nothing like learning from experience—that of other builders as well as your own. One fact stands out wherever you go. Builders are using *Electric Ranges* to help them sell their homes. This appliance works as a "salesman" for you because women want it. They know it will save them time and effort, and help them to cook better meals. They know it offers them clean cooking, as well as ease of operation—and a cool kitchen, too!

Another important point to help sell your homes: A modern 100-ampere, 3-wire service will provide ample capacity for the *Electric Range* and will take care of other appliances for modern living—now or in the future. That's another advantage to feature!

ELECTRIC RANGES help sell houses!



WOOD WON'T ROT WHEN IT'S **COLD** AND **DRY**

Living fungi, which break down the substance of wood are microscopic and abundant. But they need WARMTH and DAMPNES to develop. Dampness will also peel off paint, crumble plaster, cause iron and steel to rust.

Some insulations can promote and retain destructive condensation inside walls and other structural spaces. Warmth and vapor can flow through asphalt, paper, plaster and most building materials, including ordinary insulations. Vapor condenses when, upon striking a colder surface, the air reaches a dew-point.

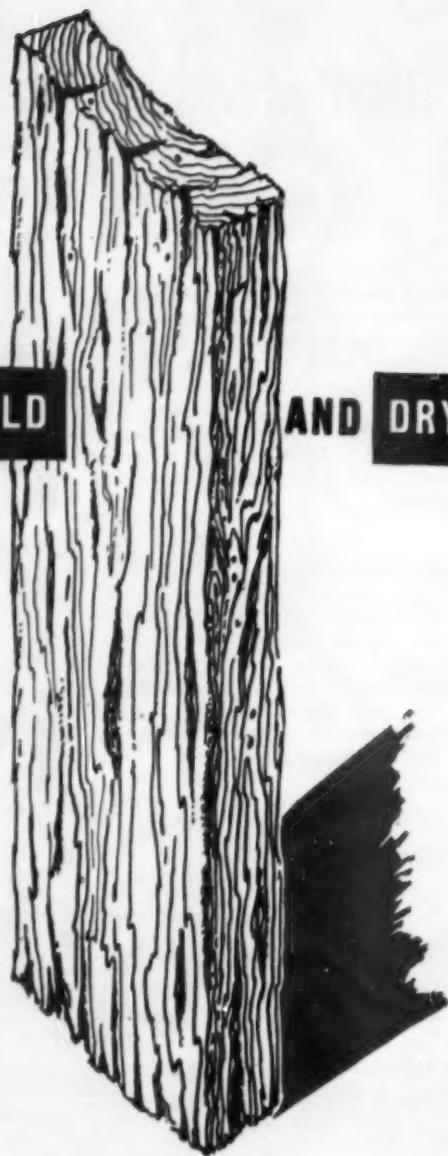
An empty space, the best insulator against heat flow by Conduction, does not prevent heat flow by Radiation and Convection. Of all heat transferred through structural spaces, about 50% to 80% is by Radiation; all but about 7% of the rest is Convection. The surfaces of multiple accordion aluminum sheets have a reflectivity for heat rays of 97%; absorptivity and emissivity of only 3%. The aluminum and fiber layers retard Convection. Conduction is slight through the preponderant low density air spaces.

The tough aluminum sheets in multiple accordion aluminum are almost completely impervious to water vapor, and are long and continuous. Infiltration under flat, stapled flanges is slight.

Where multiple accordion aluminum is used, fortuitous vapor and water (for instance rain) which intrude into wall and similar spaces will gradually flow out as vapor through exterior walls and roofs as pressure develops within, because vapor flows from areas of greater to less density. The vapor cannot back up through the continuous, almost completely impervious aluminum, so it flows out because exterior walls and roofs have substantial permeability in comparison to aluminum, far greater than the required 5 to 1 ratio.

To obtain maximum uniform depth protection against heat loss and condensation formation, it is necessary to use **edge-to-edge** multiple aluminum, each sheet of which automatically stretches from joist to joist.

The U. S. NATIONAL BUREAU OF STANDARDS brochure: "Moisture Condensation in Building Walls," discusses vapor and heat flow, and the causes and prevention of condensation. Use the coupon. Get a copy at our expense.



**COST OF EDGE-TO-EDGE INFRA
Multiple Aluminum Insulation
installed in new construction between
wood joists, material and labor**

Type 6-PS about 10¢ sq. ft.

Type 4-PS about 8¢ sq. ft.

Infra Insulation Inc., Dept. B-12
525 Broadway, New York, N. Y.
 Please send FREE U. S. Bureau of Standards
Booklet BMS63
 Please send samples
Name _____
Firm _____
Address _____

The Building Outlook

NORTHERN EDITION

SMALL TALK

CADILLAC INCLUDED?

To defeat New York State's proposed expenditure of \$1.7 billion for public housing, Brig. Gen. George L. Bliss, president of the Federation of New York Taxpayers, Inc., suggested in print that the state could still save millions a year if it gave occupants of every state-supported public housing project a new home, a swimming pool and a new car.

LOW COST COMFORT

The idea: Can an average-size home anywhere in the U.S.A. be heated and cooled for \$10 per month? The test: a two-year program involving 100 to 125 homes in 20 cities. The sponsor: Owens Corning Fibreglas Corp. Look for further details in American Builder.

THE LEGION LOOKS AHEAD

The G.I. Bill, as you know it, is due to expire in 1957. But not if the American Legion has its way: at its recent Miami convention, the Legion voted approval of a resolution to continue it for three years.

BEHIND THE TIMES

Unbelievable: most of the local ordinances in "progressive" Westchester County, New York, forbids prefab schools . . . despite the need.

HAVE YOU NOTICED A TREND away from ranch houses and to the more traditional northern two-story? It was pointed out by two northern realtors at the recent NAREB convention in New York City. "Ranch houses have been overbuilt," advised Schenectady, N.Y., realtor Ruth M. McElhose. "Women are getting tired of walking miles around these spread out one-story homes." Rochester, N.Y., realtor Lewis W. Gibbs agreed: "In a one-level house, when you have a party, the kids are always in your lap. In a two-story home, you put them to bed upstairs."

THE CHAMBER OF COMMERCE of The United States agreed with the forecast that American Builder brought you in November. "Despite forecasts to the contrary, construction in 1956 should top this year's all-time record," the Chamber says. "Even residential construction, most affected by credit restrictions, will not miss this year's record of an estimated 1.3 million starts by as much as 100,000 units."

SPEAKING OF CREDIT RESTRICTIONS, Administrator Albert M. Cole, Housing and Home Finance Agency, is assuring builders that the FHA will not hesitate to ease the recently imposed tightened credit regulations "when and as conditions recommend." American Builder's prediction: they'll be eased if it looks like we'll have less than 1.25 starts next year; first sign will be an extension of the 25-year payment period back to 30 years.

HAPPY DAYS AHEAD: Minimum property requirements, now undergoing a thorough study with a view to revision, will soon be clarified and standardized in a single publication. They are currently published in 28 separate volumes. So says FHA commissioner Norman P. Mason to whom American Builder directs three cheers.



Stainless Steel Cabinet Sink—economical stock unit with a "custom" look.

HOW TO "Get the Nod" FROM FHA AND DELIGHTED OWNERS

Design features of Republic Steel Kitchens can help you get top money for your homes from both financing organizations and buyers. In this kitchen, for example, trend-satisfying built-in oven and surface range units are housed in Republic *stock* cabinets—storage space below gets maximum FHA credit.

Republic's big, broad line gives you real planning flexibility. And, as a leading producer-fabricator of steel, Republic assures you true quality and economy, dependable delivery.

THE "HOW TO" LINE

Republic Steel Kitchens




NO WASTE STORAGE SPACE HERE—FHA allows you full count across the corner for this Lazy Susan cabinet; same credit applies to Republic's corner wall cabinet. Favored, too, are the space-saving features of these interchangeable shallow drawers.



EVERY REPUBLIC SHELF COUNTS
 Wall cabinet shelves are adjustable so it's no trick to set the top one within FHA 6-ft. height requirement. And, "comfort reach" is another big Republic feature to mention to quality-conscious prospects.



NYLON GLIDE OPERATED INNER SLIDING DRAWERS
 FHA gives them equal credit with conventional drawers. And, homemakers love the added convenience. Wonderful for heavy items, excellent space organizers for the usually wasted upper areas of cupboards.

FOR COMPLETE INFORMATION—contact your nearby distributor or write Republic Steel Corporation, Berger Division, 1022 Belden Ave., Canton 5, Ohio.



ECONOMICAL OVER-REFRIGERATOR CABINET—Where FHA allows only one shelf credit, Republic gives you a 15" high specially designed stock cabinet. With such outstanding features you get—and give—most for the money with Republic Steel Kitchens.

Impact

To The Editors:
American Builder
30 Church Street
New York 7, N. Y.

Contest Winners

... I AM HIGHLY HONORED TO RECEIVE YOUR GRAND FIRST AWARD AND WILL BE ON HAND TO PERSONALLY RECEIVE SAME AT NAHB CONVENTION IN CHICAGO . . . AWARD HAS BEEN A GREAT STIMULANT FOR OUR ENTIRE ORGANIZATION.
—N. O. Simmons, N. O. Simmons Building Co., Inc.
San Antonio, Tex.

I received your telegram today regarding Kinney Leonard's second award in your contest . . . The radio stations have given it tremendous support on their news broadcasts; the TV stations have (and will again tomorrow) viewed pictures of the Westwood prize winner . . . and tomorrow Kinney Leonard will be interviewed. (Local papers) will run stories in the regular news . . .
—Bill Wurster, The Taskett Agency
Seattle, Wash.

There's not enough space to print all the response to American Builder's National Home Week contest. But we do show most of the winners in this issue, starting on page 51. . . . The Editors.

Timed Right

... I was most impressed with your article "Keep building commissions in their place" (July editorial). I would very much appreciate a dozen or more copies . . . so that I can make them available for Contra Costa Planning Commission and the Board of Supervisors as your article fits

our current problem almost to a T . . .
—Kermit L. Lincoln, Lincoln Development Co.
Lafayette, Calif.

We don't believe that any building commissioner or his staff can, even if permitted to do so by legislation, determine the best allocation and development of land. This is a matter for an association of all interested persons. . . . Ed Gavin.

Houston on Parade

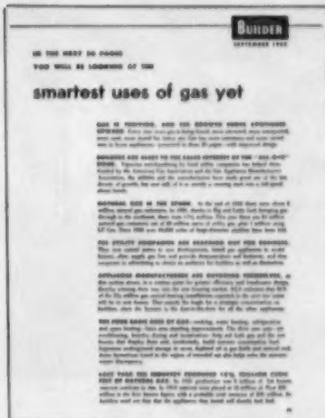
Your five-page coverage of the Houston "Parade of Homes" in the September issue of American Builder was a masterpiece and we have heard many fine comments about it . . .
—Conrad (Pat) Harness, Houston Home Builders Association.
Houston, Texas

Impact on Builders

... On the writeups that the American Builder gave us on our single lever mixing faucets several months ago, we received more inquiries from your readers than any other publication . . . Your publication is an excellent media for informing progressive builders of progressive items.
—John J. Russell, Gyro Brass Manufacturing Corp.
Westbury, L.I., New York

Best Home Week Ever

... We just completed our (National Home Week) promotion for this year with greater reaction than any year in the past. Our members are so well sold on this great promotion that they cannot speak too highly for it . . . As the father of the idea we felt you will be interested in the growth of your baby.
—Lawrence W. Nelson, Minneapolis Home Builders Association
Minneapolis 3, Minn.



This page started it

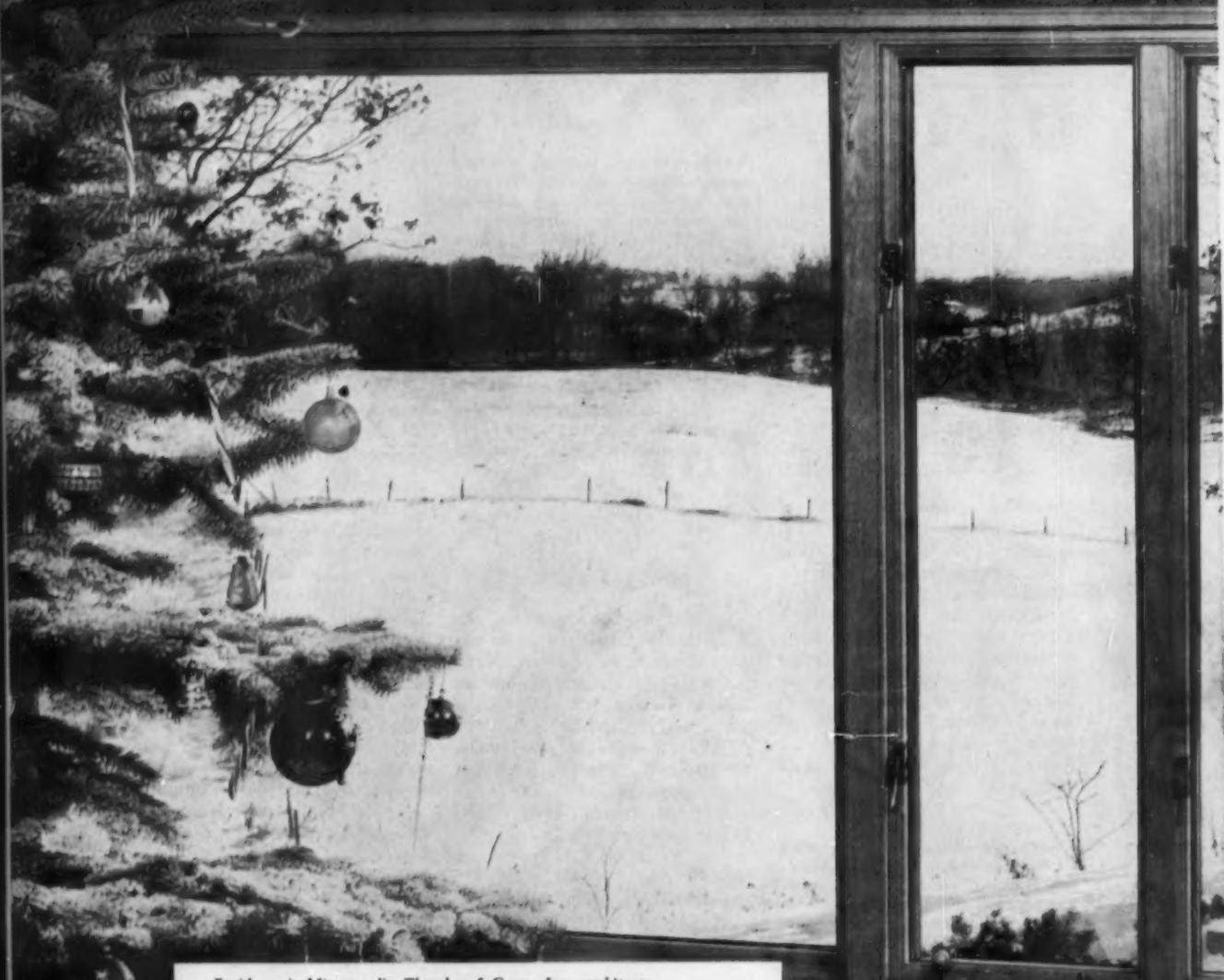
American Builder, leading voice of the nation's building industry, pays a 20-page editorial salute to the gas industry in its September issue . . . The original idea came from a discussion between our group and Wm. Rodd, Western Editor of the magazine. The project then went east to American Builder's headquarters and the aid of AGA and GAMA were enlisted . . . Summed up, it is probably the finest tribute ever paid by a national magazine to the sales activities of the gas industry.
—From Management News Letter, published by the Southern California Gas Co.
Los Angeles, Calif.

I would appreciate your firm sending me ten copies of the September issue . . . which includes the twenty pages of the all gas promotion. I think this is one of the nicest promotions I have seen in recent years in any magazine . . .
—John Eckl, Laclede Gas Co.
St. Louis, Mo.

We wish we had space enough to print all of the mail we received on our "gas issue". . . . The Editors.

AMERICAN BUILDER WELCOMES YOUR IDEAS. We'll print them on this page if you write them in a letter. Include photographs or drawings if you have them. We'll not use your name if you feel strongly about it.

Plan windows for beauty and weatherproof comfort



Residence in Minneapolis. Thorshov & Cerny, Inc., architects

There's delight in winter beauty, plus protection from winter blasts, in homes you plan or build with Andersen WINDOWALLS. As windows they let in sunshine, fresh air, the view. As walls they provide year 'round protection against cold, dust and moisture.

For complete information see your lumber and millwork dealer, Sweet's Light Construction File, or write to Andersen. WINDOWALLS are sold throughout the country including the Pacific Coast.

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

®TRADEMARK OF ANDERSEN CORPORATION

Andersen Windowalls*





CALKING &

GOIN' GREAT GUNS

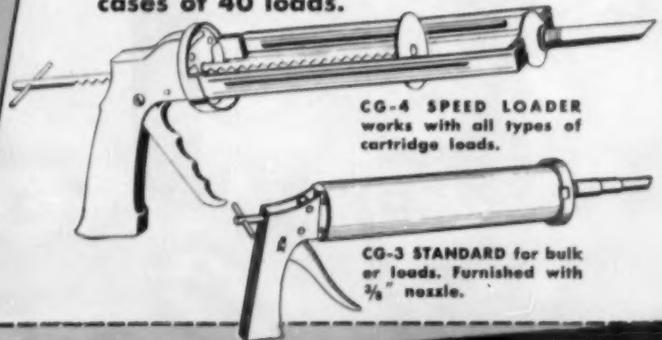


The "Original" CALKING LOAD Dressed up in a BRIGHT NEW LABEL!

Here's the fastest way to calk cracks around windows and doors. M-D SPEED LOADS are available in Off-White or Pure White Color. Also available with or without Plastic Nozzle. Off-White Load shipped without nozzle unless specified. Meets Federal Specifications TT-C-598 (Grade 1).



Packed 10 SPEED LOADS to a carton or in cases of 40 loads.



CG-4 SPEED LOADER works with all types of cartridge loads.

CG-3 STANDARD for bulk or loads. Furnished with 3/8" nozzle.

MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

MACKLANBURG
DUNCAN CO.
MANUFACTURERS OF
QUALITY
BUILDING
SPECIALTIES

GLAZING COMPOUNDS

with **BUILDERS** and **DEALERS**

HAND SQUEEZE TUBES

for small jobs

No gun needed. Simply remove cap from built-in nozzle, fasten key over crimped end, turn key and start calking. Here's a fast-moving item for over-the-counter sales. Packed 12 tubes in a handsome "Silent Salesman" display carton that can be quickly set up on your counter.



Nu-CALK CALKING COMPOUND

in Bulk—Knife or Gun Grade

Off-White Color available in knife grade or gun grade. Pure White Color available in gun grade only. Off-White shipped unless White specified. Gun grade meets Federal Specifications No. TT-C-598 (Grade 1). Available in 1/2 pt., pt., qt., gallon, 5 gal. and 55 gals.



Nu-Glaze GLAZING COMPOUND

Always stays "PUT"

Here's the perfect material for glazing wood or metal sash, replacing putty, setting plumbing, filling cracks, boatwork of all kinds. Clean to handle, easy to use. Will not dry out, harden, crack or peel. Available in 1/2 pt., pt. and qt. cans; 25, 50, 100, 880 lb. drums.



Nu-Phalt PLASTIC

ASPHALT CEMENT for all jobs!

Ideal for sticking down asphalt shingles and floor tiles . . . for use on roofs, chimneys, flashings. Packed 10 loads to a carton . . . with or without plastic nozzle. Shipped without nozzle unless specified. Also available in 2 1/2 and 10 lb. cans; 50 lb. pails; 550 lb. drums.



DEALERS
ORDER TODAY—your order will
receive prompt shipment!

BUILDERS!
Sold by all Hardware, Lumber
and Building Supply Dealers

you can depend on
Crossett Pine Paneling
 for just the right touch to the



Now that the family "recreation center" is a must in today's new home, Crossett pine paneling supplies this attractive wall treatment of wonderfully inviting informality, wholly in tune with the mood of what goes on there.

Produced from famous Satin-like Arkansas Soft Pine, to Crossett's exacting standards; finished in popular "honey" color and dull wax that reveal the wood's beautiful figure, Crossett paneling in your homes will add that convincing extra appeal to eye and imagination, highly conducive to sales.

Constant Betterment Through Research

Available from your local suppliers in a variety of patterns, together with complementary Arkansas Soft Pine trim, finish and mouldings for complete installation. For data and information, address:



CROSSETT

LUMBER COMPANY

A Division of The Crossett Company, Crossett, Arkansas

Now!
NEW AIR-JET
"BRICK BEAUTY"

Why bother to build a chimney? Now you can enjoy all the time and money-saving advantages of an Air-Jet packaged unit... and, at the same time, increase the value of your homes with a chimney that looks just like brick!

The new "Brick Beauty" is made of embossed aluminum, finished in brick red color with depressed off-white mortar lines. Weighs less than 100 lbs.! Can be installed in one man-hour! And look at these quality features.

Shockproof, high temperature porcelain steel smoke pipe. Special draft top guards against downdrafts. Exclusive rain groove eliminates all leakage. UL approved for use with all fuels. You can take your choice of 2 models in 3 different smoke pipe sizes.



WRITE TODAY
 for complete information!
 A few distributorships available.
GENERAL PRODUCTS
COMPANY, INCORPORATED
 DEPT. A-12
 FREDERICKSBURG, VIRGINIA

• A PACKAGED
 CHIMNEY
 WITH
 AUTHENTIC
 BRICK
 LOOK

DESIGNED FOR TODAY'S HOMES
PRECISION
 America's No. 1 Stairway
QUALITY PLUS SALES FEATURES

STOCKED BY 100 LEADING JOBBERS IN THE U. S. AND CANADA

7

EXCLUSIVE FEATURES

- 1—HYDRAULIC SAFETY CHECKS
- 2—ACTUATED BY COUNTERWEIGHTS
- 3—LIFE-TIME ROLLER BEARINGS
- 4—RUGGED AND STRONG
- 5—INSULATED DOOR PANEL
- 6—FULL WIDTH SAFETY TREADS
- 7—FITS ANY CEILING HEIGHT

PRECISION FOLDING STAIRWAY
 LISTED IN SWEET'S
 Approved by Leading ARCHITECTS, BUILDERS, and LENDING AGENCIES



Two Standard Sizes—87" and 99". For ceiling heights 7'0" to 8'0" use 87". For ceiling heights 8'0" to 9'9", use 99".
 Figure From Finished Floor To Finished Ceiling—not floor to floor. Frame fits 30" x 34" opening in ceiling; also 30" x 38" (special) at extra cost.

Requires No Valuable Attic Space—full height above attic floor is only 36 inches.

Shipped in One Package—assembled and ready for installation. Shipping weight, 115 pounds.

High Quality—constructed of select 1/2" dried lumber. Brackets, rocker arms, and hinges cast in our own foundry of highest quality magnesium and steel alloys.

NO OTHER STAIRWAY OFFERS SO MUCH



PRECISION PARTS CORPORATION
 800 AS NORTH FIRST STREET • NASHVILLE 7, TENNESSEE



How to give new homes a

Luxury look

—luxury performance
for greater sales appeal

WITH cushioned comfort of remarkable resilience—so desirable in floors for modern homes—and that splatterproof, easy-cleaning quality so desirable in dazzlingly durable counter tops and wall covering, Goodyear Residential Rubber Flooring sparks new home sales the moment prospects set foot in the door!

But more important: this luxurious material is priced to make you more profit. It makes a truly *prestige* installation yet its cost is surprisingly low!

Available in full-yard-wide rolls, as well as in tiles, famed Goodyear Rubber Flooring—the acknowledged leader in its field—is milled to serve every application, from the low cost residential gauge for homes to the heavier commercial gauge.

Ideal for on-grade installation—Goodyear Rubber Flooring goes down, stays down and almost never wears out.

Comes in 23 beautiful colors including many new styles designed specifically for the new home décor. You'll find home style hues that say good things about the builder who uses it.

Most of all it says "high quality"—and yet its low cost will be a pleasant surprise. Before you finish off your next job, why not get all the facts on Goodyear Rubber Flooring? Write: Goodyear, Flooring Dept. L-8321, Akron 16, Ohio.

GOODYEAR Rubber Flooring

IN TILES AND YARD-WIDE ROLLS—FOR FLOORS • WALLS • COUNTER TOPS
DECEMBER 1955



Money can't buy finer...yet everyone can afford

The homes above contrast sharply in size and cost . . . yet each is equipped with a B&G Hydro-Flo System!

This most versatile provider of year 'round comfort and convenience is the choice of the luxury home builder . . . because he can't buy better at any price! Its benefits are not denied the small home builder . . . he can start with better heating and add other Hydro-Flo features as his budget permits.

The basic Hydro-Flo Forced Hot Water System endows a home with radiant sunny warmth . . . warm floors . . . draftless rooms. Automatic modulation of the heat supply keeps indoor temperature constantly at the comfort level—prevents wasteful overheating. A limitless supply of domestic hot water is furnished, heated by the same boiler that heats the house.

Next, snow melting equipment can be added, to keep driveways and sidewalks free of snow and ice. And at any time, summer cooling—with water as the cooling medium—can be provided in a choice of several ways.

The B&G Hydro-Flo System is virtually a lifetime installation—no frequent repairs and replacements. That's why Hydro-Flo equipped homes command better mortgage terms—better resale values.

ONLY WATER PROVIDES ALL THESE COMFORT AND CONVENIENCE FEATURES



Sunny warmth—draftless floors



Summer cooling



Year 'round hot water



Snow melting



This luxurious home at Fox Point, Wisconsin, is equipped with a three-zone radiant floor panel Hydro-Flo System. One of its features is a unique sunken bathtub with warming coils installed under it.

This modest home is also heated with a B&G Hydro-Flo System, using baseboard panels as the heat distributors. Note the sign—the builder is capitalizing on the strong sales appeal of hot water radiant heat.

the comforts of the **B&G Hydro-Flo*** System

B & G BOOSTER

... key unit of the B & G Hydro-Flo System

Engineered for compactness, *silent* operation and years of service, this electric pump circulates water for heating the house in winter, cooling it in summer and for snow melting panels. It is built with precision manufacturing methods which translate good design into superior product . . . permit mass production with custom-built quality.

The B&G Booster has a solid reputation for *quiet*, dependable and long-lived operation. *That's why over two million units have been sold to date!*



*Reg. U. S. Pat. Off.



BELL & GOSSETT

C O M P A N Y

Dept. ED-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, W. Toronto, Canada

NuTone IDEAS for BUILDERS

MONEY MAKING SUGGESTIONS FOR DECEMBER 1955

WOMEN LOVE IT! New Anodized Copper and Aluminum Range Hoods add sparkling beauty to any kitchen. Harmonize with all the newest kitchen cabinets, walls, natural wood or white. One mass builder just selected NuTone's Copper Range Hoods for 1500 homes now under construction. (*See Catalogs VH500 and VH550.)

— • —

WHY WASTE AIR CONDITIONING DOLLARS? According to a leading building magazine . . . kitchen heat adds an extra load of 66,600 BTU's on the air cooling systems . . . increases operating costs as much as 12 full hours for a half ton unit. Humidity is even harder to handle. That's why builders install NuTone Kitchen Fans to save money . . . and keep air fresh and clean in air conditioned homes. According to latest figures, 81% of all new homes built have a Kitchen Ventilating Fan. (*Write for NuTone's booklet about Ventilation in Air Conditioned homes.)

— • —

PITY THE BUILDER who is burdened with service "call-backs" when an inferior ventilating fan goes bad. NuTone protects builders and contractors with its exclusive guarantee bond that PAYS FOR LABOR TIME . . . it's not just an ordinary parts warranty. (*Let us send you our \$500,000 policy that protects you against service "call-backs".)

— • —

SAFETY IS A BIG SELLING FEATURE IN BATHROOMS. NuTone's Ceiling Heaters prevent danger of burns or shocks . . . because they're built into the ceiling . . . not into a dangerous wall location. NuTone's exclusive patented Heat-A-Lite forces air down into every corner of the room. (*See Catalog HL-100.)

— • —

THE TREND IS TOWARD "BUILT-INS". Popularity is still growing—especially with built-in door chimes that are in tune with the times. NuTone offers the industry the most complete line of "Built-In" Door Chimes. Low cost. Simplified installation. Larger homes are now installing two or more chimes. (*See Catalog L-472.)

— • —

A DOUBLE RECOMMENDATION FROM NATIONAL BUILDERS ROUND TABLE REPORT.

1. FOR BATHROOMS . . . "Ceiling . . . ventilation, lighting, and supplementary heating". (*NuTone's bathroom package includes all 3. See Sweet's or NuTone Catalog BP-820.)

2. FOR KITCHENS . . . "Best location . . . a fan right over the range . . . with a hood above the burners" . . . (*NuTone's complete line of range hoods and blower type—or wall type ventilating fans fill every need. *See Sweet's or NuTone Catalog FC-210.)

— • —

19 WAYS TO ADD CHEER TO A NEW HOME. Builders agree that NuTone's low cost Door Chimes dress up any doorway. They're so pleasing to the ears, attractive to the eyes and easy on the nerves. Even the lowest cost homes are no longer installing noisy bells and buzzers. (*See Catalog 459.)

***ALL BOOKLETS AND CATALOGS ARE FREE. WRITE NUTONE, INC.**
Madison and Red Bank Roads, Dept. AB 12, Cincinnati 27, Ohio

Discounts: builders' biggest '56 headache

Home builders, already feeling the pinch of tightened lending procedures, say the mortgage loan discount problem is probably their most critical headache in the year ahead.

Outspoken leaders, queried by American Builder in a national survey at presstime, mingled sharp criticism and helpful proposals:

"Discounts are becoming so great," advises Alford J. Norbraten, president of the Home Builders Assn. of Portland, Ore., "that it is becoming impossible for many builders to operate."

Congressional study

Norbraten, who builds primarily in the low and moderate-cost brackets, believes the time is ripe for Congress to take a serious, realistic stand on the situation. "Money is merely an essential item that goes into a house," he explains. "In our opinion, it is no different than lumber, plumbing, concrete, or sales commissions. The price of money goes up and down depending upon surpluses and scarcities. That is exactly what happens to the lumber in our area."

The discount dilemma can be solved, suggests Paul H. Spikes, Little Rock, president, Arkansas Home Builders Assn., by "asking Congress to outlaw discounting of FHA and VA loans in excess of 1 per cent."

Need to bolster fund supply

William J. Levitt of Levittown, Pa., whose Levitt & Sons has for years topped the nation in volume of starts, charges "it is utterly ridiculous in this day and age for a builder to have to take a discount on what amounts to a Government bond paying interest at 4½ per cent. Even after expenses of administration and collection, it is still at least a 4 per cent net investment."

Levitt says the only reason for the discount is an insufficient supply of funds, believes it will continue "as long as we in the industry produce a million and one-quarter units or more each year." Rather than cut building, he proposes that additional funds be made available. Such money is easily obtainable, in his opinion,

by using 10 or 15 per cent annually of the pension trust funds of America. He reasons:

"By so doing, volume will increase, prices in turn will decrease, the building industry will be happy, the public will be happy and the Government is out of the mortgage lending business altogether. The collateral advantage to labor is obvious: since mortgages pay a greater return than the investments now used by the pension trusts, more money will be available for benefits to labor."

Boost rate, terms; cut insurance

To end the mortgage money problem, John E. Bauer, head of ABC Construction Co., Indianapolis, would "increase rate half of 1 per cent on FHA and VA, reduce FHA insurance quarter of 1 per cent; increase maximum term to 30 years or more." He explains: "I do not feel home ownership is inflationary."

William J. Elliott, El Paso, Texas, suggests the money shortage could be solved "by liberalizing the secondary market functions of FNMA."

Along the same line, Ralph E.

Staggs, president, Home Builders Assn. of Phoenix, Ariz., calls for a "firming up" of the national money market and reduction of the participation fee on FNMA stock. But he also sees of major importance an "increasingly stiff competition among builders."

While financing remains the big problem, Charles R. Byrd of Birmingham, Ala., speculates that "mortgage money will be somewhat easier for builders in the first half of 1956. The probable relief will be allocation of more mortgage funds from life insurance companies."

Accent on merchandising

The biggest problem will be tight money, principally interim construction financing, reports James H. Stanton, head of the Kansas City construction firm bearing his name. He urges a changed government attitude on bank credit through the Federal Reserve System for relief. Next in importance, he places "obtaining advance permanent commitments at reasonable discount, while

(Continued on page 180)

What about credit cut-backs?

"The national housing policy is moving tragically in the wrong direction . . . At least one-third of all Americans still lack a decent home." The country needs two million new homes a year for the next 15 years to meet present and future requirements. "For nearly two-thirds of our families with incomes under \$5,000 adequate housing surely has not been over-built." —CIO, in its monthly publication, "Economic Outlook."

"Federal credit restrictions may be jeopardizing the orderly growth of the home building in-

dustry." — Senator Sparkman, Alabama, in announcement that his Senate housing subcommittee would hold hearings for private industry and government agency spokesmen. Meetings were to have begun November 28.

"We can take off these curbs—and we will—if housing construction drops considerably . . . If the recent dropoff continues, there'll be a change."—Federal Housing Administrator Norman P. Mason, in talk before National Conference of Business Paper Editors.

Look for housing prices to jump 5% next year

New home prices are headed for another increase next year, perhaps averaging out at 5 per cent. Many builders believe the brunt of the rise will be borne by the low-cost field. Several are predicting the price of this year's \$10,000 house will be up as much as 10 per cent.

Alan E. Brockbank of Salt Lake City, anticipates little change in the \$20,000 house: "some of the increases in cost this year will be absorbed and most of the newest equipment is already being used.

"In the \$15,000 house we expect at least a 5 to 7 per cent increase unless more mass production comes in this field, which might produce a better house than is now available for the same or less money.

FHA-VA Rules A Factor

"In the \$10,000 class, we expect a definite raise of at least 10 per cent. Part of the raise will be accounted for in meeting Federal Housing Administration's and Veterans Administration's more stringent requirements and warranties, part in increased cost of material and part in more things being built into the kitchen."

No higher prices "to any degree" are anticipated for the Westchester County area of New York, where most homes are aimed at a luxury market. Predicting prices will be fairly stable, Charles F. Haring of Tuckahoe, president, HBA of Westchester, sees "tough competition" in his area overcoming higher costs of labor and certain materials.

Homes in the \$10,000 and \$15,000 brackets will probably cost buyers 5 per cent more as a result of federal government action on several fronts, in the opinion of John Bonforte, Bonforte Construction Co., Pueblo, Colo. He blames in particular the "increased cost of money, increased restrictions on the buyer, persistent federal delays on approval of homes and increasing restrictions on builders."

Antidote for depression

One who believes prices will climb slightly, although continued volume production economies may nearly hold the line on the smaller homes is John R. Worthman, NAHB regional vice president, Fort Wayne, Ind. Higher prices next year, he explains, will be "due to the continued mild inflationary trend that has become a normal part of our economy. Appar-

ently, it is an antidote for a depression with inflation being the lesser of the two evils, so let us face it." Dollar-wise, he forecasts a jump in his area of \$150 for the \$10,000 house, \$250 for the \$15,000 house and \$500 for a \$20,000 dwelling.

Ralph J. Finitzo of Chicago, HBA of Illinois first vice president, predicts costs passed along to the public will amount to 5 to 10 per cent. The rise will be held down somewhat, he indicated because "fortunately, builders are price conscious and are adopting many methods to avoid increased costs to the public.

Labor Dept. figures back up the builders

After these reports were received, the Labor Department issued its index of building material prices for September, and noted a jump of 8.4 per cent since July, 1954. The disturbing factor: materials seem to be taking the ride alone. Average price of all commodities rose less than 2 per cent in the same period.

No great change is expected in the \$20,000 range, but "the \$15,000 house will probably cost \$16,000; \$10,000 house may be \$11,000."

Cut out 'eyewash frills'

All three price ranges will likely move up about \$500, although the \$10,000 home may cost but \$300 more, points out W. W. Vanderheck of Goliad Construction Co., San Antonio. He traced the extra amount to higher production cost of component materials, which he said was "raised from 3 to 7 per cent since July, 1955, but, in view of price protection on materials under contract, will not be felt until early 1956."

Vanderheck called for homes built for minimum maintenance by featuring "built-in furniture in bedrooms, eating space in kitchens, garbage disposals, plenty of electric outlets, large enough living room to enjoy television, work space for laundry, deep freeze and hobby shop in attached garages." He also urged elimination of "eyewash frills such as dishwashers, built-in music and other flashy, but costly to operate and maintain, items."

Land adds to charges

Not only labor contract obligations and slightly higher material prices, but a substantially higher ground cost which will set up an impact amounting to "from 8 to 12 per cent on the three price ranges" in the Miami area, reports James M. Albert, president, HBA of South Florida.

Nat Siegel of Fern Associates, West Islip, Long Island, N. Y., also cites the part land, labor and materials will play, but fixes the increase at 5 per cent in all brackets. "Lumber is now at a peak," he notes, while "increases are already in effect on copper, steel, gypsum and asphalt prices."

Albert L. La Pierre of Mountlake Terrace, Wash., goes along with 5 per cent in all ranges, retaining as reasons labor and materials, and adding "higher discount and interest rates, and higher cost of selling."

In Jackson, Miss., J. W. Underwood, local HBA president, says concrete and brick prices will go up next month, with steel and other metal items following, and "estimates 1 to 2 per cent increase by March." At the end of March, he foresees housing starts lagging 15 per cent behind comparable 1955 figures.

Mortgage restrictions

New homes will not only be scarcer but also more expensive because of a tightening of the mortgage market, according to Charles G. Anderson Jr., president, Oklahoma City HBA. The developing situation, he said, "will work to the disadvantage of home buyers, but home builders themselves are helpless to change the trend."

Wayne J. Wilkins, Waterloo, Iowa, pairs materials with discounts on mortgage money as factors driving up all housing prices next year from 4 to 12 per cent.

Some higher charges are expected, points out C. T. Wilson, St. Louis. "However, builders are trying to produce three-bedroom houses in the \$13,000 to \$25,000 range at lower prices."

Though building cost figures to go up and "a very rough guess would be 3 per cent," H. Dean Spratlin, S. & H. Development Co., Atlanta, Ga., predicts "competition will probably prevent sales prices from increasing in proportion."

Starts show strength

Preliminary estimate of the Bureau of Labor Statistics for October indicates 107,000 housing starts, of which only 400 represented public housing. The total was 3,700 starts below the amount recorded for October, 1954. It represented slight monthly decline for the second straight month since mortgage credit restrictions could affect new construction. However, the loss was more than made up by a revised total announced for July: 122,600, up

7,600 units. Ten-month total for the year was put at 1,161,300 starts, over 135,000 units ahead of the comparable figure in 1954.

If the small decline of recent months continues, the final 1955 figure is expected to be about 1,340,000 starts.

Meanwhile, new private residential construction expenditures for October were reported as \$1,455 million, 10 per cent above October, 1954. During the first ten months, they totaled \$10,945 million, up 25 per cent.

GI loan requests high

GI home loan guaranty applications received by the Veterans Administration during October totaled 62,685, the second highest monthly total since the current housing surge began. Highest total, in August, was 66,305.

Appraisal requests received in October by VA fell off below the September figures from 45,063 to 41,795 and below the October, 1954, figure of 45,572. VA blamed seasonal factors for the decline.

DICKERMAN'S COLUMN

By John M. Dickerman, Executive Director, National Assn. of Home Builders

NAHB accepts invitation to visit Russia

The just concluded, month-long United States tour of Soviet housing specialists sponsored by the NAHB has contributed, we feel, to a better mutual understanding not only between builders, but between our two nationalities as well. An opportunity will be presented for a continuation of the "Geneva spirit" next year with a return visit by an American housing delegation to inspect housing in Russia.



Dickerman

During their fast-paced American visit, which commenced immediately following the opening of the new National Housing Center in Washington, the ten-man Russian housing team visited cities from coast to coast. Included were Boston, New York, Fort Wayne, Chicago, Seattle, San Francisco, Los Angeles, Tucson, Houston, Austin, New Orleans, Cleveland, and environs. Invitations to visit other cities were numerous and it was unfortunate that it was not possible to include more on the concentrated schedule.

Ignore language barrier

The Russians expressed a keen interest in all aspects of United States housing throughout the trip, and an effort was made to give them a well rounded and representative picture. Comprehensive tours arranged by members of NAHB affiliated local associations permitted the visitors to view demonstrations of techniques and products, and despite a language barrier, many friendly exchanges of ideas and views took place between the American and Russian technicians.

Of primary interest to the Russians was multiple story housing, since that type greatly outnumbers single-family construction in Russia and has been employed to rebuild shelter for the millions of persons whose homes were destroyed during World War II. They were also impressed with our "lift-slab" type of construction, and the great progress which has been made in American kitchens.

Apartment developments, schools, administrative buildings, factories producing construction materials, exhibitions, and projects in various stages of completion were inspected by the foreign delegation.

Sample pieces of equipment were acquired during the journey, and in San Francisco, a three-bedroom, two-bath, \$12,000 house was purchased from an NAHB member complete

with furnishings and floor linoleum.

Revisit Housing Center

Because of their keen interest in the National Housing Center—which they visited only briefly before commencing the tour—the Russians requested additional time at the close of their visit to study exhibits in the Center.

Before departing for their homeland, the delegation expressed their appreciation for the warm welcome extended to them everywhere, and the valuable exchange of information, stating that they hoped our builders will be equally benefitted with a forthcoming tour of Soviet housing by an American builder team next year. The invitation has been extended to and accepted by NAHB to send such a delegation.

Rosy red atmosphere strikes blue note

First Soviet order for an American prefabricated house to be shipped to Moscow was promptly refused. William B. F. Hall, president of General Industries, Inc., Fort Wayne, Ind., pointed out that U. S. law protects the company from infringement of its precise plans but could not prevent the Russians from ripping apart the house they had ordered and copying it.

Gifts: As the tour ended, the group presented NAHB with two elaborate porcelain vases of Russian design, which were displayed in the office of Earl W. Smith, president. A collection of well-illustrated Russian books was turned over to the National Housing Center library.

Most popular city? The 10-man mission appeared at a farewell luncheon in Washington's National

Press Club, where I. K. Kozuliá, leader, said the month-long visit to 14 cities had proven "valuable." Asked which city of those visited the delegation liked best, he said: "Seattle—without offense to any other city."

And then there were nine: Word came from Moscow the day before the Russians began their return journey aboard the British liner, "Queen Elizabeth," that one of the visitors, Alexander V. Vlasov, had been relieved of his job as president of the Soviet Academy of Architecture. The decree demanded an end to "wastefulness, inefficiency and ugliness" in the Soviet building program. He said he would answer questions of correspondents after learning everything about the charges in Moscow.

NRLDA elects Schaub; plans star role for OHI drive

Marking its most successful convention and exposition at Cleveland, the National Retail Lumber Dealers Assn. set the wheels in motion for a vast city remodeling campaign called "Operation Demonstrate"; laid plans for intensive dealer participation in the all-year industry fix-up campaign, "Operation Home Improvement," and elected a new president; R. A. Schaub, of Whiting, Ind.

More than 5,000 registrants attended the mid-October sessions, saw 183 exhibits of which 101 were by new exhibitors, and 12 feature exhibits, including a display of nearly 300 enlarged photos of recently remodeled lumber yards.

In addition to the business the expected 1,200,000 or more starts will bring next year, H. R. Northup, executive vice president, urged dealers to get ready to meet the big impetus in the modernization and improvement fields which will be spurred by OHI and ACTION. Noting that credit had tightened, he said that "increased buying power of the consumer should make up for the loss of the no-down payment gravy train."



DEALERS' CHOICE: New officers of the National Retail Lumber Dealers Association (from left): E. H. Libbey, secretary; James C. O'Malley, second vice president; H. W. Blackstock, treasurer; R. A. Schaub, president; Paul R. Ely, first vice president; H. R. Northup, executive vice president.

Watson Malone III, retiring president, pointed out that an estimated 20,000,000 older homes need modernizing, said "the volume of home improvement work done each year easily can be doubled when the public learns that all the details connected with adding a porch, finishing a basement, or reroofing a home can be worked out conveniently through

a lumber dealer. . . . Powerful forces are planning to give us a lot of help in getting our full share of that market. We will be missing a great bet if we fail to go out after it."

Other new officers named were Paul Ely of North Platte, Neb., first vice president, and James C. O'Malley of Phoenix, Ariz., second vice president. (Continued on page 167)

DEALER'S VIEWPOINT

By H. R. Northup, Executive Vice Pres., National Retail Lumber Dealers Assn.

25,000,000 old homes provide rich modernization market

The terrific potential volume of home modernization work is clearly indicated by the fact that half of the approximately 50,000,000 homes now standing in this country are 30 years old or older. This means 25,000,000 prospects for such improvements as new roofing and siding, insulation, modernized kitchens and baths, new heating plants and electrical systems, and extra rooms—not to mention air-conditioning, combination doors and windows, garages, breezeways, and so on.

Moreover, 10,000,000 of our existing homes or about 20 per cent of the total are 50 years old or older. Many of them, and many of the younger homes, too, probably have been modernized to some extent. Others should be and probably will be demolished, but the rest constitute a rich market for modernization



Northup

work.

Drive sparked by OHI

The existence of this huge market is one reason why Operation Home Improvement is receiving such splendid support from almost everyone concerned with housing. Building products manufacturers, retail lumber dealers, contractors, lenders, and realtors all recognize the great possibilities.

Although the potentialities of this market have been recognized for years, it took Operation Home Improvement and the accompanying promotion and publicity to get the industry really worked up. Yet, amidst all the enthusiasm, one dissonant question has been heard over and over: "Where will the home owner go to get his home modernized, once he gets sold on the idea?"

Lumber dealers will help

The survey recently conducted among retail lumber dealers by a national consumer magazine pro-

vides a clear-cut answer to that question.

The survey shows, for example, that three out of four dealers now offer plans or planning service to their customers, that three out of four help their customers work out time payment financing, that two out of three help their customers obtain contractor services, and three out of four provide how-to-do-it information. Nineteen dealers out of 20 offer to make free estimates.

Thus, while there are some dealers who prefer to stick to their traditional job of providing materials only, a home owner doesn't have to look very far to find a dealer who will help him with every detail that a modernization job involves.

It was with that survey and other evidence in mind that NRLDA recently told the public: "Families desiring to modernize or repair their homes in the future will find their local retail lumber dealer ready to help them get the work completed conveniently and economically."

Want more builders on planning boards

Momentum gained at the New York State Home Builders Assn. convention is expected to push builders into a more dominant role from now on toward development of master plans covering expansion needs of the suburbs.

Chester Voorhis, land planning and zoning chairman of the Long Island Home Builders Institute, charged that with "financial interests primarily controlling community planning and zoning, most builders have had a negative approach to the problem." The association should demand, he said, "that local governments stop procrastinating and start appointing builders to planning boards in order to get more efficient planning."

Hugh Pomeroy, Westchester County director of planning, joined Voorhis in urging the builders to aim for adoption of a comprehensive master plan in every community where mass housing construction is contemplated.

The practice of warehousing home loans, recently curtailed by Federal Reserve action, was strongly defended by Frederick W. Jackson, assistant vice president of the Dime Savings Bank of Brooklyn. The mortgage lenders' product is money, "just as important as any other product produced," he said. Warehousing has long been used in the securities market and similar devices are available to all types of business, he pointed out, after expressing hope that existing prohibitions will be speedily lifted "so that we can go back to the orderly conduct of our business."

New officers elected were Oscar R.



Oscar R. Giesecke, Buffalo, elected president of New York State HBA.



CONSTRUCTION DRAMATIZED STEP-BY-STEP

"Sidewalk superintendents" have just left specially prepared bleachers to ask questions as carpenters position a wall section during Place & Company's observance of National Home Week in South Bend, Ind. Parts of three homes were assembled as feature of the firm's half-day "Build-O-Rama" presented before local audience of several hundred persons.

Giesecke, Buffalo, president; Leland T. Pflanz, Rochester, first vice president; Theodore de Lorenzo, Niagara Falls, second vice president; Emil Keen, Bellmore, L. I., secretary, Frank B. Mulligan, Albany, treasurer. Retiring president Charles M. Jaeger was nominated for NAHB regional vice president.

Illinois renames Madaus

Beginning its second year, Illinois HBA re-elected Cecil Madaus, Decatur, as president; also returned to office Ralph J. Finitzo, Chicago, first vice president; Scott E. Weller, Champaign, second vice president; and John Summers, Macomb, treasurer. Frederick J. Schotthofer, Peoria, was elected secretary. . . . HBA of Metropolitan Pittsburgh installed Franklin B. Wimer as president, succeeding T. A. Rauch, at annual banquet Nov. 14. Others on the officers' slate are Calvin D. Crawford, first vice president; Russell T. Miller, second vice president; John Valentine, treasurer, and Hayward V. McIntosh, secretary. . . . Charles F. Haring Jr. has been returned as head of the HBA of Westchester, New York. . . .

New homes for flood victims

Three new homes in Greenwich, Conn., destroyed by recent floods, will be replaced without charge to the owners under co-op plan proposed by the builders of the Pemberwick project in which they were located. Bonwit Construction Co. (S. P. Bonan and M. M. Witte) propose to do the job if the Town of Greenwich will donate three suitable, adjacent lots. Bonwit said that labor unions had offered to contribute without

cost at least 50 percent of the labor and suppliers the same proportion of materials and appliances. Plans call for a "building bee" in which some 50 workers will endeavor to replace the dwellings in record time. . . . Chicago architect Anthony J. Del Bianco reports that of the 4,000 homes built from his plans within the past year, 75 per cent were split-levels. . . .

Top design awards went to seven builders among the 75 displaying houses in Milwaukee's Parade of Homes held late in October. Winners in various classifications were Joseph J. Mollica, Jordan-Jefferson, Federal Home Builders, Inc., Robert E. Heidl, R. A. Lainey, Don Ganser & Associates, and Gilbert A. Lofye. Milwaukee Builders Assn. is planning a spring parade next year, has chosen three sites, including one out of Milwaukee County.



Phil E. Malinger, Chicago, new head of National Sash & Door Jobbers.

LIFT OUT

BALANCED RIGHT!



PRESS LEFT . . . WASH OR PAINT

Builders and home buyers are insisting upon the brand name products that make homes more livable—more saleable. R·O·W windows lift out for quick, safe washing or painting *inside* the home. They are the best known and most popular windows available.

They are weather-tight in all seasons because spring-pressure compensates for seasonal changes—insures a snug fit without binding.

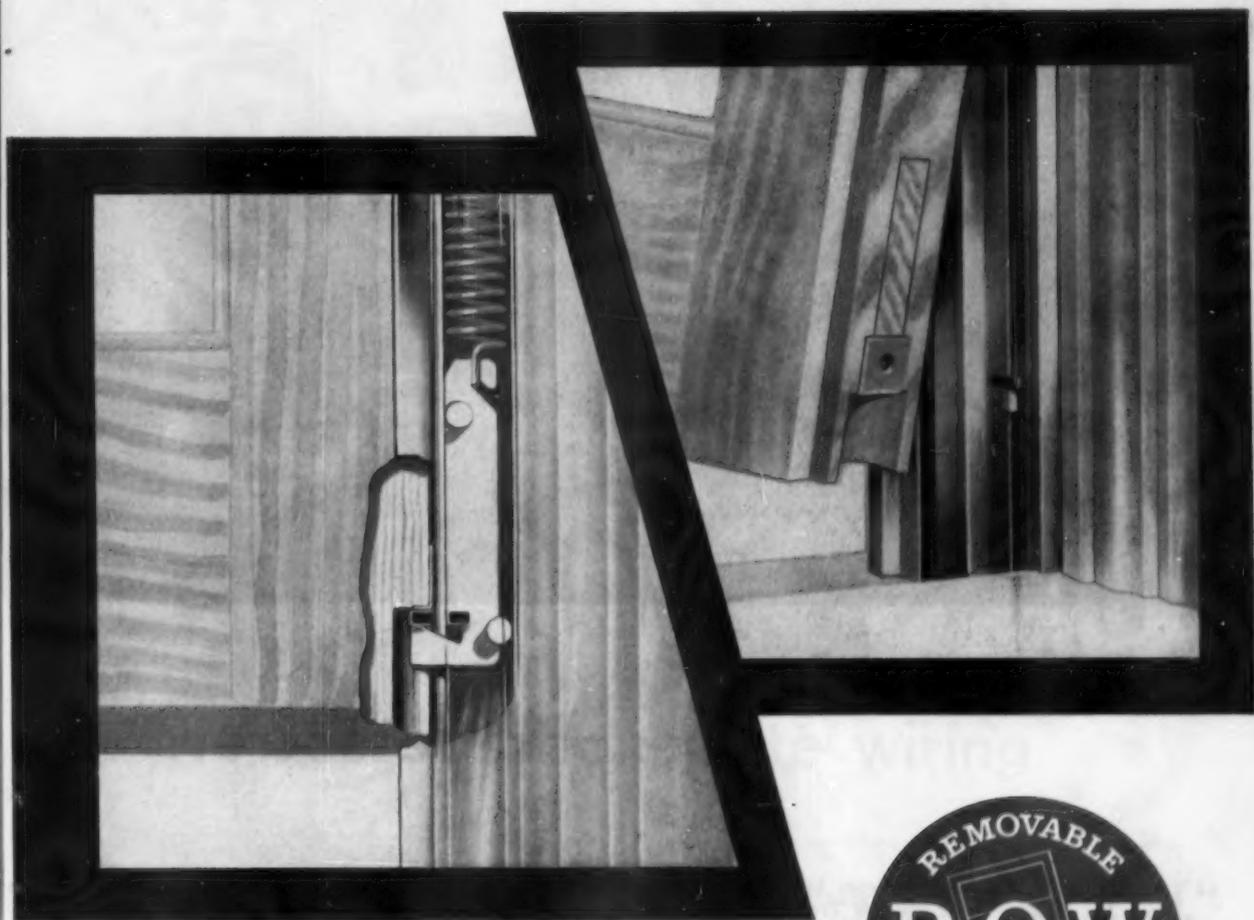
Equipped with LIF-T-LOX, they are beautifully balanced for easy operation. *LIF-T-LOX* does not attach to the sash—does not interfere at all with the wonderful lift-out feature.

See your local lumber dealer or write

R. O. W. SALES COMPANY, 1391 ACADEMY AVE. • FERNDALE 20, MICHIGAN

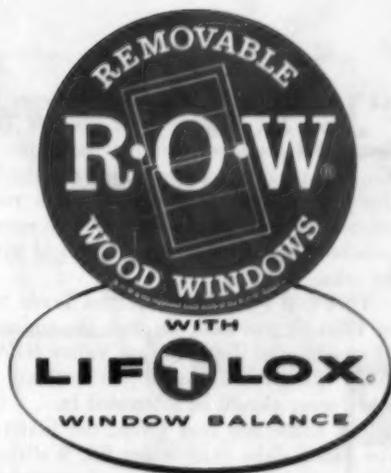
WINDOWS

WEATHER TIGHT!



SELF-CONTAINED . . . AUTOMATIC

1. In operating position, LIF-T-LOX mechanism balances sash for easy operation.
2. Upon removal of sash, lock-tab grips channel automatically—stays “locked” in position until sash is replaced.
3. Replacement of sash above LIF-T-LOX tab automatically “reactivates” balancing mechanism.
4. LIF-T-LOX, indicated on the right side above, does not interfere with the patented R-O-W spring-pressure mechanism shown on the left.



R-O-W is the registered trade mark of the R.O.W. Bates Co.

R.O.W. SALES COMPANY, 1391 ACADEMY AVE. • FERNDALE 20, MICHIGAN

DECEMBER 1955

29



Their "trade secret:"

"Just about the best house we ever built," is the way Joe Higgins describes this Trenton, N. J. house. As president of the Park Ridge Construction Co. and a leading custom builder in the Trenton area, Joe should know. One of the main reasons for its success is its wiring system. "How many houses do you see these days, with two miles of wire in them?" he asks.

This split level is the Trenton Trade Secrets House of 1955. It was built through the cooperative efforts of members of the Delaware Valley HBA. It contains many quality features which builders in this and other areas should be interested in.

The house has four levels, the first two of which are 4-inch slabs over cinder fill. Walls rest on 12 or 8-inch cinder block and are framed with standard 2 x 4's. The roof has a pitch of 4:12 and 6½:12. Its asphalt shingles are laid over ¾-inch plywood sheathing. Credit for the plan and design of the house

goes to architect L. Raymond Smythe.

But it's under the roof where this house really shines. The kitchen is planned for maximum visual comfort, with a luminous ceiling and well-lit work counters. Halls, bathrooms and laundry are all supplied with fluorescent lighting.

Among the better known products used in this house are these: Thatcher furnace and air conditioner, with baseboard registers; American Standard plumbing; Servel refrigerator; Apex washer; Yorktown cabinets; Hobart dishwasher; Caloric range; Hunter sliding aluminum windows; Homasote insulation.

FOUR-LEVEL PLAN is split front to back, puts recreation room and utilities on lowest level—laundry, bath, garage and workshop five steps up. 100-amp. fuse box in basement takes care of present and future wiring needs.

the MONTH for December



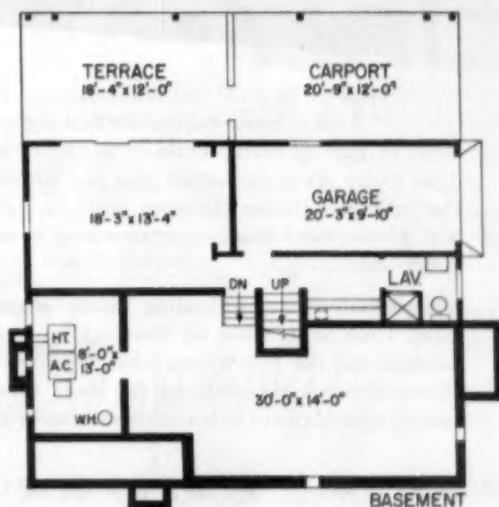
UPWARD DEFLECTED tubes of fluorescent light above living room window also provide valance lighting in Trenton Trade Secrets house. Lamps provide supplementary lighting in room. Stairs lead to top level bath and bedrooms.



TERRACE OFF RECREATION room is separated from carport by low brick wall. Visible in this rear view of house are spotlights located at eave corners. These are electrically timed to shut off at time set. Terrace is flagstone.

◀ **FULLY LIT CEILING** is responsible for luminous quality of light in this combination gas and electric kitchen. Work counters are also fluorescent-lit. The room is virtually shadowless. The attempt has been made to match daylight.

two miles of adequate wiring



Display this Sign of Quality Construction in your model houses



***It's your key
to faster sales***

Today, home buyers are looking for signs of quality construction... better value. That's why it's so important that you display the Lath and Plaster "Quality Seal" in your model houses and feature it in your local newspaper advertising.

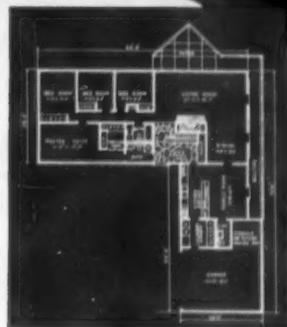
National advertising in leading "home" magazines (See Sept. issue of *Better Homes & Gardens* and the Fall-Winter edition of *Small Homes Guide*) is explaining the many time-proven advantages of lath and plaster construc-

tion to millions of prospective home buyers in all sections of the country.

You can cash in on the trend to better quality construction by featuring the Lath and Plaster display card in your model houses. It quickly identifies genuine Lath and Plaster construction for home buyers... gives your houses *Extra Sales Appeal*. These display cards are available through your local plastering contractor. Be sure to ask for them. For additional information, write to Dept. AB-5512.

NATIONAL BUREAU FOR LATHING AND PLASTERING
1401 K Street, N.W., Washington 5, D. C.

Prediction come true...



... at long last, and pre-assembled, too! With all the grace and spaciousness that yesterday was only a dream, Scholz California Contemporary designs are far and beyond even the most daring predictions for this type of construction.

The accompanying illustrations typify one of the many Scholz models especially adapted to hillside environment. The living room, dining area, rear terrace elevation, and the front elevation all index the distinctiveness of Scholz designs.

Bonafide Builders: Wire or call collect for complete information.



California Contemporary

SCHOLZ HOMES, INC.

2001 N. WESTWOOD • TOLEDO 7, OHIO

Important addition to RUSCO'S complete line



*All RUSCO PRIME WINDOWS
are now available in
Sparkling White, too!*

- Multi-Lite vented
- The Horizontal Slide
- The Vertical Slide
- 3 and 4-light Fulvue

*And RUSCO has more
plus features—!*

- No on-the-job glazing, painting, fitting or later adjusting
- Available with insulating sash (optional) that provides MAGICPANEL™ year-round, rain-proof, draft-free, filtered-screen ventilation
- Built-in felt weatherstripping
- Fiberglass Screen that won't rot, corrode or stain—never needs painting
- Sliding glass panels removable from the inside for easy cleaning
- Glass replacement is quick and easy with Rusco's vinyl plastic spline that serves as "putty" and can be reused.



RUSCO
Picturamic Vented
multi-lite
PRIME WINDOW
made of hot-dipped,
tubular, galvanized steel

Here's a major step forward in the Prime Window field! The new Rusco Multi-lite Picturamic Vented Window answers the demand from builders for a steel prime window that complements the long, low lines of the popular ranch-type home and gives light plus ventilation.

Like every Rusco Steel Window, it adds to your profit, too, because it's a complete, packaged window. You save on field labor, installation time, painting, glazing and adjustment. The total installed cost of Rusco is often less than the cheapest window!

Home buyers like the new and beautiful look Rusco Prime Windows give to a home, too. And because consumers are pre-conditioned by Rusco national advertising and the Rusco quality reputation to expect a better home when it's equipped with Russell products, your selling job is easier.

Call your Rusco man or write us for full information on Rusco Steel Prime Windows.

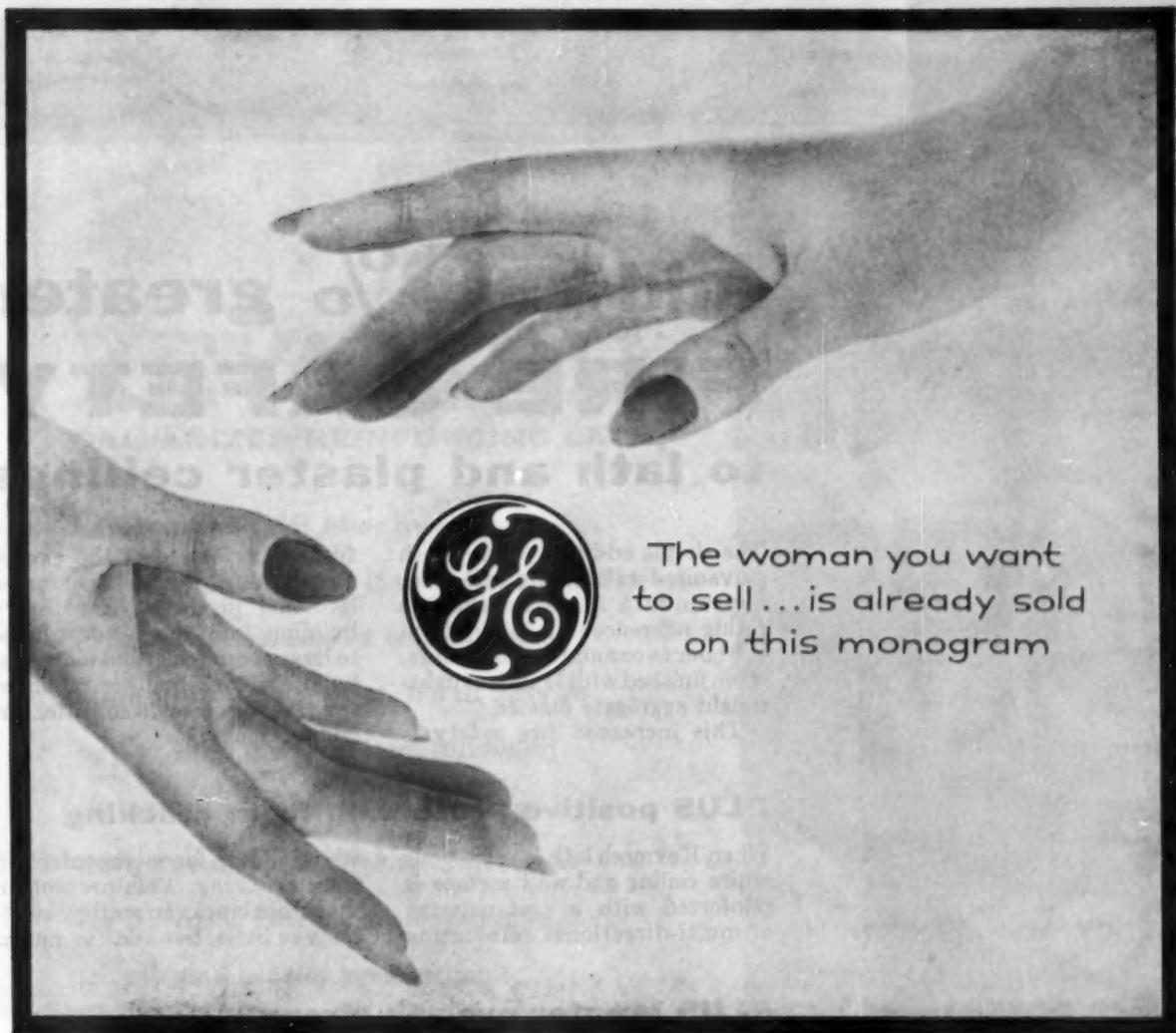


"Hello There! I'm Miss Rusco from the Consumer Service Department. I'll gladly send you FREE Rusco Prime Window literature if you'll write to me at the address below—or call your nearest RUSCO MAN!"

THE F. C. RUSSELL COMPANY
Dept. 7AB 125, Cleveland 1, Ohio • In Canada: Toronto 13, Ontario

FREE LITERATURE available on Rusco Awnings, Door Canopies, and Screen and Storm Door Combination.





The woman you want
to sell... is already sold
on this monogram

reach for **the big plus** that only G-E home heating and cooling gives you

General Electric has spent millions of advertising dollars to convince folks that the product displaying this monogram  is tops in value and performance. In turn, these men and women have spent billions at the consumer level because they believed in G.E.'s superiority. What's that got to do with the building business? Plenty! You cash in on this tremendous backlog of pre-selling when you make sure that the G-E monogram is on the home heating and cooling equipment installed in your homes.

Prospects are convinced you're giving them more for their money when it's draft-free G-E Air Wall*

System of home heating and cooling. They expect—and get—greater comfort and convenience. You can expect—and get—more sales in less time than ever. But talk to a man who knows. He's your G-E dealer. Call him today. He's listed in the Yellow Pages of your phone book.

Home Heating & Cooling Dept., Bloomfield, N. J.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

*REG. TRADEMARK OF GENERAL ELECTRIC CO.



add **50%** greater **FIRE SAFETY** to lath and plaster ceilings

The simple addition of Keymesh galvanized reinforcing lath over gypsum lath increases the fire rating reference of a ceiling from one hour to one and one half hours, when finished with $\frac{1}{2}$ inch of light-weight aggregate plaster.

This increased fire safety is

further evidence of the exceptional value Keymesh reinforced lath and plaster adds to every building, from the low cost home to large commercial and industrial buildings. It's another reminder that Keymesh costs so little, but adds so much.

PLUS positive protection from cracking

When Keymesh lath is used, your entire ceiling and wall surface is reinforced with a vast network of multi-directional reinforcing

wires, adding far more protection from cracking. This protection that stops cracks *before* they start, costs so little, but adds so much.

PLUS greater over-all strength

Keymesh lath helps the plasterer get a full, uniform thickness of plaster. With its open mesh, each wire is fully embedded, while serving as a gauge to assure the

full $\frac{1}{2}$ " thickness of plaster specified. Full, uniform thickness assures greater over-all strength. Yes. Keymesh costs so little. Keymesh adds so much.

Recommended and used by America's leading lathing and plastering contractors.

KEYSTONE STEEL & WIRE COMPANY

PEORIA 7, ILLINOIS

KEYMESH • KEYBEAD • KEYCORNER • KEYSTONE WELDED WIRE
FABRIC • KEYSTONE NAILS • TIE WIRE • KEYSTONE NON-
CLIMBABLE AND ORNAMENTAL FENCE



24 11a 3d

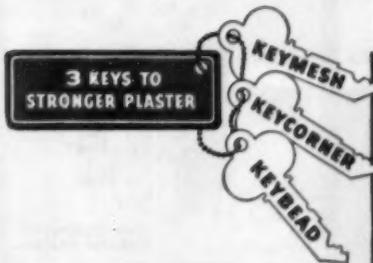
KEYMESH

GALVANIZED REINFORCING LATH

Here's all you do! After gypsum lath is applied, cover it with Keymesh. The exclusive reverse-twist weave makes it unroll flat; go up flat. It's so easy to apply. Then it's plastered, following customary practice. Proved through the years as a superior reinforcement for stucco, it now brings new value to lath and plaster construction.

It adds so much, it costs so little.

*For highest quality at lowest cost,
use the 3 KEYS TO STRONGER PLASTER*



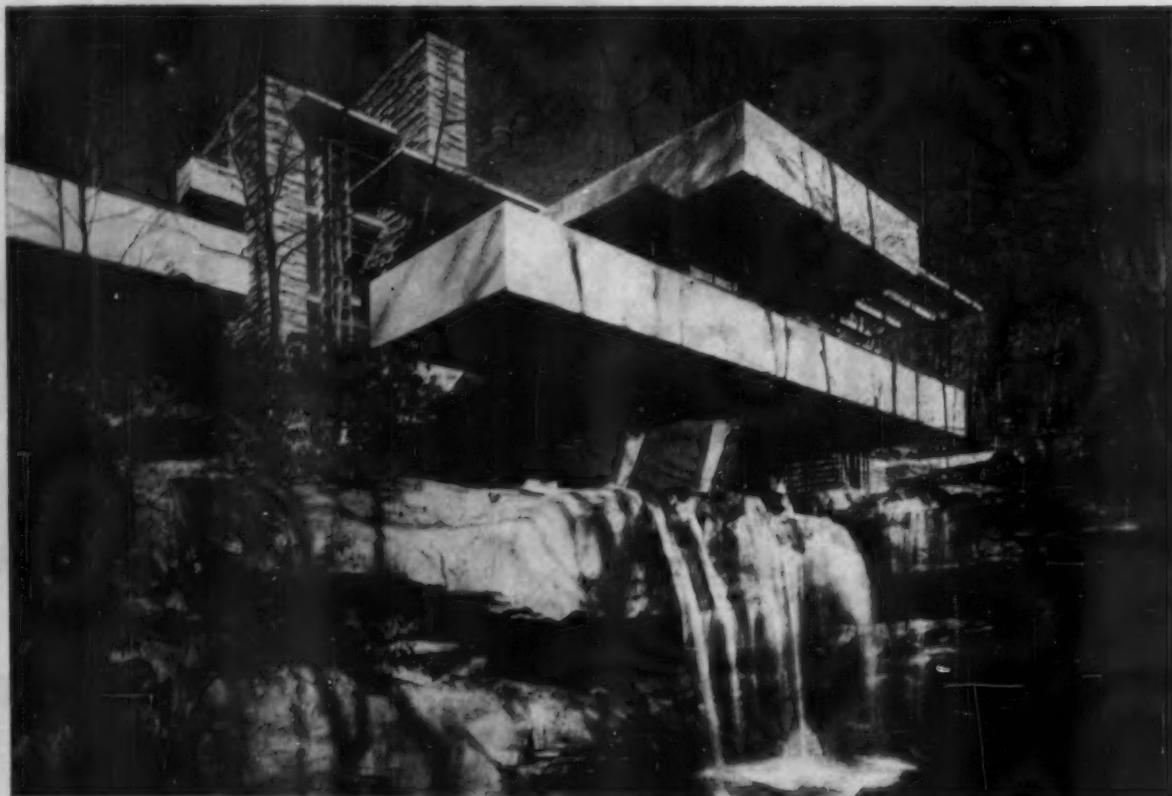
KEYMESH lath for over-all reinforcement. Made of galvanized woven wire. Especially recommended for ceiling construction.



KEYCORNER strip lath, preformed to fit snugly in corners. Lies flat when applied to joints. Galvanized to prevent rust streaks.



KEYBEAD corner lath, with precision formed bead for outside corners. Open mesh assures strong, solid plaster corners.



The home of Edgar J. Kaufmann, Falling Water, Bear Run, Pennsylvania (used by permission). Photograph by Hedrich-Blessing.

The famous "Falling Water" house, world's most publicized residence, designed by Frank Lloyd Wright, is equipped with

THRUSH *Hot Water Heat*

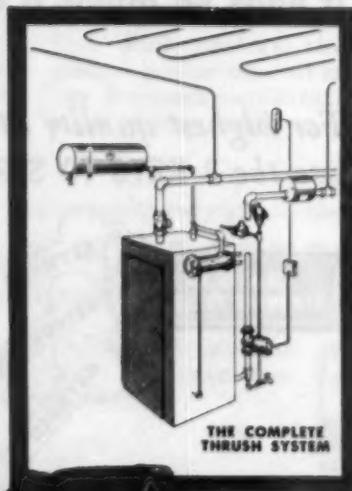
This beautiful home, one of his outstanding creations, was featured in the recent special Frank Lloyd Wright issue of HOUSE BEAUTIFUL. Naturally we are proud of the fact that this famous home is heated with Thrush Forced Circulating Hot Water Heat and that Mr. Wright has frequently specified Thrush system in other homes of his design.

Whether you are planning or building beautiful homes like this or smaller units for individuals or housing developments, you'll find Thrush Radiant Heating a real sales advantage, appreciated by discriminating home builders. It is completely automatic and provides constant radiant warmth without any noticeable temperature variation.

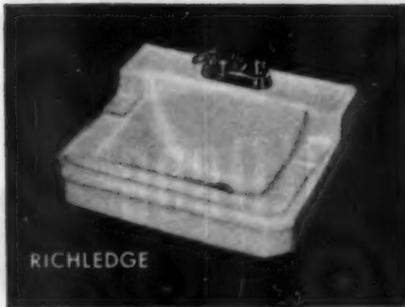
Pipe coils hidden in the ceiling or the floor or radiant baseboards use no floor space. The same heating boiler provides plenty of hot water for kitchen, laundry and bath the whole year through. Installation cost is low, maintenance is negligible, while fuel consumption and operating costs are amazingly inexpensive.

See our catalog in Sweet's or write
Dept. G-12 for more information.

H. A. THRUSH & COMPANY
PERU • INDIANA



THRUSH WATER
CIRCULATOR



RICHLEDGE



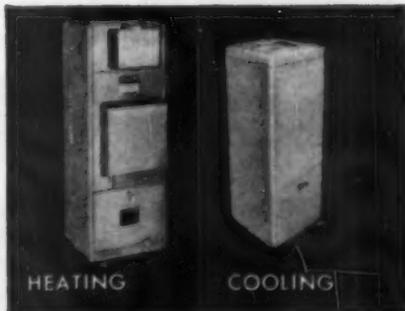
EMPRESS



BRESLIN



SHELTON



HEATING

COOLING

The colors...
the styling...
the engineering...
build your reputation
for quality and win new
customers. The complete
line—nationally
advertised in full color.
*It's good business to install
Plumbing Fixtures and
Heating Equipment by*

RICHMOND



RICHMOND RADIATOR COMPANY
16 Pearl Street, Metuchen, New Jersey
AFFILIATE OF REYNOLDS METALS COMPANY

WRITE FOR NEW ILLUSTRATED CATALOG



By the makers of famous **FOLDOOR**—the one complete line of
FABRIC-COVERED FOLDING DOORS



Specified by architects for finest homes,
 schools, churches, institutions



First door in the middle-price range to
 offer all 4 "plus features"



Choice of smart builders and home-
 makers in the lower-price field

HOLCOMB & HOKE MFG. CO., INC., 1545 VAN BUREN ST., INDIANAPOLIS, IND. • In Canada: Foldoor of Canada, Montreal 26



BES-STONE Split Block has color, texture and proportion.

Split Block is Making Progress as an Acceptable Construction Material for Homes, Motels, Commercial Buildings and Other Types of Structures.

The use of split block is increasing rapidly. And with good reason. This beautiful and rugged building material offers innumerable opportunities to builders in all classifications. Not only has split block the appeal and durability of fine quarried stone, but it goes far beyond stone in its adaptability to various types of construction.



Split block gives both small and large homes that distinctive stone masonry appearance.

With split block, the designer has a wider range of color, texture, and proportion with which to meet new ideas or cost problems. Split block can be used as solid masonry, veneers, cavity and solid walls, fireplaces, planters—for interiors as well as exteriors, for commercial structures as well as homes. In fact, there is perhaps no other building material used today which is so ideally suitable to the demands of this new era in modern building.



Ranch type home built with split block. Just as attractive as quarried stone, but costs less.



Coursed random pattern split block — a favorite of many builders and home owners.

BES-STONE—"the split block with character"—combines all the advantages of regular split block with important ones of its own. BES-STONE offers a choice of beautiful, permanent color tones, textures and patterns, in modular sizes. It offers economy and versatility in construction, freedom from costly upkeep, and a distinctive charm that lasts for years.

Colorful split block in stacked bond for living room wall. Adds beauty. Requires no pointing. Challenges the creative ability of both architects and builders.



BES-STONE is a new and modern building stone, a product of Vibrapac Block Plants. For complete details and information, contact your nearest Vibrapac Plant, or write Besser Company, Box 183, Alpena, Michigan.



Installation time cut 35% by Temlok® Sheathing. Temlok boards are big, strong, light in weight . . . are easy to handle up the ladder and on the scaffold. Each 2' x 8' board covers 16 sq. ft. and can be quickly nailed in place. Since Temlok is weatherproofed inside and out, building paper is eliminated. Two men can sheathe an average house with Armstrong Temlok in eight hours.

GREATER SAVINGS



Labor time is cut 50% with Temlok Roof Deck. This easy-to-handle building material does the work of several old-style materials. It saves construction time and cost by providing a strong roof deck, complete insulation, excellent vapor barrier, and an attractive finished ceiling—in one material. After your men nail Armstrong Temlok Roof Deck to ceiling beams, only the application of built-up roofing is required to complete the entire roof of the house.

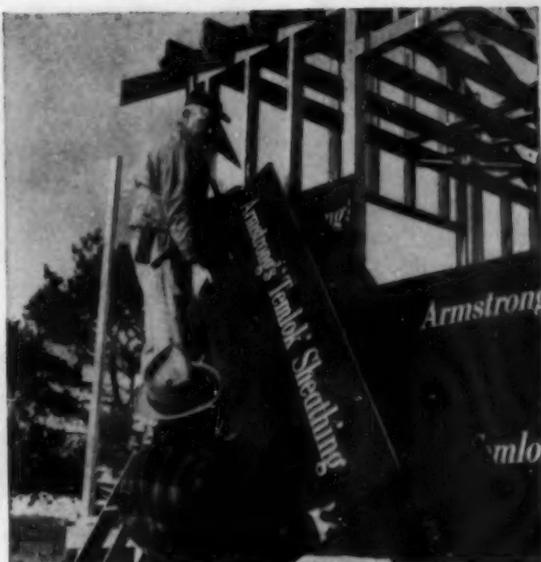


Unloading direct from truck to roof saves valuable handling time. Cumbersome old-style materials have to be dumped on the ground, then hoisted to the roof as needed. Securely wrapped Temlok Roof Deck—32 sq. ft. to the package—is easily stacked on a small portion of the roof until used.

You never stop saving with



Unloading time slashed, jobs get started faster. Temlok comes neatly wrapped in easy-to-handle packages, containing 96 sq. ft. of sheathing. Temlok Sheathing for an entire house can be quickly unloaded at the job site and stacked in neat piles within easy reach of your men.



Less waste because Temlok Sheathing fits accurately over framework of studding 16" on centers. Temlok waste is only 5%, compared to an average of 20% with wood. There's no dimensional loss with Temlok—2' x 8' Temlok is full 24" wide, while 6" wood sheathing is only 5 1/4" wide.

with TEMLOK



Big savings in roofing waste because Temlok Roof Deck with its standard 2' x 8' size can be installed on beams 24", 32", or 48" on centers. This means less cutting and scrap material—a saving in labor time and material cost for you on each house. Armstrong Temlok Roof Deck cuts cleanly and, as with Temlok Sheathing, there's no dimensional loss with this material.



Beautiful ceiling costs nothing, requires no labor. The underside of Temlok Roof Deck is factory finished with two coats of light ivory paint. As your men close in the roof from above, a beautiful exposed beam ceiling is completed automatically. All ceiling plastering and painting are eliminated. You also gain a striking new exposed beam ceiling that helps sell prospects.

For full details on how to take advantage of the greater savings with Armstrong Temlok, see your Armstrong building supply dealer or write Armstrong Cork Company, 3712 Rider Avenue, Lancaster Pennsylvania.

Armstrong TEMLOK ... house ... after house

SHEATHING • ROOF DECK • INTERIOR FINISH

DECEMBER 1955



When you're going to paint it...

Use Primecote Presdwood!

It eliminates one-third to one-half the work of finishing the surface...cuts down the time and cost of painting. Also permits getting a better finished job than otherwise would ordinarily be possible.

Any Presdwood® product with a smooth surface, including both interior and exterior types, is available in Primecote.

Whether your finish coat be oil or emulsion paint, you'll find it goes on easier, lasts longer on Primecote Presdwood. The smooth, uniform prim-

er coat, sealed on at the factory, resists chipping or flaking when sawed...has a neutral gray color to take light tones or dark colors equally well.

Remember, Primecote is a *plus* advantage. You still get all the time-tried benefits of sturdy, grainless Presdwood panels that solve so many building problems...better!

Get Primecote Presdwood at your lumber dealer. Or write for more information to Masonite® Corporation, Dept. AB-12, Box 777, Chicago 90, Ill.

Look for this man  He makes the difference

MASONITE PRIMECOTE PRESWOOD

PANEL PRODUCT OF MASONITE CORPORATION

Not immediately available west of the Rockies



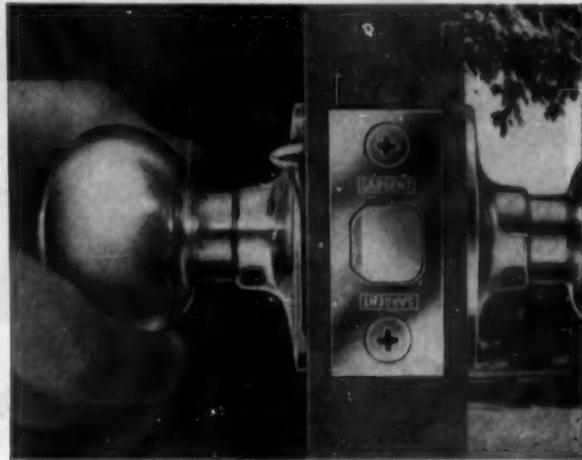
When the first thing prospects see in a new house is this guarantee . . .



and then when they notice this sign on a window sill or mantelpiece . . .



and later pick up and look through this colorful literature . . .



they are getting *very* sold on the house that has this lock — the handsome Sargent AlignaLock!

ALIGNALOCK Sales Aids Sell Houses!

Above, you see a couple making up their minds to buy a house.

AlignaLocks and AlignaLock Sales Aids have convinced them that quality products have been used throughout their "new home."

Experiences like this are taking place today all over the country. Many hundreds of builders have told us that AlignaLock and AlignaLock Sales Aids help sell the house.

Put these sales aids to work for you. As shown above, hang the guarantee certificate on door knobs. It unconditionally guarantees AlignaLocks for the life of the house . . . and makes a tremendous impression on prospects.

Take full advantage of the house signs . . . the home

owner brochures . . . the colorful literature. Sargent gives them to you free. Use them to put sell in every room!

Get in touch with your supplier today and ask him all the facts about AlignaLock. Or write direct to Sargent & Co., New Haven 9, Conn. Dept. 9M.



SARGENT LOCKS

"A sign of a well built house"



CHASE COPPER...sign of QUALITY in drainage lines!

Remarkable how inexpensive it is to give drainage lines *two-way extra quality*, with Chase copper drainage tube (DWV). *Far longer service life and greatly improved efficiency* are assured.

Drainage lines of Chase copper tube *resist corrosion—can't clog with rust—stay efficient* over the years! Their interior is smoother; flow is unobstructed at joint connections—*larger volumes* of waste water can pass through them because *friction is reduced!*

Chase copper drainage tube is 4 times *lighter* than ordinary drainage pipe. Can be pre-assembled and installed with great savings in time! It can be cut to length right on the job. Requires fewer joints because it comes in 20 foot lengths. And rugged, leakproof solder joints fit within standard partitions, eliminating expensive furring out!

Insist on Chase copper drainage tube (DWV). Add *extra-value* to every home—with *little or no extra cost!*



Longer-lasting radiant heating installations are economical, quick and clean when made from Chase copper water tube. No worry about leaks or repairs—can't clog with rust!

Chase

BRASS & COPPER CO.

WATERBURY 20, CONNECTICUT • SUBSIDIARY OF KENNECOTT COPPER CORPORATION

The Nation's Headquarters for Brass & Copper

Atlanta	Chicago	Denver	Indianapolis	Minneapolis	Philadelphia
Baltimore	Cincinnati	Detroit	Kansas City, Mo.	Newark	Pittsburgh
Boston	Cleveland	Grand Rapids	Los Angeles	New Orleans	Providence
Charlotte	Dallas	Houston	Milwaukee	New York	Rochester
	St. Louis	San Francisco	Seattle	Waterbury	



Here's the only tool
you need for all
stud fastenings

New Double-Duty

REMINGTON STUD DRIVER

**Sets both 1/4" and 3/8" studs in
steel or concrete—in seconds!**

Light-, medium- or heavy-duty fastening, the new Model 455 Remington Stud Driver speeds the job. It sets two different size studs... up to 6 studs per minute, either size... and offers new possibilities in anchoring conduit clips, steel frames, wood forms and many other fixtures.

Powerful 22 and 32 caliber cartridges drive 1/4" and 3/8" studs *solidly* into steel or concrete. For special medium-duty work, the smaller cartridge is used with the larger stud. Result: the greatest flexibility ever in a cartridge-powered tool! Just clip coupon for details.

"If It's Remington—It's Right!"

Remington



**Only 90 seconds
to change barrels**
Easy change from one
stud size to the other
right on the job!



MAIL THIS COUPON TODAY

Industrial Sales Division
Remington Arms Co., Inc., Bridgeport 2, Conn.

Please send me your free booklet which shows where and how to use the cost-saving Remington Stud Driver fastening method.

Name _____ Position _____
 Firm _____
 Address _____
 City _____ State _____

A.B.-12

PETE —
ON YOUR
BOARD HERE --
5 MIGHTY GOOD
REASONS WHY WE
SHOULD SPECIFY
PABCO FLOORS!

"New. Exclusive with Pabco. An 1/8" combination rubber-plastic tile. Advantages of both priced under all-vinyl. Plenty durable. Eight swell colors. Ideal for our Bank job."

MIRACON TILE

"Surely you're using this in the Hendry factory? Absolutely tops for all industrial floors. Nobody has ever imitated it. No wonder the Govt. buys it by the mile!"

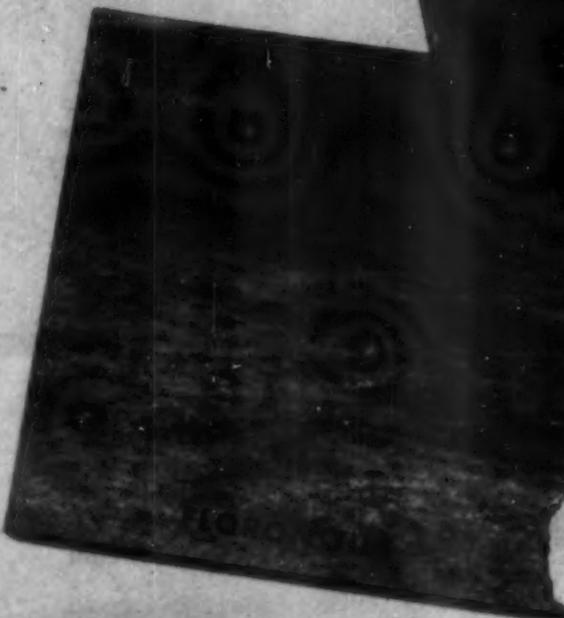
PABCO MASTIPAVE



PABCO RUBBER TILE

"This is super. What cushion! What colors! Let's put it all over that deluxe hotel job. Note—It's sold only in western half of U.S."

"Here's how we can hold costs but put style and sell into those Tract Houses. Lots of variety—4 styles of decoration, each in a range of smart colors."



**PABCO
LINOLEUM TILES**

P.S.—

PLEASE SHOOT THIS COUPON
IN TOO. WE WANT THE FULL
DOPE ON FILE ...

Pabco Products Inc. • 475 Brannan, San Francisco

Please rush me more information on your
Floor Coverings and tell me where I can
see samples. Am especially interested in

NAME _____
TITLE _____
COMPANY _____
ADDRESS _____
CITY _____

"Praise be! Plastic at the right price! In beautiful grain and eleven gorgeous colors. Perfect for our Motels. J. B. wants it in his new office. In Helen's kitchen, too!"



“Better engineered
CECO windows helped
cut labor costs **30%**”

says Maurice C. Melberg, President, Reliance Building Corporation

● Labor is one of the major costs in building . . . cutting labor time means cutting costs. So reasoned Maurice C. Melberg, president of Reliance Building Corporation, when he chose Ceco-Sterling Aluminum Double-Hung Windows for his 450-residence project in Westchester, Illinois. By using Ceco-Sterling Aluminum Windows instead of wood, the work of fitting and trimming by carpenters was eliminated . . . 30% was saved on payrolls. Time saved here helped meet the completion deadline on the project. And Mr. Melberg saves further time and money because he has no call-backs. Ceco-Sterling Windows are quality controlled—the finest

residential aluminum double-hung windows in America . . . they open and close easily and add to the beauty of the homes. Here are their 3 major advantages: (1)—The corner construction of frame and sash are welded and the frame sill corners are sealed water-tight. (2)—Muntins are interlocked at the cross joints and at the abutting sash sections. (3)—All sash are completely weatherstripped with stainless steel, assuring the tightest weatherseal. Consult Ceco Engineers in your pre-planning stage. Chances are they can show you how to save . . . provide better engineered windows that will help you sell homes faster.

One of the attractive homes in the 450-residence project of Reliance Building Corporation at Westchester, Illinois. Architect: Robert Johnstone. Ceco-Sterling Series 50-B Windows were used throughout. Engineering features of windows, screens and storm windows meant savings. Deliveries were made to meet the builder's schedule.



Series 50-B Ceco-Sterling Aluminum Double-Hung Window, Type H. Full line of sizes and additional types are available.



CECO STEEL PRODUCTS CORPORATION

Offices, warehouses and fabricating plants in principal cities
General Offices: 5601 West 26th Street, Chicago 50, Illinois

Metal Windows and Doors • R/C Duct Floors • Steel Joists
Metal Roofing • Lathing Products

IN CONSTRUCTION PRODUCTS CECO ENGINEERING MAKES THE BIG DIFFERENCE

AMERICAN
BUILDER
AWARD

A
BUILDER
AWARD

Best model homes of 1955

The judges picked these houses as the best of
this year's American Builder Award entries

Award winners were picked on the basis of the requirements shown
below. The box score with each house shows how the judges rated
it on a percentage basis. Of the four prize and eight honorable
mention awards, eight are presented here. Four will appear later.

How does your model house meet these six requirements?



Design . . .



Floor plan . . .



Sales appeal . . .



Construction . . .



Equipment . . .



Promotion . . .

American Builder brings its contest on National Home Week up to date

National Home Week, like every relatively young and virile institution, is changing its pattern. In 1954, for the first time, it began to be a preview of the new models for 1955. This year that pattern was established nearly everywhere.

When the idea that resulted in National Home Week was proposed to NAHB originally, its author expressed the hope that eventually the current "preview idea" might be realized. But, at that time, the need for the Week was something quite different. The first purpose was to combat the clamor for public housing by taking the case of the home builders directly to the public.

In its next phase, the purpose of National Home Week for a couple of years was to clear out unsold housing inventories before winter set in. During these years American Builder, having a paternal interest in the Week, conducted contests among Associations of Home Builders to offer incentives for better promotions of the event and more widespread community participation. So great has become the success of the Week, our editors decided that no further incentive of this kind was needed.

Thus, our traditional "association contest" was changed this year from chapter participation to individual builder participation, with the awards going to the builders who, in the opinion of a panel of judges, offered the best house from six points of view: design, floor plan, sales appeal, construction, equipment, promotion.

On these pages are some of the winners of our "new" contest. They reflect the builders' approach to the new era of "new model" selling. This is important: they are not necessarily the *best* houses shown during National Home Week from an architectural point of view. In some cases they are astute compromises between what the builder wanted to do and his gauge of what his prospects would accept.

The future should see National Home Week, and American Builder's contest, play a large part in rapidly accelerating the year to year improvement of saleable new models. —Ed Gavin



THE JUDGES: From 1 to 4, J. G. Maynard, pres., Fulton Morrissey Co., Chicago; J. M. McDonald, vice pres., The Buchen Co., Chicago; Martin H. Braun, architect-builder, Oak Park; and C. R. Hunsicker, Curtis Companies, Inc., Clinton, Iowa.

PRIZE WINNERS

BEST MODEL HOMES OF 1955

- 1 N. O. Simmons Building Co.
326 Rexford Drive
San Antonio, Texas
- 2 Quality Homes by Leonard, Inc.
14217 Lake Hills Blvd.
Bellevue, Washington
- 3 John Ross Co.
P. O. Box 683
Charlotte, North Carolina
- 4 Roy E. Olson
6106 Excelsior Blvd.
Minneapolis, Minn.

HONORABLE MENTION

- A. E. Harris
Corpus Christi, Texas
- Paul K. Enghausser & Associates
Minneapolis, Minnesota
- Q. A. Collins
Minneapolis, Minnesota
- D. M. T. Development and Construction Co.
St. Louis, Missouri
- Guaranty Loan & Real Estate Co.
West Memphis, Arkansas
- Gordon Nichols
Dallas, Texas
- F. D. Kindred
Lexington, Kentucky
- Clendon Miller
Lubbock, Texas



OUTDOOR LIVING is a must in this part of Texas. This big patio can be reached through sliding doors from the living

room, or through door at right from the master bedroom. Roof is crushed stone, comes in five colors.

Tailored to Texas taste

DRAMATIC night picture of prizewinning "Capri", showing the effective use of vertical siding and contrasting brick. ▶



**AMERICAN
BUILDER
AWARD**

1ST PRIZE

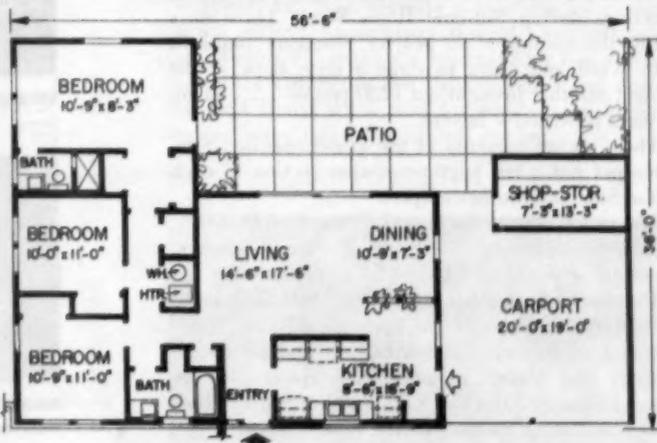
N. O. Simmons

San Antonio, Texas

Here's how judges rated this house

DESIGN	77.5
FLOOR PLAN	84
SALES APPEAL	82.5
CONSTRUCTION	72.5
EQUIPMENT	77.5
PROMOTION	97

FLOOR PLAN shows the good circulation and excellent bedroom privacy provided by architect Charles Armstrong, A.I.A. Note large number of big closets. ▶



A PRIZE-WINNING PROMOTION . . . ▶

. . . . IT REALLY PULLED THE CROWDS, continued

A style show to win the women



A FEW OF THE 1200 PEOPLE who turned out to watch the fashion show, three days before the opening.

The judges were impressed with the attractiveness of the Capri, and with the value it represented at a price of \$18,900, including full air conditioning. But what really bowled them over was a powerhouse promotional program that included the kitchen sink and a good deal more, besides.

"Ridgeview," the 508-house development of which the "Capri" is a part, was N. O. Simmons' first crack at the San Antonio housing market, and he wanted it to be a memorable one. He made arrangements with the Stowers Furniture Company of San Antonio for furnishing the models and for combined advertising, and set up a similar arrangement with Wolff and Marx Department Store for appliances. Mildred Morton, executive editor of Vogue Magazine, was invited down as guest of the company, and spoke at various functions during National Home Week. Three days before the opening of the project, Simmons combined with Wolff and Marx to stage a style show at the project site that brought out 1200 people . . . many of them prospective buyers.

Then, on the morning of the grand opening, Simmons put out a ten page newspaper section in each of the San Antonio newspapers.

The payoff was an opening day crowd of 12,000.

Advertising totaled 300 inches of newspaper space, 20 television spots, and 115 radio announcements.

Products featured—American Standard bathroom fixtures; Youngstown kitchen cabinets; Westinghouse appliances; Lennox heating and air conditioning; Sun Valley Jr. plate glass doors; Barlite stone; Economy Sales Co. locks and hardware; Stanthony ventilating hoods; Nutone door chimes.



TEN PAGE NEWSPAPER SECTION was put into each of the San Antonio papers by Simmons on opening day.



WINDOW DISPLAY in Wolff and Marx Department store, for fashion show which store co-sponsored.



MILDRED MORTON, executive editor of Vogue, being interviewed on the air. She was guest of Simmons.



STRONG, LOW ROOFLINE is feature of the "Westwood", contest's second prize winner. Projecting beam ends indi-

cate post-and-beam construction. Glass doors lead into family room; window at left is in living room.

This was labeled "best buy"



2ND PRIZE

Kinney Leonard

Seattle, Washington

Here's how judges rated this house

DESIGN	82.5
FLOOR PLAN	87.5
SALES APPEAL	87.5
CONSTRUCTION	80
EQUIPMENT	72.5
PROMOTION	81

BALLOON POODLES were given away to all who visited the project; were credited with being a big drawing card by the builders. All the kids wanted them, and as shown above, made their parents stand in line to obtain them. ▶

This house was a strong contender from the start; when the judges saw the price tag on it—\$13,800—they quickly elevated it to second place.

The "Westwood" is part of Lake Hills, a community in Bellevue, Washington, developed jointly by Leonard, and another builder, Bell & Valdez, and expected eventually to include some 4000 homes. The Pacific Northwest has been showing a fondness for contemporary styling, so architect Ronald Campbell made the "Westwood" strikingly modern. This was a strong reason for 100,000 people visiting the project during National Home Week, and for eighty-three of them coming away full fledged home owners.



DECEMBER 1955

HERE'S WHY IT WAS A BARGAIN ▶



MODERN VERSION was most popular, but for the more conservative, the model shown in inset was also available with the same floor plan and at the same price.



THIS HOUSE WAS LABELED BEST BUY continued

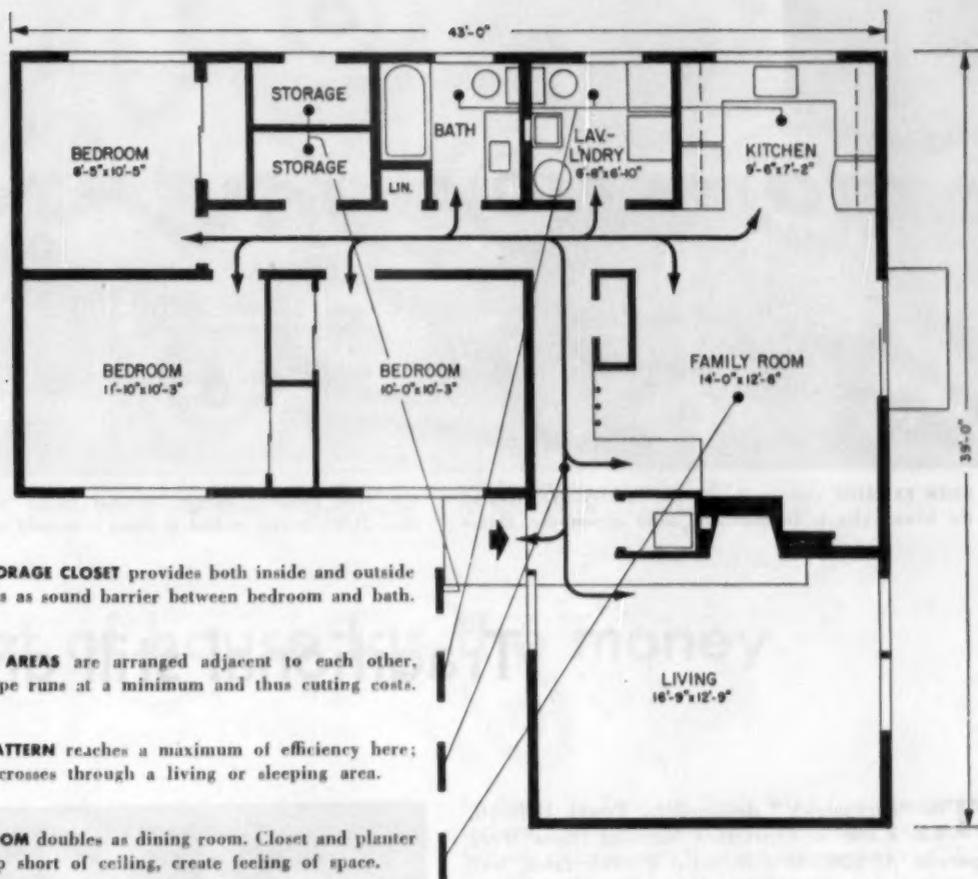
Outside, good looks

The judges agreed that the "Westwood" was an unusually attractive house, but they were even more enthusiastic about the floor plan, shown at the top of the next page. They liked these features:

- The dead-end living room, completely apart from the bedroom wing. Late entertaining would not keep the children awake, with this arrangement.
- The family room, placed where it can do the most good in a small house—beside the kitchen. During the day it acts as a playroom, supervised from the kitchen; at meals, it becomes a roomy dining room.
- The kitchen—compact, well designed, equipped with plenty of cabinets. A double sink eases the chore of dishwashing. Appliances are purchased as extras, but their cost can be included in the regular monthly mortgage payments.
- The half bath, which doubles as a laundry and utility room. Clothes washing can be done out of the kitchen, but at no great distance from it.

- The full bath, with a mahogany vanity, topped by a big plate glass mirror. It is backed up to the half bath to shorten plumbing lines, reduce cost.
- The double storage closet, accessible from both outside and inside, and situated between bath and bedroom where it provides extra sound insulation.
- The bedrooms—good sized, and provided with large sliding door closets.
- The corridor—long, but not too long, making possible the ideal traffic circulation. All major areas of the house can be reached independently.

Products featured—Westinghouse appliances; Armstrong floor coverings; American Standard plumbing fixtures; Sky Vue Aluminum sliding doors; United States Gypsum drywall; Roscoe Contour-Aire furnace; Basco tub enclosures; Feltrock wool insulation; Weiser hardware; Lamanart plastic drainboard; Trade Wind exhaust fan; Durwood Narrow Line windows; Formica counter tops.



... inside, good living



LIVING ROOM, showing the fireplace and the attractive use of brick and wood paneling on the wall. The furnace is in a closet behind the wall at far left, where it can use a flue in the existing chimney.



THE KITCHEN, as seen from the family room. The sliding glass doors at the right open onto the terrace. Wall-oven and counter range are not included in purchase price, but their cost can be added to mortgage payments.



BRICK EXTERIOR goes well with the conservative lines of the house, give it an unusually solid appearance. House

was very popular—during National Home Week more than 24,000 people visited it. Sales were said to be good.

Traditional still gives

The "Kirkpatrick," designed by Emery Holroyd, was a star of Charlotte's National Home Week parade. At \$20,000 it included a refrigerator, wall oven, counter range, dishwasher and washer-dryer, as well as full air conditioning. This, with its handsome brick siding, den-kitchen, and covered porch, was enough to establish it as third place winner.

Products featured—Westinghouse appliances; Carrier air conditioning; American Standard plumbing fixtures; Formica cabinet tops; Universal windows and screens; Alwintite "Pan-O-Rama" doors; Ratox doors; Robbins vinyl floor coverings; Benjamin Moore paint; Roddiscraft paneling.



KITCHEN, seen from family room, with covered porch off to the left. Dining room is to the right and beyond kitchen.

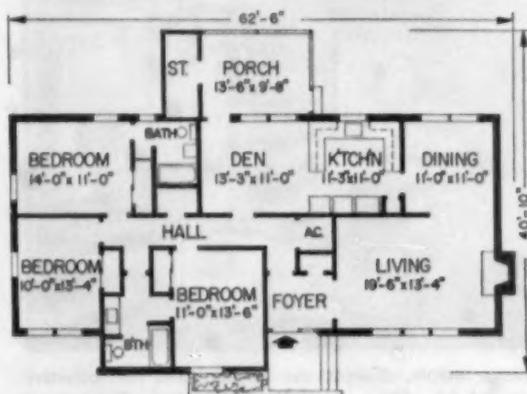


3RD PRIZE

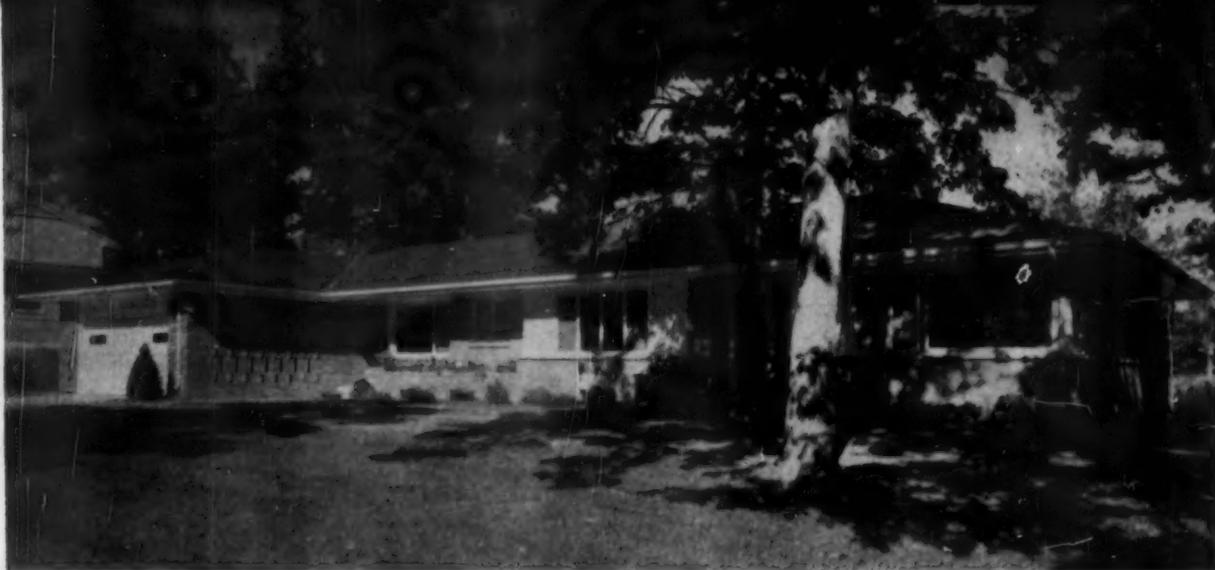
John Ross

Charlotte, North Carolina
Here's how judges rated this house

DESIGN	85
FLOOR PLAN	91
SALES APPEAL	84
CONSTRUCTION	71
EQUIPMENT	82.5
PROMOTION	59



GENEROUS SIZE of all rooms is shown in the floor plan. Kitchen is between formal and informal dining area.



EIGHTY-TWO FOOT LENGTH of the house is broken up by the projecting two-car garage. Other houses in development

will be similar; the aim of the project, eventually to total 180 homes, is to sell custom-built homes.

a lot of house for the money

This lavish model is one of three higher priced houses that were a part of Minneapolis' Parade of Homes. They are located in Forest Hills, a new development whose units are expected to range in price from \$35,000 up.

The basement is one of the most interesting features of the house, and is particularly suited to a large and unruly family. There are two enormous recreation rooms with fireplace between them, and a bar in the corner of one, a half bath, a big laundry and room for a workshop or hobby area.

Products featured—Minneapolis-Honeywell Tap Lite switches and heat controls; Square-D circuit

breakers; Nu Tone and Trade Wind fans; Sunbeam furnace; Curtis millwood; Overhead garage door and Ultronic radio opener; Westinghouse appliances, G.E. Textolite counters; L.O.F. Thermopane; U.S.G. sheetrock and insulation, Carney Rock Wool insulation; Bruce oak flooring; Vermont Slate Co. floor; Armstrong floor; Kentile floor; ceramic tile by American Olean Tile Co., Mosaic Tile Co., U.S. Ceramic Tile Co., Cambridge Tile Mfg. Co.; fixtures by Acme Lanterns, Inc., Halcolite, Centre Lighting Co., Jay Lighting Co., Lincoln Lighting Products; American Standard plumbing fixtures. Insulite backer board; Weyerhaeuser shakes and lumber.



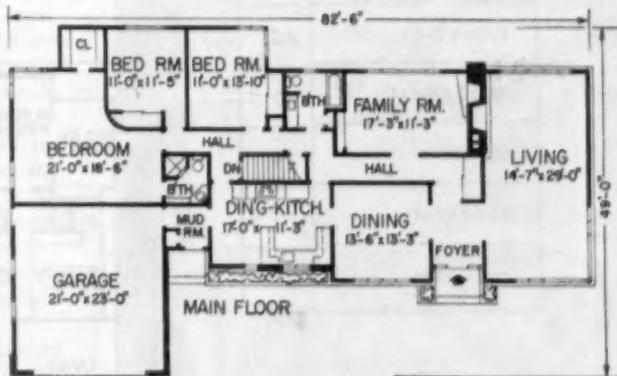
4TH PRIZE

Roy E. Olson

Minneapolis, Minnesota

Here's how judges rated this house

DESIGN	82.5
FLOOR PLAN	90
SALES APPEAL	82.5
CONSTRUCTION	80
EQUIPMENT	87.5
PROMOTION	80



UNUSUAL LAYOUT is based on two entrances, service and front. Family room could also be extra bedroom, library.

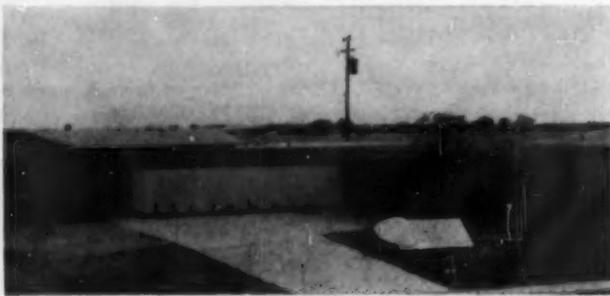


DINING AREA AND ENTRYWAY are shown in this picture. Room divider in the center serves as coat closet on one

side, china closet on the other. The pass-through from the kitchen is to the left, out of sight.

Raising the roof

RAISED ROOF SECTION over the formal living area provides interesting and attractive contrast to the flat roof over the rest of the house.



AMERICAN
BUILDER
AWARD

HON. MENTION

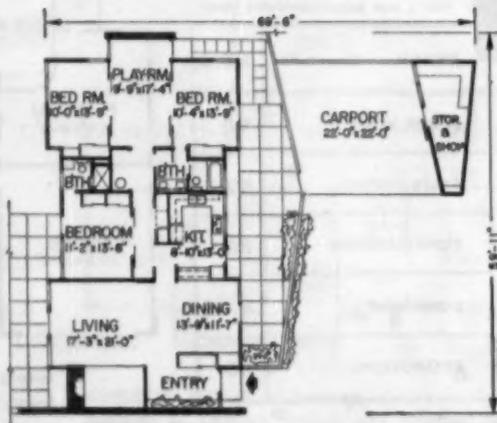
A. E. Harris

Corpus Christi, Texas

Here's how judges rated this house

DESIGN	72.5
FLOOR PLAN	85
SALES APPEAL	72.5
CONSTRUCTION	79
EQUIPMENT	72.5
PROMOTION	91

TWO PRINCIPAL ZONES are clearly shown in the plan. Formal zone is in the lower part of the layout, informal at the top. Utility area separates them.





FIREPLACE CORNER is on the opposite side of the house from the picture at left. Both its position and its material

give it a feeling of warmth. Note how the clerestory windows under the raised roof admit extra light.

for lighter living . . .

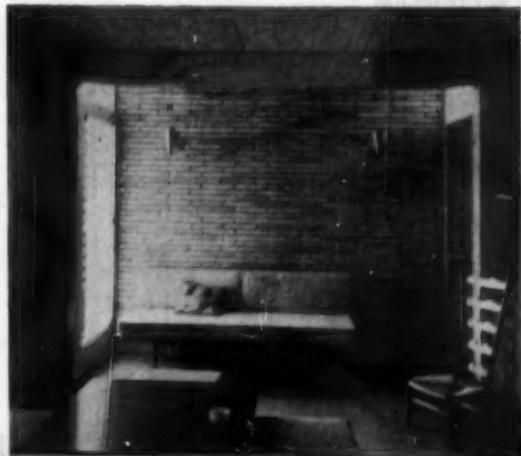
Handled in the usual way, this would have been just another flat top—attractive, but undistinguished. But by raising a section of the roof, architect Gale Cook has created a fascinating design and made possible an unusually bright interior.

The raised roof is over the living room area. The plate line is carried through at the same height as in the rest of the house; the plank-and-beam roof is raised up more than a foot, and fixed glass is installed in the space between the plate and the roof. The pictures at the top of these pages show the happy result inside the house—an unusual effect of light and lightness, as if the roof were actually floating unsupported.

Separating the zones for formal and informal living, or for adult and children's areas, is considerably more difficult in a one level house than, say, in a split level, where the basement provides an inherent separation. The judges were impressed by the way the problem was handled here. The master bedroom and bath were located next to the living room and across from the kitchen; then, at the other end of the house, the space that would normally have been a corridor between the other two bedrooms was widened to eleven feet, and became a playroom, with the two bedrooms opening onto it.

Products featured—General Electric kitchen appliances; Ador sliding doors; Ratox folding doors; Briggs plumbing fixtures; Gyro brass trim; Mission water heater; Payne "Imperial" forced air furnace; U. S. Airco air conditioning; Louver Leader jalou-

sies; Crosley windows; Alwintite windows; Formica counter tops; Palco Wall insulation; Swivelier, General Lighting Co., and Slimline electrical fixtures; Armstrong floor coverings, Western Red Cedar siding, Mexican Adobe brick.



ALCOVE is part of the family area, projects out from the back wall to provide a window to the left and a door to the right. Louvered doors slide back, form one big area.



MAKE IT HANDSOME ON THE OUTSIDE. Here brick and wood form enough siding variation to be interesting, but not so much as to give a chopped-up effect. The big windows in the living room are attractive in their simplicity.

How to market

The success of this Minneapolis award winner proves that there are lots of people who are perfectly willing to spend up to forty thousand dollars for a house if—and it's a big if—they're sure they're getting their money's worth.

The judges were unshakably firm on one point: while certain sacrifices might be necessary in the plan of a low priced house, there was no excuse for one in this range having anything short of a perfect layout.

This one passed with flying colors for obvious reasons. Every area can be reached from the center hall without passing through any other, and there is surprisingly little wasted corridor space. Room is provided for every imaginable activity.

There are other luxury features: ten-foot closets in each of the four bedrooms; complete carpeting and draperies for the entire house. There are 2200 square feet of living space, exclusive of the two-car garage.



HON. MENTION

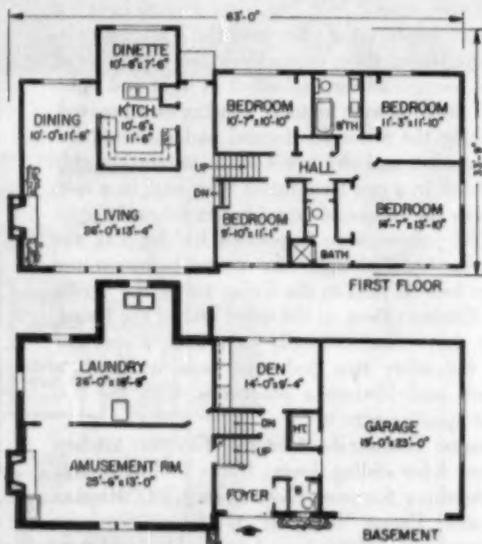
Q. A. Collins

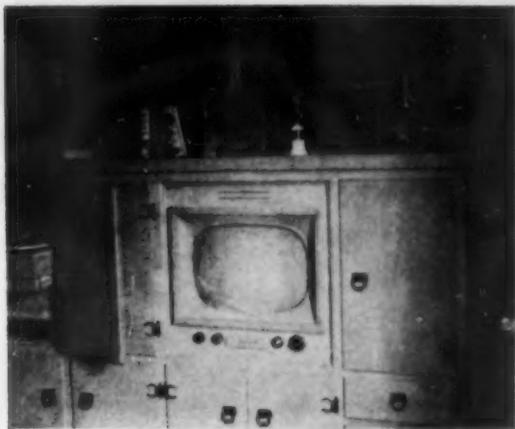
Minneapolis, Minnesota

Here's how judges rated this house

DESIGN	79
FLOOR PLAN	94
SALES APPEAL	79
CONSTRUCTION	67.5
EQUIPMENT	90
PROMOTION	85

MAKE IT SPACIOUS INSIDE. The buyer of a house at this price expects lots of room, gets it here. ▶





GIVE IT LOTS OF BUILT-IN EXTRAS . . .

In this living room, and included in the sales price, are a television set and a hi-fi unit in custom cabinets.



. . . AND A LABOR-SAVING KITCHEN

This culinary department includes a wall oven, a counter range, disposal unit, dishwasher, and miles of cabinets.

a \$38,500 award winner . .

And there is all gas cooking, water heating, and zoned house heating from two furnaces.

And finally, whether the owner is a big game hunter or just afraid of nocturnal prowlers, there is a built in gun rack for his personal arsenal.

Products featured—B. F. Nelson, roofing; General Electric furnace; American Standard plumbing fixtures; Roper gas ranges; Kitchen Aid dishwashers; Waste King disposals; Roddiscraft paneling; Arm-

strong floor coverings; Weyerhaeuser-Kolorite exterior shakes; Roway garage doors; Alumilux water heaters; Anderson windows; Tru-Seal Corn Belt Aluminum Co. combination storm windows; Flarley-Loetscher-Farlo-seal windows; General Plywood doors; Libby-Owens-Ford thermopane; Yale locks; Hess bathroom cabinets; Stanley Ranch hardware; Washington hardware; Sparta, Cambridge, and Carlyle Quarry Tile Co.; H. B. Ives window hardware.



GIVE IT LUXURY UPSTAIRS . . .

A good looking fireplace wall is a must. Here it includes stone planter boxes, with wood panelling above.



. . . AND DOWNSTAIRS TOO

There is as much space for informal living as for formal. At left of fireplace is a barbecue with smoke hood.



KITCHEN is unusually well equipped, as shown here. Strip lights under cabinets make counters easy to work on. Wall is covered with ceramic tile, very popular feature.



LAUNDRY AREA is backed up to baths, making a compact plumbing unit, and putting it in the part of the house where dirty clothes collect, clean clothes are stored.

An "All Electric" house for

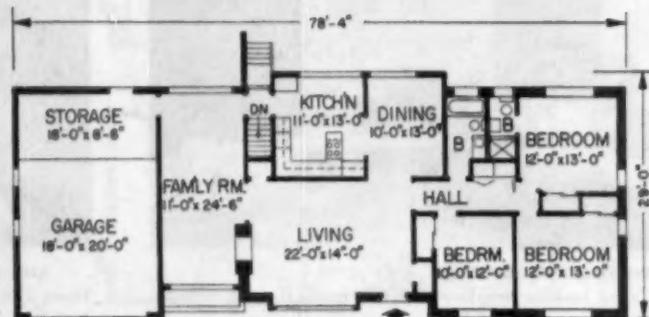
STRONG ROOF LINE, deep overhang help unify broken facade of house.



HON. MENTION
DMT Development Co.
 St. Louis, Missouri
 Here's how judges rated this house

DESIGN	75
FLOOR PLAN	60
SALES APPEAL	72.5
CONSTRUCTION	80
EQUIPMENT	85
PROMOTION	91

PLAN shows unusually large family room, and big all-purpose storage area at garage.





LIVING ROOM is dramatically lighted by the attractive ceiling fixtures over the fireplace, and recessed lights in the

window valence. Louvered door to the right leads into family room, through fireplace serves both rooms.

high voltage sales appeal

No matter how much appeal a house has, a first class promotion program will make it sell better. The D. M. T. Development and Construction Co. of St. Louis had this in mind when they built their "All Electric Profile Home" shown here. The house was built at Bayberry Hills, a D. M. T. subdivision, and in two months three exact duplicates were sold at from \$33,000 to \$38,000, including extras.

The builders credit the promotion program as a big factor in the sale of a half million dollars in other houses in the development, many of them with features introduced in the All Electric. The program was a cooperative effort involving The Famous-Barr Co., who handled the "Profile" line of furniture used in the model; the Union Electric Co., who did all the electrical work; and Westinghouse, who supplied the appliances.

Biggest drawing card in the house was the heat pump, which was so popular that D. M. T. plans next year to do a whole new subdivision using this type of heating and cooling. An electronic air cleaner, and an air cleaner and purifier were combined with the heat pump.

Lighting is always an important electrical sales

feature, particularly since it is easy to demonstrate. In the "All Electric" house, a low voltage system is used, with master switches for the whole house in both the master bedroom and the garage.

The lighting itself is made as dramatic as possible. In one of the bathrooms, for instance, a space was blocked off between two ceiling joists and painted white; fluorescent lights were installed, and the space then covered with a plastic grating.

In the kitchen, indirect lighting is installed over the tops of the wall cabinets, and lighting strips are set under the cabinets to light work areas. A pull down fixture lights the kitchen table.

Kitchen equipment is unusually complete, and all appliances are built in to take full advantage of available space. Included are a wall oven, counter range, refrigerator and freezer, dishwasher, and garbage disposal unit.

Products featured—Anderson windows; Alton brick; Bird roofing; Gold Bond plaster and lath; Craig-Mar Tennessee Marble stonework; Kimsul insulation; Bryant Low Voltage System wiring; Mosaic ceramic tile; Crawford garage doors; Crane plumbing fixtures; Westinghouse heat pump and appliances.



ROOF LINE OF THE CARPORT is carried across part of the house's gable end, contributes both good looks and a feeling

of size to the house. Two storage units form far wall of the carport, roof extends over patio in back.

How to make a carport sell

The carport of this Texas award-winner, designed by Thomas Scott Dean, has been stretched out to do triple duty. In its conventional role, it shelters two cars, and houses almost ninety square feet of outdoor space. Carried part way across the front of the house, it serves as a shelter for the main entrance. And run further back than the house, it forms a roof for the patio.

Construction of the house is concrete block, faced on the outside with stone; the interior of these same

walls have the blocks left unfinished. Other interior walls are of stone around the fireplace, cherry veneered plywood, and sheetrock. Cost of the house is \$19,500.

Products featured—American Standard Plumbing; Texcrete masonry units; Holiday Hill stone; Schlage hardware; Ware aluminum windows; Masland carpets; Roddis plywood; G. E. appliances; Janitrol air conditioning; Bruce oak flooring; Armstrong floor tile; Nairn cork tile; Glidden paint.



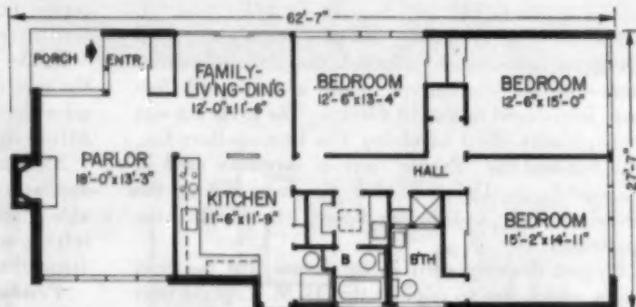
HON. MENTION

Gordon Nichols

Dallas, Texas

Here's how judges rated this house

DESIGN	77.5
FLOOR PLAN	84
SALES APPEAL	79
CONSTRUCTION	74
EQUIPMENT	70
PROMOTION	67.5

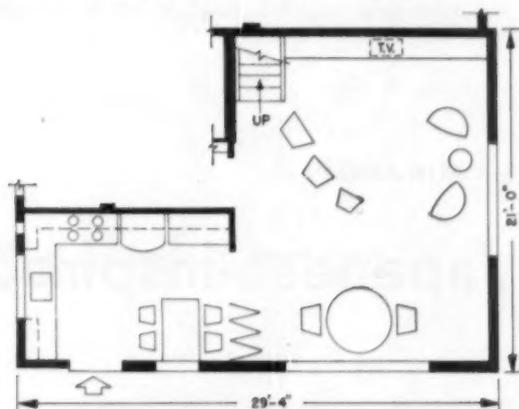


KITCHEN AND FAMILY ROOM join to form one large informal living area in the floor plan. Sliding glass doors at the end of the family room open out onto the terrace. Largest of the bathrooms is compartmented, has a large linen closet; inner compartment is lighted by a skylight.



LOWER LEVEL FAMILY ROOM is designed for recreation, entertainment, dining, all within easy reach of outdoors. Built-in wall is cypress. Floor is durable cork tile.

ADJACENT KITCHEN is big enough for its own dining table, can be screened off from family room if necessary. Door at rear leads to garden and children's play area.



SECTION OF LOWER LEVEL PLAN shows working relationship between family room and kitchen that American Builder considers hottest trend for 1956. (Lower level also includes hall, half-bath, utility and storage area.)



HOTTEST TREND FOR 1956, as seen in 1955's best model homes: a multi-purpose family room, preferably off the kitchen. That trend is shown to perfection in builder Dan Ostrow's "Mikado", the first in a new series of American Builder Award houses to be published next year. These trend-setters will be billed "Editors' Choice."



FRONT OF THE HOUSE: floor-to-vaulted ceiling window faces the street; it floods the middle level area with light that

is picked up by white walls, fireplace, ceiling above teak-colored beams. Area is 18'x27'.



EDITOR'S CHOICE

BUILDER DAN OSTROW'S "MIKADO":

Japanese-inspired

The front-to-back split-level has taken a giant step in Silver Spring, Md.

Architect Jack Cohen, looking over his shoulder at the Museum of Modern Art's famed Japanese house, pointed the way. Result: \$19,000 worth of contemporary space-planning unlike anything else in the country today.

Look at the middle level, shown above: it's an 18'x27' stretch of living area, directly off the carport, that's just a few steps up or down from the bedroom or family level. A "new" folding door that breaks the living area into two separate rooms is, of course, an ancient Japanese idea. On all sides, the transition from outdoors to indoors is almost unnoticeable: vast window spaces from floor to vaulted ceiling flood the area with light; one glass wall slides open to the terrace, identical shrubbery has been planted both on the patio and in the living area itself; white walls and teak-colored beams give an out-of-doors feeling.

The sleeping area, in the Japanese manner, is contrastingly cozy. But the area is not stingy on space. The master bedroom has its own bath. Two additional bedrooms share a second bath. Complete privacy, if it's wanted, is a built-in feature.

The Mikado's lower level, with its kitchen off the family room, is shown in color on the preceding page. Once again, convenience and spaciousness and the easy accessibility of the outdoors are brought into play. The family room's floor-to-ceiling window can be made to lead to a second terrace. The kitchen door leads directly to the yard.

Brand names selected by Dan Ostrow for The Mikado: U. S. Gypsum, Yale & Towne, Westinghouse, Perfection Heating, American Standard, Wall Fix Paints, U. S. Plywood, Detroit Steel windows, National Vanity, Johns-Manville, Armstrong Tile, Douglas Fir Flooring, Insulite, Barrett Roofing, Creodip Cedar Shingles.



SIDE OF THE HOUSE: Spacious foyer, paneled in Texture 111, leads into middle level; note folded room divider.

use of space



DECEMBER 1955



ARCHITECT Jack Cohen has minimized traditional "broken back" look of the front-to-back tri-level by extending the low line of the middle-level roof to make a carport. Plan shows The Mikado's Japanese-inspired use of space.

1723 GREY MULTI

1724 SKY BLUE

1725 YELLOW

1726 PINK

1728 CHARCOAL MULTI

1727 WHITE

1729 MIST GREEN

1710 TAN



"SEQUIN" — ITS 16 COLOR-FLECKED PATTERNS KEEP FOOTMARKS A SECRET. (Floor: MOCHA 1723 Steps: GREY 1721)

Your homes sell best when they're dressed in "SEQUIN"

Gold Seal Sequin Inlaid Linoleum is fast becoming America's favorite design thanks to its distinctive beauty and to mass promotions in Life, Better Homes & Gardens, and Sunset.

The trend to basic, smooth-surface, virtually seamless flooring throughout the house is unmistakable. Here are just a few reasons why you are so safe in specifying Gold Seal "Sequin" Inlaid Linoleum.

Ease of maintenance . . . resists dirt, grime and dulling film. Cuts cleaning time and costs to a minimum.

Resilient . . . deadens floor noise. Resists permanent indentation from furniture.

Quiet and comfortable . . . eliminates noisy clatter common with hard floors.

Beautiful . . . suggest hundreds of smart, special

designs . . . wide range of colors to harmonize with any decorative scheme.

Stays beautiful . . . colors are inlaid for long-lasting beauty.

Economical . . . initial costs can be amortized over a long period of time. Lasts longer than lower-cost floors.

Guaranteed . . . Gold Seal Inlaid Linoleum gives you the famous Gold Seal guarantee . . . satisfaction or your money back.

So for all the benefits of Gold Seal Inlaid Linoleum, plus the versatile beauty of "Sequin," simply specify Gold Seal "Sequin" Inlaid Linoleum in houses you want to sell faster. You have 16 patterns to choose from, 6 ft. wide, by-the-yard.



FOR HOME OR BUSINESS YOU GET THE FINEST CHOICE OF ALL IN . . .

*Trade-Mark Congoleum-Nairn Inc., Kearny, N. J.

Inlaid Linoleum • Ranchtile • Linoleum • Resilient Tiles • Congoleum • & Congowall • Enamel-Surface Coverings • Vinylflor • Vinyltop



► Now that the squeeze is on...

The hard sell is here. The recent continuing rise in materials cost is forcing up building costs to the point where the buyer will either have to revise downward his dreamhouse ideas, or shell out more money for them. Either way he'll be tough to convince. The builder will have to sell and sell hard, and this means that he'll have to know his market.

► Are you sure you're giving buyers what they want?

Better Homes and Gardens Magazine, through National Field Service, an affiliate of Alfred Politz Research, Inc., asked 671 operative builders in the light construction field this question: "Besides wanting more for their money, what do prospective home owners seem to want in improvements or new features in the home they buy?"

Here's what the builders said buyers wanted:

58%	WANTED MORE SPACE	►
	33% Wanted Existing Space Larger	
	32% Wanted Additional Rooms	
	29% Wanted Space Used Better	
22%	Wanted More Appliances	►
18%	Wanted Better Cooling	►
18%	Wanted Better Kitchens	►
17%	Wanted Better Outdoor Living	►
15%	Wanted Better Bathrooms	►
14%	Wanted Specific Design Changes	►
11%	Wanted General Design Changes	►

Buyers want

More than half the builders interviewed—58 per cent, to be exact—reported prospective buyers wanted more elbow room in one form or another. Specifically:

33%

SAID BUYERS WANTED EXISTING SPACE TO BE LARGER

13% *more storage space, exclusive of the kitchen.*

Home owners store everything from old magazines to gardening tools. Once upon a time these things went into the attic and basement; these areas have been sacrificed to cost cutting, and buyers want some of the space back.

10% *larger kitchens.*

Today's kitchen is becoming the locale of an ever-increasing number of activities: besides cooking, laundry is done there, meals are eaten there, and the kids play there so mother can keep an eye on them. The kitchen has to expand, and in many cases turns into the combination kitchen-family room.

8% *larger garages or carports.*

Automobiles aren't getting appreciably bigger, so owners must want to use these areas for other than car storage. Carports double as covered play areas for children, garages house gardening tools, and often, workshops.

7% *larger rooms in general, and*

6% *more space in general.*

Taken together, these two items mean simply that too many new houses are just too small.

32%

SAID BUYERS WANTED ADDITIONAL ROOMS

19% *more bathrooms.*

This means trouble for builders who put only one bath into anything other than a minimum house. Today's bigger families have made the second bath, and sometimes even a third, a necessity rather than a luxury.

8% *more bedrooms—3 or 4 rather than 2 or 3.*

Again the influence of the larger family, plus another factor: the extra bedroom can also be used as a study, TV room, guest room, or any of a hundred other things. In other words, it represents highly flexible extra space.

5% *finished, daylight basements.*

Note that the old-fashioned dark, damp cellar is out. Home owners want their basements as bright and as well finished as the rest of the house. An increasingly popular compromise is to provide an unfinished basement which supplies storage space now, living space later.

3% *a separate dining room.*

This room has been another victim of the economy axe. Apparently some people are sick of eating in the kitchen, or in a corner of the living room.

2-4% *additional family rooms, recreation rooms, dinettes and utility rooms.*

Most of these rooms are located adjacent to the kitchen, suggesting that one extra room in that area could be used to serve any of these needs.

29%

SAID BUYERS WANTED EXISTING SPACE USED MORE EFFICIENTLY

more space . . .

18% *built-in stoves and ovens.*

Wall ovens and counter ranges didn't rank as high on the appliance-wanted list as ordinary ranges, leading to the conclusion that it is their space-saving qualities that are most appreciated by prospective buyers.

1-4% *more dishwashers, cabinets, and appliances in general.*

Coupled with the previous item, this indicated that buyers are looking to the builder to provide them with an efficient, well-planned kitchen. If the appliances are built in, there will be no question of having to squeeze them in at some later date.

7% *unspecified built-ins.*

These must be classified as people who, while they aren't sure just how space should be handled, are darn sure that it isn't good enough the way it is!

22%

SAID BUYERS WANTED MORE APPLIANCES

5% *dishwashers,*

5% *garbage disposals, and*

3% *washers and dryers.*

The low relative position of washers and dryers shows that many families already own them, and that many builders now include them as standard equipment. The dishwashers and disposers, presently considered somewhat luxurious, seem to be sufficiently in demand so that they too will be considered standard very soon.

18%

SAID BUYERS WANTED BETTER COOLING AND VENTILATION

16% *air conditioning, and*

3% *attic fans.*

Air conditioning was an expensive extra in most houses two years ago; now the builder who treats it as an extra is going to lose sales. The attic fan can be used either as an adjunct to the conditioning unit, or alone as a satisfactory cooling medium in less tropical climes.

18%

SAID BUYERS WANTED BETTER KITCHENS

5% *pantries*

This will probably come as a surprise to most builders. A pantry can come in many shapes and sizes, but to most housewives it means a secondary storage and food preparation area, either separate from the main kitchen, or fenced off by an island counter.

4% *tile kitchens,*

2% *formica counter tops, and*

2% *beautiful kitchens.*

The kitchen was the most mentioned area in the survey, an indication of the importance of pleasing the female of the species. As shown above, while durability and ease of maintenance are important, the housewife wants the place where she spends most of her time to be attractive as well as functional.

15%

SAID BUYERS WANTED BETTER BATHROOMS

5% *vanities,*

4% *ceramic tile, and*

2% *colored fixtures.*

While the first two items can be considered utilitarian, the last is pure, unbridled luxury. As with the kitchen, good looks are an important asset in the buyer's eyes.

Continued on page 166



"LOOK, NO CHIMNEY," . . . and no furnace, oil tank or gas meter. This Scholz home in Fort Wayne, Ind., had an October-July heating bill of \$226.59 for 5438 degree days.



It was occupied by three adults, two children. The ceiling resistance cable between layers of plasterboard is stapled in place; it avoids nailing lines on joists.



Why builders are warming up

How electric heating looks to the builder

IT USED TO BE: electric heating made sense only in "short-mild winter" sections where installing central heating systems could be avoided.

NOW: it is feasible wherever current rates are reasonable.

IT USED TO BE: utility companies discouraged electric heat installations.

NOW: utilities actively promote more winter load to utilize the extra capacity built up by summer air conditioning.

IT USED TO BE: The public was unfamiliar with two basic types of heating used in electrical techniques.

NOW: Ceiling radiant panels and the heat pump have been widely publicized and are readily sold.

After a long stay out in the cold, electric heating can now look forward to a bright new day. It offers to home builders and owners a new flexibility made possible, ironically, by technical advances in other types of heating.

The builder is especially interested in the individual room systems of heating with resistance elements. Without a central system he can save costs of chimney, furnace, ducts, registers and all the valuable space they consume.

And the arguments of cleanliness, simplicity, and freedom from maintenance cost presented by electric heat people go well with home buyers.

Now that ceiling coil radiant heating and baseboard registers have earned public acceptance through the efforts of warm air and hot water heating people, the new electrical types—resistance cables in the ceiling and embedded in ceramic lengths in the familiar baseboard—come in for a free ride.

The greatest boost of all comes from air conditioning. First, utility companies which long looked fishy-eyed at the extra capacity demanded by electric heating right on top of the normal heavy winter load, have been stood topsy turvy by summer cooling demand. The peak month is changing from December to August. So utilities send out directives: "Build Winter load; push electric heat." In Tulsa, a natural gas territory, the utility authorized a minimum heating rate of 1¢ a kwh to balance summer load.

Second, the heat pump is catching on as a year-round conditioning device, deriving heat from outside air, water or earth. Compared with



RESISTANCE PANEL of conductive rubber in 1/16" aluminum and plastic sandwich is glued to ceiling, with built-in outlet. Uskon radiant heat is popular for motels. But



this home in Bay Harbor Island, Miami Beach, gives decorative treatment to eight outlined Uskon panels; paint-blended into ceiling, they can be made almost invisible.

to electric heat

resistance heating, the heat pump costs about one third as much to run, at optimum conditions. But the arguments against it are twofold: it loses efficiency below 40°F, needing auxiliary resistance heat in really cold weather; and its first cost for equipment and ductwork is high.

With no moving parts the resistance units last indefinitely and are easily installed. They operate at near maximum efficiency, which is 3,412 Btu's per kwh. The infra-red heating bulb is still popular for bathrooms, sometimes with an automatic timer to turn it off.

Compared with gas or oil heat, long-term costs are hard to fix. One manufacturer reports frankly, "Electricity at 1½¢ per kwh is approximately three times as expensive as the cost of producing that same number of Btu's with oil, coal or gas." Therefore (and all manufacturers concur in their literature), "it is extremely necessary to utilize and contain all of the heat distributed into the home . . . this can be done only by . . . adequate thermal insulation in the structure." Most manufacturers offer full data on calculating heat loss and insulation required, room by room.

Cost arguments on electric heating include savings in cleaning and painting and the need for only one air change per hour because there is no oxygen-using combustion. Individual panel thermostats afford the ultimate in zone control.

Developments such as producing electricity from solar energy and the planned \$45 million, 180,000 kw generator in Chicago, using nuclear power, give added assurance to builders that electric heat has a long future to look forward to.



How electric heating looks to the consumer

IT USED TO BE: Electric heating meant a red-hot exposed resistance coil.

NOW: The most common resistance types have the wire element sandwiched in glass. Some brands claim operative temperatures below 130°F. One firm claims its maximum, 300° will not sear or blister.

IT USED TO BE: There was fear of shock or short circuit.

NOW: Most equipment has no exposed or movable wire; each panel has its own box and outlet.

IT USED TO BE: It required a special wiring job.

NOW: Most types of equipment are offered in either 110 or 220 V. And most new houses are adequately wired for any electrical load.

THE HEAT PUMP ALSO COOLS



FIRST LARGE SCALE heat pump development, with GE Weathertron, has 431 all-electric homes at Linda Lyle Estates, Fullerton, Calif., includes appliances at \$20-\$25,000. Each house draws 17 kw load. Builder: Kusa, Inc.

HEAT PUMP, 3-ton model, had special glass panels in one Fullerton house to serve as demonstration of the year-round device which takes heat out of air in winter and gives house heat to outside air in summer cooling.



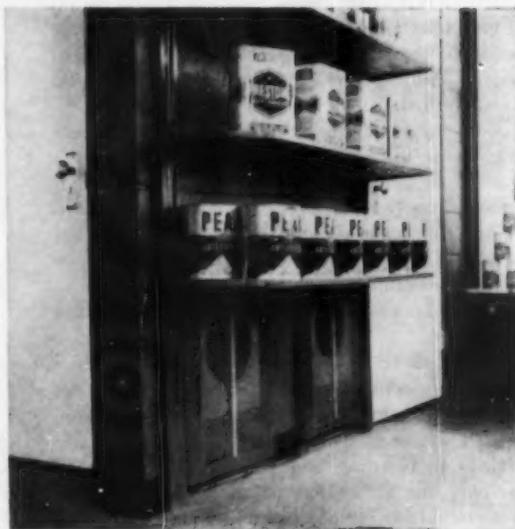
BUILDERS ARE WARMING UP continued

WALL PANELS GIVE HEAT WHERE IT'S NEEDED



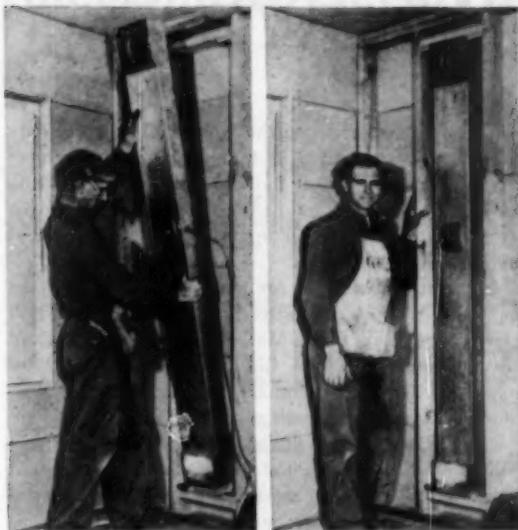
"A HAPPY ANSWER to short heating seasons" is the Glas-heat panel in the handsome Joel Nichols residence in the desert near Tucson, claims the Continental Radiant Glass Heating Corp., which acquired the French process of making tough tempered glass sandwich for resistance wire, backed by a metal reflector, for the Maginot Line system.

Here's what



TYPICAL COMMERCIAL USER is Clark chain of seven service stations around St. Louis, which use electric heat, as will all future units, "for safety and space saving," firm says. Here are two of four 4 kw Electromode panel heaters in one station. A 1300 watt unit is in woman's rest room. (Courtesy Electrical World, Union Electric Co.)

FAN IN VERTICAL UNIT CIRCULATES AIR



BETWEEN-THE-STUDS installation in new houses is target of Electrend engineering, although corner units are available for existing rooms. The standard model shown comes 6' or 7' high, 8" wide, in 1600 or 1700 wattage. Other models are 13" wide, of higher wattage; some have dual outlets to warm two adjoining rooms.



FAN CIRCULATION adds to efficiency of Electrend unit by pulling in warm air near ceiling, blowing it past heating chamber and through the lower grille into the room. Thermostat is at middle height for easy view and individual unit control. In summer the fan can operate apart from heating unit to circulate cooler room air.

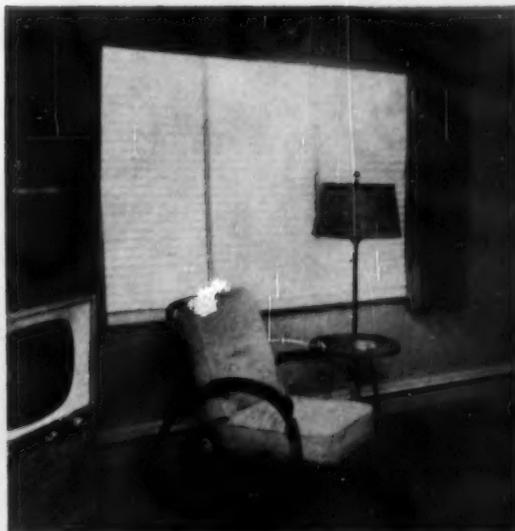
electric heat can do today . . .

'BASEBOARDS' GO ON EASILY



DRIVE-INS and other high-current-rate customers find electric heat a logical step, especially where year-round rate is predicated on a peak season, as in a factory or packing plant. This Electro-vector baseboard installation in the Lakewood Drive-in, Tacoma, Wash., illustrates unobtrusiveness, flexible length, space-saving.

DECEMBER 1955



MOTELS ARE A NATURAL MARKET for electric heat, which eliminates the need for a central heating system with its elaborate underground piping and insulation, and which costs nothing when not in use, because of individual room control. Electro-vector baseboards serve this room in the Sunset Motel in Portsmouth, Va.

FOR MORE ABOUT ELECTRIC HEATING, SEE PAGE 120

Today's school crisis:

He has an historic opportunity to use his skills as a craftsman as well as a citizen to help solve a national problem

Builders know all about building rooms for kids to live in. But are they doing what they can to build rooms for kids to go to school in?

The same tools apply—planning, organization, construction skill, knowledge of municipal affairs, codes and officials. Until recently, a builder could work for schools only as just another public-spirited parent and citizen facing the whopping figure of a \$32 billion immediate need for classrooms. But now he may be able to take a more specific and more profitable role.

The day of the three or four story massive school-edifice costing millions at a throw is about over. Educational philosophers want a more friendly place of learning; and architectural and financial arguments chime in. The low, close-to-the-outdoors school-house is safer, cheaper, more flexible and more quickly erected.

Homes and backyards for the kids of America: Builders are doing their share to make them

The time is here when the home builder can apply his light construction skills to the classroom problem; if not as an individual bidder, then in combination or in committee, as one of the various types of HBA groupings that have set up Parades of Homes and built minority housing.

Not that schoolrooms are new ventures to all home builders. A year ago Andres F. Oddstad, Jr., had 650 new homes in his Linda Mar, Calif., development and 400 elementary school kids on hand; with 1750 scheduled for completion by early 1956, he had 50 more kids a month coming in. Oddstad built a temporary "school" of 11 houses. Leaving out room partitions and connecting the buildings with a covered breezeway, he had ten classrooms and an administration building ready for Sept. 1954, FHA insured as "unfinished homes" and rented to the district for \$750 a month until a permanent school is ready. Then the buildings will be finished as homes.

A similar idea is found in El Paso. More recently, Louis Bossert has built four houses in his Bordentown, N.J., project for use as temporary schoolrooms until the local board can put through a bond issue and get a school built. Meanwhile the kids report a fondness for the cozy "school-home." Probably the

In spite of rising land and materials costs, builders are geared to a continuously increasing potential to provide livable homes in well-planned American communities.



the builder's big challenge

largest venture of this kind is the Park Forest, Ill., not-for-profit corporation; it was set up to administer the modified cottage "temporaries" and develop an assessment procedure to continue the program.

Prefabrication Steps In

With the entry of the National Homes prefabricated school into the field, the whole situation can
(Continued on page 182)

The Builder's Problem:	What do I owe the community in which I build? Should I set aside free land for schools? Should I be assessed extra for schools? Why should I take the rap? Can I build schools?
The Town's Problem:	Should we discourage new home building to keep out children who will need new school facilities? Should we make newcomers carry the full load? Should we hold up the builder for land?
The Homeowner's Problem:	How to find a district without crowded schools? How to check the tax intentions of the local government? Will other newcomers help fight for new schools? How to improve tax programs?

Schools, too can use the builder's know-how as civic leader, organizer and craftsman

The money for schools is there: national product and disposable income are increasing. Builders can help replace antiquated taxation and construction procedures.



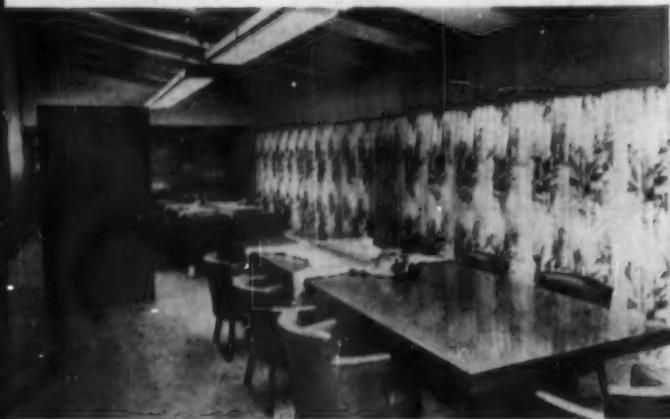
BEFORE



TYPICAL OF MOST building concerns was the former location of Sponseller & Sons' office. There is little here to persuade the passer-by to drop in and discuss building problems. Sponseller also owns a lumber yard and a hardware business, handles retail sales besides their own needs.



AFTER



CONFERENCE ROOM is used by salesmen in talking to prospective customers, and also for inter-company conferences and large meetings. Note mirroring on far wall.

New quarters



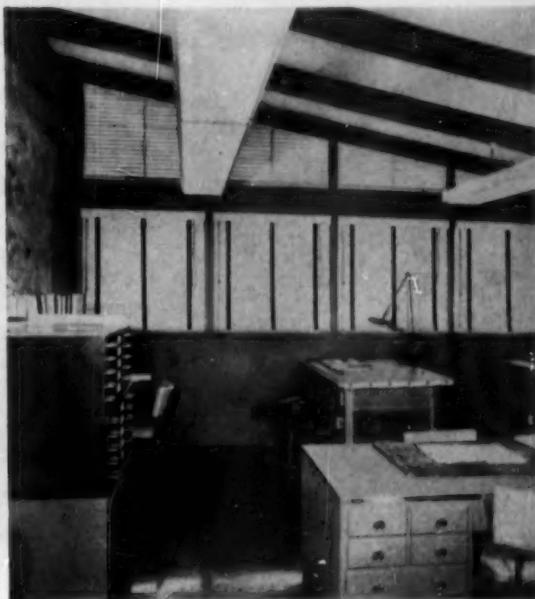
RECEPTION ROOM helps inspire confidence in the company on the part of customers. When estimates have been made, the clients are invited here to receive them.



PART OF THE OFFICE showing secretarial desks. An important by-product of the new office building has been increased employee efficiency.



◀ **NEW OFFICE BUILDING** as seen from street. Stone work alone here cost \$30,000, has paid for itself many times by drawing customers.



DRAFTING ROOM where estimators work. Salesmen make sketches of remodelling jobs, bring them here for pricing.

mean added "drop-in" dollars



A new office increased this builder's "drop-in" trade 2400 per cent! Now he's out to be the country's biggest remodelling contractor

The spectacular success scored by a Los Angeles firm after they dressed up their office in a new set of clothes provides a good lesson in the psychology of selling.

Sponseller & Sons has been in the building business for about sixty years; during that time three generations of the family have handled almost every type of construction. Recently they designed and built a handsome new office building which they hoped would increase their volume of "drop-in" trade. They were not at all prepared for the deluge that followed; their off-the-street business skyrocketed from \$50,000 a year to better than \$100,000 a month.

Speaking for the company, Gail Sponseller attributes this remarkable rise to two things; first, the office is located on one of the main arteries of the city, and second, the building itself is unusually striking and attractive. A potential customer receives the immediate impression that this is no fly-by-night concern but a solid company that builds well and with good taste.

The results from the new office have had an important effect on the actual operating policy of the company. Until recently their largest source of income was tract building, but they felt that this was due to level off. Now they are changing their emphasis, and their aim is to become the country's biggest remodeller in the building business. Everything points to their probable success.



PATIO is separated from reception room by sliding glass doors. Decorative woven screen at left shields consultation

room from the patio. Adjustable awnings protect the terrace in case of less hospitable California weather.

Concrete and glass make this

The happy meeting of professional character and pleasant atmosphere is presented in this office building for two doctors in Pasadena, California.

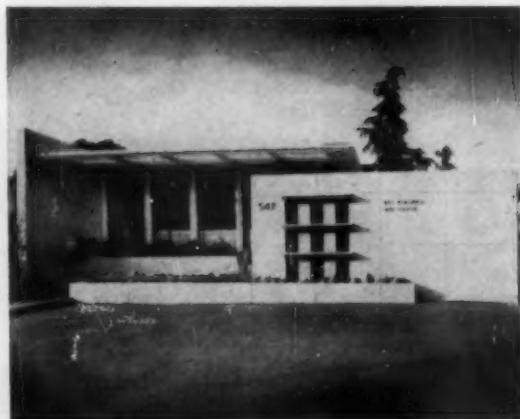
Concrete, glass and the California climate were the basic ingredients used by Pasadena builder Ray Gerhart. From these, he fashioned a commercial structure that combines natural light with essential privacy; a feeling of dignity without clinical coldness; and a waiting room that is half-patio.

Construction is of reinforced concrete, with 8-inch concrete walls and concrete roof. (According to Gerhart, the savings on fire insurance over a five-year period will make up for the extra cost of the concrete roof.) The smooth exterior and interior finish is provided by the form boards, and cement paint was used inside and out.

The waiting room is half reception room and half

walled-in terrace. Plants, paving, plaster soffit, wall finish and lattice are identical inside and out, and the terrace can be covered by awnings. The examining and consultation rooms are private cubicles, yet a

PATTERNS formed by concrete and glass create an impression of dignity and confidence. Large window separates patio from reception room. Area in foreground of planter provides ample parking space for patients and doctors. ▶



AMERICAN BUILDER



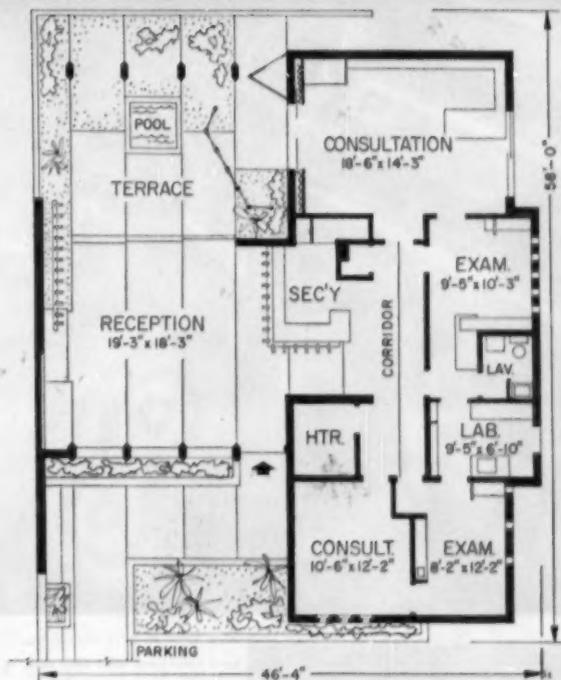
INTERIOR of reception room is spacious, flooded with light. Secretary's office has an element of privacy.

clinic click . . .

maximum of glass lets in natural light throughout the building, which is completely air conditioned. Total cost was \$37,165. Smith and Williams were the architects for the clinic.



DECEMBER 1955



SIMPLICITY—and effectiveness—of design is seen in floor plan. Note how each room receives its full quota of natural light, yet consultation and examination rooms are afforded privacy by screens and planter walls.

◀ **SERENITY** of reception room is reflected in this view, showing open-hearth fireplace. Interior surfaces are covered with cement paint. The building also features a music system piped through all the rooms.



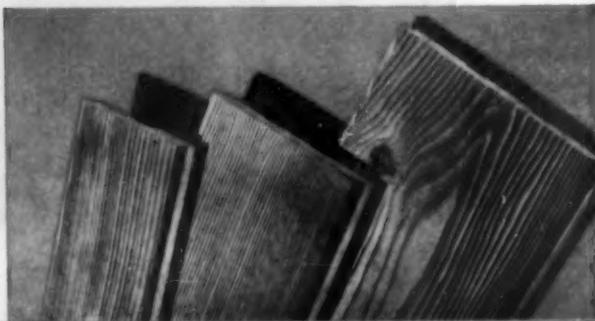
Sure,

STRIKING SURFWOOD® pattern lends playroom area the interest and charm of knotty driftwood, comes in 4' x 8' panels and 15 $\frac{3}{8}$ " squares, both 5/16" thick. Cost for a typical 12' x 8' wall is about \$24.

SURPLANK® OFFERS the textured look of Surfwood in solid lumber plank boards with shiplapped vertical edges. The planks come 5/8" thick and in 6", 8" and 10" widths in all popular lengths. Do a wall for about \$26.



◀ **SEA SWIRL®** ALSO SUGGESTS weathered driftwood, but in a clear pattern without knots. You can get 16" and 24" squares and 4' x 8' panels, all 5/16" thick, that cover a 12' x 8' wall for about \$33.





WELDTX® FEATURES irregular grooves for unusual light-and-shadow effects. Panels 5/16" thick range from 4' x 7' to 4' x 10', also in squares. Choose Philippine Mahogany, Douglas Fir or Southern Gum—do a 12' x 8' wall for as little as \$27.



PLANKTEX® alternates bands of striations that contrast with the smooth pattern of the wood grain. Made of pre-finished Philippine Mahogany, Planktex comes in 4' x 8' panels, 5/16" thick. Fine for a dining area wall, over the fireplace, or in an entrance hall. Panel a 12' x 8' wall for about \$47—less if you choose unfinished Planktex.

these textured woods say luxury -yet they cost only \$24-\$47*

Here's eye-catching, touch-inviting texture for one wall or a room in a model home. And yet see how little this wonderful feature costs compared with the selling help it gives you!

Easy installation keeps your costs low no matter which of these beautiful Weldwood textured woods you choose. Large Weldwood panels cover wall areas quickly and the textured finish conceals nails and joints.

Weldwood's brand name works for you when you install this textured paneling. Consistent advertising in popular

consumer magazines together with heavy promotion have made Weldwood the best known name in plywood.

Unconditional lifetime guarantee protects your reputation—gives you another important Weldwood sales feature.

A strong competitive feature, Weldwood textured woods help give your homes impressive interiors. Send the coupon below for details. See these woods with the complete Weldwood line, including superior Douglas Fir Plywood, at any of the 87 United States Plywood branches in principal cities. In Canada: Weldwood Plywood, Ltd.

*Approximate price to cover a 12' x 8' wall.

Weldwood®

TEXTURED WOOD PANELS

Products of

UNITED STATES PLYWOOD CORPORATION

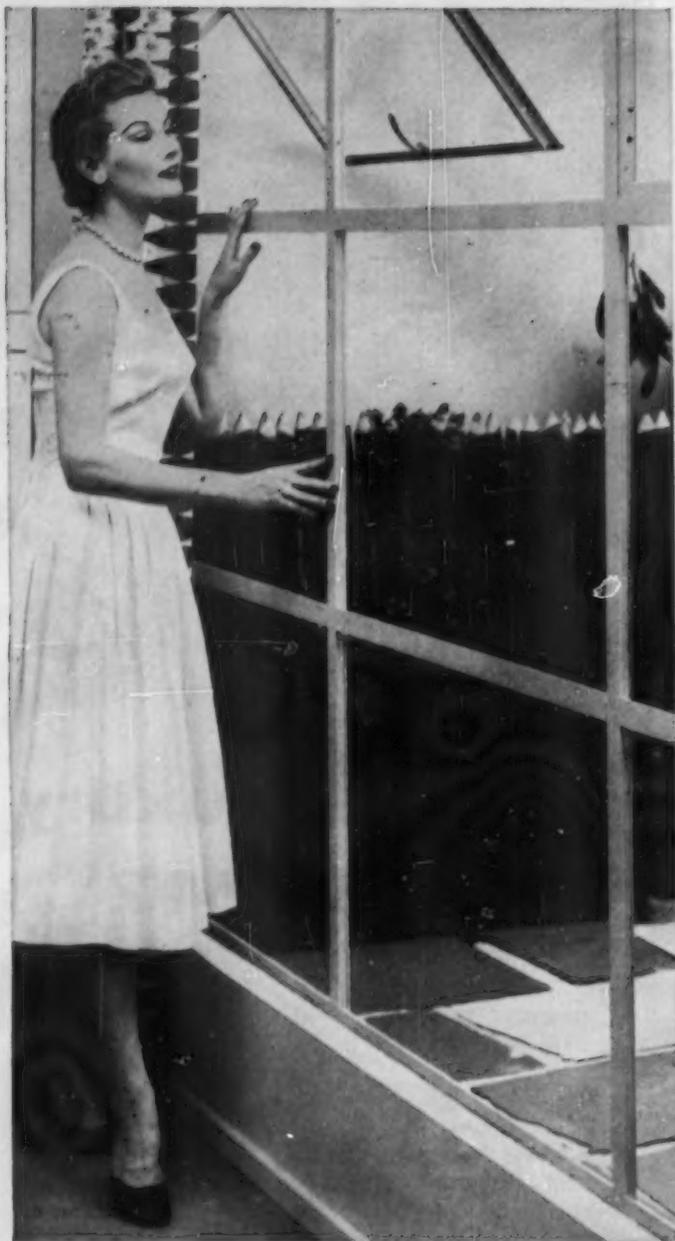
WELDWOOD—The Best Known Name in Plywood

United States Plywood Corporation
Weldwood Bldg., 55 West 44th Street,
New York 36, N. Y.



Please send me samples and literature about these beautiful Weldwood textured woods I can install in my home:
Weldwood Surfplank Sea Swirl Planktex Weldtex
or have the Weldwood representative call on me . AB12-5

NAME.....
COMPANY.....
ADDRESS.....
CITY.....STATE.....



Here's how that "better"

Win her with windows and wide open space.

Give her a view through Truscon Steel Ranch Windows. They're ideal for every "picture window" use—and provide ventilation, too! All steel—no chance of warping, swelling, shrinking, rotting. Paint to match room decorations and exterior siding. Awning-type ventilators can be fitted with sliding wicket screens. When viewed from outside, this window tends to minimize the "wide open" effect characteristic of large undivided glass areas. Sizes for dining rooms, dens, sleeping rooms. All take standard double insulating glass. A Truscon value carried in warehouse stocks.

Show her a take-it-easy kitchen.

Give her a Republic Steel Kitchen. Design your "custom tailored" kitchens using economical, easy-to-install, standard cabinets in Republic's big line. Load it with work-saving accessories and clever special cabinets to catch her eye, make her want *your* house. Splash it with colorful Formica counter tops or gleaming stainless steel. Provide special cabinets for built-in cooking units. Contact your Republic Steel Kitchens distributor; get his special builder prices and quick delivery-to-site service. Look him up, or write Republic for his name.



REPUBLIC STEEL CORPORATION
3128 East 43th Street
Cleveland 27, Ohio

Please send me more information on:

- Truscon® Metal Windows and Doors
 Republic Steel Kitchens

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

B-1007

to sell her home she wants



Folks are actively in the market for bigger, better, more attractive homes.

Signs indicate that "desire" is beginning to replace "need" in buying homes.

You builders have done a tremendous job of providing shelter when the overwhelming need for shelter existed.

Now is the time to cash in on "desire."

And, several ways to help you cash in are demonstrated by these highest quality Republic Steel Building Products.

See Sweet's *File*; and send coupon below for your personal copies of facts, details, specifications.



Capture sun and sky for her.

Vary your design with Truscon Aluminum Awning Windows for maximum light and ventilation. Here are heavy substantial aluminum sections. Weathertight, too, thanks to vinyl plastic weatherstripping which completely seals the perimeter of all ventilators . . . actually triple sealed to assure complete protection. Popular modular and regular sizes quickly available from Truscon warehouse stocks.



Show her wide see-in, reach-in closets.

Convince her with closets that your house is for her. Use Truscon Steel Sliding Closet Doors in every closet opening. You'll save dollars on framing, fitting, hanging these doors, too. And quiet! They glide on nylon. Truscon Sliding Closet Doors and Flush-Type Swinging Doors are available from Truscon warehouses.

REPUBLIC STEEL

World's Widest Range of Standard Steels and Steel Products



The Barnes brothers of Long Island . . . **Add
like this with Bildrite**



"Sheathing time? We cut it almost in half with Bildrite," report Bob and William Barnes, Barnes Building Co., Garden City, Long Island. "Bildrite practically eliminates matching loss and waste, too. On homes like this, we get better insulation value, greater sidewall strength—and save \$98

besides." Pictures and captions at right show how Bildrite can help you build better and save.

For more facts on how you can build better and save with Bildrite, write for free cost-comparison forms and literature to Insulite, Minneapolis 2, Minn.

Build better and save with

INSULITE

INSULITE AND BILDRITE ARE REGISTERED TRADE MARKS



Made of hardy Northern wood



INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

quality to homes ...at a \$98 saving



Bildrite goes up faster, easier. One carpenter can sheath 1,000 square feet in 8 hours or less with Bildrite. Cuts application time as much as 43% compared with wood. Adds strength. 4' Bildrite has more than twice the bracing strength of horizontal wood sheathing, thus eliminates corner-bracing. Asphalt treated throughout for moisture protection. No need for building paper. Can be used or stored anywhere in any weather.

Reduces waste, easy to cut. Bildrite cuts cleanly, quickly, easily with power saw or hand saw. Practically eliminates matching loss and waste. Compare Bildrite's full coverage with the minimum of 12% waste figured on horizontal wood sheathing jobs. And while Bildrite is impregnated with asphalt it is still highly permeable to allow vapor to escape from inner wall areas. It's clean—easy to handle. Carpenters like to work with Bildrite.

SINGLE UNIT USES ONLY AIR AND ELECTRICITY
to heat entire home in winter, cool it in summer



G-E Weathertron fits into your plans. Weathertron can be installed anywhere inside or outside the home—in attic, cellar, closet, utility room, garage, breezeway. It requires only connection to ducts and power supply, and a small drain for condensate.



WEATHERTRON

Heats without Fuel—Cools without Water. Weathertron needs only electricity and free outside air to maintain a comfortable temperature in the home—automatically—day-in and day-out, the whole year-round. Weathertron is safe and clean—no flame to worry about, no soot to dirty the air. And you don't have to install fuel pipes, valves, controls or tanks...no water towers, wells, or pumps...no pipes to bury in the ground.

Five-Year Warranty... Replaceable hermetically-sealed unit is warranted for a full five years. General Electric can offer this unmatched warranty because Weathertron is as reliable as a modern household refrigerator. In fact, Weathertron operates in much the same way as a refrigerator. It pumps heat from one location to another—out of the home in summer, and into the home in winter.

Why Weathertron can help sell your homes. Thousands of families have already discovered that Weathertron means luxurious comfort, carefree convenience, new-found cleanliness, modern safety and a wise home investment. In short, Weathertron means *all-electric living*—a powerful appeal to home buying prospects...one that can help you sell more homes.

WEATHERTRON DEPARTMENT
FIVE LAWRENCE STREET, BLOOMFIELD, NEW JERSEY

GENERAL  ELECTRIC

HOPE'S *Since 1818*

ROTO TYPE RANCH WINDOWS

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH



Hope's Roto Ranch Window shown above costs less than \$50.00 with worthwhile quantity discounts.

NEW! Hope's Roto Type Ranch Windows offer these exclusive advantages:

- ✓ Underscreen roto operators open and close ventilators easily, quickly.
- ✓ Flat type screens, with bronze wire mesh, need never be touched.
- ✓ New, wider muntins are in pleasing proportion to panes — provide unequalled strength and rigidity.
- ✓ May be glazed with standard units of "Thermopane" and "Twindow", eliminating storm sash, or with single panes of sheet or plate glass.
- ✓ Ventilators project outward at bottom; awning effect permits ventilation even in rainy weather.

Write for Bulletin 145-AB for Full Information.

HOPE'S WINDOWS, INC., Jamestown, N. Y.

THE FINEST BUILDINGS THROUGHOUT THE WORLD ARE FITTED WITH HOPE'S WINDOWS



Bedroom telephones offer privacy and convenience—day and night.

Kitchen telephones, too, rate high with today's home buyers.

BUILT-IN CONDUIT

BUILT-IN CONDUIT

For the little it costs, telephone conduit helps a lot in preserving both the interior beauty and the salability of a home. Including telephone conduit in the new houses you build is just good sound business.

Your Bell telephone company will be glad to help you work out economical conduit installations.

Just call your nearest business office. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 31a/Be.

BELL TELEPHONE SYSTEM





MARLITE PLANK AND BLOCK PATENT APPLIED FOR

MARLITE WALLS . . . beautiful way to build
sales appeal into any priced home

Beautiful interiors of Marlite Plank and Block add so much in value and appeal, yet cost so little. This economical tongue-and-groove paneling holds down costs, speeds completion. It's easily installed. It eliminates on-the-job painting or finishing. And Marlite's melamine plastic finish wipes clean with a damp cloth; stays like new for years. That means less maintenance now—higher resale value later.

Make your next home project more attractive, more valuable with versatile Marlite plastic-finished paneling. Suitable for any room in the home, it is prefinished in 10 "Companion Colors" styled by Raymond Loewy Associates, plus distinctive wood and marble patterns. See your building materials dealer, refer to Sweet's File, or write Marsh Wall Products, Inc., Dept. 1203, Dover, Ohio.



that's the beauty of **Marlite®**

PLASTIC-FINISHED WALL AND CEILING PANELING

Another quality product of Masonite® research



REVERE COPPER WATER TUBE
SPECIFIED BY
Frank Lloyd Wright

FOR THE HOT AND COLD WATER LINES IN MANY OF HIS RECENT HOMES. AMONG THEM ARE THE HOMES LISTED AT LEFT.

You will find copper playing an important role in much of Mr. Wright's work, both residential and commercial. What architects and builders like about copper, from an economic standpoint, are its non-rusting and time-standpoint copper. There is no doubt that there is a great deal of copper in all of the homes listed.

- The APFLECK Residence**
Bloomfield Hills, Mich.
(Illustrated)
- The ARNOLD Residence**
Columbus, Wis.
- The AUSTIN Residence**
Greenville, S. C.
- The LINDHOLM Residence**
Cloquet, Minn.
- The SCHABERG Residence**
Lansing, Mich.

THESE REVERE PRODUCTS WILL HELP MAKE YOUR HOME A BETTER PLACE TO LIVE IN:
Revere Ware Copper-Clad Stainless Steel Cooking Utensils • Revere Fall • Revere Copper Water Tube for radiant panel heating, air conditioning, hot and cold water, and service lines, waste lines and vent stacks, floor scrubbers and snow melting systems • Revere Copper Pipe for

THIS ADVERTISEMENT appeared in the Frank Lloyd Wright issue of House Beautiful to help build up a preference and acceptance by the home-buying public for Revere Sheet Copper and Revere Copper Water Tube in the homes you plan and build. *Remember: It's easier, more profitable and safer to sell the homes with the materials that people know, like and can trust!*

AMWELD *Announces* A NEW PRODUCT IN THE
LINE DESIGNED WITH THE BUILDER IN MIND



Fire Door



Air Condition
Door



1 3/8 Flush Door



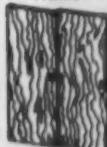
1 3/8 Flush Door



1 3/8 Inter-Lok
Frame



1 3/8 Inter-Lok
Frame

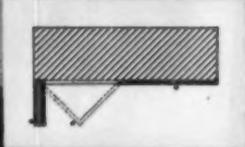
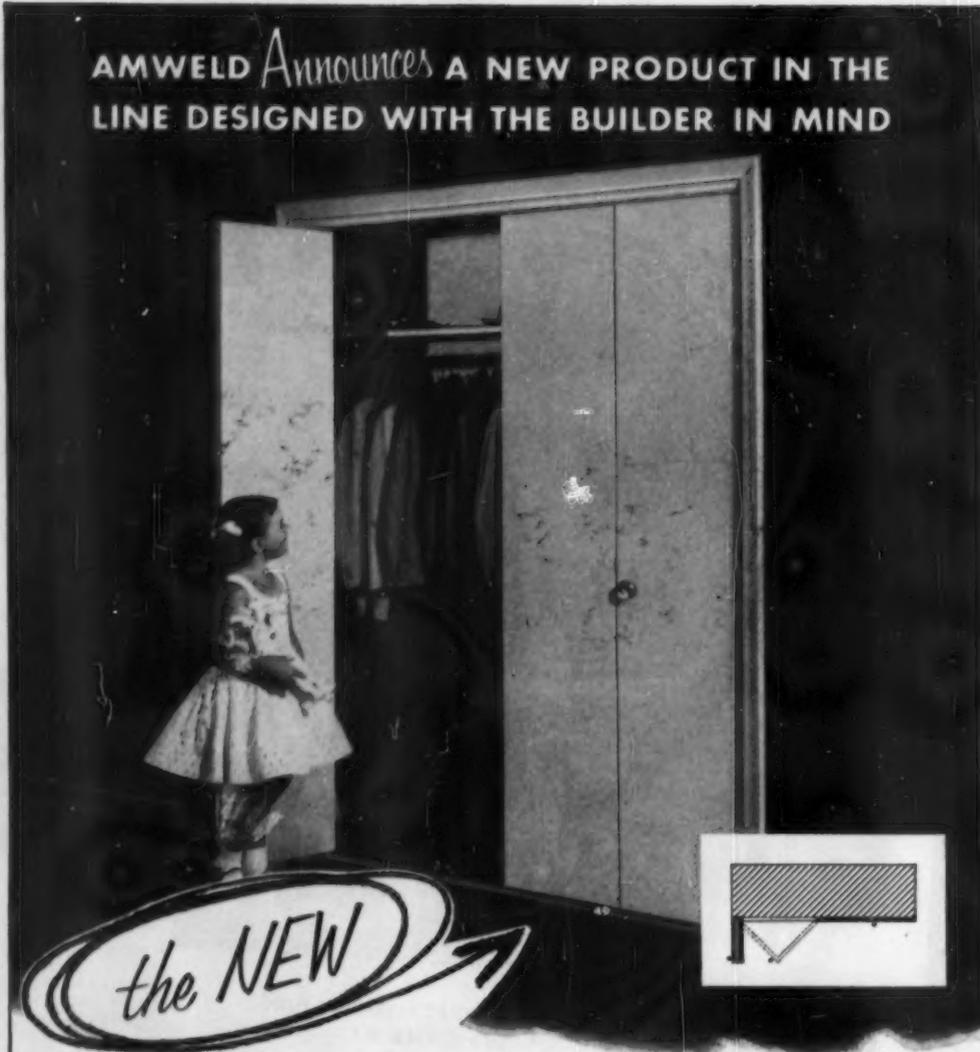


Birch KD Sliding
Closet Unit



KD Sliding Closet
Unit Top Mung

THE LINE
DESIGNED
WITH THE
BUILDER
IN MIND



AMWELD STEEL FOLDING DOOR UNIT

The newest in folding doors that gives the advantages of folding and the sturdiness of steel.

The Amweld folding door gives full access to closets and yet saves valuable floor and wall space by eliminating swing area.

Lifetime nylon pivots and adjustable guides and extruded aluminum track give the smoothest, quietest operation ever.

For use in bedroom, garage, basement or wherever storage space is needed, the Amweld door sells at a price you can afford to pay.

Available in prime coat or birch finish.

See this new folding
door at the NAHB
Home Show in
Chicago — Booths
181-182



SIZES

Standard 6'8" Prime	Standard 6'8" Birch	King Size 8'0" Prime
3' 0"	3' 0"	3' 0"
4' 0"	4' 0"	4' 0"
5' 0"	5' 0"	5' 0"

THE AMERICAN WELDING & MANUFACTURING CO.
310 DIETZ ROAD • WARREN, OHIO





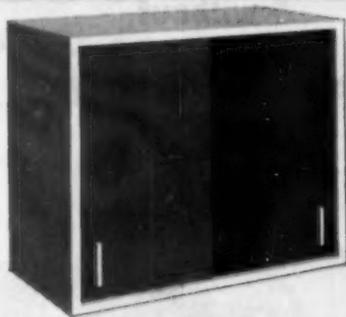
use 4-WAY S. A.*

to sell your homes faster

specify Tracy kitchens



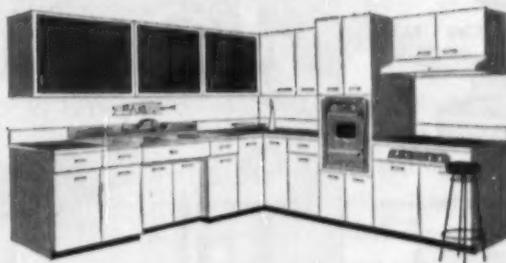
SATINY STAINLESS STEEL SINKS—how the women love them! These Tracy sinks put the "de luxe" stamp on your kitchens . . . help you capitalize on the big decorator swing to stainless steel. Last-a-lifetime quality at no price premium. Sizes to fit every kitchen installation.



GLAMOR-COLOR SCHEMES! Tracy's exciting Pic-A-Dor cabinets let every woman become her own kitchen decorator . . . give you sales-winning kitchen variety. They're the only steel cabinets with sliding doors that can be ANY material or color; make standard kitchens glamor kitchens.



CABINETS FOR BUILT-INS. Tracy has the most advanced and flexible line of cabinets yet designed for built-in ovens and drop-in surface units. Here's your smart, money-making way to cash in on the tremendous trend to built-ins in the homes you build and sell.



COMPLETE LINE. Tracy provides you with full-line variety for every kitchen plan. Stainless steel and porcelain sinks . . . wall, base and special-purpose cabinets . . . drop-in bowls . . . high oven cabinets. Tracy equipment gives you built-in sales appeal for every kitchen plan.

**Sex Appeal or Sales Appeal—call it what you like. And the full Tracy Line is available in white and Tracy Contemporary Colors: Turquoise, Pink and Yellow.*

mail this coupon today!

Tracy
KITCHENS

come on along with the **BIG** things coming from Tracy!
foremost producers of stainless steel sinks and quality steel kitchens

Dept. AB-12, Tracy Kitchens Division,
Edgewater Steel Corp.

P. O. Box 1137, Pittsburgh 30, Pa.

Send me full facts on how I can sell more houses with the Tracy Kitchens line.

NAME _____

ADDRESS _____

CITY _____ STATE _____

No tile bathroom
or kitchen is ever
Complete
without
Mosaic All-Tile
Accessories!

Often it's the little things that sell houses

Mosaic All-Tile Accessories really *complete* your Mosaic tile installations in kitchens, bathrooms and utility rooms. They form a basic part of the tile installation. They are easy to clean, rustproof, strong. Color-matched to the wall tile. Their permanently colorful beauty makes an impression few home buyers can resist.

Mosaic All-Tile Accessories are made of the same material as Mosaic glazed wall tile, in all Harmonitone Satin-matt and Bright Glaze tile *matching* colors. The complete line of Mosaic All-Tile Accessories, for either conventional or thin-set installation, is described in Mosaic Bulletin No. 173. Send for your copy today. Better yet, visit your Tile Contractor's Showroom or the Mosaic Showroom near you and see these beautiful All-Tile Accessories on display. Inspect, also, the *only complete* line of ceramic floor and wall tile . . . Mosaic!

Whether you build single units or develop large tracts, your customers will be better satisfied with Mosaic ceramic tile and Mosaic All-Tile Accessories in your homes. For helpful Mosaic Tile literature, write The Mosaic Tile Company, Dept. 35-26, Zanesville, Ohio.

"Quick-Set" Line Illustrated



ALL-TILE SQUARE TOWEL BARS AND BRACKETS BA-752



SOAP HOLDER BA-768



TUMBLER & TOOTHBRUSH HOLDER BA-770



DUPLEX SOAP & GRAB BA-776



PAPER HOLDER BA-777



Member—Tile Council of America and The Producers' Council, Inc.
Over 4000 Tile Contractors to serve you

For Free Estimates
on **MOSAIC** Tile,
see your phone book
for the name
of Your Tile
Contractor
(Ceramic)

THE MOSAIC TILE COMPANY

America's largest manufacturer of ceramic floor and wall tile

Factories, Warehouses, Showrooms from Coast to Coast . . .

WAREHOUSES & SHOWROOMS: Atlanta, Baltimore, Boston, Chicago, Dallas, Denver, Detroit, Fresno, Greensboro, Hartford, Hempstead, L.I., N.Y., Hollywood, Little Rock, Miami, Minneapolis, New Orleans, North Hollywood, Philadelphia, Portland, Rosemead, Calif., Salt Lake City, San Francisco, Seattle, Tampa, Washington, D.C., Zanesville. SHOWROOM: New York. REPRESENTATIVES: Buffalo, Cincinnati, Kansas City, Milwaukee, Pittsburgh, St. Louis. FACTORIES: Zanesville & Ironton, Ohio, Matawan, N.J., Little Rock, Ark., Corona & El Segundo, Calif.



**It's NEW...
It's alive with power**

5 HP—20 POUNDS



Packed with power, the new Homelite Model 5-20 Chain Saw brings down big trees six feet in diameter, cuts through 20" trees in 20 seconds without forcing or jamming. Anyone can operate it... no experience necessary.



Never before has there been a chain saw with so much power per pound as the new Homelite Model 5-20. It has 5 big horsepower for faster cutting... a light, light 20 pounds for easy operation. What's more, it is the only chain saw that gives you a choice of attachments to do many different cutting chores easier.

The new Homelite Model 5-20 is precision built for quick starting, dependable performance, and low, low maintenance. Cuts in any position... it saves both time and money... brings bigger profits to woodcutting or clearing operations. Write for complete details or see your Homelite dealer.

See your dealer for details on the Homelite TIME PAYMENT PLAN

DO MORE WITH THESE 5-20 ATTACHMENTS



Interchangeable Blades add versatility to the new Homelite 5-20 Chain Saw. For felling, bucking, limbing or plunge cutting, there's a hard track blade for every requirement. Straight blades available from 14" to 60", bow saws 14" and 18".

Brush Cutter cleans out brambles, brush, undergrowth and small saplings six times faster than conventional methods. The adjustable harness, hanger and handle bars assure perfect balance... make it extremely simple to operate... safe for anyone.

Clearing Attachment makes quick work of clearing land of small trees. Plunge cuts or plunge bucks... no bending or stooping... less fatigue. One man keeps fires men busy carrying away limbs and piling brush!

HOMELITE

512 RIVERDALE AVENUE • PORT CHESTER, NEW YORK
A DIVISION OF TEXTRON AMERICAN INC.

Manufacturers of Carryable Chain Saws • Pumps
Generators • Blowers

3 reasons why it's good business to...



INSTALL Columbia-matic TENSION SCREENS ON YOUR HOMES

2. Give your homes an extra selling feature . . . visible evidence of quality you can point to.

Look at these features: *Patented automatic tension*—spring-loaded bottom rail holds full-length mesh tight against blind stops at all times. *Save time*—easy to put up and take down from inside. Anyone can do it in seconds. *Save work*—no more struggling with clumsy rigid frames, ladders. Columbia-matics roll up for compact storage. *Save money*—no painting, maintenance. No drip-stains on house.

Start giving your homes the economy and sales-plus of Columbia-matic Tension Screens. Send coupon for complete details today!

The Columbia Mills, Inc., Dept. A-12, Syracuse 1, N.Y.
Please send me complete information on Columbia-matic Tension Screens.

Name _____

Company Name _____

Street _____

City _____ Zone _____ State _____

1. Cost less—and cost less to install.

Columbia-matic all aluminum Tension Screens *cost less* than old-fashioned, carpenter-fitted, wooden screens. *Easily installed* by unskilled labor in minutes from inside. *No fitting*—Columbia-matics are delivered pre-cut to your specifications. They arrive on the job site packed in cartons of convenient size . . . easy to store until needed. *No call-backs*—Columbia-matics can't swell, stick, warp . . . can't be removed from outside.

3. Nationally advertised to make them easily recognized.

Columbia builds consumer demand with homeowners and prospective homeowners by consistent advertising in national magazines.



AMERICAN BUILDER



tell the home buyer about what he can't see Here's How It Can Help You...

Plumbing and drainage systems can be hidden assets — when you use what you know is best... **Cast Iron Soil Pipe**. For cast iron is the *only* material proved *permanent*... high-strength... really root-proof... and non-absorbent. It's the *only* pipe that meets *all* State, City and Local codes, for use from street to roof.

So, when you use **Cast Iron Soil Pipe** throughout your

house — *tell your buyers so*. You'll find it's...

A talking point for your agents

A cast iron installation can be a powerful selling tool for you. When your agents explain its advantages, they prove that, in *your* houses, there's nothing but the best — even where it can't be seen. And your houses will be that much easier to sell.



Free Sales Ammunition.

Offer your owner prospects a 16-page booklet "What You Should Know About Plumbing Drainage." It will help your agents put across their talking points. And to identify cast iron installations there are colorful tags to attach to cellar pipe. Mail the coupon for free samples.

CAST IRON SOIL PIPE INSTITUTE

Dept. AB-12, 1627 K Street, N. W., Washington 6, D. C.

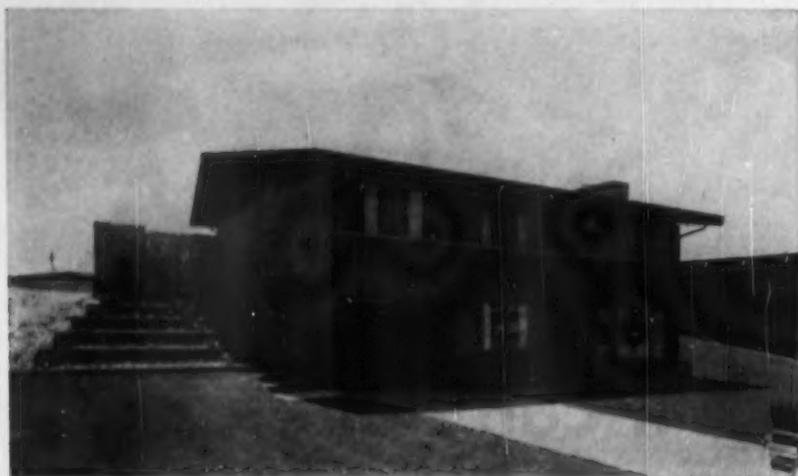
Want proof for yourself? Ask for "Best in the Long Run" which contains photographic evidence of cast iron's superiority. We'll also send samples of our sales aids. No obligation, of course.

Name _____
Address _____
City _____ Zone _____ State _____





BALCONY-LIKE projection across front of house is really a planter. It also acts as visual barrier between levels. Five-foot high tool storage shed and pool are at upper right.



LOWER LEVEL consists of garage, recreation room, bath, storage and future bedroom. Front entrance flanked with blue opaque glass leads directly to stairs and upper level.



AMERICAN
BUILDER

BLUEPRINT HOUSE

Today's bi-level:

DESIGNER—BUILDER:

Edward B. Hawkins and Associates
Englewood, Colo.

SQUARE FOOT AREAS:

Lower level of house, full area	1092
Upper level of house, full area	1092
Terrace and trellis, 1/4 area	210
Total square foot area	2394
Cost per square foot	\$10.00

For computation purposes, terrace and trellis are fractional so that their cost per square foot will be in direct ratio with that of the house.

A new Ed Hawkins house is always an event of importance, and this one is no exception. It represents advanced builder-thinking along the lines of how to combine the obvious economies of the bi-level with the firmly established ranch way of living. The result is a house that could go almost anywhere—in Seattle, Washington, D. C. or the Mississippi valley.

Here's what this house has to offer:

• **2 bedrooms, 2 baths** and recreation room, with garage-storage or workshop area.



TINTED CONCRETE terrace is extension of top level and is accessible from both kitchen and dining room. Trellis and overhead beams above terrace give house ranch appearance.

built to catch the sun

- combination **brick cavity and frame** construction, with brick left exposed on interior sidewalls.
- practically **all wood top level interiors** with the exception of the sidewalls.
- a generous, south-facing, **redwood-edged terrace** for more outdoor living, with a fenced-in back yard complete with tool shed, walk, concrete burner for trash and a drying yard; pool is extra.

The house is almost perfectly sited—not only in regard to sun but also slope. The property is terraced down the full depth of the house and leveled off to

the street front. Of special interest is the tinted concrete terrace or patio in the rear, which has redwood dividers as well as edging strips. Half the terrace is partially shaded with an overhead trellis. A wide roof overhang protects the glazed living room wall which opens out on the terrace. And for comfort in winter, a forced warm air furnace is provided.

Except for service and recreation nearly all living in this house is concentrated on the top level—away from the noise and dust of the street. Space for a future bedroom is on the lower level.



CEILING OF MAHOGANY in dining area and elsewhere on top level is of beveled-edge planks. Walls are brick and plywood.



FIREPLACE WALL in living room has fixed glass in gable, extensive bookshelves, raised hearth. Stairs lead to lower level.

BRAND NAME PRODUCTS USED

Armstrong cork tile

Formica counter tops

Hotpoint washer and dryer

Hotpoint dishwasher

Mission hot water heater

Nutone kitchen exhaust fan

G. E. warm air furnace

Prescolite recessed fixtures

Waste King disposal

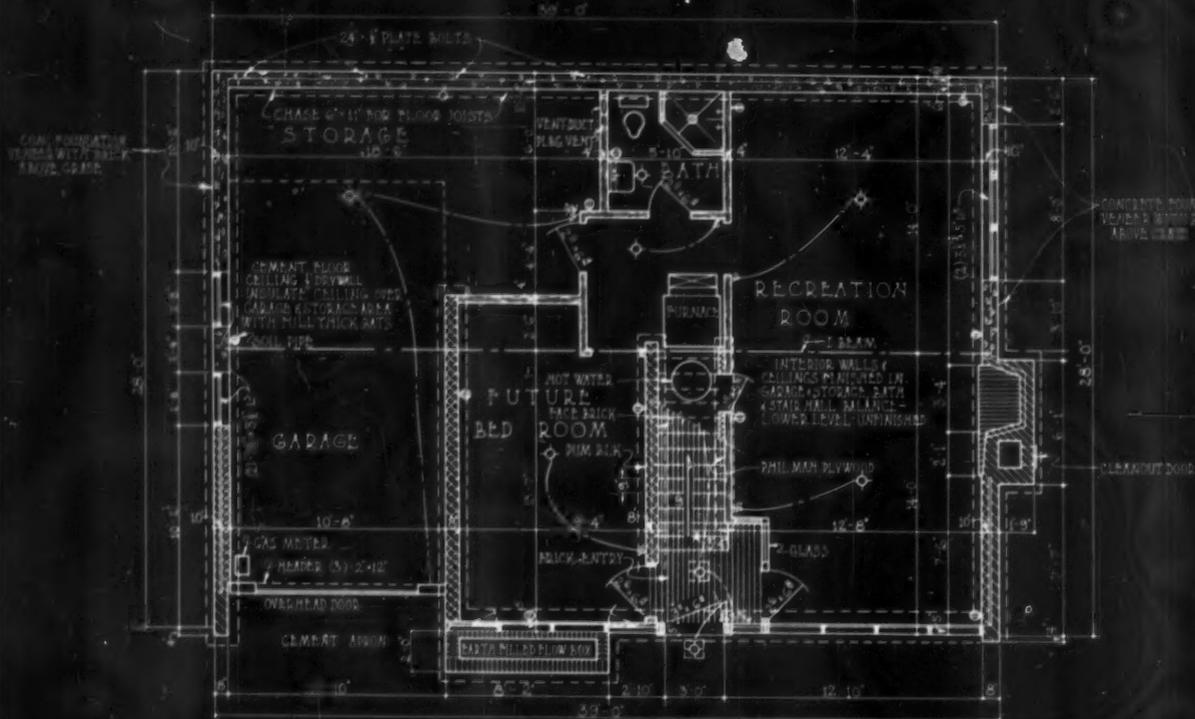
Schlage hardware

Washington door hardware

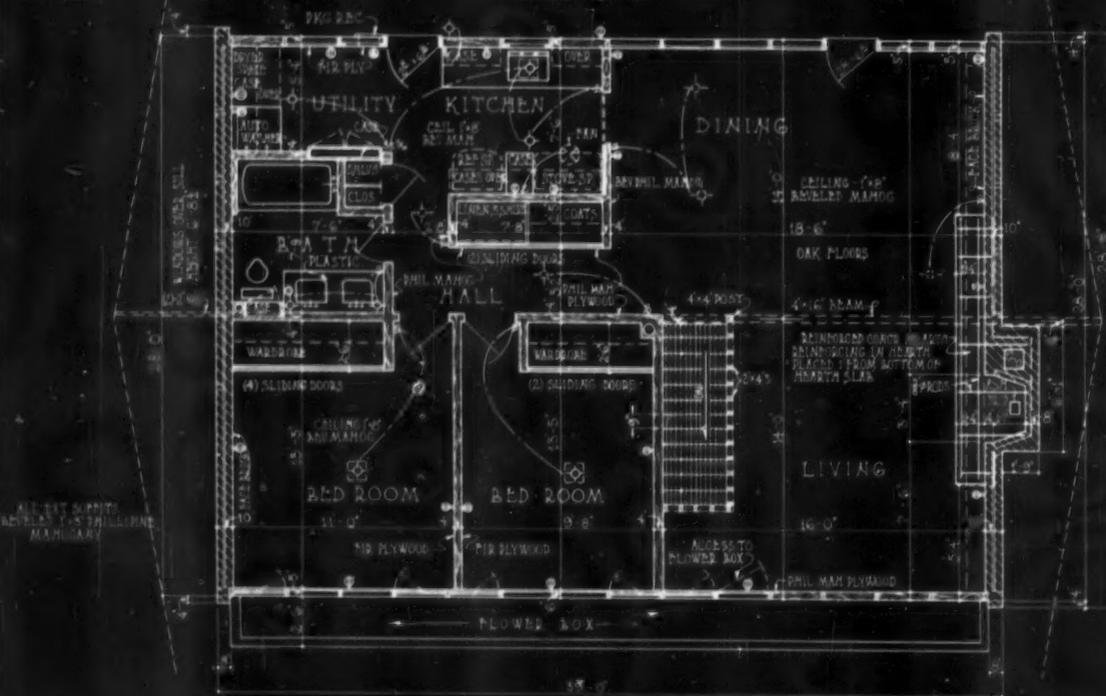
Glidden paints

For complete one-quarter inch working plans of this house write American Builder Home Plans Service, 30 Church St., New York 7, N.Y.

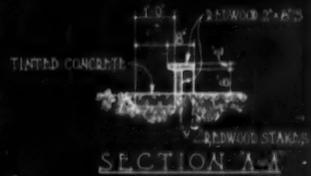
MORE INFORMATION ON THE BI-LEVEL HOUSE ▶



LOWER LEVEL PLAN
SCALE: 1/8" = 1'-0"

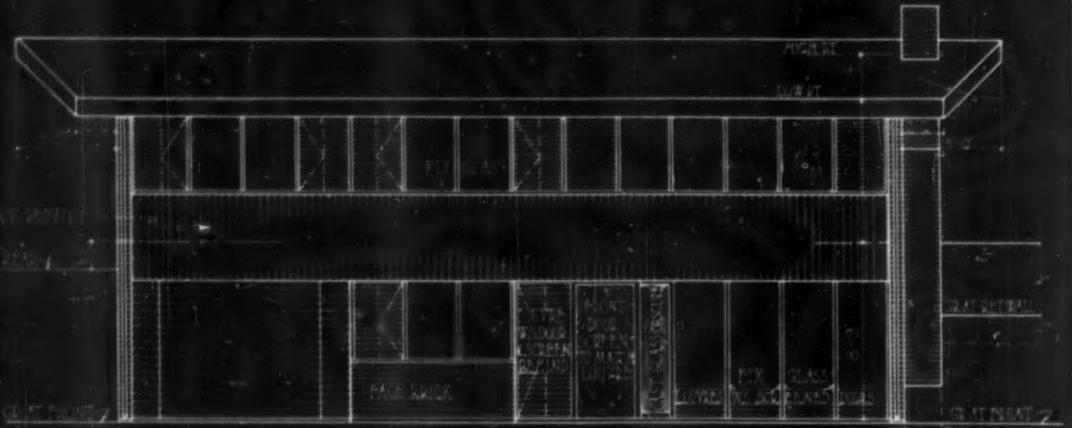


UPPER FLOOR PLAN
SCALE: 1/8" = 1'-0"

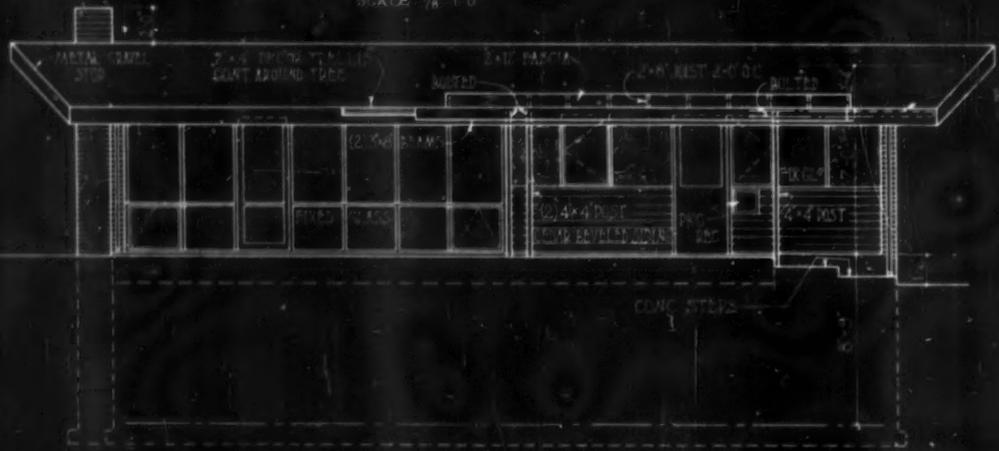


TERRACE & PLANTING

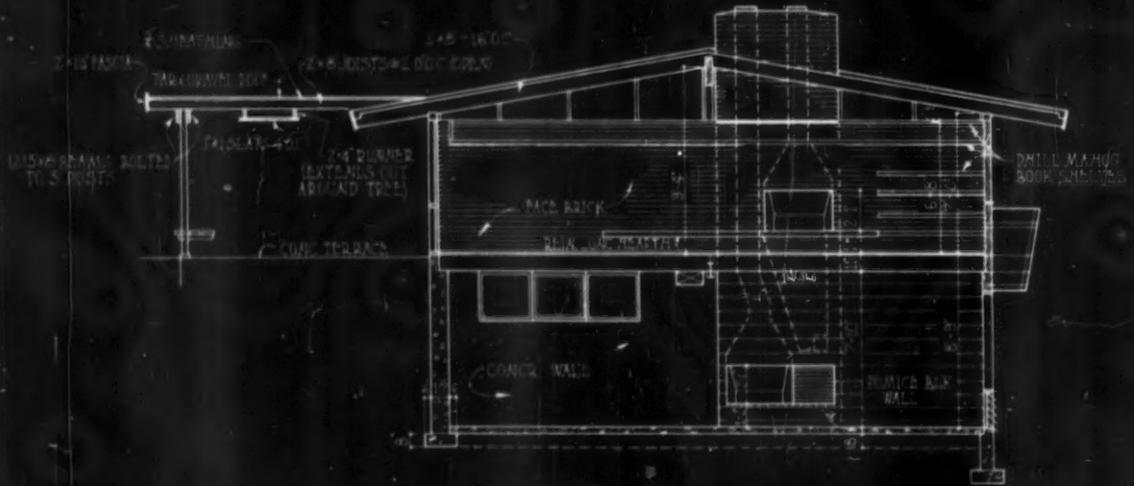
DESIGN NO. A.B. 226
AMERICAN BUILDER BLUE PRINT SERIES
 DESIGNED BY
EDW. B. HAWKINS DESIGNER
 ENGLEWOOD, COLO.
 Simmons, Boardman Publ., Corp. 30 Church St., New York 7, N.Y.



NORTH - FRONT - ELEVATION
SCALE: 1/8" = 1'-0"

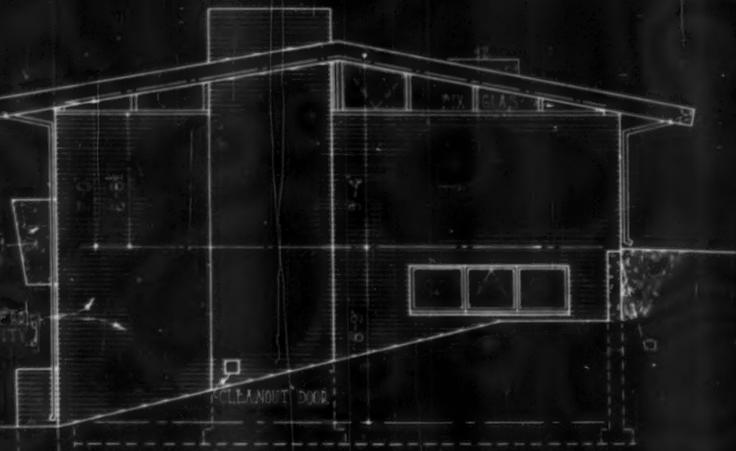


SOUTH
SCALE: 1/8" = 1'-0"

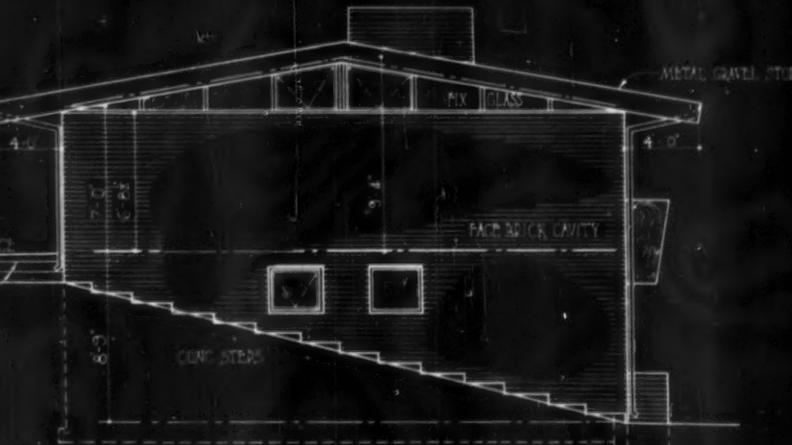


SECTION
SCALE: 1/8" = 1'-0"

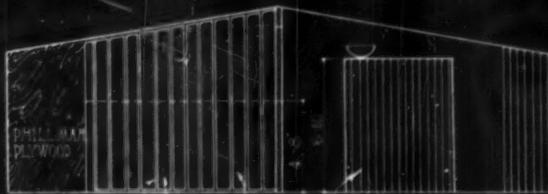
PULL OUT F.02 FLOOR PLAN



WEST
SCALE: 1/8" = 1'-0"

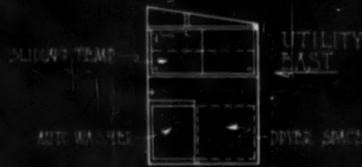


EAST
SCALE: 1/8" = 1'-0"

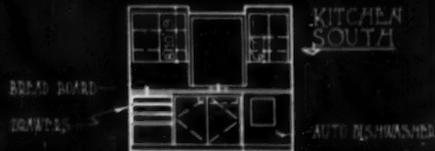


PHILIP WOOD PLYWOOD
VERTICAL PINE REY SILL MEMBR

LIVING-DINING
EAST
SCALE: 1/8" = 1'-0"



SLIDING TRAMP
AUTO WASHER
DOOR SPACE



BREAD BOARD
DRAWERS
AUTO DISHWASHER

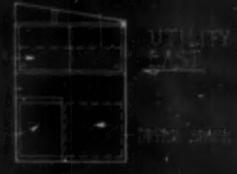


DIMENSIONAL CLEAR SPACE BETWEEN SINKS
KITCHEN NORTH



MIRROR
WINDOW SILL
BATH NORTH
PLASTIC

DESIGN NO. A.B. 226
AMERICAN BUILDER BLUE PRINT SERIES
 DESIGNED BY
EDW. B. HAWKINS DESIGNER
ENGLEWOOD, COLO.
 Simmons Boardman Publ., Corp. 30 Church St., New York 7, N.Y.



DESIGN NO. A.B. 226
AMERICAN BUILDER BLUE PRINT SERIES
 DESIGNED BY
EDW. B. HAWKINS DESIGNER
 ENGLEWOOD, COLO.
 Simmons Boardman Publ. Corp. 30 Church St. New York N.Y.



OVERHEAD TRELLIS idea is repeated in mahogany towel rack on brick wall. Rack has shelves, colored glass inserts.



CABINERY IN CORRIDOR type kitchen is all mahogany plywood. Appliances are grouped along free-standing wall.

Quantity List of Materials

For American Builder Blueprint House No. 226

Edward B. Hawkins, Designer

GENERAL INFORMATION

House—Type	combination
Area	1,092 sq. ft.
Cube	19,656 cu. ft.
Garage—Area	included in house

EXCAVATING

Trench for foundation	160 lin. ft.
Chimney footing	included above
Basement excavation	183 yds.

CEMENT WORK

Foundations	660 cu. ft.
(based on sloping lot)	
Concrete work	1000 sq. ft.
Thickness	4"
Anchor bolts	20— $\frac{1}{2}$ " x 24"
Waterproofing	576 sq. ft.
Sidewalks, terrace, driveway	1,315 sq. ft.
14 precast stair treads;	140 lin. ft.
1 x 6 redwood; hearth slab	.30 sq. ft.
(pool not included in concrete work)	

MASONRY

Type	brick
Walls	10" cavity type 936 sq. ft.
Chimney	200 cu. ft.
Flue lining	26—12" x 12"
Fireplace	2
Throat and damper	2
Lintel	2
Brick steps and floors	60 sq. ft.
(Prefab chimney not included in above)	

IRON WORK

Structural	38' 1 beam
Miscellaneous	
4— $3\frac{1}{2}$ " x $3\frac{1}{2}$ " x 3'-4" angles	
2— $3\frac{1}{2}$ " x 5" x 8'-8" angles	

MILLWORK

Windows	fixed and casement (wood)
Windows glazed including trim	
Fixed	13—30" x 48"
	7—30" x 26"
	1—24" x 36"
	1—26" x 40"
	3—38" x 22" x 16"
	2—38" x 14 x 8"
	4—38" x 7" x 2"
Casement	4—28" x 24"
	1—30" x 40"
	3—36" x 28" x 20"
Exterior doors	wood
	1—3' x 6'-8"
	1 sash door 2'-6" x 6'-8"
	1—2'-8" x 6'-8"
Garage doors	overhead 8'-0" x 7'-0"
Exterior millwork	
Entrance louvers, sidelight combination	
Flower boxes	in carp. and mason.
Interior millwork, including jamba & trim	
	2—2'-0" x 6'-8"
	1—2'-0" x 5'-6"
	1—2'-4" x 6'-8"
	6—2'-6" x 6'-8"
Special interior doors	wardrobe
Special interior millwork	
	3—wardrobe closet units
	1—bathroom case
	1—utility room case
	Philippine mahogany shelves
	1—set kitchen cases

CARPENTRY

Beams and girders	
	2—3" x 8" x 24'-0"
	3—4" x 4" x 8'-0"
	1—4" x 4" x 10'-0"
	1—4" x 16" x 24'-0"
Foundation plates	40 lin. ft. 2" x 4"

Joists	33—2" x 10" x 30'-0"
Bridging	240 lin. ft. 1" x 3"
Studding and plates	
	30—2" x 6" x 16'-0"
	30—2" x 4" x 16'-0"
	30—2" x 4" x 10'-0"
	140—2" x 4" x 8'-0"
Roof rafters	72—2" x 8" x 18'-0"
	11—2" x 8" x 14'-0"
Framing lintels	10—2" x 12" x 12'-0"
	6—2" x 12" x 16'-0"
Sub-floor	2500 b. f. m.
Roof sheathing	540 b. f. m.
Side walls	120' cedar siding
	250' redwood siding
	96 sq. ft. plywood
Furring	900 lin. ft. 1" x 2"
Flooring	hardwood area: 790 sq. ft.
	Softwood area: 180 sq. ft.
Soffits	80 sq. ft. $\frac{1}{2}$ " plywood
	572 sq. ft. 1" and 8" Phil. mahogany
Eaves	152 lin. ft. 2" x 10"
	1—2" x 12" x 24'-0"
Porch	included in above
Insulation	
	ceiling and floor—1460 sq. ft.
	framed sidewall—275 sq. ft.

SHEET METAL

Gutters	86 lin. ft.
Downspouts	60 lin. ft.
Flashing	chimney only
Miscellaneous:	45 lin. ft. galv. cap for flower box; 160 lin. ft. gravel stop

ROOFING

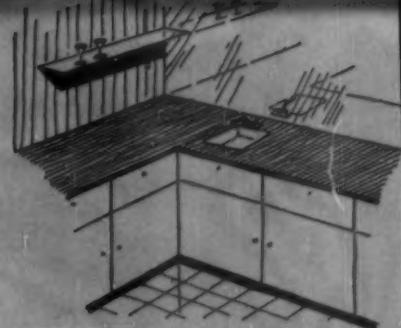
Type	tar and gravel
Area	20 squares
	(roofing in bottom of flower box)

INTERIOR WALLS AND CEILINGS

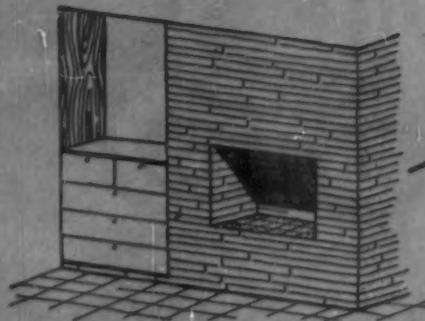
Area to be covered	1100 sq. ft.
1" x 8" beveled Phil. mahogany ceiling;	
2100 sq. ft. interior walls and misc.	

Here's a **NEW**
 building feature
 that will give
 your prospects
 more for their money

*— And cut
 your costs...*



STORAGE DRAWERS UNDER
 BAR (UNAFFECTED BY
 WATER & ALCOHOL)

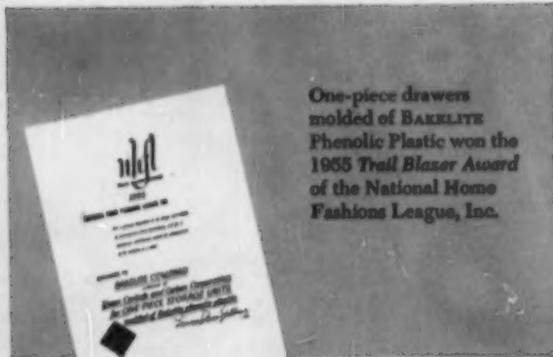


CUTLERY & UTENSIL STORAGE
 DRAWERS NEXT TO INDOOR
 BARBECUE (UNAFFECTED
 BY HEAT)



ENDLESS VARIATION IN KITCHEN CABINET
 INSTALLATIONS. MOLDED CHANNELS
 MAKE DRAWER DIVISION EASY

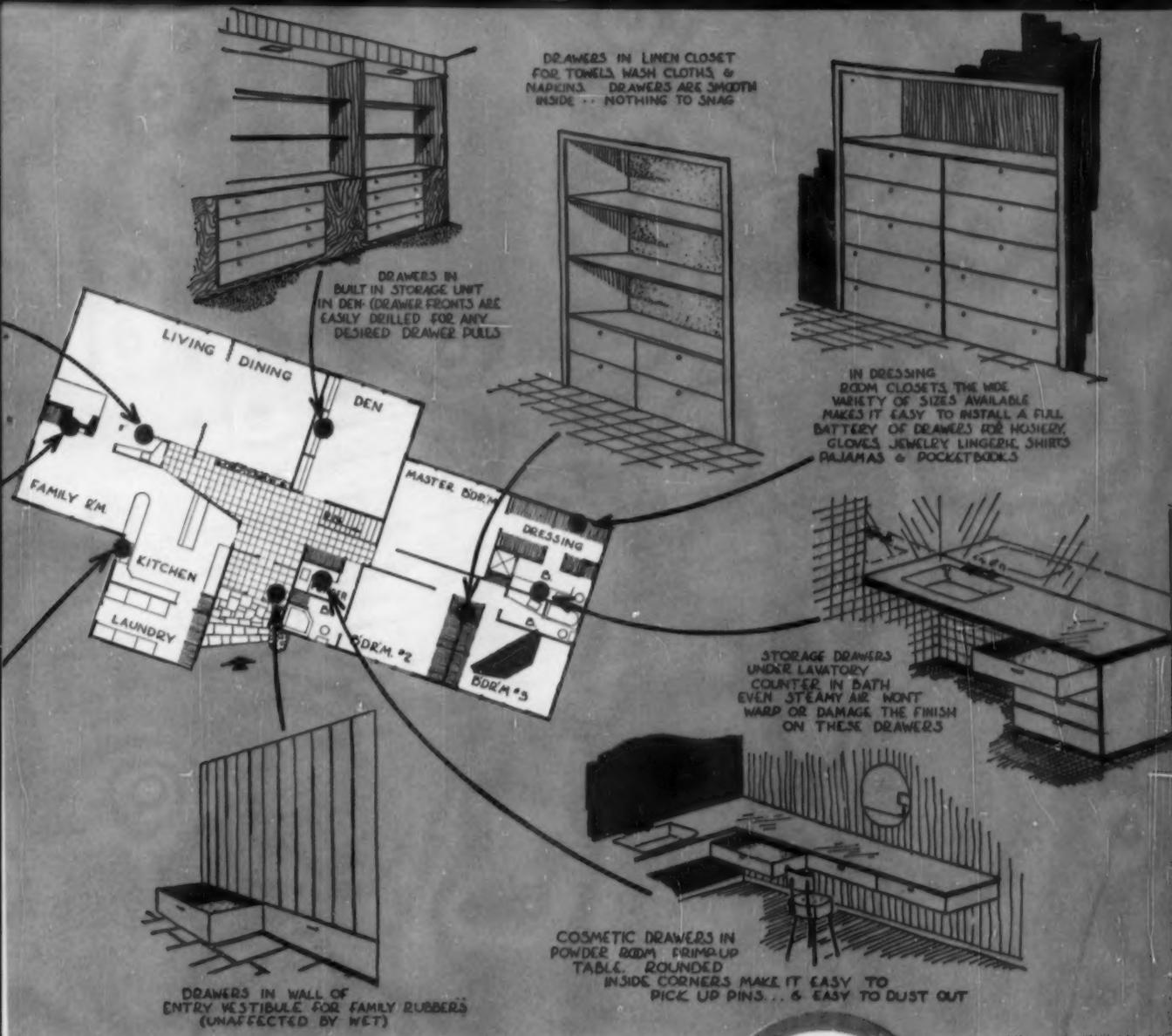
...rigid, ready-to-use, one-piece



One-piece drawers
 molded of BAKELITE
 Phenolic Plastic won the
 1955 Trail Blazer Award
 of the National Home
 Fashions League, Inc.

Now . . . for less cost than quality drawers of conventional construction, drawers molded of BAKELITE Phenolic Plastic provide sales features that are bound to win your prospects' favor. They never warp . . . runners and center guides are integral . . . there are no joints to loosen . . . no screws, nails or glue . . . inside corners are smooth and rounded . . . they're unaffected by heat, humidity, moisture, and even acids, alkalis, food chemicals, and cleansers.

The standard drawers are available in a wide



drawers made of....

variety of sizes with permanently attractive black finish. Other decorative effects on drawer fronts can be obtained on special order.

Your own imagination is the only limit to the number of sales-appealing ways you can put these drawers to work for you. The illustration suggests a few advantageous locations from cosmetic drawers in powder rooms to drawers for built-in storage walls. Send the coupon today for further information and names of manufacturers.

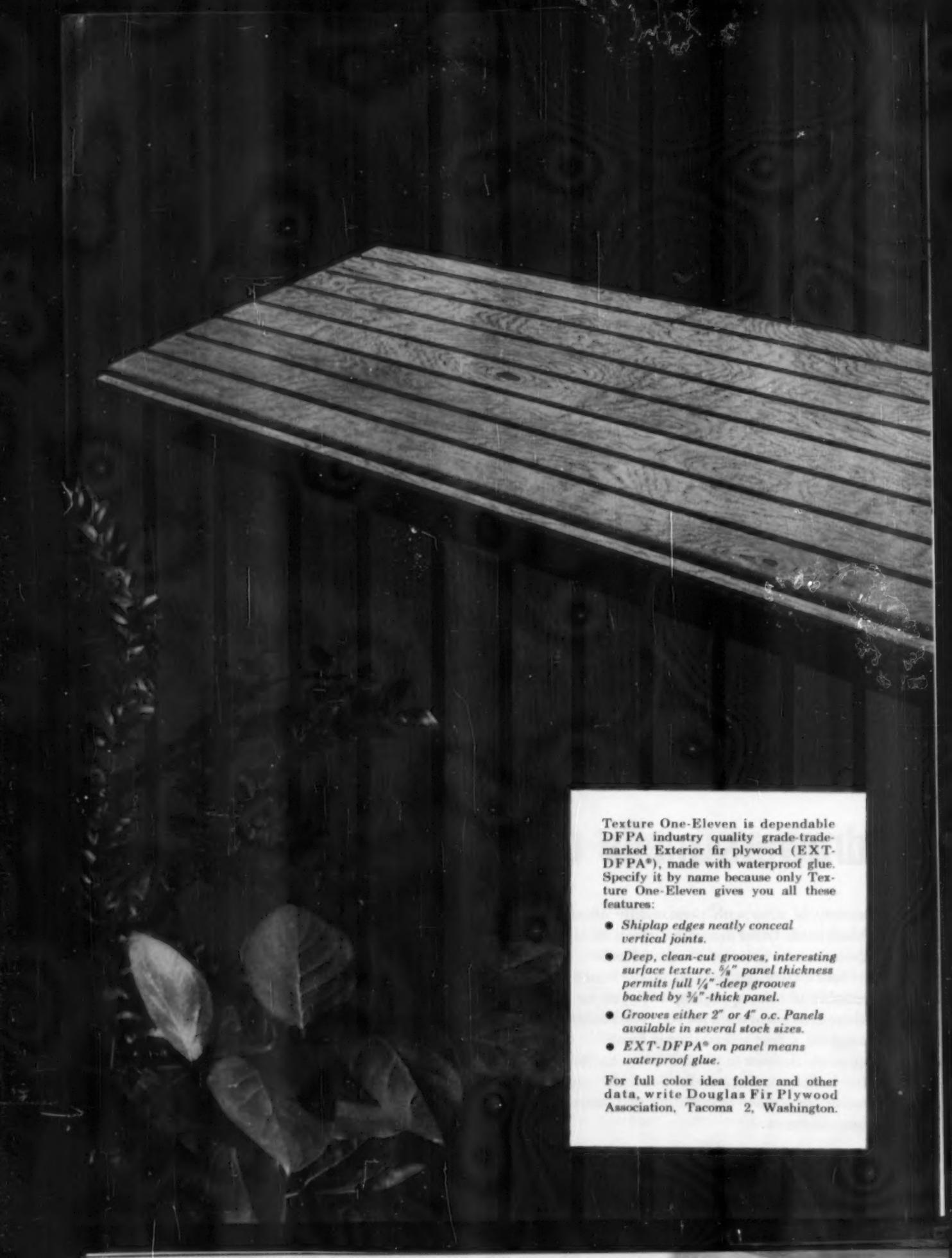


Suggestions by
**Sternbach &
 Rheumo, A.I.A.**
 New York, N. Y.;
 Stamford and
 New Canaan, Conn.

BAKELITE COMPANY, Dept. KB-5
 A Division of Union Carbide and Carbon Corporation
 30 East 42nd Street, New York 17, N. Y.

Please send me information on variety of sizes of drawers molded of BAKELITE Brand Phenolic Plastics and names of manufacturers who can supply them.

Name _____ Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____



Texture One-Eleven is dependable DFPA industry quality grade-trademarked Exterior fir plywood (EXT-DFPA®), made with waterproof glue. Specify it by name because only Texture One-Eleven gives you all these features:

- *Shiplap edges neatly conceal vertical joints.*
- *Deep, clean-cut grooves, interesting surface texture. $\frac{5}{8}$ " panel thickness permits full $\frac{1}{4}$ "-deep grooves backed by $\frac{3}{8}$ "-thick panel.*
- *Grooves either 2" or 4" o.c. Panels available in several stock sizes.*
- *EXT-DFPA® on panel means waterproof glue.*

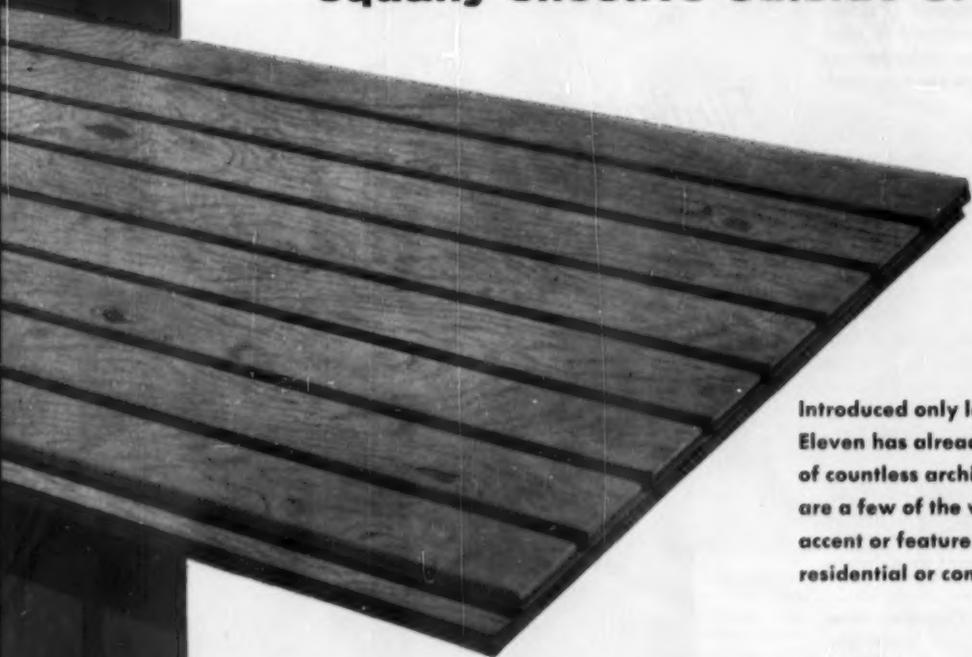
For full color idea folder and other data, write Douglas Fir Plywood Association, Tacoma 2, Washington.

accent with

Texture One-Eleven®

EXTERIOR FIR PLYWOOD • EXT-DFPA

adds visible value to any home...
equally effective outside or in



Introduced only last year, Texture One-Eleven has already stirred the imagination of countless architects and builders. Here are a few of the ways it's being used—for accent or feature... outdoors or in... for residential or commercial buildings.



ACCENT flat plywood, masonry and other materials with Texture One-Eleven. Fits new panelized exterior treatments.



ACCENT your homes with Texture One-Eleven patio fences and outdoor storage. Add sales appeal at little extra cost.



ACCENT carport walls, add extra bracing strength with Texture One-Eleven. Panels weather well, made with waterproof glue.



ACCENT residential or commercial interiors with Texture One-Eleven. Parallel grooves create shadowline pattern.



ACCENT lines created by bold grooves add high style to strength, durability and economy of Exterior fir plywood.



ACCENT on savings. Builders report panels slash application time and labor costs. Can be applied without sheathing.

See your lumber dealer. He stocks Texture One-Eleven or can get it for you.

Maryland builder finds ideal for new

...Selects it for ultra-modern new 500-house project

"We were looking for a new concept of siding for our modern homes. Insulating siding filled that need. We like Flintkote especially because of the attractive coloring and its exclusive back coating."

Those are the words of Jerome S. Cardin, Vice President and Secretary of the Admiral Construction Corporation, builders of Country Club Estates, Glen Burnie, Maryland.

And they aptly reflect the enthusiasm of this entire organization. Including the President, J. L. Cardin, and Morton J. Macks, Vice President and Treasurer.

Flintkote Shake Design Insulating Siding appealed to these value-conscious builders for many reasons. They like its textured beauty, simulated to look like natural graining.

They like its pleasing variety of colors. Its insulating qualities.

They like its dimensional stability in all kinds of weather. Because of the exclusive Flintkote back coating process. Plus the fact that this siding never needs paint to maintain its life.

These builders also found what they were looking for in other Flintkote materials. Colorful Flintkote Mist Grey and White Shell Thikbut Shingles for the roofs and Flintkote Stalwart* Insulation Sheathing.

Whether you are interested in home improvement or new construction, you'll find what you want in the Flintkote line of building materials. Your Flintkote dealer is always ready to help you.

Country Club Estates homes are purchasable through V A financing.

The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

*T. M. Reg. U. S. Pat. Off.

Flintkote Shake Insulating Siding



Flintkote Stalwart Sheathing



FLINTKOTE

Flintkote Insulating Siding construction



Flintkote Shake Design Insulating Siding is specified for all homes in Country Club Estates... in four beautiful shades. Heather Grey, Emerald Green, Canyon Red and Leaf Green. By using Flintkote Shake Insulating Sidings in different colors you, too, will have the decorative and sales advantages of a variety of color effects. Of course, there are other sales advantages:

Flintkote Insulating Siding is fire-resistant, rust-proof, weather-resistant. Gives a home year-round comfort. It insulates... keeps a house cooler in summer, warmer in winter. Reduces outside noises. Saves fuel bills. Never needs painting to preserve it. Builders are delighted with the *dimensional stability* assured by Flintkote's exclusive new back coating.



All 500 houses in the Country Club Estates will give buyers the advantages and extra value of Flintkote's Stalwart Insulation Sheathing Board. You, too, can build greater strength and economy into *your* new homes with this economical, efficient Flintkote product. Stalwart Sheathing is both asphalt coated and impregnated. It adds structural strength to the house itself... is rigid... has high racking strength... and gives superior insulation.



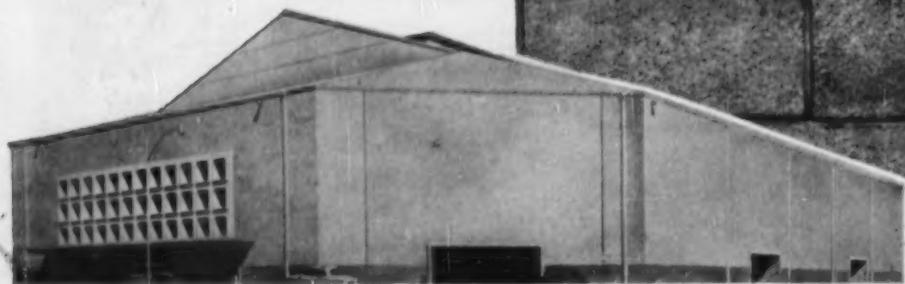
Flintkote Thikbut Shingles

Flintkote Mist Grey and Shell White Thikbut Shingles are regarded as tops in value and looks by the builders of Country Club Estates homes. Thikbuta provide the equivalent of "two shingles in one." They are built with an extra layer of protective asphalt and fire-resistant mineral granules on the exposed portion of the shingle. The heavier butts assure dependable roof protection at a practical cost. They create beautiful shadows that will make *your* roofs stand-outs in appearance, too.

Style and Color Leader since 1901



for
clean,
true edges



and
richer
texture

Heart O' Texas Coliseum, Waco; Owner, McLennan County; Contractor, Farnsworth and Chambers Co., Inc., Houston; Architect, Harris H. Roberts, Waco.

...concrete block made with **DURAPLASTIC***

Over ninety-eight thousand concrete blocks went into the building of Waco's Heart O' Texas Coliseum. The job was a big one, calling for good looks on a large scale. That's why concrete block made with Atlas Duraplastic air-entraining portland cement were used.

A good choice, too. Because Duraplastic makes a more compact, more cleanly formed block with greater resistance to the passage of water. For outstanding durability and good appearance, use Duraplastic-made block on your next project.

Use Atlas Duraplastic cement in your regular concrete

work, too. Aids proper placement and increases durability. Requires no unusual changes in procedure. Sells for the same price as regular cement. Complies with ASTM and Federal Specifications. Write for free descriptive booklet.

UNIVERSAL ATLAS CEMENT COMPANY

UNITED STATES STEEL  CORPORATION SUBSIDIARY
100 PARK AVENUE, NEW YORK 17, N. Y.

Albany • Birmingham • Boston • Chicago • Dayton • Kansas City
Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco

*"Duraplastic" is the registered trade-mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.

AS-D-177

AIR-ENTRAINING PORTLAND

Atlas® Duraplastic Cement

MAKES BETTER CONCRETE AT NO EXTRA COST

UNITED STATES STEEL HOUR—Televised alternate Wednesdays—See your newspaper for time and station.

"THIS IS PROGRESS . . ."



COMPLETING a Copper Tube Sanitary Drainage System in a Wilson home. Note the cast bronze solder-joint house trap—a recent addition to the Anaconda line of Drainage Fittings.

Anaconda Copper Tube Drainage Systems Save $\frac{1}{3}$ in Installation Time . . . Speed Completions . . . Add Appeal

The first time plumbing contractor W. H. Dressel used Anaconda Copper Tubes for sanitary drainage piping he proved to his satisfaction, and the builder's, that with copper there are real advantages for all concerned—builder, contractor and homeowner.

In Builder Wilson's Sherwood Park Development of 150 low-priced homes at Torrington, Conn., Mr. Dressel is using copper tubes and solder-joint cast bronze drainage fittings for the complete drainage system—from roof vent to house sewer. Job time records are showing a saving of $\frac{1}{3}$ in installation time as compared to similar installations using ferrous piping. But it isn't the time-saving feature alone which accounts for the swing in Torrington and hundreds of other cities to ALL-COPPER plumbing.

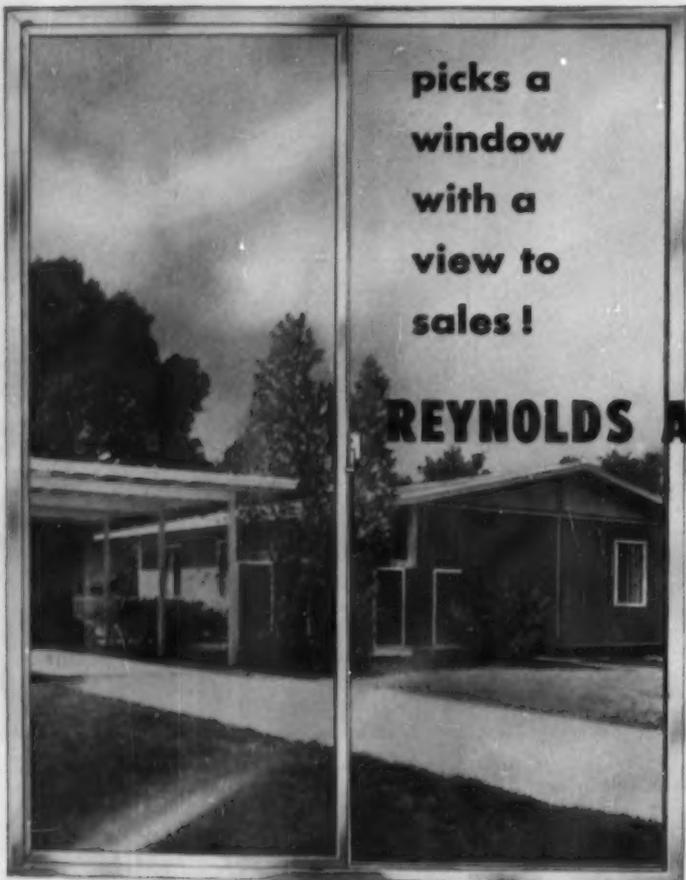
Advantages of Anaconda Copper Tubes and Fittings. Standard 20' lengths (all sizes) mean fewer joints. Shop-fabricated assemblies are easily handled and installed. Trim, compact fittings save space and carpentry—a 3" stack with fittings will fit within a 4" partition—no costly build-outs or wide plumbing walls.

"This is progress and we're all for it," say Builder Wilson and Contractor Dressel. "The installation advantages are important to both the plumbing contractor and builder—but there are other advantages too. Home buyers recognize ALL-COPPER plumbing as a sign of quality and up-to-date construction. Copper has selling appeal and that's an advantage worth many dollars to the builder and his plumbing contractor."

Anaconda Copper Tubes are available in all standard wall thicknesses—Types K, L, M and the new lighter weight Type DWV, which offers additional savings in job costs. Types M and DWV are for all lines of the sanitary drainage system above ground, and Types K and L for that part of the system buried underground.

Write for "Copper Tube Drainage Systems," publication No. C-33. Address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario.

ANACONDA[®]
COPPER TUBES
Available through plumbing wholesalers

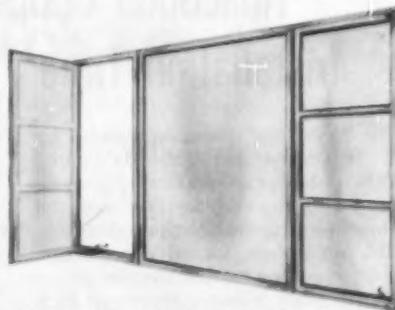
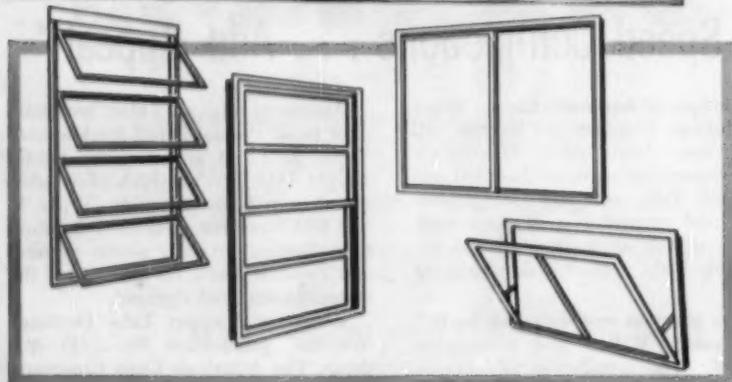


**picks a
window
with a
view to
sales!**

REYNOLDS ALUMINUM WINDOWS



◀ Featured in National Homes' fabulous "FLEETWOOD" are Reynolds Aluminum horizontal-sliding windows. Vents open with finger-tip ease, close tight, lift out for cleaning. High-styled simplicity! See these Reynolds Aluminum Windows during the "Open House Showing" of National Homes.



Shown above is the beautiful Reynolds Aluminum Casement Window. The complete line includes the Traverse Window, Awning Window, a new, perfected Double-Hung Window and Basement and Utility Windows.

SEE "FRONTIER," Sundays, NBC-TV Network.

**REYNOLDS  ALUMINUM
BUILDING PRODUCTS**

Here are
19 REASONS
 why these new 1956
AMF DeWalt Power Saws
 speed your cutting...
 lower your costs



MODEL GW-1 WITH 10" SAW. With 1½ hp direct-drive motor, 120/240 voltage change switch. 10" saw blade cuts 3" deep, rips 26" wide, cross-cuts 16" wide on 1" stock. Steel base with welded carrying handles, carries through 30" door. Safety key switch, guard, anti-kickback device. Weighs only 183 lbs. \$382.50 complete delivered.

Larger sizes available

Use your DeWalt for framing, concrete forms, interior trim work, special built-ins... for every cutting need.

Join the thousands of builders who have found an AMF DeWalt the *one modern, cost-saving* way to cut and finish lumber, in the shop or on the job.



The modern, versatile, job-proved DeWalt Power Saw...

- 1 Does everything on the job, from framing to finishing.
- 2 Saves as much as 60% in power tool costs.
- 3 Instantly adjusts for any cut you want.
- 4 Gives machine-tool accuracy on all cuts—makes fitting easier, faster, finer.
- 5 Cuts lumber waste... salvages odd sizes.
- 6 Gives far safer, easier top-side cutting.
- 7 Saves as much as 90% in layout and marking time.
- 8 Reduces worker fatigue—operators like DeWalt's easy handling.
- 9 Has big capacity in either size... with powerful, compact, direct-drive motor.
- 10 Complete in every way... sets up instantly on the job.
- 11 Conveniently lightweight... easily carries to any spot on the job site.
- 12 Gives modern, straight-line materials handling.
- 13 Has quick-set stops for all popular angle cuts.
- 14 Makes possible production-line cutting on the job.
- 15 Does special millwork... without mill costs.
- 16 Cuts all popular building materials including aluminum.
- 17 Has Underwriters' Laboratories, Inc. and Canadian Standards Association Approval for your extra protection.
- 18 Makes work go faster, more efficiently... one saw operator keeps a dozen or more carpenters busy nailing.
- 19 Custom-built, direct-drive motor minimizes maintenance.



MODEL MB-F WITH 9" SAW. Portable, with new ¾ hp direct-drive motor, 120 V. 9" all-purpose saw blade cuts 2½" deep, rips 24" wide, cross-cuts 15" wide on 1" stock. Safety key switch, safety guard, and anti-kickback device. Weighs only 140 lbs. \$239 complete delivered.

Send for valuable Free Booklet on Job-Tested Methods for Cutting Building Costs.

MAIL THE COUPON TODAY.

AMF DeWalt Inc., Dept. AB-55-12, Lancaster, Pa.
 In Canada: DeWalt Canada Ltd., Guelph, Ontario

Please send me valuable Free 16-page Booklet on Job-Tested Methods for Cutting Building Costs.

Please send handy Common Rafter Meter. I enclose 25c in coin.

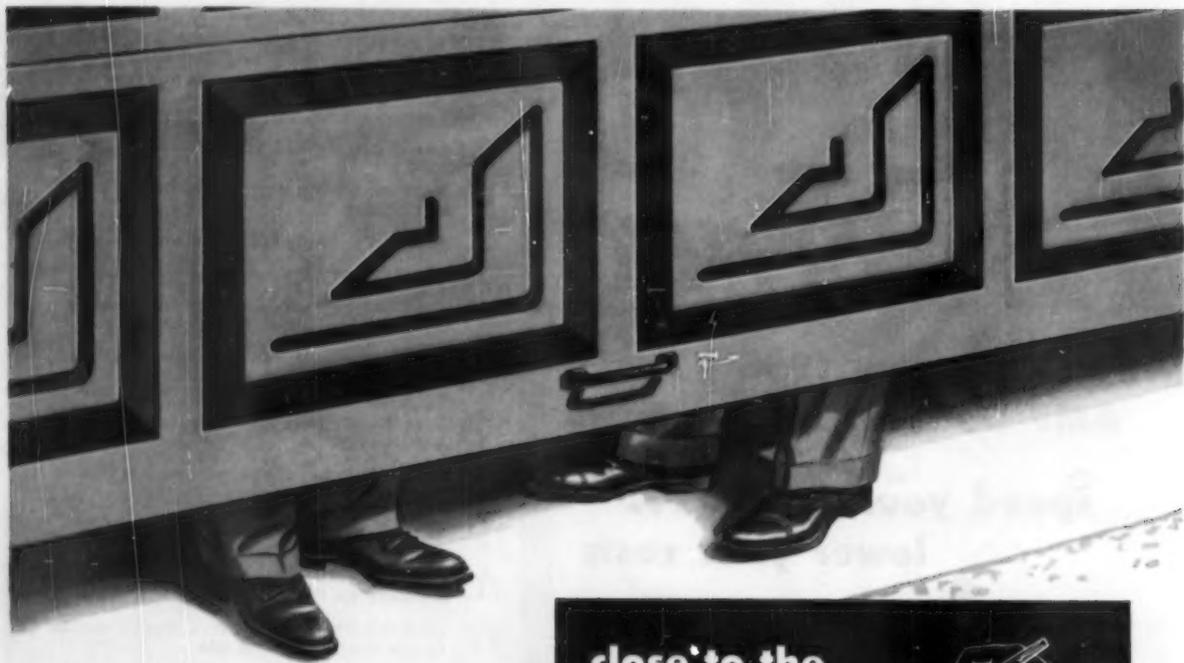
Name _____

Company _____

Address _____

City _____ Zone _____ State _____





close to the
"dotted line"?



Remember... RŌ-WAY garage doors help you sell homes

When you're down to details, step behind a Ro-Way door. It's a good place to help close the sale.

Show your home-buying prospect Ro-Way's Taper-Tite track, Seal-A-Matic hinges, ball bearing rollers and Power-Metered springs. They prove that Ro-Way quality is built in . . . right down to the last fine feature. And they imply similar superior quality throughout the house.

Be sure to emphasize Ro-Way's striking beauty too. A Ro-Way garage door greatly enhances the overall eye appeal of any property. Then . . . to really point up Ro-Way quality . . . demonstrate the smooth, quiet, easy operation of these functionally perfect enclosures.

Do that, and you're one step nearer the "dotted line." Facts sell! Your Ro-Way distributor has some convincers. See him now, or write direct for our informative literature on the full Ro-Way line.

Only a GARAGE offers:

- COMPLETE PROTECTION
- FINISHED APPEARANCE
- EXTRA STORAGE SPACE
- EXTRA ROOM



Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way Distributor.

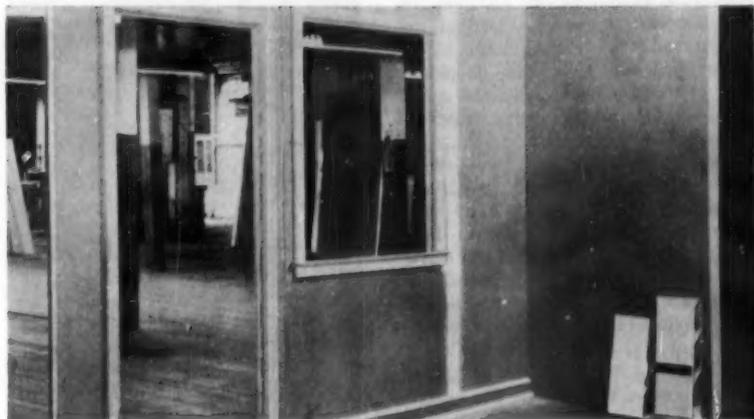


there's a Ro-Way for every Doorway

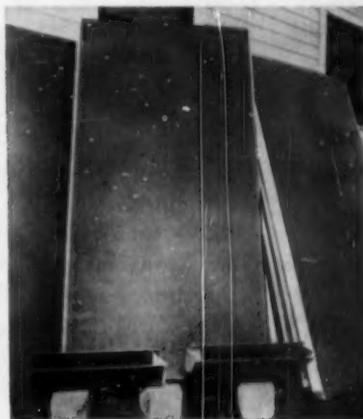
Residential • Industrial • Commercial

ROWE MANUFACTURING CO.

762 Holton St., Galesburg, Illinois



ERECTED interior panels shown here are now ready for wall surface treatment. Note how wiring runs behind baseboard. Plumbing is run through cavities of wall panels.



BASIC UNIT is 4x8, but 7 erection, 5 trim, other odd-sized sections are available.

WITH THESE 4x8 PANELS . . .

You can build faster, easier

"Redi-Panel" and **"Redi-Dek"** building panels, consisting of hardboard and other "skins" bonded to a metal core, are available from the Home and Building Parts Company, Inc. Panels weigh 4 lbs. per sq. ft., and have an end load bearing strength of more than 20,000 lbs.

The core of the panels is aluminum, bonded on the crowns to hardboard or plywood by plastic, and reinforced with stapling 6 in. to a foot apart. A triangular stud is located at the edge

of each 4-ft. skin and in the formed panel. The panels are slid together to form a 3x4 in. union, and are nailed or screwed in place.

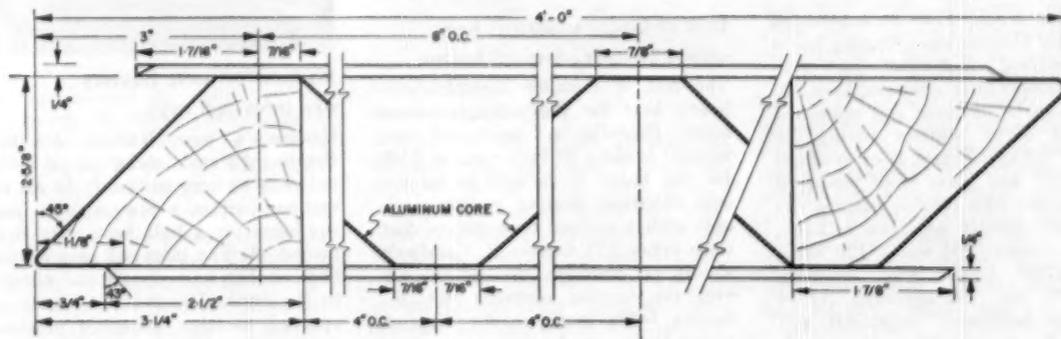
Panels can be erected with regular carpenters' tools, and can be cut with a power saw. List price per panel: \$29.76 per 4x8 section.

For more information about the product, or for franchising details, write to Home and Building Parts Company, Inc., Dept. AB, P. O. Box 12126, New Orleans 24, La.

Circle No. 1201 on Readers' Reply Card, p. 156

OTHER NEW PRODUCTS IN THIS ISSUE

Electrical heating	p. 120
Cold weather products	p. 122
Hardware, heating, building specialties	p. 126
Doors, windows, floors, roofs	p. 138
Tools, trucks	p. 144



CROSS-SECTION of "Redi-Panel" shows aluminum core construction trussed every 4 inches and shows end or joining studs.



All-metal radiant wall panel

The Chromalox Radiant Wall Panel combines extreme mounting ease with an unbreakable all-metal construction, giving protection against electrical shocks and moisture and rough usage. The heart of the element consists of a nickle-chromium register wire packed in a high density insulating refractory and enclosed in seamless tubing for electrical insulation. The panel may be surface-mounted on open walls or under windows in a matter of minutes. It may be recessed against wall studs or to a total depth of 2 3/4". Built-in, on-off switch and adjustable thermostat control, plus a line terminal enclosure are contained in bottom panel frame. Edwin L. Wiegand Co., Dept. AB, 7500 Thomas Boulevard, Pittsburgh 8, Pa.

Circle No. 1202 on Readers' Reply Card, p. 156



Has self-contained thermostat

The new model 1700 wall mounted panel for electric home heating has a self-contained thermostat for individual temperature selection. Uses 120 volts; can be mounted and connected to wall outlet without wiring for heavier voltage. Frame is of anodized aluminum, and glass is of tempered construction with electric heating circuit fused directly into glass on back. Specifications: 1000 watts, 120 volts, width 27 3/4", height 20 1/2", shipping wt., 25 1/2 lbs., UL approved. Allied Precision Industries, Dept. AB, 425 Stevens St., Geneva, Ill.

Circle No. 1203 on Readers' Reply Card, p. 156

Electric baseboard heaters

Electromode electric baseboard heaters are now available in 900-watt and 1200-watt capacities in addition to the 600-watt models, according to Electromode Corp. Each capacity is made in models to operate on either 120, 240, or 208 volts. All basic units are 8 1/2" high and 3" wide. Electromode baseboard electric heat is low-level perimeter heat that spreads warmth against cold walls from floor to ceiling. Heat is automatically controlled by wall-mounted low or line voltage thermostat. Electric wires are insulated and embedded within a finned aluminum casting which assures complete safety and spreads heat quickly. Electromode Corp., Dept. AB, Rochester, N. Y.

Circle No. 1204 on Readers' Reply Card, p. 156



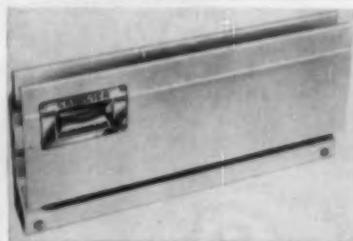
New wall heater has anodized aluminum heating surface

The Marviray wall heater is shatter-proof and unbreakable. It has a concealed element under an anodized aluminum heating surface. In comparison with other types of electrical heaters, Marviray heaters show a very low initial inrush of current over their rated capacity, and deliver full heat quicker. They are available for surface mounting and recessing in walls in wattage ratings of 1250 and 750 for operation on 115, 208, 230, and 245 volts. Marviray, Inc., Dept. AB, 54 Clifton St., Newark 5, N. J.

Circle No. 1205 on Readers' Reply Card, p. 156

Cost of Cavalier electric heat: about \$540 for 6-room house

The cost of Cavalier Electric Baseboard heat for the average 6-room home (installation, baseboard and wiring) is about \$90 per room or \$540 for the home. It is said to be the only electrical heating system available with a surface temperature that stays below 125 degrees F. Cavalier's zig-zag air passages channel the air over the heating elements, the reflective baffle increases the flow of warmed air, yet lowers the surface temperature of the baseboard. The re-



sult is wall-to-wall comfort. Temperature of each room equipped with Cavalier Electric Baseboard is controlled by an automatic thermostat. A thermostatic control section can be installed between any two sections of the baseboard. (See illustration above.) Available in two lengths—32 inches and 48 inches, 160 watts per foot. Cavalier Corp., Electrical Heating Div., Dept. AB, Attn. Melvin Wessel, Chattanooga 2, Tenn.

Circle No. 1206 on Readers' Reply Card, p. 156

Ceiling heater is installed between joists

Easy to install, Pryne's new ceiling heater is a recessed fixture installed between ceiling joists. It is wired to a built-in pull box and does not require a special circuit. Available in one-lamp and three-lamp units with either chrome or painted finish. The unit is quiet, has no fan or motor to service. It directs infra-red heat rays from ceiling to floor at the flick of a switch; no waiting for elements to heat up, or hot air to circulate. Pryne & Co., Dept. AB, 142 N. Towne Ave., Pomona, Calif.

Circle No. 1207 on Readers' Reply Card, p. 156



Radiant ceramic heaters use infra-red rays

Heatmore's new Radiant Ceramic Baseboard Panels make use of infra-red rays to heat uniformly in all directions, within a few minutes, and continues for a half hour after it is turned off. The infra-red rays do not heat air but heat people and objects in the room. The use of ceramic as opposed to other materials provides added safety features, in addition to more effective rays. Shattering is

... see article, pages 74-77

eliminated. More positive terminal connections are possible and the nichrome element cannot chip off to cause the cutting out of part or all electrical current. Heatmore, Inc., Dept. AB, 59 Throop Ave., Brooklyn 6, N. Y.

Circle No. 1208 on Readers' Reply Card, p. 156



New electric Glasheat panels reduce wall streakage

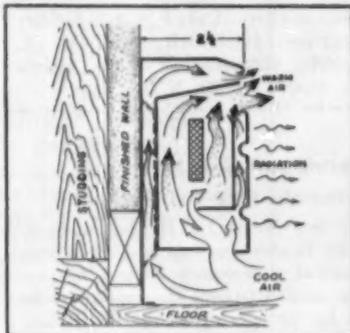
The electrically operated radiant Glasheat Baseboard Panel called "Footlighter" has a new feature in its hooded deflector, incorporated in the frame, eliminating the wall streakage which results from most baseboard heating units. Panels are constructed of specially tempered glass fused with aluminum strips. Its infra-red rays are projected by means of a metal reflector behind the glass. The Footlighter units may be mounted end-to-end in continuous fashion across the room. Even at the maximum temperature of 300 degrees F., no blistering results from direct contact with the panel, the manufacturers say. Frame size is 9x47½ inches long. Glass size: 6x45 inches. 750 watt capacity, 245 volts, AC and DC current. UL approved. Continental Radiant Glass Heating Corp., Dept. AB, One East 35th Street, New York 16, N. Y.

Circle No. 1209 on Readers' Reply Card, p. 156

No furnace chimney, ducts, or piping required for this system

The Electrend electric air circulating heating system (see also p. 77 of this issue) is a metal duct 7 feet high, 8 inches wide and 3½ inches deep with openings covered by grilles at top and bottom. It fits between 16-inch studs. The unit draws warm air from ceiling out across the floor. Each room is controlled individually by a thermostat mounted at front of each unit. Duct work or piping connections are not needed. List price: \$79.50 up. Available through electrical wholesalers. Donald D. Peterson, Electrend Products Corp., Dept. AB, St. Joseph, Mich.

Circle No. 1210 on Readers' Reply Card, p. 156



New electric baseboard heater is completely fireproof

The new Meier Baseboard Perimeter Heater is completely fireproof. To prevent the entrapment of heat from building up whenever drapes or curtains are down across the face of the heater, a thermal disc-type closeout is built into the unit. This cutout shuts off the current, thereby preventing scorched or burned drapes. Available in 3 sizes: 500, 750 and 1,000 watts. Compact panels are 6 inches high and 2½ inches deep. Btu capacity: approximately 840 Btu's per foot of panel. UL approved. Meier also manufactures radiant cable. Meier Electric and Machine Co., Inc., Dept. AB, Attn. R. D. Stump, 3525 E. Washington St., Indianapolis 7, Ind.

Circle No. 1211 on Readers' Reply Card, p. 156



Ceiling heater has anodized reflectors

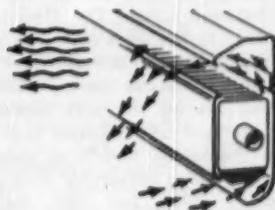
NuTone radiant heaters fit between standard 16" framing. Adjustable brackets permit fitting from 0" to ¾" ceiling. Has built-in outlet box with three knockouts. Automatic circuit breaker insures that the unit will not overheat. Safety cooling system gives instant heat to every corner of room. NuTone, Inc., Dept. AB, Madison and Red Bank Rds., Cincinnati 27, Ohio.

Circle No. 1212 on Readers' Reply Card, p. 156

New electric baseboard heaters

The new Berko Baseboard heating line is designed for heating a whole house or a room. It can also be used for supplementary heating of a "hard to heat" room. A thermostat in each room insures exact regulation of temperature. Designed for easy installation, Berko fits against the wall in lieu of the baseboard and is fastened in place by screws. No cutting of walls, no vents or ducts are required. Panels are 2½" deep. Joining and corner sections match the panel ends and make it possible to extend the baseboard panels in an uninterrupted line along two or more walls. Berko Electric Mfg. Corp., Dept. AB, 212-40 Jamaica Ave., Queens Village, N. Y.

Circle No. 1213 on Readers' Reply Card, p. 156



Two complete heating systems combined into one unit

Electrovector units have two individual heating elements to assure modulated flow during moderate outside temperatures. Modulating thermostat regulates heat even in the coldest weather. Floor to ceiling temperatures do not vary more than two to three degrees. Electrovector Cabinet Heaters are available in three sizes to suit the needs of any size room. Electrovector, Inc., Dept. AB, 475 Flushing Ave., Brooklyn 5, N. Y.

Circle No. 1214 on Readers' Reply Card, p. 156

Raydiant surface panel

The new Dixie Raydiant surface panel with built-on thermostat can be mounted or hung on the wall without cutting or damaging the wall in any way. Panels are screwed on the surface of the wall protruding only 2½ inches. A built-on or a separate wall thermostat is used to control the panel in each room. Baseboard models and portables are also available. Dixie Raydiant Electric Heat Corp., Dept. AB, Attn. Robert Turner, 66 11th Street, N.E., Atlanta, Ga.

Circle No. 1215 on Readers' Reply Card, p. 156

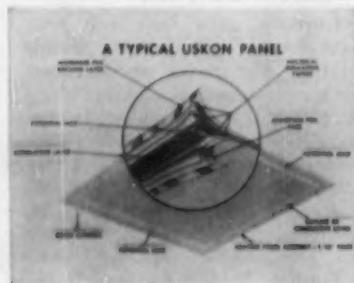
(CONTINUED ON NEXT PAGE)



Ceiling radiant heater has even heat distribution

This new Ceiling Radiant Heetaire has "even heat" distribution, with a "plug-in" installation. The radiant heating element is sheathed in a nickel chromium alloy that is said to arrest moisture action. The Heetaire is only 12 1/4 inches from edge to edge and is available in 1000 watts (model 281) and 1250 watts (model 282). Other features of the unit include thermal overload safety control, highly polished Nichrome flush rim, silent fan, plaster flange adjustable flush to 1", built-in outlet box with eight knockouts. Markel Electric Products, Inc., Dept. AB, Buffalo 3, N. Y.

Circle No. 1216 on Readers' Reply Card, p. 156



Electric heating panels of rubber glue to ceiling

The construction diagram, above, illustrates U. S. Rubber's latest Uskon paste-up heating panel. Only 1/2 inch thick, these panels are composed of thin sheets of conductive rubber sandwiched between layers of thin plastic and aluminum foil. They contain no heating wires of any kind. The panels are glued to the ceiling with a special adhesive. They operate on a standard 230 volt system. They are controlled by thermostats in each room. Adequate heat is possible in 20 minutes, the manufacturer says. Installed cost of Uskon: Varies from 85 cents to \$1.35 per sq. ft. of house area depending upon climate,

insulation, etc. United States Rubber Company, Dept. AB, Attn. M. A. Cautela, 1230 Avenue of the Americas, New York 20, N. Y.

Circle No. 1217 on Readers' Reply Card, p. 156

Electric bathroom heater has automatic time-switch control

The new Wesix 15-TH Electric Bathroom Heater features a built-in mechanical time-switch control to prevent wasted power. The timer may be set for periods up to one hour. Setting the timer assures that the 15-TH Heater will automatically turn off after the set time elapses and guard against wasting power through carelessness or oversight. The Wesix 15-TH heats by radiation plus convection and utilizes an electric chimney similar to those in major Wesix Heaters, to provide steady, even warmth as well as instant radiant heat. Approved by UL. Wesix Electric Heater Co., Dept. AB, 390 First St., San Francisco, Calif.

Circle No. 1218 on Readers' Reply Card, p. 156



Radiant heating system is invisible

"Infraair" and "Infracable" are two new lines in a series of convection-type heaters and electric cable now being marketed by Infraclass Heater Co. The Infracable line consists of perfected electric heating cable made of specially insulated wire. It is stapled to rock lath in a scientifically determined pattern before plastering the ceiling. The entire radiant-heating system is imbedded in the plaster and is therefore invisible, except for the thermostat. The new Infraclass line of convection-type heaters are available in three sizes and four styles—1, 2, and 3 column, with two 1-column heaters to answer varying demand. Infraclass Heater Co., Inc., Dept. AB, Pontiac, Mich.

Circle No. 1218A on Readers' Reply Card, p. 156

How do you do it better? We'd like to know. See p. 172

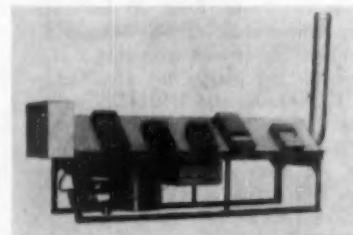
COLD WEATHER PRODUCTS



Infra-red radiant gas heater lets you work outside in winter

The Infra-Rayhead heater is an infra-red radiant gas heater that operates on manufactured, natural gas or liquefied petroleum. It heats up instantly, directing a blanket of infra-red heat over an area of 80 to 100 sq. ft. Because it only heats objects which cross its ray, the heater does not raise air temperatures. The use of the heater permits outdoor construction work to continue on a year-around basis. Retail price of Model J-519L: \$152, including carrier and 100 per cent safety shut off. Perfection Stove Co., Dept. AB, Attn. J. P. Dahlman, 7609 Platt Ave., Cleveland 4, Ohio.

Circle No. 1219 on Readers' Reply Card, p. 156



For better winter building—

The Meyers Brick Warmer is a clean, fast and efficient way to heat brick, with a capacity of 600-800 per hour. By pre-heating brick, mortar sets properly and does not run out and down the wall. Bricks stay in place and do not float out of line. The unit is solidly built of 14-gauge steel with all joints securely welded. Heat is supplied by an oil-fired Delco pressure burner. List price: \$350. Attached water heater: \$40, f.o.b. factory. D. W. Meyers Mfg. Co., Dept. AB, Attn. Jack Detrow, Seville, Ohio.

Circle No. 1220 on Readers' Reply Card, p. 156

(CONTINUED ON PAGE 126)



UNCLE 'CURLY'
(HATES DRAFTS)

A drafty window is dangerous when it catches a guy with his hair down. That's why Unc wants Dura-seal equipped window units which afford 4½ times better weather protection.



NEPHEW CHARLIE
(PARTY BOY)

Charlie knows what it takes to get a head . . . and knows what makes the snowflakes clang. He loves those Si-Vel coated springs in Dura-seal—so quiet, so hushed . . . kinda spooky!



UNCLE KLONDIKE
(NEEDS AIR)

By the blister-bright moon of the yammering Yukon! A man needs air! It's almost 60 degrees in here! Get those dad-blasted windows open! He's a card player and Dura-seal equipped windows don't take two jacks to open.



LITTLE ARBUCKLE
(THE LOLLIPOP KING)

This little rascal can fall off the roof—unharmd—tumble into the well—whistling "Dixie"—but let him get into a draft and it's beddy-bed for a week. So his mother naturally insists on Dura-seal's wonderful protection.



AUNT BERTHA

(DELICATE LIKE A HORSE)

If Bertha threw her weight around, every seismograph in the country would pop. Luckily, she thinks she's a frail, fragile creature. That's why she likes Dura-seal's sash balance that opens with the lightest, delicatest, eepsy-weepee, tiny touch.



OLD MONEYBAGS
(POPI)

Last on the list is the man with the money—or, at least, the man who has to pay. Dad's the one who likes Dura-seal because Dura-seal weatherstripping pays its way many times over on fuel savings . . . it's a good investment!

TYPICAL HOUSE BUYERS
(or How to Keep Peace in the Family)

Get the window unit that stops drafts, saves fuel and provides easy operation

Weather-sealed windows all year around! Zegers Dura-seal equipped windows give 4½ times better weather protection—and allow easy opening and closing no matter how the sash may expand or contract due to atmospheric conditions. Dura-seal pays for itself on fuel saved. If air-conditioning is used, Dura-seal seals out warm air, too. Send for complete information today.

Zegers, Incorporated
8096 South Chicago Ave., Chicago 17, Ill.

ZEGERS
Combination Metal Weatherstrip and Sash Balance

Dura-seal

Look For The Name On The Metal



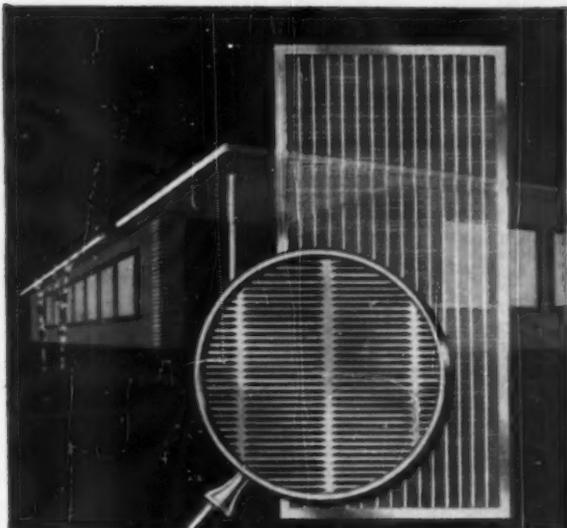
Facades and Marquees made with strong Kaiser Aluminum have an ideal variety of texture finishes . . . may be painted, anodized, embossed, enameled, lacquered, and porcelainized by standard methods. They weather uniformly, never rust, never stain—re-

quire minimum maintenance. Lightness lowers erection costs. Available in flat, corrugated or specially designed panels. Their application provides a distinctive quality to any building . . . and helps assure client satisfaction.

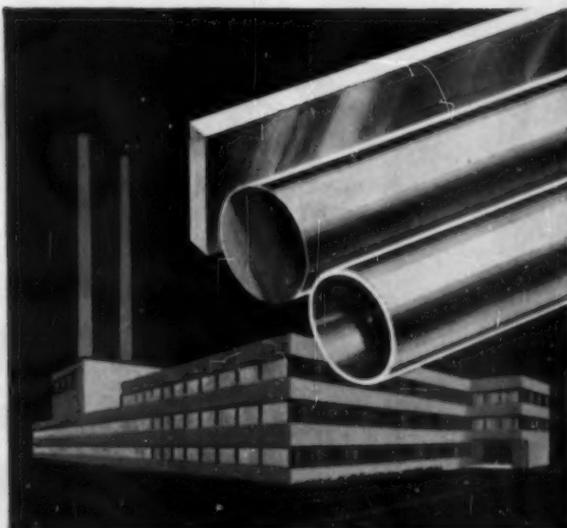
To improve your construction . . .

PROFIT FROM ALUMINUM'S "BUILT-IN" VALUES

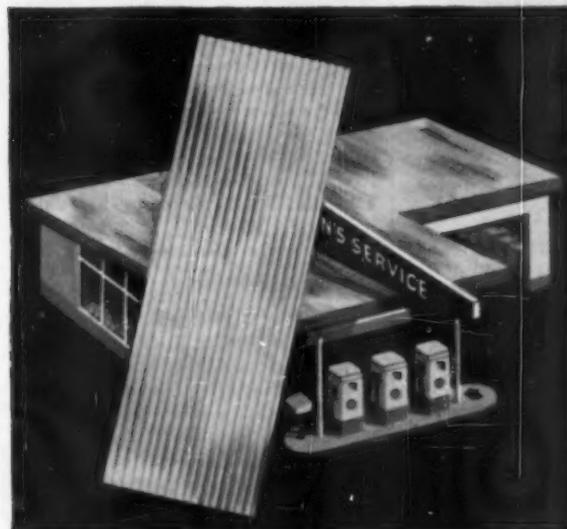
- Lightness with strength
- Heat and electrical conductivity
- Beauty
- Heat and light reflectivity
- Corrosion resistance
- Workability
- Economy



Shade Screening made with Kaiser Aluminum keeps rooms up to 15° cooler. Tiny louvers set at an angle block hot sun rays. Protects furnishings from sun fading. Clean, modern design gives window exteriors new, fresh beauty.



Bus Duct Systems made with high conductivity Kaiser Aluminum cost less than copper. Light weight results in easier, faster installation—another saving. High strength yet workable. Available in rectangular, solid round bar and tubular conductor.



Corrugated Roofing made with Kaiser Aluminum reflects heat . . . helps provide winter warmth, summer coolness. Light reflectivity brightens interiors. Needs no paint—requires minimum maintenance. Ideal for industrial or commercial buildings.



Window Jalousies made with Kaiser Aluminum resist corrosion—defy time and weather. Handsome, natural finish enhances building's appearance, complements any design. Easy to install. Simple to operate.

think of Kaiser Aluminum

SINCE World War II, aluminum has been used more extensively in the building industry than in any other civilian application.

This spectacular conversion is the result of aluminum's combination of "built-in" advantages—advantages that make possible new patterns of design, usually with substantial overall savings.

As a basic producer of aluminum our efforts are dedicated to the job of serving manufacturers—helping to

improve their products and to reduce their costs.

Engineering assistance is available from our qualified aluminum engineers. Or for names of building products manufacturers who will be glad to work with you, contact the Kaiser Aluminum sales office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office*, Palmolive Bldg., Chicago 11, Illinois; *Executive Office*, Kaiser Bldg., Oakland 12, California.



Everybody knows where Grant's Tomb is...but

do newcomers in town know where to find you... or what services you offer?

Tell them the quick, easy, 'Yellow Pages' way. Your advertising messages in the 'Yellow Pages' of the telephone directory give you two important advantages:

- (1) The 'Yellow Pages' go into practically every home, office and factory in town. They're everywhere your prospects are.
- (2) The 'Yellow Pages' work for you every day, all day — whenever a prospect is ready to build.

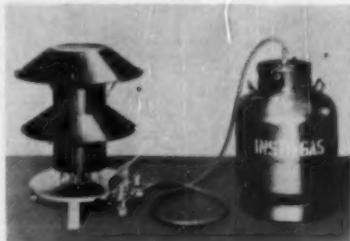
Turn newcomers into new customers... and remind old ones by having complete coverage in the 'Yellow Pages'—display ads and listings where prospects will be looking for you.



MORE INFORMATION? Call your local telephone business office. There's a trained representative ready to help you.

AMERICAN BUILDER NEW PRODUCTS

COLD WEATHER PRODUCTS . . . BUILDING SPECIALTIES



Salamander has 100% safety shutoff

One of the advantages of the No. 1415 Salamander is a pressure regulator mounted on it which makes it unnecessary to have cylinder nearby. It operates with over 50 feet of hose. The No. 1415 Salamander has advanced burner design providing complete combustion, quiet operation, and engineered heat distribution plus secondary heat reflector skirt that radiates heat upward. Has Btu input of 100,000 Btu per hour. List price: \$66.00. Insto-Gas Corporation, Dept. AB, Attn. W. W. Steinert, 1977 East Woodbridge, Detroit 7, Michigan.

Circle No. 1221 on Readers' Reply Card, p. 156

Brick and block heater

makes winter bricking a snap

Use of the Eclipse Brick and Block Heater permits a continuous flow of warm, dry materials enabling bricklayers to work bare-handed at sub-freezing temperatures. Temperatures can be controlled by adjusting heating torches and controlling speed of flow of materials. The heater is constructed of 3 parts: 1-piece hood with 2 free-swinging heat control doors, a ball-bearing conveyor, welded furnace base. Heater is portable, is easy to operate, may be fired with kerosene, light oil or bottled gas. Eclipse Fuel Engineering Co., Dept. AB, 1002 Buchanan St., Rockford, Ill.

Circle No. 1222 on Readers' Reply Card, p. 156

Concrete, plaster bonding agent

Kwik-Weld is a substance used to bond new concrete, cement or plaster to old or to any structural surface. Kwik-Weld is painted, rolled or sprayed on the surface prior to the application of the new cementitious materials. Suggested retail price: \$10.95 per quart, \$3.18 per pint. Kwik-Weld, Chemical Products Company, Dept. AB, Attn. Wm. Majeske, P. O. Box 464, Aberdeen, Md.

Circle No. 1223 on Readers' Reply Card, p. 156

SOLD

More and more quality-conscious home buyers are becoming "sold" on the strength, adaptability and beauty of lumber bearing the stamp of Grade-Marked Southern Pine Lumber. They know this stamp is the way to tell this superior, versatile wood . . . and to look for those who sell it. That's why you can build sales and reputation with Grade-Marked Southern Pine. More saleable . . . more available than ever.

SPIB-C (418) SPA

SOUTHERN PINE ASSOCIATION • NEW ORLEANS, LOUISIANA



Jiffy gives you a **SAWHORSE** when you want it

Jiffy Brackets and 2x4s are all you need

- NO NAILS
- NO BOLTS
- NO SCREWS

All-welded construction. Use any 2x4s for legs, 2x4, 6, 8, 10 or 12 for crossbar.

Set up or knocked down instantly. Easy to move from job to job, and easy to store.

For sale by most hardware and building supply dealers. If your dealer cannot supply you, write us.



GRAND HAVEN STAMPED PRODUCTS CO.
GRAND HAVEN, MICH.

CONTRACTORS, BUILDERS...

cut cement finishing time $\frac{1}{2}$

AUTOMATIC ELECTRIC PONY TROWEL

PAYS FOR ITSELF IN ONE-DAYS OPERATION

SAVE with this speedy cement tool. Job-tested two years and acclaimed nationwide. Floats and finishes complete to wall—gives smooth surface without topping. Use own $\frac{1}{2}$ " or $\frac{3}{8}$ " drill. Includes handle, blades and ring complete. F. O. B. Muncie, Ind.

\$49⁵⁰
LESS DRILL



Extra Blades only \$3.50

Write, Phone or Wire your order today.

ELMO MANUFACTURING, INC.

Dept. E-1 324 W. Howard St., Parker, Ind.

BE PRECISE

Say

STANLEY

IT'S A GOOD RULE



7 1/2" AND UP

96 inches of easy-to-read accuracy in an easy-to-pocket 2 inch case.

Model 1208W — only \$1.19 at your favorite hardware dealer. See his display of Stanley Rules — each in a useful plastic box with magnifying lens. Select the rule that you need from 6 ft. to 12 ft.



Write Stanley Tools, 1012 Elm St., New Britain, Conn., for free booklet on measuring tools and how to use them.

STANLEY



Jaeger pays a bonus of 12 to 15 yards

With the automatic shaker hopper on the Jaeger 3½S Auto-Loader you can load and measure while you mix, then power-shake the new batch into the drum quick as a flash. It means 12 to 15 more yds. per day — the fastest mixer of its size. The huskiest, too, with machined steel drum tracks on ball bearing car-wheel rollers. Send for Catalog SM-2.



THE JAEGER MACHINE COMPANY 521 Dublin Avenue
Columbus 16, Ohio

Sales, Rentals, Service in over 150 Cities of United States and Canada

PUMPS • COMPRESSORS • HOIST TOWERS • LOADERS

NEW ... Brick and Block Heater
for **FAST, UNINTERRUPTED**
BRICKING in
COLD, RAIN, SNOW,
or ICE

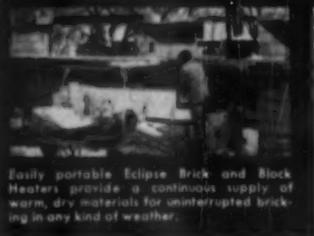


\$210⁰⁰

Cost of complete unit, without
heater torch. Shipped fob,
Rockford, Ill.

Masonry contractors and builders have increased their number of profitable working days by using this fast, convenient method of drying wet bricks and blocks. Brick layers have improved the quality of their work, and can now strike joints during cold and wet weather under conditions and speed equal to summer work. Unit assembly permits fast, easy "knock-down" and erection at job site.

Territories open to dealers and distributors.



Easily portable Eclipse Brick and Block Heaters provide a continuous supply of warm, dry materials for uninterrupted bricking in any kind of weather.

Eclipse Fuel Engineering Co., 1100 Buchanan Str. et,
Rockford, Ill.

☐ Please rush my copy of your new Brick and Block Heater Catalog.

☐ I'm interested in selling Brick and Block Heaters.

Name.....

Firm.....

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

AMERICAN BUILDER NEW PRODUCTS

HARDWARE, HEATING AND BUILDING SPECIALTIES



New exterior nails are stain resistant

A new line of exterior nails combine the stain, streak and rust resistance of zinc with the strength of steel are now available. Called Stormguard, the new nails are designed for applying siding, roofing and trim. The new nails have a strong steel core, heavily over-coated with zinc. This steel core provides the necessary strength for driving without undue bending, breaking or heads popping off. The zinc over-coating insulates the steel core, protecting it from rust. W. H. Maze Co., Dept. AB, Peru, Ill.

Circle No. 1224 on Readers' Reply Card, p. 156



Aluminum and plastic used to create carport protection

"Penn-Port" is a carport with structural plastic roof and aluminum frame that is convertible to patio and other uses where outdoor canopy protection is desired. Overall standard Penn-Port dimensions: 10x20 feet and 7 feet 6 inches high. The corrugated structural plastic panel sheets are 26 inches wide and allow ample room to reach over end for drilling. Eight roof colors are available. The posts measure 2¼ inches. Price of Penn-Port: \$395 FOB. Pennsylvania Wire Glass Company, Dept. AB, 1612 Market St., Philadelphia 3, Pa.

Circle No. 1225 on Readers' Reply Card, p. 156



Slab Foundations need EXTRA STRENGTH!

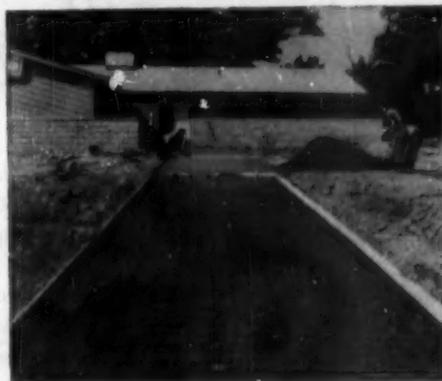


Are you building on a slab? . . . putting a concrete floor in the basement? . . . putting in concrete foundation walls? In any case, you'll build a good house above it. Make sure that basic concrete is just as good, just as durable as everything you put on top of it. The best assurance you have is to reinforce *all* your concrete with American Welded Wire Fabric. It costs less to build a reinforced concrete slab. Here's why.

American Welded Wire Fabric Reinforcement in concrete slabs on the ground provide a slab approximately 30% stronger than an unreinforced slab of equal thickness. It binds the concrete tightly together . . . gives concrete the added strength of steel . . . stops tiny, hairline cracks from opening up. American Fabric is manufactured in every style and size you need. Ask for it by name.

AMERICAN STEEL & WIRE DIVISION

UNITED STATES STEEL, GENERAL OFFICES: CLEVELAND, OHIO
 COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS
 TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS
 UNITED STATES STEEL EXPORT COMPANY, NEW YORK



QUALITY HOMES—the kind more and more Americans are demanding—can be enhanced at low cost with reinforced concrete all around the house, for driveways, patios, sidewalks, porches.

*BUYERS WILL ASK
 "is it Reinforced"*

EVERY TYPE OF REINFORCED CONCRETE CONSTRUCTION NEEDS

USS AMERICAN WELDED WIRE FABRIC



UNITED STATES STEEL



Residence of J. C. Davidson, Manager, Application Engineering Department, Airtemp Division, Chrysler Corporation, Dayton, Ohio. Completely air conditioned with Airtemp equipment and Kno-Draft Overhead Air Diffusers.



Living room has two Kno-Draft Diffusers. Air distribution system and fan-coil unit are located in attic. The condensing unit is at rear of house.

*Why
Air Diffusers
are making
grilles obsolete*



In the dining room and kitchen, Kno-Draft Air Diffusers with integral lighting fixtures are used. These are available in a variety of styles, and may also be adapted for dropped lights.

Unlike grilles, which merely "dump" warm or cool air into a room, letting it mix *ad lib*, Kno-Draft Overhead Air Diffusers are true air mixing devices. They do their job thoroughly, within inches of the diffuser and well above the living level.

Thus, there is no feeling of air movement, no drafts, and temperature is equalized throughout the area. And home owners also appreciate the clean, anti-smudge operation of Kno-Draft Diffusers and the freedom in furniture placement they allow.

From the contractor's point of view, the superior advantages of Kno-Draft Air Diffusers mean added sales appeal and a chance to get away from straight price competition. And Kno-Draft jobs are easy to figure, easy to install.

You'll be interested in our special bulletin describing Kno-Draft Residential Air Diffusers--their advantages, method of selection, system layouts, installation details. Send for your copy today. Connor Engineering Corporation, Dept. I-125, Danbury, Connecticut.



AMERICAN BUILDER NEW PRODUCTS

HARDWARE, HEATING AND BUILDING SPECIALTIES



Move fixtures with ease with acoustical tile ceilings

Accesso suspension system offers a flexibility that permits moving lights and other ceiling fixtures in acoustical tile ceilings one module or a dozen in a matter of moments. Fully concealed system of steel channels and hangers permits easy installation with minimum labor. Air conditioning, telephone line, electrical ballasts are instantly accessible. May be repaired or moved without damage to a tile. Can be used with any size or make of tile. Accesso Systems, Inc., Dept. AB, 4615 8th Ave., N.W., Seattle 7, Wash.

Circle No. 1226 on Readers' Reply Card, p. 156



Lightweight cellular concrete

"National-Crete" is a process for making lightweight cellular concrete using preformed foam. This foam is produced by National-Crete apparatus using National-Crete foam liquid. A concrete mix is made in the usual manner. When cement, water and aggregate (if any) are thoroughly blended, the required amount of preformed foam is added through a nozzle under pressure and mixed. With air as an aggregate, the cellular concrete is light in weight yet strong, low in cost and its density easy to control, the manufacturers say. National Foam System, Inc., Dept. AB, West Chester, Pa.

Circle No. 1227 on Readers' Reply Card, p. 156

NOW - See For Yourself WHY 4 out of 5 BUY...

For Best Performance Demand the Saw
with All These Features:

- 1 SELECT-A-NOTCH - Easy one-man height adjustment for cutting any size masonry material. Patented.
- 2 PRESSURE EQUALIZER Spring - Cushions blade pressure and makes your blades last longer. Patented.
- 3 WET OR DRY PUMP and Patented Water Application gets the water to the cutting edge.
- 4 ADJUST-A-CUT - Frees the Cutting Head for finger-tip control at any desired height.
- 5 HEAD-LOCK - Turn the handle to hold Cutting Head - for fixed Diamond Blade Cutting.

Clipper
MASONRY SAWS

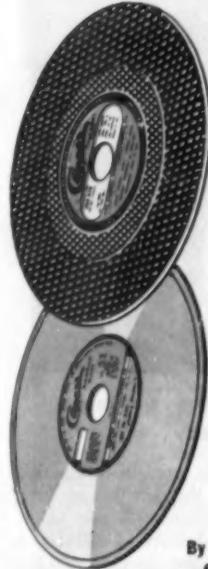


Clipper
BLADES

TO CUT ANY
MASONRY MATERIAL

NEW
Break-Resistant
"POLK-A-DOT"

A Clipper FIRST! New Triple-Reinforced "Polk-A-Dot" - safest blade ever made - in specifications to cut EVERY material, Hard to Soft. Exclusive "Polk-A-Dot" design reduces side-friction - cuts faster, safer - lasts longer.



DIAMOND

Outstanding Performance with smooth efficiency is a part of every Clipper Diamond Blade - available in specifications for cutting every masonry material. If You Don't Know Diamonds, Know Your Manufacturer!

By The Makers Of Famous
Clipper Concrete Saws

Model HD
Wet (Dustless) or Dry Cutting
A Model to fit every Budget
priced from \$265

ORDER YOUR CLIPPER MASONRY SAW ON FREE TRIAL

Send Coupon for the Whole Story

Clipper
KANSAS CITY, MO.

Genuine Clipper Products Are Sold Only Direct. Immediate Shipment from Factory Branches in Principal Cities, Coast to Coast. Mail Coupon for Same-Day Service.

MR. CLIPPER

Better Mail the Coupon NOW!

CLIPPER MANUFACTURING CO.
2813 S. Warwick • Kansas City 8, Mo.

I want a Clipper Masonry Saw on FREE TRIAL.

Send FREE Literature on Clipper Masonry Saws and Blades.

Send FREE Literature on Clipper Concrete Saws and Blades.

Have a Clipper representative call on me.

Name _____

Address _____

City _____ State _____

New Sliding Door Hardware

STANLEY



Easy to Install

Stanley Quality at a Competitive Price

One Set Packaged For Both
3/4" and 1 3/8" By-Passing Doors



HERE'S WHY:

- Low headroom needed — only 1 3/8".
- Jump-proof track — doors lift on or off without removing hangers — cannot be derailed in vertical position.
- Steel track press formed for perfect straightness, bonderized and aluminum finished for corrosion resistance.
- V-shape track for smooth operation and dirt clearance.
- Nylon rollers permanently lubricated for silent operation.
- Heavy gauge steel hangers, electro zinc plated.
- 3/8" vertical adjustment* with positive lock-in-place feature.
- Adjustable nylon floor guide. Only 3 screws required.

*VERTICAL ADJUSTMENT

Specially designed hangers permit 3/8" vertical adjustment without loosening the three installation screws. Serrations, machine screw and lockwasher insure positive locking and minute adjustment. Unique design permits the use of the SAME hanger for both the 3/4" and 1 3/8" doors by reversing both the bracket and roller on the REAR 3/4" door.



STANLEY

2804 and 2808

2804 for 3/4" Doors
2808 for 1 3/8" Doors

See these new 2800 Series Sets at your hardware or building supplies dealer. Check the ease of installation . . . low headroom — only 1 3/8" . . . doors lift on and off track without removing hangers . . . hangers adjust without loosening screws in doors. This is Sliding Door Hardware that's Stanley made to sell, to install and to operate easier.

For complete details write Stanley Hardware, 10D Lake Street, New Britain, Conn. Ask for 2800 Catalog No. G88.

Two More New Sets With Built-In Header Trim

Same hangers, same features as 2800 sets, with built-in header trim as integral part of extruded aluminum track. Saves labor and expense of extra trim. Anodized aluminum finish ready for paint, or suitable as is. Everything in one package . . . for 2 or 3 by-passing doors . . . 4', 5', 6' or 8' openings.

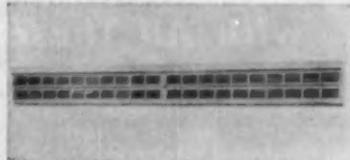
STANLEY

The Stanley Works • New Britain, Conn.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL • STEEL STRAPPING

AMERICAN BUILDER NEW PRODUCTS

HARDWARE, HEATING AND BUILDING SPECIALTIES



Extended baseboard return air grille with maximum free area

The Lima Series 77 is now being manufactured in both the 4-foot size with 52.2 sq. in. free area, and the 2-foot size with 26.6 sq. in. free area. The new Return Air Grille has permanent medium beige finish, modern horizontal louver design and easy installation features. It may be assembled in any multiples for continuous installations by using the special Lima joining connector. Lima Register Co., Dept. AB, Lima, Ohio.

Circle No. 1228 on Readers' Reply Card, p. 156



Sink strainer features one-piece stainless-steel body

The use of stainless steel in this sink strainer combines the advantages of leak-proof construction with the permanent wear-proof beauty of stainless steel. In addition the locking shell with a 1 1/2" jam nut eliminates need for special installation wrenches. Another feature makes it impossible to accidentally knock the strainer into either a closed or open position. Price: \$4.70. Universal-Rundle Corp., Dept. AB, Attn. Quentin Garman, New Castle, Pa.

Circle No. 1229 on Readers' Reply Card, p. 156

How do you do it better? We'd like to know. See p. 172

AMERICAN BUILDER



K&M APAC SHEETS GO UP EASILY, furnish a smart, modern appearance. In the picture above, they've been applied on the sidewalls of the Columbia Lumber & Manufacturing

Company, Columbia, South Carolina. In keeping with the traditional color scheme of this K&M distributor, the sheets have been painted yellow—the openings trimmed in blue.

For a K&M distributor's building— K&M APAC sheets, of course!

When a man uses the product he sells, you know he's convinced of its merits. And in the picture above, you see K&M APAC Asbestos-Cement Sheets applied on the sidewalls of our Columbia, South Carolina, distributor's building. Considering all the building materials this distributor can choose from, we feel that his selection of K&M APAC is high praise for this product.

And here are some of the features that make K&M APAC sheets so well thought of by those who use them as well as by those who sell them:

Never need paint! The smooth, good-looking APAC surface takes decorative colors well, but never requires any protective painting.

Won't burn or rot! Made of asbestos and cement, K&M APAC sheets resist fire, won't corrode. And vermin can't harm them.

Weather-resistant! Extremes of weather—rain, sleet or snow—do not harm these sheets. They're used outside as well as inside.

Widely used! Versatile K&M APAC sheets are chosen for office, factory, home, and farm—in a thousand and one uses. For more information on them, check Sweet's Light Construction File and Sweet's Architectural File. Your K&M distributor also has complete data. Write directly to us for his name.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA





Novafold

SOLID CORE PLASTIC DOORS

—space- and money-saving doors and room dividers

By saving the space a swinging door wastes, you increase the useable area of any room! The Novafold Solid Core Plastic Door provides this attractive sales feature—at a price 25 to 50% less than comparable Vinyl-covered doors.

Novafold folds to 16% of its expanded width in a flush-with-the-wall 4½" stack. 4" leaves, in individual, full-length pockets in the Vinyl Plastic cover, give you a solid core door—room-to-room privacy—true accordion folding.

Smooth, silent operation is assured by self-lubricating Nylon slides. An exclusive Novafold feature is the linkage chain that gives even pleating when the unit is drawn.

Novafold is available in six colors—a wide range of sizes—affording unlimited application possibilities.

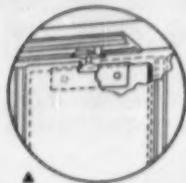
In Novafold, you have a top-quality product that is guaranteed for one year by the manufacturer against defects. This unit folds into the smallest space possible, thus increasing the useable floor and wall space.

Novafold affords the latest design features—in a wide range of size and color combinations—at a price 25 to 50% less than for doors of comparable quality.

Novafold is installed in 4 to 7 minutes. In new construction—no furring, trim or roughing is needed. There are no floor guides. With special track, Novafold is available for curved openings.

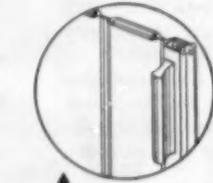
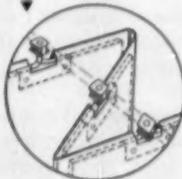
Colors: Beige, Dark Green, Chartreuse, Eggshell, Gray and Red.

May we send you color samples and specification data suggesting many applications of Novafold in the home? Please address your inquiry to Department M-11.



▲ Extruded heavy-gauge aluminum track, fixed to the top of the opening. Self-lubricating Nylon swivel slide, fixed to metal plate riveted to leaf.

4" leaves, in individual pockets, assure perfect accordion-folding.



▲ Easy-grip handle. Soft, Plastic beading affords silent closing and tight fit—door-to-door and jamb-to-jamb.

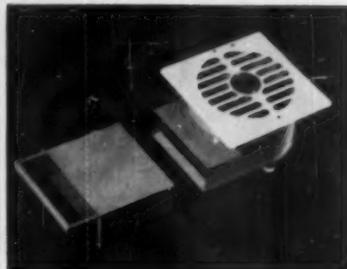
NOVA SALES

Co. TRENTON 3, N. J.

A wholly-owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels.

AMERICAN BUILDER NEW PRODUCTS

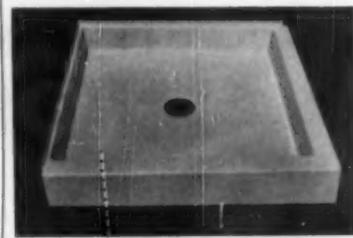
HARDWARE, HEATING AND BUILDING SPECIALTIES



Deluxe ceiling exhaust fans

Clear-Aire Kitchen Exhaust Fans' exterior frame, door, and hood guarantee life-long wear, manufacturer says. Fans are of 3-unit construction and require only about 1 sq. ft. of wall space. They can be installed over cabinets and through walls of any thickness. Fully automatic—either by regular wall switch or pull chain, they use less than a 40-watt bulb. Sin-Jin Products Co., Dept. AB, 5236-40 Fairlawn Ave., Baltimore 15, Maryland.

Circle No. 1230 on Readers' Reply Card, p. 156



Fiberglass shower receptor is 1-piece—joint free

A Fiberglass shower receptor in 5 sizes and 3 shapes is now available. Advantages to builder: quick installation, saving him money, and no complaints from homeowners for leaks or cracks says manufacturer. Cost of receptor, which eliminates paper or lead pan, is less than the price for average tile installed. Receptor has a non-skid base, shatter resistant surface, is easy to keep clean. Price of 32x32 Single Curb: \$25.50. Dudley Corp., Dept. AB, Attn. K. I. Marts, P. O. Box 143, Santa Clara, Calif.

Circle No. 1231 on Readers' Reply Card, p. 156

BRIXMENT

Better Mortar for Blocks



WHY IS GOOD MORTAR IMPORTANT?

Because of their size and weight, concrete blocks require mortar with "body", plasticity and water-retaining capacity. Brixment meets all these requirements. It has the *body* necessary to support the weight of the unit and hold it up to the line. It has the *plasticity* necessary to prevent the mortar from falling off the long head joint, while the block is being placed in the wall. It has high *water-retaining capacity*, which gives the bricklayer more time to shift and adjust the block to its final position before the mortar stiffens.

It is the combination of these characteristics that makes Brixment the leading masonry cement for concrete block as well as for brick.

Louisville Cement Company . . . Louisville 2, Kentucky

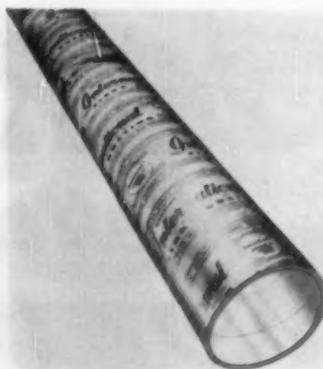


HARDWARE, HEATING AND BUILDING SPECIALTIES

**New foil-lined fibre ducts
reduce heating installation costs**

A lightweight foil-lined fibre duct has been developed which reduces heating installation costs. The manufacturer says that its International fibre duct work costs only half that of conventional materials. On installation

costs are reduced because up to 80 percent of the time required for assembling is eliminated when full length fibre ducts are used instead of short lengths of metal, clay or concrete pipe. Fibre ducts can be cut to exact size with a handsaw and standard galvanized joints and fittings are used for assembly. The foil-lined ducts are so light one man can handle a



20-ft. length, yet strong enough to support over 200 lbs. per lineal ft. Ducts are made of tightly wound layers of fibre, laminated with waterproof glue. Outer layer is asphalt impregnated, ends are paraffin-dipped. Inner lining is pure aluminum foil. Standard sizes: 4-, 5-, 6-, 7-, and 8-inch diameters and 12-, 14-, 16-, 18-, and 20-foot lengths. International Oil Burner Co., Dept. AB, Attn. Louis Heiman, Spring and Park Aves., St. Louis 10, Mo.

Circle No. 1232 on Readers' Reply Card, p. 156

the **TRACK** to follow...
for
**HIGHER
PROFITS IS THE...**

To anyone who can read a blueprint, Calder's exclusive design indicates the way to faster, easier sales and higher profits. That's because Calder overhead sectional garage doors feature the famous "Wedge Tight" action for built-in sales appeal to open and shut easier, fit tighter, last longer.

calder
TRACK

Widely acclaimed as the easiest, fastest installing sectional door on the market. Backed by extensive national advertising in consumer magazines.

in addition...

calder OFFERS A FULL LINE OF BOTH RESIDENTIAL

...and commercial doors in varied styles to meet all door problems. And Calder's engineering department is always available to help you with special door applications.

SOLD DIRECT TO DEALERS
WAREHOUSES IN: Lancaster, Pa.;
Chicago, Ill.; St. Paul, Minn.



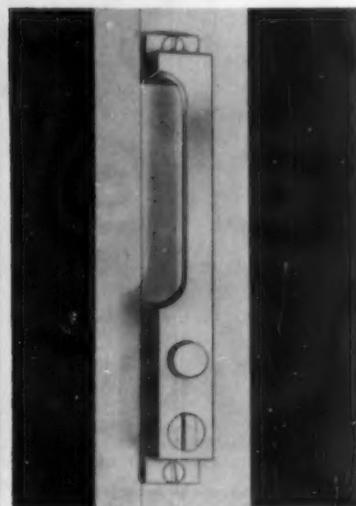
KEYSTONE
Address inquiries to Dept. 22
calder MANUFACTURING CO.
LANCASTER 2, PA.

OF BOTH RESIDENTIAL



Free!

Catalog gives complete specifications on Calder's full line. Catalog shows the Calder way to achieve custom efforts without custom costs when home owners want decorated garage doors. Send for your copies today.



**Aluminum sliding doorframes
have new hardware design**

A new hardware design for its aluminum sliding glass door frames is announced by Frank B. Miller Mfg. Co. While maintaining the full grip feature, the new design also allows increased grip space between handle and vent jamb when vent is in closed position. The Miller lock stile has been strengthened to permit greater door heights, thus giving more latitude in design and installation. Frank B. Miller Mfg. Co., Dept. AB, 3216 Valhalla Drive, Burbank, Calif.

Circle No. 1233 on Readers' Reply Card, p. 156

CLAY PIPE HEATING DUCTS

offer you

Unsurpassed Advantages



Every time you use Clay Pipe Heating Ducts, you're giving the home buyer real value, as well as protecting your own reputation for modern, sound, lasting work. Clay Pipe is permanent—it's sure to last as long as the house itself. And it offers all these additional advantages . . .

LOWER COST

Clay Pipe Heating Ducts save installation time and cost because they require no anchoring and do not have to be completely encased in concrete. Clay Pipe can't "float" when the concrete is poured—and only one pouring is needed. Clay Pipe Ducts save the home buyer money, too, by reducing his heating costs 20 to 30 percent!

EASIER INSTALLATION

Clay Pipe holds its shape when concrete is poured over it. Other duct material may squash-out under the weight of the slab. And while work is in progress, all the Clay Pipe needed is readily available to eliminate costly delay. The lengths are easy to handle, and a complete line of fittings permits a workmanlike job.

Write for information on the design and installation of Clay Pipe Heating Ducts.

TROUBLE-FREE SERVICE

Properly installed, Clay Pipe Heating Ducts require no maintenance. They can't rust and are completely unaffected by temperature, humidity, or corrosive action of lime in the concrete slab. There's never any danger of having to tear up concrete slab floors to make expensive repairs.

CLEAN, COMFORTABLE HEATING

Clay Pipe Heating Ducts offer more selling features to present to prospects. Clay Pipe is dust-free and odorless . . . homes stay cleaner and more comfortable. It carries warm air through the concrete floor slab to the registers, combining all the advantages of radiant and circulating heat.

NATIONAL CLAY PIPE MANUFACTURERS, INC.

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

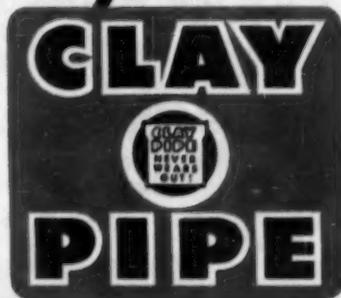
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio

703 Ninth & Hill Bldg., Los Angeles 15, Calif.

100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.

206 Connally Bldg., Atlanta 3, Ga.

Vitrified





New Homes by Cincinnati's Raeburn Construction Co. feature low roofs, no attics. Inset: Alfol in typical wall installation.

"Alfol gives the most effective job . . . in the least man-hours of installation!"



Pacing the Cincinnati market for better homes, Raeburn Construction Co. specializes in low-slung, modern designs — low roofed and atticless. Quality built throughout, Raeburn homes are insulated with Borg-Warner's Alfol Reflective Insulation.

"For the type of homes we build," writes owner Stuart L. Faber, "we wanted the best in winter insulation, along with a super-efficient summer insulation that cools quickly in the evening, won't give off heat all night. Reflective insulation was the only logical choice."

Efficiency the prime factor

"And in 10 years experience with various reflective makes, we have found that Alfol gives the neatest, most effective job . . . in the least man-hours of installation!"

Naturally, Mr. Faber also welcomes the initial savings provided by Alfol, and the handling ease made possible by its remarkable compactness. But the primary factor was efficiency: "Our Alfol choice has already been justified," writes Mr. Faber, "by the comments of our new owners."

Patented, the Alfol blanket consists

of multiple aluminum foil sheets that space themselves automatically on application, reflect 95% of all radiant heat. A tough duplex and kraft backing is built in to offer full application support, provide a positive vapor barrier.

Clean and non-irritating, Alfol takes the "itch" out of insulation. And its unique compactness (500 sq. ft. to the roll) minimizes handling and storage expense. That's why Alfol usually costs less. Your dollar buys less labor, less "overhead" . . . more and better insulation.



Send today for free copy of new **ALFOL DATA BOOK** which tells all about this growing favorite in insulation. Learn how Alfol adds a plus value to your homes . . . saves money too! No obligation.



ALFOL

ALUMINUM FOIL INSULATION



REFLECTAL CORPORATION

A subsidiary of Borg-Warner Corp.
316 South Michigan Ave., Suite 2846
Chicago 4, Ill.

AMERICAN BUILDER NEW PRODUCTS

DOORS, WINDOWS, FLOORS, ROOFS



Fiberglass-reinforced daylighting panels are fireproof

Molded of Fiberglas and Hetron, "Fire-Snuf" panels are self-extinguishing and will not support combustion. Shatterproof panels are molded in flat sheets and in all standard building corrugations in lengths up to 13 feet and widths up to 42 inches. Available in pale green, ice blue, and semi clear. Listed by Underwriters' Laboratories, Inc., and carries Underwriters' label. List price: \$1.31 per sq. ft. Resolite Corp., Dept. AB, Attn. J. F. Patruf, Zelenople, Penn.

Circle No. 1234 on Readers' Reply Card, p. 156



Now you can lay carpeting like floor tile!

A four-by-four "tile" of "Pre-lay," a prefabricated combination of conventional carpet, a latex foam underlayment and a base course of Masonite Tempered Presdwood can be applied directly to subflooring. The giant tiles have wear-expectancy far greater than carpet without latex backing, according to the producer, Luxor Products Co. An overhang of the foam rubber and carpet produces seams under butt pressure. Screw-type nails are used. Their heads are concealed under the latex. Various colors and types of carpeting are available. Masonite Corp., Dept. AB, 111 West Washington St., Chicago 2, Ill.

Circle No. 1235 on Readers' Reply Card, p. 156

Sell Air-Sweet Rooms

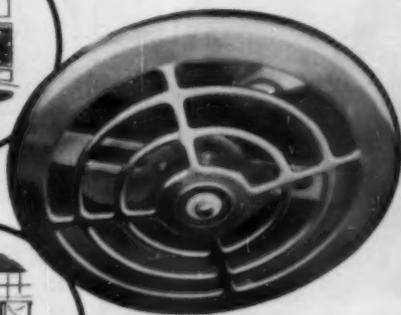
*for Health
and Comfort*



KITCHEN



BATHROOM



Big 9-inch and
11-inch sizes

New THERMADOR Ventilating Fans



OFFICE

For the newest, most efficient solution to the problem of ventilation for home or office, specify guaranteed Thermador Ventilating Fans... inexpensive... easy to install and clean... quiet

... take less current than the average electric light bulb. They replace smoke, steam, stale air and odors with clean, fresh air that's good to breathe and enjoy. For both wall and ceiling installation. When building or remodeling, the ventilation answer is Thermador.

(Standard accessories available for 9" model: reducer; elbow; flush wall cap; automatic wall hood.)

Satisfaction guaranteed! For descriptive literature and prices, write Dept. AB1255.



THERMADOR

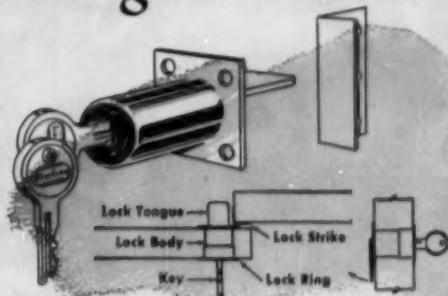
ELECTRICAL MANUFACTURING COMPANY

A Division of Norris-Thermador Corporation

5119 District Boulevard, Los Angeles 22, California

3-10488

New! Sterling[®] sliding door locks...



for by-passing doors

The first sliding door lock for by-passing doors. Now closets can be locked and contents kept secure from pilferage. Designed on a revolutionary new principle. One half turn of key raises tongue to locked position or returns it to unlocked position. Cylinder is geared to tongue and action is positive. Simple to install—bore one hole. Fits $\frac{3}{4}$ " to $1\frac{1}{4}$ " doors.



for pocket doors

A new type of lock for bathroom or bedroom doors. Privacy is assured by turning locking button on inside. Emergency button on outside permits unlocking with screw driver or coin. Neat, simple installation. Fits $1\frac{1}{8}$ " or $1\frac{1}{4}$ " doors.



Sterling means **Quality**

STERLING HARDWARE MFG. CO.

Chicago 18, Illinois

SEE OUR CATALOG IN SWEET'S:
Architectural File • Light Construction File

VISIT OUR DISPLAYS: Architects Samples Corporation, N.Y.C.



The Sherman Front End Loader Gives You "REACH YOU CAN USE!"

The "secret" is proper location of the lift frame pivot point. Sherman keeps the bucket in close at grade level for better maneuverability and traction . . . yet extends it to maximum distance from the tractor at loading and intermediate heights for extra loading reach.

This Sherman design feature gives you more usable reach than any comparable machine! It gives you loading height . . . a full 10'10". And it loads to the front end of an 8' truck body from the rear. This practical combination of maximum useful loading height plus maximum useful loading reach is further combined with a "balanced design" for the utmost in operating stability.

Sherman's husky main frame transmits loads to the tractor rear axle, giving greater traction and performance. Twin heavy duty tilt cylinders crowd buckets or attachments right in to do a real job on excavating, loading, bulldozing and a score of other jobs. All wear parts are heavy duty . . . designed to stand up longer with minimum maintenance. Two models are available . . . up to 2500 pounds bucket capacity, 4500 pounds breakaway capacity.

The Sherman Front End Loader is economical, easily installed, safe and easy to operate . . . sold and serviced by your local Ford Tractor dealer. Ask him for an on-the-job demonstration today . . . or write for Bulletin No. 717.

Sherman

PRODUCTS, INC.
ROYAL OAK, MICHIGAN

POWER DIGGERS • FRONT END LOADERS • FORK LIFTS



*Manufactured Exclusively for
Sherman Products, Inc. by
Johnson Hydraulic Equipment Co.,
Minneapolis, Minn.

© 1955, Sherman Products, Inc.

AMERICAN BUILDER NEW PRODUCTS

DOORS, WINDOWS,
FLOORS, ROOFS



Fabric on new folding door is made of unbreakable plastic

• A new type of folding door called "Plastik-fold" is made of a virtually unbreakable flexo-rigid plastic material made by Dow Chemical Co. There is said to be no surface coating to chip or peel and it requires no painting and can be damp cloth cleaned. The door is made of interlocking folding panels and comes complete and ready to install with extruded aluminum track, cornice panels, crystal grip handles. Retail price: \$9.95 for 6-foot 8-inch high by 2 foot wide door. Reverse Products Co., Dept. AB, 1333 Thirty-Ninth St., Brooklyn 18, N. Y.

Circle No. 1236 on Readers' Reply Card, p. 156



Crystalite white roofing aggregate

Crystalite makes possible an attractive white built-up roof with high reflective properties. Buildings are said to maintain temperatures 8 to 10 degrees lower when this is used in preference to other aggregates. Crystalite is a dustfree, hard, non-porous marble limestone, sized to meet bonded specifications. It is available in 100 lb. paper bags or in bulk in cars or trucks. List price: \$4.00 per ton bulk,

AMERICAN BUILDER

\$6.25 per ton bagged f.o.b. factory. Black White Limestone Co., Dept. AB, Attn. Black, Front and 8th Sts., Quincy, Ill.

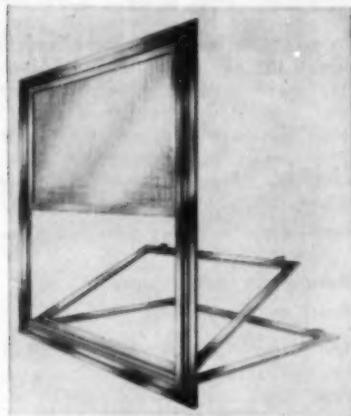
Circle No. 1237 on Readers' Reply Card, p. 156



New aluminum roofing eliminates side laps

Corrugated aluminum roofing which unrolls across the roof in a single sheet and covers full length of roof is now available. QSM corrugated aluminum comes in 28" and 48" widths in three gauges—.019", .023" and .032", and in 50- and 100-foot standard length rolls. Two finishes are available: Mill Finish and Embossed. Two sizes of corrugations are available i.e. 1¼" and 2½". Quaker State Metals Co., Dept. AB, Manheim Pike, Lancaster, Pa.

Circle No. 1238 on Readers' Reply Card, p. 156



Introduce "Ano-Tilt" 3-channel anodized tilt-in window

"Ano-Tilt" is a new 3-channel tilt-in window combining fingertip swivel action with Alcoa's new 'Alumiliting' process. The new "Ano-Tilt" is precision engineered of an advanced design in tilt extrusions to minimize rattle usually found in tilt-in windows. Excelum Aluminum Products, Dept. AB, New Hyde Park, L. I.

Circle No. 1239 on Readers' Reply Card, p. 156

DECEMBER 1955



Use This Actual Job Story for an Excavating Equipment Check List!

This one water line job demonstrates a combination of features that *only* the Sherman Power Digger offers every operator of excavating and trenching equipment.

Check this performance: (1) The machine has under-dug the curb without damage to the curb or sidewalk. (2) It has trenched through rocks and roots. (3) It is digging a bellhole in the street. (4) The excavation is 9 feet deep. (5) The tractor-mounted digger has operated over the curb, sidewalk and street without damage to paving.

And the Sherman Power Digger offers even more advantages to the operator who wants the savings of mechanized excavating. It's practical even on the smallest jobs, since it releases heavier equipment for bigger jobs . . . yet it digs at a fraction of the time and cost of manual labor.

The machine digs as deep as 10 feet below ground . . . in mud, hardpan, shale, oiled roads, blacktop and stony ground. Initial cost is surprisingly low, maintenance simple and inexpensive. Ask your Ford Tractor Dealer for an on-the-job demonstration, or write us now for Bulletin No. 721.

Designed, Engineered and
Manufactured Jointly by
Sherman Products, Inc.,
Royal Oak, Michigan,
Wain-Ray Corporation,
Hubbardston, Mass.

Patent No. 2-303-852
Other Patents Pending

© 1955 Sherman Products, Inc.



Offer your buyers a

LIFETIME

**FOLLANSBEE
TERNE
ROOF**



The most important structural feature of your homes . . . is the roof—because it's the roof that provides shelter which is the primary function of a house.

You can make the roof the most important SALES FEATURE of your homes too if you point this fact out to your buyers and provide a lifetime FOLLANSBEE TERNE roof.

And in addition to its permanence, a terne roof offers them modern design features, greater reflectivity, color and safety from fire and, properly grounded, from lightning.

Remember too, a terne roof weighs only about 70 pounds per square, giving you the opportunity to save on the sub-structure.

Ask your sheet metal contractor about terne roofs. He'll tell you that a terne roof is a roof you can really sell. Terne is tops for gutter, conductor, valleys and flashing too.



**FOLLANSBEE
STEEL CORPORATION**

FOLLANSBEE, WEST VIRGINIA

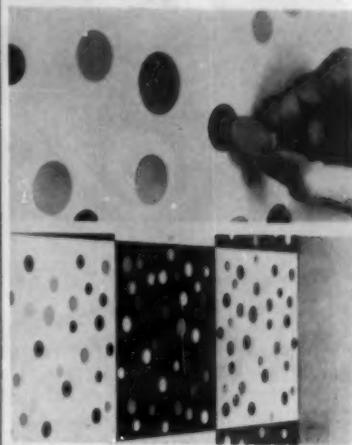
Cold Rolled Strip • Terne Roll Roofing • Polished Blue Sheets & Coils

Sales Offices in Principal Cities



AMERICAN BUILDER NEW PRODUCTS

**DOORS, WINDOWS,
FLOORS, ROOFS**



**Vinyl tile steps out with
inlaid polka-dot color**

Polka-dots are inlaid in a new floor tile made of Bakelite vinyl resins with 6 decorator colors forming patterns that do not rub off. Robbins Floor Products, Inc., Tuscumbia, Ala., produces "Polkatile" floor tile by stamping coin-shaped disks from a tile of one color, then filling the holes with disks cut from tile of other colors. The inlaid disks fit tightly into the tile and are held securely in place by the same adhesive cement used to install the tile. Polkatiles are 12-inch squares about 3/8-inch thick. Available now from dealers in decorator supplies. Retail price of raw tile: about \$1.65 per sq. ft. Robbins Floor Products, Inc., Dept. AB, Attn. Valerie Blake, 535 5th Ave., New York, N. Y. Circle No. 1240 on Readers' Reply Card, p. 156

**Rotary-cut cherry doors
finish quickly, easily**

The Mengel Company now has a full line of solid-core and hollow-core flush doors available for sale in rotary-cut face veneers of Gold Coast Cherry. The close texture of this new wood requires no stain or filler and this makes it extremely easy to finish. One or two coats of brushing lacquer is all that is needed to achieve soft, warm natural finish. Fully guaranteed. Mengel Rotary-cut Gold Coast Cherry Flush Doors are said to be lower in price than birch, or other domestic woods. Door Department, The Mengel Company, Dept. AB, Louisville 1, Ky.

Circle No. 1241 on Readers' Reply Card, p. 156

Fine flooring for every installation

MOULTILE

MOULTILE asphalt tile.
Reinforced with plastic.

MOULFLEX vinyl plastic tile. In low cost
standard gauge.

JUBILEE asphalt tile. Striking dots of color styling.

PARQUETRY asphalt tile. The rich effect of
wood block at low cost.

Write for details
Dept. MS-12

Moultile
FLOORING
SINCE 1929

Moultile Inc.
Bellevue, Ill. • Long Beach, Calif. • Newburgh, N. Y.

R-20

a **MULKEY** BELT CONVEYOR



Moves
30 to 40
tons of
gravel
per hour...

PLUS: Roll Roofing,
Insulation Sacks,
Boxes, and Bundles...
from truck to roof in
minutes.

- Can be operated by one man
- Releases manpower for other on-the-job work
- Balanced and Portable
- Accommodates 8 ft. extensions
- Continuous flow forward and reverse

SAM
Mulkey co.

Write — Phone for
additional information
P. O. Box 270, Dept. AB-12
Lee's Summit, Missouri

mass production in CONCRETE FORMING

SAVE up to 50% on LABOR



Now Serving
many leading

CONTRACTORS
and **BUILDERS**

throughout U. S., Canada and Cuba

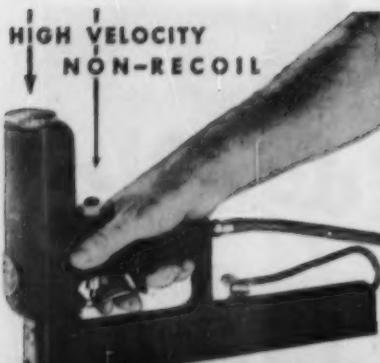


See our display
at Booth 453

Rocform
corporation

CONCRETE FORMING ENGINEERS

Home office and factory
15160 W. 8 MILE RD. • DETROIT 35, MICH.



HIGH VELOCITY
NON-RECOIL

AIR DRIVE SPOTNAILERS

FIRE LONG FASTENERS
INTO HARDEST WOODS
with 100 P. S. I. or less

All the heavy duty fastening jobs so ably performed for years by manually operated Spotnailers now can also be done with the super speed and convenience of air.

The new Models PEL and PHL Spotnailers are beautifully balanced tools which may be operated at arm's length because no effort is required except to position the gun and operate the trigger—astonishing to those accustomed to using air guns that must be held tightly to the work. It opens up great new opportunities for cost saving fastening.

See your local Spotnail Man.

His experience can help you.

- ★ HIGH VELOCITY
NO-BOUNCE ACTION
- ★ LOW HANDLE—
EXCELLENT BALANCE
- ★ LIGHT WEIGHT—
REDUCES FATIGUE
- ★ DRIVES 16 or 18 GAUGE
1-3/16" LONG FASTENERS
- ★ LARGER, INSTANT-LOAD
MAGAZINE HOLDS 200 FASTENERS
- ★ COUNTER SINKING TO
SUIT—GLIDE PLATES

Most nailing jobs can be done more
PROFITABLY with Spotnailers.



Write for complete
information
Spotnails, Inc.
Evanston 6, Ill.

SPOTNAILS, INC.

AMERICAN BUILDER NEW PRODUCTS

TOOLS AND TRUCKS



All-angle drill solves difficult drilling problems

This drill's chuck and handle are adjustable to various angles, making it possible for the drill to assume practically any position and angle. The 0-in. to 1/4-in. capacity chuck swings in a 270-degree arc, has a spring lock that enables the user to change angles with flip of thumb. Handle turns in 180-degree arc at right angles to chuck movement, and is held in its several positions by an adjusting screw. Storage space is provided in hollow handle for large assortment of regular and high-speed drills. List price: \$4.95. Available through hardware wholesalers and dealers. P & C Tool Co., Dept. AB, Attn. Hale Graves, P.O. Box 5926, Portland 22, Oregon.

Circle No. 1242 on Readers' Reply Card, p. 156



Portable electric hack saw

A new heavy-duty, self-powered, portable electric hack saw, designed for making straight, circular and random cuts is now available. This self-contained unit measures 15 1/2 in. overall and weighs 6 3/4 lbs., permitting it to be used in close quarters. High-speed reciprocating action of hack saw provides burr-free edge. Key-Hak Div., Producers and Distributors, Inc., Dept. AB, Attn. A. F. Wilcox, 1321 Hanover Ave., Allentown, Pa.

Circle No. 1243 on Readers' Reply Card, p. 156



Nixie the
porcupine
says:

THINK!

are you . . .

- 1 Through fooling around with experimental gadgets and temporary methods of bird control?
- 2 Wishing you could stop paying wasteful bills to clean up the mess caused by pigeons and other obnoxious birds?
- 3 Tired of throwing away profit for unnecessary maintenance of your building?
- 4 Ready to rid your building of birds?

then you . . .

are ready to install the recognized and proven bird repellent:

Nixalite

It is the durable nickel and chromium spring tempered rustproof stainless steel bird repellent that is fabricated under the most precise and exacting engineering controls.



SIDE VIEW

write for 32 page illustrated
Know How Manual

NIXALITE COMPANY OF AMERICA
115-119 W. 3rd Street, Davenport, Iowa, U.S.A.

GE Textolite

Counter and Wall Surfacing

G-E TEXTOLITE PLASTIC SURFACING

FOR COUNTERS AND WALLS

IS NOW AVAILABLE IN OVER 70

EXCITING PATTERNS AND

BEAUTIFUL PEACOCK COLORS!

G-E TEXTOLITE RESISTS HEAT,

STAINS AND SCRATCHES

WRITE US TODAY FOR MORE

INFORMATION AND COLORFUL

PATTERN CATALOGUE.

GENERAL ELECTRIC CO.

DEPT. LCM 5-5

BOX 5911

CLEVELAND 1, OHIO

GENERAL ELECTRIC



Gallons of water condense on joists and flooring annually from unprotected crawl spaces. Keep it out permanently with VISQUEEN film.



Protect power tools and equipment, lumber, millwork, with VISQUEEN.



Use VISQUEEN film as a moisture barrier to keep water out of stud walls. No paint peeling or rot.



Keep moisture out of concrete slabs, keep floors from lifting or warping, protect household possessions, family health, with VISQUEEN film.

Banish water woes with VISQUEEN® film

Dollar for dollar, nothing does as good a job of keeping moisture and water under control as light, tough VISQUEEN film. It's the best *permanent* moisture barrier and waterproofing membrane under concrete slabs, around foundations or in crawl spaces. Prevents rot and musty odors. Keeps floors from warping. Lasts as long as the building.

Use VISQUEEN film as a temporary covering, too. It protects power tools and equipment, millwork, lumber, any material subject to moisture damage or soilage on the job. Use it again and again to cover uncompleted work, to close openings, to protect prefinished floors. Use it as a tent over an entire structure to keep out weather, speed winter work.

A roll containing 2000 square feet of VISQUEEN film 4 mils thick weighs less than 40 pounds.

Now, you can get VISQUEEN in widths to 32 feet.

Important! VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN has the benefit of research and resources of the VISKING Corporation.

VisQueen® film... a product of

THE VISKING CORPORATION, Box AB-12-1410
Plastics Division, Terre Haute, Indiana

World's largest producers of polyethylene sheeting and tubing

In Canada: VISKING Limited • Lindsay, Ontario

In England: British VISQUEEN Limited • Stevenage

look for this name on the selvage!

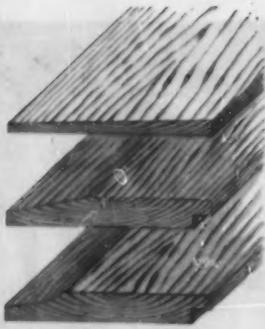
VisQueen®

For names of distributors near you, clip coupon, attach to your letterhead and mail.

DECEMBER 1955

Name _____
Title _____
Products _____

Protect Your
Paint Jobs with
ARKANSAS
SOFT PINE SIDING
it won't Bleed Through



Arkansas Soft Pine is free from pitch. There's nothing in the wood to bleed through.

It's A Natural

Priming penetrates the resin-free soft texture of Arkansas Soft Pine, becoming integral with the wood's fiber. Finishing coats thus are brushed on and worked into the wood itself, not merely carried on the surface of the primer. This advantage minimizes paint checking or scaling.

Freedom from pitch spells soft texture that nails without splitting, even miters at all joints, no unsightly cracks, cornice mouldings that stay put, which add up to maximum protection of paint.

Arkansas Soft Pine is available at lumber dealers east of the Rockies in standard patterns of drop, bevel and colonial siding; vertical boards and battens, along with dimension, sheathing and finish of the same superior soft textured stock.

For data on how to specify, illustrated grades, painting instructions, etc., ask for your copy of this complete Handbook for Builders.

ARKANSAS
Soft Pine
BUREAU

1155 Boyle Building

LITTLE ROCK, ARKANSAS



Priming penetrates the resin-free fiber and becomes integral with it.



Finishing coats are brushed on and worked into the wood, minimizing checking.



Soft texture nails without splitting. Cornice mouldings stay put, with no marring open joints.

AMERICAN BUILDER NEW PRODUCTS

TOOLS AND TRUCKS



95° tilting action level

A new, low-cost optical builders' tilting level has been added to the line of builders' instruments manufactured by C. L. Berger & Sons. In addition to its use as a level, the instrument has a 95° tilting action for vertical alignment—an important feature normally available only in higher priced instruments. The level is made of cast aluminum alloy with a 10-power, erecting telescope which views the image right side up. Can be used without tripod where necessary. Price: \$49.50 FOB which includes white ash tripod, plumb bob, hardwood carrying case and instruction manual. C. L. Berger and Sons, Inc., Dept. AB, Attn. H. Bean, 47 Williams Street, Roxbury 10, Mass.

Circle No. 1244 on Readers' Reply Card, p. 156



Concrete vibrator

The Mall Model 8CV 21 concrete vibrator has a powerful gasoline engine, mounted on a 360-degree swivel base for handling ease, can be picked up and carried anywhere. It weighs only 38 pounds and can be used, with attachments, for surfacing, sanding, wire-brushing, grinding, grouting, pumping. Price of vibrator only with 2 h.p., 4-cycle, single cylinder gasoline engine: \$190. We, rubbing attachment: \$113.25. Sump pump attachment: \$45. Complete: \$348.25. Mall Tool Company, Dept. AB, 7725 South Chicago Ave., Chicago 19, Ill.

Circle No. 1245 on Readers' Reply Card, p. 156

AMERICAN BUILDER

NOW!

A sensational new

LOW PRICED PORTABLE HEATER



THE HERMAN NELSON

"THRIFTY"...

For Home Builders • Plasterers • Bricklayers • Carpenters • Plumbers

Never before a Herman Nelson Portable Heater at this low price! The "Thrifty" is especially designed for smaller building jobs—framing, plastering, plumbing, masonry work. It offers outstanding economy—with low first cost, low operating cost. It may be used indoors or out, and canvas ducts may be used to spot heat where wanted. "Sealed flame" indirect firing insures complete safety and dependability. Fewer moving parts insure longer, trouble-free service.

The "Thrifty" operates continuously for 18 hours maximum without re-fueling. Oil-fired, it uses only 0.7 to 1.25 gallons of fuel per hour. Safety controls protect against overheating—flame failure—motor failure. Heat output can be regulated. Electric motor powered. Capacity 50,000 to 170,000 BTU per hour. No other unit at or near its price can match the performance and safety of the new Herman Nelson "Thrifty" Portable Air Heater!



HERMAN NELSON
Best Known Name in
PORTABLE AIR HEATERS
AMERICAN AIR FILTER CO., INC.
MOLINE, ILLINOIS



Ask about the complete line!

DE LUXE MODEL
Oil fired. Electric motor powered. 280-430,000 BTU capacity. Completely automatic operation.



UTILITY MODEL
Interchangeable power plants—gasoline engine or electric motor. Gasoline or oil fired. 75-425,000 BTU capacity.

MAIL COUPON FOR FREE LITERATURE

HERMAN NELSON PORTABLE PRODUCTS

American Air Filter Company, Inc.
Dept. 57, MOLINE, ILLINOIS

Please rush complete literature on portable heaters. Also send me your monthly Weather Forecast Chart, at no cost or obligation to me.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ Zone _____ STATE _____

CATALOGS

WOOD WINDOWS WOMEN WANT—A new 8-page booklet No. EZ-856 is now available describing Woodco Awning Windows. The booklet describes the manufacturer's line of Woodco E-Zee Loc Wood awning window units and awning picture window units. Woodco Corp. Dept. AB, 3323 Paterson Plank Road, North Bergen, N. J.

Circle No. 1246 on Readers' Reply Card, p. 156

HUBER PACKAGED HOMES—A new 6-page folder for builders, architects, realtors, and developers has just been issued. Principal subject of the folder is series of 11 photographs showing basic construction stages used by development builders in erecting a Huber Packaged Home. Other illustrations show interior views, elevations, and floor plans. Details on brick home "package" are also included. H. C. Huber Construction Co., Inc., Huber Homes Div., Dept. AB, 631 East Stroop Road, Dayton 9, Ohio.

Circle No. 1247 on Readers' Reply Card, p. 156

A THERMOSTAT IN EVERY ROOM—Two illustrated booklets describe self-modulating zone central heating systems ideal for buildings of every type and size. Shows advantages of small and compact easy-to-install units, that operate simply with minimum maintenance and high efficiency. Units available in three sizes. Iron Fireman Manufacturing Co., Dept. AB, Cleveland 11, Ohio.

Circle No. 1248 on Readers' Reply Card, p. 156

DEMOUNTABLE DECORATIONS FOR GARAGE DOORS—A new edition of "Rosettes" has been announced by manufacturers of rigid and sectional overhead garage doors. The new edition features designs of rosettes, demountable decorations for application to the panels of garage doors. Frantz Mfg. Co., Dept. AB, Sterling, Illinois.

Circle No. 1249 on Readers' Reply Card, p. 156

REINFORCED PLASTIC—A new 20-page reference manual describes the advantages, applications and procedures for using "Scotchply" reinforced plastic. It contains 62 illustrations showing possible applications for the product in various industrial fields; plus such procedures as machining and handling, molding, sanding, etc. Detailed instructions are also given for molding and handling the

FOR
SUBFLOORS,
WALL OR ROOF
SHEATHING

CUT
APPLICATION
COSTS
with

GENUINE
DOUBLAS FIR PLYWOOD
PLYSCORD
INTERIOR TYPE GRADE C-D
SHEATHING

DEPA
TESTED
QUALITY

● SAVE up to 50% on application costs using time-tested PLYSCORD sheathing. Walls sheathed with PLYSCORD are up to twice as strong. On roof decking, PLYSCORD won't shrink or swell; the finish roofing won't be damaged by buckling. PLYSCORD subfloors provide a smooth, level working platform—firm, cup-free, squeak-free. Remember: PLYSCORD!

EXT-DIPA

PLYSHIELD

PLYPANEL

PLYSCORD

PLYBASE

PLYFORM

INSIST on DEPA grademarked for plywood! EXT-DIPA and PLYSHIELD for outdoor use; PLYPANEL for paneling, built-ins; PLYSCORD for sheathing; PLYBASE for underlayment; PLYFORM for concrete form work. Other grades for other uses.

material. "Scotchply" Reinforced Plastic Div., Minnesota Mining and Mfg. Co., Dep't. AB, Attn. Gene K. Jordan, 900 Fauquier Ave., St. Paul 6, Minn.

Circle No. 1250 on Readers' Reply Card, p. 156

HEAT CONTROL—Owens-Corning Fiberglas Corp. has published a 20-page booklet illustrating and describing home design principles for maximum heat control, in summer and winter. Entitled "Insulation Design for the Air Conditioned Home," many helpful suggestions are offered including 23 illustrations, 16 sketches and nine charts. Owens-Corning Fiberglas Corp., Dept. AB, Toledo 1, Ohio.

Circle No. 1251 on Readers' Reply Card, p. 156

"HOMES OF PERMANENCE AND BEAUTY" is an 8-page brochure illustrating the application of glulam members to the post-plank-beam structural system of residential construction. Featured homes also illustrate use of heavy timber decking in place of conventional arrangement of sheathing plus insulation plus ceiling finish. The booklet also shows floor plans with structural schemes and photos of interiors and exteriors of eight different homes. Timber Structures, Inc., Dept. AB, P.O. Box 3782, Portland 8, Oregon.

Circle No. 1252 on Readers' Reply Card, p. 156

LINE AND SURFACE LEVELS BULLETIN—Columbian Vise & Manufacturing Company offers a new catalog page describing Aluminum, Line and Surface, Pocket and Torpedo Levels. Illustrated with numerous product photos, the new bulletin outlines important features of 9 levels plus price data, dimensions and shipping information. Ask for Form LL-1838. The Columbian Vise and Manufacturing Co., Dept. AB, Cleveland 4, Ohio.

Circle No. 1253 on Readers' Reply Card, p. 156

ARCHITECTURAL ALUMINUM DATA—The Aluminum Company of America has released two easy-to-read, illustrated instruction booklets which describe "Care During Construction" and "Cleaning and Maintenance" of Alcoa Architectural Aluminum. Both books list brand names of products used for the care of aluminum. Aluminum Co. of America, Dept. A.B., 1501 Alcoa Building, Pittsburgh 19, Pa.

Circle No. 1254 on Readers' Reply Card, p. 156

How do you do it better? We'd like to know. See p. 172

IT'S NOT
THE SAME
WITHOUT THE
NAME

INSIST
ON THIS
GRADE
TRADEMARK

D.F.P.A.
TESTED
QUALITY

GENUINE
DOUGLAS FIR PLYWOOD
PLYSCORD
INTERIOR TYPE GRADE C-D
SHEATHING

● THIS distinctive PLYSCORD stamp on the panel identifies genuine D.F.P.A. fir plywood sheathing — quality-tested by D.F.P.A. to protect the buyer and assure performance. Write for new PLYSCORD calculator — handy slide rule giving recommended nailing procedures, thicknesses, etc. FREE from Douglas Fir Plywood Association, Tacoma 2, Wash.



INSIST on D.F.P.A. grademarked fir plywood! EXT-D.F.P.A. and PLYSHIELD for outdoor use. PLYBASE for paneling, built-ins. PLYSCORD for sheathing. PLYFORM for concrete form work. Other grades for other uses.



Save Time · Save Money
Hang Doors 3 Times Faster
 with **McKINNEY**
NON-MORTISE HINGES

Here's a practical and proved non-mortise hinge you can depend on to make door hanging easier, faster and more economical—and give complete satisfaction.

8 BIG QUALITY FEATURES



1. Heavy 1/2" shoulder . . . means extra supporting strength.
2. E-Z-Out Pin . . . it comes out with a flick of the screw driver . . . at the top—for easy application.
3. Non-rising pin . . . pin stays in place . . . where you want it when door is hung.
4. Heavy gauge . . . not lightweight . . . made to carry a door 1 1/2" thick.
5. Staggered screw holes . . . regular drilling . . . won't split wood doors.
6. No special tools required . . . screw driver does the whole job.
7. No mortising . . . hang doors quicker . . . 3 times faster. And if door must later be removed—neither door nor jamb is permanently marred.
8. Self aligning . . . easy to use . . . no measuring or cutting.

Available in the popular 3 1/2 inch size . . . in your choice of three finishes—dull brass plated, bright nickel plated and bonderized prime coated.

Order now from your Building Supply Dealer or Hardware Dealer—or write for folder giving detailed information.



1715 Liverpool St., Pittsburgh 33, Pa.

CATALOGS

REFLECTIVE INSULATION AND MOISTURE BARRIERS—A new pamphlet on reflective insulation and moisture barrier applications is now available, including photographs and diagrammatic sketches illustrating installation of Lumaskin in walls, in ceilings and under floors for cutting heat loss and minimizing between-wall moisture penetration. Angier Corp., Dept. AB, Framingham, Mass.

Circle No. 1255 on Readers' Reply Card, p. 156

A WINDOW TO THE SKY—The Wascolite Airdome is called by its manufacturers "a window to the sky" because it provides daylighting plus ventilation from above. A new illustrated folder on the Wascolite Airdome and Wascolite Hatchway is available by writing to Wasco Products, Inc., Dept. AB, 93P Fawcett St., Cambridge 38, Mass.

Circle No. 1256 on Readers' Reply Card, p. 156

DESTRUCTIVE MOISTURE PROTECTION—A descriptive folder on "Sealtight Premolded Membrane" tells how to protect new home construction from destructive moisture with the help of photos and illustrations. W. R. Meadows, Inc., Dept. AB, 2 Kimball St., Elgin, Ill.

Circle No. 1257 on Readers' Reply Card, p. 156

"CABINETS FOR BUILT-IN EQUIPMENT"—is the name of a new illustrated six-page catalog describing a wide range of cabinets manufactured for use with any of the gas and electric built-in ovens, ranges, and refrigerators. A cabinet for every type of built-in will be produced by manufacturer. Beautycraft Kitchens, Div. of Miller Metal Products, Inc., Dept. AB, 2215 Russell St., Baltimore 30, Md.

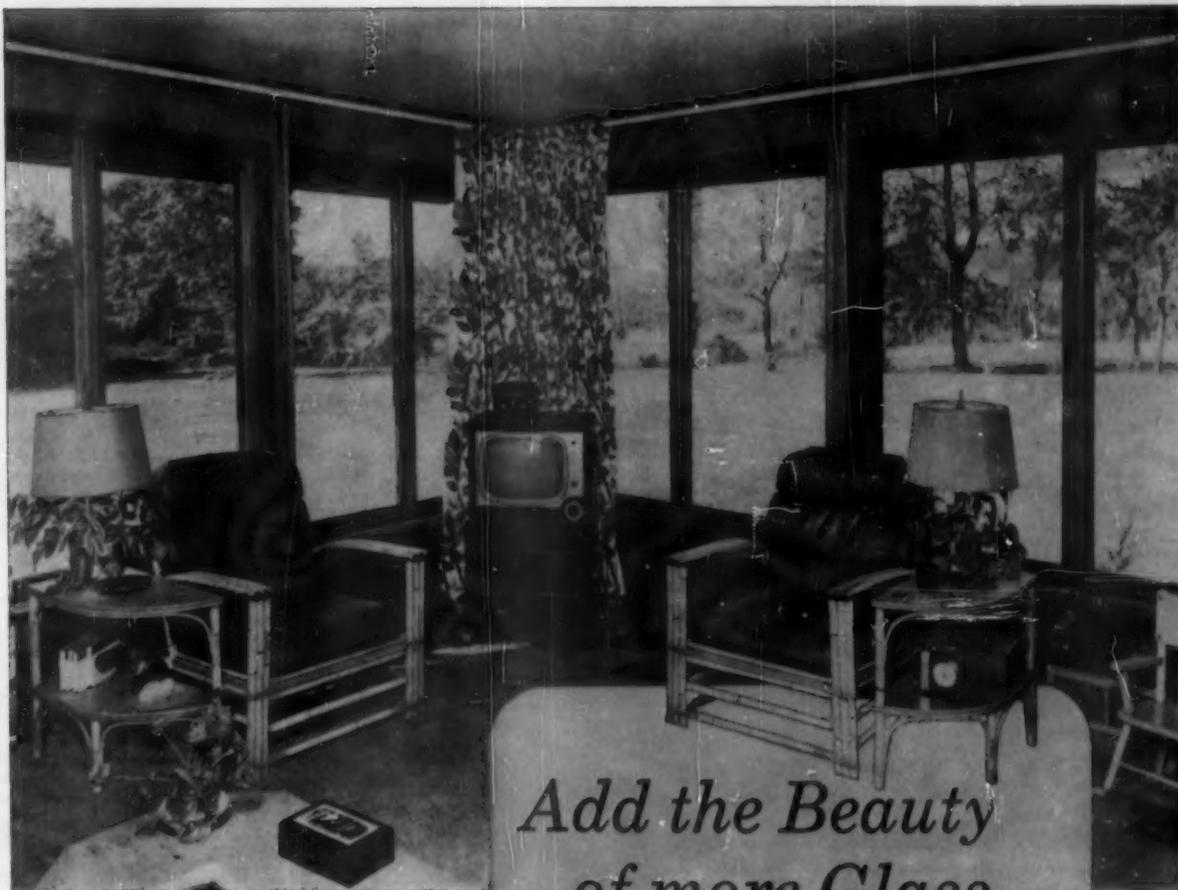
Circle No. 1258 on Readers' Reply Card, p. 156

THE SAFE DRIVE TOOL—Complete line of Hilti drive tools described and illustrated in four page bulletin. Complete instructions on how to use this tool that is 10 times faster than conventional methods are included. Hilti Rapid Fastening Systems, Inc., Dept. AB 55 Van Dam Street, New York 13, N.Y.

Circle No. 1259 on Readers' Reply Card, p. 156

NEW IDEAS IN TILE—"New Ideas in Tile" is a new booklet designed to provide ideas and show the most up-to-date types of ceramic tile treatments that can be incorporated into homes of all sizes. American-Olean Tile Co., Dept. AB, 1000 Cannon Ave., Lansdale, Penna.

Circle No. 1260 on Readers' Reply Card, p. 156



*Add the Beauty
of more Glass...*

Use economical **LUSTRACRYSTAL**
for large openings

You can use plenty of glass and still keep your costs down by glazing your homes with **LUSTRACRYSTAL**.

LUSTRACRYSTAL serves ideally for large openings and builders have found that they can realize considerable savings when they use $\frac{3}{32}$ "

LUSTRACRYSTAL in place of $\frac{1}{4}$ " plate glass.

LUSTRACRYSTAL is a sheet glass of extraordinary flatness, clarity and brilliance.

In your next home, add glass—add beauty and still keep costs in line by using American's **LUSTRACRYSTAL**.



AMERICAN
WINDOW *Glass* COMPANY

Specialists in the manufacture of sheet glass since 1899.
9 West Park Way • Pittsburgh, Pa.

Plugmold

is 6 ways better

than any other type multi-outlet system

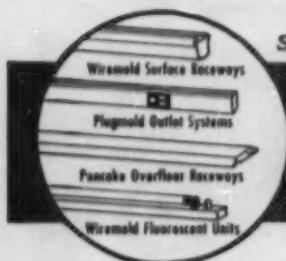


Here Plugmold provides outlets under a window wall.

PROVED on thousands of installations!

- 1. Easiest to install.** Plugmold raceways can be attached to any surface. 1/2" knockouts located on approximately 8" centers permit the strip to feed anywhere along its length.
- 2. Fastest to install.** Snapicoil ready-wired receptacles snap into Plugmold raceway cover, provide a fast, quality installation in a continuous run.
- 3. Many More Outlets at Minimum Cost.** Duplex outlets are conveniently located every 60", 30" or closer, in a continuous run. Proved in use to be the most practical multi-outlet surface raceway system ever devised for homes, offices, stores and industry.
- 4. Inconspicuous.** No bulky feed boxes, no protruding receptacles. Unobtrusive Plugmold raceway can be painted to blend with color scheme of any room. Plugmold is "out of sight, never out of reach."
- 5. Permanent.** Snapicoil receptacles are flush with the life-time Plugmold steel surface raceway. Nothing to protrude or break.
- 6. Provides Better Electrical Service.** 3-wire duplex receptacles, with one side switched and one hot; 2-wire duplex receptacles, with both sides hot; NEMA 2-wire, grounded receptacles — all 3 services fit the one Plugmold raceway.

The services of our engineering staff are available to help with any wiring problem you have. Write to Dept. B12



Stocked by electrical wholesalers . . . everywhere.

THE WIREMOLD COMPANY

HARTFORD 10, CONNECTICUT

CATALOGS

COOLING TOWERS—Bulletin 312 is a new 12-page booklet written for those who specify cooling towers and covers the complete line of standard atmospheric spray-cooling towers manufactured by the Binks Manufacturing Co. The bulletin contains new and simplified selection tables for determining correct tower sizes. Binks Manufacturing Co., Dept. AB, 3114-44 Carroll Ave., Chicago 12, Ill.

Circle No. 1261 on Readers' Reply Card, p. 156

CONVERTIBLE JET WATER SYSTEM—The Deming "75," a new low-cost convertible jet water system is described in Bulletin No. 4910. Designed for quiet operation in small homes, the self-priming "75" delivers up to 825 gal./hr. in shallow wells and 900 gal./hr. in deep ones. The Deming Co., Dept. AB, Salem, Ohio.

Circle No. 1262 on Readers' Reply Card, p. 156

DOOR CLOSING DEVICES—The expanded line of Norton door closing devices are described in a new catalog No. 54. Presented in a service manual form, the catalog describes 4 distinct lines of closers. Details include complete specifications, cutaway drawings and photos. The Yale & Towne Manufacturing Company, Dept. AB, Norton Door Closer Company Div., Chrysler Bldg., New York 17, N. Y.

Circle No. 1263 on Readers' Reply Card, p. 156

AIR CONDITIONING UNITS—A new 8 1/2 x 11-inch 20-page catalog (Bulletin No. 8127) is now available describing a new line of central-station, cabinet-type air conditioning units. The illustrated catalog describes 3 types of air conditioning units for industrial and commercial applications. American Blower Corp., Dept. AB, Detroit 32, Mich.

Circle No. 1264 on Readers' Reply Card, p. 156

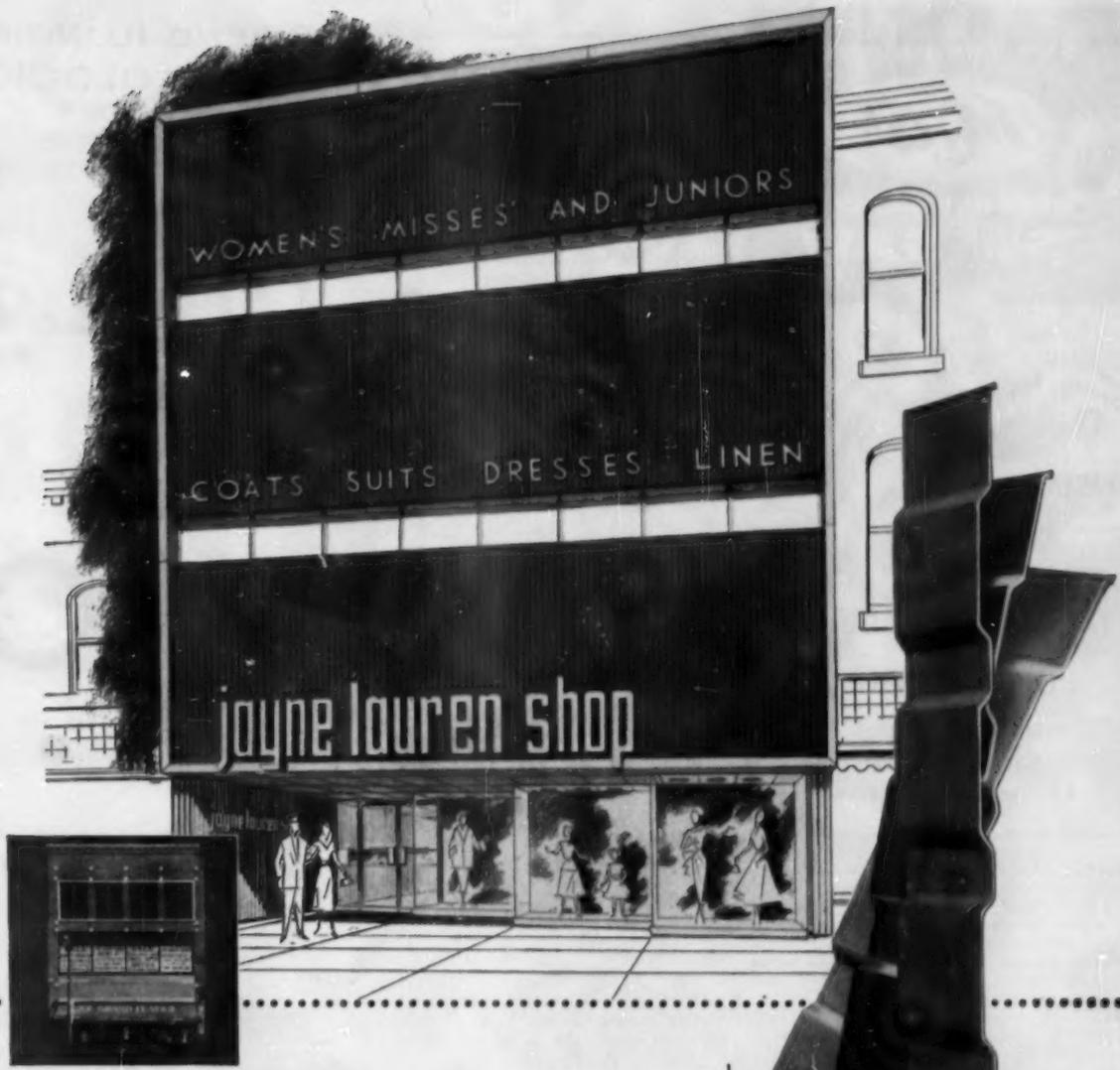
FLOOR AND WALL TILE—A 16-page booklet describing Matico floor and wall tile has been issued. The booklet shows, in color, a representative selection of Matico tiles as well as individualized floor installations. Mastic Tile Corp. of America, Dept. AB, Newburgh, N. Y.

Circle No. 1265 on Readers' Reply Card, p. 156

ELECTRIC HEAT—A new 12-page catalog is now available describing Cavalier Electric Heat. The catalog describes the manufacturer's line of baseboard and wall heaters as well as other electric heating units. Cavalier Corp., Dept. AB, Electric Heating Division, Chattanooga 2, Tenn.

Circle No. 1266 on Readers' Reply Card, p. 156

AMERICAN BUILDER



Everlasting shopper appeal with built-in COLOR

Drab store fronts today do not pay! Customers are attracted by colorful Kawneer Zourite (porcelain-enameled or aluminized aluminum). It is a facing material that resists chipping, cracking and fading, providing years and years of shopper appeal. Use it as a sign backing, and as a covering for columns, pilasters, bulkheads, soffits and pylons. Plan new to remodel store fronts with practically no interference to normal operations using Kawneer Zourite, doors, store-front metal and sun-control products. See your Kawneer dealer or write for additional information.

Kawneer Aluminum Zourite Facing in ten attractive colors

- Velvet Black
- Alumilite
- Alumilite Gray
- Academy Blue
- Marine Blue
- Harvest Brown
- Spring Green
- Sunset Red
- Winter White
- Flame Orange



SEE THE ALL-NEW

Mall

PORTABLE ELECTRIC
5 1/4" SAW



MODEL 54
\$59.95
UL Approved

**Zips thru cutting jobs
... Handles with ease**

**HIGH SPEED
LIGHTWEIGHT
NEW DESIGN**

Zip thru your cutting jobs with a blade that spins at 8800 rpm. Feel its light weight—only 8 1/2 lbs.—ideal for one-hand operation and overhead cutting. Notice the new narrow design—permits straight cutting in tight places. Handle is centered over the motor for better balance and easier handling. Oversize shoe tightens in front and back when bevel adjustments are made—gives greater stability. A variety of blades is available. Equipped with 10-ft. cord.

- 1 1/2" depth capacity
- Rip cutting guide
- 1 1/2" bevel cut at 45°
- Ball and needle bearings
- Built-in trigger switch
- Telescoping blade guard



SEE YOUR **Mall** BUILDING PRODUCTS DEALER for a complete line of time-saving power tools

MALLTOOLCO PORTABLE POWER TOOLS
• GASOLINE • ELECTRIC • AIR
7733 S. Chicago Avenue, Chicago 19, Illinois
Send me free literature about the complete line of MALL Saws for builders.

Name _____

Company _____

Address _____

CATALOGS

HEATING, AIR CONDITIONING—The Trane Company has revised its product bulletin PB-290, which is now available on request. All new Trane products as well as existing ones, with improvements, are covered. The Trane Co., Dept. AB, La Crosse, Wis.

Circle No. 1267 on Readers' Reply Card, p. 156

LABELLE CUT NAILS—A 12-page, illustrated booklet describing LaBelle cut nails is now available. These cut nails are recommended to lay hardwood flooring and to anchor wood to building blocks. They provide a 72 per cent tighter bond, the manufacturer says. For a copy of "LaBelle Cut Nails" write to—Wheeling Corrugating Company, Dept. AB, Wheeling, West Virginia.

Circle No. 1268 on Readers' Reply Card, p. 156

FOR A SLIGHT CHARGE . . .

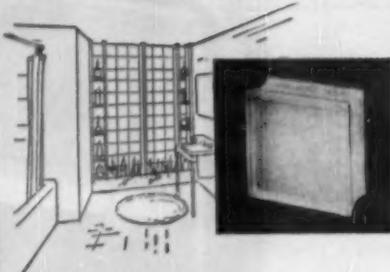
50 HOMES DESIGNED FOR AIR CONDITIONING—The "Book of Air Conditioned Homes" contains 50 popular home designs complete with mechanical layouts for year-round air conditioning. For a copy of this 50-page booklet, send 25 cents with your order to Airtemp Division, Chrysler Corporation, Dept. AB, Dayton 1, Ohio.

NEW CATALOG OF 54 DIFFERENT HOMES—The entire line of Inland Homes Corporation's 54 different homes is described in its catalog. For a copy of this catalog send 25 cents to Inland Homes Corporation, Dept. AB, 501 So. College St., Piqua, Ohio.

PLYFORM AND OVERLAID FIR PLYWOOD—The new Plyform manual incorporates revisions of the directions on how to handle and care for plywood forms. Here is also practical information on how to design plywood concrete forms and how to use them intelligently. "Concrete Form Manual" is now available in quantity for \$4 per 100 copies. Douglas Fir Plywood Association, Dept. AB, 1119 A. St., Tacoma 2, Wash.

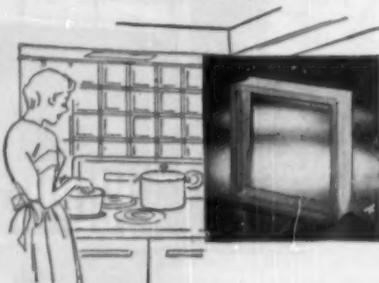
RESIDENTIAL AIR CONDITIONING—A thorough description of air conditioning systems for new and existing homes, advice on selection of equipment and an analysis of proper home design for most effective and economical air conditioning are features of the 16-page booklet, "Practical Pointers on Home Air Conditioning." It is available at 25 cents a copy, from United States Air Conditioning Corporation, Dept. AB, 3211 Como Ave., S.E., Minneapolis 14, Minn.

OWENS-ILLINOIS GLASS BLOCK*



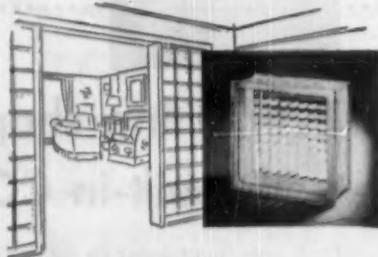
Privacy

Give a customer plenty of light but none of the sight with a panel of No. 365. Owens-Illinois Glass Block have the insulating efficiency of an 8" brick wall . . . won't frost or sweat in winter.



Vision

For a "solid" wall she can "see through," use a panel of No. 370. You'll flood her kitchen with daylight, yet make it easy to keep spic and span. Soil marks, even grease, rub right off . . . a wipe renews their sparkle.



Beauty

Here's a use that's as practical as it is beautiful. These panels of No. 316 block do much to set off the doorway . . . help bring light to the hallway.

Let Owens-Illinois Glass Block help you sell your homes faster by adding visible evidence of extra value. For information or help with a specific problem write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-12, Toledo 1, Ohio.

*Formerly known as INSULUX

OWENS-ILLINOIS

GENERAL OFFICES **TOLEDO 1, OHIO**

AMERICAN BUILDER

Your Guide to **NEW PRODUCTS** Information

**HERE'S
REAL HELP
for
YOU**

The post card below is designed to help readers of *American Builder* get complete data about new product items and catalogs shown in this issue. All you need to do to get further information is to circle the desired items listed on the reverse side of this card and mail it to us.

No postage is necessary. We will forward your requests to the manufacturer who will send you complete data.

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

First Class Permit No. 132, Sec. 34.9, P. L. & B., New York, N. Y.

4 cents Postage will be paid by

**Business Manager
AMERICAN BUILDER
30 Church St.
New York 7, N.Y.**

USE *this handy*

Circle

new products information service

ITEMS BELOW
and MAIL this
POSTCARD
TODAY

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

WESTERN NEW PRODUCTS & CATALOGS

1201-W
1202-W
1203-W

NEW PRODUCTS

1201
1202
1203
1204
1205
1206
1207
1208
1209
1210
1211
1212
1213

1214
1215
1216
1217
1218
1218-A
1219
1220
1221
1222
1223
1224
1225
1226
1227

1228
1229
1230
1231
1232
1233
1234
1235
1236
1237
1238
1239
1240
1241
1242

1243
1244
1245

CATALOGS

1246
1247
1248
1249
1250
1251
1252
1253
1254

1255
1256
1257
1258
1259
1260
1261
1262
1263
1264
1265
1266
1267
1268

MAIL THIS CARD TODAY — WE PAY THE POSTAGE

FIRM TITLE
NAME KIND OF BUSINESS
STREET
CITY ZONE STATE

PLEASE PRINT NAME AND ADDRESS

DECEMBER, 1955

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW

Homes Wired for Tomorrow . . .
 . . . are 'Wired for TV' with
mosley television lead-in
 wall plate sockets

COLOR Television demands a good outside antenna installation!

Modern homes are ready for this modern home need when they are equipped with MOSLEY AC/TV Wall Plate Sockets that permit plug-in connection of TV set to antenna at any one of several different locations.

MOSLEY Wall Plate Sockets are low in cost — easy to install to meet requirements of electrical code. They are TV Engineered for efficient performance and styled to harmonize with existing electrical wall plates.

Your clients will want their homes Wired For Tomorrow . . . Wired For TV with MOSLEY TV Wall Plate Sockets!

MOSLEY TV Wiring Devices are available coast-to-coast. Write for name of nearest supplier.



Type AC-1PK. List Price \$1.87

Single TV socket for one antenna lead-in plus matching wall plate for double convenience outlet. Complete with TV Plug, plated machine screws, metal barrier for separating AC and TV services and full instructions. Leas box and AC socket. In brown or ivory.

Other types available for multiple lead-in lines and combination lead-in and rotor cable.



Mosley Electronics, Inc.
 8327 ST. CHARLES ROCK ROAD, ST. LOUIS 14, MISSOURI

**The Only Complete
 DISAPPEARING STAIRWAY
 Line!**



FREE CATALOG
 AND
 WALL CHART

AS LOW AS
\$53.00
 LIST

Generous Trade
 Discounts!

Write for
 Free Catalog
 and Wall Chart

NESSLER
 DISAPPEARING
 STAIRWAY CO.

1900-A East Market St.
 Akron, Ohio

NESSLER DISAPPEARING STAIRWAY CO.
 1900-A East Market St., Akron 5, Ohio

Please send free Catalog, Wall Chart, Prices and Discounts

Name

Address

City Zone State



**when you mix in the
 magic of MALTA!**

Know-how in blending produces fine cigars and smooth whiskey. When remodeling a home . . . MALTA wood windows blend with every type and style of architecture as a dramatic example of how the new goes with the old to produce greater charm.

These three distinctive designs provide beauty and adaptability for every type of architecture.

Malt-a-Matic
 popular double-hung unit with removable sash

Malt-a-Vent
 swing-out awning or casement type windows

Malt-a-Glide
 horizontal sliding unit with removable sash



REMOVABLE SASH . . . convenient to builder and buyer. Installation is easier, faster . . . means greater saving. Home buyers love the ease of MALTA "take-out" windows . . . lets them clean the outside, inside.

JAMB LINERS make it possible to adapt Malta frames to walls of varying thicknesses from 5/4" to 4 1/2".

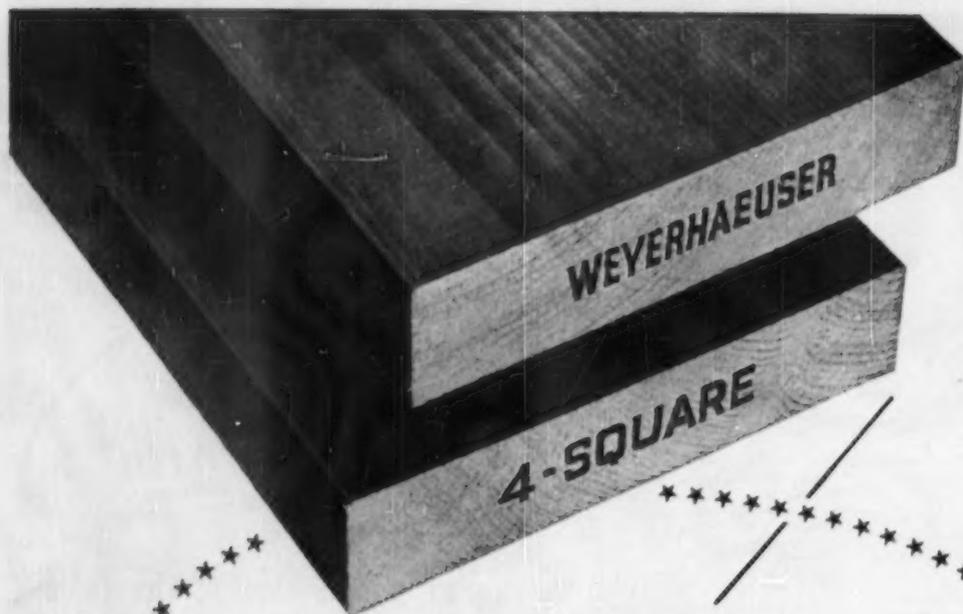
For modernization that blends in new charm . . . it's MALTA. See your nearest dealer or write for complete information.



Sales Office: Athens, Ohio

Supreme Quality Since 1901

Member Ponderosa Pine Woodwork Assn./N.W.M.A.



How this brand name on lumber helps build business for contractors

BUILDERS who use Weyerhaeuser 4-Square Lumber products in their construction find that this brand name helps them strengthen their position in several ways.

First, every piece of lumber bearing the Weyerhaeuser 4-Square brand name is kiln-dried—one of the features which contributes to the contractor's reputation as a reliable builder.

Second, consistent advertising over the years has made Weyerhaeuser 4-Square well-known and widely accepted by owners. It is easier to sell homes, for example, when they are constructed of quality products which the buyers know and trust.

Third, the uniformly high quality

of Weyerhaeuser 4-Square Lumber helps reduce waste and promote sound, efficient construction. This lumber is carefully milled, accurately graded, and loaded properly to prevent damage in shipment.

Fourth, builders offering their prospects designs from the 4-Square Home and Farm Building Services gain the benefits of our continuous advertising in major national magazines.

Your local Weyerhaeuser 4-Square Lumber Dealer is prepared to give you full information concerning the extra values of Weyerhaeuser 4-Square Lumber and the 4-Square Home and Farm Building Services which he offers for your use.

Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA





... is all
it
takes
to
discover
what

International Homes
has for YOU!



"Space Saver" Package is complete with these Builder Benefits

- Complete land development planning service, a financing program including construction financing and attractive, minimum, down payment mortgages. No down payment financing available for many areas.

The International Homes program is a profitable one for you, and it includes one of the fastest built and fastest selling homes in the residential sales market.

Write Today!



3096 MAHONING AVE. • YOUNGSTOWN, OHIO

LEGAL:

Prepaid-income tax amendments remove builders' advantages

By John F. McCarthy
Attorney-at-law



Recent amendments to the Federal Internal Revenue Code of 1954 have eliminated certain changes which had conferred tax advantages on builders. These amendments repealed the provisions of the Code which permitted taxpayers on an accrual basis to report prepaid income over a period of years, and also allowed them to take a deduction in the form of a reserve for certain estimated future expenses.

These changes were retroactive in effect, and thus require taxpayers, who deferred prepaid income or deducted for a reserve for future expenses, to file new returns and pay additional taxes. The new returns may be made, and the additional taxes may be paid, without interest or penalty, on or before December 15, 1955. In no event may interest be charged for any period prior to June 16, 1955, the time of the enactment of the recent amendments.

Prepaid income generally is a payment received in one year for services to be rendered or goods to be delivered over a period of time extending beyond the year of the receipt of the money. One example of this is an owner of property who leases the same and receives rentals in advance. Before the enactment of the Federal Internal Revenue Code of 1954, the whole of such payment was treated as income earned during the year of the receipt of the money. In other words, the payment could not be spread over the period of time during which the liability existed to render the services or deliver the goods. The new Code, in Section 452, gave taxpayers on an accrual basis an option to defer such income over the period for which it was earned but not longer than six years. The recent amendments have elimi-

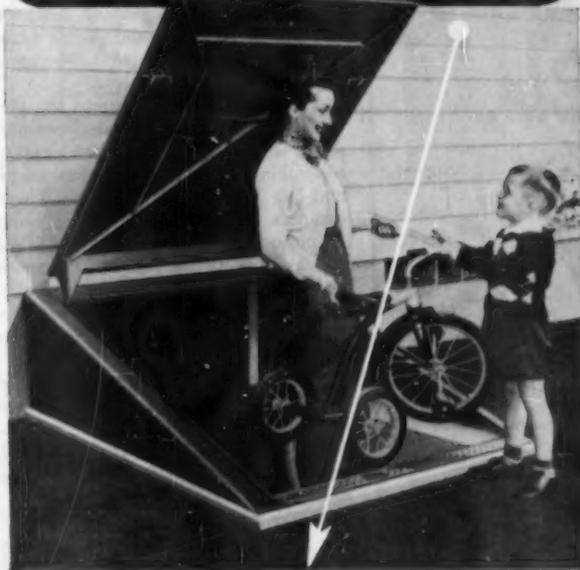
nated that option and restored the situation which existed before the enactment of the new Code.

An example of a reserve for estimated future expenses of the type under discussion is one set up by a home builder to care for minor adjustments or repairs on a house after its completion or sale, whether pursuant to some warranty or service policy or the established custom of the builder. Before the enactment of the Federal Internal Revenue Code of 1954, no deduction for such a reserve could be made. The new Code, however, in Section 462, permitted taxpayers on an accrual basis to take as a deduction a reasonably accurate estimate of future expenses attributable to the income of the trade or business during the taxable year. Again the recent amendments have eliminated that advantage and restored the situation which existed before the enactment of the new Code.

The recent amendments resulted from a fear that the new Code, in permitting deferral of prepaid income and a deduction for a reserve for certain estimated future expenses, would result in abuses by, and windfalls to certain taxpayers. However, under sound accounting and business practices, both deferral of prepaid income and a deduction for such a reserve should be allowed. It is hoped that in the near future the Code again will be amended to permit both practices with appropriate safeguards against abuses.

How do you do it better? We want to know. See page 172

SERVICE-WAY
will help you sell
your houses...



Simple, Modern Lines.
Blends with any style
of architecture, be-
comes an integral part
of the house.



Finger-tip Operation.
Double-acting springs
counterbalance the
door in any position.

● Value-wise home buyers go for homes that offer the year-round convenience of the Service-way basement entry. It provides easy access, extra storage space in today's compact, space-saving homes . . . all at a practical cost.

The wide, single door swings up—*stays* up out of the way—offers an unobstructed passageway for bulky objects. Shortens the trip from laundry to clothesline. The problems of moving and storing tools, recreational and workshop equipment and other large items are easily solved with Service-way.

The Service-way is built of heavy gauge steel—electrically welded and reinforced for maximum strength. Overlapping flanges on frame and door assure a snug fit—keep out rain, snow and wind. Slide bolts lock door securely from the inside. The Service-way comes fully assembled, ready to install.

Write for folder and specifications to:
Heatilator Inc., 2612 E. Brighton Ave.,
Syracuse 5, N. Y.

HEATILATOR®
SERVICE-WAY



**"I'm SOLD on the
Gates FORM-ula!"**

says MR. K. C. ENSOR,
nationally known home-builder.



Part of the K. C. Ensor Construction Company's
project in Broomfield Heights, a planned com-
munity of 6700 homes.

What Mr. Ensor told us . . .

"I'm sold on the Gates Forming System for all my projects, large or small. The Gates System was the practical choice for the Broomfield Heights project because it increases the speed of construction and lowers the cost, both in labor and materials."

K. C. ENSOR

**THE GATES FORMING SYSTEM
MEANS GREATER SAVINGS TO YOU!**



Contractors profit by on-the-job savings in labor and materials. Gates Horizontal Rod Panel Forms are versatile, require minimum labor. Waling held to a minimum, no extra hardware necessary. The efficiency, versatility and speed of the Gates Horizontal Rod Forming System means savings which often pay for those extra features buyers look for...at no cost to you!

See us at Booth 756, National Association of Home
Builders Show, January 22 to 26, Chicago Coliseum

Write for
Further
Information

Gentlemen: AB 10-15

Please send me full details on the Gates Forming System.

Name.....

Firm.....

Address.....

City.....Zone.....State.....

GATES & SONS, INC.

80 S. GALAPAGO, DENVER 23, COLO.

INTRODUCING

STORMGUARD

DOUBLE
DIPPED



NAILS

FOR EXTERIOR WORK

DOUBLE DIPPED IN MOLTEN ZINC

TO CHECK STAINS, STREAKS, RUST

At less cost per nail than non-ferrous nails, new STORMGUARD NAILS combine the stain, streak and rust resistance of zinc with the strength advantages of steel.

The result of 8 year's research and development by the Maze zinc coating department, STORMGUARD NAILS have a strong steel core for driving without undue bending, breaking or heads popping off. A heavy zinc over-coating applied by an exclusive Maze DOUBLE DIPPING process completely insulates this steel core, protecting it from rust, while being free itself of any tendency to form dark stains or streaks on surrounding surfaces.

THE IDEAL NAILS FOR

A stain-checking nail especially designed for exterior work, STORMGUARD NAILS are available in standard lengths and gauges, in all sizes needed for roofing, siding and trim. STORMGUARD NAILS check ugly stains, reduce repairs and painting, maintain a cleaner, neater appearance on every job.

ROOFFING

SIDING

TTRIM

Write for Samples and Prices!

A COMPLETE LINE OF NAILS



For more than a century, W. H. Maze Company has produced better nails for the better application of roofing, siding and trim. A complete line of top quality nails conveniently packed for shipment, display and use: Drywall, Flooring Underlayment, Roofing, Siding, Pallet, Lead Head, Screw, Ring Shank.

W. H. MAZE COMPANY ESTABLISHED 1848
PERU 3, ILLINOIS

AMERICAN
BUILDER

Efficient kitchens and laundry rooms

The technical guide plates shown on the following pages are designed to serve as an aid in the proper planning of convenient, well equipped kitchen and laundry rooms.

The diagrams at the top of the facing page give the practical clearances which should be allowed when locating top cabinet units above the base cabinets or kitchen equipment. Where cabinets are located on facing walls (such as the "U" type kitchen) allow at least 4' between the faces of these units. This gives a comfortable working area for two people and will permit use of the drawers without interference.

The center portion of this plate shows the standards for counter heights in relation to stools or chairs. The 30" counter height is also ideal for the base cabinets as a baking center.

The details on the lower portion of this plate are to be used as an aid in the planning of dining areas and breakfast nooks. In planning dining areas with chairs, allow a minimum of 3'-6" from the edge of the table to the nearest wall to allow for convenient access.

The dimensions for built-in benches are adequate for proper seating comfort. When planning benches an allowance of 1'-10" in length should be made for each person seated. Breakfast table widths should not be made less than 24" and may not overhang the edge of the bench more than 2". It can be seen that a double-bench breakfast nook should not be less than 64" in overall width.

The following page details the standards for laundry equipment and will be helpful in planning this room.

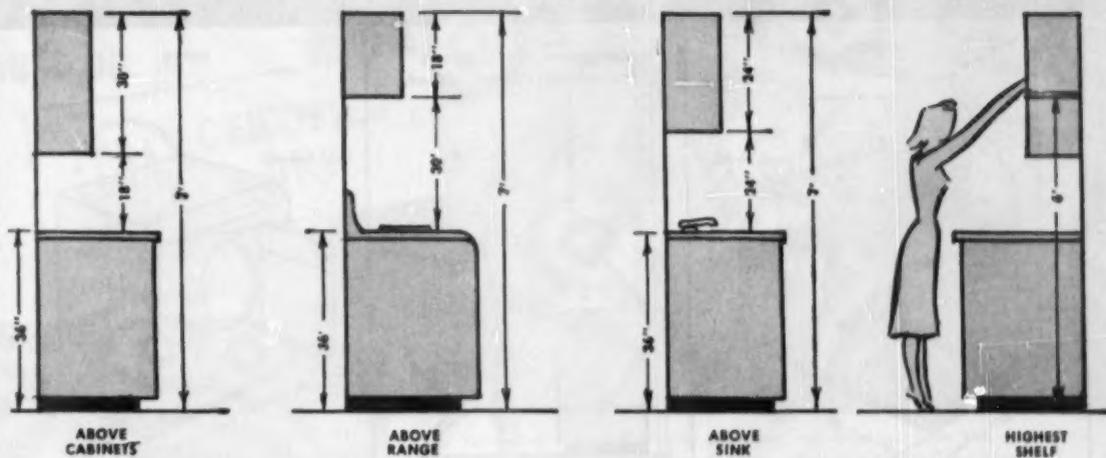
The dimensions of the major appliances such as washer, dryer and ironer are composite and should be used only for general planning. Where space is at a premium or when these units are to be built into cabinets, the exact dimensions of these units may be obtained from the manufacturer.

How do you do it better? We want to know. See page 172

Technical Guide

KITCHEN PLANNING STANDARDS

CABINET HEIGHTS



IDEAL COUNTER WORKING HEIGHTS

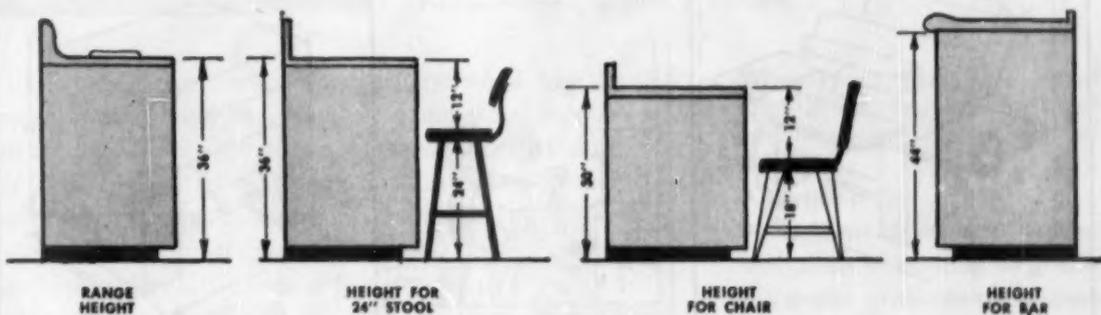
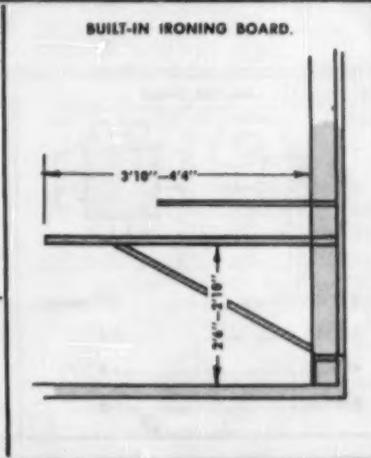
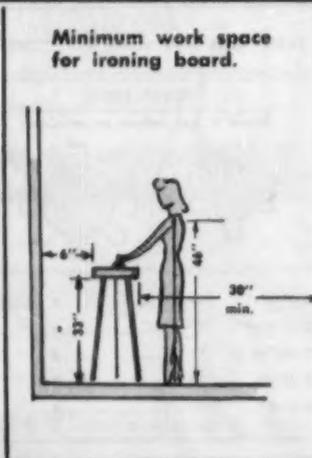
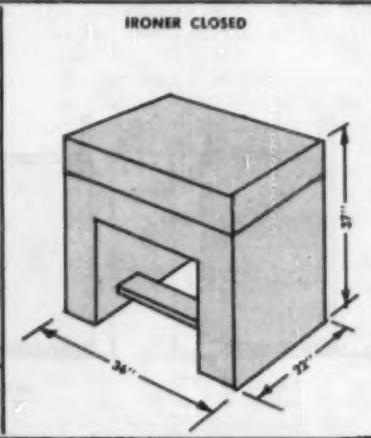
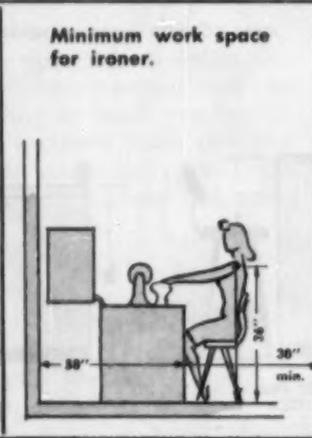
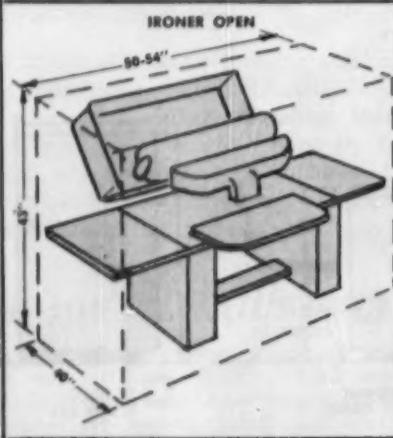
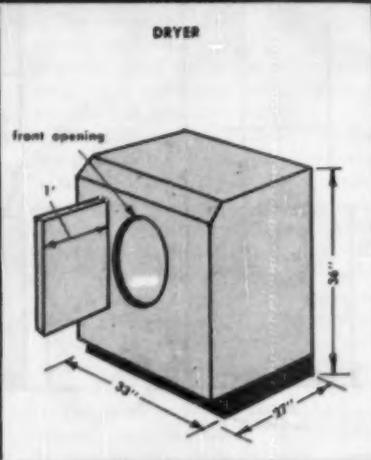
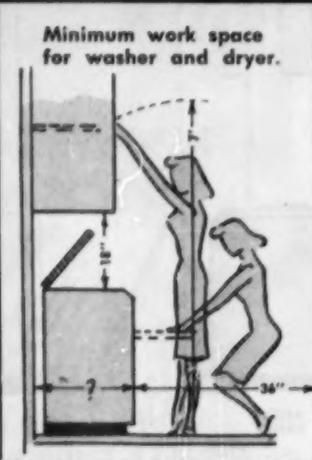
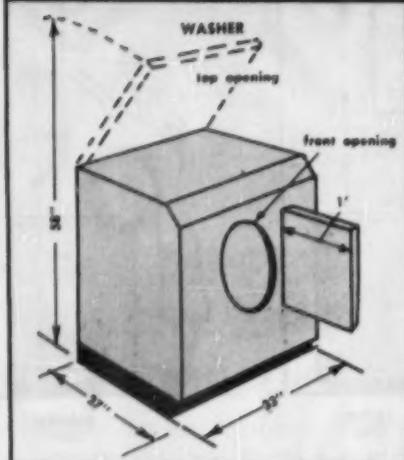


TABLE SIZES AND SEATING REQUIREMENTS

SQUARE TABLE		ROUND TABLE		<p>BUILT-IN BENCH</p> <p>TABLE</p>
		Allow 2' per person on perimeter		
2'-2'-4"	2 persons	2'-3"-3'-1" Dia.	4 persons	
2'-6"-3'	3-4 "	2'-3"-3'-9" "	5 "	
4' sq.	6-8 "	3'-10"-4'-4" "	6 "	
3'-6"-5'	6 "	4'-5"-5' "	7 "	
		5'-5"-5' "	8 "	

LAUNDRY PLANNING STANDARDS



Why every piece
of **PALCO***
Architectural
Quality Redwood
must be



Following a period of air seasoning, redwood on these kiln cars is shown entering one of 25 modern dry kilns for curing under rigidly controlled temperature, humidity and air circulation.

Certified Dry Palco* Architectural Quality Redwood offers permanent assurance of minimum swelling, shrinkage or other distortion, even under severe conditions of exposure.

When properly kiln dried, redwood has the lowest swelling and shrinkage of commercial woods. But air drying alone cannot be depended upon to reduce moisture content to that "point of no return" which assures permanent dimensional stability. That's why *Palco* Architectural Quality Redwood* always carries the *Certified Dry* label, your only assurance of controlled seasoning procedure and moisture content. Pacific's kiln capacity is ample to cure accurately and completely all that part of production which merits the name *Palco* Architectural Quality Redwood*.

When you specify *Palco* Architectural Quality Redwood* for exterior or interior design . . . you can be sure that it is

- Certified Dry
- All Clear Heart or A Grade
- Highest uniformity of grade
- Vertical grain on all resawn patterns
- Where flat grain is specified, pattern is always cut from the bark side

LS-504

Specify the best in Redwood **PALCO***

THE PACIFIC LUMBER COMPANY

Since 1869 • Mills at Scotia, California

100 Bush St.
San Francisco 4

35 E. Wacker Drive
Chicago 1

2185 Huntington Drive
San Marino 9, Calif.

*Trade Mark ®

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION
DECEMBER 1955

SEND FOR THIS FREE BULLETIN



THE PACIFIC LUMBER COMPANY

100 Bush St., San Francisco 4, Calif.

Please send me, without obligation, the new bulletin outlining basic redwood specification data, with charts showing standard *Palco** redwood patterns, sizes, grades and grains.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

For HEAT

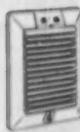
where it's needed

... INSTANTLY!



Install THERMADOR

Built-in Electric Wall Heaters



"Master Duty"
Wall Heat-Fan



"Medium Duty"
Wall Heat-Fan



Bathroom
"Head-to-Heels"
Radiant
Heater



Bathroom
"Space Server"
Radiant
Heater

Thermador Electric Wall Heaters satisfy all the heating demands of your buyers. A flick of a switch instantly delivers a surge of clean, healthful warmth. Scientifically designed heating element, fan and louvers direct the heat toward the cold floor. From there the heat rises, warming the "Living Zone"... quickly, safely, economically. Room-by-room heat control allows heating of just those areas where heat is desired. Heat your homes with Thermador... so efficient... so clean... so easy to install... and the fastest heaters made! There's a type and size for every room.

Fan or Radiant Models • Convenient Top Switches • Optional Thermostat Control • Sun Bronze, White or Stainless Steel Finishes On-Off Indicator Lights • Approved by Underwriters' Labs., Inc.

THERMADOR Electrical Manufacturing Co.

A Division of Norris-Thermador Corporation

8110 District Blvd., Los Angeles 22, Calif. • Dept. AB-1255

Manufacturers of Built-in and Console Electric Ranges, Electric Water Heaters, Evaporative Coolers, Ventilating Fans.

THERMADOR ELECTRICAL MANUFACTURING COMPANY

A Division of Norris-Thermador Corporation

8110 District Blvd., Los Angeles 22, Calif., Dept. AB-1255

Please send me information and literature on

Built-in Electric Wall Heaters (Other Products)

Name _____

Address _____

City _____ State _____ Zip _____

3-1038A

BUYERS WANT MORE SPACE . . .

(Continued from page 73)

17%

SAID BUYERS WANTED BETTER OUTDOOR PLANNING.

9% improved patios, provision for outdoor living,

5% wider, larger plots, and

3% better landscaping and yards.

As outdoor living becomes more popular, buyers expect more from the builder in providing for it. The cry for larger plots will be an increased worry for developers already feeling the land pinch.

14%

SAID BUYERS WANTED SPECIFIC CONSTRUCTION AND DESIGN IMPROVEMENTS.

4% more glass area,

2% more masonry, and

2% more natural wood finish, hardwood floors.

11%

SAID BUYERS WANTED GENERAL CONSTRUCTION AND DESIGN IMPROVEMENTS.

4% more modern design, and

3% more individuality.

The builders interviewed in this survey were selected at random from the lists of the F. W. Dodge Corporation, and represent a true cross section of the country's operative builders who planned to build five or more light construction units in 1954. In many cases builders gave more than one answer to the survey question, so that percentages total more than 100%. American Builder plans to publish more results of this survey in the near future.



OFFICIAL OPENING of NRLDA's building products exposition in Cleveland, Ohio Governor Frank J. Lausche snips ribbon in presence of R. A. Schaub, Paul R. Ely, Watson Malone III, FHA Commissioner Norman P. Mason, HHFA Administrator Albert M. Cole, Thomas F. Patton, Warren E. Carter and H. R. Northup.

NRLDA elects Schaub; makes OHI plans

(Continued from page 26)

Frederick T. McGuire Jr., vice president, Ohio Assn. of Retail Lumber Dealers and head of the group financing Cleveland's "Operation Demonstrate," said 12 local homes were remodeled and a block of old homes painted to show how to improve a declining neighborhood. John R. Doscher, OHI executive director, said the improvement plan, "56—the year to fix," would be proclaimed January 16 by HHFA Administrator Albert M. Cole.

Hoosiers win AB Lu-Re-Co contest

The Em-Me-Co Corp. of Milford, Ind., won first prize in American Builder's National Home Week contest for retail lumber dealers franchised by Lu-Re-Co. The contest was run to encourage component fabrication as a dramatic part of National Home Week activities over the nation. Em-Me-Co is headed by L. S. Emmert.

Contest judges were Robert J. Tiernan, manager of sales promotion and merchandising of Better Homes & Gardens; Thomas F. Bright, advertising manager of the Saturday Evening Post, and Paul C. Fulton, manager of retail advertising of the Chicago Tribune.

Second prize went to the Seth Lumber Co. of Lincoln, N. C. Third place went to the Central Lumber Co. of New Richmond, Wis.

Four honorable mentions included the Limoges Lumber Co. of Lewiston, Me.; Thompson Lumber Co. of Decatur, Ill.; Marshall Lumber Co. of Marshalltown, Iowa, and Okolona Lumber Co. of Okolona, Ohio.



JUDGES AT WORK in American Builder's Chicago office determining winners of National Home Week contest for Lu-Re-Co-franchised retail lumber dealers (from left): Robert J. Tiernan of Better Homes & Gardens; Thomas F. Bright of the Saturday Evening Post and Paul C. Fulton, Chicago Tribune.



THE NEW THERMADOR MASTERPIECE



WORLD'S FINEST BILT-IN ELECTRIC OVEN With Exclusive Ventilated Oven Door

The new fully automatic Thermador Masterpiece Oven offers the ultimate in efficiency, beauty and ease of installation. Note the extra-spacious interior—full 18" high by 18" wide by 19 1/4" deep—yet fits into standard cabinets. And only the Thermador Masterpiece has the big, air-cooled oven door, plus many other exclusive features that insure lasting satisfaction and pride of ownership.

GREATEST ARRAY OF FEATURES

★ Air-cooled oven door... never too hot to the touch!... with big, easy-to-grasp handle ★ Fully automatic controls... inclined control panel ★ Recessed Infra-Red smokeless broiler ★ Space-saver baking element, easily removed for cleaning ★ Lifetime stainless steel finish. Handle and controls trimmed in deep Midnight blue ★ Bright, stippled white acid-resistant porcelain interior ★ Full-width protective hood that deflects heat and vapors ★ Easily installed, at waist-height, in any standard 24" wide cabinet.

The MASTERPIECE joins the famous Thermador family of Built-in Electric Ranges, the Original and the Finest. A choice of 5 oven models with optional Easy View oven window, and twelve Built-in Electric Cooking Tops, offering a selection of models with the number of surface units to meet any need... with griddle and deep well cooker optional. Special models in a wide choice of colors, including popular Canyon Copper, with optional Easy View oven door.

★ Visit Booth 444 at the NAHB Convention ★
Sherman Hotel, Chicago

For full information and literature, write Dept. AB-1255



THERMADOR
ELECTRICAL MANUFACTURING COMPANY

A Division of Harris-Thermador Corporation

3-104741

5119 District Boulevard, Los Angeles 22, California

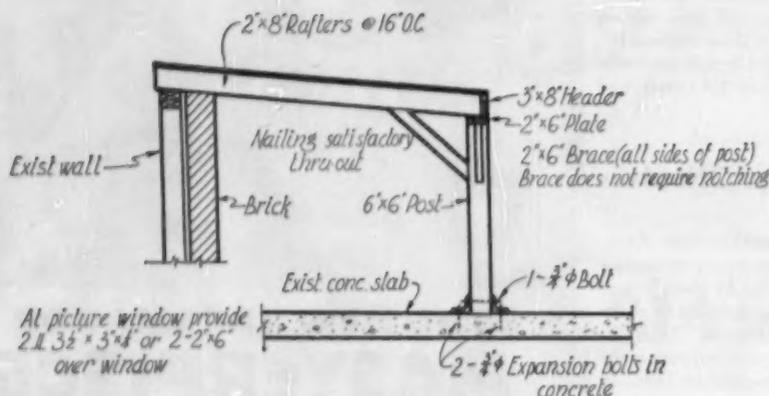
▶ Planning Framing

▶ Roofing Wiring

▶ Concrete Work Air Conditioning

▶ Heating & Plumbing Power Equipment

▶ Insulation Interior Finish



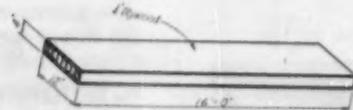
Advice on construction methods for roof over concrete slab . . .

QUESTION: I am planning to construct a roof over a 24x14 foot concrete slab and tie it into the building. The roof is to be the heavy-beam type. Since I have never done this type of construction I shall need some help?

1. Have considered using 4x6 inch ceiling joists. How often would these have to be spaced?
2. The house roof is pitched 5/12. What pitch do you recommend for the terrace roof?
3. How many posts would be required over the 24 foot length of the terrace? What method do you recommend for securing these posts?
4. For an effect I am planning to put braces on each post and to the main header. Should these be notched into the posts and header?
5. What size main header do you recommend?
6. Would it be proper to rest the ceiling joist on a ribbon secured to the main header?
7. Can ordinary nails be used?
8. What precautions should I take to prevent an overload on the picture window?

ANSWER: Rafters 2x8 inch 16" o.c. covered by one inch sheathing should

be a safe, economical roof. A flat roof with perhaps a 2" slope in 14'0" for drainage should look well and frame easily to your present 5/12 slope roof. If your walls are to be frame construction 2x4 studs 16" o.c. will give you all the rafter support necessary without posts. If it is to be an open structure I would use three 6x6 posts at 12'0" o.c.



A new method of construction

QUESTION: I intend to start building a ten unit program for a resort. I am trying to work out preliminary design and planning. The location will be in the Sierra Nevada mountains and a snow fall of six feet or more can be expected. Summer and winter occupancy is planned. I favor, because of simplicity, the post and beam type of construction.

If I lay 14 or 16 foot 2x4s on edge (supported on ends only) in a lam-

inated principle—each 2x4 nailed and glued on edge, making a roof approximately 4 inches thick, how can the live load and the necessary pitch for a roof of this type be figured? A nearly flat roof would be desirable. Would moisture be troublesome on the inside surface during the winter?

ANSWER: Find the live load that can be carried by a plank laminated with 2x4 and plywood covers.

The section modulus of a 12" wide section is

$$S = \frac{bd^2}{6} \text{ where } b=12", d=4", \text{ hence } s = \frac{12 \times 4 \times 4}{6} = 32.$$

The moment for a plank supported on both ends is

$$M = \frac{1}{8} W l^2 \text{ where } l=16, \text{ hence}$$

$$M = \frac{1}{8} W \times 16 \times 16$$

$$M = 24W, W \text{ being the total load}$$

$$\text{Also } S = \frac{M}{f} \text{ where } f \text{ is the fiber stress}$$

of the material

If a fiber stress of the material is taken as 1200, then

$$S = \frac{M}{1200}$$

$$\text{But } S = 32, \text{ hence } 32 = \frac{M}{1200}$$

$$M = 12 \times 32$$

$$\text{But } M = 24W$$

Therefore

$$24 W = 1200 \times 32$$

$$W = \frac{1200 \times 32}{24}$$

$W = 1600\#$, or the total load for 16' of plank which is 100#/ft.

If about 10# is deducted for dead load, then the live load is 90#/sq. ft.

No slope on the roof is necessary, however, if a minimum pitch is desired 1/4/ft. can be used. Nothing will prevent moisture from forming on the ceiling. Some type of moisture proof coating would prevent the moisture from doing any damage.

Where can this be bought?

QUESTION: In the September 1955 issue of the American Builder mention is made of breathing-type louvers. I have searched in vain among your advertisers for a manufacturer who

(Continued on page 170)



The test of a tool is on the job

There are many things you can learn about a tool right at a dealer's counter. You can judge its design, its special features, its "feel" and balance, the overall quality of its construction.

But the real test comes *on the job*. And it's *on the job* that Porter-Cable tools have made their reputation.

They're designed and built to *fit the task*. For example, a removable spade handle on this heavy-duty $\frac{1}{2}$ " drill permits you to drill between 16" centers. They make fast, accurate workmanship easy.

And they keep on doing it—through year after year of dependable service. That's the key to Porter-Cable's leadership—in quality, in economy of operation, in lasting value.

Model 516 Heavy-Duty $\frac{1}{2}$ " Drill, illustrated, \$69.50. Write for free catalog of the complete Porter-Cable line, and the name of your nearest dealer.

Porter-Cable

Quality Electric Tools

PORTER-CABLE MACHINE COMPANY • 501-B N. Salina Street, Syracuse 8, New York

In Canada, write to Porter-Cable, Ltd., Box 5019, London, Ontario. Canadian prices slightly higher.



You Can't Miss With A **WHITE**



Universal Level-Transit
everything you could
ask for in a transit

Whatever you're looking for in a transit . . . look no further . . . **WHITE'S** got it . . . and in good measure! More than 40 years of know-how assure you of **ACCURACY** . . . to within 5 minutes on the vernier. **SIMPLICITY** . . . designed without unneeded frills or gadgets for fast adjustability and easy reading. **DURABILITY** . . . built for rough going, winter or summer and for years on end. **PRICE** . . . model 3000 complete with tripod for only \$199.50* is a value you can't equal. Fill in coupon below for complete details and name of nearest dealer.



. . . manufacturers of fine optical instruments that engineers, surveyors, meteorologists and navigators have regarded as standard for more than 40 years.

*Prices subject to change without notice.

Do you want **All** the details?
MAIL THIS COUPON TODAY.

DAVID WHITE COMPANY—Dept. 455
301 W. Court St., Milwaukee 12, Wisconsin

Yes, I'd like full details and prices on **DAVID WHITE** instruments and name of nearest dealer.

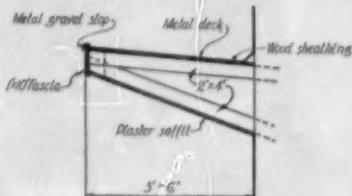
NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Ask the experts . . .

makes these louvers. Will you kindly oblige me with the address of such a concern?

J. G. C., Lee, Mass.

ANSWER: The breathing-type louver was recommended by Mr. Long of the Sherwin-Williams Paint Co., as a means of combatting condensation problems. These can be purchased from the Cornwall Company, 1408 East 222nd St., Cleveland 17, Ohio.



Lets help the design

QUESTION: Will you suggest a low cost method of adding a 3 or 3½ foot canopy to a plain stucco wall? The canopy will be continuous on the front of a motel to dress it up.

W. J. McK., Williams, Ariz.

ANSWER: This suggestion shown in the illustration employs the use of an upsweep soffit on the extended canopy. This soffit continues the stucco in the same type and color as the wall. The erection of this canopy assumes that the 2x6 and the 2x4 inch framing would be secured to the vertical wall, whether it is frame or masonry.

Controversies can be good

QUESTION: Sometime ago I got into a controversy on the question of using weep holes in a brick veneer wall. I maintained that weep holes were necessary. Could you tell me where it would be best to place them. Is it necessary to have some at the top?

J. R., Chicago, Ill.

ANSWER: Weep holes should be constructed in the outer wall at the bottom of the cavity. This permits easy drainage of any water which may have entered through the outer wall. The weep holes are located in the vertical joints of the bottom course above the ground line and are spaced 20" apart. It is recommended that weep holes can best be provided by inserting approximately 24 inches of window cord which acts as a wick, in the vertical joints. This wick is cut flush with the joint after the mortar has set.

How do you do it better? We want to know. See page 172



Homes constructed by Palmer & Krueger, Kenosha, Wisconsin

**Magnesium Forms
Speed Work on
Kenosha Jobs**

Jim Krueger of Palmer & Krueger, Kenosha, Wisconsin says that after several days rain which left the ground muddy and substantial water in the excavation, his men were still able to strip Symons Magnesium Frame Plywood Forms from one job, load them on a truck, and take them to another job at the other end of town, unload them and set them up ready for pouring by 1:30 P.M.

ACTUAL SET-UP TIME—2 HOURS

The foundation was 30' x 42' with window bucks and brick ledge. Walls were 7 feet high and 10 inches thick. Jim Krueger credits the fast set-up to Symons Lightweight Magnesium Frame Plywood Forms and his crew of 4 experienced men.

90 USES PER SET PER YEAR

Palmer & Krueger has two sets of Symons Magnesium Frame Plywood Forms. They pour an average of 8 foundations per week. Before each use, the forms are oiled with a horse hair window brush that has a six foot handle. Forms set up one day are always stripped the following morning. Time required for stripping is approximately one hour.

FREE ENGINEERING SERVICE

Upon receipt of your plans our engineering staff, which is experienced with all types of forming, will furnish complete form layouts and job cost sheets on your form work—at no charge or obligation. Our salesmen are always available for consultation and to give advice on form erection, pouring and stripping methods. Builders throughout the country use this service to their benefit and profit.

Rentals—Symons Forms, Shores and Column Clamps may be rented with purchase option, all rentals to apply on purchase price.



SYMONS CLAMP & MFG., CO.
4261 Diversey Avenue, Chicago 39, Illinois, Dept. L-5

Please send complete information on Symons Plywood Forms in Magnesium Frames.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____



**Model 505 . . .
SCALLOPED HI-SPOT
for R30 and 40 PAR LAMPS . . .**

Dainty black face design combined with rugged, precision manufacture.

Can is heavy gauge drawn aluminum.

Plaster ring and Greenfield included.

another **ATLITE** designed for better lighting

PRE-WIRED ASSEMBLY

Fast, Easy Installation. Reduces inventory. Drive four nails — turn the screws. It's up — without carpentry! Available in six sizes. Carry only what you need.

Order from your jobber—or write for literature and competitive price list.



ATLAS

ELECTRIC PRODUCTS CO.

319 Ten Eyck St., Brooklyn 6, N. Y.



CARLSON
16 Super Chief

16 FEET LONG — 1/4" Wide White Blade

Here's big news—in a compact, pocket-size package. The all-new Carlson SUPER-CHIEF Steel Tape Rule has 16 feet of wider, more rigid steel blade—designed into a pocket-fitting 2 1/2" case that weighs only 6 1/2 oz. Best of all . . . with the SUPER CHIEF, you alone can now make accurate extended vertical and horizontal measurements quicker . . . easier.

for one-man measuring

Handy Re-wind Crank moves 16 ft. blade smoothly in and out of case, without backlash.

Quick Blade-Change—

Do-It-Alone—and do it better— with a Carlson SUPER CHIEF. See it at your Hardware Dealer!

Easy-to-Read— jet black numerals on a snow-white blade won't surface crack or peel.

Patented Swing-Tip

Carlson & Sullivan, Inc.
MONROVIA, CALIFORNIA

Produced under Patents #2089209, #2510939, #2629180 & Pat. Pend.



COST CUTTER
LION UNIVERSAL TRIMMER

Accurate, razor-like cut any way of grain. Quick adjustments to 45 degrees or 90 degrees. Mitters, bevels, squares, chamfers—hundreds of uses! A time saver on every job.

WRITE FOR FULL INFORMATION



POOTATUCK CORP.
50 Old Stratford Rd.
Shelton, Conn.

HOPTO
DIGGER · TRENCHER · SHOVEL · CRANE

**Does 101 jobs
in half the time . . .
at half the cost . . .
with lower equipment
investment!**



**MODEL
120 TM-54**

**MOUNTS
ON ANY 1 1/2 TON
OR LARGER TRUCK**

Here's profit-making utility in a versatile, low cost unit! HOPTO mounts on any 1 1/2 ton or larger truck . . . one already charged off to depreciation! HOPTO gives you a mobile unit for handling bulk materials, pulling forms, spotting trusses and steel, excavating for footings and foundations! HOPTO does hundreds of jobs! Cuts labor costs in half or less!

COMPLETELY HYDRAULIC . . . EASY TO OPERATE

An average unskilled laborer can easily master the simple handling of a HOPTO in a few hours. Four valve control levers give HOPTO a 200° swing, 11-foot digging depth, 14-foot lift (24-ft. with crane boom), and control the dipper stick extension to permit vertical, straight-sided digging.

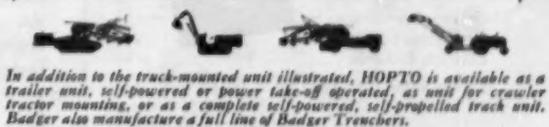


UNEXCELLED UTILITY

Unloading construction materials is but one of the hundreds of jobs that a crane-boom equipped HOPTO does more safely, in a fraction of the time! Crane boom, grapple hook, shovel buckets and back hoses in a variety of sizes and types equip the HOPTO for your kind of work. Units are easily interchangeable. Choice of power units, or HOPTO may be equipped to operate from the power take-off of the truck on which it is mounted.

Check THESE PROFIT-MAKING FEATURES

- ✓ No cables or chains to get out of order or be a hazard to safety.
- ✓ Easily interchangeable units quickly adapt it for hundreds of uses.
- ✓ Digs 60" of 6' deep trench per hour in average soils.
- ✓ Highly transportable. Boom carried close-in as shown above.
- ✓ Long, high, deep reach and 200° swing give large working areas.
- ✓ Equips you to handle more jobs PROFITABLY at lower equipment investment.



In addition to the truck-mounted unit illustrated, HOPTO is available as a trailer unit, self-powered or power take-off operated, as unit for crawler tractor mounting, or as a complete self-powered, self-propelled track unit. Badger also manufacture a full line of Badger Trenchers.

WRITE TODAY for complete information on the unit that best fits your requirements.

BADGER MACHINE CO.
WINONA, MINNESOTA DEPT. 23



Specialist

in sliding door hardware
...for years

Sliding door hardware is no sideline with us. It's our entire business! Concentration on design and production enable us to give you the best hardware at a low price. Builders say they can't miss with Kennatrack. Goes up easy, works easy, and lasts a lifetime. Reason enough why Kennatrack stays in the lead as America's largest exclusive manufacturer!

Kennatrack

SLIDING DOOR
HARDWARE

FREE!

Invaluable, because it takes the guesswork out of selecting the right hardware for the job.



Kennatrack Corp.
Elkhart, Indiana

Please send free BUYER'S GUIDE to:

NAME _____

ADDRESS _____

CITY _____ STATE _____

How do you do it better?

..... OR FASTER?
..... OR CHEAPER?

We'd like to know,
and so would our readers

The purpose of this department is to pass along the tricks of the trade that you, as a builder, have come across or invented, used in the field, and found practical. These tricks range from footings to ridges, from hammers to power cranes; the only criterion is that they show other builders ways to build better, faster, or cheaper. You are American Builder's main source of these better building methods. We urge you, therefore, to send us your ideas. Sketches are particularly important. You don't have to be a draftsman, a free hand drawing is fine as long as it's clear. We'll be very grateful, and if we publish your idea we'll send you \$25 for your trouble. Please include the items listed below.

SEND US . . .

- A brief written description.
- A simple sketch.
- Snapshots, if possible.
- A picture of yourself, and your name and address.

MAIL TO:

HOW TO DO IT BETTER, AMERICAN BUILDER
30 CHURCH ST., NEW YORK 7, N. Y.

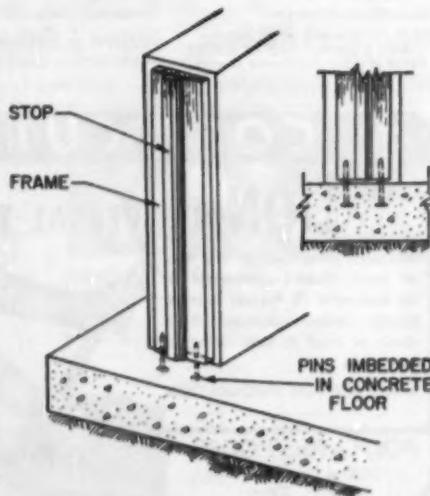
Here's a sample:

Anchors door jamb bottoms to concrete

In work where interior or exterior door frames are to be placed in new or existing masonry walls with new concrete floor slabs, drill holes and insert steel pins or machine bolts in bottom end of jambs.

Paint the ends of the jambs with at least two coats of paint and set the frames so that the concrete floor, sill or ramp will encircle the pins. If the concrete is kept from direct contact with the bottoms of the jambs, the wood will not pick up moisture.

W. E. Lester,
Roanoke, Va.



**CLASSIFIED
ADVERTISING**

The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—\$7.50 minimum for 40 words or less. 15c for each additional word.

Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2 1/4 inches wide. 2 inches maximum. Signature cuts and trade names allowed.

FOR SALE—N. W. Florida: 18 miles north of Panama City on U.S. 231. 190 75'x150' lots, cleared and level. 60 ft. streets. Plus 60 acres for expansion. \$30,000.00. 1/2 cash. Approved, recorded, mapped. Title guarantee. Telephone: Youngstown 7. Edward R. Wagner, Youngstown, Florida.

**30 ELEVATIONS—30 FLOOR PLANS
FROM HOUSTON'S FABULOUS
"PARADE OF HOMES"**

Colonial, Modern, Contemporary,
Traditional, etc.

Send \$1.00 to
HOUSTON HOME BUILDERS ASSN.
1719 Sunset Blvd. Houston 5, Texas

Send Your Classified
Advertising to
AMERICAN BUILDER
30 Church St., New York 7, N. Y.

Every Modern Bathroom
deserves a **SANI-FLOOR**



A.I.A.
File
No. 29-H

stainless
steel
**CLOSET
BASE**

Acid
Resistant

For Bath and Toilet
Rooms in Homes,
Offices, Hotels, Clubs,
Restaurants, Theatres.

MADE WITH CLOSET BING
TO CONNECT TO



SANI-FLOOR is the ideal closet base for floors covered with linoleum, asphalt, rubber or plastic tile. It provides sparkling cleanliness around the base of the closet - protects floor and floor covering against saturation, offensive odors, and deterioration of floor covering. Made to fit all makes and types of bowls. Simple, economical to install. Use **SANI-FLOOR** on all your bathroom jobs. Write for literature.

THE HOLLANDER MANUFACTURING CO.
3837 Spring Grove Ave. Cincinnati 23, Ohio

For Top Profit...

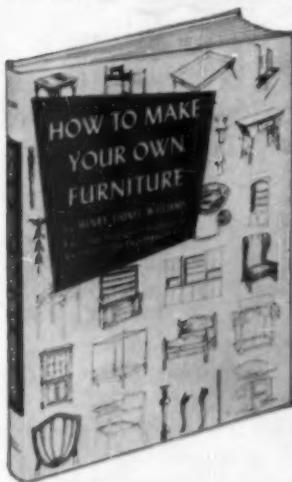
**SAND
FLOORS
TWICE
AS
FAST!**



American Super 8

For the contractor who wants to do the job in half the time—and do the finest work—it's the Super 8! Sands floors nearly twice as fast as Standard Machines!

**10-Day FREE Trial
How To Make
Your Own Furniture**



WHY PAY HIGH PRICES FOR FURNITURE?

Make it yourself! Easy-to-follow, step-by-step directions in this big new book show you professional methods and tricks of the trade. Everything you need to know to make attractive, sturdy pieces for every room in the home. Have fun—and save up to 80% of the cost of store-bought articles! Gain a wonderfully relaxing hobby.

HUNDREDS OF PICTURES HELP YOU BUILD

Every job is explained in careful detail. Nearly 400 large, clear drawings show exact working procedure for each step. Professional methods given for setting up shop, choosing tools and equipment, selecting proper varieties of wood, cutting and joining operations, scraping, raising the grain, staining, varnishing, bleaching, toning, antiquing, designing furniture—everything you'll want to know.

This interesting, heavily-illustrated book has nearly two hundred big 8 1/2 x 11 inch pages. It costs only \$3.95. You'll save 8 to ten times this amount on the first piece of furniture you make!

YOU CAN MAKE THESE PIECES

Seance, Pipe Box, Hanging Bookshelf, Standing Bookshelf, Cutlery Tray, Spice Box Lamp Base, Sawback Coffee Table, Lamp Table, Trestle, Dining Table, Drop Leaf Table, Hutch Table, Modern Tray Table, Loose-Seat Stool, Five-Board Bench, Joint Stool, Wing Chair, Chaise Lounge, Modern Bedstead, Low-Post Bedstead, Tall-Post Bedstead, Welsh Dresser, Chest of Drawers, Framed Desk, Corner Cupboard, Side Chair and Arm Chair.

AND THESE BUILT-INS, TOO

Increased Bookshelf Cupboard, Corner Cupboard, Door-Flanking Bookcase, Three-Unit Counter and Cupboard, Closet and Dressing Table Above, Corner Seat, Bunk-Desk, Divan with Drawers, Twin Beds with Bookshelf-Desk, Sofa with Bookcase and End Tables, Wall Angle Cabinet, Corner Counter with Drop Table, Bathroom Kitchen or Bar Counter, Double Bunks, Detached or Attached, Cabinet Table for Corner Beds.

MAIL TODAY

Simmons-Boardman Books, Dept. AB-12-55
30 Church St., New York 7, N. Y.

Please send me for a **FREE** working trial a copy of **HOW TO MAKE YOUR OWN FURNITURE**. If after 10 days I am not completely delighted, I will return the book and owe nothing. Or, I will keep the book and remit \$3.95 plus a few cents for postage and handling in full payment.

Name
Street
City, State

SAVE MONEY! Send \$3.95 with your order and we pay postage and handling. Same return privilege guaranteed. Your money refunded if not satisfied.

**American
Spinner**



This teammate of the Super 8 keeps up the fast pace when you do edges, stairs, halls, closets. New "B" Spinner with powerful new motor is *fastest cutting, most efficient 7" disc sander.*

Get best results, greater profits, with American from start to finish. For best-cutting abrasives—use the all-new American Super-Speed and American Combination papers. For the finest finish—American quality seals, finishes and waxes for wood, asphalt, rubber, linoleum, all floors.

Send for latest catalog on:

- Floor Sanders
- Floor Edgers
- Maintenance Machines
- Concrete Grinders
- Abrasives
- Seals, Finishes
- Saws



511 So. St. Clair St., Toledo 3, Ohio

Ready Hung DOORS
PAT. NO. 2487025

Charles J. Kowalski
President
Ready Hung Door Corp.
Fort Worth, Texas

".....I've studied door hanging enough to know there are a lot more things to pay for than the actual work in the door opening, like making straight edges, work benches, stop stools, sharpening chisels, saws, sugar bits, etc. Since I started using Ready Hung Doors, the cost of all this work, which is a lot over a period of a year, ends up in my bank account."

Sincerely,
Charles J. Kowalski
Charles J. Kowalski
President

**ASK YOUR LUMBER DEALER
READY HUNG DOORS MADE BY:**

ALBANY, N. Y. Hesslers Millwork Corp.	MARION, IND. General Millwork Corp. 225 E. 2nd St.
BALTIMORE, MD. Central Building Supply, Inc. 210 E. Monument St.	NEW YORK, N. Y. Baker Millwork Co. Box 181, Orange, N. J.
BIRMINGHAM, ALA. National Woodworks, Inc. P. O. Box 5416	PITTSBURGH, PENN. Iron City Sash & Door Co. 26th St. and 8th St.
BOSTON, MASS. A. W. Hastings & Co., Inc. Somerville Rd., Mass.	ROCHESTER, N. Y. The Whitmer Jackson Co., Inc. P. O. Box 666
SUFFALO, N. Y. The Whitmer Jackson Co. 167 Hamburg St.	SAN ANTONIO, TEXAS Ready Hung Door Mfg. Co. Box 256, Cameron St. Bldg.
CINCINNATI, OHIO Aune Sash & Door Co. 1220 Tennessee Ave.	OAKLAND, CALIF. Ready Hung Door Mfg. Co. 2670 Franklin St.
CLEVELAND, OHIO The Whitmer Jackson Co., Inc. Box 556, Mason, Ohio	SEATTLE, WASH. Acme Millwork, Inc. Box 666, Eastland, Wash.
DAYTON, OHIO Dayton Sash & Door Co. 8 Norwood Ave.	SHOU FALLS, S. DAK. Jordan Millwork Co.
DES MOIS, IOWA Lumber Supply, Inc. Box 4856, Des Moines, Ia.	ST. LOUIS, MISSOURI Iron Building Sash & Door Co. 4217 Beck St.
GRAND RAPIDS, MICH. Hesslers Millwork Corp. 701 Ave. St., 608	ST. PAUL, MINNESOTA Minnesota Wood Industries, Inc. Box 216, St. Paul Park, Minn.
HOUSTON, TEXAS Southwest Sash & Door Co. P. O. Box 124	SYRACUSE, N. Y. Hesslers Door Co.
LOS ANGELES, CALIF. Ready Hung Door Mfg. Co. 202 S. Victoria Blvd., Burbank	TORONTO, CANADA C. Lloyd & Son Limited N. Park P. O., Ontario
	WACO, TEXAS Frank Ingers Sash & Door Co. P. O. Box 1490

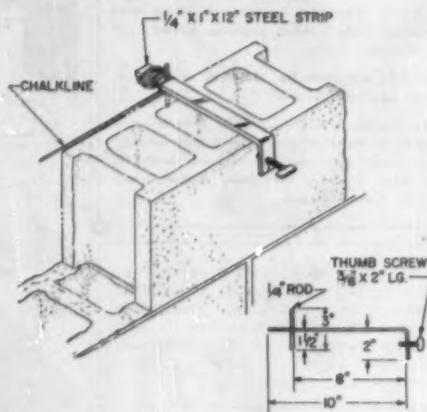
A door and frame packaged unit complete with the door-hung and locked and the frame trimmed both sides, ready to install in any rough opening in 20 MINUTES.

FITS ANY WALL FROM 4" TO 12"

READY HUNG DOOR CORP., FORT WORTH, TEXAS

How to do it better—

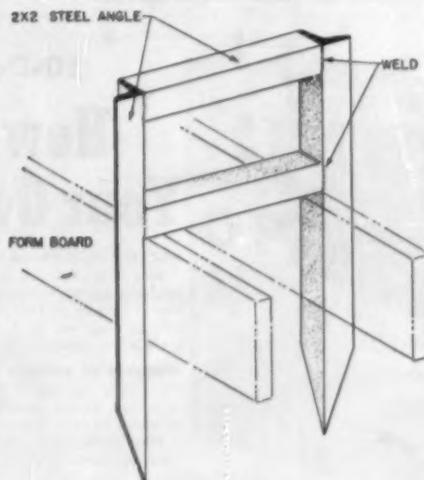
Chalk line holder eliminates nails



This chalk line holder for laying 8-inch concrete blocks or 8-inch hollow clay tile can also be made in a smaller size for laying brick.

You have one of these chalk holders on each end of the wall that is being laid up. To change to the next course, just loosen the wing nut and roll or unroll whatever extra length is required. No hammer or line pin is needed and there are no holes to fill in the mortar joints.

C. E. Saylor, Underwood, S.D.



Form holder for basementless houses

When building foundation forms for basementless houses on fairly level ground, I use this form holder that is made from 2x2-inch angle iron and welded as illustrated with pointed ends to make for easier setting. The width of these tie braces is determined by the width of the wall required and the form material used.

Our forms are made of the floor joist material and the need for heavy stakes is eliminated because these metal tie braces sit as far apart as you would use tie wires. Slip the tie braces over the form material and pour the concrete. After the concrete has set, remove the braces and strip the form material.

A. F. Taggart, Monrovia, Calif.

America's Foremost Builders Know the Sales Value of G-E Light Conditioning



LaGasse Brothers have built more than 300 homes in Sarasota, Fla. As a result of this experience with G-E Light Conditioning, they're using several G-E Lighting recipes in each new home.

*LaGasse Brothers Construction Co.,
Sarasota, Fla., reports:*

**"G-E Light Conditioning
doubled our traffic,
increased sales 50%"**

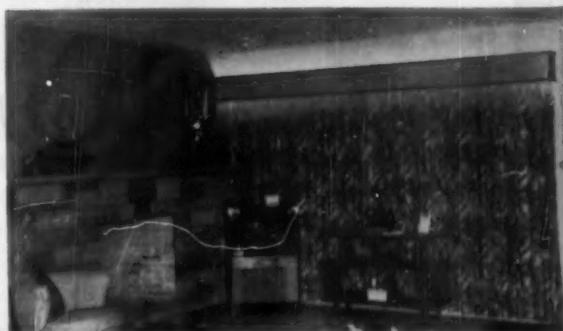
Before their Sarasota homes were G-E Light Conditioned, LaGasse Brothers had between 1200 and 1500 people at an "open house."

After using G-E Lighting recipes, traffic jumped to 3,000. And, most important, *sales went up 50%*.

The LaGasse homes include three different applications of valance lighting; accent lighting over a painting in the living room; and floodlights on the outside to light the house at night. All floor and table lamps were positioned according to G-E Lighting recipes. Florida Power & Light Co., which cooperated with LaGasse Bros., is one of many utilities working with builders all over the country helping them use General Electric's light conditioning as a powerful sales tool. For more information on how G-E Light Conditioning can help you sell more homes, write to General Electric Large Lamp Department AB-12, Nela Park, Cleveland 12, Ohio.



This modern, G-E Light Conditioned house was built in South Gate subdivision, Sarasota, Fla., by LaGasse Brothers Construction Co. Prices range from \$15,000 to \$18,500.



This lighted valance is one of three in the model G-E Light Conditioned home in South Gate subdivision. It's a visible sales feature that has a strong appeal for women.

GENERAL  ELECTRIC

FACTS ON FIREPLACES

Now available . . .

Donley's new book

of Successful Fireplaces

and How to Build Them.

It includes cost-saving ideas for

modern, traditional
and rustic types.

There are 80 big pages . . . 300 illus-

trations that help you select, plan

and build fireplaces

that burn without
smoking.

Contains photographs . . . drawings . . .

cautions as well as cures for faulty

fireplaces. Send 75¢ today!

REMEMBER . . .
HOMES WITH FIREPLACES
SELL FASTER.

THE DONLEY BROTHERS CO.
13910 Miles Ave., Cleveland 5, Ohio

Enclosed find 75¢ for "Book of
Successful Fireplaces and How to Build Them".

Name _____

Street _____

City _____ Zone _____ State _____

THE **Donley** BROTHERS COMPANY

13910 Miles Avenue • Cleveland 5, Ohio 6176-DB

America's Taste in Houses, 1607-1955

ARCHITECTURE, AMBITION AND AMERICANS, by Wayne Andrews, Harper & Brothers. Illustrated, 315 pages, \$7.50.

To cover 348 years in 316 pages is to hop, skip and jump, which will please many readers whose main interest is sure to be in the last chapter.

By the time it is reached, most will agree with Andrews that "the most vital American architecture of any given time will usually be located in those communities where the most new money was being made and enjoyed."

Where is that today? Andrews says it's California—where the population grew by 53.3% from 1940 to 1950. He calls California "the architectural center of the United States in mid-twentieth century." He sees California as the main battleground of a great struggle between two opposed schools of house design.

The Veblenites

One school he names after the economist Thorstein Veblen. Here was a man who snarled at "conspicuous consumption" of luxuries in his famous *Theory of the Leisure Class*. He praised a mechanical conformity to logical concepts. His goal was impersonality in all things.

From this you can guess that Andrews applies the term "Veblenites" to members of the so-called International School—Walter Gropius, Le Corbusier, Mies van der Rohe, Marcel Breuer, Richard Neutra, Philip Johnson, and company.

The Veblenite house is one that many call too modern. It is apt to be stark, skeletal, cold, impersonal—glorying in its steel, glass and concrete. There is a precise, engineering use of materials, rather than a loving one.

If you had to pick one American house as a symbol of this type, you might pick the controversial Farnsworth house by Mies. It's designed for production by machines—is it designed for living-in by people?

The Jacobites

The opposing school Andrews names after the philosopher William James, a pretty fair polar opposite to Veblen.

As opposed to the engineering insistence that right is right, James could say: "There is no complete generalization, no total point of view, no all-pervasive unity, but everywhere . . . some genius of reality that escapes from the pressure of the logical finger, that says *hands off* and claims its privacy and means to be left to its own life."

Architects who will take no lip from engineering authoritarians, according to Andrews, are Frank Lloyd Wright, Bernard Maybeck, Charles and Henry Greene, Harwell Harris, William Wurster, and company.

Here are designers more concerned with the nature of materials, warmth, friendliness, human associations, the look of shelter (as in a broad, spreading, pitched roof, as opposed to a flat one).

Who'll Win?

Andrews doesn't try to say, though he admits that he personally is a rabid Jacobite. Of course, building wouldn't be the horse race it is if some architectural form sheet could pick the winner every time.

On the other hand, *Architecture, Ambition and Americans* may be the most helpful effort yet to analyze the basic conflict in house design today. It won't give you any answers, but it may help you ask some of the right questions when you roll out your crystal ball and look into what you'll be building in the time ahead.



Modern Truck Features That Mean Business!

Chevrolet trucks have got it! A full list of modern features that mean better business—on the job today and at trade-in time tomorrow!

When you get right down to it, any truck without all of Chevrolet's Task-Force features is still living in the past. Why risk losing money with an old-fashioned truck—both on the job and at trade-in time—when you can get a Task-Force model with the industry's most advanced features?

Most modern power—V8 or 6. There's longer life in Chevrolet V8's (extra cost in most models). With their short-stroke design—shortest of any leading truck—you can count on less friction

and wear per mile. If you go for sixes—Chevrolet's gas-saving valve-in-head sixes are famous for their dependability. All engines are sparked by a modern 12-volt electrical system for quicker starting and smoother going!

Most modern comfort and safety features. New efficiency-boosting advances like panoramic windshield, High-Level ventilation, softer seat action and concealed Safety Steps!

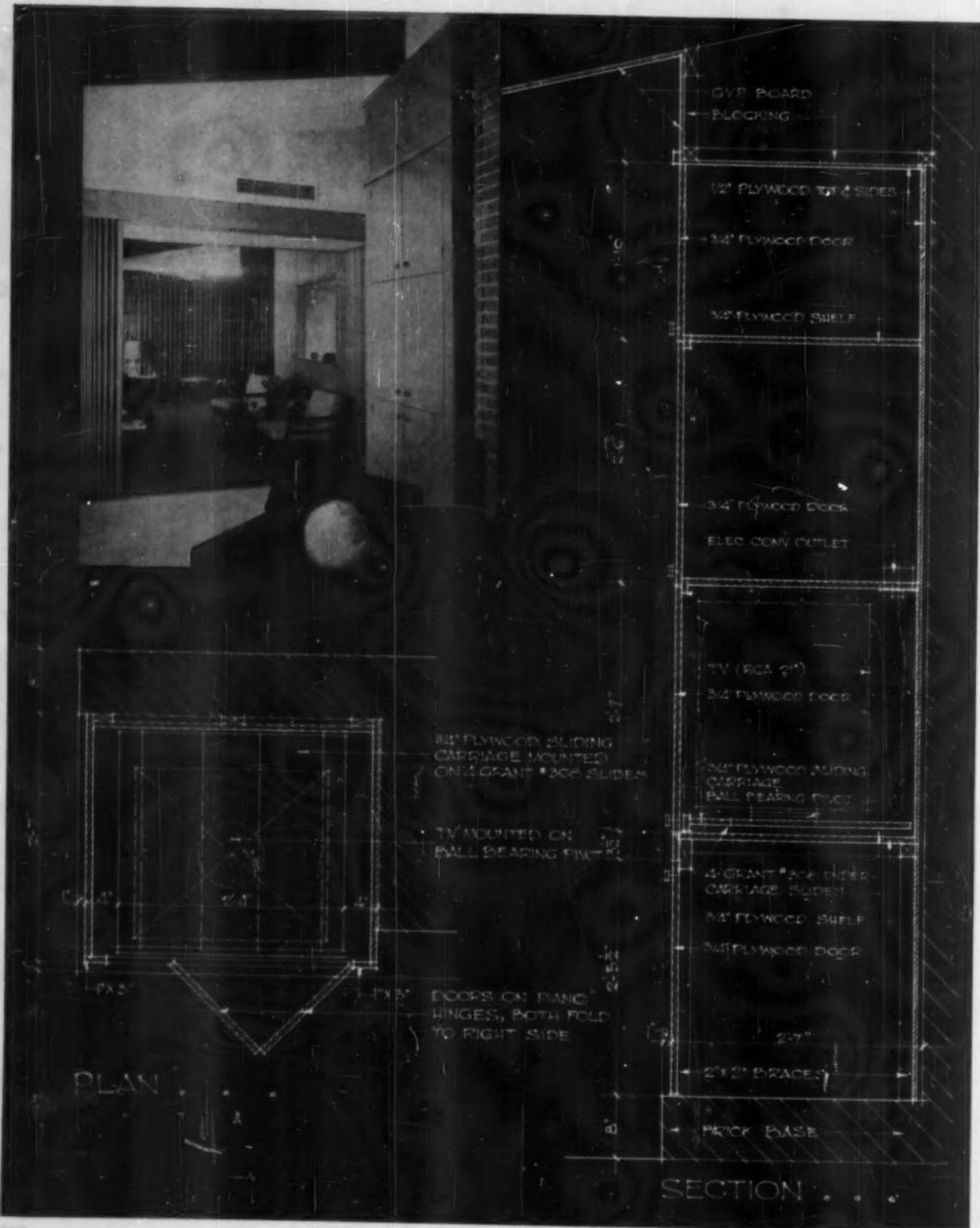
Most modern chassis features. New suspensions; new, more rigid frames; tubeless tires standard on ½-ton models!

See your Chevrolet dealer for details. . . .
Chevrolet Division of General Motors, Detroit 2, Michigan.

NEW CHEVROLET
 ***Task-Force* TRUCKS**

Making the TV a part of the built-in

AMERICAN BUILDER'S BETTER DETAIL PLATE . . . NO. D-134: TV & STORAGE CABINET



accessories..

Now that television seems to have become a permanent fixture in most homes, builders who are aware of its importance are providing space for built-in units in their new homes.

In one of the Parade homes of the Houston Home Builders Association the fireplace in the living room is flanked by two full length wood cupboards. Both of these cupboards are divided into equal sections.

The cupboard on the left-hand side of the fireplace (which is closest to the dining room) was designated for the television set. The space for the set, a 21-inch RCA model, was allotted to the second section of the cupboard. This places the TV set at approximately 3' 6" above the floor, which is preferred viewing height.

As can be seen from the plate, the cupboard below the TV section is reinforced with 2 x 2 inch braces in the corners, to support the added weight involved.

A sliding carriage with mechanical slides is mounted on the floor of this section. This permits the television set to be pulled out or returned to its place easily. A ball bearing pivot in the center of the cabinet allows the chassis to be turned in either direction, for better viewing from any location.

For uniform appearance, all the doors for the full length cupboard are hinged on both sides and swing out from the center, except for the TV cabinet. These doors are supplied with continuous piano hinges in their center and on the right-hand side, with both folding on the right side. In this way they avoid being an interference with the viewing screen.

The doors and shelves of this cupboard are of 3/4-inch plywood, and the top and sides are of 1/2-inch plywood. The electric conversion outlet for the television set is located in the cupboard, at the top of the section that holds the TV set, and well out of everybody's way.

Designed by:
Edmund Langwith-Robert L. King, Architects
Houston, Texas

Detailed by:
T. J. Nychay,
Chicago, Illinois

DECEMBER 1955

You Don't Need ... An Air Compressor



Speeding
progress of
drainage
project

with
SYNTRON

New Model
PB 55

"100% Self-Contained" GASOLINE HAMMER

Paving Breakers and Rock Drills

2000 powerful blows per minute make short work of breaking, cutting, tamping, or drilling—keep construction time and costs down. Rock Drill models have self-rotating bit—automatically clean holes down to depth of 13 ft. for drilling in rock.

... and to reduce construction time and costs it's SYNTRON

"Self-Rotating" ELECTRIC HAMMER DRILLS and ELECTRIC HAMMERS

CONCRETE VIBRATORS

Mass and form types for high speed compacting and settling of large, medium or small concrete jobs.



For fast, easy cutting, chipping, pointing or drilling in concrete. Ten times faster than by hand!



"Belt Driven"

ELECTRIC SAWS

Deliver full cutting power to the blade—no bucking or jerking when cutting wood, tile, concrete block, plaster board, etc. 8" and 10" blades—2-13/16" and 3/4" cuts.



Write today for complete tool catalogue—Free

SYNTRON COMPANY

618 Lexington Avenue

Homer City

Penna.



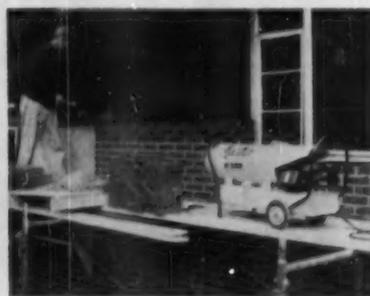
Plasterers work on the coldest days, let the heater dry plaster overnight. It leaves no oil film on plaster.



Small and large operators like the savings of the B-100. 12c an hour keeps high-priced men on the job without a break through the coldest days.



One small Master warms this 5-room house. You can pour, finish and cure concrete all year long.



Brick and stone masons toss a Master on the scaffold to heat material as well as themselves. They haul the Master in a car trunk.

NOW!

Portable Heat at New Low Price

The new Master B-100 Portable Heater puts 100,000 BTUs of heat per hour wherever you want it . . . costs only 12c per hour to run . . . burns kerosene or fuel oil so completely you don't need a vent.

It's powerful, but tiny. Weighs only 78 lbs. Fits in your car's trunk. Carry it, wheel it through doors, down stairs, up ramps, on scaffolds . . . almost anywhere you go. Just plug the cord in an electric outlet and flip the switch . . . warm air pours out immediately. Circulating air spot-heats outside, one heater warms a space the size of a five-room house inside.

The Master pays for itself by keeping your men on the job in the coldest weather. It takes the heat to them. Don't let the next cold snap cost you money. See your Master distributor or write today for all the facts on the B-100 and larger models. No obligation.

MASTER VIBRATOR COMPANY
355 Stanley Ave., Dayton 1, Ohio

MASTER

FILL OUT THIS COUPON FOR FREE FOLDERS

Master Vibrator Company • 355 Stanley Ave. • Dayton 1, Ohio

FREE



Please send me, without obligation, facts about low cost, portable heat and the

- Small Master B-100 Portable Heater
 Larger Master Portable Heaters

Name _____

Firm _____

Street _____

City _____ Phone _____

Discounts . . .

(Continued from page 23)

mortgage funds are short." His answer: aggressive merchandising and salesmanship at the investor level.

"Builders will have to be better merchandisers in 1956," warns Charles C. Babcock Jr. of Miami's Babcock Co. In his area, he finds the big stumbling block will be to obtain property suitable in price for residential construction. The price situation is further aggravated, in his opinion by labor and material costs.

Taking a completely different tack is Kimball Hill, Arlington Heights, Ill., builder, who during the past two years has built over 1,000 low to moderate-cost houses in an area where the residents recently voted in a city government. He feels builders should adjust "their geared-up operation to conform to a normal declaration that will result from one of, if not the lowest, family-formation years since the depression."

Need for trade-in financing

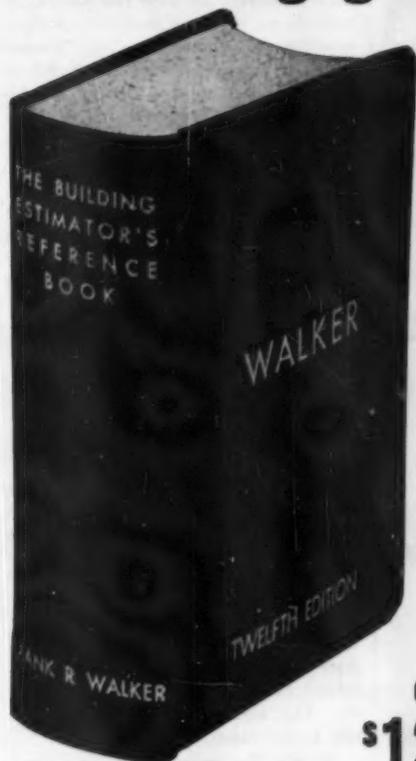
Frank W. Sharp, of Houston, whose Sharpstown project is launched toward its goal of becoming the nation's largest single development, proposes that the government work out "a sound financing plan by which older houses could be traded in on new houses without a down payment." If this were to be done, Sharp estimated "we have several thousand customers available now for new houses . . . enough to keep building crews busy for at least three years.

"Combined with more liberal credit approval, somewhat like that provided under Title I, such a plan . . . would result in a general upgrading of living conditions for the American people."

Community facilities

Several builders insist their main problem in 1956 will be community facilities. Subscribing to this view, John D. Harrison, former president of the Builders Assn. of Metropolitan Detroit, says that "new building lots can only be produced by platting raw acreage in areas, broadly speaking, where there are no existing schools or schools are already overcrowded. Also planning officials are hesitant to approve new subdivision plats because of lack of adequate sewer and water facilities. Parks, recreation areas, police and fire protection also must be provided by communities which are already overtaxed and are frustrated as to how these facilities can be obtained."

**Insure your profits
by using this new
estimating guide...**



**1755
pages**

•
**Good
for any
locality**

**only
\$12.00
postpaid**

at **NO EXTRA
CHARGE** get
**Companion
Vest Pocket
Estimator**

The standard help for contractors and estimators. During 40 years, over 130,000 copies have been sold in its many editions. This new edition was revised

from cover to cover and includes information on new and modern materials, tools and methods. No builder can afford to be without it if he wants to compete in today's price battles, yet protect his profits.

AMERICAN BUILDER BOOKS

30 Church St.,

New York 7, N.Y.

AB12-55

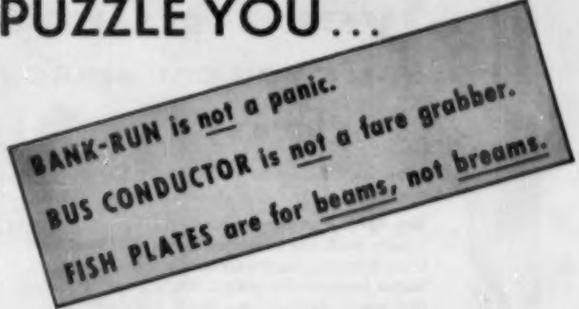
I enclose \$..... Send copies of Building Estimators Reference Book with a Vest Pocket Estimator for each copy ordered.

Name

Address

Town..... Zone,..... State

**If some building terms
PUZZLE YOU...**



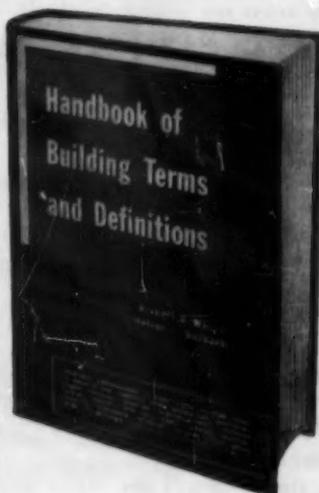
**... this is a book
you need!**

By
**Herbert R. Waugh
and
Nelson L. Burbank**
Former instructors in construction and building trades, Bridgeport, Connecticut and Cincinnati, Ohio schools.

422 PAGES

**OVER 12,000
TERMS**

**HUNDREDS OF
ILLUSTRATIONS**



BEING SURE of the correct meaning of any building term can often mean money to you! And with many thousands of such terms in use, not even the most experienced can be

positive regarding the meanings of them all. The only safeguard is to turn to an accepted authority.

Such authority may be a regular dictionary, yet not even in Webster's Unabridged will you find many of the terms which are constantly cropping up in the building industry. That is why the authors, Waugh and Burbank, who knew that they and their fellow teachers needed a specialized book of definitions, decided to compile one. Then, while talking to contractors, builders and architects about the project, it was discovered that they, too, needed it just as badly. The result is **The Handbook of Building Terms and Definitions**, product of many years of painstaking research, compilation and careful cross-checking.

The **Handbook of Building Terms and Definitions** is a compact, desk-size book approximately six by nine inches. The part of speech and correct pronunciation is given for each word. At the low price of only \$5.00 postpaid, this is a book which no one in the building industry can afford to be without. Order your copy today on the coupon below. Full refund will be cheerfully made if you are not completely satisfied that this book will prove useful.

**AMERICAN BUILDER BOOKS
30 Church St., New York 7, N.Y.**

I enclose remittance of \$5.00. Please send me postpaid, one copy of **HANDBOOK OF BUILDING TERMS AND DEFINITIONS**. I have 10 days to examine the book and, if not satisfied, can return it within that time for full refund.

Name

Address

City, zone, state

Myers Pumps...

A NAME YOU CAN MERCHANDISE profitably

Brand-conscious buyers, shopping for a home, look for and prefer nationally-advertised fixtures, hardware and appliances. In a home beyond the mains, the right name on the water system can spell the difference between "no sale" and a handsome profit.

You will have faster, easier beyond-the-mains sales if you specify Myers Pumps for the homes you build. Myers is the pump line with the extras you can merchandise for profit.



EXTRA QUALITY—Top design and engineering, the best in materials and workmanship backed by a straightforward warranty unsurpassed in the industry.

EXTRA FULL LINE—Whatever your building requirements, you'll find the right pump in the Myers line. It includes jets, plunger type, submersibles, centrifugals and sump pumps in full range of capacities and models.

EXTRA ADVERTISING—Consistent national advertising in America's leading home and farm magazines is keeping the Myers name a leader in the minds of prospective home buyers. Watch for Myers ads in *Better Homes and Gardens*, *American Home*, *Household*, *Small Homes Guide*, *Home Modernizing*, *Successful Farming*, *Copper's Farmer* and other leading publications.

EXTRA SERVICE—All Myers dealers, including plumbing and heating contractors, stand behind every Myers pump with fast and expert service. Myers dealers are factory-trained in service procedures.

Myers

WATER SYSTEMS
POWER SPRAYERS AND WATER SOFTENERS

FREE! Send today for an illustrated folder covering the Myers complete line of pumps and water systems. Includes capacities, pressures, recommended installations and other valuable information. Mail coupon to: The F. E. Myers & Bro. Co., Dept. AB-8, Ashland, Ohio. In Canada: Dept. AB-12, 127 Frederick Street, Kitchener, Ontario.



Name _____

Street _____

City _____ State _____

TODAY'S SCHOOL CRISIS . . .

(Continued from page 79)

The construction of the 8-room Edgelea school in Lafayette, Ind., in 21 days at \$18,444 per classroom has received enough publicity to alert home builders all over the nation. In schools as in home building, prefabrication no longer implies "temporary" or "demountable," as it did in a long and honorable history of prefabricated temporary structures since before 1900.

The builder must take an active role if only in self defense. "Builders, keep out," some towns say. Others let the builder in and try to unload on him the cost of new community facilities, because local taxes are so tight.

The tax burden

So before a builder thinks of operating in the school field, let him operate hard as a citizen first. Of the \$32 billion mentioned before as the sum needed for school construction, only \$5.8 billion is potentially available under current laws limiting bonded indebtedness, according to the National Citizens Commission for the Public Schools. Traditionally we have depended on local real estate taxes to finance schools, eked out by state aid and federal contributions to school lunches, vocational education, etc. The builder is especially sensitive to the causes of breakdown.

In our November issue, we mentioned the innumerable local authorities who try to maintain independent school systems on taxes from assessed valuation of real estate—usually homes only, since most "bedroom suburbs" have no industry and little local commerce to levy on. The builder can lend his weight to such programs as metropolitanization, the combination of distinct communities to provide community facilities, with an eye to including local industry which benefits from extra-city light taxation.

The builder can also push studies of new types of taxation, as well as the new types of construction. Bond issues take different form when the building is less expensive, flexible, easily added to for future needs. Our cities offer numerous examples of half-empty large old buildings left behind in blighted areas as the people moved to suburbs. If crowded, these buildings cannot be given additions easily. Far better, for the near future, is the less pretentious structure with spare land included for addition of the new popular self-contained schoolroom unit, with lockers and



he shut
his
door

to new
customers!

A few years ago his firm was kept pretty busy by its regular customers. So one day he decided, "We've got all the business we need—why look for more?"

Today he's out of business. He just wasn't aware of this vital statistic: 15% of most firm's customers turn over each year. Multiply this by 7 and see what can happen.

It's downright risky to count on today's customers for tomorrow's business. Few can afford to stop adding new customers on a *regular* basis. But first you have to find them . . . and that's where Dodge Reports come in.

Dodge Reports tell you all you need to know about

potential new customers—right in your own territory. These daily reports give you their names, show what they're in the market for, tell where to reach them and when to see them to close the business.

These people are going to be customers for someone . . . why not for you?

We'd like you to see some Dodge Reports covering construction in whatever area you do business—and will include our new booklet telling how men in your line use Dodge Reports to land profitable new customers.

Just mail the coupon *today*. No obligation, of course.

*Timely, accurate,
daily construction
news service in the
37 eastern states*



F. W. DODGE CORPORATION
Construction News Division

Dept. AB1255, 119 West 40th St., New York 18, N. Y.

Please let me see some typical Dodge Reports on current selling opportunities in my marketing area. Our stake in the business is in—

House construction General Building (not houses) Engineering construction

Name _____

Company _____

Address _____

BUILDERS FACTS ON MIRACLE-WOOD

MIRACLE-WOOD



The wood filler that will readily accept a stain and can be painted over. Workable as wood!

MIRACLE-WOOD



The wood filler that will not shrink and can be power sanded to a paper edge!

MIRACLE-WOOD



The wood filler that dries quickly without crumbling and can be planed!

MIRACLE-WOOD



The wood filler used to smooth grain irregularities in plywood and other wood!

Packed in ¼, ½, 1, 4 and 8 lb. cans. Special introductory display offered. Write, wire or call for catalog sheet and price lists today!

Several Sales Territories Available!

NEWTON
MANUFACTURING CO., Inc.
45 LOWELL STREET, NASHUA, N. H.

toilet facilities and access to outdoors.

The job ahead

The present school age population of 28 million will be 48 million by 1965. Ten billion dollars was spent on education in 1950, but \$17 billion was needed. At present rate, \$15 billion will be provided in 1960, but \$22 billion will be needed, according to Professor Harold F. Clark, of Teachers College, Columbia University. The National Citizens Commission figures it will cost \$13.5 billion per year until 1965 only to meet the needs of changes in population; \$17.1 billion if expenditures per pupil were increased to make the national average equal the level of New York State in 1954; \$19.2 billion if expenditures rose to \$400 a year per child, now a high local standard; \$14.7 billion if expenditures in states now below average were lifted to present national average. And this sum would claim only 3% to 6% of the increase in national product.

The money is there

We can pay for all the schools now needed, and more. The gross national product is \$355 billion a year. Disposable personal income, left to spend after personal tax payments, is at an all time high. By 1965 the gross national product should be \$525 billion, a 44% increase over last year.

Clearly, a way must be found to apply the funds that could be available. The National Education Association, the organization of teachers, calls for a Federal Aid program. The average percentage breakdown of the total school dollar last year was 2% from the federal government, 61% local, and 37% from the states. Delaware provided 89% of local school funds; New Hampshire and Nebraska state governments provided 5% or less.

Finding the money

Last October the state of Missouri approved a new public school foundation plan and, by referendum, a cigarette tax of 2 cents a package to finance it. This will increase the state contribution from \$45 million a year to about \$70 million. During the last legislative session at least 28 states enacted one or more forms of new or increased taxes for general purposes, including schools.

The argument for broader support of schools is presented by Dr. Finis Idleman, Connecticut Commissioner of Education: "Neither wealth nor productivity is geographically associated proportionately with the school

population. With local tax sources largely confined to real estate and with real estate wealth so unevenly distributed among taxing units, nothing could be more unfair than to demand that each school district carry its own financing." (NEA Journal, Oct., p. 397.)

In preparation for the White House Conference on Education, Nov. 28-Dec. 1, various state conferences were held, with delegates appointed by the governors. In New York a "grass roots revolt" cast aside the official committee's resolution and called for increased Federal aid. "In view of the grave educational crisis the states and localities cannot meet, we call upon the Federal government to help the states adequately to meet the crisis, but insist upon retention of state and local control—an essential American tradition."

St. Louis HBA on record

An example of organized builder cooperation in community affairs is the endorsement of a \$39,712,000 bond issue by the Greater St. Louis HBA.

President Gene Vescovo stated, "We as home builders fully realize the necessity of project planning for community welfare. Specifically, we are aware of the need for improved and expanded community facilities and essential services. . . . We are all at a point today where we must think about making the county a better place to live and work. . . ."

Call for increased base

A resolution that may become historic was passed by the New Jersey HBA on Nov. 4. It called for a State study commission to consider broadening the present tax base through creation of a Metropolitan School District encompassing all New Jersey municipal schools. The plan was outlined by Richard D. Hudson, retiring president, at the seventh annual meeting.

Under the plan, industry would assume a share of the school tax load now borne by residential property. Industrial taxes would be based on assessed valuation and number of employees, "since the workers in industry are often the people who create the need for additional schools."

At a panel on community facilities, Dr. Charles Boehm, school superintendent in Bucks County, Pa., explained a "master school site plan," used to cope with rapid growth of Levittown and Fairless Hills to 100,000 in four years. Land is reserved for public use until a County Planning Commission asks the local school board to take over the site.



CONTRACTORS!
 Finish Your
 Cold-Weather
 Jobs **ON TIME**
 . . . with
**Handy
 SIMPLEX**
PORTABLE

HOT BLAST HEATERS

You'll save the price of a SIMPLEX the first year . . . Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather.

Smokeless, sootless, the HOT BLAST generates an intense blue flame on a mixture of kerosene and compressed air like a blow torch. Highly efficient, lightweight, sturdy, easily portable. Completely safe. Automatic Shut-Off control stops fuel supply if flame goes out. See your Builder's Supply Dealer, or write for details and prices.

WESTERN METAL SPECIALTY
 Division Western Industries, Inc.
 Dept. A, 1211 N. 62nd St.,
 Milwaukee 13, Wis.

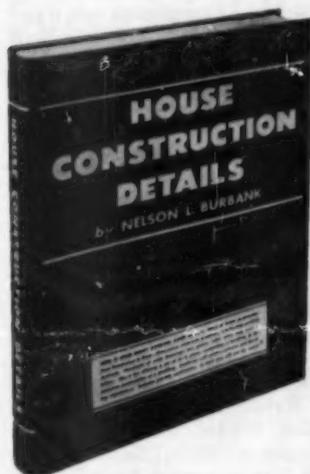
NEW TRESTLES WITH 9 HEIGHT ADJUSTMENTS



FOR FAST MASONRY CONSTRUCTION, mason contractor L. Hubbard of Euclid, Ohio, uses new "Trouble Saver" Putlog Trestles on a project for Joe Miller Homes Co. The new Putlog Trestles are 5'-long and provide nine height adjustments, ranging from 4' to 6'. Masons set each Putlog on the top course, then brick is laid over them. Putlogs are pulled out of the wall and adjusted to new height as the job progresses. When a pin is removed, the new Putlog Trestle swings down flat for easy storage or shipping.

THE STEEL SCAFFOLDING COMPANY

Telephone EVergreen 3-5510 Dept. AB 856 Humboldt Street, Brooklyn 22, New York



**YOUR
 EXACT
 WORKING
 GUIDE**
and answers to
**OVER 2,000
 BUILDING
 QUESTIONS**

Construction details from foundation to finish, with hundreds of photos and easy-to-follow scale drawings. One-eighth inch drawings of two modern houses included. Conforms to building regulations everywhere. A standard guide for altering stock plans or remodeling. Fourth revised edition.

SEND NO MONEY . . . Examine Free

American Builder readers need not send money to get this book. After 10 days, remit \$4.95 plus postage; otherwise return book and owe nothing. (To save postage, remit with order. We refund your money in 10 days if dissatisfied.)

AMERICAN BUILDER BOOKS, Dept. AB1255
 30 Church St., New York 7, N. Y.

Save Time and Money . . . Avoid Mistakes . . . Use

SIMPLIFIED CARPENTRY ESTIMATING

HERE IS EVERYTHING YOU NEED to know to "take off" a bill of materials from set of plans and specifications for a frame house. Saves you time figuring jobs, protects you against oversights or mistakes that waste materials and cost money. Nothing complicated—just use simple arithmetic to do house carpentry estimating with this easy-to-use ready reference handbook.

CONTENTS: Estimating Fundamentals, Foundation Material, Framing, Exterior Finish, Hardware, Building Information, Estimating Short Cuts, Labor Hours per Unit of Work, Carpentry Mensuration, Mathematical Reference Tables, Stair Estimating, How to Plan a House.

1950, 5th Ed. 304 p. 123 illus. 60 tables, 5x8. \$3.75



FREE EXAMINATION COUPON

Simmons-Boardman Books, Dept. AB1255
 30 Church St., New York 7, N. Y.

Please send me a copy of Simplified Carpentry Estimating. If after 5 days trial I am not fully satisfied, I'll return it and owe nothing. Otherwise I'll keep the book and send \$3.75 plus a few cents for postage and handling in full payment.

Name

Street

City State

SAVE. Send \$3.75 with your order. We pay postage, handling. Some trial terms.

SIMPLE STEPS for faster, lower cost finishing of concrete or masonry walls with wallboard or wood.



HERE IS ALL YOU NEED

Gemco Anchor Nails have ample strength to hold sidewall loads in place securely. Easy to install. Anchoring is sure, safe, permanent. Great time- and money-savers!



Tuff-Bond General Purpose Adhesive bonds the anchor nails securely to concrete or masonry; super-strength; waterproof. Also **Tuff-Bond Quik-Set** for fast bonding to smooth surfaces.

GOODLOE E. MOORE, Incorporated,
Danville 36, Illinois

Please send details and prices on *Gemco Anchor Nails* and *Tuff-Bond Adhesive*.

Name _____

Company _____

Address _____

City _____

State _____

NEWS (continued)

Industry home improvement drive may lead to permanent FHA Title I

Operation Home Improvement—the big 1956 campaign of the home building industry to instill in owners a desire to take as good care of their homes as they do of their other possessions—may lead to establishment of a permanent Title I program in the Federal Housing Administration.

Commissioner Norman P. Mason told 73 industry representatives at a New York OHI meeting sponsored by U. S. Plywood Corp. that FHA will recommend this action to the incoming Congress, and also urge that Title I home improvement loans be extended both in dollar limit and repayment time.

OHI is sponsored by the Chamber of Commerce of the United States, many manufacturers and trade associations, who beginning January 16 will unleash a large volume of publicity and advertising in national magazines, radio, television and special newspaper supplements. The seal and slogan in the adjoining sketch is expected to be used repeatedly throughout the year.



Name 'Center' architects

Architects have been named to design the initial 25 homes in Home-style Center Foundation Inc.'s research village to be built in Grand Rapids next year. Opening is planned for January, 1957.

Plans for the \$2,000,000 center, which will ultimately consist of 50 fully-furnished and equipped houses in moderate to luxury price ranges, were announced early this year by the National Association of Home Builders. Nine homes are to be built in 1957 and eight each in 1958 and 1959. After completion of the 50 homes, ten will be replaced yearly.

Architects will be captains of a four-man design team designated for each house. An interior designer, landscape architect and builder from the same region as the architect will complete each team.

The architects, as announced by the center's design committee are: R. Buckminster Fuller, Geodesics, Inc., Raleigh, N. C.; George Nelson, New York City; Alden Dow, Midland, Mich.; Robert Little, Cleveland; Eliot Noyes, New Canaan, Conn.; Eldredge Snyder, New York City; Royal Barry Wills, Boston; Harwell H. Harris, Austin, Tex.; John E. Dinwiddie, New Orleans; University of Illinois College of Architectural Engineering, Urbana, Ill.; Carl Koch, Cambridge, Mass.; Paul Rudolph, Sarasota, Fla.; A. Quincy Jones and Frederick E. Emmons, Los Angeles; Painter, Weeks and McCarty, Knoxville, Tenn.; Ralph Rapson, University of Minnesota; Kazumi Adachi, Los Angeles.

The homes are to depict urban, suburban and farm living, pertaining to their region, location and climatic conditions.

30 million units by '75?

A minimum of 30,000,000 new dwellings between now and 1975 will assure a continued strong market for the construction industry.

That's the prediction made by Dr. Neal Bowman, staff speaker for the National Association of Manufacturers at the 48th annual convention of the National Association of Real Estate Boards in New York. NAM economists have found, he said, that record population growth would exercise continued demands on builders to step up the construction pace of recent years.



Turley

Clarence M. Turley, St. Louis, was named president, succeeding Henry G. Waltemade, New York.

FHA Commissioner Norman P. Mason told delegates their best "extra-curricular" service would be to lead a concentrated effort to reclaim failing neighborhoods. "It has been estimated," he said, "that a million American homes slip into the slum category each year."

Whitest . . . BY ANY STANDARD

Whitest in the bag
Whitest in the mix
Whitest in the completed job



There are so many places where it is better to use Trinity White. It is a true portland cement with the "greys" and "off-color casts" eliminated. Use it for architectural units; stucco; terrazzo; or any other job where appearance is important in good concrete. If your dealer does not carry Trinity White, write us direct.

A product of GENERAL PORTLAND CEMENT CO.
CHICAGO • DALLAS • CHATTANOOGA • TAMPA • LOS ANGELES

Trinity White

PORTLAND CEMENT

As white  as snow

Successful Builder Cuts Heating Installation Costs with **Vulcan TRIMLINE** Baseboard

. . . improves quality, efficiency and salability!

Not Siegel, Long Island builder, cut heating installation costs, improved quality, efficiency and salability by selecting VULCAN TRIMLINE for his 200-home development at West Brightwaters, L. I. Here's how he did it:

- Less materials used because TRIMLINE requires fewer parts (one-piece back and top).
- Simple method of installation saved man-hours — fewer joints, less fittings and cover snaps on — quick!
- TRIMLINE is I-B-R rated for top efficiency, a vital selling factor, seal of approval.

Learn How You Can Cut Your Costs With Trimline

Write today for VULCAN's free Catalog 54 that tells you how you can cut installation costs.

Originators of Fin-Tube and Baseboard Radiation in America



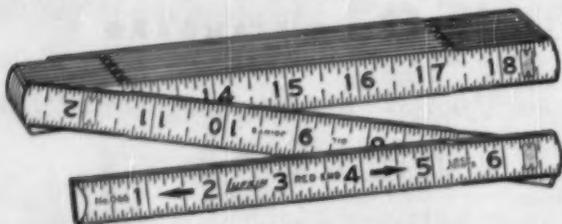
Not Siegel, president of FERN HOMES, Brightwaters, Long Island.



TRIMLINE installed at 200-home development by FERN HOMES.

the **VULCAN Radiator Co.**, 775 Capitol Ave., Hartford, Conn.

PROVEN BY YEARS OF LEADERSHIP
the most accurate and durable
rule you can buy...



LUFKIN "RED END"



NO. X46 —

**FOR EXTRA HEAVY
 DUTY AND INSIDE
 MEASUREMENTS**

Has all of the "Red End" features, PLUS 50% thicker sections for extra strength and solid brass extension with black filled figures for inside measuring.

No. 066 illustrated above is —
ACCURATE because . . . rust-proof triple-locking joints eliminate end-play . . . every rule must pass many rigid inspections during manufacture. **DURABLE** because . . . brass strike-grained plates prevent wear . . . select straight-grained hard maple sections resist breakage . . . bold figures **STAY** easy-to-read because they are embedded right into the wood and are further protected by tough clear plastic.

343
BUY LUFKIN
 TAPES • RULES • PRECISION TOOLS
 FROM YOUR HARDWARE OR TOOL STORE
THE LUFKIN RULE CO., Saginaw, Mich.
 132-138 Lafayette St., New York City • Barrie, Ont.

TACKING HYDRON with HANSEN ONE-HAND TACKER

**TRIP-HAMMER
 ACTION
 MAKES HANSEN**

*"Best for
 Builders"*



HANSEN ALSO TACKS
INSULATION . . BUILDING PAPER
. . . SCREENS . . . CORNERITE . . .
METAL LATH . . . CEILING TILE
. . . MASKING MATERIALS . . .

SAVE TIME •
STEPS • EFFORT
• MATERIALS •
WITH HANSEN

36 MODELS
 80 STAPLE SIZES

**REQUEST
 BOOKLET
 T-40**



A. L. HANSEN MFG. CO.

5059 RAVENSWOOD AVE., CHICAGO 40, ILL.

Where do you fit?

FOR "STANDARD HOUSE"

NO STANDARD PRICE

How much does it cost to build a "standard house"? According to an FHA survey, based on July 1 building costs, the price can vary by as much as \$3,000. Here's the cost of a "standard house" in 70 cities. (The "standard house", by FHA definition, is a one-story frame structure of 897 sq. ft., excluding lot, heat, basement, garage, porch or landscaping.)

Cleveland, Ohio	\$9,157
Springfield, Ill.	8,870
Buffalo, N. Y.	8,701
Chicago, Ill.	8,669
Des Moines, Iowa	8,551
Milwaukee, Wis.	8,515
Sioux Falls, S. D.	8,467
Reno, Nev.	8,325
Columbus, Ohio	8,265
St. Louis, Mo.	8,260
Cincinnati, Ohio	8,200
Grand Rapids, Mich.	8,146
Minneapolis, Minn.	8,093
Pittsburgh, Pa.	8,064
Fargo, N. D.	8,018
Omaha, Neb.	7,968
Louisville, Ky.	7,894
Albuquerque, N. Mex.	7,890
Shreveport, La.	7,854
Charleston, W. Va.	7,825
Albany, N. Y.	7,811
Kansas City, Mo.	7,797
Hartford, Conn.	7,767
Detroit, Mich.	7,761
San Francisco, Calif.	7,682
Boston, Mass.	7,674
Seattle, Wash.	7,673
San Diego, Calif.	7,662
Salt Lake City, Utah	7,647
Indianapolis, Ind.	7,644
Tapscott, Kan.	7,598
Portland, Ore.	7,593
Camden, N. J.	7,547
New Orleans, La.	7,532
Providence, R. I.	7,521
Wilmington, Del.	7,513
Sacramento, Calif.	7,478
Jamaica, N. Y.	7,449
Newark, N. J.	7,419
Baltimore, Md.	7,418
Casper, Wyo.	7,384
District of Columbia	7,383
Boise, Idaho	7,326
Burlington, Vt.	7,289
Jacksonville, Fla.	7,273
Spokane, Wash.	7,239
Philadelphia, Pa.	7,189
Richmond, Va.	7,163
Miami, Fla.	7,117
Tampa, Fla.	7,053
San Antonio, Tex.	6,967
Lubbock, Tex.	6,949
Houston, Tex.	6,942
Denver, Colo.	6,878
Bangor, Maine	6,823
Jackson, Miss.	6,822
Little Rock, Ark.	6,773
Manchester, N. H.	6,741
Tulsa, Okla.	6,739
Atlanta, Ga.	6,708
Dallas, Tex.	6,703
Charlotte, N. C.	6,663
Long Beach, Calif.	6,657
Fort Worth, Tex.	6,630
Oklahoma City, Okla.	6,626
Columbia, S. C.	6,623
Los Angeles, Calif.	6,621
Birmingham, Ala.	6,560
Memphis, Tenn.	6,399
Phoenix, Ariz.	6,234

take a good look at **SUGAR PINE**



one of 10 woods from the
WESTERN PINE region

Light-weight, strong, little shrinkage, workable, nail-able, soft and uniform-textured, light colored—Sugar Pine fits all these specifications! Most versatile of all softwoods, Sugar Pine fills the bill for everything from house construction to foundry patterns—piano keys to stadiums!

Sugar Pine comes in **3 select, 5 common, 4 factory grades**. It's in good supply and available in straight or mixed cars together with other woods from the Western Pine region!

the Western Pines

IDAHO WHITE PINE
PONDEROSA PINE
SUGAR PINE

the Associated Woods

LARCH
DOUGLAS FIR
WHITE FIR
ENGELMANN SPRUCE
INCENSE CEDAR
RED CEDAR
LODGEPOLE PINE



"SP" is a Registered Trademark
of the Western Pine Association

get the facts
to help you sell **SUGAR PINE**

Write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Bldg., Portland 4, Oregon

DECEMBER 1955



another 500-home project
installs money-saving

SONOAIRDUCT[®] FIBRE DUCT



**P & H
HOMES**

Dunhurst Heights, near Chicago, Ill.
A 500 unit project with P&H Prefab-ricated Homes. Miller Brothers, heat-ting contractors.

Economical SONOAIRDUCT Fibre Duct is made espe-ially for gas and oil fired perimeter heating systems where the duct is to be encased in dense aggregate concrete. Designed to comply with F.H.A. Minimum Property Requirements. 2" to 36" I.D., up to 50' long. Aluminum foil lined. Fits all standard metal elbows, T's, registers, etc. Widely used and approved.

For complete information, write



**SONOCO
PRODUCTS
COMPANY**

CONSTRUCTION PRODUCTS DIVISION
HARTSVILLE, S. C. — MAIN PLANT

LOS ANGELES, CAL.
5955 SOUTH WESTERN AVE.

MONTCLAIR, N. J.
14 SOUTH PARK STREET

AKRON, IND. • BRANTFORD, ONT. • MEXICO, D. F.

Increase your know-how

with these practical books covering
all phases **LIGHT CONSTRUCTION**

ESTIMATING

2. SIMPLIFIED CARPENTRY ESTIMATING*

By J. W. Wilson and C. M. Rogers

Everything needed to take-off a bill of materials from a set of plans and specifications for a frame house. Many helpful tables and short cuts that simplify the work. \$2.75

3. BUILDING ESTIMATOR'S REFERENCE BOOK VEST POCKET ESTIMATOR

By Frank R. Walker

Two companion books containing latest estimating and cost data on everything that goes into a house. Most complete available. \$12.00

4. CONTRACTOR'S MATERIAL LIST

A 10-column take-off form for complete listing of materials and labor costs. \$1.00

5. SPECIFICATIONS

Full set of detailed house specifications (and item index) with spaces for inserting pertinent descriptive data. \$1.50

BRICKWORK & MASONRY

6. ART OF BRICKLAYING

By J. E. Roy

Basic bricklaying job instruction. Many illustrations, glossary, special scaffolding and cement block chapters. \$4.00

7. MASONRY SIMPLIFIED VOL. I (Tools-Materials-Practice)

By Dalzell and Townsend

Practical masonry procedures in the various phases of construction from concrete forms to fireplaces and septic tanks. Includes discussions of new products such as glass blocks, waterproofing mixtures and insulating blocks. Each vol. \$5.00; \$10.00 for both.

HEATING & PLUMBING

9. HEATING, COOLING AND AIR CONDITIONING HANDBOOK

Handy reference manual and practical instruction book. 706 pages; 351 illustrations. \$4.00

10. HOW TO DESIGN AND INSTALL PLUMBING

By A. J. Matthias, Jr.

Every step in the design and installation of the plumbing system to fulfill blueprint requirements and specifications. \$4.25

ELECTRIC WIRING

11. INTERIOR ELECTRIC WIRING AND ESTIMATING

By Uhl, Nelson & Dunlap

How-to-do-it book of wiring and estimating. \$4.25

12. WESTINGHOUSE HOME WIRING HANDBOOK

By A. C. Bradahl

Guide for planning wiring of moderate-priced homes. With emphasis on safety, effectiveness and efficiency. \$1.00

1. RICHEY'S REFERENCE HANDBOOK*

By H. G. Richey

For construction engineers, architects and builders. Here, in one handy volume, is a whole library of information covering all the building trades. Twenty-three chapters, over 400 tables, 544 drawings and a 20-page index. A completely new kind of handbook stressing actual building practice and what-to-use and how-to-do-it instructions. An *American Builder* publication sold on a ten-day inspection privilege (see coupon).

1600 pages—\$9.95

PLAN BOOKS

13. HOMES FOR LIVING*

By Samuel Paul, Architect

While designed for prospective homeowners in the "dreaming" stage, builders find this book useful as a source of ideas and suggestions to customers. Sketches and detailed floor plans for 80 houses in a wide variety of popular styles, divided into three general price brackets according to family income. Complete plans and specifications for these houses are also available. \$3.95

14. SUNSET WESTERN RANCH HOUSES

Authoritative book on the California ranch house, with thorough pictorial descriptions, ground floor and site drawings. \$3.00

15. DUPLEX AND APARTMENT HOUSES

By J. W. Lindstrom

Floor plan sketches and brief descriptions of 35 duplexes, 11 four-apartment buildings, and five larger ones ranging from six to twelve apartments. \$1.50

MISCELLANEOUS

22. PRACTICAL ACCOUNTING AND COST KEEPING FOR CONTRACTORS

By Frank R. Walker

Complete instructions and examples showing proper methods of keeping time and compiling costs on all classes of construction work. \$3.00

CARPENTRY & BUILDING

16. HOUSE CONSTRUCTION DETAILS*

By Nelson L. Burbank

Exact working guide for every detail of house construction from foundation to finish. Tells dimensions, materials, processes and step-by-step working methods. \$4.95

17. HOUSE CARPENTRY AND JOINERY*

By Nelson L. Burbank

Every step in carpentry in and around the house, clearly explained and illustrated. Covers every job from foundation to interior trim. \$4.75

18. HOW TO BUILD CABINETS FOR THE MODERN KITCHEN*

By R. P. Stevenson

New book gives step-by-step directions, material lists, building pointers and includes detailed working drawings for making every type of cabinet. \$4.95

19. FUNDAMENTALS OF CARPENTRY

By W. E. Durbahn

Complete house carpentry in two volumes. An outstanding value. \$8.00

20. THE STEEL SQUARE

By Gilbert Townsend

Instructions in fundamentals plus step-by-step house construction problems solved by proper steel square use. \$2.50

21. STAIR BUILDING

By Gilbert Townsend

Fully-illustrated explanation of every problem in design and construction of stairs. \$2.95

23. PAINTING AND DECORATING CRAFTSMAN'S MANUAL

Sponsored by the Painting and Decorating Contractors of America. \$2.00

24. ARCHITECTURAL DRAWING FOR THE BUILDING TRADES

By Kenny & McGrail

Practical drawing instruction for builders, contractors, students and draftsmen. Excellent show-how illustrations. \$4.80

FREE with orders of \$5.00 or more

25. Modern Methods of Home Heating*—J. L. Shank

Standard heating systems illustrated with 17 floor plans with heating outlets, 40 photos of equipment and installations; 25 boiler and piping diagrams; 11 heat loss calculating tables. \$2.50

*Starred books are our publications sold with 10-day inspection privilege with full refund.

AMERICAN BUILDER BOOK SERVICE, 30 Church St., New York 7, N. Y.

Send books indicated by circled numerals. I enclose \$....., including 10¢ per book postage.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25

Name

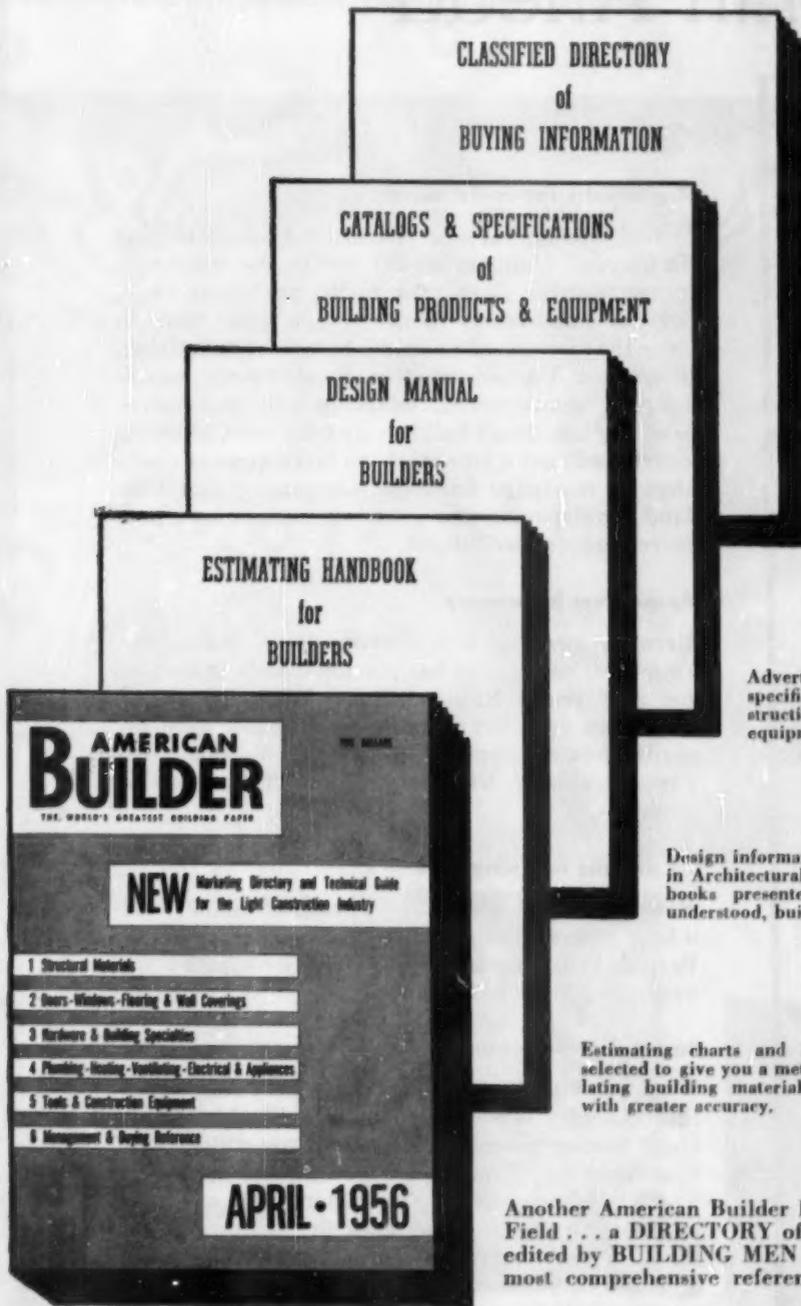
Address

Town, Zone, State

AB 12-55

LOOK at the BUILDING LIBRARY in the APRIL 1956 AMERICAN BUILDER

The NEW Marketing Directory and Technical Guide again proves why "Nobody covers American Building like the American Builder"



HERE'S
WHAT YOU
WILL GET

No matter what product or equipment you may need for your job you can locate the manufacturer in this big classified directory of building.

Advertisements in catalog form give specifications, installation and construction features of the materials and equipment you want to buy.

Design information that is found only in Architectural and Engineering textbooks presented in graphic, easily understood, builder language.

Estimating charts and factor tables selected to give you a method of calculating building materials faster and with greater accuracy.

Another American Builder FIRST in the Light Construction Field . . . a DIRECTORY of BUILDING for BUILDERS . . . edited by BUILDING MEN to provide the industry with the most comprehensive reference guide ever published.

American Builder
1956 Directory

THE BUILDER'S BOOK OF KNOWLEDGE

The Month Ahead

INSIDE JOB

If you're not ready for winter building outside (and you should be if you've read your October American Builder), think about advertising your services—right after Christmas—as a remodeler. Don't forget that next year is Home Improvement Year, by presidential proclamation.

BACK IN BUSINESS

American Builder's news editor, Garrett Winter, will be back at his old stand at The Hilton during the NAHB convention. His "Convention Daily" will be in your hands on opening day, January 22.

SCHOOLS AND YOU

Keep your eye peeled for news stories coming out of the White House Conference on Education. In many ways, as American Builder has been saying all along in its series on Community Facilities, your responsibility as a development builder of new neighborhoods will be thoroughly thrashed out. (We'll cover the Conference thoroughly in January.)

PREFAB

First it was prefab kitchens and now it's prefab bathrooms. We understand bathroom manufacturers are just waiting for enough encouragement to put out 5x8' packages. (See our February prefab issue.)

Big breaks for small builders

A real highlight of next month's NAHB convention in Chicago (January 22-26) will be the many program features given over to the particular problems of small-volume builders. You won't want to miss the discussions on model-home merchandising, FHA and VA construction requirements, small-business management, financing and cooperative land buying. Small builders and big ones alike, of course, will get a lot out of the large general meetings on mortgage financing, community facilities, land development, the economic outlook and new merchandising techniques.

By-product in January

Between meetings and show-shopping, make sure your local association has put the wheels in motion for next year's National Home Week Parade of Homes in your town. Many associations have already formed committees for 1956. Don't let January slip by without seeing to it that *you're* covered.

12 months is a long time

Houston, Texas, whose Fall Parade of Homes was a huge success, has already laid plans for a *Spring* Parade. There's another idea to talk over with your local association next month.

Business and pleasure

When you pull up stakes in Chicago next month and think about a few weeks of rest in Florida, think about resting where you can learn something: the new "gold coast" on the western side of the state, where retirement housing is booming. You can pick up many an idea to bring back to your own town for the new "vacation-now, retirement-later" kind of house. (American Builder for January has a five-page article on retirement homes.)

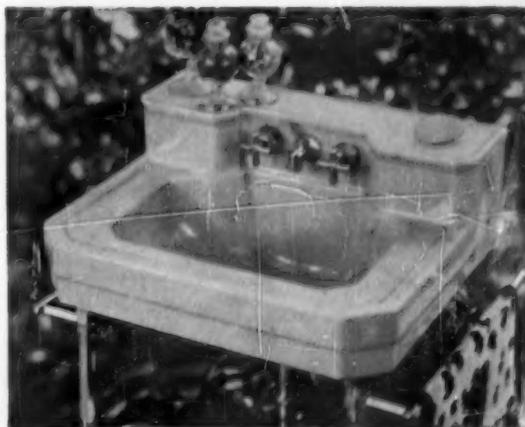
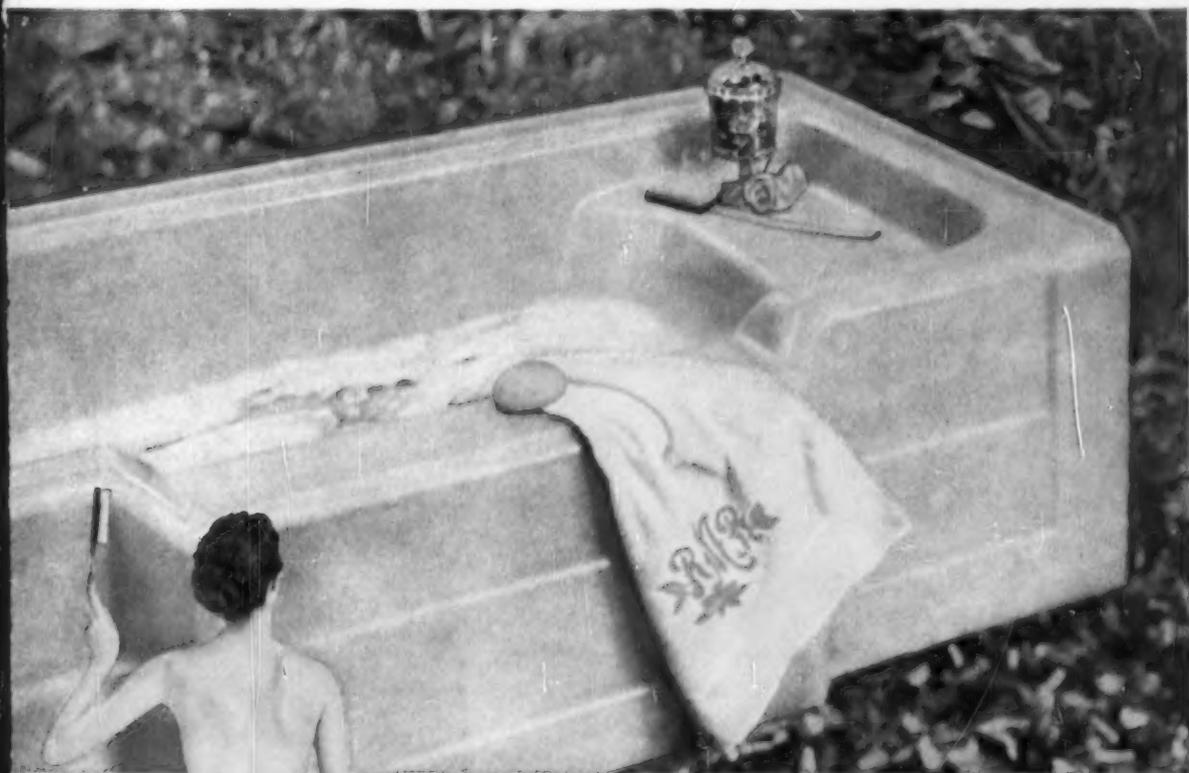
The cool look of perfection

—in these luxurious Eljer fixtures and fittings reflects your own insistence on quality in the homes you build.

National advertisements, such as this, tell your prospects about Eljer beauty and craftsmanship in dramatic fashion. Available from your plumbing contractor in cast iron, formed steel, and vitreous china. Eljer, Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pennsylvania.

ELJER

DIVISION OF THE **MURRAY** CORPORATION OF AMERICA

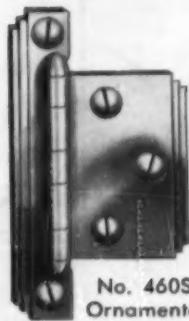


ELJER — the only name she needs to know in plumbing fixtures

National CABINET HARDWARE



The kitchen becomes the focal point for mutual admiration

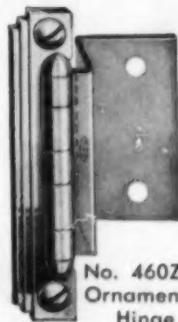


No. 460S
Ornamental
Hinge

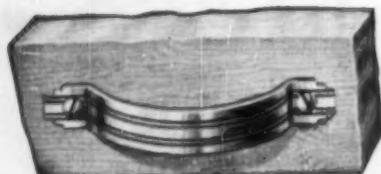
This center of culinary activity is the setting for the modern labor saving home appliances which have banished the age-old drudgery from the home scene.

NATIONAL Cabinet Hardware is a flattering contribution to the kitchen beautiful. Modern styled ornamental hinges and drawer pulls of gleaming chromium dress up kitchen cabinets and counters. In preparing meals a generous assortment of cabinets within finger-tip reach can save hours and needless steps in the daily routine of the average homemaker.

Note the many styles of kitchen hardware available in the NATIONAL line—builders of the best in hardware for over 50 years.



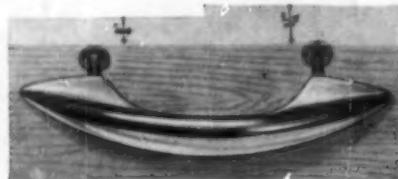
No. 460Z $\frac{1}{4}$
Ornamental
Hinge



No. 107 Drawer Pull



No. 485 Ornamental Hinge



No. 217 Door and Drawer Pull

National

MANUFACTURING COMPANY

Sterling,
Illinois